

## ELEMENTS OF A GOOD CORRIDOR MANAGEMENT PLAN

### **What Should a Corridor Management Plan Include?**

The Interim Policy for the National Scenic Byways Program (Interim Policy, Federal Register, Vol. 60., No. 96, May 18, 1995) states that the corridor management plan for a National Scenic Byway must include 14 items, with an addition three items that must be addressed for byways seeking designation as an All-American Road.

**Even if you aren't intending to seek national designation, you may want to consider including the following in your plan:**

**(1)** A map identifying the corridor boundaries and the location of intrinsic qualities and different land uses within the corridor.

**Tip:** On the map of the byway, show the corridor boundaries (length and width), the location of the primary intrinsic qualities, and the principle land uses and zoning classifications within the corridor. U.S. Geological Survey maps are recommended because they are available for the entire nation and provide excellent details of land forms and building locations (see <http://www.usgs.gov/>).

**(2)** An assessment of such intrinsic qualities and of their context.

**Tip:** Identify the primary intrinsic qualities along the byway, describe the resources that contribute to these qualities and their context within the surrounding areas, and evaluate which qualities are of local, regional, or national significance. There should be at least one substantive paragraph for each intrinsic quality identified.

**(3)** A strategy for maintaining and enhancing those intrinsic qualities. The level of protection for different parts of a National Scenic Byway or All-American Road can vary, with the highest level of protection afforded those parts which most reflect their intrinsic values. 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.

**Tip:** Describe how the intrinsic qualities will be managed and identify the tools that are currently in place or will be used to do this (for example, zoning, overlay districts, and easements).

**(4)** A schedule and a listing of all agency, group, and individual responsibilities in the implementation of the corridor management plan, and a description of enforcement and review mechanisms, including a schedule for the continuing review of how well those responsibilities are being met.

**Tip:** Create a list of responsibilities (specific and general) of all agencies, groups, and individuals who are part of the team that will carry out the plan.

(5) A strategy describing how existing development might be enhanced and new development might be accommodated while still preserving the intrinsic qualities of the corridor. This can be done through design review, and such land management techniques as zoning, easements, and economic incentives.

**Tip:** Identify what agencies or organizations will assist the byway with addressing these issues, and discuss methods and plans for implementation.

(6) A plan to assure on-going public participation in the implementation of corridor management objectives.

**Tip:** Discuss methods for how the public will participate (for example, public meetings, citizen representation on committees, and public task groups to assist implementing CMP objectives).

(7) A general review of the road's or highway's safety and accident record to identify any correctable faults in highway design, maintenance, or operation.

**Tip:** Work with the transportation experts that manage your road to obtain safety and accident records, and help locate hazards and poor design that may be problems for drivers who are not familiar with the route and identify the possible corrections.

(8) A plan to accommodate commerce while maintaining a safe and efficient level of highway service, including convenient user facilities.

**Tip:** Describe how commercial traffic and access to businesses along the route (including services for the traveler) will be accommodated while ensuring the safety of sightseers in recreational vehicles, as well as bicyclists and pedestrians.

(9) A demonstration that intrusions on the visitor experience have been minimized to the extent feasible, and a plan for making improvements to enhance that experience.

**Tip:** Think about what will add or detract from the visitor's experience while traveling your road. List and discuss the things that intrude on the visitor experience and identify the plans for minimizing those intrusions and making improvements.

(10) A demonstration of compliance with all existing local, State, and Federal laws on the control of outdoor advertising.

**Tip:** In paragraph format, demonstrate that all existing local, State, and Federal laws on the control of outdoor advertising are being met.

(11) A signage plan that demonstrates how the State will insure and make the number and placement of signs more supportive of the visitor experience.

**Tip:** Describe how the number and placement of highway and wayfinding signs will support the visitor experience and help tourists find their way to, from and along the byway while not obscuring or detracting from scenery. This includes, where appropriate, signs for international tourists who may not speak English fluently.

(12) A narrative describing how the National Scenic Byway will be positioned for marketing.

**Tip:** Describe how the byway will be marketed and publicized, what actions are in place, and what is planned.

(13) A discussion of design standards relating to any proposed modification of the roadway. This discussion should include an evaluation of how the proposed changes may affect on the intrinsic qualities of the byway corridor.

**Tip:** Discuss design standards concerning any proposed modifications to the roadway (e.g., shoulder improvements, road widening, curve straightening). Evaluate the likely effects of the proposed changes on the intrinsic qualities of the byway corridor. Discuss how the shape of the corridor was determined by identifying why the endpoints were chosen and why the width is the same or variable along the length, and where the affected intrinsic qualities are located within that corridor.

(14) A description of plans to interpret the significant resources of the scenic byway.

**Tip:** Describe methods that are in place, or are planned, to interpret the significant resources of the scenic byway to visitors (for example, museums, festivals, interpretive markers, and kiosks).

**In addition to the 14 points listed above, corridor management plans for All-American Roads must include:**

(1) A narrative on how the All-American Road would be promoted, interpreted, and marketed in order to attract travelers, especially those from other countries. The agencies responsible for these activities should be identified.

**Tip:** Identify the organizations or agencies responsible for these activities that the byway will be working with and describe plans to promote, interpret, and market the byway to attract travelers, especially those from other countries.

(2) A plan to encourage the accommodation of increased tourism, if this is projected. Some demonstration that the roadway, lodging and dining facilities, roadside rest areas, and other tourist necessities will be adequate for the number of visitors induced by the byway's designation as an All-American Road.

**Tip:** Describe how increased tourism will be accommodated, if this is projected. Include how lodging and dining facilities, roadside rest areas, and other tourist necessities are in place or are planned for the number of visitors persuaded to visit the byway as a result of designation. Include a description of partnerships and plans to address these needs.

(3) A plan for addressing multilingual information needs. Further, there must be a demonstration of the extent to which enforcement mechanisms are being implemented in accordance with the corridor management plan.

**Tip:** Write a paragraph addressing multilingual information needs, what is planned, and what is available for the international visitor. Identify what agencies or organizations will assist the byway to address these needs, and any plans that will be implemented.