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Mary Ann Yochim, National Fuel Gas Corporation (2006)
Lynn Zillmer, Executive Director, DeBence Antique Music World (2005)
Barbara Zolli, Site Administrator, Drake Well Museum (2005-2006)

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*See Bibliography in Appendix B: Environmental Assessment
**These items are available for review at the Oil Region Alliance. The 2004 Management Plan Update can be downloaded from the website www.oilheritage.com

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The Oil Heritage Region is one of the most authentic and powerful of the heritage areas in the United States. The form and culture of this region bear the imprint of the oil industry: from the town centers that were developed with oil profits to the oil leases and equipment that dot the landscape and are often plainly visible from a road. The story of oil is interpreted in many venues, ranging from the state-operated Drake Well Museum, on the site where the initial well was drilled, to small locally managed museums and collections. Moreover, the area has a dramatic natural landscape that is increasingly appreciated by residents and tourists, oriented to the Allegheny River and its tributaries, including the Oil Creek Valley, the locus of “oil fever” in the second half of the 19th century.

This Management Plan Augmentation, prepared for the Oil Region Alliance of Business, Industry and Tourism (Oil Region Alliance or ORA), is intended to assist this innovative management entity to most effectively use its resources to capitalize on these assets and accomplish its mission, while taking advantage of National Heritage Area designation.\footnote{The Oil Region Alliance of Business, Industry and Tourism (ORA) was created in 2005 and is the successor to Oil Heritage Region, Inc., but has greatly expanded capabilities. In this Executive Summary, reference to ORA encompasses accomplishments prior to 2005. The overall area is referred to as ORNHA.}

**Purpose of this Plan**

This document augments a 2004 Management Action Plan (MAP) Update for the Oil Heritage Region. In 1994, the original Management Action Plan for the area led to the designation of Venango County and portions of Crawford County as a state heritage park by the Commonwealth of Pennsylvania. This augmentation of the 2004 Update reflects the recent designation of the Oil Region National Heritage Area by the U.S. Congress. In the ten-plus years since completion of the initial 1994 Plan, and with the help of over $3.3 million in grants through the Pennsylvania Heritage Parks Program of the state’s Department of Conservation and Natural Resources, ORA has been instrumental in working with partners across the region, facilitating a total of $21.7 million of total investment in the key resources of this significant area. These investments have supported creation and expansion of an outstanding regional recreational trail system, improvements to interpretive venues, historic preservation projects, public environment improvements and economic development in the region’s historic downtowns, and expanded management capability.

With this strong record of accomplishment, as well as the passing of a decade since the completion of the original plan, the 2004 update of the Management Plan and this augmentation of that update take account of changed market conditions, evolving project needs, the opportunity to build upon the region’s successes, and the opportunities offered by national recognition.
Oil Heritage Region Management Action Plan Update

**Significance of the Oil Heritage Region**

Oil was commercially recovered in the Oil Creek Valley of northwestern Pennsylvania beginning in 1859. The tools, the terminology, the extraction, the transportation, and the financial norms for the oil industry, which are used throughout the world today, were developed here in the latter part of 19th century. Heroes and scoundrels, enormous riches, violence, and environmental damage are part of this story.2

The commercial history of petroleum in the United States began at Drake Well along Oil Creek near Titusville, Pennsylvania. Edwin L. Drake, the agent for the Seneca Oil Company of New Haven, Connecticut, and William Smith, a salt well driller from Tarentum, Pennsylvania, successfully brought in the world’s first drilled well on August 27, 1859. The well depth of 69-½ feet produced 20 barrels per day for nearly three years.

Oil well drilling required suction pumps to remove natural gas from the wells, leading eventually to the early development of the natural gas industry. Natural gas was initially considered a hazardous and unusable by-product of the oil wells, but quickly became a significant lighting and fuel source in the region. In 1867, natural gas was piped to some of Oil City’s homes for cooking and heating purposes. The Emlenton Gas Light and Fuel Company was organized in 1882, the first natural gas company chartered in the state and only the third in the United States.

Drake Well Museum, operated by the Pennsylvania Historical and Museum Commission, offers powerful interpretations of the stories and resources of the oil industry. Other museums and visitor attractions, including the Oil Creek & Titusville Railroad that traverses Oil Creek Valley, site of many early episodes of frenzied exploration, provide important interpretation of the industry and local history. However, this region has an authenticity and powerful heritage that transcends any museum or historic site.

Across the region’s landscape are unique natural and man-made resources that are intertwined with the history of the oil industry and its remarkable heritage of boom and bust, spoils, and recovery. The permanent effects of economic prosperity that the oil industry brought are most evident in the four communities of the region—Titusville, Oil City, Franklin and Emlenton. Each of these municipalities feature extant oil related settings, landmarks, and distinctive residential, commercial and industrial architecture.

The remnants of the oil industry are also evident across the region. Abandoned boomtown settlements, oil farms, and inactive oil fields provide reminders of past lifeways. Of the more than 8,000 reported abandoned (oil and gas) wells in Pennsylvania, approximately 1,932 exist in Venango County, with 228 of those being slated for plugging.3 This situation is a reminder of the continuing environmental consequences of the region’s early oil boom. Sites of former refineries and operating oil leases that have been in continuous operation since the region’s boom days provide excellent opportunities to interpret the continuing legacy of the oil industry.

Finally, this region communicates a story of people who realized the opportunities (and experienced the tragedies) of a business that transformed whole societies as well as individual lives and entire landscapes. Traditions associated with oil heritage are carried on through festivals, events, and other activities including several Boomtown Days, Oil Field Picnic, and Oil Heritage festivals. This story of an industry of worldwide enormous economic, social, and technological significance can be powerfully understood in this corner of Pennsylvania.

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2 The text in this section is largely excerpted from a report commissioned by the National Park Service in 2000 that recommended support for designation of the Oil Heritage Region as a National Heritage Area.

3 Pennsylvania Department of Environmental Protection, August 13, 2004
Implementation to Date in OHR Communities

The substantial implementation of the original Management Plan reflects the energy and progressive approach that has been taken by ORA in cooperation with its partners—non-profits, communities, and funding supporters.

Attractions and venues have been strengthened across the ORNHA since the completion of the original Management Action Plan, including new exhibits and facilities in Drake Well Museum, Oil Creek State Park, Oil Creek & Titusville Railroad (OC&TRR), Barrow Civic Theatre, DeBence Antique Music World Museum, Venango Museum of Art, Science & Industry, and the Emlenton Visitor Orientation Center and Pumping Jack Museum.

The environmental quality of downtowns has been improved in the region’s core communities—Titusville, Oil City, Franklin, and Emlenton—through streetscape, sidewalk, landscape, and some interpretive installations.

Dramatic progress has been made on implementation of region-serving bike and hike trails. These trails form a network that connect key destinations and are widely recognized for their quality and value, although work remains to be done to complete the system. The work supported by ORA includes lengthening the multi-purpose bicycle trail by 18 miles along the Allegheny River, adding a deck to a former railroad bridge in Belmar, and engineering for linkage of trail system throughout the OHR in cooperation with the Allegheny Valley Trails Association, municipalities, and Oil Creek State Park.

Regional branding is underway, although this still needs to be emphasized, strengthened and unified. ORA has adopted a unified logo which is helping to build a regional identity.

ORA has supported diverse preservation activities, in addition to investments in venues that were mentioned above, including nomination and approval of 4 historic districts and other properties now listed in the National Register of Historic Places, the Oil Region Multiple Property Documentation Form, and the installation of 8 PHMC markers.

Funding support has been provided for educational materials to enable publication, distribution, and printing of numerous educational and promotional books, booklets, brochures, rack cards, maps, placemats, sketchbooks, postcards, cassettes, CDs, and guides.

ORA has taken a major role in creating and supporting new regional events that deal with heritage and recreation. ORA staffed and coordinated the Venango County Bicentennial (2000), the first Victorian Architecture Conference (2000), Oil Region River Romp (annual since 1998), Hike for Heritage (since 1996), and Oil Region Road Tour.
Oil Heritage Region Management Action Plan Update

The primary attractions most closely related to the oil industry include the state managed Drake Well Museum, Pithole City Historic Site, and McClintock Well #1, the non-profit Oil Creek & Titusville Railroad, and Oil Creek State Park, providing a powerful image of a landscape of discovery. Additional oil-related interpretive venues of a smaller scale include the Pumping Jack Museum in the Crawford Center in Emlenton, exhibits in the Perry Street Station in Titusville, and interpretive sites along the OC&TRR route, including Coal Oil Johnny’s House at Rynd Farm, and the Petroleum Centre Station.

Several other venues display significant collections that have been enabled by oil wealth, including the Venango Museum of Art, Science, and Industry, the DeBence Antique Music World, Dan Hardesty’s Wild West Museum, the Tyred Wheels Museum, and the Venango County Historical Society.

Other interpretive initiatives are in process, including a proposed Mather Museum in Titusville in a rehabilitated block that contains the studio of the famous photographer, John A. Mather, and a potential natural gas museum or exhibit utilizing a significant collection of artifacts from the United Natural Gas Company collection, including operating equipment, maps, records, and other historical materials.

The emphasis of the 2004 Plan Update and this Plan Augmentation is to build upon the strengths of these core attractions and to build linkages among attractions in the region, as shown in Figure 1. This effort needs to be based on sound interpretive principles that are audience-and outcome-specific, with careful pre- and post-testing of interpretive and exhibit concepts.

At Drake Well Museum, large-scale changes to improve interpretation were recommended by the 2004 Plan Update and are being implemented. The Pennsylvania Historical and Museum Commission is implementing a dramatic update of facilities, exhibits, and support facilities. This work includes a boombtown installation within the museum, coupled with a new audio-visual experience. Additionally, supplemental site interpretation—both waysides and an audio tour—are in progress.

Other core interpretive sites that should be enhanced with supplemental exhibits, audio interpretation, and supplementary guide materials, are Rynd Farm, Perry Street Station, the Oil Creek & Titusville Railroad, the Petroleum Centre area, and Oil Creek State Park. Relatively modest cost
**Oil Heritage Recommendations**

**Oil Heritage Region**

Venango & Crawford Counties, Pennsylvania

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**OC & T RR**
- Interpretive plan for train ride and stations
- Update brochure racks to connect sites on a map
- Prepare self-guided illustrated booklet for sale
- Updated marketing strategy to determine media that best attracts riders
- Enhance orientation at Perry Street Station

**Oil Creek State Park**
- Complete master interpretive plan for entire park
- Partner with other regional attractions on joint programming
- Develop better signage at trailheads
- Produce park guide in preferred DCNR format

**Oil Heritage Route**
- Develop self-guided tour booklet for oil-related sites
- Develop CD/DVD self-guided driving tour
- Install interpretive signage at key sites on tour

**Pithole City**
- Develop updated interpretive plan for entire site
- Build apartment and employ onsite caretaker
- Upgrade outdoor signage
- Use photo of diorama to guide visitors on site
- Upgrade interior exhibits to tell more provocative stories about the people
- Develop new marketing brochure
- Install OHR linking kiosk to advertise other regional attractions
- Continue and expand lantern tours and other night walks

**Petroleum Centre station area**
- Develop exhibit panels to focus on a single theme
- Develop exhibits that focus more attention on diorama
- Install and show Visitor Center introductory video at the station

**Venango County Historical Society Museum**
- Post test current exhibits and programs
- Pre test proposed exhibits and programs

**Dan Hardesty’s Wild West Museum**
- Relate artifacts to local people and events where possible

**DeBence Antique Music World**
- Relate musical instruments to local people and events where possible

**Oil City**
- Post test current exhibits and programs
- Pre test proposed exhibits and programs

**Pumping Jack Museum**
- Develop gallery guides for special groups

**Pithole City**
- Develop interpretive plan for entire site
- Plan interior exhibits to accommodate a small number of people
- Provide more panels outside to accommodate larger groups
- Present story of Rynd Farm and association with railroad
- Install OHR linking kiosk to advertise other regional attractions

**Rynd Farm**
- Prepare interpretive plan for entire site
- Plan interior exhibits to accommodate a small number of people
- Provide more panels outside to accommodate larger groups
- Present story of Rynd Farm and association
- Install OHR linking kiosk to advertise other regional attractions

**Allegheny River Trail**
- Install interpretive signage at interesting sites

**Oil Region Alliance**
- Establish supplementary archive
- Perform feasibility study for a natural gas museum

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**Oil Heritage Region**

Venango & Crawford Counties, Pennsylvania
improvements at each of these venues could improve the visitor experience and take advantage of the inherent quality of these sites and their existing interpretation.

A feasibility study is recommended for a natural gas museum or exhibit. The collection of artifacts from the United Natural Gas Company offers significant interpretive potential, and the study will determine the most effective approach to develop exhibits and archives for these resources.

The Oil Region Alliance should build upon the brand and identity of the region to connect interpretive venues to one another and to reinforce the sense of the region. This should include installation of orientation exhibits at each attraction that explain the relationship of the site to the region as a whole, completion of the system of orientation centers by addition of sites in Oil City and Franklin, and development of an extensive system of wayside exhibits, designed to a common standard and "appearance," to reinforce the regional brand.

Regional signage will enhance the regional branding through a system being designed concurrent with this update, to include signage systems for entry routes, tour route blazes, and identification signs for key municipalities.

**Recreation**

The region’s rich natural resources provide a natural setting that is an important counterpoint to heritage sites and is also an important visitor draw. Major parks, such as Oil Creek State Park and Two Mile Run County Park, provide recreational experiences, fishing sites, and overnight campsites and accommodations. The area is renowned for the scale and diversity of its fishing, with over 200 linear miles of designated stocked and wild trout waters, as well as river and lake fishing. Figure 2 shows the following recreation elements of the plan:

**Figure 2**

**Recreation Recommendations**

The Allegheny River, which traverses much of the region, can and should be more intensively utilized for boating and fishing. The Plan recommends providing additional river access points in Emlenton, Kennerdell, and Oil City, enabling increased utilization by boaters and encouraging outfitters and recreation users to have longer stays in the region. Additionally, community castways are proposed on riverfronts in core communities and Oil Creek State Park and Two Mile Run County Park to expand recreational opportunities close to existing centers of population and recreational activity.

In recent years, due in large part to the efforts of the Allegheny Valley Trails Association, with financial assistance from many sources, including OHR, Inc., the region has developed an extensive network of high quality multi-use trails that attract bikers and hikers in increasing numbers. Analysis of visitor patterns to heritage and recreation attractions, including the many festivals and events across the Oil Region, reveals the numbers of recreational visitors are growing and are significantly larger than the numbers of visitors to heritage attractions.

**The recreational trail system should be expanded and completed.** The highest priority action should be the completion of the trail gap between Petroleum Centre and Oil City and the trail connection to Emlenton, which will require agreements to traverse the former Rouseville and Emlenton refinery sites. These connections would provide a nearly complete trail that would link the core communities and related activity centers in the region to one another in the north-south direction, along a dramatic bikeway through the entirety of Oil Creek State Park and parallel to the Allegheny River. Regional efforts should encompass extended connections to activity centers at the edges of the OHR boundary and beyond, including linkages to Spartansburg in Crawford County, Clarion County, Mercer County, along the Allegheny River, and to Foxburg.

Trail expansions should include spurs to connect to other destinations, such as Two Mile Run County Park, area downtowns, and other destinations of interest that are relatively close to the bike trail system, such as iron furnaces, historic sites, and scenic natural features. Where possible, such spurs should be located on dedicated rights of way, but can also be located on “share-the-road” marked lanes where dedicated rights of way are not feasible.

In combination, trail completions, extensions, and spurs could add as many as 100 miles of additional trails over time, and could be supplemented with trailheads, support services, and scenic overlooks.
Recreation Recommendations

Oil Heritage Region

Venango & Crawford Counties, Pennsylvania

ORA Recreation Program Initiatives

Inform travel and outdoors writers of recreational events and activities
Coordinate marketing of region at large recreational venues outside of region
Encourage and be involved in implementation of master plans for region’s recreational venues
Co-sponsor fishing tournaments or multi-activity outdoor sports theme festivals
Help coordinate extension of OC & T RR into Oil City and Franklin
Administer low interest small business loans for outdoor recreation businesses
Monitor privately funded construction of trail to Foxburg
Sponsor geocacher events
Encourage outfitters to widen shuttle services to also include bicyclists and hikers

Two Mile Run County Park

Watchable Wildlife Platform
Park includes trail at minimum for bicyclists
Link park trail to Allegheny River Trail & OCSP
Increase environmental education programs
Add interpretive signage along lakeshore
Expand water sports and archery
Ski rentals

Allegheny River Trail

Extend trail east from Oil City to Tionesta and into Allegheny National Forest (20 miles)
Develop scenic overlooks
Install bike racks near downtown attractions
Install interpretive signage at appropriate sites, including waterfalls and iron furnaces

Franklin Vicinity

Castway
Riverfront Park development or improvement
Complete trail through area
Develop Spur Trail in downtown
Install bike racks near downtown attractions

Oil City Vicinity

Castway
Riverfront Park development or improvement
Complete trail through area
Develop Spur Trail in downtown
Install bike racks near downtown attractions

SGL 39
Woods Cornuits site - interpretive signage for mine drainage treatment site

Sandy Creek Trail

Encourage extension of Sandy Creek Trail from Belmar Bridge west to Mercer County and Van East to Clarion Highlands Trail
Interpretive signage where trail crosses SGL 45

Emleton Vicinity

Castway
Trailhead
Riverfront Park development or improvement
Complete trail through area
Develop Spur Trail in downtown
Develop scenic overlooks
Install bike racks near downtown attractions
Increase parking for boat trailers

Oil Creek State Park

Castway
Watchable Wildlife Platform
Complete trail sites
Extend OC & T RR south to Oil City
Ski rentals

Oil Creek State Park

Watchable Wildlife Platform
Complete trail sites
Extend OC & T RR south to Oil City
Ski rentals
Preservation

Existing Resources

In addition to an update of extensive documentation of the cultural resources listed in the 1994 plan, five newly listed Historic districts as well as properties have been determined eligible for the National Register. The Drake Well Museum and the Venango Museum store and continue to collect significant archival materials related to the Petroleum Industry. Resources associated with the Natural Gas Industry are stored in locations in Oil City and the newly opened Pumping Jack Museum. There are also numerous historic structures and sites that predate the era of oil discovery.

The Oil Region Alliance and its predecessor Oil Heritage Region, Inc. have guided most preservation activities in the region. Groups seeking financial support for their activities should follow the guidelines established by ORA. ORA is a consulting party to PennDOT’s proposed transportation projects and is directly involved with the NHPA Section 106 review process.

The increase of preservation activities since 1994 has led to the current initiatives in the region, most notably: the Route 8 & 62 Corridor Project; the rehabilitation of several individual buildings and structures in the areas of Rynd Farm, Titusville, and Franklin; and ongoing archival efforts by various institutions and individuals throughout the Oil Region.

Preservation organizations are active in all of ORNHA’s major communities. Some of the numerous preservation organizations focus on the area’s built environment, but the majority of the groups are dedicated to preservation of significant archival materials. In addition to community groups several state agencies have also been involved in ORNHA’s activities. State organizations provide a range of services including technical assistance, National Register nominations, funding, and academic research. Additionally, the 2004 designation of the Oil Region NHA has created opportunities for federal assistance. The Philadelphia Office of the National Park Services has provided technical and administrative support. Other federal resources utilized include the Alliance of National Heritage Areas, The National Trust for Historic Preservation, and The Rivers and Trails Conservation Assistance Program of the National Park Service.

Elements of the Preservation Program

The Management Plan Augmentation for the Oil Region National Heritage Area proposes to recognize and build upon past preservation efforts and to refine the preservation process with a systematic approach that is integrated with economic development, as shown in Figure 3. Investing in the region’s core communities and the linkages between them will maximize the efforts of the preservation program and strategic economic development. To facilitate preservation efforts the following key program elements have been identified:

Resource Documentation consists of inventory programs to identify and document important properties within the ORNHA. The Historic American Building Survey/Historic American Engineering Record is an important organization devoted to creating documentation and identification of historic structures. The National Register of Historic Places/Determination of Eligibility Requirement is usually part of the preservation process to review and mitigate the effects of federal projects on historic properties. Document cataloging and Conservation Programs and Centralized Archives and or Database Programs would help historical societies and public organizations make historical information more accessible to researchers and assist in cataloging.
Core Communities and Connecting Linkages

Oil Heritage Region

Concept:
Retain recreation, interpretation, and accommodation elements of 004 update, and modify plan to focus combined preservation and economic development assistance toward strategic investments in the region’s core communities and to connecting linkages.
programs and historic building tax credits could be part of a support package for developers of historically valuable properties. In conjunction with local media, the process of rehabilitating a threatened property could be exemplified in the style of “This Old House.”

**Regulatory tools to preserve cultural resources—**
A demolition delay ordinance can require a review period to demonstrate feasible alternatives to demolition of historic properties. Likewise the ORA could help pass an ordinance for modification of building exteriors in designated Historic Districts. Conservation easements or restrictions benefit the owner by providing tax cuts and ensure protection of the structure.

**New Facilities**
Several new facilities are recommended in the Plan Update. These include a potential natural gas exhibit and/or museum, and an archive facility.

**Natural Gas**
Interpretation is provided at exhibits at the Emlenton Visitor Center and the Drake Well Museum. While both venues feature the early natural gas industry in exhibits, ORA desires to explore a larger separate location that could include the United Natural Gas Company’s collection of operating equipment, maps, records, and other historical materials that is currently being curated. Accordingly, a feasibility study is recommended to determine the audience and their interests, specific interpretive themes, financial and operational structure, space and display requirements, and location for this potential exhibit or museum.

**Supplemental archive space** is needed to enable a repository for donations from private collectors, in the region and elsewhere, and to provide public access to these collections. Although Drake Well Museum, the Venango County Historical Society, and the Crawford county Historical Society have archive space, there are considerable private collections of artifacts, documents, and photographs associated with Oil Region heritage that may be either inappropriate or infeasible in these locations.

**Planning Assistance to Communities—**
Community planning efforts would benefit from a Main Street Program—a formalized effort to emphasize storefront and adaptive reuse of existing commercial/residential structures in core communities’ downtown buildings. A small communities initiative could complement the Main Street program and could promote economic and visitor development. To identify community and business needs ORA should facilitate intensive community planning forums and creating preservation plans.

**Building conservation technical assistance—**
a Code enforcement program, that would train municipal code officers in the new Uniform PA Building Code is one step towards easing the process of preserving and maintaining existing valuable buildings. Additionally, building owners, contractors and architects could be educated and assisted on restoration policy and techniques.

**Education and recognition programs—**
Volunteer clean-up and documentation of cemetery sites as well as building upon current awareness programs could help spur local interest and involvement. Education programs for the community and schools would increase knowledge and historical appreciation.

**ORA investment/partnership in rehabilitation projects—** Pre-development activities like feasibility studies and architectural plans, as well as grant/loan
A need also exists for additional storage of official historical documents of both Venango and Crawford counties and several of the region’s municipalities, especially their pre-1900 materials. The Plan recommends conducting a feasibility study to determine the scope and scale of these requirements as well as the amount and location of space where such a facility might be located. Based on comparison to the current Drake Well Museum archive facilities, it is suggested that an approximate size of 1,500 square feet may be appropriate.

**Oil Boomtown**

The idea of a Boomtown attraction has a long history within the Oil Region, originating as part of the 1960’s era plans for both Drake Well Museum and Petroleum Centre. During the 1994 Management Action Plan and in the subsequent Interpretive Prospectus, several ideas were advanced for an attraction that could be a major visitor draw while interpreting the “rough and ready” side of the early oil exploration days.

This concept was revisited as part of the Plan Update, with the finding that the existing market does not appear to support a substantial investment in such a facility—either by ORA or by private investors. Such an attraction is expected to operate at a substantial deficit, making a major investment unattractive to either a public sector or private sector developer.

Despite the apparent difficulty of achieving a feasible major Boomtown attraction venue in the short to medium range in the OHR, the work of the Plan Update has concluded that the core idea associated with the Boomtown—communicating the dynamism of the early days of oil exploration to enhance the visitor potential of the OHR—is still a good one. The challenge is to find an approach to this type of interpretation and attraction that can fulfill several objectives:

- **Raise the visibility of the OHR and its interpretive themes.**
- **Engage more visitors than the current 15-20,000/year level of current museum patronage,** taking advantage of the visitor market segments within OHR that have future growth potential, including visitors to regional events and recreation users.
- **Limit the amount of financial risk for ORA—**in terms of development and operating costs—to levels that are commensurate with likely resources of the organization and benefit that can be achieved from such an approach.

The Plan Update suggested that ORA not invest in development of a major permanent Boomtown attraction until one or more of the following conditions has occurred: (1) Improvement of market conditions; (2) Public entities such as PHMC and/or DCNR have the financial capacity and interest to develop a permanent, independent attraction as part of their facility enhancement; (3) Other funding sources, public or private, emerge with a strong interest or capability to develop such an attraction; (4) ORA has the capacity to undertake the risk of sponsorship and operations of a Boomtown attraction. In the meantime, the following actions are recommended that are consistent with the above objectives:

**Expand boomtown interpretation at existing interpretive venues.** Just as Drake Well Museum’s 1961 plan envisioned a “modest” Boomtown on site, additional interpretation and exhibits that are less costly than the 1961 proposal should be added to either the museum interior or grounds. Partially in response to this recommendation of the 2004 Plan Update, the front lobby of the museum and entry is being redesigned to extending it out onto the forecourt of the museum building and to simulate a boomtown street, with exhibits on either side to explain the uses and activities that characterized the period. This approach will enhance the attractiveness and effectiveness of the museum instead of a “stand-alone” fee attraction that would require its own staff and would require considerable operating expense. Also, storefront exhibits would be far less costly than a stand-alone facility that would require “real” buildings, separate infrastructures and services, and its own staff. In addition, design of audio interpretation should be explored—such as
Reserve a site for future possible Boomtown development that has mixed-use potential and can accommodate phased development. The Oil Region Alliance should consider acquiring a site that is sufficiently large and suitably located to enable a staged development. Initial stages might include economic development or other uses, including the relocation here of historic buildings threatened on their original sites, such as the Neilltown Church. Total development build-out might be a sufficiently long time in the future that a Boomtown attraction could be considered when and if some of the conditions defined for a permanent Boomtown attraction have come to pass.

Accommodations

As part of the Plan Update, a special study of accommodations across the ORNHA was undertaken to determine market potential for new facilities and to define an appropriate strategy and action program. This study was prompted by local concern that existing facilities seemed inadequate to provide for peak festival events, such as Applefest, and a desire to attract new facilities that will support increased economic benefits associated with overnight tourism.

The findings of this study were that the 449 existing conventional hotel/motel rooms in the ORNHA had average annual occupancy rates below 50%, meaning that such facilities were typically below the national occupancy average of 60% and struggle to achieve overall positive operating characteristics. These rates, plus the lack of any planned development that would fundamentally alter market dynamics, mean that demand for such conventional facilities would be likely to correspond to Commonwealth and national trends in the general lodging sector.

Since completion of the study in 2004, several additions to the regional accommodations supply have occurred. As of August 2004, the Comfort Inn in Titusville opened, adding 48 rooms and an indoor pool to the OHR supply of accommodations. And the OC&T Caboose Motel in Titusville opened in 2005 and operates seasonally. In 2006, construction has started on a 60 room Holiday Inn Express in Seneca.
However, there is an emerging trend in the region for expansion of specialty lodging accommodations to take advantage of unique sites, accommodation concepts, or market niches. There are 63 existing specialty units in the region, with an additional 44 units in planning or development stages. These additions to the supply of accommodations include the Treehouse Cabins in Two Mile Run County Park, a high-end lodging facility in the Galena Signal Building in Franklin, and expansion to other bed and breakfast (B&B) facilities in the region. The Plan Update recommends ORA actions to expand accommodations:

The Oil Region Alliance should set a goal to encourage growth in the ORNHA supply of specialty lodging. The Plan Update recommends a goal to increase total current planned/existing supply by another 65 rooms (or by about a 60% increase over the total of existing and currently planned specialty accommodations) by 2010.

Sponsor an OHR Hospitality Initiative designed to support the growth of the OHR lodging industry. The impending functional integration of agencies to create ORA presents a special opportunity to create such an initiative, which would also blur the lines between heritage, economic, and tourism development. Under leadership provided by ORA, the Hospitality Initiative would offer direct services to two major audiences: current hospitality facility owners/operators, and prospective operators/investors who are considering entry into the market. The initiative would also augment other OHR efforts by ensuring that ongoing festivals, events, and other visitation-oriented initiatives maintain a focus on expanding overnight visitation.

The Hospitality Initiative will warrant a dedicated full-time employee to add a level of energy and productivity to the project that may not be possible without dedicated staff. The position may not need to be permanent, but would likely require tenure of at least five years in order to meet the suggested objectives. Functions of the proposed ORNHA Hospitality Initiative may include:

- **Identify, market, and facilitate real estate opportunities for lodging development.** By working with realty professionals to maintain lists of potential hospitality-oriented development opportunities in the region, the initiative can help ensure that key opportunities are identified and matched with interested investors.

- **Provide funding assistance.** On an ongoing basis, the initiative should identify state and local funding sources for particular projects, including tax credits where applicable. The OHR Hospitality Initiative should consider offering a revolving loan program to help finance high-potential hospitality projects that are otherwise undercapitalized. The Oil Region Alliance could also supplement loans with grants, subject to funding availability, for preservation associated with development of niche accommodations facilities.

- **Provide marketing assistance to new and existing operators.** The initiative would serve as a clearinghouse for understanding and targeting potential markets, with an emphasis on developing the region’s portfolio of niche and other accommodations.

- **Assist in product development.** The initiative can serve as a product development resource for new or repositioned products. As part of this effort, it will be important to understand why particular strategies have worked well in other places, and how they may need to be adapted in order to have a high probability of succeeding in the Oil Heritage Region. If ideas are found that resonate well with the business community (for example, emulating Vermont’s system of B&Bs connected by trails) and are deemed worthy of pursuit, the Hospitality Initiative can serve as an organizational hub for creating the necessary infrastructure, networks, packaging, etc.
Oil Heritage Region Management Action Plan Update

Help the region in leveraging overnight visitation from visitors to its many events and festivals—The initiative’s work will naturally lead to an ever-increasing understanding of the OHR overnight visitor market. By serving in an advisory capacity for future event/festival planning and other visitation-related efforts, the hospitality initiative could help the region optimize its overnight visitor yield from the annual event calendar.

Economic Impact System

In response to ORA’s request for a cost-effective approach for tracking the economic and fiscal impacts resulting from increased area visitation, the Plan Update includes a detailed methodology for this process that will enable estimates of job generation and tax revenue contributions as a performance measurement tool. The recommended methodology is designed to provide a relatively simple, reliable, and effective measure of economic/fiscal impact.

The plan recommends a general approach that would estimate total area visitation based on benchmarks determined from a periodic visitor survey. The survey would analyze visitor behaviors, including the likelihood that visitors will frequent particular attractions and/or patronize the region’s lodging facilities. The recommended survey instrument will enable differentiation between daytrip and overnight visitor patterns, including such factors as frequency of stay, distance traveled, preferred activities, demographic qualities, etc. The survey will also facilitate the calculation of total visitation to the region. The proportion of visitors staying in hotels/B&Bs will be adjusted for frequency of visitation (which is tracked separately for daytrip and overnight visitors), and applied against the region’s lodging occupancy data to derive a total visitation number.

Based on the recommended approach, the regional visitation estimate would be determined by estimating the proportion of total visitors that stay at lodging facilities in the region and apportioning the proportion of those visitors who are tourism/travel visitors, as opposed to business or other non-tourist travelers and then, based on the regional survey, determining ratios of the overnight tourism visitors to day-trip visitors.

Once these estimates are made, factors can then be applied, based on the survey data, to estimate expenditures by each type of visitor, total tourism expenditures, and the derivative consequence of these expenditures on local employment and tax revenues. When this procedure is continued for several years, basic trend line information will be available that will enable ORA to meet its tracking objectives.
Partnerships

Existing Relationships in the ORNHA

The Oil Region Alliance of Business, Industry & The Pennsylvania Heritage Parks Program (PHPP) has been the primary source of continuing funding within the OHR to date, providing nearly 70% of funding. Of the remaining funds, nearly half come from private sources, over a third from local government agencies, and the remainder through other state agencies. Based on the emphasis of the Plan and its funding strategy, the types of priority relationships should be continued going forward include the following:

The Oil Region Alliance—ORA will add the benefits being able to finance implementation, generating income from preservation projects, and creating growth in tourism support businesses.

Key OHR visitor interpretive venues and institutions—Many visitor attractions in the OHR spend funds that will be coordinated with ORA investments and supplement ORA activities. This shared management should include collaborative efforts like cross-marketing, events, and shared funding, if applicable.

Recreational Interests—Existing partnerships with key regional recreation attractions should continue. The Allegheny Valley Trails Association (AVTA) has received over $5.5 million in funding making the organization pivotal in continuing trail improvements, maintenance, and increasing recreational usage. ORA’s role as a means of support and funding “gaps” has benefits for all of the region’s assets. The Oil Creek State Park is an example of the advantages of partnerships between various agencies, as it has become a major visitor destination. Two Mile Run County Park is increasingly important both as a visitor destination and as an opportunity for cross-marketing of heritage resources. Additionally, many other recreational assets stand to gain from improved partnerships with existing commissions and agencies.

Hospitality Industry Interests—Increased visitation to the region will benefit both the Hospitality industry and provide economic data to be analyzed to reveal larger patterns that can nourish economic growth across a variety of tourism sectors. To create a framework that strengthens the existing hospitality industry and generates future development, the ORA should create a formal association of accommodation providers.

Corporate, business and private real estate interests—ORA should collaborate with the private sector. Appropriate opportunities for partnership could be adaptive reuse projects, such as the Route 8/62 project currently underway.

Foundations, philanthropic, and corporate interests—Philanthropic interests in the OHR have funded numerous improvements and initiatives. The ORA should continue to engage this groups while looking to involve larger foundations in western Pennsylvania that support projects similar to the OHR. Additionally, the ORA should actively pursue contacts within the oil and gas industry—including national and international corporations to generate support for regional long-range projects.

Partners for river-based initiatives—As the ORA implements expanded river recreation opportunities, a number of organizations will need to become involved. These parties will range in type from the public partners for permitting and water edge modifications to private outfitters for sporting and recreation activities.

State agencies—As noted state agencies have been among the most important partners of OHR, Inc. to date and will continue to be engaged in the activities recommended in the Plan Update.

Local preservation interests and civic organizations—Community-specific entities that have supported preservation activities and are involved in important heritage resources will continue to play an important role. Private collectors and interest groups should also be considered as valuable prospective partners.

New Partnership potentials with NHA designation

The broad range of partnerships that exist in the region, as noted in the previous section, should be continued, but NHA designation will add increased opportunities. The largest benefit will be the eligibility of the ORNHA to receive up to $1 million in federal funds in any given year not totaling $10 million over 15 years. This funding will make a significant impact even if the maximum amount of funding is not received. Additionally, NHA designation may increase the competitive advantage of ORA for federal assistance funds.
OHR Management

Oil Region Alliance
The Oil Region Alliance of Business, Industry & Tourism is the management entity for this Plan; a new entity created by merging Oil Heritage Region, Inc., Venango Economic Development Corporation (VEDC), Oil City Community Development Corporation (OCCDC), and the Oil Heritage Region Tourist Promotion Agency (OHRTPA). This consolidation is a unique, multi-functional management entity that has little, if any, parallel in the U.S. heritage movement. The Oil Region Alliance has broad capacity in tourism, community development, and heritage preservation, a targeted action area, financing and operation capabilities, experience in property development and management, and the ability to demonstrate leadership that will engender confidence from public and private sector partners.

The Oil Region Alliance Agenda
The Oil Region Alliance will continue to manage the OHR, incorporating the functions that have, to date, been previously fulfilled by Oil Heritage Region, Inc. These include collaboration with the entity’s Board, development of budgets and project proposals, solicitation of funds from the state and other entities, and the management of planning and implementation projects of many types. These activities will be focused on the actions delineated in the prior plans as well as this Plan Update. The expanded capabilities of the Oil Region Alliance may enable a range of new ventures that would have been difficult with the predecessor OHR, Inc.:

- **Build a consolidated identity**—using the common logo and related initiatives to build the brand recognition of the region.
- **Develop products to support ORA and provide ongoing revenue**—an example of such a product would be audio tours of key sites, mentioned as part of interpretive recommendations. Such a service would combine tourism and heritage development. These products could be made available for Drake Well Museum, Pithole, Petroleum Centre, and walking tours in core communities. The Oil Region Alliance might finance development of these products and then advertise them at these locations, receiving a proportion of the fees that would be charged to visitors who elect to purchase these services.
- **Pursue unique projects that are of interest to more than one agency**—Such projects could combine, for example, economic development, heritage preservation, and interpretation. A good example would include a staged approach to portions of the former Rouseville or Emlenton refineries that could pursue brownfield incentives for remediation, preservation of the signature refinery smokestack, interim economic development, and holding a site in reserve for possible utilization for a boomtown attraction in the future should appropriate circumstances evolve. This would combine an economic development initiative that could be an effective use of the VEDC capabilities with a longer-term heritage initiative that could benefit from OHRTPA and ORA capabilities.
- **Undertake longer-term technical assistance programs that are multi-purpose**—two examples would include the recommended hospitality assistance program and the economic impact assessment system. Other technical assistance programs for preservation and education, as begun by OCCDC and the partners, should also be continued and developed in coordination with the Alliance’s longer-term activities.
- **Develop new revenue sources to support the Oil Region Alliance and its heritage efforts**—VEDC and OCCDC manage certain properties and derive income from them. Where the ORA makes investments in properties where private value is added, the entity could negotiate for portions of the rental income stream at the appropriate time. This is a model that could be effectively used for investments in major properties in the community (for instance, along Routes 8 and 62) that are forecast to generate a private return in the future and would not be feasible without start-up assistance.
- **Undertake event sponsorships and participate in events outside the region**—With a higher regional profile, the ORA could solicit sponsors for key events that could defray the costs of these events and potentially contribute earned income.
- **Expand partnerships with other collaborating entities to take advantage of the larger capabilities of the Oil Region Alliance**—These entities include, but would not be limited to, visitor interpretive venues and institutions across the region, recreational interests and operators, hospitality industry interests, corporate, business, and private real estate interests, foundations, philanthropic, and corporate interests, partners for river-based initiatives, and state agencies.
Costs and Phasing

Costs
Costs for the recommended actions summarized in Section 1.4 have been estimated to establish planning level budgets for activities and projects that represent reasonable levels to accomplish purposes of the Plan Update. It is highly likely that specific line items or sub-categories may change as more becomes known about the needs of future implementation.

Table 1 shows three sets of costs grouped under the broad ORNHA goals:

- Costs for the last ten years (1994–2004), based on actual expended or committed monies by ORA and partners.
- Cost projections for the next ten years (2005–2016), based on estimates of ORA and partner contributions provided in the Management Plan Augmentation.
- Summary aggregate costs through 2016, representing the sum of the two decades.

Table 1: Estimate of all Prior, Projected, and Cumulative Costs

<table>
<thead>
<tr>
<th>OHR Goals</th>
<th>Total Actual and Committed Expenditure on OHR Related Projects in initial ten years (from 1994 through spring 2004)</th>
<th>Summary Estimated Cost of Recommendations of Management Plan Update as modified by Plan Augmentation, from 2005 to 2016</th>
<th>Cumulative Totals of Actual, Committed, and Recommended Costs of all improvements within OHR, from inception in 1994 through 2016</th>
</tr>
</thead>
<tbody>
<tr>
<td>OHR Goals</td>
<td>TOTAL: Total spent or committed to date since 1994 OHR Management Action Plan</td>
<td>(A) = B + C: OHR, Inc. and project-based match from PHPP and others spent or committed to date</td>
<td>(C) = F + G: Potential ORA Contribution plus match from PHPP and others recommended in Management Plan Augmentation</td>
</tr>
<tr>
<td>OHR, Inc.</td>
<td>PARTNER: Major expenditures by partners without ORH, Inc. participation</td>
<td>TOTAL: Total of New Actions Recommended in Plan Update</td>
<td>PARTNER: Potential Contribution by partners Recommended in Plan Update</td>
</tr>
<tr>
<td>Recreation</td>
<td>$5,988,463</td>
<td>$672,343</td>
<td>$5,316,120</td>
</tr>
<tr>
<td>Economic Development and Tourism</td>
<td>$8,156,006</td>
<td>$1,012,299</td>
<td>$7,143,707</td>
</tr>
<tr>
<td>Interpretation</td>
<td>$5,738,858</td>
<td>$2,162,858</td>
<td>$3,576,000</td>
</tr>
<tr>
<td>Education</td>
<td>$112,188</td>
<td>$112,188</td>
<td>$500,000</td>
</tr>
<tr>
<td>Preservation</td>
<td>$972,009</td>
<td>$972,009</td>
<td>$1,523,500</td>
</tr>
<tr>
<td>Management</td>
<td>$746,145</td>
<td>$746,145</td>
<td>$3,330,000</td>
</tr>
<tr>
<td>Total</td>
<td>$21,713,669</td>
<td>$5,677,842</td>
<td>$16,035,827</td>
</tr>
</tbody>
</table>

Recreation
- $5,988,463
- $672,343
- $5,316,120
- $15,515,094
- $2,000,000
- $13,515,094
- $21,503,557
- $2,672,343
- $18,831,214

Economic Development and Tourism
- $8,156,006
- $1,012,299
- $7,143,707
- $19,750
- $458,750
- $458,750
- $9,073,506
- $1,471,049
- $7,602,457

Interpretation
- $5,738,858
- $2,162,858
- $3,576,000
- $11,414,303
- $1,197,274
- $10,217,029
- $17,153,161
- $3,360,132
- $13,793,029

Education
- $112,188
- $112,188
- $500,000
- $250,000
- $250,000
- $612,188
- $362,188
- $250,000

Preservation
- $972,009
- $972,009
- $1,523,500
- $761,750
- $761,750
- $2,495,509
- $1,733,759
- $761,750

Management
- $746,145
- $746,145
- $3,330,000
- $1,665,000
- $1,665,000
- $4,076,145
- $2,411,145
- $1,665,000

Total
- $21,713,669
- $5,677,842
- $16,035,827
- $33,200,396
- $6,332,774
- $26,867,623
- $54,914,065
- $12,010,616
- $42,903,450
In each case, costs were shown in total for each project and summed for each goal, without regard for the source of this funding. Then, the amount that ORA has contributed, or ORA might contribute, to support activities under each goal was estimated, inclusive of matching contributions to these funds. The basis of this estimate was a general extrapolation of the funds that OHR, Inc. has typically received through the Pennsylvania Heritage Park Program, assuming that this flow of funds continues over the next ten years. Finally, an estimate was made of the funding gap between the total aggregate cost estimate and the amount assumed to be available through PHPP and matching sources. This amount will have to be met by non-ORA sources. It is important to note that in the previous decade, non-OHR, Inc., or “Partner” expenditures, represented nearly three times the total of the combined amount contributed by OHR, Inc. funds from the Pennsylvania Heritage Parks Program and the required match. The projections for the future show that this ratio is likely to continue for ORA.

Potential contributions by partners to meet the funding needs recommended in the Plan Update is made possible by utilizing a number of existing sources. The NHA designation increases Federal Heritage funding to a maximum of $10 million. Over $8 million may be garnered from potential PHMC, PA and matching funds from DWM. It is plausible that over $5 million in additional funds can be raised by equivalent external funds for recreation. This leaves a funding gap of approximately $5 million to be met by fund-raising and private donors. Many recommendations of this Plan Update are likely to be supported through other public sources, including: (1) support for trails, recreation, and transportation-related projects that have previously been provided through state-administered Transportation Enhancement funds; (2) direct interpretive and site improvement initiatives of the Pennsylvania Historical and Museum Commission at Drake Well Museum, Pithole, and McClintock Well #1; (3) other special purpose grant and aid sources.

Additionally, since the 2004 MAP Update several factors affecting overall costs have changed. Economic Development and Tourism costs were lessened, as intervening circumstances have made the Rouseville long-term development approach unlikely. Interpretation cost estimates have been changed to reflect that the scope and cost of the rehabilitation for the Drake Well Museum has increased. The Weaver Building project will not be implemented—its removal will reduce costs by over $4.3 million. Costs associated with education could increase to relieve the modest levels of expenditure. Preservation costs were increased to reflect the program of activities defined in the Plan augmentation.

The Oil Region Alliance should plan to continue its role as a conduit for grant assistance for programs that capitalize on oil heritage resources. For this reason, the cost estimates include allowances for technical and financial assistance for educational, cultural, and preservation programs and grants. It is likely that such activities would be supplemented by other assistance that may be available from state, federal, or non-profit sources. All such assistance, as well as related staff cost, has been defined by overall allowances over the ten-year period of this Plan Update.
Phasing

Continued implementation of the OHR Management Action Plan, as modified by this Plan Update, may be considered as a series of phases that can overlap and respond to changing circumstances and funding opportunities that may emerge. The largest change since the 2004 Plan Update has been the designation as a National Heritage Area. A summary of the central tenets of each phase, as described in the 2004 Plan, as well as changes that have occurred is provided below:

Short term (2004-2007)

The intent of this phase is to adapt the emphasis of activities in the OHR to reflect the recommendations of this plan, while continuing to implement work in process. Key actions should include:

a) **Build Regional and Operational Identity**. A new logo and identity was adopted by the ORA and is used for all ORA projects and publications, ORA has organized into divisions, the website has been redesigned and updated, and NHA designation was received at the end of 2004.

b) **Strengthen Program Management Capacity**. Actions should include launching the OHR Hospitality Initiative, providing technical and financial assistance to new niche accommodation initiatives, and implementing the economic impact assessment system.

c) **Extend and Amplify Recreational Assets**. The Oil Region Alliance should continue to collaborate and support AVTA and its partners. Key priorities should include interpretive installations along trail systems and new scenic overlooks, completion of the trail link between Petroleum Centre and Oil City, development of programs and infrastructure improvements along the Allegheny River, and links between the trail system and core community and recreational areas. Engineering is underway on the trail from Oil City to Rynd Farm; federal transportation funds of $1.3 million have been appropriated for its subsequent construction.

d) **Reinforce the Region’s Heritage Venues**. The immediate emphasis should be to assist in implementing cost-effective enhancements to DWM, OCSP, and OC&TRR, including support from the Alliance for pilot audio interpretation projects. The Sesquicentennial of Oil celebration in 2009 (referred to as “OIL150”) will be here before we know it, and the region can use this event to increase awareness of the area’s heritage and to increase outreach to potential oil industry sponsors. The Alliance should apply market knowledge to improve exhibit/education programs in other interpretive venues and should define appropriate assistance for other proposed heritage venues, including the Mather Museum in Titusville, and the potential natural gas exhibit or museum. Funds have been identified for the improvements to the Caboose Motel and the OC&TRR special events car, Drake Well Museum has secured most of the required funding, and a staff coordinator has been appointed for the Sesquicentennial.

e) **Continue to lay the groundwork for New Venues and Ventures**. These include the short- and long-term use of the former Pennzoil refinery site at Rouseville, with its potential for a future interpretive use, OC&TRR extension to Oil City and Franklin, and a Mobile Boomtown Exhibit. The Weaver Building has been dropped from the plan.
Mid-term (2008 - 2011)

The focus of this phase should be, while continuing to implement work in progress from Phase I, to evaluate and refine operational processes and personnel, build new alliances and strengthen existing venues, and to implement or begin ventures defined in the plan.

a) Expand the recognition, brand identity, and management capacity of ORA. The Oil Region Alliance should continue activities started in the previous phase and adapt its operations to adjust to new opportunities. HR 5883, the Drake Well Sesquicentennial Commemorative Act, as introduced in Congress in 2006 indicates that this celebration will be administered by a new Federal Commission linked to ORA.

b) Continue to Reinforce Core Community Centers. Actions should include enhancement of community riverfronts, including castways and park improvements, coordination of spur trail improvement, and support for rehabilitation of key buildings and areas.

c) Expand Regional Trail System Connections and Amenities and New Recreational Facilities. During this phase, ORA should assist in development of trails to region’s edges and beyond, assist in expanding trailheads and associated services, provide assistance in expanding existing recreation venues, and work with appropriate entities to assist with development and marketing of mountain bike/All Terrain Vehicle areas and water-related facilities.

d) Focus on packaging recreation and heritage experiences. Activities should include developing and marketing sojourn type excursions, creation of new products such as Elderhostel and other educational programs in the region, and work with niche and other accommodation facilities in packaging coordinated experiences to attract visitors.

e) Update and improve interpretation in the region. This activity should encompass appropriate update of the region’s interpretive plan to reflect the market, support of improvements at key interpretive venues, and completion of development, as feasible, of new interpretive venues, such as the Mobile Boomtown, other boomtown alternatives to the extent feasible, and the Rouseville and Emlenton refinery sites.

f) Develop additional revenue sources for the Oil Region Alliance. This could include expansion of new merchandise and publication offerings as well as partnership income producing ventures.

Long-term (2012 and beyond)

This phase anticipates completion and expansion of many programs, ventures, and physical infrastructure proposed in Phase I and II, as well as building upon the organization’s efforts to achieve sustainability through income generating programs.

a) Expand Activities for Broader Community Benefit. The Oil Region Alliance should continue to develop new educational and recreational improvements and programs by working with educational, interpretive and recreational venues in region to strengthen and add programs and activities.

b) Develop long-term use/operation for new ORA ventures. As proposed ventures mature, including the Rouseville site, and Mobile Boomtown or other boomtown alternatives, define new directions that have the potential for revenue and positive community impact.

c) Seek ORA Sustainability. During this phase, ORA should evolve into a sustainable organization that has direct sources of revenue. The Oil Region Alliance should continue to provide ongoing coordination and assistance for programs to support its mission goals—working towards supplementing grant and philanthropic contributions with sources of earned income.

By the last Phase, and, periodically throughout the implementation process, it will be appropriate to re-assess progress on this plan to adapt to the changed circumstances within the ORNHA and beyond.
2. Background to the Plan

2.1. Evolution and Scope of the Oil Region Heritage Area

The Governor of Pennsylvania designated the Oil Heritage Region as an official Pennsylvania Heritage Park in 1994. The Oil Region is one of several Pennsylvania Heritage Parks that is part of a state-wide program whose purpose is to preserve Pennsylvania’s rich industrial heritage and to use heritage resources as catalysts for community pride and revitalization.

2.1.1. Establishment of the Oil Region National Heritage Area

Federal Public Law 108-447 (enacted in December, 2004), Division J, Title VI, 118 Stat. 2809 officially designated Pennsylvania’s Oil Heritage Region as a National Heritage Area. The legislation describes the steps necessary to fully activate this new National Heritage Area, including updating its Management Plan, preparing an Environmental Assessment in compliance with the National Environmental Policy Act, and compliance with the National Historic Preservation Act.

2.1.2. Brief Description of the ORNHA, including Boundaries

The Oil Heritage Region is one of the most authentic and powerful of the heritage areas in the United States. The form and culture of this region bear the imprint of the oil industry: from the town centers that were developed with oil profits to the oil leases and equipment that dot the landscape and are often plainly visible from the road. The story of oil is interpreted in many venues, ranging from the state-operated Drake Well Museum (including a National Historic Landmark on the site where the initial well was drilled) to small locally managed museums and collections. Moreover, the area has a dramatic natural landscape that is increasingly appreciated by residents and tourists, oriented to the Allegheny River and its tributaries, including the Oil Creek Valley, the locus of “oil fever” in the second half of the 19th century.

The Oil Heritage Region, which unites and revitalizes the area by emphasizing the unique legacy of this area as the birthplace of the petroleum industry, includes 708 square miles in rural northwestern Pennsylvania. In 2000 the Oil Heritage Region had 65,591 residents in 33 municipalities; the area encompasses all of Venango County, plus the City of Titusville and Oil Creek Township in eastern Crawford County.

2.2. Purpose and Need for Oil Region National Heritage Area (ORNHA) Management Action Plan

This Management Plan Augmentation, prepared for the Oil Region Alliance of Business, Industry and Tourism (Oil Region Alliance or ORA), is intended to assist this innovative management entity to most effectively use its resources to capitalize on the assets of this unique region and to accomplish its mission, taking advantage of National Heritage Area designation.

2.2.1. Overview and Summary of Prior Plans

The initial plan for the Oil Heritage Region was prepared in 1994 (more commonly referred to as the Management Action Plan for the Oil Heritage Region) by a consulting team assembled by Lane, Frenchman and Associates, Inc. in collaboration with the Oil Region Heritage Park Council, County of Venango, and the State Heritage Park Interagency Taskforce. Subsequent to this initial plan, the Oil Heritage Region, Inc. was incorporated to serve as the management entity, was classified by the IRS as a 501(c)(3) nonprofit corporation, and has carried out or is
midway through detailed planning many of the studies and projects recommended in the 1994 Management Action Plan (MAP). In 1998, the “Interpretive Prospectus for the Oil Heritage Region” prepared by a consultant team assembled by Christopher Chadbourne and Associates in collaboration with the OHR, Inc. Board of Directors provided more detailed plans for the various interpretive projects in “the valley that changed the world.” In 2004, a major Update to the OHR MAP was prepared for the Oil Heritage Region, Inc. and its successor organization the Oil Region Alliance of Business, Industry & Tourism by ICON architecture, inc. Almost immediately following the completion of the 2004 Plan Update, the U.S. Congress designated the Oil Region as a National Heritage Area, bringing some important new opportunities to the region, but also requiring augmentation to its Plan to comply with federal requirements and to reflect its larger importance and potentials.

2.2.2. Requirements of Public Law 108-447 establishing ORNHA

The legislation creating the ORNHA has several key requirements that must be met in this Plan Augmentation. In this section, the 1994 Plan, as modified by the 2004 Update, as further augmented by this document, are referred to collectively as the ORNHA Plan.

The ORNHA Plan must comply with procedural requirement of the National Park Service (NPS), must respond to specific requirements defined in Public Law 108-447 (the “Act”), and must incorporate an Environmental Assessment that complies with requirements of the National Environmental Policy Act (NEPA).

The broad purpose of the Oil Region National Heritage Area Act (the “Act”) is to “... enhance a cooperative management framework to assist the Commonwealth of Pennsylvania, its units of local government, and area citizens in conserving, enhancing, and interpreting the significant features of the lands, water, and structures of the Oil Region, in a manner consistent with compatible economic development for the benefit and inspiration of present and future generations in the Commonwealth of Pennsylvania and the United States.”

The Act requires that the ORNHA Management Entity (ORA) produce a Management Plan that:

1. Presents comprehensive strategies and recommendations for conservation, funding, management, and development of the Heritage Area;
2. Takes into consideration existing State, county, and local plans and involves residents, public agencies, and private organizations working in the Heritage Area;
3. Includes a description of actions that units of government and private organizations have agreed to take to protect the resources of the Heritage Area;
4. Specifies the existing and potential sources of funding to protect, manage, and develop the Heritage Area;
5. Includes an inventory of the resources contained in the Heritage Area, including a list of any property in the Heritage Area that is related to the themes of the Heritage Area and that should be preserved, restored, managed, developed, or maintained because of its natural, cultural, historic, recreational, or scenic significance;
6. Describes a program for implementation of the management plan by the management entity, including plans for restoration and construction, and specific commitments for

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1 Public Law 108-447, Oil Region National Heritage Area Act, Section 602 (b)
The Act specifies that “... the Secretary of the Interior, in consultation with the Governor of Pennsylvania, shall approve or disapprove such management plan not later than 90 days after receiving such plan. In approving the plan, the Secretary shall take into consideration the following criteria:

- The extent to which the management plan adequately preserves and protects the natural, cultural, and historical resources of the Heritage Area.
- The level of public participation in the development of the management plan.
- The extent to which the board of directors of the management entity is representative of the local government and a wide range of interested organizations and citizens."²

The substantial planning and implementation work that has been recently completed within the Oil Region over the last dozen years has addressed many of these concerns. The key topics that must be addressed in the Plan Augmentation include: (1) a definition of key resources, updating the information from the 1994 Plan; (2) amplification of the preservation element of the plan, building on the 1994 Plan and associated implementation actions since that time; (3) expansion of the partnership elements of the 2004 Plan, recognizing the potential for new partners with federal recognition and the relatively recent formation of the Oil Region Alliance (see Section 2.3), and; (4) adaptation of the action agenda, costs, and phasing of the 2004 Plan to reflect several significant changes since its completion as well as any changes necessitated by items (1) through (3).

2.2.3. Relationship to Other Planning Efforts in the Oil Region

The Oil Region Heritage Area has been a designated Commonwealth of Pennsylvania Heritage Area for a dozen years; the boundary of this area is identical to that established with the designation of the ORNHA. County, state, and municipal entities are all represented on the Board of ORA and on the Heritage Advisory Council, whose members are noted on the credits of this plan and whose functions are described in Section 4.1.1, below. Regional and local planning initiatives are well coordinated with the ORNHA because of this overlap and include the following:

- ORA Work Plan (2006 and ongoing) – ORA’s economic development leadership and staff are placing significant emphasis on attracting new industry and supporting existing businesses across the region. The heritage leadership and staff of ORA are supporting several significant projects, with assistance from the state as well as from private and other public sources, including several preservation initiatives (see Chapter 5) and improvement to recreational trails and resources, including the addition of interpretative waysides. The Route 8 & 62 Corridor Project is an initiative that could cross-cut economic development and preservation, including an analysis of multiple buildings along a corridor including five municipalities and prototype proposals to encourage private owners to undertake adaptive reuse. The entity is

² Ibid, Section 606 (b)
undertaking a cooperative marketing plan to increase and supplement tourism, including a branding effort to increase the visibility of ORA and ORNHA.

- **Drake Well Museum (DWM) rehabilitation plan** (ongoing) – In compliance with the 2004 Plan, but fulfilling a long-intended desire of the state, planning and design is underway for an multi-million dollar expansion and rehabilitation of the exhibits and museum facility at DWM. This effort will incorporate proposals of the 2004 Plan to increase boomtown interpretation at this major regional destination, which ranks seventh in visitation out of the 26 sites administered by PMHC.

- **Venango County Comprehensive Plan** (2004) – This plan was undertaken by the county and deals with large scale infrastructure (water, sewer, and transportation), general land use, housing needs, community facilities, and the inter-relationships of the multiple entities engaged with these services and/or facilities. The key actors are the Venango County Commissioners and the Venango County Planning Commission; and the plan is coordinated to the maximum extent possible with the existing municipal planning documents. The plan recognizes the role of ORA in dealing with industrial and business development, preservation, recreation and several of its other recommendations. The plan explicitly supports the implementation of the Oil Heritage Region’s Management Action Plan to more fully utilize cultural resources in the County as an economic development resource.

- **Crawford County Comprehensive Plan** (2000) – This plan has a similar topical coverage to the Venango County Comprehensive Plan, but proposes a preferred land use pattern that emphasizes a “centers” concept that encourages more concentrated development in order to reduce sprawl and strip development, encourage community, coordinated land use and services development, and conservation of open space. Inasmuch as Titusville and Oil Creek Township (the only parts of Crawford County within the boundary of the ORNHA) is at the southeastern edge of the county, no specific recommendations are included in this broad document that deal with ORNHA, excepting a call for coordinated inter-governmental action and coordination with adjacent jurisdictions.

- **Oil Creek Region Comprehensive Plan** (2000) – This plan was prepared by a common effort of the City of Titusville, the Boroughs of Centerville, Hydetown, and Pleasantville, and the Townships of Allegheny, Cherrytrees, Oil Creek (Crawford County), Oil Creek (Venango County), and Southwest. This group includes portions of Crawford, Venango, and Warren Counties and partially overlaps with the boundary of the ORNHA. The intent was to undertake coordinated planning for communities that share a set of resources that are centered on Titusville (which has approximately half the population of the study area) and to encourage cooperative action from the many municipal and special purpose entities within this area. Oil Creek, Route 8, and railroad connections link these areas and are topics of common concern. The plan generally supports the improvements proposed to Drake Well Museum, encourages more effective historic preservation and related ordinances, supports rehabilitation of historic properties in Titusville, and incorporates reference to the recreational and regional bike trail linkages described in the OHR Management Plan Update.

- **River Management Plan** (1996) –- This plan was prepared by the Allegheny National Forest within the U. S. Department of Agriculture with extensive public input prior to its adoption. Three distinct sections of the Allegheny River are officially classified as “Recreational,” which is defined as areas “that are readily accessible by road or railroad, that may have some development along their shorelines, and that may have undergone some impoundment in the past (U.S.P.L. 90-542, 1968).” The two recreational segments located within the Oil Region are from Franklin downstream to the former refinery at Emlenton, a 32-mile stretch; and
from Alcorn Island just north/upstream of Oil City proceeding upriver to the Hunters
Station Bridge at the Forest/Venango County line, a river distance of approximately 7 miles.
The plan explicitly supports the implementation of the Oil Heritage Region’s Management
Action Plan and identifies possible project partners for specific endeavors ranging from river
safety improvements to increased public recreational access, to cultural preservation of historic
sites and oil artifacts, to promotion of river resources.

Other concurrent planning activities in process include: (1) study of possible whitewater ‘kayak
park-and-play’ structures along Oil Creek in Oil City; (2) downtown marketing strategies for Oil
City and Franklin; (3) potential reuse of the former Rouseville refinery property for a bio-diesel
plant; (4) expansion of the regional recreational trail system by a combination of non-profit and
public entities, and; (5) various improvements to the OC & T RR rolling stock and facilities.

2.3. Role and Mission of the Oil Region Alliance

2.3.1. ORA Corporate Mission and Methods

The Oil Region Alliance of Business, Industry & Tourism is a non-profit corporation that, among
other responsibilities, administers the officially designated Pennsylvania heritage park known as
the Oil Heritage Region and is also the designated management entity for the newly designated
Oil Region National Heritage Area (same boundaries). The ORA mission statement reads:

“Our mission is to increase the prosperity and population of the Oil Region, through the
preservation, promotion, development and support of destinations within the Oil Region.
Whether they are historical, educational, natural, recreational, residential, commercial or
industrial destinations, we must entice people to live, work, learn and play in ‘the valley
that changed the world.’”

2.3.2. Organizational Capabilities

The Oil Region Alliance of Business, Industry & Tourism, created in January 2005, is a relatively
new entity created by merging Oil Heritage Region, Inc., Venango Economic Development
Corporation (VEDC), Oil City Community Development Corporation (OCCDC), and the Oil
Heritage Region Tourist Promotion Agency (OHRTPA). This consolidation is a unique, multi-
functional management entity that has little, if any, parallel in the U.S. heritage movement. The
Oil Region Alliance has broad capacity in tourism, community development, and heritage
preservation, a targeted action area, financing and operation capabilities, experience in property
development and management, and the leadership potential that is already engendering new
confidence and cooperation from public and private sector partners.

The ORA is a partnership organization. The projected income of the organization is nearly
$3,000,000 for 2006, consisting of contributions from municipalities in the region, the County of
Venango, Venango Industrial Development Authority, Pennsylvania Department of Community
and Economic Development, Pennsylvania Department of Conservation and Natural Resources,
Pennsylvania Historical and Museum Commission, Hotel Excise Tax receipts, memberships, sales
of publications, other miscellaneous grants and revenue sources, and from rents from ORA
properties. The organization carries out a coordinated and detailed work program in support of
3. Overview of the Oil Heritage Region

3.1. Purpose and Significance

Oil was commercially recovered in the Oil Creek Valley of northwestern Pennsylvania beginning in 1859. The tools, the terminology, the methods of extraction and transportation, and the financial norms for the oil industry, which are used throughout the world today, were developed here in the latter part of 19th century. Heroes and scoundrels, enormous riches, violence, and environmental damage are part of this story.\(^3\)

The commercial history of petroleum in the United States began at Drake Well along Oil Creek near Titusville, Pennsylvania. Edwin L. Drake, the agent for the Seneca Oil Company of New Haven, Connecticut, and William Smith, a salt well driller from Tarentum, Pennsylvania, successfully brought in the world’s first drilled well on August 27, 1859. The well depth of 69-½ feet produced 20 barrels per day for nearly three years.

Oil well drilling required suction pumps to remove natural gas from the wells, leading eventually to the early development of the natural gas industry. Natural gas was initially considered a hazardous and unusable by-product of the oil wells, but quickly became a significant lighting and fuel source in the region. In 1867, natural gas was piped to some of Oil City’s homes for cooking and heating purposes. The Emlenton Gas Light and Fuel Company was organized in 1882, the first natural gas company chartered in the state and only the third in the United States.

Drake Well Museum, operated by the Pennsylvania Historical and Museum Commission (PHMC), is ranked eleventh of the fee attractions in the PHMC system and offers powerful interpretations of the stories and resources of the oil industry. Other museums and visitor attractions, including the Oil Creek & Titusville Railroad that traverses Oil Creek Valley, site of many early episodes of frenzied exploration, provide important interpretation of the industry and local history. However, this region has an authenticity and powerful heritage that transcends any museum or historic site.

Across the region’s landscape are unique natural and man-made resources that are intertwined with the history of the oil industry and its remarkable heritage of boom and bust, spoils, and recovery. The dramatic effects of economic prosperity that the oil industry brought are most evident in developed communities of Titusville, Oil City, Franklin and Emlenton. Each of these communities feature extant oil related settings, landmarks, and distinctive residential, commercial and industrial architecture.

The remnants of the oil industry are also evident across the region. Abandoned boomtown settlements, oil farms, and inactive oil fields provide reminders of past lifeways. Of the more than 8,000 reported abandoned (oil and gas) wells in Pennsylvania, approximately 1,932 exist in Venango County, with 228 of those being slated for plugging.\(^4\) This situation is a reminder of the continuing environmental consequences of the region’s early oil boom. Sites of former refineries and operating oil leases that have been in continuous operation since the region’s boom days provide excellent opportunities to interpret the continuing legacy of the oil industry.

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\(^3\) The text in this section is largely excerpted from a report commissioned by the National Park Service in 2000 that recommended support for designation of the Oil Heritage Region as a National Heritage Area.

\(^4\) Pennsylvania Department of Environmental Protection, August 13, 2004
Finally, this region communicates a story of people who realized the opportunities (and experienced the tragedies) of a business that transformed whole societies as well as individual lives and entire landscapes. Traditions associated with oil heritage are carried on through festivals, events, and other activities including several Boomtown Days, Field Picnic, and Oil Heritage festivals. This story of an industry of worldwide enormous economic, social, and technological significance can be powerfully understood in this corner of Pennsylvania.

3.2. Key Resources

The historic resources of the Oil Region are found in a variety of settings within the four major urban areas, in numerous smaller communities and settlements (boroughs, villages, and towns), and other sites related to the Oil Industry. The permanent effects of economic prosperity that the Oil industry brought are most evident in the four major urban settings of the region -- Titusville, Oil City, Franklin and Emlenton. Each of the major urban settings features extant settings, historic landmarks and examples of residential, commercial and industrial architecture linking them to the heritage of the region. The significant resources and settings in each of these areas provide visible reminders of the prosperity that oil exploration brought to this region. Appendix A provides a listing of resources within the region that are on the National Register of Historic Places, as well as an overview of each of the history of these communities and an identification of key sites and structures in each community related to the oil industry.

Many smaller communities in the oil region retain a "crossroads" character and have intact settings and structures that convey a sense of history and place. These include, Clintonville, Kennerdell, Pleasantville, Nickleville, Polk and others. All have both architectural and cultural heritage that are linked to the oil industry. These communities are, typically, along scenic or tour routes that link the four urban centers.

Sites of lost boom settlements, oil farms, and inactive oil fields provide palpable reminders of ways of life and work in the region. The majority of these sites are located in the Oil Creek Valley, where there are areas of concentrated historic and cultural resources. However, such sites exist throughout the Region. Former locations of oil fields and related boomtowns have clusters of historic and cultural resources, from historic remains to the sites of famous wells. Pithole is managed by the Pennsylvania Historic and Museum Commission and is a significant site, as is Petroleum Centre, currently managed by the State as part of Oil Creek State Park and located at the center of the Park, highly accessible via road and the OC&T Railroad. Other key sites include: Wildcat Hollow, which includes historic remains, and the operating Dalzell lease, both with interpretive potential; Miller Farm and the terminus/path of the Van Syckel Pipeline which connects it to Pithole; Rynd Farm which is the current terminus of the OC&T RR and is now the location of Coal Oil Johnny’s home, which was relocated to this site recently.

No active refineries remain in the region, with the closing of Pennzoil’s Rouseville Refinery and the demolition of all extant structures on this site. Former refinery sites in both Titusville (TransPenn Wax) and Emlenton (PetroWax) offer interpretive opportunities. The former Wolf’s Head/Atlantic Refinery in Reno has limited its operations to storage and packaging of oil.

The region has a number of operating oil leases which have been in continuous operation since the region’s boom days. These include the Beck and Baily oil leases in Pleasantville, Dalzell lease, and the Old Rynd Lease, which are in the vicinity of Petroleum Center and Rynd Farm. Closer to Rouseville are the McClintock Lease and the Wallace Lease. The Drake Well Museum has, within its extensive collection of oral and video histories, documentation of all of these leases and conversations with their operators. The interpretive and educational value of these leases could be
great if integrated in the overall Heritage Park program, however, they remain privately held, and any further discussion about their role would have to include the owners and operators.

The region\(^5\) has a complex network of parks, open spaces, game lands, and trails that has been greatly expanded in recent years. The Allegheny River valley and its key tributaries give shape to the land. The Allegheny valley is sparsely developed with relatively steep banks defining wooded hillsides, with the exception of the urbanized areas of Oil City, Franklin, and Emlenton. East and West Sandy Creek, French Creek, and Oil Creek are the principal tributaries that flow to the Allegheny, defining the topography throughout Venango County. Most of these creek valleys are highly visible in the landscape from Route 8, the principal north-south route, heightening the visitor’s perception of the natural form of the region. The Oil Creek valley, the most significant of these natural features in terms of relationship to the oil heritage of the region, is not readily perceivable from Route 8, as it lies to the east of the highway. Oil Creek valley is visible by rail, via the Oil Creek and Titusville Railroad, by water, via canoe routes along the Creek, and by bicycle, along the trail between Drake Well and Petroleum Center.

Major routes between the primary urban centers typically drop from the plateau to the valley floor along the major Creeks or along streams, or “runs,” which channel water to the River. Although a relatively small proportion of the Allegheny River banks are in public hands, this system of runs, creeks, and rivers is the most indelible topographical and environmental feature in the County. Additionally, this system strongly influenced the location of primary urban settlements, as early developments clustered in valleys where communication by road and water was possible.

### 3.3. Interpretive Themes

The 1998 Interpretive Prospectus prepared for OHR was organized around the story of “the valley that changed the world.” This story is incorporated into the ORA mission statement and is central to activities throughout the region. Three primary themes were defined in the document and are interpreted throughout the region, including:

- **The Land** – communicating the resources that lie under the land and the transformation of a rural landscape to an industrial landscape, and the impact of settlement and prosperity in the region’s communities. Sub-themes include *Human Settlement* and *the Changing Landscape*.

- **Oil Industry** – this theme deals with the industrial enterprise of oil exploration in the region, encompassing the sub-themes of *Boom and Bust*, *From Discovery to Delivery*, and *Inventing an Industry*.

- **Global Impact of Oil** – this theme deals with the larger impacts of oil in the nation and across the world and how this resource and material continues to influence everyday life in ways that affect all of us.

These themes remain valid today and are the basis of many completed and on-going projects.

\(^6\)Over the past decade, with increasing focus since the completion of the interpretive prospectus, there has been a regional upgrading of interpretive venues and programs. Drake Well Museum, operated by the Pennsylvania Historic and Museum Commission, has been providing elements of this story for a very long time and is the primary site for the theme of **Oil Industry**. The museum

\(^5\)The 2004 Management Plan Update contains a detailed inventory, analysis, and related recommendations for recreation and linkages in Section 3.3 and 6.2 of this document, as well as facilities data in Appendix E.

\(^6\)The 2004 Management Plan Update includes as assessment of interpretation and identity in the Oil Region (Section 3.2) and detailed recommendations for improvements (Section 6.1 and Appendix G).
is in the midst of a major rehabilitation of its museum facility and exhibit upgrade, in support of the goals of the OHR plans.

Several exhibits have come on line relatively recently, including: (1) the “Black Gold or Black Magic?” exhibit at the Venango Museum of Art, Science, and Industry in Oil City, dealing with the Global Impact of Oil theme; (2) interpretive upgrades that deal with The Land as well as related themes to support of the experience for patrons of the Oil Creek and Titusville Railroad as they traverse Oil Creek State Park, including relocation of Coal Oil Johnny’s House to the Rynd Farm terminus of the route; (3) exhibits in Emlenton at the Oil Heritage Region Visitor Center and the Pumping Jack Museum that cross-cut several themes, including content on important Oil Heritage figures from the locality, artifacts associated with the oil industry, and impacts of the oil and natural gas industries on the world and contemporary culture and styles; and (4) regional waysides along recreational trails that deal with various themes and supplement the recreational experience.

Additionally, supplemental exhibits about the key communities across the region have been initiated to tell the story of their settings, as an adjunct to the primary function of visitor orientation. The Emlenton Center is complete, as noted above. The Titusville Center is being completed at the Perry Street Station terminus of the Oil Creek and Titusville Railroad. Orientation Centers in Franklin and Oil City are under study but have not been definitively sited at this time.

3.4. Accomplishments since 1994

In the ten years since completion of the Plan, and with the help of over $3.3 million in grants through the Pennsylvania Heritage Areas Program of the state’s Department of Conservation and Natural Resources, OHR, Inc. was instrumental in working with partners across the region, facilitating a total of $21.7 million of total investment in the key resources of this significant area. These investments have supported expansion of an outstanding regional recreational trail system, improvements to interpretive venues, historic preservation projects, public environment projects, and economic development in the region’s historic downtowns, and expanded management capability. The substantial implementation of the 1994 Management Plan reflects the energy and progressive approach that has been taken by OHR, Inc. and its successor, ORA, in cooperation with its many partners – non-profits, communities, and funding supporters.

Attractions and venues have been strengthened across the OHR over the ten-year period since the completion of the original Management Action Plan, including new exhibits and facilities in Drake Well Museum, Oil Creek State Park, Oil Creek & Titusville Railroad (OC&TRR), Barrow Civic Theatre, DeBence Antique Music World Museum, Venango Museum of Art, Science & Industry, and the Emlenton Visitor Orientation Center and Pumping Jack Museum. A transportation museum in conjunction with a proposed mixed-use project was planned at the Weaver Building in Oil City, but cooperative arrangements with its private owners have proved unsuccessful and this project has been shelved.

The environmental quality of downtowns has been improved in the region’s core communities – Titusville, Oil City, Franklin, and Emlenton – through streetscape, sidewalk, landscape, and some interpretive installations.

Dramatic progress has been made on implementation of region-serving bike and hike trails. These trails form a network that connect key destinations and are widely recognized for their quality and value, although work remains to be done to complete the system. The work supported by OHR, Inc. includes lengthening the multi-purpose bicycle trail by 18 miles along the Allegheny River, adding a deck to a former railroad bridge in Belmar, and engineering studies
for linkage of trail systems throughout the OHR in cooperation with the Allegheny Valley Trails Association.

**Regional branding is underway,** although this still needs to be emphasized, strengthened and unified. The ORA adopted a standard logo and brand early in 2006.

**OHR, Inc. has supported diverse preservation activities,** in addition to investments in venues that were mentioned above, including nomination and approval of 4 historic districts and other properties now listed in the National Register of Historic Places, the OHR Multiple Property Documentation Form, and the installation of 8 PHMC markers.

**Funding support has been provided for educational materials** to enable publication, distribution, and printing of numerous educational and promotional books, booklets, brochures, rack cards, maps, placemats, sketchbooks, postcards, cassettes, CDs, and guides.

**OHR, Inc. has taken a major role in creating and supporting new regional events that deal with heritage and recreation.** OHR, Inc. staffed and coordinated the Venango County Bicentennial (2000), the first Victorian Architecture Conference (annual since 2000), Oil Region River Romp (1998-2003; renamed Rock 'N River Festival in 2005 by the new operator, Franklin Fine Arts Council), Hike for Heritage (1996-2004), and Oil Region Road Tour (2001 and 2002).
4. Planning Process

4.1. Public participation

4.1.1. Structure for ongoing community involvement in the Oil Heritage Region
The Oil Heritage Region encompasses all of Venango County’s 675 square miles and the 33 square miles surrounding the city of Titusville in eastern Crawford County. The region’s population is relatively small, totaling 65,591 people in 2000. Within the area, there are four principal communities – Titusville, Oil City, Franklin, and Emlenton – as well as numerous other small villages and towns, each with its own government, agencies, and community services. The principal means for community and civic participation for planning and implementation of programs and projects within the OHR include the following:

- **ORA Board of Directors** – this group of approximately 25 members represents a cross-section of the region’s civic, business, and community leaders, including representatives from state agencies (e.g. – Drake Well Museum, Oil Creek State Park), the region’s communities (mayors, city councilors, heads of agencies, civic groups), County Government (county commissioners), cultural institutions (e.g. – Venango Museum, Oil Creek & Titusville Railroad), and economic development interests (businesses, utilities, chambers of commerce, etc.). This group determines policy for ORA, endorses its budgets, and is, by definition highly diverse and representative of the region.

- **Heritage Advisory Council** – this group approves the program of work for the Oil Region Heritage Area, reviews grant applications, and advises on appropriate priorities and coordination. Additionally, the group reviews products of staff and consultants and provides guidance and direction for all ORNHA initiatives. The composition of this group includes many of the same heritage interests, interpretive institutions, and related agency representatives as are on the ORA Board, but its activities have a specific focus on the heritage of the area. Sub-committees are formed from time to time to deal with events, special projects, new initiatives, and grant review.

- **Preservation Committee** – this committee was very active from 1994 through 2004. It is being reconstituted as a subset of the ORA Heritage Advisory Council to advise on the preservation elements of the ORNHA Plan and its implementation.

- **Recreation Advisory Council** – this group pursues opportunities to help develop, expand, or enhance recreation and recreational facilities to improve the quality of life for residents and visitors. It advises on the recreation elements of the ORNHA Plan and its implementation.

In addition to the standing committees and councils within ORA, individuals may volunteer to assist in the guidance of a specific project by serving on its work group, which provides project oversight and reviews/edits work products by the contractor involved. Significant professional expertise and creative energy provided by such volunteers assist ORA staff and contractors alike, while expediting institutional acceptance of OHR projects, programs and facilities.

4.1.2. Community involvement with this Plan Augmentation
The 2004 Plan Update was completed over a six (6) month period with intensive engagement with the OHR, Inc. Board, key stakeholders, and the public, including public meetings at key points in the process and regular interaction with the OHR, Inc. Board and a Management Plan Update Steering Committee.
For the ORNHA Plan Augmentation, a similar process was followed. The process started with over a dozen stakeholder meetings, located in all the principal communities of the region with a wide list of invitees to identify key issues, concerns, and ideas.

The work was organized around a series of three public meetings, each advertised in local media and supplemented with follow-up mail and e-mail invitations to current and prior participants. Interspersed and coordinated with these meeting, the consultants reviewed findings and proposals with the ORA staff, the Heritage Advisory Council, and its committees.

- The first public workshop was held to present the schedule and work plan as well as to identify concerns about the plan and its impacts. This meeting served as the “scoping” meeting for the Environmental Assessment.

- At the second public workshop initial findings regarding the preservation element of the plan and alternatives were presented for review and comment.

- At the third public workshop, final recommendations were presented prior to publication of the Plan Augmentation and the highlights from the Environmental Assessment were shared with the public.

Additionally, the consultant team prepared a project website where general information about the process was available and where interim study documents were posted to enable review and comment by the public.
### 4.2. Work Process

The schedule for meetings, tasks, and products for the NHA Plan is shown below.

#### Figure 1: Plan Augmentation Schedule

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<tr>
<td>Initial Meetings</td>
<td>Meetings with stakeholders and officials</td>
<td>Integrate results of Task 1 and 2 to Current Plan</td>
<td>Determine appropriate format</td>
<td>Chapter drafts</td>
</tr>
<tr>
<td>Summary of accomplishments and opportunities</td>
<td>Preservation program options and opportunities</td>
<td>Amend action agenda, as required</td>
<td>Modify or amend Technical Plan - Draft</td>
<td>Integrated draft to client</td>
</tr>
<tr>
<td></td>
<td>Draft recommendations</td>
<td>Review costs and phasing as appropriate</td>
<td>Review Technical Plan and Executive Summary</td>
<td>Publish and promulgate EA and Revised Plan</td>
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#### Meetings

- Public Meetings (coordinated with Steering Committee)
  - Meeting 1: Opportunities (Advisory Council)
  - Meeting 2: Proposals
  - Meeting 3: Recommendations

#### Milestones

1. Initial Draft Sections (to be reviewed as developed)
2. Full Draft of Plan Augmentation and EA
3. Final Version of Plan Augmentation and EA
4. Website update - for internal posting
5. Website update - for public posting
6. Deadline for Public Comment
7. Final Printed Versions

### 4.3. Elements of the 2004 Management Plan Update Requiring Augmentation

The 2004 Management Plan Update dealt in some depth with topics of particular concern to OHR, Inc. The specific recommendations for each of the items noted below can be found in the 2004 Management Plan Update, which is appended to and made part of this document.
• Review of interpretation and interpretive venues that had been a focus of earlier plans in order to check priorities and incorporate missing elements. Proposals for each visitor venue were included in the Update, building strongly on the work that had been accomplished.

• Assessment of the potential for expansion of local accommodations that could support a growing tourism demand. A target expansion program for specialty accommodations was defined.

• Study of the feasibility of a Boomtown attraction within the region. This was found to be not feasible at the current time, but some alternate measures with far lower capital costs were suggested.

• Proposal for a grant program in support of preservation and education programs and projects. The Update included an allowance for grants for these purposes on a discretionary basis.

• Development and update of an action agenda for the foregoing, including costs, program elements, and phasing, including a recommended technique for estimating economic impacts of heritage expenditures and related visitor spending. A program of improvements with a cumulative cost of over $30 million was proposed, requiring an estimated $22 million of partner contributions.

• Development of an Economic Impact Analysis methodology to enable ORA staff to collect limited survey data to approximate the collective economic impact of completed projects. A specific data collection methodology was recommended to include periodic broad-based visitor surveys and annual update by administration of a survey of area lodging facilities to develop factors by which economic impacts of visitors, by type, can be determined.

The vast majority of these recommendations are still valid and do not require amendment or augmentation. With the designation of the ORNHA and the creation of ORA, there are several areas of focus for the 2004 Management Plan Update in order to deal with topics that are mentioned specifically in the designating legislation and need to be addressed by the Management Plan. These topics are highlighted in items 4.3.1, 4.3.2, and 4.3.3 and are addressed in the Chapters that follow.

4.3.1. Preservation
The authenticity of ORNHA can be readily seen and experienced in its older buildings, landscapes, structures, and artifacts. If these resources are lost, demolished, or compromised, the quality of the region will be diminished. Despite the fact that aspects of the region’s history and story are carefully and enthusiastically preserved at museums and at several public and private archives, what makes the Oil Region come alive is the reality of the existing older commercial, institutional, industrial, and residential buildings that were part of and resulted from the vibrant oil industry. These buildings and structures give the region its authenticity and are the resources that need to be preserved for and enjoyed by both residents and visitors.

Since the original Management Plan was prepared in 1994, many resources have been identified and listed in the National Register of Historic Places, including large districts in Oil City and Emlenton. Such listings provide increased recognition and modest protection from adverse impact by federal projects or investments. However, listing of resources does not insure protection; preservation is a complex process that requires support from the public sector (particularly municipal levels of government who have the authority to pass local ordinances) and from private owners who must conclude that preservation and quality rehabilitation work are in their long-term best interests.

Although OHR and ORA have devoted considerable effort to numerous preservation projects, the Management Plan Update proposed allocation of an amount of funds to unspecified grants, as
well as a targeting of funds towards the Weaver Building, a project that is not longer being pursued. In order to achieve a more effective preservation effort, more specific programs should be defined to accomplish preservation. And it is also important to articulate which resources are of the highest importance in order to guide priorities of ORA, going forward.

4.3.2. Partnerships
The 2004 Management Plan Update suggested the engagement of public and private partners in its implementation, but did not specify any federal role, inasmuch as the Oil Heritage Region was, at that time, not a National Heritage Area. With the NHA designation comes the opportunity to expand the partnerships that were suggested to include the National Park Service, as well as other possible federal entities whose cooperation could be more aggressively sought. Moreover, ORA was just being formed concurrent with the completion of the 2004 Update, and the contributions of this powerful multi-purpose agency might be reflected in these modifications.

4.3.3. Costs and Funding
In general, the cost estimates for the Recreation and Interpretation elements of the 2004 Update remain valid. However, the detailed Action Agenda and Estimate of Costs in the 2004 Plan Update requires modification to reflect several new factors. These include the decision not to continue with the proposed Weaver Building project, the complete demolition of buildings on the site of the former Rouseville Refinery, and the addition of a new partner in the federal government, as noted immediately above. Additionally, development of a more articulated preservation element to the plan may include some items and costs that were not considered in the Update.
5. Alternatives

5.1. Introduction

The alternatives that have been considered in this planning process take the recent 2004 Management Plan Update for the Oil Region as a point of departure. Three alternatives are proposed, including a “No Action” approach that assumes that the federal government does not take the action to approve a revised Management Plan. The purpose of the No Action option is principally to provide a basis of comparison to which the action alternatives can be compared. The social, economic, and environmental impacts of the three alternatives are compared in the Environmental Assessment (see Appendix B) at a broad conceptual level commensurate with the scale of the actions defined in the Management Plan.

5.2. Alternative 1 – No Federal Action (Retain Current Management Plan)

In this alternative, the existing Management Plan, as updated in 2004 would be unchanged without further amplification or modification to respond to the requirements of the Oil Region National Heritage Act. If elements of the Management Plan are not developed to respond to the Oil Region NHA Act, further federal funds for coordination, interpretation, preservation, and development purposes will be doubtful. Despite taking no federal action, this alternative would include considerable action by non-federal entities – the state, region, localities, private entities, and ORA – to follow through on implementation of the 2004 Plan Update recommendations. This cooperation would be consistent with what has taken place over the last decade. Key aspects of this alternative include:

- No further Department of the Interior federal funding support would be assumed.
- Funds external to ORA would have to be sought from the same types of sources that have been used in the Oil Region in the past.
- ORA will continue to coordinate implementation through conventional sources, and the existing partnership arrangements in the region would continue.
- The action agenda as defined in the 2004 Plan Update would remain unchanged, excepting that, in this option, the Weaver Building implementation elements would be removed from the program, eliminating over $5.4 million in projected costs as well as a significant new attraction in Oil City.

This alternative, described in depth in Appendix E (the 2004 Management Plan Update) includes significant improvement actions regarding recreation, interpretation, and accommodations in the region.

5.2.1. Recreation Elements of this Alternative

The 2004 Management Plan Update recommended an ambitious program of recreational trail and facility improvements, intended to strengthen regional linkages and to enable cross-marketing of heritage resources to the significant number of visitors drawn to the region’s excellent recreational attractions. Key recommendations of the Update that would remain part of this Alternative, as shown in Figure 2, include:
• Improvements to enable more intensive use of the Allegheny River for boating and fishing. These improvements included additional river access points in Emlenton, Kennerdell, and President and new community castways in core communities to expand recreational opportunities close to existing centers of population and recreational activity.

• Continued expansion of the recreational trail system. The highest priority actions of the Update were completion of the trail gaps between Petroleum Centre and Oil City and the trail connection to Emlenton, which will require agreements to traverse the former Rouseville and Emlenton refinery sites. Additionally, the Update recommended extended connections of the trail system to activity centers at the edges of the OHR boundary and beyond, including linkages to Spartansburg in Crawford County, Clarion County, Mercer County, along the Allegheny River, and to Foxburg. Another element of the trail system was the addition of spur trails to connect to destinations, such as Two Mile Run County Park, area downtowns, selected waterfalls, and other destinations of interest. In combination, trail completions, extensions, and spurs could add as many as 100 miles of additional trails over time, and should be supplemented with trailheads, support services, and scenic overlooks.

5.2.2. Interpretation Elements of this Alternative
The emphasis of the 2004 Plan Update was to build upon the strengths of these core attractions and to build linkages among attractions in the region, including the following major recommendations that would remain part of Alternative 1, as shown in Figure 3:

• At Drake Well Museum, large-scale changes to improve interpretation were recommended. Plans under consideration by the Pennsylvania Historical and Museum Commission should be strongly supported. Consistent with the recommendations of the 2004 Plan Update, these plans have been supplemented by a boomtown installation within the museum, coupled with a new audio-visual experience. Additionally, supplemental site interpretation – both waysides and an audio tour – would make a positive difference in the visitor experience.

• Other core interpretive sites should be enhanced with supplemental exhibits, audio interpretation, and supplementary guide materials, including Rynd Farm, Perry Street Station, the Oil Creek & Titusville Railroad, the Petroleum Centre area, McClintock Well #1, and Oil Creek State Park. Relatively modest cost improvements at each of these venues could improve the visitor experience and take advantage of the inherent quality of these sites and their existing interpretation.

• A feasibility study is recommended for a natural gas museum or exhibit. The collection of artifacts from the United Natural Gas Company offers significant interpretive potential, and the study will determine the most effective approach to develop exhibits and archives for these resources.

Additionally, the 2004 Update recommended strengthening the brand and identity of the region and expanded regional signage.

5.2.3. Other Elements of the 2004 Update incorporated into Alternative 1
The 2004 Update considered several other aspects that should be considered part of Alternative 1. These included: (1) a feasibility study for a natural gas museum or other interpretive venue; (2) a feasibility study for supplemental archive space in the region; (3) a series of measures to interpret the Boomtown history of the region; (4) creation of an initiative to develop specialty accommodations to increase the region’s supply by approximately 60%, including technical and
financial assistance; (5) a broadly defined, unspecified grant program for preservation and educational projects; and (6) management support for the foregoing activities.

5.3. Assumptions Common to Action Alternatives
In comparison to many other National Heritage Areas that have prepared Management Plans, the Oil Region starts with a relatively recent Plan Update (2004) and a twelve-year history of effective planning and resource analysis, going back to the first Plan for the state heritage park in 1994. Moreover, the Oil Region has implemented many recommendations from these predecessor plans in a systematic way, due to the leadership of Oil Heritage Region, Inc. (OHR) and its recent successor, the Oil Region Alliance of Business, Industry, and Tourism. (ORA)

The following assumptions apply to the action alternatives (Alternatives 2 and 3, below) in the Plan Augmentation:

1. ORA will continue to increase its effectiveness in integrating heritage planning and implementation with economic development and tourist support activities and programs.

2. Federal funding from the Department of the Interior will be provided over time, up to limits defined in Public Law 108-447 (the "Oil Region National Heritage Area Act").

3. The following key recommendations of the 2004 Management Plan Update remain valid and will continue to be major elements of the ORNHA agenda:
   a. Regional recreation and trail improvements, at the scale and approximate location defined in the 2004 Plan Update.
   b. Interpretation improvements, generally defined in the 2004 Plan Update, including the assumption that major exhibit and museum expansion plans for the Drake Well Museum will be funded and implemented.
   c. Aggressive implementation of accommodations recommendations, including the interim goal of additional specialty units and a coordinated program of incentives and technical assistance to reach the goals defined in the 2004 Plan Update.

4. The scale of funds allocated to the Weaver Building would be redirected into other preservation and economic development initiatives.

5.4. Alternative 2 – Modify Current Plan to Expand Preservation and Economic Development Program to Address Opportunities Across the Region
This Alternative incorporates all common assumptions cited in the preceding section and represents an opportunistic approach to preservation and economic development that would orient towards potential projects across the entirety of the NHA where ORA would partner with willing owners or cooperating public entities who are prepared to commit funds to preservation and rehabilitation projects that meet the guidelines defined in Section 5. The idea would be to support the “best” projects that have willing partners, wherever they are located. The intent of this Alternative is shown in Figure 4.

This approach would modify the current plan to develop regional technical assistance tools and methods that should be widely useful across the region. Additionally, this approach would include the capability to provide catalyst assistance to partner projects that can attract private commitments across the region.
In this option, all elements from the Recreation, Interpretation, and Accommodations parts of the 2004 Update would be included. Examples of preservation programs and project types that would be consistent with this approach might include:

- Resource documentation assistance to notable properties across the region, potentially with a special focus on sites that are particularly linked to the oil industry.
- Building conservation technical assistance emphasizing making expertise and information about techniques and services accessible to owners and contractors in the region.
- Education and recognition programs that provide assistance to large and small communities, as well as to other entities in developing innovative curricula, marker programs, etc.
- ORA investment/partnerships in rehabilitation projects – potentially including loans and/or grants that emphasize assistance to private owners and/or public entities who are willing to partner with ORA communities to make significant investments in properties. For example, in this scenario, investment in buildings along the Route 8 / 62 corridor where owners are prepared to partner with ORA might be encouraged, even if these sites are not within designated historic districts.
- Regulatory tools to preserve cultural resources – development of sample ordinances for local historic districts, demolition delay, and/or easement protection that could be applied by localities across the region.

5.5. Alternative 3 – Modify Current Plan to Focus Preservation and Economic Development Activities on Historic District Communities and Corridors Linking Them

Similar to Alternative 2, Alternative 3 would incorporate all common assumptions cited in Section 6.3, but would modify the 2004 Plan to add significant preservation and economic development assistance focused on strategic investments in the region’s core communities, along Oil Creek State Park, and towards the linkages that connect these resources. The idea of this alternative is to target preservation and related economic development assistance to core areas where such technical and/or financial assistance will achieve cumulative positive impact and reinforcement. Although these areas are strongly linked to the oil industry and its evolution, the focus of this approach might emphasize more heavily populated areas, particularly compared to that of Alternative 2. The intent of this Alternative is shown diagrammatically in Figure 5.

This approach would modify the current plan to provide planning assistance and/or planning grants, as well as financial assistance to corridor communities to “make the most” of heritage resources as a means to achieve community revitalization.

In this option, all elements from the Recreation, Interpretation, and Accommodations parts of the 2004 Update would be included. Examples of preservation programs and project types that would be consistent with this approach might include:

- Resource documentation assistance targeted to Titusville, Oil City, Franklin, Emlenton, and any newly designated historic district communities.
- Emphasis on planning assistance to core communities, including Main Street efforts, charrettes, and/or preservation and revitalization plans. A specific initiative towards smaller communities – perhaps on a demonstration basis in one locale, would be consistent with this approach.
• Building conservation technical assistance focused on specific implementation projects within the corridor communities, but with parallel efforts to communicate findings and results of these efforts, in order to make lessons learned available to other comparable projects.

• Education and recognition programs that provide assistance to large and small communities, as well as to other entities in developing innovative curricula, marker programs, etc.

• ORA investment/partnerships in rehabilitation projects – potentially including loans and/or grants that are tied to specific revitalization strategies within the core communities. Examples would include projects comparable to the Towne Square effort in Titusville in other communities (potentially those identified in the Route 8 & 62 Corridor Project), support for unique accommodations facilities in core areas, and a “This Old House” program within a NRHP district. Direct grants to individual owners might be accompanied by downstream revenue recapture efforts, potentially contributing a long-term revenue stream to ORA.

• Regulatory tools to preserve cultural resources – consistent with this approach, it would make sense for ORA to provide specific technical assistance within a core area to develop a specific ordinance or to provide related public education support, with the expectation that a positive outcome would be beneficial to other jurisdictions finding this approach of interest.

5.6. **Comparison of Preservation and Economic Development Aspects of the Alternatives**

Table 1 on the following page compares the attributes of the Alternatives for their approach to preservation and economic development, the principal areas where these approaches differ. Alternative 1 (the 2004 Plan Update) has an undefined preservation program, with a relatively modest budget. Alternative 2 would define the elements of a preservation program with more care, but would offer great discretion as to how and where such programs and/or projects are done. Alternative 3 would focus preservation efforts, and by inference, related economic development, on the core historic communities and linkages between them.

5.7. **Preferred Alternative**

The ORA Board and the Heritage Advisory Council have considered the relative advantages and disadvantages of the Alternatives and have determined that Alternative 3 is the preferred alternative because it focuses emphasis on the most important settings and linkages where heritage resources are clustered and where there may be the greatest potential for positive cumulative impact associated with investments and actions sponsored by ORA. In subsequent chapters of the Plan Augmentation, the key elements of the preferred alternative are amplified for the aspects of the plan identified in Sections 4.3.1 (Preservation), 4.3.2 (Partnerships), and 4.3.3 (Costs).
Table 1: Comparison of Alternatives

<table>
<thead>
<tr>
<th>Concept</th>
<th>Alternative 1: No Federal Action</th>
<th>Alternative 2: Region-wide opportunities</th>
<th>Alternative 3: Core historic areas and linkages between them</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Substantially the same as the 2004 Management Plan Update</td>
<td>Modify plan to develop regional technical assistance tools that will be widely useful to a broad area and to develop capability to provide catalyst assistance to partner projects that can attract private commitments, wherever they are located.</td>
<td>Modify plan to focus combined preservation and economic development assistance toward strategic investments in the region’s core communities and linkages between them</td>
</tr>
<tr>
<td>Recreation, Interpretation, and Accommodations Elements</td>
<td>Substantially the same as the 2004 Management Plan Update, with removal of Weaver Building</td>
<td>Redirect scale of Weaver Building commitments to other preservation and economic development programs and projects</td>
<td></td>
</tr>
<tr>
<td>Funding</td>
<td>As defined in 2004 plan, but removing $ for Weaver Building Project</td>
<td>Redirect scale of Weaver Building commitments to other preservation and economic development programs and projects</td>
<td></td>
</tr>
<tr>
<td>Philosophy/Mission about Preservation and Economic Development</td>
<td>Broad grant program, highly discretionary</td>
<td>Region-wide emphasis on “best” projects, wherever they are located</td>
<td>Targeted to core communities and related linkages where technical or financial assistance will cause cumulative positive impact</td>
</tr>
<tr>
<td>Examples of difference between these approaches</td>
<td>Grants could be given to a wide range of potential recipients and projects; plan does not prescribe their emphasis</td>
<td>Region-wide technical assistance programs – public education about preservation and preservation ordinances that can be widely useful</td>
<td>Planning assistance and/or planning grants to core communities to “make the most” of heritage investments</td>
</tr>
</tbody>
</table>

- Write and circulate sample local historic preservation ordinance
- Provide specific technical and financial assistance with local historic preservation ordinance to serve as demo.
- Sponsor educational programs on proper rehabilitation techniques open to the public
- Rehabilitate strategic building in core area in This Old House program for value recapture
- Route 8 & 62 demo project in urban core areas, but would also consider Route 8/62 demo project along strip where owner prepared to make significant commitment
- Route 8 & 62 demo project in core areas; grants could be given w/future income stream potential to ORA
**ORA Recreation Program Initiatives**

- Inform travel and outdoors writers of recreational events and activities
- Coordinate marketing of region at large recreational venues outside of region
- Encourage and be involved in implementation of master plans for region's recreational venues
- Co-sponsor fishing tournaments or multi-activity outdoor sports theme festivals
- Help coordinate extension of OC & T RR into Oil City and Franklin
- Monitor privately funded construction of trail to Foxburg
- Help coordinate extension of OC & T RR
- Outdoor sports theme festivals
- Co-sponsor fishing tournaments or multi-activity events and activities

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**Oil Heritage Region**

Venango & Crawford Counties, Pennsylvania

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**Figure 2**

**Preferred Alternative:**

**Recreation Elements**

- Existing Rail Trail
- Proposed Rail Trail
- Proposed Oil Heritage Route
- Proposed Oil Country Trail
- State Game Lands
- OC & T Railroad

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**Oil Region National Heritage Management Plan Augmentation and EA**

Prepared for
Oil Region Alliance of Business, Industry, and Tourism

Prepared by
ICON architecture, inc

Vanasse Hangen Br买单, Inc.

Date: February 2006
Figure 3
Preferred Alternative:

Interpretation Elements

Legend

-Existing Rail Trail
-Proposed Rail Trail
-Proposed Oil Heritage Route
-Proposed Oil Country Trail
-State Game Lands
-OC & T Railroad

Oil Region National Heritage
Management Plan Augmentation and EA

Prepared for
Oil Region Alliance of Business, Industry, and Tourism

Prepared by
ICON architecture, inc.
as associates with
Vanasse Hangen Brustlin, Inc.

Date: February 2006
Figure 4

Preferred Alternative:

Preservation & Economic Development Elements

Concept:
Retain recreation, interpretation, and accommodation elements of 2004 update, and modify plan to focus combined preservation and economic development assistance toward strategic investments in the region’s core communities.
6. Preservation Element of the Plan

6.1. Existing Cultural Resources

The ORNHA’s cultural resources were extensively documented in the 1994 plan, which focused on oil resources and historic properties within the major communities of Titusville, Rouseville, Oil City, Franklin and Emlenton. Since 1994, the importance of a number of resources have been recognized through National Register listing and other resources have been determined to be eligible for the National Register. Some significant resources have been lost, including the Colonel Drake Hotel in Titusville, the Rouseville Refinery, the Emlenton refinery, and, most probably, an unidentified number of oil-related artifacts in the region’s woods or fields that were never recorded.

The 2006 Master Plan augmentation updates the lists generated in 1994, except for oil artifacts in fields and woods. The updated list includes not only the Franklin Historic District, which was established in 1979 locally and registered with NR in 1984, but also the five newly National Register-listed districts in Oil City, and Emlenton, properties determined eligible for the National Register as part of the Section 106 process of the National Historic Preservation Act (NHPA), and additional historic resources identified by the public. An updated summary of cultural resources is found in Appendix A. The resource list will continue to be augmented through ongoing research sponsored by ORA, including a study planned to identify and document additional oil-related resources in Oil Creek State Park and increased interpretation of these additional resources, and through an initiative of the Venango County Planning Commission to survey historic rural properties that should be completed in 2007-2008.

6.1.1. Cultural Resources Related to History of Petroleum Industry

The 1994 Plan identified and mapped the vast majority of resources associated with the petroleum industry. These resources include refining facilities, oil wells and derricks, and oil leases and farms, the majority of them concentrated along Oil Creek. Several of the most important buildings and structures, including Drake Oil Well (a National Historic Landmark) and the industrial facilities of the Imperial Works of the Oil Well Supply, National Transit Pump & Machine Company and the Franklin Rolling Mill & Foundry Company, are recognized in the National Register of Historic Places or have been determined eligible for listing in the Register. The former offices of the Galena Signal Oil Company in Franklin were recently rehabilitated for office and residential uses. The oil refinery in Rouseville and all structures on the main refinery parcel have been demolished, leaving several administrative structures on the easterly side of Route 8 in the Borough of Rouseville. With the previous closure and demolition of the Emlenton refinery, this leaves the region without any operating refineries.

Significant archival materials pertaining to the petroleum industry continue to be collected and made available to the public. The most important collection remains at the Drake Well Museum archives and serves as a significant research repository for authors, historical consultants, and oil industry representatives. Other collections include Pennzoil Company documents at the Venango Museum; old editions of The Derrick stored in the basement of the newspaper company’s building; the John R. Campbell Collection in the Oil City Library; and various other resources in the City Hall of Oil City, including materials at the City Engineer’s Office, property records, and maps, which include the large Stephenson wall map of Oil City that dates from 1872.
6.1.2. Cultural Resources Related to History of Natural Gas Industry
The 1994 Plan noted resources associated with the natural gas industry. Since then, a significant collection of artifacts is now stored at locations in Oil City, while the Pumping Jack Museum in Emlenton, which features artifacts and documents of that community’s association with the gas industry, opened in 2004. The Drake Well Museum has also augmented their collection with documents related to the region’s early gas industry.

6.1.3. Other Important Cultural Resources
The Oil Region’s cultural resources also include the buildings and landscapes that directly resulted from wealth and activity generated by the oil and natural gas industries, exhibited by substantial high style residences in major communities and enclaves of workers’ housing, of which several neighborhoods are now listed in the National Register. Late 19th and early 20th century religious, commercial, and institutional buildings in the region’s communities are also representative of this area’s commercial and industrial prosperity.

Several of the region’s metal truss and stone bridges were determined eligible for the National Register of Historic Places (NRHP), although some of these actions resulted from NHPA Section 106 review of proposed demolition or substantial alteration of the original fabric with federal funding. Of 9 historic bridges determined eligible or listed in the NRHP in the region, only two, the Pithole Stone Arch Bridge and the Belmar Bridge on the Sandy Creek bicycle trail, remain and have been recently rehabilitated for continued use.

In addition to resources directly related to the region’s oil history, the region includes many historic structures and sites that predate the era of oil discovery and are associated with early settlement and industry. These types of sites and structures include many noteworthy structures in the county seat of Franklin, the sites of colonial era forts, iron furnaces at remote locations, and many early structures and cemeteries in smaller communities across the region.

6.2. Existing Preservation Activities

6.2.1. Policies, Programs, and Projects
Policies
Preservation activities in the region have been strongly influenced by activities undertaken or funded by the Oil Region Alliance and its predecessor, Oil Heritage Region, Inc. As a key organization involved in preservation, ORA has established guidelines for types of preservation projects it will financially support; actively assisted with preservation of threatened buildings and other cultural resources; annually recognizes outstanding rehabilitation and restoration projects; and is officially involved in the NHPA Section 106 review process as a consulting party for PennDOT’s proposed transportation projects. Groups or individuals dedicated to the preservation of certain buildings or other cultural resources provide evidence that a strong commitment of time, attention, and funding to further preservation efforts exists in the region.

To date, there has been minimal governmental oversight or intervention in preservation policy or actions. Franklin has an active preservation advocacy group, the Historic Franklin Preservation Association, which reviews proposed exterior alterations to buildings within the National Register-listed Franklin Historic District and advises the Historical and Architectural Review Board.

However, this entity has no official authority to mandate changes to the proposed work. The
City of Titusville is currently considering a local historic district to help protect its significant architectural legacy.

**Programs**

Since 1994, preservation programs in the ORNHA have seen a significant increase largely due to heightened awareness of the region’s cultural resources and widespread funding efforts by ORA and OHR, Inc. Preservation programs include annual awards for outstanding preservation projects; an annual conference (since 2000) highlighting the history and care of the region’s Victorian buildings; guided tours and walking/driving tour brochures focusing on the region’s historic areas and buildings; and OHR, Inc. support for preparation of four historic district nominations and a National Register Multiple Property Documentation Form for resources associated with the Oil Industry of Western Pennsylvania. One of the most important current initiatives is the ORA-sponsored Route 8 & 62 Corridor Project, which in Phase I created an informational database of all parcels and existing buildings in the corridor and examined the reuse potential for 13 key buildings in five communities along the Route 8/62 corridor. Programs outlined in the ORA’s 2006 Action Plan include Phase II of the Route 8 & 62 Corridor Project which will define approaches to providing financial and technical assistance to specific building owners along 8/62 who conduct interior and/or exterior rehabilitation to broaden building uses and maintain historic facades as well as an improvement assistance program in Oil City’s central business district.

**Projects**

**Buildings and structures:**

The rehabilitation of several individual buildings or structures is currently in either the planning or construction phase. These projects include the recent completion of the exterior and interior rehabilitation of the Coal Oil Johnny House, which was moved to Rynd Farm in Oil Creek State Park. The National Register-eligible house will serve as an interpretive facility in conjunction with the Rynd Farm terminus of the OC & T RR. The OC & T RR, Inc. operates the newly-opened Caboose Motel in Titusville, which involved the restoration of 21 connected cabooses now used for specialty lodging. The Towne Square in downtown Titusville is an example of a mixed-use rehabilitation of a series of buildings that has brought a popular new restaurant and additional office space to the community. This project serves as a model for appropriate rehabilitation techniques, as it connected several individual buildings, including code-compliant egress and fire protection, combining upper floor space for office use to supplement retail ground floor use. Franklin’s Galena Signal Oil Office Building has been recently rehabilitated for several ground floor offices, including the office of State Senator Mary Jo White, while the upper floors serve residential uses. Nearby, the two courtrooms of the 1868 Venango County Courthouse were recently restored, although more rehabilitation needs to be carried out in this important structure. Community Playhouse, Inc., a local theatre group in Oil City, is currently fundraising for their redevelopment of the former Lyric Theatre on Seneca Street into an intimate community performance space. The Crawford Center in Emlenton, a former school building, was recently rehabilitated for municipal and community use, and is also the home of the Pumping Jack Museum and an Oil Region Alliance visitor center.

The ORA supported recent studies of the existing conditions and reuse feasibility for the Neilltown Church in Forest County, just east of the NHA boundaries. A Historic Structure Report and National Register nomination are expected outcomes of this work.

The Route 8 & 62 Corridor Project, will move into Phase II this year, assisting individual owners of some of the 13 buildings investigated in Phase I who are interested in active rehabilitation.
efforts. Anticipated assistance includes a revolving loan fund and grants for affordable housing uses, as well as detailed engineering and architectural planning support.

Archives:
Preservation of ORNHA’s history is the steadfast concern of many individuals and organizations throughout the region. Recent projects include: continuation of the collection, cataloging, and protection of archival materials in the Venango County Historical Society; compilation by VCHS in PastPerfect software of the natural gas collection; opening of local historical and gas-related collections in the Pumping Jack Museum in Emlenton; transcription of Venango County’s 19th and 20th century tax records; and creation of an on-line database of the Ida M. Tarbell Collection, which contains this noted local journalist’s letters, books and photographs, at Allegheny College’s Pelletier Library in Meadville.

6.2.2. Existing Preservation Organizations

Local/Regional

Preservation organizations are active in all of ORNHA’s major communities. Some are dedicated to preservation of the area’s built environment, although the majority of these organizations focus on preservation of significant archival materials. The Historic Franklin Preservation Association is the region’s oldest building preservation organization, which continues its efforts to preserve Franklin’s built environment through walking tours, Preservation Month events in May, and a plaque program that displays the date of construction and original owner of the city’s buildings. Sponsored by the ORA and other charitable foundations, the annual Victorian Architecture and its Preservation conferences in May are organized and presented by a group of partner agency representatives, assisted by members of the local community in which the conference is held. This year’s conference in Oil City will be concurrently held with the Pennsylvania Heritage Partnerships Conference, sponsored by Preservation Pennsylvania, Pennsylvania Historical and Museum Commission (PHMC), Pennsylvania Heritage Areas Program, National Park Service, PennDOT, Pennsylvania Downtown Center, AIA Pennsylvania, Center for Rural Pennsylvania, and the Oil Region Alliance. The ORA’s Heritage Advisory Council and its recently formed Preservation Sub-committee will provide guidance and oversight of preservation activities and policies throughout the region.

The region’s numerous historical societies include: the Venango County Historical Society, which is extremely active in genealogical research and publishing; the Venango County Genealogical Club, which is open several days a week to the public within the Oil City Library; the newly reconstituted Oil City Heritage Society, whose monthly meetings at the Oil City Library have an educational focus; the Titusville Historical Society, which has important collections; and the individuals who oversaw the installation of the exhibits in the Pumping Jack Museum and Historical Association in Emlenton and provide on-site tours. The Crawford County Historical Society in Meadville supports the county’s many smaller community historical societies and maintains a large research and archives facility that includes many oil and gas-related historical documents and artifacts.

State

Several state agencies and organizations, in particular the Pennsylvania Heritage Areas Program, have been involved in ORNHA activities. The Pennsylvania Heritage Areas Program, formerly the Heritage Parks Program, of the Department of Conservation and Natural Resources, has provided technical assistance and funding to the Oil Region State Heritage Area since its establishment in 1994. Preservation Pennsylvania, the statewide non-profit preservation
organization, provides technical assistance to organizations and coordinates Pennsylvania at Risk, a list of endangered historic properties. The state’s historic preservation office, the Bureau of Historic Preservation within the Pennsylvania Historical and Museum Commission, provides a range of services, including: coordination of regulatory reviews; technical assistance on tax credit applications, National Register nominations, and inventories, and; limited funding for survey and planning projects. Other agencies include the Pennsylvania Downtown Center, which administers the Main Street Program across the state, is holding their annual conference in Erie, close to the ORNHA, in June 2006, and the Pennsylvania Department of Community and Economic Development. The Center for Rural Pennsylvania subsidizes academic research on diverse rural revitalization and preservation topics, and then publishes the findings and related policy/program recommendations.

National

Since the 2004 designation of the Oil Region NHA, the National Park Service’s Northeast Region Philadelphia office has provided technical and administrative assistance to the Oil Region. The Alliance of National Heritage Areas, a membership organization open to the 27 National Heritage Areas and their supporters, recently formed Heritage Preservation Development, Inc., a 501(c)(3) organization that can assist NHA organizations with best practices in management, education, development, and preservation. The National Trust for Historic Preservation has assisted the ORA in the past with tourism efforts and offers a wide variety of technical and financial assistance programs that further rehabilitation, tourism advocacy, and economic development. The Rivers and Trails Conservation Assistance (RTCA) Program within the National Park Service provides technical advice on recreational interests. RTCA prepared an early feasibility study with the vision of a fully connected trail system throughout the Oil Region; that plan is almost fully implemented now, and an update is in process for 2006, addressing the additional topics of linkage to the Pittsburgh/Erie trail system, trail maintenance, and organizational development.

Other programs of the National Park Service that may be able to provide assistance in the future include the Historic American Building Survey/Historic American Engineering Record (HABS/HAER) program, which records significant buildings and structures. Another is Preservation Action, the national preservation advocacy organization, which coordinates grassroots lobbying efforts for historic preservation.

6.3. Elements of a Preservation Program

The following section describes a series of preservation initiatives that should be considered as elements of the Management Plan Augmentation for the Oil Region National Heritage Area. Many of these elements have been pursued in the past by OHR and its successor, ORA; however, the proposal is that the preservation effort be made more systematic and be closely integrated with related economic development. The emphasis and scale of each element may vary, depending on the approach that is selected to augmenting the Plan.

Nearly all suggested preservation programs or projects involve technical and/or financial assistance. Technical assistance programs may be undertaken either directly by existing or new staff at ORA or through funding of consultants to provide such services. Financial assistance, offered directly through ORA or through their assistance as a pass-thru agent, could be aligned to support many of the technical assistance programs described above. In addition to technical and financial assistance, ORA may also provide advocacy support for preservation efforts, in the form of public testimony on the importance of threatened cultural resources and programs aimed at their preservation; articulation of policies and strategies for enhancement and protection, and;
pro-active establishment of programs that aid long term maintenance, appreciation, and protection of the region’s cultural resources.

6.3.1. Resource documentation assistance

Resource Inventory/Recordation Programs would identify and document important properties within the ORNHA. Recordation programs include inventories using Pennsylvania Historical and Museum Commission (PHMC) forms that can be completed by volunteers with guidance/assistance from ORA or consultants or directly by consultants. Inventory programs have been done in the past in the region and have been important in achieving NHA designation.

Historic American Building Survey/Historic American Engineering Record (HABS/HAER) Surveys thoroughly document the appearance, history, and operation of significant resources. The HABS/HAER program previously recorded 17 resources in ORNHA. Established in 1933 as an employment program for architects, photographers and historians, the HABS program continues its original mission of recording significant buildings and interiors through photographs, narrative text, and measured drawings. The Historic American Engineering Record is a more recent program for the documentation of bridges, industrial facilities, and equipment. Fragile industrial resources, such as oil pumping equipment/industrial buildings with older and/or original equipment, and additional bridges should be recorded through this program, possibly through local college and university assistance and funding by ORA.

National Register of Historic Places/Determination of Eligibility Programs can document key resources. The act of determining properties eligible for the National Register is usually triggered by Section 106 of the National Historic Preservation Act, which requires review and mitigation of the effects of federal undertakings on historic properties. ORA should participate as fully as possible in this process to ensure that public consultation required by the review is carried out. Eight (8) extant individual buildings, structures and sites and six (6) historic districts are currently listed in the National Register of Historic Places, the official federal list of significant properties. A multiple property documentation form that presents the historic and physical context for oil-related resources in western Pennsylvania provides the basis for future nominations of properties associated with this historic context, which should be encouraged by ORA through financial or technical assistance.

Artifacts/Documents Cataloging and Conservation Programs can assist historical societies and other public or public organizations that collect documents and artifacts to properly catalogue and conserve their collections. ORA has provided funding for such efforts in the past and should continue to provide support and technical assistance for such efforts.

Centralized Archives and/or Database would allow historical societies and other related organizations such as municipalities to safely store their collections in a central repository, if they so chose. This proposal was outlined in the 2004 Management Plan. A centralized database of all collections in the ORNHA or those outside that possess relevant information would provide ease of access for researchers. The database could be available on-line at all archival facilities in the ORNHA. ORA could fund the creation of the centralized database and should support the feasibility study – defined in the 2004 Plan Update - for a centralized archives facility.

6.3.2. Planning assistance to communities

A Main Street Program would emphasize storefront and upper floor reuse or retention of existing commercial/residential uses in the core communities’ downtown buildings. The Route 8 & 62 initiative includes some elements of such a program, but formalized Main Street efforts tend to also include intensive staff support for local revitalization and marketing through designation and
funding of a Main Street Manager position. The program may include organizational, marketing, design, and economic development assistance and direction. The Pennsylvania Downtown Center and the Pennsylvania Main Street Development agencies, as well as the National Trust’s well-established Main Street program, can provide assistance to an individual community or a cluster of cooperating municipalities.

**A Small Communities Initiative** could complement a Main Street effort and could promote economic and visitor development, as well as preservation, in smaller communities, such as Nickelville, Pleasantville, Utica, and President and provide design and funding assistance for physical improvements.

**Visualization programs and/or charrettes** are intensive efforts – often held in a single day or over a weekend – organized to develop design and reuse goals for certain highly visible and/or strategic areas within the region. Such programs often invite outside professionals to lead workshops in order to provide building owners, architects, economic development professionals, preservationists, concerned citizens, and others the chance to envision what an area could look and be in the future through an interactive solution process. Workshop sessions often produce conceptual drawings for both infill development or reuse and rehabilitation of existing structures. The outcome could also include a set of business goals for proposed reuse or successful continuation of uses in the area.

**Preservation plans or comprehensive plans with a preservation component** would provide another useful source for identifying important resources and the favorable/unfavorable factors influencing their preservation. Specific tools for retention and rehabilitation of buildings and areas, guided by priorities and an action plan with designated partners and funding, are essential elements of the planning process. **ORA** could guide municipalities through the process through sample plans and strategic advice or funding of consultants to prepare the plan.

**Grant writing assistance** can be provided to communities and nonprofit groups to solicit external funds in support of proposed projects or programs.

### 6.3.3. Building conservation technical assistance

**A Code Enforcement Program** would include training for municipal code officers regarding waivers to historic buildings in compliance with the new Uniform PA Building Code. The training program could be coupled with incentives to building owners to comply with the code and reduce the number of older buildings lost to code violations.

**Guidance on appropriate rehabilitation techniques** to building owners, architects, and contractors could be achieved through many channels. Literature could be distributed either at specified locations or at events or through information on **ORA** website or to links to relevant websites. Assistance could also include one-on-one consultations or public workshops. Interpretation of the Secretary of the Interior’s Treatment for Historic Properties, and more specifically the Secretary of the Interior’s Standards for Rehabilitation, could be circulated through sample design guidelines, demonstration projects, and articles in local publications. Several sub-programs that could fit within this element might include:

- **Exterior Paint Program** offers technical assistance with paint preparation issues to both dramatically improve the appearance of an area and hopefully deter the use of artificial siding. Many successful programs around the country have teamed with a paint supplier for donations of materials and technical advice.

- **Old Building Fair or Expo** exposes old building owners, contractors and architects to appropriate products, craftsmen, professional services, rehabilitation techniques, historic
architectural styles, and other topics related to owning and maintaining an older building. The event could include exhibitors’ booths, lectures, and demonstrations of rehabilitation techniques. ORA could sponsor or coordinate such an event on an annual or other basis. The Crawford County Historical Society hosts an Old House Fair each March.

- **Old Building Doctor Program** would enable building owners and others to receive diagnoses of building problems, such as water infiltration or peeling paint, and solutions to resolve them. This program would involve a team of preservation specialists (architects, contractors, and, subject to availability, PHMC staff) who provide an overview of common building issues, accompanied by a series of house visits to individual buildings to diagnose symptoms and devise a cure. The program could be offered periodically within the ORNHA. A small fee for the individual site visits could be charged. ORA could work with the PHMC and Preservation Pennsylvania to identify knowledgeable local architects and contractors and to solicit assistance with program participation and funding.

- **Local Contractor/Building Professionals/Products Directory** could list local contractors and other building professionals by specialty and supplies product sources. ORA could compile and update the directory as necessary. Listed companies and individuals could include their own references and recommendations. In 2006, the Crawford County Historical Society introduced such a directory in conjunction with their Old House Fair.

### 6.3.4. Education and recognition programs

A **Cemetery Preservation Program** would respond to local interest and might help maintain and protect ORNHA cemeteries through assistance with cleanup, restoration of gravestones, fences, buildings, memorial structures and statuary, and landscaping, technical advice, financial assistance, and coordination of activities such as volunteer clean up and recording efforts. The Venango County Historical Society has published inventory lists for each of the old cemeteries and their Cemetery Committee is also photographing and plotting GIS readings for each site.

A **Marker/Plaque Program** would expand the current awareness program in Franklin to other communities across the Oil Region. ORA volunteers, staff, or consultants could research buildings to determine dates of construction and original owners’ names. An attractive plaque with the ORA logo could be provided to recipients who pay a small fee for research and the plaque. ORA should lead efforts to identify and document additional sites for the State Historical Marker program.

**Educational Programs** of many types could open up new ideas and information about the importance of ORNHA’s cultural resources. These could include lectures, tours, conferences, articles, books, or theatrical performances. Special programs created by individuals and organizations within ORNHA that meet the Pennsylvania Department of Education curriculum requirements and learning objectives could provide area school children greater knowledge and appreciation of their history and built environment. ORA should take a leading role in promoting educational programs through sponsorship or creation of educational programs and materials.

### 6.3.5. ORA investment/partnership in rehabilitation and preservation projects

**Pre-Development Assistance** could give developers initial support in the form of feasibility studies, preliminary architectural plans, and professional advice regarding rehabilitation/financial issues for older buildings. Either ORA technical staff or consultants could provide these services. Several examples are underway, including the Route 8 & 62 Corridor Project and Neilltown Church Historic Structure Report. A reuse feasibility study can be one of the initial steps in
determining the reuse potential of a building and provide direction on the future use, type of rehabilitation, marketing efforts, and funding that would follow.

**Grant/loan programs for preservation “bricks and mortar” projects** would provide additional sources of funding for key residential rehabilitation projects, façade rehabilitation projects in downtown areas, and, possibly, for brownfields clean-up efforts. An important potential for such projects would be that ORA might structure relationships and agreements that would provide immediate financial or technical assistance to projects but would net the organization a long-term income stream after completed projects become financially viable.

A “This Old House” initiative, carried out locally, could target a threatened, but strategically located residential building and show step-by-step decision-making and rehabilitation work to return the building to a productive use. The program might be formed through a partnership among ORA and a local non-profit preservation organization as well as other public entities, and could be a vehicle for training local people in specific building crafts; demonstrating appropriate rehabilitation techniques; and, potentially recapturing the set-up costs after rehabilitation and sale. Periodic tours and articles might draw attention to the project and sustain interest and education of residents and visitors. This type of effort could be coordinated with Venango Video in order to tape and produce the segments for local cable TV viewing.

**Historic building tax credit assistance** could be provided to support owners and developers as they “walk through” the financial, design and agency approval processes associated in order to claim either a 10% or 20% historic building tax credit for substantial rehabilitations or for other tax incentive programs. Assistance could take the form of workshops to present an overview of the programs, one-on-one advice on how the programs work in specific projects, and possibly financial help with initial preservation design services.

**Specialty accommodations projects**, as already suggested in the 2004 Management Plan, could assist and encourage rehabilitation of historic structures in appropriate locations (such as conversion of the Egbert Oil Company Building in OCSP) for bed and breakfast use. The program could provide assistance with historic building tax credit programs that could be applied to the type of development.

### 6.3.6. Regulatory tools to preserve cultural resources

**Approaches to help preserve cultural resources** could assist municipalities and community residents to develop sample legislation and ordinances and the means to gain support for implementation. Examples would include:

- **Demolition delay ordinance**, as has been used in many districts with significant historic resources. Such ordinances are adopted by municipalities and typically require a period of review for feasible alternatives to demolition for significant buildings.

- **Local Historic District ordinances** typically contain a review/approval process for exterior work on buildings within a significant area as well as standards and criteria for accomplishing such reviews and approvals. ORA staff or consultants could write or provide sample ordinance language, design guidelines, case studies, and public testimony to help pass such an ordinance.

**Conservation easements or restrictions** are methods for providing long-term protection of significant buildings and landscapes through the building or landowner’s donation or sale of some of their development rights to a qualified 501(c) (3) preservation organization. An easement donated in perpetuity for a qualified building or scenic area would allow the owner to take a charitable contribution deduction. Congress is currently investigating and revising tax and legal
implications of conservation easement programs, which would result in a more stringent program regarding the situations and deduction amounts that may be taken. ORA could also include preservation requirements that would last for a limited number of years for historic projects to which ORA provides financial assistance.

6.4. Criteria for Determining Preservation and Related Investment Priorities

Several criteria are reviewed below to determine which cultural resources should be preserved and to make decisions about the type and level of support they warrant. Depending on the priority given to each criterion, different emphasis may be given within the alternatives to this Plan augmentation.

A. Historic Significance is paramount when considering how resources of ORA should be directed. Levels of priority within this category, in descending order, include:

1. Officially designated and recognized landmarks, buildings and structures, and properties either listed on or determined to be eligible for the National Register, which would include the six National Register-listed historic districts in Titusville, Oil City, Franklin and Emlenton and individually listed properties within the ORNHA boundary.

2. Oil and gas-related resources and sites, whether or not officially designated.

3. Structures, districts, and landscapes with historical and/or architectural importance that are not officially designated, with special focus on such areas that adjoin or could have the potential to enhance areas defined in item (1), above. Examples of such areas include the Siverly area in Oil City, Franklin’s Third Ward neighborhood, and smaller communities with a concentration of historic buildings, structures, or landscapes.

4. Important natural settings, including the tree-covered hilltops and settings adjacent to rivers and creeks that complement the setting of historic resources.

B. Other criteria may supplement historic significance and be useful for setting investment priorities; these can relate to the overall shape and emphasis of the plan and the strategic approach to be taken by ORA in its implementation. Several of these criteria include:

1. Geographic focus – could prioritize funding, technical, and advocacy assistance for preservation projects and programs to targeted communities or areas. Examples include the communities of Titusville, Oil City, Franklin and Emlenton, any newly designated historic districts, the Route 8 & 62 Corridor Project area, Oil Creek State Park, and the smaller communities that retain historic landscapes and buildings. The intent of such focus would be to achieve cumulative positive impact from investments made by ORA within ORNHA.

2. Interpretive potential – this criterion might place priority on the capability of a resource to contribute to telling ORNHA’s stories. Candidates would include venues where markers/waysides could be installed, buildings or settings where interpretation is available or could be added, and artifacts and documents that could be available for public access as part of a display.

3. Visitor potential – this criterion would place highest priority on resources that have the potential to be accessible for visitor use, and would place lower priority on resources that cannot be made accessible to tourists and/or residents.
4. Economic development potential – this criterion would consider the highest rated preservation projects or programs to be those that not only have the potential to attract private or public investment in subject properties but also have a potential to be catalyst projects that will encourage investment in other nearby key resources to strengthen the core of individual or multiple communities.

C. Urgency of need – is a criterion that deals with immediate threats to historic resources, which can come up suddenly when resources are proposed for demolition or radical alteration that would diminish their historic values. Funding or technical assistance for this priority can be further categorized by: 1) importance of endangered historic resource; 2) type of threat (maintenance, proposed redevelopment, alterations to existing significant fabric, change in use); and 3) precedent-setting issue (demolition by neglect, demolition by franchise development, or use of non-sympathetic materials).
7. Partnerships

7.1. Existing relationships in the ORNHA

The primary source of continuing funding to support planning and implementation within the OHR to date has come through the Pennsylvania Heritage Parks Program established by the state’s Department of Community Affairs (DCA) and now within the Department of Conservation and Natural Resources (DCNR). It is assumed this source of funds will be continued. The PHPP funds to date have amounted to approximately 59% of the resources managed by OHR, Inc., with the remaining 41% of matching funds coming nearly half from private sources, over a third from local government partners, and the remainder through other state agencies.

OHR, Inc. has worked in collaboration with many public and private entities active in the region, including nearly all of the major communities, townships, county agencies, foundations, non-profits, the Oil Heritage Region Tourist Promotion Agency, the Crawford County Convention & Visitors Bureau, the Allegheny Valley Trails Association (AVTA), the Pennsylvania Historical and Museum Commission (PHMC), the Venango Museum, Oil Creek State Park (OCSP), the Oil Creek & Titusville Railroad (OC&TRR), and others. Clearly, these collaborations should be continued. Based on the emphasis of the Plan and its funding strategy, the types of priority relationships that should be cultivated going forward include the following:

- **The Oil Region Alliance** – As noted above, the recently formed ORA will have expanded and broadened capacity, in comparison to what has been available to OHR, Inc. The new entity, with the potential to take advantage of the financing capacity of its economic development arm, may be able to contribute materially to preservation activities in the region and to realize downstream income from successful projects. Additionally, the ORA’s tourism capability, coupled with the proposed Hospitality Initiative, could serve a pro-active role in developing new tourism support businesses as well as supporting tourism marketing.

- **Key OHR visitor interpretive venues and institutions** – The many visitor attractions within the OHR – including Drake Well Museum, Oil Creek & Titusville Railroad, Venango Museum, and DeBence Antique Music World – should all continue to be closely involved in implementation of the Plan Update. Most of these entities spend considerable funds for capital and operating expenses that will, in the future, supplement ORA activities and be coordinated with ORA investments. Additionally, niche venues with specialized collections and smaller visitor draw such as Tyred Wheels and Dan Hardesty’s Wild West Museum should be in a position to benefit from ongoing initiatives and to play some type of partnership role. This cooperation should extend to, within appropriate fiscal limitations, development of new services and products, operational coordination, cross-marketing, collaborative event and admissions programs, and, where appropriate, shared funding for items of mutual benefit.

- **Recreational interests** – Three entities – the Allegheny Valley Trails Association (AVTA), Oil Creek State Park (OCSP), and Two Mile Run County Park – represent key regional recreation attractions and have partnered with OHR, Inc. in the past. The region’s

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8 This Section is largely excerpted from the 2004 Management Plan Update, as the principal local and state partners have not changed.
communities, with their individual park systems and facilities, as well as fishing and boating interests, are also important potential recreational partners. As indicated in cost analyses of prior improvements, the AVTA has been highly effective at securing funds for trails throughout the region and at implementing these projects, securing a total of over $5.5 million from many sources, including local trusts, the National Park Service, local philanthropic interests, Federal Transportation Enhancement sources (ISTEA and TEA-21), and various state sources. AVTA will, in all likelihood, remain the key driving force behind trail improvements in the region and, for this reason, will take the lead role in trail funding, improvement, and maintenance. These activities of AVTA have been pivotal in improving and promoting increased recreational usage and tourism in the OHR. The Oil Region Alliance should support these activities of AVTA and supplement them with “gap” funding as well as with interpretive supplements to the trail and recreational system facilitating cross marketing of the region’s assets. OCSP is also a major visitor destination where collaboration among OHR, Inc., Drake Well Museum, and the OC&TRR has produced excellent results and should be aggressively continued. Two Mile Run County Park attracts significant visitation and, with its Tree House niche lodging improvements, has the potential to be an increasingly important visitor magnet and a venue where heritage resources can be cross marketed to recreational visitors. Many other recreational interests can potentially play a significant role in improving facilities and encouraging more effective use of recreational assets, including, but not limited to: the Pennsylvania Fish and Boat Commission, the Pennsylvania Game Commission, Oil Creek Trout Unlimited, the Izaak Walton League, PennDOT, the Allegheny River Tract of the Clear Creek State Forest, and the Pennsylvania Department of Environmental Protection.

- **Hospitality industry interests** – Operators of existing hotels, motels, and other niche accommodations will benefit from increased visitation to the region and, as noted in the discussion of the Economic Impact Assessment system, will also provide an important source of benchmark economic data for the region. These entities are required to report revenue to fulfill state and county tax requirements and should be able to develop systematic analyses of visitor profiles that will support the Economic Impact Assessment system and reveal larger patterns that can benefit all accommodations providers. The Oil Region Alliance should, as part of the Hospitality Initiative, pull together a regional group of accommodations providers into a formal group, or association, to coordinate activities, provide mutual support, and more effectively market their products on a regional basis. Beyond existing operators, this group would be able to provide assistance and an organizational framework that should be helpful to prospective developers and operators of new niche accommodation facilities.

- **Corporate, business, and private real estate interests** – The Oil Region Alliance, taking full advantage of its integrated capabilities, is likely to have future opportunities to work in collaboration with private sector interests while providing grants and other preservation assistance to support rehabilitation of important buildings in the region’s core communities. Opportunities for such initiatives may evolve from the Route 8/62 study underway that is investigating adaptive reuse of upper floors for residential use in the regions’ downtowns and enhancements to roadside landscapes and commercial/industrial buildings between the downtowns. Working in collaboration with these interests will be important, and may offer opportunities for future sources of revenue to the ORA, if it can negotiate for a portion of future new and increased income streams that have been enabled by its support.

- **Foundations, philanthropic, and corporate interests** – Philanthropic interests in the OHR -- including the Justus Fund, the Phillips Trust, the Kerr Trust, John Nesbit Reese and Sarah Henne Reese Charitable Foundation, and others -- have generously supported a range of
improvements and initiatives. The Colonel, Inc., the non-profit support group for the Drake Well Museum, as well as other individual contributors, have contributed time and funds to fulfill matching requirements or support new initiatives that deal with regional heritage resources. The engagement of these groups in the future will remain important to the region. The Oil Region Alliance should also look to larger foundations active in western Pennsylvania, such as the Benedum and Heinz Foundations, which, in addition to significant philanthropic support to arts and culture in their home city of Pittsburgh, have supported projects that are similar to those that will be anticipated in the OHR. Benedum has supported activities in the Wheeling National Heritage Area and Heinz has supported the Pittsburgh History Center as well as many environmental causes that are well illustrated in the OHR – for example the reclamation of the Oil Creek Valley within OCSP. With the expanded capabilities of ORA, other private individuals and locally based philanthropic interests should be actively solicited to support key activities and venues. Last, but not least, the oil industry outreach should be continued, using the highest contacts available. The Oil Region Alliance should continue its efforts to engage the American Petroleum Institute, the American Association of Independent Producers, Petroleum History Institute, and the American Oil and Gas Historical Society, as well as national and international oil corporations, in regional long-range projects. Potential areas for such support include, but should not be limited to: (a) remediation and development of former refinery sites; (b) support for Drake Well Museum and Oil Creek State Park interpretation; (c) support for educational programs that focus on the oil industry history as well as its influence on contemporary life; and (d) investment in mobile boomtown exhibits as well as potential future boomtown attractions.

• Partners for river-based initiatives – As noted in Chapter 6 of the 2004 Management Plan Update, a broad range of expanded river recreation opportunities should be supported by ORA. Some of these involve construction, such as new boat access points, fishing castways in core communities, or the white water park that has been discussed by some interests in Oil City. Other opportunities that are more programmatic in nature include ORA-supported promotion of river recreation opportunities such as fishing tournaments, boating events, or multi-activity overnight packages that may evolve from the Hospitality Initiative that include boating and overnight accommodations. The types of public partners for such opportunities include municipalities in areas where improvements may be under study, the Army Corps of Engineers, which has permit authority for installation of docks, marinas, and water edge modifications, the Pennsylvania Fish and Boat Commission (PFBC), the Allegheny National Forest, the Pennsylvania Department of Environmental Protection, and Pennsylvania Department of Conservation and Natural Resources. Private accommodations and outfitters are likely to be important partners for such activities, as well as other interest groups such as the Izaak Walton League, Oil Creek Trout Unlimited and local sporting businesses and sportsmen’s clubs.

• State agencies – As noted in the introduction to this section, state agencies have been among the most important partners of OHR, Inc. to date and will continue to be engaged with the activities recommended in the Plan Update. These entities include PHMC, DCNR through the Pennsylvania Heritage Parks Program, Pennsylvania Game Commission, PFBC, DEP, DCED, and PennDOT. Although PennDOT does not have an extensive scenic byway program, ORA should advocate for PennDOT recognition of the tour routes that weave through oil heritage resources – man-made and natural.

• Local preservation interests and civic organizations – Although the OHR is relatively small in terms of population, its diversity of developed communities includes several interest groups
that have supported community preservation, many of whom control, or have influence on, important heritage resources. These include community-specific entities such as the Historic Franklin Preservation Association, Venango County Historical Society, Crawford County Historical Society, and the Titusville Historical Society, who have each collaborated with OHR, Inc. to document and produce self-guided walking tours of their communities. Additionally, the Victorian Region of Northern Pennsylvania has advocated for preservation and more effective use of the area’s historic resources, operating under the aegis of the Venango Economic Development Commission (now part of the Oil Region Alliance). Another set of prospective partners include various private collectors who have important resources that may play a role in interpretation, such as the natural gas collection or private holdings that may be donated or stored in a regional archive. The Oil Region Alliance should continue to coordinate with these and other interest groups, such as Titusville Renaissance, Inc. that may evolve to support its preservation agenda.

7.2. New Partnership potentials with NHA designation

The broad range of partnerships that exist in the region, as enumerated in the previous section, can and should be continued. But, these can now be supplemented by opportunities that will be potentially available through NHA designation.

The most direct consequence of the NHA designation will include the eligibility of ORNHA to receive up to $1 million of federal funds in any given year up to a total maximum of $10 million over a period of 15 years. Such federal funds require a 50% match and are subject to appropriations. Although federal programs are now under some pressure and the Oil Region is not likely to receive the maximum annual amount immediately, this new source of funding has the potential to make a significant difference, inasmuch as the Oil Heritage Region has, to this point, received its most reliable source of funds through the Pennsylvania State Heritage Park Program.

Above and beyond specifically appropriated federal funds identified as a consequence of the NHA legislation, Section 607 of the Act, on Duties Of Other Federal Entities, states that “Any Federal entity conducting or supporting activities directly affecting the Heritage Area shall-- (1) consult with the Secretary and the management entity with respect to such activities; (2) cooperate with the Secretary and the management entity in carrying out their duties under this title and, to the maximum extent practicable, coordinate such activities with the carrying out of such duties; and (3) to the maximum extent practicable, conduct or support such activities in a manner that the management entity determines shall not have an adverse effect on the Heritage Area.”

OHR, Inc. and ORA have competed effectively in the past for assistance from Federal and State sources. However, the NHA designation has the potential to increase the competitiveness of the region in seeking such assistance from Federal agencies. Areas that would appear to have the highest potential – many of which have already played a part in the Oil Region - include: (1) Transportation Enhancement funding from USDOT, for preservation of historic transportation structures and rail-to-trail conversions, typically administered through cooperative agreement with PennDOT; (2) Department of Housing and Urban Development (HUD) funds targeted to low income communities and in support of low and moderate income housing; (3) National Park Service preservation and documentation grants, and; (4) EPA and related grants for brownfields clean-up and remediation.
8. Costs and Funding

8.1. Recommendations of the 2004 Management Plan Update

Table 2 indicates the summary cost estimate\(^9\) of implementation of the Management Plan Update as prepared in 2004, with items highlighted that should be changed to reflect current conditions and the recommendations of this Plan Augmentation. The items where changes are recommended and the reasons for such changes are listed below:

- **Economic Development and Tourism**

  **Rouseville long-term development approach** – this work item ($125,000) was developed under the assumption that some aspect of the former refinery, specifically the brick smokestack, would remain and might be a feature of a redevelopment. At this point, the entire refinery site has been cleared and, although appropriate reuse would be a regional and community priority, preservation of remaining artifacts is no longer possible and it is likely that ORA involvement here under its heritage activities will be more modest.

- **Interpretation**

  **Drake Well Museum** – this item ($4,784,390) was based on estimates of the scale of work anticipated by PHMC to do major rehabilitation to the museum, archives, and grounds of Drake Well Museum. Since the publication of the 2004 Management Plan Update, the scope of rehabilitation has increased, in part responding to suggestions made in the Update and supplemental funding appropriations and authorizations have taken place.

  **Weaver Building** – this item ($4,325,688) is no longer necessary, as the Weaver Building project will not be implemented.

- **Education**

  **Partner grants** – this item ($250,000) was estimated over a ten-year span, resulting in very modest levels of expenditure in any given year. It may be worth considering increase of this line item.

- **Preservation**

  **Partner grants** – this item ($250,000) was estimated over a ten-year span, resulting in very modest levels of expenditure in any given year. With the development of a more ambitious preservation element of the plan, this amount should be increased based on reasonable estimates of the elements of the preservation program.

  **Weaver Building** – this item ($1,132,188) is no longer necessary, as the Weaver Building project will not be implemented.

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\(^9\) Detailed back-up information for the 2004 Plan Update is provided in Appendix H of that plan. Table [Error! Not a valid link.](#) in the Plan Augmentation is an adaptation of Table H-1 from the 2004 Plan Update, showing major items where consideration should be given to items that need to be changed.
Management

Staff estimates – these amounts (a total of $730,000) should be reviewed, as requirements and opportunities associated with establishment of the NHA may be different than continuing with existing efforts.

Removal of the Weaver Building alone will deduct over $5.4 million from the estimate that was prepared in 2004, although some aspects of this reduction will be offset by new program elements and increased costs associated with costs escalations associated with the two years that have elapsed since completion of the 2004 Plan Update.
## Table 2: Potential Changes to Action Agenda Required by NHA Management Plan Augmentation

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<thead>
<tr>
<th>OHR Goals</th>
<th>Projects, by Type and Element</th>
<th>Loaded Cost</th>
<th>Subtotal, New Actions Recommended in 2004 Plan Update, by function</th>
<th>Subtotal, by Major Element</th>
<th>Changes Proposed in Plan Augmentation for NHA, 2006</th>
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<tbody>
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<td><strong>Recreation</strong></td>
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<td>Along trails and at recreation venues</td>
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<td>Supplementary interp. and educ’l program staff</td>
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<td>Provide hospitality technical assistance</td>
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8.2. Revised Cost Estimates and Funding Strategy with NHA Designation

This section includes a summary estimate of several categories of cost for the NHA Plan Augmentation. Summary costs are shown in Table 3 and correlate to the scope of work that is described for the preferred alternative in Chapter 5, including, as appropriate, the following types of elements:

- Items that were previously recommended in the 2004 Plan Update and whose scope remains unchanged (for example, most recommendations regarding recreation and interpretation). For such items, costs have been adjusted 10% to reflect the approximate construction cost escalation over the two-year period since the last set of estimates prepared in June of 2004.

- Items where changes have been recommended or where changes have been initiated by agencies beyond the control of ORA, as itemized in the preceding section 8.1, have been modified by deletion or cost adjustment, as appropriate. Itemized breakdowns of these estimates are included within Appendix C.

- The elements of the preservation program, as described in Chapter 6, have been estimated based on reasonable assumptions about its scale and complexity.

The intent of the estimates is to establish planning level budgets for activities and projects that will accomplish the purposes of the NHA Management Plan. It is highly likely that specific line items or sub-categories may change as more becomes known about the needs of future implementation. All cost estimates were developed based on the following assumptions and process:

- All estimates have been based on the complete cost of defined projects or programs, without pre-judgment of the sources of necessary funds.

- All estimates are based upon current 2006 cost levels, reflecting adjustment of earlier 2004 estimates accordingly.

- No adjustments for inflation have been made for expenditures in future years.

- The general time framework for the projects estimated as part of this Plan Update is approximately ten (10) years, although the pace of implementation may accelerate or decelerate depending on factors that are, at this point, unknown.

- Itemized capital costs shown in Appendix C have been estimated at a general order of magnitude, using square foot or other unit-based cost allowances commensurate with the level of detail of this Plan augmentation. These costs have not been based on specific designs, detailed investigations of site conditions, or other project-based assessments that would be premature at this time. Contingencies and allowances for design services have been included as appropriate to each item.

- Non-capital costs have been estimated using professional judgments regarding appropriate level of effort and longevity of probably need.

Table 4 shows a general strategy for allocating costs followed a multi-step process:

1. The first step in the estimate process was to review the aggregate cost estimates for each goal and project element, without regard for the source of this funding.
2. The amount of ORA probable contribution to the remaining costs under each goal was based upon an extrapolation of the funds that OHR, Inc. has typically received through the Pennsylvania Heritage Park Program (PHPP), plus related matching funds, assuming this flow of funds continues over the next ten years.

3. The remaining funding gap between the total aggregate cost estimate and the amount assumed to be available through already committed funds, PHPP and matching sources represents an amount that might be contributed through a combination of NHA Federal funds as well as by non-ORA sources. Although federal contributions of up to $10 million are authorized, these commitments will be subject to actual yearly appropriations within the federal budget.

4. Although the cost of partner contributions is large - $26,867,623 – this appears to be achievable using past experience as an indicator. Federal Heritage funds made available through authorized Congressional appropriations, up to $10,000,000, could address a large share of this gap. Additionally, regional heritage investments include over $8 million currently being programmed by the State of Pennsylvania and the PHMC to support improvements at Drake Well Museum. Lastly, looking back at the experience up to 2004, significant expenditures from various sources supported the major recreation improvements – over $5 million. It is possible that similar funds can be found over the next ten years to support expansion of the recreation system, from state, federal, private, and local sources. The sum of these three partner contributions taken together would account for $23 million of the $25 million gap, leaving an additional $2.3 million to be found. This seems achievable and within reason.

8.3. Phasing Strategy

Implementation of the ORNHA Management Plan, as modified by the 2004 Plan Update and this Augmentation to that document, may be considered as a series of phases that can overlap, to respond to changing circumstances and funding opportunities that may emerge. Even since the completion of the 2004 Plan Update a major change has already occurred through National Heritage Area designation. Other changes may occur involving the availability of unexpected funds through unexpected local, state, or private sources.

A summary of the central tenets of each phase, as described in the 2004 Plan, is provided below:

1) In the short term (2004 - 2007) – The intent of this phase was to adapt the emphasis of activities in the OHR to reflect the recommendations of the plan, while continuing to implement work in process.

a) Build Regional and Operational Identity

i) Consolidate logos and image to build regional brand. Decide on a single professionally designed logo that represents the various agencies in the Alliance. This logo, used exclusively on all print and signage products, will reinforce the OHR identity for local residents and visitors. A new logo and identity was adopted by ORA and is used for all ORA projects and publications.

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10 This section is largely inserted from the 2004 Plan; however, implemented recommendations during the period from 2004 – 2007 are highlighted, as are changes necessitated by the recommendations of this Plan Augmentation.
ii) **Establish working modes for the Oil Region Alliance.** Develop marketing to advertise the ORA’s combined services to the community. Determine who will take lead roles for activities that overlap agencies’ expertise. Develop ground rules for managing anticipated new capacity. *Since 2004, ORA has organized into several divisions, appointing Vice-Presidents for Heritage, Marketing & Membership, Economic Development, and Finance & Compliance.*

iii) **Develop and maintain first rate OHR website.** Incorporate the current OHRTPA website and ORA newsletter and expand on interpretation, events, and merchandising activities. *The website has been redesigned and updated.*

iv) **Install wayfinding and regional roadside and community gateway signage.** A comprehensive signage program will strengthen recognition of the region’s identity and provide better access to key attractions. Implement currently proposed wayfinding system and develop linking kiosks or signage at key venues.

v) **Complete OHR orientation centers.** Develop and install exhibits at orientation centers planned in Franklin, Oil City, and Titusville. *The Titusville orientation center at Perry Street Station is now being designed.*

vi) **Continue to advocate for NHA designation.** Keep public and political representatives informed about progress in the region and efforts to achieve designation. *NHA designation was received at the end of 2004.*

b) **Strengthen Program Management Capacity**

i) **Launch the OHR Hospitality Initiative.** Ideally, a new full-time employee will be devoted to this initiative in the early years of this plan to accomplish the desired objectives of new niche lodging development, increased marketing assistance and knowledge of potential markets, and leveraging more overnight visitation. Part of the staff responsibility would be to obtain available outside funding for provision of technical and financial assistance to prospective accommodations operators.

ii) **Provide technical and financial assistance to new niche accommodation initiatives.** Create revolving loan and grants program, identify available tax credits and funding sources and provide assistance with applications, and provide assistance with successful operating strategies to help both existing and new initiatives.

iii) **Implement economic impact assessment system.** Use hospitality initiative staff person to implement and periodically assess economic impact assessment system and update of relevant data.

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11 Negotiations should be continued with prospective partner entities in Franklin and Oil City. Given the elimination of the Weaver Building, in Oil City, the candidates for this location in Oil City would appear to be either the Chamber of Commerce or the Venango Museum. In Franklin the DeBence Museum is still a possibility, although this facility was closed for 5 months last year. However, it will be important to ascertain that the location to be selected fulfill requirements defined by PennDOT for such designation, including that the facility will be open at least 6 months every year, 10 hours each day between Memorial Day and Labor Day, and 8 hours each day during the balance of the open season. Other requirements include that the facility should have an attendant on duty during open hours and provide free access to travel literature, rest room, and drinking water. Additionally, access to the disabled is typically required.
c) Extend and Amplify Recreational Assets

i) Continue to collaborate and support AVTA and its partners. The outstanding record of success in trail building by AVTA and its partners should be supported in its planned efforts to extend existing trails within the region and beyond the region to link to larger trail systems.

ii) Define and provide implementation assistance for interpretive installations along trail systems and new scenic overlooks. Work with communities and private landowners to develop new waysides or other interpretive methods to highlight nearby significant natural and historic sites. Many trail waysides have been installed.

iii) Define recommended approach for the “missing link” trail from Petroleum Centre to Oil City and provide assistance to implement construction. Work with stakeholders on issues and funding of trail extension. Engineering is underway from Oil City to Rynd Farm; federal transportation funds of $1.3 million have been appropriated for its subsequent construction. The Alliance continues to endorse fund requests to construct the Rynd Farm-Petroleum Centre segment of bike trail.

iv) Continue to create programs and infrastructure improvements along the Allegheny River. Focus on construction of boat landings at Oil City and Kennerdell. Monitor progress on “rapids” project in Oil City.

v) Link recreational assets to core community areas. Begin feasibility studies to improve and extend riverfront parks in core communities, including location of castways here. Add bicycle racks near interpretive venues in core community areas.

d) Reinforce the Region’s Heritage Venues

i) Provide assistance in designing and implementing cost-effective enhancements to DWM, OCSP, and OC&TRR. Work with these key attractions to maximize the positive impact of ORA contributions and to determine possible alternative funding sources for proposed projects. Funds have been identified for improvements to the Caboose Motel as well as to the OC&TRR special events car. In parallel, Drake Well Museum has advanced its improvement plans and secured most of the required funding.

ii) Define and produce ORA-financed and managed pilot interpretation projects. Pilot projects might include audio tour packages that link existing boomtown-related attractions at Petroleum Centre, Pithole, and Drake Well Museum as well as audio tour of the Drake Well Museum exterior exhibits.

iii) Work cooperatively with PHMC, oil and gas industry sources, and individual partners on the Sesquicentennial of Oil celebration in 2009. Use celebration to increase awareness of area’s heritage and to increase outreach to potential oil industry sponsors. A staff coordinator has been appointed for the Sesquicentennial and efforts to improve DWM are targeted to this date.

iv) Apply market knowledge to improve exhibit/education programs in other interpretive venues. Assist interpretive venues in their improvement and development of exhibits and other interpretive and education programs through marketing studies and assistance with pre and post testing evaluation forms.
v) **Assist other proposed heritage venues.** Provide financial, technical, and marketing assistance to such ventures as the proposed Mather Museum in Titusville and the potential Natural Gas Museum in the Oil City area.

c) **Continue to lay the groundwork for New Venues and Ventures**

i) **Determine feasibility of short- and long-term use of former Pennzoil refinery site at Rouseville.** Concentrate Oil Region Alliance expertise on the identification of possible funding sources and any impediments to reuse of brownfield site. Develop a phased approach to reuse of the site that might include preservation, recreation, interpretation, and commercial components.

ii) **Continue to seek approval of OC&TRR extension to Oil City and Franklin.** Involve key stakeholders, including Norfolk Southern RR, OC&TRR, Merisol Antioxidants LLC, Rouseville, Oil City, and Franklin government representatives, and Congressman John E. Peterson’s office, in this process.

iii) **Assess feasibility and potential implementation of Mobile Boomtown Exhibit.** Develop design concepts and investigate capital and operating costs. Investigate potential venues for the mobile boomtown exhibits and living history programs. Determine locations where the exhibit could travel – both within the OHR and in visitor markets. For example, the Cleveland Grand Prix, one of that city’s most widely attended events, is a potential venue for these efforts. Similar events should be researched in Pittsburgh, Erie, and Buffalo.

iv) **Determine management, operational, and revenue approach to Weaver Building.** Determine what entity has the capability and interest to operate the transportation-related museum and conduct studies to identify audience and their interests. Formulate sequence of investment needed for phased development and how to cover funding gaps. Develop business plan for space rental, museum operations, and potential future revenue to ORA. *The Weaver Building has been dropped from the plan, due to hesitation by the current owners to sign a long-term lease.*

2) **In the mid-term** (2008 – 2011) – The focus of this phase is, while continuing to implement work in process from Phase I, to evaluate and refine operational processes and personnel, build new alliances and strengthen existing venues, and to implement or begin longer-term ventures defined in the plan.

a) **Expand the recognition and brand identity of OHR and the management capacity of ORA**

i) **The Oil Region Alliance should continue activities started in the previous phase and adapt its operations to adjust to new opportunities.** Activities should include, but need not be limited to, the following: (a) continue to identify and market to audiences with interests in outdoor recreation/oil heritage; (b) determine if any changes would be warranted should NHA designation be approved; (c) continue OHR hospitality initiatives; (d) continue to coordinate the diverse staff technical capabilities to match program needs.

b) **Continue to Reinforce Core Community Centers**

i) **Enhance community riverfronts.** Assist with permit and approval processes and funding of castways and park improvements.
ii) **Coordinate spur trail improvements.** Assist with funding and construction of new pedestrian/bike links into the heart of OHR communities.

iii) **Support rehabilitation of key buildings and areas.** Through funding and technical assistance programs, aid rehabilitation efforts proposed for pivotal buildings and areas.

c) **Expand Regional Trail System Connections and Amenities and New Recreational Facilities**

i) **Assist development of trails to region’s edges and beyond.** Work with trails groups and other interested parties to link region to Allegheny National Forest and other existing trails beyond the OHR boundaries.

ii) **Expand trailheads and associated services.** Seek feasible additional locations for trailheads and determine costs for implementation, working with AVTA and partners to add amenities, such as restrooms, informational and interpretive signage, and landscaping.

iii) **Identify specific locations and assist with development of mountain bike/ATV areas.** Work with DCNR, Two Mile Run County Park, and state game land managers to determine feasibility of facilities for mountain bike and ATV use in these areas.

iv) **Expand recreational offerings at existing recreation venues.** Work with OCSP, the Allegheny River Trail of the Clear Creek State Forest, and Two Mile Run County Park to complete proposed recreational activities and facilities specified in their master plans. Perform studies, prepare plans, and construct Watchable Wildlife platforms at specified venues.

d) **Focus on packaging recreation and heritage experiences**

i) **Develop and market sojourn type excursions.** New ORA staff or contractors may be needed to develop such programs.

ii) **Continue to develop Elderhostel and other educational programs in region.** Measure success of visitors and revenue increase of Phase I programs and expand similar successful programs to new audiences.

iii) **Work with niche accommodation facilities.** Partner with operators to assist them to develop coordinated activities that highlight recreational and heritage venues.

e) **Update and improve interpretation in the region**

i) **Develop a new long-term interpretive plan.** Using data obtained from visitor questionnaires, evaluation forms, and market studies in Phase I, complete an updated interpretive plan for the region and individual venues.

ii) **Support improvements at key interpretive venues.** Assist with funding and technical assistance for proposed new exhibits and programs at interpretive venues.

iii) **Develop, as feasible, new interpretive venues.** Subject to the success and direction of efforts in Phase I, continue with implementation of Weaver Building project, Mobile Boomtown and other boomtown alternatives, and Rouseville refinery site.

f) **Develop additional revenue sources for the Oil Region Alliance**

i) **Expand merchandise offerings.** Identify and develop new products/services that will add to revenue stream for the ORA.
ii) *Create new partnership income producing ventures.* Expand opportunities for income through new partnerships, with a focus on long-term returns from financial assistance to preservation and development projects.

3) **In the long-term** (2012 and beyond) – This phase anticipates completion and expansion of many programs, ventures, and physical infrastructure proposed in Phase I and II as well as building upon the organization’s efforts to achieve sustainability through income generating programs.

a) **Expand Activities for Broader Community Benefit.** The Oil Region Alliance should continue to develop new educational and recreational improvements and programs by working with educational, interpretive and recreational venues in region to strengthen and add programs and activities.

b) **Develop long-term use/operation for new ORA ventures.** As proposed ventures mature, including the Weaver Building, Rouseville site, and Mobile Boomtown or other boomtown alternatives, define any new management or direction that would benefit revenue potential and community impact.

c) **Seek ORA Sustainability.** During this phase, subject to NHA designation and ongoing state and/or federal appropriations, the ORA should evolve into a sustainable organization that has direct sources of revenue. The Oil Region Alliance should continue to provide ongoing coordination and assistance for programs in support of its mission goals, supplementing grant and philanthropic contributions with sources of earned income.

Periodically throughout the implementation process, it will be appropriate to re-assess progress on this plan to adapt to the changed circumstances within the OHR and beyond.
### Cost Estimate, 2006 Management Plan Augmentation

**OHR Goals Projects, by Type and Element**

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<td>1</td>
<td>$25,000</td>
<td>$25,000</td>
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<td>refer to support Table H-3 (costs include escalation to 2006)</td>
<td>$4,580,813</td>
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</table>

**Costs**

- **$9,510,111**
- **$137,500**
- **$2,800,000**
- **$247,500**
- **$4,580,813**

#### Economic Development and Tourism

<table>
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<tr>
<th>Accomodations &amp; Hospitality</th>
<th>Provide financial assistance - grants</th>
<th>room</th>
<th>60</th>
<th>$5,000</th>
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<td>Seed funding for revolving loan fund</td>
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<td>$250,000</td>
<td>0%</td>
<td>$250,000</td>
<td></td>
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**Mobile Boomtown Traveling Exhibit**

- **feasibility study**
- **$25,000**

#### Community Development

| Rouseville long-term development approach | allowance | 1 | $50,000 | $50,000 | 25% | $62,500 |
| Community streetscape (Route 8/62) | allowance | 1 | $250,000 | $250,000 | 0% | $250,000 |

**Costs**

- **$312,500**

#### Interpretation

<table>
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<th>Interpretive Venues</th>
<th>Perry Street</th>
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<td>OCATRR</td>
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<td>Venango Museum</td>
<td>refer to support Table H-2 (costs include escalation to 2006)</td>
<td>$7,700</td>
<td></td>
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<td>Drake Well Museum</td>
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<td>Rynd Farm</td>
<td>refer to support Table H-2 (costs include escalation to 2006)</td>
<td>$137,775</td>
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<td>Pittole</td>
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<td>Pumping Jack Museum</td>
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<td>Mother Museum</td>
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<tr>
<td>Venango County Historical Society Museum</td>
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<td>$7,700</td>
<td></td>
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<tr>
<td>Other museum support</td>
<td>refer to support Table H-2 (costs include escalation to 2006)</td>
<td>$23,100</td>
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**Oil Creek State Park**

- **Petroleum Centre** | refer to support Table H-2 (costs include escalation to 2006) | $145,310 |
- **New and replacement waysides** | refer to support Table H-2 (costs include escalation to 2006) | $188,650 |

**Supplemental Regional Archive**

- refer to support Table H-2 (costs include escalation to 2006) | $265,375 |

**Natural Gas Museum Study**

- refer to support Table H-2 (costs include escalation to 2006) | $55,000 |

**Waysides along recreational trails and resources**

- Along trails and at recreation venues | each | 25 | $3,500 | $87,500 | 40% | $134,750 |
| Allegheny River Trail | refer to support Table H-2 (costs include escalation to 2006) | $161,700 |

**Orientation Centers**

- Titusville | allowance | 1 | $82,500 | $82,500 | 40% | $127,050 |
| Oil City | allowance | 1 | $82,500 | $82,500 | 40% | $127,050 |
| Franklin | allowance | 1 | $82,500 | $82,500 | 40% | $127,050 |

**Signage and wayfinding**

- refer to support Table H-2 (costs include escalation to 2006) | $624,403 |

**Regional waysides - beyond cited venues**

- allowance | 1 | $150,000 | $150,000 | 40% | $211,000 |

**Education, Arts & Cultural Preservation**

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<th>Partner grants</th>
<th>year</th>
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<th>$500,000</th>
<th>$500,000</th>
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**Resource documentation assistance**

- refer to support Table H-4 | $122,500 |

**Planning assistance to communities**

- refer to support Table H-4 | $465,000 |

**Building conservation technical assistance**

- refer to support Table H-4 | $99,000 |

**Education and recognition programs**

- refer to support Table H-4 | $70,000 |

**ORA investment/partnership in rehabilitation projects**

- refer to support Table H-4 | $720,000 |

**Regulatory tools to preserve cultural resources**

- refer to support Table H-4 | $47,000 |

**Management**

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<th>Core management staff</th>
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<td>Supplementary inter/in/edu1 program staff</td>
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<td>Provide hospitality technical assistance</td>
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<td>5</td>
<td>$60,000</td>
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<td>$330,000</td>
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**Total**

- $33,200,396

**Interpretation**

- $9,226,965

**Waysides along recreational trails and resources**

- $296,450

**Economic Development and Tourism**

- $580,000

**Supplemental Regional Archive**

- $265,375

**Natural Gas Museum Study**

- $55,000

**Orientation Centers**

- $381,150
Table 4: Allocation of Plan Augmentation Costs, by General Source

<table>
<thead>
<tr>
<th>OHR Goals</th>
<th>Total Actual and Committed Expenditure on OHR Related Projects in initial ten years (from 1994 through spring 2004)</th>
<th>Summary Estimated Cost of Recommendations of Management Plan Updates as modified by Plan Augmentation, from 2005 to 2016</th>
<th>Cumulative Totals of Actual, Committed, and Recommended Costs of all improvements within OHR, from inception in 1994 through 2016</th>
</tr>
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<tbody>
<tr>
<td><strong>Total</strong></td>
<td><strong>(A) = B + C</strong></td>
<td><strong>(E) = F + G</strong></td>
<td><strong>(H) = I + J</strong></td>
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<tr>
<td><strong>OHR, Inc. and project-based expenditures by partners without OHR, Inc. participation</strong></td>
<td><strong>OHR, Inc.</strong></td>
<td><strong>Potential ORA Contribution plus match from PHPP and others recommended in Management Plan Augmentation</strong></td>
<td><strong>Estimated total ORA, Inc. and ORA Contribution plus match since 1994 OHR Management Action Plan, plus recommendations for ORA from Management Plan Update and Augmentation</strong></td>
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<td>Recreation</td>
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<td>Economic Development and Tourism</td>
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<td>Interpretation</td>
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<td>$746,145</td>
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<td>Total</td>
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Table 4 continued...

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<tbody>
<tr>
<td>Total</td>
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<td>$15,515,094</td>
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<tr>
<td>Preservation</td>
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<td>Management</td>
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<tr>
<td>Total</td>
<td>$21,713,669</td>
<td>$5,677,842</td>
<td>$16,035,827</td>
<td>$33,200,396</td>
<td>$6,332,774</td>
<td>$26,867,623</td>
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</table>

Total from inception, from OHR and all other sources, since 1994 OHR Management Action Plan, plus amount required to meet recommendations of Management Plan Update and Augmentation.
Appendix A

Resources
Appendix A – Summary of Historic Resources

The text that follows is excerpted from the 1994 Management Action Plan for the Oil Heritage Region and has been updated to reflect changes that have taken place in the intervening period.

This narrative, with accompanying maps, provides an overview of key resources in the Oil Region National Heritage Area.

The initial pages provide a listing of National Register listed and NR eligible resources, based on information available from the Pennsylvania Historic and Museum Commission.
PHMC National Register listed and eligible resources

Lists are provided for Venango and the portion of Crawford County within the Oil Region NHA boundary, with items highlighted in red that have been added in 1994 and later (e.g. – since the completion of the original Oil Heritage Region Management Plan).

See Figures A-1 and A-2.
Figure A-1: Venango County, Extant Properties listed in or determined eligible for the National Register of Historic Places

National Historic Landmarks
  Drake Oil Well, Cherrytree Township

National Register Historic Districts
  Emlenton Historic District
  Franklin Historic District
  Oil City Downtown Commercial National Register Historic District
  Oil City North Side National Register Historic District
  Oil City South Side National Register Historic District

Properties individually listed in the National Register
  Site of Pithole City, Cornplanter Township
  Samuel Dale House, 1409 Elk Street, Franklin
  National Transit Building & Annex, Oil City
  Oil City Armory, Oil City
  Oil City U.S. Post Office, 270 Seneca Street, Oil City
  Allegheny Baptist Church, Pleasantville Borough
  Pithole Stone Arch Bridge, President Township
  Rockland Furnace, Rockland Township

Properties determined eligible for the National Register
  Drake Well Memorial Park, Cherrytree Township
  Jersey Bridge, Cherrytree Township
  Oil Creek Railroad (Pennsylvania Railroad) East Line, Cherrytree Township
  Coal Oil Johnny’s House, Cornplanter Township
  Franklin Rolling Mill & Foundry, Franklin
  513 15th Street, Franklin
  206 11th Street, Franklin
  Clarion Secondary Railroad Sections 5, 6a, 6b, 6c, Multiple Municipalities - Sandy Creek to Van
  Christ Episcopal Church, Oil City
  Imperial Works of the Oil Well Supply, Oil City
  C.F. Kramer Building, Oil City
  National Transit Pump & Machine Company, Oil City
  United Natural Gas Company, Oil City
  Oil City Library, Oil City
  State School and Hospital, Polk Borough
  Belmar Bridge, Franklin & Clearfield Railroad, Rockland & Scrubgrass Township
  Indian God Rock Petroglyph, Rockland Township
  James Anderson House, Scrubgrass Township
Figure A–2: Crawford County (Titusville and Oil Creek Township), Extant Properties listed in or determined eligible for the National Register of Historic Places

**National Register Historic Districts**

- Titusville Historic District

**Properties individually listed in the National Register**

- Titusville City Hall

**Properties determined eligible for the National Register**

- Titusville Waterworks, Oil Creek Township
- Titusville Jr.-Sr. High School
- Titusville U.S. Post Office
Titusville

Titusville, the birthplace of the Oil industry, still possesses a substantial community infrastructure of residential and institutional fabric and uses. Initially settled by Titus and Kerr, surveyors of the Holland Land Company, with the intent of establishing lumbering activity in northwestern Pennsylvania, Titusville has historically been considered a stable community. Even after Drake's strike and the initial oil boom that brought chaotic fluctuations of settlement to the Oil Creek Valley, Titusville stood in stark contrast to boomtown settlements such as Pithole, which saw dramatic population inflows and subsequent decline. Throughout this period, Titusville was perceived as a community in which to settle and raise a family. Key resources in Titusville are shown on Figure A-3.

A strong base of church congregations and schools prevented the town from being overtaken by the "undesirable elements" that the oil boom produced. The arts flourished in Titusville, as it became host to drama and music, and home to noteworthy individuals such as Edwin Drake, Ida Tarbell and John Mather; houses of the latter two still remain. Titusville is characterized by its extant educational infrastructure including: Elm Street Elementary, the first public kindergarten; McKinney Hall, the original building of the University of Pittsburgh at Titusville; community institutions such as the YWCA; religious institutions, including St. James Memorial Episcopal Church, the oldest church building in continuous use, the First Presbyterian Church, the Presbyterian Home, and multiple extant congregations and structures; and public recreational facilities including Scheide, Pioneer, and Burgess Parks.

Today, Titusville still boasts an extensive collection of Victorian residential architecture and some streets that still feature brick that is the result of the wealth generated by the oil industry. These fully intact neighborhoods, with outstanding examples of residential and institutional architecture and streets that still featuring brick paving, lie to both the east and west of Franklin street to the north of the central business district. Titusville's downtown is part of a National Register Historic District with several blocks of intact commercial architecture with excellent examples of commercial and institutional architecture, including the City Hall. In the past decade, the Colonel Drake Hotel within this district was demolished in favor of a pharmacy with parking in front, creating a discontinuity within this setting.

The transition between the commercial district and the area south of Main Street in the immediate vicinity of the Oil Creek & Titusville Railroad Perry Street station has some extant industrial fabric, but also suffers from some discontinuities. Many of the historic structures from the Route 8 entrance and below Central Avenue -- the city's "west side" -- have been lost. This area was the traditional site of the city's refineries and industrial district. Demolition began with the 1892 fire and flood and then was completed through post-war urban renewal efforts. The city's "east side" is still an industrial environment, with the Titusville Opportunity Park occupying a vast amount of acreage along Oil Creek. A stone retaining wall and structure located near
the convergence of Central and Main Streets recalls the original plant structures. Toward the eastern entrance to the city, the TransPenn Wax factory sits on the site of the first refinery on Oil Creek in Titusville.
Oil City

Oil City, once called the "Hub of Oildom," still has much of the architecture associated with the corporate infrastructure that made it the center of gravity of the oil industry at the height of the region's national importance. Extant resources and settings from the city's financial, commercial and transportation history are in strong evidence. Figure A-4 indicates key resources in Oil City.

Perhaps most significant are Standard Oil's National Transit Building and Annex and the city's prominent rail and auto bridges that span the Allegheny River and Oil Creek. Following the relocation of Quaker State to Texas the company's headquarters, in the heart of Oil City, was sold to the Commonwealth of Pennsylvania and is occupied by PennDOT and the CareerLink. The former corporate headquarters for Pennzoil now serve as City Hall. Sites of former commercial and industrial concerns include the Oil City Boiler Works, Joseph Reid Gas Engine Works, and the former United Natural Gas Company Building, now the Greenmont Building. Oil City also has intact settings that portray the heritage of working families and their ethnic affiliations, particularly on the Northside, in the vicinity of Emerald and Pulaski Streets, and with prominent resources such as St. Joseph's Roman Catholic Church, an important visual landmark for the city. Bissell Street in the vicinity of Harriot Avenue contains excellent examples of Victorian residential architecture, though the Southside has a greater concentration of outstanding residences.

The North Side, or business section, of Oil City has a substantially intact setting along Seneca and Elm Streets, with minor intrusions of large-scale development toward Duncomb Street. Contemporary buildings characterize the entry to the city via Route 8 from the north, until the Art Deco Drake Building/Theatre. The steel complex behind the Drake is a powerful setting in relationship to the Northside residential district. Proceeding up Seneca Street, the buildings in the vicinity of the Venango Museum are interrupted by contemporary retail development and a large-scale parking garage. Along Elm Street, a relocated early service station initiates the run of largely intact commercial buildings down to Center Street. The entry to the city from the south via Main and across the Center Street Bridge is powerful as it provides a good sense of the relationship of the river, the railroad, and the mercantile section of the city. The river and the creek are highly visible at the corner of Center and Seneca Streets, an important setting with the presence of the National Transit Building and Annex. At the same corner is the site of the first Oil Exchange, now known as Complanter Square. The historic character of the section near the State Street Bridge in the vicinity of the City Hall and Arlington Hotel has been very adversely impacted by urban renewal, with extensive large-scale development.

The South Side of Oil City retains substantial intact residential and institutional areas that provide evidence of the wealth that was generated in the city in its 19th century heyday and continuing into the early 20th century. The area, which sits on the banks of the Allegheny and arrays around Central Avenue, provides a setting in which to understand the physical and social patterns of the four villages that joined
to form this portion of Oil City. The residential district along First, Second and Third Streets between Wyllis and Petroleum Streets is largely intact, with additional contributing buildings up to Fifth Street and below First to the river. The residential area bounded by Front, Division, West Third and Central is largely intact with numerous excellent examples of late 19th and early 20th century residential architecture. Several of the residential streets feature brick paving. The Oil City Public Library and two historic churches make the vicinity of Central and West First Streets an important setting, though there are large scale and contemporary developments, such as the YMCA, in close proximity. This setting extends through the Commercial District and arrays itself around First Street down to Wilson. The residential area to the east of Central also contains intact settings of varying quality. Entering the South Side via the Petroleum Street and State Street bridges provide distinctly different impressions: the entry from Route 8 over the Petroleum Street bridge provides a cohesive neighborhood context; entry via the State Street bridge provides a commercial context, views of the river, and the site of the Third Ward Landings. However, the view from State Street bridge provides a more contemporary and less interesting landscape.

In the time since preparation of the 1994 Management Action Plan for the Oil Heritage Region, considerable effort has gone into adding some of these resources to the National Register of Historic Places, including the Oil City Downtown Commercial Historic District, the Oil City North Side Historic District, the Oil City South Side Historic District, and designation of the Oil City Library, on Central Avenue, as eligible for National Register listing. Additionally, public entities have collaborated to achieve substantial rehabilitation of the National Transit Building as a center for community organizations and related uses, preserving what is arguably the most significant structure in the community, due to its association with John D. Rockefeller.
Figure A-4

**Oil City**

National Register listed and eligible properties & other sites related to oil heritage

- Oil City Downtown Commercial National Register Historic District
- Oil City North Side National Register Historic District
- Oil City South Side National Register Historic District

**Other properties related to oil heritage:**

A. Wobes Company (former Oil City boiler works)
B. Former sites of Joseph Reid gas engine works - 2 sites
C. Railroad tunnel
D. Site for early incline railway to the top of Clark Summit
E. Early service station relocated to serve as visitor center
F. Site of early oil buyers' offices (pre-Standard Oil)
G. Jacob Vandergrift Historic Marker
H. 1860s Boat Landings
I. Sively Neighborhood of Workers Housing
J. Hasson Cemetery
K. Drake Theatre
Franklin

Franklin, the former frontier of the region, still possesses the political infrastructure that has made it strategically and politically important. Franklin’s strategic role is conveyed by its setting at the confluence of French Creek and the Allegheny River, prompting the construction of four colonial forts - the French built Fort Machault at 6th and Elk and the British built Fort Venango, also at 6th and Elk, and Fort Franklin at the corner of 13th and Franklin Ave. at French Creek. This latter site is now developed as a park. The remains of the last fort, built by the United States, and known as the "Old Garrison" are on the banks of the River at the base of 10th street in an intact residential setting. The Franklin line of the French Creek Feeder Canal, which originally extended over 22 miles to Meadville, also speaks of the city’s strategic importance.

The city’s elegant layout, conceived by Andrew Ellicott and inspired by L’Enfant’s plan for Washington D.C., includes broad, well planted boulevards and axial streets which provide dramatic view corridors punctuated by powerful architecture. Complementing the plan are impressive government structures, most notably the signature brick Italianate Venango County Courthouse and the Romanesque Venango County Jail. Figure A-5 indicates key resources in Franklin.

Franklin’s National Register Historic District is perhaps the most impressive in the region, including 35 blocks of the downtown area and approximately 200 structures. This district is a clear manifestation of the wealth that was generated through the oil industry, particularly in areas such as Miller Park and in the large Victorian Mansions that line Liberty and Elk Streets. The entry into the city via Route 8 from the south provides a sense of the relationship of the city to the natural landscape. The dramatic topographic drop into the city provides views of the hills and the valley in which Franklin is set. Historic residential structures in Franklin span an entire century from 1830 to 1930, representing a wide range of styles with exceptional examples of Victorian architecture, including Italianate, Second Empire, Queen Anne and Colonial Revival styles. Residential neighborhoods clustered along Liberty and Elk Streets provide large areas of intact residential settings with a distinct character.

Franklin has a number of powerful settings, particularly along Route 8 (15th and Liberty Streets) as it travels through the city. Liberty Street provides a sequence of intact settings, with minor contemporary intrusions, such as the Quality Inn and some contemporary development at the corner of 13th street. The residential district extends back off of Liberty Street for several blocks. Pioneer Cemetery, site of the oldest graves in the City, sits at 15th and Otter Streets within the residential setting. The blocks between 13th and 12th Streets feature a very well secured commercial and retail district with some larger scale incompatible structures along 13th Street.

West Park, featuring the Civil War Monument, the Egbert Memorial Fountain, and the Courthouse provide another intact setting. Adjacent to the Courthouse within this setting are the Venango County Historical Society building, the oldest home in
the city, and the former Galena Signal Oil Company Headquarters, which has been rehabilitated for residential and office use and is now known as the Galena-Dockery Building. The city's Third Ward across French Creek has a relatively intact residential setting with modest scale worker housing and institutional and commercial structures. Two structures that were associated with the Galena Signal Oil Company are located along Atlantic Avenue. The entry to the city from the north via Routes 8 and 62 reveals lost fabric and larger retail development. The setting directly on the Creek is largely industrial, featuring the city's industrial incubator project and the former U.S. Steel plant, now Franklin Industries, along French Creek.
Franklin National Register Historic District

Franklin
National Register listed and eligible properties & other sites related to oil heritage

Other properties related to oil heritage:

A. Venango County Courthouse
B. Civil War monument
C. Egbert Memorial Fountain
D. Venango County Historical Society building
E. Mrs. Webber's boarding house, where John Wilkes Booth stayed
F. Pioneer Cemetery
G. Ft. Franklin marker
H. Johnny Appleseed (John Chapman) marker
I. Armory (antique mall)/Wild West Museum
J. Ft. Machault site
K. Diamond well site
L. Ft. Machault marker/Ft. Venango marker
M. Galena Signal Oil Company headquarters
N. Old Garrison marker
O. Old Garrison site
P. St. John's Episcopal Church
Q. Galena Signal oil refinery
R. Former railroad station
S. hills of Dolos Home
T. Anoka Refinery
U. Third Ward Neighborhood of Workers' Housing
V. General Miller's home
**Emlenton**

Emlenton, nestled at a bend in the Allegheny River, still possesses the beautiful natural setting, extensive natural resources, and cohesive community setting which made it an important center of trade and production in support of the Oil industry. The borough’s relationship to the River provides a clear understanding of dependence of the settlement and its industry to the natural setting. The proximity to waterpower and vast supplies of lumber gave birth to the region’s iron industry -- concentrated in Cranberry and Rockland Townships. Eventually, this industry came to serve the demands of the ever-growing oil industry, its raw materials flowing to final production at Emlenton. The borough’s mills, foundries and machine shops transformed these raw materials into the tools and well equipment that sustained the region’s oil production.

Emlenton soon became home to many wealthy industrialists and entrepreneurs, such as the Crawford family, who are credited with the progressive development of the area’s natural gas industry. This contained industrial culture nurtured the thirteen firms from which Quaker State Corporation was born, although the company has ceased its operations within the region. Figure A-6 shows key resources in Emlenton.

Today Emlenton maintains its strong association to the river and its natural setting. The borough is a popular vacation destination, with river based "camps", bed & breakfasts, canoeing, fishing and biking/hiking trails and parkland along River Street. Emlenton arrays itself along the Allegheny in a compact and cohesive setting. Its built environment, limited by its dramatic topographic setting, makes the community easily understandable. Entry into Emlenton via 38/208 traverses lovely natural and rural settings. Descending the hill into Emlenton and onto Main Street introduces a relatively intact historic fabric, with the Old Emlenton Mill to one side. The intact district proceeds down Main Street through a small retail/commercial district with a good collection of frame and brick commercial structures. Landmarks along Main Street include the classical Farmers National Bank building and the sites of a number of former residential, commercial and industrial concerns, including the first foundry in Emlenton and the Crawford house. Continuing down Main Street past the waterworks leads to the gate of the PetroWax plant, site of the original Quaker State Refinery. The former refinery and the adjacent worker housing known as Irish Town were closely related. Efforts are now underway to extend the regional trail along the Allegheny through the former refinery, achieving connection between Emlenton and Oil City, upriver.

Entering the city from 1-80 via the 5th Street Bridge affords a good vantage of the entire borough and its setting, but also exposes views of parking lots and incompatible contemporary development at the corner of 5th and Main Street. Proceeding up 5th Street at Hill Street is an interesting setting with a park and extant structures on all corners, including a Fire House and a former School, now converted to the Crawford Center, a multi-purpose building which includes exhibits on the oil industry as well as the Pumping Jack Museum. Several residential areas
march up the hill along Kerr Street, some with elaborate Greek Revival and Victorian architecture, others more modest. The home of H.J. Crawford sits at the corner of Hill and Seventh Streets, number 619. The Emlenton National Register Historic District, including many of the above resources, was designated in 1997.
Figure A-6

Emlenton

National Register listed and eligible properties & other sites related to oil heritage

Other properties related to oil heritage:

A. Site of early Emlenton business/ Site of Joseph Weller home
B. Site of J.C. Porterfield and Co.
C. Site of early hotels
D. Site of Truly Warehouse
E. Earliest business section of Emlenton
F. Site of Emlenton planing mill, first site of Emlenton Presbyterian church
G. Site of Emlenton's early newspapers
H. Site J.C. Porterfield House
I. Site of first foundry in Emlenton
J. Pumping Jack Museum, Crawford Center
K. Site of Crawford House, Grand Hotel, stores, and Emlenton theatre
L. Site of historic Main Street homes and shops
M. Site of Maron House (best hotel in Emlenton)
N. Site of businesses, oil tanks, steam engines, iron works, woolen mill, livery stable, machine shop (standing)
O. Former Quaker State Refinery
P. Mineral Spring Park - Site of Crawford Well #1
Other Sites Related to the Oil Industry

The remnants of the oil industry are evident across the region. Sites of former boom settlements, oil farms, and inactive oil fields provide palpable reminders of ways of life and work in the region. The majority of these sites are located in the Oil Creek Valley, where there are areas of concentrated historic and cultural resources. However, such sites exist throughout the region. A survey of publications identified nine categories of these resources: historic remains, existing rigs, sites of famous wells, oil drilling equipment, collections of artifacts, archaeological sites (oil pits), oil boom settlements and farms, active oil leases, and refineries.

3.1 Historic Remains

A map of oil field resources, included in the 1994 Plan historic resource inventory, identified a number of sites which contain historic remains from the oil industry, from farmhouses to well site structures. Several hold greater interpretive potential, based on their proximity to concentrations of other resources and their accessibility, including the Brewer, Watson & Co. Lower Mill and the Pond Freshet Dam which is located within the Oil Creek State Park and along the route of the OC&T Railroad.

3.2 Oil Boom Settlements and Farms

In addition to Pithole, there are several sites of former settlements that also have a clustering of historic and cultural resources, from historic remains to the sites of famous wells. They are also accessible via the Oil Creek and Titusville Railroad. To be included: Petroleum Centre, currently managed by the State as part of Oil Creek State Park. This site is located at the center of the park and is highly accessible via road and the OC&T Railroad. Other sites include: (1) Wildcat Hollow, in close proximity to Petroleum Centre, which includes historic remains and the operating Dalzell lease, both with interpretive potential; (2) Miller Farm and the terminus/path of the Van Syckel Pipeline which connects it to Pithole; (3) Rynd Farm which is the current terminus of the OC&T RR and is on the proposed pedestrian/bicycle path and now includes Coal Oil Johnny’s home which was relocated to a site near the rail terminus.

3.3 Refineries

Although Pennzoil’s Rouseville Refinery was active in 1994 when the Management Plan was prepared, operations there have ceased and the facilities have been demolished or removed. Former refinery sites in both Titusville (TransPenn Wax) and Emlenton (PetroWax) also offer interpretive opportunities. The former Wolf’s Head/Atlantic Refinery, now the Bareco packaging plant, is presently inactive and owned by Calumet. Sites of other former refinery sites are identified throughout the region.

3.4 Operating Leases
The region has a number of operating oil leases which have been in continuous operation since the region’s boom days. These include the Beck and Baily Oil Leases in Pleasantville, Dalzell lease, operated by Charley Straub, and the Old Rynd Lease, which are in the vicinity of Petroleum Centre and Rynd Farm. Closer to Rouseville are the McClintock Lease and the Wallace Lease, operated by Donald Taylor, who inherited the lease from his father. The Drake Well Museum has, within its extensive collection of oral and video histories, documentation of all of these leases and conversations with their operators. The interpretive and educational value of these leases could be great if integrated in the overall Heritage Park program; however, they remain privately held, and any further discussion about their role would have to include the owners and operators.
Appendix B

Environmental Assessment
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1. Purpose and Need

1.1. Introduction
In 2004 the U.S. Congress enacted legislation to create the Oil Region National Heritage Area to recognize the historic, cultural and natural resources of this part of Northwestern Pennsylvania and their importance to the nation’s history. This region bears the imprint of the oil industry: from the town centers that were developed with oil profits to the oil leases and equipment that dot the landscape and are often plainly visible from the road. The Oil Region has functioned as a Pennsylvania State Heritage Area since 1994 and has an active cadre of individuals and organizations committed to the preservation, promotion, development and support of destinations within the Oil Region, interpretation of the themes of the region’s unique history at a variety of sites, as well as advancing quality of life improvements for its residents through increased activity in the region.

In order to take advantage of National Heritage Area (NHA) designation, the Oil Region’s current Management Plan must be updated to accommodate changes appropriate to the NHA status and the Secretary of the Interior must accept the plan. This Environmental Assessment has been prepared to consider the environmental impacts of such federal action, in compliance with relevant federal guidelines.

1.2. Project Location
The Oil Heritage Region includes 708 square miles that in 2000 had 65,591 residents in 33 municipalities. The area encompasses all of Venango County, plus the City of Titusville and Oil Creek Township in eastern Crawford County in rural northwestern Pennsylvania. The story of oil is interpreted in many venues, ranging from the state-operated Drake Well Museum, a National Historic Landmark on the site where the initial well was drilled, to small locally managed museums and collections. The area has a dramatic natural landscape oriented to the Allegheny River and its tributaries, including the Oil Creek Valley, the locus of “oil fever” in the second half of the 19th century.

1.3. Background
The initial plan for the Oil Heritage Region was prepared in 1994 (more commonly referred to as the Management Action Plan for the Oil Heritage Region) by a consulting team assembled by Lane, Frenchman and Associates, Inc. in collaboration with the Oil Region Heritage Park Council, County of Venango, and the State Heritage Park Interagency Taskforce. Since then, the Oil Heritage Region has incorporated, was classified by the IRS as a 501(c)(3) nonprofit corporation, and has carried out or is midway through detailed planning of many of the studies and projects recommended in the 1994 Management Action Plan (MAP).

In 1998, the “Interpretive Prospectus for the Oil Heritage Region” was prepared by a consultant team assembled by Christopher Chadbourne and Associates in collaboration with the OHR, Inc. Board of Directors in order to provide an expanded interpretive framework and more detailed plans for the various interpretive projects and venues in “the valley that changed the world.”

In 2004, a major Update to the OHR MAP was prepared for the Oil Heritage Region, Inc. and its successor organization, the Oil Region Alliance, by ICON architecture, inc. Almost immediately following the completion of the 2004 Plan Update, the U.S. Congress designated
the Oil Region as a National Heritage Area, bringing some important new opportunities to the region, but also requiring some augmentation to its Plan to comply with federal requirements and to reflect its larger importance and potentials.

1.4. Purpose
The purpose of the Environmental Assessment is to evaluate the probable impacts of the proposed future actions recommended by the augmented plan. The Oil Region Alliance (ORA) is submitting the prior plans plus an augmentation to these documents, accompanied by this Environmental Assessment, for review and approval by the Secretary of the Interior and the Governor of Pennsylvania. The proposed federal action authorized by the Act is the Secretary’s review and approval of the plan, enabling a continued flow of federal funds and/or technical assistance pursuant to the approved plan.

1.5. Governing Regulations

Requirements of Public Law 108-447 establishing ORNHA

The legislation creating the ORNHA has several key requirements that must be met in this Plan Augmentation. In this section, the 1994 Plan, as modified by the 2004 Update, and as further augmented by the 2006 Plan Augmentation, are referred to collectively as the ORNHA Plan.

The ORNHA Plan must comply with procedural requirement of the National Park Service (NPS), must respond to specific requirements defined in Public Law 108-447 (also known as the Oil Region National Heritage Area Act or the “Act”), and must incorporate an Environmental Assessment that complies with requirements of the National Environmental Policy Act (NEPA).

The broad purpose of the “Act” is to “...enhance a cooperative management framework to assist the Commonwealth of Pennsylvania, its units of local government, and area citizens in conserving, enhancing, and interpreting the significant features of the lands, water, and structures of the Oil Region, in a manner consistent with compatible economic development for the benefit and inspiration of present and future generations in the Commonwealth of Pennsylvania and the United States.”

The Act requires that the ORNHA Management Entity (ORA) produce a Management Plan that:

(1) Presents comprehensive strategies and recommendations for conservation, funding, management, and development of the Heritage Area;

(2) Takes into consideration existing state, county, and local plans and involves residents, public agencies, and private organizations working in the Heritage Area;

(3) Includes a description of actions that units of government and private organizations have agreed to take to protect the resources of the Heritage Area;

1 The text in this section is largely excerpted from a report commissioned by the National Park Service in 2000 that recommended support for designation of the Oil Heritage Region as a National Heritage Area.

2 Pennsylvania Department of Environmental Protection, August 13, 2004
(4) Specifies the existing and potential sources of funding to protect, manage, and develop the Heritage Area;

(5) Includes an inventory of the resources contained in the Heritage Area, including a list of any property in the Heritage Area that is related to the themes of the Heritage Area and that should be preserved, restored, managed, developed, or maintained because of its natural, cultural, historic, recreational, or scenic significance;

(6) Describes a program for implementation of the management plan by the management entity, including plans for restoration and construction, and specific commitments for implementation that have been made by the management entity and any other persons for the first 5 years of implementation;

(7) Lists any revisions to the boundaries of the Heritage Area proposed by the management entity and requested by the affected local government; and

(8) Includes an interpretation plan for the Heritage Area.

The Act specifies that “... the Secretary of the Interior, in consultation with the Governor of Pennsylvania, shall approve or disapprove such management plan not later than 90 days after receiving such plan. In approving the plan, the Secretary shall take into consideration the following criteria:

- The extent to which the management plan adequately preserves and protects the natural, cultural, and historical resources of the Heritage Area.
- The level of public participation in the development of the management plan.
- The extent to which the board of directors of the management entity is representative of the local government and a wide range of interested organizations and citizens.”

The substantial planning and implementation work that has been recently completed within the Oil Region over the last dozen years has addressed many of these concerns. The key topics that must be addressed in the Plan Augmentation include: (1) a definition of key resources, updating the information from the 1994 Plan; (2) amplification of the preservation element of the plan, building on the 1994 Plan and associated implementation actions since that time; (3) expansion of the partnership elements of the 2004 Plan, recognizing the potential for new partners with federal recognition and the relatively recent formation of the Oil Region Alliance (see Section 2.3), and; (4) adaptation of the action agenda, costs, and phasing of the 2004 Plan to reflect several significant changes since its completion as well as any changes necessitated by items (1) through (3).

National Environmental Policy Act (NEPA) of 1969 (42 U.S.C. 4321-4347)

This law requires the consideration of the social, economic, and environmental impacts of all federally funded projects. All federal agencies are required to prepare detailed studies of impacts and alternatives to large actions by the federal government. NEPA also requires that the interested and affected public be involved in the study process before decisions are made. This Environmental Assessment has been prepared under NEPA guidelines to determine if the proposal has the potential for significant impacts, and is expected to lead to the preparation of a Finding of No Significant Impact (FONSI).
Section 106 of the National Historic Preservation Act of 1966, as amended (16 U.S.C. 470)

This section requires that federal agencies with direct or indirect jurisdiction over a federal, federally assisted, or federally licensed undertaking afford the Advisory Council on Historic Preservation and the state Historic Preservation Office a reasonable opportunity to comment on undertakings that affect properties included in or eligible for inclusion in the National Register of Historic Places before the agency’s approval of such an action.

National Park Service (NPS) Director’s Order 2: Park Planning (1998)

This guidance describes the decision-making process that results in the goals and actions for the national park system and those units of the national trails system administered by the National Park Service.


This act requires consultation with the U.S. Fish and Wildlife Service or National Marine Fisheries Services on any federal action that may affect endangered or threatened species or candidate species, or may result in adverse modifications of critical habitat.

Executive Orders 11988 and 11990 regarding Floodplain Management and Wetlands Protection

These orders direct the NPS to avoid, to the extent possible, the long- and short-term adverse impacts associated with modifying or occupying floodplains and wetlands. The orders also direct the NPS to avoid direct or indirect support of floodplain or wetland development whenever there is a practicable alternative.

Executive Order 12898 regarding Environmental Justice in Minority and Low-Income Populations

This order directs federal agencies to assess whether their actions have disproportionately high and adverse human health or environmental effects on minority and low-income populations.


The AHPA addresses impacts to archaeological and historic resources by federal dam construction or any alteration of the terrain caused as a result of any federal construction project or federally licensed activity or program. The act directs federal agencies to notify the Secretary of the Interior when they find that a federal or federally assisted, licensed, or permitted project may cause loss or destruction of significant scientific, prehistoric or archaeological data.

1.6. Relationship to Other Planning Efforts

The Oil Region Heritage Area has been a designated Commonwealth of Pennsylvania Heritage Area for a dozen years; the boundary of this area is identical to that established with the designation of the ORNHA. County, state, and municipal entities are all represented on the Board of ORA and on the Heritage Advisory Council, whose members are noted on the credits of this plan and whose functions are described in Section 4.1.1, below. Regional and local planning initiatives are well coordinated with the ORNHA because of this overlap and include the following:

- **ORA Work Plan** (2006 and ongoing) – ORA’s economic development group is placing significant emphasis on attracting new industry and supporting existing
businesses across the region. In the heritage group of ORA, several significant projects are underway, with assistance from the state as well as from private and other public sources, including several preservation initiatives (see Chapter 5) and improvement to recreational trails and resources, including interpretation. The Route 8 & 62 Corridor Project is an initiative that could cross-cut economic development and preservation, including an analysis of multiple buildings along a corridor including Franklin and Oil City and prototype proposals to encourage private owners to undertake adaptive reuse. The entity is undertaking a cooperative marketing plan to increase and supplement tourism, including a branding effort to increase the visibility of ORA and ORNHA.

- **Drake Well Museum (DWM) rehabilitation plan** (ongoing) – In compliance with the 2004 Plan, but fulfilling a long-intended desire of the state, planning and design is underway for a multi-million dollar expansion and rehabilitation of the exhibits and museum facility at DWM. This effort will incorporate proposals of the 2004 Plan to increase boomtown interpretation at this major regional destination, ranked 7th in visitation out of the 26 sites and museums that PHMC administers.

- **Venango County Comprehensive Plan (2004)** – This plan was undertaken by the county and deals with large scale infrastructure (water, sewer, and transportation), general land use, housing needs, community facilities, and the inter-relationships of the multiple entities engaged with these services and/or facilities. The key actors are the Venango County Commissioners and the Venango County Planning Commission; the plan is consistent to the maximum extent possible with the existing municipal planning documents. The plan recognizes the role of ORA in dealing with industrial and business development, preservation, and several of its other recommendations. The plan explicitly supports the implementation of the Oil Heritage Region’s Management Action Plan to more fully utilize cultural resources in the county as an economic development resource.

- **Crawford County Comprehensive Plan (2005)** – This plan, recently updated from a 2000 version, has a similar topical coverage to the Venango County Comprehensive Plan, but proposes a preferred land use pattern that emphasizes a “centers” concept that encourages more concentrated development in order to reduce sprawl and strip development, encourage community formation, coordinated land use and services development, and conservation of open space. As Titusville and Oil Creek Township (the only parts of Crawford County within the boundary of the ORNHA) are located at the southeastern corner of the county, no specific recommendations are included in this broad document that deal with ORNHA, excepting a call for coordinated intergovernmental action and coordination with adjacent jurisdictions.

- **Oil Creek Region Comprehensive Plan (2000)** – This plan was prepared by a common effort of the City of Titusville, the Boroughs of Centerville, Hydetown, and Pleasantville, and the Townships of Allegheny, Cherrytree, Oil Creek (Crawford County), Oil Creek (Venango County), and Southwest. This group includes portions of Crawford, Venango, and Warren Counties and partially overlaps with the boundary of the ORNHA. The intent was to undertake coordinated planning for communities that share a set of resources that are centered on Titusville (which has approximately half the population of the study area) and to encourage cooperative action from the many municipal and special purpose entities within this area. Oil Creek, Route 8, and
railroad connections link these areas and are topics of common concern. The plan generally supports the improvements proposed to DWM, encourages more effective historic preservation and related ordinances, supports rehabilitation of historic properties in Titusville, and incorporates reference to the recreational and regional bike trail linkages referred to in the OHR Management Plan Update.

- **River Management Plan (1996)** – This plan was prepared by the Allegheny National Forest within the U. S. Department of Agriculture with extensive public input prior to its adoption. Three distinct sections of the Allegheny River are officially classified as “Recreational,” which is defined as areas “that are readily accessible by road or railroad, that may have some development along their shorelines, and that may have undergone some impoundment in the past (U.S.P.L. 90-542, 1968).” The two recreational segments located within the Oil Region are from Franklin downstream to the former refinery at Emlenton, a 32-mile stretch; and from Alcorn Island just north/upstream of Oil City proceeding upriver to the Hunters Station Bridge at the Forest/Venango County line, a river distance of approximately 7 miles. The plan explicitly supports the implementation of the Oil Heritage Region’s Management Action Plan and identifies possible project partners for specific endeavors ranging from river safety improvements to increased public recreational access, to cultural preservation of historic sites and oil artifacts, to promotion of river resources.

Other concurrent planning activities in process include: (1) study of a possible white water installation along the Oil Creek in Oil City; (2) downtown marketing strategies for Oil City and Franklin; (3) potential reuse of the former Rouseeille refinery property for a biodiesel plant; (4) expansion of the regional recreational trail system by a combination of nonprofit and public entities; and (5) various improvements to the OC & T RR rolling stock and facilities.

1.7. **Need**

The plan update will enable ORA to strengthen its capacity to carry out the activities mandated in the 2004 Act. Submission of the plan for review by the Secretary of the Interior will allow ORA continued access to federal heritage support funding until fifteen years after the initial provision of federal funds to ORA under the Act.

1.8. **Environmental Assessment Scoping Issues**

On December 14, 2005, ORA staff hosted a public meeting at Parish Hall, Christ Episcopal Church, in Oil City, Pennsylvania at which staff from ICON presented the work plan for the Management Action Plan Augmentation for the Oil Region NHA and solicited comments to identify environmental issues of concern that should be addressed in the Environmental Assessment. Over the course of the meeting, citizens shared ideas about the preservation and partnership aspects of the Plan Augmentation and identified three environmental topics of concern:

- Riparian zones on rivers & creeks – a concern was expressed about protection of water quality. The concern was for projects that adjoin rivers and/or creeks to insure that proper methods to protect the environment are used. These might include erosion control, protection of water quality from run-off, and adherence to any state permit requirements.
• Landscape preservation – a concern was expressed that landscape quality along riverfronts be protected, as well as visual character of ridgelines to protect views from intrusion from inappropriate structures, such as cell towers.

• Public access to key resources – a concern was expressed that public access be maintained particularly along edges of area rivers and water bodies.

1.9. Impact Topics Retained for Further Analysis and Dismissed from Analysis

The Oil Heritage Region has been in the process of implementing its plans for over ten years; during that time, there have been a number of implicit concerns expressed by citizens, including preservation of key resources, encouragement of positive economic development, and reinforcement of existing cities and towns across the region. In general, the plans and development projects resulting from this ongoing heritage planning process have been well received with few, if any, environmental concerns expressed about implemented projects. This Plan Augmentation is the first effort requiring an environmental assessment, so there is not a long history on topics of concern.

Further, as a broad-based Plan Augmentation dealing with many efforts that are already underway, the actions immediately specified in document are general and programmatic in nature, meaning that specific project based impacts at a site level cannot at this point be determined at this time. Further, only three environmental topics were touched upon in the scoping meeting of December 14, 2005. Accordingly, this document takes a broad brush and inclusive approach to environmental assessment topics, without removing any such topics from consideration at this time.
2. Alternatives

2.1. Introduction

The alternatives described in this Section take the recent 2004 Management Plan Update for the Oil Region as a point of departure. Three alternatives are proposed, including a “No Action” approach that assumes that the federal government does not take the action to approve a revised Management Plan. The purpose of the No Action option is principally to provide a basis of comparison to which the action alternatives can be compared. The social, economic, and environmental impacts of the three alternatives are compared in the Environmental Assessment at a broad conceptual level commensurate with the scale of the actions defined in the Management Plan.

2.2. Alternative 1 – No Federal Action (Retain Current Management Plan)

In this alternative, the existing Management Plan would be unchanged without further response to the requirements of the Oil Region National Heritage Act. If elements of the Management Plan are not developed to respond to the Oil Region NHA Act, further federal funds for coordination, interpretation, preservation, and development purposes will be doubtful. Despite taking no federal action, this alternative would include considerable action by non-federal entities – the state, region, localities, private entities, and ORA – to follow through on implementation of the 2004 Plan Update recommendations. This cooperation would be consistent with what has taken place over the last decade. Key aspects of this alternative include:

- No further Department of the Interior federal funding support would be assumed.
- Funds external to ORA would have to be sought from the same types of sources that have been used in the Oil Region in the past.
- ORA will continue to coordinate implementation through conventional sources, and the existing partnership arrangements in the region would continue.
- The action agenda as defined in the 2004 Plan Update would remain unchanged excepting that, in this option, the Weaver Building implementation elements would be removed from the program, eliminating a significant new attraction in Oil City as well as projected costs of over $5.4 million.
- This alternative, described in depth in the 2004 Management Plan Update, includes significant improvement actions regarding recreation, interpretation, and accommodations in the region.

2.2.1. Recreation Elements of this Alternative

The 2004 Management Plan Update recommended an ambitious program of recreational trail and facility improvements, intended to strengthen regional linkages and to enable cross-marketing of heritage resources to the significant number of visitors drawn to the region’s excellent recreational attractions. Key recommendations of the Update that would remain part of this Alternative, as shown in Figure 1, include:
• **Continued expansion of the recreational trail system.** The highest priority actions of the Update were completion of the trail gaps between Petroleum Centre and Oil City and the trail connection to Emlenton, which will require agreements to traverse the former Rouseville and Emlenton refinery sites. Additionally, the Update recommended extended connections of the trail system to activity centers at the edges of the OHR boundary and beyond, including linkages to Spartansburg in Crawford County, Clarion County, Mercer County, along the Allegheny River, and to Foxburg. Another element of the trail system was the addition of spur trails to connect to destinations, such as Two Mile Run County Park, area downtowns, and other destinations of interest. In combination, trail completions, extensions, and spurs could add as many as 100 miles of additional trails over time, and should be supplemented with trailheads, support services, and scenic overlooks.

• **Improvements to enable more intensive use of the Allegheny River for boating and fishing.** These improvements included additional river access points in Emlenton, Kennerdell, and Oil City and new community castways in core communities to expand recreational opportunities close to existing centers of population and recreational activity.

2.2.2. Interpretation Elements of this Alternative
The emphasis of the 2004 Plan Update was to build upon the strengths of these core attractions and to build linkages among attractions in the region, including the following major recommendations that would remain part of Alternative 1, as shown in Figure 2:

• **At Drake Well Museum,** large-scale changes to improve interpretation were recommended and are being implemented by the Pennsylvania Historical and Museum Commission. These will include a Boomtown installation within the museum, reorganization of exhibits, a new audio-visual experience, and supplemental site interpretation.

• **Enhancement of other core interpretive sites** with supplemental exhibits, audio interpretation, and supplementary guide materials, including Rynd Farm, Perry Street Station, the Oil Creek & Titusville Railroad, the Petroleum Centre area, and Oil Creek State Park. Relatively modest cost improvements at each of these venues could improve the visitor experience and take advantage of the inherent quality of these sites and their existing interpretation.

• **A feasibility study is recommended for a natural gas museum or exhibit.** The collection of artifacts from the United Natural Gas Company offers significant interpretive potential, and the study will determine the most effective approach to develop exhibits and archives for these resources.

Additionally, the 2004 Update recommended strengthening the brand and identity of the region and expanded regional signage.

2.2.3. Other Elements of the 2004 Update incorporated into Alternative 1
The 2004 Update considered several other actions that should be considered part of Alternative 1. These included: (1) a feasibility study for supplemental archive space in the region; (2) a series of measures to interpret the Boomtown history of the region; (3) creation of an accommodations initiative for specialty accommodations to increase the region’s supply
by approximately 60%, including technical and financial assistance; (4) a broadly defined, unspecified grant program for preservation and educational projects, and (4) management support for the foregoing activities.

2.3. Assumptions Common to All Action Alternatives

In comparison to many other National Heritage Areas that have prepared Management Plans, the Oil Region starts with a relatively recent Plan Update (2004) and a twelve-year history of effective planning and resource analysis, going back to the first Plan for the state heritage park in 1994. Moreover, the Oil Region has implemented many recommendations from these predecessor plans in a systematic way, due to the leadership of Oil Heritage Region, Inc. (OHR) and its recent successor, the Oil Region Alliance of Business, Industry, and Tourism. (ORA)

The following assumptions apply to the action alternatives (Alternatives 2 and 3, below) in the Plan Augmentation:

1. ORA will continue to increase its effectiveness in integrating heritage planning and implementation with economic development and tourist support activities and programs.

2. Federal funding from the Department of the Interior will be provided over time, up to limits defined in Public Law 108-447 (the “Oil Region National Heritage Area Act”).

3. The following key recommendations of the 2004 Management Plan Update remain valid and will continue to be major elements of the ORNHA agenda:
   a. Regional recreation and trail improvements, at the scale and approximate location defined in the 2004 Plan Update.
   b. Interpretation improvements, generally defined in the 2004 Plan Update, including the assumption that major exhibit and museum expansion plans for the Drake Well Museum will be funded and implemented.
   c. Aggressive implementation of accommodations recommendations, including the interim goal of additional specialty units and a coordinated program of incentives and technical assistance to reach the goals defined in the 2004 Plan Update.

4. The funds allocated to the Weaver Building would be redirected into other preservation and economic development initiatives.

2.4. Alternative 2 – Modify Current Plan to Expand Preservation and Economic Development Program to Address Opportunities Across the Region

This Alternative incorporates all common assumptions cited in the preceding section and represents an opportunistic approach to preservation and economic development that would orient towards potential projects across the entirety of the NHA where ORA would partner with willing owners or cooperating public entities who are prepared to commit funds to preservation and rehabilitation projects that meet the guidelines defined in Section 5. The idea would be to support the “best” projects that have willing partners, wherever they are located. The intent of this Alternative is shown in Figure 3.

This approach would modify the current plan by developing regional technical assistance tools and methods that would be widely useful across the region. Additionally, this approach would
include the capability to provide catalyst assistance to partner projects that can attract private commitments across the region.

In this option, all elements from the Recreation, Interpretation, and Accommodations parts of the 2004 Update would be included. Examples of preservation programs and project types that would be consistent with this approach might include:

- Resource documentation assistance to notable properties across the region, potentially with a special focus on sites that are particularly linked to the oil and/or gas industry.

- Building conservation technical assistance emphasizing making expertise and information about techniques and services accessible to owners and contractors in the region.

- Education and recognition programs that provide assistance to large and small communities, as well as to other entities in developing innovative curricula, marker programs, etc. ORA investment/partnerships in rehabilitation projects – potentially including loans and/or grants that emphasize assistance to private owners and/or public entities who are willing to partner with ORA communities to make significant investments in properties. For example, in this scenario, investment in buildings along the Route 8 & 62 corridor where owners are prepared to partner with ORA might be encouraged, even if these sites are not within designated historic districts.

- Regulatory tools to preserve cultural resources – development of sample ordinances for local historic districts, demolition delay, and/or easement protection that could be applied by localities across the region.

2.5. Alternative 3 – Modify Current Plan to Focus Preservation and Economic Development Activities on Historic District Communities and Corridors Linking Them

Similar to Alternative 2, Alternative 3 would incorporate all common assumptions cited in Section 2.3, but would modify the 2004 Plan to add significant preservation and economic development assistance focused on strategic investments in the region’s core communities, along Oil Creek State Park, and towards the linkages that connect these resources. The idea of this alternative is to target preservation and related economic development assistance to core areas where such technical and/or financial assistance will achieve cumulative positive impact and reinforcement. Although these areas are strongly linked to the oil industry and its evolution, the focus of this approach might be more urban in nature, particularly compared to that of Alternative 2. The intent of this Alternative is shown diagrammatically in Figure 4.

This approach would modify the current plan to provide planning assistance and/or planning grants, as well as financial assistance to core communities to “make the most” of heritage resources as a means to achieve community revitalization.

In this option, all elements from the Recreation, Interpretation, and Accommodations parts of the 2004 Update would be included. Examples of preservation programs and project types that would be consistent with this approach might include:

- Resource documentation assistance targeted to the core regional communities of Titusville, Oil City, Franklin, and Emlenton.
• Emphasis on planning assistance to core communities, including Main Street efforts, charrettes, and/or preservation and revitalization plans. A specific initiative towards smaller communities – perhaps on a demonstration basis in one locale, would be consistent with this approach.

• Building conservation technical assistance focused on specific implementation projects within the core communities, but with parallel efforts to communicate findings and results of these efforts, in order to make lessons learned available to other comparable projects.

• Education and recognition programs that provide assistance to large and small communities, as well as to other entities in developing innovative curricula, marker programs, etc.

• ORA investment/partnerships in rehabilitation projects – potentially including loans and/or grants that are tied to specific revitalization strategies within the core communities. Examples would include projects comparable to the Towne Square effort in Titusville in other communities (potentially those identified in the Route 8 & 62 Corridor Project), support for unique accommodations facilities in core areas, and a “This Old House” program within a NRHP district. Direct grants to individual owners might be accompanied by downstream revenue recapture efforts, potentially contributing a long-term revenue stream to ORA.

Regulatory tools to preserve cultural resources – consistent with this approach, it would make sense for ORA to provide specific technical assistance within a core area to develop a specific ordinance or to provide related public education support, with the expectation that a positive outcome would be beneficial to other jurisdictions finding this approach of interest.

2.6. Summary of Environmental Consequences and Benefits of the Alternatives

Table 1 summarizes the long-term environmental impacts of the alternatives on the affected environment. In some cases, potential short-term adverse impacts may occur during construction of future projects; such impacts are noted in the detailed discussion of impacts in Chapter 3.

2.7. Preferred Alternative

Nearly all the recommendations from the 2004 Management Plan Update, which constitutes Alternative 1 and serve as a base line for all the alternatives, received detailed review and discussion during the preparation of that document. The approaches described in Alternative 2 and Alternative 3 have been presented to the public and discussed in depth by the Board of the Oil Region Alliance.

Based on this consideration, the Board has clearly expressed a preference for Alternative 3: Modify Current Plan to Focus Preservation and Economic Development Activities on Historic District Communities and Corridors Linking Them, for the following reasons:

• Alternative 3 incorporates the recommendations of the 2004 Plan Update.

• The emphasis of Alternative 3 on the core communities will enable a focus on areas where resources and economic activities are concentrated, as compared to Alternative 2, which does not articulate a geographic focus. The idea of focusing energy on key venues took
very high priority in the Board’s deliberations, inasmuch as, in the absence of such focus, there is a risk that efforts of ORA will be too scattered and will not have the cumulative positive impact that the Board desires.

- Alternative 3 recognizes that the linkages among the core communities are important and will enable some assistance to resources within smaller communities along these routes.
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Figure 1

Alternative I No Federal Action:
Recreation Elements

Legend

- Existing Rail Trail
- Proposed Rail Trail
- Proposed Oil Heritage Route
- Proposed Oil Country Trail
- State Game Lands
- OC & T Railroad

Oil Region National Heritage Management Plan Augmentation and EA

Prepared by:
Oil Region Alliance of Business, Industry, and Tourism

Prepared by:
ICGN Architects, Inc.
at associate work
Vasquez Morgan Brown, Inc.

Date: February 2016
Figure 2
Alternative 1 No Federal Action: Interpretation Elements

Legend
- Existing Rail Trail
- Proposed Rail Trail
- Proposed Oil Heritage Route
- Proposed Oil Country Trail
- State Game Lands
- OC & T Railroad
- OHR Attractions
- Other OHR Attractions

Oil Region National Heritage Management Plan Augmentation and EA
Prepared for Oil Region Alliance of Business, Industry, and Tourism
Prepared by ICON Architecture, Inc.
In association with Wamego Huglin Brusink, Inc.
Date: February 2006

B-19
Concept:
Retain recreation, interpretation, and accommodation elements of 2004 Plan and retain flexibility to provide preservation assistance throughout, entire region wherever best opportunities occur.

Figure 3
Alternative 2 Region Wide Opportunities: Preservation & Economic Development Elements

Key Map
- National Register Historic District
- Potential Small Community Initiative
- National Register Eligible Properties
- National Register Individually Listed Properties
- National Historic Landmark

Oil Region National Heritage Management Plan Augmentation and EA
Prepared for Oil Region Alliance of Business, Industry, and Tourism
Prepared by ICON architecture, inc in association with Vanasse Hangen Brustlin, Inc.
Date: February 2006
Figure 4
Alternative 3 Core Historic Areas & Linkages Between Them: Preservation & Economic Development Elements

Concept:
Retain recreation, interpretation, and accommodation elements of 2004 update, and modify plan to focus combined preservation and economic development assistance toward strategic investments in the region’s core communities and to connecting linkages.

Oil Region National Heritage Management Plan Augmentation and EA
Prepared for Oil Region Alliance of Business, Industry, and Tourism
Prepared by ICON architecture, inc in association with Vanasse Hangen Brustlin, Inc.
Date: February 2006
3. Affected Environment & Environmental Consequences

3.1. Introduction

The Oil Region National Heritage Area Plan Augmentation describes policies, programs, and potential projects that are broadly programmatic in scope. Therefore, the potential environmental impacts and benefits are more strategic than specific. While some of the impacts identified are quantifiable and measurable, most are not. This chapter first describes each identified resource in the region and then discusses the kinds of impacts that could be associated with the strategies and action items emphasized by each of the alternatives. Because no site-specific projects have progressed to a level of design, there is no discussion of impacts at the site-specific project level. In the future, if individual projects are undertaken in the Oil Region National Heritage Area with federal assistance, such projects may require separate, more detailed environmental evaluations when their design characteristics are better defined.

In general, the impacts on environmental resources that might result from implementation of this plan are expected to be positive because of the Plan’s overall emphasis on resource preservation and enhancement. To the degree that the Plan results in increases in visitors to the region, there could be the potential for impacts due to increased use of the resources. However, the Plan’s emphasis on community revitalization through preservation makes it highly likely that most development resulting directly from actions recommended by the plan will be positive and intended. Moreover, given the relatively low density and large extent of the area and its history of modest visitor volumes, it is likely that any increases in visitation will be modest, resulting in minimal adverse impacts, and will be outweighed by the positive effects of improved economic vitality and natural, cultural, and recreational resource preservation and enhancement.

Inasmuch as the Oil Region National Heritage area encompasses both Venango County in its entirety and the small portion of Crawford County containing the city of Titusville and Oil Creek Township, in the text below the overall area will be referred to as the NHA area.

3.2. Summary of Key Differences Among the Alternatives

Under Alternative 1 - the No Action Alternative, the existing Management Plan from the 2004 Update would be unchanged. Further federal funds for coordination, interpretation, preservation, and development purposes would be doubtful. Although this alternative would include considerable action by non-federal entities to follow through on implementation of the 2004 Plan Update recommendations, most especially increased recreation trail expansion, river access, new accommodations, and interpretive improvements, the recommended program has a modest level of resources identified for heritage protection and enhancement, could result in a longer implementation period, and therefore would could also result in reduced extent and quality of implementation, although the aggregate impact on the environment would be expected to be beneficial. The biggest difference between Alternative 1 and the action alternatives, aside from the absence of federal funds, is a lower programmatic and financial commitment to preservation programs in the existing plan, as compared to what has been proposed for the two alternatives for the NHA plan.

The two action alternatives, Alternative 2 - Modify Current Plan to Expand Preservation and Economic Development Program to Address Opportunities Across the Region, and
Alternative 3 - Modify Current Plan to Focus Preservation and Economic Development Activities on Historic District Communities and Corridors Linking Them, would each have long-term beneficial impacts on most resources and would encompass recreation, interpretation, and accommodations initiatives that would be substantially the same as Alternative 1. Both action alternatives would encompass a significantly expanded preservation and related economic development capability that could benefit the economy of the area, although Alternative 3, with its focus on core communities would have the potential for larger economic and preservation ripple effects on these urban centers, potentially encouraging related economic activity in these communities. Overall area visitation may vary by small amounts – from the lowest in Alternative 1 to the highest in Alternative 3 – but would, for any of the alternatives, be strongly affected by factors that are common to all the alternatives: planned expansion at the region’s largest heritage attraction, Drake Well Museum (identical for all alternatives), and enhancement of the recreation trail and river access systems increasing their attractiveness for regional users and visitors. It is likely that for Alternatives 2 and 3 that implementation may progress at a faster pace than Alternative 1, since federal funds would supplement other funding sources. For both of the action alternatives, federal assistance is likely to help residents and visitors to have a greater recognition of and appreciate for the breadth of resources in the Oil Region National Heritage Area compared to Alternative 1.

The adoption of the Plan Augmentation for the Oil Region National Heritage Area would not itself require mitigation, as it is a policy document and no irretrievable or irreversible actions are suggested at this level of planning. However, individual projects, programs, and structures recommended in the plan may require mitigation. These projects would undergo review and impact evaluation as they are developed and appropriate mitigation would be proposed at that time. Although there is a commitment to mitigate the adverse impacts of any project or program proposed in the plan, the long-term nature of the plan and different ways that the plan could ultimately be implemented means that specific mitigation measures associated with uncertain actions cannot be determined at the present time.

3.3. Methodology for Assessing Impacts and Determining the Need for Impact Mitigation

The Oil Region National Heritage Area Management Plan is programmatic and broad in scope. Therefore, the Affected Environment and Environmental Consequences sections deal with the type of impacts that could be implied with the overall strategies and investments types emphasized by each of the alternatives. A broad description is provided of each category of Affected Environment and judgments are offered regarding potential impacts of each type on that environment; these judgments are based upon the general attributes of each alternative, including: proposed levels of funding; types of locations for improvement generally implied by each alternative; and the potential for elements of the plan to serve as catalysts for general or place-specific investment or change. It is important to note that no impacts are reviewed at a site-specific level, although future detailed actions may require supplementary review prior to implementation as required by the National Environmental Policy Act.

The majority of the impacts of the environment from all alternatives are expected to be beneficial, due to the general emphasis of the Plan on resource protection and enhancement. The following terms are used to describe the comparative environmental impacts of alternatives:
• **Negligible** – The impact is barely perceptible or not measurable.
• **Minor** – The impact is slightly detectable and measurable but is either localized or would not adversely affect resources.
• **Moderate** – The impact is clearly detectable and could have appreciable effect on resources.
• **Major** – The impact is substantial and highly noticeable or measurable.
• **Short-term** – The impact is less than one year.
• **Long-term** – The impact lasts one year or longer.
• **Beneficial** – The impact is generally positive.
• **Adverse** – The impact is generally negative.

3.4. **Natural Resources**

3.4.1. **Land Form and Physiography**

*Affected Environment*

The study area is 708 square miles and is situated on the Allegheny Plateau in the northwestern section of Pennsylvania, about halfway between Erie and Pittsburgh. Within the study area there are several centers, including Oil City, Franklin, and Emlenton, and just over the Crawford County line, Titusville, that sprung up in response to industrial growth in the region in the mid 19th century. Much of the area is still characterized as rural, marked by agricultural fields, broad swaths of forests, and spectacular natural beauty. There is an abundance of forested lands within the area, most of which are Appalachian Oak Forest. This forest is a tall broadleaf deciduous forest, characterized by white oak, and northern red oak as the dominant trees. The topography is generally flat to moderately sloped, but is punctuated by river or creek valleys and the accompanying rolling to sometimes steep hills. The flat to moderate terrain is well suited to agricultural activity, as well as residential, commercial, and industrial uses.

*Impacts*

All alternatives would have negligible impacts on physiography and land form in the NHA area. The alternatives deal with management issues and opportunities in terms of programming and policy. If specific projects proposed in the future are identified that have significant adverse effects on physiography and land form, these would be assessed at a later time through supplemental, project-based environmental evaluations.

3.4.2. **Water Resources**

*Affected Environment*

The Allegheny River is the study area’s most significant river, and is a federally designated Wild and Scenic River (1992). It is fed by four significant tributaries, Oil Creek, French Creek, Sandy Creek, and Sugar Creek, which also constitute the runoff channels for five of the seven major drainage basins in the county. These major watersheds are: Slippery Rock Creek, Allegheny River, French Creek, Oil Creek, Sandy Creek, East Sandy Creek and Sugar Creek.
Oil Creek originates in Crawford County, northwest of Titusville, and runs east just below that city before turning south through Venango County where it intersects with and is absorbed by the Allegheny. These creeks originate in Crawford, Mercer, Clarion and Forest Counties.

There are two major impoundments located in Venango County. One is Justus Lake, a 144-acre lake situated in the middle of Two Mile Run County Park in Oakland Township and Sugarcreek Borough. The other is Kahle Lake, with an area of 250 acres and is located in Richland Township, Venango County and Salem Township, Clarion County (See Figure 6).

Because of the climate in Northwest Pennsylvania, which can include significant precipitation at any time throughout the year, floods are a constant concern in the region. Flash flooding is a serious concern, especially in the summer when sudden thunderstorms can deposit rain at such an excessive rate that even the smallest creeks are transformed into overflowing water courses. Also, in the early spring or late winter, a combination of a thaw and a period of rainy weather can cause flooding. The local streams will sometimes develop ice jams, which hold back water flow and cause localized flooding.

The Pennsylvania Department of Environmental Protection maintains four water quality network stations in Venango County where it regularly monitors water chemistry parameters, aquatic insects, and, every five years conducts fish tissue sampling for heavy metals and PCBs. These stations are located on the Allegheny River at Kennerdell, on French Creek at Utica, on Oil Creek at Rynd Farm, and on Sandy Creek at Pecan. Over the past ten years, as part of the State Surface Waters Assessment Program, the department has evaluated every named and unnamed river, creek, and stream for its water quality, aquatic life, and surrounding habitat and assigned a determination of impaired or not impaired.

Throughout the County, but especially in the southernmost tier, water quality has been impaired by a phenomenon called Acid Mine Damage, at the root of which are abandoned, unplugged wells. Groundwater flows through rock layers filled with aluminum and magnesium before it reaches the surface via the intact abandoned well casing, thus bringing abnormal amounts of these heavy metals into runoffs. The majority of degraded stream miles occur in the three southernmost townships in Venango County and in isolated instances throughout the northern part of the County. There are a host of projects underway to plug these wells, which is the most effective way to stem this damage. Remediation projects in the Hemlock Creek, East Sandy Creek, and South Sandy Creek watersheds are ongoing, funded at the state level by Pennsylvania’s “Growing Greener” legislation.

**Impacts**

**Alternative 1—No Federal Action** supports a broad range of regional recreation improvements that are intended to expand utilization of the rivers (as defined in the 2004 Plan Update), including additional river access points in Emlenton, Kennerdell, and Oil City and new community castways in core communities to expand recreational opportunities close to existing centers of population and recreational activity. Despite increased use, moderate long-term beneficial impacts are expected in this alternative due to an infusion of resources to repair and maintain natural resources being used and to encourage greater public awareness and involvement with the river resources.

Any construction activities adjacent to rivers and creeks, including dock, ramp, and visitor parking adjacent to the water have the potential to result in short-term, minor adverse impacts to surface water and should be reviewed when design characteristics are further defined. It is expected that these effects would be mitigated by proper control of erosion, protection of
surface water from run-off, and that projects would comply with any state permitting requirements. Potential long-term impacts from such improvements would be addressed during their design – such as run off control and mitigation, possible fill, etc.

Ongoing efforts by Department of Environmental Protection to mitigate problems such as Acid Mine Damage will not be affected by any proposed actions within the Oil Region, except to the extent that greater interest in the area increases public interest, and possibly support, in actions currently being taken to reverse damage to water quality.

**Alternative 2 - Modify Current Plan to Address Opportunities Across the Region** and **Alternative 3 - Modify Current Plan to Focus Preservation and Economic Development Activities on Historic District Communities and Corridors Linking Them** have recreational improvements that would be identical to those defined in Alternative 1; thus the potential impacts would be identical to Alternative 1: moderate beneficial long-term impacts due to an infusion of resources to repair and maintain natural resources being used, with the potential for short-term minor adverse impact, requiring review of specific project proposals for localized impact and mitigation, as noted for Alternative 1, above.

### 3.4.3. Air Quality

**Affected Environment**

Venango and Crawford Counties are part of the state’s Air Quality Region 6—the Northwest region—that also includes Butler, Clarion, Elk, Erie, Forest, Jefferson, Lawrence, McKean, Mercer, and Warren Counties. The Bureau of Air Quality (a branch of Pennsylvania’s Department of Environmental Protection) is responsible for testing air quality and implementing plans to obtain higher standards of air quality. The region’s air quality is monitored daily for several pollutants, including carbon monoxide (CO), sulfur dioxide (SO2), and particulate matter of 10 microns and 2.5 microns or less. The region’s air quality is consistently given the highest rating – “Good.” The Environmental Protection Agency has categorized both Venango and Crawford Counties as “not designated non-attainment,” which means that the area has not exceeded the standards for the presence of any of the above pollutants.

**Impacts**

Air quality can be affected by several activities: in the long term by the potential increase of vehicular traffic to the region and, potentially, from short duration impacts from any construction activity that could occur. For each of the alternatives, minor short-term adverse impacts to air quality may result from increased vehicle emissions and dust caused by construction projects attributable to NHA activity, although the location and timing of such activities may vary and cannot be predicted at this time. Long-term impacts on air quality are expected to be negligible or minor for all alternatives, due to the relatively good current air quality and the relatively dispersed location of heritage and recreational venues throughout this large area.

**Alternative 1 - No Federal Action** will likely result in the lowest level of visitors to the region and least concentrated new economic activity, potentially resulting in the negligible long-term impact on air quality from increased vehicular traffic.

**Alternative 2 - Modify Current Plan to Address Opportunities Across the Region** calls for an opportunistic approach to preservation and economic development throughout the NHA, as well as expansion of the recreational trail system. Visitation resulting from activities
and attractions proposed in Alternative 2 could contribute to very minor increases in
automobile traffic on local roads and increased vehicle emissions, but the aggregate impacts
on air quality would still be expected to be negligible.

Alternative 3 - Modify Current Plan to Focus Preservation and Economic Development
Activities on Historic District Communities and Corridors Linking Them calls for
focused strategic investments in the region's core communities, along Oil Creek State Park,
and on the linkages that connect these resources. By promoting the restoration, maintenance,
and promotion of core areas, including Main Street efforts, Alternative 3 could be associated
with modest increases of vehicular traffic in these core, historic areas, and by modest increases
of vehicular traffic by visitors traveling from one core area to another. It is possible that
increased pedestrian activity will have a minor long-term beneficial effect on air quality, as
there will be fewer episodes of short vehicular trips within core communities. However,
higher rates of visitation resulting from activities and attractions proposed in Alternative 3
could result in additional automobile traffic on local roads and increased vehicle emissions,
although within a setting that is not considered highly vulnerable and, thus, resulting in
negligible long-term air quality impacts.

3.4.4. Vegetation and Endangered Plant Species

Affected Environment

Much of Venango County is covered by Appalachian Oak Forest, which is a tall broadleaf
deciduous forest, characterized by white oak and northern red oak as the dominant trees.
Other tree species that are native to the area include sugar maple, sweet birch, bitternut
hickory, beech, tulip poplar, white pine, scarlet oak, scrub oak, chestnut oak, and black oak.

Table 2 is a list of plant species that have at one point existed in the Oil Heritage Region and
which are now considered to be threatened to some extent, compiled using the Pennsylvania
Natural Heritage Program database. The Pennsylvania Natural Heritage Program(PNHP) is
made possible through cooperation between the Western Pennsylvania Conservancy, the
Pennsylvania Department of Conservation and Natural Resources, and The Nature
Conservancy. Correspondence from the PNHP is found in section 4.2 following the meeting
notes. The database contains a list of rare species tracked throughout the state by the
government. Table 5 is a list of the Federally Endangered and Threatened Species.

Impacts

All alternatives have similar proposals for improvements to the regional recreational trail
system, including completion of connections, extensions, and spurs. Typically, these trails
follow existing rail and other corridors and would have negligible adverse long-term impacts
on vegetative resources for this reason. Short-term adverse impacts should be negligible to
minor and may include clearing of brush or overgrowth along such rights of way. Detailed
mapping of the incidence of various rare and/or endangered vegetative species is not available;
but in the case of future construction projects that do not follow already disturbed rights of
way, assessment of existence of such species should be done prior to construction to identify
probably impacts and mitigation measures.
3.4.5. Fish, Wildlife, and Endangered Animal Species

Affected Environment

Table 3 is a list of the bird, fish, vertebrate, invertebrate, reptilian and bivalve species that have at one point existed in the Oil Heritage Region and which are now considered to be threatened to some extent, compiled by the Western Pennsylvania Conservancy using the Pennsylvania Natural Heritage Program database. Table 5 is a list of the Federally Endangered and Threatened Species.

Impacts

All alternatives have similar proposals for improvements to the regional recreational trail system, including completion of connections, extensions, and spurs. Typically, these trails follow existing rail and other corridors and would have negligible long-term adverse impact and negligible to minor adverse short-term on fauna for this reason. Detailed mapping of the incidence of various rare and/or endangered fauna is not available; but in the case of future construction projects that do not follow already disturbed rights of way, assessment of existence of such species should be done prior to construction to identify probably impacts and mitigation measures.
Table 2: Plant Species List for the ORNHA from the Pennsylvania Natural Heritage Program Database

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<th>Common Name</th>
<th>Global Rank</th>
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<td>G4Q</td>
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<td>G5</td>
<td>S1</td>
<td>PE</td>
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<td>Eleocharis compressa</td>
<td>Flat-stemmed Spike-rush</td>
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<td>S1</td>
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<td>G5</td>
<td>S3</td>
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<td>S1</td>
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<td>Isotria medeoloides</td>
<td>Small-whorled Pogonia</td>
<td>G2</td>
<td>S1</td>
<td>PE</td>
</tr>
<tr>
<td>Lonicera oblongifolia</td>
<td>Swamp Fly Honeysuckle</td>
<td>G4</td>
<td>S1</td>
<td>PE</td>
</tr>
<tr>
<td>Lupinus perennis</td>
<td>Lupine</td>
<td>G5</td>
<td>S3</td>
<td>PR</td>
</tr>
<tr>
<td>Orontium aquaticum</td>
<td>Golden Club</td>
<td>G5</td>
<td>S4</td>
<td>PR</td>
</tr>
<tr>
<td>Poa languida</td>
<td>Drooping Bluegrass</td>
<td>G3/G4</td>
<td>S2</td>
<td>TU</td>
</tr>
<tr>
<td>Podostemum ceratophyllum</td>
<td>Riverweed</td>
<td>G5</td>
<td>S4</td>
<td>TU</td>
</tr>
<tr>
<td>Polygala incarnata</td>
<td>Pink Milkwort</td>
<td>G5</td>
<td>SH</td>
<td>PE</td>
</tr>
<tr>
<td>Polygonum amphibium var. stipulaceum</td>
<td>A Water Smartweed</td>
<td>G5/T5</td>
<td>S4</td>
<td>TU</td>
</tr>
<tr>
<td>Potamogeton illinoensis</td>
<td>A Water Smartweed</td>
<td>G5</td>
<td>S4</td>
<td>TU</td>
</tr>
<tr>
<td>Potamogeton richardsonii</td>
<td>Red-head Pondweed</td>
<td>G5</td>
<td>S3</td>
<td>PT</td>
</tr>
<tr>
<td>Prenanthes crepidinea</td>
<td>Crepis Rattlesnake-root</td>
<td>G3/G4</td>
<td>S4</td>
<td>PE</td>
</tr>
<tr>
<td>Quadrula cylindrical</td>
<td>Rabbitefoot</td>
<td>G3</td>
<td>S1</td>
<td></td>
</tr>
<tr>
<td>Ranunculus aquatilis var. diffuses</td>
<td>White Water-crowfoot</td>
<td>G5/T5</td>
<td>S3</td>
<td></td>
</tr>
<tr>
<td>Ranunculus fascicularis</td>
<td>Tufted Buttercup</td>
<td>G5</td>
<td>S1/S2</td>
<td>PE</td>
</tr>
<tr>
<td>Salix serissima</td>
<td>Autumn Willow</td>
<td>G4</td>
<td>S2</td>
<td>PT</td>
</tr>
<tr>
<td>Salix x subsericea</td>
<td>Meadow Willow</td>
<td>G5</td>
<td>SNA</td>
<td>TU</td>
</tr>
<tr>
<td>Scirpus pedicellatus</td>
<td>Stalked Bulrush</td>
<td>G4</td>
<td>S1</td>
<td>PT</td>
</tr>
<tr>
<td>Scleria pauciflora</td>
<td>Few Flowered Nutrush</td>
<td>G5</td>
<td>S2</td>
<td>PT</td>
</tr>
<tr>
<td>Scutellaria saxatilis</td>
<td>Rock Skullcap</td>
<td>G3</td>
<td>S1</td>
<td>TU</td>
</tr>
<tr>
<td>Solidago rigida</td>
<td>Hard-leaved Goldenrod</td>
<td>G5</td>
<td>S1</td>
<td>TU</td>
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<tr>
<td>Swertia carolinensis</td>
<td>American Columbo</td>
<td>G5</td>
<td>S1</td>
<td>PE</td>
</tr>
<tr>
<td>Tradescantia ohiensis</td>
<td>Ohio Spiderwort</td>
<td>G5</td>
<td>S4</td>
<td>TU</td>
</tr>
</tbody>
</table>

N.B. – refer to Table 4 for definitions of rankings

Source: Western Pennsylvania Conservancy using the Pennsylvania Natural Heritage Program database
Table 3: Species List for the ORNHA from the Pennsylvania Natural Heritage Program Database

<table>
<thead>
<tr>
<th>Scientific Name</th>
<th>Common Name</th>
<th>Global rank</th>
<th>State Rank</th>
<th>PA Status</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Fish</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Etheostoma camurum</td>
<td>Bluebreast Darter</td>
<td>G4</td>
<td>S2</td>
<td>PT</td>
</tr>
<tr>
<td>Etheostoma maculatum</td>
<td>Spotted Darter</td>
<td>G2</td>
<td>S2</td>
<td>PT</td>
</tr>
<tr>
<td>Etheostoma tippecanoe</td>
<td>Tippecanoe Darter</td>
<td>G3/G4</td>
<td>S2</td>
<td>PT</td>
</tr>
<tr>
<td>Noturus stigmosus</td>
<td>Northern Madtom</td>
<td>G3</td>
<td>S2</td>
<td>PE</td>
</tr>
<tr>
<td>Percina copelandi</td>
<td>Channel Darter</td>
<td>G4</td>
<td>S2</td>
<td>PT</td>
</tr>
<tr>
<td>Percina evides</td>
<td>Gilt Darter</td>
<td>G4</td>
<td>S1/S2</td>
<td>PT</td>
</tr>
<tr>
<td>Percina macrocephala</td>
<td>Longhead Darter</td>
<td>G3</td>
<td>S2/S3</td>
<td>PT</td>
</tr>
<tr>
<td>Umbra limi</td>
<td>Central Mudminnow</td>
<td>G5</td>
<td>S3</td>
<td>PC</td>
</tr>
<tr>
<td><strong>Mussels</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Alasmidonta marginata</td>
<td>Elktoe</td>
<td>G4</td>
<td>S4</td>
<td></td>
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<tr>
<td>Amblera plicata</td>
<td>Three-ridge</td>
<td>G5</td>
<td>S2/S3</td>
<td></td>
</tr>
<tr>
<td>Cyclonaias tuberculata</td>
<td>Purple Wartyback</td>
<td>G5</td>
<td>SX</td>
<td></td>
</tr>
<tr>
<td>Epioblasma torulosa rangiana</td>
<td>Northern Riffleshell</td>
<td>G2/T2</td>
<td>S2</td>
<td>PE</td>
</tr>
<tr>
<td>Epioblasma triqueta</td>
<td>Snuffbox</td>
<td>G3</td>
<td>S1</td>
<td></td>
</tr>
<tr>
<td>Fusconaia subrotunda</td>
<td>Long-solid</td>
<td>G3</td>
<td>S1</td>
<td></td>
</tr>
<tr>
<td>Lampsis ovata</td>
<td>Pocketbook</td>
<td>G5</td>
<td>S3/S4</td>
<td></td>
</tr>
<tr>
<td>Lastmigona compressa</td>
<td>Crekk Heelsplitter</td>
<td>G5</td>
<td>S2/S3</td>
<td></td>
</tr>
<tr>
<td>Plethobasus cyphyus</td>
<td>Sheepnose Mussel</td>
<td>G3</td>
<td>S1</td>
<td></td>
</tr>
<tr>
<td>Pleurobe ma clava</td>
<td>Clubshell</td>
<td>G2</td>
<td>S1/S2</td>
<td>PE</td>
</tr>
<tr>
<td>Pleurobema sintoxia</td>
<td>Round Piptoe</td>
<td>G4</td>
<td>S2</td>
<td></td>
</tr>
<tr>
<td>Utterbackia imbecillis</td>
<td>Paper Pondshell</td>
<td>G5</td>
<td>S3/S4</td>
<td></td>
</tr>
<tr>
<td>Villosa fabalis</td>
<td>Rayed Bean Mussel</td>
<td>G1/G2</td>
<td>S1/S2</td>
<td></td>
</tr>
<tr>
<td>Villosa iris</td>
<td>Rainbow Mussel</td>
<td>G5</td>
<td>S1</td>
<td></td>
</tr>
<tr>
<td>Lampsis fasciola</td>
<td>Wavy-rayed Lamppussel</td>
<td>G4</td>
<td>S4</td>
<td>N</td>
</tr>
<tr>
<td><strong>Lamprey</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ichthyomyzon bdellium</td>
<td>Ohio Lamprey</td>
<td>G3/G4</td>
<td>S2/S3</td>
<td>PC</td>
</tr>
<tr>
<td>Ichthyomyzon greeleyi</td>
<td>Mountain Brook Lamprey</td>
<td>G3/G4</td>
<td>S2</td>
<td>PT</td>
</tr>
<tr>
<td>Lampetra appendix</td>
<td>American Brook Lamprey</td>
<td>G4</td>
<td>S3</td>
<td>PC</td>
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<tr>
<td><strong>Birds</strong></td>
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<td></td>
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<tr>
<td>Haliaeetus leucocephalus</td>
<td>Bald Eagle</td>
<td>G5</td>
<td>S2/B</td>
<td>PT</td>
</tr>
<tr>
<td>Pandion haliaetus</td>
<td>Osprey</td>
<td>G5</td>
<td>S2/B</td>
<td>PT</td>
</tr>
<tr>
<td>Tyto alba</td>
<td>Barn-owl</td>
<td>G5</td>
<td>S3/B, S3/N</td>
<td></td>
</tr>
<tr>
<td><strong>Vertebrates</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Neotoma magister</td>
<td>Allegheny Woodrat</td>
<td>G3/G4</td>
<td>S3</td>
<td>PT</td>
</tr>
<tr>
<td>Myotis spheninionalis</td>
<td>Northern Myotis</td>
<td>G4</td>
<td>S3/B, S3/N</td>
<td></td>
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<tr>
<td><strong>Snake</strong></td>
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<td></td>
<td></td>
<td></td>
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<tr>
<td>Sistrurus catenatus catenatus</td>
<td>Eastern Massasauga</td>
<td>G3/G4</td>
<td>S1/S2</td>
<td>PE</td>
</tr>
<tr>
<td><strong>Insect</strong></td>
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<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Gomphaeschna antilope</td>
<td>Taper-tailed Darner</td>
<td>G4</td>
<td>SH</td>
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</tr>
</tbody>
</table>

N.B. – refer to Table 4 for definitions of rankings

Source: Western Pennsylvania Conservancy using the Pennsylvania Natural Heritage Program database
Table 4: Basic Rank Codes and Definitions for Global, State, and Pennsylvania Status Listings for Plants, Mammals, Wild Birds, Fish, Amphibians, Reptiles, and Aquatic Organisms.

<table>
<thead>
<tr>
<th>Global Rank Definitions</th>
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<tbody>
<tr>
<td>GX</td>
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<tr>
<td>GH</td>
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<tr>
<td>G1</td>
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<td>G3</td>
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<td>G4</td>
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<tr>
<td>G5</td>
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<tr>
<td>Q</td>
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<td>T</td>
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<table>
<thead>
<tr>
<th>State Rank Definitions</th>
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<tbody>
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<td>SX</td>
</tr>
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<tr>
<td>SA</td>
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<tr>
<td>B</td>
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<table>
<thead>
<tr>
<th>Pennsylvania Status Definition</th>
</tr>
</thead>
<tbody>
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<td>PE</td>
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<td>PR</td>
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<tr>
<td>PC</td>
</tr>
<tr>
<td>TU</td>
</tr>
<tr>
<td>N</td>
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</tbody>
</table>
Table 5: Pennsylvania Species listed in the U.S. Fish & Wildlife Service Threatened and Endangered Species System

<table>
<thead>
<tr>
<th>Listing</th>
<th>Common Name</th>
<th>Scientific Name</th>
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</thead>
<tbody>
<tr>
<td><strong>Plants</strong></td>
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<td></td>
</tr>
<tr>
<td>E</td>
<td>Bulrush, Northeastern</td>
<td><em>Scirpus ancistrochaetus</em></td>
</tr>
<tr>
<td>E</td>
<td>Coneflower, smooth</td>
<td><em>Echinacea laevigata</em></td>
</tr>
<tr>
<td>T</td>
<td>Joint-vetch, sensitive</td>
<td><em>Aeschynomene virginica</em></td>
</tr>
<tr>
<td>T</td>
<td>Orchid, eastern prairie fringed</td>
<td><em>Platanthera leucophaea</em></td>
</tr>
<tr>
<td>T</td>
<td>Pogonia, small whorled</td>
<td><em>Isotria medeoloides</em></td>
</tr>
<tr>
<td>T</td>
<td>Spirea, Virginia</td>
<td><em>Spiraea virginiana</em></td>
</tr>
<tr>
<td><strong>Animals</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>E</td>
<td>Bat, Indiana</td>
<td><em>Myotis sodalis</em></td>
</tr>
<tr>
<td>E</td>
<td>Beetle, American burying</td>
<td><em>Nicrophorus</em></td>
</tr>
<tr>
<td>E</td>
<td>Butterfly, Karner blue</td>
<td><em>Lycaeides melissa</em></td>
</tr>
<tr>
<td>E</td>
<td>Clubshell Entire Range; Except where listed as Experimental Populations</td>
<td><em>Pleurobema clava</em></td>
</tr>
<tr>
<td>E</td>
<td>Curlew, Eskimo</td>
<td><em>Numenius borealis</em></td>
</tr>
<tr>
<td>T</td>
<td>Eagle, bald lower 48 States</td>
<td><em>Haliaetus</em></td>
</tr>
<tr>
<td>E</td>
<td>Fanshell</td>
<td><em>Cyprogenia stegaria</em></td>
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<tr>
<td>E</td>
<td>Mucket, pink (pearlymussel)</td>
<td><em>Lampsilis abrupta</em></td>
</tr>
<tr>
<td>E</td>
<td>Pigtoe, rough</td>
<td><em>Pleurobema plenum</em></td>
</tr>
<tr>
<td>E</td>
<td>Pimpleback, orangefoot (pearlymussel)</td>
<td><em>Plethobasus cooperianus</em></td>
</tr>
<tr>
<td>E</td>
<td>Plover, piping Great Lakes watershed</td>
<td><em>Charadrius melodus</em></td>
</tr>
<tr>
<td>E</td>
<td>Puma (=cougar), eastern</td>
<td><em>Puma (=Felis) concolor</em></td>
</tr>
<tr>
<td>E</td>
<td>Riffleshell, northern</td>
<td><em>Epiblasma torulosa</em></td>
</tr>
<tr>
<td>E</td>
<td>Ring pink (mussel)</td>
<td><em>Chovaria retusa</em></td>
</tr>
<tr>
<td>E</td>
<td>Squirrel, Delmarva Peninsula fox Entire population, except Assawoman Wildlife Area in</td>
<td><em>Sciurus niger cinereus</em></td>
</tr>
<tr>
<td>T</td>
<td>Tiger beetle, northeastern beach</td>
<td><em>Cicindela dorsalis</em></td>
</tr>
<tr>
<td>T</td>
<td>Turtle, bog (=Muhlenberg) northern</td>
<td><em>Clemmys muhlenbergii</em></td>
</tr>
<tr>
<td>E</td>
<td>Wedgemussel, dwarf</td>
<td><em>Alasmidonta heterodon</em></td>
</tr>
<tr>
<td>E</td>
<td>Wolf, gray lower 48 States, except MN and</td>
<td><em>Canis lupus</em></td>
</tr>
</tbody>
</table>
3.4.6. Open Space and Recreation Resources

Affected Environment

The forests, rivers and creeks of Venango County offer a variety of recreational opportunities and have been viewed as major regional assets by local residents, as well as attractions to visitors from outside the area. There are over 33,500 acres of major public recreation lands in the Oil Heritage Region, shown in Figures 5, 6, and 7. These public recreation lands include Oil Creek State Park, the Kennerdell Tract of Clear Creek State Forest, five state game lands, Two Mile Run County Park, the Drake Well Museum site, Pithole City, Fish Commission accesses and waterways, and a portion of the Crawford County Forest. Smaller municipal parks are also located in Titusville, Oil City, Franklin, Emlenton, and Cranberry Township.

Oil Creek State Park, shown on Figure 7, is the only state park within the region. Interpretation in the park tells the story of the early petroleum industry and the environmental recovery of the region from the early methods of oil extraction and refining. Historical tableaus and interpretive signage portray the valley during the boomtown years while the forested hillsides, diverse wetlands, and trout streams illustrate the present tale of recovery. Oil Creek State Park has many recreational activities, including hiking, biking, and cross-country skiing trails that weave through the valley, complemented by self-guided tours and interpretive signage. The National Audubon Society also designates Oil Creek State Park as an “Important Bird Area” as it is home to over 20 species of breeding warblers and up to 34 warbler species in migration.

The Kennerdell Tract of Clear Creek State Forest is a 3,200-acre tract of land with six miles of shoreline along the west bank of the Allegheny River. Elements of the region’s history, from the last Ice Age to Native American use, to the farming, timber, iron making and oil industries can be found in this state forest. The state forest also offers hiking, mountain biking, horseback riding trails, cross country skiing, snow shoeing, primitive camping, hunting, and fishing. Canoe, kayak, and jetboat users on the Allegheny River can spend a night at the designated primitive camping area along the river.

The 23,000+ acres of state game lands within the OHR are a significant resource for hunters, trappers, anglers, hikers, horsecross-back riders, and bird and wildlife watchers. Five state game lands are located in the region: SGL 39, SGL 45, SGL 47, SGL 96, and SGL 253. SGL 39 and SGL 45 both have designated routes allowing horseback riding and mountain biking and the Sandy Creek Trail runs adjacent to SGL 39 and SGL 45. Pithole Creek, East Sandy Creek, Prather Creek, and Little Sandy Creek are all Approved Trout Waters designated by the Pennsylvania Fish and Boat Commission that run through state game lands.

Two Mile Run County Park, featured in Figure 8, is another exceptional recreation site located within Venango County. This 2,695-acre park provides a well-rounded recreational package in a single location. The park provides activities such as fishing, hiking, cross country skiing and ski rentals, miniature golf, camping, a beach with water toys and floats, “the world’s largest sandbox,” beach volleyball and canoe, pedal boat and rowboat rentals. Picnic pavilions, playgrounds, restrooms, and parking are available. Two Mile Run County Park has not yet finished the process of updating its trail system that will result in a total of 33 miles and more loop trails throughout the park. In 2003 the park suffered a microburst that damaged nearly 600 acres of the park’s forest, and is still completing the cleanup of fallen timber. The Oil Region Astronomical Society operates a public stargazing observatory in the park, including free monthly educational programs. Fishing is available at Justus Lake, a 144-acre
The park has overnight accommodations that range from tent camping sites to cottages.

Waterways
The Allegheny River is Venango County’s most significant river. It is fed by four significant tributaries, Oil Creek, French Creek, Sandy Creek, and Sugarcreek, which also constitute the runoff channels for five of the seven major drainage basins in the county. These waterways, shown in Figure 6, are major angling resources.

Fishing opportunities draw a large number of recreational users to the region. Angling in both warmwater and coldwater fisheries is rated as one of the top recreational uses in the region. Figure 5 shows the wealth of angling resources in the region, including over 56 miles of the Allegheny River and over 12 miles of warmwater fishing on French Creek; approximately 150 miles of Pennsylvania Fish and Boat Commission (PFBC) Approved Trout Waters (i.e., streams stocked annually with trout) or Class A Wild Trout streams; and 57 streams that sustain natural trout reproduction. In addition, Justus Lake in Two Mile Run County Park and Kahle Lake are designated Big Bass lakes by the PFBC and provide excellent fishing for bass and other species. Dennison Run, designated by the PFBC as a Wilderness Trout Stream, is contained almost entirely within the Kennerdell Tract of Clear Creek State Forest. This designation is based on “the provision of a wild trout fishing experience in a remote, natural, and unspoiled environment where man’s disruptive activities are minimized.”

The only significant navigational hazard on the Allegheny River within the county is the Oil City Rapids. Located under the Veterans’ Bridge in Oil City, these Class 3 rapids are the only rapids of any kind in the region. This approximately 300-foot stretch of rapids invites experienced kayakers, but is a concern to boaters, anglers and canoe paddlers. Currently, there are plans to place warning signs along the rapids indicating the potential dangers and to create a safe chute for boaters to use.

Wild and Scenic River
The Allegheny River is federally designated a Wild and Scenic River in the Recreational Category from the Kinzua Dam above Warren south to Emlenton, excluding the portion from Oil City to Franklin. This designation was based on the outstanding and remarkable values within the area that need to be protected or enhanced (Allegheny National Wild and Scenic River Management Plan, 1996). One of the identified values is the presence of aquatic, avian, and floral species and habitats of special concern within the river corridor. Also of extreme importance is the presence of a relatively undisturbed riparian ecosystem along the river. As recommended in the River Management Plan, these systems are critical in protecting the river and its habitats and should be conserved.

As described in the 1996 National Wild and Scenic River Management Plan, the portion of the Allegheny River from Tionesta to Emlenton is relatively undeveloped, in natural condition, and limited in access. Only six boat launches are currently located along the 49-mile stretch. The major recreation uses along this section are boating, canoeing/kayaking, boat fishing, shore fishing, and swimming. A scenic view of the river at the Kennerdell Overlook in Rockland Township provides what some consider the best view in Venango County.
Land Trails

Land trails include both rail-trails and hiking trails. Land trails within the region accommodate a wide range of recreational users including bikers, mountain bikers, hikers, inline skaters, horseback riders, and cross-country skiers. Figure 5 shows that over 50 miles of paved rail-trails are now completed within the region including the Samuel Justus Trail and part of the Allegheny River Trail from Oil City to Rockland Tunnel. The east-west Sandy Creek Trail is also completed and paved from the Allegheny River to Van, including the Deep Valley Tunnel, which has since been fully rehabilitated and made suitable for riding again. From Van to the Clarion Highlands Trail to the east, the trail is not graded but is passable and, according to the Allegheny Valley Trails Association (AVTA), is open for use. The portion of the trail to the west of the Allegheny River from the Belmar Bridge to State Route 8 opened in 2004 and is graded but does not have a paved asphalt surface, which is the standard that OHR, Inc. has set for rail-trails within the region. Continuing this section from State Route 8 to Polk, this portion of the trail is not graded but is passable according to AVTA.

The OHRNHA also has over 70 miles of hiking trails, mostly within Oil Creek State Park as shown in Figure 7, as well as in Two Mile Run County Park, and the Kennerdell Tract of Clear Creek State Forest. Mountain bikers also use some of these trails at Two Mile Run County Park and in the State Forest. In addition, horseback riders are welcome within designated routes in State Game Lands (SGL) 39 and SGL 45, and have also created their own informal riding network along Venango County’s unpaved roadways. Cross-country skiing is available on dedicated trails in Oil Creek State Park and along the Samuel Justus and Allegheny River Trails and in Two Mile Run County Park, which is the only public location with ski rentals.

Interpretive signage is located along the portion of bike trail within Oil Creek State Park (approximately 20 locations total) and at four locations along the stretch of the Allegheny River Trail in Oil City. These signs highlight features such as former boomtown locations, extant artifacts related to the oil industry, and other items of interest (e.g., railroads and a sewage treatment plant) to users of the trails. In addition, twenty-two interpretive signs are located along the Emlenton walking tour, and plans are underway for twenty wayside interpretive signs along the Titusville walking tour, a self-guided historic downtown trail. ORA intends to research, produce, and install additional interpretive signage along the expanded trail system and at trailheads and accesses as they are developed within the Oil Region.
Impacts

All alternatives include identical trail, recreational, and water access features, as these are all an integral part of the current Management Plan Update as defined in Alternative 1 - No Federal Action and would be incorporated into both Alternative 2 and Alternative 3. With the addition of as many as 100 miles of connected trails throughout the OHR, residents and visitors will experience major long-term beneficial impacts to regional recreational opportunities.

3.5. Socio-economic Resources

3.5.1. Area Demographics

Affected Environment

The Oil Region National Heritage Area includes Venango County and two municipalities in eastern Crawford County - the city of Titusville and Oil Creek Township. In the text below, reference to the “Oil Region” includes the population of the entirety of the above jurisdictions that comprise the Oil Region NHA.

Population and Age

The population of the Oil Region in 2000 was 65,591 according to the Bureau of the Census. This was a decrease of 2,293 persons or about 3.0 percent of the 1990 population. This population loss continues a trend of the last few decades. The population of the Oil Region has decreased by over 10 percent since 1980.

The populations of both the Oil Region and the Commonwealth of Pennsylvania are aging rapidly. The median age—an indicator for population age change—increased from 34.0 years to 38.0 between 1990 and 2000. In the Oil Region, over fifty-percent of the population is over 40, while only 24 percent of the population is under 18. If current patterns prevail, for the next ten years the population will continue to decrease, but the available workforce will remain constant. However, between 2010 and 2020, almost 19 percent of the state population and over 20 percent of the study population will reach 65 (the last of the baby-boomers) and the potential labor force will start to decline.

Households

There were 26,018 households in the Oil Region in 2000. Seventy percent of these households were considered to be families: 54.7% were married couples, 10.1% were female householders with at least one adult family member cohabiting, and 6.1% were female householders living with dependent children under 18. Of the 31% of households that were non-family in the study area, 13.1% were composed of single adults 65 or older.

Income

Income levels in the Oil Region since 1990 have increased quite favorably outpacing income growth in Pennsylvania. Since 1990 median family incomes increased over 40%, while Pennsylvania’s grew at 38%. Significant growth income levels included a 100% growth in families earning $50-75,000 annually and tremendous increases in those earning $75,000 or more. Although the number of families making less than $10,000 annually decreased since 1990, nearly 12% of the region’s families still fall into this poverty challenged income bracket. The median household income in the Oil Region in 1999 was $32,257, just 80 percent of the Pennsylvania median of $40,106. Since households are slightly larger in the
study area than the state average, per capita incomes are an even a lower percentage of the state average. This is a reflection of several factors: relatively high unemployment, a larger number of retired persons, a low labor force participation rate, and a high concentration of persons dependent on other sources of income.

Poverty
Poverty levels for Oil Region in 2000 were higher than in Pennsylvania. Of particular concern were the poverty levels of women who are single parents with very young children; nearly 70% of such households were considered below poverty. Families in general with young children have significantly less income than Pennsylvania families as a whole. Over one-third of families with young children were considered below poverty.

Education
Education is a primary measure of the quality and flexibility of a community’s labor force. In the post manufacturing, service-oriented economy of today, it correlates highly with income. Generally, the population of the region can be characterized as moderate advanced educational levels. Whereas in 2000 almost 82% of all persons over the age of 25 in Pennsylvania had high school diplomas, 81% of Oil Region’s residents possessed high school diplomas.

The disparity with the Commonwealth grows larger for college educations. Over 28% of the Commonwealth’s citizens over 25 years of age have attained an Associate Degree or higher, while 18.5% of the county’s residents have earned such an occurrence of advanced education. Reflected in this statistic are the employment opportunities available in the area. Furthermore, in 2000, 22.4% of state residents had completed at least a bachelor’s degree compared to only 13.1% of the region’s residents. The latter is of concern because many of the new jobs being created today require college educations; communities which are perceived to have a low attainment rate are often not considered for locations of high-tech or information service firms.

Occupation
In Pennsylvania in 2000, 32.6 percent of employed workers were classified as managers or professionals; by contrast only 25.7 percent of Oil Region workers were in this category. On the other hand all blue-collar production occupations in the Commonwealth comprise only 25.7 percent of the workforce, while locally this group is 33.7 percent. Sales and office workers were 27 percent of the state and 24 percent of the Region. Service sector workers, other than managers or sales and office workers, were 14.8 percent of the state total and 16.7 percent of the Oil Region workforce. Hence, the labor profile of the Oil Region is heavily weighted toward blue collar and service personnel and substantially below the state in managers and other white-collar occupations.

Impacts
One objective of the Oil Region National Heritage Area is to generate positive economic impacts for the entirety of the Oil Region, including Venango County, Titusville, and Oil Creek Township. These economic benefits can be created in a number of ways, including through increased numbers of visitors and increased visitor expenditures and through construction and/or preservation activities that create jobs and also serve as catalysts for additional area investment. Each conceptual alternative implies somewhat different characteristics in terms of potential for visitation and the resultant impact from visitor expenditures, as well as financial contribution to ORNHA’s sustainability.
**Alternative 1 - No Federal Action.** This alternative assumes no additional federal heritage funds for coordination, interpretation, preservation, and development purposes. Although many improvements are defined within this base alternative - including increased access to the Allegheny River, expansion of the recreational trail system, and enhancements to core interpretive sites, including the Drake Well Museum, the Oil Creek & Titusville Railroad, and Oil Creek State Park – it is possible and likely that such improvements may proceed at a more measured pace under **Alternative 1** than might be possible under the action alternatives. It is likely that these types of improvements would result in minor long-term beneficial economic impacts to the region, causing related effects on the region’s residents. Such impacts would be felt by increases in recreational and heritage tourist visitors, as well as through potential related indirect investments in historic properties and settings across the region, creating construction as well as permanent employment.

**Alternative 2 - Modify Current Plan to Address Opportunities Across the Region** would enable local and state funding to be supplemented by federal heritage funds, creating an expanded capability for preservation and related economic development activities. The increased scale of this alternative coupled with the availability of federal funds, in comparison to **Alternative 1**, would enable a more accelerated pace of development and would also support diverse project activities throughout the region, thus creating and maintaining more economic activity and job opportunity. This consistent positive activity will raise the region’s profile, attract more visitors, and increase visitor expenditure. The economic benefits to the region are likely to be moderate, long term, and beneficial.

**Alternative 3 - Modify Current Plan to Focus Preservation and Economic Development Activities on Historic District Communities and Corridors Linking Them** is an approach that meets the requirements of the NHA legislation and therefore ensures the availability of federal funding for preservation programs and plans. The focused resource appropriation efforts of this plan on urban core districts and linkages between them will contribute to preservation and interpretation of the physical resources of the region’s economic centers, thus heightening their attractiveness to residents and visitors. By focusing attention on established centers, the ORNHA will benefit from other economic development initiatives launched in these urban cores, creating opportunities to attract more local and visitor-related economic activity to these centers. The likely economic benefits to the region and its people will be moderate, long term, and beneficial.

### 3.5.2. Tourism and the Visitor Experience

**Affected Environment**

The ORNHA has a challenging market area, as its surrounding area (100-mile radius) has a relatively low density toward the center, with more dense areas to the north, west, and south, and a sparsely populated region to the east. The 2003 population of the Oil Region was estimated at 63,472, and is expected to shrink to 62,074, or 2.2% by 2008. Total population within a 100-mile radius of Oil City was about 6.6 million in 2003. Of this amount, only about 0.8 million, or about 12% fell within 50 miles of Oil City. Population density for the 0-to-50 mile radius segment was about 106 people per square mile, versus 246 people per square mile for the 50-to-100 mile segment, indicating that the outer segment is over twice as densely populated as the inner segment. Population of the 100-mile-ring surrounding Oil City is expected to decrease by about 1.5%, to roughly 6.5 million by 2008.
The metropolitan areas surrounding the Oil Region are experiencing similar population declines, with the biggest metropolitan population, Pittsburgh, declining by 1.5%; Erie, PA and Akron, OH declining by 1.2% and 1.7% respectively; while the populations in Cleveland and Youngstown remain relatively stagnant, declining just slightly by .2%.

With a relatively sparse population within the NHA area, participating in a broad regional trend of population aging and net negative growth, key daytrip markets lie in the 50-to-100 mile radius and beyond, primarily to the north, south, and west. Critical mass is therefore an issue if the region is to be successful in drawing from a market that is relatively distant. Overnight visitor markets are also relatively modest.

Visitor Use Patterns

Paid visitation at key OHR cultural/heritage attractions is modest, yet consistently strong given the relatively small core market. Paid annual visitation at the Drake Well Museum, the OC&T Railroad, and the Barrow Civic Theater typically each fall in the 15,000 – 20,000 range.

Visitation at key OHR recreation attractions is significantly higher than visitation at the region’s major cultural/heritage sites. For example, Oil Creek State Park is estimated in the 95,000 – 170,000 range, with large annual visitation swings largely in response to prevailing weather. Two Mile Run County Park estimated 2003 visitation of 125,000.

Major event participation (over a limited span of days) ranges from a reported 5,000 visitors for First Night ® Oil City to a reputed 80-90,000 for Franklin’s Applefest ®, with several other events in Franklin on the order of 10-15,000 people. These visitor numbers are not spread across the year, but are concentrated in small periods of time.

This relationship reflects the fact that outdoor recreation is in general a more popular activity than visiting museums or historical sites, and that fees are charged by the recreational facilities only for certain special events or particular activities, with most facilities provided free of charge. In the U.S., about 17% of all person-trips involve outdoor activities and 10% of all person-trips involve visits to national and state parks, while 14% of person-trips involve visits to historical places and museums.

Demographic information for OHR’s neighboring Metropolitan Statistical Areas (MSAs), in conjunction with average participation rates for popular outdoor activities, suggests that a significant outdoor activity market exists in the region. In addition, conversations with outdoor recreation clubs (hiking, biking, etc.) in eastern and central Ohio indicate that the Allegheny National Forest is a popular weekend destination for various types of outdoor recreation. Visitors traveling from Ohio to the Allegheny National Forest typically report traveling on I-80 or I-90 past the OHR to enter the forest from the south or north, where the forest boundary is relatively near to the interstate highway.

Infrastructure and/or marketing investments targeting this recreation market have been relatively successful to date in the Oil Region and, because of this factor, were an important element of the ORNHA plan to attract visitor interest. However, recreation travelers tend to spend less than cultural/heritage travelers, so attempts to pursue the recreation market should involve explicit strategies to maximize the value of each visit. On average, households taking historic/cultural trips spend $623 per trip, versus $539 per average outdoor activity trip and $457 for the average U.S. trip.
Impacts

As noted in Section 3.4.6, all Alternatives will include substantial expansion of the regional trail and recreational network, resulting in significant improvement of the regional visitor experience. The extent of such expansions plus the addition of interpretive content to these trails will expand visitor understanding of the region and the factors which have influenced its development, over time, resulting in a moderate beneficial impact to the visitor experience and potential improvement of the region’s attractiveness for visitors. The other major difference that may be reflected in impacts to the visitor experience would be that **Alternative 1 - No Federal Action**, includes a very modest investment in specific preservation programs and projects, and may have only a modest beneficial impact on the quality of environment and setting in the region’s core communities. However, for **Alternative 2 - Modify Current Plan to Address Opportunities Across the Region** and **Alternative 3 - Modify Current Plan to Focus Preservation and Economic Development Activities on Historic District Communities and Corridors Linking Them**, significant resources will be allocated to a broad-based pro-active preservation program, including technical and financial assistance. Both of these action alternatives should result in an increased level of attention to historic resources throughout the region, resulting in protection of core historic resources that contribute to the visitor experience and visitors’ understanding of local history. In addition to the positive impacts on the visitor experience and tourism expected from the recreational improvements noted above, both action alternatives should result in major beneficial impacts to the regional visitor experience, with Alternative 3 the more effective, because of its concentration of likely investment in historic core communities.

3.5.3. Land Use

Affected Environment

The NHA area is largely a rural, wooded area with low population density outside the major communities in the middle of the county – Franklin, Oil City, Cranberry Township, and Sugarcreek Borough – and the Titusville and Emlenton communities at the north and south extremities.

Residential

In step with the region’s population decrease, the housing stock has also decreased by .21% since 1990 (to a total of 26,904 units). The largest municipalities in the county—Oil City and Franklin—saw most of the housing decrease, while the offsetting increases were spread throughout fifteen townships and four boroughs, mostly a product of suburban and rural housing starts. The county’s 15.5% vacant housing rate is far above the state average (9.0%), but can be accounted for, in part, by the high number of seasonal units in the county (62.2% of the vacant units are seasonally occupied).

Commercial/Office/Retail

Commercial and industrial development continued to be a small part of overall growth in the NHA area. While the Oil Region Alliance continues to acquire new land for industrial growth, regional access is not ideal. Aside from the Interstate 80 corridor along the southern perimeter of the County, there is not an arterial network in place. While small businesses and manufacturing companies have proliferated throughout the rail and river corridors between Franklin and Oil City, they have done so without the benefit of regional access, although some businesses in the region, including in Titusville, take advantage of short line rail service.
The introduction of public utilities to the interchange area of Barkeyville (State Route 8) and Interstate 80 in the later 1990’s has increased the availability of land dedicated to industrial development, and similar infrastructure improvements are projected for the Clintonville interchange area. While these areas may attract development first because of access from Interstate 80 to regional markets, older industrialized areas of the County have relied on “adaptive reuse” and structural retro fitting to accommodate a changing industrial sector. Taken in the aggregate, however, a number of sites employing only a few people can have the same effect as one large facility, and have less of an impact on the existing public utilities and roadway network.

ORA’s economic development group is placing significant emphasis on attracting new industry and supporting existing businesses across the region. The Route 8 & 62 Corridor Project - one project outlined in the ORA Work Plan (2006) - is an initiative that could cross-cut economic development and preservation, including an analysis of multiple buildings along a corridor including Franklin and Oil City and prototype proposals to encourage private owners to undertake adaptive reuse.

Industrial / Mining

Some 1,019 acres in Venango County and Oil Creek Township are still mined, but this sector employs less than 1% of the county’s workforce. Of the other 12, 906 mined acres for which the Department of Mining Operations maintains records, 8,050 acres have been fully reclaimed, meaning that all holes have been completely filled in, the site has been planted, and all bonds have been released. An additional 113 acres are in the process of achieving reclaimed status. The remaining 4,650 acres are classified as bond forfeited, which means the operating corporation has abandoned the mine and left the state. The State of Pennsylvania has assumed responsibility for these sites and will ultimately ensure that these sites achieve “complete reclamation” status.

Agricultural

“Farms are a key piece of the Commonwealth’s heritage that contribute significantly to the state’s economy and help to define the landscape of many Pennsylvania towns. Farmland provides habitat for game and non-game species and it also provides open areas for rain and ground water to seep into underground rivers or aquifers, which in turn supply the water for year-round wells. As such, the large open spaces of a community’s agricultural area provide many, often intangible, benefits to a municipality’s citizens.” ³

Under the criteria defined for a 1972 survey of farmlands conducted by the Soil Conservation Service under direction of the United States Secretary of Agriculture, Venango County contains 103,585 acres of Prime Farmland and 118,090 acres of Additional Farmland of Statewide Importance. In total, there are 240,215 acres of Important Farmlands out of a total land area of 432,451 acres in the county.

From these figures, it is calculated that over half (55%) of the County’s land area is classified as “important farmland” and one-quarter of it can be labeled “prime farmland”.

The greatest amount of good agricultural land is found prominently in the northwestern corner of Venango County and the lower southern tier of the NHA area, with appreciable amounts also in Allegheny, Pinegrove, and Mineral Townships.

³ Venango County Plan: Section 6: p. 32
Institutional Uses

Clarion University—a mid-sized university of 6,000 students located in Clarion, PA—has a satellite campus located in Oil City that serves approximately 650 full and part time students each year. The school’s curriculum is geared towards educating first time and returning adult students in professional fields such as allied health, nursing, criminal justice, applied technology, early education, and legal business studies. The University of Pittsburgh also operates a campus in Titusville.

The delivery of healthcare in the Venango County region is just now emerging from a period of transition. University of Pittsburgh Medical Center now operates or is affiliated with both major hospitals in the region. After merging with the County’s previous health care provider and facility operator, Northwest Health System, UPMC closed the two small health care facilities in Franklin and Oil City and built a new $65 million hospital in Cranberry Township—UPMC Passavant Cranberry. In January 2006, Titusville Area Hospital, a hundred year old, 83-bed acute care facility with an ICU and 24-hour ER, reached an agreement with the University of Pittsburgh Medical Center Health Plan and is now a part of their growing network of contracted facilities and physicians.

Impacts

All the alternatives are likely to have minor beneficial impacts on long-term patterns of land use within the NHA area, as projects and investments will be intended to build on and reinforce existing characteristics of open spaces and built-up areas, but the emphasis on open space and recreational improvements will enhance existing land uses. Any of the alternatives may result in short-term minor adverse impacts to land use associated with project construction disruption.

3.5.4. Transportation

Affected Environment

Road System

Venango County’s overland transportation network evolved from Native American paths used for hunting and trapping and farm lanes that linked productive lands to emerging markets; these were all influenced by the county’s hilly topography and river basins. Interstate-80, which runs along the southern border of the NHA, is the only highway in the county that runs in an east-west direction. The other three major highways weave through the county, more or less diagonally. U.S. Route 62 runs through Franklin and Oil City and connects Mercer and Forest Counties. U.S. Route 322, which passes through Franklin, crosses the county from the northwest to the southeast to connect Crawford and Clarion Counties. State Route 8, which also passes through Franklin and Oil City before shooting north to Titusville, connects Butler and Crawford Counties.

Air

The Venango Regional Airport is located two (2) miles south of downtown Franklin and serves Venango County and other parts of Northwestern Pennsylvania. The airport is the primary business airport within the I-80/Erie corridor, and supports daily flights to Pittsburgh International Airport.

Rail
The Western New York & Pennsylvania Railroad operates the former Conrail route from Pittsburgh, northeast to Meadville and Oil City. It serves approximately eight (8) to ten (10) customers in the Oil City/Franklin area, including businesses in the former Pennzoil-Quaker State refinery in Rouseville.

Affiliated with the New York and Lake Erie Railroad and Trillium Railway Company, Ltd., Oil Creek and Titusville Lines (OCTL) began operating in 1985 between Rouseville and Titusville, and was formerly operated by Conrail. The OCTL has provided freight service between Rouseville and Titusville to thirteen (13) industrial businesses, ranging from hardwood lumber mills to plastic pipe manufacturing, on seventeen (17) miles of tracks between the two (2) communities. The OCTL is considered a line haul carrier, and connects with the Western New York & Pennsylvania Railroad at Rouseville, providing transportation for a variety of industries including hardwood lumber, plastic resins, sand, petroleum, wax and fertilizer.

The OCTL also operates passenger excursion service for the Oil Creek Railway Historical Society. The Oil Creek and Titusville Railroad (OC & T RR), a nonprofit organization, provides two and one half (2 ½) hour trips through the Oil Creek Valley to not only entertain, but also to educate travelers about the rich history of the valley. In addition to providing educational and historical tours, the OC & T RR also hosts murder mystery dinner and train rides, and seasonal rides for Easter, Halloween and Christmas.

Bikeways/Pedestrian paths

Within the OHR, trails are by far the most widely recognized recreational resource. The region’s trails not only encourage multiple recreational uses, but also provide an important link between towns and interpretive sites along the way. They also provide an enjoyable way for users of all ages and abilities to view scenic areas and wildlife. The trails in Venango County can be separated into two major categories: land trails and water trails. See Section 3.4.6 for a full description of these resources.

Public Transportation

Venango County operates and maintains a bus system called the “Go-bus.” The bus runs three routes: the Oil City route; the Franklin route; and the Inter-City route, which connects Cranberry, Franklin, and Oil City. The busses run every hour on the hour from 7:10 am to 5:30 pm. Taxi service is also available throughout the county, but this service is privately owned and operated and a substantially more expensive option. The Crawford Area Transportation Authority operates several fixed-route busses in the cities of Meadville and Titusville as well as a shared ride program that operates countywide and offers door-to-door service that is demand responsive to senior citizens and persons with disabilities. Titusville has two fixed-route busses that run hourly and serve community, retail, and residential destinations.

Impacts

The alternatives are likely to have small impacts on regional transportation within the NHA area, because of the large scale of the area and the relatively modest levels of visitation.

The long-term impacts of Alternative 1 - No Federal Action and Alternative 2 - Modify Current Plan to Address Opportunities Across the Region on transportation are likely to be negligible, although short-term adverse impacts may occur in connection with festivals, events, or other unique heritage-based activities.
Alternative 3 - Modify Current Plan to Focus Preservation and Economic Development Activities on Historic District Communities and Corridors Linking Them may have minor increases on local traffic in core areas, to the extent that revitalization and preservation efforts are successful, attracting additional businesses and visitors to core areas. However, it is unlikely that such impacts would be any greater than adverse, as traffic in these areas is unlikely to approach the levels that were associated with the period when each core area was more fully occupied and commercially active.

3.6. Cultural Resources

In Venango County and Titusville the preponderance of cultural resources resulted in the formation of the Oil Heritage Region in 2004 and its subsequent elevation to a National Heritage Area. Across the region’s landscape are unique natural and man-made resources that are intertwined with the history of the oil industry and its remarkable heritage of boom and bust, spoils, and recovery. The permanent effects of economic prosperity that the oil industry brought are most evident in the four largest communities of the region—Titusville, Oil City, Franklin, and Emlenton. Each of these areas features extant oil related settings, landmarks, and distinctive residential, commercial and industrial architecture.

3.6.1. Historic Resources

Affected Environment

The recognized historic resources in Venango County and Titusville are numerous, with six historic districts in the area’s four major cores—Emlenton, Franklin, Oil City, and Titusville—ten properties listed in the National Register, and one National Historic Landmark. In addition, there are nineteen properties determined eligible for the National Register. Table 9 includes a list of National Historic Landmarks, National Register Historic Districts, Individual Properties listed in the National Register, and Properties determined Eligible for the National Register. The location of these sites is shown in Figure 9.

Impacts

There are a significant number of nationally recognized historic resources within the NHA area; most are intimately connected with the history of oil, oil exploration, and oil-related prosperity. All alternatives recognize and build upon these resources, with varying effectiveness. Alternative 1 - No Federal Action would leave the coordination networks that have been established in the ORNHA over the past twelve years intact, allowing for continued implementation of the plan, but implementation would be limited due to the absence of federal funding support. Since this alternative includes significantly less allocation of funds to specific preservation activity support, this alternative would be likely to result in minor beneficial impact to historic resources as a whole, although some elements of the program are targeted for interpretive investments at various historic sites, which would experience major beneficial impact.

By meeting the requirements of the NHA legislation, Alternative 2 - Modify Current Plan to Address Opportunities Across the Region would ensure that federal funding would be available to support a diverse range of programs and policies that could be used throughout the ORNHA to support preservation and additional interpretive efforts at individual sites. This alternative’s opportunistic approach to preservation provides the flexibility to direct preservation resources and efforts toward the most worthy or the most urgent cases. The impact on historic resources throughout the region would be moderate, long-term, and
beneficial, although it would not necessarily be focused upon areas where such resources are clustered.

**Alternative 3 - Modify Current Plan to Focus Preservation and Economic Development Activities on Historic District Communities and Corridors Linking Them** also meets the requirements of the NHA legislation and therefore ensures the availability of federal funding for preservation programs and plans. The focused preservation efforts outlined in this plan would allow entire districts to benefit from preservation planning initiatives through development of guidelines or procedures that would be applicable to numerous structures with similar characteristics within a particular district, and would also likely result in targeting of financial and technical assistance to such districts. The impact of this alternative on the historic resources of the NHA area would likely be major, long term, and beneficial. However, this alternative allows for the possibility that other resources not located in core areas or within linkage corridors might not receive the same level of attention.
Table 6: Properties listed in or determined eligible for the National Register of Historic Places

### Venango County

<table>
<thead>
<tr>
<th>National Historic Landmarks</th>
<th>Drake Oil Well</th>
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<tr>
<td>National Register Historic Districts</td>
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<td>Enmorton</td>
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<td>Oil City North Side National Register Historic</td>
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<td>Pleasantville Borough</td>
<td>Allegheny Baptist Church</td>
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<td>President Township</td>
<td>Pithole Stone Arch Bridge</td>
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<td>Rockland Furnace</td>
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<td>Indian God Rock Petroglyph</td>
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<td>Scrubgrass Township</td>
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### Crawford County

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<tbody>
<tr>
<td>Properties individually listed in the National Register</td>
<td></td>
</tr>
<tr>
<td>Titusville</td>
<td>Titusville City Hall</td>
</tr>
<tr>
<td>Properties determined eligible for the National Register</td>
<td></td>
</tr>
<tr>
<td>Oil Creek Township</td>
<td>Titusville Waterworks</td>
</tr>
<tr>
<td>Titusville</td>
<td>Titusville Junior-Senior High School</td>
</tr>
<tr>
<td></td>
<td>U.S. Post Office</td>
</tr>
</tbody>
</table>
Figure 9

National Register Sites & Districts

Key Map
- NRHP Individually Districts and indicated listed properties
- NR Listed & Determined Eligible Properties
- National Historic Landmark
- Small Community Initiative

Note: Ind. properties within Titusville, Oil City, Franklin, and Emlenton shown on separate maps

Oil Region National Heritage Management Plan Augmentation and EA
Prepared for Oil Region Alliance of Business, Industry, and Tourism
Prepared by ICON architecture, inc
in association with Vanasse Hangen Brustlin, Inc.
Date: February 2006
3.6.2. Archeological Resources

Affected Environment

Two archaeological sites are officially designated in Venango County and listed in the National Register (see Figure 8): Indian God Rock Petroglyph in Rockland Township, and Pithole City Archeological Site in Cornplanter Township. The Indian God Rock Petroglyph Site is a massive, free-standing boulder seven meters long and four meters wide with carvings covering most of the west face. The rock face contains at least 56 glyph designs; most notable are glyphs Nos. 15 and 25, which are the only true American Indian representations of bows and arrows recorded in the petroglyph studies of the Ohio Valley. Pithole is an individual site managed by the PHMC, including visitor support facilities and on-site interpretation. Many other archeological opportunities exist across the region, including, for example, multiple boomtown locations in Oil Creek State Park, some of which have received detailed study and research.

Furthermore, many Native Americans inhabited the area prior to the mid 1800s. Notably, the Iroquois and Delaware Indian tribes populated the land along the Allegheny River and the French Creek.

Impacts

All of the alternatives would result in minor beneficial impact to archeological resources, inasmuch as improvements to listed archeological sites, such as Pithole, will be done in conformance with required procedures by the PHMC. Additionally, proposed improvements within Oil Creek State Park done by the state would adhere to similar protocols, but ongoing research on specific oil-related sites in the park may reveal details that can be interpreted for visitors and increase their understanding of the value of these archeological resources.

The area within the ORNHA is of great importance and sensitivity to the Seneca Nation of Indians (see section 4.2 for attached correspondence). There are no known sites of archeological importance, but further development must guard against the possibility of destroying or affecting archeological resources.

3.6.3. Other Cultural Resources

Affected Environment

There are many other historic and cultural resources in the region that are culturally significant. These resources include museums, interpretive parks, festivals, performances, and other unique resources that add to and celebrate the historic fabric of the region. Below is a list and brief description of such resources in Venango County. The location of each site or event listed below is marked on Figure 10. These sites include, but are not limited to, the following:

- **Drake Well Museum** *(Oil Creek Township, Venango County)*. Drake Well Museum tells the story of the beginning of the modern oil industry with orientation videos, exhibits, operating oil field machinery, and historic buildings in a park setting. The museum hosts a
variety of special events, educational programs, memberships, volunteer, and shopping experiences on site for visitors to enjoy.

- **Oil Creek State Park** *(Cherrytree and Cornplanter Townships, Venango County).* Oil Creek State Park encompasses 7,096 acres along Oil Creek, north of Oil City, in “the valley that changed the world.” The park seeks both to preserve the dramatic natural beauty of Oil Creek and its surrounding environs and to tell and interpret the story of the development of the early petroleum industry by interpreting oil boomtowns, oil wells and early transportation. The park includes hiking and biking trails and hosts the Oil Creek and Titusville Railroad, which runs through the park.

- **Pithole Historic Site** *(Cornplanter Township, Venango County).* The Pithole Historic Site is the site of an oil boomtown originally settled in 1865 and, at its peak, home to 15,000 people; three years later, in 1868, the town had been completely abandoned. There is currently a museum and interpretive walkway on the site.

- **Oil Creek and Titusville Railroad** *(from Perry Street in Titusville, Crawford County to Rynd Farm in Venango County).* The OC&T Railroad originates in Titusville and runs along Oil Creek through the scenic Oil Creek State Park, where it terminates at Rynd Farm. The scenic ride lasts two and one half hours and stops at several points of historic interest, including Drake Well, Petroleum Centre, and Rynd Farm.

- **Coal Oil Johnny House,** *(Rynd Farm, Cornplanter Township, Venango County).* This house belonged to John Washington Steele (1843-1921), more commonly known as "Coal Oil Johnny," who was the oil boom's prodigal prince. John inherited the estate, which included well royalties of $2,000 to $3,000 per day, when his adopted mother died and he became incredibly wealthy, seemingly overnight. After several long stretches of heavy drinking and poor management, he declared bankruptcy, lost the estate, and moved his family to the Midwest.

- **The Venango Museum of Art, Science and Industry** *(Oil City, Venango County).* This museum is a private, non-profit general museum that offers a combination of permanent and changing exhibits. Annual offerings include musical and performance programs, summer children's programs, regional art shows, tours to historic sites, lectures, and a changing annual "hands on" science exhibit for children.

- **DeBence Antique Music World** *(Franklin, Venango County).* This museum houses an extensive collection of automatic music machines spanning two centuries. The collection includes nickelodeons, intricate, beautifully tuned music boxes, created by nineteenth-century German and Swiss craftsmen, and merry-go-round band organs, among others.

- **Barrow Civic Theatre** *(Franklin, Venango County).* This meticulously rehabilitated theatre is on Franklin’s main street and offers a variety of performances ranging from local productions to out-of-town attractions.

- **Dan Hardesty’s Wild West Museum** *(Franklin, Venango County).* This museum houses a represents a very large private collection of Wild West memorabilia and antiques.

- **Tyred Wheels Museum** *(Pleasantville, Venango County).* This museum houses the unique, lifetime collection of cars and memorabilia of Gene and Cora Burt. The collection includes over 5,000 die-cast cars, old toys, and antiques and attracts visitors from all over the world.
• **Venango County Historical Society** *(Franklin, Venango County).* Visitors to the Venango County Historical Society will see a wide array of interesting artifacts and memorabilia, including clothing, household furniture, tableware and other unique items that tell the story of Venango County. The Society houses a collection of Native American crafts. There is also a genealogical library tracing the roots of some Venango County inhabitants.

• **Pumping Jack Museum and Historical Association** *(Emlenton, Venango County).* This small museum has been developed by local collectors and includes exhibits and artifacts related to the oil and gas history of the area located in the Crawford Center, an adaptively reused former school building.

Additionally, various performances, events, and festivals are important regional traditions. These include theatrical performances of materials written about the oil industry, such as “*Oil On the Brain,*” “*Melba, the Toast of Pithole*” and other pieces based on Oil Region history, the **Annual Oil Heritage Festival** in Oil City, the **Titusville Oil Festival**, and **Applefest**, held each fall in downtown Franklin.

**Impacts**

All of the alternatives would result in moderate to major beneficial impact to regional cultural resources, inasmuch as many of the interpretive improvements that are part of all options are focused on many of these sites and their general settings. The degree of benefit will vary at each venue, depending on the specific scale of improvement defined in the plan.
3.7. **Environmental Justice**

Pursuant to Title VI of the Civil Rights Act, agencies must ensure that programs or activities receiving federal financial assistance that affect human health or the environment do not directly, or through contractual or other arrangements, use criteria, methods, or practices that discriminate on the basis of race, color, or national origin. Agencies must analyze the environmental effects including human health, economic, and social effects, of its actions including their effects on minority communities and low-income communities.

All three alternatives will positively affect the economic welfare of the general population. To the extent that an alternative creates more job opportunities it will have a beneficial effect for minority/low income populations. None of the alternatives would have disproportionate impacts on this segment of the population. **Alternative 1 - No Federal Action** may result in slower implementation, because of the fact that no federal heritage funds would be forthcoming, and may result in fewer opportunities for revitalization and job creation for underserved populations.

**Alternatives 2 and 3** both incorporate more comprehensive preservation programs that commit larger resources to these efforts and would be more likely to have larger opportunities for job opportunities that could have a major, long term beneficial impact for minority and low income populations, as compared to **Alternative 1**.

3.8. **Irreversible and Irretrievable Commitment of Resources**

Adoption of any of the alternatives for the Oil Region will require the commitment of funding, personnel time, and materials to implement elements of the plan, as well as commitment of assistance from local, state, and federal agencies. It is unlikely that such use of these resources will have a significant adverse effect upon their availability in the future. Additionally, the general thrust of all options is towards community revitalization, heritage tourism, and expanded recreational use; none of which are focused on the development of vacant lands or the removal of historic or other existing uses or properties.

There is some potential in **Alternative 1** for historic resources to get lesser attention due to lower allocated budgets to this goal and the absence of federal heritage funding and involvement. To the extent that some resources are overlooked or could not be addressed in a timely fashion, they could potentially be irreversibly committed to other uses in the future.

3.9. **Relationship between the local short-term use of the environment and the maintenance and enhancement of long-term productivity**

The combined emphasis in all alternatives on expanded recreational tourism and use, coupled with expanded interpretation of heritage resources, may lead to increases in visitation to sites and areas within the NHA area over the short and long term. Such increases could, if substantial, result in slight deterioration of highly visited sites, although such utilization should be able to be addressed with normal maintenance. Moreover, to the extent that increased utilization lead to an improved business and investment climate, it has the potential to improve long-term economic conditions within the area and to cause positive impacts.

The recognition associated with all options of heritage sites may not cause short-term preservation; however, over the long-term higher visibility of the area, particularly under
Alternatives 2 and 3, will likely lead to improved prospects for preservation and revitalization, strengthening the local economy and viability of its core areas.

Construction along trails and at heritage venues may cause temporary disturbances to natural resources, increase noise or air pollution levels, or affect traffic and parking near population centers. Such impacts would be temporary and would expect to result in long-term benefit for the affected sites and their adjacent settings.

3.10. Energy Requirements and Conservation Potential

The emphasis within the Oil Region on hiking and bicycle trails is likely to encourage additional use of non-motorized transport and to have a positive effect on energy conservation for both visitors and residents.

Aspects of the plan that may have an effect on energy consumption include historic rehabilitation and other construction activities, increased visitation to the extent that it leads to additional traffic and automobile usage, and possible encouragement of travel between heritage venues.

3.11. Secondary and Cumulative Impacts

The augmentation of the Oil Region Plan is one of several current initiatives in this area that seek to invest in community assets and to attract more visitors to the region. For example, the parallel initiatives of the Oil Region Alliance in economic development and tourism have the potential, coupled with heritage initiatives, to produce regional positive cumulative effects. Such effects could include expansion of revitalization and community reinvestments efforts in the region’s core areas. Similarly, the Allegheny Valley Trails Association continues to work to expand the recreational opportunities throughout the region and has already achieved great success and contributed to cumulative positive effects with efforts of OHR, Inc. over the years. No adverse cumulative impacts are anticipated.

3.12. Unavoidable Adverse Impacts

No unavoidable adverse impacts are anticipated as a result of any of the alternatives considered in the Oil Region plan. Inasmuch as the plan is largely programmatic in scope, consideration of subsequent site-specific actions may require consideration of such impacts at a later date.
4. Consultation and Coordination

4.1. Planning process

The 2004 Plan Update was completed over a six (6) month period with intensive engagement with the OHR, Inc. Board, key stakeholders, and the public, including public meetings at key points in the process and regular interaction with the OHR, Inc. Board and a Management Plan Update Steering Committee. For the ORNHA Plan Augmentation, a similar process was followed, working with the Oil Region Alliance of Business, Industry, and Tourism.

The process started with over a dozen stakeholder meetings, located in all the principal communities of the region with a wide list of invitees to identify key issues, concerns, and ideas.

The work was organized around a series of three public meetings, each advertised in local media and supplemented with follow-up mail and e-mail invitations to current and prior participants. Interspersed and coordinated with these meetings, the consultants reviewed findings and proposals with the ORA staff, the Heritage Advisory Council, and its committees.

- The first public workshop was held in December 2005 to present the schedule and work plan as well as to identify concerns about the plan and its impacts. This meeting served as the “scoping” meeting for the Environmental Assessment.
- The second public workshop, held in February 2006, presented initial findings regarding the preservation element of the plan as well as alternatives for review and comment.
- At the third public workshop, held in May 2006, final recommendations were presented prior to publication of the Plan Augmentation and the highlights from the Environmental Assessment were shared with the public.

Additionally, the consultant team, with review and oversight from ORA staff, prepared a project website (www.oilheritage.com) where general information about the process was available and where interim study documents were posted to enable review and comment by the public.

The notes from all the public workshops are attached.

4.2. Agency contacts

Key contacts included:

- Joe Brancato, Department of Environmental Protection, State of Pennsylvania, Meadville Office, information about water quality testing procedures in Venango County.
- Greg Czarnezki, Office of Conservation Science, Department of Conservation and Natural Resources, Harrisburg Office.
- Robin Myers, Service Representative, Knox Department of Mining Operations, information about mining in Venango and Crawford Counties.
- Kathleen Mitchell, Seneca Nation Tribal Historic Preservation Officer, information about Sacred Sites.
- Kierstin Carlson, Conservation Data Manager, Western Pennsylvania Conservancy, information on endangered and threatened species.

Additionally, the correspondences from Ms. Mitchell and Ms. Carlson are attached.
To: File

From Jonathan Lane

Subj: Public Meeting, on Oil Region National Heritage Area Management Plan
       Held at Parish Hall, Christ Episcopal Church, Oil City

Date: December 14, 2005

Purpose of the presentation was to introduce the Management Action Plan Augmentation for
the Oil Region NHA and to receive comments on environmental impacts of concern for the
Environmental Assessment and to review scope of the update and solicit comments on that
topic.

Attendees

Marilyn Black, ORA                       Lois McElwee, Oil City and ORA
Barbara Zolli, Drake Well Museum        Neil McElwee, Oil City
Peter Samuel, National Park Service    Bill Bowen, Oil City
Larry Puleo, Allegheny Valley Trails   David Strickland, Architect
Association                             Kim Harris, ORA
Sonja Hawkins, Oil City Council         Jonathan Lane, ICON
Margo Mong, Oil City                    Rita Walsh, VHB
Clarence Pelaghi, Oil City

Notes

1. Marilyn Black introduced the Management Plan Augmentation and highlighted reasons
why this is being done.

2. Peter Samuels of NPS explained NPS role, general process concerns, and the current
situation where NPS resources to support the 14 NHA’s in the Northeast region are
highly competitive. These areas are not owned nor managed by the U.S. Government.
This includes the second NHA established and the majority of the 27 that have been
designated nationally. Once designation occurs, appropriations come with cooperative
agreements through the NPS. The legislation requires several beginning steps, including
approval of the Management Plan by the Secretary of the Interior.

3. Jonathan Lane and Rita Walsh presented an overview, with a recap of elements of the
2004 Plan Update, topics of concern for the NHA Plan augmentation, and request for
scoping comments of topics of environmental impacts of concern about the plan. Lane
emphasized that this amendment would be a “tune-up” of the 2004 Update, not
“trading it in for a new model.” Augmentation needs to consider changes since the 2004
Update and elements required by NHA legislation, particularly preservation.

4. Comments on environmental impacts of concern:

   a. Will riparian zones on rivers and creeks be considered? EA should mention that any
      waterside projects should include proper erosion control, protection from run-off,
      and comply with any state permit requirements.

   b. Will plan recommend preservation of landscapes, especially those along rivers? Plan
      should include sensitivity to protection of ridge lines. Do cell phone towers have to
      be so visible? Why not make them look like derricks, or hide them inside steeplers?
This is somewhat a general planning topic for communities, although suggestions could be made to county or planning agencies to review zoning provisions. Criteria could also be incorporated into requirements of partners receiving NPS $. An example is the mouth of Oil Creek. Municipalities may want to protect viewscape.

c. Need to be aware that property rights movement people are fearful of any NHA doing land management policies. ORNHA is prohibited from interfering with or preempting local zoning.

d. Include concern for public access.

5. Comments on preservation:

a. Upgrade technical assistance by ORA staff and subcontractors.

b. Include access to groups such as the National Trust and others.

c. Some NHA’s do rehabilitation guidelines; others encourage historic district overlays and provide assistance with specific or model ordinances. Some NHA’s have staff who advise on rehabilitation and have architects either on staff or under contract to advise in these matters.

d. NPS Cultural Resources program can help with training sessions; thus strengthening local capacity.

e. Property owners need guidance in accessing help, applying for tax credits, etc.

f. Provide assistance to owners, investors, and architects thinking about new infill construction within historic districts.

g. Oil-related occupations and cultural groups should be encouraged to tell their stories.

h. Consider rehabilitation of the Annex of National Transit – Oil City Civic Center is opening a small museum in this space to deal with history of National Transit Company.

i. Lane commented that most NHAs set the vision of desired quality and then structure incentives to encourage economic development that meets preservation goals and vision.

6. Comments on Partnerships in the plan:

a. Share a grantwriter as an example of technical assistance.

b. More actively encourage entities outside the boundaries to participate in ORNHA (e.g. – for non property based programs or activities)

c. Mention explicitly that in 2008 ORA will conduct a feasibility study of enlarging boundaries of ORNHA.

d. Explicitly indicate that education and other events and publications can and will involve settings outside ORNHA.

e. What is lacking is active Heritage Development – plan is heavily weighted towards recreation. The “still living” towns in the region are, in actuality, oil boomtowns – Pleasantville, Plummer, etc. – and maybe ORA should identify and promote them as such. Perhaps something broader based, using whole communities. Consider
tiny Volant Village and its retail as a tourist mecca for quaintness of specialty gift shops, etc. This would combine preservation, development, promotional, and entrepreneurial potentials. Tell oil history not just in the museums. Perhaps combine with OHR “training house.” This would relate to the designated driving tour. Ex – Dempseytown teacher did a local history booklet. Community visioning has been done in Oil City and Franklin, but not in the smaller communities.

f. Recreation – in Oil City please revise routing of bike trail so it does not share West Front Street.
To: File
From: Jonathan Lane
Subj: Public Meeting, on Oil Region National Heritage Area Management Plan
Franklin Emerging Technology Center of Franklin Industrial and Commercial Development Authority

Date: February 16, 2006

Purpose of the presentation was to introduce the Management Action Plan Augmentation for the Oil Region NHA and to receive comments on environmental impacts of concern for the Environmental Assessment and to review scope of the update and solicit comments on that topic.

Attendees
Marilyn Black, ORA
Gary Hutchison, Venango County Commissioner
Sue Smith, Venango County Commissioner
Betty McElhatten, Franklin Historic Preservation Association
Ronnie Beith, FICDA
Greg Finch, WKQW Radio
Deb Lutz, ORA
Lahr Shawgo, doing research on transportation in PA
Gage Allam, Historic Franklin Preservation Association
Debbie Frawley, Venango County Regional Planning Commission
Barbara Zolli, Drake Well Museum
Neil McElwee, ORA and Oil City
Jonathan Lane, ICON
Rita Walsh, VHB

Notes
1. Jonathan Lane of ICON and Rita Walsh of VHB presented status report as introduction to the meeting – including a Powerpoint show that highlighted major points of preservation program and explained the alternatives.

2. Consultants should be aware that there is a research group doing an inventory of open wells.

3. Inventory maps will be posted on the web shortly by the consultants; attendees were encouraged to comment on them to identify additional resources.

4. Venango Planning Commission plans to do a countywide inventory of historic resources that will emphasize rural resources.

5. Question - is bio-diesel at site of Rouseville refinery feasible? Jon Lane commented that this was beyond the scope or expertise of the consultants for OHR assignment. All refinery structures were demolished – the 2004 plan had mentioned saving the smokestack.

6. Will NR and NR eligible properties be incorporated into the ORNHA data base? These properties are already listed on the map and will be identified in the report. However,
the only eligible properties will be those that are so identified by PHMC. This list does not guarantee that there will not be more eligible properties in the future.

7. Request made to add McCintock #1 be added to the maps. ICON not clear that this is NR eligible and will check.

8. Alternative 3 may be contradictory to other projects in the county, as they are in process of doing economic priorities that are countywide.

9. There is a problem with getting tourists out to remote site like Pithole. It was noted that the site attracts 4k visitors per year.

10. Alternative 3 driving routes and trails connect all key areas; meaning that Alternative 3 actually includes many resources.

11. In Alternative 3, Emlenton and other core communities are close to other areas of the county. This would provide the opportunity to do higher “impact” projects in these locations that would still benefit nearby areas.

12. Every community could find a building to preserve. Would like ORA $ to be available to assist in courthouse expansion, etc. Portions of Franklin Historic District are threatened – demolition is a possibility for the Orpheum Theatre. Owner is no longer listing this property with the realtor. If it ends up being demolished she wants either sympathetic architecture or preservation of façade.

13. Jon Lane noted that draft sections on alternatives and preservation are available for comment and will be placed on the web. Attendees should feel free to send comments on these to Marilyn Black.
To: File
From: Jonathan Lane
Subj: Public Meeting to review Environmental Assessment topics and Augmentation to ORNHA Management Action Plan
Titusville Towne Square, Titusville, PA
Date: May 17, 2006

Jonathan Lane and Rita Walsh presented an overview of the alternatives considered, environmental assessment of these alternatives, and proposed elements of the proposed Management Action Plan Augmentation. A draft of the Environmental Assessment (EA) has been placed on www.oilheritage.com for participant review. After NPS finishes its internal review period, the Environmental Assessment can be formally advertised and a thirty-day comment period will be initiated. Following the review and acceptance of the EA, the Management Plan can be finalized and submitted for acceptance.

Attendees
Michael Allyn, Titusville Redevelopment Authority
Holly Best, Oil Creek State Park
Marilyn Black, ORA
Leah Carter, Titusville Planning Commission and Titusville Renaissance, Inc.
Lynn Cochran, Titusville Chamber
Mark Gorman, PA Environmental Council
Mike Henderson, ORA
Jim Holden, Allegheny Valley Trails Association
Deb Kapp, Take Pride/Arts Revitalization
Neil McElwee, ORA
Jonathan Lane, ICON architecture, Inc.
Lee Mehlburger, Take Pride/Arts Revitalization
Peter Samuel, National Park Service
Betty Squire, ORA
Rita Walsh, Vanasse Hangen Brustlin, Inc.
Barbara Zolli, Drake Well Museum

Comments and Questions:
1. Question: For specific trail and other access or development projects, will a site specific EA still have to be conducted?

Answer: Yes, especially if such projects are in vicinities where the presence of endangered or threatened species is suspected or significant archeological resources are present.

2. Question: In the summary table of environmental impacts, Open space and Recreational Impacts are shown as major positive impact. Yet the same chart indicates a Negligible Impact on land use. Doesn’t that seem to be contradictory?
Answer: The intent of the chart was to indicate the Management Plan Amendment will not influence zoning or land use planning, which is prohibited under the NHA legislation. However, it is correct that the improvement of open space and recreational opportunities will have a positive impact of land use.

3. Question: It seems that open space preservation and conservation has not previously been a goal of OHR, Inc; however, the MAP Amendment seems to indicate that this is being suggested under ORA. For example, the Amendment recommends overlooks and protection of cultural landscapes.

Answer: Federal legislation to establish the ORNHA prohibits using NHA funds for land acquisition. However, donation and/or easements can be made & received by ORA.

4. Question: How closely will NPS and/or DCNR hold ORA to budgets defined in the plan?

Answer: It was remarked that actual federal appropriations vary yearly and the number of total NHA’s may also change over time, affecting availability of funds. There are currently pending proposals to create 18 new NHA’s, although no one could predict how many of these would be implemented. Additionally, NPS recognizes that the budgets defined in the MAP Amendments are best approximations made at the current time and that needs and priorities may change over time.

5. Comments and discussion about budgets:

a. The budgets contain reasonable assumptions and projections that ORA will use for overall planning and grant manship. Items are not subdivided by funding source of by fiscal year. Budgets are review from year to year and the overall budget is viewed as a flexible document.

b. ORA uses the overall budget estimates to review with state and federal legislators to illustrate goals and explore not only NPS funding but also other federal and state sources.

c. Other ORA programs and funding streams may influence budget.

d. At 5-year point it would be good to review carefully and adjust to new opportunities.

e. To date, trail construction costs have mainly come from federal highway funds, plus some OHR, Inc., ORA, and DCNR funds. Those all look good for continued new grants. AVTA, ORA, and other project partners will continue to be aggressive with these sources in the future.

f. NHA designation is helpful as a magnet for other federal dollars. ORA refers strongly to NHA designation in every grant application that is submitted.
Caitlin Bowler  
ICON Architecture, Inc.  
38 Chauncy Street  
Boston, MA  02111

March 27, 2006

RE:  Species list for Oil Region National Heritage Area

Dear Ms. Bowler,

The attached excel file contains the list of the species in the area you delineated in your email of March 14, 2006 according to the heritage program database. For each species on the list, the global and state heritage rarity ranks, the official federal and state status, the suggested state status, and the current database tracking status are given, along with the date the species was last documented in the area.

The database is only used at this time for tracking rare species in the state, although it does contain information on some species that were until recently considered rare, but have been determined to be more abundant than originally thought. The column titled “Tracked as Rare in PA” is the column that differentiates the species currently recognized by the Pennsylvania Natural Heritage Program as rare in the state (Y) from those that are not (N) and those that we are not sure about (W).

The global and state heritage ranks are assigned by the international heritage network and the state heritage program respectively. They are defined in the attached document entitled “all rank def,” along with the official federal and state status codes. The suggested state status (PBS Status in the excel table) is assigned by the Pennsylvania Biological Survey: a group of experts in each taxa who collectively make listing and ranking suggestions to the state. A separate attached document entitled “Pennsylvania Biological Survey Suggested Status Definitions” is provided to explain the various codes used.

There are also several exceptional value streams (as defined by Ch. 93 of the PA Code) in the area, but these were not included in the table. Please let us know if you would like that information as well.

PNHP CLAUSE

Pennsylvania Natural Heritage Program (PNHP) maintains a site-specific information system that describes significant natural resources of Pennsylvania. This system includes data descriptive of plant and animal species of special concern, exemplary natural communities and unique geological features. PNHP is partnership of the Department of Conservation and Natural Resources, The Nature Conservancy, and the Western Pennsylvania Conservancy.

The information provided is confidential due to the sensitivity of the species to disturbance, landowner privacy, and authorship. The data have been provided to you at no charge as a conservation partner to better protect species of special
concern in Pennsylvania. The data are not to be distributed without prior written permission from the PNHP program. This information is provide for use in this single project and may not be applied to future projects without updates from the PNHP database.

This response represents the most up-to-date summary of the PNHP data files and is good for one year. However, an absence of recorded information does not necessarily imply actual conditions on-site. A field survey of any site may reveal previously unreported populations.

Please call (412-586-2314) or email me (kcarlson@paconserve.org) with any questions regarding this response. Thank you for your request.

Sincerely,

Kierstin Carlson
Conservation Data Manager
Western Pennsylvania Conservancy/ Pennsylvania Natural Heritage Program.
March 1, 2006

Ms. Caitlin Bowler
Icon Architecture, Inc.
38 Chauncy Street
Boston, Massachusetts 02111

RE: Oil Region National Heritage Area, PA

Dear Caitlin,

Our office has determined that the region included within the above referenced National Heritage Area (ORNHA) is both highly sensitive and of great importance to the Seneca Nation of Indians. Although the draft Environmental Assessment plan is available online, we request that a copy be forwarded to our office for review.

Please note that pursuant to Executive Order 13175 (Consultation and Coordination with Indian Tribal Governments), government to government consultation is a requirement. Because of the significance of the ORNHA, our office is requesting consultation opportunities as well as continued updates regarding any associated plans for this area.

Respectfully,

[Signature]
Kathleen Mitchell,
Tribal Historic Preservation Officer
5. Preparers

5.1. Consultant Team

ICON architecture, inc.
Jonathan Lane AIA AICP, Principal
Ahmed Kaddoum, Graphic Support
Kevin Losso, GIS and Mapping Support
Caitlin Bowler, Research Assistant
Richard Perkins, Graphic Design and Web Maintenance
Levi Tofias, Research Assistant
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T: (617) 451-3333
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Vanasse Hangen Brustlin, Inc.
Rita Walsh, Senior Preservation Planner
101 Walnut Street
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Watertown, MA 02471
T: (617) 924-1770
F: (617) 923-2336

5.2. Client

Oil Heritage Alliance of Business, Industry and Tourism
Randy P. Seitz, President
Marilyn Black, Vice-President for Heritage Development
P.O. Box 128
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Oil City, Pennsylvania 16301-0128
T: (814) 677-3152
F: (814) 677-5206

National Park Service, Philadelphia Support Office
Peter Samuel, Project Liaison
200 Chestnut Street
Philadelphia, Pennsylvania 19106-2878
T: (215) 597-1848
F: (215) 597-5747
6. Bibliography

Management Plan/Other Studies and Articles


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Perez Ernest Farnet, *10-Year Plan for: Two Mile Run County Park*, 1999


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and associated studies:


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Oil Heritage Region, Inc. and National Trust for Historic Preservation, *Oil Heritage Region Driving Tour Booklet, Venango and Crawford Counties, PA*, 1999

**Other Reference**

Allegheny Valley Trails Association, *Recreational Trails in the Allegheny River Region*, no date


National Register Nomination Form, Indian God Rock Petroglyph Site, 1982

National Register Nomination Form, Pithole City, 1969

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Oil Heritage Region, Inc., *Oil City, Pennsylvania, Northside Residential Historic District Driving Tour*, 2002

Oil Heritage Region, Inc., *Oil City, Pennsylvania, Northside Historic District Downtown Walking Tour*, 2002

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Oil Heritage Region, Inc., *Discover Pennsylvania’s Oil Heritage*, 2002

Oil Heritage Region, Inc., *Calendar of Events 2003*


Visitor Brochures

Retail and attractions guides for Franklin, Emlenton, Titusville, Crawford and Venango Counties

Brochures for museums, cultural events, and resorts (Venango County Historical Society, DeBence Antique Music World, Cross Creek Resort, Inc., Franklin Civic Operetta Association, Tyred Wheels Museum, Drake Well Museum)

Recreation guides (canoeing, hiking and biking trails, fishing, golf)


Tourism

City of Franklin, *Welcome: Visit Downtown Franklin*, c. 2003

Gates, James, “2000 Survey of Visitors to Oil Heritage Region”, Oil Heritage Region, Inc.


Oil Heritage Region Tourist Promotion Agency, *The Oil Country Gazette*, 2003

Oil City Arts Council, *Come to PA’s Oil Valley to Celebrate the Arts!*, 2003


Strategy Solutions, Inc., *Oil Heritage Region Tourism Awareness Survey*, 2000

Websites

[www.victorianregion.com](http://www.victorianregion.com) (Website for NW Pennsylvania Victorian group – sponsors Victorian Architecture conference in area)

[www.drakewell.org](http://www.drakewell.org) (Website for Drake Well Museum)

[www.dcnr.state.pa.us/stateparks/parks/oilcreek.aspx](http://www.dcnr.state.pa.us/stateparks/parks/oilcreek.aspx) (Website for Oil Creek State Park)

[www.ochartscouncil.com](http://www.ochartscouncil.com) (Website for the Oil City Arts Council)

[www.oilregiontourist.com](http://www.oilregiontourist.com) (Website for the Oil Heritage Region Tourist Promotion Agency)

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[www.titusvillechamber.com](http://www.titusvillechamber.com) (Website for the Titusville Chamber of Commerce)

[www.visitcrawford.org](http://www.visitcrawford.org) (Website for Crawford County Convention and Visitors Bureau)

[www.franklinpa.net](http://www.franklinpa.net) (Website presents the Community Calendar, sponsored by the Franklin Fine Arts Council)

[www.twomile.org](http://www.twomile.org) (Website for Two Mile Run County Park)
Appendix C
Costs
<table>
<thead>
<tr>
<th>OHR Goals</th>
<th>Projects, by Type and Element</th>
<th>Unit</th>
<th># units</th>
<th>Cost/Unit</th>
<th>Cost</th>
<th>Design &amp; contingency</th>
<th>Loaded Cost plus 10% to account for escalation, 2004 - 2006</th>
<th>Subtotal, New Actions Recommended in Plan Update, by function</th>
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<tbody>
<tr>
<td>Recreation</td>
<td>Trails</td>
<td></td>
<td></td>
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<tr>
<td>Petroleum Centre to Rynd Farm</td>
<td>allowance</td>
<td></td>
<td></td>
<td>$2,800,000</td>
<td>25%</td>
<td>$3,850,000</td>
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<tr>
<td>Rynd Farm to Oil City</td>
<td>miles</td>
<td>6</td>
<td>$90,000</td>
<td>$540,000</td>
<td>25%</td>
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<tr>
<td>Tunnel to Emlenton</td>
<td>sq yd</td>
<td>12516</td>
<td>$13</td>
<td>$156,444</td>
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<tr>
<td>Pave Sandy Creek Trail/Deep Valley Tunnel</td>
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<td>Extend trail to Clarion County</td>
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<tr>
<td>Extend trail to Mercer County</td>
<td>miles</td>
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<td>$450,000</td>
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<tr>
<td>Extend All. River from Oil City - County Line</td>
<td>miles</td>
<td>20</td>
<td>$90,000</td>
<td>$1,800,000</td>
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<td>$2,475,000</td>
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<tr>
<td>Trailheads</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>$137,500</td>
<td></td>
</tr>
<tr>
<td>Emlenton</td>
<td>each</td>
<td>1</td>
<td>$25,000</td>
<td>$25,000</td>
<td>25%</td>
<td>$34,375</td>
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<tr>
<td>Kennerdell</td>
<td>each</td>
<td>1</td>
<td>$25,000</td>
<td>$25,000</td>
<td>25%</td>
<td>$34,375</td>
<td></td>
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<tr>
<td>near St. George</td>
<td>each</td>
<td>1</td>
<td>$25,000</td>
<td>$25,000</td>
<td>25%</td>
<td>$34,375</td>
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<tr>
<td>Dotter</td>
<td>each</td>
<td>1</td>
<td>$25,000</td>
<td>$25,000</td>
<td>25%</td>
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<td>Spur trails</td>
<td>To downtowns</td>
<td>refer to support Table H-3 (costs include escalation to 2006)</td>
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<td>$247,500</td>
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<td>To other destinations</td>
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<td>Bike Racks</td>
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<td>16</td>
<td>$450</td>
<td>$7,200</td>
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<td>$7,920</td>
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<td>Castways</td>
<td>each</td>
<td>5</td>
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<td>$515,625</td>
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<td>Watchable wildlife nodes</td>
<td>Six forest and river locations</td>
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<td>$150,000</td>
<td>$150,000</td>
<td>25%</td>
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<tr>
<td>River access points</td>
<td>Kennerdell</td>
<td>each</td>
<td>$35,000</td>
<td>$35,000</td>
<td>25%</td>
<td>$48,125</td>
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<tr>
<td>Oil City</td>
<td>each</td>
<td>1</td>
<td>$35,000</td>
<td>$35,000</td>
<td>25%</td>
<td>$48,125</td>
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<tr>
<td>Emlenton</td>
<td>each</td>
<td>1</td>
<td>$35,000</td>
<td>$35,000</td>
<td>25%</td>
<td>$48,125</td>
<td></td>
<td></td>
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<tr>
<td>Scenic overlooks</td>
<td>Per location</td>
<td>6</td>
<td>$20,000</td>
<td>$120,000</td>
<td>25%</td>
<td>$165,000</td>
<td></td>
<td></td>
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<tr>
<td>Economic Development and Tourism</td>
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<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>$580,000</td>
<td></td>
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<tr>
<td>Accomodations &amp; Hospitality</td>
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<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>$580,000</td>
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<tr>
<td>Provide financial assistance - grants</td>
<td>room</td>
<td>60</td>
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<td>$300,000</td>
<td>10%</td>
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<td>Seed funding for revolving loan fund</td>
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<td>$250,000</td>
<td>0%</td>
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<td>Mobile Boomtown Traveling Exhibit</td>
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<td></td>
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<td>$25,000</td>
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<td>Community Development</td>
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<td>Rouseville long-term development approach</td>
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<td>$50,000</td>
<td>$50,000</td>
<td>25%</td>
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<td>Community streetscape (Route 8/62)</td>
<td>allowance</td>
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<td>$250,000</td>
<td>$250,000</td>
<td>0%</td>
<td>$250,000</td>
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<td>Interpretation</td>
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<td>Interpretive Venues</td>
<td>Perry Street</td>
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<tr>
<td></td>
<td>OC&amp;TRR</td>
<td>refer to support Table H-2 (costs include escalation to 2006)</td>
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<td>$54,890</td>
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<tr>
<td></td>
<td>Venango Museum</td>
<td>refer to support Table H-2 (costs include escalation to 2006)</td>
<td></td>
<td>$7,700</td>
<td></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td></td>
<td>Drake Well Museum</td>
<td>refer to support Table H-2 (costs include escalation to 2006)</td>
<td></td>
<td>$8,630,600</td>
<td></td>
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<td></td>
<td>Rynd Farm</td>
<td>refer to support Table H-2 (costs include escalation to 2006)</td>
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<td>$137,775</td>
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<tr>
<td></td>
<td>Pithole</td>
<td>refer to support Table H-2 (costs include escalation to 2006)</td>
<td></td>
<td>$165,000</td>
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<tr>
<td></td>
<td>Pumping Jack Museum</td>
<td>refer to support Table H-2 (costs include escalation to 2006)</td>
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<td>$7,700</td>
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<tr>
<td></td>
<td>Matter Museum</td>
<td>refer to support Table H-2 (costs include escalation to 2006)</td>
<td></td>
<td>$165,000</td>
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<tr>
<td></td>
<td>Venango County Historical Society Museum</td>
<td>refer to support Table H-2 (costs include escalation to 2006)</td>
<td></td>
<td>$7,700</td>
<td></td>
<td></td>
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<tr>
<td></td>
<td>Other museum support</td>
<td>refer to support Table H-2 (costs include escalation to 2006)</td>
<td></td>
<td>$23,100</td>
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<tr>
<td>Oil Creek State Park</td>
<td>Petroleum Centre</td>
<td>refer to support Table H-2 (costs include escalation to 2006)</td>
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<td>$145,310</td>
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<tr>
<td></td>
<td>New and replacement waysides</td>
<td>refer to support Table H-2 (costs include escalation to 2006)</td>
<td></td>
<td>$188,650</td>
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<td>Supplemental Regional Archive</td>
<td>refer to support Table H-2 (costs include escalation to 2006)</td>
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<td></td>
<td>$265,375</td>
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<tr>
<td>Natural Gas Museum Study</td>
<td>refer to support Table H-2 (costs include escalation to 2006)</td>
<td></td>
<td></td>
<td>$55,000</td>
<td></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Waysides along recreational trails and resources</td>
<td>each</td>
<td>25</td>
<td>$3,500</td>
<td>$87,500</td>
<td>40%</td>
<td>$134,750</td>
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<tr>
<td>Allegheny River Trail</td>
<td>refer to support Table H-2 (costs include escalation to 2006)</td>
<td></td>
<td></td>
<td>$161,700</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Orientation Centers</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>$381,500</td>
<td></td>
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<tr>
<td>Titusville</td>
<td>allowance</td>
<td>1</td>
<td>$82,500</td>
<td>$82,500</td>
<td>40%</td>
<td>$127,050</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Oil City</td>
<td>allowance</td>
<td>1</td>
<td>$82,500</td>
<td>$82,500</td>
<td>40%</td>
<td>$127,050</td>
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<td>$82,500</td>
<td>$82,500</td>
<td>40%</td>
<td>$127,050</td>
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</tr>
<tr>
<td>Signage and wayfinding</td>
<td>refer to support Table H-2 (costs include escalation to 2006)</td>
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<td></td>
<td>$624,403</td>
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<tr>
<td>Total</td>
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<td></td>
<td>$33,200,396</td>
<td>$33,200,396</td>
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</table>
Table C-2: Cost Estimate of Interpretive Projects

<table>
<thead>
<tr>
<th>Location and Project Type</th>
<th>Unit Cost</th>
<th>Unit #</th>
<th>Design &amp; contingency</th>
<th>Loaded Cost, plus additional 10% to adjust for escalation 2004 - 2006</th>
<th>Subtotal</th>
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<tbody>
<tr>
<td><strong>Drake Well Museum</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>$6,630,600</td>
</tr>
<tr>
<td>Boom town exhibit and other development and construction</td>
<td>allowance</td>
<td>2006 PHMC / DWM current Capital Plans</td>
<td>$2,300,000</td>
<td>$2,300,000</td>
<td></td>
</tr>
<tr>
<td>Building modernization &amp; improvements to Collections Storage</td>
<td>allowance</td>
<td>2007 PHMC / DWM current Capital Plans</td>
<td>$2,700,000</td>
<td>$2,700,000</td>
<td></td>
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<tr>
<td>Research Center</td>
<td>allowance</td>
<td>2008 PHMC / DWM current Capital Plans</td>
<td>$1,640,000</td>
<td>$1,640,000</td>
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</tr>
<tr>
<td>Artifact preservation for exhibit</td>
<td>allowance</td>
<td>2006 PHMC current plans and NPS grant</td>
<td>$292,500</td>
<td>$292,500</td>
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<tr>
<td>McClintock Interpretive Project</td>
<td>allowance</td>
<td>2006 est. Friends of Drake Well plus other grant</td>
<td>$23,000</td>
<td>$23,000</td>
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</tr>
<tr>
<td>Auditorium Improvement</td>
<td>allowance</td>
<td>2006 Friends of Drake Well plus other grant</td>
<td>$1,000,000</td>
<td>$1,000,000</td>
<td></td>
</tr>
<tr>
<td>Entrance Building improvement</td>
<td>allowance</td>
<td>2006 PHMC plus other FDW fund-raising</td>
<td>$300,000</td>
<td>$300,000</td>
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<tr>
<td>Exterior grounds preservation and enhancement</td>
<td>allowance</td>
<td>1</td>
<td>200,000 $ / 200,000 $</td>
<td>25% $275,000</td>
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<tr>
<td>Self-guided tour booklet of entire museum property</td>
<td>allowance</td>
<td>10,000</td>
<td>2.50 $ / 25,000</td>
<td>40% $38,500</td>
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</tr>
<tr>
<td>CD/DVD audio tour of entire museum property</td>
<td>allowance</td>
<td>1</td>
<td>35,000</td>
<td>40% $53,900</td>
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<tr>
<td>each</td>
<td>allowance</td>
<td>1</td>
<td>5,000</td>
<td>40% $7,700</td>
<td></td>
</tr>
<tr>
<td><strong>Pithole City</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>$165,000</td>
</tr>
<tr>
<td>Develop updated interpretive plan for entire site</td>
<td>allowance</td>
<td>1</td>
<td>10,000</td>
<td>0% $11,000</td>
<td></td>
</tr>
<tr>
<td>Upgrade diorama</td>
<td>allowance</td>
<td>8</td>
<td>3,500</td>
<td>0% $30,800</td>
<td></td>
</tr>
<tr>
<td>Modify diorama to integrate moving elements</td>
<td>allowance</td>
<td>1</td>
<td>20,000</td>
<td>40% $30,800</td>
<td></td>
</tr>
<tr>
<td>Use photo of diorama to guide visitors on site</td>
<td>allowance</td>
<td>1</td>
<td>5,000</td>
<td>40% $7,700</td>
<td></td>
</tr>
<tr>
<td>Add audio experience and/or CD tour</td>
<td>allowance</td>
<td>1</td>
<td>25,000</td>
<td>40% $38,500</td>
<td></td>
</tr>
<tr>
<td>Upgrade interior exhibits to tell more provocative stories about the people</td>
<td>allowance</td>
<td>1</td>
<td>20,000</td>
<td>40% $30,800</td>
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</tr>
<tr>
<td>Develop new marketing brochure</td>
<td>allowance</td>
<td>10,000</td>
<td>0.50</td>
<td>40% $7,700</td>
<td></td>
</tr>
<tr>
<td>Install OHR linking kiosk to advertise other regional attractions</td>
<td>allowance</td>
<td>1</td>
<td>5,000</td>
<td>40% $7,700</td>
<td></td>
</tr>
<tr>
<td><strong>Oil Creek State Park</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>$109,120</td>
</tr>
<tr>
<td>Complete master interpretive plan for entire park</td>
<td>allowance</td>
<td>1</td>
<td>25,000</td>
<td>0% $27,500</td>
<td></td>
</tr>
<tr>
<td>Produce interpretive guide book for entire park</td>
<td>allowance</td>
<td>10,000</td>
<td>2.50</td>
<td>40% $38,500</td>
<td></td>
</tr>
<tr>
<td>Develop better signage at trailheads, linked to guides</td>
<td>allowance</td>
<td>8</td>
<td>3,500</td>
<td>40% $43,120</td>
<td></td>
</tr>
<tr>
<td><strong>Petroleum Centre station area</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>$145,310</td>
</tr>
<tr>
<td>Develop exhibit panels to focus on a single theme</td>
<td>allowance</td>
<td>4</td>
<td>3,500</td>
<td>40% $21,560</td>
<td></td>
</tr>
<tr>
<td>Develop interior exhibits that focus more attention on diorama</td>
<td>allowance</td>
<td>1</td>
<td>25,000</td>
<td>40% $38,500</td>
<td></td>
</tr>
<tr>
<td>Install and show Visitor Center introductory film at the station</td>
<td>allowance</td>
<td>1</td>
<td>7,500</td>
<td>0% $8,250</td>
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</tr>
<tr>
<td>Add audio experience and/or CD tour</td>
<td>allowance</td>
<td>1</td>
<td>25,000</td>
<td>40% $38,500</td>
<td></td>
</tr>
<tr>
<td>Mark building outlines adjacent to station</td>
<td>allowance</td>
<td>1</td>
<td>25,000</td>
<td>40% $38,500</td>
<td></td>
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<tr>
<td><strong>Rynd Farm</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>$137,775</td>
</tr>
<tr>
<td>Prepare interpretive plan for entire site</td>
<td>allowance</td>
<td>1</td>
<td>10,000</td>
<td>0% $11,000</td>
<td></td>
</tr>
<tr>
<td>Plan interior exhibits to accommodate a small number of people</td>
<td>allowance</td>
<td>SF</td>
<td>150</td>
<td>40% $92,400</td>
<td></td>
</tr>
<tr>
<td>Watchable Wildlife platform</td>
<td>allowance</td>
<td>each</td>
<td>25,000</td>
<td>25% $34,375</td>
<td></td>
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<tr>
<td>Waysides on Rynd Farm, RR link, panels to serve larger groups</td>
<td>allowance</td>
<td>4</td>
<td>3,500</td>
<td>40% $21,560</td>
<td></td>
</tr>
<tr>
<td>each</td>
<td>allowance</td>
<td>1</td>
<td>5,000</td>
<td>40% $7,700</td>
<td></td>
</tr>
<tr>
<td><strong>OC&amp;TRR</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>$54,890</td>
</tr>
<tr>
<td>Update interpretive plan for stops and train ride</td>
<td>allowance</td>
<td>1</td>
<td>10,000</td>
<td>0% $11,000</td>
<td></td>
</tr>
<tr>
<td>Update audio tour with first and second person interpretation</td>
<td>allowance</td>
<td>1</td>
<td>10,000</td>
<td>40% $15,400</td>
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</tr>
<tr>
<td>Update brochure racks to connect sites on a map</td>
<td>allowance</td>
<td>1</td>
<td>3,500</td>
<td>40% $5,390</td>
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</tr>
<tr>
<td>each</td>
<td>allowance</td>
<td>10,000</td>
<td>2</td>
<td>15,000</td>
<td>40% $23,100</td>
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<tr>
<td>Update marketing strategy to determine media that best attracts riders</td>
<td>allowance</td>
<td>each</td>
<td>part of first item above</td>
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<td></td>
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<tr>
<td><strong>Perry Street Station</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>$38,500</td>
</tr>
<tr>
<td>Install exhibits on railroad history</td>
<td>allowance</td>
<td>1</td>
<td>20,000</td>
<td>40% $30,800</td>
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<tr>
<td>Install OHR linking kiosk to advertise other regional attractions</td>
<td>allowance</td>
<td>each</td>
<td>5,000</td>
<td>40% $7,700</td>
<td></td>
</tr>
<tr>
<td><strong>Venango Museum of Art, Science and Industry</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>$7,700</td>
</tr>
<tr>
<td>Add gallery guides for special groups</td>
<td>allowance</td>
<td>1</td>
<td>5,000</td>
<td>40% $7,700</td>
<td></td>
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<tr>
<td><strong>Venango County Historical Society Museum</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>$7,700</td>
</tr>
<tr>
<td>Add gallery guides for special groups</td>
<td>allowance</td>
<td>1</td>
<td>5,000</td>
<td>40% $7,700</td>
<td></td>
</tr>
<tr>
<td><strong>Pumping Jack Museum</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>$7,700</td>
</tr>
<tr>
<td>Develop gallery guides for special groups</td>
<td>allowance</td>
<td>1</td>
<td>5,000</td>
<td>40% $7,700</td>
<td></td>
</tr>
<tr>
<td><strong>Mather Museum</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>$154,000</td>
</tr>
<tr>
<td>Exhibits</td>
<td>allowance</td>
<td>each</td>
<td>500</td>
<td>40% $154,000</td>
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<tr>
<td><strong>Allegheny River Trail</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>$161,700</td>
</tr>
<tr>
<td>Install interpretive signage at interesting sites</td>
<td>allowance</td>
<td>each</td>
<td>30</td>
<td>40% $161,700</td>
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<tr>
<td><strong>Oil Creek State Park</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>$188,650</td>
</tr>
<tr>
<td>New and replacement interpretive waysides</td>
<td>allowance</td>
<td>each</td>
<td>35</td>
<td>40% $188,650</td>
<td></td>
</tr>
<tr>
<td><strong>DeBence Antique Music World</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>$7,700</td>
</tr>
<tr>
<td>Support signage or exhibit to link to Oil and local events/people</td>
<td>allowance</td>
<td>1</td>
<td>5,000</td>
<td>40% $7,700</td>
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<tr>
<td><strong>Tyred Wheels Museum</strong></td>
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<td></td>
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<td>$7,700</td>
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<tr>
<td>Support signage or exhibit to link to Oil and local events/people</td>
<td>allowance</td>
<td>1</td>
<td>5,000</td>
<td>40% $7,700</td>
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<tr>
<td><strong>Dan Hardesty’s Wild West Museum</strong></td>
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<td></td>
<td></td>
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<tr>
<td>Support signage or exhibit to link to Oil and local events/people</td>
<td>allowance</td>
<td>1</td>
<td>5,000</td>
<td>40% $7,700</td>
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<tr>
<td><strong>Supplemental Regional Archive</strong></td>
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<td>$265,375</td>
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<tr>
<td>Feasibility study</td>
<td>allowance</td>
<td>SF</td>
<td>100</td>
<td>40% $265,375</td>
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<tr>
<td>Archive space</td>
<td>allowance</td>
<td>1,500</td>
<td>100</td>
<td>40% $231,000</td>
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<tr>
<td><strong>Natural Gas Museum</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>$55,000</td>
</tr>
<tr>
<td>Feasibility study</td>
<td>allowance</td>
<td>1</td>
<td>40,000</td>
<td>25% $55,000</td>
<td></td>
</tr>
<tr>
<td><strong>Oil Heritage Route</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>$86,240</td>
</tr>
<tr>
<td>Develop self-guided tour booklet for oil-related sites</td>
<td>allowance</td>
<td>1</td>
<td>15,000</td>
<td>40% $23,100</td>
<td></td>
</tr>
<tr>
<td>Develop CD/DVD self-guided driving tour</td>
<td>allowance</td>
<td>1</td>
<td>20,000</td>
<td>40% $30,800</td>
<td></td>
</tr>
<tr>
<td>Install interpretive signage at key sites on tour</td>
<td>allowance</td>
<td>each</td>
<td>3,500</td>
<td>40% $32,340</td>
<td></td>
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<td><strong>Signage and wayfinding</strong></td>
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<td>$624,403</td>
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<td>Region Entrance Identification</td>
<td>estimate</td>
<td>from Meeker Associates for OHR, Inc., June 2004</td>
<td>$97,127</td>
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<td>Tour Route Blaze and Guide</td>
<td>estimate</td>
<td>from Meeker Associates for OHR, Inc., June 2004</td>
<td>$49,875</td>
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<td>estimate</td>
<td>from Meeker Associates for OHR, Inc., June 2004</td>
<td>$104,008</td>
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<td><strong>Total</strong></td>
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<td>$10,862,763</td>
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<td>Location and Project Type</td>
<td>Unit</td>
<td># units</td>
<td>Cost/Unit</td>
<td>Cost</td>
<td>Design &amp; contingency</td>
</tr>
<tr>
<td>---------------------------</td>
<td>------</td>
<td>---------</td>
<td>-----------</td>
<td>------</td>
<td>----------------------</td>
</tr>
<tr>
<td><strong>Spur Trails to Downtowns</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>to Titusville</td>
<td>miles</td>
<td>0.5</td>
<td>$90,000</td>
<td>$45,000</td>
<td>25%</td>
</tr>
<tr>
<td>to Franklin</td>
<td>miles</td>
<td>1</td>
<td>$90,000</td>
<td>$90,000</td>
<td>25%</td>
</tr>
<tr>
<td>to Errington</td>
<td>miles</td>
<td>0.5</td>
<td>$90,000</td>
<td>$45,000</td>
<td>25%</td>
</tr>
<tr>
<td><strong>Spur Trails to Various Destinations</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>To Pithole City along Pithole Creek</td>
<td>Miles, new trail</td>
<td>6.25</td>
<td>$90,000</td>
<td>$562,500</td>
<td>25%</td>
</tr>
<tr>
<td>Along Route 8</td>
<td>Miles, trail on ex. Road</td>
<td>10.3</td>
<td>$40,000</td>
<td>$412,000</td>
<td>25%</td>
</tr>
<tr>
<td>Two Mile Run County Park</td>
<td>Miles, trail on ex. Road</td>
<td>7.6</td>
<td>$40,000</td>
<td>$304,000</td>
<td>25%</td>
</tr>
<tr>
<td>Franklin Line of French Creek Feeder Canal</td>
<td>Miles, trail on ex. Road</td>
<td>2.5</td>
<td>$40,000</td>
<td>$100,000</td>
<td>25%</td>
</tr>
<tr>
<td>Castle Rock</td>
<td>Miles, new trail</td>
<td>2.1</td>
<td>$90,000</td>
<td>$189,000</td>
<td>25%</td>
</tr>
<tr>
<td>Victory Furnace</td>
<td>Miles, new trail</td>
<td>1</td>
<td>$90,000</td>
<td>$90,000</td>
<td>25%</td>
</tr>
<tr>
<td>Historic Kennebunk location</td>
<td>Miles, trail on ex. Road</td>
<td>3</td>
<td>$40,000</td>
<td>$120,000</td>
<td>25%</td>
</tr>
<tr>
<td>Log Cabins</td>
<td>Miles, trail on ex. Road</td>
<td>1.4</td>
<td>$40,000</td>
<td>$56,000</td>
<td>25%</td>
</tr>
<tr>
<td>Bullion Furnace</td>
<td>Miles, new trail</td>
<td>1</td>
<td>$90,000</td>
<td>$90,000</td>
<td>25%</td>
</tr>
<tr>
<td>&quot;The Cold Springs*&quot;</td>
<td>Miles, new trail</td>
<td>0.5</td>
<td>$90,000</td>
<td>$45,000</td>
<td>25%</td>
</tr>
<tr>
<td>Horse shoe</td>
<td>Miles, trail on ex. Road</td>
<td>4.2</td>
<td>$40,000</td>
<td>$168,000</td>
<td>25%</td>
</tr>
<tr>
<td>From Franklin to Cochranon</td>
<td>Miles, trail on ex. Road</td>
<td>10</td>
<td>$40,000</td>
<td>$400,000</td>
<td>25%</td>
</tr>
<tr>
<td>From Franklin to Cochranon</td>
<td>Miles, new trail</td>
<td>4</td>
<td>$90,000</td>
<td>$360,000</td>
<td>25%</td>
</tr>
<tr>
<td>Freedom Furnace</td>
<td>Miles, new trail</td>
<td>1</td>
<td>$90,000</td>
<td>$90,000</td>
<td>25%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td></td>
<td></td>
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</tr>
<tr>
<td>Location and Project Type</td>
<td>Unit</td>
<td># units</td>
<td>Cost/Unit</td>
<td>Cost</td>
<td>Subtotal</td>
</tr>
<tr>
<td>---------------------------------------------------------------</td>
<td>------</td>
<td>---------</td>
<td>-----------</td>
<td>--------</td>
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</tr>
<tr>
<td><strong>Resource documentation assistance</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>122,500</td>
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<tr>
<td>Resource Inventory/Recordation Programs allowance</td>
<td>3</td>
<td>$2,500</td>
<td>$7,500</td>
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<tr>
<td>Historic American Building Survey/Historic American Engineering allowance</td>
<td>2</td>
<td>$10,000</td>
<td>$20,000</td>
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<tr>
<td>National Register of Historic Places/Determination of Eligibility Programs allowance</td>
<td>3</td>
<td>$5,000</td>
<td>$15,000</td>
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<td></td>
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<tr>
<td>Artifacts/Documents Cataloging and Conservation Program. allowance</td>
<td>3</td>
<td>$10,000</td>
<td>$30,000</td>
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<tr>
<td>Centralized Archives and/or Database allowance</td>
<td>1</td>
<td>$50,000</td>
<td>$50,000</td>
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<tr>
<td><strong>Planning assistance to communities</strong></td>
<td></td>
<td></td>
<td>465,000</td>
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<tr>
<td>Main Street Program year</td>
<td>5</td>
<td>$50,000</td>
<td>$250,000</td>
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<tr>
<td>Small Communities Initiative year</td>
<td>5</td>
<td>$25,000</td>
<td>$125,000</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Visualization program or charrettes allowance</td>
<td>3</td>
<td>$10,000</td>
<td>$30,000</td>
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<tr>
<td>Preservation plans or comprehensive plans with a preservation component allowance</td>
<td>3</td>
<td>$20,000</td>
<td>$60,000</td>
<td></td>
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<tr>
<td><strong>Building conservation technical assistance</strong></td>
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<td></td>
<td>99,000</td>
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<tr>
<td>Code Enforcement Training and Technical Assistance allowance</td>
<td>3</td>
<td>$5,000</td>
<td>$15,000</td>
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<td></td>
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<tr>
<td>Guidance on appropriate rehabilitation techniques</td>
<td></td>
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<tr>
<td>Exterior Paint Program allowance</td>
<td>3</td>
<td>$5,000</td>
<td>$15,000</td>
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<tr>
<td>Old Building Doctor Program allowance</td>
<td>3</td>
<td>$7,000</td>
<td>$21,000</td>
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<tr>
<td>Local Contractor/Building Professionals/Products Directory allowance</td>
<td>3</td>
<td>$1,000</td>
<td>$3,000</td>
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<tr>
<td>Old Building Fair or Expo allowance</td>
<td>3</td>
<td>$15,000</td>
<td>$45,000</td>
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<tr>
<td><strong>Education and recognition programs</strong></td>
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<tr>
<td>Cemetery Preservation Program year</td>
<td>10</td>
<td>$2,000</td>
<td>$20,000</td>
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<tr>
<td>Marker/Plaque Program year</td>
<td>10</td>
<td>$2,000</td>
<td>$20,000</td>
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<tr>
<td>Other preservation educational programs year</td>
<td>10</td>
<td>$3,000</td>
<td>$30,000</td>
<td></td>
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<tr>
<td><strong>ORA investment/partnership in rehabilitation projects</strong></td>
<td></td>
<td></td>
<td>720,000</td>
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<td>Pre-Development Assistance AND Reuse feasibility studies</td>
<td>5</td>
<td>$15,000</td>
<td>$75,000</td>
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<tr>
<td>This Old House program allowance</td>
<td>5</td>
<td>$20,000</td>
<td>$100,000</td>
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<tr>
<td>Loans and/or grants – with or without revenue recapture potential</td>
<td>10</td>
<td>$50,000</td>
<td>$500,000</td>
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<tr>
<td>Assistance with historic building tax credits</td>
<td>10</td>
<td>$3,000</td>
<td>$30,000</td>
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<tr>
<td>Specialty accommodations program preservation assistance</td>
<td>3</td>
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<td>$15,000</td>
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<td><strong>Regulatory tools to preserve cultural resources</strong></td>
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<td>47,000</td>
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<td>Demolition delay ordinance allowance</td>
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<td>$2,000</td>
<td>$2,000</td>
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<td>Local Historic District ordinance allowance</td>
<td>3</td>
<td>$5,000</td>
<td>$15,000</td>
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<tr>
<td>Conservation and other historic easements allowance</td>
<td>3</td>
<td>$10,000</td>
<td>$30,000</td>
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<tr>
<td><strong>Total</strong></td>
<td></td>
<td></td>
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