

Great River Road Corridor Management Plan

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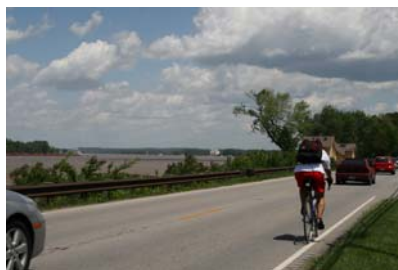
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What's the Scenic Byway?

A scenic byway is considered to have roadsides or viewsheds with scenic, natural, cultural, historical, archaeological, and/or recreational value worthy of preservation, restoration, protection, and enhancement.



River Road in Louisville, KY.

Who manages the KY's Scenic Byways?

The OSP coordinates the designation of roads as state Scenic Byways, or Highways. After a route has been designated as a state byway the sponsor may apply to the federal government for National Byway Designation and project funding.

National Scenic Byways

- Established under ISTEA, 91
- US Sec. of Transportation/ FHWA
- 125 National Designations
- 44 States
- Funding through FHWA



PHOTO CREDITS: US/NATIONAL SCENIC BYWAY PROGRAM/WEBSITE

National Designated Byways in KY

Wilderness Heritage : 94 miles

Country Music Highway: 144 miles

Red River Gorge Byway: 45 miles

Total: 283 miles

State Scenic Byways: 1,250 miles

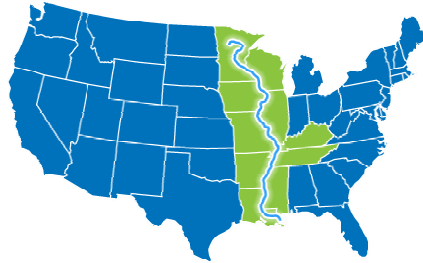


Mountain Home Place Cabin in KY, Landscape on KY 229, Red River Gorge

PHOTO CREDIT© 2001. SEKTDA

Why a CMP?

1. Blueprint for designation as national scenic byway
2. KY will join other Mississippi River states
3. Tells a story while providing educational and recreational opportunities
4. Provides economic development opportunities
5. Formulates implementation strategies, or next steps



The Core Elements of the CMP

1- Planning

- Corridor Management
- Organization
- Funding

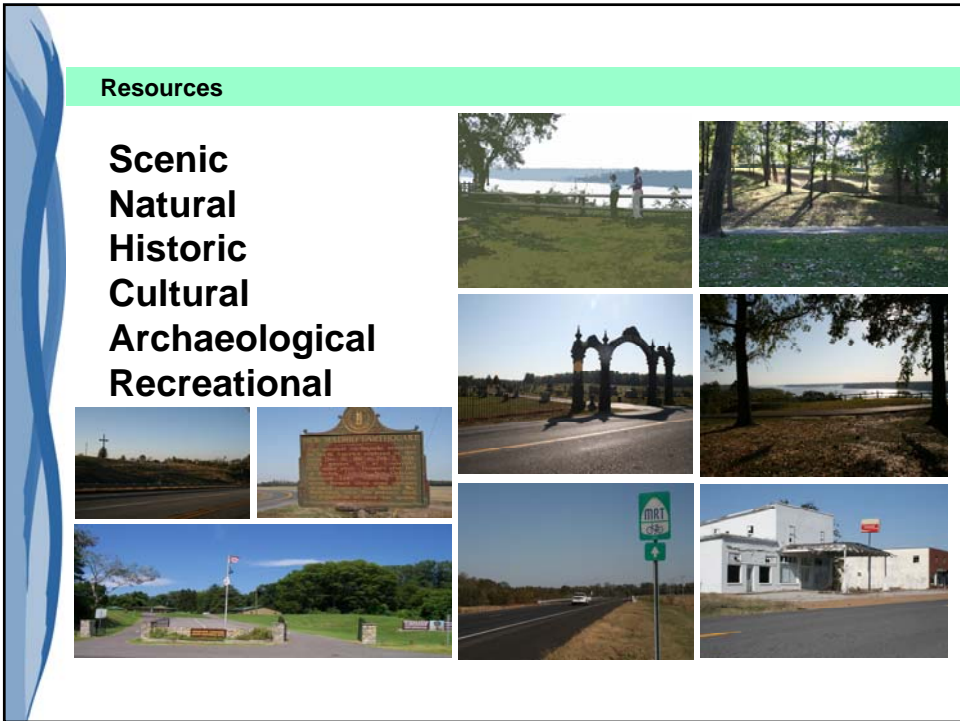
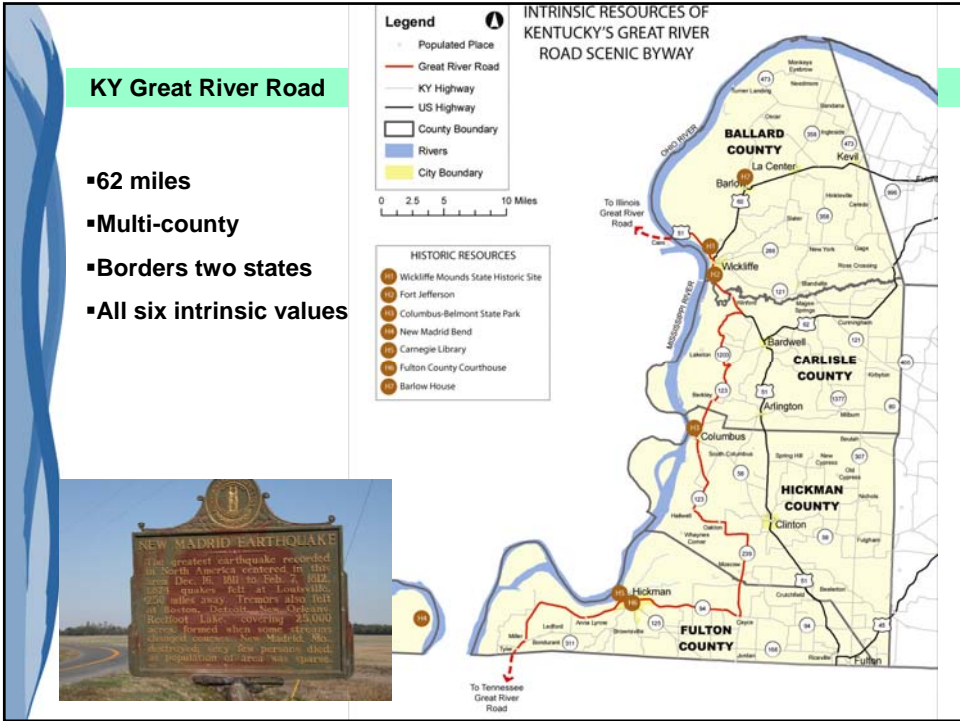
2- Intrinsic Qualities

- Assessment
- The story
- Protection/promotion

3- Visitor Experience

- Wayfinding
- Accessibility
- Marketing





The Story

The Lure of History:

- Native American
- French Exploration and Settlement

The story begins with the place- the convergence of Mississippi and Ohio Rivers, and the experiences of people who interacted with it!



The Story

The Lure of History:

- American Expansion
- The Civil War

The Gibraltar of the West, a fort that commanded the Mississippi River.

A portion of the mile-long chain across the river to attempt to keep Union gunboats at bay is shown.



The Story



The Lure of Outdoor Activities

The Lure of the areas' Natural Beauty



The Target Audience

History Enthusiasts


Outdoor Enthusiasts

Biking and Trail Enthusiasts

General Visitors

International Visitors





Who will manage the CMP?

1-The KMRPC is responsible for managing KY's Great River Road


2- Multi-county and agencies

3- Governed by bylaws and mission statement

4- Responsibilities

- Implementing the CMP
- Monitoring success of the CMP
- Liaison to supporting organizations
- Annual Plan Review and adjustments
- Identification of potential funding sources

“Once national designation is achieved, the KMRPC will actively pursue planning and development of both short range and long range programs and projects”



Where do we go from here?

1-Transportation Improvements

- Safety and functionality
- Wayside/access
- Context Sensitive Solutions

2- Trail Development

- MRT and Rail-to-Trail development
- Integrate with other trails (Benge Route)
- Trail connection between major destinations

3- Interpretive Facilities and Sites Master Plan

- Native American Culture
- Confluence of the rivers and the role it played in shaping the place and history
- Significance of the geological/natural event (New Madrid)

Specific Projects and Programs

4- Visual Quality/Vegetation Enhancement

5- Byway Signing

- Portal/route/viewpoint/point of interest signs
- Maintain commercial billboard controls

6- Economic Development and Tourism

- Marketing Plan to promote resources and experience
- Cooperative multi-agency planning and promotion
- Support Wickliffe Project
- Day trip itineraries
- Coordinate with tourism officials and the lodging industry

Our Plan



GREAT RIVER ROAD CORRIDOR MANAGEMENT PLAN

December 1, 2008

Prepared for:
The Purchase Area Development District in conjunction with the
Kentucky Mississippi River Parkway Commission

Prepared by:
HNTB Corporation





**Great River Road
Corridor Management Plan**

**THANK YOU
Questions/Answers**

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