

Corridor Management Plans and the

“BIG QUESTIONS”



WHAT is a Corridor Management Plan?

A CMP is a “grassroots” driven document that provides a byway group with a roadmap for action.



It is developed at the **local level** by citizens along the byway in cooperation with stakeholders.

WHAT is a Corridor Management Plan?

The CMP serves as a planning guide for the balanced **preservation and promotion** of the byway.



It **documents** the local issues and desires for the byway, as well as the characteristics, resources, and special qualities of the road.

Considering Nomination?

A CMP is a mandatory requirement of the National Scenic Byways Program.



It will become the cornerstone of your application.

National Scenic Byway Program

CMP Requirements



If seeking national designation , a byway must address the **14 points addressed in the Federal Register Interim Policy.**

Check to see if your State or Tribe has specific CMP requirements.

The required elements:

1. Map
2. Assessment of IQ's
3. Strategies for maintaining IQ's
4. Schedule and responsibilities
5. Plan for development
6. Plan for Public Participation
7. Review of safety
8. Plan to accommodate commerce
9. Mitigation of impacts from added visitors
10. O.A Compliance
11. Plan for signage
12. Plan for Marketing
13. Plan for design standards
14. Plan for interpretation
15. Marketing and promotion outside of the U.S.A.
16. Plan to accommodate increased tourism
17. Plan for multi-lingual needs

Consult the Federal Register for the actual definitions.....

A Corridor Management Plan is **NOT**...

- A top-down land use regulation plan
- A mandated document that supersedes local authority
- A plan that restricts private property rights



A Corridor Management Plan is NOT...

- A plan that mandates regulations for viewsheds
- A plan to allow the DOT or the federal government to regulate land use outside the roadway right-of-way
- A list of mandated new taxes



Will someone tell us what color to paint our barn? (NO!!)

WHY Is it Important?

- Your CMP is a living document that reflects the communities plans and strategies to preserve, enhance, promote, and sustain the byway.

**The CMP is your
byway's roadmap
to success!**



WHAT does a good corridor management plan include?

The best CMP is one
that fits your needs
and addresses the
unique issues facing
your local byway
corridor.

*CMPs should be
unique for every
byway!*



The CMP Should Document...

- The **VISION** for the byway and the surrounding area
- An **INVENTORY** and **DOCUMENTATION** of the characteristics, features, and resources of the byway, including INTRINSIC QUALITIES
- A **PLAN OF ACTION** for implementing goals and strategies
- A **SCHEDULE** of partner responsibilities

Keep in mind...

1. The ***INTRINSIC QUALITIES*** of the byway.
2. The ***VISITOR EXPERIENCE***.
3. The ***BYWAY STORY***.



A CMP should answer 5 questions:

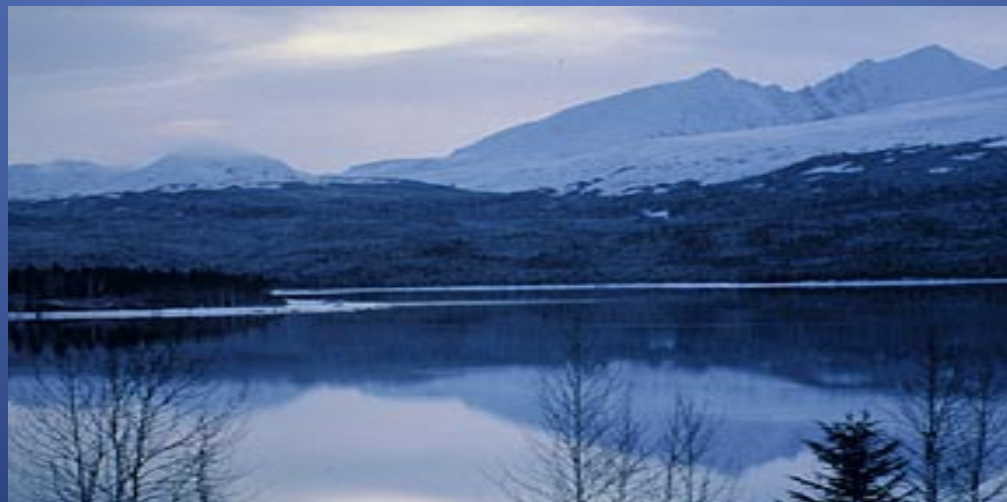
1. What are the byway's **CURRENT CONDITIONS**?
2. What are the **GOALS** for the byway?
3. What concrete **OBJECTIVES AND STRATEGIES** will move you toward achieving those goals?
4. Who will be **RESPONSIBLE** for carrying out the strategies and objectives?
5. When will each of the strategies and objectives be **IMPLEMENTED**?



Remember...

Your CMP is about

QUALITY *not* **QUANTITY**



WHO Should Be Included in the Development of the CMP?

- Communities along the byway
- All stakeholders
- Partner organizations
- Related experts



Development of your CMP

is as much about the

PROCESS as it is the ***PRODUCT***!

How do we pull it together?

- Look at your byway group's skills and talents.
- Identify your funding or technical needs.
- Create a plan of action to stay on track.



Grassroots development
Professional Assistance
NSB Grant or other funding

Community Involvement

- Involve *all communities* along the byway
- Form a *common vision* for the future of the byway
- Create “*buy-in*” and *support* for byway initiatives
- Create a *shared sense of ownership* for the byway



WHAT do we do with it once we have it?

- Refer to it often
- Use it as guidance for your byway efforts
- Share it with your partners
- Keep it as a “living document”

But most of all...



***DON'T LET IT SIT
ON THE SHELF
GATHERING DUST!***

WHO is going to put this plan into action ... and WHEN?

- Assigning responsibility for tasks among partners creates shared ownership for protecting and promoting the byway.

***“EVEN IF YOU ARE ON THE RIGHT TRACK,
YOU’LL GET RUN OVER IF YOU JUST SIT THERE.”***

- WILL ROGERS

Possible Byway Partners

- Chamber of Commerce
- Convention & Visitors Bureau
- Regional tourism group
- City/county/state government
- Tribal government
- Economic development group
- Attraction Council or attraction reps
- Resort association/lodging groups
- Merchant's association
- Regional Planning Commission
- Special project task force
- "Friends of . . ." group
- Natural resource management agencies (all levels)
- Lake association or harbor commission
- Historic Society
- Arts Council
- Universities/Extension
- Community service orgs
(e.g. Rotary, Lioness, VFW)
- Youth groups/Scouts
- Churches
- Financial Institutions
- Utilities
- Corporations & businesses
- Media

**Are there any other
questions?**

