
CORRIDOR MANAGEMENT PLANNING AT A GLANCE

Corridor Management Plans (CMP) provide a comprehensive understanding of the route and the community's plans to preserve and enhance it. Corridor management planning is important to the designation process, as it provides the basis on which the National review panel can see how a road or highway possesses characteristics vital for designation as a National Scenic Byway or an All-American Road. These are living documents that show the strategies and efforts made by communities to preserve and enhance their routes.

It is not always necessary to create a corridor management plan from scratch. There are many existing planning documents (State, town, county, Federal) that already have identified and developed most of the information required for CMPs. Evaluate and use these planning documents then summarize them into brief but self-explanatory paragraphs. Attach copies of the pertinent documents, or appropriate pages, only when the information they contain is critical to the nomination during review.

Corridor management plans identify the location of the route and its corridor; describe the physical condition of the road and its safety; analyze and describe the intrinsic qualities and how they are to be managed and interpreted; identify the elements that are in place and are planned to meet the needs and expectations of both visitors and the local residents and businesses; describe how the route's promotion and marketing; and, finally, describe who, how, and when the local byway management group will implement plans and take responsibility for actions along the route. Following are the components that are strongly recommended for CMPs submitted with nominations for national designation.

LOCATION

- *Corridor Map (USGS or comparable quality)*
Show on the map the corridor boundaries (length and width), the location of intrinsic qualities (recognizing that the scale of the map may prevent you showing all details – just get in as many a possible), and the different land uses (what land within the corridor has been zoned by your county or town). USGS maps are recommended because they are available for the entire U.S. and provide excellent details of land forms and building locations.

PHYSICAL DESCRIPTION

- *General Review of Road (Safety) Narrative*
Discuss design standards concerning any proposed modifications (e.g., shoulder improvements, road widening, curve straightening) to the roadway. This discussion should include an evaluation of how the proposed changes may effect the intrinsic qualities of the byway corridor. Discuss how the shape (length & width) of the corridor was determined (as is shown on the map described above) by identifying why the endpoints were chosen and why the width is the same or variable along the length.
- *Highway Design & Maintenance Standards*
Provide a general review of the roadway's safety and accident record to identify any correctable faults in highway design, maintenance, or operation. The idea is to locate hazards and poor design that may be a problem for drivers who are not familiar with the route and identify the possible corrections. This information is typically available at the State DOT or from the State Police.

INTRINSIC QUALITIES

- *Intrinsic Quality Assessment*
Evaluate the intrinsic qualities as to which are of local, regional, or national importance, and identify their context within the areas surrounding them. There should be at least one substantive paragraph for each intrinsic quality identified.
- *Intrinsic Quality Management Strategy*
This narrative shows how the intrinsic qualities will be managed and identifies the tools that are used to do this (e.g., zoning, overlay districts, easements). Recognize that the level of protection for different areas along a National Scenic Byway or All-American Road can vary, with the highest levels of protection given to those sections with the most important intrinsic qualities. All nationally recognized scenic byways should, however, be maintained with particularly high standards, not only for travelers' safety and comfort, but also for preserving the highest levels of visual integrity and attractiveness.

For All-American Roads, the Corridor Management Plan must show that the protection tools are being **implemented** by the communities along the byway prior to designation

- *Interpretation Plan*
Describe plans that are in place, or are planned, within the communities along the byway (such as museums, seasonal festivals that interpret the culture, existing State historical markers) to interpret the significant resources of the scenic byway to visitors.

VISITOR NEEDS & EXPECTATIONS

- *Visitor Experience Plan*
List and discuss the efforts to minimize any intrusions on the visitor experience and identify the plans for making improvements to enhance that experience.
- *Development Plan*
Describe how existing development might be enhanced and new development might be accommodated while still preserving the intrinsic qualities of the corridor. For instance, this might be done through design review, land management techniques, and economic incentives, etc.
- *Commerce Plan*
Evaluate how to accommodate commercial traffic (logging trucks and farm vehicles) and access to businesses along the route, particularly services for the traveler, while ensuring the safety of sightseers in smaller vehicles, as well as bicyclists and pedestrians. Explain in paragraph format.
- *Sign Plan*
In paragraph format, demonstrate how the State will ensure and make the number and placement of highway signs (regulatory, directional, warning, and guide) more supportive of the visitor experience and will not get in the way of the scenery, but still be sufficient to help tourists find their way. This includes, where appropriate, signs for international tourists who may not speak English fluently. The State DOT Traffic Engineering office should have this information.
- *Outdoor Advertising Control Compliance*
In paragraph format, demonstrate that all existing local, State, and Federal laws on the control of outdoor advertising are being met. The State DOT Outdoor Advertising Compliance section should have this information.

MARKETING & PROMOTION

- *Marketing Narrative*
Describe how the National Scenic Byway will be marketed and publicized, what actions are in place and what is planned.
- *Promotion Plan (AAR requirement)*
Write a narrative on how the All-American Road will be promoted, interpreted, and marketed in order to attract travelers, especially those from other countries. Also, the agencies responsible for these activities should be identified.
- *Multi-Lingual Information Plan (AAR requirement)*
Write a paragraph addressing multi-lingual information needs, what is planned, and what is available for the international visitor.
- *Tourism Plan (AAR requirement)*
Write a narrative that describes how increased tourism will be accommodated, if this is projected. Describe how lodging and dining facilities, roadside rest areas, and other tourist necessities are in place or planned for the number of visitors persuaded to visit by the byway's designation as an All-American Road.

PEOPLE'S INVOLVEMENT & RESPONSIBILITY

While this section is the last, it is a "last-but-not-least" reminder that some group of people has to be involved and take care of the byway over time.

- *Public Participation Plan*
Discuss how on-going public participation will be achieved in the implementation of corridor management objectives.
- *Responsibility Schedule*
List all agency, group, and individual responsibilities (specific and general) who are part of the team that will carry out the plan. Describe the enforcement and review mechanisms and include a schedule of when and how you'll review the degree that those responsibilities are being met.