



A Scenic Byways Program for Lycoming County

A County Byways Program for Lycoming County

**Prepared for the Lycoming County Planning Commission
and the Lycoming County Department of Economic Development and Planning Services**

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SCENIC BYWAYS PROGRAM REPORT

STATEMENT OF APPROVING BODIES

This report was approved by the Lycoming County Planning Commission at their February 17, 2005 public meeting.

This report was also approved by the Williamsport Area Transportation Study Metropolitan Planning Organization at their February 22, 2005 public meeting in fulfillment of the FY 2004-2005 Unified Planning Work Program funding requirements.

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EXECUTIVE SUMMARY

The Lycoming County Planning Commission has developed a Lycoming County Scenic Byway Plan to set forth a process and framework for the identification, evaluation and designation of candidate scenic byway corridors within Lycoming County for consideration under the National and State Scenic Byway Programs. A County Scenic Byway designation system is also proposed. There are several community objectives that have been identified for scenic byways designation. These objectives consist of:

- **Protecting Open Space and Rural Character**
- **Managing Development Location and Density (Preventing Sprawl)**
- **Protecting Environmental Quality**
- **Protecting Historic Resources**
- **Creating and Enhancing Community Identity and Cohesiveness**
- **Managing Commercialism (Signage)**
- **Promoting Development that is Consistent With Historic Development Design**
- **Tourism Development**
- **Increased Economic Activity**
- **Preserving Rural Road Character**

While it may seem that these objectives are countywide in nature, County byways designation is to be used selectively in purpose and location. The designation is not intended to protect an entire community, nor is it intended to preserve the designated area from any future change. The purpose of County byways is to highlight unique features, to draw awareness to their presence and value, and sensitivity.

Through the Lycoming County Byways Program, the Lycoming County Planning Commission may designate any public road or road segment within the County's boundaries as a County byway. The designation should have the expressed support of the road owner – PENNDOT or local municipality-though the designation requires no action and implies no responsibility. Rather, it highlights an opportunity to enhance community character through one or more of the benefits listed above. The designation process is outlined starting on page 19. As the program is implemented, a more complex evaluation and scoring process may be needed.

The Value of Scenic Byways

Roads are an important part of every community. They play a functional role in how we move ourselves and our products from place to place. But they are also integral to the experience of our communities. As people commute to work and to school, as they travel from store to store, and as visitors travel to and through our communities, the roadways lead not only their vehicles but also their eyes through the built and unbuilt portions of our landscape. They contribute to our visual experience of the community character.

This character, or more specifically the character of the roadway corridor, is comprised of the adjacent land uses, vegetative patterns, architecture, and signage, as well as the views from the corridor into the surrounding landscape. This character is often reflective of a community's history and values. Moreover, the visual character is what leaves a lasting impression of the region on the traveler.

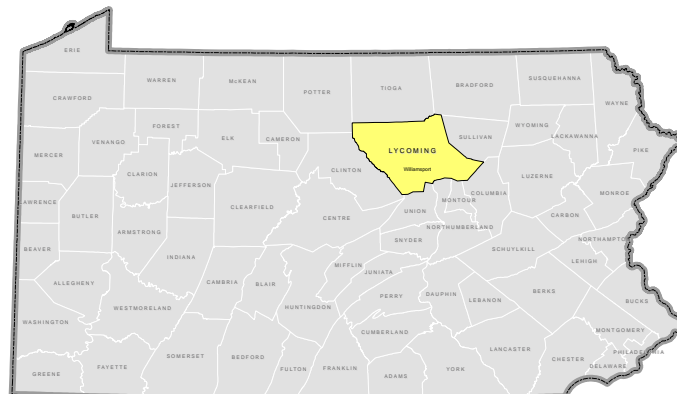
The Visual Character of Lycoming County

While driving through Lycoming County, one experiences the visual character of Lycoming County through wide range of landscapes:

- the vibrant, urban environment of Williamsport along the Susquehanna Riverfront,
- Millionaire's Row Historic District that is home to the glorious Victorian residences of Lumber Era tycoons,
- the exaggerated topography of steep-sided forested mountains and the magnificent Allegheny front,
- broad farmlands along the Susquehanna River floodplain, the Muncy, Little Muncy, and White Deer Creek Valleys, and
- the 2,200-mile stream network that offers great coldwater fishing in the narrow upland passages and warmwater fishing in the great Susquehanna River itself.

Both the County's urban and rural landscapes contribute to its scenic quality.

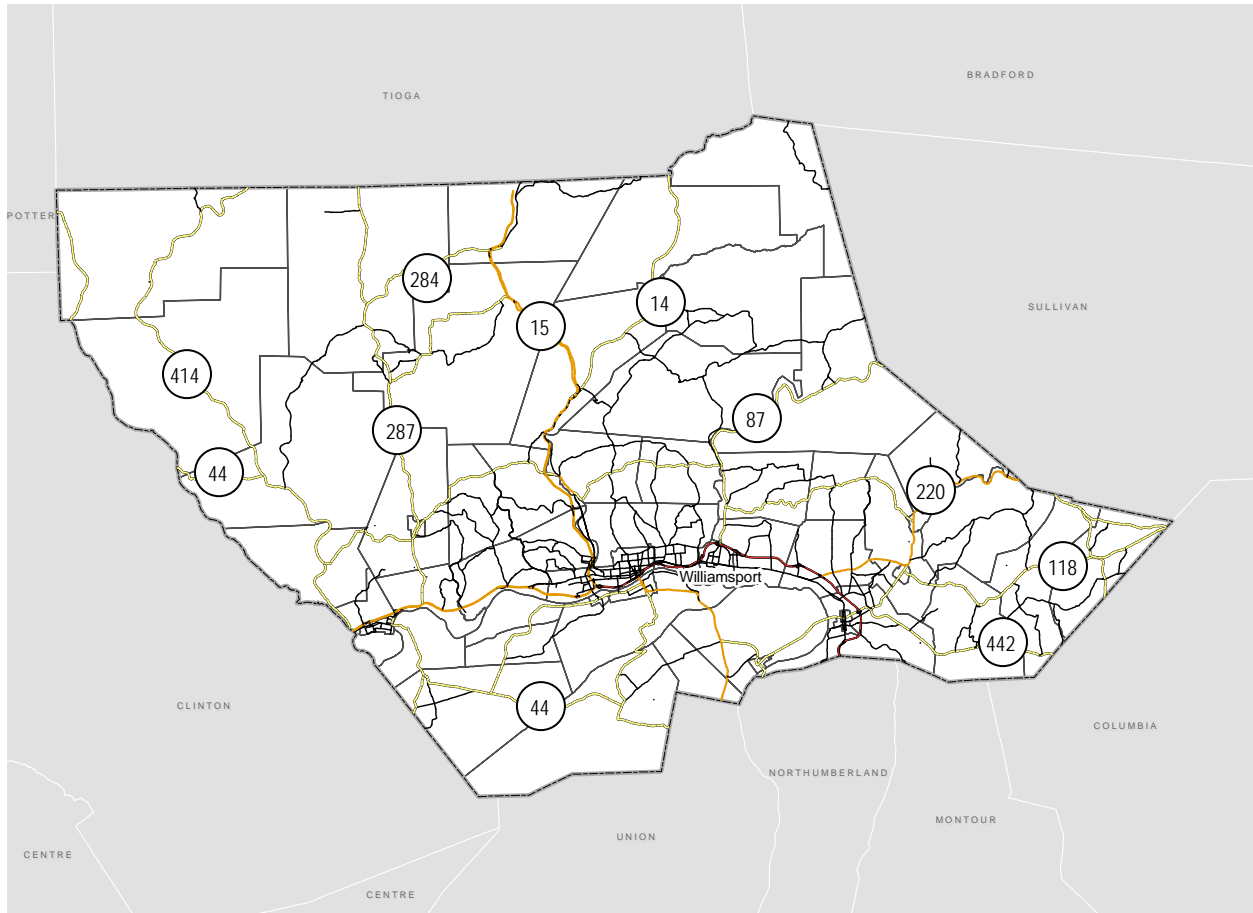
Lycoming County Location Map



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Each of Lycoming County's landscapes offers clues to its history and community values. The endless acres of forest, logging trucks, lumber mills, and woodcraft shops reflect the County's lumber heritage and contemporary forest industry. The valley floors planted edge to edge with corn, oats, soybeans, and wheat demonstrate the fertile valleys' productive soils. The County's architecture and scale of development indicate its heyday period in the late 19th and early 20th centuries. These landscapes visually describe the County and its natural and cultural history, as a whole. Yet each travel corridor has qualities that make the travel experience unique.

Selected Potential Scenic Byway Corridors for Further Evaluation



Several routes in Lycoming County **provide examples of** these views and qualities to the local and regional traveler. **The following** routes are potential candidates for the County byways program, as are **many other** roads in the County. Any candidate roadway would need to be evaluated through the program's nomination, evaluation and review process.

PA 44 and PA 414

PA 44 **exemplifies the attributes** of a scenic route in Lycoming County, as it passes through several distinct regions. Beginning at the Union County line, it skirts the edge of the South White Deer Scenic Area, where the "steep mountains are laced with many small streams of

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excellent water quality.”¹ Beyond the White Deer Mountains, PA 44 enters the oval-shaped Nippenose Valley, where agriculture continues to thrive on the rich limestone-based soils. Next, the route leads the traveler across the one-mile wide floodplain of the Susquehanna River, thick with cultivated crops and river bottom woodlands and backdropped by the northern mountains of the Ridge and Valley Province. Driving north through the Pine Creek Valley on PA 44 or PA 414, one senses the awesome power of nature while viewing the dramatic change in elevation from valley floor to mountain rim and the countless riffles and pools. The routes also provides access to wonderful recreational opportunities for trout fishing and hiking throughout the Pine Creek Valley.

PA 284 and PA 287

PA 284 and PA 287, along Little Pine Creek and Larry’s Creek, offer many of the same types of views and experiences as found along PA 44 north of the River on a smaller scale.

US 15

Headed north on US 15 from Williamsport, one crosses the Allegheny Front, climbing from 500 feet to over 1,000 feet above sea level. At the top, one enters the “big sky country” of the Allegheny Plateau with panoramic views and rolling, thousand-acre farms ringed by hardwood forests.

PA 14

PA 14 leads the traveler along the upper reaches of Lycoming Creek, where the narrow valley floor is framed by steep wooded mountain sides leading to the Allegheny Plateau. The forests display arrays of color throughout the seasons. The corridor has had some development, yet this has not eliminated the many excellent views from the valley floor to the plateau rim. One can find numerous waterfalls, marshes, and rock outcrops while exploring the landscape beyond the immediate PA 14 corridor.

US 220

As one travels northeast on US 220 from Williamsport, the shale foothills of the Allegheny Front dominate the near views, while the Front itself is apparent in the background. Descending into Hughesville, one enters the Muncy Valley, where the flat valley floor is planted edge to edge and the steep mountain sides seem to rise at near 90 degrees. Departing Picture Rocks, the road alignment parallels the winding Muncy Creek enveloped in forest into Sullivan County.

PA 87

Winding upstream through the Loyalsock Creek Valley, PA 87 departs the wide farming valley at the mouth, crosses the gap in the Allegheny Front and delves into the narrow passages of the middle and upper reaches. State forest and gamelands abut the corridor, but one can also find “tiny hamlets and settlements tucked among the steep forested mountain sides.”²

PA 118 and PA 442

PA 118 and PA 442 lead the traveler across the rolling hills and fields of the broad eastern valley, where the valley edges are defined in the distance by the Allegheny Front, Bald Eagle

¹ Scenic Resources of Lycoming County. 1973. Lycoming County Planning Commission.

² Ibid.

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Mountain, the Muncy Hills, and Huckleberry Mountain (Sullivan County). These corridors feature expansive views of pastoral farmland peppered with small settlements. This route is unique in that it is one of few major east-west routes in the County.

The scenic quality of these corridors is apparent today, but development and redevelopment can change the character of the roadway corridor. It can fragment large blocks of forest, agriculture, and other open space and can introduce building scales and materials that are inconsistent with historic development patterns. These changes may be desirable. However, as often, they are undesirable when they negatively impact the experience **along** the corridor.

The rise of the automobile, increasing affluence, and local tax structures have changed land development patterns in Lycoming County, much like they have across the state. Development is more attracted to rural areas where land and services are less expensive than to vacant properties within existing service areas. Residents have sought homes in remote but accessible locations, in many cases along existing minor roadways, creating a form of “strip” residential subdivision and development. Commercial interests have followed this residential trend, lining up along the major circulation routes. This has resulted in a significant change in community appearance through reduced natural quality of the scenic, rural landscape, and new land use-transportation issues.

Existing Byways Programs

National Scenic Byways

The Federal Highway Administration's National Scenic Byways Program was established in 1991 to promote the recognition and enjoyment of America's memorable roads as community assets and tourism catalysts. Under the program, the U.S. Secretary of Transportation recognizes certain roads as National Scenic Byways or All-American Roads based on their intrinsic qualities, namely archaeological, cultural, historic, natural, recreational, and scenic qualities. National Scenic Byways significantly exhibit one or more of these qualities in a manner that represents its region of the nation. All-American Roads significantly exhibit two or more of these qualities at a national scale and are valued as tourism destinations in and of themselves. The program supports byway communities in creating a unique travel experience and enhanced local quality of life through efforts to preserve, protect, interpret, and promote the intrinsic qualities of designated byways. Nominations to the National Scenic Byways Program must be submitted through and with approval from **PENNDOT** .

Pennsylvania Byways

The Pennsylvania Department of Transportation (PennDOT) administers a state level scenic byways program called Pennsylvania Byways. This program parallels the National Scenic Byways Program and focuses its effort in support of local planning efforts to:

- Enhance and improve the visual impact of specific routes, namely through the prohibition of new billboards and maintenance of existing permanent signage;
- Maintain the natural resources and intrinsic qualities along specific routes;
- Educate residents and visitors on the history and culture of the Commonwealth; and
- Provide enhanced opportunities for transportation funding.

The following Pennsylvania Byways have been designated:

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- The Historic National Road (Fayette, Somerset and Washington Counties, PA)
- Laurel Highlands Scenic Byway (Fayette, Somerset and Westmoreland Counties, PA)
- Kinzua Bridge (McKean County)
- Seaway trail/Presque Isle Loop
- High Plateau - PA 144 (Centre and Clinton Counties)
- Bucktail Trail - PA 120 (Cameron, Clinton and Elk Counties)
- Grand View (Allegheny County)
- Governor Casey Byway (Lackawanna County)
- Blue Route - I-476 (Delaware and Montgomery Counties)
- Exton Bypass - US 30 (Chester County)

Designated Pennsylvania Byways are promoted through the state's regional tourism promotion agencies (TPAs) and its scenic byways media, at the discretion of the byway community.

State designation, namely Pennsylvania Byways status, is required for application to the National Scenic Byways Program.

County Byways Programs in Pennsylvania

Lancaster and Lycoming Counties are in the process of developing their own byways programs. Each program is unique in focusing the benefits of byway designation on county and local objectives, yet is consistent enough with the state program to help identify and promote local byways as Pennsylvania Byways candidates.

Lycoming County coupled its byways planning and programming effort with its comprehensive plan update. As residents, stakeholders, officials, and planning staff discussed community development and conservation, growth management emerged as a countywide issue. Numerous tools for growth management were presented in the comprehensive plan update. County byways designation was one of the tools that could address land use, economic development, and transportation planning as well as resource conservation and promotion of community character in an integrated manner.

Lycoming County Byways Designation as a Tool for Meeting Community Objectives

Byways designation, whether national, state, or county, can be used as a tool for managing change along specified roadway corridors. The designation can help to unify a community around its values and catalyze them to action. In Lycoming County, this means the byways designation can help guide community development toward a more livable community environment that more fully integrates its heritage, contemporary culture and natural history with its growth and economic development. The designation can also be used for marketing and promotion, where communities desire to attract tourism.

The Lycoming County Byways program can help the County and its municipalities achieve their planning and community development objectives to benefit residents. Future planning and management activities by the County and its local community partners would further enhance these benefits.

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▪ Protecting Open Space and Rural Character

County byways designation can demonstrate a community's value of its open space resources and define a corridor where better land use decision making can begin. One of the first questions to ask is "where should and where shouldn't development occur?" Open space should be protected where development shouldn't occur. Open space is needed by every community to serve ecological and recreation purposes, though the quantity and location can vary widely. Communities in Lycoming County are fortunate to have these functional environments so close to the residents they serve. Lycoming County residents need not travel far to appreciate the acres of woodlands that filter their drinking water, climb rugged trails, fish coldwater streams, hunt deer, bear and small game or simply stroll through the parks and forests to observe nature. County byways designation can focus the need and desire to protect open space in a community. Once designated, the byway corridor can become a specific priority for protection efforts.

Lycoming County should focus open space protection efforts on its byways outside of the County's designated growth areas; specifically those areas that have already experienced development pressure. While much of PA 414 travels through the Tiadaghton State Forest and state gamelands, pockets of privately-owned land should be the focus of open space protection efforts (ranging from acquisition by public agencies and land trusts to easements and even future transfer-of-development rights) to prevent development from disrupting this corridor of natural beauty. Similar conditions exist along PA 87 through Gamble and Plunketts Creek Townships, along PA 14 in Lewis, McIntyre and McNett Townships, and along PA 284 from Waterville to Jackson Corners.

▪ Managing Development Location and Density (Preventing Sprawl)

Managing development is the counterpoint to protecting open space. Regulating decisions should guide how the development fits into the landscape. Within Lycoming County's growth areas, new development should help to increase overall density so that public services can be provided efficiently, among other benefits. Outside the growth areas, new development should be sited where resources are least impacted, such as through conservation design techniques through specific design techniques. When written in to local or county zoning ordinances, such methods can allow some development to occur while protecting large contiguous tracts for continued agricultural and other open space uses and protecting the scenic views from the road. Byways designation can catalyze municipal officials to take a new approach to land use and land development patterns as a whole. Again, County byways designation can identify a specific corridor where the better management can be illustrated and applied.

Lycoming County could realize benefits from managing development more definitively for scenic preservation along certain routes, particularly outside the growth areas. PA 44 south of Jersey Shore travels through some of the County's best agricultural lands. The County should focus its agricultural easements in this region to protect its agricultural industry, conserve its highly productive soils and preserve open space that is distinct from forested and river open spaces elsewhere in the County.

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The US 15 corridor between Williamsport and Trout Run, the US 220 corridor between Hughesville and Picture Rocks, and the segment of PA 87 through Fairfield and Upper Fairfield Townships are not included in the County's growth areas but are characterized as countryside areas where some development may occur. Careful consideration of the type, density and intensity of development should be applied to the decision-making process for future development along these specific segments. Through sensitive development, such as conservation design techniques, new development is sited among the natural features of the site, not in place of them. Alternative development approaches should be applied within the growth areas, e.g. US 220 through the Hughesville growth area, to promote higher density development that integrates open space on a smaller scale.

- **Protecting environmental quality**

A County byway designation can highlight the exceptional environmental quality of a community's streams and rivers, woodlands or other landscape. The designation can draw attention to the need for sound decision-making in order to preserve the quality environment, particularly when residents rely on these living resources for timber production, recreation, or tourism in their economies.

The PA 44, 414, 14, 87 and 287 corridors are corridors of high environmental quality. DEP has classified the adjacent waterways as coldwater, high quality coldwater, or exceptional value fisheries. The Bureau of Forestry has designated portions of these corridors as Wild Areas or Natural Areas within the Tiadaghton State Forest. These classifications serve as testaments to the corridors' environmental quality.

- **Protection of historic resources**

County scenic designation can also highlight the presence of historic resources. It can support interpretation of the resources by providing a common circulation route or spine that serves various sites. The byway itself may be a historic Native American trail or colonial trade passage.

Several routes in Lycoming County should be considered for byway designation based on their historic features and qualities. Routes or segments that pass through historic districts and historic downtowns, such as Williamsport, Muncy, Montoursville, Hughesville, and Jersey Shore, showcase the architecture of the late 19th and early 20th centuries. Segments through the rural landscape of the Susquehanna River valley and Nippenose and **White Deer Creek** valleys pass century farms that continue the long-standing agricultural industry of the County. With County byway designation these sites could receive additional attention from state agencies and private groups interested in preservation, conservation and interpretation of the past.

- **Creating and enhancing community identity and cohesiveness**

The investigation of a corridor to identify and document its unique qualities can bring a community or even a region together. The County byways designation process can be a catalyst for community interaction that results in a collective understanding of community assets, features, and identity by many community stakeholders. Historians have documents, images, and other facts to share. Business owners share interests and ideas for bringing new customers. Local officials are concerned with revenues. Children and youth may need

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community service projects. Furthermore, a County byway designation can define a specific geographic location that illustrates the community's identity through the scenic landscape and offers a place for community-based activities, such as festivals, parades, tours, and races. This can occur informally as individual support the byway designation or formally as a corridor management plan.

Through the Pine Creek Valley Management Plan, the Pine Creek Council of Governments has already begun to establish a common identity for the municipalities along the waterway. Additionally, the joint comprehensive planning process (2002-2004) has rallied the communities of the Muncy Creek Valley (including Hughesville, Muncy, Picture Rocks, and adjacent Muncy Creek, Shrewsbury and Wolf Townships) around common development and conservation issues. Efforts to assess resources along a designated byway corridor could draw the respective communities of the PA 14, PA 87, and PA 118 and 442 corridors together, as well.

- **Managing Commercialism (Signage)**

Communication is critical to any business or initiative, and signage is one of the many techniques used to communicate with the target audience. But when signs become more visually dominant than their building or landscape setting, they **may** adversely impact the visual character of travel experience. Sign size and condition are related to visual dominance.

Billboards are the primary focus of required signage controls in the state and national byways programs, since they are the largest standard type of sign and are commonly used to advertise products and services many miles from the source. The signage prohibition does not prohibit all signs. Several types of signs are allowed along state and national byway corridors. On-site business signs, signs related to the sale of property, and signs that direct the traveler to scenic points of interest are recognized as functional communications with byway travelers. The prohibition also allows for some geographic exemptions. Segments of byways that pass through intensively developed areas, such as industrial areas, may be deemed appropriate locations for billboards, and **could** therefore be exempt from the billboard prohibition. Signage controls as outlined in the Pennsylvania Byways program also address the condition of signs, with a provision to remove signs that are not maintained or functional for more than one year.

County byway designation encourages municipalities to prohibit new signs (namely new billboards) and manage sign conditions through local zoning. A model ordinance is included on page 33. Additional standards or guidelines could be provided for new signs in byways corridors at the discretion of the County or municipality. Signage benefits could be realized along PA 44 and 414, PA 14, and PA 87 as promotion of the PA Wilds draws more attention to the natural and historic resources in Lycoming County and throughout north central Pennsylvania.

- **Promoting development that is consistent with historic development design**

Byways designation can catalyze the development of design standards (suggested or mandatory) that help to unify new development with the existing character of the byway corridor. Communities that recognize the unique character, history, and values they share

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promote these standards as the principles future development should espouse. In Pennsylvania, design standards for lot size, setbacks, streets, signage, lighting and landscaping can be provided through municipal codes. Further suggestions or guidelines for building materials, window placement, rooflines, etc. can be promoted as best practices for and by the community. Aesthetic design standards authorized in Pennsylvania include those associated with a designated historic district and adopted community appearance/character provisions in the local zoning ordinance and map.

In terms of urban development patterns, potential benefits of this kind would be most relevant to PA 44 in Nippenose Township, if development pressure moves across the river bridge from Jersey Shore and to US 220 within the growth area surrounding Hughesville. Outside of the growth areas, where development densities are lower, guidelines could be promoted for new development that is visible from the byway, or more broadly throughout the rural community.

- **Tourism development**

County byway designation can offer a cohesive theme for multiple tourism destinations, as well as a designated travel route between them, to market a destination. Lycoming County byways would provide another destination within the newly **PA Department of Conservation and Natural Resources**-designated PA Wilds – a 12-county region of state forest, park and game lands, national forest lands, Lumber Heritage Region sites, and recreational trails.

Tourism development should be carefully considered as it could have potential benefits as well as adverse impacts for the PA 14, 44, 87, and 414 corridors and the US 220 corridor unless properly planned. Their proximity to extensive state forest lands and recreational trails could attract significant recreational tourism and overwhelm these natural environments without adequate consideration for roadway safety, rest facilities, and emergency access, among other concerns for environmental quality. These concerns should be explored and addressed through a corridor management plan prior to designation, if designation is pursued.

- **Increased economic activity**

County byway designation can bring new life to underachieving business districts along the corridor. Promotion of the byway's location and business identification with the byway can draw new customers to the target business district. The byway becomes a unique place to shop as a result of its distinctive features and location.

Such benefits could be realized in Jersey Shore along PA 44, in Picture Rocks along US 220, and in Trout Run along PA 14.

- **Preserved rural road character**

Lycoming County byway designation can suggest that local, county and state road maintenance departments give special attention to byways as unique roadway corridors. Standard or conventional design standards can reduce the scenic quality of roadways by removing natural landscape features, designing roadways for high speed travel, and otherwise over-designing the structures of the roadway and right-of-way. Special

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maintenance and improvement guidelines, as suggested on page 37, are recommended by the County byways program, where they do not impact the safety of the roadway, to help retain the unique experience of rural travel.

These guidelines would be appropriately applied to many of the County's scenic corridors outside of the growth areas – including PA 14, 44, 87, 284, 287, and 414, as well as portions of US 220. As the growth areas may be expanded or contracted through future planning efforts, the application of these guidelines would need to be modified accordingly.

While it may seem that these objectives are countywide in nature, County byways designation is to be used selectively in purpose and location. The designation is not intended to protect an entire community, nor is it intended to preserve the designated area from any future change. The purpose of County byways is to highlight unique features, to draw awareness to their presence and value, and sensitivity.

Qualities that Define Lycoming County Byways

Roadways in Lycoming County exhibit six (6) values or qualities³:

- Architectural quality – evidenced by the consistent use of materials and patterns in structures, roads and streets, fences and other built features.
- Cultural quality – evidenced by the expression of heritage and community values.
- Historic quality – evidenced by physical elements of an historic or prehistoric nature.
- Natural quality – evidenced by views of a relatively undisturbed, uninhabited landscape.
- Open Space quality – evidenced by views of a predominantly unbuilt landscape, which may specifically include agricultural activity.
- Recreational quality – evidenced by outdoor recreational activities associated with and dependent upon the natural and cultural elements of the byway landscape

These qualities are not exclusive. A byway could exhibit more than one or all of these qualities. Several common interrelationships between the byway qualities are shown in Table 1. For example, a byway that has many scenic natural features may also exhibit historic, open space, and recreational qualities. When documented, such interrelationships should strengthen a candidate byway's qualification.

³ These qualities are generally consistent, though not identical to, the intrinsic byway qualities of the state and national byways programs: archaeological, cultural, historic, natural, recreational, and scenic qualities.

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Table 1 - Common Relationships between County Byway Qualities

	Architectural	Cultural	Historic	Natural	Open Space	Recreation
Architectural	X	X	X		X	X
Cultural		X	X		X	X
Historic	X	X	X	X	X	X
Natural			X	X	X	X
Open Space				X	X	X
Recreation	X	X	X	X	X	X

Assessment of these qualities would be needed to qualify a candidate roadway for the County byways designation. This assessment would define the presence, permanence and protection, visual and physical accessibility, and interpretation of specific physical resources and community conditions, as identified through the following criteria.

Quality-based Criteria

Architectural

- Presence and continuity of architectural themes
- Distinct roadway design or corridor character

Cultural

- Proximity to community event locations
- Illustrative views of contemporary community culture
- Designation of community development objectives

Historic

- Presence, significance, protection and interpretation of historic resources
- Presence and protection of Pennsylvania historical markers
- Support of historic resource agencies
- Presence of a designated historic district
- Presence of a historic downtown or neighborhood

Natural

- Presence and protection of exceptional value or high quality watershed
- Presence of and access to state lands
- Presence, access and interpretation of a state natural or wild area
- Presence, access and interpretation of DCNR heritage parks or regions
- Protection through specific management guidelines for natural resource conservation/protection

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- Support of natural resource agency

Open Space

- Designation of open space protection objectives and priorities

Recreation

- Presence of recreational trails
- Access to public lakes, ponds, and waterways
- Presence of and access to recreational amenities

Community-based Criteria

Socio-economic and Socio-cultural Conditions and Trends

- Presence and impact of conservation, recreation, tourism and economic development activities/businesses
- Involvement of organizations in scenic and related protection/enhancement efforts
- Issues that threaten the integrity of the candidate byway
- Initiatives or efforts that enhance the byway experience

Signage

- Presence and impact of billboards

Other Factors

- Location within one of the scenic areas of Lycoming County
- Availability of rest or comfort facilities
- Presence of documented transportation deficiencies and planned improvements
- Support of transportation planning and maintenance agencies

These criteria would be assessed through both quantitative and qualitative measures, as shown on the sample Candidate Byway Evaluation Form found on pages 31 and 32.

Comprehensive Plan Elements

In recognition of the value County byways could have to Lycoming County and its communities, as was noted in the County's 1994/1997 Comprehensive Plan, the Lycoming County Planning Commission incorporated the development of a County byways program component into its most recent County comprehensive plan update (2005), effectively strengthening and implementing a previous plan recommendation.

During the plan update process, priority community issues were identified by residents, stakeholders, the Lycoming County Planning Commission and planning staff. Each issue was described in terms of its impacts to the community. A vision statement was written to portray the condition as improved and beneficial to the community. Goals and objectives described the measures of improvement. The following text provides these elements in regard to the development of a County byways Program and consistent with other items in the comprehensive plan update.

Issue: Many of the roadways in Lycoming County have scenic qualities that are unique to our region but are undervalued, underutilized and unprotected from development and its impacts.

Implications to Our Community

- Views to the open space are lost as development lines our travel corridors.
- Environmental quality declines as woodlands are cleared for development and "private open space" around dwellings.
- New development is conventional and not consistent with traditional patterns.
- Interest in historic preservation and recreational tourism has not reached a critical mass that can turn ideas into results.

Vision

Select roadways will be designated as County byways to express the unique features and character of our communities.

Goal

To designate select roadway corridors for the protection of specific, unique resources, features and/or qualities.

Objectives

- Enhance and improve the visual impact of specific routes on the local travel experience;
- Maintain the natural resources and intrinsic qualities along specific routes;
- Educate residents and visitors on the history and culture of the community;
- Enhance opportunities for funding improvements;
- Encourage economic development appropriate to the goal; and
- Promote the resources of the PA Wilds and Lumber Heritage Region.

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Strategy
Develop a county byways program to assist local government in achieving community objectives
Methods, Tools and References
<p>Tools Information, Application/Interest Forms</p> <ul style="list-style-type: none"> ▪ Byways Program information on PennDOT’s website (www.dot.state.pa.us) ▪ National Scenic Byways (for the traveler) (www.byways.org) ▪ National Scenic Byways Program (for the byways planner) (www.bywaysonline.org) <p>Case Studies</p> <ul style="list-style-type: none"> ▪ Resources page of National Scenic Byways Program (www.bywaysonline.org/resources/) <p>Models in Pennsylvania</p> <ul style="list-style-type: none"> ▪ The Historic National Road (Fayette, Somerset and Washington Counties, PA) ▪ Laurel Highlands Scenic Byway (Fayette, Somerset and Westmoreland Counties, PA) ▪ Kinzua Bridge (McKean County) ▪ Seaway trail/Presque Isle Loop ▪ High Plateau - PA 144 (Centre and Clinton Counties) ▪ Bucktail Trail - PA 120 (Cameron, Clinton and Elk Counties) ▪ Grand View (Allegheny County) ▪ Governor Casey Byway (Lackawanna County) ▪ Blue Route - I-476 (Delaware and Montgomery Counties) ▪ Exton Bypass - US 30 (Chester County) <p>See also the Additional References on page 40</p>
Partners
County, Economic Development and Planning Services (EDPS), municipalities, local byway association (non-profit organization), historical societies, environmental organizations, private foundations/partners, Tourism Promotion Agency (TPA), State Representatives
Funding Sources
PENNDOT: Scenic Byways Program, Transportation/Land Use Initiative, Transportation Enhancements Program DCNR: Community Conservation Partnership Program DEP: Growing Greener Program DCED: Land Use Planning Technical Assistance Program (LUPTAP) FHWA: National Scenic Byways Discretionary Grants program - Pennsylvania Byways are eligible; local scenic byway are not eligible PHMC: various grants and technical assistance programs Local: Municipal Contribution(s) and Local Government Authority/Corporation - <i>Annual appropriation of municipal budget or services (local match, seed money, in-kind services)</i> County Liquid Fuels Discretionary Fund - <i>Competitive grant program to fund corridor management plans and corridor improvements within Lycoming County</i>

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<p>Chambers of Commerce - <i>Annual appropriation of budget or services</i></p> <p>Local Businesses - <i>Cash, services, equipment and labor, or materials donations</i></p> <p>Individual/Corporate Sponsors - <i>Sponsorship of project components (advertising, events, etc.)</i></p> <p>Volunteer Workers - <i>For installation, maintenance, fundraising, etc.</i></p> <p>Community Service Projects - <i>For school, scout, social organizations, etc.</i></p> <p>Sales - <i>Project related items, such as themed playing cards, fine art, postcards, etc.</i></p> <p>Events - <i>Annual/seasonal byways tours, and event related items, such as buttons, flags, etc.</i></p> <p>"Buy-a-Foot" Programs - <i>Donations to cover a unit cost of construction, e.g. linear foot of Byway conservation</i></p> <p>Developer Dedications - <i>Such as open space or recreational donations</i></p> <p>Taxes - <i>Permanent or temporary sales tax</i></p> <p>Impact Fees - <i>monetary one-time charges levied by a local government on new development through the subdivision or building permit process used for improvements in the corridor</i></p> <p>Bond Referenda - <i>individual or consecutive referenda</i></p>

Strategic Actions
<p>1. Develop a program for County byway designation.</p> <ul style="list-style-type: none"> ▪ Develop method for soliciting County byways applicants. ▪ Determine method of review and selection (by individual or committee). ▪ Determine the role of public involvement. ▪ Define criteria for county byways program. Determine need for equal or weighted consideration of criteria. ▪ Define award procedure. ▪ Develop schedule for application, review, selection, and award. ▪ Develop special improvement and maintenance guidelines for County byways suitable for rural byways (<i>preliminary guidelines included in the Resources section on page 37</i>) ▪ Identify a pilot project. <ul style="list-style-type: none"> ▪ Identify the unique features ▪ Determine if the byway is on the interstate system, federal-aid primary (FAP) or National Highway System (NHS)
<p>2. Initiate a pilot designation.</p>
<p>3. Prepare a corridor management plan, if needed.</p>
<p>4. Amend County zoning with byway designation and sign prohibition provisions. Provide model language to amend local zoning ordinances with same provisions.</p>
<p>5. Promote and market the County byway via the local tourism agency and/or regional Tourism Promotion Agency (TPA) with the consent of the local municipality.</p>
<p>6. Support implementation of the corridor management plan through dedicated funding.</p>
<p>7. Program improvements to the corridor (roadway, bike/pedestrian, visual enhancements, etc.), as funding is available.</p>
<p>8. Support and assist in submission of a Pennsylvania Byways Nomination to PennDOT, if state designation is desired by the municipality(ies).</p>

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Interrelationship of byway goals with other community goals and objectives

County byways designation for select roadways in a community can be coupled with other community initiatives to achieve broader benefits. The designation of a roadway as a County byway can call attention to and foster support and funding to improve 1) the safety of the roadway for all travelers (roadway, shoulder, and intersection/crossing improvements), 2) the visual quality of the corridor (plantings, streetscapes, signage control), and 3) the community's sense of its heritage and identity. The designation can also focus land use management on the protection and stewardship of natural resources, including land, water, vegetation and wildlife along select corridors. Furthermore, the promotion of County byways can stimulate or enhance community revitalization (economic development), where the byway passes through the revitalization target.

Regional Impact and Benefits

County byways designation can bring numerous benefits to our community and its region, as noted in the County byways narrative:

- Protecting Open Space and Rural Character
- Managing Development Location and Density
- Protecting environmental quality
- Protection of historic resources
- Managing Commercialism
- Tourism development
- Increased economic activity
- Creating and enhancing community identity and cohesiveness
- Promoting development that is consistent with historic development design
- Preserved rural road character

To borrow from the National Scenic Byways Program, these benefits are generally described by promotion, preservation, partnership and pride.

- Promotion - The County byways designation tells residents and visitors what some of the County's most valued resources are and where to experience them. Lycoming County byways will add new destinations to the PA Wilds Region and may highlight the lumber heritage of Lycoming County and the region.
- Preservation - County byways can help to preserve special places and the values they represent from past generations to future generations. The designation will draw attention to the presence of extensive state forest and game lands, wild and natural areas, and high quality agricultural lands, as well as the walkable and livable small towns in northcentral Pennsylvania. The designation will draw attention to the need for continued sound decision-making regarding management and protection. County byways will be able to utilize funding throughout relatively discrete corridors, yielding more concentrated and therefore highly visible results toward protecting community character.
- Partnership - County byways will draw people together as they explore, define, protect and manage the assets of the byways. Within their own communities, they

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will find partners with the knowledge, skills, and technical and financial resources who are willing to direct the byway designation toward achieving community objectives. Such partnerships within and beyond the borders of Lycoming County will strengthen the County's relationships with its region.

- Pride – County byways will instill pride in the management and protection of unique natural features and pride in the people who built and developed the historic communities that underlie community values today.

In addition to these benefits, County byways designation can have other impacts on the region:

- Increased travel on roadways as new viewers visit the byway corridors, requiring a higher level of maintenance.
- Increased demand for rest or comfort facilities.
- Increased interest in property development along the byway, as landowners find value in living or operating a business along the byway.
- Increased property values along and adjacent to the byway, again as landowners find value in proximity to the byway.

For these reasons, the designation of County byways must be considerate of the benefits as well as the impacts to the community and the region. The designation must be selective and discrete. Only in this manner will the designation aid local communities in meeting their objectives and minimize negative impacts.

The Designation and Planning of Lycoming County Byways

Through the Lycoming County Byway Program, the County Planning Commission may designate any road or road segment within the County's boundaries as a County byway. The designation should have the **concurrence** of the road owner—PennDOT or local municipality—though the designation requires no action and implies no responsibility. Rather, it highlights an opportunity to enhance community character through one or more of the benefits listed above. The designation process is outlined in the following section, beginning on page 21.

County byways designation can be the first step toward state and national byways designation. Each of these designations has its own nomination and review processes, as outlined in the Table 2, and entails additional opportunities for tourism promotion through regional, state and federal agencies, as well as potential consideration from enhancement funding programs. For example, routes that are Pennsylvania Byways may be identified with special signs and promoted on PennDOT maps and other publications. The Pennsylvania Byways Program also allows designated routes to qualify for federal funds to pay for improvements such as paved shoulders to accommodate bicycles, interpretative signs, scenic plantings, scenic overlooks, rest areas, etc. Municipal support and funding for byway planning are determining factors for state and federal nomination. Alternatively, the County byways program can be used simply as a local promotion initiative.

Byways Planning

Byways planning is the process of assessing the corridor's resources, as well as land use controls, such as zoning and subdivision/land development regulations, as they relate to the byway experience, the setting of goals, and the preparation of an action plan. A byway plan may also include management provisions. Lycoming County byways designation encourages corridor planning as a means to address community concerns and to achieve specific community benefits. The Pennsylvania Byways program strongly encourages corridor management plans, particularly when federal funding is sought for transportation enhancements, as projects are more likely to be funded through the competitive award process when they are documented in a corridor management plan. The National Scenic Byways program requires corridor management plans prior to national designation.

According to the Pennsylvania Byways program, a corridor management plan should include:

1. A map that defines the corridor boundaries, the location of intrinsic qualities and different land uses.
2. An assessment of such qualities.
3. A strategy for maintaining and enhancing those intrinsic qualities.
4. A schedule for implementation of the plan along with responsibilities.
5. A plan for public participation in the implementation.
6. A plan to accommodate visitors (if applicable).

Additional requirements pertain to corridor management plans that meet National Scenic Byways Program standards.

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A corridor plan can be prepared by the local municipality or non-profit organization with the assistance of county planning officials and staff, consultants and/or volunteers. County officials and staff are well positioned to coordinate funding requests across multiple funding streams and facilitate multi-municipal participation in the preparation of a corridor management plan and in the pursuit of County byways designation. Furthermore, the potential use of County byways designation can be documented in local comprehensive plans as evidence and application of the value of County byways designation for a given community.

Table 2 - Byway Designation and Collaboration Framework			
	Byway Type		
	Lycoming County Byway	Pennsylvania Byway	National Scenic Byway
Designating Authority	Lycoming County Planning Commission	PennDOT	FHWA
Eligible Nominators	Municipality(ies) Non-Profit Orgs Lycoming County Planning Commission	County or Municipal Governing Bodies PA Legislators Others with Resolution of Municipal Support	PennDOT
Roadway Ownership	Local or state	Local or state	Local or state or on federal lands
Letter of Resolution of Support Required	Municipality(ies) for local roads PennDOT for state roads	Municipality(ies) County Regional planning agencies (Metropolitan Planning Organizations, Local Development Districts) and Tourism Promotion Agencies Members of the PA General Assembly whose districts are bisected by the proposed Byway	State, as evidenced by state byway designation
Corridor Management Plan	Where needed*	Strongly encouraged, particularly when seeking federal funding**	Required
Outdoor Advertising Prohibition	Where needed*	Yes, if the byway is part of the Interstate System, or National Highway System (NHS)	Yes, if the byway is part of the Interstate System, or National Highway System (NHS)

* "Where needed" indicates that each corridor community or communities may have special concerns for signage or other impacts that should be formally addressed in a management plan document prior to designation.

** Federal funding can be sought to prepare a corridor management plan.

Lycoming County Byways Program Outline

Program administration

A county byways program will require at minimum a designated program coordinator. The responsibilities of the program coordinator would be to organize publicity and outreach, address questions from nominating organizations, and receive nominations. The coordinator **may** also evaluate candidate byways, with input from a committee, reflecting transportation, community development and economic development planners **and other stakeholders as appropriate**. Finally, the coordinator, **in consultation with the LCPC** will determine the need for corridor management plans.

Designation of Candidate County byways

County byways should be considered for County designation via a nomination, evaluation and approval process.

Nomination

Local officials, community leaders, residents and the Lycoming County Planning Commission can nominate a roadway or road segment for consideration by submitting a nomination form. A nomination form (example included) should be made available on the County website and at the office of Economic Development and Planning Services.

Each nomination must include:

- Name, route number and general location of the road, beginning and ending terminus and length.
- Name and address of the nominating organization submitting the application.
- Map with candidate roadway segment clearly identified.
- A preliminary description of key resources along the corridor.
- Written and graphic description of how the proposed Byway meets one or more of the six intrinsic qualities: Architectural, Cultural, Historic, Natural, Open Space and Recreational.
- A description of how the Byway would complement other local and regional community development goals and objectives.

Each nomination is encouraged to include:

- Resolutions of support from the municipalities along the proposed byway. Resolutions must include a statement indicating the municipality's intent to uphold the designation through planning and ordinance amendments. (See model ordinance in the Resources section.)

In the event that letters and resolutions of support are not submitted with the nomination, the program coordinator will pursue these documents.

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Designation of Candidate State Byways

The following information is needed if the byway nomination is to be forwarded to PennDOT for further nomination as a state byway, at the discretion of the municipality. This information can be compiled after the County designation is completed.

- Letters of support from applicable regional planning agencies (Metropolitan Planning Organizations, Local Development Districts/ **Regional Planning Organizations/adjacent counties**) and Tourism Promotion Agencies.
- Letters of support from members of the PA General Assembly whose districts are bisected by the proposed Byway.
- If the Byway is on the Interstate System, Federal-Aid Primary (FAP) System or National Highway System (NHS), namely I-180, US 15, US 220, PA 14, 44, 47, 87, 118, 405, 880, and 973 in Lycoming County, the application must specify how the erection of new signs, displays or devices will be prohibited on the Byway in conformance with 23 U.S. Code Section 131(s).

Review of Nominations

Nominations will be reviewed by the program coordinator for clarity and completeness prior to preliminary evaluation.

Preliminary Evaluation

Once a nomination has been completed, the candidate byway will be evaluated. A sample County Byways Evaluation Form is included on pages 31-32. The Evaluation Form will be used to measure the scenic qualities of the candidate byway according to the established criteria. The suggested evaluation process reflects an affirmative or negative response to the presence, significance, permanence and protection, **access** and interpretation of scenic features. Supporting documentation can be attached to the evaluation form. A candidate byway should receive at least a total of six (6) affirmative responses or points on the evaluation form to qualify for further consideration. Where multiple features of the same criteria are present, each feature should receive one point. For example, each listed National Register property should be counted as one point under the historic criteria. Total scores **may** be used to prioritize designation and funding from a given pool of candidate byways.

As the program is implemented, a more complex evaluation and scoring process may be needed.

Public Involvement

Opportunity for public review and input should be included in the review process **by the program coordinator** to elicit public agreement on the significance of the qualities and the desire to retain these qualities along the identified corridor. Through such an opportunity, the nominator(s) and/or the program manager should present a brief summary of each candidate byway under review.

Final Evaluation

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The program coordinator will provide all submitted nomination, evaluation and public comment information to the Planning Commission for their consideration in determining byway designation.

Designation Announcement

The designation should include a public announcement and notification of the nominator and affected municipality(ies). Public announcement should occur via the news media (Sun-Gazette) and a County website update at a minimum. Notification of the nominator and the municipality(ies) should occur in writing.

Program Outreach

The program coordinator will be responsible for program outreach. The purpose of outreach is to inform, inquire and inspire. Some outreach activities are intended to publicize information on the program, projects, and events. Other activities solicit input from participants to guide the development of byways goals. Yet other activities aim to inspire new byways and byways projects by publicizing project success stories.

Outreach activities will need to be strategic, diverse, and flexible: strategic in the application of techniques to achieve desired outcomes, diverse in the activities to reach a target audience, and flexible in the ability to respond to changes in interest and support for the various stages of byways nomination and management. Several outreach activities are presented in Outreach Toolbox, Table 3.

The Outreach Toolbox provides a summary of each activities purpose and desired outcomes. The noted case studies reference various outreach techniques successfully employed by byways programs across the nation. The case study series is entitled Lessons from the Road and its available online at www.bywaysonline.org. Additional descriptions and applications of each activity follow Table 3.

Each outreach activity should target a specific audience – those individuals and organizations with the capacity to accomplish the desired outcomes. Municipalities may well be the focus of many outreach efforts, however other organizations should also be made aware of the county byways program, as they too may wish to lead a byway nomination initiative. The following individuals and organizations should be targets for the outreach program in Lycoming County:

- Municipal officials, planning commissions, environmental advisory committees (EACs)
- Councils of government
- Watershed associations and other environmental organizations
- Chambers of commerce
- Other stakeholders (tourism agency, PennDOT, landowners adjacent to the byway corridor, etc.)

Program outreach could be approached countywide, regionally or by municipality. Distribution of newsletters, upcoming event announcements, and general workshops would be most effectively performed countywide. Byways committees, byway-specific workshops, and logo/marketing materials would be better suited to a municipal or multi-municipal approach.

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Table 3 - Outreach Toolbox			
Outreach Activity	Purpose	Desired Outcomes	Case Study Reference*
Volunteer Participation	Data collection, Event preparation, local speaking engagements, information distribution (flyers, etc.)	Local ownership and pride in byway and its resources, expanded volunteer base, enhanced community leadership capacity	#1
Press Releases and Media coverage	Public awareness for program, project progress, events, etc.	Interest and participation in byways designation, planning and enhancement	#1
Windshield Survey	Byway corridor exploration	ID of resources, ID of access/visibility	#1
Adopt-A-Byway	Roadside maintenance	Community pride	#3
Facilitated Workshops (independent or sequential)	Brainstorming (questions, issues, complaints, solutions)	Consensus	#6
Survey	Collect opinions	Understanding of public opinion	#6
Role Playing	Brainstorming (questions, issues, complaints, solutions)	Understanding of community perspectives	#6
Logo	Publicity	Community ownership and pride	#8
Presentations/Seminars	Publicity and Education	Interest and participation in byways designation, planning and enhancement	#9
Newsletter/Website	Publicity and Education	Interest and participation in byways designation, planning and enhancement	#10
Marketing Materials (paper copy)	Publicity and Education	Interest and participation in byways designation, planning and enhancement	#10
Interviews	Data collection	Accurate resource information	#10
Byways Committees/Task Forces	Oversight of Byways planning and implementation	Community ownership, vision, and pride	#11

* Lessons from the Road. Case Study Series. 1998. The National Scenic Byways Program of the Federal Highway Administration and the Rivers, Trails & Conservation Assistance Program of the National Park Service. Available at www.bywaysonline.org.

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Activity Descriptions and Applications

Volunteer Participation in Byway Planning

Byways planning includes many tasks: data collection, analysis, decision-making (synthesis) and recommendation development and implementation programming. Some of these tasks require special skills and experience but many can be completed or assisted by non-professional volunteers. With proper training and leadership, a team of volunteers can readily collect data on the study byway from measuring road length, documenting resource locations and patterns, collecting reference materials and photographing the byway. Volunteers can also assist in tailoring recommendations and implementations steps to the locale by noting relevant partners and the potential for further partnerships. Volunteers can also serve byways planners by speaking within their social and civic organizations about the project, fostering further community and volunteer interest. Volunteers were used extensively in mapping the visual resources of the Loess Hills Scenic Byway Corridor in western Iowa. They were also trained to conduct visual preference surveys that were used to determine the alignment of the byway designation. "As a result of the preference testing and the involvement of volunteers in each county and 18 communities, the ultimate route selection for the Scenic Byway rested on a firm foundation of landscape values articulated by the people of the Loess Hills."⁴

Press Releases, News Articles and other Media Coverage

Traditionally, press releases and media coverage meant narratives submitted to local newspapers and radio stations and invitations to special events. These efforts yield variable results, depending on the interests of the media management. Under the best circumstances, these notices lead to more detailed coverage of the project through interviews and articles. Once written, press releases can be used as a project status report by posting on a project website or emailing to local interest groups. Letters to the Editor provide another avenue for expressing project points and reaching an audience of potential project supporters. News articles garnered participants for volunteer activities for the Loess Hills Scenic Byway Corridor.⁵

Windshield Survey

A windshield survey enables participants to see the byway as the traveler does. This may seem to be unnecessary, since all tasks are aimed at defining and improving the byway corridor, but the tour reinforces the need to think about the corridor experience as a whole, not simply as a series of resource stops. This field exercise also helps to clarify what can and cannot be seen from the roadway and how these sights affect the traveler's visual experience. Windshield surveys were used to collect visual data for potential routes of the Loess Hills Scenic Byway Corridor in western Iowa. As volunteers drove their assigned routes, they mapped the views directly out the side windows of the car, and recorded their consensus rating of the view with symbols on base maps. In addition, team members recorded their personal preferences of the view, as well as the driving condition of the roadway.⁶

⁴ Lessons from the Road, Case #1: Mapping Your Byway (IA). 1998. The National Scenic Byways Program of the Federal Highway Administration and the Rivers, Trails & Conservation Assistance Program of the National Park Service.

⁵ Ibid.

⁶ Ibid.

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Adopt-A-Byway

This technique is widely used by highway departments to encourage residents to take pride and ownership for the way the community looks along its roadways. Adopting agencies or associations provide regular litter pick-up and are acknowledged **with** special signage. The technique can easily be applied to byways as a special type of roadway. Adopting agencies or associations can become involved in corridor planning and management decisions, as well as providing light maintenance.

Facilitated Workshops

When you want residents or other stakeholders to interact with the project staff and each other, facilitated workshops work well. Such workshops can be used as brainstorming sessions for issues, byway improvement and enhancement projects, and marketing ideas. They can also be used to focus attention on one or more specific issues in an attempt to understand the perspectives of the various parties and develop solutions that meet the needs of all. Project staff may also use a facilitated workshop to introduce new ideas and solicit feedback from stakeholders. For example, the staff may present a series of improvements and ask participants to rank their preferred order of completion. Or they may illustrate various future development scenarios and ask for participants' visual preference, followed by a discussion of the implications of each scenario. In many instances, the project staff aims to build consensus among participants which can most easily be done as participants interact with one another as they express their views. When considering byway designation for the purpose of attracting tourism, community workshops can be used to consider changes in the community that might accompany growing numbers of visitors. Facilitated discussions can identify specific concerns and generate a wide range of potential solutions. Listening to these concerns and considering the solutions will create a better byway community and better manage byway services and facilities with the priorities of both visitors and residents in mind.⁷

Role-playing is a workshop technique that encourages participants to think about a situation (the byway) from a perspective other than their own. Imagining the byway from the perspective of a business owner, township manager, public works crew operator, or other stakeholder generates a broader understanding of the impacts and opportunities a community initiative, such as a byway designation, may have. Using the example of a tourism-based byway initiative, role-playing the various types of visitors and local service providers can help to identify questions, complaints, surprises, observations, and compliments about a hypothetical byway visit. This information can then become part of the byway development plan.⁸

Town meetings are another form of facilitated workshop. They typically combine a brief presentation with questions from the public. Facilitation by a moderator provides structure and administers rules for civil discussion, as needed.

Survey

⁷ Lessons from the Road, Case #6: Visitor Experience & Services. 1998. The National Scenic Byways Program of the Federal Highway Administration and the Rivers, Trails & Conservation Assistance Program of the National Park Service.

⁸ Ibid.

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Surveys enable researchers to collect opinions from a specific group of people. In regards to byways, they can be used during the planning process or to evaluate the user satisfaction. For example, a survey may ask tourists asking for their impression of byway visual continuity, hospitality, service availability, etc. A survey could also be used to measure how effective byway designation has been in building appreciation for local resources, interest in resources preservation, etc. In addition to written and oral survey, some survey techniques are based on visual preferences. In this instance, participants are asked to state which image (usually a photograph) they prefer. This preference should be base on common parameter(s), such as representation of the region or inspires exploration.⁹

Logo/Slogan Design

Logos and slogan create an identity. A byway logo can provide a recognizable icon or signature of an individual byway or a byway program. A slogan sends a message, be it an invitation, a vision for enhancement, or a mission statement. Both logos and slogans can become synonymous with the byway or its organization over time, when used in conjunction with marketing and outreach efforts. Residents and tourists then begin to associate the use of these items as part of the broader byway effort and to understand the byway as an asset within the community. Logos should read well in both black and white and color formats.¹⁰

Presentations/Seminars

Presentations are used to share and disseminate information. They can be used at any stage in the planning, development, enhancement or evaluation process to share information on the purpose, impacts, and effects of the byway designation. They can be organized as events to which specific individuals are invited or as public meetings. Advances in technology have made it ever easier to take presentations “on the road,” to municipal committee meetings, civic groups, and other venues.

Byway Newsletter/Website – Newsletters and websites are other methods for informing an audience – disseminating information on project status, announcing upcoming tasks and events, and providing contacts for further information. Newsletters can be produced in paper or electronic format, based on the intended audience and resources available. In an electronic age, newsletters can be sent instantaneously and at a low cost to interested individuals and organizations. Websites serve as electronic bulletins boards that can be updated with new or revised information for users across a wide geography. They can serve short-term efforts such as byways planning or long-term organizations such as a municipality or non-profit organization.

Marketing Materials

Marketing materials let people know about something, such as newly designated byway – they get the word out. They tell what it is, where it is, and how it can benefit them. They are used to advertise and demonstrate support for an effort such as a byway and to solicit new interest.

⁹ Lessons from the Road, Case #10: Public Involvement. 1998. The National Scenic Byways Program of the Federal Highway Administration and the Rivers, Trails & Conservation Assistance Program of the National Park Service.

¹⁰ Lessons from the Road, Case #8: Sign, Sign, Everywhere a Sign. 1998. The National Scenic Byways Program of the Federal Highway Administration and the Rivers, Trails & Conservation Assistance Program of the National Park Service.

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Examples of marketing materials include flyers and brochures, buttons, banners, bumper stickers, T-shirts, and key-chains. They are commonly mass produced and inexpensive to produce and distribute. Some materials are more informative, such as flyers and brochures, while others are more graphic in nature. Byways brochures for a county program would likely address what a byway is, how a byway is designated, and how a byway can benefit a community, among other topics. News articles in the travel section of regional newspapers (both at home and in target audience regions) are marketing efforts, as well.¹¹

Interviews

Interviews are commonly used to gather specific information or viewpoints. Individuals from a historical society and long-time residents may have specific, undocumented knowledge about resources along the byway corridor that can best be collected through an interview.¹² Interviews can also be used share information and solicit civic and financial support.

Byways Committee/Task Force

Citizen committees or task forces can provide assistance in byways planning and implementation. Typically, they are advisory in nature, though they may be formally or informally structured, and convened as appointees. As representatives of the community, these individuals provide local knowledge of resources, relationships, and interests that can be assets or barriers to byways designation. The Ohio & Erie Canal Scenic Byway uses both an Advisory Committee and a Task Force. The 15-member technical Task Force developed the corridor management plan; the Advisory Committee supplied input and helps to prioritize and manage projects relating to the development of the Scenic Byway.¹³

¹¹ Lessons from the Road, Case #10: Public Involvement. 1998. The National Scenic Byways Program of the Federal Highway Administration and the Rivers, Trails & Conservation Assistance Program of the National Park Service.

¹² Ibid.

¹³ Lessons from the Road, Case #11: Action Plans—Putting Your Byway in Gear. 1998. The National Scenic Byways Program of the Federal Highway Administration and the Rivers, Trails & Conservation Assistance Program of the National Park Service.

Resources

- Nomination Form
- Candidate Byways Evaluation Form
- Special Improvement and Maintenance Guidelines for Scenic Byways
- Additional References

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LYCOMING COUNTY BYWAYS NOMINATION FORM

Nominated By (Agency): _____
Contact Person: _____
Address of Contact Person: _____
Telephone: Fax: Email: _____

Name of Road: _____ Route Number: _____
Location of Road (municipality): _____
Beginning Terminus: _____
Ending Terminus: _____
Approximate Length of Proposed Byway: _____

Check the intrinsic quality(s) associated with the proposed Byway:

- Architectural
- Cultural
- Historic
- Natural
- Open Space
- Recreational

Required Attachments:

1. Map with candidate roadway segment clearly identified. Acceptable maps include USGS quad sheet, PennDOT County Type 3 or 10 maps, and Penn DOT Second Class Township Type 5 maps, available at PennDOT's website (www.dot.state.pa.us) under the Bureau of Planning and Research. Official maps, as defined by the Pennsylvania Municipalities Planning Code, would also be acceptable.
2. List of the resources along the route that support the intrinsic quality(s) checked above and description of how the proposed Byway meets this quality(s).
3. List of additional scenic resources along the corridor.
4. Description of how would the proposed byway implement or complement other local and regional economic and community development strategies (such as the region's long range plan)? This may include text from adopted public policy (e.g. a comprehensive plan).

Supporting Attachments:

5. Resolutions of support from the municipalities and counties along the proposed byway. Resolutions shall include a statement indicating the municipality's intent to uphold the designation.

The applicant certifies that this application, information and documentation therein or required by the Department is accurate pursuant to 18 Pa. C. S. §4904, relating to false swearing to authorities.

(Municipality)

By: _____

Title: _____

Date: _____

**Lycoming County
Candidate Byway Evaluation**

Resource Criteria					
	Yes	No	Uncertain	Supporting Documents Attached (✓)	Quantity
Architectural					
Are there distinct architectural themes to buildings and streetscapes along the candidate byway corridor?					
Does the candidate byway have a distinct roadway design consistent with its urban or rural context?					
Cultural					
Does the candidate byway pass by community event locations?					
Does the view from the road portray the contemporary culture of the community?					
Historic					
Are the historic resources significant to Lycoming County history?					
Are there Pennsylvania historical markers located along the byway?					
Are there preserved historical sites viewable from the candidate byway corridor? What is their significance? Has significance been documented or other wise acknowledged? How are they managed? How many are interpreted? Does the agency/organization support the byway designation?					
Does the candidate byway pass through a designated historic district?					
Does the candidate byway pass through a historic downtown (not a historic district)?					
Natural					
Does the candidate byway pass through an exceptional value or high quality watershed?					
Does the candidate byway pass through or along state lands?					
Does the candidate byway pass through or along a state natural or wild area?					
Does the candidate byway pass through DCNR heritage parks or regions?					
Are there specific management guidelines for natural resource conservation/protection? Who establishes, implements and enforces these guidelines? Does the agency/organization support the byway designation?					
Open Space					
Has open space protection been defined as an objective for the candidate byway by the municipality, planning region, or county comprehensive plan? Is it a priority objective?					
Does the byway corridor portray the type of development and open space pattern desired by the community as documented by the vision or future land use map?					
Recreation					
Does the candidate byway cross or parallel recreational trails?					
Are there accessible public lakes, ponds, and waterways adjacent to the byway?					
Are there trail crossings? Are these signed to both the trail user and the driver?					
Does the byway serve as a primary or secondary access route to recreational attractions?					

**Scenic Byways
Deliverable - DRAFT**

Are recreational amenities along the byway seasonal?					
Does the candidate byway pass through one of the scenic areas of Lycoming County, as documented in the Lycoming County Scenic Resources Report (1973) or updated report?					
Resource Criteria Subtotal					

Community Criteria					
	Yes	No	Uncertain	Supporting Documents Attached (✓)	Quantity
Socio-economic and Socio-cultural Conditions and Trends					
Are there conservation, recreation, tourism and economic development activities/businesses currently based on the byway experience? Do these significantly contribute to the local economy? Quantify, if possible.					
Are there organizations active in scenic and related protection/enhancement efforts along the candidate byway?					
Are there issues that may threaten the integrity of the candidate byway? What is the intensity of the threat? What is the timeframe of the threat?					
Are there initiatives or efforts that may enhance the byway experience? What is the intensity? What is the timeframe?					
Signage					
Are there billboards located along the candidate byway? Are there other signs are present along the candidate byway?					
Do signs along the byway detract from the byway experience as a whole?					
Other Limiting Factors					
Are rest or comfort facilities available along the candidate byway? If not, how far must travelers go to find such facilities?					
Are there documented transportation deficiencies along the byway? Have respective improvements been identified? Have they been programmed? Does the programming agency/organization support the byway designation?					
Community Criteria Subtotal					

Resource Criteria Subtotal					
Community Criteria Subtotal					
Total					

Model Ordinance
For Advertising Regulation and Scenic Byways Designation

Municipality

Lycoming County, Pennsylvania

ORDINANCE NO. _____ - 20__

**AN ORDINANCE TO REGULATE OUTDOOR ADVERTISING DEVICES
ALONG THE ROUTE ___ CORRIDOR
AND TO DESIGNATE ROUTE ___ A COUNTY BYWAY**

Be It Ordained and Enacted by the Board of Commissioners/Board of Supervisors/Borough Council of

_____, and it is hereby Enacted and Ordained by the authority thereof as follows:

Section 1 - Title. This Ordinance shall be known as the "Route ___ County byway Ordinance."

Section 2 - Purpose. The purpose of this Ordinance is to accommodate the "County byway" designation along the Route ___ corridor by prohibiting certain advertising devices along Route ___ in accordance with the parameters set forth in state and federal law, and to enable state or federal funding to be obtained to preserve the natural beauty of this highway and to promote the public welfare.

Section 3 - Definitions. As used in this Ordinance the following words shall have the meaning ascribed:

Erect means to construct, build, assemble, place, affix, attach, create, paint, draw, or in any other way bring into being or establish, but it shall not include any of the foregoing activities when performed as an incident to the change of advertising message or customary maintenance and repair of a sign or sign structure.

Municipality or Municipal shall mean _____ and its Board of Supervisors/Borough Council or designated representatives.

Outdoor advertising device shall mean any outdoor sign, display, light, figure, painting, drawing, message, plaque, poster, billboard or other thing which is designed, intended or used to advertise or inform.

Owner shall mean any person vested with ownership, legal or equitable, sole or partial, of any property located in the Township.

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Person shall include any individual, association, public or private corporation for profit or not for profit, partnership, firm, trust, estate, or any other legal entity whatsoever which is recognized by law as the subject of rights and duties. Whenever used in any clause prescribing and imposing a penalty or imposing a fine or imprisonment, the term "person" shall include the members of an association, partnership or firm and the officers of any local agency or public or private corporation.

Responsible Persons means all persons in possession or control of real estate by reason of a lease, contract or other legal right or claim, and all persons performing work for the owner or person responsible.

Section 4 - Prohibition. No outdoor advertising device, as defined, may be erected by any owner, person responsible or other person:

- A. Within 660 feet of the nearest edge of the right-of-way of Route ____; or
- B. More than 660 feet from the nearest edge of the right-of-way if the sign is visible from the main-traveled way of Route ____ and the purpose of the sign is that its message be read from the main-traveled way of Route ____, except as follows:
 - (1.) The official signs and notices which are required or authorized by law and which conform to the national standards promulgated by the Secretary of Transportation of the United States pursuant to 23 U.S.C. § 131 (relating to control of outdoor advertising);
 - (2.) Outdoor advertising devices advertising the sale or lease of the real property upon which they are located;
 - (3.) Outdoor advertising devices advertising activities conducted on the property on which they are located, including devices which display a message that may be changed at reasonable intervals by electronic process or remote control; and
 - (4.) Directional signs, including, but not limited to, signs pertaining to natural wonders, scenic and historical attractions and other points of interest to the traveling public which conform to the national standards promulgated by the Secretary of Transportation of the United States pursuant to 23 U.S.C. § 131.

Section 5 - Existing Devices. All outdoor advertising devices constructed and existing on the effective date of this Ordinance, which would be prohibited under this Ordinance, shall be permitted except that if the device shall not be used for advertising for a period of one year or shall become dilapidated, the device shall be removed.

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Section 6 - Landowner Responsibility. For purposes of this Ordinance, the person or persons holding legal title to property on which a person is maintaining a condition of premises in violation of this Ordinance shall be subject to the remedies, penalties and liability imposed by enforcement of the Ordinance.

Section 7 - Notice of Violation. Whenever a condition constituting a violation of this Ordinance is found to exist, the Municipality or its designated representative shall cause written notice to be served upon the owner(s) of the subject premises, as well as other persons responsible for the outdoor advertising device. Service of this notice may be made by personal delivery to the Owners, and other Persons Responsible, or by mailing the notice to their last known address by certified mail. The notice shall identify the subject property and owner(s), or other Persons Responsible, describe the conditions of the property which constitute the violation, set forth the applicable section(s) of the Ordinance, and set forth a reasonable time to correct or remedy the violation.

Section 8 - Remedies for Violation. Violation of this Ordinance may result in any one or more of the following actions:

- A. the Municipality may order the removal of outdoor advertising devices installed or constructed in violation of the provisions of this Ordinance;
 - B. the Municipality may institute proceedings before the District Justice or in a court of law to recover penalties and costs as provided in this Ordinance;
 - C. the Municipality may institute an action in equity or at law, to abate the violation and obtain such other relief as is appropriate.
- The remedies provided herein for the enforcement of this Ordinance, or any remedy provided by law, shall not be deemed mutually exclusive; rather they may be employed simultaneously or consecutively, at the option of the Municipality.

Section 9 - Penalty. Any person who violates or permits the violation of this Ordinance shall, upon being found liable therefore in a civil enforcement proceeding, pay a fine in an amount not to exceed \$100 for each violation, together with all court costs including reasonable attorney's fees, incurred by the Municipality. Each day a violation shall continue shall constitute a separate violation except for periods of time allowed by the Municipality for correction or elimination of the violation. No judgment shall be imposed until the date of the determination of a violation by the court.

Section 10 – State Byway Program. If the roadway is designated a Byway by the Commonwealth of Pennsylvania, Department of Transportation, the Municipality shall enforce the prohibitions set forth in this Ordinance and shall not revise this Ordinance without the prior written approval of the Department. Failure to do so may result in revocation of the Byway designation.

Section 11 - Repealer. All Ordinances or parts of Ordinances which are inconsistent herewith are hereby repealed.

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Section 12 - Severability. The provisions of this Ordinance shall be severable, and if any provisions hereof shall be held to be unconstitutional, invalid or illegal, by any court of competent jurisdiction, such decision shall not affect the validity of any of the remaining provisions of this Ordinance. It is hereby declared as legislative intent that this Ordinance would have been enacted had such unconstitutional, invalid or illegal provision not been included herein.

Section 13 - Effective Date. This Ordinance shall become effective five (5) days after enactment.

Ordained and Enacted this ____ day of _____, 20__, by the Board of Commissioners/Board of Supervisors/Borough Council of _____.

Municipality

By: _____

By: _____

By: _____

Attest:

By: _____
Secretary

Special Improvement and Maintenance Guidelines for County Byways

Special improvement and maintenance guidelines for County byways are intended to ensure that road and bridge projects adequately meet our transportation needs, exist in harmony with their surroundings, and add lasting value to the communities they serve. As a context sensitive approach to improvement and maintenance of principal and minor arterial roads, collector roads and local roads and streets designated, as well as associated bridges, designated as Lycoming County byways, County and state road maintenance departments and transportation agencies **should** take into account: the roadway, its context, the impacts of the improvement (construction, reconstruction, resurfacing, restoration, or rehabilitation) or maintenance activity, and other modes of transportation, **current design standards**, as uniquely appropriate for urban and rural communities.

Special improvement and maintenance guidelines for County byways

1. At the time a highway is officially designated as a byway, the characteristics responsible for this designation **should** be clearly identified and recorded **by the LCPC**. Any alteration to a county byway shall maintain these characteristics, to the greatest extent practical.
2. Improvements to County byways **should** be developed in conformity with current PennDOT design and/or maintenance standards for the type road unless it is determined that using such standards will have a significant adverse impact upon the roadway's scenic characteristics. In which case, **consideration for** exemption from Department or Federal standards should be requested to preserve the roadway's scenic qualities.
3. A multi-disciplinary design team that supplements engineering expertise with professionals from the fields of planning, architecture and/or landscape architecture should prepare improvement plans.
4. In designing improvements to and/or preparing for maintenance on a designated scenic road, special consideration should be given to the following:
 - a. **Widening of the Right-of-Way and Cartway:** Wherever possible and as safety allows, roadway widening should be kept to a minimum width and accomplished within the existing roadway right-of-way.
 - b. **Guide Rails (Guardrails):** Guide rails should be replaced in-kind in accordance with current PennDOT standards unless review and approval of a traffic engineering report substantiates that a safety problem exists and another type of guard rail system is necessary for more positive protection. Selection of appropriate guard rail or other roadside barriers should maximize through-visibility or blend-in with foreground views. New guardrail placement should allow preservation of significant features including native and planted vegetation to the greatest extent possible.
 - c. **Paving:** Paving is to be accomplished in accordance with current PennDOT standards. The pavement type, drainage appurtenances and curbing installation will be accomplished as required with consideration given to the characteristics of the County byway.

- d. **Changes of Grade:** Wherever possible, proposed changes in grade should be designed to minimize impact on the scenic features.
- e. **Bridges:** Bridge replacement or reconstruction should consider the need for dedicated bicycle/pedestrian trail lanes. Bridge abandonment should consider the potential for preservation, use and interpretation by off-road trail users. Treatment of bridges, abutments, and retaining walls should de-emphasize structures where prominent long views and vistas are present.
- f. **Trimming and Removal of Mature Trees:** Wherever possible and as safety allows, mature trees within the roadway right-of-way should not be trimmed or removed. Efforts should be made to retain the tree canopy along the roadway so long as traveler safety is not negatively impacted. If roadway widening is approved, the alignment should be such as to restrict its impact on mature trees.
- g. **General Maintenance:** All County byways **should** receive the level of maintenance necessary for safe public travel **and for visual quality**.
- h. **Road Bed Maintenance:** Necessary improvements, as determined by the owner of the road, may be made to improve safety, drainage or reduce a maintenance problem, but **should be accomplished in such a way to minimize disturbance** to the scenic characteristics for which the roadway was designated.
- i. **Cross Drainage Maintenance:** Cross drainage **should** be maintained where necessary to prevent damage to the roadway, possible washouts and other problems which may be detrimental to the safety of the traveling public.
- j. **Vegetation Maintenance:** Where necessary for the safety and protection of the traveling public, tree branches and shrubs may be trimmed. Mowing **should** be performed as necessary in accordance with PennDOT standards for health and safety requirements.
- k. **Sign Maintenance:** All information, regulatory, warning and identification signs **should** be erected and maintained as necessary or provided for by PennDOT.
- l. **Lighting:** Light poles and fixtures should have down shielded luminaires, and be minimized in rural areas or otherwise appropriate for the setting.
- m. **Winter Maintenance:** Winter maintenance procedures, including snow and ice removal, **should** be conducted in accordance with standard PennDOT policy.
- n. **Emergency Repair:** Should the County, state or federal government declare a state of emergency that requires repair to the byway, repairs should be made in a manner which will minimize, as much as reasonably possible, the effect upon the **resources that support the intrinsic qualities** for which the byway was designated.
- o. **Scenic Vista Enhancements:** Scenic vistas should be considered and provided, where the vista contributes to the interpretation of scenic resources. Integration of a vista's historic and natural features should be considered in the design of interpretive facilities, rest areas, etc. Vegetation and earth berms should be integrated to screen views that detract from the scenic quality.

- p. **Urban gateways:** Aesthetic treatment of bridges, abutments, retaining walls in the vicinity of community gateways should emphasize "architectural" features and materials that are compatible with community character.
- q. **Scenic Byway Sponsor Participation in the Improvement of Byways:** The **scenic byway sponsor** should be **contacted** early in the design process to express key features or characteristics that should be included in the design. The **sponsor** should be encouraged to contribute descriptions, photographs, sketches, and other visual aids of what the final product should look like. They should also be encouraged to demonstrate what the final product should not look like, since this also helps designers to avoid undesirable design concepts. **Routine maintenance work would be excluded.**

Sources: Connecticut Department of Transportation, Legislation for Designation of Scenic Roads, as published in the June 6, 1989 issue of the Connecticut Law Journal; Vermont State Standards for Construction, Reconstruction, and Rehabilitation of Roadways and Bridges; and Scenic America (www.scenic.org).

Additional References

O, Say Can You See: A Visual Awareness Toolkit for Communities

M. Maguire, C. Truppi, R. Hawks, J. Palmer, C. Doble, S. Shannon, S. Stokes, and S. Morris, 1999.

A collection of visual assessment exercises to help members of your community to open their eyes, assess local visual assets and think about how to preserve and enhance them.

Saving America's Countryside: A Guide to Rural Conservation

Samual Stokes, A. Elizabeth Watson and Shelly Mastran, 1997.

This guide is filled with case studies and practical tools for preserving community character.

Sign Regulation for Small and Midsize Communities

E.D. Kelly and Gary Raso, APA, 1989.

This addresses legal and aesthetic issues for on-premise and billboard sign control.

Getting It Right in the Right-of-Way: Citizen Participation in Context-Sensitive Roadway Design

Scenic America, 2000.

Getting It Right In the Right-of-Way is an action guide for people who want roads that preserve the beauty of their communities, as well as roads that are safe, durable, and economical to maintain.

Balancing Nature and Commerce in Gateway Communities

by Jim Howe, Ed McMahon, and Luther Propst : The Conservation Fund and the Sonoran Institute

Balancing Nature and Commerce in Gateway Communities provides lessons in how to preserve the character and integrity of communities and landscapes without sacrificing local economic well-being. The authors describe economic development strategies, land-use planning processes, and conservation tools that communities from all over the country have found effective.

America the Beautiful: Promise vs. Performance in Federal Policies and Practices for Scenic Conservation

Scenic America, 2001.

Government and regulatory decision makers often ignore laws that require them to value natural beauty and scenic vistas. This ground breaking federal policy study exposes this alarming trend in seven federal laws relating to scenic conservation, demonstrating how some "preservation" laws do more harm than good to visual resources. The study also makes more than 30 recommendations for how citizens and officials can work to improve these laws.

Community Guide to Planning and Managing a Scenic Byway

FHWA, 1997.

Helps you towards your goal of scenic byways designation.