

Introduction

Vision Statement

The Missouri Route 66 Corridor Management Plan (CMP) is intended to present a collection of information that will assist in the preservation, protection, promotion, interpretation, enhancement, and management of the intrinsic resources found throughout the Missouri Route 66 corridor. The CMP will attempt to foster economic planning and activity within the Missouri Route 66 communities and provide direction and foresight for the proper course of promotion, protection, preservation and use of the Corridor's resources.

A Corridor Management Plan is required under Federal Register Vol. 60, No.96, Thursday May 18, 1995 for Scenic Byways. In addition, Missouri Revised Statutes Chapter 226, Section 226.797 authorizes the Missouri Highways and Transportation Commission to provide direction for the State Scenic Byways Program for purposes of protecting, preserving and enhancing scenic byways. Missouri Highways and Transportation Commission Scenic Byway Program intends to promote a state-of-the-art approach to scenic byway corridor planning that goes beyond the minimum planning requirements whenever practical.

This CMP presents a plan that has been crafted to provide guidance to cities and counties that are located along the Missouri Route 66. The CMP, and related support documentation, includes two levels of guidance to entities:

First, the material provided in the plan clearly addresses the minimum content necessary for a CMP to meet the requirements for a National Scenic Byway or an All American Road.

Second, the CMP recommends tools that cities and counties may use to protect, preserve, promote and enhance Missouri Route 66 into the future.

The Corridor Management Plan presented here addresses the statute-defined minimum CMP content from additional



Pulaski County: Railroad Trestle As Seen From Route 66

content that is recommended and promoted by the National Scenic Byways and All-American Road.

Route 66 Association of Missouri

The Route 66 Association of Missouri is a non-profit corporation established to preserve, promote, and develop Historic Route 66 ("The Main Street of America") in the Show-Me State. To serve this purpose, the Association does the following:

- Acts as an umbrella organization for cooperative promotions, distribution of educational data and information, and consolidation and sharing of resources regarding Missouri Route 66.
- Functions as liaison with state and federal agencies conducting studies for recognition, preservation and support.

"To create a distinctive collection of American roads, their stories and treasured places."

- Makes presentations to various groups interested in learning about Route 66.
- Maintains a library for educational, historical and informational resources about Route 66 in Missouri, and
- Encourages donations and contributions in support of statewide efforts.
- Solicits Association memberships, and maintains a directory of individual, family, life and business members.

directional signs and arrows at strategic places along old U.S. 66 and I-44 to assist travelers in navigating Missouri Route 66.

The Route 66 Association of Missouri's current projects are described in the quarterly newsletter, "Show Me Route 66", published by the Association. The Association's projects are important because they help people regain their sense of personal discovery and get off the interstate for 2 to 3 hours to learn about and experience America at the slower pace of the old highway.

There is something magical about the old highway that goes beyond the original wavy, two-lane roadway and the magnificent landmarks. What really sets Missouri Route 66 apart are the people along the highway. They are loving, caring and always willing to help a fellow traveler. This is what Route 66 is all about and why it's worth preserving as part of our heritage and history.

Scenic Byway Programs

The National Scenic Byways Program is part of the U.S. Department of Transportation, Federal Highway Administration. The program is established to help recognize, preserve and enhance selected roads throughout the United States. As documented by the National

Scenic Byway Program, since 1992, they have funded 2,832 proj-

pertinent information on the role of the Road in the seven other states it crossed.

- Develops and distributes an Association magazine along with various educational brochures, maps, public information and other resources about Missouri Route 66.
- Identifies sites of historic or cultural significance along the Road and promotes local efforts to preserve these sites.

On July 10, 1990, the Governor of Missouri signed House Bill 1629 designating Old U.S. Highway 66 as a historic highway in Missouri, and allowing the Missouri Department of Transportation (MoDOT) to post appropriate signs along the right-of-way of the road. A joint project between MoDOT and the Route 66 Association of Missouri resulted in the installation of the first series of Historic Route 66 signs along the entire length of old 66 in Missouri. In 2010, MoDOT, again working in conjunction with the Association, installed



America's Byways Logo

ects for state and nationally designated byway routes in 50 states, Puerto Rico and the District of Columbia.

National Scenic Byway Program

The vision of the Federal Highway Administration's National Scenic Byways Program is "To create a distinctive collection of American roads, their stories and treasured places." The mission of this CMP is to recognize the resources of the Byway community and create a unique travel experience and enhanced local quality of life through efforts to preserve, protect, interpret, and promote the intrinsic resources of the Missouri Route 66.

The National Scenic Byways (NSB) Program was established under the Intermodal Surface Transportation Efficiency Act of 1991 (ISTEA), and reauthorized in 1998 under the Transportation Equity Act for the 21st Century (TEA21) and then in 2005 the Safe, Accountable, Flexible, Efficient Transportation Equity Act: A Legacy for Users (SAFETEA-LU). Under these programs, the U.S. Secretary of Transportation recognizes certain roads as National Scenic Byways or All-American Roads based on their archaeological, cultural, historic, natural, recreational, and scenic qualities. There are 120 such designated Byways in 31 states. The Federal Highway Administration promotes the collection of National Scenic Byways in the program known as "America's Byways®". America's Byways® is the umbrella

term that is used to market roads designated by the U.S. Secretary of Transportation. America's Byways® include the National Scenic Byways and All-American Roads.

The National Scenic Byways program is a voluntary, grassroots program founded upon the strength of the leaders for individual Byways across the Nation. The program recognizes and supports outstanding roads. It provides support to help

recognition, not regulation."

There are two designations under the National Scenic Byways Program: National Scenic Byway and All-American Road. To be designated a National Scenic Byway a road must possess characteristics of regional significance within at least one of the intrinsic qualities. All-American Roads must possess characteristics of national significance in at least two of the intrinsic qualities.



St. Louis County: Route 66 State Park

manage the intrinsic resources within the broader Byway corridor to be treasured and shared. Perhaps one of the underlying principles for the program has been articulated best by the statement, "The (National Scenic Byway) program is about

National Scenic Byways Program Criteria

To be designated as a National Scenic Byway, a road or highway must significantly meet at least one of the six scenic

byways intrinsic qualities defined below. The characteristics of the intrinsic qualities are those that are apparent and most representative of the region. The significance of the features contributing to the distinctive characteristics of the corridor's intrinsic resources should be recognized throughout the region to be considered a National Scenic Byway.

All-American Road Criteria

In order to be designated as an All-American Road, the road or highway must meet the criteria for at least two of the six intrinsic qualities. The road or highway must also be considered a destination unto itself. To be acknowledged as a destination unto itself, it must provide an exceptional traveling experience that is recognized by travelers so much that they would make the drive on the highway a primary reason for their trip. The characteristics of the intrinsic qualities are those which best represent the nation and which may contain one-of-a-kind features that do not exist elsewhere. The significance of the features contributing to the distinctive characteristics of the corridor's intrinsic qualities should be recognized nationally to be an All-American Road.

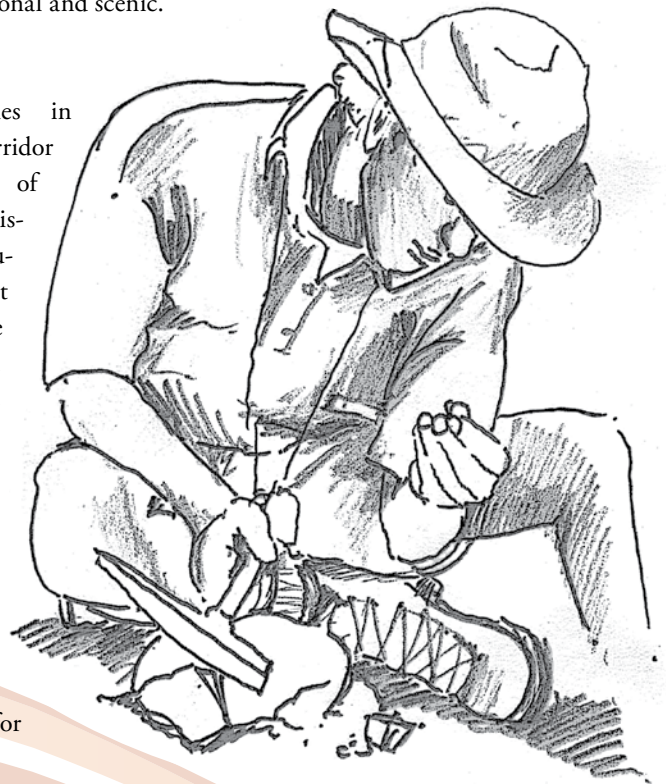
Intrinsic Qualities

To identify the significant features and resources of the scenic byway, a method was developed to classify these resources as intrinsic. Intrinsic is defined as belong-

ing to something as one of the basic and essential features that make it what it is. Intrinsic resources provide a special quality to the scenic byway. These qualities are characteristic properties that define the apparent individual nature of something. Therefore, in an effort to classify these intrinsic qualities into their individual components they have been broken into six classes. These are referred to as the six intrinsic qualities: archaeological, cultural, historic, natural, recreational and scenic.

Archaeological

Archaeological Qualities in the scenic byways corridor contain characteristics of physical evidence of historic or prehistoric human life or activity that are visible and capable of being inventoried and interpreted. The scenic byway corridor's archaeological interests, as identified through ruins, artifacts, structural remains, and other physical evidence, have scientific significance that educate the viewer and stir an appreciation for the past.



Cultural

Cultural Qualities are evidence and expressions of the customs

or traditions of a distinct group of people. Cultural features include, but are not limited to, crafts, music, dance, rituals, festivals, speech, food, special events, vernacular architecture, etc. The cultural qualities of the Corridor could highlight one or more significant communities and/or ethnic traditions.



Historic

Historic Qualities encompass legacies of the past that are distinctly associated with physical elements of the landscape, whether natural or manmade. They are of such historic significance that they educate the viewer and stir an appreciation for the past. Historic elements reflect the actions of people and may include buildings, settlement patterns, and other examples of human activity. Historic features can be inventoried, mapped, and interpreted. They possess integrity of location, design, setting, material, workmanship, feeling, and association.

Natural

Natural Qualities apply to those features in the visual environment that exist in a relatively undisturbed state. These features predate the arrival of human populations and may include geological formations, fossils, landforms, water bodies, vegetation, and wildlife. There may be evidence of human activity, but the natural features reveal minimal disturbances.

Recreational

Recreational Qualities involve outdoor recreational activities directly associated with and dependent upon the natural and cultural elements of the corridor's landscape. Recreational activities provide opportunities for active and passive recreational experiences. They include, but are not limited to, rafting, boating, fishing, hiking, bird-watching, and photography. Driving the road itself may qualify as a

pleasurable recreational experience. The recreational activities may be seasonal, but the quality and importance of the recreational activities as seasonal operations must be well recognized.

Scenic

Scenic Qualities can best be defined as the heightened visual experience derived from the view of natural and manmade

to the quality of the corridor's visual environment. Everything present is in harmony and shares in the intrinsic qualities.

National Scenic Byways Program Requirements

Any highway or road submitted for designation under the National Scenic Byways Program should be designated as a State



Jasper County: Carthage Golf Course

elements of the visual environment in the scenic byway corridor. The characteristics of the landscape are strikingly distinct and offer a pleasing and memorable visual experience. All elements of the landscape including landforms, water, vegetation, and manmade developments contribute

to the quality of the corridor's visual environment. The following requirements should be considered for designation under the National Scenic Byways Program:

- An important criterion for both National Scenic Byways and All-American

ican Roads is continuity. Neither should have too many gaps but rather should be as continuous as possible and should minimize intrusions on the visitor's experience.

considered for the National Scenic Byway or All-American Road designation.

user facilities (e.g. overlooks, food services, etc.) should be available for travelers.

Missouri Scenic Byway Program

The Missouri Byways Program is a state-wide partnership designed to provide recreational, educational and economic benefits to Missourians through the designation, interpretation, protection, promotion and infrastructure development of outstanding driving routes in Missouri. These Byway routes should contain exceptional examples of any of the following six intrinsic qualities: archeological, cultural, historical, natural, recreational, and scenic.

Scenic Byways are special roads that offer travelers access to Missouri's beautiful scenery, cultural riches and natural areas. Scenic Byways can also be highways that communities feel are important components of their identity. These roads may be rural, suburban or urban, but the common link is that they all provide an alternative to today's fast-paced style of travel. Scenic Byways can direct motorists to state and local parks or other public lands. Missouri Scenic Byways should provide economic opportunities and conserve archeological, cultural, historical, natural, recreational, and scenic resources.

On July 10, 1990, the Governor of Missouri signed legislation



Phelps County: Public Meeting

- A road or highway must safely and conveniently accommodate two-wheel-drive automobiles with standard clearances to be considered for designation as a National Scenic Byway or an All-American Road.
- Roads or highways considered for National Scenic Byways and All-American Roads designations should accommodate, wherever feasible, bicycle and pedestrian travel.
- A scenic byways corridor management plan, must be submitted in order for any road or highway to be
- To be considered for the All-American Roads designation, roads or highways should safely accommodate conventional tour buses.
- For All-American Roads, there must be a demonstration of the extent to which enforcement mechanisms are being implemented by communities along the highway in accordance with the corridor management plan.
- Before a road or highway is nominated for designation as an All-American Road,



that designated Missouri Route 66 as a Historic Highway in Missouri. On Nov. 9, 2005, after many public meetings along the Route, the Missouri Highways and Transportation Commission voted to designate Missouri Historic Route 66 as a State Scenic Byway at the request of the Route 66 Association of Missouri.

Scenic Byways and the Prohibition of Outdoor Advertising

As provided in the United States Code, at 23 U.S.C. 131(s), if a State has a State scenic byway program, the State may not allow the erection of new signs not in conformance with 23 U.S.C. 131(c) along any highway on the Interstate System or Federal-aid primary system which before, on, or after December 18, 1991, has been designated as a scenic byway under the State's scenic byway program. This prohibition would also apply to Interstate System and Federal-aid primary system highways that are designated scenic byways under the National Scenic Byways Program and All-American Roads Program.

The laws that are in place allow only one way to enable the enforcement of the prohibition of outdoor advertising; it is through notification of the infraction to the responsible agency. Due to the diversity of each community's enforcement power, there is a great disparity in implementation and enforcement. It is recommended that as these infractions occur, that one should begin at the lowest local

level and continue until the appropriate authority is identified for enforcement.

Corridor Management Plans

A Corridor Management Plan (CMP) must be prepared for the scenic byway corridor proposed for national designation. It should be developed with community involvement and provide for the conservation and enhancement of the byway's intrinsic qualities as well as the promotion of tourism and economic development. The Plan should provide an effective management strategy to balance these concerns while providing for the users' enjoyment of the byway. The CMP is very important to the designation process, as it provides an understanding of how a road or highway possesses characteristics vital for designation as a National Scenic Byway or an All-American Road. The

CMP must include at least the following:

1. A map identifying the corridor boundaries and the location of intrinsic resources and different land uses within the corridor.
2. An assessment of such intrinsic resources and of their context.
3. A strategy for maintaining and enhancing those intrinsic resources. The level of protection for different parts of a National Scenic Byway or All-American Road can vary, with the highest level of protection afforded those parts which most reflect their intrinsic values. All nationally recognized scenic byways should, however, be maintained with particularly high standards, not only for travelers' safety and comfort, but also



Lawrence County, Town Of Spencer

for preserving the highest levels of visual integrity and attractiveness.

4. A schedule and a listing of all agency, group, and individual responsibilities



Webster County: Marshfield City Park

in the implementation of the corridor management plan, and a description of enforcement and review mechanisms, including a schedule for the continuing review of how well those responsibilities are being met.

5. A strategy describing how existing development might be enhanced and new development might be accommodated while still preserving the intrinsic resources of the corridor. This can be done through design review, and such land management techniques as zoning, easements, and economic incentives.

6. A plan to assure on-going public participation in the implementation of corridor management objectives.

7. A general review of the road's or highway's safety and accident record to identify any correctable faults in highway design, maintenance, or operation.

8. A plan to accommodate commerce while maintaining a safe and efficient level of highway service, including convenient user facilities.

9. A demonstration that intrusions on the visitor experience have been minimized to the extent feasible, and a plan for

making improvements to enhance that experience.

10. A demonstration of compliance with all existing local, State, and Federal laws on the control of outdoor advertising.

11. A signage plan that demonstrates how the State will insure and make the number and placement of signs more supportive of the visitor experience.

12. A narrative describing how the National Scenic Byway will be positioned for marketing.

13. A discussion of design standards relating to any proposed modification of the roadway. This discussion should include an evaluation of how the proposed changes may affect the intrinsic resources of the byway corridor.

14. A description of plans to interpret the significant resources of the scenic byway.

In addition to this information, in order to achieve All-American Roads designation a CMP must include:

1. A narrative on how the All-American Road would be promoted, interpreted, and marketed in order



to attract travelers, especially those from other countries. The agencies responsible for these activities should be identified.

2. A plan to encourage the accommodation of increased tourism, if this is projected. Some demonstration that the roadway, lodging and dining facilities, roadside rest areas, and other tourist necessities will be adequate for the number of visitors induced by the byway's designation as an All-American Road.
3. A plan for addressing multi-lingual information needs.

Further, there must be a demonstration of the extent to which enforcement mechanisms are being implemented in accordance with the Corridor Management Plan.

Misconceptions of a Corridor Management Plan

Due to the fact that Corridor Management Plans are so comprehensive, there are some common misconceptions about them. One misconception is that if a roadway becomes a Byway, the Corridor Management Plan (CMP) automatically becomes law. This is not true; the Corridor Management Plan does not supersede local land use or zoning requirements. Changes can not be made to existing laws, land use restrictions and zoning

regulations without approval by the local government, nor does the CMP impose restrictions, if none currently exist.

Another misconception is that the byway designation will lead to changes in zoning or property rights in the areas adjacent to the roadway. The Corridor Management Plan may suggest certain measures to maintain, enhance or develop the intrinsic resources of the roadway, but changes can not be made to existing laws, nor can new laws be established without approval by the local government. Property rights are not infringed upon with the designation of a byway.

the municipalities that the Route travels through to decide how they will maintain the Byway. Zoning laws and overlay districts are regulatory tools that can only be developed by the local governments.

Some question whether a roadway designated a byway enables eminent domain on private land to occur, or restricts a property owner's ability to manage their property. A Byway designation is a voluntary program that is developed and managed on the local level and the locally approved CMPs do not hold the force of law.

There are sometimes concerns that a byway will create a safety problem due to the



Laclede County: Hazelgreen Bridge - Courtesy of David J. Eslick

Some believe that a city or county will be required to implement zoning or overlay districts in order to comply with the Corridor Management Plan. But, a CMP does not hold the force of law. It is up to

additional traffic generation. Many CMPs include provisions to construct safety features such as turnouts or shoulder improvements to ensure that the roads stay safe. Each CMP is established on a case-

by-case basis in an effort to best serve the needs of the Byway.

Byway designation, coupled with a Corridor Management Plan that contains an

1. Planning, designing, and developing State scenic byways programs, including the development of corridor management plans.

to a highway designated as a scenic byway to the extent such improvements are necessary to accommodate increased traffic and changes in the types of vehicles using the highway, due to such designation. Safety improvements are restricted to the highway that has been designated as a scenic byway and must be the direct result of increased traffic and/or changes in the types of vehicles using the highway. The safety improvements are only considered eligible when they arise as a result of designation of the highway as a scenic byway. Any safety deficiencies that existed prior to designation of the highway as a scenic byway are not eligible for funding considerations.

2. Construction along the scenic byway of facilities for the use of pedestrians and bicyclists, rest areas, turnouts, highway shoulder improvements, passing lanes, overlooks, and interpretive facilities. All the related facilities in this category must be constructed within or immediately adjacent to the right-of-way of the scenic byway. The facilities must also be directly related to the scenic byway.

3. Improvements to the scenic byway that will enhance access to an area for the purpose of recreation, including water-related recreation. All eligible projects in this

aggressive marketing component, can be an effective way to draw tourism dollars to a participating community. In addition to possibly expanding the community's economy can possibly be expanded and property values of land adjacent to the Byway may also increase.

Funding

Funding for improvements in the right-of-way is available to the qualifying State Scenic Byways through a grant application process. Eligible projects may consist of:

2. Developing State and Federal agencies' designated scenic byways to make them eligible for designation as National Scenic Byways or All-American Roads.
3. Enhancing or improving designated National Scenic Byways or All-American Roads.

The following project activities are eligible for scenic byways grants:

1. Making safety improvements



Water-related Recreation



category must be construction alterations that are made to the scenic byway to enhance existing access to recreational areas. Improvements are generally confined to the right-of-way of the scenic byway. However, the acquisition of additional right-of-way along the byway is permitted when warranted to accommodate access improvements to the byway.

a specific byway's intrinsic resources and/or related user amenities. All interpretive information should familiarize the tourists with the qualities that are important to the highway's designation as a scenic byway. Tourist information can be in the form of signs, brochures, pamphlets, tapes, and maps. Product advertising is not permitted on tourist information

that has been developed with grant funds received under the scenic byways program.

No grant shall be awarded for any otherwise eligible project that would not protect the archeological, cultural, historic, natural, recreational, or scenic integrity of the highway and adjacent area.

4. Protecting historical, archeological, and cultural resources in areas adjacent to the highways. Resource protection applies only to those properties that contribute to the qualities for which the highway has been designated as a scenic byway. The properties must be located directly adjacent to the scenic byway. Resource protection includes use restrictions that are in the form of easements. However, the purchase of the resource can be considered eligible only after it has been determined that all other protection measures are unsuccessful. Protection of a resource does not include rehabilitation or renovation of a property.
5. Developing and providing tourist information to the public, including interpretive information about the scenic byway. All information must be associated with the State's scenic byways. It may provide information relating to the State's total network of scenic byways or it may address



Funding Is Critical

“The CMP is very important to the designation process, as it provides an understanding of how a road or highway possesses characteristics vital for designation...”