



Corridor Management Plan for Scenic Byways: Elements of the Plan

Provided by NYSDOT

Visions and Goals Statement

"Vision" is a depiction of the byway in the future. "Goals" are the methods that will make the vision a reality.

Public Participation

For the byway to succeed, local residents, business owners and officials must understand and support the designation. Public participation usually involves public meetings, where both supporters and opponents of the byway can voice their opinions. The Corridor Management Plan (CMP) confirms that public participation has taken place and will continue to place in the future.

Stewardship

The CMP identifies measures that can be taken to protect and enhance the byway's resources. It outlines the responsibilities of the individuals and organizations who will contribute to the long term enhancement, conservation and promotion of the byway.

Tourism Development

Attracting tourism is often one of the reasons that byway designations are sought. Some planning is necessary to make sure that the byway benefits both the community and its visitors. The CMP discusses the current and projected level of tourism. It not only identifies the accommodations and services available to a visitor, but also the businesses and services that may improve a visitor's experience in the future.

Marketing and Promotion

Marketing and promotion are essential to the success of a byway. The CMP identifies strategies to make potential visitors aware of the byway, its resources, and its location. These strategies may include targeted advertising, signs or the distribution of brochures.

Resources Interpretation

The CMP pinpoints locations for information centers and interpretive markers that will educate visitors about the byway and its resources. Any other opportunities for interpretive displays or materials should be identified.

Financial Resources

The CMP discusses how development, stewardship, promotional and interpretive efforts will be funded. It identifies available funds and estimates how much more money will need to be secured. The sources of past, current

and potential future funding are identified as well.

Support and Implementation

To help meet and maintain the visions and goals, a management entity is often established to direct the day-to-day coordination and advocacy of the byway. The CMP identifies the people and organizations that will participate and their specific responsibilities. Also identified are people and organizations who are committed to assist in the implementation of the byway and the responsibilities they have accepted.

Transportation Safety

The CMP identifies any potential impacts that the byway may have on the safety, operations or maintenance of the road. It recommends any needed improvements, and furnishes a schedule to review safety issues with the appropriate highway and transportation officials.

Sign Requirements

The Corridor Management Plan sign requirements include: a documented understanding that the designation of State and National Scenic Byways includes a federal prohibition on new off-premise signs; Resolutions of Support from local government partners; and a sign inventory. Here is an Addendum to the New York State Scenic Byways Program Nomination Handbook Corridor Management Plan Requirements for additional guidance on these requirements: [The New York State Scenic Byways Program and Signs](#)

Ban on New Off-Premise Advertising Signs

The Corridor Management Plan must clearly indicate that the management entity for the byway is aware of the prohibition of new off-premise outdoor advertising signs on scenic byways on the interstate system or Federal-aid primary system and that local governments, as partners in the management of a scenic byway, are informed of this federal prohibition.

Resolutions of Support

The Corridor Management Plan must include Resolutions of Support from the local governments that are partners in the Scenic Byway. The resolutions obtained from the various local governments with jurisdiction along controlled roadways should indicate their willingness to participate and confirm that they will not issue building permits or any other permits or other permission to construct new outdoor advertising signs along designated scenic byways.

Sign Inventory

A Sign Inventory is also required to be included in the Corridor Management Plan. The inventory should include all "off-premise" signs located on controlled highways along the designated route of the scenic byway. Official highway signs and "on-premise" signs need not be included. Information provided in the inventory should include: the highway where the sign is located, a mile post marker or some other means of locating the sign on the highway, size of the sign, the advertiser and owner of the sign, and the date the inventory was prepared.