



Review of a Corridor Management Plan (CMP)

NYS Scenic Byways Program NYSDOT
OFFICE OF THE ENVIRONMENT
LANDSCAPE ARCHITECTURE BUREAU
POD #4-1, 50 Wolf Road
Albany, NY 12232
(518) 457-6277
ScenicByways@dot.state.ny.us

[Note: this checklist is used by NYS Scenic Byways Program staff to determine if the components of a CMP have been met. This edited version does not display a second column that contains Acceptable and Non Acceptable check boxes and Comments.]*

Organization and Development

This review includes identification of a scenic byway sponsor, the development of community support, the development of a vision and goals statement, mapping of the corridor, the completion of a resource inventory, and the preparation of a comprehensive narrative.

1. Does the Corridor Management Plan have an Executive Summary?
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2. There must be an established local scenic byway committee or advocacy group sponsoring the nomination

The CMP makes it clear what the sponsoring scenic byway committee is (e.g. citizen’s group, not-for-profit, government agency as lead, incorporation) and that it has and will continue to provide the support needed for research; has overseen the inventory process; built public support; and prepared the corridor management plan.

Additional evidence of local support should include members of the committee and their representation; and evidence of ample opportunities for participation provided through meeting notices, invitations, etc.

3. There must be clear evidence that community consensus has been developed on the scenic byway nomination:

The nomination demonstrates a community consensus that has been developed and achieved for the proposed byway. Evidence should include letters of support from residents, local planning organizations, and chambers of commerce.

In addition, resolutions of support, passed by each locality’s governing body (e.g. county, city, town and village supervisors, legislative officials) should be included in the corridor management plan. These resolutions should indicate the jurisdictional government’s willingness to participate and confirm that they will not issue building permits or any other permits or other permissions to construct new outdoor advertising signs along designated scenic byways.

4. Byway Vision and Purpose Statements have been developed, clearly stated, and are reasonable

A vision and purpose statement is presented that expresses

- the reasons for seeking scenic byway nomination,
- what people want to see along the byway, and
- a corridor-wide expression of how the scenic byway will be viewed in the future.

The statement should be closely linked to the Byway’s theme. It should create a sense of identity, reputation and to serve as a point of origin for all the actions identified in the Corridor Management Plan.

5. Byway Goals and Objectives are articulated, clear and reasonable. They support the Byway’s vision and purpose.

The CMP should identify the goals to achieve the vision and purpose and path to CMP implementation.

Goals are manageable and not too abundant. If the CMP is a revision, it discusses goals and objectives detailed in previous version of the CMP, discusses which goals and objectives have been achieved along with which have not and why. Obstacles to achieving goals and objectives should be discussed and new goals and objectives should be evaluated against previous experiences.

6. A public involvement and information plan has been included.

The Public Involvement and Information Plan assures that the public and byway stakeholders remain involved and informed on the scenic byway, especially as the Corridor Management Plan is implemented.

The CMP documents not only the public involvement and information plan, but also the way the plan was implemented.

The Byway organization identified and reached out to stakeholders, including people, and organizations both within and outside the community to partner and collaborate with. The CMP includes documentation on public meetings and collaborations.

1. Identify the Corridor

The corridor has been described and depicted with appropriate mapping.

The final extent of the corridor encompasses all of the resources that were chosen to include.

2. Scale 1:24,000 Topographic Map

The nominated Scenic Byway is clearly identified and significant features, such as the cities, rivers, lakes, bike routes, etc. are shown. Significant resources identified during the inventory process and an index of photographs locations are also clearly presented.

Basemaps were obtained from the USGS topographical map series.

3. Scale 1: 250,000 Map

This map identifies the proposed scenic byway, major connecting routes, other modes of transportation and other nearby scenic byways.

Maps at 1: 250,000 scale were obtained from either the USGS or NYS Geographic Information Systems Clearinghouse.

4. Geographic Information Systems (GIS) and Global Positioning System (GPS) Information provided and/or available (optional)

GIS and GPS information were provided as an alternative to mapping.

1. The corridor’s proposed Intrinsic Qualities have been described. The Corridor Management Plan also describes how the proposed byway meets the criteria of each intrinsic quality.

The Intrinsic Qualities described are unique or representative of the area. The CMP includes descriptions of how this is achieved, relating the intrinsic qualities to the resources identified along the route.

The Corridor Management plan uses primary and/or secondary research to validate the choice of intrinsic qualities.

2. The Corridor Management Plan uses the *Building Your Byways from the Ground Up* document to describe how the byway meets each of the intrinsic qualities associated with the byway.

Scenic Quality is unique or representative of the area. Elements of a view fit harmoniously together. There is a fusion of elements that complement each other.

The criteria used to determine scenic beauty has been identified and the attributes used to determine scenic quality are described in detail. Scenic views are identified and mapped as resources.

Natural Quality includes resources that are relatively undisturbed by human interference, revealing the variety and splendor of the natural world.

Natural resources can be described as unique, distinctive, and/or irreplaceable and do not have to be beautiful.

Historic Qualities are derived from a story that the byway tells about the region, state or nation.

Historic events that occurred along the byway may include battles, the life of important figures, evaluation of transportation infrastructure, or growth of an artistic movement. The physical evidence of the historic event is present along the byway route. Historic resources are ideally themed or related

Cultural Qualities are more difficult to evaluate.

Look for distinctive settlement patterns, building styles, place names, stories, legends and ways that geography may have influenced them

Distinctive occupations, products, training, yearly cycles, land use patterns and material culture

Civic and religious buildings, institutions, customs, rituals and aspects of immigrant culture

Households, housing styles, foods, gender and age roles, family traditions

Folklore, music, customs legends, dance, drama, games, music, art, architecture crafts, dress, and costumes.

Archaeological Quality means that the resources are of scientific value, and that it is approachable and viewable by visitors.

Visible evidence of the archeological sites must be currently present and accessible.

Historic trails cannot be included unless intact and physical features still remain.

Archaeological features are verified by the Office of Parks, Recreation and Historic preservation

Recreational Quality can be discerned by documenting the various recreational activities that take place along the corridor. This includes outdoor sports such as hiking and skiing to passive enjoyment of the scenery and/or sitting and watching wildlife.

The recreational quality of the byway is distinctive and special and draw people from the surrounding area.

Recreational resources are related to the “specialness” of the region.

There are a variety of recreational resources that provide year-round activities.

1. The Resource Inventory format assures consistent information is provided for each resource.

Consistent information on each resource is presented.

Resources are identified as to type of intrinsic quality, e.g., historic, recreational, scenic, natural, archaeological, and cultural.

Mapping of resources was conducted as follows:

- The topographical base map is used to record inventory.
- The inventory resources are easily identifiable on the map(s) and include representative photos of the most significant resources and locations where photos were taken are identified on the map.

2. The information presented to identify the corridor clearly demonstrates how the Resource Inventory was used in the process of defining the corridor of the proposed byway.

The byway corridor is related to the resources identified along it. The resources relate the byway’s intrinsic quality(s) and are connected in some way.

1. The Narrative is brief, describes the overall corridor and expresses the thematic basis for the nomination.

The narrative identifies the unique qualities of the proposed scenic byway, reflects the diversity of the State, and describes the opportunities from a marketing perspective, for people to visit the proposed byway. The narrative includes a theme name of the proposed byway. The link between the resources and theme is very evident. The narrative provides a written level of detail that convinces the Advisory Board that the corridor represents an outstanding regional example of a theme.

2. The proposed scenic byway corridor location is clearly identified

The general location of the proposed scenic byway is identified within the state, as well as the specific route number or road name, length of designation, the corridor’s physical characteristics and the scenic byway’s beginning and end point

3. The proposed scenic byway’s relationship to the NYS Scenic Byways System is clearly stated

Travel patterns (connections, interconnecting routes, extensions, loops, etc.) identify what road visitors will likely use to reach the proposed scenic byway, and where they will go after their visit.

1. Vision Statement

The vision statement is included.

The vision statement relates to the byway’s theme.

The vision statement relates to the byway’s intrinsic qualities.

2. Goals

Unlike the broad and sweeping ideas contained in the vision, goals address initiatives that can be implemented through policy, management or consensus.

The goals suggest ways in which the vision will become a reality.

The goals are reasonable and are closely linked to the theme of the proposed scenic byway.

3. Objectives

The objectives are a realistic and specific series of actions that will be taken to achieve the desired goals. The objectives describe outcomes that are measurable.

There can be multiple objectives for each goal and the objectives might not all have the same priority or time frame of completion.

4. Public Participation

Sufficient evidence demonstrates that every opportunity has been taken to generate regional support and commitment to the designation during the development of the Corridor Management Plan. A scenic byway’s success can only be assured if local residents, business owners and public officials understand and support the designation.

The nomination demonstrates that a concerted effort to actively engage the public throughout the nomination process has been made. It is clear that public meetings were conducted that provided opportunities for supporters and opponents to comment on proposed designation (e.g., newspaper articles, public notices, etc.). Efforts to assure ongoing public participation by those interested in implementation and furtherance of the corridor management objectives are described.

5. Stewardship

The stewardship plan addresses the strategies, tools and techniques that will be employed to manage and enhance resources that distinguish the route. The stewardship strategy has sufficient community support to be successfully implemented and provide the needed management for the resources (e.g., conservation easements, education programs, historic district designations, etc.). Standards and management techniques that will be applied to the significant resources are identified and discussed. The stewardship strategy describes how existing and new development may be enhanced while managing the corridor’s significant resources. The stewardship strategy discusses the visitor’s experience, safety and comfort. The level of maintenance and management should be commensurate with the qualities of the corridor. In some cases, it may be adequate to simply continue existing regulations, policies, and economic incentives with a focus on scenic byway goals.

6. Tourism Development

The Corridor Management Plan should provide a basis explanation of the tourism potential for the proposed scenic byway. The tourism development plan summarizes how and to what degree the designation and promotion of the scenic byway is expected to improve the local economy. It should indicate whether the area is already serving the tourist or if tourism will be a new industry for the area. The tourism development plan identifies the visitor accommodations (e.g., gas, food, lodging, restrooms, emergency services, ATM’s, phones, parking, etc.) that are available along the corridor. The plan assesses whether the existing supply is adequate to meet the demand to be generated by the scenic byway. The plan also identifies other services that might be helpful to maximize the amount of time a visitor spends along the scenic byway. The tourism development plan describes how the intrusions on that experience will be minimized through efforts and techniques, such as training service people, etc.

7. Marketing and Promotion

New opportunities for a community may result from the increased exposure a scenic byway receives. The exposure can be gained in a number of ways, such as by targeted advertisement campaigns, installation of scenic byway signage, distribution of maps and trip planning brochures or developing pre-planned itineraries for bus tour companies. Marketing and promotion strategies for the proposed scenic byway are clearly outlined and defined. A strategy for monitoring the effectiveness of the marketing and promotion campaign has been developed and is included.

8. Intrinsic Qualities

The corridor’s intrinsic qualities have been identified and related to the byway’s theme, vision, goals, objectives, and resources.

9. Resources Interpretation

Locations for the placement of visitor centers, interpretive markers, interpretive brochure distribution points, and other planned interpretive opportunities are identified, discussed and recommended.

Resources are categorized by the intrinsic qualities they support.

Resources tell a story and communicate an experience.

Resources support the byway’s themes and reinforce the byway’s story

10. Financial Resources

The availability of financial resources needed to upgrade, develop, promote, and otherwise make the proposed scenic byway and its corridor available for its intended use is discussed, is reasonable and achievable.

11. Support and Implementation

A capable management entity responsible for the day-to-day coordination and advocacy of the scenic byway is established. The principal partners (e.g., highway departments, tourism agencies, chambers of commerce, county government, citizen groups, etc.) are identified, with a description of their degree of planned participation. Evidence of support and implementation includes letters of intent (i.e., commitment) from strategic partners in support of the nomination and to participate in the plan’s implementation are included, organizations with responsibility for the implementation of the plan are listed with their responsibilities identified, and an implementation schedule.

12. Signage Plan

The CMP includes a discussion of plans to accommodate national restrictions on outdoor advertising along the proposed byway.

The CMP includes verification and documentation that the jurisdictional governments the byway passes through understands that both State and Federal Byway designation prohibits new off-premise signage.

The CMP includes a sign inventory that includes all “off-premises” signs located along the byway route. The appropriate level of information has been provided.

Applicable standards for traffic control devices and recommended locations for tourist-oriented directional signs and reassurance markers are identified.

There is evidence that the agency responsible for highway maintenance has been contacted, that appropriate highway signage requirements have been reviewed

13. Transportation Safety

The corridor management plan identifies the potential safety, operational and maintenance impacts of the designation, their causes and mitigation measures. It should be more than a statement of current transportation safety concerns. There is evidence that the agency responsible for maintenance of the highway has been contacted, that appropriate highway design and maintenance standards, and safety and accident records have been reviewed, and that strategies are in place to ensure that an efficient level of highway service and user safety can be provided while maintaining the character of the scenic byway.

Potential improvements are identified (e.g., better drainage, shoulder improvements, etc.). Agreements to jointly review transportation safety with appropriate highway officials on an ongoing basis are in place. If the scenic byway corridor is served by rail services, car ferries, airports, buses, canals, or bicycles, the plan outlines how local and regional transportation planning agencies to these services and facilities as they relate to visitor access and use of the scenic byway are described.

Documentation supporting the scenic byway designation from the jurisdiction responsible for the roadway is required. Letters of support from the appropriate highway agencies are included.