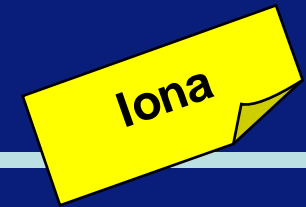




Today's Topics



What Is A Scenic Byway?

Josh Mello, Wilmington MPO

What Is The Process?

Chuck Flink, Greenways Inc.

The Wilmington Corridor

David Griffin, URS

Steering Committee Role

Iona Hauser, Stewart

Susi Hamilton, Development

Services Of The Cape Fear





What is a Scenic Byway?

Josh



- Umbrella Term For Over 126 Distinct And Diverse Roads Throughout The US. Includes:
 - National Scenic Byways
 - All American Roads
- Designated By The US Secretary Of Transportation
- In April 2007 NC Board Of Transportation Designated The Corridor As The Cape Fear Historic Scenic Byway
- Goal Of This Project Is To Gain Federal Scenic Byway Designation
- If Designated Federally, It Will Be The 2nd Urban Scenic Highway In The Country
- For More Information Go To:

www.byways.org



Our Corridor

Josh





The Process

Iona



- Obtain Stakeholder Input
- Establish Vision Or Corridor *Theme*
- Develop Design Elements
- Develop The Plan
- Schedule



OCT 2007

FEB 2008





What is the Corridor Management

Chuck



- Address The 14 Planning Elements That Are Required For National Designation (Either As An All American Road Or A National Scenic Byway)
- Corridor Management Plan - More Than Just A Streetscape Master Plan
- Defining Intrinsic Qualities Of The Cape Fear Historic Byway
- Work With Community Partners To Define The Significance Of The Route
- CMP Is A Guide To Support Designation And Future Improvements





Crafting the CMP

Chuck



- 1st Urban Byway In NC
- Define And Map Intrinsic Qualities
- Identify Districts
- Craft Design Standards To Promote Continuity And Connections
- Define Multi-modal Transportation Strategies
- Develop A Program For Signage And Outdoor Advertising

14 Points

- Mapping
- Intrinsic Qualities And Context
- Ongoing Maintenance And Enhancement
- Stakeholders And Schedule
- Development Strategy
- Long Term Public Involvement
- Road Safety
- Good Multi-modal Design
- Visitor's Experience
- Compliance With Local, State And Federal Regulations
- Wayfinding
- Marketing
- Road Improvements Balanced With User Experience
- Resource Guide For Visitors



MOVING FORWARD TOGETHER.
The 1898 Memorial
COMING SOON



David





CMP Steering Committee

Susi



- Identify Corridor Vision Or Theme
- Identify Corridor Qualities
- Marketing & Promotional Opportunities
- Support Establishment of Cape Fear Historic Byway Committee





Role Of The Cape Fear Historic Byway Committee (BC)

Susi

- Represent Interests Along The Corridor
- Champions For The Project
- Shepherd The Project From Concept Through Implementation Through Maintenance And Enhancement
- Project and Committee Phases:

Concept

Implementation

Maintenance & Enhancement

CMP Completed

Cape Fear Historic Byway Committee





Questions For You

Iona



- What Are The Major Themes Along The Corridor?
- What Are Some Of Your Favorite Experiences Along The Corridor That You Would Like Visitors To Also Experience?
- What Would You Like The Corridor To Look Like In 10 Years? 20 Years?
- What Are Some Challenges That You Think This Project Will Face?



Questions for us?



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