

# Ohio's Scenic Byway Guidelines

OHIO DEPARTMENT OF TRANSPORTATION



**TABLE OF CONTENTS**

**Program Overview**

Program Purpose.....2

Program Mission.....2

Program Background .....2

Intrinsic Resources.....3

Benefits of a Scenic Byway.....5

**Becoming a Scenic Byway**

Eligibility Phase.....7

Eligibility Application.....8

Background Assessment.....8

Criteria Assessments.....9

Corridor Visions and Initial Goals.....12

Eligibility Determination.....12

**Designation Phase**

Corridor Management Plan (CMP).....13

Designation Package and CMP Format.....14

Location and Corridor Description.....14

Corridor Vision.....14

Goals, Objectives and Strategies.....15

Existing Conditions Identification and Evaluation.....15

Protection Techniques.....15

Community Participation Program.....15

Action Plan.....16

**Implementation Phase**

Monitoring and Coordination.....17

Five Year CMP Update.....18

Criteria for De-Designation.....18

**Definitions/Acronyms.....19**

**Exhibits**

Ohio's Scenic Byway Map.....20

Eligibility Application.....21



## Ohio's Scenic Byway Guidelines

### 1.0 Program Overview

#### 1.1 Program Purpose

The Ohio Department of Transportation's Scenic Byway Program is a grassroots effort designed to increase the focus on Ohio's history and intrinsic resources. The intent of this program is to preserve, enhance and protect the states intrinsic resources for visitors and residents of the state by designation of highway, roads and streets as scenic byway corridors.

Through partnerships with communities, organizations and government agencies we can combine our efforts to promote travel, recreation and to enhance and provide stewardship for the features that distinguish the designated byways. With this collaboration it is hoped that we can establish a balance between conservation and land use that heightens the experience of traveling designated byways while improving the communities quality of life.

This guideline manual has been prepared to specify actions, procedures, controls, operational practices and administrative strategies necessary to govern the selection and designation of scenic byways and to ensure that designated scenic byways are properly managed and maintained. This manual will also serve existing Ohio Byways to set guidance for Corridor Management Plan updates and Annual Activity Survey requirements.

#### 1.2 Program Mission

The mission statement reflects the departments desire to protect and enhance the state's intrinsic qualities.

Ohio's Scenic Byway Program will preserve, protect and enhance the intrinsic resources of the scenic byways across the state. This community based program will encourage grassroots efforts to promote enhancing the byway travelers experience and regional economic prosperity.

#### 1.3 Program Background

The National Scenic Byway Program is part of the U.S. Department of Transportation, Federal Highway Administration. Established in Title 23, Section 162 of the United States Code under the Intermodal Surface Transportation Efficiency Act (ISTEA) of 1991, and was reauthorized and expanded significantly in 1998 under TEA-21 and again under SAFETEA-LU in 2005, the program is a grassroots collaborative effort established to help recognize, preserve and enhance selected roads throughout the United States.

The Ohio Department of Transportation established the State Scenic Byway Program per Ohio Revised Code 5516.05 in 1998 in response to changes in federal law. The program replaced the Scenic Highways Program established by ODOT in 1962. Any scenic highway had to reapply to participate in the State Scenic Byway Program.



## Ohio's Scenic Byway Guidelines

The Ohio Department of Transportation has established a Scenic Byway Advisory Committee (SBAC) which represents statewide interests and is charged with reviewing and making recommendations on the scenic byway program guidelines, reviewing scenic byway applications, corridor management plans, and making recommendations to the Ohio Department of Transportation for final scenic byway designations.

### 1.4 Intrinsic Resources

The intrinsic resources identified represent Ohio's outstanding resources that are deserving of recognition. Because these resources are the foundation of the program, criteria is established to ensure their preservation, protection, and enhancement. The six intrinsic resources are features that include both manmade and natural features that are considered significant, exceptional and distinctive.

**Cultural Resources:** are portions of the human environment that express aesthetics, traditions, values and customs. Traditions are usually associated with distinct groups of people that are passed on from one generation to the next. Cultural features include but are not limited to, crafts, music, dance, rituals, festivals, speech, food, vernacular architecture, etc. The cultural qualities of the corridor could highlight one or more significant communities and/or ethnic traditions.

Criteria:

Cultural resources must be identifiable within the distinctive traditions of a specific ethnic, religious, familial, occupational or regional group or be recognizable as a legacy attributed to a people that influenced a specific geographic area.

Cultural resources must satisfy the significant, exceptional and distinctive criteria.

Resources must be able to be experienced by the traveling public.

**Historic Resources:** embody the physical elements in the landscape that reflect human actions in relation to past events, sites or structures. These historic resources symbolize and important era in Ohio history and serve to educate viewers while providing an appreciation of the past. Such resources may include buildings, Native American habitations, trails, engineering structures, settlement patterns and landscapes.

Criteria:

Listed or determined eligible for listing on the National Register of Historic Places.

The corridor must have a documented historical past.

Historic resources must satisfy the significant, exceptional and distinctive criteria. More than one historical resource must be present when no other intrinsic resource(s) have been identified, unless the resource is an historic district. One historic district is acceptable if a substantial portion of the district lies adjacent to the proposed byway.

Historic resources must be able to be experienced by the traveling public.



## Ohio's Scenic Byway Guidelines

**Archeological Resources:** embodies physical evidence or remains of known human life, activities or cultures. Archeological Quality involves those characteristics of the scenic byway corridor that are physical evidence of historic or prehistoric human life or activity. These characteristics must be visible and capable of being inventoried and interpreted. The scenic byway corridor's archaeological interests as identified through ruins, artifacts, structural remains, and other physical evidence, have scientific significance that educate the viewer and stir an appreciation for the past.

### Criteria:

Listed or determined eligible for listing on the National Register of Historic Places.

Resources must have played an identifiable role in the evolution of Ohio

Resources must be able to be experienced by the traveling public through interpretive facilities or materials.

Site is well documented and certified by the State Archeologist as suitable for visitation.

Archeological Resources must satisfy significant, exceptional and distinctive standards.

**Recreational Resources:** provide either an active or passive outdoor recreational activities directly dependent upon the natural elements of the landscape. These activities may include boating, fishing, hiking, canoeing, camping, biking and rafting, wildlife viewing, horseback riding, hunting and picnicking.

### Criteria:

Recreational opportunities must be resource based (i.e. dependent upon a particular element or combination of elements in the natural environment).

Resources must be identifiable as unique recreational attractions unto themselves.

More than one recreational resource must be present when no other intrinsic resource(s) has been identified.

The resource must support an increase in visitors without degradation of the resource.

Recreational Resources must satisfy significant, exceptional and distinctive standards.

**Natural Resources:** occur naturally in the environment. Examples include wetlands, marshes, geological features, forests, fossils, landforms or topography, as well as water bodies and vegetation that are indigenous and characteristic of Ohio and its differing regions. These resources should show minimal evidence of exotic vegetation and adverse human disruption.



## Ohio's Scenic Byway Guidelines

### Criteria:

The resource must be a viable, indigenous functioning natural system.

Landscape must contain features that are relatively unaltered from their original state and show little or no adverse intrusion by manmade features.

Resources must be able to be experienced by the traveling public.

Natural Resources must satisfy significant, exceptional and distinctive standards.

Scenic Resources: may include a combination of natural and manmade features that give remarkable character to the visual landscape. These resources are striking in appearance, and provide a pleasing and memorable experience for viewers.

### Criteria:

Resource must be striking and memorable, and contribute to the quality of the experience. Resources must serve as attractions unto themselves or in combination with other resources.

Views from the roadway must encompass a variety of landscape characteristics or features that are picturesque within the viewshed.

Resources must transition from one landscape scenic to another with pleasing visual links.

Scenic resources must satisfy significant, exceptional and distinctive standards.

Some intrinsic resources have been recognized by other agencies or organizations as exhibiting qualities with merit special attention ODOT, while not requiring these other merits, will evaluate them when determining eligibility and designation. Any additional considerations would be seen as confirmation of the quality and validity of the intrinsic resource by other groups.

## 1.5 Benefits of Scenic Byway Designation

A state scenic byway designation can benefit a community in several interrelated ways:

Resource Protection: Intrinsic Resources valuable to the state can be identified and a management plan to protect those resources is established. Designation provides the opportunity to preserve, maintain, protect and enhance the identified resources. The management plan documents specific activities that will be pursued to protect the identified resources from future changes and growth along the corridor.

Community Recognition: A scenic byway will highlight the different communities along the corridors and their contributions to the designation. Recognition will come from the inclusion of scenic byways on statewide maps and promotional materials. This recognition can be a source of pride for the community. This source of pride in a community helps create a desire to keep the corridor and adjacent areas clean



and free of debris. The foundation of community pride can be employed as a foundation from which to tackle even bigger community challenges.

Economic Development/Tourism: If expressed in the vision and goals for the scenic byway, a designation can be marketed to spur tourism and associated economic development opportunities. Strategies such as locating visitor kiosks or scenic vista spots along the corridor can be coupled with opportunities to market information about the corridor and to serve the tourist who visit the byway.

Community Visioning: Many small communities do not necessarily have an opportunity to envision a future scenario of their area. A scenic byway designation process provides an opportunity for the community to decide their future growth scenario and their desires on how to address roadway corridors and land use issues within their own locales.

Partnering: The scenic byway program is a grassroots effort generally starting with a local volunteer community group. Partnering provides a sense of unity and support for common goals and benefits. By encouraging cooperation this program opens the door for groups to work together in achieving similar goals. Partnerships between local, regional, state and national agencies fosters a better understanding of the responsibilities and challenges each agency faces. Public partnerships might include funding support, technical assistance and integration of existing complementary public program.

Designation will not affect the level of maintenance or the agency responsible for maintenance. The ongoing responsibility and concern shall be to ensure the safety and travel service on the roadway.

## 2.0 Becoming a Scenic Byway

The designation guidelines have been established for guidance to ODOT's Scenic Byway Program to ensure a strong consistent program that will support ODOT's mission to preserve, protect and enhance the intrinsic resources of the scenic byways across the state. This manual is designed to assist an applicant through each of the important phases to designate a scenic byway.

The first step in becoming an Ohio Scenic Byway is by contacting the ODOT Scenic Byways Coordinator. The Byway Coordinator will distribute the program manual that explains Ohio's Scenic Byway designation process and offer guidance to the designation process.

ODOT's scenic byway program designation process is divided into three phases:

- a. Eligibility
  - a. This phase is used to determine whether a proposed corridor exhibits the required characteristics for designation as a scenic byway. The vision of the scenic byway program includes preservation, promotion and enhancement of the state's intrinsic resources. A clear description of the proposed byway will allow the State Scenic Byway Advisory Committee (SBAC) to make an eligibility determination.
- b. Designation



## Ohio's Scenic Byway Guidelines

- a. Following an eligibility determination the byway committee will develop a Corridor Management Plan (CMP), which will serve as the designation application and specifies the operational procedures, protection techniques and
- b. standards/regulations and identified goals by which the corridor will be managed and enhanced. If it is determined that the CMP satisfies all program process requirements in this manual, designation will be granted.
- c. Implementation
  - a. The phase in which the actions of the CMP are carried out, including corridor monitoring, fundraising, community involvement, volunteer activities, annual reports and CMP updates. Detailed explanations of all required corridor features and necessary byway committee actions are provided in chapter 4.

### 2.1 Eligibility Phase

The purpose of the eligibility phase is to determine whether a proposed roadway corridor exhibits the required characteristics for designation as a scenic byway. The vision of the scenic byway program is to preserve, protect and enhance the state's intrinsic resources. A clear description that reflects the state's vision of the candidate corridor will allow the SBAC to make an eligibility determination.

The first major step in the Eligibility Phase is to establish a local scenic byway committee. This group can be a group of interested citizens, business interests, civic groups and/or local government representatives. The local scenic byway committee will serve as the applicant for a proposed corridor designation and is responsible for preparing and/or acquiring all required documentation for both the Eligibility Phase and Designation Phase. This committee must provide leadership and support during all phases of designation, will be instrumental in developing the Corridor Management Plan (CMP) and implementing the byway's vision. In this initial phase the byway committee takes a good look at the corridor, including land use, transportation issues, community goals, lighting and more. Members then begin to build a strong database of information about their byway.

The role of the local byway committee is to provide leadership, promote the byway's vision and to complete the necessary steps to achieve designation and to maintain a successful byway. Some of the roles of the local scenic byway committee are:

- Formulate by-laws and a decision making process
- Maintain meeting minutes
- Establish a corridor vision
- Develop and implement goals, objectives and strategies for the vision
- Develop a schedule or work plan to implementation
- Develop a training program to ensure on-going public participation
- Oversee the development of the Corridor Management Plan
- Research and document opportunities and techniques for corridor management protection
- Identifying existing management entities having authority and ability to implement corridor strategies



## Ohio's Scenic Byway Guidelines

- Search for funding sources- such as grants and fund-raising opportunities to create funds for prospective projects
- Manage the implementation phase

### 2.2 Eligibility Application

The role of the Scenic Byway Advisory Committee and the Ohio Department of Transportation is to evaluate applications and determine if the proposed corridors merit eligibility and designation as an Ohio Scenic Byway. In order to determine eligibility it is the responsibility of the local Scenic Byway Committee of the proposed scenic corridor to provide a detailed application including a background assessment, a minimum criteria assessment, an intrinsic resource assessment and the corridor vision and initial goals. The following information is required in the submitted eligibility application:

- Title page
- Table of Contents
- List of Tables, Exhibits and Figures
- Eligibility Application Form
- Background assessment
- Minimum criteria assessment
- Intrinsic resource assessment
- Corridor Vision and Goals
- Corridor Description
- Community participation ( public hearing(s))
- Local support/endorsements
- Location map(s)

All pages (including maps, tables, photos, etc.) should be numbered consecutively. Documentation should be comprehensive, yet concise and sources should be referenced for all data. Additional materials such as letters, DVD's, pictures, slides, large maps, sketches and other documents should be organized by their reference in text and placed in a separate Appendix to the document.

#### 2.2.1 Mapping requirements

Any map that clearly exhibits the corridor and resource information may be used. At a minimum, all maps must be clear and should contain a title, scale, legend source and date. This step may entail contacting local government planning or engineering departments for assistance.

### 2.3 Background Assessment

Outlined in this section are the expectations of the background assessment. Each topic should be discussed in accordance to the proposed corridor.

Roadway Description- The applicant must provide a narrative description of the corridor that includes the roadway name and number, the general location and orientation of the corridor within the State and city/county, and the names of cities or towns connected to the proposed corridor. If appropriate



## Ohio's Scenic Byway Guidelines

provide a location map to support this description. Provide a general narrative that details the functional classification, National Highway System, State Route, Federal Aid Primary, laneage, major intersecting roads, and existing sidewalks/bike lanes.

Existing Land Use and Zoning- Provide a narrative description of existing land uses. Maps of the existing zoning designations and land uses may also be included. Discuss general development patterns.

Future Land Use- Provide a discussion on future land use and if there are any plans for future development within the corridor. Inclusion of a future land use map may be helpful. Generally this is something you can obtain from your county/regional planning offices.

Signage- Provide a discussion on the use of on-premise “point of sale” signs and off-premise signs “billboards” along the corridor. Discuss any ordinances or laws that regulate the use of these sign types. Discussions with appropriate local government(s) and ODOT personnel should provide the necessary guidance for identifying signage issues and subsequent courses of action. Also, provide a discussion of existing informational and directional signage along the corridor. It is helpful to provide an inventory of off-premise signs along the corridor. ODOT’s Advertising Device Control will be able to assist in obtaining information on off-premise signs.

Social and Economic Issues- Describe, in general terms, the social and economic characteristics of the area through which the corridor passes.

Tourism and User Facilities- Describe how tourism is or will be addressed for the corridor. Provide a discussion of the user facilities and services (such as gas stations, food, lodging, attractions, visitor centers, interpretive signage/markers, etc.) that are available for travelers as well as existing plans for new user facilities.

Most of the data needed can be acquired through the city, county or state governments, typically in the planning departments.

### 2.4 Intrinsic Resources

Ohio’s Scenic Byway Program is founded on a vision of recognizing, preserving and protecting corridors. Therefore the importance of clearly identifying and describing the resources within the proposed corridor is vital to the eligibility and designation of a byway. The purpose of this section is for the byway to provide a detailed inventory and documentation of the intrinsic resources along the corridor. This research will assist in highlighting the significance of exceptional intrinsic resources likely to be the basis for seeking designation. The byway committee must complete a field inventory that outlines the resources name, location, type of resource, availability to the public, and provide photographs or video of the resources.

### 2.5 Criteria Assessment

The criteria assessment is intended to document how the corridor and its intrinsic resources meet the criteria established and the quality level for the state byway program. The minimum standards establish



## Ohio's Scenic Byway Guidelines

the quality level for the state byway program and are the foundation by which the other program elements are based. All new corridors must meet the minimum standards detailed below.

1. The proposed byway must be within an existing public right of way.
  - a. A graphic depicting the proposed byways location and length must be included.
2. The proposed byway must be a passable, all-weather road that will safely accommodate 2 wheel drive motor vehicles.
3. The proposed byway must obtain endorsements from the local government(s) that have jurisdiction(s) along the corridor.
  - a. Support for the proposed byway must be demonstrated through written letters of endorsement from applicable Planning and Development organizations and from those cities, villages and counties that are located along the corridor. Additional support from business and civic groups along the byway will strengthen the demonstration of support and agreement on the significance of the byway as a resource.
4. The proposed byway must have logical termini. The corridor limits must be defined by recognizable geographic locations or milepost markers.
  - a. To ensure the corridor continuity, identifiable byway beginnings and ending points must be stated in the eligibility application. A visible element, point of interest or town should function as each logical termini point. In some cases segmentation may occur due to existing distracting elements such as outdoor advertising, but segmentation should be kept to a minimum. Applicants are encouraged to identify alternate routes whenever there are segmented sections.
5. The proposed byway must possess at least one of the six intrinsic qualities cited in Section 1.4.
  - a. The purpose of a scenic byway is to preserve, enhance and maintain a roadway having exceptional natural or manmade resources. The eligibility application must clearly describe consistency with at least one of the six aforementioned qualities intrinsic qualities. The application should include a narrative that supports this consistency and photographs that illustrate the natural and/or manmade resources.
6. The desired minimum length is 5 miles.
  - a. Ideally the resources will determine the length of the byway, though five miles is ODOT's desired minimum. This minimum length must accommodate a cohesive travel experience that is linked to the intrinsic qualities.
7. All intrinsic resources are located on or near the corridor and are easily accessible.
  - a. To meet the expectations of the scenic byway traveler, all identified intrinsic resources must be visible and directly accessible to the byway.
8. The corridor must "tell a story" that relates to its intrinsic resource(s).



## Ohio's Scenic Byway Guidelines

- a. Based on the research conducted on the intrinsic resources applicant must provide a written outline of the corridor's "story" and methods that will be used to tell the story to the byway travelers. This outline will be required to be developed further in the designation phase.
9. The corridor must exhibit significant, exceptional, and distinctive features of the region it traverses.
  - a. Significant: Provide documentation that detail how the corridor and its resources are regionally recognized and valued by the surrounding community. Recognition and community value may be established with proclamations, resolutions, ordinances, protection, enhancement, management plans and other demonstration of the importance of the resource(s) to the community. Any state and national recognition should also be included.
  - b. Exceptional: Provide photographs that depict the outstanding quality and composition of the resource within the landscape.
  - c. Distinctive: Document how the corridor's resource(s) is representative of the geographical region of the state. Detail the resource's relationship to the culture, heritage, industry or development of surrounding communities and their citizens.
10. A majority of the corridor must exhibit scenic or heritage qualifying resource(s).
  - a. Provide a map with graphics that details the location and type of intrinsic resource(s) along the corridor. Provide a narrative that describes the progression of features and experiences a traveler would encounter as they drive the corridor. Provide discussion and photographs of visual intrusions during the traveling experience.
11. A Byway Committee must be organized to support the scenic highway designation.
  - a. Prepare a list of members' names, titles, addresses, email addresses and phone numbers. Discuss the organization, decision making process and on-going initiatives.
12. A Community Participation Program must be developed and implemented.
  - a. Outline an ongoing Community Participation Program (CPP) that will promote community awareness, build consensus and foster continued public involvement and support of the corridor. This outline must identify methods of record-keeping and notification for all public meetings. The number of public meetings needed will be determined on an individual corridor basis, as each corridor and community has varying issues and degrees of complexity. Describe how awareness, public outreach and community consensus will be accomplished. Explain the anticipated process for the inclusion of public involvement in the corridor decision making. Monthly newsletters, neighborhood workshops and newspaper articles are possible methods of gaining public awareness for the corridor. The CPP will be used as a vehicle for building awareness and obtaining public input and support.
13. Strong local support must be demonstrated.



## Ohio's Scenic Byway Guidelines

- a. Provide documentation demonstrating local support for the corridor designation. Supporting documents such as resolutions from local governments, Metropolitan Planning Organizations and community organizations; letters from citizens, special interest groups, local businesses and business groups; or identification of existing or potential partnerships that support the corridors designation should be included. Other means of demonstrating local support include proclamations, ordinances, surveys, opinion polls and newspaper articles. Local support should go beyond the byway committee, in that it should include input from travelers and those person(s) or entities that may be impacted by the corridor's designation.

### 2.6 Corridor Vision and Initial Goals

The Vision is a testament to the community's aspirations for the corridor. The corridor vision should be based on an ideal yet attainable focus. The vision should be broad and should include future plans. Typically, the target frame of reference should be a projected 20 year planning window.

Once the vision has been established, initial goals and objectives should be developed. These goals should be measurable and address the five key components of the programs that are outlined below. Other corridor specific goals can be included but at a minimum the following must be addressed:

- Resource protection, maintenance, preservation and enhancement
- Transportation planning
- Community support and perception
- Education and corridor story
- Economic development and tourism

The goals should be structured to clearly accomplish the corridor vision.

### 2.7 Eligibility Determination

The Scenic Byway Advisory Committee will review each application to determine completeness, whether the minimum criteria are met and whether the proposed roadway's designation is in conformance with the overall goals of the scenic byway. A positive eligibility determination will allow the applicant to move into the designation phase. The SBAC, at its discretion may offer corrective comments, and allow for a new application to be submitted at a later time. However, the SBAC may deny an application that may generally meet the specific designation criteria but does not meet the overall intent and vision of Ohio's Scenic Byway designation. The SBAC may deny an application from proceeding to the designation phase for a number of reasons, including:

- Resources along the proposed byway are deemed to be of insignificant value.
- Proposed byway designation would be inconsistent with the future transportation plans.
- Documented, credible opposition to the proposed designation is received.
- Other criteria as determined by the SBAC.



### 2.71 Appeal Process

If an eligibility application is denied by the SBAC, the applicant may file a formal letter of appeal to ODOT's Scenic Byway Coordinator and the SBAC. The applicant may attend the next regularly scheduled meeting of the SBAC to present its case for reconsideration.

### 3.0 Designation Phase

Upon notification of the successful completion of the eligibility application, the byway may begin the Designation Phase. This process entails the development of a Corridor Management Plan (CMP). The

CMP will expand upon information developed during the Eligibility Phase by determining the most effective management plan for existing and future conditions.

#### 3.1 Corridor Management Plan (CMP)

The primary mission of Ohio's Scenic Byway Program is to preserve, enhance and protect the State's intrinsic resources. An integral support element to this mission is a CMP. The designation of a roadway will not occur until the Department is in agreement with the CMP. 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. Elements of the Corridor Management Plan are:

1. A location and Corridor description with a map identifying the corridor boundaries, location of intrinsic resources and land uses in the corridor.
  - a. At a minimum, all maps must be clear and should contain a title, scale, legend source and date.
2. A clear description of the Corridor vision and the goals, objectives and strategies to obtain the vision of the Scenic Byway. Accompanied with an action plan with short, mid and long term actions.
3. An assessment of the intrinsic resources and techniques to protect the resources.
4. A strategy for maintaining and enhancing each of those intrinsic qualities.
5. The agencies, groups and individuals who are part of the team that will carry out the plan, including a list of their specific, individual responsibilities. Also a schedule of how, when and to what degree their responsibilities are being met.
6. A description of the existing conditions and evaluation with a strategy of how existing development might be enhanced and future development accommodated, to preserve the intrinsic qualities of the byway.



## Ohio's Scenic Byway Guidelines

7. A plan for on- going public participation.
8. A plan to accommodate commercial traffic while insuring the safety of sightseers, as well as joggers, bicyclists, and pedestrians.
9. A listing and discussion of efforts to minimize intrusions on the visitor's experience of the byway.
10. Documentation of compliance with all existing local, state, and federal laws about the control of outdoor advertising.
11. A three and five year plan for how the byway will be publicized and marketed.
12. A description of the interpretation plan for significant byway resources so visitors can gain a full byway experience.

### **3.2 Designation Package and CMP Format**

The Designation Package must include the general corridor information, as exhibited in Appendix A, along with the CMP elements as listed in section 3.1. A written endorsement from the byway committee and evidence of support from the local governments along the corridor must be included. If there are any other impacted municipal, county or metropolitan planning organizations in the area, endorsements should also be included by them. Finally the package needs to document the results of the required public meeting.

### **3.3 Location and Corridor Description**

Mapping and location information developed during the eligibility phase should be updated for inclusion into the CMP. The mapping should be supplemented with text documenting all municipalities, township, and county jurisdictions and other management entities along the corridor. Maps should clearly exhibit the corridor and resource information may be used. At a minimum, all maps must be clear and should contain a title, scale, legend source and date. This step may entail contacting local government planning or engineering departments for assistance.

### **3.4 Corridor Vision**

As part of the eligibility application, a "corridor story" should have been developed to capture the essence of the byway and to place it in context of the local, state, regional significance. The CMP will identify the intrinsic resources that best support the corridor story and theme. The vision statement, goals, objectives and strategies should ensure that these resources have a continued relationship to the byway story.



### 3.5 Goals, Objectives & Strategies

The corridor vision is implemented by establishing specific goals, objectives and strategies. Goals are the long term end toward which activities are ultimately directed; objectives are specific intermediate ends that are achievable, that mark progress and are measurable; strategies are the methods in which activities are conducted to achieve the identified goals. The strategies will be incorporated into the corridor action plan.

### 3.6 Existing Conditions Identification and Evaluation

Much of the existing condition information was developed as part of the eligibility application. This information should be included in the CMP. The information should cover existing and future land uses, roadway features and intrinsic resource descriptions.

### 3.7 Protection Techniques

One of the major goals of the state byway program is the identification and protection of the intrinsic resources along scenic corridors. The CMP should provide examples of some protection techniques. Coordination is required with local and state jurisdictions as well as with adjacent land owners, citizens and businesses. Some commonly employed techniques include easements, voluntary donations, purchase of development rights, design guidelines, and sign ordinances. Prior to implementing any technique the committee should verify the technique's legality with the proper jurisdiction. In all cases, it encourages voluntary participation by land owners, citizens, and businesses along the byway.

### 3.8 Community Participation Program

Community involvement should continue in the designation process and in the development of the CMP. The local government and or/byway committee must hold at a minimum, a second public hearing during development of the CMP. A notice of the public hearing along with a description of the proposed route must be published once each week for at least two (2) consecutive weeks in a newspaper having general circulation in the areas of the byway. A copy of the notice should be sent to ODOT. The public meeting must be held at a place and time generally convenient to the public. Documentation of the public meeting, and any comments received at the meeting must be accompany the CMP submittal to ODOT.

#### 3.81 Community Participation Program Outline

The CPP can identify ways for citizens to become involved in implementing the corridor vision. The program provides a mechanism for continued community involvement. Citizen support is critical to successfully pursuing the corridor vision. The CPP should identify the following components:

- Message- the vision for the corridor
- Audience- individuals and property owners along the corridor as well as the traveling tourist
- CPP Team- may be a subgroup of the byway committee
- Duration- Should be an ongoing process with scheduled milestones



### 3.9 Action Plan

The CMP development process should progress from broad general statements embodied in the vision and goals to very specific tasks in the objectives and strategies. The Action Plan will lay out steps for accomplishing these tasks and for implementing the byway enhancements. In developing the action plan tasks should be separated into short-term, mid-term and long term activities, all based on opportunities and needs. The result should be an annualized five-year program of tasks and activities to be accomplished in the Implementation Phase.

### 4.0 Implementation Phase

Upon completion of the CMP the byway committee will submit one hard copy and one electronic copy to the State Scenic Byway Coordinator for final approval. The CMP will be reviewed by the SBAC and they will make a recommendation to ODOT. Once the CMP is approved ODOT will notify the applicant of the final decision. At this stage it will be the responsibility of the byway committee and other interested parties to implement and monitor the strategies identified in the CMP.

Going through the Eligibility and Designation process takes a lot of hard work and effort. Upon notification the byway committee may think the work is done but in reality the work is just beginning. Transitioning from the mindset of getting designated to sustainability is one of the hardest steps in the making a successful byway. The designation is only the initial step, because the planning process and sustainability is ongoing. One of the main struggles for byways is identifying potential funding sources. With limited public funding, it is now more important than ever for byways to develop other sources of funding/partnerships to help them become self-sustaining.

Some basic yet critical elements of implementation are:

- Maintaining a member/stakeholder list
- Maintaining a regular meeting schedule
- Review action plan – so it is clear that goals are achieved
- Public workshops and other community events
- Participation in ODOT's meetings, trainings, and conference calls
- Completion of Annual Surveys
- Completion of Corridor Management Plan Updates
- Participation in Byway trainings, workshops and webinars.

Steps upon designation- The first step after receiving the official designation notice is the physical signing of the road as a byway. The byway committee should coordinate with ODOT on the locations and installation of the signs. If portions of the byway are located along county and/or municipal roads the committee must coordinate with those jurisdictions for installation of signs. The byway committee is responsible for the initial costs of the signs and to maintain the signage.

As part of the CMP the committee will develop a general action plan of activities to implement. The action plan of activities outlined in the designation phase includes specific tasks with relevant schedules



## Ohio's Scenic Byway Guidelines

(short, mid or long term). A responsible agency and/or individual should also be identified for each work task and if known, funding amounts needed for each activity should be provided. Some activities may require multiple steps, which could include identify funding sources, applying for funding sources, designing project, acquiring land, and construction. A project such as this requires extensive coordination among many groups, and the primary role of the committee is critical for a successful project.

The action plan activities can be further categorized by type such as the following examples:

- Promotion and Marketing
- Interpretation Enhancements
- Community Participation
- New Guidelines
- Maintenance Strategies

The committee's responsibilities will be to constantly communicate and monitor the success of the activities listed in the CMP and action plan. The committee must regularly schedule meetings and establish protocol for written documentation that identifies progress towards meeting the expressed CMP goals.

### 4.1 Monitoring and Coordination

The byway committee is responsible for development and monitoring the action plan activities. This will take regular coordination of CMP issues such as:

- Assuring that the goals, objectives and strategies of the CMP are implemented
- Coordination of corridor promotion activities
- Continuation of the public participation to solicit input on the potential changes to the CMP
- Serving as the repository for information regarding the scenic byway.

#### 4.1.2 Annual Activity Survey

Each scenic byway committee will be required to complete a survey every year to ODOT's State Scenic Byway Coordinator. The annual survey will be due yearly by March 15<sup>th</sup>. The annual survey will serve several purposes:

- Report progress towards accomplishing goals
- Update corridor issues
- Report financial progress
- Provide a status report on the intrinsic resource conditions identified in the CMP
- Provide an update on the implementation strategies and work plan developed as part of the CMP
- Report on any other committee activities
- Provide an assessment of the effectiveness of the strategies in meeting the corridor vision as stated in the CMP
- Include copies of all meeting minutes



The annual survey will be used as a tool to track the accomplishments of the program goals and the byway goals. Importantly, this survey assures that the reasons for the corridor designation are still relevant and that progress is being made towards preservation of the corridor. These surveys are important since ODOT has the authority to de-designate should the intrinsic value of the corridor be compromised in any way.

The annual survey is available online at [www.ohiobyways.com](http://www.ohiobyways.com).

### 4.2 Five- Year CMP Update

The five year update looks back at the baseline conditions identified in the original CMP and at the vision, goals and strategies and determines if the overall general direction of the CMP is being achieved. This is an opportunity for the byway committee to reassess the Byway in its entirety and to judge what changes, if any should occur in the CMP beyond those changes previously identified in the Action Plan updates. The five year update should discuss the corridor conditions, including any changes in intrinsic resources, goals, objectives and strategies, public participation, the corridor story, funding, marketing, measuring success, outstanding issues and an action plan update, the same elements found in the annual reports but in a more extensive manner. The CMP update is also an opportunity to include new strategies for the implementation of goals to describe any improvements that may be necessary.

The update process must begin no later than five years from acceptance of current CMP, and completed within 2 years.

### 4.3 Criteria for De-designation

ODOT may determine that de-designation is appropriate in the following instances.

- The intrinsic values originally identified along the corridor have been degraded
- The minimum criteria for designation are no longer applicable
- The byway committee deteriorates and/or there is no cohesive group of citizens or local government to implement the CMP
- The land uses along the corridor change the overall character of the byway
- The committee fails to complete annual reporting and/or the 5 year CMP update
- Other reasons as may be deemed appropriate by ODOT or the SBAC



## Definitions/Acronyms

**All American Roads:** Are public roads that have been designated by the federal government as satisfying National Scenic Byways criteria and have satisfied the additional criteria and requirements for designation as an All- American Road pursuant to the National Scenic Byways Program and its legislation and regulations.

**Archaeological:** Visual evidence of the unique customs, traditions, folklores, or rituals of a no longer existing human group.

**Corridor:** The road or highway right-of-way and the adjacent area that is visible from and extending along the highway. The distance the corridor extends from the highway could vary with the different intrinsic qualities.

**Corridor Management Plan (CMP):** A planning document, developed with community involvement, that specifies the actions, procedures, controls, operational practices and administrative strategies to maintain the scenic, natural, cultural, historical, recreational and/or archeological qualities of the scenic byway corridor.

**Cultural:** Visual evidence of the unique customs, traditions, folklores, or rituals of a currently existing human group.

**Federal Highway Administration (FHWA):** The federal agencies that oversees all highway transportation issues for the nation.

**Historic:** Landscapes, buildings, structures, or other visual evidence of the past. It has to be something that can still be seen - not just the site of something that used to be there.

**Intrinsic Quality/Resource:** Scenic, historic, recreational, cultural, archaeological, or natural features that are considered representative, unique, irreplaceable, or distinctly characteristic of an area.

### **National Scenic Byway Program (NSBP) :**

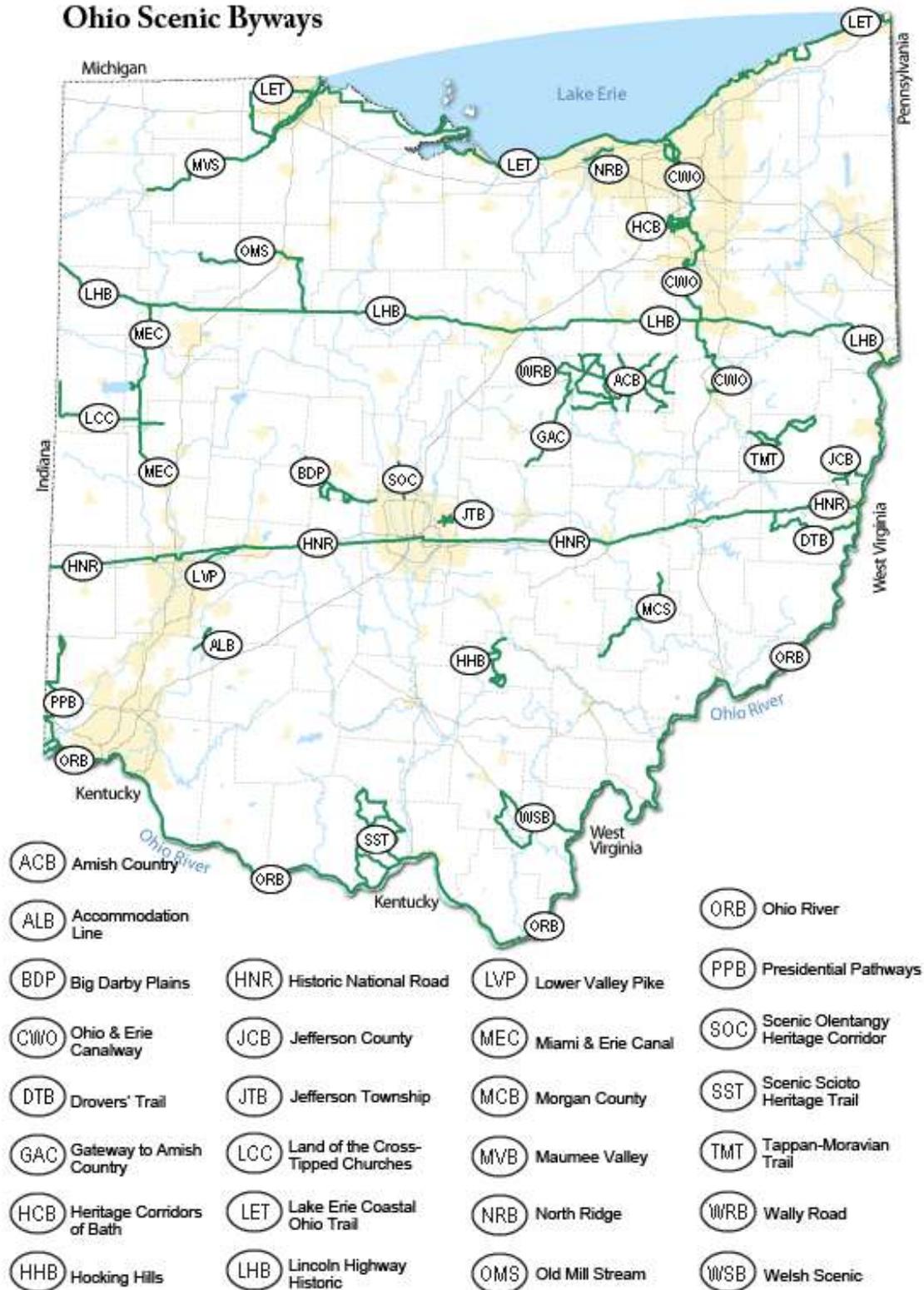
**Natural:** Minimal human disturbance of the natural ecological features that is associated with the region

**Recreational:** The road corridor itself is used for recreation like jogging, biking, roadside picnics, or direct access to recreational sites like campgrounds, lakes, or ski lodges.

**Scenic:** Beauty, whether natural or human made. The quality of the features are measured by how memorable, distinctive, uninterrupted, and unified they are.

**Scenic Byway Advisory Committee (SBAC):** A group of individuals, representing ODOT, federal agencies, state agencies, and the public that review Applications and Byway Corridor Management Plans submitted to the Director for State Scenic Byway designation. Public members may represent organizations addressing one of the six intrinsic values.

# Ohio Scenic Byways





# OHIO DEPARTMENT OF TRANSPORTATION

CENTRAL OFFICE, 1980 WEST BROAD STREET, COLUMBUS, OHIO 43223

JOHN R. KASICH, GOVERNOR JERRY WRAY, DIRECTOR

## SCENIC BYWAY APPLICATION

APPLICANT INFORMATION	
PROPOSED SCENIC BYWAY NAME	
ROADWAY/ROUTE NUMBER AND NAME	
ROADWAY/CORRIDOR LIMITS- DEFINE THE SPECIFIC ROADWAY/CORRIDOR LIMITS (START AND END POINTS) AND LENGTH USING MEASURED DISTANCES FROM RECOGNIZABLE GEOGRAPHIC LOCATIONS AND/OR MILE POSTS.	
VERIFICATION OF INFORMATION	
I VERIFY THAT ALL INFORMATION STATED ON THIS FORM AND/OR INCLUDED IN THE ELIGIBILITY DOCUMENTATION ARE, TO THE BEST OF MY KNOWLEDGE, TRUE REPRESENTATIONS OF THE CORRIDOR AND THE RESOURCES FOR WHICH DESIGNATION AS AN OHIO SCENIC BYWAY IS BEING SOUGHT.	
SIGNATURE OF LOCAL BYWAY COMMITTEE CHAIRPERSON	DATE
APPLICANT MUST COMPLETE APPLICATION IN ACCORDANCE WITH SECTION 2 OF THE SCENIC BYWAY PROGRAM GUIDELINES PLEASE SUBMIT THIS APPLICATION AND ATTACHMENTS TO THE SCENIC BYWAY COORDINATOR 1980 WEST BROAD STREET COLUMBUS, OHIO 43223.	

FOR OFFICE USE ONLY
DATE APPLICATION RECEIVED
SCHEDULED FOR SCENIC BYWAY ADVISORY COMMITTEE AGENDA
RECOMMENDATION OF SCENIC BYWAY ADVISORY COMMITTEE

Ohio's Scenic Byways – Visit our web site at <http://www.dot.state.oh.us/OhioByways>