

CHAPTER I:
What is a Corridor Management Plan (CMP)?

Initiated by the Federal Scenic Byways Program, corridor management planning is a process by which a community gains a thorough understanding of a designated scenic byway. The Corridor Management Plan (CMP) itself is the resulting document. It records the route's existing conditions and the intrinsic qualities that draw residents and visitors to the corridor. It describes strategies to preserve and enhance those qualities.

The CMP for SC 46 Bluffton Scenic Byway will be a tool that can help communities along the route meet serious challenges. The qualities that make the road and corridor unique are at risk in several ways. A comprehensive CMP with clear goals will be better equipped to find ways to allow economic growth and development in a manner that protects and enhances the intrinsic qualities of their corridor.

Protection and enhancement of the intrinsic qualities along SC 46 is the primary purpose for the Corridor Management Plan.

The purpose of the Corridor Management Plan, as required under SC Scenic Byways Legislation and for qualification of a road system as a national scenic byway, is to provide for the conservation and enhancement of the routes intrinsic qualities, as well as the promotion of tourism and economic development. The Corridor Management Plan (CMP) provides a comprehensive understanding of the route and the local community's plan to enhance and preserve it.

The CMP is a written document where the goals, strategies, and responsibilities are addressed. The document is a combination of a realistic view of the present, a dream of what should happen in the future, and a commitment to doing what needs to be done to get there.

The primary focus of the plan should be the preservation and enhancement of the intrinsic resources along the corridor, while at the same time balancing factors like development and tourism in the corridor.

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Below are a few preliminary steps for developing a corridor management plan for SC 46 and a timetable for obtaining the ultimate goal which is to submit a proposal to designate this highway as a national scenic byway by the Spring of 2007.

PRELIMINARY CORRIDOR MANAGEMENT PLAN FOR SC46

1. Establish a public participation process by March 2006. This process will allow for concerned citizens to come together for the purpose of providing input to develop a plan to protect and enhance the corridor.
 - a. Goal of public participation – to provide input to the process of corridor management planning for proposed SC 46 Scenic Byway.
 - i. First step: Develop the Vision Statement, goals and objectives which will guide the group throughout the process toward implementation keeping in mind that the Bluffton Scenic Byway will become the gateway entrance to historic Town of Bluffton.
2. Components and timetable towards creating corridor management plan:
 - a. Prepare the Intrinsic Quality Inventory – March 2006
 - b. Prepare an analysis of existing conditions in the corridor – March 2006
 - c. Work with local communities and road and resource managers to establish clear goals and assign responsibilities for the management of the scenic byway. Goals should be broad. – March 2006.
 - d. Formulate measurable objectives that describe desired outcomes
 - i. Obtain State Scenic Byway Designation – Completed 1987
 - ii. Complete Corridor Management Plan and seek adoption– Fall 2006.
 - iii. Apply for Scenic Byway Corridor Management Seed Grant to begin implementing plan- Winter 2007.
 - iv. Apply for and obtain Federal Scenic Byway or All-American Road Designation – Spring 2007
 - v. Apply for TEA-21 Funds to implement specific recommendations from the Corridor Management Plan - Winter 2007 or Spring 2007.

- vi. Develop a marketing strategy focusing on ecotourism and nature.
- e. Develop specific strategies and activities to achieve the goals and objectives – Spring 2006
- f. Create and begin implementing an action plan that prioritizes strategies for implementation – Summer 2006
 - i. Include responsible agency and/or individual – contact information, primary contact.



Rich Heritage



Unique Natural Beauty



Historical Significance

FEDERAL REQUIREMENTS FOR CORRIDOR MANAGEMENT PLANS **Federal Highway Administration's 14-points**

The Federal Highway Administration (FHWA) lists 14 components that must be in any CMP included in a byway's application for national recognition. The CMP will help your byway group envision future changes and address issues before they become a problem.

The FHWA requirements for a CMP are:*

1. *A map identifying the corridor boundaries, location of intrinsic qualities, and land uses in the corridor. U. S. Geological Survey maps of your corridor region are ideal and inexpensive base maps for your corridor management planning group.*
2. *An assessment of the byway's intrinsic qualities and their context (the area surrounding them). The end product is typically a catalogue of the byway's scenic, historic, natural, archeological, cultural, and recreational qualities. A community visual assessment is an ideal way to involve a large number of local residents in evaluating the byway's resources. O Say Can You See: A Visual Awareness Toolkit for Communities, available from Scenic America, is a good way to start.*
3. *A strategy for maintaining and enhancing each of the byway's intrinsic qualities. Ask what you want the byway corridor to look like in 10-15 years and develop goals and strategies to help you get there.*

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4. *A list of the agencies, groups, and individuals who are part of the team that will carry out the plan. Be sure to include a description of each individual's responsibilities and a schedule of when and how you will review their progress.*
5. *A strategy for how existing development along the corridor might be enhanced and how to accommodate new development while preserving the byway's intrinsic qualities. Many communities have long-term land use plans that can be adapted for this purpose.*
6. *A plan for on-going public participation. This might include forming a CMP steering committee made up of local citizens, a schedule of regular public meetings, or a byway management planning forum.*
7. *A general review of the road's safety record to locate hazards and poor design, and identify possible corrections. Identify ways to balance safety with context-sensitive highway design practices that accommodate safety needs while preserving the road's character.*
8. *A plan to accommodate commercial traffic while ensuring the safety of sightseers in smaller vehicles, as well as bicyclists, joggers, and pedestrians. Some CMP's incorporate plans to apply for Federal Transportation Enhancement funds to pay for the installation of special bicycle lanes along the byway or the creation of hiking trails.*
9. *A listing and discussion of efforts to minimize intrusions on the visitor's experience of the byway. This might include landscaping to screen an industrial site, relocating utility wires and poles, or planning for the sensitive location of wireless telecommunications towers along the byway.*
10. *Documentation of compliance with all existing local, state, and federal laws about the control of outdoor advertising. Federal regulations prohibit all new billboards along designated scenic byways that are classified as federal-aid primary, national highway system, or interstate roads. States are free to impose stricter controls on billboards along scenic byways. Your CMP should also address the continuous designation of the road to ensure that billboard companies will not be able to find a loophole in your byway designation that would allow them to erect billboards along the corridor.*
11. *A plan to make sure that the number and placement of highway signs will not get in the way of scenery, but still be sufficient to help tourists find their way. This includes, where appropriate, signs for international tourists who may not speak English fluently. Two popular and effective ways of addressing this issue are logo signs and tourist-oriented directional signs (TODS). Logo signs are located on interstate highway rights-of-way and advertise gas, food, camping, and lodging at nearby exits. Highway-oriented businesses can advertise their company's symbol, name, trademark, or a combination of these things on a logo sign. A few states, like Utah and Maine, provide TODS primarily on non-interstate rural highways to help motorists find local businesses. TODS indicate only the name of local attractions, mileage to the establishment, and direction.*
12. *Plans for how to market and publicize the byway. Most marketing plans highlight the area's intrinsic qualities and promote interest in the byway that is consistent with resource protection efforts and maintenance of the byway's desired character.*

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13. *Any proposals for modifying the roadway, including an evaluation of design standards and how proposed changes may affect the byway's intrinsic qualities. Byway groups should work with their state department of transportation to adopt context-sensitive highway design standards for the byway. Context-sensitive design takes into account the area's built and natural environment; the environmental, scenic, aesthetic, historic, community, and preservation impacts of a road project; and provides access for other modes of transportation.*

14. *A description of what you plan to do to explain and interpret your byway's significant resources to visitors. Interpretation can include visitor centers, leaflets, audio tours, information panels, and special events. In this category, creativity makes a big difference.*

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*One of the scenic vistas along the proposed route
of Bluffton Scenic Byway*