

## Corridor Management Plans

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a. A corridor management plan, developed with community involvement, must be prepared for the scenic byway corridor proposed for national designation. It should provide for the conservation and enhancement of the byway's intrinsic qualities as well as the promotion of tourism and economic development. The plan should provide an effective management strategy to balance these concerns while providing for the users' enjoyment of the byway. The corridor management plan is very important to the designation process, as it provides an understanding of how a road or highway possesses characteristics vital for designation as a National Scenic Byway or an All-American Road. The corridor management plan must include at least the following:

- (1) A map identifying the corridor boundaries and the location of intrinsic qualities and different land uses within the corridor.
- (2) An assessment of such intrinsic qualities and of their context.
- (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.
- (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.
- (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.
- (6) A plan to assure on-going public participation in the implementation of corridor management 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.
- (8) A plan to accommodate commerce while maintaining a safe and efficient level of highway service, including convenient user facilities.
- (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.
- (10) A demonstration of compliance with all existing local, State, and Federal laws on the control of outdoor advertising.
- (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.
- (12) A narrative describing how the National Scenic Byway will be positioned for marketing.
- (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.
- (14) A description of plans to interpret the significant resources of the scenic byway.

b. In addition to the information identified in Paragraph 9a 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.
- (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.
- (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.