



AMERICA'S BYWAYS

March 2001  
News from the  
National Scenic Byways Program  
Volume 3, Number 1

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# Vistas

## HISTORIC ROADS

Our historic roads are in danger. Across the United States, these historic resources are being lost at an alarming rate. Whether the proposed straightening of a parkway, the removal of ancient trees shading a country lane, or the destruction of remaining sections of early transcontinental highways, our historic roads are at a critical point in time. – Paul Daniel Marriott, author of “Saving Historic Roads: Design and Policy Guidelines”

Dan Marriott, a landscape architect and planner with the Rural Heritage Program at the National Trust for Historic Preservation, recently discussed the subject of historic roads during a conference call with National Scenic Byway Leaders. Marriott directs the National Task Force for Historic Roads and has chaired two national conferences on historic roads. Under contract with the National Scenic Byways Resource Center, he is currently working on a publication that addresses historic resources along scenic byways.

### Is your byway a historic resource?

“As I talk with people across the country, I try to help them understand what makes a road historic. If you’re involved with the scenic byways program, you may have wrestled with the six intrinsic qualities in trying to define whether a resource is cultural, historic, archeological, scenic, natural, or recreational,” explained Marriott. “If your byway is based on history, it’s important to understand what makes that road a historic resource.”

- (1) A road may be significant because it links historic resources, such as historic plantations, farms and ranches, or communities. In this case, the historic resources are the elements and structures that are located along the byway. A relatively new road may pass by historic resources.
- (2) The road itself may be historic. The byway may have a rich legacy of history and development, even though it passes by modern structures, such as a Burger King or a Wal-Mart.
- (3) Both the adjacent environment and the road itself may be historic resources.

### Defining history more broadly

Historic resources are more than buildings and structures. Land patterns, land grants, orchard patterns, and lot lines can have a rich history as well. Landscapes can be historic. The view from an intact Mississippi River bluff town looking across agricultural fields is historic. Those distant agricultural fields are as much a historic resource as a courthouse tower in Main Square.

Many historic resources and opportunities are overlooked because they are not “built” structures. For example, a scenic byway may connect a number of historic farm villages in a rural area. Historically, villages were based on a pattern of settlements with large open spaces and agricultural areas between them. If the open space between villages is lost and eroded due to sprawl and development, some of the overall character and the historic story are lost as well.



The Ashley River Road in South Carolina is an example of a byway with cultural origins. Native American inhabitants of the area originally engineered the alignment of the road by coaxing a route through the forest and over or around the marshlands along the river, today visitors will drive past historic plantation entry gates like these at Drayton Hall.

Photo by Paul Dan Marriott

### What makes a road historic?

A road can be significant for a number of reasons, such as:

- A famous designer. An example is a parkway designed by Frederick Law Olmstead, famous designer of New York’s Central Park and many other American parks and parkways.
- An event. An example is the Selma to Montgomery March Byway in Alabama, site of a three-day civil rights march that captured the attention of the nation and the world.

## National Conference Keynote Speaker



We are pleased to announce that **Tom Bodett** has been confirmed as our keynote speaker on Monday, August 27th for the America's Byways National Conference.

A witty, clear-thinking storyteller and author, Tom Bodett took viewers with him across the USA in a descriptive 13-part television series entitled, *America's Historic Trail* (PBS). The series received three 1998 Northwest Emmy nominations. Bodett's familiar, deep voice has been heard on public radio and for the past 13 years as the spokesman for Motel 6. His voice was first heard nationally in 1984 when Bodett began reading his funny, gentle commentaries from Homer, Alaska on *All Things Considered*, National Public Radio's evening news program. We're excited that Tom will be joining us in Portland!

We'll leave the leave the light on for you!...

For more information please visit Tom's website at [www.bodett.com](http://www.bodett.com).



## Roadside Reflections



*News from the  
Resource Center  
Gary Tonkin,  
Director*

The Resource Center is two years old. As with any two year old, we feel the "terrible two's" coming on and we need some feedback to help us set our course. In the upcoming weeks, we will be reaching out to many of you with a survey, giving you the opportunity to share with us your concerns, issues, needs and constructive criticism regarding the projects and services from the Resource Center and the FHWA National Scenic Byways Program. We are asking our major customers—the byway leaders, byway marketing contacts and state byway coordinators to take part in an in-depth interview. We are requesting this information in order to tailor our services to the needs of our customers.

Realizing that the needs in the byway community are very diverse, the Resource Center needs to provide a wide range of services. Your ideas and suggestions can be very helpful in guiding us to the most beneficial and effective route in bringing the byway community the best in education,

training, communication and networking opportunities that we promised to provide when we were established.

We also need your honesty. Constructive criticism can help us improve our program, with great benefit to all. I thank you in advance and appreciate your taking the time out of your busy schedules to respond to the survey.

**The Center is gearing up for a busy summer season...** With the America's Byways Conference coming August 26-29 in Portland, Oregon, we are already immersed in setting up training tracks, byway tours and workshop sessions. The response to the "Request for Presentations" was outstanding, with over 75 proposals submitted from the greater byway community. All indications are that this conference will have something for everyone and much more. It's definitely a training conference you will not want to miss! Actually it's much more than a training conference...it will be an opportunity to meet and network with byway people from across the country, share successes and recognize outstanding projects and accomplishments.

**Stay tuned for more  
National Conference  
highlights in next  
months Vistas!**

## Announcement of Fiscal Year 2002 Scenic Byways Grant Applications

The National Scenic Byways Program is now accepting applications for fiscal year 2002 grants. Last year, the Federal Highway Administration (FHWA) awarded over \$20 million in scenic byway grants for improvement projects located along scenic byways in the following categories:

1. Development of a State scenic byway program.
2. Development and implementation of a corridor management.
3. Safety improvements to accommodate increased traffic as a result of the designation as a scenic byway.
4. Byway and interpretive facilities.
5. Improvements to enhance access to a recreation area.
6. Protection of resources adjacent to a scenic byway.
7. Tourist information about a scenic byway.
8. Development and implementation of a scenic byway marketing program.

National Scenic Byways grants are funded through the Transportation Equity Act for the 21<sup>st</sup> Century (TEA-21). Grant applications must be submitted to FHWA division offices no later than June 30, 2001. State offices have earlier deadlines (which can be found on the web site). Grants should be coordinated with the State Scenic Byway Coordinator. See the scenic byways web site @ [www.byways.org](http://www.byways.org) for complete program guidance and application procedures.

# Benefits of National Designation

What are the benefits of being a National Scenic Byway or All-American Road? Why should we put forth the effort to seek national designation?

What happens once our byway becomes one of America's Byways? These are but a few of the simple questions that probably come to mind of folks considering whether to put forth the time and effort to advance an application for national designation.

The grant application will not be available for a few more weeks. Final decisions are well over a year away. Ideally its hoped that folks are well along on the necessary ground work:

- rallying community support for your byway,
- identifying the resources that constitute the intrinsic qualities of your byway,
- determining their regional or national significance,
- forming a route that physically connects the resources,
- creating a name that captures your byway's story and themes,
- developing a corridor management plan that articulates a vision and strategies for your byway, and
- collecting slides of your byway during different seasons.

Wow! It really does take a lot of work. However, you may have completed much of it for the road's designation as a state scenic byway. Regardless, no wonder you want to know whether national designation is worth the effort. Being one of America's Byways offers several benefits and opportunities.

## Funding Opportunities

Like life imitating the movies, people want to see the money. Yes, a \$25-million annual discretionary grant program supports state and nationally designated byways. In any given year, the competition is stiff among hundreds of worthwhile projects. Requests typically total about three times the available funds. The Federal Highway

Administration encourages states and byways to give priority to applications for

- 1) seed grants that strengthen a byway organization's capacity to help implement the corridor management plan for a National Scenic Byway or an All-American Road, and
- 2) projects that fill a critical void or need on a National Scenic Byway or an All-American Road.

Those who focus primarily on the money may be fortunate to get funds for a project. They also may miss the opportunity to reap the equally tangible and potentially more fruitful benefits of byways. The relationships formed through a byway often lead to leveraging more significant resources.

## Promotion

America's Byways serves as the brand and umbrella for recognizing and promoting National Scenic Byways and All-American Roads. Byways are recognized collectively at the national level by FHWA through their inclusion on the America's Byways map. Additional information is available to travelers on FHWA's website for the National Scenic Byway Program @ [www.byways.org](http://www.byways.org). In collaboration with representatives of states and byways, FHWA has created a special logo for the America's Byways brand. The logo can

be used only in association with National Scenic Byways and All-American Roads. Thus, if you are successful in seeking national designation, you will be able to use the America's Byways brand and logo to demonstrate that your byway is part of a distinctive collection of American roads.

## Preservation

Byways create legacies. They offer opportunities to preserve special places. It might be a building or structure directly associated with an historic event or unique to a particular group of people and their way of life. It might be an old building of no particular historical significance, that can be reused as an interpretive center for the byway. Or, it may be a natural resource or scenic vista integral your byway's intrinsic qualities. Previous generations have entrusted us with what they preserved. We have the opportunity to create a legacy of commitment that drive future generations to achieve a higher standard.

## Partnerships

Countless partnerships are formed and needed to sustain a byway. No doubt, you already have engaged citizens and other key stakeholders to create and foster your byway's vision. Many partners bring new resources to the table through their knowledge of the area, expertise, personal commitment, and access to funding sources – public and private.

*(continued on page 4)*



*Celebrating the Journey*



## REMINDER!

**America's Byways: Celebrating the Journey  
2001 National Scenic Byway Conference  
Portland, Oregon • August 26 – 29  
Check out the website for more information**

[www.byways.org](http://www.byways.org)



National designation offers the opportunity to expand partnerships well beyond your state or local boundaries. The National Scenic Byways Resources Center provides technical assistance and service primarily to National Scenic Byways and All-American Roads. The Center and FHWA sponsor the biennial national conference for the National Scenic Byways Program. The Center sponsors monthly conference calls with byway leaders, workshops, and research of interest to byways nationwide. There will be opportunities to participate in multi-byway and multi-state working groups. You will become part of a large network of byway partners.

## Pride

Byways instill a greater sense of awareness and pride among citizens. Neighbors learn and share from one another. You work with one another to identify the resources that the community believes form the story of the byway. Byways attract volunteers who may help clear a trail, repair or restore a building, or advance the overall interest of the byway and the community. Seeking and receiving national designation often heightens local pride. Your byway becomes part of the national collection. It is one of America's Byways.

## Should You Seek National Designation?

Only you can answer this question. The National Scenic Byways Program opens the door to a wealth of resources. The program is founded on the leadership of many people like you. It is a community based, grass-roots program. The most important resources are available to you now through your neighbors and within your community. You and your community can use national designation as a catalyst to help advance your byway. The question is whether national designation will help you take your byway where you want it to go.

*Note: This is part of a continuing series of articles about the nomination of roads as National Scenic Byways and All-American Roads. The first article, "Is National Designation in Your Byway's Plans?" appeared in the January/February 2001 issue of Vistas.*

regional and statewide nonprofits, are encouraged to apply.

To learn more about the American Greenways Program or to obtain a simple, 4-page application form, visit the Fund's website, [www.conservationfund.org](http://www.conservationfund.org) (then click on American Greenway, then Kodak award) and/or contact:

**Leigh Anne McDonald**  
**American Greenways Coordinator**  
**The Conservation Fund**  
**1800 North Kent Street, Ste. 1120**  
**Arlington, VA, 22209**  
**Phone: (703) 525-6300**

Email: [lmcdonald@conservationfund.org](mailto:lmcdonald@conservationfund.org)

## Tips For Starting A Byway

(Excerpted from a speech by Jennifer Belcher)

1. **Identify supporters and enlist them for your core group.**
2. **Develop a broad tiered coalition of interested parties—business, government, tribes, recreational groups, service groups, citizens etc. The broader the base, the more chance for success.....**
3. **Identify those with concerns. Listen to their concerns and accept them as legitimate. Try to resolve those concerns if possible. Find the common ground, the things you can agree on for the betterment of the community.**
4. **Use a facilitator if necessary, someone without a stake in the outcome. Record what happens.**
5. **Enlist the support of the media, editorial board etc. Before it becomes a negative.**
6. **Look for volunteer staff early on to keep track of contacts.**
7. **Find a champion for the cause—someone willing to make the byway their life's work for awhile. This person should be a visionary and respected by all parties.**
8. **Create clear, agreed upon goals and carefully measure each opportunity.....**
9. **Recruit people from the community who can help you open doors to business or make connections with other potential partners...**
10. **Look for seed money to help with start-up expenses, phones, stamps, printing, etc.**

**Jennifer Belcher is outgoing Commissioner of Public Lands in Washington State.**

**Provided by Paula Connelley, Washington Heritage Corridors Program.**

- An engineering accomplishment. An example is the Lincoln Highway, the first paved transcontinental highway in the United States.

## The origins of historic roads

The National Trust has defined three types of historic roads, based on origin:

1. **Aesthetic** historic routes were designed to provide an aesthetic experience for travelers. These roads are significant because of natural scenery or metropolitan views. Examples are the Blue Ridge Parkway, Chicago's North Shore Drive, the roads in New York's Central Park, and other park roads and parkways.
2. **Engineered** historic roads were created with specific transportation goals in mind (moving people from point A to point B). They were designed to provide efficient, cost-effective, good quality transportation. Examples are the Lincoln Highway, the National Road, Route 66, and the interstate system.
3. **Cultural** historic roads have evolved over time. Without a particular point of origin, they may have begun as an animal trace, a Native American footpath, or an early colonial route connecting farm villages. Over time, they became well worn, accepted, used, built, paved, and improved. Examples are the Ashley River Road (SC), the El Camino Real (NM), and the Natchez Trace (TN, AL, MS).

## Managing a historic road

In managing a scenic byway, it's important to try and balance a road's origin (aesthetic, engineered, cultural) with the road's changing needs. Planned changes should consider the road's history and original design. For example, if there's a need to replace lighting or improve a high accident intersection on an *engineered* route, alterations could be made that are sensitive to the original design and accomplish the needed improvements. An *aesthetic* route is a different situation. On an Olmstead-designed parkway, each view, each turn, each light, and each bridge rail was carefully selected as part of an aesthetic package. There are unique issues involved in making modifications.

Safety is an important concern on all roads and especially historic roads. Recognizing that people drive differently today (than when the road was originally constructed). You need to think about ways to improve or maintain safety. Work with your Department of Transportation, find ways to implement changes that are sensitive to the road's history and character.

## Can roads be listed in the National Register of Historic Places?

The National Register of Historic Places is the federal government's official list of important, historic buildings, sites, and other properties deemed worthy of preservation for their significance in American history and culture. Administered by the National Park Service, National Register properties include districts, buildings, sites, and objects of significance to their local community, state, or the nation.



From the start, public road planners intended US 66 to connect the main streets of rural and urban communities along its Chicago-to-Las Angeles course. Many curiosities that made Rt. 66 intriguing to travelers have fallen victim to interstate highways, but much of the route's character can still be seen by leaving the beaten path in and around Albuquerque, NM. This is an example of the truss bridges that were prevalent during the heyday of Route 66, a byway with *engineered* origins.

Photo by Mike Pitel

A road, or structures along a road, may be candidates for the Register if they are at least 50 years old. In fact, there are approximately 80 roads listed in the National Register. Although listing in the Register is *not* a requirement for the National Scenic Byways Program, it does provide valued recognition, respect, and credibility. An application for a National Register listing should include anything that is a contributing resource and part of the road's history, such as signs, curbing, gutters, street trees, streetlights, access walls, paving stones, and bridge rails.

## Does a National Register listing protect historic resources?

The National Register can provide protection benefits *if federal funds are being used for proposed changes*. If a historic road is listed in the National Register, or is determined to be eligible for listing in the National Register, it falls under a federal policy Section 106 of the National Historic Preservation Act. Section 106 says that 'if a federal undertaking could impact a National Register resource, or a resource determined eligible for the National Register, there must a survey and inventory conducted to assess the impact of the change and make recommendations for alternative solutions.' The National Register is designed to make sure that the federal government is not

destroying or endangering historic resources. Although the National Register is an important tool to protect historic resources, it will not necessarily prevent change.

Marriott shared this example to help clarify the policy. "Let's say my grandmother's house is listed in the National Register; a significant house from the mid-19<sup>th</sup> century in Maryland. Grandma decides to go out tomorrow and rent a bulldozer to raze the property. She can knock it down, *unless* the bulldozer is rented *with federal funds*. If grandma rents the bulldozer with federal funds, that is a different issue and Section 106 would apply. If no federal funds are used, there could be local or state laws that kick in."

## What types of signs are best for historic roads?

Signage on historic roads can be a difficult issue, since there are modern requirements and information provisions. The Manual on Uniform Traffic Control Devices (MUTCD) is the federal policy publication that outlines sign placement, size, etc. There are several options to consider in working with your state department of transportation and local government on signs for historic roads:

- Consider what's already in place. Delaware's Kentmere Parkway still has historic stamped cast iron signs along the parkway.
- Incorporate historic elements on modern signs. Connecticut's Merritt Parkway originally had wooden road signs with a sawtooth edge. The new signs include a reflective sawtooth pattern around the edge of the signs and match the original dark green color.
- Post signs on wooden posts that are painted to blend in with indigenous landscapes (brown, green, or tan).
- Paint the backs of signs. The National Park Service paints the backs of their signs, which improves roadway aesthetics by eliminating the glare and reflection of metal.
- Be sensitive to placement of signs. Keep signs out of main viewsheds by moving them ahead or back a short distance.
- Avoid oversigning.

## The importance of AASHTO

AASHTO (American Association of State Highway and Transportation Officials) issues important policies that govern how states deal with roads. AASHTO's *Green Book* is frequently used in making design decisions at state and local levels. Because AASHTO guidance allows design flexibility, it's important to be familiar with this resource. Each state determines how narrowly, or broadly, they interpret the guidelines.

For more information on historic roads, contact Dan Marriott, National Trust for Historic Preservation, at (202) 588-6279 or dan\_marriott@nthp.org. A full transcript of this conference call can be found on the [www.byways.org](http://www.byways.org) Web Site. Select "For the Byway Community" and then choose "Conferences, Conference Calls, and Meetings."

# The Energy Loop: Huntington and Eccles Canyons National Scenic Byway

*Vistas will briefly describe an All-American Road or National Scenic Byway in each issue. This is the sixteenth byway in this series.*



This interpretive kiosk, located at the byway entryway in Huntington, borrows design ideas from train stops. It thus reflects the minerals and industry theme of the byway.

**Photo: Layne Miller**



The Stuart Guard Station, built as a ranger's residence in the early 1930s, now serves as an information center staffed by volunteers during the summer.

**Photo: Layne Miller**

**History:** 1991 – State byway 1993 – U.S. Forest Service Byway 2000 – National Scenic Byway

**Attractions:** The name of this 86-mile byway is derived from its location in the heart of Utah's mining and energy industry. The roadway reaches almost 10,000 feet in elevation, with 100-mile vistas from the top of canyon roads. The byway incorporates a unique mix of historic coal chutes, slurries and camps (and modern power plants) set in a magnificent mountain setting. There is a wealth of all-season recreation in this lake and pine country, complemented by early Mormon settlements and a large number of museums (prehistory, railroads, mining, history, and art).

**Organization:** Byway planning occurs under the auspices of a committee operating through the Castle Country Travel Region. The 3 gateway communities of Huntington, Fairview and Scofield are represented variously by mayors, city recreation staff, the County Economic Development group, citizen volunteers, a museum Board, UDOT, State Parks and the U.S. Forest Service. Before the committee defined common goals, turf battles had been the norm. Now, increased pride and public awareness of the historic and tourism possibilities of the byway should help in economic diversification that will carry the region through a slowdown in the mining industry.

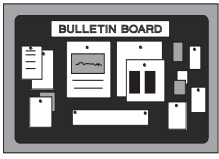
**Projects:** Increasing public awareness for this new national byway is imperative, so a series of weekend and daily events are being planned to showcase recreation and leisure opportunities available along the corridor. The year-round smorgasbord will include biking tours, a flyfishing workshop, photography seminars in the field, expert-led wildflower and wildlife hikes, snowmobile events, 10k runs, history tours, etc. The byway also received the \$25,000 scenic byway seed money to hire a marketing coordinator – a new staffer who will be based out of the travel region office.

This byway shines at interpretation. A tabloid-sized brochure describes the 17 interpretive locations dedicated 2 years ago. Four larger kiosks are found at the gateways and at a major intersection, and other pullouts echo the energy and geology theme. The U.S. Forest Service and Canyonlands Natural History, a Moab-based non-profit, paid for the initial structures. The coal and power companies and the Travel Councils provided the match on later scenic byway grants.

The old CCC-era USFS Stuart Guard station Visitor Center and associated residence were rehabbed with enhancement dollars into an interpretive site detailing life in this remote area. The inside of the building was completely redone as it appeared when first constructed. Interior displays feature information on the forest and period artifacts, while the garage has displays about the Civilian Conservation Corps. Books and maps are for sale at a small bookstore.

But the red-letter day on the calendar is June 12 when the ribbon-cutting and dedication ceremony will be held. Announcements have just been sent for a 3-day celebration including festival activities, samples of the interpretive panels, guided hikes, a fun run, and events honoring local people.

For more information, contact: Kathy Hanna, Director - Castle Country Travel Region, 900 North 100 East, P.O. Box 1037, Price, UT 84501. Phone (435) 637-3009; fax (435) 637-7010; [kathy@castlecountr.com](mailto:kathy@castlecountr.com)



# Byways Bulletin Board

## Lessons from Flowers Alabama's Roadside Wildflower Program

*J. Thomas Chestnutt  
Extension Tourism Specialist*

“Alabama the Beautiful” is a key state tourism promotional slogan. Wildflowers, which flourish across the state, are an important part of this beauty. The shoulders and medians of the state’s highway system provide excellent opportunities to naturally promote “Alabama the Beautiful” to all visitors.

The Alabama Department of Transportation (ALDOT) has planted wildflowers along the highways as mandated by federal regulations. ALDOT’s wildflower program dates back to the 1960s, but yielded poor results for the first two decades. The current program is 10 years old and focuses on development of guidelines that will encompass the use and preservation of wildflower species that are compatible with the department’s vegetation management program. It’s a great way to add color to the state’s highway roadsides.

Approximately \$500,000 is spent annually on wildflower and native plant enhancements. Alabama has over 11,000 miles of roadsides, encompassing 108,000 acres. Today, 628 acres are planted with wildflowers. Of this acreage, 248 acres are annuals, 80 acres are perennials, and 300 acres are perennial overseeding.

Some Alabama citizens raised concerns about aspects of ALDOT’s wildflower program, especially the apparent indiscriminate mowing and spraying of herbicides along the state highways. Not only have the wrong areas been mowed and sprayed, but also the timing of the mowing and spraying has been inconsistent with wildflower propagation. In addition, citizens felt there was too much

emphasis on designated plots, lack of interest in native wildflowers, and lack of consideration for naturally occurring wildflowers.

As a result of citizen concerns, the Alabama Wildflower Advisory Committee was formed by executive order of the governor. Two Alabama Cooperative Extension System faculty members, the tourism specialist and an extension economist, were charged with guiding the Committee through development of a strategic plan.

The completed plan included vision and mission statements, goals, objectives, action steps, and an implementation structure to put the plan in action. The plan’s vision was to “restore, increase and maintain wildflowers on Alabama roadways,” while its mission was “through grassroots efforts assist and enhance the Department of Transportation’s wildflower management program.” Four task forces were formed to accomplish the goals and objectives through the implementation of the action steps. These task forces and their responsibilities were: (1) marketing task force — establish a marketing plan for public awareness; (2) networking task force — establish a strong working relationship with all parties interested in roadside wildflowers; (3) maintenance task force — effectively and efficiently manage wildflowers on Alabama’s roadways; and (4) legislative task force — establish a permanent Alabama Wildflower Committee.

The result has been the beginning of a comprehensive wildflower program along state highways involving citizen input. This is a work in progress, experiencing both successes and failures. The program had many strengths. The committee had a high profile chairperson (spouse of cabinet member) and there was direct involvement with, and participation of, ALDOT maintenance management personnel. Other positives were the independent task force structure, the broad wildflower expertise represented on the committee, and enthusiastic volunteer participation.

However, there were also weaknesses in the process. There was a lack of

continuity with changes in government administrations and lack of funding. The initiative also became too broad in scope too quickly, that is, expanded beyond the plan. The overall committee was too heavily weighted toward wildflower advocates, tourism professionals were under represented, and expertise was confused with organizational skills. Several areas of controversy also arose during the implementation process. The primary issue centered on use of native versus non-native wildflowers, and identification of “just what is a native wildflower plant.” Discussions over the amount, location and timing of mowing and herbiciding continued to generate spirited debate.

Several important lessons were learned in this process. Foremost is that, in the political arena, timing is everything. Continuity across administrations for a program such as this is essential. A wildflower program is a high profile program with the potential for big returns at low risks. There are lots of volunteers willing to become passionately involved in promoting wildflowers, but it’s important to insure broad based representation on the planning committee. Do not assume it will just happen by itself. The final lesson learned was revise the plan as needed, but stick to the plan.



(Ox Daisies are shown here)  
The immediate visual impact of Alabama’s program has been along the interstate system, but policies for mowing and use of chemicals have been developed for rural roads as well.





# Research Corner

## Trees in Business

### Districts: Positive Effects on Consumer Behavior Testing Visual Quality at the Roadside Edge

Studies undertaken by the Center for Urban Horticulture, University of Washington, College of Forest Resources (Seattle)  
Dr. Kathleen Wolf, Project Director

www.cfr.washington.edu/research.envmind

Do business people and shoppers share an appreciation for trees? Are trees good for business? The answer seems to be a resounding “yes.” A national study, conducted by the University of Washington, used survey questionnaires to investigate public perceptions about the role of trees, and their value, in revitalizing business districts. Visual preference surveys – i.e. 32 photographs evaluated by respondents according to how well they were liked – were sent to selected districts in major cities. Some findings follow:

- Preference ratings increase with the presence of trees in the streetscape. On a 5-point scale, there was a major difference (3 points) between a grim, hard-featured district with little or no vegetation, and a commercial setting with larger trees and more formal plantings. Business owners always ranked the scenes significantly lower than visitors, but in the same order.
- Ratings of consumer *perceptions* of the following attributes also differed based on whether a business areas had street trees and other landscape improvements, or not –
  - Amenity and comfort (80% higher if shaded)
  - Quality of products sold (30% where trees exist, compared with bare sidewalks)
  - Interaction with merchants and customer service quality (11 % higher with trees)
  - Maintenance and upkeep (32% higher with trees)
- Respondents were hypothetically willing to travel longer and a greater distance, stay longer, visit more often,

and pay more for parking in shopping districts with trees and accessory vegetation

- Survey participants consistently priced goods significantly higher in landscaped districts, indicating they were willing to pay, on average, 11% more as compared to the no-tree district

The research indicates that consumers receive cues and messages from the visual environment that go beyond aesthetics and beauty provided by trees.

Commercial areas containing a quality urban forest send messages that may translate into greater consumer satisfaction and level of expenditures. Research results suggest that trees are good for the business’ bottom line. American Forests, a national tree non-profit, suggests a goal of 15% tree canopy cover in business districts, whereas most U.S. retail environments have 5% percent or less.

Project Director, Dr. Kathleen Wolf, is now expanding this study to include communities with a population of 10,000 to 20,000 residents. The National Scenic Byway Resource Center has suggested including several communities along nationally designated byways that meet this criterion for inclusion in the next round of research. To understand traveler decision making, tourist perceptions would also be studied, as well as residents and business owners. **Please contact Barb Koth (bkoth@byways.org) if your byway might be interested in participating.**

The same research team also tested visual quality of freeway roadsides, focusing on retail areas found in semi-urban and suburban areas. Using a similar visual preference approach, six base images were digitally edited to show road edges with different amounts and arrangements of vegetation. Again, preference ratings increase with the presence of vegetation. In the lowest rated scenes, adjacent commercial uses are fully visible and a harsh edge dominates. In middle-rated images, vegetation interrupts the visual prominence of urban build-up and frames the view beyond the road. The highest rated category includes scenes where trees screen background buildings, although one can still see glimpses of commercial settings beyond.

In this study, there was little difference in preferences between the 400 drivers and 115 business people. A similar pattern of increased willingness to pay based on the positive effect of trees was observed. The Mountains-to-Sound Greenway was a partner on this study.

Full results of these studies and extensive additional information website.

Dr. Kathleen Wolf can be reached at (206) 616-6758 or kwolf@u.washington.edu



The State of Delaware has joined the National Scenic Byway Program with the passage of legislation by their General Assembly in late summer 2000. With this passage, the state began the process of determining its future role as a byway state. First tasks included defining a committee, determining responsibilities and gaining public support for a process of nominating byways within the state.

According to Joe Cantalupo, the newly designated State Coordinator and an employee of the Department of Transportation, the state has already named a Scenic and Historic Highway Program Advisory Board made up of state, county and local government officials, environmental organizations, chambers of commerce and outdoor advertising firms. Their primary job has been to establish a vision and goal statement for the program and to define a nomination process for the first designated state byways.

The first nomination process will take place this summer, according to Cantalupo. “We have already had a few inquiries from groups along potential byway routes. “Specific segments mentioned include Route 9 from Wilmington to Dover, Kennett Pike and Route 15.”

The nomination process will be completed by late summer and state scenic byways could be named by fall. The general public will be informed and the process will include public input and news releases from the committee. We welcome the State of Delaware into the byway program and wish them success in their future.

For more information about the Delaware Scenic Byway Program, contact Joe Cantalupo, State Coordinator at (302) 760-2121 or email jantalupo@mail.dot.state.de.us

# Partners Outdoors: A Decade of Dialogue and Decision

**by Derrick Crandall  
Executive Vice President  
The Recreation Roundtable**

Each year since 1992, an extraordinary meeting has been held to foster increased understanding and cooperation between private and public-sector interests within the recreation community. Called Partners Outdoors, the meeting is sponsored by the Recreation Roundtable and seven federal agency partners – the USDA Forest Service, Bureau of Land Management, U.S. Fish and Wildlife Service, National Park Service, Bureau of Reclamation, U.S. Army Corps of Engineers, and Federal Highway Administration.

Its basic mission is clear: to help representatives of federal agencies and representatives of private-sector recreation companies better understand and better serve their common customers – the millions of recreation visitors to America’s public lands. Its ultimate goal? Seamless, high-quality recreation experiences for those visitors, regardless of whether they are dealing with the private sector or the public sector.

Partners Outdoors X was held January 7-10, 2001, in Reno, Nevada. Since private-public partnerships are so essential to the success of scenic byway programs, we thought a brief rundown of some of the key ideas and recommendations discussed during that meeting would be both interesting and useful to the readers of *Vistas*.

The meeting included a mixture of formal presentations, interactive panels, and small group discussions. Among the topics addressed during the panels were key trends in recreation and outdoor recreation’s role in addressing health, education and youth concerns. The discussions offered insights that byway advocates will find particularly helpful. To start, outdoor recreation participation – which includes driving for pleasure as a top activity – is more extensive and more diverse than ever

before. Helping to motivate that widespread participation (more than 78% of Americans enjoy some form of outdoor recreation every month) is a firm belief that recreation isn’t only synonymous with fun, but with increased learning, better health, and improved family ties as well. What great arguments for scenic byways!

Partners Outdoors participants also met in small “action groups” where they came up with some exciting recommendations. Two proposals should be of particular interest to scenic byway supporters.

The first recommendation was that federal agencies providing recreation opportunities and the recreation industry should immediately implement a “Ranger for a Day” program, seeking to designate and host a minimum of 20 “VIP volunteers” – members of Congress who agree to spend several hours serving the public at a federal recreation site in or near their Congressional district. The goals of the program are to encourage volunteerism on federal lands and to increase awareness of federal recreation opportunities. Friends of scenic byways on or near public lands should be alert to a possible opportunity to build support for and awareness of their byway. In addition, the program offers a wonderful model for building local VIP, media and public support for byways.

The second key recommendation was the creation of a Partners Outdoors task force to look into the potential – and the problems – of [www.recreation.gov](http://www.recreation.gov). This federal government Web site is the primary mechanism for providing the public with information about public land recreation opportunities electronically. The group felt that concerns about the site, from limitations on the information it contains to inadequate funding for its expansion, need to be addressed. In addition, ways to better integrate the site with other relevant sites, including those of state tourism

agencies and various private-sector entities, should be studied as well. As this effort proceeds, scenic byway supporters, especially those who are working closely with state tourism agencies, could find good opportunities to build awareness of and visits to their byway and surrounding communities.

Since its inception in 1992, Partners Outdoors has encouraged real dialogue between the private and public sectors of the recreation community. It has fostered real private-public partnerships, like the WOW - Wonderful Outdoor World-program to introduce city children to the outdoors, recently featured at the Tournament of Roses parade. It has focused on solving real problems, like the lack of recreation program funding. Its success in breaking down barriers of communication and understanding – reflected in this year’s excellent, frank discussions – should be a real inspiration to everyone in the recreation community, especially the supporters of scenic byways all across the country.

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*The Recreation Roundtable was formed in 1989 by leading executives in the recreation industry to discuss broad issues shaping the future of outdoor recreation and to initiate and support cooperation between public and private organizations involved in providing quality outdoor recreation opportunities.*

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For more information about American Recreation Coalition (ARC) or Partners Outdoors, please contact Derrick Crandall at (202) 682-9530 or via email: [arc@funoutdoors.com](mailto:arc@funoutdoors.com).

# The Road Beckons: Best Practices for Byways

The American Association of State Transportation and Highway Officials (AASHTO) is soliciting projects for recognition as best practices for byways. To be eligible, the project must be on, along or directly related to a road designated as a scenic byway (e.g., a state scenic byway, National Scenic Byway, All-American Road, National Forest Scenic Byway, etc.). Applications are due to AASHTO by **Monday, April 30, 2001.**

Up to eight projects across four categories will be recognized:

- 1) Connecting the Road with its Setting (roadway improvements)
- 2) Connecting Visitors with the Story (interpretive facilities, exhibits & signs, brochure, audio tapes or cd's, or other interpretive materials)
- 3) Connecting Visitors with the Resources (overlooks, trails, park-&-recreation facilities, or viewshed management or other preservation projects)
- (4) Connecting Visitors with the Byway (Websites & marketing initiatives)

The emphasis will be on projects that have made outstanding contributions to scenic byways and clearly demonstrate best practices for byways. More than one project may be recognized in each category, and no projects may be recognized in any particular category. Emphasis will be on the best!

AASHTO will form a panel comprised of representatives from state DOT's and other byway experts that will select projects for recognition. John Horsley, AASHTO Executive Director, is planning to present the awards to project representatives at the National Scenic Byways Conference (*America's Byways: Celebrating the Journey*), to be held August 26-29, 2001 in Portland, Oregon. The projects also will be acknowledged at the AASHTO Annual Meeting to be held November 30 – December 4, 2001 in Fort Worth, Texas,

culminating with the release of an AASHTO publication, *The Road Beckons: Best Practices for Byways.*

Applications must be submitted through the state department of transportation (for the state where the project is located) to AASHTO by *Monday, April 30, 2001.* An electronic version of the application may be downloaded from AASHTO's website @ [www.transportation.org](http://www.transportation.org). If you have questions about this recognition program, please contact Erik Friesenhahn at (202) 624-3624 or [erikf@ashto.org](mailto:erikf@ashto.org).

The Federal Highway Administration and the National Scenic Byways Resource Center are sponsoring this initiative jointly with AASHTO.



## CONFERENCES/ WORKSHOPS

### *Oregon Holds Statewide Scenic Byways Workshop*

Oregon, home to the nation's largest concentration of nationally designated scenic byways, held its first statewide workshop on January 17 - 18, 2001, in Bend. The Oregon Department of Transportation and the Oregon Tourism Commission sponsored the workshop for current byway proponents and those interested in sponsoring routes.

Fifty participants traveled to the Inn of the Seventh Mountain, at the start of the Cascade Lakes National Scenic Byway (and the base of Mount Bachelor), to share their byway success stories. They also heard from national byway specialists Barb Koth (Resource Center) and Mary Ann McNamara (FHWA), and interpretive expert Bonnie Lippett (U.S. Forest Service/Bureau of Land Management).

Workshop session topics included Building Advocacy Groups, The Economic Value of Scenic Byways, Federal Funding Options and Resources, Interpretive Implementation, and What the Oregon Travel Information Council Can Do for You. Luncheons included presentations from some of the byways, including The Historic Columbia River

Highway (All-American Road).

Sharon Cartwright, from the Oregon State University Extension Service spoke on Problems Encountered by Volunteer Groups. Sharon's study of volunteer group dynamics and cultures provided attendees with a sound understanding of volunteer organizations and some pitfalls to avoid.

The typical reply when participants were asked what they got out of the workshop was, "the most valuable part of the workshop was my ability to network. I was able to talk with other people facing the same challenges that I face. That alone made the workshop worthwhile for me." The experience sharing was highlighted during a session that featured an update from each of the routes on their progress, success and challenges they are facing. Here's a list of some of the accomplishments byway advocates proudly shared:

- Finished an interpretive plan and promotional video, and the nomination for the California extension of the route is going through approvals (Volcanic Legacy AAR)
- Construction almost complete on west portal facility where customer service function will be attached to the Ranger Station, and working on deceleration lane outside this facility (McKenzie-Santima Pass NSB)
- Five scenic byways and other tour routes in the region are holding a joint ribbon cutting this summer, the newly designated national byway was featured in a *New York Times* article, and they are reprinting their brochure (Hell's Canyon AAR)
- Byway mover-and-shaker Robert Lund was named Lake County Citizen of the



Stacey Smith (USDA Forest Service, Willamette National Forest) discusses interpretive work along the McKenzie Pass – Santiam Pass National Scenic Byway.

Year, let a contract for an interpretive plan, finalizing their logo and image pieces, and conducting a safety review of the byway (Oregon Outback NSB)

- Arranged television coverage of the workshop!, doing a sign inventory, decided on a lava rock design for interpretive signs, and initiating meetings with the local business community (Cascade Lakes NSB)
- Preparing proposal for paving a road segment that would allow route extension all the way to Ashland (West Cascades NSB).

“I’m thrilled with the workshop attendance, presentations, networking and the sense of community that all of Oregon’s byway groups have,” said Pat Moran, Oregon’s Scenic Byways Program Coordinator. Pat went on to say, “I’m also glad that we were able to host this workshop at Inn of the Seventh Mountain as this is the site of the 2001 National Scenic Byways Conference pre-conference workshops. Bend is a great place to visit and offers so many great mobile workshop opportunities. I hope to see you in Bend and Portland in August 2001.”

Note: This article’s author, John P. Jones, has been promoted to Fiscal Manager for the Oregon Secretary of State. Congratulations, thanks for all your work, and keep talking up byways!

## Illinois Byways



Illinois byway leaders are working together to increase statewide collaboration and communication. L-R: Jerry Roll, The National Road; Ray Keller, Lincoln Highway; Charlotte Anderson, Ohio River Scenic Route; Dan Walker, Great River Road; Doug Arnold, Meeting of the Great Rivers.

## Collaborate at First State Conference

In January 2001, the five nationally designated Illinois scenic byways met to begin building a strong statewide collaborative program. The setting was beautiful Pere Marquette State Park located on the Meeting of the Great Rivers National Scenic Byway, near Grafton, Illinois.

The historic lodge, built by the Civilian Conservation Corps in the 1930s, has been restored by the Illinois Department of Conservation.

Conference organizer Doug Arnold, from Meeting of the Great Rivers National Scenic Byway, explained the meeting goals, “We wanted to bring byway leaders together to discuss common issues and joint concerns. The format allowed people to contribute new ideas and make recommendations on how to improve state administration, funding, marketing, education, and overall Illinois scenic byway programming.”

During the 1-1/2 day meeting, over 50 participants kept track of their ideas, suggestions, and concerns on a paper labeled with four subject headings—Communication, Marketing, State Procedures, and Financing. The individual lists were collected and will be compiled into one master idea list.

Attendees learned about lots of exciting Illinois byway projects and initiatives:

- The Illinois Dept. of Tourism will use a scenic byways grant to produce a 32-page glove box sized scenic byways guide. *Midwest Living* will distribute 200,000 copies of the guide in their July/August magazine. The remaining 300,000 copies will be shared among the Illinois byways.
- During the next year, a scenic byways grant will be used to sponsor front-line hospitality training for all the byways in coordination with the Illinois Dept. of Tourism.
- Meeting of the Great Rivers has a number of projects underway including new granite entry portals, a marketing program, and improved turnouts. The group is also producing a CD-ROM that will be tied to a byway map. The Alton Convention & Visitors Bureau can modify and “burn” the disks as needed.
- The Lincoln Highway has outlined a

strategic plan, established non-profit status, and hosted dedication celebrations at several locations along the byway. They will use a scenic byway seed grant to complete a resource inventory and marketing initiatives. (Note: Lincoln Highway byway leader Ray Keller was recently honored as “Illinois Friend in Tourism” for the entire state at the Illinois Governor’s Conference on Tourism.)

- The IL National Road is partnering with the five other National Road states to decide on a common byway sign. The Illinois group is also making plans to host a byway tour for their local communities and byway organization. The IL Great River Road is one section of a 3,000-mile route running from Canada to the Gulf of Mexico. Their steering committee is involved in several projects including an interpretive planning grant, an agri-tourism project, and partnership with the heritage program.
- The IL Ohio River Scenic Route will benefit from improved visitor facilities. Transportation enhancement funds are being used to renovate historic Lock Keepers’ houses and an interpretive center located along the river. In addition, scenic byway funds will transform a Caretaker’s Cottage into a visitor center at Mound City National Cemetery and construct a new visitor’s center in the village of Equality.

Other conference presentations focused on the national marketing program, services of the National Scenic Byways Resource Center, and the FHWA scenic byways grant program. Representatives from the Illinois Department of Transportation also walked byway grant recipients through processes and procedures needed to implement federal projects along Illinois byways. Keith Sherman, Illinois state scenic byways coordinator, felt the meeting had a positive impact, “We can always improve the internal coordination and communication within our state. This was a good start.”

For additional information about the conference, contact Doug Arnold at (618) 465-6676 or darnold@alton.cvb.org.

# 2001 Calendar

Send calendar entries by the 5<sup>th</sup> of each month to [center@byways.org](mailto:center@byways.org)

## April

### April 1-4

*National Town Meeting*  
Sponsored by the National Main Street Center  
Indianapolis, Indiana  
(202) 588-6329  
[www.mainst.org](http://www.mainst.org)

### April 3-7

*Reveal the Untold Stories: Interpreting Sacred Places and Native People Spring Training Workshop*  
National Association for Interpretation  
Honolulu, Hawaii  
Contact Nancy Stinson (907) 267-1278; [nancy\\_stinson@ak.blm.gov](mailto:nancy_stinson@ak.blm.gov) or Tom Richter (402) 221-3472; [tom\\_richter@nps.gov](mailto:tom_richter@nps.gov)

### April 4

*Conference Call for Byway Leaders*  
National Scenic Byways Resource Center  
(800) 429-9297, ext. 5 or [mjohnson@byways.org](mailto:mjohnson@byways.org)

### April 18-20

*Seeds of the Future/EMO Workshop*  
Orlando, Florida  
Contact Nancy Hummel (850) 922-7206

### April 21-24

*Scenic Summit for America's Communities, Countryside, and Public Lands*  
Denver, Colorado

### April 29- May 2

*"Partnerships: Preserving the Past, Managing the Present, Planning the Future."*  
*2001 NARRP Conference*  
Sponsored by: NARRP, USDA Forest Service, & National Park Service  
Baltimore, Maryland  
(801) 733-2662  
[www.narrp.org](http://www.narrp.org)

## May

### May 6-12

*National Tourism Week*  
(651) 296-1880

### May 12-19

*National River Cleanup Week*  
[www.americaoutdoors.org/nrcw/nata0.10.htm](http://www.americaoutdoors.org/nrcw/nata0.10.htm)  
(865) 558-3595

### May 23-24

*"Moving Transportation Forward"*  
RiverCentre, St. Paul, Minnesota

### May 29-30

*Florida Scenic Highways Program Statewide Workshop*  
Orlando, Florida  
Buddy Cunill, State Coordinator  
(850) 922-7207  
[buddy.cunill@dot.state.fl.us](mailto:buddy.cunill@dot.state.fl.us)

## June

### June 3-5

*National Edge City Conference*  
Schaumburg Marriott Hotel  
Schaumburg, Illinois  
Contact Len Carna at (847) 619-7282 or [lencarna@roosevelt.edu](mailto:lencarna@roosevelt.edu)

### June 6 & July 11

*Conference Call for Byway Leaders*  
National Scenic Byways Resource Center  
(800) 429-9297, ext. 5 or [mjohnson@byways.org](mailto:mjohnson@byways.org)

## July

### July 11-13

*The Inaugural Conference of the United States Society for Ecological Economics*  
Duluth, Minnesota  
[www.ussee.org](http://www.ussee.org)

### July 11

*Conference Call for Byway Leaders*  
National Scenic Byways Resource Center  
(800) 429-9297, ext. 5 or [mjohnson@byways.org](mailto:mjohnson@byways.org)

### July 22-25

*The Times They Are A Changing: Working Partnerships for Viable Communities*  
2001 International Summit on Community & Rural Development  
Duluth, Minnesota  
[www.minnsotauralpartners.org](http://www.minnsotauralpartners.org)

### July 27-28

*Balancing the Protection and Promotion of Historic Roads*  
Rocky Gap Lodge and Golf Resort  
Cumberland, Maryland  
Scott Zimmerman or Becky Lawin  
(765) 478-3172 or [HLFIERO@infocom.com](mailto:HLFIERO@infocom.com)

## August

### August 17-21

*7th Conference on National Scenic and Historic Trails*  
Radisson Hotel Conference Center  
Casper, Wyoming  
[NATTRAILS@aol.com](mailto:NATTRAILS@aol.com)

### August 24- 25

*Interpretation: A Pre-Conference Workshop National Scenic Byways Program*  
Bend, Oregon  
(800) 429-9297 ext. 5 or [mjohnson@byways.org](mailto:mjohnson@byways.org)

### August 26-29

*National Scenic Byways Conference*  
Portland, Oregon  
(800) 429-9297 ext. 5 or [mjohnson@byways.org](mailto:mjohnson@byways.org)

National Scenic Byways Resource Center  
Arrowhead Regional Development Commission  
227 West First Street, Suite 610  
Duluth, MN 55802

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