

Scenic Byways and Segmentation

Background

As a national policy, America seeks to conserve scenic areas and to promote tourism in truly scenic areas by designating “scenic byways.” Federal legislation (1991, 1995, and 1998) provides guidelines for states to designate scenic byways.

Scenic byways legislation is intended as an economic development tool to promote tourism and attract visitors to scenic areas, as well as a conservation tool. OAAA supports the National Scenic Byways and All-American Roads Program including segmentation of non-scenic areas.

Position

The National Scenic Byways and All-American Roads Program, which celebrated its 10 year anniversary in 2001, gives states and localities the flexibility and discretion to exclude from state or federal scenic byways designation those segments inconsistent with the state's criteria for designating scenic byways. Billboard construction is allowed in these segmented areas.

Message Points

- The outdoor advertising industry has supported and continues to support scenic byways.
- The preservation of pristine and scenic areas should be genuine and not a veiled attempt to impose adjacent zoning laws or land use regulations designed to ban billboards in non-scenic areas.
- Federal law is very clear: there is no automatic ban on billboards within a designated scenic route and there is no categorical exemption allowing billboards in commercial and industrial areas.
- Billboards belong on non-scenic portions of scenic byways in commercial and industrial areas because they are useful to travelers and affordable and effective for advertisers (especially small, local businesses, along designated routes).
- Billboards are considered "roadside information units" and act as part of an integrated communications system for rural, urban, or suburban scenic byways.

- The Virginia DOT has developed a model plan to determine segmented areas along a state scenic byway eligible for commercial and industrial use (including billboards). (*The Virginia Model is found on page 14 of this Issue Brief*).

References

FHWA Training Program Manual

FHWA Scenic Byway memorandum, April 5, 1996

23 U.S.C. 131(s) - Outdoor advertising control and scenic byways prohibition.

- Congressional Record-House, November 18, 1995, pages H.13324-25 (Available from OAAA upon request)
- Congressional Record-Senate, November 17, 1995, S. 17204-206 (Available from OAAA upon request)
- Federal Register; Advance Notice of Proposed Rulemaking, National Scenic byways Program, May 18, 1995, Vol;. 60, no. 96, ppg's. 26759-62. (Available from OAAA upon request)
- Amendment to Intermodal Surface Transportation Efficiency Act of 1991, (ISEA of 1981) by the National Highway System Designation Act of 1995 (PL 104-59), Section 314. (Available from OAAA upon request).

FHWA Frequently Asked Question Guidance

Model Scenic Byway Plan

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What is a State Scenic Byways Program?

The Intermodal Surface Transportation Efficiency Act of 1991 (Public Law 102-240) ISTEA) is not explicit other than to emphasize scenic byways subject to outdoor advertising control must be designated by a state under its scenic byways program. The essential element of a program is action made under authority of state law, policies, or administrative procedure that authorizes establishment of such routes or designates specific routes as scenic. In short, if a state has a designated scenic byway, it is construed to have a scenic byways program for purposes of 23 U.S.C. 131(s).

The state highway agency may be the cognizant agency for both outdoor advertising control and the designation of state scenic byways. Often it is not. These duties often cut across organizational lines. It is essential the state highway staff, when considering permits for signs on controlled highways, have current knowledge of state designated scenic byways. To improve the information sharing and coordination, FHWA encourages these officials to meet in order to improve mutual understanding of their respective responsibilities, become familiar with the byways and their terminology, and review the criteria for designating state scenic byways. *(Source: FHWA Training Program Manual).*

Role of FHWA in Outdoor Advertising Control on Scenic Byways and the National Highway System

**US Department
of Transportation
Federal Highway
Administration**

Subject:
INFORMATION: Outdoor Advertising
Date: April 5, 1996

Control on Scenic Byways and the National Highway System (NHS)

Reply to Attn of: HRW-20

From: Associate Administrator for
Program Development

To: Regional Administrators
Federal Lands Highway Program Administrator

The purpose of this memorandum is to provide an update on the role of the Federal Highway Administration (FHWA). In assuring that the intent of Congress is met concerning the implementation of 23 U.S.C. 131, Control of Outdoor Advertising.

Scenic Byways

Title 23, United States Code, Section 131(s) prohibits the erection of new signs which do not conform to Section 131(c) in areas adjacent to Interstate and primary highways which are designated as a scenic byway under a State scenic byway program. A State is considered to have a scenic byway program when one or more public roads or highways under State, Federal, or local ownership have been designated by the State through legislation or some other official declaration as a scenic byway, highway, road, trail, etc., consistent with the State's unique criteria for designating scenic byways.

The actual label, specific identifying characteristics and termini for these designated scenic byways are the responsibility of each State. State law governs the issue of what constitutes a designated scenic byway. By separate Action memo dated April 1, we are requesting each State to update information to be used in compiling a National Inventory of State scenic byway programs and their byways.

In June 1993, we advised that these byways do not need to be continuous. That is, a State may exclude those highway sections from designation that lack scenic value and which otherwise would be included only to preserve system continuity. Such

exclusion, however, must have a reasonable basis and not done solely to evade Federal requirements.

A few States have attempted to automatically exclude commercial and industrial areas from scenic byway designation without justification. The FHWA has worked with these States to assist them in meeting the requirements of the Federal law.

Section 314, Scenic Byways, of the National Highway System Designation Act of 1995 amended Section 131(s). This section codified FHWA's existing policy on State designated scenic byways as articulated in our June 14, 1993, memorandum. It allows States to exclude from scenic byways designation, any segment of the highway that is inconsistent with the State's criteria for designation. The Secretary of Transportation has the authority to prevent actions that evade Federal requirements. Trailblazer signs and mapping of excluded segments is not prohibited.

Although the State does not have to obtain prior approval from FHWA, this would not preclude FHWA from examining proposed exclusions to ensure that these exclusions are made on a reasonable basis.

National Highway System

With approval of the NHS, there are probably some highways that are included in the NHS that were not formerly on the primary system. These highways would now be subject to outdoor advertising control including the Section 131(s) restrictions if part of a State designated scenic byway. Identification of highways subject to control under the Highway Beautification Act and the NHS are the responsibility of each FHWA Division Office and State highway agency.

Because Section 131(s) of Title 23, United States Code, defined "primary system" and "Federal-aid primary system" for purposes of control under the Highway Beautification Act, it will generally not be necessary to amend Federal/State Agreements or State law to include routes added to the NHS which were not on the Federal-aid primary system. However, agreements and State laws should be examined to assure there is not prohibitive language precluding States from extending outdoor advertising controls to the NHS.

There may be instances where a State, local government, etc., has an ongoing amortization program which would impact a route that is now subject to the control of outdoor advertising under the Highway Beautification Act. In these cases, no lawfully erected outdoor advertising sign located adjacent to a controlled highway on the NHS can be required to be removed without payment of just compensation. For example, if an existing sign on a route added to the NHS is in the middle of an amortization period where the ordinance declared the sign to be removed in 1992, with a 5-year amortization period, the sign cannot be removed without the payment of just compensation.

The States should update their outdoor advertising sign inventories to include highways not previously controlled but which are now included in the NHS. Additionally, each State must continue to make a good effort and reasonable progress in expeditiously removing illegal signs located adjacent to controlled highways.

***Thomas J. Ptak,
Associate Administrator
for Program Development***

1995 Amendment to Scenic Byways Controls

In 1995, the National Highway System Designation was under consideration by both the House and Senate. This legislation was required by ISTEA. The House of Representatives approved an amendment to subsection (s) of the HBA to clarify that the federal ban on new billboards on scenic byways did not restrict the authority of a state with respect to commercial and industrial areas along a scenic byways or roads designation pursuant to the original ISTEA language on the national scenic byways program.

The Senate bill contained no comparable provision and, after much debate by the Conference Committee, a substitute was agreed which codified the FHWA's June 14, 1993, policy implementation.

In effect, the final language codifies current FHWA policy to allow segmentation of non-scenic areas along a state designation or federally approved scenic byway so long as the state's determination is reasonable. Trail blazer signs and mapping of excluded segments is not prohibited.

Managerial language to accompany the Conference Substitute was printed in the Congressional Record, pages H 13324-25 on November 18, 1995, by Rep. Bud Shuster. The National Highway System Designation Act of 1995 (P.L. 104-59) was enacted into law on November 28, 1995.

Section 131 (s)

If a State has a scenic byway program, the State may not allow the erection along any highway on the Interstate System or Federal-aid primary system which before, on, or after the effective date of this subsection, is designated as a scenic byway under such program of any sign, display, or device which is not in conformance with subsection (c) of this section. Control of any sign, display, or device on such a highway shall be in accordance with this section.

Sec. 314 Scenic Byways

Section 131(s) of title 23, United States Code, is amended by adding at the end the following

In designating a scenic byway for purposes of this section and section 1047 of the Intermodal Surface Transportation Efficiency Act of 1991, a State may exclude from such designation any segment of a highway that is inconsistent with the State's criteria for designating State scenic byways. Nothing in the preceding sentence shall preclude a State from signing any such excluded segment, including such segment on a map, or carrying out similar activities, solely for purposes of system continuity.

FHWA Q & A of Scenic Byways

FHWA officials created a “Frequently Asked Question” primer in order to provide guidance to state officials and the private sector on questions of concern to the scenic byways program.

Question 1:

How are Interstate and primary highways impacted by a scenic byways Program?

Answer:

This program allows states to exclude from scenic byway designation any segment of the highway that is inconsistent with the state’s criteria for designation. The exclusion must have a reasonable basis and not be done solely to evade federal outdoor advertising requirements.

Question 2

Can the state place scenic byway identification signs within excluded areas and show a continuous scenic byway on its highway map?

Answer:

Yes. The amendment (Section 131 s) clarifies that solely for the purposes of system continuity, trail blazer signs and mapping of excluded segments are not prohibited.

Question 3

Does the State/Federal Outdoor Advertising Control Agreement need to be modified because of the prohibition of erecting signs along designated scenic byways?

Answer:

It is not anticipated that a modification to the State/Federal agreements will be necessary. However, this will be handled on a case-by-case basis, dependent upon the wording in the agreements and state law.

Question 4:

What is the legal status of signs adjacent to routes designated scenic byways erected under Section 131(d)?

Are they conforming, grandfathered, or grandfathered to-be-acquired?

If conforming, could a sign erected under Section 131(d) be reconstructed on a controlled segment of a scenic byway?

Answer:

Signs erected prior to December 18, 1991, under the provision of 23 U.S.C. 131(d) would be conforming. They retain the same status as they enjoyed prior to passage of the ISTEA. On or after December 1991, the erection of such signs are covered by the scenic byways prohibition.

A conforming sign retains the same status as it held prior to passage of the ISTEA. It may be reconstructed at the same location if permitted by state law. However, a sign may not be relocated and reconstructed at a new site along a designated scenic byway on the Interstate or primary systems. This would be considered the erection of a new sign at that location which is prohibited by Section 1046(c) of the ISTEA.

Question 5

Should sign permits be withheld on Interstate and federal aid primary that are on or may be designated scenic byways?

Answer:

States that have scenic byways programs must withhold issuance of permits of new signs on I and FAP that are designated a scenic byway under a state's program, including prohibition of signs in zoned and unzoned commercial and industrial areas.

States should consider withholding permits on routes under consideration as designated I and FAP scenic byways.

Question 6

What is the legal status of signs adjacent to I and FAP designated scenic byways?

Answer:

Prior to 12/18/92, if a sign was a conforming sign, it still remains a conforming sign.

Question 7:

What is the effective date for increased controls due to the ISTEA of 1991?

Answer:

The effective date for increased controls is 12/18/91. There is no grace period provided for states to come into compliance, especially with controls along scenic byways segments since 12/18/91

(Source: FHWA, March 1992)

Model Scenic Byways Plan Statutory Framework for the Model Scenic Byways Plan

The National Highway System Designation Act, S.440 (PL 104-59), was signed into law on November 28, 1995. Included in the legislation is an amendment to the Highway Beautification Act (HBA), specifically subsection (s), scenic byways.

- The amendment gives states the flexibility to exclude from state or federal scenic byways designations any segment of a road that is determined to be inconsistent with the state's criteria for designating scenic byways. It is only in these segments that new billboard construction is permitted if allowed by local and state government.
- The amendment requires the state to show there is a reasonable basis for excluding certain scenic byways segments along scenic byway routes.
- The amendment eliminates any federal requirement to ban new billboards along state or federally designated scenic byways on segments that do not meet the state's criteria. Discretion by the state or locality is not usurped.

Virginia DOT Scenic Byways Plan

Virginia's plan to "determine" segmented areas along a state scenic byway eligible for commercial and industrial use (including billboards) was printed in the Congressional Record as a model for other states. (*Congressional Record, November 18, 1995, page H13324*).

The plan permits de-designation of a specific portion of the scenic byway if a determination is made (i.e., on-site inspection) that the portion no longer meets the scenic byways criteria. It also permits trailblazer signs on the highway right \ of way. Key steps are:

- Obtain county/city zoning maps in zoned jurisdictions to determine land use and zoning adjacent to the designated scenic byways. If unzoned, a physical inspection is necessary to determine that the number and type of businesses qualify the area as an unzoned commercial and industrial area.

- Determine through a physical inspection if the zoned and unzoned commercial and industrial areas have "scenic qualities". If considered scenic, these areas are then included in the scenic byways route.
- Work with the community to create awareness of the applicable federal, state and local billboard regulations. Obtain local input and agreement that non-scenic areas are eligible to be segmented from the scenic byway route.
- Check to see if public notice and/or a public hearing are required for state scenic byways approval.

Scenic Byways Objectives

Economic Benefits of Byways Tourism

- Travel and tourism is a \$545 billion a year industry and the nation's third largest retail enterprise; it is vitally important to the American economy. It creates jobs, retail sales, and even new businesses. Scenic byways and tourism are closely related. By promoting tourism, scenic byways programs can make an important contribution to the local economy.
- The travel and tourism sector is the largest buyer of outdoor advertising media. It accounted for 1.6 billion, nearly one-third, of outdoor advertising expenditures in 2001
- The travel and tourism sector ranks as either the first, second, or third largest employer in 37 of the 50 states.
- Travel and tourism generates 6.7% of the Gross National Product and 13% of the services sector.
- In 2001, travel and tourism generated \$94.4 billion in tax revenue; total industry payroll was \$166 billion.
- About 7.8 million people are directly employed in travel and tourism. This represents one of every seven people in the U.S. civilian labor force being employed in travel and tourism.
(Source: Travel Industry Association of America, U.S. Department of Commerce Office of Travel and Tourism Industries)

Byways Studies

Several studies have been conducted by individual states and private sector organizations to measure the economic benefits that have accrued to the state and to participating communities from byways programs. The studies reiterate the

importance and economic benefits attributable to a states adoption of a scenic byways program.

State Byway Studies Measuring the Economic Benefits of the Program

COLORADO

During the summer and fall of 1995, the Colorado Center for Community Development at the University of Colorado at Denver conducted a survey of visitors to the Colorado Scenic and Historic Byways. These surveys were administered by volunteers at various sites along selected Colorado Byways. The information presented in this report is based on a total of 418 completed visitor surveys.

Visitor Profile

Visitors responding to the visitor survey were characterized by the following:

- Forty-five years of age or older (62.2%)
- Married (75.2%)
- Some level of college education (84.6%)
- Employed (61.0%)
- Family Income of \$40,000 or larger (59.2%)

Trip Profile

The visitor's trip to the Colorado byways were characterized by the following:

- Party size of 3.4 (average)
- Traveling with spouse or a family member (85.2%)
- Two adults in party (65.9%)
- Zero children in party (59.2%)
- Traveling on a vacation/holiday (79.9%)
- First visit to Colorado Byway (73.6%)
- Traveling in personal auto (70.6%)

Visitor Activities

The following activities were most often participated in by visitors to the Colorado Byways:

- Sightseeing (74.8%)
- Viewing scenery (73.8%)
- Pleasure driving (57.7%)
- Shopping (59.2%)
- Traveling on a vacation/holiday (56.9%)
- Taking photographs (56.9%)

Visitor Expenditures

Average expenses in a 24 hour period were as follows:

- Per party: \$143.57
- Per Individual: \$42.23

IOWA

The Iowa Department of Economic Development commissioned Davidson-Peterson Associates, Inc. to evaluate Iowa's new Scenic Byways Pilot Program during the 1994 tourism season. Six-hundred telephone interviews, 456 byway visitor questionnaires, and 70 in-depth interviews with community leaders were utilized to obtain the following information:

- The travel parties visiting the byways spend an average of \$104.50 during their stay there. Per party expenditures for shopping: \$33.60; lodging: \$24.80; meals and snacks: \$24.20; gas and car service: \$12.70; and admissions to attractions: \$3.60.
- The Iowa Department of Economic Development Division of Tourism estimated the cost for advertising brochure printing, creative development, and placement for promoting this scenic Byways pilot program at \$150,000, leading to a return on investment of \$6 to \$1.
(Source: "A Look at the Iowa Scenic Byways Pilot Program," January 1995, Davidson-Peterson Associates, Inc., and David L. Dahquist Associates.)

OREGON

A 1990 study of the travel and tourism-related economic impacts on Oregon's coastal counties reported the following:

- An estimated \$446 million of primary travel-related expenditures in 1988, generating 8,755 jobs.
- Recreation vehicle sales grew by 118 percent over the previous decade.
- The number of adults who bicycle regularly more than doubled from 10 million to 23 million - between 1983 and 1989.
(Source: "Scenic Byways Development on the Oregon Coast: Economic Benefits.")

VIRGINIA

A case study of five different byways in Virginia, some which has been more actively promoted than others, produced the following data:

- Auto and light truck traffic along the more heavily promoted routes grew at a rate 2-3 percent higher than heavy truck traffic along the same routes, suggesting that efforts to promote the byways had been successful in attracting tourists.
- Assuming that tourists spend \$0.15 per vehicle mile on a byway, a 2 percent increase in passenger miles would increase tourism revenues by \$220,000 per year and create seven new jobs in travel-related industries.

(Source: "Economic Impacts of Scenic Byways", 1990, Federal Highway Admin)

Kansas

Everyone wants to know, "What does a byway generate in tourist expenditures?" To evaluate and document localized byway impact, the Kansas Scenic Byways Program conducted face-to-face interviews with visitors and businesses in five key byway communities along the 48-mile Flint Hills Scenic Byway. In August 1998, 204 visitors answered questions about where they came from, what they planned to do, and how much money they had spent.

A conservative estimate is that each visitor group spent approximately \$50 per day on the byway. For comparison a recent study of Iowa byways, where the "typical" visitor was shown to be an in-state retiree, showed each party spent an average of \$104 per day. This lower figure surprised the Kansas researchers, and is attributed to the availability of no/low-cost activities (e.g. visiting a museum or nature preserve), the preponderance of day trips (60 percent), and the limited number of private sector establishments along the byway. The proportion of visitors who reported spending money in the following categories follows:

Food and drink 35 %
Fuel and automobile 24
Lodging 12
Admission fees 12
Souvenirs 10
Entertainment 6
Other (donations, bait, clothes) 1

Why are travelers on the byway? Researchers found that vacationing and visiting family dominated; however, 11 percent of visitors were on a group tour.

When respondents were asked to select among a list of options, "taking the most direct route to a final destination," "getting away from the city;" and "doing something as a family" were the most common motives.

(Source: *Visitor Survey: Economic Impact of Kansas Scenic Byway Designation on the Flint Hills Scenic Byway Communities* (May 1999). Prepared by Kansas Scenic Byways Program (KDOT) and Bucher, Willis and Ratcliff Corporation.)

U.S. Travel Data Center

How much economic importance can be attached to scenic byways?

- Travel away from home in 2001 exceeded 1 billion domestic person trips, (a person-trip is one person traveling 50+ miles, one-way, away from home).

- Estimated tourist spending associated with all the scenic byways in the United States would be approximately \$1 billion.
(Source: U.S. Travel Center)

OAAA Economic Impact Study (1995)

In rural markets, at least 90 percent of all billboards advertise local, small businesses (with less than 50 employees).

- Two-thirds of these rural market advertisers are in the travel-tourism business and rely on billboards as their only efficient means of advertising to the traveling public.
- As many as 20 percent of the total jobs in these rural, scenic areas depend on the travel-tourism dollar.

Three rural markets were identified in which the defining economic characteristic is the presence of a regionally prominent, officially-designated scenic highway. Those three analyses examined lengthy stretches of three prominent scenic highways: 1) 272 miles of Minnesota's *Great River Road*; 2) 116 miles of West Virginia's *Midland Trail*; 3) 186 miles of Arkansas Scenic Route 7.

One of the major findings arising from the studies was the measurement of how much commercial activity exists along the designated scenic byways in Minnesota, West Virginia, and Arkansas. The analyses depicts that a common characteristic of officially designated scenic highways in rural small town America is the presence of numerous pockets of concentrated commercial activity.

An escapable conclusion emerges from these three studies: Even though a highway might be designated as "scenic," that highway will include numerous pockets of commercial activity as well as much greater stretches of no business activity at all.

In rural, small-town America where there is a designated scenic highway, local businesses are the overwhelming users of outdoor advertising, so overwhelming as to virtually eclipse any economic role of national business advertisers. The three states in the study show the massive degree of local over national dominance.

- Minnesota's *Great River Road* Outdoor Advertisers:
-95% Local
-5% National
- West Virginia's *Midland Trail* Outdoor Advertisers:
-85% Local
-15% National
- Arkansas *State Route 7* Outdoor Advertisers:

- 97% Local
- 3% National

In rural, small town America where there is a designated scenic byway, the local businesses which do the largest amount of billboard advertising are travel and tourism businesses.

- Minnesota’s Great River Road Outdoor Advertisers:
 - 95% Local
 - 63% Travel/Tourism
 - 32% Hotels/Motels
 - 31% Restaurants
 - 13% Entertainment
 - 14% Gas Stations
 - 10% Retail Travel
- West Virginia’s *Midland Trail* Outdoor Advertisers:
 - 85% Local
 - 63% Travel/Tourism
 - 40% Hotels/Motels
 - 26% Restaurants
 - 23% Entertainment
 - 6% Gas Stations
 - 5% Retail Travel
- Arkansas *State Route 7* Outdoor Advertisers:
 - 97% Local
 - 70% Travel/Tourism
 - 38% Hotels/Motels
 - 11% Restaurants
 - 12% Entertainment
 - 3% Other Tourism
 - 36% Retail Travel

In rural small town America where there is a designated scenic highway, the local businesses which do the predominant share of billboard advertising are not just travel and tourism businesses: they are also small businesses. The following is a table of local travel and tourism businesses along scenic highways where size of businesses are a percent of total businesses:

Employees/River Road/Midland/Route 7

50 or less	96%			99%	96%
25 or less	89%	96%	88%		
10 or less	71%			84%	71%
5 or less	48%	68%	55%		

What is reflected in the table is not a sample, it is everything—all the businesses and all their jobs in those businesses. As the breakout makes abundantly clear, the businesses and small businesses by any conceivable measure are not just small but very small.

In rural, small town America where there is a designated scenic highway, outdoor advertising is typically the only available, efficient and affordable outlet for the businesses which utilize billboards. The reasons are three-fold:

1. The businesses are small and often lack the revenues needed for more expensive broadcast or print buys;
2. The businesses are very local, by definition very place specific, and do not want the broader reach of broadcast media, even if they could afford it;
3. Most important, the principal target customer for the small, local, travel-tourism business is the automobile traveler- tourist who cannot be reached efficiently by newspaper, radio or television; only a place-specific billboard is guaranteed to reach the traveler-tourist.

Congressman John Boozman (R-AR) Letter on Scenic Byways

On June 11, 2002, Congressman John Boozman from the 3rd District of Arkansas wrote a letter to Arkansas Governor Mike Huckabee concerning the lack of adequate access to off-premise signage for small businesses located along State Route 7, designated as a Scenic Byway. The letter, in its entirety, is enclosed and illustrates the concept and need for segmentation of scenic byways for billboards in order for signage to be erected in non-scenic segments where businesses generally operate.

Dear Governor Huckabee,

I would like to take this opportunity to relay my concern for small businesses located along State Route 7 in the vicinity of Harrison.

Specifically, our constituents operating businesses in the vicinity of Harrison feel they lack adequate access to off-premise signage (billboards) to promote their businesses to motorist due to restrictions from the scenic byway designation of State Route 7. Business owners in Harrison are very concerned that the lack of off-premise directional signage is hurting business opportunities.

As you know, the National Scenic Byways Program celebrated its 10 year anniversary last year. It is my understanding that scenic byways are intended to preserve and protect scenic values, promote tourism and attract visitors. This program, as amended, provides for "segmentation" of scenic byways for billboards so that signage can be erected in non-scenic segments where businesses generally operate. To my understanding, state scenic byway designations have followed the federal model. The federal legislative intent of the National Scenic Byways Program was not to ban outdoor advertising along the entire route of a scenic system; rather it is intended to strike a balance between scenic preservation and the legitimate needs of businesses located along these corridors. I would like to work with you to make sure we are striking that proper balance in Arkansas.

To that end, I respectfully request your assistance in reviewing the existing implementation and enforcement of the scenic byway system as well as the possibility of segmenting State Route 7 in the vicinity of Harrison.

I greatly appreciate your attention to this matter. Thank you for all that you do.

Sincerely

*John Boozman
Member of Congress*

Corridor Management Planning Process

The following outlines activities and steps suggested in order for billboard owners/operators to become engaged in the process during a state's scenic byways designation campaign.

Participation Activities:

- Concerned citizens raise questions on the recognition of a road corridor's special qualities or a perceived threat to these qualities.
- Concerned citizens create a Corridor Advocacy Group.
- A Corridor Advocacy Group develops a statement of purposes.
- An initial community survey to identify stakeholders, prepare for an inventory of intrinsic qualities and develop a Vision for the corridor is undertaken by the Corridor Advocacy Group.

Preliminary Planning Activities:

- A Byway Planning Group is formed.
- The Planning Group begins public participation workshops.
- Other groups invited into the process and professional assistance is sought for grassroots/coalition building.
- A Corridor Management Plan is developed by working with a scenic byways route Vision.

The Corridor Management Plan (CMP) includes:

- Establishing goals.
- Evaluating conditions along the road in the corridor view shed.
- Developing strategies, tools and techniques to achieve the goals and to manage the corridor.
- Compiling information to complete the Corridor Management Plan.
- Develop an action plan to implement the Corridor Management Plan.
(Source: FHWA, *Community Guide to Corridor Management Planning*, 1995)