

# Shaping the D&L Drive

*"I shall be telling this with a sigh  
Somewhere ages and ages hence:  
Two roads diverged in a wood, and I –  
I took the one less traveled by,  
And that has made all the difference."*

*– Robert Frost*



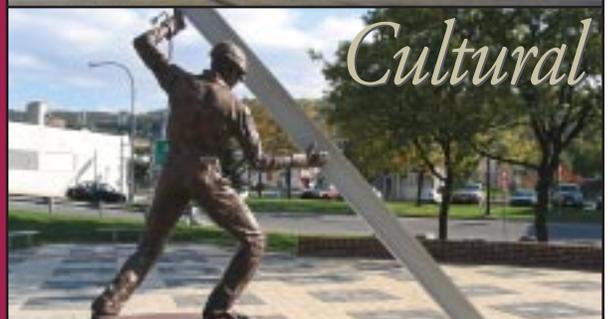
*Scenic*



*Natural*



*Historic*



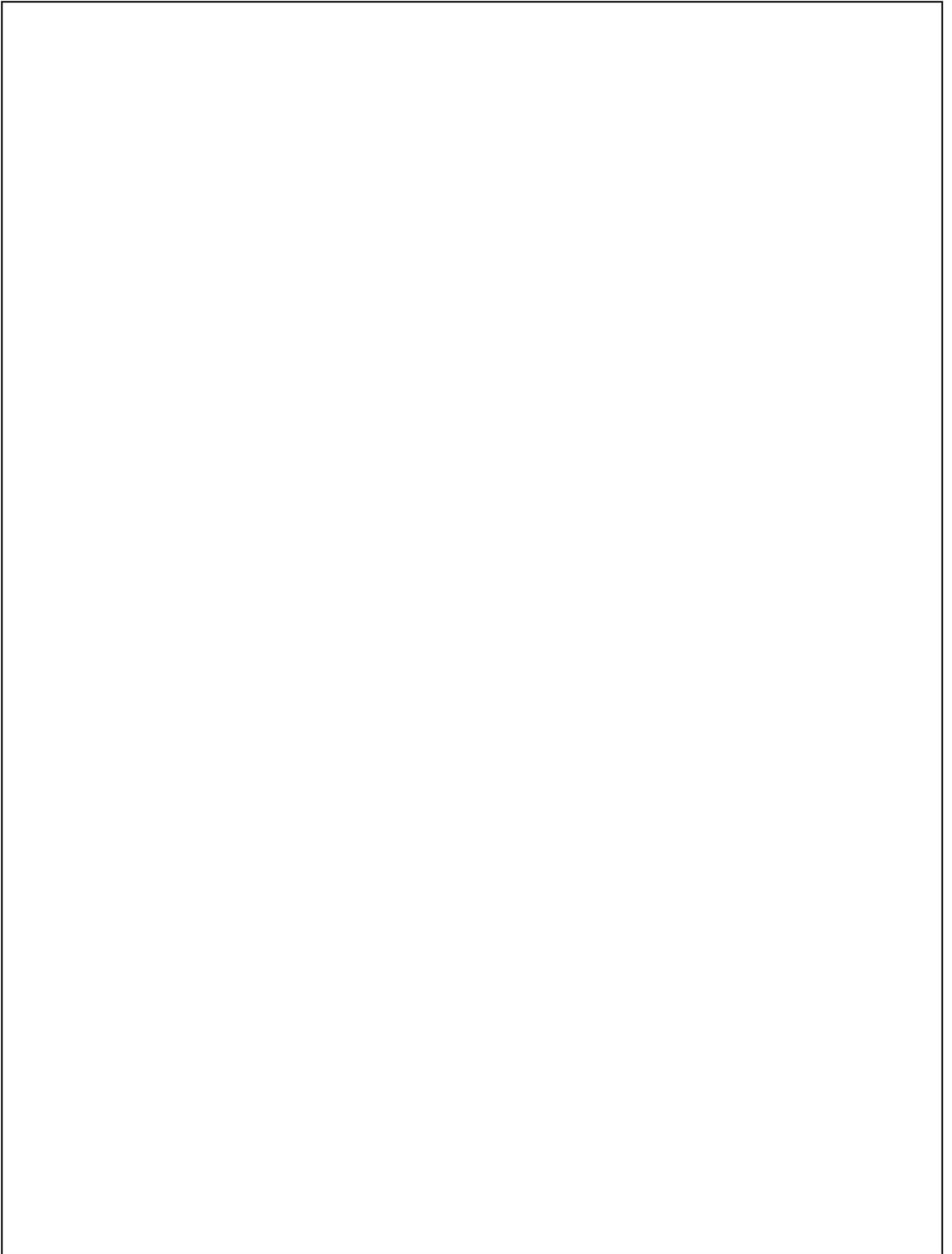
*Cultural*



*Archaeological*



*Recreational*



# Table of Contents

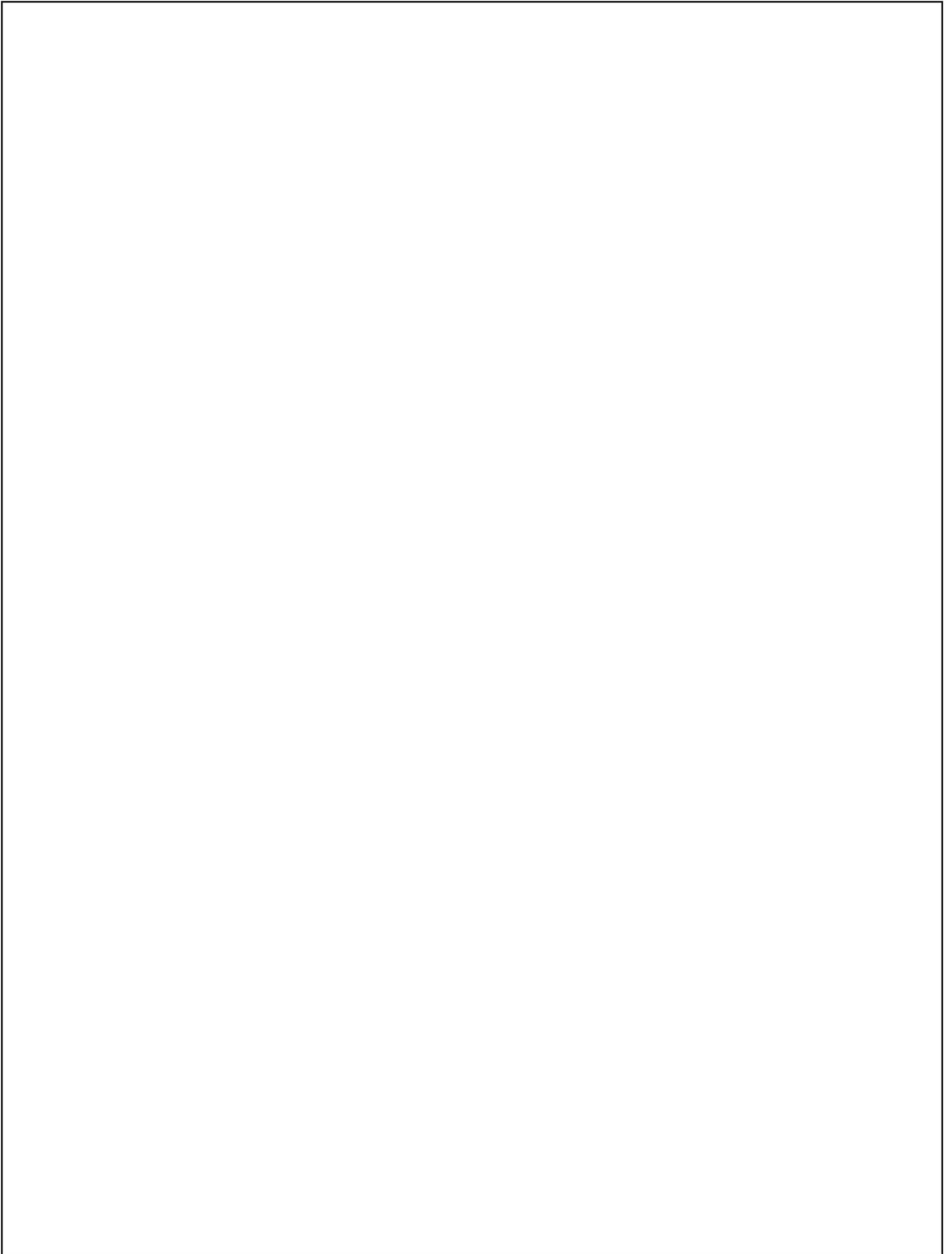
Executive Summary .....	Page 3
Introduction .....	Page 4
Understanding the Heritage Traveler .....	Page 5
Functions of the D&L Drive.....	Page 7
The Scenic Byway – A Best Management Practice for the D&L Drive.....	Page 10
What is a Scenic Byway?.....	Page 11
Scenic Byway Designation .....	Page 18
Benefits of Scenic Byway Designation .....	Page 22
Conclusion .....	Page 23
References.....	Page 24



## Acknowledgements

This publication was produced through the Pennsylvania Heritage Parks Program of the Pennsylvania Department of Conservation and Natural Resources with a grant from the Delaware & Lehigh National Heritage Corridor.





# Executive Summary

The Delaware & Lehigh National Heritage Corridor and State Heritage Park program has worked successfully with a variety of partners to make significant progress in carrying out the recommendations of the Management Action Plan. One accomplishment has been the establishment of the Municipal Assistance for Conservation Program (MAC) to assist local leaders in making sound land use decisions that will promote economic revitalization while preserving valuable natural and cultural resources. This document is an outreach effort of the MAC Program. It is intended to inform community representatives about the scenic byway planning approach and how this technique can be used to shape the development of the Delaware & Lehigh Drive (D&L Drive).

Heritage tourism has a significant impact on Pennsylvania's economy, generating \$5.6 billion in expenditures and supporting 73,000 jobs in 2000. Nationally, the popularity of heritage travel continues to rise with visitation growing by 13% from 1996 to 2002.

The D&L Drive is in a unique position to promote additional visitation and encourage longer stays by orienting heritage travelers to the Corridor, interconnecting visitor attractions and encouraging participation in a wider variety of leisure activities. In particular, the D&L Drive is the primary component within the Corridor that can expose the visitor to the "cultural landscape" – the scenery resulting from man's interaction with the natural features of the land. The historical development of the Corridor is visible in this landscape, providing another educational opportunity to pique a visitor's interest.

However, the success of the D&L Drive depends upon whether the route can provide a quality driving experience. Scenic byway planning helps communities located along the D&L Drive coordinate their efforts to create an enjoyable journey. This approach recognizes the roadway for the integrity of its scenic, natural, historic, cultural, archaeological and recreational resources and encourages economic development through the use of a variety of conservation-based practices. Official designation as a national scenic byway is the result of a process that begins with support at the local municipal level, requires action by the Commonwealth of Pennsylvania Department of Transportation and concludes with recognition by U.S. Secretary of Transportation after the planning process is completed. State and federal designations open the door for greater flexibility in making improvements along the scenic route and provide access to a federal funding program for implementing roadway, interpretive, resource protection, support services, marketing and recreational projects.

*I-78 Toll Booth*



*More than 90% of all visitors to the Commonwealth come by car.*

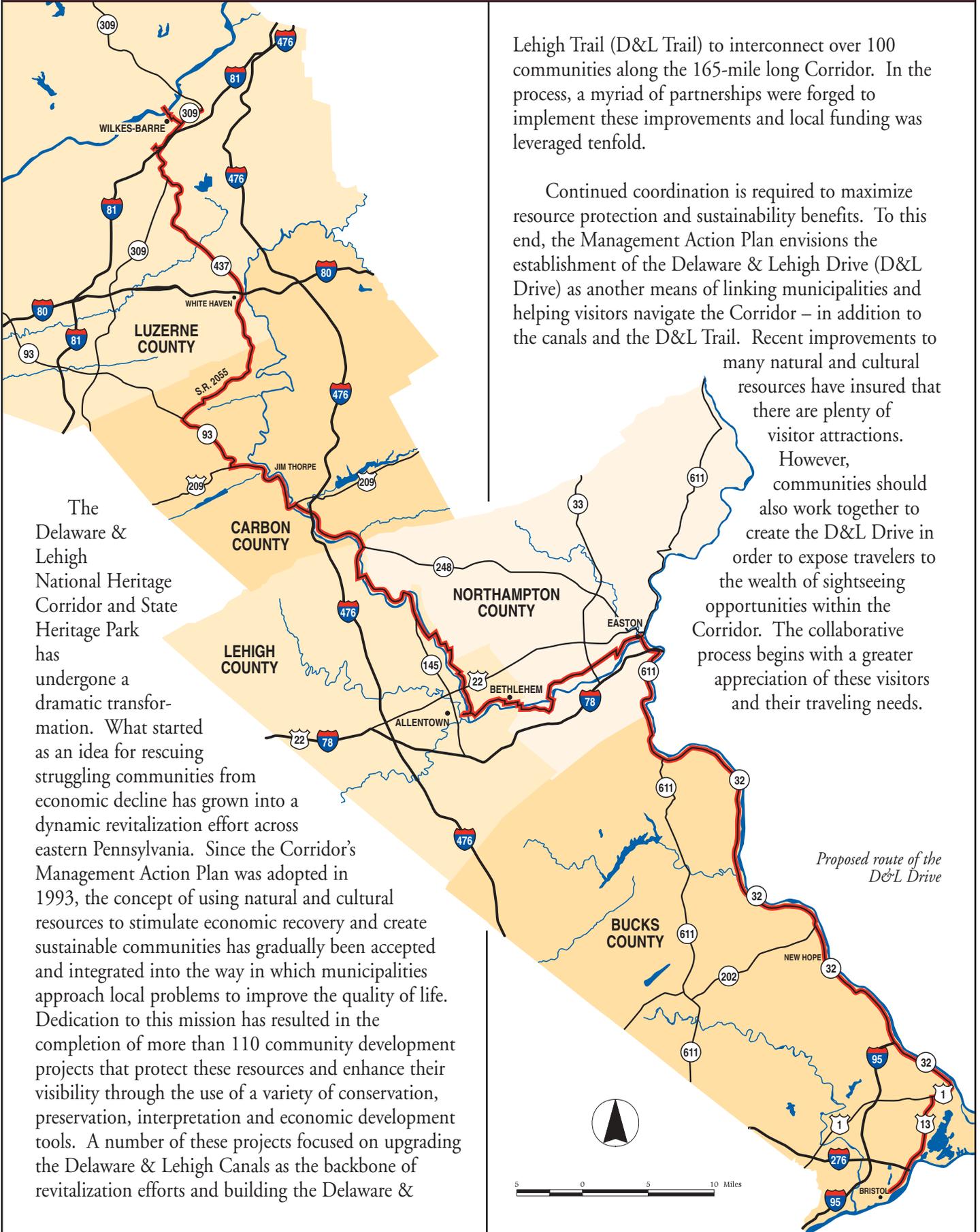
# Introduction

Lehigh Trail (D&L Trail) to interconnect over 100 communities along the 165-mile long Corridor. In the process, a myriad of partnerships were forged to implement these improvements and local funding was leveraged tenfold.

Continued coordination is required to maximize resource protection and sustainability benefits. To this end, the Management Action Plan envisions the establishment of the Delaware & Lehigh Drive (D&L Drive) as another means of linking municipalities and helping visitors navigate the Corridor – in addition to the canals and the D&L Trail.

Recent improvements to many natural and cultural resources have insured that there are plenty of visitor attractions. However, communities should also work together to create the D&L Drive in order to expose travelers to the wealth of sightseeing opportunities within the Corridor. The collaborative process begins with a greater appreciation of these visitors and their traveling needs.

The Delaware & Lehigh National Heritage Corridor and State Heritage Park has undergone a dramatic transformation. What started as an idea for rescuing struggling communities from economic decline has grown into a dynamic revitalization effort across eastern Pennsylvania. Since the Corridor's Management Action Plan was adopted in 1993, the concept of using natural and cultural resources to stimulate economic recovery and create sustainable communities has gradually been accepted and integrated into the way in which municipalities approach local problems to improve the quality of life. Dedication to this mission has resulted in the completion of more than 110 community development projects that protect these resources and enhance their visibility through the use of a variety of conservation, preservation, interpretation and economic development tools. A number of these projects focused on upgrading the Delaware & Lehigh Canals as the backbone of revitalization efforts and building the Delaware &



# Understanding the Heritage Traveler

Many people find it enjoyable to participate in cultural activities as part of their vacation. Approximately 118 million tourists, more than 80% of those U.S. adults who traveled in 2002, included an excursion to a cultural attraction on their journey. In fact, the number of people nationwide making trips longer than 50 miles one-way from home to visit a cultural feature jumped from 192 million to 217 million (or 13%) between 1996 and 2002. A total of 75% of these tourists participated in a cultural activity on their vacation, while 58% visited an historic site, museum or community. In selecting a vacation destination, the majority of travelers sought out places that provided new learning experiences and activities related to their hobbies or interests.

Pennsylvania ranks 5th on the list of the top ten U.S. states visited by heritage travelers. With a diversity of historic towns, battlefields, gardens, art museums, homes, tours and festivals, the Commonwealth has much to offer within a short distance of the major metropolitan areas along the East Coast. A recent study conducted by the PA Department of Conservation

and Natural Resources (DCNR) reveals the primary reasons why heritage travelers come to Pennsylvania:

1. Close proximity to home.
2. Wide variety of activities.
3. More beautiful landscape/scenery.
4. Offers superior heritage activities.
5. Good value for money.
6. Family activities available.
7. Friend or relative recommended it.

Visitors most frequently described Pennsylvania's heritage attractions as "educational," "scenic" and "fun."

Pennsylvania's heritage travelers can be classified into three types:

**Core travelers** plan their trip to the Commonwealth because of its unique historical and cultural features.

They are more likely to plan their vacation based upon information gathered from a variety of sources such as the internet, tourist brochures, books, magazines and word of mouth. More than 10 million core travelers visit Pennsylvania each year.

**Moderate travelers** visit Pennsylvania for several reasons, including heritage opportunities.

Pennsylvania annually attracts at least 8 million moderate travelers.

**Low travelers** come to Pennsylvania for a purpose unrelated to the existing historical or cultural resources, but participate in a heritage-based activity by chance during their stay. They are more likely to come to Pennsylvania to visit a friend or relative and therefore make travel plans based upon recommendations from their companions. Approximately 3 million visitors to Pennsylvania each year are in this heritage traveler category.



WILDLANDS CONSERVANCY

*Who are these heritage travelers and why do they come to Pennsylvania?*

# Understanding the Heritage Traveler

Regardless of the type of traveler, heritage tourism has a significant impact on the Pennsylvania economy. In 2000, the amount heritage travelers spent on food, lodging, transportation and other goods and services grew to an estimated \$5.6 billion, financing more than 73,000 jobs. Core travelers accounted for more than half of this revenue.

Heritage travelers are most often well-educated, white-collar professionals of middle age with a moderate to upper income. They are typically married and usually travel with their family or in groups of three or more adults, preferring to travel in the summer months. Most (90%) heritage trips include overnight lodging at hotels, motels, bed and breakfast establishments or at the home of a friend or relative.

Heritage travelers typically stay a day longer and spend \$30 more per person per day than other visitors. In fact, 40% of these visitors extended their trip in 2003 having discovered additional points of interest while they were planning their vacation or after they reached their destination.

Over 90% of visitors to the Commonwealth arrive annually via *automobile*, traveling on average more than 150 miles. Amenities specifically tailored to the driving public are therefore of particular interest to these visitors. The services most important to Pennsylvania's Core heritage travelers are:

- |                      |                         |
|----------------------|-------------------------|
| 1. Directional signs | 7. Paid Accommodations  |
| 2. Maps/Guides       | 8. Educational Classes  |
| 3. Bathrooms         | 9. Shopping             |
| 4. Parking           | 10. Picnic Areas        |
| 5. Food/Drink        | 11. Tour Guides/Escorts |
| 6. Family Activities | 12. Rental Equipment    |



Lodging



Parking



Restrooms

Food



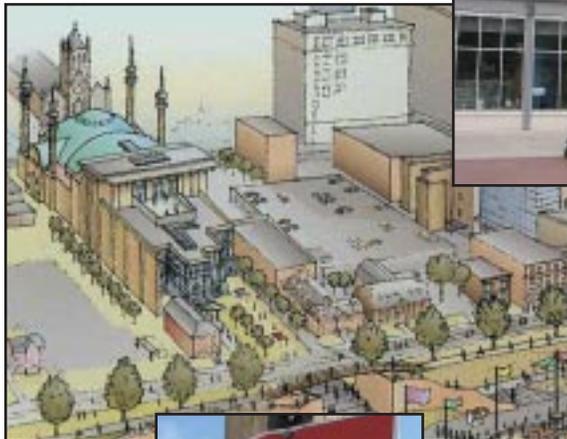
# Functions of the D&L Drive

In order to properly greet visitors and effectively move them through the Corridor, the D&L Drive should serve several key functions:

## Orientation to the Corridor

The Management Action Plan describes the D&L Drive as “a web of major roads linking all” of the proposed visitor centers, known as “Landings,” where the “initial contact between the visiting public and the Corridor generally takes place.” These “Landings” are to be strategically located to provide convenient access to

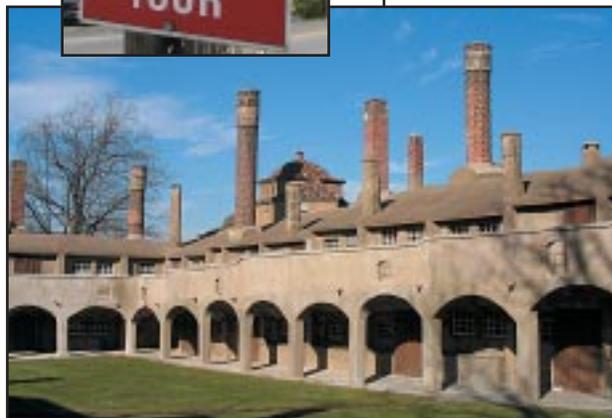
tourist information, regardless of where the visitor enters the Corridor. Clearly, the D&L Drive is the welcome mat for the heritage visitor – a red carpet for the Corridor.



*Proposed Landing, Wilkes-Barre*

## Synergistic Connections

“Because of the long distances involved in traversing the Corridor,” the Management Action Plan notes the importance of having “paths of circulation that tie together, intellectually and physically, the interpretive experience of the corridor. Such linkages will transform a constellation of discrete, scattered sites into an effective interpretive system relating interpretive themes to different sites.”



*Moravian Tile Works, Doylestown*

The D&L Drive is a critical component of this overall circulation system because the majority of visitors to the area arrive by car and rely on the regional road network to get from place to place. The way in which the D&L Drive directs the visitor from the Landings to the natural and cultural resources throughout the Corridor is just as important as how the drive guides visitors to the Landings themselves.

If these resources were all located within a short distance from the drive, the interconnection of these features would be relatively simple.

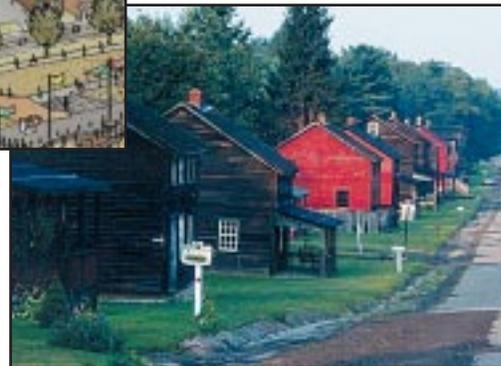
However, a number of the natural and cultural gems of the Corridor are off the beaten path and randomly scattered so that they are

not easily organized into interpretive groups. Many would agree that a heritage vacation in the northern reaches of the Corridor would be incomplete without a stop at Eckley Miners Village or a trip along the Audubon tour. The same could be said for an excursion to Doylestown in the south or a visit to the covered bridges in the Lehigh Valley. The D&L Drive should make drivers aware of the

opportunities that lie some distance away and encourage them to venture into the countryside for unique experiences.



*Existing Landing, Easton*



*Eckley Miners' Village*

# Functions of the D&L Drive

## Crossover Activities

Connections between the D&L Drive and outdoor recreational opportunities can address the interest that heritage visitors also have in other leisure activities. DCNR's study of the heritage traveler points out the extent to which the visitor is looking for a broader range of vacation experiences. Core travelers participate in outdoor activities 58% of the time, with Moderate and Low travelers at 56% and 43% respectively.



At a minimum, the D&L Drive should indicate where visitors can access the D&L Trail, the canals and the Delaware and Lehigh Rivers for hiking, biking, fishing and boating use. To encourage longer stays and repeat visits, the drive should also identify where travelers can enjoy other recreational activities at different times of the year.



WILDLANDS CONSERVANCY

WILDLANDS CONSERVANCY

# Functions of the D&L Drive

## Exposure to the Cultural Landscape

The D&L Drive also allows the visitor to observe the Corridor from the broadest perspective by traveling through the *landscape* – “a section or expanse of scenery, usually extensive, that can be seen from a certain view point.”

The Corridor includes a variety of landforms resulting from the underlying geology of the region. The D&L Drive slices through five of Pennsylvania’s seven physiographic provinces – from the *Coastal Plain* of Lower Bucks County, through the fertile *Piedmont*, across the *Reading Prong* into the *Valley and Ridge Province*, and extending northward to Wilkes-Barre through the rugged Appalachian Mountains to the height of the *Appalachian Plateau*.

These landforms provided settlers with certain opportunities and constraints that shaped the way in which communities were established and reflected the values of these early residents. “*Cultural landscapes* are the products of this interaction between people and land.”

The historical significance of the Corridor can therefore be “read or interpreted” in these landscapes. Unlike an individual attraction that can only tell a portion of the story,

the D&L Drive has the “potential to illustrate” the entire “transformation of America” through “this fascinating collection of landscapes.” As a result, the time spent “on the road” can be an opportunity for learning in an outdoor classroom, allowing motorists to absorb and appreciate the changes in the landscape as they move through the Corridor.

To the tourist, especially the heritage traveler, the journey is just as important as the destination. The challenge is to determine how the D&L Drive can create a meaningful driving experience in a manner that supports the resource protection and sustainability goals of the region.

*View of Jim Thorpe from Flagstaff Resort Overlook*



*View in Upper Makefield Township*



*View of Cementon*

# The Scenic Byway

## *A Best Management Practice for the D&L Drive*

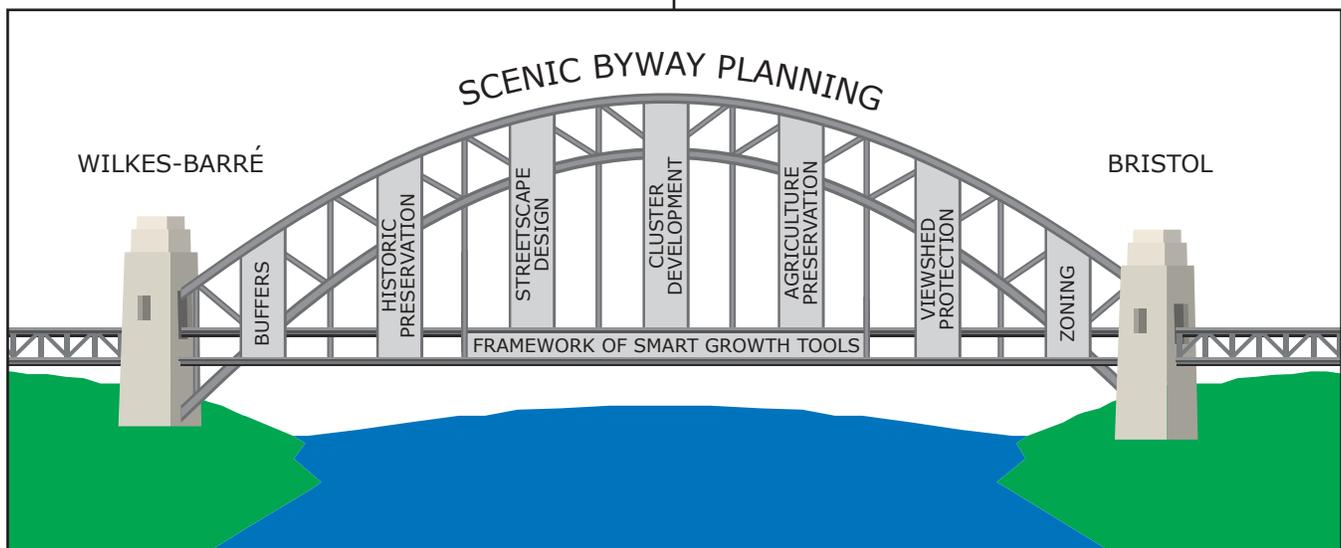
An overall approach to establishing the D&L Drive is needed to properly integrate the visitor with the natural and cultural resources of the Corridor and achieve the desired economic development objectives for the region. Using a scenic byway technique to create the D&L Drive has several notable advantages in that the planning process:

1. Stimulates public interest and attention on the route and its surrounding landscape as a unique resource in the Corridor. The resulting value placed upon the drive helps to insure that this resource is enhanced, not degraded.
2. Incorporates a philosophy that strives to balance the need for economic development with conservation goals by using “smart growth” tools. The approach attempts to increase tourist visitation while at the same time protecting the characteristics of the landscape that contribute to a community’s sense of place and well-being.
3. Provides a framework for coordinating the driving experience throughout the entire Corridor. Continuity adds credibility to all of the attractions in the region and helps to reduce the stress often encountered by visitors who are navigating unfamiliar territory.



*Fruit and vegetable stands are popular roadside attractions. Agricultural preservation efforts help sustain the farms that provide produce for the visitor's enjoyment.*

4. Addresses the proper management of the roadway, visitors and community services – three areas of study that are not covered by any other planning method – in order to provide the amenities needed to support heritage tourism and to insure that municipalities are not overwhelmed by tourists.
5. Provides recognition and prestige from the distinction of a scenic byway designation that can be used as a regional marketing tool and coordinated with other economic development initiatives.



*Scenic byway planning spans the entire length of the D&L Drive, coordinating the use of smart growth tools among local municipalities along the route in order to provide continuity for the visitor.*

# What is a Scenic Byway?



*A scenic byway is a public road, including the corridor through which it passes, that significantly meets one of the following six intrinsic characteristics:*

- *Scenic*
- *Natural*
- *Historic*
- *Cultural*
- *Archaeological*
- *Recreational*



# Scenic Characteristics

Scenic Quality is “the heightened visual experience derived from the view of natural and manmade elements of the visual environment of the scenic byway.” The features of the landscape blend harmoniously in a way that is “strikingly distinct,” “pleasing” and “memorable.”



*Delaware Canal and River, Durham Township*



*Nesquehoning*



*Yardley*

# Scenic

*Background: Delaware River, Riegelsville*

# Natural Characteristics

Natural Quality represents the characteristics of the landscape that have been “relatively undisturbed” by the activities of man and can include water features, vegetation, geologic formations and wildlife.



*Roadside Wetlands, Leslie Run*

USDA



*Columbine*



*Hairy Woodpecker*

WILDLANDS CONSERVANCY



*High Rocks, Tincum Township*

BUCKS COUNTY PARKS & RECREATION DEPARTMENT

# Natural

*Background: Lehigh River*

# Historic Characteristics

Historic Quality incorporates those natural and manmade elements of the landscape that “stir an appreciation for the past.” These features can be interpreted to educate the public about human activities and “possess integrity of location, design, setting, material, workmanship, feeling and association.”



*Pennsbury Manor, Morrisville*



*Saylor Cement Museum, Coplay*



*Lock 28, Lehigh Gorge State Park, White Haven*

# Historic

*Background: Roebling Bridge, Riegelsville*

# Cultural Characteristics

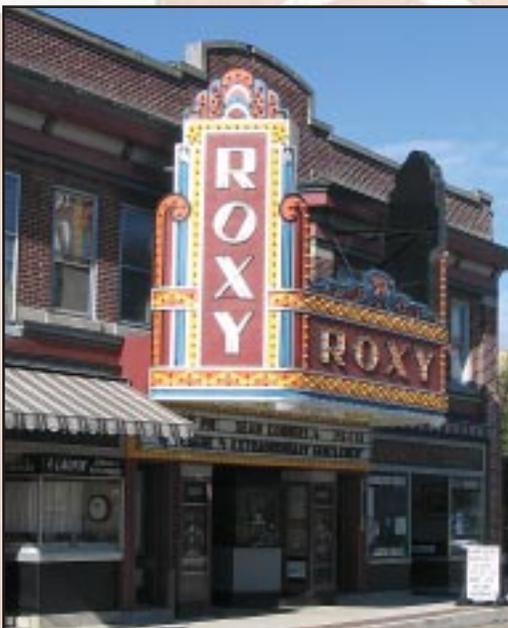


*Canal Boatmen and their Mules*

Cultural Quality expresses “the customs or traditions of a distinct group of people” and includes ethnic food, music, crafts, rituals and other current practices.



*Palmerton*



*Northampton*

# Cultural

*Background: Troxell-Steckel House, Egypt*

# Archaeological Characteristics

Archaeological Quality is evidence of life as identified through historic or prehistoric "ruins, artifacts or structural remains."



*Archaeological Dig*



*Prehistorical Artifacts*



*Historical Artifacts*

# Archaeological

*Background: Creamware Chard*

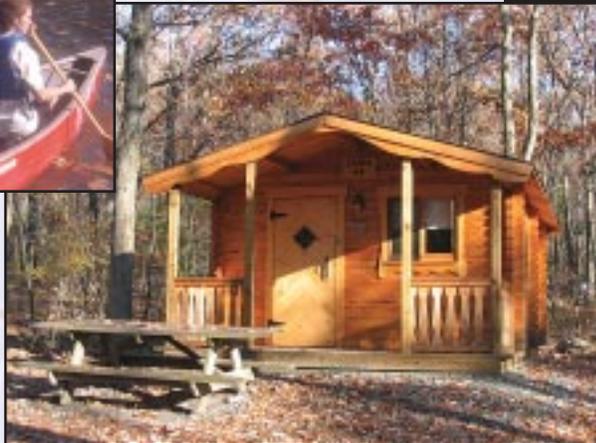
# Recreational Characteristics

WILDLANDS CONSERVANCY



*Bike and Boat Program*

WILDLANDS CONSERVANCY



*Mauck Chunk Lake Park*

WILDLANDS CONSERVANCY



*Appalachian Trail*

Recreational Quality includes active and passive leisure activities directly related to the enjoyment of the natural and cultural attractions in the landscape, including the scenic driving experience.

In addition, the road “must safely and conveniently accommodate two-wheel drive automobiles with standard clearances, accommodating bicycle and pedestrian travel wherever possible.” The route “should be as continuous as possible to minimize intrusions on the visitor’s experience.” Scenic byways are designated as the result of a legislative process or other official declaration.

# Recreational

*Background: Lake Nockamixon*

# Scenic Byway Designation

The U.S. Department of Transportation created the National Scenic Byways Program in 1991 as part of the Intermodal Surface Transportation Efficiency Act, more commonly known as the ISTEA program, to recognize roads with special qualities and recommend techniques for maintaining and enhancing these features. This program created a two-step process for creating a scenic byway:

## Step 1 – Pennsylvania Scenic Byway Designation

A road in Pennsylvania must first receive a scenic byway designation from the Commonwealth before a federal designation can be obtained. The PA Department of Transportation's Bureau of Planning and Research is responsible for overseeing the designation process by the Commonwealth. To date, the following roads in Pennsylvania have received a scenic byway designation at the state level:

- PA 144 in the Sproul State Forest
- The Kinzua Bridge Scenic Byway (State Route 3011)
- The Blue Route (I-476)
- The Exton Bypass (U.S. Route 30)
- The Laurel Highlands Scenic Byway (State Routes 711 and 381)
- The Seaway Trail in Erie County
- The National Road (U.S. Route 40)

An application to nominate a road for designation must be submitted to the Bureau for review and consideration and must contain the following information:

- A. The name of the road along with its location, starting/ending points and overall length.
- B. A description of the road's intrinsic qualities and key resources, including an explanation of how the "designation would complement other regional economic development strategies." The Commission has produced several publications documenting the intrinsic resources within the region that can be included with the scenic byway application.

- C. Letters of support from regional planning agencies and tourist promotion organizations, as applicable, in addition to "members of the Pennsylvania General Assembly representing the districts bisected" by the road.
- D. Evidence of municipal and county support. Each municipality and county must provide a resolution supporting the scenic byway nomination. One governmental entity must submit the application on behalf of all of the municipalities in which the road is located. A local municipality or the PA Department of Conservation and Natural Resources may serve in this capacity.
- E. A plan for addressing the placement of new signs along the route in conformance with federal law, if the proposed scenic byway corresponds with a road that is part of the "Interstate, Federal-Aid Primary (FAP) or National Highway Systems." An ordinance regulating the erection of outdoor advertising devices would be required if the proposed scenic byway corresponds with a road having this classification. The proposed route of the D&L Drive as identified in the Management Action Plan consists of several roads that have this classification including, but not limited to:
  - Bucks County: State Routes 13, 32 and 611.
  - Carbon County: State Routes 93 and 248 along with U.S. 209.



*Outdoor advertising controls will prompt the removal of dilapidated signs and signs not used for more than one year.*

# Scenic Byway Designation

- Lehigh County: State Route 145.
- Luzerne County: State Routes 309, 437 and 940.
- Northampton County: State Routes 145, 248, 412 and 611

The Commonwealth of Pennsylvania Secretary of Transportation is authorized to review and approve applications for scenic byway designation. In rare instances, the state legislature can authorize this designation and adopt an ordinance regulating outdoor advertising on behalf of local municipalities.

## Step 2 – National Scenic Byway Designation

After designation has been obtained at the state level, the Commonwealth of Pennsylvania nominates the roadway for national designation by the Federal Highway Administration. The National Road (U.S. Route 40) is the only highway in Pennsylvania that has received a scenic byway designation at the federal level.

A *corridor management plan* must be completed before the U.S. Secretary of Transportation can designate the road as a scenic byway. In this case, the term *corridor management plan* applies to “a written document that specifies the actions, procedures, controls, operational practices and administrative strategies to maintain” the intrinsic qualities of the scenic byway. The document pertains only to the proposed scenic byway itself and the area surrounding the roadway that can be viewed by a motorist.

It should not be confused with the Management Action Plan previously discussed that addresses a variety of other issues within the entire D&L National Heritage Corridor and State Heritage Park. The *corridor management*

*plan* for the scenic byway must include the following components:

### A. Geographical Limits

- A map showing the boundaries of the scenic byway and the adjacent landscape within view, an inventory of existing land uses and the location of the features representing the six intrinsic qualities.

### B. Intrinsic Resource Protection Plan

- An assessment of the intrinsic qualities and their context.
- Strategies for maintaining and enhancing the intrinsic resources while improving existing development and allowing new land development to occur.



*Land uses undergoing transition pose unique challenges.*

*(Above) Proposed revitalization of the Bethlehem Steel Plant attempts to incorporate historic resources.*



*(Left) Setbacks and buffer plantings can offset the impact of new development on roadside scenery.*

# Scenic Byway Designation

- A demonstration that intrusions on the visitor experience have been minimized to the extent feasible along with a plan for making improvements to enhance that experience.

A significant amount of documentation on the integrity of the intrinsic resources throughout the corridor already exists and will be supplemented with additional information as needed. The planning process will evaluate the usefulness of a number of conservation tools in enhancing the quality of the scenic byway including, but not limited to, historic preservation, streetscape design, buffering, viewshed protection, overlay zoning techniques, park/open space planning, setbacks, landscaping requirements, cluster development, agricultural preservation, natural resource protection, the transfer of development rights and the acquisition of land or easements.

## C. Highway Improvements Plan

- A general review of the proposed byway's safety and accident record to identify any correctable faults in its design, maintenance or operation.
- A plan to accommodate commerce while maintaining a safe and efficient level of highway service, including convenient user facilities.

Recommendations will be made to address known safety issues, accommodate bicycles and pedestrians, improve traffic flow, allow for the construction of utilities and provide visitor services. In particular, road improvements will be evaluated from the standpoint of how they might impact the intrinsic resources along the scenic byway. The plan will outline *context-sensitive* design techniques that can be used to provide flexibility in the construction of new improvements and the maintenance of the roadway to enhance the visual quality of the scenic byway.



## D. Public Education Program

- A plan for interpreting the intrinsic resources along the byway.

Storytelling is an important objective of the scenic byway program. In addition to the visitor orientation information

presented at the Landings, the plan will identify opportunities for the traveling public to learn more about the intrinsic resources using educational

programs, signage, publications, audio/video tapes, wayside exhibits/displays and other methods of communication along the D&L Drive.



*Washington Crossing Tour Guide*



*Hanover Township Bird Identification Display*



*Carbon County Environmental Education Center*

# Scenic Byway Designation

## E. Signage

- A plan illustrating the type, number and placement of signs that will support the visitor experience.
- A demonstration of compliance with all existing local, state and federal laws on the control of outdoor advertising.



*Multiple signs compete for a visitor's attention at an intersection*

## The Strategic Tourism Marketing Plan for Pennsylvania

recognizes the need for tourist-friendly signage to improve wayfinding. A signage plan will outline how municipalities can work with federal, state and regional agencies to develop a signage system that provides the motorist with critical information along the route and adds continuity to the driving experience. Methods for minimizing the impact of outdoor advertising will also be reviewed.



*First-time visitors often find one-way streets harder to negotiate*

## F. Marketing Plan

- A program to promote tourism.

Grouping several individual visitor attractions into a single package based upon a theme or special interest can lure new heritage travelers and encourage repeat visitors to stay longer, a key initiative of the Strategic Tourism Marketing Plan for Pennsylvania. Interaction between local communities and state and regional tourist organizations will help maximize the economic development potential of the D&L Drive.



*Excursion packages and accommodations for buses can increase visitation*

## G. Public Participation

- A list and schedule of all agencies, groups and individuals responsible for implementing the byway management recommendations along with a program for monitoring

accomplishments, including review and enforcement mechanisms.

- A plan to assure ongoing participation in the implementation of the byway management objectives.

The goal is to identify the myriad of partners needed to bring the corridor management plan to fruition and their role in the implementation process, so that the efforts of all parties involved can be effectively coordinated.



*The Adopt-A-Highway program allows residents to participate in the scenic byway management process*

# Benefits of a Scenic Byway Designation

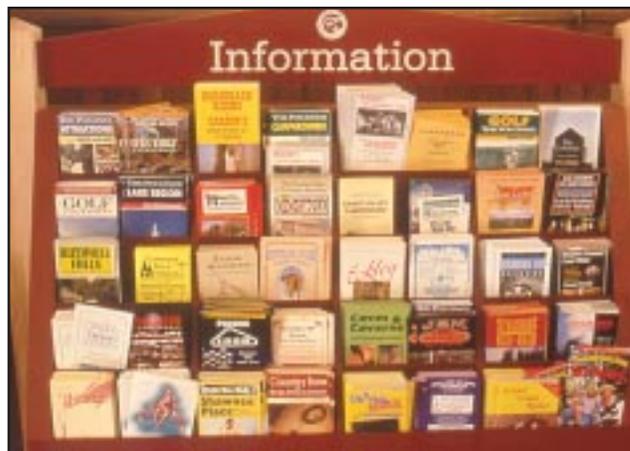
A scenic byway designation encourages the use of context-sensitive techniques in constructing and maintaining road improvements. Greater flexibility in roadway design and management will help protect the visual quality of the scenic byway.



Designation at the state level provides the Commonwealth with access to funding for improvements through the National Scenic Byways Program. The preparation of a *byway corridor management plan* can be financed through this program, along with the following projects:

1. Road modifications to address safety issues that will result from a change in the amount or type of traffic generated by scenic byway tourism. Safety problems that exist before designation is obtained cannot be corrected using these funds.
2. Construction of a variety of amenities within or immediately adjacent to the right-of-way including shoulder improvements, overlooks, rest areas, turnouts, passing lanes, interpretive devices and facilities used by pedestrians and bicyclists.
3. Improvements to enhance access to existing recreational areas. Usually these projects must be located within the road right-of-way. However, funds can be used for right-of-way acquisition to accommodate proposed improvements.
4. Protection of intrinsic resources directly related and adjacent to the road, using conservation easements. Acquisition of property can only be considered if all other attempts at protection have been unsuccessful.

5. Development of signs, brochures, pamphlets, tapes, and maps to provide tourist and interpretive information to the public, exclusive of product advertising.



Example of Information Booth and Pamphlets

The National Scenic Byways Program can contribute up to 80% of the cost of completing eligible projects. The remaining 20% must come from local sources including state government, local government and/or the private sector. In-kind donations of equipment, materials or property are also accepted as long as they have not already been used to match another federally funded project. The local match can include services donated by the private sector. However, services contributed by governmental agencies cannot be used as a local match.

To date, the U.S. Congress has allocated \$25 million per year for projects implemented through the National Scenic Byways Program. Future funding is subject to the federal budget process.

# Conclusion

Our ancestors risked everything they had to find a meaningful life in America, overcoming unimaginable obstacles and hardships to achieve their dream. In 1993, the Management Action Plan allowed us to chart a new course to shape the future of the Delaware & Lehigh Corridor, unlocking a variety of cultural and natural treasures for the world to see in just ten years. A scenic byway provides another avenue of adventure for those who choose to visit the beauty and history of our

Commonwealth, prompting them to reflect upon the words of Robert Frost:

*"I shall be telling this with a sigh  
Somewhere ages and ages hence:  
Two roads diverged in a wood, and I –  
I took the one less traveled by,  
And that has made all the difference."*



*View from Bowman's Hill Tower*

## *Pennsylvania Memories Last a Lifetime*

For more information on scenic byway planning and the D&L Drive, contact:

Elissa Marsden, Heritage Development Specialist  
D&L National Heritage Corridor Commission  
1 South Third Street, 8th Floor  
Easton, PA 18042  
Phone: 610-760-1624  
Fax: 610-760-1625  
dltowns@ptd.net

# References

*Economic and Community Benefits of Scenic Byways, Technical Information Series, Volume 2 No. 1.* Washington, D.C.: Scenic America, 1995.

Ercolino, Jill. *Cashing in on Tourism.* Enola, PA: Pennsylvania Township News, July 2003.

Federal Highway Administration. *Community Guide to Planning and Managing a Scenic Byway.* Washington, D.C.: U.S. Department of Transportation.

*Heritage Tourism in Pennsylvania, A summary presentation of some important characteristics of Heritage Tourism and its impact on the Leisure Travel Industry in Pennsylvania.* McLean, VA: D.K. Shifflet & Associates, Ltd., June 1999. Prepared for the Pennsylvania Department of Conservation and Natural Resources in partnership with the Pennsylvania Department of Community and Economic Development, the Pennsylvania Historical and Museum Commission, Preservation Pennsylvania and the Federation of Museums and Historical Organizations.

*Heritage Tourism Development, A Policy Framework for Pennsylvania.* Harrisburg, PA: Pennsylvania Tourism and Lodging Association, April 2003.

*Keeping the Beauty in the Byway: Continuity in Scenic Byway Designations, Facts for Action.* Washington, D.C.: Scenic America, September 2000.

Mary Means & Associates, Inc., in association with Ellen Fletcher–The Right Word, Carter Van Dyke Associates and Hammer, Siler, George Associates. *Delaware and Lehigh National Heritage Corridor and State Heritage Park, Management Action Plan.* The Delaware & Lehigh Canal National Heritage Corridor Commission, U.S. Department of the Interior with the Pennsylvania State Heritage Parks Program, the State Heritage Parks Interagency Task Force and the National Park Service. January 1993.

Mary Means & Associates, Inc. *Delaware and Lehigh National Heritage Corridor, Management Action Plan, Interim Report, Land and Scenic Resources Inventory and Analysis, Task 2.4.* February 1992.

*National Scenic Byways Guide.* Washington D.C.: National Park Service, May 2002.  
([http://www.nps.gov/transportation/nsbdoc/nsb\\_guide.pdf](http://www.nps.gov/transportation/nsbdoc/nsb_guide.pdf))

*National Scenic Byways Program, [FWHA Docket No. 95-15].* Washington, D.C.: Government Printing Office, 26759 Federal Register/Vol. 60, No. 96/Thursday, May 18, 1995/Notices.

Patkose, Margaret, Andrea M. Stokes and Dr. Suzanne D. Cook. *The Historic/Cultural Traveler, 2003 Edition.* Washington, D.C.: Travel Industry Association of America and the Smithsonian Institution, 2003.

*Pennsylvania Byways.* Harrisburg, PA: Commonwealth of Pennsylvania, Department of Transportation.

*Pennsylvania Heritage Tourism Study.* McLean, VA: D.K. Shifflet & Associates, Ltd., May 1999. Prepared for the Pennsylvania Department of Conservation and Natural Resources in partnership with the Pennsylvania Department of Community and Economic Development, the Pennsylvania Historical and Museum Commission, Preservation Pennsylvania and the Federation of Museums and Historical Organizations.

*Pennsylvania Tourism, 2002-2003 Strategic Marketing Communications Plan.* Harrisburg, PA: Pennsylvania Department of Community and Economic Development, Tourism, Film and Economic Development Marketing Office.

*Request for Five-Year Extension.* Easton, PA: Delaware and Lehigh National Heritage Corridor Commission, May 2003.

*Scenic Byways Benefit Local Economies, Facts for Action.* Washington, D.C.: Scenic America, September 2000.

*Strategic Tourism Master Plan for Pennsylvania.* SRI International, June 1999. Prepared for the Pennsylvania Center for Travel, Tourism and Film, Pennsylvania Department of Community and Economic Development.

Swimmer, Evelyn, John Whiteman and Rick Taintor. *Byway Beginnings: Understanding, Inventorying and Evaluating a Byway's Intrinsic Qualities.* Washington, D.C.: U.S. Department of Transportation, Federal Highway Administration, National Scenic Byways Program; U.S. Department of the Interior, National Park Service, Rivers, Trails and Conservation Assistance Program; and Whiteman & Taintor, 1999.

*The Future of Your Scenic Byway: Guidelines for Corridor Management Planning, Facts for Action.* Washington, D.C.: Scenic America, November 2000.

*The National Scenic Byways Program: Balancing Economics and Conservation, Facts for Action.* Washington, D.C.: Scenic America, August 2000.

Yahner, Thomas, Daniel Jones and Timothy Johnson with Peirce Lewis, A. Mark Battaglia, Martha Ruhe and Bonj Szczygiel. *Inventory and Assessment of Cultural Landscapes, Delaware and Lehigh Navigation Canal National Heritage Corridor.* The Pennsylvania State University Department of Landscape Architecture.

*Special thanks to the Wildlands Conservancy, the Bucks County Parks and Recreation Department and the USDA National Plant Data Center for providing photos for this publication.*



D&L National Heritage Corridor Commission  
1 South Third Street, 8th Floor  
Easton, PA 18042  
Phone: 610-760-1624  
Fax: 610-760-1625  
dltowns@ptd.net



Department of Conservation and Natural Resources  
Bureau of Recreation and Conservation  
Rachel Carson State Office Building  
P. O. Box 8475  
Harrisburg, PA 17105-8475  
(717) 783-4734 • Fax (717) 772-4363  
www.dcnr.state.pa.us

*Preserving our Natural  
and Historic Heritage*



85 Old Dublin Pike  
Doylestown, PA 18901  
(215) 345-7020  
Fax (215) 345-4328  
www.heritageconservancy.org  
email: hconserv@heritageconservancy.org

*Contact us for scenic byway and  
municipal planning assistance*

