Scenic Byways:
The Journey is the Destination

2016 AASHTO Subcommittee on Right-of-Way, Utilities, & Outdoor Advertising Control/NAHBA Conference

May 1-5, 2016
Orlando, Florida

Real Places. Real Stories.
What is a scenic byway? A public road having special qualities that have been recognized as such through legislation or some other official declaration.
Florida Scenic Highways Program

National Designation

National Scenic Byways Program
- National Scenic Byways
- All-American Roads

byways.org
nsbfoundation.com
Florida Scenic Highways Program

Public Lands Designation
Florida Scenic Highways Program

Intrinsic Qualities
• Scenic
• Historic
• Recreational

• Cultural
• Archaeological
• Natural
Florida Scenic Highways Program

The Byway Story
Byway planning should help protect and enhance the route, and support the needs of the communities that the byway corridor encompasses.
Florida Scenic Highways Program

Byway Organizations

Primary responsibility is implementing the corridor management plan.
- All-volunteer citizen group
- Nonprofit
- Collaboration
- Agency
2014 Florida Scenic Highways

45 Projects Completed
$4.5 million
• Physical or Built
• Programs
Florida Scenic Highways Program

FSHP Project

Green Mountain Scenic Overlook & Trailhead
Florida Scenic Highways Program

FSHP Project

Green Mountain Scenic Overlook & Trailhead
Florida Scenic Highways Program

Creole Nature Trail, Louisiana

Adventure Point
Florida Scenic Highways Program

Byway Programs

Kids Ocean Day
Friends of A1A Scenic & Historic Coastal Coastal Byway, Florida
Florida Scenic Highways Program

Byway Programs
Partnering With Byways

Byways can offer:
- Access to volunteers
- Contact lists
- Marketing
  - Websites
  - Brochures
  - Smart Phone Apps

Byways could benefit from:
- Expertise
- Increased awareness
- Access to resources
Jeff Caster