

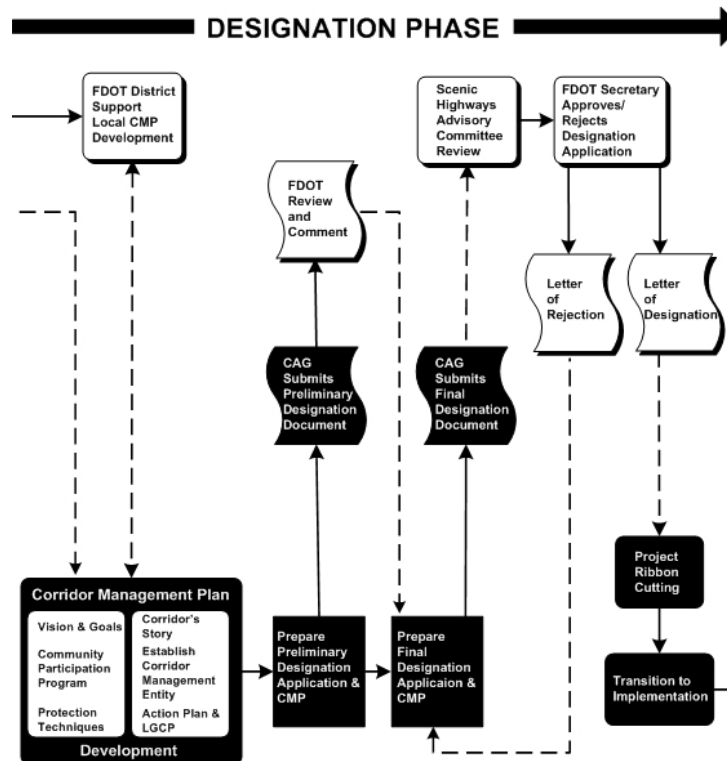
## CHAPTER 3

### DESIGNATION PHASE

This chapter outlines the *Designation Phase* for the Florida Scenic Highways Program. In this phase, the Corridor Advocacy Group (CAG) will develop the elements of the Corridor Management Plan (CMP). The *Eligibility Phase* collected much of the base information necessary about the corridor. The *Designation Phase* expands on this information by evaluating the relationships between the corridor and its features and then determining the most effective management and protection plan for existing and future conditions.

Element sections are divided into two subsections entitled **How To...** and **For the Record...**. The **How To...** subsection describes the processes the CAG must follow to develop each CMP element. These subsections provide step-by-step instructions and suggested methods for completing necessary tasks. Collectively, these subsections can be considered the instruction manual for Florida Scenic Highway designation. The **For the Record...** subsection outlines the specific documentation and materials to be included in the CMP. Upon completion of this chapter, the CAG will submit the Designation Application and CMP to the District Scenic Highways Coordinator.

The *Designation Phase* steps are presented below and depicted in the Florida Scenic Highway Program Process flowchart contained in **Chapter 1 - Program Overview**.



### 3.1 DESIGNATION PHASE

When the *Eligibility Phase* is successfully completed, the CAG may begin the *Designation Phase*. This process entails the development of a Corridor Management Plan (CMP), organization of a Corridor Management Entity (CME) and preparation of the **Designation Application** for submittal to the District Scenic Highways Coordinator. The guidance provided in this chapter is intended to help the CAG develop a comprehensive, viable management and protection plan for the corridor as well as establish an effective CME that will serve as the “steward” of the corridor - guiding implementation of the CMP. Once again, if the CAG is seeking national designation as part of the National Scenic Byways Program, the CMP documentation will differ somewhat in content and level of detail, from what is needed for state designation. Refer to **Chapter 9 - National Program** for instructions on completing the National Scenic Byways application and accompanying documentation.

#### 3.1.1 Corridor Management Plan (CMP)

The primary mission of the Florida Scenic Highways Program is to preserve, enhance and maintain intrinsic resources located within designated corridors. An integral support element to this mission is a CMP. The Florida Scenic Highways Program must be consistent with the FDOT’s statutory mission of providing a safe transportation system that ensures the mobility of people and goods enhances economic prosperity and preserves the quality of our environment and communities. The designation of a roadway as a scenic highway will not occur until the Department is in agreement with the CMP. It is expected that the CAG, other corridor advocates and the Department can develop an appropriate CMP by working closely together throughout the designation process. To supplement the guidance provided in this Program Manual, the CAG may wish to review the **Community Guide to Planning and Managing a Scenic Byway** published by the Federal Highway Administration [FHWA, 1994]. It contains suggestions and considerations regarding the development of a Corridor Management Plan (see **Bibliography**).

### 3.2 DESIGNATION APPLICATION AND CMP FORMAT

The **Designation Application** form (see **Appendix B**) requests general corridor information along with endorsement by the CAG, Corridor Management Entity (CME) and local general purpose governments. The completed form should be included in a bound notebook containing the CMP elements. Together, the form and CMP elements make up the **Designation Application**. In preparing the **Designation Application**, it is important to maintain a consistent format. Therefore, the materials should be organized according to the “table of contents” shown below. The CMP elements are denoted by bold text and a corresponding reference section. Each CMP element should be titled and organized into separate sections of the **Designation Application**. The Appendix should be organized in the same order.

Title Page  
Secretary Signature Page (Section 3.3)  
Designation Application Form  
Executive Summary of the Action Plan (Section 3.4)  
SHAC Comments and Response (Section 3.5)  
Table of Contents (with page numbers)  
List of Tables, Exhibits and Figures (with page numbers)  
**Background Conditions Analysis** (Section 3.6)  
**Intrinsic Resource Assessment and Designation Criteria** (Section 3.7)  
**Corridor Vision** (Section 3.8)  
**Corridor Mission** (Section 3.9)  
**Goals, Objectives and Strategies** (Section 3.10)  
**Corridor's Story** (Section 3.11)  
**Corridor Management Entity** (Section 3.12)  
**Community Participation Program** (Section 3.13)  
**Local Support** (Section 3.14)  
**Protection Techniques** (Section 3.15)  
**Funding and Promotion** (Section 3.16)  
**Relationship to Comprehensive Plan** (Section 3.17)  
**Partnerships and Agreements** (Section 3.18)  
**Action Plan** (Section 3.19)  
Appendices  
- Letter of Eligibility

Any maps or sketches in the body of the document should be either 8 ½ x 11 or 11 x 17 paper folded to fit an 8 ½ x 11 format. All pages should be numbered consecutively, with each CMP element beginning on a new page with the element title at the top. Writing should be comprehensive and concise, with sources referenced. Additional materials, such as videotapes, pictures, slides, aerial photography, large maps, sketches and other documents should be organized according to its reference in the body and placed in the Appendix. Appendix materials may be kept in an accordion file if needed.

A **Preliminary Designation Application** is prepared by the CAG or consultant for submission to the DSHC, who will check for completeness and consistency with the manual then circulate it through the District Departments, including the State Outdoor Advertising Administrator and FSHP Staff, for review and comment. This is performed to streamline the review process for the Scenic Highways Advisory Committee (SHAC) by ensuring all required documentation is included and all major issues addressed. Once additions and/or revisions requested by the District Coordinator and FSHP Staff are addressed, the **Final Designation Application** will be forwarded to the SHAC for its review and recommendations.

It should be noted that the CMP elements are not organized in a progressive sequence. Certain elements are considered important initial tasks that will facilitate CMP development. For instance, tasks such as developing the Community Participation Program, Local

Support and the Corridor Management Entity should be initiated early in the CMP development.

In addition to providing for the corridor's future management and protection, the CMP will also provide a record of corridor information relating to designation. Baseline data from the resource assessment and initial designation activities will be documented for historical reference. Many of the CMP elements are built upon the information collected and documented in *Eligibility Phase*. The CAG should use the **Eligibility Application**, including text, maps and graphic support materials, as base information for the additional documentation needed in the CMP. When applicable, materials developed for the **Eligibility Application** should be used and refined for inclusion in the CMP.

### 3.3 FDOT SECRETARY SIGNATURE PAGE

At the beginning of the Corridor Management Plan, the CAG should include a page for endorsement by the Secretary of the Florida Department of Transportation. On this page, the CAG should include the following statement and a signature line for the Secretary's endorsement.

*As Secretary of the Florida Department of Transportation (FDOT), the signature below indicates the approval and endorsement of this Corridor Management Plan (CMP) and this corridor for designation as a Florida Scenic Highway. FDOT approval of this management plan represents our agreement to serve in a partnership with the Corridor Management Entity (CME) to preserve, enhance and maintain the designated scenic highway corridor. We recognize the grass roots initiative and strong local support for this corridor demonstrated by the communities involved in the preparation of this management plan. This corridor management plan acknowledges that the designated corridor will be subject to the requirements of the Section 1046(c) of the Intermodal Surface Transportation Efficiency Act of 1991 (ISTEA) which added a new subsection (s) to 23 United States Code (USC) 131 precluding outdoor advertising on designated scenic highways, and the requirements of the Uniform Relocation Act. This corridor management plan acknowledges that the designated corridor will also be subject to the requirements of the Transportation Efficiency Act for the 21<sup>st</sup> Century (TEA-21), which reauthorized ISTEA and the Safe, Accountable, Flexible, Efficient Transportation Equity Act: A Legacy for Users (SAFETEA-LU) which reauthorized TEA-21. I hereby designate this corridor as a Florida Scenic Highway.*

Again, after the above paragraph, the CAG should include a signature line for the Secretary of Transportation to sign and date, granting designation of the corridor as a Florida Scenic Highway.

### **3.4 EXECUTIVE SUMMARY OF THE ACTION PLAN**

Before the Corridor Management Plan (CMP) is complete, an Executive Summary should be created. This summary should focus on the Action Plan created as part of the CMP (see **Section 3.18 - Action Plan** for more information) and will allow others a quick view of the plans for the corridor. This will be particularly important information for those who may not be able to read the entire CMP but may be in a position to make decisions about the corridor, such as local elected officials, the media, FDOT management, legislators or entities funding grants.

### **3.5 SHAC COMMENTS AND RESPONSE**

When the Scenic Highways Advisory Committee (SHAC) met to recommend *Eligibility* for the corridor, they may have issued a series of comments or suggestions for the CAG to consider in developing their CMP. A copy of those comments should be included in the CMP along with responses from the CAG on how these comments were addressed.

### **3.6 BACKGROUND CONDITIONS ANALYSIS**

It is important that the CAG be aware of existing background conditions as well as future plans for the roadway, right-of-way (ROW) and adjacent lands. An inventory of existing corridor conditions, including roadway conditions, traffic, safety issues and land use was prepared in the *Eligibility Phase (Section 2.12)* as a part of the Background Assessment. Together with future land use maps, traffic projections and other plans, the Background Assessment provided the information needed to address potential problem areas that may require attention in corridor planning efforts.

#### **3.6.1 How To... Prepare the Background Conditions Analysis**

A Background Conditions Analysis should be used as an indicator of potential opportunities and constraints within the corridor. In other words, the Background Conditions Analysis may raise a flag on issues that must be addressed during corridor planning, such as roadway improvements, land use changes, or resource protection. If, for example, a roadway is scheduled for widening or resurfacing, the CAG should coordinate with the transportation agency with jurisdiction over the corridor regarding the improvement's compatibility with the corridor vision, goals and objectives. However, the designation of the corridor as a Florida Scenic Highway does not preclude FDOT from making any changes to the corridor. This example holds true for any type of development, improvement or other plans that affect the corridor, regardless of topical area. The most important aspect is to understand and determine the potential effects these plans may have on the intrinsic resources.

Likewise, the Background Conditions Analysis may also raise issues regarding the methods for preserving the intrinsic resources. If, for example, large portions of a currently rural corridor are zoned mixed-use and commercial, the CAG in cooperation with local

governments should consider how to accommodate future development desires within the corridor without degrading the quality of the intrinsic resources.

Preparing the Background Conditions Analysis includes three (3) basic steps:

- (1) For both existing and future conditions, identify and evaluate the relationship of each background element (listed in **Section 3.6.2**) with the corridor vision, goals and objectives.
- (2) Reach reasonable conclusions regarding potential conflicts and opportunities as they relate to these background elements and the corridor vision, goals and objectives.
- (3) Establish appropriate strategies and actions necessary to address these conflicts and opportunities. These strategies will be incorporated into the CMP Action Plan (**Section 3.18**) and should be cross-referenced to the Background Condition being addressed.

To complete these steps, the CAG may pose several questions: Does an existing or future condition provide positive, negative or neutral impacts to the corridor and its resources? What can be done to mitigate negative or take advantage of positive impacts? How, when and by whom will remedial actions be accomplished? Ultimately, the answers to these and other questions will be addressed in the CMP Action Plan, where specific efforts are outlined regarding corridor management.

The Background Conditions Analysis should also consider the relationship between the proposed corridor and other federal, state and local programs. Identify resource-based and community-based programs which may share similar goals as the proposed corridor. These programs may provide an opportunity to “pool” resources and strengthen the advocacy for the corridor.

### **3.6.2 For the Record... Background Conditions Analysis**

In the CMP, a Summary of Findings should be provided in the front of this section based on the information collected during *Eligibility* and the conditions analysis completed for this phase of the Program. The findings should be linked to the Goals and Objectives, and to the Action Plan.

As a part of the Background Assessment in the *Eligibility Phase* (**Section 2.12**), text, maps and graphics were developed for several data elements. Now, the CAG should apply the analysis steps discussed previously to develop their Summary of Findings of potential conflicts and opportunities, supported by maps and graphics. These materials should be presented in the CMP under the Background Conditions Analysis element for the following data elements:

- **Corridor Limits**
- **Roadway/ROW Description**

- **Existing Land Use and Zoning**
- **Signage**
- **Future Land Use**
- **Safety Issues**
- **Traffic Volumes/User Types**
- **Levels of Service (LOS)**
- **Transportation Planning**
- **Roadway Improvements**
- **Social and Economic Conditions**
- **Tourism and User Facilities**
- **Other Programs**

The Background Conditions Analysis *must consider all* of the above listed topics relative to corridor operations and the maintenance, preservation, protection and enhancement of the significant intrinsic resources within the corridor. The analysis should consider the following important points: future transportation needs in an intermodal context; proposals to modify the roadway in relationship to the corridor's intrinsic resources; how existing development might be enhanced and new development accommodated to preserve intrinsic resources; corrections to safety issues in the corridor; future tourism and user facility needs; consistency with the goals, objectives and policies of Metropolitan Planning Organization (MPO) Long Range Plans and the Strategic Regional Policy Plan of the Regional Planning Council; safe accommodation of automobile and commercial traffic; compliance with all existing local, state and federal laws about the control of outdoor advertising; sufficient informational and directional sign placement, and opportunities for program integration.

***Acquisition of Property Rights:*** *Coordinate with the District Right-of-Way Office on any acquisition planned or anticipated along the corridor, regardless of party involved in the property or property rights acquisition. In compliance with **23 CFR 710.513**, which was effective January 21, 2000, the District Right-of-Way Office was mandated responsibility for overseeing compliance with the **Federal Uniform Relocation and Real Property Acquisition Act Policy Act of 1970** (referred to as the **Uniform Act**) on all property and property rights acquisition where FHWA (**Title 23**) federal funds are to be used in any project phase or where there is anticipation or intent to use FHWA federal funds at some future point in any project phase. The use of FHWA funding or intent to use FHWA funding*

*“federalizes” the corridor and all subsequent property or property rights acquisition related to the scenic highway regardless of parties involved (This means that any property acquisition requires the owner be paid “just compensation” for the property.) The CAG/CME should coordinate with the FDOT ROW Office to ensure that any acquisition pursued on behalf of the corridor will be in accordance with the **Uniform Act of 1970**.*

**Outdoor Advertising on Scenic Highways:** *Coordinate with the State Outdoor Advertising Administrator. In 1991, **Section 1046(c)** of the ISTEA added a new subsection (s) to **23 USC 131**, that precludes outdoor advertising on designated scenic highways/byways. Once a corridor has been designated as a Florida Scenic Highway, the Outdoor Advertising Office is precluded from issuing new permits for outdoor advertising signs within the control zone of the Interstate and National Highway Systems, The Federal Aid Primary System (as of June 1, 1991) and the State Highway System along the corridor.*

*Existing signs do not become nonconforming as a result of the scenic highway designation. However, other conditions (eg., land use) may cause a change to the sign’s conformity status. Coordination with the Outdoor Advertising Office is necessary to ensure an inventory of the signs is performed by the District within thirty calendar days of the date the Secretary signs the letter designating the corridor. The application for eligibility and corridor management plans should also be routed for review to the State Outdoor Advertising Administrator so they may plan properly for these responsibilities.*

*Outdoor advertising sign acquisition will require payment of just compensation (no amortization) on the Interstate, National Highway System or the Federal Aid Primary System (as of 1991). This is a federal requirement under **Title 23, U.S. Code, Section (g)**.*

### **3.7 INTRINSIC RESOURCES AND DESIGNATION CRITERIA**

The assessment of the corridor’s intrinsic resources during the *Eligibility Phase* (**Section 2.13**) provided a detailed inventory of what the corridor has to offer and the quality of these resources. This assessment and subsequent research on the corridor’s intrinsic resources helped the CAG to comprehensively address the Universal and Resource Specific designation criteria listed in **Chapter 5 - Designation Criteria**. The designation criteria are critical because they ensure a minimum standard or quality within the Florida Scenic Highways Program and attempt to enhance the experience of the scenic highway visitor.

#### **3.7.1 How To... Address the Intrinsic Resources and Designation Criteria**

In the *Eligibility Phase*, the initial Intrinsic Resource Assessment and Criteria Assessment were completed to “paint the picture” of the scenic corridor. Now that the CAG is more knowledgeable about what the criteria strive to accomplish, they can use the initial criteria review as a basis for final discussion of how their corridor meets the designation criteria.

Simply put, given the amount of information compiled on the corridor and its intrinsic resources, the CAG should address all designation criteria as comprehensively and



factually as possible. The CAG should provide additional information, refine, and clarify the information given in the initial Criteria Assessment and assess the intrinsic resources in their "context" (the areas surrounding them). The intent is to enhance or complete the "painting" of the corridor so that each criteria is addressed to the greatest degree possible.

### 3.7.2 For the Record... Intrinsic Resources and Designation Criteria

The following should be included in the CMP under the Intrinsic Resources and Designation Criteria element:

- Provide a Summary of Findings summarizing how each of the Universal Criteria (UC #1 - UC #10) are met and referencing the appropriate sections of the CMP for more detail. The discussion should also address how each intrinsic resource satisfies UC #1, UC #4, UC #5, and UC #6 as well as satisfies the Resource Specific Criteria
- Provide a map depicting the corridor boundaries and location of the intrinsic resource(s) in the "context" of their surrounding areas

## 3.8 CORRIDOR VISION

In the *Eligibility Phase*, the CAG developed a vision for the corridor. This vision states the community's broad aspirations for the corridor and is based on an ideal portrayal of what the corridor will become. The Corridor Vision is an important element of the entire corridor planning process because it defines the context of all subsequent courses of action.

### 3.8.1 How To... Revise Corridor Vision

The CAG should reevaluate the Corridor Vision to determine if modifications are appropriate. To aid in this effort, it might be helpful to pose certain questions: Have political, social, environmental, regulatory or other conditions changed so as to affect the original Corridor Vision? Have new corridor issues arisen which require the vision to be modified? Have the community's priorities been more narrowly focused in regards to the corridor or affected areas?



If the CAG recognizes changes need to be made, they should do so. It is unlikely that the vision will be substantially altered or rewritten. However, subtle changes might be made to better relate community desires for the corridor. The vision must be finalized before goals, objectives and strategies can be formulated.

### **3.8.2 For the Record... Corridor Vision**

The following should be included in the CMP under the Corridor Vision element:

- **Corridor Vision**

### **3.9 CORRIDOR MISSION**

The Corridor Mission statement is important because it defines the purpose of the byway organization by giving the CME its own identity. The Corridor Mission will help the CME “hit the ground running” after designation and start to accomplish things along the corridor as soon as possible. Within the CME, the Mission Statement ensures everyone is on the same page and can express the purpose of their byway efforts. On the outside, it helps the general public understand why the byway was designated and what the CME is responsible for implementing. The Corridor Mission can also show businesses and local governments what causes and ideas it will stand behind, as well as assist in achieving. The Corridor Mission will also assist in the development of funding, promotion, and marketing of the corridor.

#### **3.9.1 How to...Revise Corridor Mission**

A Mission Statement is done by creating a brief description of the Scenic Highway organization’s primary purpose. This clear, brief “why are we here?” statement is a critical tool both internally and externally. It defines things that the CAG/CME will do now and leading up to the actions related to the Corridor Vision. It will, in essence, let the community know the overall purpose of the Scenic Highway and CAG/CME.

#### **3.9.2 For the Record...Corridor Mission**

The following should be included in the CMP under the Corridor Mission element:

- Corridor Mission

### **3.10 GOALS, OBJECTIVES AND STRATEGIES**

The goals, objectives and strategies are considered the building blocks used to construct the “final product” or implement the vision for the scenic corridor. Over time, the goals and objectives incrementally attain the vision by defining strategies that take the scenic corridor from a concept to reality.

During the *Eligibility Phase*, the CAG was asked to develop at least five initial goals addressing resource protection, safety, community support, education and economic development/tourism. The CAG should now reexamine these and other goals to see if modifications or additions need to be made. Once they feel the goals thoroughly address all aspects of the vision, the CAG can begin developing subsequent objectives and strategies. At the end of this process, the basis for implementation of the scenic highway has been formed, with the strategies comprising most of the subsequent Action Plan.

### 3.10.1 How To... Develop Goals, Objectives and Strategies

A simple analogy can be used to show the relationship of goals, objectives and strategies and how they are formulated to achieve the vision. Take, for instance, the building of a pyramid. At the base of the pyramid are a multitude of stone blocks, each supporting fewer and fewer blocks as the structure rises. The blocks at the base correspond to the strategies, the basic building blocks of the vision. These lower base blocks, in turn, support the middle blocks above them, or the objectives. Near the top of the pyramid, there are several large stones, each being supported by those directly beneath just as goals are supported by their corresponding objectives. These stones near the pinnacle support one stone, the Corridor Vision.

A goal is a generalized statement that begins to focus and elaborate on specific concepts in the Corridor Vision. Goals do not identify explicit actions necessary to achieve the vision, but instead, begin to translate and organize the vision into more specific end results. Goals can be organized and formulated into topics and are eventually achievable through subsequent objectives and strategies. Goals represent the Corridor Vision in manageable pieces. When all goals have been identified, there should be no concept in the vision that cannot be addressed through these goals.

Developing goals requires creativity. Consider all possibilities for the corridor. Remain unconstrained by financial, political or other constraints. Remember these are still conceptual ideals. Also, the CAG should always consider the future aspirations for the corridor and how different elements of the community can define their particular hopes and aspirations. The CAG should document all ideas that could contribute to the vision, as goals will develop out of these ideas.

For example, one of these ideas may be the construction of pedestrian and bike paths, camping areas and other user facilities that will encourage visitors to interact with the corridor and become more familiar with the rich natural and historical resources of the community. In reality, the CAG knows that their community currently has neither the funding nor the current visitors to support such a project, but the need for recreation and educating visitors about their area is a genuine desire of the community. Recognizing this basic desire, the CAG can then formulate several attainable goals.



For example:

- Goal 1 - Enhance recreational opportunities along the corridor.
- Goal 2 - Educate visitors regarding the natural and historical resources along the corridor.

After all goals have been identified, the CAG can then begin to develop objectives for each goal. Objectives represent more measurable concepts or ideas for achieving the goals. They further articulate and define how the vision will become reality. Using the goals identified above, the CAG may identify the following objectives:

- Objective 1.1 - Ensure several recreational access points are provided to the adjacent Intracoastal Waterway.
- Objective 2.1 - Develop locations and types of interpretive facilities that will provide educational opportunities on geological formations and human settlement patterns.

Once objectives are formulated, specific strategies can be developed to satisfy each objective. Strategies are measurable activities and techniques that are implemented to achieve objectives.

- Strategy 1.1.1 - Negotiate with adjacent property owners to obtain recreational easements that access hiking and biking trails along the Intracoastal Waterway.
- Strategy 2.1.1 - Construct three interactive, multimedia kiosks that contain exhibits and explanations on the formation of adjacent freshwater lakes and how Native Americans cultivated the area.

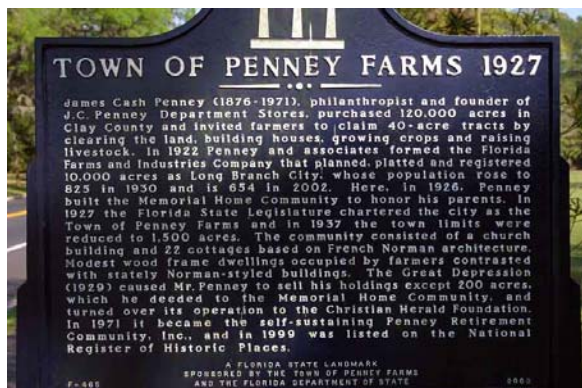
The preceding explanation and examples of goals, objectives and strategies is provided to help the CAG and the communities make their Corridor Vision/Mission a reality. The ***Community Guide to Planning and Managing a Scenic Byway*** [FHWA, 1994] contains suggestions and considerations regarding the formulation of goals, objectives and strategies (see ***Bibliography***). Additionally, the CAG can look toward the local government comprehensive plan and local planning staff to investigate where existing goals, objectives and policies might be supplemented by scenic corridor goals, objectives and strategies.

### **3.10.2 For the Record... Goals, Objectives and Strategies**

The following should be included in the CMP under the Goals, Objectives and Strategies element:

- List of five required goals with accompanying objectives and strategies
- List of additional goals with accompanying objectives and strategies

### 3.11 CORRIDOR'S STORY



Education is a key component of recent recreation movements where, in addition to physical or passive activities, people gain knowledge about their surrounding environment or specific topics of interest. The Florida Scenic Highways Program requires each designated corridor to develop a corridor story. In other words, the corridor must provide educational opportunities that relay a cohesive story or history regarding resources, features or events that occurred in the area and are, therefore, a part of “Florida’s Story.”

#### 3.11.1 How to... Develop the Corridor’s Story

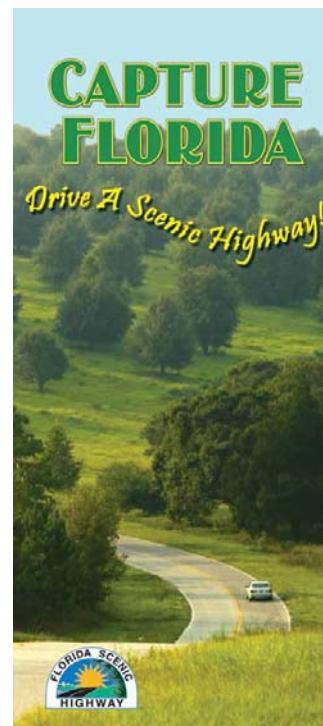
In the *Eligibility Phase*, the CAG completed an Intrinsic Resource Assessment (**Section 2.13.1**) that identified the features in the corridor that contribute to its special character. Equal to the importance of identifying what resources exist in the corridor is the investigation as to why they exist. For this reason, **Chapter 6 - Intrinsic Resource Assessment** detailed how the CAG was to inventory and research these resources and uncover facts and history associated with them. This research enabled the CAG to develop an outline of the Corridor’s Story.

Once the research is complete, the CAG should begin to refine the Corridor’s Story into a short (1 to 2 pages) marketing piece. To do this, CAG members should look for common themes or ideas that tie the corridor’s resources together. Keeping in mind the Corridor Vision, discuss these themes and ideas to identify which resources and research information warrant primary attention in the story and which should serve as supporting elements. The marketing piece or story does not necessarily have to be chronological in nature, but should highlight the individual resources with a common theme(s). When complete, this story should convey the essence of the corridor and define the reasons why the corridor’s resources are so highly valued by the community.

#### 3.11.2 For the Record... Corridor’s Story

The following should be included in the CMP under the Corridor’s Story element:

- A one to two page marketing/educational piece (story) that is appropriate for use in Program marketing materials and brochures.



### **3.12 CORRIDOR MANAGEMENT ENTITY (CME)**

Creation of the Corridor Management Entity (CME) involves partnering efforts. The CME will serve as the caretaker of the scenic corridor by ensuring the Action Plan is executed and all corridor activities are monitored and implemented according to the CMP. To do this, the CME should be comprised of the individual, organization and/or government agency representatives whose expertise or services are appropriately matched to the strategies of the Corridor Management Plan. Therefore, CME membership should be formulated prior to the designation determination.

#### **3.12.1 How To... Organize the Corridor Management Entity (CME)**

While developing the Corridor Management Plan, the Corridor Advocacy Group must plan for the establishment of an entity who, through a written agreement(s), will be responsible for the management and monitoring of the corridor and its related activities. Because the Corridor Management Entity (CME) will function as the CAG Board, initiator, coordinator and monitor of corridor plans, strategies, programs and events, the CAG should begin to enlist members whose specific talents and areas of expertise provide a diverse and well-rounded management structure for the corridor. The CME would immediately begin to implement the Corridor Management Plan upon designation.

Because each corridor may offer numerous issues and management strategies, the CAG should enlist a diverse Corridor Management Entity membership familiar with the designation effort and willing to devote time and resources towards achieving the Corridor Vision. A CME should be a partnership of elected officials, private citizens, business representatives and technical advisors. Elected officials are experienced with policy making and the political framework in which goals have to be met. They also may have professional planning and engineering staff who may aid in such efforts. Citizens and business representatives have a local perspective about decisions and programs and can enlist community support and volunteers as well as produce innovative ideas. Technical advisors offer the CME specific expertise, such as planning, engineering, architecture, economics and environmental management, all of which may be involved in subsequent enhancement efforts.

The CAG should investigate existing management structures that might be adapted and/or supplemented to perform the CME tasks identified in **Chapter 4 - Implementation Phase**. Existing management entities might include the local planning or transportation departments, departments of parks and recreation, public works or other public agencies. Of utmost importance is the formulation of an entity that will devote its primary attention to supporting the scenic corridor and, equally important, that has the authority and ability to implement corridor strategies or make recommendations to the local government.

Once CME membership has been determined, a formal agreement of the partnership should be prepared and endorsed. This agreement may take the form of a joint power of

agreement, a memorandum of understanding or agreement, or any other appropriate agreement. Whatever the type of agreement chosen, it should include, at a minimum, the following items:

- Name of the Corridor Management Entity
- Official CME membership
- General narrative description of CME functions and responsibilities
- Name of chairperson or co-chairpersons and other officers (if known)

All members of the CME should sign the agreement, thereby making an official declaration of their membership and commitment to the duties and responsibilities of the CME. Refer to **Chapter 4 - Implementation Phase** for additional guidance on CME duties and responsibilities.

### **3.12.2 For the Record... The Corridor Management Entity (CME)**

The following should be included in the CMP under the Corridor Management Entity element.

- A copy of the endorsed agreement to establish the CME should be included in the CMP under the Corridor Management Entity element.

### **3.13 COMMUNITY PARTICIPATION PROGRAM (CPP)**

A Community Participation Program (CPP) is an outreach program designed to heighten awareness, build consensus and foster public involvement in support of the corridor. The importance of the CPP cannot be overemphasized; for it is only through community education and interaction that consensus can be built to ensure the success of the corridor. As a part of the *Eligibility Phase*, a detailed outline of the CPP is prepared. In the beginning of the *Designation Phase*, the CAG should formalize the CPP for use in this phase as well as for continued use in the *Implementation Phase*. The DSHC may be able to assist the CAG in developing and implementing their Community Participation Program through public involvement expertise and resources available at the FDOT District. This assistance may come in the form of public workshop techniques, assisting with meeting advertisements, production of visual displays and handouts or use of District equipment such as microphones, podiums or conference rooms. The CAG may also wish to consult **FHWA Document No. FHWA-PD-96-03, entitled Public Involvement Techniques for Transportation Decision-Making** which may be found on the Internet at <http://www.fhwa.dot.gov/REPORTS/PITTD/COVER.HTM>. This document details examples of effective public and community involvement techniques that may be useful to a CAG.



### 3.13.1 How To... Develop a Community Participation Program

The purpose of the Community Participation Program is to organize an approach to provide information as well as acquire public input regarding a proposed corridor. The Community Participation Program (CPP) seeks on-going public participation.

The first major step in developing an effective CPP is to identify groups and individuals that have a stake in the corridor's designation. Typically these groups and individuals fall into two categories: 1) those adjacent to the corridor (property owners and tenants) and 2) others with a special interest in the corridor. Future public involvement efforts should be targeted towards these two groups. A listing of potential corridor advocates is provided in **Section 3.14.1 - How To... Develop Local Support.**

The second major step in developing an effective CPP is to evaluate public outreach approaches. Public meetings are a common technique for providing a public information exchange forum. These meetings are likely to be a primary component of the CPP. However, other informative techniques should be evaluated. For instance, a regular newsletter is an excellent method for providing corridor information, updating the status of the designation process and notifying citizens of upcoming public meetings. Other ideas include creating a corridor fact sheet or brochure and publishing a local newspaper article. Additionally, less formal corridor workshops and "open houses" on CAG planning activities can be held to encourage participation and foster a sense of contribution and team work.



It should be noted that there is no minimum number of public meetings required under this program. The number of meetings will be determined by the length of the corridor and by the range and complexity of issues specific to each individual corridor. The District Scenic Highways Coordinator will assist the CAG in determining when public meetings should be held, keeping in mind the significance of gaining public consensus.

Meeting places should contain large open spaces for seating such as conference facilities, auditoriums, schools, churches, and government/public buildings. When selecting meeting sites, consideration should be given to providing access for disabled citizens and ADA accessibility. When organizing meetings, it is vital that the CAG keep in mind that citizens are more likely to attend meetings scheduled at convenient locations and times. Weeknight meetings are preferable since most people work during the day.

It is recommended that each public meeting should, at a minimum, be advertised in the local newspaper at least two weeks prior to the meeting. If the corridor passes through



several communities, then notification should run in each community's newspaper. Meeting notifications and announcements should specify the purpose, place and time of each meeting.

The CAG may use additional methods of notification as well. Fliers or newsletters can be posted at local churches and community bulletin boards or mailed to corridor residents. Addresses for property owners and tenants adjacent to the corridor or addresses of other interested parties can be obtained from the local property appraiser's office. The CAG can also take advantage of radio stations broadcasting free public service announcements. Signs can be placed along the corridor to announce meetings.

All public involvement meetings should follow Florida's Sunshine Law (**Section 286.011, Florida Statutes**). This law requires that meetings must be open to the public, reasonable advance notice of the meeting(s) must be given, and meeting minutes must be taped or written. It is also suggested for that a CAG have an agenda and designated meeting officials. Remember the CAG is, in effect, a project team presenting its work to the public for further input and suggestions. Therefore, each meeting should follow a similar agenda so when discussions take place on common issues, the CAG conveys the same message and information. Many attending these meetings will have valuable comments and suggestions for the corridor planning process and its future programming. It is vital that the CAG summarize important ideas brought forth at each meeting. These minutes may be submitted with the CMP. It is suggested that an audio tape recording be taken at each meeting and summarized into minutes. Attendance should also be taken at each meeting. The attendees' names, addresses and phone numbers should be added to a mailing list for corridor newsletters (paper or electronic) or for obtaining volunteers for corridor projects. An additional suggestion is to use comment cards for those who do not wish to speak, but prefer to offer their thoughts and suggestions in writing.

In all, the Community Participation Program should encourage citizen involvement. All suggestions and ideas collected during the Community Participation Program should be considered in corridor planning and management strategies. Remember, the CAG's purpose is to work with the community to develop a scenic corridor that best showcases and preserves the features and character of their surrounding area.

### **3.13.2 For the Record... Community Participation Program**

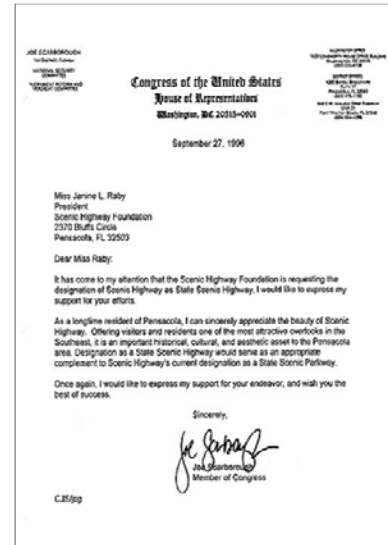
The following should be included in the CMP under the Community Participation Program element:

- Summary of the Community Participation efforts to date.
- Sample copies of meeting minutes
- Sample copies of all CAG publications about the corridor (including newspaper articles and meeting announcements)

- Description of Community Participation Program elements being implemented and planned for the future.

### 3.14 LOCAL SUPPORT

It is important the CAG demonstrate the proposed corridor has substantial local support for designation. Strong local support built as a part of the Community Participation Program is critical since these supporters could be the caretakers of the designated corridor. As stated earlier, demonstrating local support exists is also a key element in determining eligibility and, ultimately, designation. Letters of support and other support documentation from the eligibility phase should be included and updated during the designation phase. It should be noted that activities such as the Corridor Impressions Survey (**Section 6.4 - Corridor Impressions Survey (CIS)**) and other *Eligibility Phase* efforts can be included as part of the local support documentation also.



#### 3.14.1 How To... Develop Local Support

Developing local support can be accomplished by getting individuals and groups involved in corridor planning through the Community Participation Program. By understanding the potential benefits of designation, these interested individuals or groups may be willing to write letters of support or sign a petition in favor of designation. Therefore, the CAG should attempt to contact any persons or groups which may be interested in the corridor and its designation.

The following list of potential corridor supporters is in no way an exhaustive list and the CAG is encouraged to seek others who may support designation through written and volunteer assistance commitments.

- Tenants or land owners adjacent to the corridor
- Neighborhood and business associations
- Large employers in the corridor's area
- Local business owners, especially those with property or businesses adjacent to the roadway
- Civic/fraternal organizations:
  - Garden Club
  - Kiwanis Club

Shriners  
Knights of Columbus  
Sierra Club  
Lions Club  
Elks Club  
Rotary Club  
Academic institutions  
Religious institutions  
Main Street Groups  
Keep City Beautiful  
Keep County Beautiful



- Governments or agencies with jurisdiction over portions of the corridor:
  - City and County planning organizations
  - Metropolitan Planning Organizations
  - Regional Planning Councils
  - Water Management Districts
  - Forestry Services
- Chambers of Commerce
- Economic development agencies
- Local school board
- Elected officials
- Tourism agencies
- Environmental and conservation organizations
- User or interest groups
  - Bike clubs
  - Travel clubs
  - Historical societies

Another effort to demonstrate public support might be to administer an opinion survey to local residents and visitors. Residents and visitors alike might be asked to give their impressions of the corridor and whether they feel the corridor's resources warrant recognition and protection through designation. If the majority of those surveyed indicate a high recognition and enjoyment of the intrinsic resources, then the survey represents additional public support. **Section 6.4 - Corridor Impressions Survey (CIS)** details a similar survey required for recording general public impressions of the corridor experience. Other surveys can be administered through mail-back surveys, personal interviews or visual-based techniques. Visual-based support is considered strong evidence since the

“visual experience” is a key element of the Florida Scenic Highways Program. Additional support could be demonstrated with resolutions, ordinances, policies, regulations, MPO plans as well as newspaper editorials and other articles that recognize the value of the intrinsic resources in the corridor.

### 3.14.2 For the Record... Local Support

The following should be included in the CMP under the Local Support element:

- Letters supporting designation
- Signed petitions in support of the designation
- Copies of ordinances, resolutions, policies and newspaper articles that show support for designation
- Results of surveys showing the recognition and value of the corridor
- Any other documentation showing broad-based local support



### 3.15 PROTECTION TECHNIQUES

Protection and preservation of a corridor’s intrinsic resources are critical to both the designation and the long term viability of the scenic corridor. There is no point in designating a highway if the intrinsic resources for which the highway was designated are not preserved and protected against degradation. Since the visual experience plays a key role in designation, protection and management strategies must be implemented, in conjunction with local government, to provide reasonable assurance that the intrinsic resources will be enjoyed for years to come. This makes protection techniques a critical component to the success of this Program.

#### 3.15.1 How To... Develop Protection Techniques

**Chapter 7 - Protection Techniques** provides a menu of options for the future protection and management of corridor resources. Given the specific nature of the corridor’s resources and other conditions and issues, the CAG, in conjunction with local general purpose governments, should devise strategies and techniques to protect these intrinsic resources. **Chapter 7 - Protection Techniques** can be used as a starting point in developing these strategies and techniques. When formulating strategies, the CAG should investigate existing local, state, and federal standards, regulations, and policies that may be used to help implement a protection plan. It may be the case that a variance from established standards, regulations and policies is needed to accomplish a protection goal.

In developing protection techniques and methods, the CAG in cooperation with local government should consider how they will address new development in the corridor so as not to detract from the travelers’ experience or the quality of the significant intrinsic

resources. Existing land development regulations may be modified to include specific design elements (i.e. building architecture, signage, and utility placement) for new development along the corridor. Also, consider how existing development might be enhanced to improve the visual experience. With regard to advertising signage, the CAG should demonstrate how on-site and off-site (billboard) signage will be regulated to comply with existing local, state and federal ordinances and laws. Alternative advertising methods might be investigated as a part of the resource protection techniques and strategies.

After appropriate protection and management techniques have been evaluated and agreed upon, the CAG should provide a detailed narrative description of these techniques and efforts to minimize intrusion on the visitor's experience. Any graphical documentation to support this narrative should be provided in the CMP Appendix.

### **3.15.2 For the Record... Protection Techniques**

The following should be included in the CMP under the Protection Techniques element:

- Summary of Findings based on existing and planned protection techniques for the corridor resources.

## **3.16 FUNDING AND PROMOTION**

The potential funding and promotion of a designated corridor may include many partners and techniques. No two corridors will be addressed completely the same way. However, all proposed corridors should begin early in the *Designation Process* to identify potential funding sources and promotional opportunities. In some cases, promotional events may serve as funding sources for the corridor.

Whether it's funding, corridor enhancements, or hosting a spring festival, a comprehensive evaluation of funding sources and techniques to promote the corridor should be undertaken by the CAG.

### **3.16.1 How To... Develop Funding and Promotion Techniques**

The first step in identifying funding opportunities is to review ***Chapter 8 - Funding and Promotion***. This chapter provides a list of government programs and other funding options which may be applicable to a proposed corridor. The partnering aspects of the Florida Scenic Highways Program encourage "pooling" resources of related programs or similar interested parties.

In this section, the CAG should describe how they plan to "tell" the Corridor Story and interpret the corridor's intrinsic resources for visitors. For instance, the Corridor's Story can be told through several different mediums. Literature, of course, is the most common method to convey information and should be used as extensively as possible. Other methods that may serve the educational and interpretive needs of the corridor include

interactive interpretive facilities, multimedia displays/kiosks, photography, video, audio and informational plaques. Audio cassette tapes and low frequency radio transmission devices may be applicable as well. Regardless of the method, always be mindful of the intent to provide an educational experience that can be enjoyed by the corridor's visitors.

**Chapter 8 - Funding and Promotion** also provides ideas for promoting and marketing a corridor. Promoting and marketing a corridor may be an important element of the visions for the corridor and community. This element should supplement the educational component, which requires interpretation and exposure of the resources to the traveling public by various means (see **Section 3.10 - Corridor's Story**).

### **3.16.2 For the Record... Funding and Promotion**

The following should be included in the CMP under the Funding and Promotion element:

- Discussion of corridor funding sources consistent with the vision and mission and applications that have been evaluated, obtained or are being pursued
- A plan for how the corridor story will be marketed and publicized, including participants, techniques and a schedule or implementation plan

## **3.17 RELATIONSHIP TO THE COMPREHENSIVE PLAN**

Elements of the Corridor Management Plan must be incorporated into the local government comprehensive plan(s) of participating local governments as part of the designation of a corridor as a Florida Scenic Highway. The comprehensive plan carries the force of law and provides the primary mechanism for establishing an enforceable CMP. Incorporation of the CMP into the comprehensive plan ensures a commitment by local government(s) and partners to implement the actions outlined. Incorporation of the CMP into the comprehensive plan(s) may include policy amendments, modifications to the land use and transportation elements. Early and continuous coordination with Department of Community Affairs (DCA) staff and local government(s) will assist in the incorporation of these amendments. See **Chapter 7 - Protection Techniques** on the comprehensive plan and its relationship to the Florida Scenic Highways Program.

### **3.17.1 How to... Relate CMP to Comprehensive Plan**

Specific elements of the Corridor Management Plan must be adopted into the local government comprehensive plan or it must be demonstrated the comprehensive plan already includes provisions to protect the corridor. The CAG must ensure that the following three items are incorporated into the Local Government Comprehensive Plan(s) (LGCP) applicable to their corridor:

- A map displaying the scenic corridor

- The Corridor Vision statement
- Goals, Objectives and Strategies related to the specific local government

The three CMP items mentioned above can be included in several possible areas of a comprehensive plan. A map displaying the corridor can be added to the Future Transportation Map, Future Traffic Circulation Map or other maps as determined by the local government(s). The Corridor Vision/Mission and the Goals, Objectives and Strategies can be incorporated into the LGCP Goals, Objectives and Policies section. It is the CME's responsibility to ensure the Action Plan of the CMP is implemented over time by working with all partners. Local governments may only have a few Action Items requiring inclusion in the LGCP. The CMP contains all Action Items for long term implementation by the CME.



In developing elements of the CMP for inclusion in the LGCP, the CAG may wish to coordinate with the Department of Community Affairs (DCA) staff assigned to their county(ies). The role of DCA staff is to work with local governments to ensure local comprehensive plans are in compliance with state and regional plans and goals, objectives and policies are being carried out. Since FSHP designation requires the vision and goals for the scenic highway be amended into the local comprehensive plan(s), early coordination with DCA staff is recommended. Coordination with municipalities, city staff, and city councils may take some time as well. CAG's are encouraged to start this process **early** in order to complete the necessary steps before submitting their **Designation Application**.

Because comprehensive plan amendments occur only twice a year, FDOT may grant designation contingent upon the CMP's adoption into the comprehensive plan within the next window of opportunity. In this situation, the CAG should provide a resolution or letter stating the appropriate elements of the CMP will be adopted into the LGCP by plan amendment during the next available cycle. The letter should have the support of the local City and/or County Commission. If a resolution or amendment to the comprehensive plan is not done, then the CAG should not submit their application – it will be considered incomplete and the corridor will not be designated.

Adoption into the comprehensive plan may occur according to the comprehensive plan amendment transmittal process defined by Florida's statutes and administrative codes. The CAG should work closely with the local planning department or growth management office to satisfy the necessary steps for local government comprehensive plan amendments.

### 3.17.2 For the Record... Relationship to the Comprehensive Plan

The following should be included in the Corridor Management Plan under the Comprehensive Plan element:

- Copies of the relevant amended comprehensive plan sections or proposed amendments
- Other relevant ordinances, policies and regulations that relate to the scenic or heritage corridor protection and/or management
- Where applicable, documentation stating that the local government comprehensive plan will be amended to include the CMP

### 3.18 PARTNERSHIPS AND AGREEMENTS

Partnering is a term used to describe the cooperative efforts of two or more parties to reach a common goal. Within the Florida Scenic Highways Program, partnering and agreements will develop between many partners who may include: citizens, government agencies, private businesses, business associations, land owners, land developers, interest groups and civic organizations. The intent of the partnering effort is to collectively produce a better



product or outcome than could be accomplished by working separately. In partnering efforts, all parties mutually benefit by agreeing to pool their resources to achieve a higher quality, consensus-based outcome. Since the Florida Scenic Highways Program is a grassroots effort with emphasis on local support and consensus building, partnering is an obvious complimentary tool to achieve a Corridor's Vision.

#### 3.18.1 How to... Develop Partnerships and Agreements

The possibilities for developing a scenic corridor through partnerships and agreements are almost limitless. There are a multitude of opportunities to combine the strengths of two or more parties in an effort to accomplish specific tasks in corridor planning and management. Though potential applications are limitless, several examples are given below:

- A lumber company donates materials and labor to construct several informational kiosks along the scenic corridor. The CAG works with a local high school history class to construct a history of regional logging and the nearby mill for the kiosks.



- Nurseries in the surrounding area donate trees and other vegetation to be planted along the highway. The nurseries and lumber company, in turn, are recognized at a kiosk that explains native vegetation and techniques used in local landscaping.
- The CAG and a local business association create a corridor brochure that explains the corridor's resources and also acknowledges those contributing companies and businesses through advertising logos.
- Local restaurants provide food and beverages for a walk-a-thon in which school children gain sponsors and walk the scenic corridor. The restaurants and the school district receive recognition for their support, community participation in the corridor is heightened and the CAG raises money for corridor enhancements.
- A major land owner along the corridor donates a conservation and recreation easement and, in exchange, the County Commission agrees to make improvements on the access road to the owner's property.
- The local cable company and a nearby college create a thirty minute documentary on the scenic highway to be aired on the community's public access channel in local hotels and motels.
- A power company coordinates with the County to install underground utility lines, rather than overhead lines, and receives a utility easement in another section of the County.

To develop partnerships and agreements, it is critical that potential partners be aware of CAG activities. The Community Participation Program and efforts to generate public support should accomplish this task. By building early awareness and a realization of benefits among potential partners, the CAG will have greater partnering success because participating parties will develop a sense of ownership and contribution. Identifying benefits is a key task in partnering because the benefits are often the primary motivators. Therefore, CAG members and other corridor stakeholders should always investigate the potential partnering applications when they encounter specific issues or problem areas. Keeping an open and creative mind affords the opportunity for unique partnerships that might be successful for very specific corridor issues.

Agreements among partnering entities can take the form of simple written documents (e.g., a letter) stating the intent of the partnership and, if known, the actions that will be taken to accomplish the desired task. Agreements need not be overly verbose, for the intent of the agreement is to serve as recognition of the partnership's importance to the corridor as well as a sign of commitment to the Corridor Vision (see **Appendix C** for sample agreements).

### 3.18.2 For the Record... Partnerships and Agreements

The following should be included in the CMP under the Partnerships and Agreements element:

- Discussion of all partnering efforts
- Copies of any written agreements between partnering entities
- List of potential partnering opportunities

### 3.19 ACTION PLAN

Each designated corridor must have an Action Plan that outlines the sequence of actions the Corridor Management Entity will perform or oversee in an effort to meet their Goals, Objectives and Strategies and ultimately, achieve the Corridor Vision. The Action Plan is organized into a categorized listing of tasks and serves as the “instruction manual” on how to implement the corridor management plan.

#### 3.19.1 How To... Develop an Action Plan

The Action Plan is a prioritized list of activities and tasks to be accomplished. To create the plan, the CAG should review objectives and strategies and determine which actions and tasks are necessary for implementation during the time period chosen. This process is expedited when the CAG determines which corridor objectives, strategies and corresponding tasks should be implemented in the short-term (1-5 years) and which should be considered for long-term implementation (> 5 years).

Corridor actions will generally fall into three categories: 1) **Corridor Improvements/Enhancements**; 2) **Promotion/Community Participation**; and 3) **Administrative/Coordination**. These categories relate to either physical modification of the corridor, the gathering and dissemination of scenic or heritage corridor information, or the processes for the administration, organization, and coordination of corridor related tasks and activities. Each of the actions identified in these categories should have components on a general task list, responsible parties, any funding sources, products and a schedule for completion. Listed below are the three categories with examples of the more specific topical areas in which actions may fall. These categories and examples are not totally inclusive and are shown here to provide an initial framework for Action Plan development.

- **Corridor Improvements/Enhancements**
  - Roadway modification plans (bike paths, sidewalks, landscaping, roadway widening, and intersection/safety improvements)

- Corridor maintenance/management plans (selective vegetation removal, maintenance treatments, litter control, user facilities)
- Scenic highway operation plans (interpretive facilities, other user facilities, informational signage)
- Others
- **Promotion/Community Participation**
  - Promotional materials (brochures, kiosks, advertising, economic impact data collection)
  - Public input plans (user and community input surveys)
  - Others
- **Administrative/Coordination**
  - CME administration and operation (agency leadership, monitoring efforts, updates)
  - Public/private agreements (scenic easements, services, sponsorships)
  - Governmental coordination (regulatory/protection actions, technical assistance, management techniques)
  - Outstanding issues plans (nonconforming uses, future grant applications)
  - Others

Once all actions have been identified, they should be aggregated into a chronological listing of actions by category. This Action Plan could resemble a calendar-type action table with weeks and months shown at the top of the table and actions by category on the left side of the table. This Action Plan calendar will then serve as the guiding schedule for scenic highway implementation and management.

### **3.19.2 For the Record... Action Plan**

The following should be included in the Corridor Management Plan under the Action Plan element:

- Detailed narrative or table of Action Plan containing each action and its component parts, and the parties agreeing to be responsible for its implementation
- Action Plan schedule

### 3.20 APPENDIX

Lastly, the CAG should include an Appendix to their CMP that contains any documentation or supporting materials that would not regularly fit in the CMP, such as the Corridor Video, larger maps, etc.

As a matter of record, the **Letter of Eligibility** issued by the Florida Department of Transportation Secretary shall be included in this section. This letter serves as a record of Departmental approval to initiate the *Designation Phase* and prepare a Corridor Management Plan.

### 3.21 SUBMIT A PRELIMINARY DESIGNATION APPLICATION

Once the CAG has completed their **Designation Application**, they will submit it to their DSHC for review and comment. This first submittal is considered “preliminary” and may need some revisions, enhancements or clarifications. The DSHC will circulate the application among all Unit Managers within the District for review as well as the State Outdoor Advertising Administrator. The DSHC and FDOT staff will review the preliminary application for completeness and, if needed, work with the applicant to resolve outstanding issues.

### 3.22 SUBMIT THE FINAL DESIGNATION APPLICATION

After revision of the **Preliminary Designation Application** and before final submittal, the **Designation Application** form will be signed by the CAG Chairperson as well as an authorized representative from each participating local general purpose government through which the corridor passes. The representative should be someone who can speak officially for the local government such as the Mayor or Chairperson.

The **Final Designation Application** should then be submitted to the District Scenic Highways Coordinator. The District Scenic Highway Coordinator will need eight (8) copies. The final Designation Application will be sent to each member of the Scenic Highways Advisory Committee (SHAC) by FSHP Staff, and a meeting will be scheduled. If additional information is needed, the SHAC will make such a request through the District. A signed CME Agreement must be included with the final application also, or it will not be considered. At the meeting, the SHAC will discuss the CMP. If the SHAC determines the corridor meets all requirements, then a favorable recommendation will be made to the FDOT Secretary and a **Letter of Designation** will be sent to the CAG. If the SHAC determines the corridor does not meet designation requirements, a recommendation of “Not Recommended for Designation” will be made to the Secretary and a subsequent letter of explanation will be sent to the CAG. Resubmission of a denied Designation Application should be coordinated with the District Scenic Highways Coordinator.

### 3.23 DEDICATION CEREMONY

When a corridor is granted designation as a Florida Scenic Highway, it is time to celebrate! The detailed process for eligibility and designation is complete and the exciting efforts of the *Implementation Phase* are about to begin. To celebrate the success of designation, the CAG and its partners may host a **Dedication Ceremony** (sign unveiling, ribbon-cutting, etc.) commemorating the new Florida Scenic Highway.



In planning and hosting events, the coordination of people and organizations is the key to a smooth-running and enjoyable celebration. The details of hosting a Dedication Ceremony will require the CAG to coordinate with its partners and volunteers, keeping in mind the types of support that different groups may be able to offer. The CAG will want to meet with their DSHC to discuss the framework for the Dedication Ceremony. This will include selecting a date, time, funding and location for their event as well as compiling a list of possible guests and outlining a program agenda.

To assist in hosting the event, the CAG should coordinate with the many partners that supported the corridor through the designation process. This may include citizens, community groups, businesses, local government, FDOT and others. The CAG should work with these groups to determine what assistance can be provided for the ceremony. For example, community groups and local businesses may be able to provide refreshments, tables and chairs, tents, and printing or photography services. Businesses may also be willing to sponsor the event (through money or goods donation) in exchange for advertising the business' logo on the program. The CAG may also wish to solicit the assistance of corporate donors that supply beverages or other items such as self-promotional activities. While government entities cannot directly fund celebration events, local government(s) may be able to provide in-kind services such as typing or postage. The FDOT District Office staff as well as other groups or organizations may assist with set-up and clean-up, media relations, and equipment such as podiums, microphones, and PA systems. Notification of the event with the police or highway safety department may be necessary for traffic, noise and/or crowd control.

Prior to the event, the DSHC will be responsible for coordinating with the CAG and FDOT Maintenance regarding the production and installation of the official FSHP signs. FDOT staff will determine appropriate locations for sign placement. According to the **FDOT Traffic Operations Manual**, the District Coordinator(s) will coordinate and receive approval for the preferred location(s) for the FSHP signs with the District Traffic Operations Office, along with the CAG and CME. The District Traffic Operations Office will finalize the

location(s) of the signs and send a work request to the appropriate District Maintenance Yard for installation. For local roads that are not under state jurisdiction, the DSHC will have to work with local government on where to place signage. The District Sign Shop will then coordinate with the city and county on where to erect the signs. One additional sign may be ordered along with all the other signs to be used as a display at the Ribbon Cutting ceremony. Signs should be erected prior to the selected date, but should remain covered until after the Dedication Ceremony or unveiling. This will allow for photo opportunities with the media at the event.

Just as a partnering effort and creativity were used to progress through the FSHP process, coordination of the Dedication event should utilize the same ingenuity. The CAG should determine how they want their ceremony to occur and look to their partners to assist in making it happen. The Dedication Ceremony is an important event that should commemorate and honor the dedication and efforts of the CAG and its partners in promoting Florida's resources for everyone to enjoy.

### **3.24 CORRIDOR EXTENSIONS**

It is possible to extend the limits of a corridor after designation; however, the CAG or CME must prepare and submit the FSHP's required materials for the new segment of roadway. In order to extend a corridor after designation, the portion extended will need to go through a modified designation process. The CAG or CME will have to complete a new supplemental document that will be reviewed by the FDOT and SHAC, just like a regular designation. Many of the program elements from the original CMP, such as Corridor Vision/Mission and Goals, Objectives, & Strategies are may not change, but will need to be transferred into the new document. However, other program requirements and documentation will need to be completed as they apply to the extension, such as Background Conditions Analysis and Intrinsic Resource Assessment.

### **3.25 FREQUENTLY ASKED QUESTIONS ABOUT DESIGNATION**

**Q:** Should a Corridor Advocacy Group (CAG) and Corridor Management Entity (CME) seek status as a non-profit organization?

**A:** Yes. In fact it's recommended. Creating a management organization for the corridor which operates as a not-for-profit entity can be very beneficial for the corridor. In some instances, funding and grant opportunities may be better suited for a non-profit organization, whereby funding can't be given to individuals or a citizen group, but can be given to a formal non-profit organization. For information regarding status as a not-for-profit entity, consult an attorney or legal counsel.

**Q:** Where are the scenic highway logo signs placed along the corridor?

**A:** In most cases, the Florida Scenic Highway logo signs are placed at the beginning and end of the corridor, at major intersections, and at acceptable intervals throughout as determined by the FDOT District Traffic Operations Office.

**Q:** How are signs placed for resources just off the main corridor or if the scenic highway turns?

**A:** Directional signage will be used to direct travelers to resources that may be just off the main corridor or in the event that designated scenic highway changes direction. Typically, the scenic highway logo sign is accompanied by a small rectangular sign below it which points people in the direction or to a point off the main corridor. Consult the Manual on Uniform Traffic Control Devices for signage standards.

**Q:** Can a member of the CAG assist with developing an application or grant request and also be paid to do work resulting from these?

**A:** This situation presents a potential conflict of interest. If a CAG member assists with grant writing or CMP development and then is awarded paid work, a conflict may exist. All paid work done for the corridor should be selected fairly from a number of bidders.

### 3.26 KEY POINTS

In this chapter, the following key points were presented:

- The **Corridor Management Plan** provides for a corridor's future management and protection.
- The **Corridor Vision** states the community's broad aspirations for the corridor and is based on an ideal portrayal of what the corridor will become.
- The **Mission Statement** defines things that the CAG/CME will do now and leading up to the actions related to the Corridor Vision.
- The **Goals, Objectives** and **Strategies** are the building blocks used to implement the vision for the scenic corridor.
- A **Community Participation Program** (CPP) heightens awareness, builds consensus and fosters public involvement in corridor activities.
- Strong **Local Support** is key to obtaining designation.

- **Partnering** describes the cooperative work efforts of two or more parties to reach a common goal.
- As a part of its educational component, each designated highway must include their **Corridor's Story** related to its intrinsic resources.
- The CMP must be incorporated into the **Local Government Comprehensive Plan(s)**.
- The CMP **Action Plan** identifies the necessary sequence of actions and responsible parties that will work to implement the Corridor Management Plan.



# EXHIBIT 4

## CHAPTER 3, DESIGNATION PHASE CHECKLIST

### PREPARE THE DESIGNATION APPLICATION

#### ***Corridor Management Plan – Section 3.1.2***

##### **Background Conditions Analysis**

- For both existing and future conditions, identify and evaluate the relationship of each background element with the Corridor Vision and Initial Goals
- Reach reasonable conclusions regarding potential conflicts and opportunities as they relate to these background elements and the corridor vision, goals and objectives
- Establish appropriate strategies and actions necessary to address these conflicts and opportunities. These strategies will be incorporated into the CMP Action Plan and must be cross-referenced with the Background Conditions being addressed.

- Corridor Limits
- Roadway/ROW Description
- Existing Land Use and Zoning
- Signage
- Future Land Use
- Safety Issues
- Traffic Volumes/User Types
- Levels of Service (LOS)
- Transportation Planning
- Roadway Improvements
- Social and Economic Conditions
- Tourism and User Facilities
- Other Programs

##### **Designation Criteria**

- Building upon work done in preparation of the Eligibility Application, the CAG should provide separate discussion sections on each of the Universal Criteria (UC #1 - UC #10) and each of the Resource Specific Criteria

##### **Corridor Vision**

- Refine the Corridor Vision and determine if modifications are appropriate

##### **Corridor Mission**

- Refine Mission statement as actions change and purpose evolves

### **Goals, Objectives and Strategies**

- List five required goals with accompanying objectives and strategies
- List of additional goals with accompanying objectives and strategies

### **Corridor's Story**

- Copy of the written story created for the corridor
- Description of the medium(s) by which the corridor's story will be told

### **Corridor Management Entity (CME)**

- Copy of endorsed agreement to establish the CME

### **Refine the Community Participation Program (CPP)**

- List of groups/entities contacted to participate in the CPP
- List of all CAG meetings and other public meetings
- Sample meeting minutes having discussions on significant corridor issues
- Sample copies of all CAG publications about the corridor (including newspaper articles and meeting announcements)
- Description and corresponding support documentation of any other CPP element

### **Local Support for the Corridor**

- Letters supporting designation
- Signed petitions in support of the designation
- Copies of ordinances, resolutions, policies and newspaper articles that show support for designation
- Results of surveys showing the recognition and value of the corridor
- Any other documentation showing broad-based local support

### **Protection Techniques**

- Narrative description of existing and planned protection techniques and their purpose concerning the corridor
- Graphical support documentation (CMP Appendix)

### **Funding and Promotion**

- Discuss corridor funding sources and applications that have been evaluated, obtained or are being pursued
- Discuss proposed promotion and marketing plans, including participants, techniques and a schedule

### **Relationship to Comprehensive Plan**

- Copies of relevant amended comprehensive plan sections or proposed amendments
- List other relevant ordinances, policies and regulations that relate to the scenic corridor protection and/or management

- Where applicable, provide documentation that the local government comprehensive plan will be amended to include the CMP

**Partnerships and Agreements**

- Narrative discussing all partnering efforts
- Copies of all written agreements between partnering entities
- List of potential partnering opportunities

**Action Plan**

- Provide a detailed narrative of the Action Plan containing each action and its component parts
- Develop an Action Plan schedule

**SUBMIT THE PRELIMINARY DESIGNATION APPLICATION**

**FDOT REVIEWS AND COMMENTS ON THE PRELIMINARY DESIGNATION APPLICATION**

**CAG REVISES AND SUBMITS A FINAL DESIGNATION APPLICATION**

- The Designation Application form should be signed by the CAG and CME Chairpersons, as well as the official representatives from each local government and Metropolitan Planning Organization through which the corridor passes

