

WESTERN SKIES SCENIC BYWAY

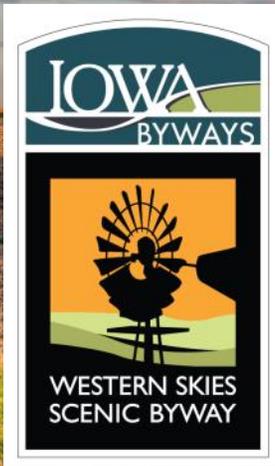
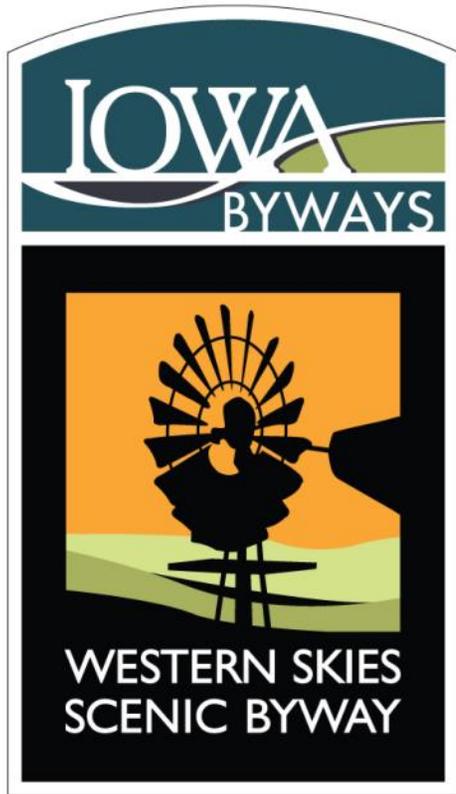


Photo Credit: Ken West

Corridor Management Plan

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www.iowabyways.org

www.goldenhillsrccd.org/western-skies-scenic-byway.html

www.iowadot.gov/iowasbyways

Designated as an Iowa Byway in 1998.

Golden Hills RC&D is an equal opportunity employer and provider. The opinions, findings, and conclusions expressed in this publication are those of the author and not necessarily those of the Iowa Department of Transportation or of the Federal Highway Administration. Financial support for this project provided by the Federal Highway Administration National Scenic Byways Program (NSBP) and the Iowa Department of Transportation.



Foreword

“Farewell, I-35 and 80, 70, this time we aren’t going to use you, we said. And we mostly stuck to our word, resisting the convenience of the Interstate system which expedite travel time. Instead we studied maps for state or county roads that linked the small towns. The routes were sometimes winding and sometimes slow but they put us smack dab in the countryside and this suited us perfectly this time. We especially enjoyed the designated scenic byways. Iowa’s Highway 44 is named the Western Skies Scenic Byway. It’s a name to thrill to. The name is evocative of the big skies we came for and the long horizons that are a nightly show as the sunset spreads its flame for all to see.”

Ro Giencke
Home Is the Country of the Heart
www.rogiencke.com



Acknowledgements

Through the Iowa Byways Sustainability Project, the Western Skies Scenic Byway has participated in several exciting programs, including stakeholder development and training, new signage, GIS mapping of byway resources, development of a professional photo library and creation of an Interpretive Master Plan for the Byway. Golden Hills RC&D was also awarded a grant in 2009 through the Federal Highway Administration's America's Byways program to create and implement a *Corridor Management Plan* for the Western Skies Scenic Byway.

This first version of the Western Skies Scenic Byway *Corridor Management Plan* has been a long term project to which multiple Byway Coordinators have contributed. While this has been a living document throughout the years, now that it has been completed we anticipate that there will still be updates made to this version as the Corridor's needs change. There can be no greater evidence of the usefulness of the Western Skies Scenic Byway *Corridor Management Plan* than the work that has already been accomplished.



Photo Credit: Katy Anderson

The leadership and participation of residents and public officials in western Iowa has always driven activities related to the Western Skies Scenic Byway. Preparation of the *Corridor Management Plan* has been no different. Members of the Western Skies Scenic Byway Council and various project committees have spent hundreds of hours working with staff and advisors to complete the *Plan*. Past and present contributors from the Western Skies Scenic Byway Council, Management Team, CMP Planning Committee and stakeholder organizations include:

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Kristine Jorgenson
Shirley Phillips
Alex Kruger
Laurie Gilbert
Julie Bailey

Professionals with expertise in a wide range of disciplines provided the support and assistance required to prepare the *Corridor Management Plan*.

Financial support necessary to prepare the *Corridor Management Plan* was provided by the Federal Highway Administration (FHWA), Iowa Department of Transportation (DOT), Iowa Department of Natural Resources (DNR), USDA Natural Resources Conservation Service (NRCS), and the four counties through which the Western Skies Scenic Byway travels. Special mention should be made of the assistance provided by Troy Seifert and Mary Stahlhut with Iowa DOT.

Golden Hills RC&D Staff has provided the preparation and compilation of this *Corridor Management Plan*. Current staff members include:

Michelle Wodtke Franks, Executive Director
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Cara Morgan, Project Coordinator
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Past Byway Coordinators who contributed to the document include: Liz Berkel-Leddy, Emily Haase, Katy Anderson and Brenda Windmuller.

The Board of Directors of Golden Hills RC&D provided essential oversight and support during preparation of the *Corridor Management Plan*. Current Board Members are:

Barry Deuel, Shelby County
Carol Vinton, Mills County
Sheryl Sanders, Fremont County
Lynn Grobe, East Pottawattamie County
Diane Forristall, West Pottawattamie County
Walter Utman, Harrison County
Jon Herzberg, Page County
Steve Baier, Cass County
Mark Peterson, Montgomery County



Executive Summary

The Western Skies Scenic Byway was dedicated in 1998, among the first of Iowa's state designated scenic byways. It shares parts of its route with the Loess Hills National Scenic Byway, Lincoln Highway Heritage Byway, and newly added White Pole Road Scenic Byway. With the additional latest designations of Covered Bridges Scenic Byway and the Jefferson Highway Heritage Byway, Iowa now boasts 12 Scenic Byways (Loess Hills and Great River Road also have National Scenic Byway Designations) and 2 Heritage Byways. Western Skies Scenic Byway is a 142-mile route within Harrison, Shelby, Audubon and Guthrie Counties and travels through 14 rural Iowa communities. In the west, it joins Interstate 29, while in the east it begins at I-80, making it easily accessible from either direction. Since the byway parallels I-80, it provides an off-the-beaten-path option for travelers to venture off on a journey through Iowa's scenic landscapes of rolling hills, working farmsteads and tranquil small town living.

Beginning in 1998, the Western Skies Scenic Byway route was marked with the Iowa Scenic Byway road signs and was featured on Iowa DOT maps. Between then and 2008, tourists were able to contact the Danish Windmill Museum and the Harrison County Historical Village and Welcome Center for additional information about the Byway.

In 2008, as part of the Iowa Byway's Sustainability Project, a Project Manager was hired to assist with grassroots development of a byway organization. The Project Manager is housed in the Golden Hills Resource Conservation & Development office in Oakland, Iowa. The first series of stakeholder meetings were held in the fall of 2008.

Preparing this *Corridor Management Plan* has been an essential part of that sustainability process. Development of the *Plan* included special studies and public input sessions about enhancing and preserving the region's resources, developing tourism, providing adequate amenities, and economic development. These are the foundation for development of the *Corridor Management Plan*. This *Plan* identifies the need for, and means of, undertaking actions to enhance and preserve the unique intrinsic qualities that make the Western Skies Scenic Byway an attraction for visitors from all over the world. This Western Skies Scenic Byway *Corridor Management Plan* provides the Byway Council and Stakeholders with guidance for the development, management and promotion of the byway.

The Corridor Management Plan consists of the following six sections:

- Introducing the Plan
- Understanding the Resources
- Understanding Tourism
- Marketing & Branding
- Corridor Development Actions
- References

The first section, "Introducing the Plan", discusses the processes used for planning and developing the Western Skies Scenic Byway. It also discusses the role of byway stakeholders in implementing the *Corridor Management Plan*.

The second section, "Understanding the Resources", identifies and explains the intrinsic qualities of the Western Skies Scenic Byway.

The third section, "Understanding Tourism", examines the economic impact and market potential of tourism along the Western Skies Scenic Byway Corridor.

"Marketing and Branding", the fourth section, overviews the Iowa Byways™ Brand Use and Licensing Agreement as well as recommended color and font schemes for use in other promotion and interpretation.

The Plan's fifth section, "Corridor Development Actions", contains a series of recommended actions for the management and protection of the Western Skies Scenic Byway Corridor's intrinsic qualities. A matrix presented in this section suggests the "Leaders" and "Participants" responsible for completing these actions along with levels of priority. Leaders and Participants are the stakeholders of the Western Skies Scenic Byway.

The final section, "References", lists the references used in developing the *Plan*.

Introducing the Plan

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SCENIC BYWAYS

Scenic Byways are special roads that often take travelers “off the beaten path” and provide access to sights and experiences they might otherwise miss. Scenic byways offer travelers an alternative route to beautiful scenery, cultural and historical resources, and recreational activities. They may be spectacular destinations or local routes long admired by a community (Scenic America 1, 1995).

Scenic byways also:

- Promote interest in the cultural resources and natural beauty of an area;
- Interpret the special qualities of an area that increase appreciation for, and commitment to, their protection;
- Attract visitors who bring additional income and economic activity to the area;
- Provide an opportunity for growth management by encouraging appropriate development;
- Provide travelers with an enjoyable and relaxing experience;
- Guide visitors to sites not on principal highways offering a means to draw tourists to all areas of a region;
- Contribute to regional greenways, heritage areas, and trail development efforts;
- Preserve important community-valued characteristics; and
- Create ties within and between communities due to sharing a common vision (Scenic America 1, 1995).

Scenic byways pass through corridors that reflect the special qualities of a region. These corridors consist of the area and features influenced by, and that have an impact on, the scenic byway. Scenic byway corridors include the roadway itself, right-of-way, areas visible from the roadway and communities and attractions in the immediate vicinity of the roadway. Corridors also include roads, communities, attractions and landscapes that, although not directly associated with the roadway, are integral to the scenic byway.

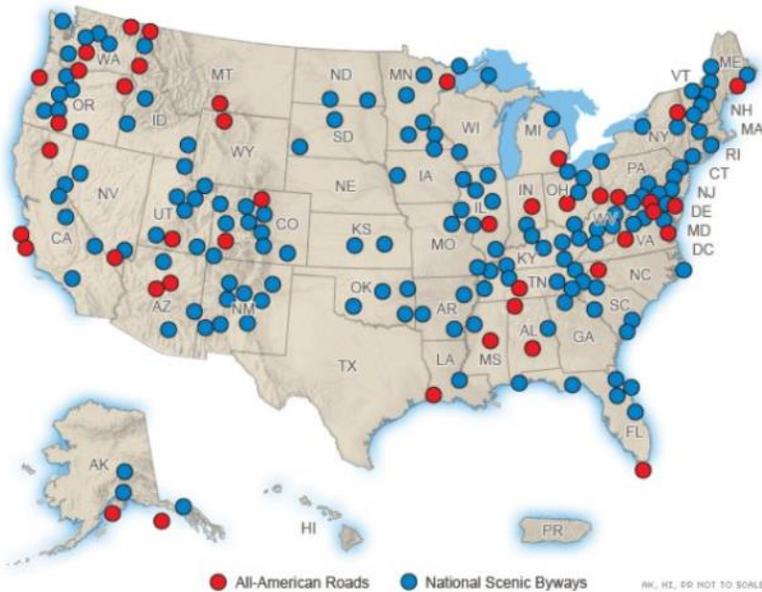
A scenic byway is evaluated on its Intrinsic Qualities. The traditional six intrinsic qualities are: Natural Quality, Archeological Quality, Scenic Quality, Historic Quality, Cultural Quality, Recreational Quality; and the recently recognized seventh intrinsic quality, Human Quality.

The first coordinated national scenic roads effort did not begin to evolve until the 1960s. President Kennedy established the Recreation Advisory Council in 1962, which recommended the development of a National program of scenic roads and parkways in 1964. President Johnson called for a White House Conference on Natural Beauty in 1965, one of its most important panel discussions being on scenic roads. The same year, the US Congress enacted the Highway Beautification Act of 1965. While this provided for scenic preservation programs, any further action was delayed until the Federal-Aid Highway Act of 1973. In July of 1988, the Federal Highway Administration cosponsored a conference called “Scenic Byways ‘88: A National Conference to Map the Future of America’s Scenic Roads and Highways”. The National Scenic Byways Program was later established as a part of the US Department of Transportation, FHWA. The US Secretary of Transportation recognized 150 National Scenic Byways or All-American Roads in 46 states from the creation of the program in 1991 to its closure in 2013. Unfortunately, due to a 2012 transportation bill that failed to provide funding for the program, it is essentially discontinued and the FHWA is not accepting applications for designation as America’s Byways® (fhwa.dot.gov).



A M E R I C A ' S B Y W A Y S

THE IOWA BYWAYS™ PROGRAM



The Iowa Byways program was established as a part of the Iowa Department of Transportation in 1998 through Iowa Code Chapter 306D to identify, protect and enhance roadways in Iowa which exemplify the state's scenic, natural, cultural and historic resources. There was early recognition of both preserving Iowa's inherent resources and providing economic benefits to Iowa communities by drawing travelers to visit byways featuring some of Iowa's remarkable resources. These resources are the same intrinsic qualities that are used to evaluate byways at the national level.

The state offers numerous regions through which people can drive for the pleasure of viewing unusually scenic and interesting landscapes; however, routes to and through these areas had not been adequately identified for Iowans and out of state visitors prior to establishment of the Iowa Byways Program. Among those things that attract motorists to the state's landscape are agricultural lands, forests, river basins, distinctive landforms, interesting architecture, metropolitan areas, small rural towns, and historic sites. The landscape qualities of unusually scenic routes throughout the state have not been protected from visual and resource deterioration particularly along routes which pass near the state's nationally significant areas such as the bluffs of the Mississippi and Missouri rivers, the Amana Colonies, the Herbert Hoover national historic site, federal reservoirs, communities surrounding the state's natural lakes, the Des Moines River Greenbelt, the Great River Road, and many others. A principal goal of economic development in this state is to increase the influence which travel and tourism have on the state's economic expansion.

Including state recognized routes, there are over 850 scenic roads in all 50 states. Each has their own process for state byway designation, but they are all evaluated on the same Intrinsic Qualities. Unfortunately, many of these programs were also cut when the federal program lost funding and each state's program operates at varying levels of support (scenicbyways.info).



While designation as an Iowa Byway does not guarantee any type of funding, the Iowa DOT has been very supportive of the Iowa Byway program and the more established byways are currently in Phase IV of the Iowa Byways Sustainability Program.

Through years of collaboration, Iowa has worked diligently to offer memorable traveler experiences. Hosted through Travellowa.com, events and attractions along the byway are automatically linked to each byway's landing page. lowabyways.org provides the tools needed to research and plan a trip to remember. lowabyways.org is a collaborative effort between the Iowa Tourism Office and Iowa Byways.

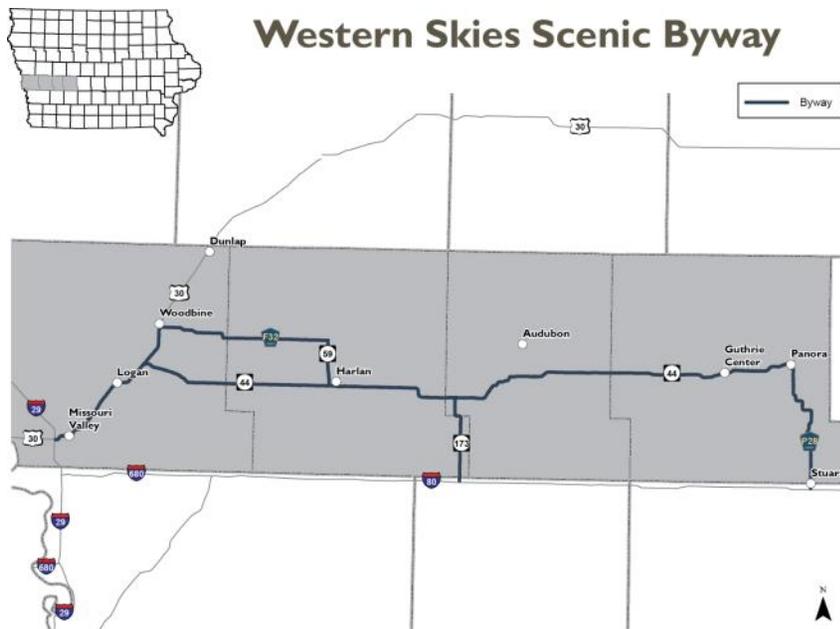
Designated Iowa Byways® share the unique Iowa Byways brand. The individual logos were collaboratively created at the same time to extend the brand with graphic images representing each byway's most notable characteristics. Iowa DOT continues to support the overall brand and market presence of the designated byways through:

- Logo registration with the Iowa Secretary of State Brand guidelines and management of approved uses
- Iowa Byways Official Travel Guide
- www.traveliowa.com/ScenicByways (www.iowabyways.org)
- Graphic representation on the Iowa Transportation Map
- Cooperation with the Iowa Tourism Office
- Coordination of the Travel Iowa Guide Iowa Byways pages
- Byways collection graphics and design assistance for promoting all Iowa Byways

Iowa's two national byways and twelve state byways are comprised of two Heritage Byways and twelve Scenic Byways. They offer unique varieties of scenic features, and more for travelers to see and do. These byways include:

- Loess Hills National Scenic Byway
- Great River Road National Scenic Byway
- Lincoln Highway Heritage Byway
- Covered Bridges Scenic Byway*
- Delaware Crossing Scenic Byway
- Driftless Area Scenic Byway
- Glacial Trail Scenic Byway
- Grant Wood Scenic Byway
- Historic Hills Scenic Byway
- Iowa Valley Scenic Byway
- Jefferson Highway Heritage Byway*
- River Bluffs Scenic Byway
- Western Skies Scenic Byway
- White Pole Road Scenic Byway*

*Under development and designated in 2016



BYWAY CORRIDOR

“In west-central Iowa, the Western Skies Scenic Byway travels 142 miles from Stuart to Missouri Valley. The route showcases Iowa’s cultural and agricultural heritage. The byway swells and dips, passing western Iowa farmsteads and bisecting rural towns settled by immigrants. True to the byway’s name, the sky is as much of a feature as the land, with passing clouds and glowing sunsets adding to the view.

The byway spans Guthrie, Audubon, Shelby, and Harrison counties. In the east, it begins at I-80, while in the west it joins Interstate 29, making it easily accessible. The byway parallels I-80, making it an off-the-beaten-path option for travelers.

The byway includes a spur to the Danish settlements of Kimballton and Elk Horn. On the western end, the route splits, offering travelers the choice of continuing straight or taking a northern loop that passes through Westphalia and Woodbine.”

Western Skies Scenic Byway Interpretive Master Plan, 2014



Photo Credit: Ken West

The phrase “Byway Corridor” loosely describes the adjacent area extending along the roadway. For Western Skies Scenic Byway, the corridor has been established as the four counties that are home to the byway. In some cases, the corridor may be expanded to include local points of interest that are not directly on the byway but contribute to its intrinsic values. Beyond the byway, travelers can adventure in parks, along trails, in the forest, amongst the prairie and experience on-farm visits. Many museums are sprinkled throughout the four-county corridor as well as breath-taking views and unique encounters, including a 45-ton bull named Albert. The Western Skies Scenic Byway corridor is comprised of Harrison, Shelby, Audubon, and Guthrie counties in Iowa.

Scenic Byway Development

The Iowa’s Byways program was officially adopted by the Iowa DOT in 1998, and that same year Western Skies Scenic Byway was among the first state-designated scenic byways in Iowa. In 2008, Golden Hills RC&D, based in Oakland, Iowa, held stakeholder meetings and added a Byway Coordinator position for Western Skies. Golden Hills also coordinates the Loess Hills National Scenic Byway and Glacial Trail Scenic Byway.

Public Participation

The selection, signing and promotion of routes that make up the scenic byway was accomplished through the active participation of local residents, elected officials and representatives of public agencies. Development of the byway required mapping activities and in-depth analysis of attributes of the corridor, including:

- Public preference for scenic views;
- Location and availability of attractions;
- Visitor facilities; and
- Roadway characteristics.

Scenic Views

Along Western Skies Scenic Byway, the rolling hills, curving highways, breathtaking landscapes, picturesque sunsets and pristine heritage farms define the byway. The area consists of ancient glacial till eroded to form its rolling landscape, located in the Southern Iowa Drift Plain.

Attractions

The proud cultural heritage along the Western Skies Scenic Byway corridor has resulted in many attractions that were contributing factors to the selection of the route. Museums, historic sites, celebrations, public art displays, galleries, and centers of worship were inventoried to help determine the final byway route.

Visitor Facilities

Visitor services such as lodging, restaurants, public restrooms, fuel stations and convenience stores were also identified and played a role in the route selection. If we are to encourage travelers to leave the “comfort” of the Interstate and take the road less traveled, we must be sure that they have the necessary accommodations to have a safe and enjoyable trip.

Roadway Characteristics

The Western Skies Scenic Byway provides an attractive alternative to traveling Interstate 80 through West Central Iowa, with most of the byway on State Highway 44. The byway covers Harrison, Shelby, Audubon and Guthrie Counties. You can conveniently access the byway from Interstate 29 at Missouri Valley or Interstate 80 at the spur through Elk Horn or the eastern end at Stuart. According to the DOT’s Annual Average Daily Traffic (AADT), most of the traffic counts on the byway route are moderately low (701 to 1,500). There are roughly 12 miles of county roads with counts below 700 and approximately 38 combined miles of US 30, Iowa 44, and US 59 with counts more than 3,000. The low AADT has made the byway a popular route for bicyclists, and the agricultural traffic on the roads make it important to slow down on these rural roads.

ROUTE DESCRIPTION

Western Skies Scenic Byway parallels I-80, offering travelers several easy opportunities to venture off the beaten path. If coming from the Des Moines area, travelers may start their byway journey north of Exit 93 on Interstate 80 at the town of Stuart, home to the Saints Center for Culture and the Arts. In the 1930's, the town's First National Bank was robbed by the infamous duo Bonnie and Clyde, and the famed author Jack Kerouac stopped through on his cross-country travels in 1947.

Follow County Road P28 north along the Raccoon River Valley to the town of Panora. There you will find Guthrie County Historical Village situated along the south end of town. The museum includes multiple buildings and displays covering over four acres, recounting history dating back to the 1850s. Lake Panorama offers a world-class golf course and spectacular views along with abundant outdoor recreation opportunities. The Raccoon River Valley Trail also comes through Panora and provides outdoor entertainment for nature and cycling enthusiasts of all ages. Be sure to stop in downtown Panora to check out the multiple art galleries, boutique shops, and restaurants.

At Panora, a turn west on Highway 44 will follow the byway along the rolling ridge top and cross the M&M (Missouri & Mississippi) Divide. Barn quilts adorn the countryside sprucing up barns both old and new. Be sure to stop and shop in Guthrie Center with their strong Main Street Guthrie Center organization promoting the downtown and helping to oversee many façade updates. At the corner of 3rd & State, the "Listen to the Wind" sculpture was installed in September of 2017, one of 15 "Art on the Byway" projects statewide. On the west edge of Guthrie Center is the Guthrie County Freedom Rock. When you get to Hamlin, be sure to stop at Darrell's Place for the "Best Tenderloin in Iowa". The byway intersects the T-Bone Trail there, which is a 21 mile converted railroad right of way that goes from Audubon to just north of Atlantic. If you make it to the northern trailhead in Audubon, Albert the Bull, a 45-ton Hereford statue will be waiting to greet you.



Photo Credit: Ken West



Photo Credit: Ken West



Photo Credit: Ken West



Photo Credit: Rebecca Castle

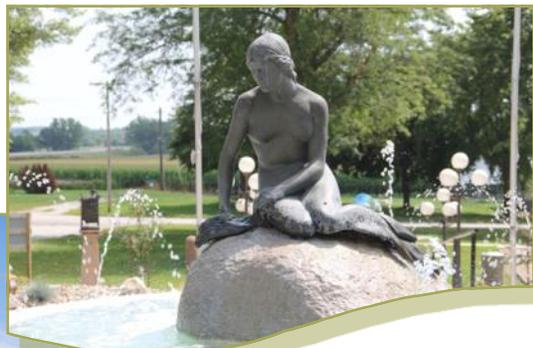


Photo Credit: Ken West



Photo Credit: woodbineia.org



Photo Credit: Ken West



Photo Credit: Ken West

Once in Kimballton, travelers find themselves in the heart of Danish country. Kimballton features a bronze reproduction of the Little Mermaid sculpture found at Copenhagen Harbor, Denmark. The mermaid and her fountain are surrounded by additional sculptures portraying the stories of Danish author Hans Christian

Andersen. Top off this stop with a snapshot of the Audubon County Freedom Rock located in the same park.

If you take the byway spur just a few miles south on Iowa 173, you will be at the next Danish Village, Elk Horn. At the Iowa Welcome Center downtown you will find a working windmill was shipped over from Denmark and skillfully reconstructed in Elk Horn. Finding inspiration in their Danish brethren, the community of Elk Horn is a leader in the use of sustainable sources of energy. If traveling through in an electric car, you're in luck as Elk Horn is home to the first electric car charging station to be installed between Chicago and Denver. At the Museum of Danish America you will find a green roof, Jens Jensen Prairie Landscape Park, and walking trails featuring nine pieces of Danish-designed outdoor fitness equipment. To draw people off of the interstate, the spur continues south of Elk Horn to I-80.

Back on the main byway, west of Kimballton, travelers pass through the town of Jacksonville and come to Harlan where the Byway forms a loop. Harlan is home to two inviting parks just blocks from one another, as well as the Shelby County Historical Museum and the infamous two-headed calf.

The southern portion of the loop leads to Portsmouth and connects directly to Highway 30 north of Logan. The northern portion of the loop travels through the old German Colonies of Westphalia and Panama. Showcasing their German roots, these communities feature architecturally stunning churches, built with great care and craftsmanship.

Beyond Panama the Byway curves around Woodbine. Boasting an eclectic feel with its outdoor sculpture exhibits, restored downtown buildings, unique retail shops, and longest intact original brick portions of the Lincoln Highway, you'll want to visit here for more than just Applefest!

Winding through Logan, a few more miles south is the Harrison County Historical Museum and Welcome Center at the confluence of Western Skies Scenic Byway, Lincoln Highway Heritage Byway, and Loess Hills National Scenic Byway. Straight out of the 1800s, the complex is home to an original log cabin, general store and school. You'll reach the western edge of the byway in Missouri Valley, where Wisecup's Farm Museum and Watson Station & Steamtrain await your visit.

STAKEHOLDERS AND PUBLIC PARTICIPATION

The authors of this *Corridor Management Plan* view that virtually anyone with an interest in the future of the Western Skies Scenic Byway will have a stake—vested interest—at one level or another in this *Plan*. For the general purpose of distinguishing levels of interest, three broad categories of stakeholders are suggested:

- Primary Stakeholders
- Supporting Stakeholders
- Constituent Stakeholders

Primary Stakeholders

The Primary Stakeholders of the *Corridor Management Plan* will be those organizations which are, or would be, directly responsible for protecting, enhancing developing, and promoting the resources of the Western Skies Scenic Byway Corridor. These Primary Stakeholders are ultimately responsible for implementing the strategies, recommendations and tools set forth in this *Corridor Management Plan*. Primary Stakeholders include officials and staff of the following:

- Local governments, public agencies, boards and commissions of the seven counties and 18 cities and towns through which the Western Skies Scenic Byway passes;
- Western Iowa Tourism Region;
- Golden Hills RC&D;
- Iowa Department of Transportation;
- Iowa Economic Development Authority;
- Iowa Department of Natural Resources; and
- Iowa Department of Cultural Affairs

Supporting Stakeholders

Western Skies Scenic Byway Supporting Stakeholders are entities with activities and programs that can directly and indirectly support the actions of the Primary Stakeholders defined above. Important Supporting Stakeholders at the local, regional, state and national levels include but are not limited to:

Local Level

- Chambers of commerce
- Economic development organizations
- Historical societies and preservation commissions
- Community groups and civic organizations

Regional Level

- Regional Transportation Planning Affiliation 18
- Regional Transportation Planning Affiliation 13
- Regional Transportation Planning Affiliation 4
- Soil and Water Conservation Districts

State Level

- State Historical Society of Iowa
- Iowa Chapter of the Nature Conservancy
- Iowa Prairie Network
- Iowa Natural Heritage Foundation

National

- Federal Highway Administration
- *Natural Resources Conservation Service*
- National Park Service
- Environmental Protection Agency
- U.S. Fish and Wildlife Service
- U.S. Forest Service

Constituent Stakeholders

In addition to the Primary and Supporting stakeholders, there are those people, Constituent Stakeholders, who support the efforts of the Primary and Supporting Stakeholders by participating in volunteer activities, land management programs, marketing and business planning and other activities that focus on and support the preservation, conservation and promotion of the Western Skies Scenic Byway Corridor. The Scenic Byway's Constituent Stakeholders are:

- Land owners and managers
- Business owners and operators
- Interested individuals

Public involvement was encouraged at every phase of the Scenic Byway's development and continues through its implementation and operation stages. Local leaders in economic development, tourism, and business together with county supervisors, engineers and conservation board directors served on county and multi-county Scenic Byway committees. These committees were charged with researching, identifying, evaluating and selecting routes for the Western Skies Scenic Byway. Committee members were assisted by professionals with the Iowa DOT, Iowa Economic Development Authority (IEDA), Iowa Department of Natural Resources (DNR), Iowa State University Extension (ISU) and the Natural Resource Conservation Service (NRCS).

Through a series of input sessions led by former byway coordinator Katy Anderson, stakeholders along the byway provided feedback regarding what makes Western Skies Scenic Byway a unique and attractive experience for travelers. Emerging from these sessions were recurring overarching themes such as:

- Returning downtown look and feel to days of old
- Clean and kept look and feel – complimented by conservation practices
- Agricultural heritage and history
- Scenic, tranquil, and beautiful views and feelings
- Cultural influences including Danish and German
- Love of the outdoors and all it has to offer
- Pioneering and entrepreneurial spirit

In a similar fashion to the collection of themes gathered, stakeholders were asked to envision the byway in an ideal state 10 years from now. Additionally, the group came up with headlines they might like to see in newspapers as the byway project moves forward through the years. Themes that emerged from these conversations included:

- More small businesses and entrepreneurial opportunities
- Comprehensive inventories of offerings
- More arts along the byway in various forms
- A broader spectrum of eating establishments
- Trail development and expansion of existing trails
- Embracing technology for multiple uses
- Marketing to target markets
- Increased use of the byway
- Staying in touch with historical roots and influences

The following three “values and beliefs significance statements”, also resulting from the input sessions, helped to form the vision and mission:

In west-central Iowa, the Western Skies Scenic Byway travels 142 miles from Stuart to Missouri Valley. The route showcases Iowa's cultural and agricultural heritage. The rolling landscape defies the stereotype that Iowa is entirely flat. The roadway is located in the Southern Iowa Drift Plain, which consists of ancient glacial till eroded through the eons. This region contrasts with the flat, pothole-studded landscape just to the northeast formed by the more recent Des Moines Lobe glacial advance.

The four byway counties were homesteaded by farmers who moved from eastern states and by immigrant farmers from Germany, Denmark, and other northern European countries. Here Angus cattle breeder W.A. McHenry and hybrid corn developer Roswell Garst were pioneers in scientific farming practices that improved farm production throughout the world.

Today, prosperous farms, many of which are cultivated by the descendants of these pioneer agriculturalists, provide the landscape of the byway corridor. The roadway curves and flows with the landscape, offering pleasant views of terraced cornfields and well-kept farmsteads. Travelers seeking an alternative to the monotony of Interstate 80 will be rewarded by this choice.



VISION, MISSION, GOALS AND STRATEGIES

It is important that future planning, management, and implementation activities for the Western Skies Scenic Byway are guided and supported by the vision, mission, goals and strategies.

Vision

The byway's vision statement should provide a vivid explanation of what the Western Skies Scenic Byway wants to be or accomplish in the future. It will be referenced by future council members to guide decisions made for years to come.

Vision Statement

The vision of the Western Skies Scenic Byway is to secure sustainable growth and development of the designated route and corridor while holding firm to the history and culture that continues to be visible today. Through strategic partnerships with local, state, national, and regional organizations, the byway aims to create a unique and experiential attraction attentive to minimize environmental impact. Attention is directed towards development of the arts, small businesses, traveler amenities and cultural and natural resources along the byway with a broad marketing approach. Through a collaborative effort and regional approach, the Western Skies Scenic Byway aims to positively impact economic development in the byway region while respecting the resources located along the route.

Mission

The mission statement will provide a more specific focus on how the vision will be achieved, who it will benefit, and what the organization is doing in the present.

The mission of Western Skies Scenic Byway is to offer a memorable and cultural travel experience that stitches together tranquil small towns, farmsteads, and scenic countryside, all preserved through a pioneering spirit and stewardship of the land.

Mission Statement

Goals

In order to support the mission and pursue the vision of the Western Skies Scenic Byway, a series of short term and long term goals were set. Paying close attention to the themes and topics that emerged during the vision/mission sessions, the goals include:

Short Term Goals – (3-5 years)

- Continued efforts on the part of small towns to renovate and improve facades
- Continued efforts to present clean communities and farmsteads
- Promote outdoor recreation opportunities
- Promote natural resources including timber, woodland, prairie, and wildlife
- Encourage conservation and good agricultural practices along the byway
- Continue to be “Iowa Affable”
- Encourage small business development
- Promote agricultural heritage and history along the byway
- Support and encourage agri-tourism
- Promote Art along the byway in multiple forms
- Better promotion of lodging options
- Ramp up printed advertising and marketing
- Continue and enhance digital marketing
- Target marketing
- Wayfinding and signage to attractions and amenities

Long Term Goals – (5-10 years)

- Conduct and collect comprehensive inventories of resources and amenities along the byway
- Develop concept of byway bike trail
- Explore byway visitor centers/kiosks at each end of the byway
- Wireless connectivity available in each community
- Research and roll out a byway app to assist travelers
- Byway bus tour
- Scenic overlooks constructed along byway showcasing expansive views

Goals similar to the ones listed above will likely continue to emerge during stakeholder meetings and byway development. Thus, this list will be one which evolves as the future of the byway develops over the years. These goals are a starting point from which to grow more ideas and provide initial direction for people and organizations along the byway.

The Western Skies Scenic Byway *Corridor Management Plan* can help Primary, Supporting and Constituent Stakeholders manage, enhance, develop and protect the resources of the Byway and its Corridor. In guiding the way, the *Plan* is a:

- Reference for Scenic Byway and Corridor related data;
- Framework for short and long-term action;
- Record of accomplishments in implementing the plan; and
- Supplement to other sources of information on the Byway and Corridor.



Before & After Façade Improvements



Strategies

To accomplish the list of goals, strategic partnerships with multiple organizations will be necessary. The stakeholder group worked to prioritize the list of goals which will provide direction as to which partnerships to cultivate first. Through the byway management agreement, between Golden Hills RC&D and the Iowa DOT, Western Skies Scenic Byway is able to utilize the organizational structure and 501(c)3 status of the RC&D to pursue grants. The RC&D also provides program direction and management.

In addition to focusing on funding the projects listed, a concerted effort to engage city and county officials in projects, committees and the overall byway group will help pave the way to more local support of the byway and its initiatives. Annual updates will be provided to city and county governments. Personal attendance to at least one meeting annually will be the goal of the byway coordinator with support of local stakeholders.

Regular meetings of the stakeholders and the byway council will help keep progress on track. The council will meet quarterly and stakeholders will meet annually. Additional committee meetings may be needed when events and projects are underway.

Through Western Skies Scenic Byway's partnership with Golden Hills RC&D, finances are tracked by the fiscal manager at Golden Hills and non-profit status is utilized to pursue grants and funding. Additionally, a part time Byway Coordinator is staffed by Golden Hills RC&D through a sustainability agreement with Iowa DOT. This cohesive leadership is critical to the forward momentum of the byway and initiatives outlined in this document. Volunteers will continue to be a driving force for the accomplishment of events and activities along the byway.

Proposed marketing strategies suggest that the byway organization form or strengthen relationships with partners such as County Boards of Supervisors, County Conservation Boards, Western Iowa Tourism Region, county tourism and economic development groups, the Byways of Iowa Coalition and the Byways of Iowa Foundation. It encourages the Byway organization to capitalize on existing partnerships and promotion resources and to continue hosting public events to increase awareness of the many opportunities along the Western Skies Scenic Byway. With implementation of the proposed *Corridor Management Plan*. While some of the recommendations in this plan are already underway, others will require a larger effort from the byway council and its stakeholders.



Photo Credit: Ken West

THE CORRIDOR MANAGEMENT PLAN DOCUMENT

A corridor management plan is a locally developed and supported strategy to balance the conservation of a scenic byway corridor's special qualities with the use and enjoyment of those same resources. It allows communities to consider all options about how they want to use a byway corridor, including conservation, enhancement, economic development, and tourism (Scenic America 1, 1995).

According to the Federal Highway Administration's National Scenic Byways Program:

A corridor management plan, developed with community involvement, must be prepared for the scenic byway corridor proposed for national designation. It should provide for the conservation and enhancement of the byway's intrinsic qualities as well as the promotion of tourism and economic development. The plan should provide an effective management strategy to balance these concerns while providing for the users' enjoyment of the byway (U.S. Government Federal Register 26759, 1995).

Corridor management plans help direct the activities along a scenic byway in order to protect, enhance and develop the resources of the byway and its corridor. Community groups, agencies and others responsible for the byway can use the corridor management plan to coordinate their actions and increase the efficiency of resources expended to manage the byway and corridor. Active public involvement in the management decision-making process increases community pride in, appreciation for, and support of the qualities and features of the scenic byway and its corridor.

The Western Skies Scenic Byway *Corridor Management Plan* meets the objectives listed above including those of the Federal Highway Administration. The *Corridor Management Plan* for the Western Skies Scenic Byway is a collection of strategies, recommendations and tools developed primarily by the Byway's principal stakeholders for their use in protecting, enhancing, developing and promoting the resources of the Scenic Byway and its Corridor.

More specifically, the Western Skies Scenic Byway *Corridor Management Plan*:

- Provides an assessment of the Scenic Byway Corridor's most significant resources;
- Identifies the need for additional public amenities as well as improvements to existing facilities,
- Develops standards and recommendations for signs, interpretive sites and bicycle routes associated with the Scenic Byway;
- Presents model land use tools for the Scenic Byway Corridor; and
- Recommends actions to develop the tourism potential of the Scenic Byway.

Similar to establishing the Western Skies Scenic Byway itself, the *Corridor Management Plan* was developed with the participation and support of local communities, organizations and agencies directly responsible for managing the resources of the Scenic Byway and its Corridor. Many representatives of these entities were listed in the stakeholder section or comprise the Western Skies Scenic Byway Council. Team members worked with hundreds of residents and visitors to complete the *Plan*. Professionals with numerous public agencies and private organizations assisted the Scenic Byway Management Team in preparing the *Corridor Management Plan*.

Implementation of the Western Skies Scenic Byway Corridor Management Plan will be an evolving and continuous process. As such, the Plan is a flexible and adaptive document that responds to and reflects changes in the Scenic Byway Corridor.

Understanding the Resources

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INTRINSIC QUALITIES AND SCENIC BYWAYS

Scenic byways are roadways that travel through corridors possessing significant tangible and intangible resources (natural and human-made resources or features). These special resources are a scenic byway corridor's "intrinsic qualities." They are the most important features that distinguish the character of the scenic byway corridor. More specifically, intrinsic qualities are defined as being (US Government Federal Register 26759, 1995):

- Natural
- Scenic
- Historic
- Archeological
- Cultural
- Recreational

They are features of any area that are considered:

- Representative
- Unique
- Irreplaceable
- Distinctly characteristic

Intrinsic qualities are the key to a scenic byway's creation and management. The selection of roadways as part of a scenic byway depends on the presence of one or more intrinsic qualities. The Federal Highway Administration's National Scenic Byways Program has guidelines for designation of roadways to become scenic byways in areas that possess certain intrinsic qualities. To qualify as a National Scenic Byway a roadway corridor must possess at least one of the six intrinsic qualities. Management of a scenic byway corridor strives to balance the use and conservation of its intrinsic qualities. A corridor management plan presents strategies and identifies mechanisms that communities, public agencies and private organizations can use to develop, enhance and protect a scenic byway corridor's intrinsic qualities.

In addition to the six intrinsic qualities listed above, experts have recently begun acknowledging the presence of a seventh intrinsic quality, the human quality, because of the important role that people play in protecting, managing and promoting the resources of the byways. The discussion of each of the intrinsic qualities includes a brief statement of "What needs to be done?" to accomplish their improved management and protection. Actions recommended to enhance and protect each of the intrinsic qualities are presented in the "Corridor Development Actions" section of the Corridor Management Plan.



UNDERSTANDING THE NATURAL QUALITY

Definition of Natural Quality

Natural quality applies to those intrinsic natural features in the corridor's landscape that exist in a relatively undisturbed state. These features predate the arrival of human populations and may include geological formations, fossils, landform, water, vegetation and wildlife. There may be evidence of human activity, but the natural features reveal minimal disturbances (U.S. Government Federal Register 26761, 1995).

The Western Skies Scenic Byway features national, state, county and private/public parks and recreation areas for travelers to enjoy. These great natural resources include a National Natural Landmark, National Wildlife Refuge, State Parks, State Forests, State Preserves, Wildlife Management Areas, County Parks, Land trusts, and Recreational Trails.

What needs to be done?

Increased public awareness will help accomplish this protection of the Scenic Byway Corridor's natural quality. Specific actions included in the section, "Corridor Development Actions" of the *Corridor Management Plan*, will address the need to:

- Improve the public's enjoyment and understanding of resources that contribute to the unique natural quality of the Western Skies Scenic Byway Corridor; and

Tables and Maps

- *Scenic & Natural Resources Map*
- *Rare Flora and Fauna Table*
- *Landform Regions Map*
- *Natural Areas Maps*

Representative Natural Resources

National Natural Landmark: The western edge of the Western Skies Scenic Byway Corridor features an especially unique landform, the Loess Hills. The National Park Service has designated more than 10,000 acres of the Loess Hills as a National Natural Landmark. 2,980 acres of this designation lies in the Little Sioux/Smith Lake site in Harrison County.

National Wildlife Refuge: DeSoto National Wildlife Refuge, one of the US Fish and Wildlife Service's most outstanding facilities, is located on the western edge of Harrison County just outside of Missouri Valley. The 9,800 acre refuge is a major resting area in the nation's central flyway for hundreds of thousands of migratory waterfowl. The refuge protects significant Missouri River floodplain resources and provides a variety of recreational opportunities associated with the river. A visitor center and museum at the Refuge interprets important natural, cultural and historic resources of the region. The Steamboat Bertrand Exhibit showcases more than 500,000 artifacts excavated from the Bertrand, which sank in the Missouri River in 1965.

State Forest: The Pisgah and Mondamin Units of the Loess Hills State Forest make up about 3,600 acres in Harrison County. The entire forest is open to hunting except within 200 yards of residences and the headquarters area. There are 38 miles of trails open to hiking, nature study, and cross country skiing. The unique geology of the Loess Hills and the rare species of flora and fauna make it a popular spot for nature lovers.

Wildlife Management Areas: Harrison County has over 3,600 acres in 15 different Wildlife Management Areas featuring grassland, wetland, marsh, timber, and bottomland forest. Because of the Missouri River, there are 5 WMA's in Harrison County that are accessible only by River, including a 20 acre island.

V&W Peterson WMA is 453 acres of upland habitat in Shelby County that features deer, pheasant, rabbit, quail, and dove.

There are 9 WMA's in Guthrie County that feature over 6,000 acres of native prairie, timber, marsh, and a lake.

County Parks: Harrison County Conservation Board manages 18 County parks and wildlife areas with over 1,800 acres. Available facilities include campgrounds, shower houses, rental cabins, boat ramps, picnic shelters, playgrounds, trails, a beach, museum and welcome center. Conservation education programs are also offered throughout the year, and the Nature Encounter Center at Willow Lake has natural history displays and live animals.

There are 10 individual parks, natural areas, and recreation areas encompassing over 700 acres in Shelby County. The County Conservation Board maintains 64 campsites and has a cooperative agreement with the Iowa DNR for a naturalist to provide the Nature Learning Program for the County and at Prairie Rose State Park.

Audubon County owns and operates the 444 acre Littlefield Recreation Area, which includes a 70 acre lake. The County Conservation Board offers year round environmental education programs, free kayaking and paddle boarding on weekends throughout the summer, three rentable shelters, two shower buildings, modern bathrooms, and nearly 100 campsites.

The Guthrie County Conservation Board currently manages over 1,100 acres in 14 individual parks, wildlife areas, historic sites, and a portion of the Raccoon River Valley Trail. Available facilities include campgrounds, canoe accesses, shelters, playgrounds, the Guthrie County Historical Village, and more.

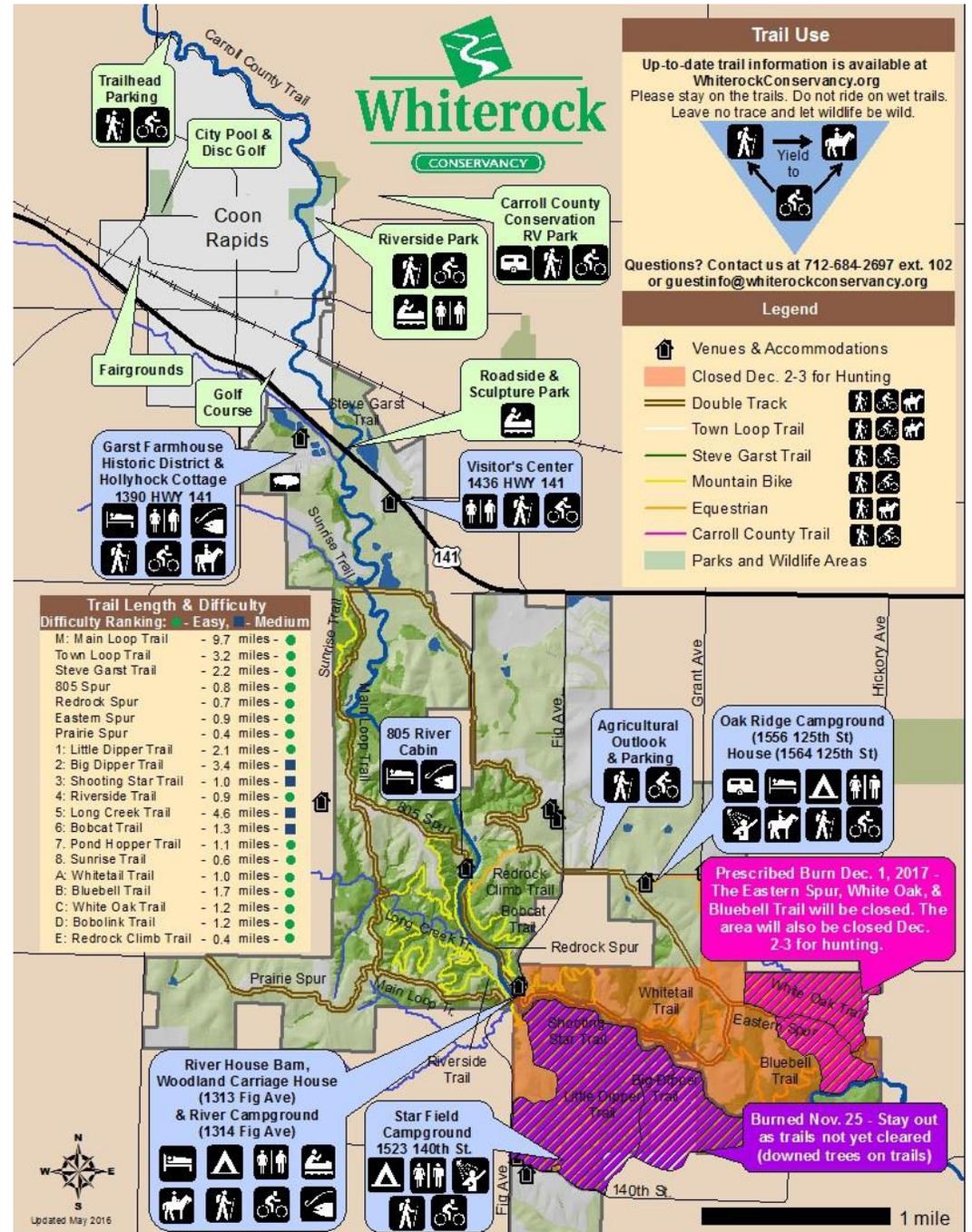
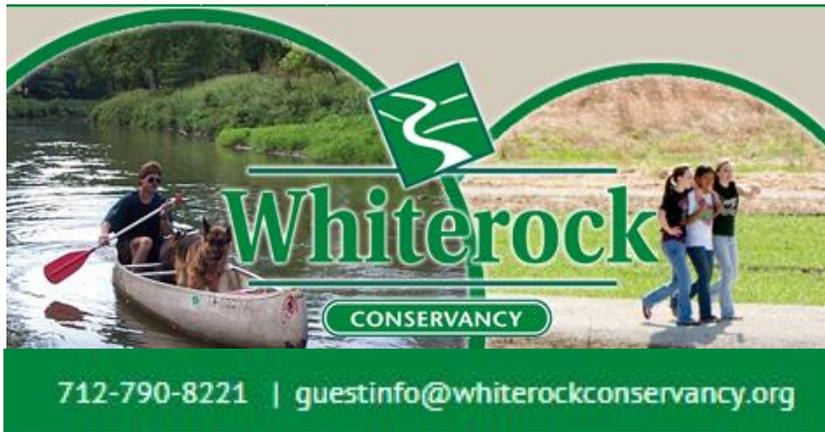
Recreational Trails: The T-Bone Trail runs through Audubon County, from the city of Audubon south 21 miles through Hamlin, Exira, and Brayton into Cass County. It is managed by the local county conservation boards. The former railroad right-of-way will eventually connect to Atlantic. The surface is mostly asphalt, with a few miles of concrete and is open to walkers, joggers, bicyclists, cross-country skiers, and rollerbladers.

The Raccoon River Valley Trail is 89 total miles of concrete or asphalt on a former railroad right-of-way. Bicyclists, joggers, walkers, skaters, campers, cross-country skiers, birdwatchers, hunters, fishermen, naturalists, and snowmobilers are welcome to use at least portions of the trail. The trail is collectively owned and managed by the Greene, Guthrie, and Dallas County Conservation Boards.



Photo Credit: raccoonrivervalleytrail.org

Land Trusts: Whiterock Conservancy is a 5,500 acre non-profit land trust that balances sustainable agriculture, natural resource protection and public recreation. The landscape is a mix of savannas, rolling pastures, native and restored prairies, wetlands, riverside bluffs, fishing ponds, crop ground, and unique historic, geologic, and archaeological sites. Whiterock features 16 miles of bike optimized single track trails, 15 miles of shared use trails, and is constructing 6 miles of equestrian trails. Canoes and kayaks are available to rent for paddling the Middle Raccoon River. Primitive or electric campsites are available as well as cottages or single rooms.



State Preserves:

Dinesen Prairie

Derald W. Dinesen Prairie is a 20-acre native tallgrass prairie remnant. It is located six miles northeast of Harlan in northeastern Shelby County. Realizing that the Iowa prairie was nearly a thing of the past, Derald Dinesen purchased the area in 1943 and it was dedicated in 1977 as a biological state preserve. He told reporters at the dedication:

I guess the reason I set aside the land was based on instinct. The instinct to leave something behind for posterity of what you believe in. I just wanted to see and have others see the beauty of the land as it existed years ago when the Indians roamed [the land].

Derald Dinesen's gravestone can be seen on the top of the hill and from this vantage point a wonderful overlook of the preserve can be seen. Two stone benches within the parking area are placed in memory of Dean L. Frederickson, a prairie advocate from the area. In 1983, the preserve came under control of the Shelby County Conservation Board.

The gently-rolling native prairie, with its loess-topped ridges typical of the western portion of the Southern Iowa Drift Plain, was formerly hayed every fall. A ridge crosses the preserve from west to east with a gradual eastward drainage toward the wide valley of the West Nishnabotna River covered with waist-high prairie grasses. Porcupine grass and prairie horsetail are seen here, along with Junegrass, sideoats grama, Indian grass, and Canada wild rye. Forbs are abundant and showy during the growing season, with at least 114 species of plants. In the spring, beautiful swells of prairie phlox, indigo bush, hoary puccoon, blue-eyed grass, lousewort, and bird's-foot violet wave across the prairie, followed by the summer flowers of Canada anemone, rattlesnake master, prairie turnip, prairie coreopsis, leadplant, New Jersey tea, compass plant, and gayfeather. Fall's flora includes several asters, blazing star, Maximillian sunflower, and stiff goldenrod.

The prairie is excellent habitat for prairie species of birds such as bobolink, dickcissel, meadowlarks, vesper sparrow, and upland sandpiper. Many small mammals inhabit this prairie. Some of the more common ones include prairie vole, meadow vole, thirteen-lined ground squirrel, white-tailed jackrabbit, and eastern cottontail.

Sheeder Prairie

Sheeder Prairie is a 25-acre tallgrass prairie in Guthrie County, located five miles west of Guthrie Center. The property was purchased in 1961 by the Iowa Conservation Commission from Oscar and Clara Sheeder, the son and daughter-in-law of the original homesteader. It was dedicated as a biological state preserve in 1968.

Sheeder Prairie lies within the Southern Iowa Drift Plain, a landform region of gently rolling terrain. Over 200 plant species can be found in this preserve, including thirty grasses. The prairie hilltops and slopes contain big and little bluestem, porcupine grass, and prairie dropseed along with leadplant, rosinweed, prairie willow, and redroot. Prairie phlox, golden alexanders, flowering spurge, rattlesnake master, purple and gray-headed coneflower are also common. The wooded ravines are dominated by box elder, wild plum, and black willow. In the spring, prairie false dandelion, bird's-foot violet, prairie violet, lousewort, and hoary puccoon are among the first plants to begin blooming. By May, ground plum, indigo bush, blue-eyed grass, prairie ragwort, tall green milkweed, prairie larkspur, and yellow stargrass join the display. Prairie loosestrife, butterfly weed, purple prairie clover, compass plant, ironweed, wild bergamot, rough blazing star, and prairie blazing star can be found in June and July. Nodding ladies' tresses, white sage, silky aster, sky-blue aster, showy goldenrod, anada goldenrod, smooth goldenrod, and downy gentian bloom during the fall months.

A total of sixty-nine species of birds can be found here, with twenty-five nesting on a regular basis. Nearly three-fourths of the nesting species are woodland species. Two grassland species, the bobolink and grasshopper sparrow, nest sporadically. Several preferring the woodland edge habitat found here include gray catbird, eastern kingbird, brown thrasher, rose-breasted grosbeak, red-headed woodpecker, downy woodpecker, blackcapped chickadee, Baltimore oriole, northern cardinal, house wren, and American goldfinch.



Photo Credit: Ken West



Photo Credit: Ken West

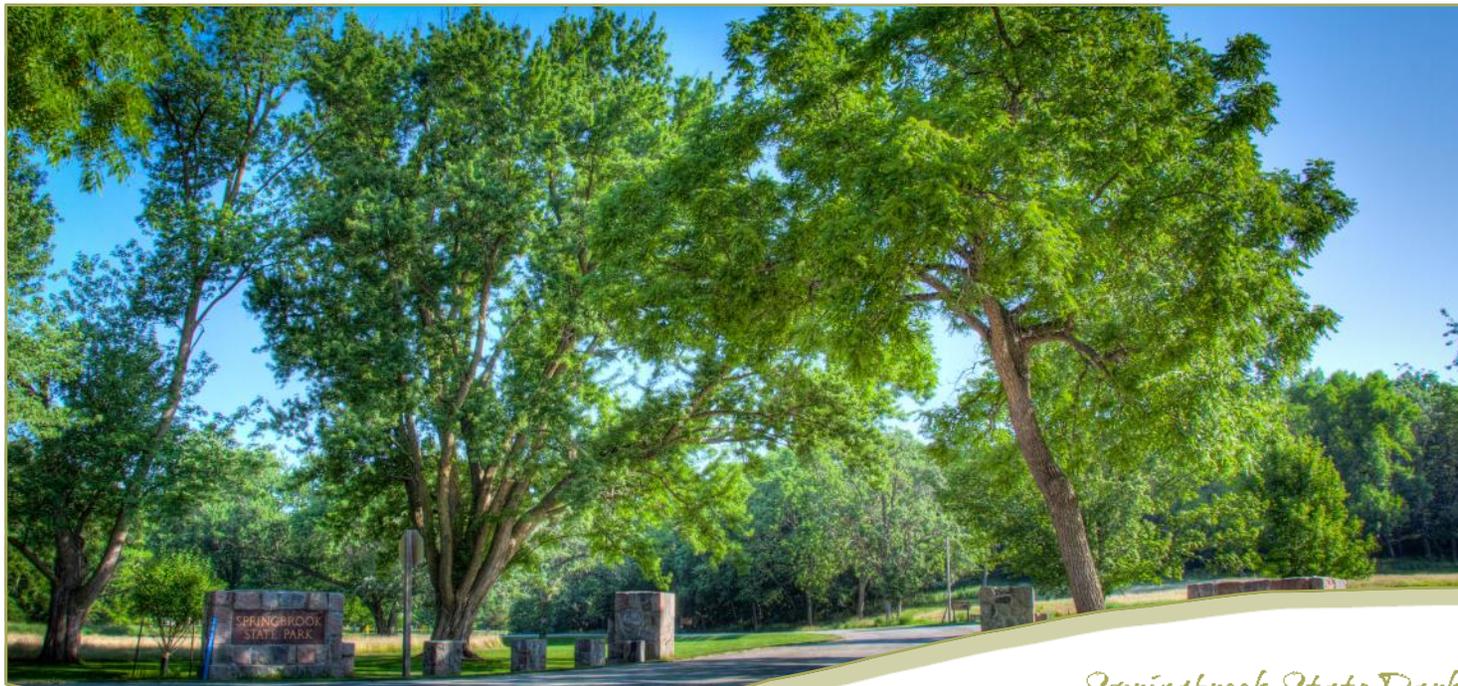


Photo Credit: Ken West

Springbrook State Park

State Parks:

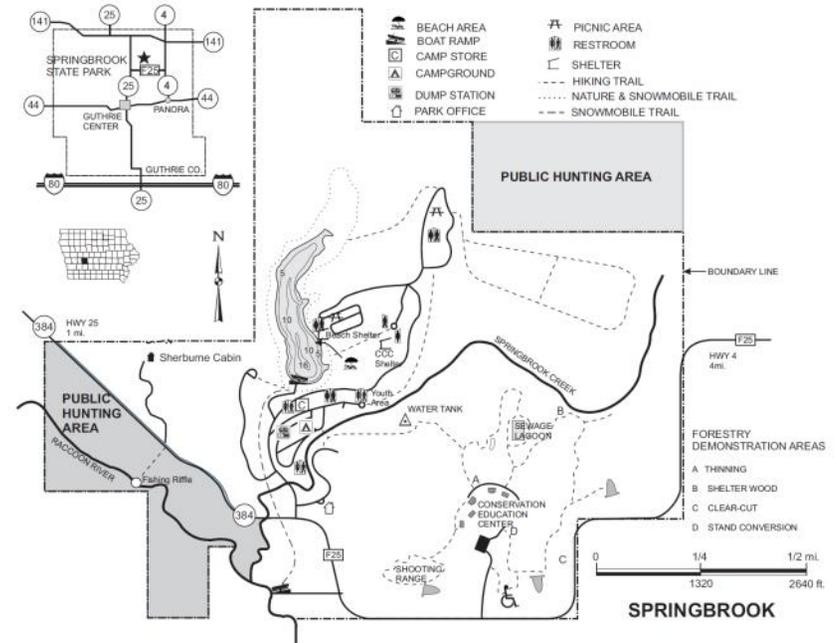
Prairie Rose State Park

As one of the most attractive outdoor recreational experiences in Western Iowa, Prairie Rose State Park offers a variety of recreation and conservation opportunities along its rolling hills and glistening lake. This 422-acre park features approximately seven miles of multi-use trails. There are a variety of things to do as you stroll along to spot wildlife, hike, bike, cross-country ski, snowmobile, or walk along the shoreline interpretive trail. The 218-acre lake offers jetties for fishing bass, channel catfish, bluegill, or crappie, with fish cleaning stations nearby. Boat Ramps are available to take a boat out on the water, with a no-wake restriction. Swimming is also an excellent way to relax and soak in the sun on the designated beach area. Picnic areas are available throughout the park along with an open shelter for reservation. Ninety-five campsites are available—electric, non-electric, and full hook-ups—well as two seasonal cabins. Prairie Rose State Park received its name from a small town called Village of Prairie Rose which was once located near the present park location. Plans for Prairie Rose were initiated in the 1930s, however, construction of the dam started in 1958 with the park dedication taking place in 1962.



Springbrook State Park

Located in Guthrie County, Springbrook State Park has something for everyone. The state acquired the park in 1926 and most of the buildings were constructed by the Civilian Conservation Corps (CCC) in the 1930s. Nearly 12 miles of multi-use trails for hiking, cross-country skiing, and snowmobiling lead through 930 acres of prairie and woodland abundant with wildlife. Almost every kind of bird that visits Iowa can be found here. Springbrook's rolling hills are home to deer, red and gray fox, coyote, raccoon, beaver, muskrat and wild turkey. Hunting is also allowed within the park in designated areas during specific hunting seasons. There is a sandy beach and boat ramp (electric motors only) on the 17 acre spring-fed lake as well as a boat ramp on the Middle Raccoon River. Largemouth bass, sunfish, catfish, bluegill, and crappie can be caught in the lake or river, and fish cleaning stations are provided nearby. For day use, there are two large open picnic shelters available for reservation. The 120-pad campground has both electric and primitive sites, a dump station, modern showers and restrooms. Available year-round, the Sherburne House is a four-bedroom, three-bathroom, two-living room facility with full kitchen that sleeps 10 to 14. Near the campground you can find the camp store, a basketball court, horseshoe pits, a sand volleyball pit, and concessions.



Scenic & Natural Resources

Western Skies Scenic Byway Interpretive Master Plan



1 Nations Bridge Park

2 Lenon Mill Park

3 Raccoon River

4 Springbrook State Park

5 Sheeder Prairie State Preserve

6 Missouri-Mississippi Divide

7 Sutcliffe Woodland

8 T-Bone Trail

9 Prairie Rose State Park

10 Dinesen Prairie State Preserve

11 DeSoto National Wildlife Refuge

Rare Flora and Fauna

Harrison County

Within Harrison County, there are currently 23 rare flora and fauna species listed under the state status. Thirteen species are special concern five are threatened, and 5 are endangered. Of those twenty-three species one is listed as threatened and two are listed as endangered on the federal status level.

Common Name	Scientific Name	Class	State Status	Federal Status
Pallid Sturgeon	Scaphirhynchus albus	Fish	Endangered	Endangered
Bald Eagle	Haliaeetus leucocephalus	Birds	Special Concern	
Least Stern	Sterna antillarum	Birds	Endangered	Endangered
Piping Plover	Charadrius melodus	Birds	Endangered	Threatened
Dusted Skipper	Atrytonopsis hianna	Insects	Special Concern	
Leonard's Skipper	Hesperia leonardus	Insects	Special Concern	
Olympia Marble	Euchloe Olympia	Insects	Special Concern	
Ottoo Skipper	Hesperia ottoe	Insects	Special Concern	
Plains Pocket Mouse	Perognathus flavescens	Mammals	Endangered	
Southern Bog Lemming	Synaptomys cooperi	Mammals	Threatened	
Annual Skeletonweed	Lygodesmia rostrate	Plants (Diocots)	Endangered	
Frost Grape	Vitis vulpine	Plants (Diocots)	Special Concern	
Golden Corydalis	Corydalis aurea	Plants (Diocots)	Threatened	
Pronopsis	Prionopsis ciliate	Plants (Diocots)	Special Concern	
Scarlet Globemallow	Sphaeralcea coccinea	Plants (Diocots)	Threatened	
Sensitive Briar	Schrankia nuttallii	Plants (Diocots)	Special Concern	
Slender Penstemon	Penstemon gracilis	Plants (Diocots)	Threatened	
Spreading Yellow Cress	Rorippa Sinuata	Plants (Diocots)	Special Concern	
Ten Petal Mentzelia	Mentzelia decapetala	Plants (Diocots)	Special Concern	
Alpine Rush	Juncus alpinus	Plants (Monocots)	Special Concern	
Spring Ladies' Tresses	Spiranthes vernailis	Plants (Monocots)	Threatened	
Toad Rush	Juncus bufonius	Plants (Monocots)	Special Concern	
Tumble Grass	Schedonnardus paniculatus	Plants (Monocots)	Special Concern	

Shelby County

Within Shelby County, there are currently three rare flora and Fauna species listed under the state status. Two species are of special concern and one is listed as threatened. Of those three species, one is listed as threatened under the federal status level.

Common Name	Scientific Name	Class	State Status	Federal Status
Regal Fritillary	Speyeria idalia	Insects	Special Concern	
Frost Grape	Vitis vulpine	Plants (Diacots)	Special Concern	
Western Prairie Fringed Orchid	Platanthera praeclara	Plants (Monocots)	Threatened	Threatened

Audubon County

Within Audubon County, there are currently five rare flora and fauna species listed under the state status. Four are of special concern and one is listed as endangered. None are listed under the federal status level.

Common Name	Scientific Name	Class	State Status	Federal Status
Bald Eagle	Haliaeetus leucocephalus	Birds	Special Concern	
Barn Owl	Tyto alba	Birds	Endangered	
Leonard's Skipper	Hesperia leonardus	Insects	Special Concern	
Frost Grape	Vitis vulpine	Plants (Diacots)	Special Concern	
Smooth Green Snake	Liochlorophis vernails	Reptiles	Special Concern	

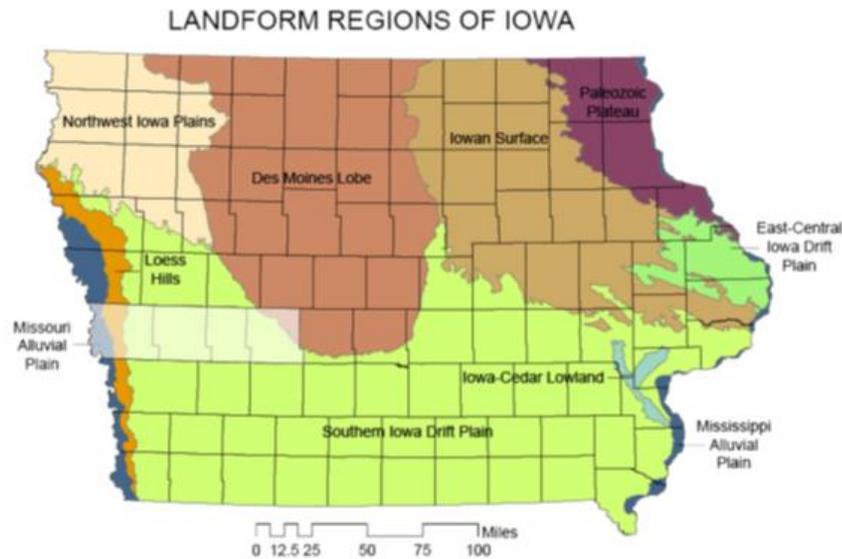
Guthrie County

Within Guthrie County, there are currently twenty-four rare flora and fauna species listed under the state status. Ten species are of special concern, six are threatened, and eight are endangered. Of those twenty-four species one is listed as threatened and one is listed as endangered on the federal status level.

Common Name	Scientific Name	Class	State Status	Federal Status
Bald Eagle	<i>Haliaeetus leucocephalus</i>	Birds	Special Concern	
Barn Owl	<i>Tyto alba</i>	Birds	Endangered	
Northern Harrier	<i>Circus caneus</i>	Birds	Endangered	
Short-eared Owl	<i>Asio flammeus</i>	Birds	Endangered	
Regal Fritillary	<i>Speyeria idalia</i>	Insects	Special Concern	
Indiana Bat	<i>Myotis sodalist</i>	Mammals	Endangered	Endangered
Plains Pocket Mouse	<i>Perognathus flavescens</i>	Mammals	Endangered	
Spotted Skunk	<i>Spilogale putorius</i>	Mammals	Endangered	
Bigroot Prickly-pear	<i>Opuntia machorhiza</i>	Plants (Diocots)	Endangered	
Flat Top White Aster	<i>Aster pubentior</i>	Plants (Diocots)	Special Concern	
Narrow-leaved Milkweed	<i>Asclepias stenophylla</i>	Plants (Diocots)	Endangered	
Shining Willow	<i>Salix lucida</i>	Plants (Diocots)	Threatened	
Glomerate Sedge	<i>Carex aggregate</i>	Plants (Monocots)	Special Concern	
Showy Lady's Slipper	<i>Cypripedium reginae</i>	Plants (Monocots)	Threatened	
Slender Ladies' tresses	<i>Spiranthes lacera</i>	Plants (Monocots)	Threatened	
Slender Sedge	<i>Carex tenera</i>	Plants (Monocots)	Special Concern	
Slim-leaved panic Grass	<i>Dichanthelium linearifolium</i>	Plants (Monocots)	Threatened	
Small White Lady's Slipper	<i>Cypridium candidum</i>	Plants (Monocots)	Special Concern	
Spiral Pondweed	<i>Potamogeton spirillus</i>	Plants (Monocots)	Special Concern	
Tumble Grass	<i>Schedonnardus paniculatus</i>	Plants (Monocots)	Special Concern	
Western Prairie Fringed Orchid	<i>Platanthera praeclara</i>	Plants (Monocots)	Threatened	Threatened
Blanding's Turtle	<i>Emydoidea</i>	Reptiles	Threatened	
Bullsnake	<i>Pituophis catenifersayi</i>	Reptiles	Special Concern	
Smooth Green Snake	<i>Liochlorophis vernailis</i>	Reptiles	Special Concern	

Landform Regions & Soil Types

The state of Iowa has seven major landform regions that make up today's landscape. The Western Skies Scenic Byway Corridor includes four of these distinct landforms.



Loess Hills:

Harrison County is the only county along the byway that lies partly within the Loess Hills of Iowa, with about one-third of the county within this landform region. Up to fifteen miles wide, 200 miles long, and over 200 feet thick, windblown silt known as loess creates a distinct, unique landscape. About 640,000 acres of land in western Iowa constitutes the Loess Hills landform. Loess is predominantly composed of closely-packed grains of quartz. The silt, ground by glaciers, was carried down the Missouri River by seasonal melt-water floods. During drier periods, especially between 28,000 and 12,000 years ago, vast quantities of loose silt were swept from the broad valley and re-deposited, with its deepest accumulation along its leeward margins. Subsequent erosion has sculpted the gritty yellowish to grayish tan deposits into an array of peaked hills and narrow ridge crests with steep diverging side slopes. These deposits in western Iowa are very porous, lightweight, and easily eroded. Loess is sometimes referred to as "sugar clay" because when it is saturated it erodes away like sugar. Although deposits of loess are found across the world, nowhere else but China are those deposits found higher than they are in Iowa.

Alluvial Plain:

Harrison County is also the only county along the byway that lies partly within the Missouri Alluvial Plain of Iowa, with about one-third of the county within this landform region. Iowa has many rivers meandering throughout, eroding and depositing sediment called alluvium on their adjoining plains. Backwater sloughs and oxbow lakes, on larger floodplains, mark former channel meanders. Most rivers originated during melting of various ice sheets that covered most of Iowa at some time. Some alluvial plains appear unusually wide for their river's size, owing to the large volume of melt-water floods that once flowed through them. During the various glacial periods of Iowa, rivers carved the state's valleys and filled them with layered deposits of gravel, sand, silt, and clay. The rivers draining Iowa's landscape today range from small prairie streams on upland slopes, to the broad Missouri and Mississippi lowlands along the state's eastern and western borders. Only these largest segments stand out as the Alluvial Plains region.

Southern Iowa Drift Plain:

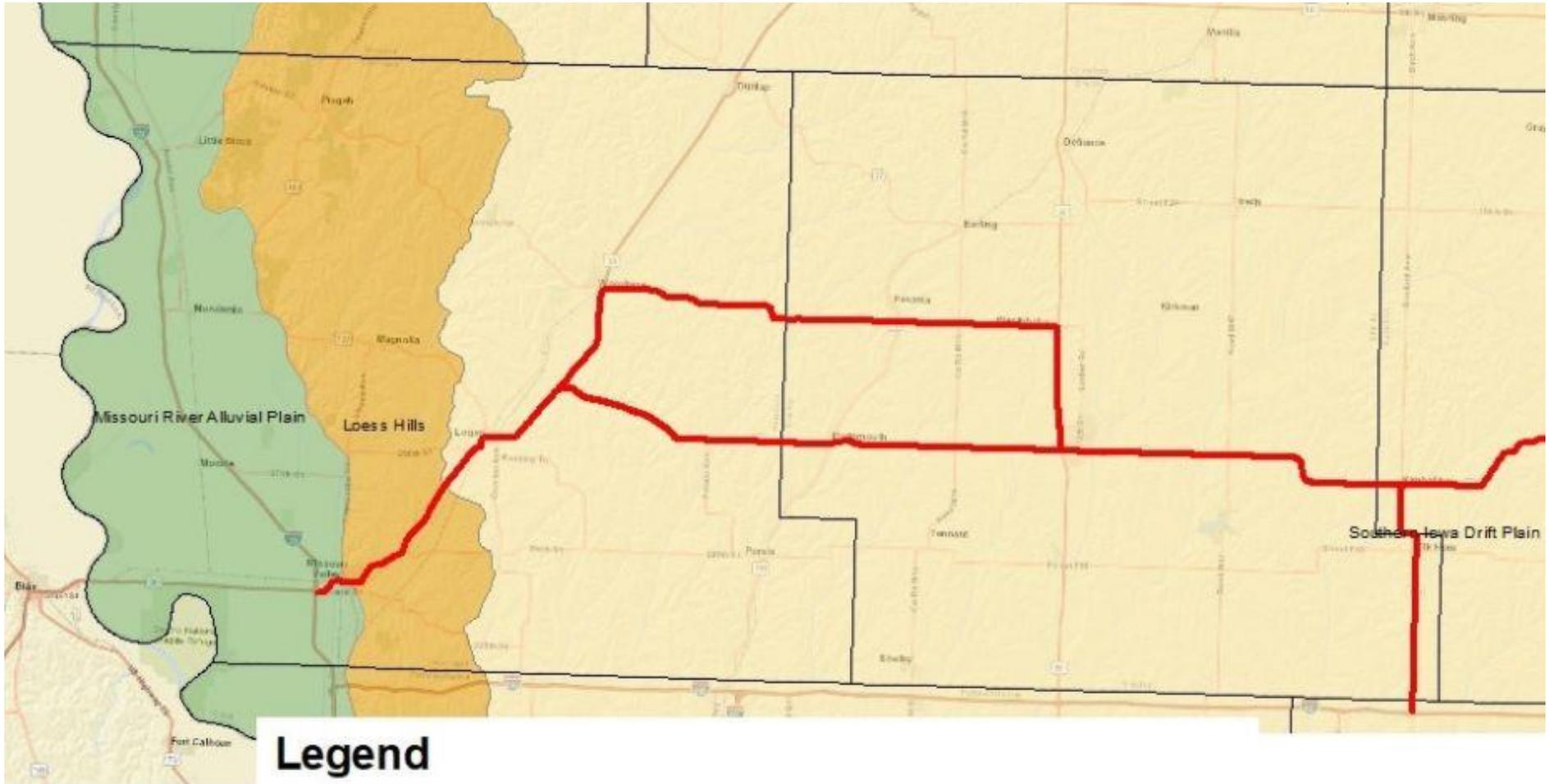
Harrison County has about one-third of the county within this landform region, along with all of Shelby and Audubon County and nearly three quarters of Guthrie County. The Southern Iowa Drift Plain region is dominated by glacial deposits left by ice sheets that extended south into Missouri over 500,000 years ago. The deposits were carved by deepening episodes of stream erosion so that only a horizon line of hill summits marks the once-continuous glacial plain. Numerous rills, creeks, and rivers branch out across the landscape shaping the old glacial deposits into steeply rolling hills and valleys. A mantle of loess drapes the upper hill slopes. The terrain is well suited for water impoundments. With most of the land surface sloping toward a drainage-way, the terrain of this region develops a sense of enclosure while traveling among its hills. The drift plain views extend to the next hill-rise or bend in the road unless you are traveling along a ridgetop and get a glimpse of the gently rolling landscape beyond.

Des Moines Lobe:

Guthrie County is the only county along the byway that lies in the Des Moines Lobe, with about one-quarter of the county within this landform region. The last glacier to enter Iowa advanced in a series of surges beginning just 15,000 years ago and reached its southern limit, the site of modern day Des Moines, 14,000 years ago. By 12,000 years ago, the ice sheet had dissipated, leaving behind a poorly drained landscape of pebbly deposits from the stagnant decaying ice, sand and gravel from swiftly flowing melt-water streams, as well as clay and peat from glacial lakes. Today, broadly-curved bands of ridges and knobby hills set among irregular ponds and wetlands punctuate the otherwise-subtle terrain of this recently-glaciated landscape. The movement of the continental glaciers was one of the most significant geologic processes to affect the Iowa landscape. Most of the deposits underlying today's land surface are composed of materials known as drift, moved here by glaciers. The Des Moines Lobe lacks a cover of windblown silt resulting in an exceptionally clear picture of the land surface nearly as the ice left it.

Landform Regions Maps

Harrison and Shelby Counties



Legend

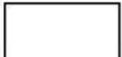
- | | |
|--|---|
|  Western Skies Scenic Byway |  Missouri Alluvial Plain |
|  county |  Des Moines Lobe |
|  Southern Iowa Drift Plain |  Loess Hills |

Landform Regions Maps

Audubon and Guthrie Counties

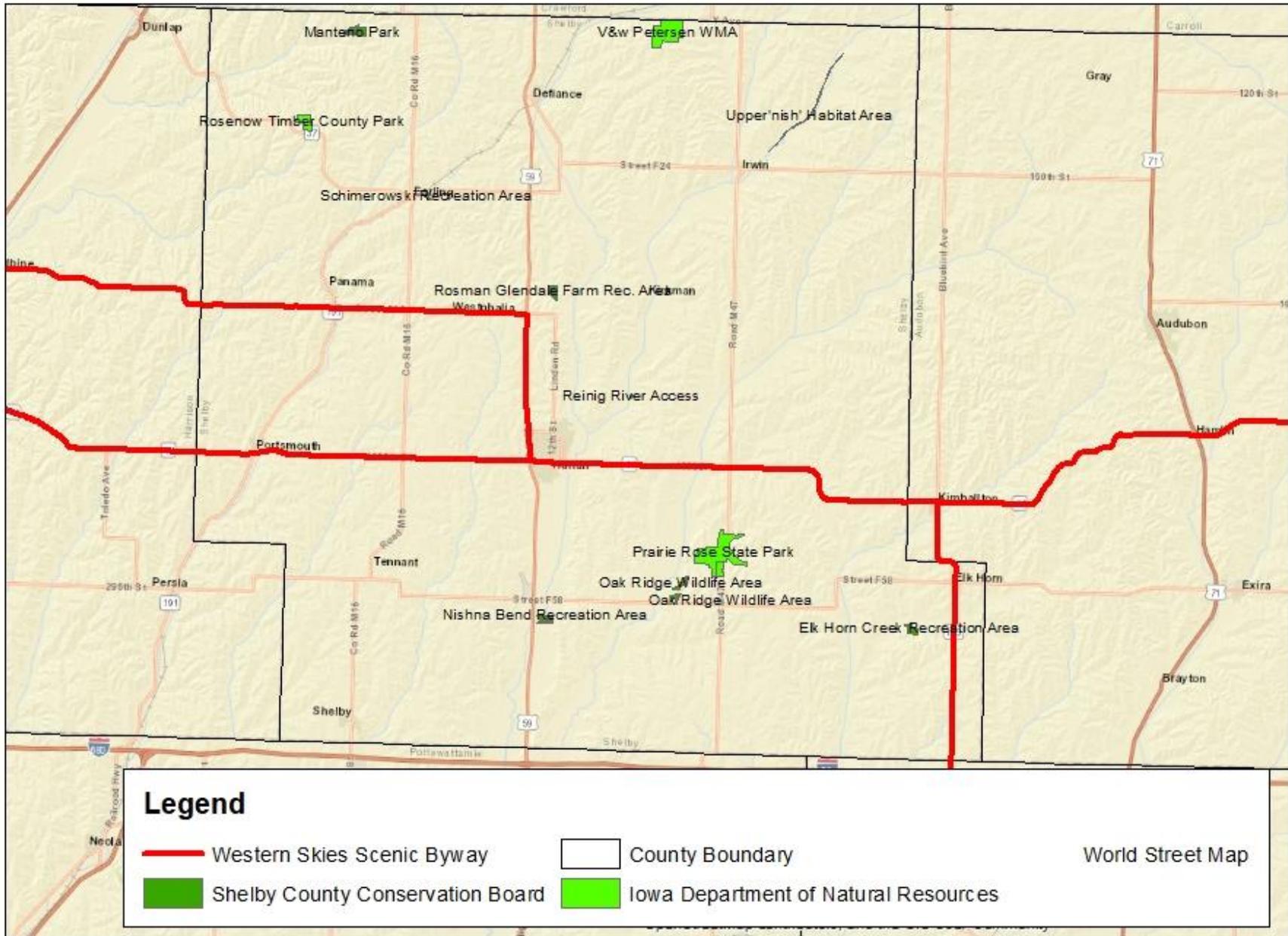


Legend

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|  Western Skies Scenic Byway |  Missouri Alluvial Plain |
|  county |  Des Moines Lobe |
|  Southern Iowa Drift Plain |  Loess Hills |

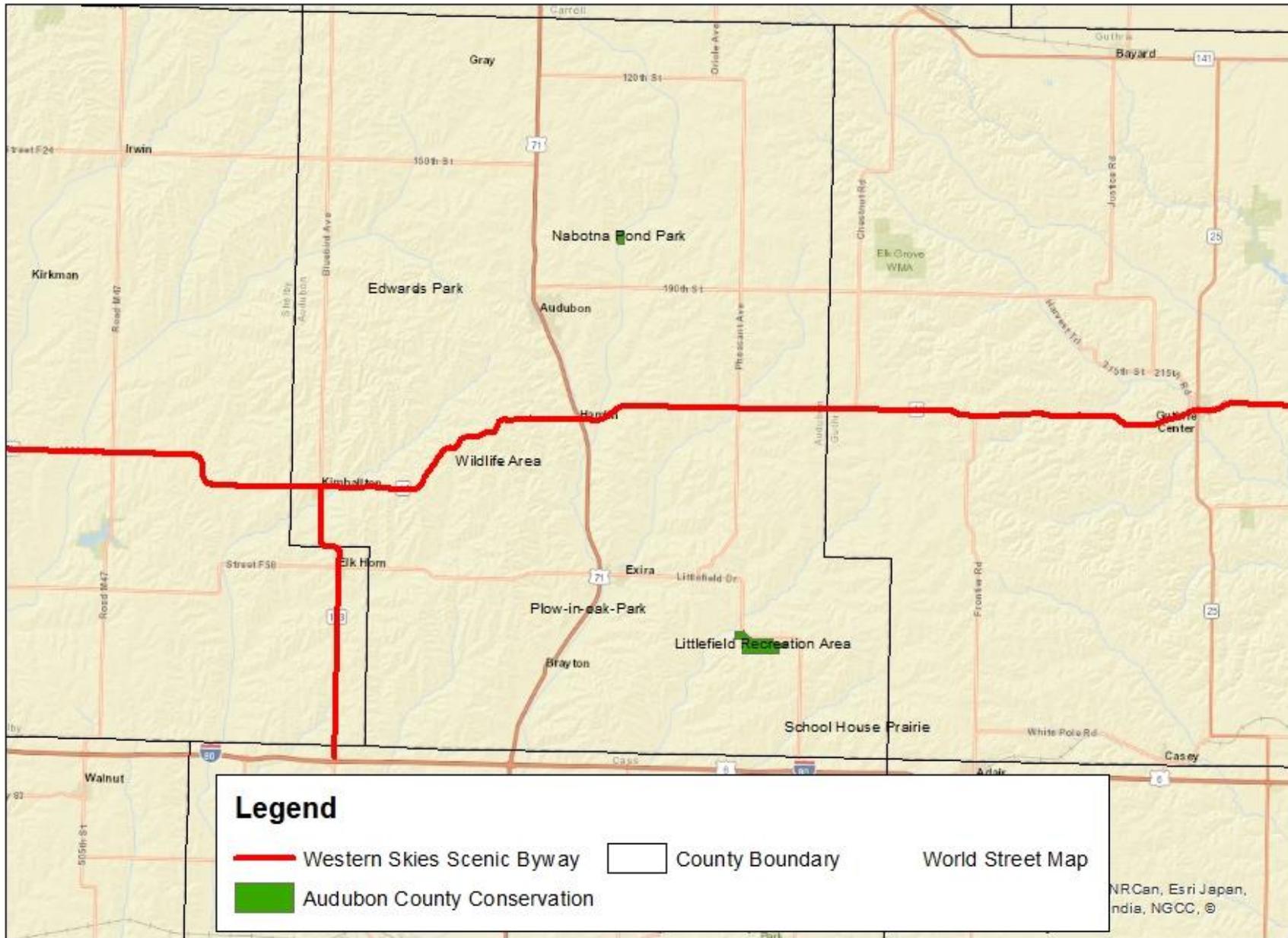
Natural Areas Maps

Shelby County



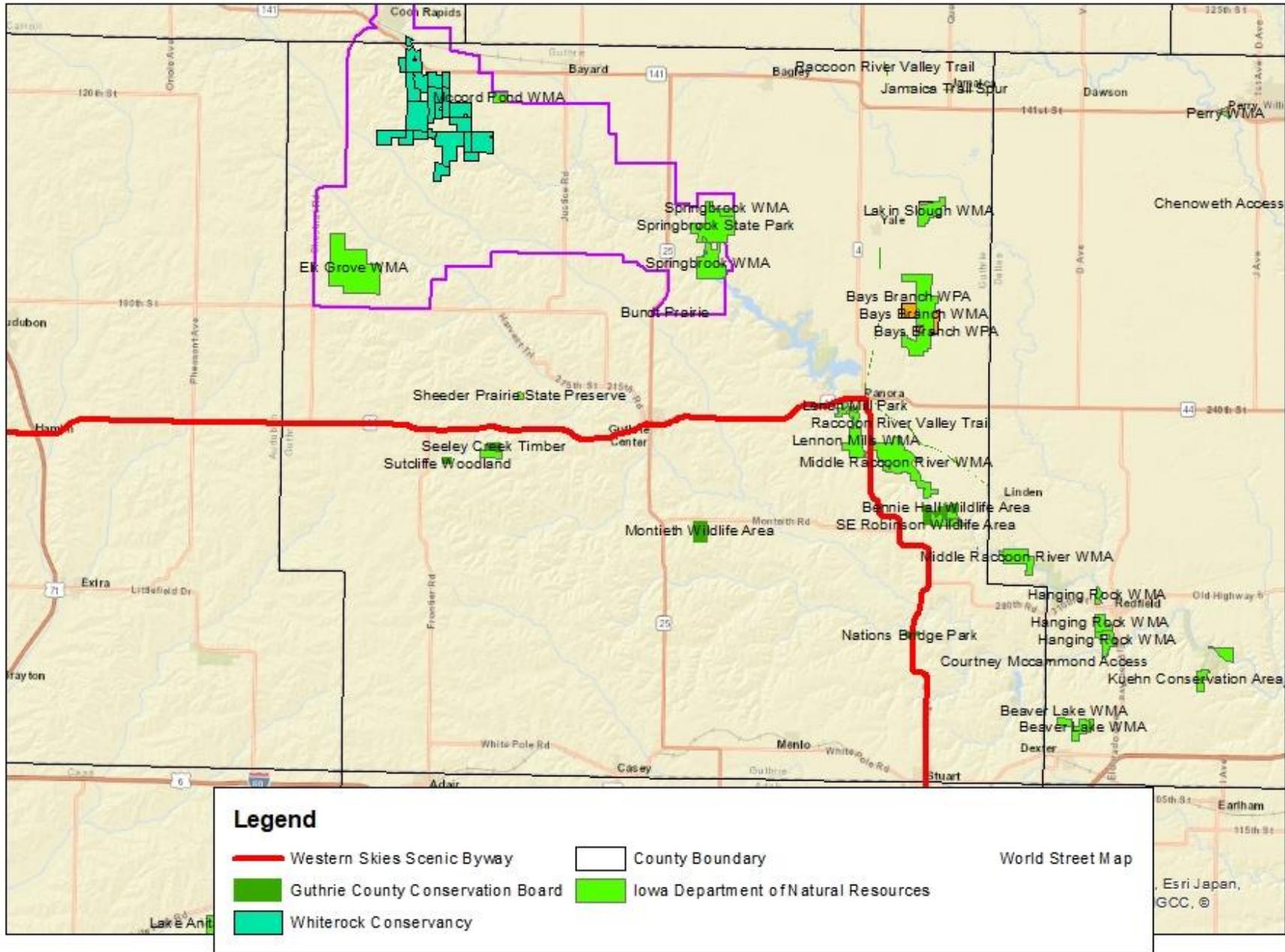
Natural Areas Maps

Audubon County



Natural Areas Maps

Guthrie County



UNDERSTANDING THE SCENIC QUALITY

Definition of Scenic Quality

The intrinsic quality of scenery is defined as the heightened visual experience derived from the view of natural and human made elements of the visual environment of the scenic byway corridor. Scenic quality refers to the characteristics of the landscape that are strikingly distinct and offer a pleasing and most memorable visual impression. All elements of the landscape, including landform, water, vegetation and human-made development, contribute to the intrinsic quality of the corridor's visual environment. (U.S. Government Federal Register 26761, 1995).

What needs to be done?

Scenic quality in the Byway Corridor is comprised of the unique combination of natural, historic, cultural, archeological and recreational resources on the Western Skies. As such, understanding and enjoying this scenic quality will contribute to a greater awareness of, and appreciation for, the Corridor's other special qualities. Implementation of specific actions included in "Corridor Development Actions" section of the *Corridor Management Plan*, will:

- Increase and improve opportunities for the public to view and appreciate those resources that contribute to the Western Skies Scenic Byway Corridor's scenic quality; and
- Protect and enhance areas that possess resources representative of the Scenic Byway Corridor's scenic quality.

The Visual Assessment also identifies issues and strategies to help identify and conserve High Value Areas (views that are most valued along the byway) and techniques for successful viewshed management.

Viewshed Mapping

Viewshed mapping for the Western Skies Scenic Byway Corridor was performed during development of the *Corridor Management Plan*. A viewshed is a quantitative measure of distance seen from a given point on the Scenic Byway.

Viewshed maps, together with qualitative assessments of scenic resources such as the results of visual perception studies, provides additional guidance for the location and management of developed site facilities, or amenities. Similarly, viewshed maps will assist with the development and implementation of land use strategies designed to preserve and enhance the scenic quality of the Corridor.

In March of 2017 a Visual Assessment funded by an Iowa DOT Transportation Enhancement Grant was completed by Northeast Iowa RC&D. This LiDAR (Light Detection and Ranging) data is created when a laser beam shot from a plane or vehicle towards the ground or buildings and a series of sensors collect information about how long it takes for the beam to return to the vehicle. "This visual analysis of the WSSB can...provide partnering organizations with information that will help them identify priority areas along the WSSB for land or easement acquisition; and provide a valuable resource to city and county officials regarding planning and zoning decisions within the visual corridor or viewshed." (Western Skies Scenic Byway Visual Assessment, March 2017)

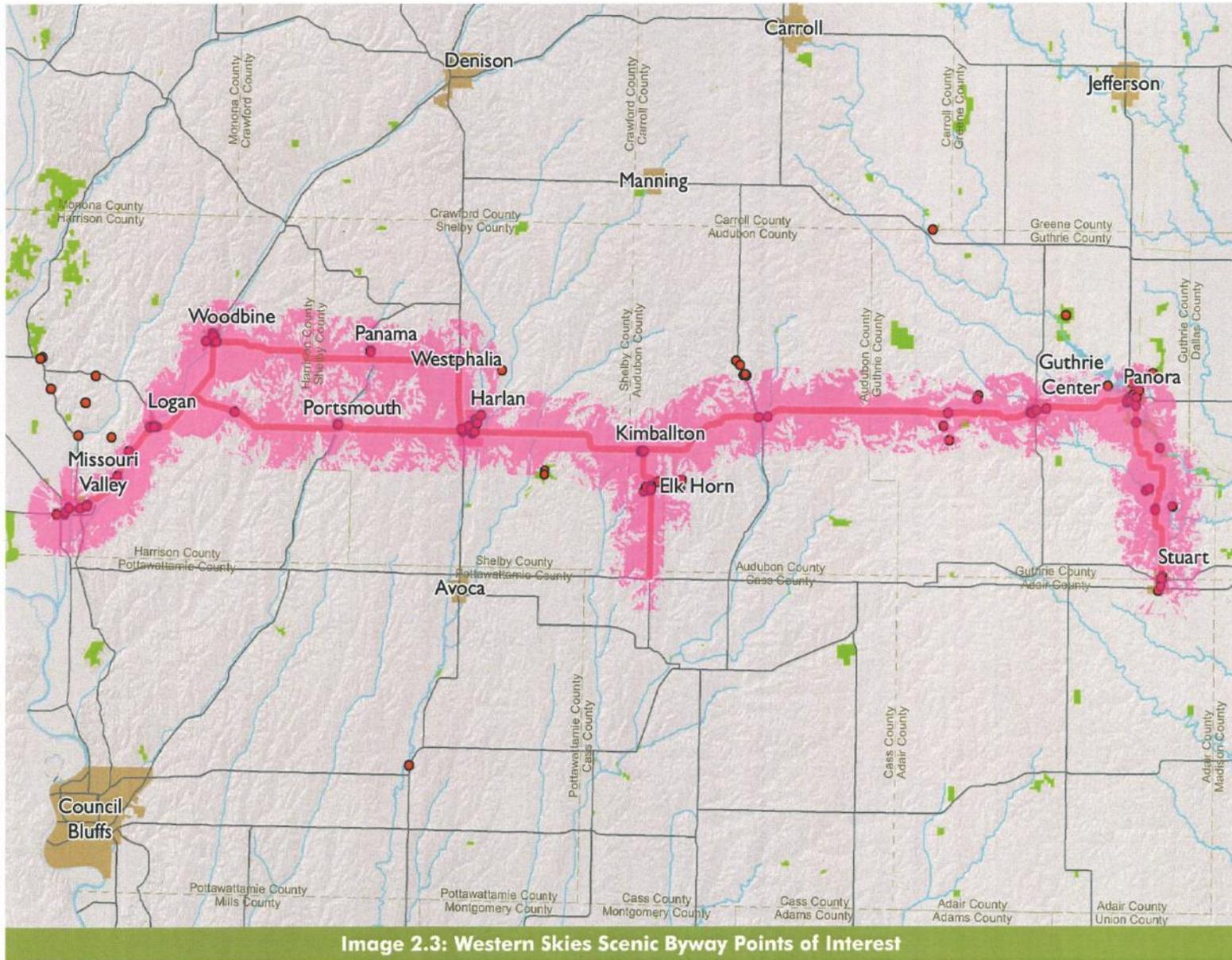
The Visual Assessment provided information about the topography within a three-mile radius of the byway, the different types of land use in the viewshed, and an entire section was devoted to proposed overlook locations and their viewsheds.

Tables and Maps

- *Byway Viewshed and Points of Interest Map*
- *Byway Viewshed and Scenic Overlook Inventory Maps by County*

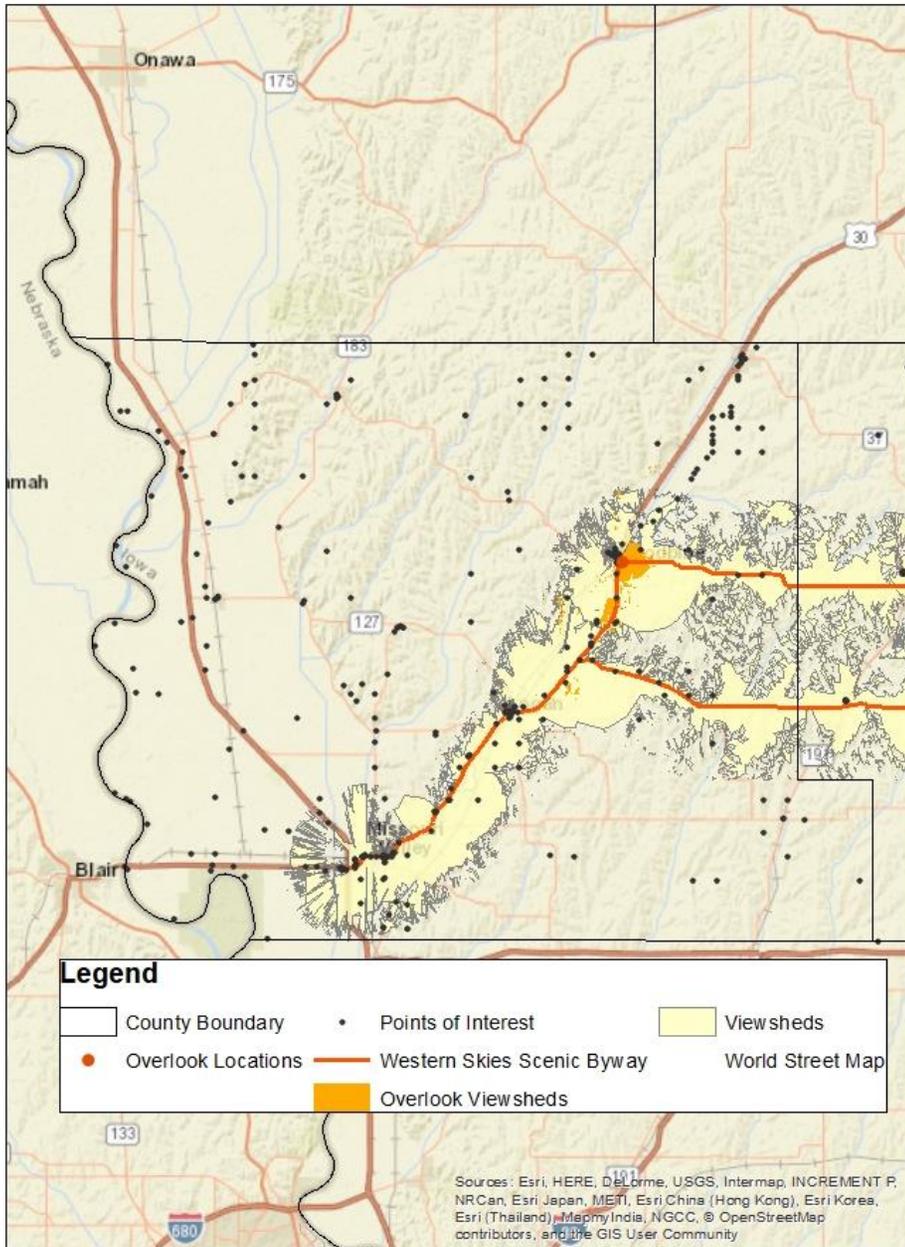
Viewshed and Points of Interest

Western Skies Scenic Byway Visual Assessment

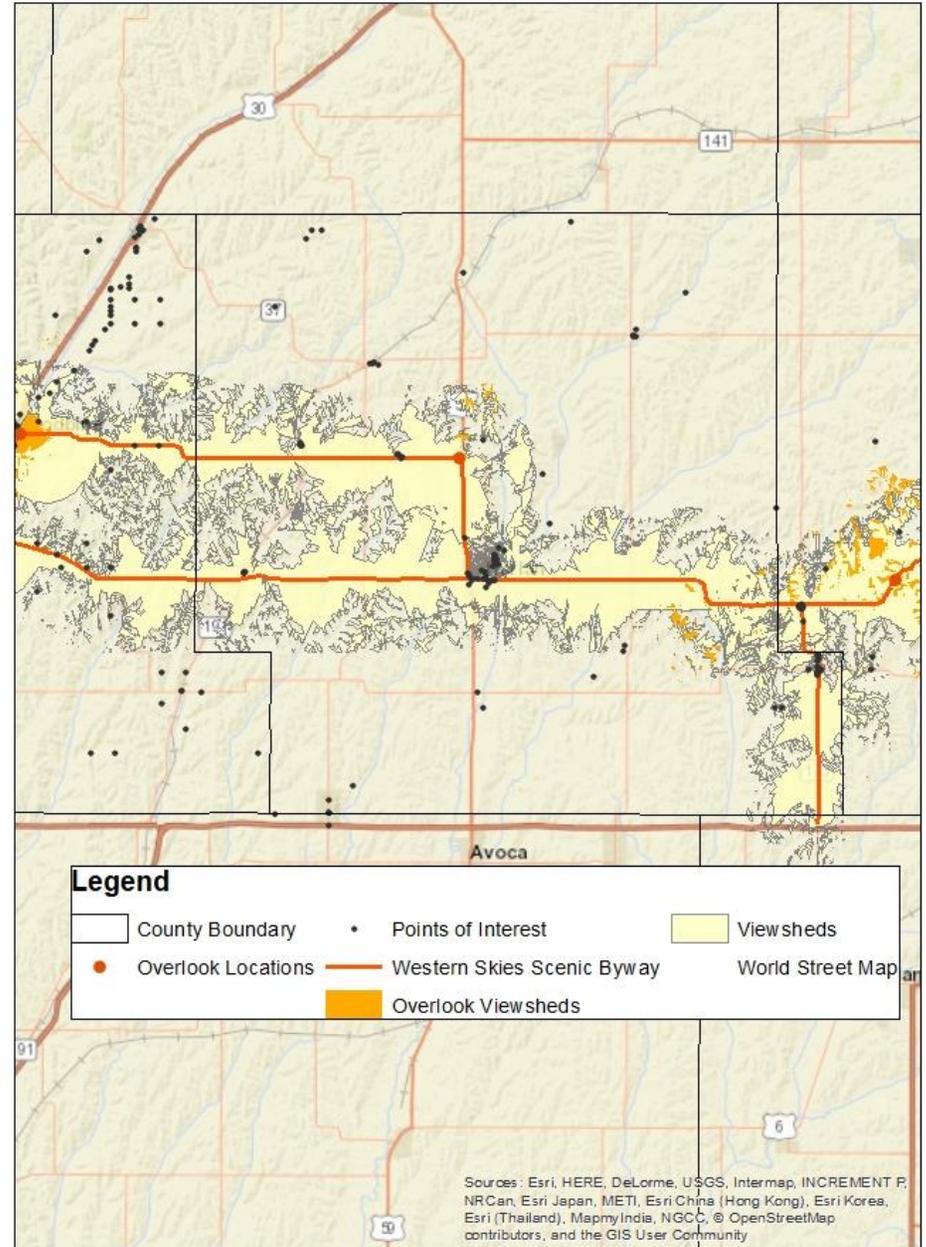


Viewshed and Scenic Overlook Inventory Maps

Harrison County

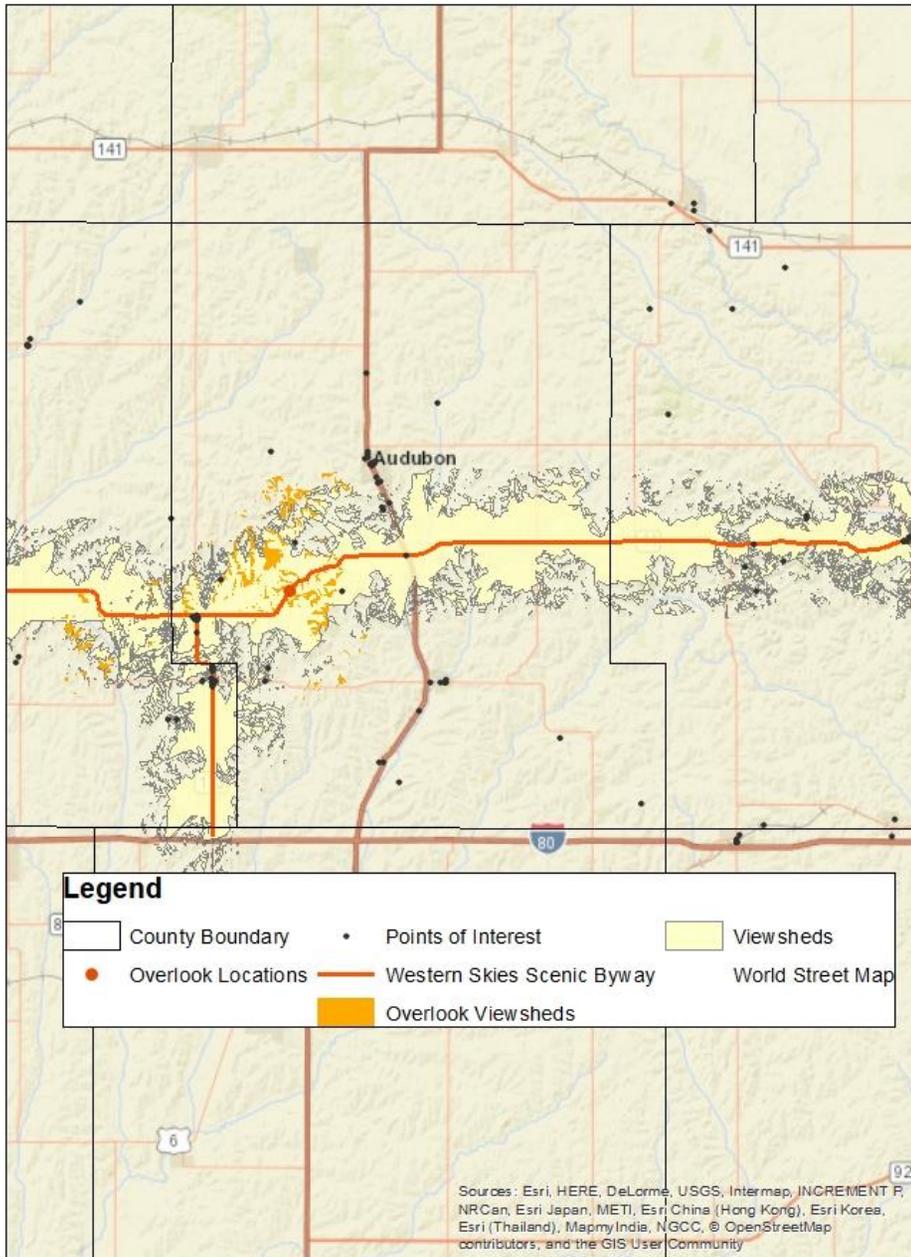


Shelby County

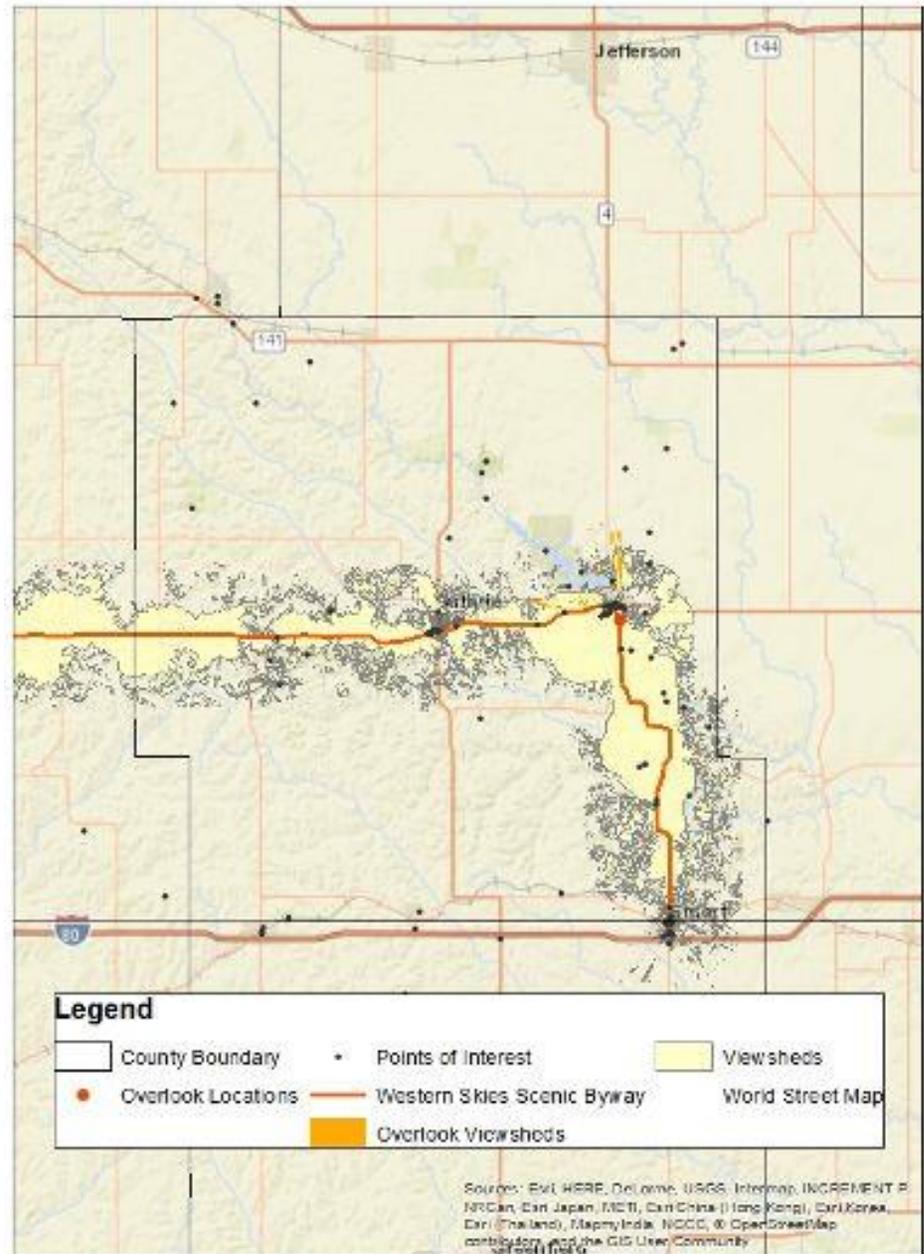


Viewshed and Scenic Overlook Inventory Maps

Audubon County



Guthrie County



UNDERSTANDING THE HISTORIC QUALITY

Definition of Historic Quality

Historic quality encompasses legacies of the past that are distinctly associated with physical elements of the landscape, whether natural or human made, that are of such historic significance that they educate the viewer and stir an appreciation for the past. The historic elements reflect the actions of people and may include buildings, settlement patterns and other examples of human activity. Historic features can be inventoried, mapped and interpreted. They possess integrity of location, design, setting, material, workmanship, feeling and association (United States Government Federal Register 26761, 1995).

What needs to be done?

National recognition for many of the resources in the Scenic Byway Corridor confirms the exceptional quality of historic features and events on the byway. As much as the natural and scenic qualities it possesses, the rich intrinsic historic quality of the Corridor contributes to the region's unique character and attractiveness to the traveling public. Specific actions included in the "Corridor Development Actions" section of the *Corridor Management Plan* will address the need to:

- Increase the public's enjoyment and understanding of, and improve their access to, resources that comprise the historic quality of the Western Skies Scenic Byway Corridor;
- Continue to identify, research, interpret, promote and obtain national recognition for features and events that contribute to the historic quality of the Scenic Byway Corridor; and
- Utilize diverse types of communication media to tell the history of the Scenic Byway Corridor.

Tables and Maps

- *National Register of Historic Places Tables*
- *Historical Resources Maps*

Representative Historic Resources

National Register of Historic Places Sites: Through the National Register of Historic Places, the National Park Service provides special recognition of specific resources for their significance in American history, architecture, archaeology, engineering and culture. These resources contribute to an understanding of the historical and cultural foundations of the nation in general and the Western Skies Scenic Byway corridor in particular. There are a total of 40 individual sites in the corridor on the National Register of Historic Places, as well as 5 Historic Districts. These are listed by county in following tables.

Harrison County Historical Village: & Welcome Center The Harrison County Historical Village museum complex is straight out of the 1800s, with an original log cabin, general store, and school. In 1920, Preston A. Niles came to Harrison County to purchase the old Duer Orchard and began his collection of western Iowa artifacts. In 1937, he arranged for an original 1800s log cabin that was located along the Skunk River in Story County to be moved and rebuilt next to his apple orchard along Highway 30. One year later he opened it as a museum, displaying his modest collection of artifacts. As years passed, more buildings were built or moved (as in the case of the school) to the facility and hundreds of artifacts were collected, purchased, and traded. With almost every collection is a painting by Mr. Niles showing how the artifacts were used. He operated the Niles Museum for over 30 years, selling it to the Harrison County Conservation Board in 1969. HCCB has continually expanded and improved upon the facilities and collections, with the Welcome Center officially opening in May of 1989.

Guthrie County Historical Village: This beautiful 4-acre complex features 12 buildings, a Milwaukee caboose, numerous exhibits, and thousands of artifacts from 1850 to the early 20th century. Guthrie County Historical Village is located on the southwest side of Panora, just a few blocks from historic Lenox Mill Park. It is a county-wide project that began with the acquisition of the Panora Depot in 1968. They provide many fun and educational events and tours throughout the year.

National Register of Historic Places Harrison County

Historic Site	Address	City	Category
Dunlap Public Library	Iowa and 8th Streets	Dunlap	National Register of Historic Places
Haner, William Polygonal Barn	County Rd. L16	Pisgah	National Register of Historic Places
Harrison County Courthouse	111 N. 2 nd Ave.	Logan	National Register of Historic Places
Harrison County Jail	121 E. 6th St.	Logan	National Register of Historic Places
Missouri Valley Public Library	119 N. 5th St.	Missouri Valley	National Register of Historic Places
Murray General Merchandise Store/Murray Hall	Jct. of Mulberry and Second Street	Little Sioux	National Register of Historic Places
Old Harrison County Courthouse	401 Locust	Magnolia	National Register of Historic Places
State Savings Bank/Harrison Mutual Insurance Association	312 E. 7 th St.	Logan	National Register of Historic Places
Wheeler, John R., Jr., House/Immaculate Conception Convent	407 S. 3rd St.	Dunlap	National Register of Historic Places
Woodbine Public Library/Carnegie Public Library	58 5th St.	Woodbine	National Register of Historic Places



National Register of Historic Places Shelby County

Historic Site	Address	City	Category
Harlan Courthouse Square Commercial District	Market, 6 th , 7 th , and Court St around Courthouse Square	Harlan	Historic District
Saint Boniface Catholic Church District	Three blocks N of Co. Rd. F32	Westphalia	Historic District
Andersen, Nels B., House	2105 Pleasant St.	Elk Horn	National Register of Historic Places
Chicago, Rock Island and Pacific Railroad Stone Arch Viaduct	0.5 miles NW of jct. of St. F66 and Hackberry Rd.	Shelby	National Register of Historic Places
Christiansen, Jens Otto, House/Bedstemor's House	2105 College Ave.	Elk Horn	National Register of Historic Places
Floral Hall	314 4 th St. on Shelby County Fairgrounds	Harlan	National Register of Historic Places
Harlan Public Library	1203 7th St.	Harlan	National Register of Historic Places
Hess, J.C, Lumber Shed	Railway St. E. side	Earling	National Register of Historic Places
Irwin Consolidated School	North St.	Irwin	National Register of Historic Places
Larsen, Chris, House	4215 Main St.	Elk Horn	National Register of Historic Places
Poldberg, Chris, Farmstead/Big Rock Stock Frm	0.5 mi So. of IA 44 on Wolf Creek	Jacksonville	National Register of Historic Places
Rewerts, George House	306 8 th Ave.	Defiance	National Register of Historic Places
Shelby County Courthouse	7 th and Court Streets	Harlan	National Register of Historic Places
St.Paul's Episcopal Church	712 Farnam St.	Harlan	National Register of Historic Places

National Register of Historic Places

Audubon County

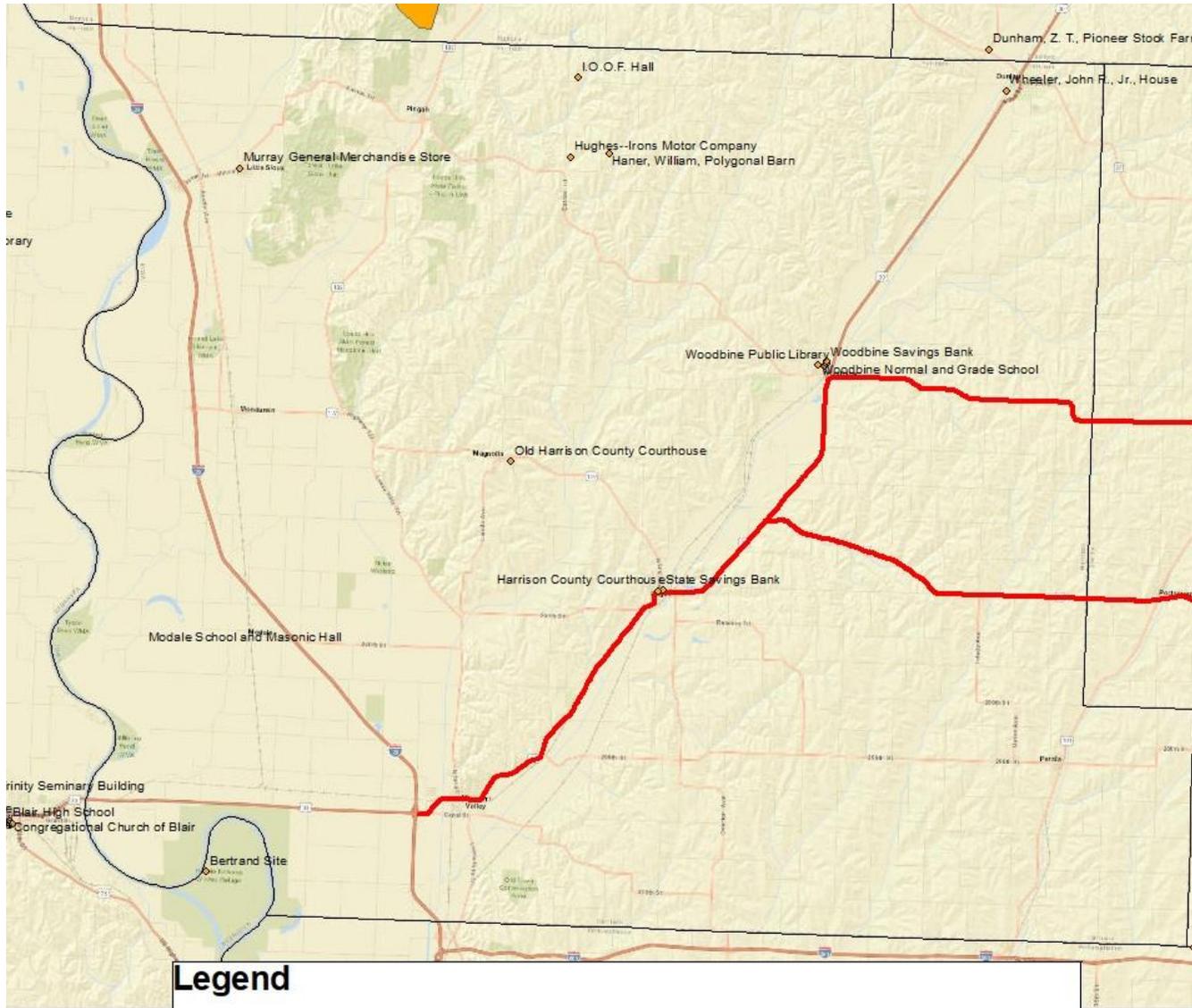
Historic Site	Address	City	Category
Audubon County Courthouse/PWA Docket IA 1586-F	318 Leroy St.	Audubon	Nation Register of Historic Places
Audubon Public Library	City Park	Audubon	Nation Register of Historic Places
Audubon County Courthouse/K.P. Hall, Knights of Pythia	Washington and Kilworth St.	Exira	Nation Register of Historic Places
Bennedsen, Boldt, and Hansen Building/Twenstrup	Main St.	Kimballton	Nation Register of Historic Places
Bethany Danish Evangelical Lutheran Church	1.5 mi N. of IA 44. 1 mi. E. of Co. Rd. M66	Kimballton	Nation Register of Historic Places
Bush, John D., House	219 N. Kilworth	Exira	Nation Register of Historic Places
Hansen, Andrew P. farmstead	Between IA 44 and Co Rd. P58, on Little Elkhorn Cr	Brayton	Nation Register of Historic Places
Immanuel Danish Evangelical Lutheran Church	W. Second St. E. side	Kimballton	Nation Register of Historic Places
Jorgensen, Hans J. Barn	Jct. of IA 44 and Main St.	Kimballton	Nation Register of Historic Places
Kimballton Commercial District	Jct. of Alfred and Main St.	Kimballton	Historic District
Kimballton West 2 nd -West 3 rd Street Residential District	Roughly, W. 2 nd St. from IA 44 to So. of Odense St . and W. 3 rd St. from IA 44 to Esbeck St.	Kimballton	Historic District
Koch, Hans M, House /Brickyard Residence	IA 173, W. side, .5 mi. So. of Kimballton	Kimballton	Nation Register of Historic Places
Larsen, Jens T. , House	103 Main St.	Kimballton	Nation Register of Historic Places
Poplar Rural District	Roughly area from Poplar S and W to Wolf Cr.	Jacksonville	Historic District

Guthrie County

Historic Site	Address	City	Category
All Saints Catholic Church /Historic All Saints	420 N. Fremont	Stuart	National Register of Historic Places
Crestsinger, John House	1363 Burl Ln.	Coon Rapids	National Register of Historic Places
Masonic Temple Building	1311 N. 2 nd St.	Stuart	National Register of Historic Places
Octagon Barn, Richland Township	Off IA 141	Jamaica	National Register of Historic Places
Panora-Linden High School/Guthrie County High School	Bounded by Main, Vine, Market and 2 nd St.	Panora	National Register of Historic Places
Springbrook State Park, Civilian Conservation Corps Area/King Park	Jct. of IA 384 and Co. Hwy. F25	Guthrie Center	National Register of Historic Places

Historical Resources

Harrison County

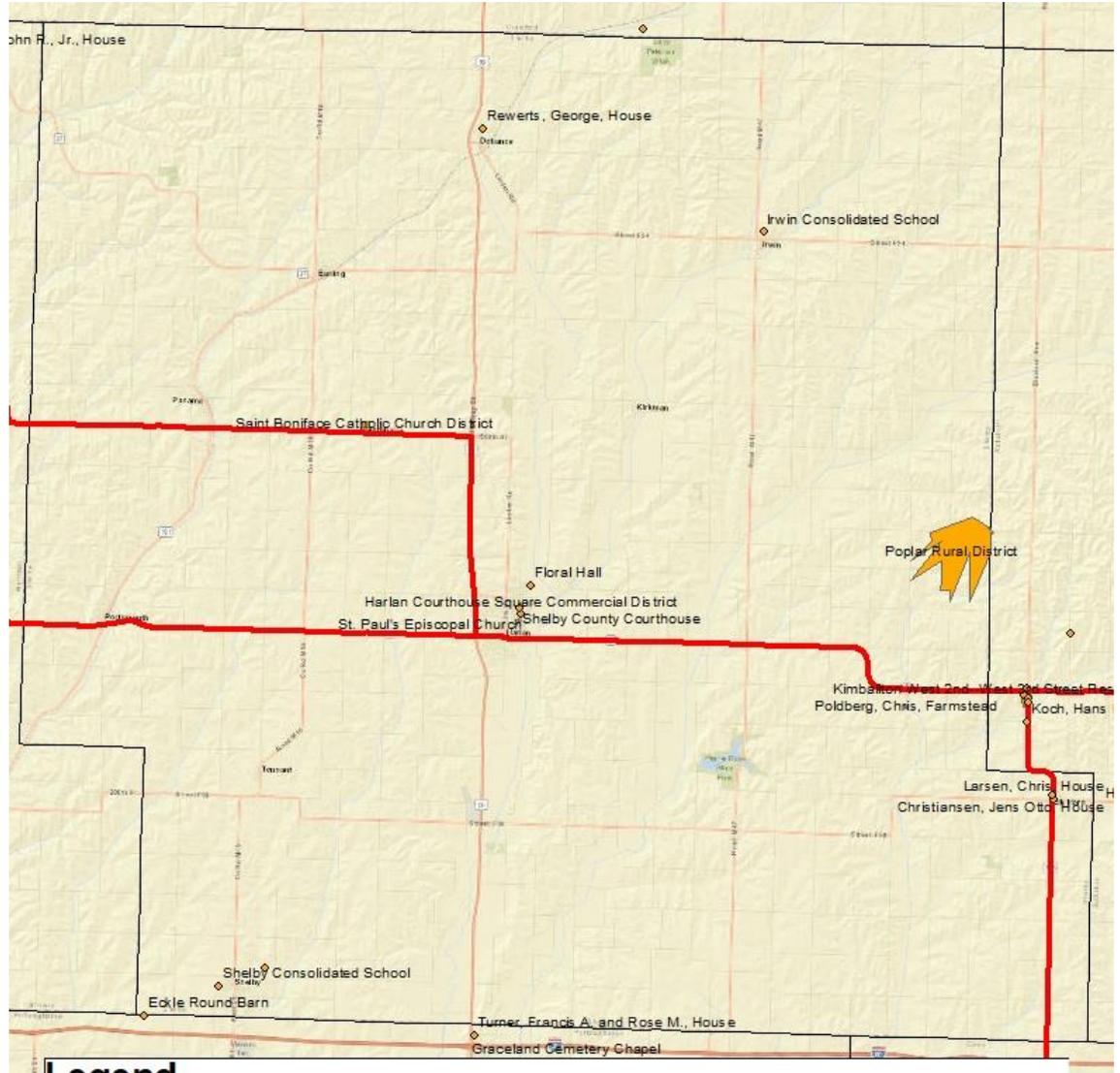


Legend

- ◊ National Historic Register Sites
- county
- Western Skies Scenic Byway
- National Historic Register sites

Historical Resources

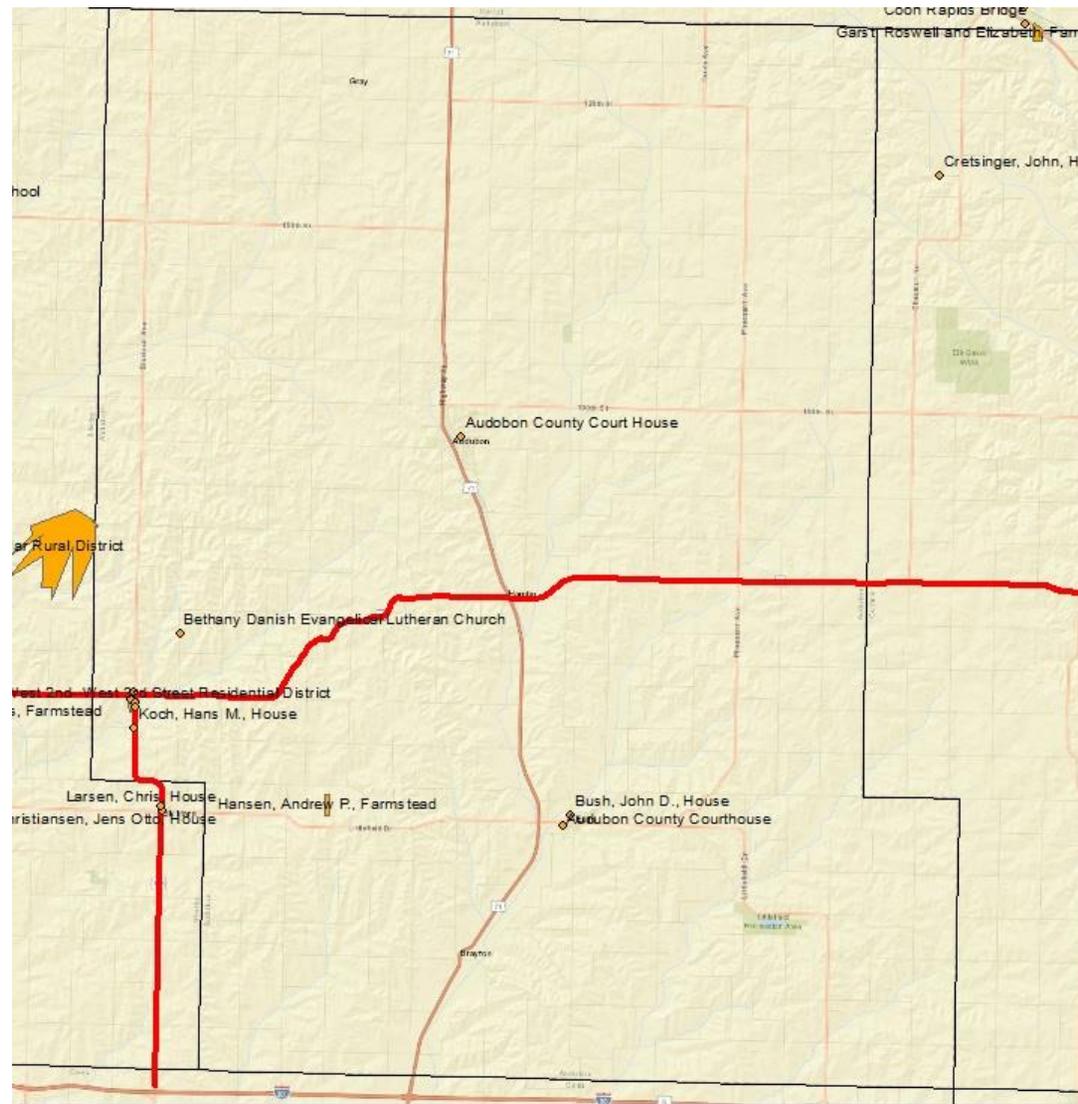
Shelby County



Legend

- ◊ National Historic Register Sites
- ▭ county
- Western Skies Scenic Byway
- ▭ National Historic Register sites

Historical Resources Audubon County

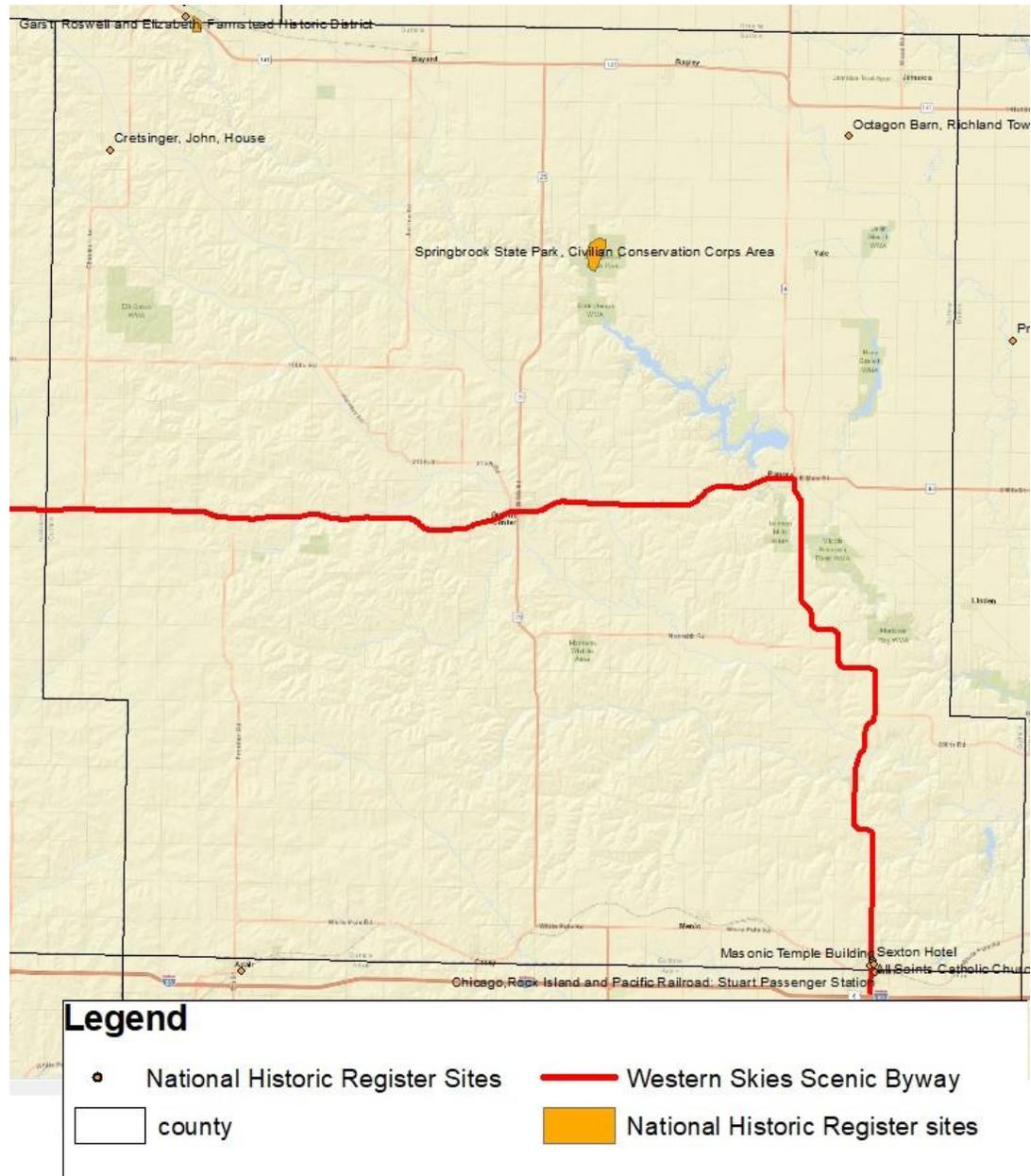


Legend

- National Historic Register Sites
- ▭ county
- Western Skies Scenic Byway
- National Historic Register sites

Historical Resources

Guthrie County



UNDERSTANDING THE ARCHAEOLOGICAL QUALITY

Definition of Archaeological Quality

Intrinsic archaeological quality involves those characteristics of the scenic byway's corridor that are physical evidence of historic or prehistoric human life or activity and are visible and capable of being inventoried and interpreted. The scenic byway corridor's archeological interest, as identified through ruins, artifacts, structural remains and other physical evidence have scientific significance that educate the viewer and stir an appreciation for the past (United State Government Federal Register 26761, 1995).

What needs to be done?

While significant archaeological finds are not as present along the Western Skies Scenic Byway as in some other areas such as the Loess Hills, the contribution of the resources that do exist are important and must be preserved. Much remains to be done in order to encourage a greater appreciation for the archaeological quality of the scenic byway corridor. With the discovery of the mounds along the Highway 20 Corridor near Correctionville in Northwest Iowa, we must keep in mind that the possibility for new archaeological finds always exist. Specific actions included in the "Corridor Development Actions" section of the Corridor Management Plan will address the need to:

- Increase the public's enjoyment and understanding of the archaeological quality of the Western Skies Scenic Byway Corridor by promoting, improving access to and providing information about, archaeological resources; and
- Continue to identify, research, and interpret existing and future resources that contribute to the archaeological quality of the scenic byway corridor.

Tables and Maps

- *Archaeological Resources—Table*
- *Archaeological Resources—Maps*

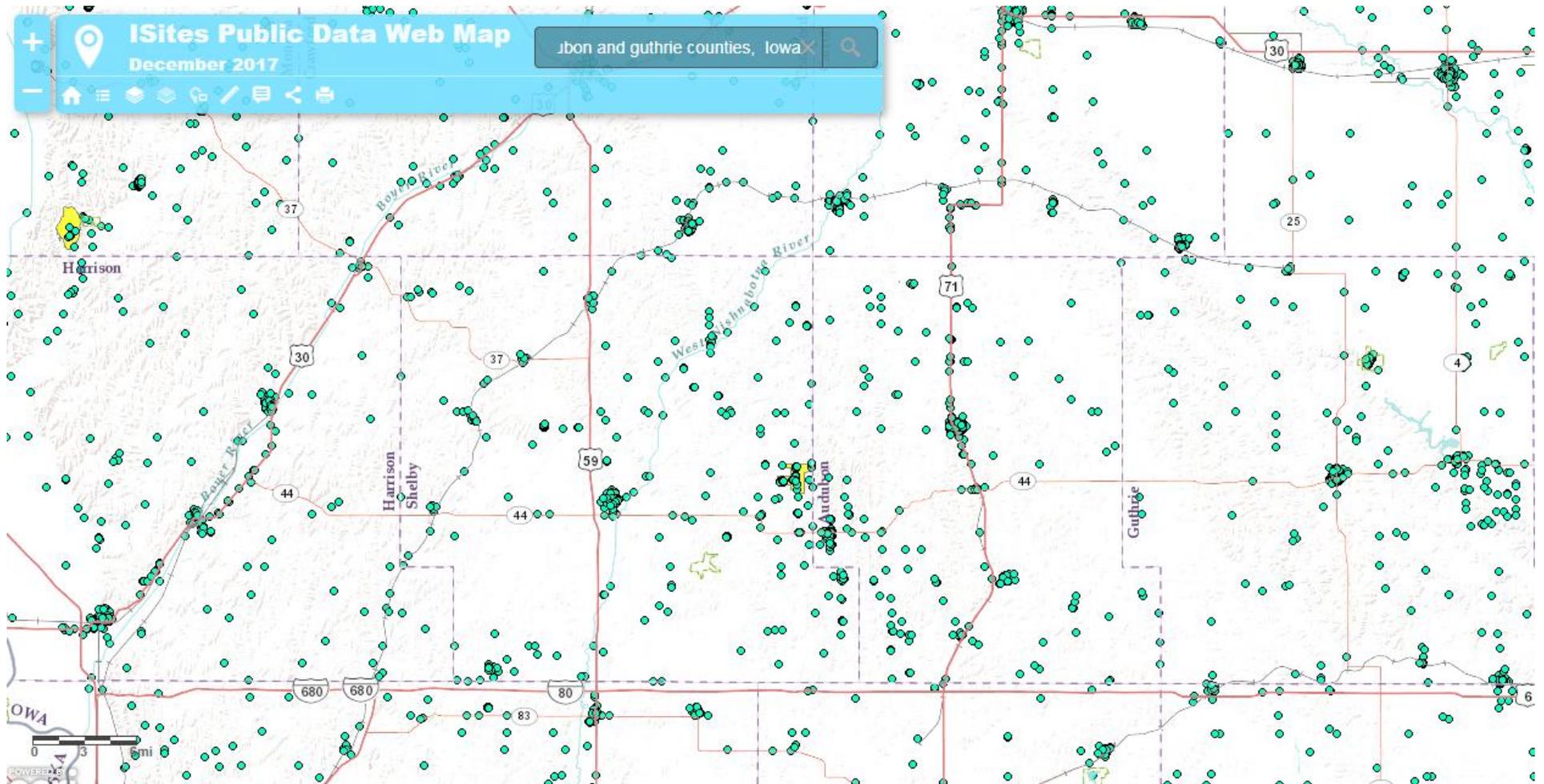
Archaeological Resources

Summary Table

County	Archaeological Sites	High Concentration (<20 per Section) Archaeological Sites	Historic Structures Large Scale
Harrison	195	0	315
Shelby	79	0	210
Audubon	61	0	159
Guthrie	192	1	135

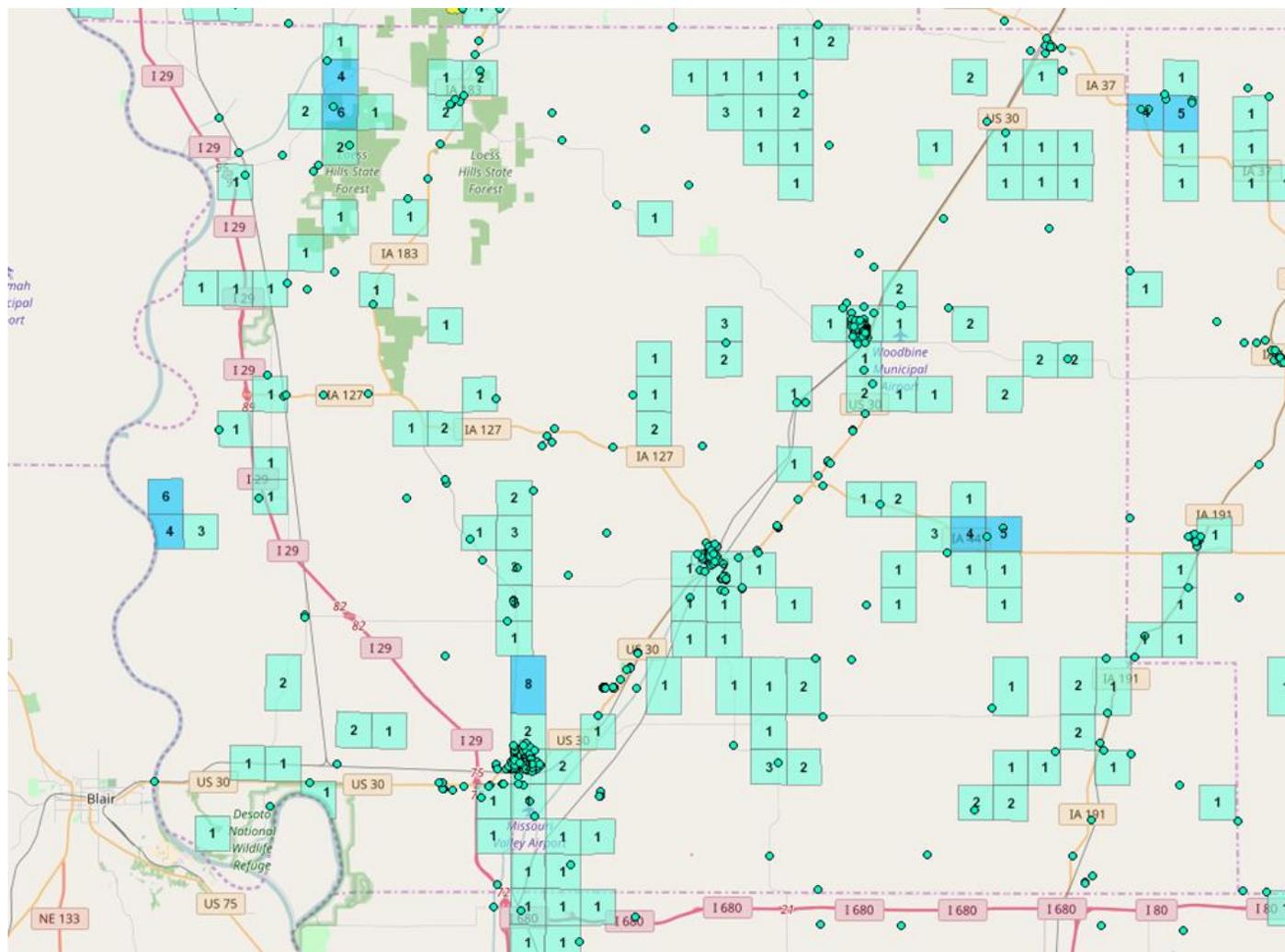
Archaeological Resources Overview

<https://archaeology.uiowa.edu/i-sites>



Archaeological Resources

Harrison County



Archaeological Resources Shelby County

ISitesPublicData

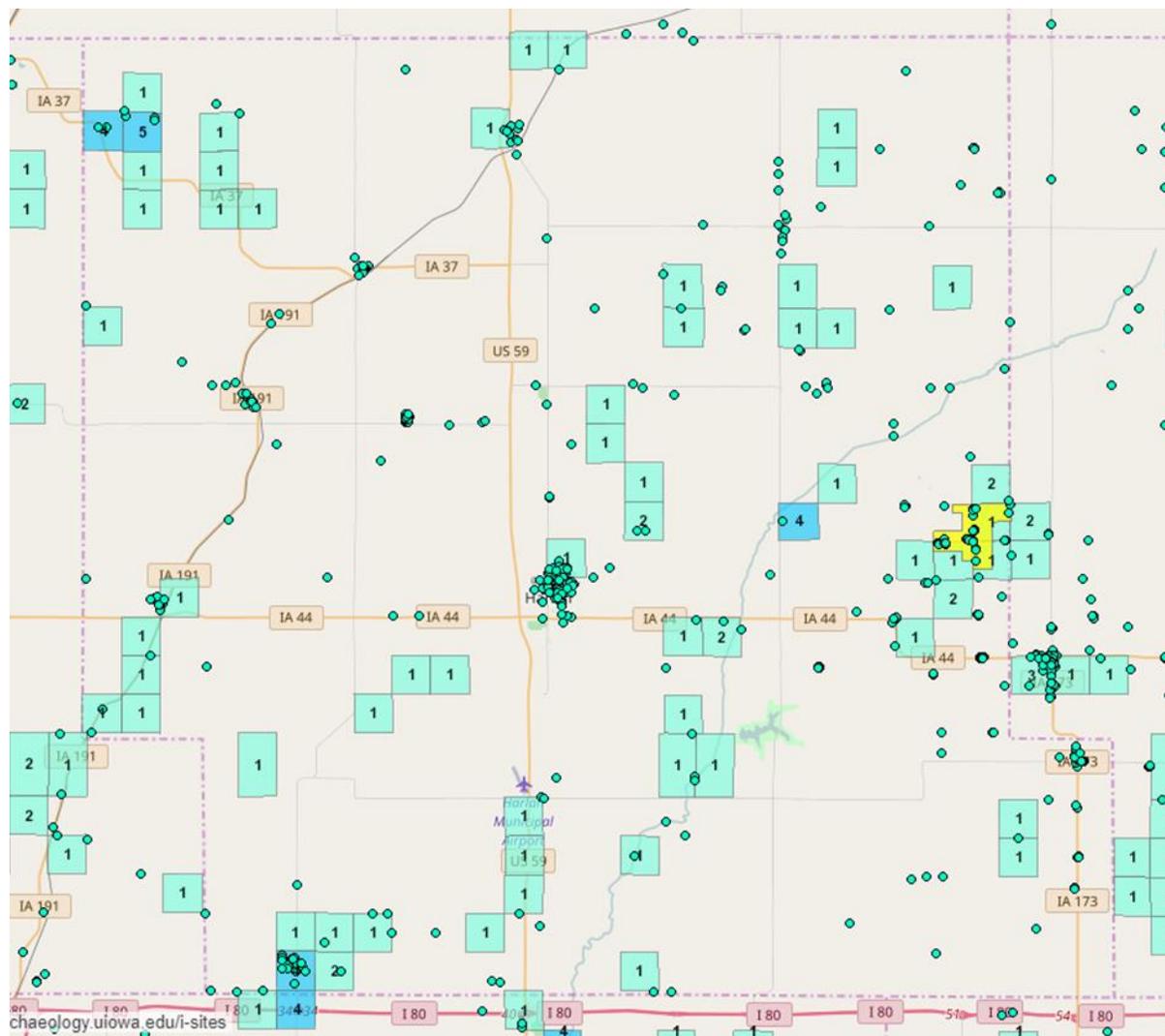
Historic Structures Small Scale

National Register Historic

Cemeteries

Archeological Sites

- Fewer than 4
- 4 - 20
- More than 20



Archaeological Resources Audubon County

ISitesPublicData

Historic Structures Small Scale

National Register Historic

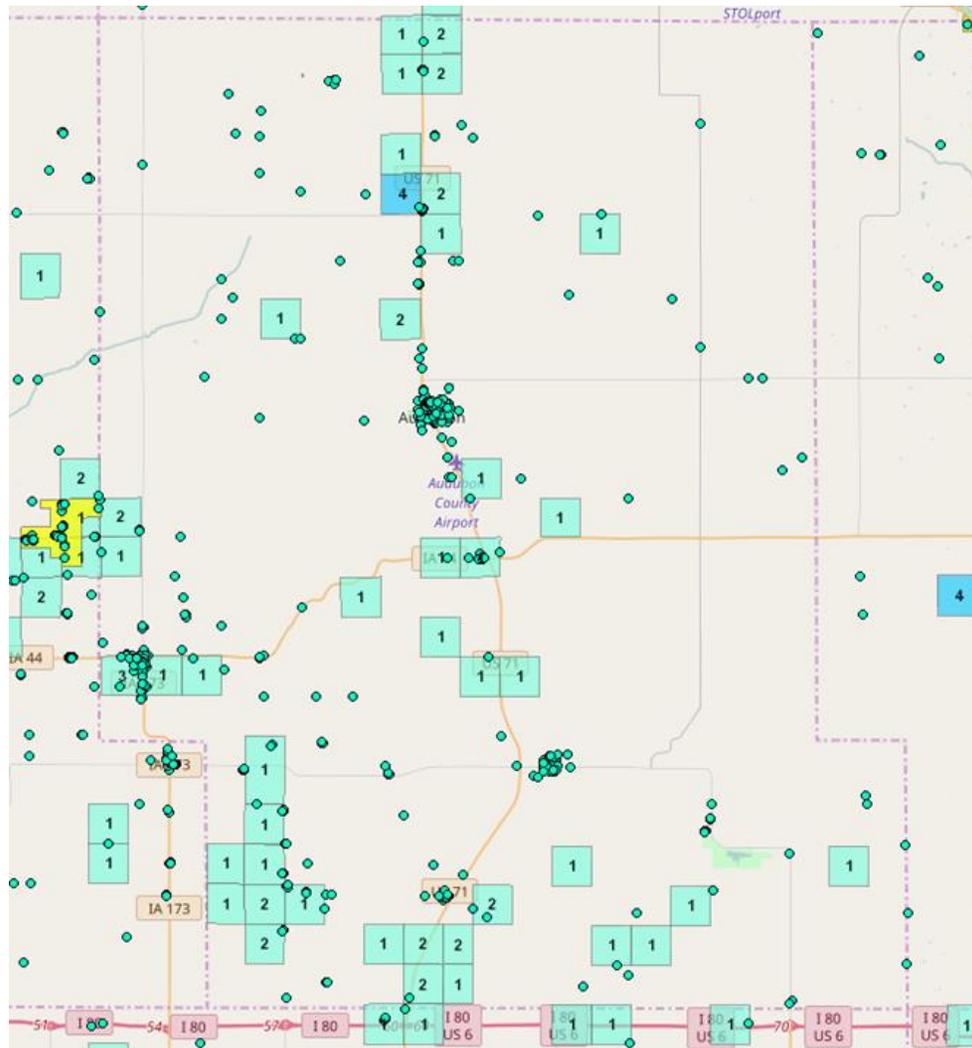
Cemeteries

Archeological Sites

Fewer than 4

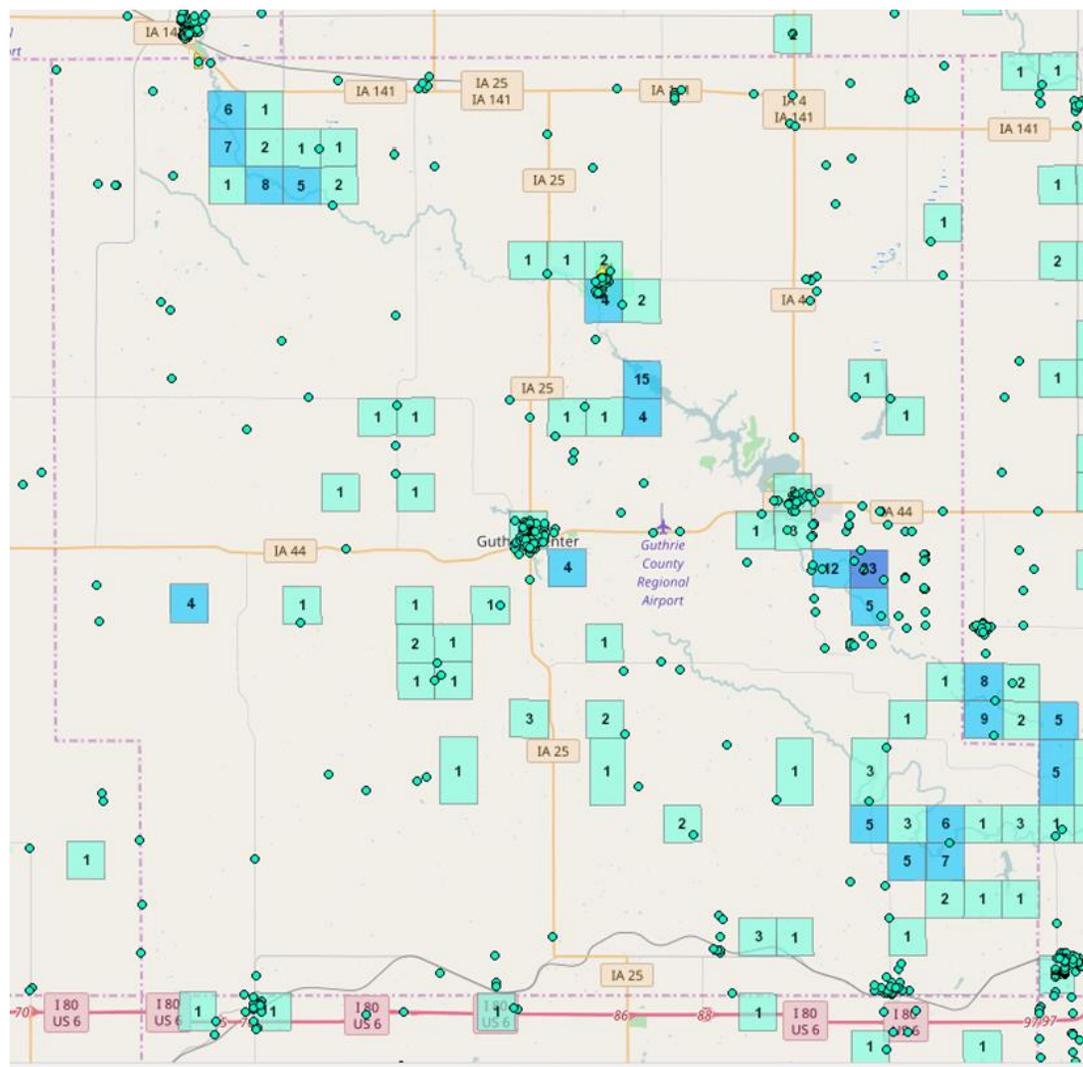
4 - 20

More than 20



Archaeological Resources Guthrie County

- ISitesPublicData**
- Historic Structures Small Scale
 - National Register Historic
 - Cemeteries
 - Archeological Sites
 - Fewer than 4
 - 4 - 20
 - More than 20



UNDERSTANDING THE CULTURAL QUALITY

Definition of Cultural Quality

Cultural quality is the evidence and expressions of the customs or traditions of a distinct group of people. Cultural features include, but are not limited to, crafts, music, dance, rituals, festivals, speech, food, special events, vernacular architecture, etc., that are currently practiced. The cultural qualities of the corridor could highlight one or more significant communities and/or ethnic traditions (United States Government Federal Register 26761, 1995).

What needs to be done?

Cultural events and attractions offer special opportunities for residents on the Western Skies Byway to share, and visitors to learn about and enjoy, local customs and traditions. The cultural quality of the Scenic Byway Corridor manifests itself in present-day life in the cities, small communities, and rural areas on the Western Skies Byway. Visitors gain their appreciation for the culture through interaction the people who live there. In this sense, cultural resources along the byway have the potential to impact the experience of travelers in the Scenic Byway Corridor to a greater extent than any of the region's other intrinsic qualities. Specific actions included in the "Corridor Development Actions" section of the *Corridor Management Plan* will address the need to:

- Increase the public's enjoyment and understanding of, and improve their access to, resources that are a part of the cultural quality of the Western Skies Scenic Byway Corridor; and
- Effectively promote existing, and develop new, attractions and events that contribute to the cultural quality of the Scenic Byway Corridor.

Representative Cultural Resources

The German Colonies: Strong ethnic influences on present-day customs and traditions of the people in the Scenic Byway Corridor can be traced to large immigrant settlements in Western Iowa. Present-day communities located in the heart of these settlements include the five German Colonies of Defiance, Earling, Panama, Portsmouth and Westphalia. These communities make up the German Villages Tour, where the lasting mark of their German Catholic heritage may be best seen in the outer beauty and interior craftsmanship of the historic churches.

The Danish Villages: The largest rural Danish settlement in the country is centered in Elk Horn and Kimballton. These two small communities, collectively known as the "Danish Villages", proudly celebrate their heritage. In Elk Horn, a 60 foot smock mill from Denmark was dismantled and shipped to the United States, where it was reassembled at its current location. Shortly after this mill was moved, a law was passed in Denmark barring any more mills from being moved out of the country. The Museum of Danish America, formerly known as the Danish Immigrant Museum, is the only national museum dedicated to the Danish-American experience. It is also located in Elk Horn, featuring the Jens Jensen Prairie Landscape Park, Jens Dixen House, Bedstemor's House, and the Genealogy Center. Nearby Kimballton features the Little Mermaid Statue and Hans Christian Andersen park. Many annual events, such as Tivoli Fest and Jule Fest, are held in the Danish Villages each year to celebrate Danish culture and keep the traditions alive.

The Poplar Rural District: The Poplar Rural District is a nationally-recognized historic district in Audubon County just north of Jacksonville, on the Western Skies Scenic Byway. At the time of its nomination in 1991, the district consisted of 55 resources, including 29 contributing buildings, one contributing site, five contributing structures, one contributing object, 15 non-contributing buildings, and four non-contributing structures. It was designated for its architectural, agricultural, and ethnic heritage significance as part of the Danish immigrant settlement.

Tables and Maps

- *Cultural Resources—Map*
- *Cultural Resources—Tables*

Cultural Resources

Western Skies Scenic Byway Interpretive Master Plan



- | | | |
|--|--|--|
| 1 Bonnie and Clyde Historic Marker | 7 Nathaniel Hamlin Park | 13 St. Boniface Catholic Church |
| 2 Hotel Stuart | 8 The Little Mermaid Statue and Hans Christian Andersen Park | 14 St. Mary's Our Lady of Fatima Catholic Church |
| 3 Rock Island Railroad Depot | 9 Immanuel Danish Evangelical Lutheran Church | 15 St. Joseph Catholic Church |
| 4 Saints Center for Culture and the Arts | 10 Danish Windmill | 16 St. Mary's Catholic Church |
| 5 White Pole Road | 11 Museum of Danish America | 17 Panama Historic One-Room School Museum |
| 6 Guthrie County Historical Village | 12 Shelby County Historical Society and Museum | 18 Lincoln Highway |
| | | 19 Harrison County Historical Village and Welcome Center |

Cultural Resources

Harrison County

Name	City	County	Category
Dunlap Public Library	Dunlap	Harrison	National Register of Historic Places
Gas Station (Canopy Gas Station)	Dunlap	Harrison	Historic Point
John R. Wheeler, Jr. House a/k/a Immaculate Conception Convent	Dunlap	Harrison	National Register of Historic Places
Lincoln Highway Marker	Dunlap	Harrison	Historic Point
Little Sioux/Smith Lake Site	Little Sioux	Harrison	National Natural Landmark
Murray General Merchandise Store a/k/a Murray Hall	Little Sioux	Harrison	National Register of Historic Places
Art Hall	Logan	Harrison	Art Studio
Calhoun Early Town	Logan	Harrison	Ghost Town
Fincken Barn	Logan	Harrison	Restored Barns
Greenwood Cemetery	Logan	Harrison	Cemetery
Harrison County Courthouse	Logan	Harrison	National Register of Historic Places
Jeddo School Marker	Logan	Harrison	Historic Site
Lincoln Highway Abandoned Route	Logan	Harrison	Historic Point
Lincoln Highway Bridge	Logan	Harrison	Historic Point
Lincoln Highway Marker	Logan	Harrison	Historic Point
Logan Park Shelter	Logan	Harrison	Historic Site
Logan Public Library	Logan	Harrison	Historic Building
Single Grave	Logan	Harrison	Historic Site
State Savings Bank a/k/a Harrison Mutual Insurance Association	Logan	Harrison	National Register of Historic Places
Historic Log Cabin	Magnolia	Harrison	Historic Point
Magnolia Cemetery	Magnolia	Harrison	Cemetery
Old Harrison County Courthouse	Magnolia	Harrison	National Register of Historic Places
Abandoned Lincoln Highway Segment	Missouri Valley	Harrison	Historic Point
Cemetery Monument	Missouri Valley	Harrison	Civil War Monument
Downtown Missouri Valley	Missouri Valley	Harrison	Historic Buildings
Gas Station (Mason & Seabury Garage)	Missouri Valley	Harrison	Historic Point
Harrison County Historical Village & Welcome Center	Missouri Valley	Harrison	Museum
Lewis & Clark Historic Trail	Missouri Valley	Harrison	Historic Route
Lincoln Highway Heritage Byway	Missouri Valley	Harrison	Historic Route
Lincoln Highway Marker	Missouri Valley	Harrison	Historic Point
Missouri Valley Grain Elevator	Missouri Valley	Harrison	Historic Point
Missouri Valley Public Library	Missouri Valley	Harrison	National Register of Historic Places
Rialto Theater	Missouri Valley	Harrison	Historic Building
Watson Train Station & Museum	Missouri Valley	Harrison	Museum
Wisecup Farm Museum	Missouri Valley	Harrison	Museum
WPA Mural	Missouri Valley	Harrison	Public Art/ Historic Site
Brick Street Surface	Woodbine	Harrison	Historic Point
Gas Station (Canopy Gas Station)	Woodbine	Harrison	Historic Point
Gas Station (Joe's Auto Service)	Woodbine	Harrison	Historic Point
Lincoln Highway Marker	Woodbine	Harrison	Historic Point
Woodbine Grain Elevator	Woodbine	Harrison	Historic Site
Woodbine Normal and Grade School	Woodbine	Harrison	National Register of Historic Places
Woodbine Public Library (Carnegie Library)	Woodbine	Harrison	Public Library, Historic Building

Cultural Resources

Shelby County

Name	City	County	Category
Shelby County Freedom Rock	Earling	Shelby	Attraction
Chris Larsen House	Elk Horn	Shelby	National Register of Historic Places
Danish Windmill & Welcome Center	Elk Horn	Shelby	Museum
Elk Horn Public Library	Elk Horn	Shelby	Public Library
Jens Otto Christiansen House a/k/a Bedstemor's House (G	Elk Horn	Shelby	National Register of Historic Places
Morning Star Chapel	Elk Horn	Shelby	Cultural Site
Museum of Danish America	Elk Horn	Shelby	Museum
Nels B. Andersen House	Elk Horn	Shelby	National Register of Historic Places
New Century Art Guild	Elk Horn	Shelby	Art Gallery
Veteran's Memorial and mural	Elk Horn	Shelby	Memorial and Mural
Viking Hjem	Elk Horn	Shelby	Cultural Site
Brick Wall Gallery	Harlan	Shelby	Art Gallery
Civil War Soldier	Harlan	Shelby	Civil War Monument
Floral Hall	Harlan	Shelby	National Register of Historic Places
Harlan Courthouse Square Commercial District	Harlan	Shelby	Historic District
Harlan Public Library	Harlan	Shelby	National Register of Historic Places
Heflin Barn	Harlan	Shelby	Restored Barns
Shelby County Courthouse	Harlan	Shelby	National Register of Historic Places
Shelby County Historical Museum	Harlan	Shelby	Museum
St. Paul's Episcopal Church	Harlan	Shelby	National Register of Historic Places
Vets Memorial Auditorium	Harlan	Shelby	Historic Site
Irwin Consolidated School	Irwin	Shelby	National Register of Historic Places
Irwin Historical Society Museum	Irwin	Shelby	Museum
Chris Poldberg Farmstead a/k/a Big Rock Stock Farm	Jacksonville	Shelby	National Register of Historic Places
Historic One Room School Museum	Panama	Shelby	Historic Site
St. Mary's Catholic Church	Panama	Shelby	Historic Church
St. Mary's Catholic Church, Our Lady of Fatima	Portsmouth	Shelby	Historic Church
Rock Island Depot	Shelby	Shelby	Historic Building
Rock Island Old Stone Arch Bridge	Shelby	Shelby	Historic Bridge
Rusche Home	Westphalia	Shelby	National Register of Historic Places
Saint Boniface Catholic Church District	Westphalia	Shelby	Historic District
St. Boniface Church	Westphalia	Shelby	Historic Church

Cultural Resources

Audubon County

Name	City	County	Category
Albert the Bull Statue	Audubon	Audubon	Statue
Audubon County Courthouse a/k/a PWA Docket IA 1586-F	Audubon	Audubon	National Register of Historic Places
Audubon Public Library	Audubon	Audubon	National Register of Historic Places
Post Office WPA Mural	Audubon	Audubon	Historic site
Hansen, Andrew P., Farmstead	Brayton	Audubon	National Register of Historic Places
Audubon County Courthouse a/k/a Knights of Pythias Lodge	Exira	Audubon	National Register of Historic Places
Exira Public Library	Exira	Audubon	Public Library
John D. Bush House	Exira	Audubon	National Register of Historic Places
Poplar Rural District	Jacksonville	Audubon	Historic District
Audubon County Freedom Rock	Kimballton	Audubon	Attraction
Bennedsen, Boldt, and Hansen Building a/k/a Twenstrup Barbershop	Kimballton	Audubon	National Register of Historic Places
Bethany Danish Evangelical Lutheran Church	Kimballton	Audubon	National Register of Historic Places
Hans J. Jorgensen Barn	Kimballton	Audubon	National Register of Historic Places
Hans M. Koch House a/k/a Brickyard Residence	Kimballton	Audubon	National Register of Historic Places
Immanuel Danish Evangelical Lutheran Church	Kimballton	Audubon	National Register of Historic Places
Jens T. Larsen House	Kimballton	Audubon	National Register of Historic Places
Kimballton Commercial District	Kimballton	Audubon	Historic District
Kimballton West 2nd–West 3rd Street Residential District	Kimballton	Audubon	Historic District
Little Mermaid Statue Garden	Kimballton	Audubon	Statue / Sculpture Garden
New Century Art Guild	Kimballton	Audubon	Art Gallery
New Genesis Art Studio	Kimballton	Audubon	Art Gallery
Mt. Zion Arts Center	Kimballton	Audubon	Art Studio

Cultural Resources

Guthrie County

Name	City	County	Category
Chicago, Rock Island and Pacific Railroad: Stuart Passenger Station	Stuart	Adair	National Register of Historic Places
John Cretsinger House	Coon Rapids	Guthrie	National Register of Historic Places
Mapleshade Pottery	Coon Rapids		Art Studio
Art on State	Guthrie Center	Guthrie	Art Gallery
Bear Grove Ghost Town	Guthrie Center	Guthrie	Ghost Town
Civil War Soldier Statue	Guthrie Center	Guthrie	Civil War Monument
Guthrie County Freedom Rock	Guthrie Center	Guthrie	
Historic Downtown Guthrie Center	Guthrie Center	Guthrie	
Springbrook State Park, Civilian Conservation Corps Area a/k/a King Park	Guthrie Center	Guthrie	National Register of Historic Places
Dale City Ghost Town	Panora	Guthrie	Ghost Town
Guthrie County Historical Village	Panora	Guthrie	Museum
Lenon Mill Historical Site	Panora	Guthrie	Historic Site
Saints Center for Culture and the Arts	Stuart	Guthrie	National Register of Historic Places
First National Bank, site of Bonnie and Clyde Robbery	Stuart	Guthrie	Historic Site
Historic U.S. 6/White Pole Road	Stuart	Guthrie	Historic Route
Hotel Stuart	Stuart	Guthrie	Historic building
Masonic Temple Building	Stuart	Guthrie	National Register of Historic Places
Stuart Depot	Stuart	Guthrie	Historic building
Stuart Downtown District	Stuart	Guthrie	Historic District
Turtle Star Studio	Stuart	Guthrie	Art Gallery
White Pole Road/Historic US Hwy 6	Stuart	Guthrie	Byway
The Art Exchange	Panora	Guthrie	Art Gallery

UNDERSTANDING THE RECREATIONAL QUALITY

Definition of Recreational Quality

Recreational quality involves outdoor recreational activities directly associated with and dependent on the natural and cultural elements of the corridor's landscape. The recreational activities provide opportunities for active and passive recreational experiences. They can include, but are not limited to, paddling, boating, fishing and hiking. Driving the road itself may qualify as a pleasurable recreational experience. The recreational activities may be seasonal, but the quality and importance of the recreational activities as seasonal operations must be well recognized (United States Federal Register 26761, 1995).

What needs to be done?

Travelers most frequently experience the scenic, natural, historic, cultural and archeological resources of the Western Skies Scenic Byway Corridor through their participation in the many recreational activities offered in the region. Recreational resources associated with the Scenic Byway play an enormously important role in creating increased public awareness and understanding of the Corridor's unique intrinsic qualities. Specific actions included in the "Corridor Development Actions" section of the *Corridor Management Plan* address the need to:

- Improve, expand and maintain existing facilities in order to encourage and ensure public access to resources that are a part of the recreational quality of the Western Skies Scenic Byway Corridor;
- Improve and increase interpretation and educational opportunities for travelers at recreational facilities in the Scenic Byway Corridor;
- Identify the demand for, and develop, additional public recreation facilities in the Corridor; and
- Increase and expand promotion of the wide range of recreational opportunities available in the Western Skies Scenic Byway Corridor.

Representative Recreational Resources

An abundance and variety of recreational resources are found along the Western Skies Byway. Recreational opportunities associated with the Scenic Byway are dependent in a large part on the scenic, natural, historic, cultural, and archeological intrinsic qualities, or resources, in the Corridor. The development and management of these resources provide travelers in the Scenic Byway Corridor access to outdoor recreational activities that include auto-touring, hiking, picnicking, wildlife-watching, bicycling, fishing, camping, hunting, cross-country skiing, snowmobiling, and horseback riding. Those specific recreational resources in, and adjacent to, the Western Skies Scenic Byway that are most representative of the intrinsic recreational quality of this region are:

- DeSoto National Wildlife Refuge, Harrison County
- Loess Hills State Forest, Harrison County
- Whiterock Conservancy, Guthrie County
- Dinesen Prairie, Shelby County
- Sheeder Prairie, Guthrie County
- Prairie Rose State Park, Shelby County
- Springbrook State Park, Guthrie County
- T-Bone Trail, Audubon County
- Raccoon River Valley Trail, Guthrie County
- Middle Raccoon River Water Trail, Guthrie County
- Wildlife Management Areas (25 WMAs in Harrison, Shelby, and Guthrie Counties)
- Over 30 Parks or conservation/recreation areas in all 4 Counties
- Numerous municipal parks

Each park or natural area has their own rules about what activities are allowed and when, so please check local rules before embarking on any type of adventure.

Tables and Maps

- *Recreational Resources Table*
- *Recreational Resources Maps*

Recreational Resources

Harrison County

Name	County	InfoCenter	Picnic	Electricity	DrinkingWater	Restrooms	Playground	Tent Camping	RV Camping	Cabins	Interpretation	Hiking	Biking	Equestrian	Boating	Swimming	Fishing	Hunting	Mo. River Access	ScenicOverlook
California Bend WMA	Harrison																	X		
Cottonwood Marina	Harrison																			
Deer Island WMA	Harrison														X		X	X		
Deer Island (Lower) WMA	Harrison																			
DeSoto NWR	Harrison	X	X		X	X	X				X	X			X	X	X			
Dunlap City Park	Harrison		X	X	X	X	X	X								X				
Dunlap Golf Course	Harrison																			
Dunlap Pleasant View Park	Harrison		X		X	X						X		X	X		X			
Fawn Island WMA	Harrison																			
Fish Lake WMA	Harrison																X	X		
Gee-Hruska Wetland Area	Harrison											X						X		
Gleason-Hubel Wildlife Area	Harrison											X						X		
Harrison County Historical Village/Welcome Center	Harrison	X	X		X	X	X				X	X								X
Little Sioux City Park	Harrison		X	X	X	X	X													
Loess Hills State Forest	Harrison	X	X			X		X	X		X	X					X	X		X
Logan - Milliman Park	Harrison				X	X		X												
Logan City Park	Harrison		X	X	X		X													
Logan-Missouri Valley	Harrison																			
Lower Bullard Bend WMA	Harrison																			
Magnolia City Park	Harrison		X	X		X														
Missouri Bottoms Wetland	Harrison																	X		
Missouri Dale WMA	Harrison																	X		
Missouri Valley City Park	Harrison	X	X	X	X	X	X	X								X				
Missouridale WMA	Harrison																			
Modale City Park	Harrison		X	X	X	X	X													

Recreational Resources
Harrison County (Continued)

Name	County	InfoCenter	Picnic	Electricity	DrinkingWater	Restrooms	Playground	Tent Camping	RV Camping	Cabins	Interpretation	Hiking	Biking	Equestrian	Boating	Swimming	Fishing	Hunting	Mo. River Access	ScenicOverlook
Mondamin City Park	Harrison		X		X	X	X													
Mondamin WMA	Harrison																	X		
Murray Hill Scenic Overlook	Harrison											X						X		X
Nolan Wetland Area	Harrison																	X		
O'Day Wetland Restoration	Harrison											X						X		
Old Town Conservation Area	Harrison											X						X		X
Persia Main Street Park	Harrison		X	X	X	X	X													
Persia Proof Park	Harrison						X													
Pisgah City Park	Harrison		X	X	X	X	X	X												
Rand Access	Harrison														X		X			
Rand Bar WMA	Harrison														X		X	X	X	
Remington Access	Harrison														X		X		X	
Roadside Rest Area	Harrison		X																	
Round Lake WMA	Harrison														X			X		
Ruffcorn Wildlife Area	Harrison																	X		
Saint John's WMA	Harrison																	X		
Sawmill Hollow Wildlife Area	Harrison											X			X		X	X		
Schaben Park	Harrison	X	X	X	X	X	X	X	X	X		X			X	X	X			
Shadow Valley Golf Course	Harrison																			
Sioux Dam Wildlife Area	Harrison																X	X		
Soldier Bend WMA	Harrison																			
Summit Park	Harrison																			
Three Rivers WMA	Harrison														X		X	X	X	
Tyson Bend WMA	Harrison														X		X	X		
Upper Bullard Bend WMA	Harrison																			
Vaile Wetland Nature Area	Harrison											X							X	
Willow Lake Recreation Area	Harrison	X	X	X	X	X	X	X	X	X	X	X			X	X	X	X		
Woodbine City Park	Harrison		X	X	X	X	X									X				

Recreational Resources
Shelby County

Name	County	InfoCenter	Picnic	Electricity	DrinkingWater	Restrooms	Playground	TentCamping	TrailerCamping	Cabins	Interpretation	Hiking	Biking	Equestrian	Boating	Swimming	Fishing	Hunting	ScenicOverlook
Beebe Park	Shelby		X				X												
Dinesen Prairie St. Preserve	Shelby																		
Dr. Joseph Spearing Park	Shelby		X														X		
Elk Horn City Park	Shelby		X				X								X				
Elk Horn Creek Recreation Area	Shelby		X	X	X		X	X			X							X	
Irwin City Park	Shelby		X				X												
JaCee Park	Shelby		X																
J.J. Jensen Park	Shelby																		
Leinen Park	Shelby																		
Little George Park	Shelby		X														X		
Manteno Park	Shelby		X	X	X	X		X			X				X		X		
Nielsen RV Park	Shelby		X	X	X	X			X										
Nishna Bend Recreation Area	Shelby					X		X	X	X							X		
North Park	Shelby		X				X												
Oak Ridge Wildlife Area	Shelby											X						X	
Petersen Nature Preserve	Shelby											X						X	
Pioneer Park	Shelby		X			X	X				X	X					X		
Portsmouth Ball Fields	Shelby																		
Portsmouth City Park	Shelby		X																
Portsmouth Tennis/Basketball Court	Shelby																		
Potters Park	Shelby		X				X												
Prairie Rose State Park	Shelby		X	X	X	X	X	X	X	X	X				X	X	X		
Reinig River Access	Shelby														X		X	X	
Rock Island Old Stone Arch Nature Trail	Shelby										X	X							
Rosenow Timber County Park	Shelby					X					X							X	
Rosman Glendale Farm Rec. Area	Shelby																		
Schimerowski Recreation Area	Shelby		X	X	X	X											X		
Six Bee Tree Nature Area	Shelby		X									X						X	
Upper Nish Habitat Area	Shelby											X						X	
Y&W Petersen VMA	Shelby																	X	
Westphalia German Heritage Park	Shelby						X				X								
Whispering Pines Park	Shelby											X							

Recreational Resources

Audubon County

Name	County	Info Center	Picnic	Electric	Drinking Water	Restrooms	Playground	Tent Camping	RV Camping	Cabins	Interpretation	Hiking	Biking	Equestrian	Boating	Swimming	Fishing	Hunting	Golfing
Volleyball Court	Audubon																		
Swimming Pool	Audubon															X			
Audubon County Conservation Club	Audubon																		
Albert the Bull Park & Campground	Audubon								X										
Arlington Park	Audubon						X												
Baseball and Softball Fields	Audubon						X												
Bluegrass Park/Dinosaur Park	Audubon		X				X												
City Swimming Pool	Audubon															X			
Football Field and All-Weather Track	Audubon																		
Golf Course	Audubon																		X
John James Audubon Statue and City Park	Audubon		X																
Legion Park	Audubon		X			X	X												
Nathaniel Hamlin Park	Audubon	X				X					X	X							
T-Bone Trail (Audubon Trailhead)	Audubon											X	X						
Old Glory Park	Audubon		X				X												
Heritage Rose Garden	Audubon																		
Randi Jo Munch Memorial Park	Audubon																		
T-Bone Trail (Hamlin Trailhead)	Audubon											X	X						
Kimballton Park	Audubon																		
Lloyd Petersen Ball Park	Audubon																		
Tennis Courts	Audubon																		
Volleyball Court	Audubon																		
Littlefield Recreation Area	Audubon	X	X	X	X	X		X			X	X			X	X	X	X	
T-Bone Trail (Exira trailhead)	Audubon											X	X						
Nabotna Pond Park	Audubon																		X
Plow-in-Oak-Park	Audubon			X	X	X													
School House Prairie	Audubon																		
T-Bone Trail (Brayton trailhead)	Audubon											X	X						
Wildlife Area	Audubon																		X

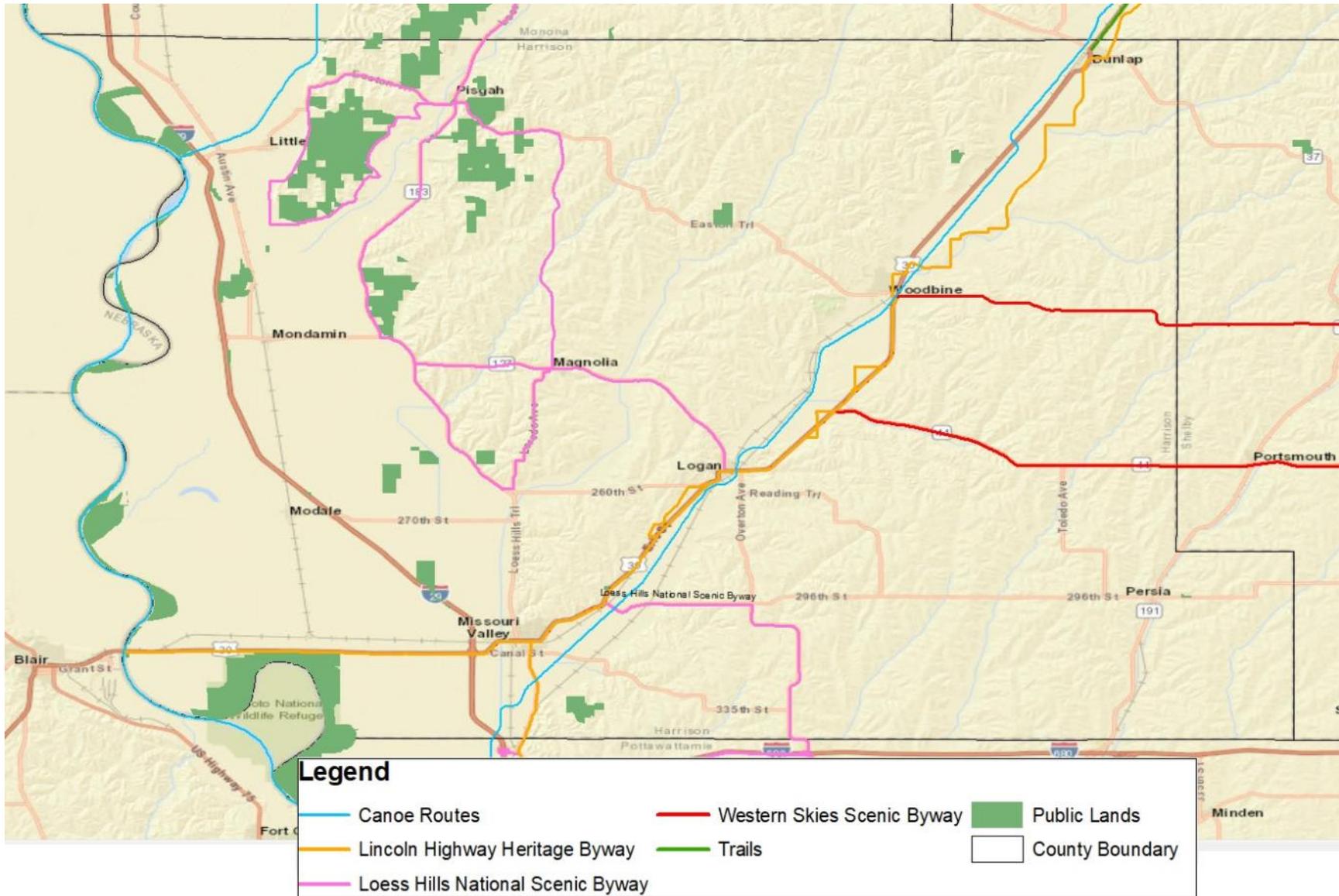
Recreational Resources

Guthrie County

Name	County	InfoCenter	Picnic	Electricity	DrinkingWater	Restrooms	Playground	TentCamping	RV Camping	Cabins	Interpretation	Hiking	Biking	Equestrian	Boating	Swimming	Fishing	Hunting	Skiing	Golfing	UndevelopedArea	ScenicOverlook
Bays Branch WPA	Guthrie																	X				
Bundt Prairie	Guthrie																					
Courtney Mccammond Access	Guthrie														X		X					
Cowles Access	Guthrie														X		X					
Elk Grove WMA	Guthrie																	X				
Greenwood Cemetary Prairie	Guthrie																					
Guthrie County Historical Village	Guthrie				X																	
Hwy 141 River Access	Guthrie		X												X		X					
Karl and Grace Correll Wildlife Area	Guthrie											X										
Lakin Slough WMA	Guthrie																		X			
Lenon Mills Historical Site	Guthrie																					
Lenon Mills WMA	Guthrie														X		X	X				
Lenon Mills Park	Guthrie		X	X	X	X		X							X							
Marlowe Ray WMA	Guthrie																		X			
Mccord Pond WMA	Guthrie																		X			
Middle Raccoon River PWA - Trent WMA	Guthrie																X					
Monteith Wildlife Area	Guthrie																		X			
Nations Bridge Park	Guthrie		X	X	X	X		X				X			X		X					
Raccoon River Valley Trail	Guthrie		X		X							X	X									
SE Robinson Wildlife Area	Guthrie																	X	X			
Seeley Creek Timber	Guthrie																		X			
Sheeder Prairie St. Preserve	Guthrie																			X		
Springbrook St. Park	Guthrie			X	X	X	X	X	X	X		X			X	X	X	X				
Springbrook WMA	Guthrie																	X	X			
Sutcliffe Woodland	Guthrie		X									X						X				
Whiterock Conservancy	Guthrie										X	X	X				X	X				
Adair City Park	Guthrie			X	X	X		X					X									
Bagard City Park	Guthrie																					
Casey City Park	Guthrie		X	X				X														
Riverside Park	Guthrie		X	X	X			X														
Westside Park	Guthrie		X				X									X						
Coon Rapids Golf Course	Guthrie																				X	

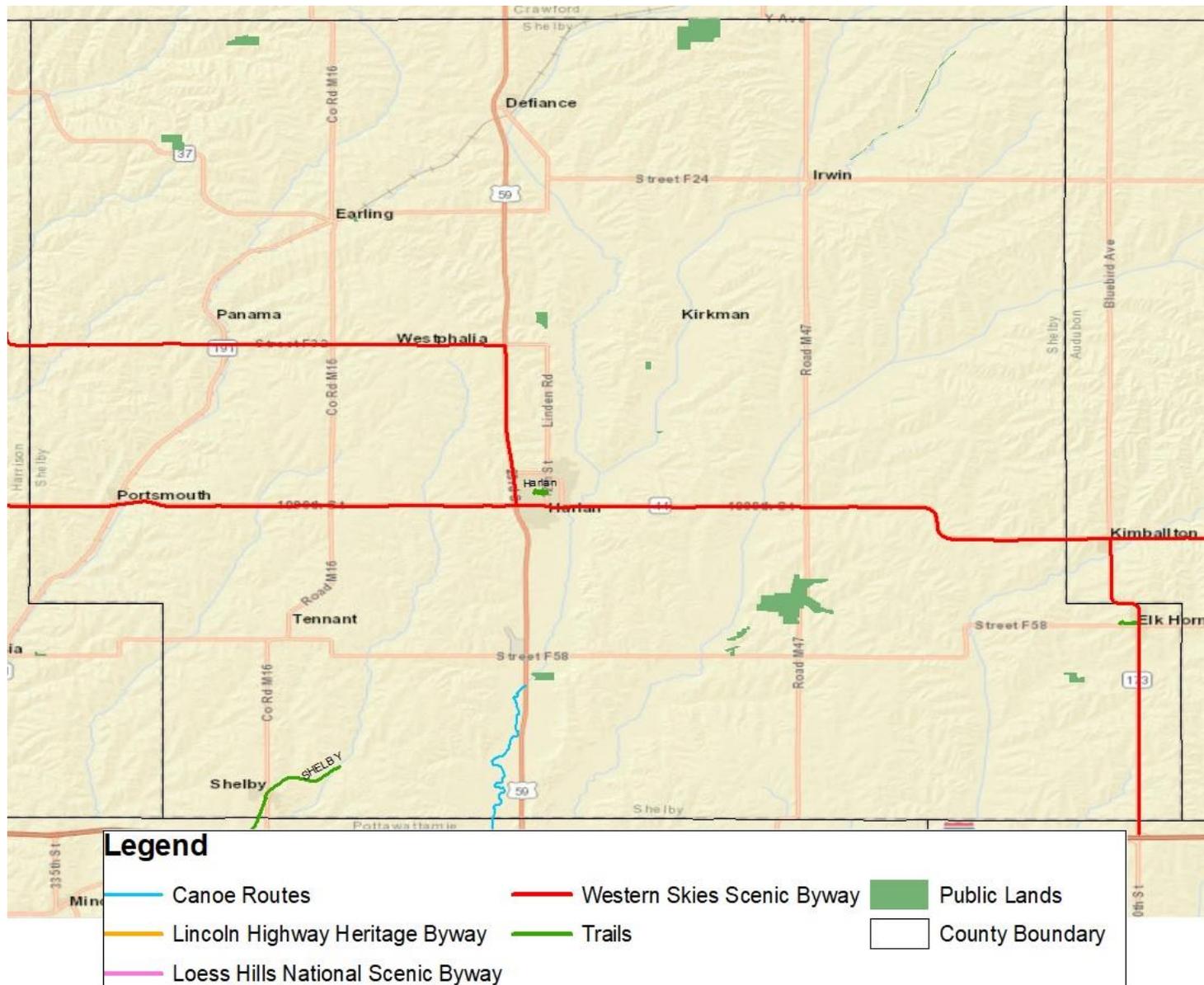
Recreational Resource Maps

Harrison County



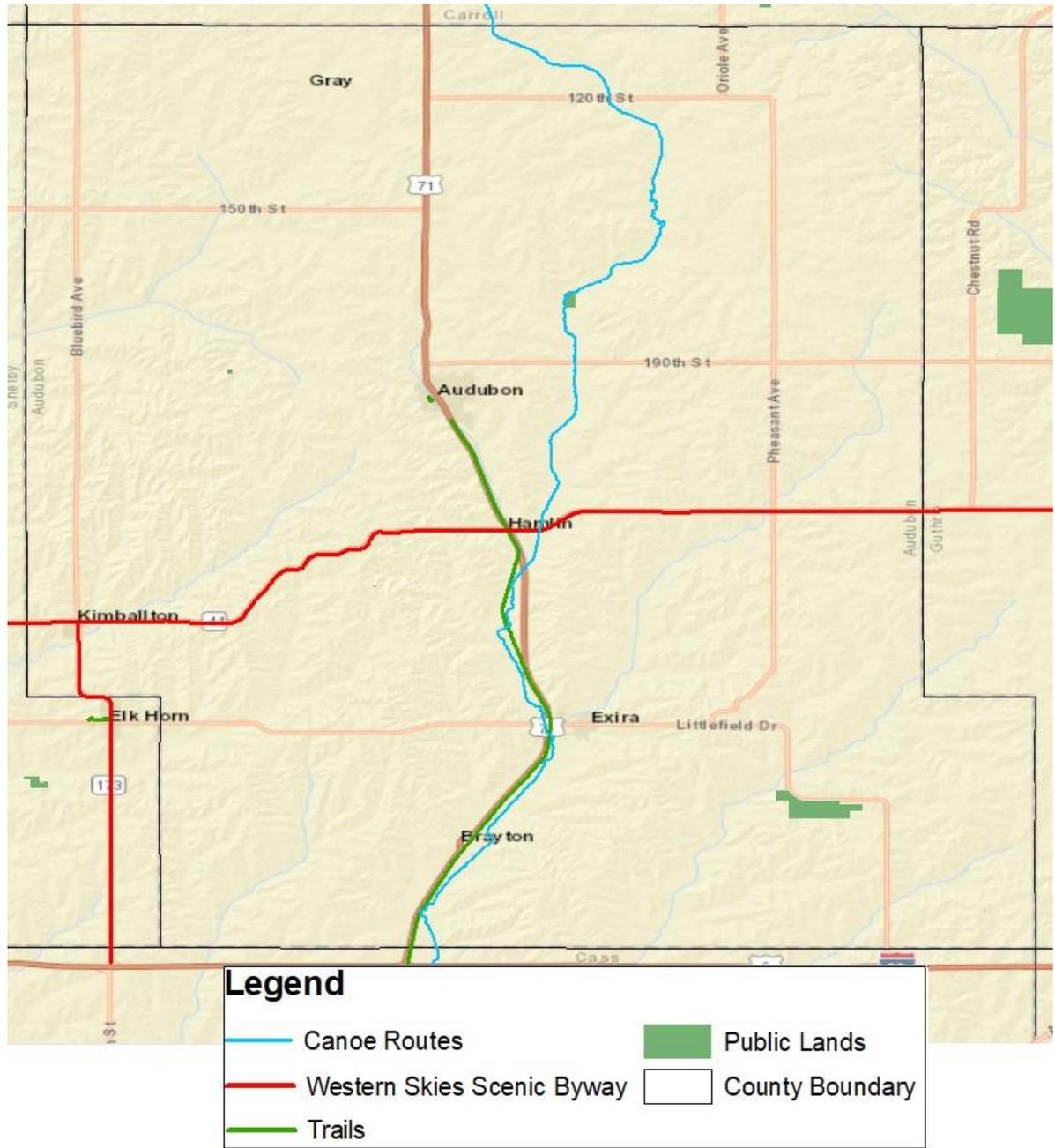
Recreational Resource Maps

Shelby County



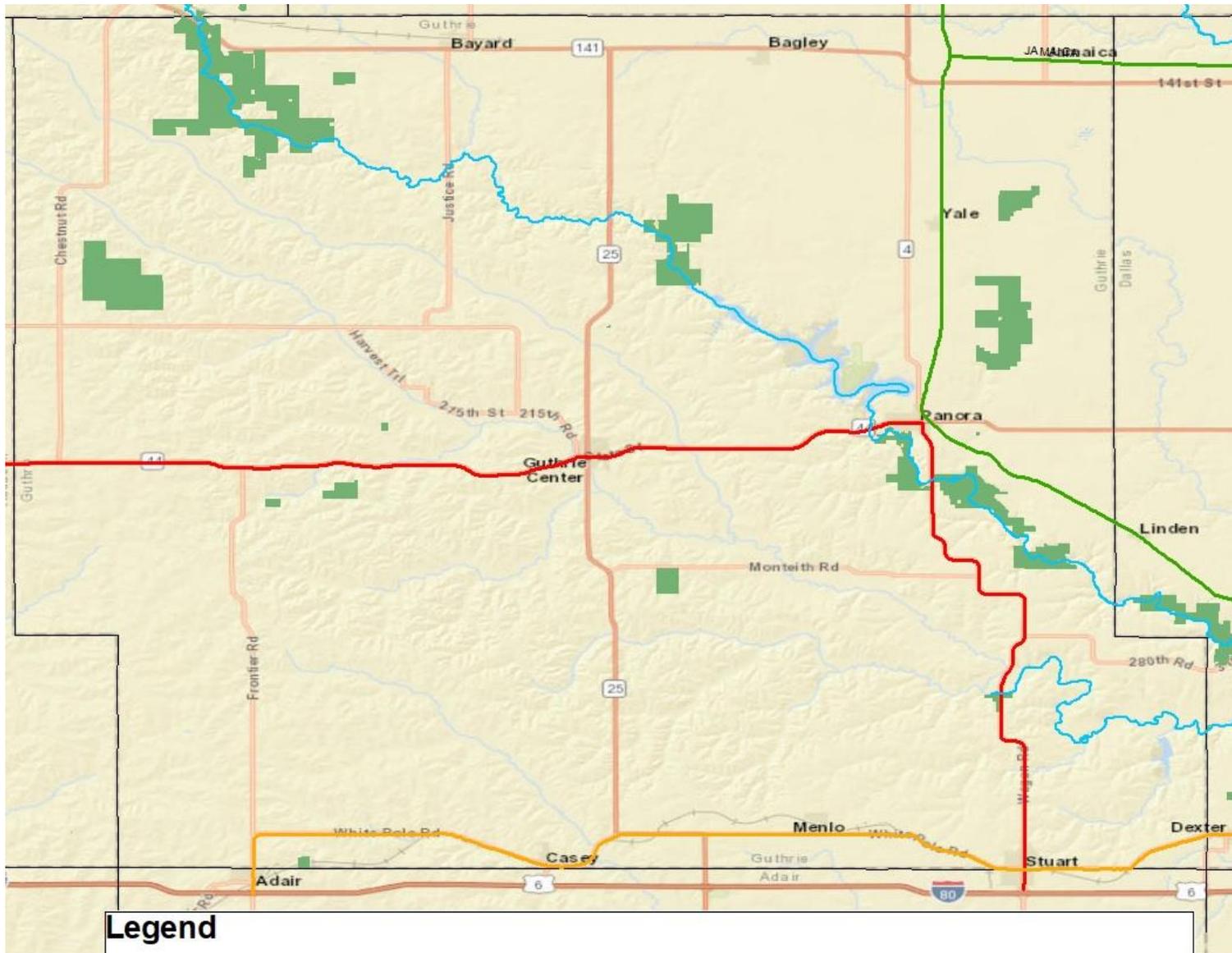
Recreational Resource Maps

Audubon County



Recreational Resource Maps

Guthrie County



Legend

White Pole Road Scenic Byway	Western Skies Scenic Byway	Public Lands
Canoe Routes	Trails	County Boundary

UNDERSTANDING THE HUMAN QUALITY

Definition of Human Quality

As the work of preparing the *Western Skies Scenic Byway Corridor Management Plan* proceeded a seventh intrinsic quality was realized: the human quality. Some might refer to it as “social capital” - the collective ability of people living in communities to devise and implement effective strategies to deal with local problems and opportunities.

This human intrinsic quality is reflected through the attitudes and actions of residents, private organizations and public agencies. Indeed, the human quality goes far beyond local pride and is manifested in actions that will have long lasting effects on the intrinsic qualities of the corridor. In preparing this *Corridor Management Plan*, numerous examples were discovered of how people acting in positive ways for the good of their communities embraced the concepts of Scenic Byway Corridor management.

Demographics in the Western Skies Scenic Byway Corridor

Information about population in the four Scenic Byway counties can help to understand the impacts that human activities have on intrinsic qualities in the Scenic Byway Corridor. According to US Census Bureau data 2010 estimates and 2016 estimates, all four counties have had a population decrease. More detailed information about the demographic, social and economic characteristics of each county is represented in the data shown from the Iowa Data Center.

What needs to be done?

The attitudes and actions of the residents along the Western Skies Scenic Byway corridor demonstrate an increased awareness of, and growing concern for, the intrinsic qualities of the Scenic Byway Corridor. Public communication and education efforts will be the key to maintaining and expanding this interest and involvement of local residents. Specific actions included in the “Corridor Development Actions” section of the Corridor Management Plan address the need to:

- Improve the public’s awareness and understanding of the unique intrinsic qualities of the Western Skies Scenic Byway Corridor; and
- Improve and maintain communication activities that inform the public about, and encourage their support of and involvement in, efforts to protect, enhance, and manage resources along the Western Skies Scenic Byway.

Tables and Maps

- *State of Iowa Characteristics*
- *Demographic Characteristics by County*
- *Social Characteristics by County*
- *Economic Characteristics by County*

Population

Population (2017)¹: 3,145,711

Rank among states: 30

Population (2010)¹: 3,046,355

- Rank among states: 30

Population (2050 projection)²: 3,474,647

Economic Characteristics

• Income (2015)¹

- Median household income: \$54,736
- Median family income: \$69,382
- Per capita income: \$28,628

• Median earnings (2015)¹

- Male full-time, year-round workers: \$47,298
- Female full-time, year-round workers: \$36,264

• Individual poverty status (2015)¹

- Individuals below poverty level: 12.2%
- Related children under 18 years below poverty level: 14.4%
- Individuals 65 years and over below poverty level: 7.0%

• Family poverty status (2015)¹

- Families below poverty level: 7.7%
- Families with related children under 18 years below poverty level: 13.3%
- Families with female householder, no husband present, with related children under 18 years below poverty level: 36.8%

General Demographic Characteristics

• Sex and age (2015)¹

- Male: 49.6%
- Female: 50.4%
- Population under 5 years: 6.2%
- Population 18 years and over: 76.7%
- Population 65 years and over: 16.0%
- Population 85 years and over: 2.5%
- Median age (years): 38.1

• Race and Hispanic or Latino (2015)¹

- White alone: 90.5%
- Black or African American alone: 3.4%
- American Indian and Alaska Native alone: 0.4%
- Asian alone: 2.2%
- Native Hawaiian and Other Pacific Islander alone: 0.1%
- Two or more races: 1.9%
- Hispanic or Latino (of any race): 5.6%

Employment

• Unemployment rate (2015)¹: 4.2%

• Employment status (2015)¹

- In labor force, 16 and over: 67.5%
- Females 16 years and over in labor force: 63.2%

Social Characteristics

• Educational attainment (2015)¹

- High school graduate or higher: 91.7%
- Bachelor's degree or higher: 26.8%

• Veteran status (2015)¹

- Civilian veterans: 8.2%

• Disability status (2015)¹

- Population 5 years and over with a disability: 11.9%

• Nativity and citizenship (2015)¹

- Native: 95.2%
- Foreign-born: 4.8%
 - Naturalized citizen: 37.4%
 - Not a citizen: 62.6%

• Language spoken at home (2015)¹

- English only: 92.3%
- Spanish: 4.0%
- Asian and Pacific Islander: 1.6%
- Other: 2.1%

• Ancestry (single or multiple) (2015)¹

- German: 34.8%
- Irish: 13.3%
- Other: 51.9%

Demographic Characteristics by County

www.iowadatacenter.org

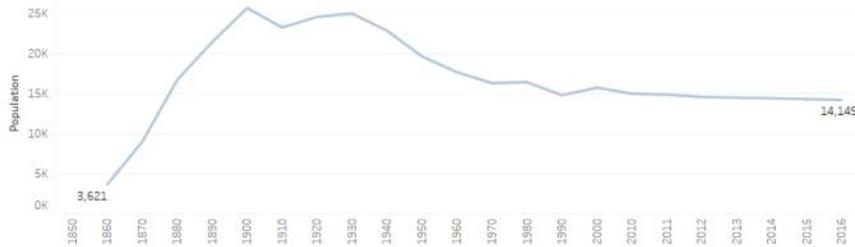


Demographic Characteristics: Harrison County, Iowa

2012-2016 American Community Survey 5-year period estimates (unless noted)

County
Harrison County

Harrison County total population



1850-2010 Decennial Censuses & 2015 Annual Population Estimates

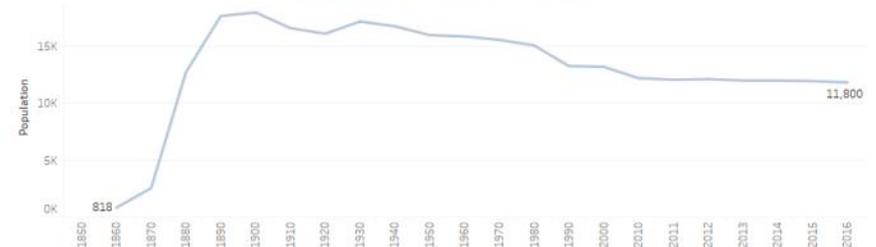


Demographic Characteristics: Shelby County, Iowa

2012-2016 American Community Survey 5-year period estimates (unless noted)

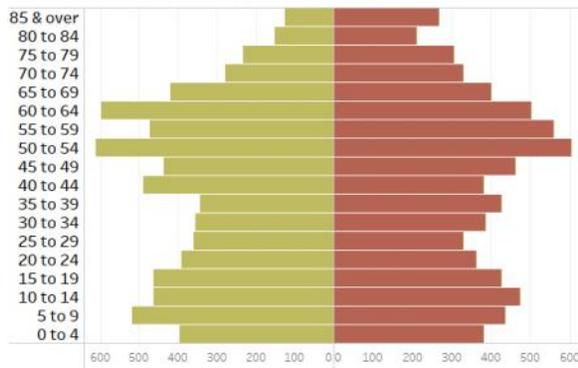
County
Shelby County

Shelby County total population



1850-2010 Decennial Censuses & 2015 Annual Population Estimates

Population by age and gender



Median age by race and Hispanic or Latino origin
Black or African American alone

Race and Hispanic Origin

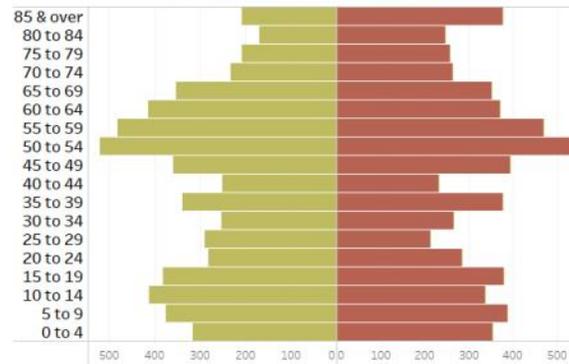
	Estimate	Percent
Total	14,335	
White	13,978	97.5%
Black or African American	7	0.0%
American Indian and Alaska Native	66	0.5%
Asian	44	0.3%
Native Hawaiian and Other Pacific Islander	7	0.0%
Some other race	35	0.2%
Two or more races	198	1.4%
Hispanic or Latino (of any race)	228	1.6%

Black or African American alone



Created by the State Data Center of Iowa
Contact information: State Library of Iowa,
State Data Center Program,
<http://www.iowadatacenter.org>,
800-248-4483, census@iowa.gov

Population by age and gender



Median age by race and Hispanic or Latino origin
Black or African American alone

Race and Hispanic Origin

	Estimate	Percent
Total	11,944	
White	11,484	96.1%
Black or African American	49	0.4%
American Indian and Alaska Native	16	0.1%
Asian	37	0.3%
Native Hawaiian and Other Pacific Islander	0	0.0%
Some other race	211	1.8%
Two or more races	147	1.2%
Hispanic or Latino (of any race)	347	2.9%

Black or African American alone



Created by the State Data Center of Iowa
Contact information: State Library of Iowa,
State Data Center Program,
<http://www.iowadatacenter.org>,
800-248-4483, census@iowa.gov

Demographic Characteristics by County

www.iowadatatcenter.org

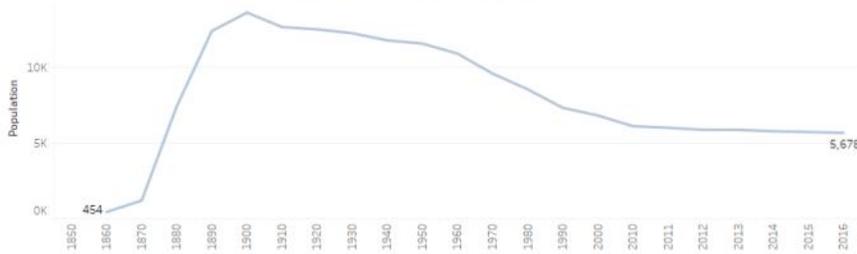


Demographic Characteristics: Audubon County, Iowa

2012-2016 American Community Survey 5-year period estimates (unless noted)

County
Audubon County

Audubon County total population



1850-2010 Decennial Censuses & 2015 Annual Population Estimates

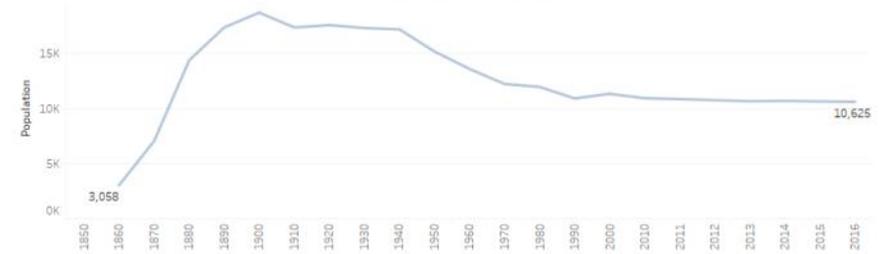


Demographic Characteristics: Guthrie County, Iowa

2012-2016 American Community Survey 5-year period estimates (unless noted)

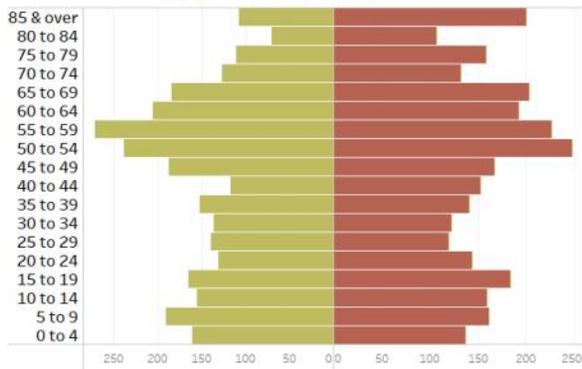
County
Guthrie County

Guthrie County total population



1850-2010 Decennial Censuses & 2015 Annual Population Estimates

Population by age and gender



Median age by race and Hispanic or Latino origin
Black or African American alone

Race and Hispanic Origin

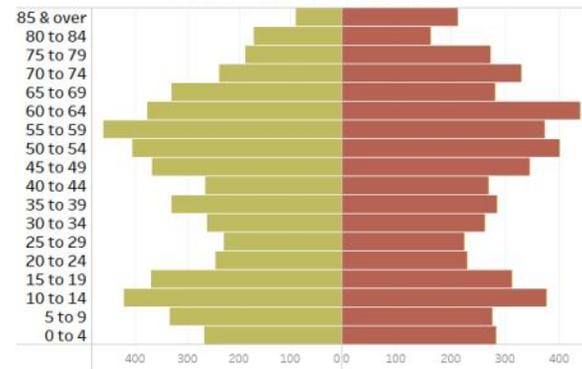
	Estimate	Percent
Total	5,793	
White	5,636	97.3%
Black or African American	22	0.4%
American Indian and Alaska Native	38	0.7%
Asian	11	0.2%
Native Hawaiian and Other Pacific Islander	0	0.0%
Some other race	0	0.0%
Two or more races	86	1.5%
Hispanic or Latino (of any race)	35	0.6%

Black or African American alone



Created by the State Data Center of Iowa
Contact information: State Library of Iowa,
State Data Center Program,
<http://www.iowadatatcenter.org>,
800-248-4483, census@iowa.gov

Population by age and gender



Median age by race and Hispanic or Latino origin
Black or African American alone

Race and Hispanic Origin

	Estimate	Percent
Total	10,691	
White	10,418	97.4%
Black or African American	26	0.2%
American Indian and Alaska Native	31	0.3%
Asian	7	0.1%
Native Hawaiian and Other Pacific Islander	0	0.0%
Some other race	68	0.6%
Two or more races	141	1.3%
Hispanic or Latino (of any race)	254	2.4%

Black or African American alone



Created by the State Data Center of Iowa
Contact information: State Library of Iowa,
State Data Center Program,
<http://www.iowadatatcenter.org>,
800-248-4483, census@iowa.gov

Social Characteristics by County

www.iowadatacenter.org



Social Characteristics: Harrison County, Iowa

2012-2016 American Community Survey 5-year period estimates (unless noted)

County
Harrison County

Educational Attainment (Population 25 years of age and over)

	Estimate	Percent
Total	10,029	100.0%
Less than 9th grade	290	2.9%
9th to 12th grade, no diploma	615	6.1%
High school graduate	3,829	38.2%
Some college, no degree	2,551	25.4%
Associate's degree	995	9.9%
Bachelor's degree	1,328	13.2%
Graduate degree or higher	421	4.2%



Social Characteristics: Shelby County, Iowa

2012-2016 American Community Survey 5-year period estimates (unless noted)

County
Shelby County

Educational Attainment (Population 25 years of age and over)

	Estimate	Percent
Total	8,436	100.0%
Less than 9th grade	330	3.9%
9th to 12th grade, no diploma	405	4.8%
High school graduate	3,191	37.8%
Some college, no degree	1,711	20.3%
Associate's degree	1,020	12.1%
Bachelor's degree	1,357	16.1%
Graduate degree or higher	422	5.0%



Average household size

Average family size



2.3

2.8

Period of Service for Veterans

	Estimate	Percent
Civilian population 18 years & over	11,077	
Total Veteran population	1,144	
Gulf War (9/2001 or later)	51	4.5%
Gulf War (8/1990 to 8/2001)	149	13.0%
Vietnam era	509	44.5%
Korean War	103	9.0%
World War II	68	5.9%

Average household size

Average family size



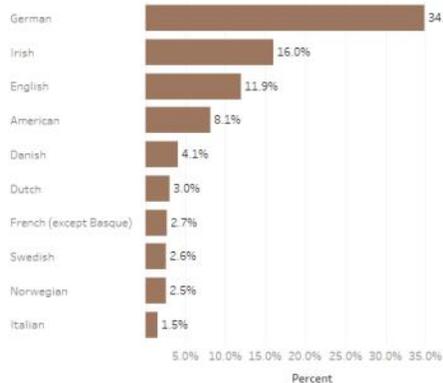
2.3

2.9

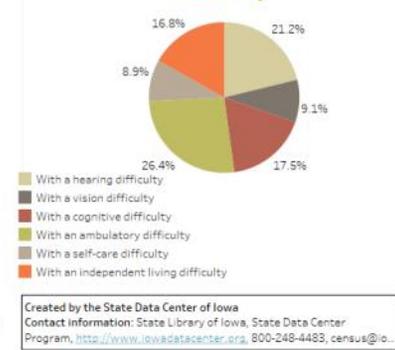
Period of Service for Veterans

	Estimate	Percent
Civilian population 18 years & over	9,246	
Total Veteran population	885	
Gulf War (9/2001 or later)	31	3.5%
Gulf War (8/1990 to 8/2001)	107	12.1%
Vietnam era	377	42.6%
Korean War	153	17.3%
World War II	91	10.3%

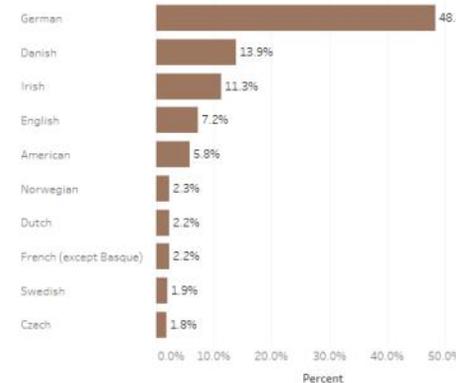
Ancestry



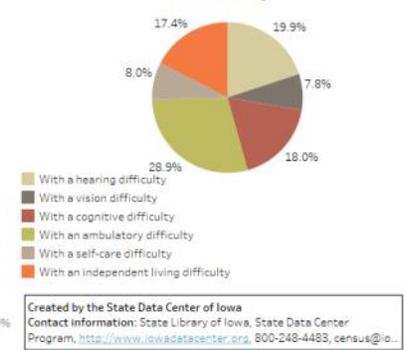
Disability status by type of disability



Ancestry



Disability status by type of disability



Social Characteristics by County

www.iowadatecenter.org



Social Characteristics: Audubon County, Iowa

2012-2016 American Community Survey 5-year period estimates (Unless noted)

County
Audubon County

Educational Attainment (Population 25 years of age and over)

	Estimate	Percent
Total	4,208	100.0%
Less than 9th grade	164	3.9%
9th to 12th grade, no diploma	275	6.5%
High school graduate	1,783	42.4%
Some college, no degree	895	21.3%
Associate's degree	538	12.8%
Bachelor's degree	377	9.0%
Graduate degree or higher	176	4.2%



Social Characteristics: Guthrie County, Iowa

2012-2016 American Community Survey 5-year period estimates (Unless noted)

County
Guthrie County

Educational Attainment (Population 25 years of age and over)

	Estimate	Percent
Total	7,574	100.0%
Less than 9th grade	247	3.3%
9th to 12th grade, no diploma	354	4.7%
High school graduate	2,965	39.1%
Some college, no degree	1,690	22.3%
Associate's degree	762	10.1%
Bachelor's degree	1,085	14.3%
Graduate degree or higher	471	6.2%



Average household size

Average family size



2.1

2.7

Period of Service for Veterans

	Estimate	Percent
Civilian population 18 years & over	4,596	
Total Veteran population	448	
Gulf War (9/2001 or later)	49	10.9%
Gulf War (8/1990 to 8/2001)	45	10.0%
Vietnam era	173	38.6%
Korean War	59	13.2%
World War II	53	11.8%

Average household size

Average family size



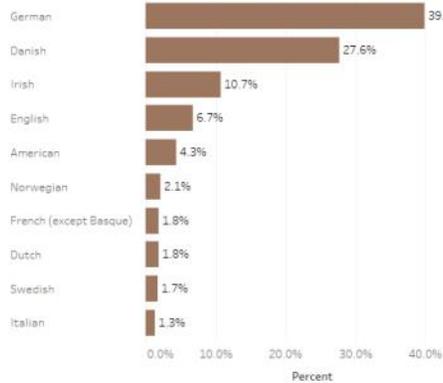
2.3

2.9

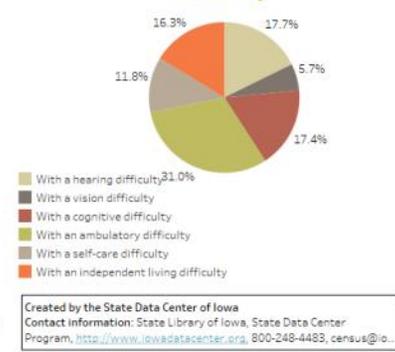
Period of Service for Veterans

	Estimate	Percent
Civilian population 18 years & over	8,271	
Total Veteran population	866	
Gulf War (9/2001 or later)	26	3.0%
Gulf War (8/1990 to 8/2001)	90	10.4%
Vietnam era	338	39.0%
Korean War	141	16.3%
World War II	64	7.4%

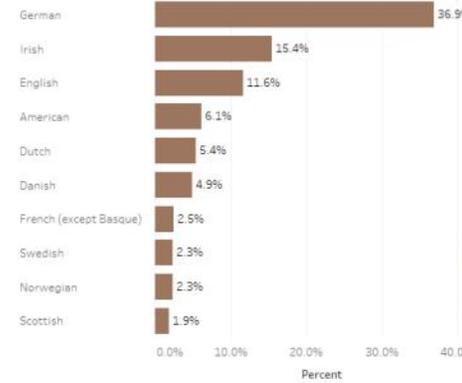
Ancestry



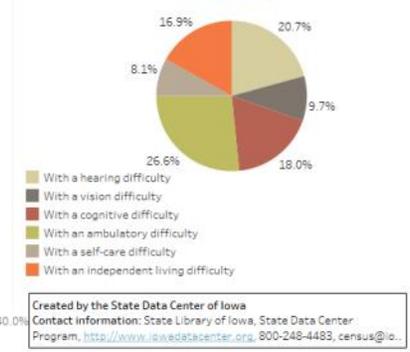
Disability status by type of disability



Ancestry



Disability status by type of disability



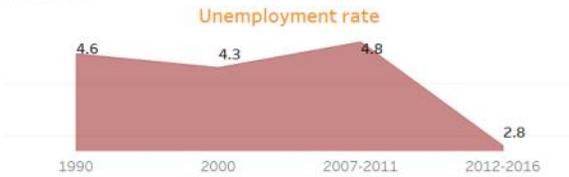
Economic Characteristics by County

www.iowadatatcenter.org



Economic Characteristics: Harrison County, Iowa

Source: 2000 Census & 2012-2016 American Community Survey 5-year period estimates (unless noted)



Additional Sources: 1990 Decennial Census & 2006-2010 American Community Survey



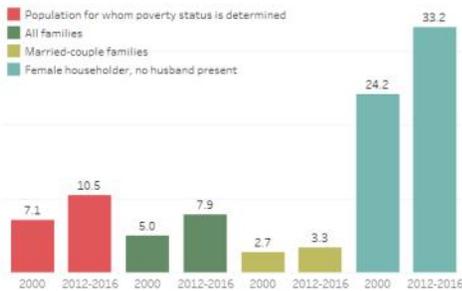
Means of transportation to work

	2000	2012-2016
Car, truck, or van - Drove alone	75.7%	79.8%
Car, truck, or van - Carpooled	14.8%	11.2%
Public transportation (excluding taxicab)	0.1%	0.3%
Taxicab, motorcycle, or other means	0.7%	0.9%
Bicycle	0.1%	0.0%
Walked	2.9%	3.1%
Worked at home	5.8%	4.7%

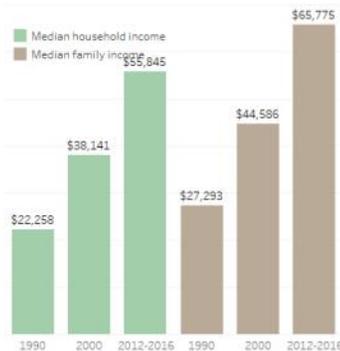
Mean travel time to work



Poverty rates



Median Income

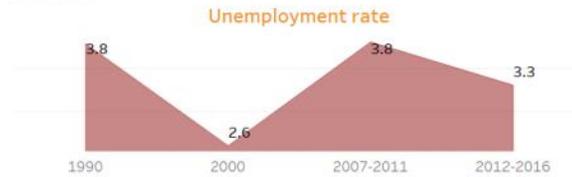


Created by the State Data Center of Iowa
 Contact information: State Library of Iowa, State Data Center Program, <http://www.iowadatatcenter.org>, 800-248-4483, census@iowa.gov



Economic Characteristics: Shelby County, Iowa

Source: 2000 Census & 2012-2016 American Community Survey 5-year period estimates (unless noted)



Additional Sources: 1990 Decennial Census & 2006-2010 American Community Survey



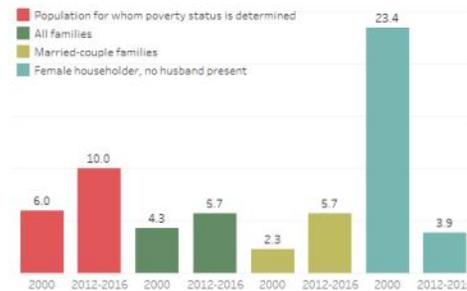
Means of transportation to work

	2000	2012-2016
Car, truck, or van - Drove alone	75.0%	77.1%
Car, truck, or van - Carpooled	10.5%	12.2%
Public transportation (excluding taxicab)	0.1%	0.5%
Taxicab, motorcycle, or other means	0.6%	1.2%
Bicycle	0.0%	0.0%
Walked	5.3%	2.9%
Worked at home	8.5%	6.1%

Mean travel time to work



Poverty rates



Median Income



Created by the State Data Center of Iowa
 Contact information: State Library of Iowa, State Data Center Program, <http://www.iowadatatcenter.org>, 800-248-4483, census@iowa.gov

Economic Characteristics by County

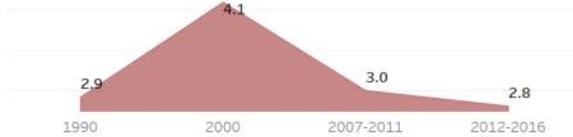
www.iowadatatcenter.org



Economic Characteristics: Audubon County, Iowa

Source: 2000 Census & 2012-2016 American Community Survey 5-year period estimates (unless noted)

Unemployment rate



Additional Sources: 1990 Decennial Census & 2006-2010 American Community Survey

County
Audubon County



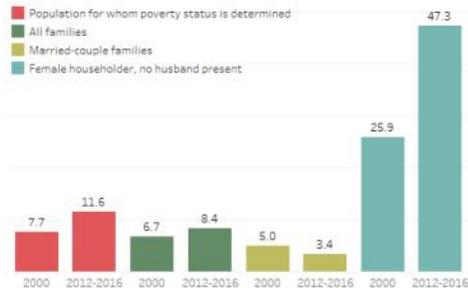
Means of transportation to work

	2000	2012-2016
Car, truck, or van - Drove alone	76.1%	79.4%
Car, truck, or van - Carpooled	8.6%	9.0%
Public transportation (excluding taxicab)	0.1%	0.4%
Taxicab, motorcycle, or other means	0.3%	0.8%
Bicycle	0.0%	0.1%
Walked	3.5%	3.9%
Worked at home	11.5%	6.5%

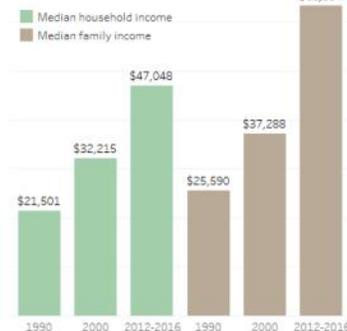
Mean travel time to work



Poverty rates



Median Income



Created by the State Data Center of Iowa
Contact information: State Library of Iowa, State Data Center Program, <http://www.iowadatatcenter.org>, 800-248-4483, census@iowa.gov

Occupation

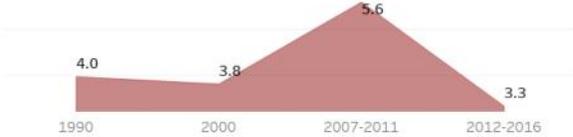
	2000	2012-2016
Management, business, science, and arts	34.6%	29.8%
Sales and office	19.6%	21.1%
Service	17.1%	17.7%
Natural resources, construction, and maintenance	11.3%	14.5%
Production, transportation, and material moving	17.4%	16.8%



Economic Characteristics: Guthrie County, Iowa

Source: 2000 Census & 2012-2016 American Community Survey 5-year period estimates (unless noted)

Unemployment rate



Additional Sources: 1990 Decennial Census & 2006-2010 American Community Survey

County
Guthrie County



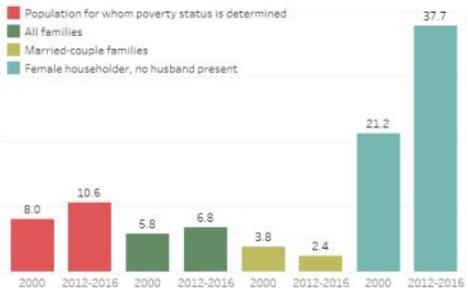
Means of transportation to work

	2000	2012-2016
Car, truck, or van - Drove alone	73.6%	77.8%
Car, truck, or van - Carpooled	15.0%	11.1%
Public transportation (excluding taxicab)	0.1%	0.1%
Taxicab, motorcycle, or other means	0.4%	1.0%
Bicycle	0.1%	0.1%
Walked	3.8%	3.8%
Worked at home	7.0%	6.1%

Mean travel time to work



Poverty rates



Median Income



Created by the State Data Center of Iowa
Contact information: State Library of Iowa, State Data Center Program, <http://www.iowadatatcenter.org>, 800-248-4483, census@iowa.gov

Occupation

	2000	2012-2016
Management, business, science, and arts	31.5%	33.6%
Sales and office	22.7%	24.1%
Service	16.0%	15.5%
Natural resources, construction, and maintenance	13.0%	15.0%
Production, transportation, and material moving	16.8%	11.8%

Understanding Tourism

SECTION CONTENTS

- Tourism and Scenic Byways.....88
- Economic Impact of Tourism on the Western Skies Scenic Byway.....88
- Marketing Tourism on the Western Skies Scenic Byway.....89

TOURISM AND SCENIC BYWAYS

Over three-fourths of Americans prefer pleasure driving as their chosen recreational activity. Tourism, with regard to scenic byways, offers travelers the opportunity to experience the byway corridor's intrinsic qualities. The tourists' experience consists of the anticipation, use and memories of their visit to the scenic byway and its associated attractions, events, amenities and resources (Levin xii, 1988).

Travel on a scenic byway can translate into real economic benefits for communities along its path. These benefits are derived from tourist expenditures, leading to income and employment for travel and tourism-related businesses and tourist-generated tax revenues.

Tourism-related economic benefits from scenic byways can also contribute to an improved quality of life in communities through which they travel. The actions of residents to attract, provide products, and offer services for visitors frequently enhances the amenities (developed site facilities), resources and visual attractiveness of local communities and surrounding areas. In addition to drawing visitors, these enhancements can help communities attract and retain new residents and businesses (Scenic America 8-11, 1995).

ECONOMIC IMPACT OF TOURISM

Sharing the intrinsic qualities of Iowa's Western Skies Scenic Byway with visitors provides opportunities to tell the story of the resources and people of the Scenic Byway Corridor. Presenting this story provides opportunities for tourism-based economic and community development and increased public appreciation of the region. Tourism-based economic development opportunities associated with the Western Skies Scenic Byway take the form of expanding existing businesses and new businesses that provide goods and services to travelers. At the same time, increased tax revenue from tourism-related activities supports improvements to public facilities and infrastructure in communities and rural areas.

Tourism will contribute to increased support for preserving and enhancing the intrinsic qualities of the Western Skies Scenic Byway Corridor. The benefits of tourism for local communities and economies will be a strong incentive for residents, businesses and public officials to protect and manage resources in the Scenic Byway Corridor that attract visitors. Tourism will foster a greater awareness among residents and visitors of the uniqueness of the region. A better understanding of the value of resources along the byway will generate support inside and outside of the Scenic Byway Corridor for their protection.

Tourism along the Western Skies Scenic Byway works for the benefit of all Iowa in the following ways: it generates jobs in communities, brings new spending and associated tax revenues, supports community "quality of life" assets enjoyed by both residents and visitors, and helps portray Iowa as a good place to live, work and do business. (*Western Iowa Tourism Region 2016 Economic Impact Study*)

MARKETING TOURISM ON THE WESTERN SKIES SCENIC BYWAY

Driving scenic byways has become an increasingly popular tourism activity in Iowa. This increased interest is both the result and focus of marketing efforts that emphasize the state's scenic byways. Growth in marketing activities for the Western Skies Scenic Byway has generated interest regarding the scope, direction and effectiveness of these efforts. The Western Iowa Tourism Region, a non-profit organization that includes members from private businesses, economic development, community and conservation entities interested in tourism in Western Iowa, is a continued partner in supporting the Western Skies Scenic Byway by publicizing events and serving as a resource to byway leaders.

What Needs to be Done?

Western Iowa Tourism Region's assessment of marketing activities provides information to improve efforts to attract and provide products and services to visitors to the Western Skies Scenic Byway Corridor. Actions presented in the "Corridor Development Actions" section of the *Corridor Management Plan* address the need to:

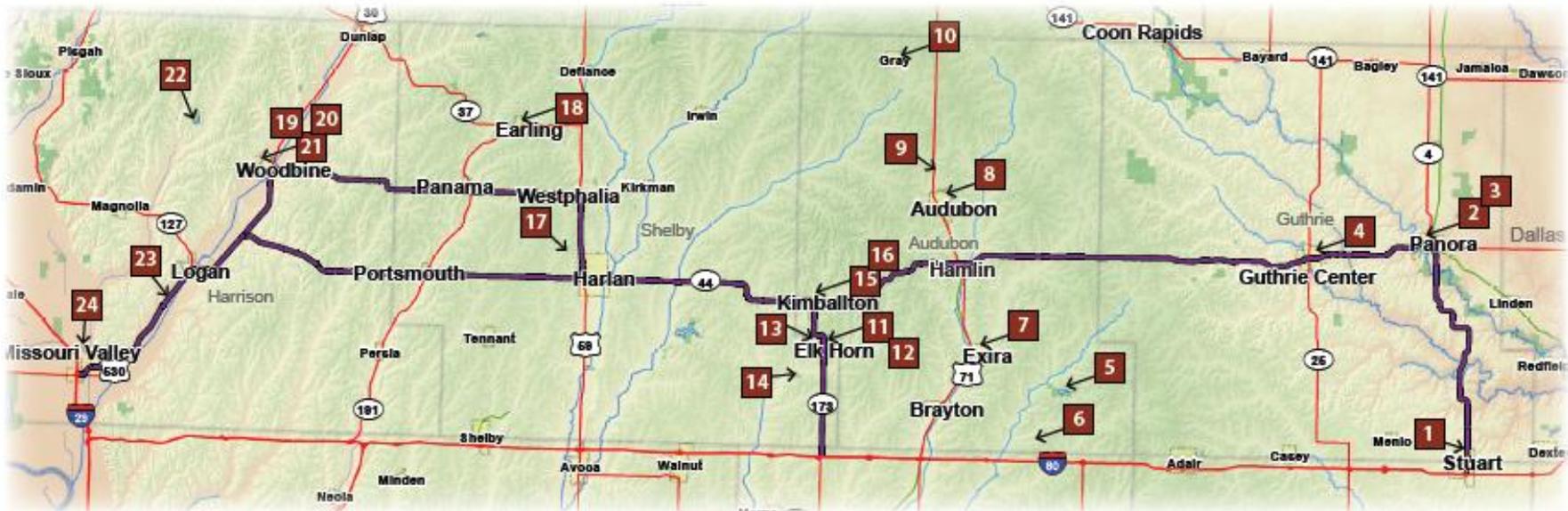
- Implement a marketing plan for the Western Skies Scenic Byway that creates a formal network for the exchange of information between marketing entities; ensures the availability of quality promotional materials; increases media coverage of attractions and events; includes the Byway in marketing performed by the State; balances the use of marketing resources between the group and consumer travel markets; and provides opportunities for cooperative marketing activities

Tables and Maps

- *Special Attractions*
- *Iowa Welcome Centers*
- *Regional Economic Centers*
- *2016 Tourism Expenditures by County*
- *15 Year Trend on Economic Impact by County*
- *Traveler Services Table*

Special Attractions

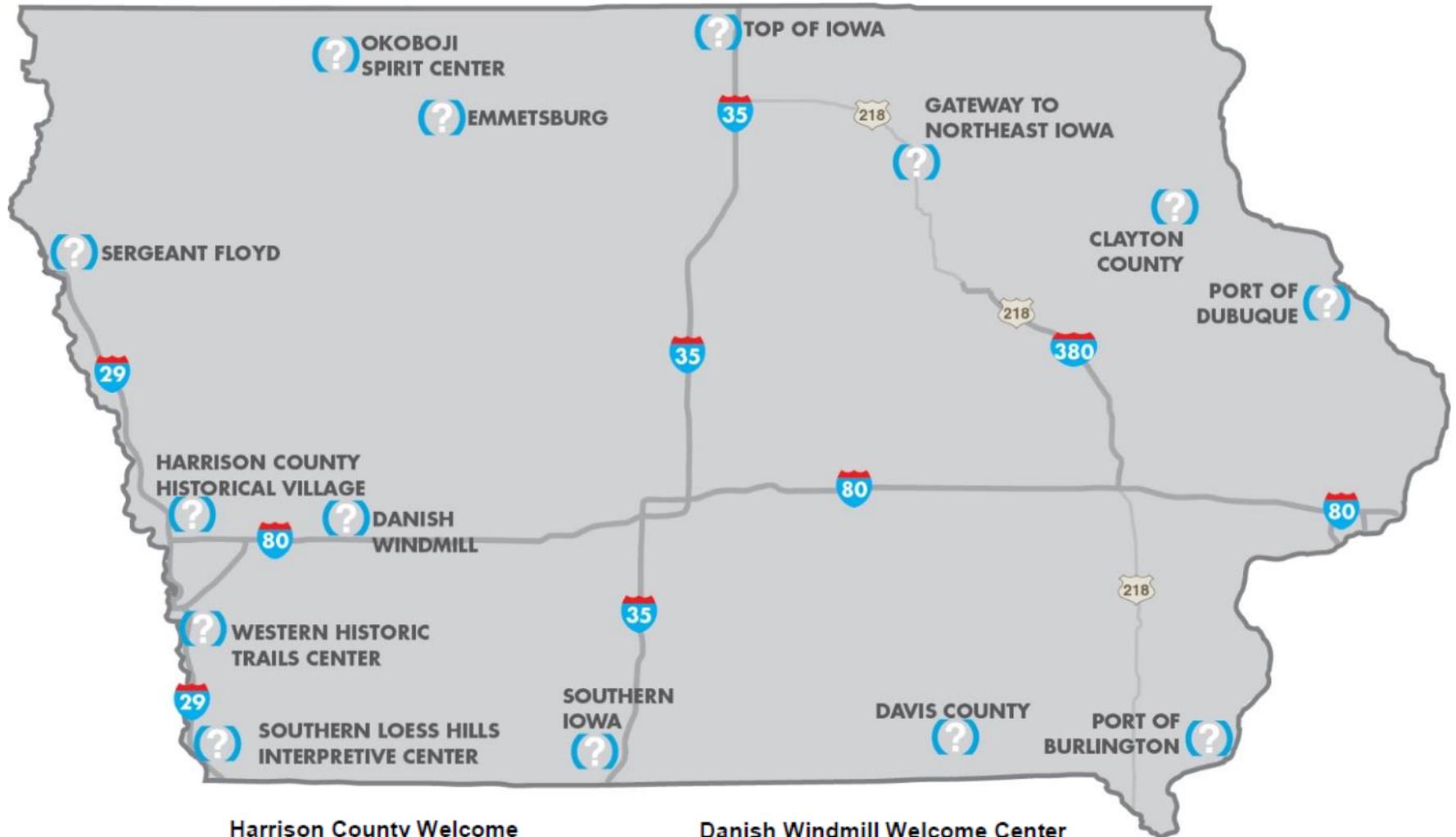
Western Skies Scenic Byway Interpretive Master Plan



- | | | |
|---|--|---|
| 1 Masonic Temple | 9 Taylor Hill Lodge | 17 Farm Sweet Farm |
| 2 Lake Panorama | 10 Heritage Rose Garden | 18 Shelby County Freedom Rock |
| 3 Raccoon River Valley Trail | 11 Egg Crate | 19 Cross the Rail Art Trail |
| 4 Guthrie County Freedom Rock | 12 Elk Horn Veterans Memorial Mural | 20 Grain Elevator Corn Stalk |
| 5 Littlefield Recreation Area | 13 Electric Vehicle Charging Stations | 21 Woodbine Main Street |
| 6 Tree in the Middle of the Road | 14 Elk Horn Creek Recreation Area | 22 Willow Lake Recreation Area |
| 7 Audubon County Courthouse Museum | 15 New Century Art Guild | 23 Museum of Religious Arts (Closed) |
| 8 John James Audubon Plaza and Bird Walk | 16 Audubon County Freedom Rock | 24 Watson Station |

Iowa Welcome Centers

www.traveliowa.com



Harrison County Welcome Center
Kathy Dirks
2931 Monroe Avenue
Missouri Valley, Iowa 51555
Phone: 712.642.2114
kdirks@HarrisonCountyParks.org

Danish Windmill Welcome Center
Lisa Riggs
4038 Main St.
Elk Horn, Iowa 51531
Phone: 712.764.7472
FAX: 712.764.7475
lisa@danishwindmill.com

Regional Economic Centers

www.britannica.com



Economic Expenditures by County

US Travel Association, 2017

2016	Expenditures (\$m)	Payroll (\$m)	Employment (thou)	State Tax Receipts (\$m)	Local Tax Receipts (\$m)	County Rank in Total Expenditures
Iowa	\$8.23 billion	\$1.4 billion	69,500	\$502.3	\$122.0	
Harrison	\$27.85	\$3.62	0.22	\$1.90	\$0.20	36

2016	Expenditures (\$m)	Payroll (\$m)	Employment (thou)	State Tax Receipts (\$m)	Local Tax Receipts (\$m)	County Rank in Total Expenditures
Iowa	\$8.23 billion	\$1.4 billion	69,500	\$502.3	\$122.0	
Shelby	\$14.51	\$1.70	0.09	\$1.02	\$0.14	66

2016	Expenditures (\$m)	Payroll (\$m)	Employment (thou)	State Tax Receipts (\$m)	Local Tax Receipts (\$m)	County Rank in Total Expenditures
Iowa	\$8.23 billion	\$1.4 billion	69,500	\$502.3	\$122.0	
Audubon	\$5.04	\$0.55	0.02	\$0.43	\$0.05	93

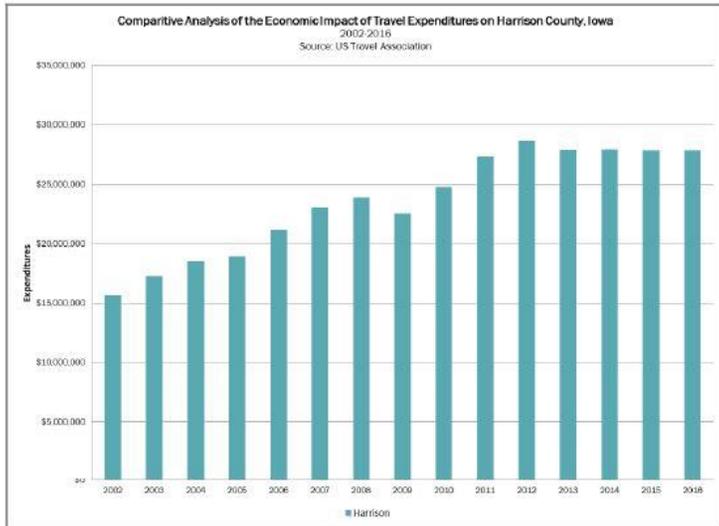
2016	Expenditures (\$m)	Payroll (\$m)	Employment (thou)	State Tax Receipts (\$m)	Local Tax Receipts (\$m)	County Rank in Total Expenditures
Iowa	\$8.23 billion	\$1.4 billion	69,500	\$502.3	\$122.0	
Guthrie	\$12.77	\$1.92	0.09	\$1.32	\$0.33	69

Source: US Travel Association, November 8, 2017

15 Year Trend in Economic Impact of Travel by County

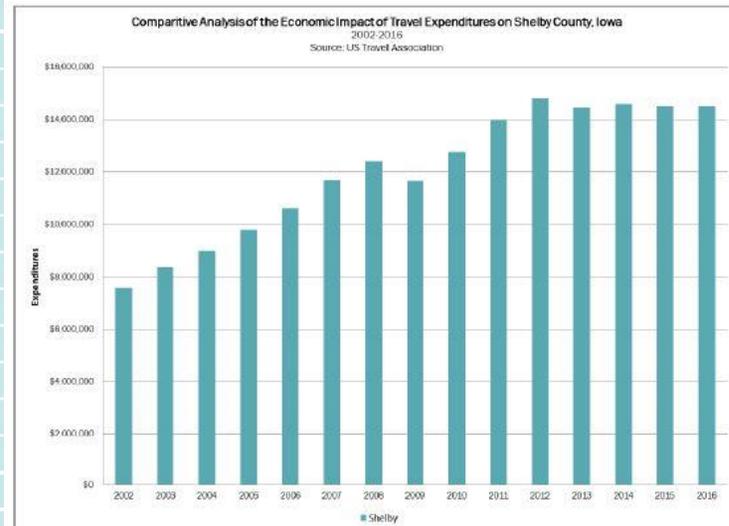
Research on 2016 Travel in Iowa and its Economic Impact on Western Iowa Tourism Region Counties

► 15 Year Trend in the Economic Impact of Travel On Harrison County



Source: A study prepared for the Iowa Economic Development Authority Iowa Tourism Office by the Research Department of the U.S. Travel Association, Washington, D.C.; Domestic Travel Impact on Iowa.

► 15 Year Trend in the Economic Impact of Travel On Shelby County

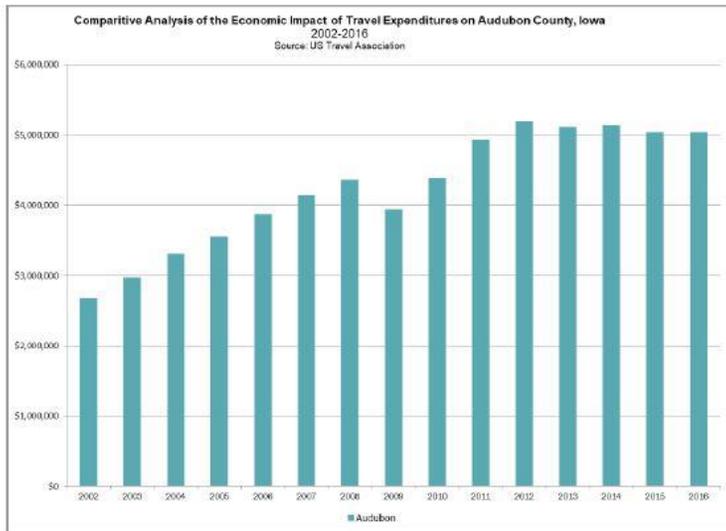


Source: A study prepared for the Iowa Economic Development Authority Iowa Tourism Office by the Research Department of the U.S. Travel Association, Washington, D.C.; Domestic Travel Impact on Iowa.

15 Year Trend in Economic Impact of Travel by County

Research on 2016 Travel in Iowa and its Economic Impact on Western Iowa Tourism Region Counties

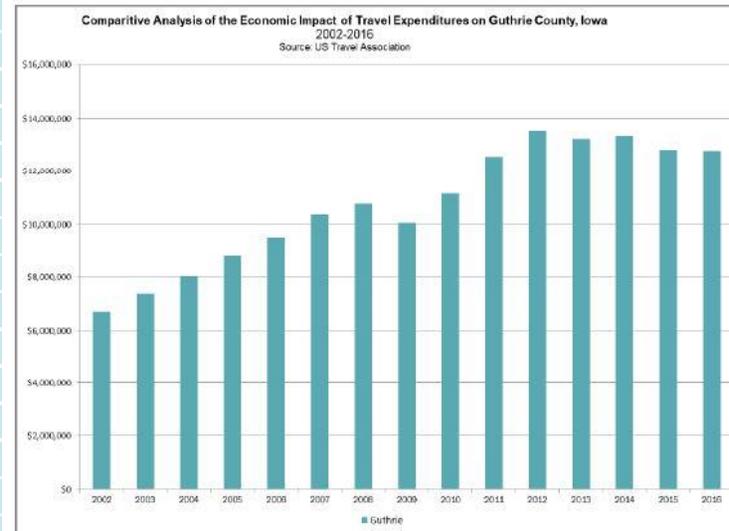
► 15 Year Trend in the Economic Impact of Travel On Audubon County



Source: A study prepared for the Iowa Economic Development Authority Iowa Tourism Office by the Research Department of the U.S. Travel Association, Washington, D.C.; Domestic Travel Impact on Iowa.

► 15 Year Trend in the Economic Impact of Travel On Guthrie County

Year	Expenditures
2002	\$2,680,000
2003	\$2,980,000
2004	\$3,310,000
2005	\$3,550,000
2006	\$3,870,000
2007	\$4,140,000
2008	\$4,360,000
2009	\$3,940,000
2010	\$4,390,000
2011	\$4,940,000
2012	\$5,200,000
2013	\$5,110,000
2014	\$5,140,000
2015	\$5,040,000
2016	\$5,040,000



Year	Expenditures
2002	\$6,720,000
2003	\$7,350,000
2004	\$8,040,000
2005	\$8,780,000
2006	\$9,520,000
2007	\$10,340,000
2008	\$10,760,000
2009	\$10,060,000
2010	\$11,160,000
2011	\$12,560,000
2012	\$13,530,000
2013	\$13,250,000
2014	\$13,340,000
2015	\$12,810,000
2016	\$12,770,000

Source: A study prepared for the Iowa Economic Development Authority Iowa Tourism Office by the Research Department of the U.S. Travel Association, Washington, D.C.; Domestic Travel Impact on Iowa.

Traveler Services Table

Harrison County	Gas	Auto Service	Diesel	Food	Restrooms	Lodging	Camping (RV)	Camping (Tent)	Picnic Site	Hospital	Clinic
Beebeetown				X					X		
Dunlap	X			X	X		X	X	X		X
Little Sioux									X		
Logan	X	X	X	X		X			X		X
Magnolia				X					X		
Missouri Valley	X	X	X	X	X	X	X	X	X	X	
Modale				X					X		
Mondamin	X			X	X				X		
Persia	X			X	X				X		
Pisgah			X	X	X		X	X	X		
Woodbine	X		X	X		X	X	X	X		X

Shelby County	Gas	Auto Service	Diesel	Food	Restrooms	Lodging	Camping (RV)	Camping (Tent)	Picnic Site	Hospital	Clinic
Defiance	X	X	X	X					X		
Earling	X	X									X
Elk Horn	X	X		X		X	X	X	X		X
Harlan	X	X	X	X	X	X	X	X	X	X	
Irwin	X	X		X							
Kirkman				X							
Panama				X					X		
Portsmouth				X					X		
Shelby	X	X	X	X	X	X	X	X	X		X
Tennant											
Westphalia		X		X					X		

Traveler Services Table

Audubon County	Gas	Auto Service	Diesel	Food	Restrooms	Lodging	Camping (RV)	Camping (Tent)	Picnic Site	Hospital	Clinic
Audubon	X	X	X	X	X	X	X	X	X	X	X
Brayton				X					X		
Exira	X			X					X		
Gray											
Hamlin				X					X		
Kimballton									X		

Guthrie County	Gas	Auto Service	Diesel	Food	Restrooms	Lodging	Camping (RV)	Camping (Tent)	Picnic Site	Hospital	Clinic
Adair	X			X		X	X	X	X		X
Bagley									X		
Bayard	X			X					X		
Casey	X			X		X	X	X	X		
Coon Rapids	X			X		X	X	X	X		X
Guthrie Center	X		X	X		X	X	X	X	X	
Jamaica				X					X		
Menlo				X				X	X		
Panora	X			X		X	X	X	X		X
Stuart	X		X	X		X	X	X	X		X
Yale				X		X	X	X	X		

Marketing and Branding

SECTION CONTENTS

- Development of the Western Skies Scenic Byway Brand.....100
- Iowa Byways™ Branding and Logo Use Agreement.....100
- Unified Design Standards.....101

DEVELOPMENT OF THE WESTERN SKIES SCENIC BYWAY BRAND

Logo History

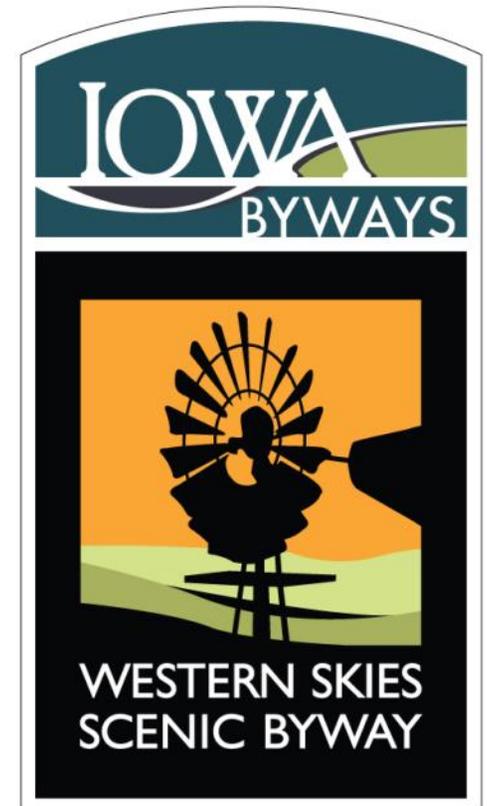
When the Western Skies Scenic Byway was designated in 1998, there was a single “Iowa Scenic Byway” state-wide sign design for all byways. In 2010, the Iowa Department of Transportation developed a new Iowa Byways Brand for byways across the state. The new logo for the Western Skies Scenic Byway was designed to represent the story and experience of the byway. It features a black windmill silhouette over two layers of rolling hills in lighter shades of green, with an orange sky. The logo is surrounded by a black frame with white lettering, and each sign includes a system-wide Iowa Byways identity graphic above the logo, showing their state affiliation. The palette reflects the colors of the landscape and sky along the Western Skies Scenic Byway. According to the Iowa DOT, “the colors and curves in the Iowa Byways logo are an abstraction of the undulating Iowa landscape. Individual logos for the individual byways in the Iowa Byways program were developed in an intentionally simple graphic style so as to appear as a recognizable and memorable graphic theme, descriptive of the character and experience of the byway, and as a safe and effective wayshowing tool when displayed on signage” (Western Skies Scenic Byway Interpretive Master Plan). The Iowa DOT released Iowa Byways Brand Guidelines in March 2010, which details specifications for using the Western Skies Scenic Byway logo in print, digital, and promotional applications as well as road signs.

Applications

The logo plays an important role in developing and maintaining a sense of unity in this regional corridor. The logo is an identifying symbol that can be the one constant throughout a byway traveler’s experience. It reassures the traveler that they are on the Byway or in a Byway community or attraction. The Byway’s logo is currently displayed on route signs and the informational brochure. Scenic Byway logos should also be displayed on signs identifying communities and attractions in the Scenic Byway Corridor; interpretive panels and displays; and published materials including future brochures, advertisements, and discovery guides. The logo also provides opportunities for travelers to purchase merchandise bearing an identifying logo that tells others that “they were here.”

IOWA BYWAYS™ BRANDING & USE AGREEMENTS

The purpose of a licensing program is to protect the commercial use of a developed mark, icon, symbol or logo and the good name and reputation of the licensing party. This protection ensures that the mark, icon, symbol or logo is reproduced accurately from a design standpoint and that specific designs and pantone colors are used in its reproduction. A licensing program also ensures that a wide variety of products perhaps from various manufacturers bearing the mark, icon, symbol or logo will be of the highest quality. It is not unusual to be approached by manufacturers whose products are below the standards of the licensing party. Golden Hills RC&D manages the Brand Use and Licensing Agreement for the Iowa DOT. Any entity wanting permission to use the graphic must obtain permission through Golden Hills.



UNIFIED DESIGN STANDARDS

Promotional and interpretive efforts should utilize the distinctive Iowa Byways branding created by the Iowa DOT. The Western Skies Scenic Byway Interpretive Master Plan provides many excellent recommendations for a unified approach to designing promotional and interpretive materials for the byway.

To increase recognition and to provide a more cohesive experience for travelers, all media should be graphically and visually identified. The use of unified and repeated colors, fonts, logos, and other graphic elements will combine media into a family of recognizable byway features.

—Western Skies Scenic Byway: Interpretive Master Plan

Recommended Typography

CHELTENHAM BT

Main titles and headings

BrushTiptravis

*Headings and subheadings,
handwriting (quotes, photos)*

Garrison Sans

Main text

Garrison Sans Italic

Photo captions

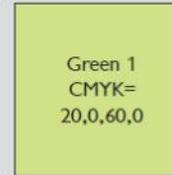
Garrison Sans Italic

Photo credits

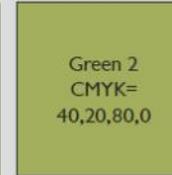
Western Skies Scenic Byway Color Palette



Curved header.



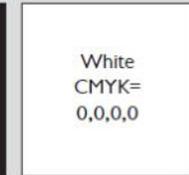
Curved header.



Curved header,
tint boxes.

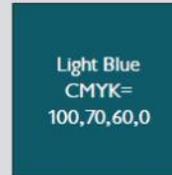


Lettering on
large blocks of
text over light
backgrounds.



Text over dark
backgrounds,
picture borders.

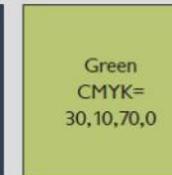
Iowa Byways Color Palette



Subtitles.



Titles and
subtitles.



Alternative option
for tint boxes.

Visual Identity Through Design

- The colors used on the byway logo should serve as the palette for other media.
- The Western Skies and Iowa Byways logos should be replicated on all publications, interpretive signs, and online media for optimal exposure and recognition.
- Apply unified design standards for all frames and supports for signs, hubs, and wayside exhibits.
- Apply consistent graphic elements such as type style and sizes, color palette, and artistic approaches.

Corridor Development Actions

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- Introduction.....104
- Corridor Amenities.....104
- Sign Plan.....110
- Bicycle Routes.....116
- Interpretive Programs and Activities.....122
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- Managing Roadsides and Entryways.....128
- Marketing the Intrinsic Qualities.....129
- The Public’s Role in the Western Skies Scenic Byway.....132
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INTRODUCTION

The previous sections of the *Corridor Management Plan* provide an understanding of the special resources or intrinsic qualities of the Western Skies Scenic Byway Corridor. In doing so, specific needs were identified regarding the development, management, and protection of these intrinsic qualities. This section, “Corridor Development Actions,” presents the action plan for addressing these needs. The recommended actions fall under three categories:

- Public Facilities Improvements;
- Land Use Strategies; and
- Ongoing Management Activities.

Public Facilities Improvements are for the most part, physical improvements that affect the Scenic Byway and public land and facilities associated with the Corridor. Many of these actions may require public funding and should become part of state, county and city capital improvement plans. These actions will:

- Improve existing and add new amenities;
- Implement a comprehensive sign system;
- Establish bicycle routes and attendant facilities; and
- Develop interpretive programs and projects.

Land Use Strategies involve actions that protect public and private property on the Western Skies Scenic Byway. The overall purpose of the various land use strategies is to protect the intrinsic values in the Western Skies Scenic Byway Corridor.

Ongoing Management Activities are those which are routinely needed to ensure that:

- Intrinsic qualities of the Scenic Byway Corridor are maintained and enhanced;
- Concerns and desires of travelers the Scenic Byway Corridor are understood and addressed; and
- Business opportunities in the Scenic Byway Corridor are recognized and developed.

This section concludes with an implementation matrix for the *Corridor Management Plan* which prioritizes the specific actions and assigns responsibilities for their completion.

CORRIDOR AMENITIES

It is important to the management and protection of resources in the Western Skies Scenic Byway Corridor to maintain a mutually beneficial relationship between tourism and conservation. The recreational use of natural resources in the Corridor encourages a greater understanding and appreciation of their value. At the same time, managing recreational activities to avoid negative impacts on resources can be a challenge. Several problems can be encountered when there are fewer amenities available for public use than are needed to meet demand. A lack of amenities to support recreational activities may result in trespassing on, and damages to, private land and property. Inadequate amenities can result in overuse of available sites, or a poor traveler experience. Where there is a gap in amenities, there often also exists the opportunity for a private entrepreneurial endeavors.

In order to determine the adequacy of amenities in the Western Skies Scenic Byway Corridor and develop recommendations for improvements and additions, the following was considered:

- Research on public recreation preferences and demand;
- Evaluation of existing public amenities; and
- Amenity spacing model.

Public Recreation Preferences and Demand

Several sources of information contributed to understanding public preference and demand for amenities in the Western Skies Scenic Byway Corridor. This information was gathered through surveys of both residents and visitors, and assessments of available amenities in Iowa as a whole and the western region including the Byway Corridor. These information sources and the most significant findings are:

- The most recent Iowa Statewide Comprehensive Outdoor Recreation Plan identified several interesting participation numbers. According to the 2012 SCORP survey, an estimated 56% of Iowa residents participated in Driving for pleasure in the past 2 years. This ranks it as the third most popular outdoor activity, behind walking and picnicking, barbecuing, or cooking out. 35% of Iowans indicated there are outdoor recreational activities or areas they would want added in their community. (source: <http://www.iowadnr.gov/About-DNR/Grants-Other-Funding/State-Conservation-and-Outdoor-Recreation-Plan>)

- The results of Welcome Center Surveys conducted by the Iowa DED's Division of Tourism identified the following activities as the top three of greatest interest to the traveling public; Arts, History & Culture (60% Statewide, 71% HCWC, 76% Danish Windmill), Scenic/Nature (49% Statewide, 61% HCWC, 51% Danish Windmill), and Family Fun (41% Statewide, 38% HCWC, 37% Danish Windmill. (source: http://www.traveliowa.com/UserDocs/2016_2_WC_Survey_Report.pdf)

Evaluation of Existing Public Amenities

An extensive inventory and evaluation was conducted of existing amenities in the Western Skies Scenic Byway Corridor. This work assessed the current condition of these amenities. The inventory and evaluation examined in detail the full range of features and accommodations of importance to the traveling public including:

Access highways and roads	Scenic overlooks
Entrance drive and parking area	Interpretive signs
Lighting	Picnic facilities
Power and water supplies	Shelters
Off-site directional signs	Trash cans
On-site identification signs	Camping facilities
Sidewalks	Fishing facilities
Buildings	Boating facilities
Restrooms	Landscape features
Trails	

The results of this inventory and evaluation were used to develop recommendations for enhancing existing, and providing additional, amenities in the Western Skies Scenic Byway Corridor.

Geographic Distribution of Amenities

A spacing model attempted to optimize the distribution of amenities in the Western Skies Scenic Byway Corridor. The model took into consideration:

- Recreational preferences and demands of the traveling public;
- Location of existing public amenities and the facilities available;
- Long-range development and management plans of state and county agencies; and
- Input from tourism and recreation professionals.

The model was used to analyze the availability of 14 different amenity types based on their geographic distribution throughout the Scenic Byway Corridor. Optimum distances for each amenity type were determined and expressed in terms of drive time. The need for an amenity was identified whenever estimated drive time between two existing amenities of the same type exceeded the model time by more than five minutes.

Amenity types and optimum drive times between amenity locations used in the spacing model are:

Amenities/Activities	Driving Time Between Activities/Amenities
Public restrooms	20 minutes
Camping facilities	40 minutes
Picnic areas	20 minutes
Scenic overlooks with interpretive signs	30 minutes
Historic sites	20 minutes
Welcome/information center facilities	90 minutes
Driving tour points of interest	10-15 minutes
Bird watching areas	60 minutes
Hiking trails	40 minutes
Remote, undeveloped wildlife areas	90 minutes
Interpretive and education activities or facilities	45 minutes
Public hunting/fishing areas	60 minutes
Equestrian trails	90 minutes

Amenity Actions

Amenity Action #1

Recommendations for improving existing amenities and developing additional amenities to address deficiencies in the Western Skies Scenic Byway Corridor were developed based on the research, evaluation and modeling activities previously described. Location and number of proposed amenity additions considered need, geographic distribution and relevant development and management plans of state and county agencies. These recommendations address such items as:

- Scenic overlooks
- Historic sites
- Picnic areas
- Restroom facilities
- Interpretive and educational sites
- Information centers
- Improved off-site directional signs;
- Addition or improvement of site identification at entrances;
- Changes to entryway configurations for improved traffic flow;
- Safety improvements in parking surface and/or access road drainage and surface;
- Restoration of mown areas to native prairie;
- Tree plantings to shade parking areas;
- Review of handicapped parking locations;
- Repair to damaged sidewalks; and
- Vegetation screening where needed.

Specific recommendations for existing amenities in each county of the Western Skies Scenic Byway Corridor are listed below. The Interpretive Master Plan that was created for Western Skies Scenic Byway features many specific suggestions and concept designs for experience hub kiosks, wayside exhibits and public art pieces.

Harrison County

- Improved TODS and other signage to attractions within communities
- Scenic overlook – Potential site East of Woodbine on County Road F32, Iowa DOT has land on a ridgetop between Woodbine and Panama
- Updated/corrected interpretive panels at Harrison County Welcome Center
- Experience hub kiosk at Woodbine Main Street Station

Shelby County

- Improved TODS and other signage to attractions within communities
- Improved signage directing travelers to downtown Harlan
- Scenic overlook – Possible overlook site near intersection of Highway 59 and County Road F32 east of Westphalia
- Experience hub kiosk at Danish Windmill and Iowa Welcome Center, Elk Horn
- Experience hub kiosk at St. Boniface Catholic Church, Westphalia
- Experience hub kiosk at Shelby County Chamber of Commerce, Harlan
- Wayside exhibit at Historic One-Room School Museum, Panama
- Wayside exhibit at Shelby County Historical Society and Museum, Harlan
- Public restrooms at Panama and Portsmouth, especially after completion of proposed bicycle trail along Highway 191

Audubon County

- Improved TODS and other signage to attractions within communities
- Experience hub kiosk at Randi Jo Munch Memorial Park, Hamlin
- Wayside exhibit at the Hans Christian Andersen Park, Kimballton
- Wayside exhibit at city park near the John James Audubon statue, Audubon
- Public restrooms and wayside exhibit at Hamlin along T-Bone Trail

Guthrie County

- Improved TODS and other signage to attractions within communities, specifically the Freedom Rock at Guthrie Center
- Scenic overlook – The Western Skies Scenic Byway crosses the Mississippi-Missouri watershed divide about 10 miles west of Guthrie Center. A highway sign currently indicates the divide, but a pull-off with an overlook tower, picnic area and interpretation could be beneficial.
- Experience hub kiosk at Panorama Community Center, Panorama
- Experience hub kiosk and information center at Rock Island Railroad Depot, Stuart
- Wayside exhibit at Bonnie and Clyde Historic Marker and White Pole Road, Stuart
- Wayside exhibit at Freedom Rock, Guthrie Center
- Interpretive/education site – Springbrook Education Center closed. Working with the DNR to find a public/private partnership to reopen this facility, even part time, could be beneficial.

Recommended Site Improvement Maps

Western Skies Scenic Byway Interpretive Master Plan

Recommended Sites for Experience Hub Kiosks

- 1** Rock Island Railroad Depot, Stuart
- 2** Panora Community Center
- 3** Randi Jo Munch Memorial Park, Hamlin
- 4** Danish Windmill and Iowa Welcome Center, Elk Horn
- 5** Shelby County Chamber of Commerce, Harlan
- 6** St. Boniface Catholic Church, Westphalia
- 7** Woodbine Main Street Station



Recommended Sites for Wayside Exhibits

- 1** Bonnie and Clyde Historic Marker, Stuart
- 2** White Pole Road, Stuart
- 3** Freedom Rock, Guthrie Center
- 4** John James Audubon Statue, Audubon
- 5** Little Mermaid Statue, Kimballton
- 6** Shelby County Historical Society and Museum, Harlan
- 7** One-Room School Museum, Panama



Wayside Exhibit Concept Design

Western Skies Scenic Byway Interpretive Master Plan

Wayside Panel Concept Design (Panama)

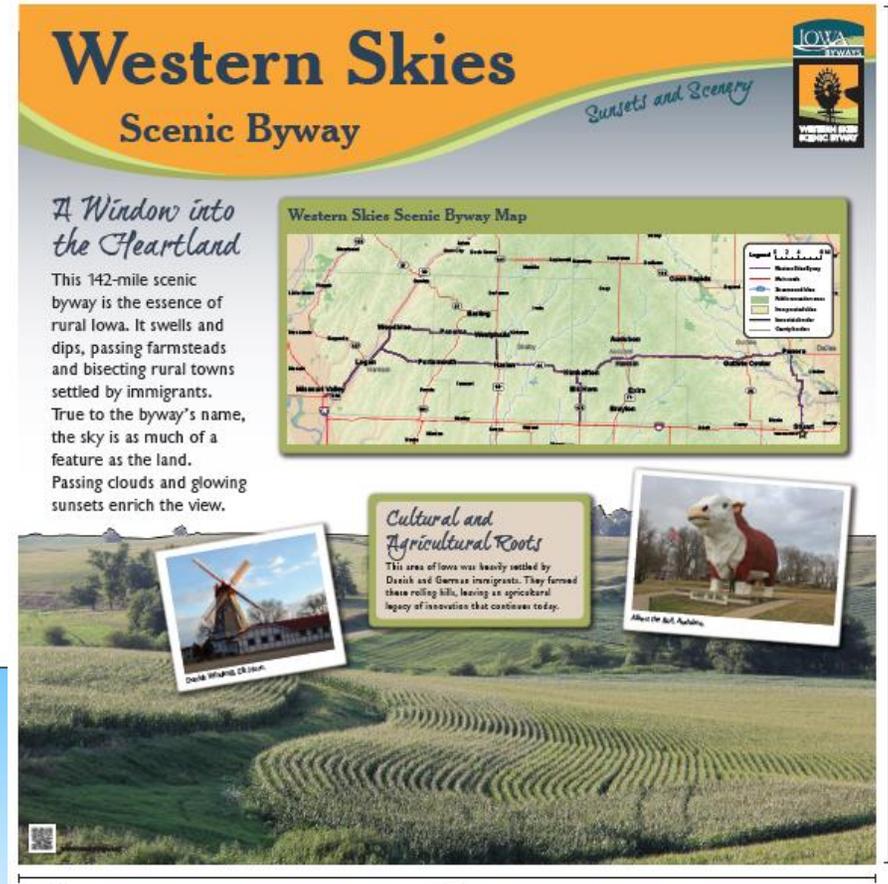


Wayside Exhibit Panel and Support Concept Design



Experience Hub Kiosk Concept Design
 Western Skies Scenic Byway Interpretive Master Plan

Western Skies Scenic Byway Experience Hub Concept Design
 (back view)



35.5"

SIGN PLAN

A well planned, implemented and maintained sign system is essential to providing a positive and safe experience for travelers in a scenic byway corridor. An effective sign system for byway routes and associated attractions contributes enormously to fulfilling the resource protection and community and economic development potential of a scenic byway. Poor design, improper placement and inadequate maintenance of signs can greatly discourage travel in the corridor. An ineffective sign system can threaten the very existence of a scenic byway.



A sign is defined as an inscribed board, plate or space that provides information, warning or guidance. Signs provide a single message. Entrance signs, traffic signs, directional signs and regulation signs are examples (Trapp et al. 1994, 8). Each part of a sign is important. Signs not only provide information, they create an impression and set a tone. The *Manual of Uniform Traffic Control Devices for Streets and Highways (MUTCD)* published by the Federal Highway Administration (1988) is an excellent resource for guidance on the various types and specifications of signs to meet identified needs.

According to the MUTCD, the three parts of a sign are:

- Sign face - includes all the elements that compose the surface;
- Sign panel - the physical backboard on which the sign face is inscribed; and
- Supports - anchors the sign to the site physically and visually.

Material requirements and location for signs are important considerations.

Thought should be given to:

- Readability by motorists traveling at various speeds and in a variety of weather conditions;
- Use of local materials and service;
- Fabrication, installation, maintenance, and replacement costs;
- Sustainability, e.g., degree of permanence of message;
- Durability, e.g., degree of resistance to vandalism;
- Ability to accept night lighting;
- Siting and adaptability in diverse settings; and
- Uniformity of appearance: color, font, size, materials, etc.

A sign system for a scenic byway corridor performs a variety of functions. At its most basic level, a sign system should provide travelers in the corridor with:

- Directions for traveling the scenic byway;
- Directions to attractions in the corridor; and
- Information about the intrinsic qualities or resources of the scenic byway corridor.

Signs in a scenic byway corridor should also:

- Express warmth, hospitality and welcoming impression conveyed to viewers;
- Provide easy readability in various light and weather conditions;
- Provide reliability - attractions marked with signs should meet minimum standards of quality and service;
- Integrate well with lure pieces, trip planning literature and in-route travel guides; and
- Encourage travelers to visit attractions and enjoy visitor services such as food and lodging.

Implementing the Sign Plan for the Western Skies Scenic Byway Corridor

The Sign Plan for the Western Skies Scenic Byway Corridor gives direction to stakeholder organizations regarding the placement of appropriate signs, types of signs needed and specifications for sign design and fabrication. The Sign Plan attempts to balance the need for uniformity with the attraction of local uniqueness in the design and fabrication of signs for the Scenic Byway Corridor. The implementation matrix at the end of the “Corridor Development Actions” section identifies actions and stakeholder responsibilities for installing and maintaining signs in the Western Skies National Scenic Byway Corridor.

It is important to note that the sign system for the Western Skies Scenic Byway corridor should complement printed materials produced for travelers such as brochures and discovery guides. Care should be taken to ensure that the information communicated to travelers through signs and printed materials is both accurate and consistent. Travelers should be able to rely on brochures or discovery guides together with signs to help them easily navigate and enjoy the Scenic Byway Corridor.

Installation of Signs

According to the MUTCD, signs should be (2A, 1988): Located on the right hand side of the roadway, where the driver is looking for them;

- Erected on separate posts or mountings except where one sign supplements another or where route or directional signs must be grouped; and
- Located so that they do not obscure each other or are hidden from view by other roadside objects.
- Signs erected at the side of the road in rural districts shall be mounted at a height of at least five feet, measured from the bottom of the sign to the near edge of the pavement. In business, commercial and residential districts where parking and/or pedestrian movement is likely to occur or where there are other obstructions to view, the clearance to the bottom of the sign shall be at least seven feet. A route marking assembly consisting of a route marker with an auxiliary plate is treated as a single sign.
- Sign posts and their foundations and sign mounting shall be so constructed as to hold signs in a proper and permanent position, to resist swaying in the wind or displacement by vandalism. In some cases, especially in urban districts, signs can be correctly placed on existing supports used for other purposes, such as traffic signals, street lights, and public utility poles where permitted, thereby saving expense and minimizing sidewalk obstructions (MUTCD 2A, 1988).

Travelers have repeatedly confirmed the importance of an effective sign system in making their experience more enjoyable. This traveler input, the results of an extensive inventory and evaluation of signs and sign needs, and principles of sound transportation planning have been used to develop a sign plan for the Corridor. The plan is based on the primary sign types described below:

Sign Types for the Western Skies Scenic Byway Corridor

- Western Skies Scenic Byway Route Signs - these signs are placed along those state, county and city roadways that have been designated as part of the Western Skies Scenic Byway. The signs help travelers identify and follow those routes that are part of the recognized Scenic Byway system;
- Attraction or Point of Interest Signs - these signs are placed along interstate, state, county and city roadways in the Scenic Byway corridor. The signs help travelers identify and locate major points of interest in the Corridor. These signs are also placed at the entrances to the attractions;
- Tourist Orientation Directional Signs (TODS): - these signs provide identification and directional information for businesses and private attractions the major portion of whose income or visitors come from motorists not residing in the immediate area. They are intended for use on non-freeway primary highways;
- Interpretive Signs - these signs are placed at attractions in the Western Skies Scenic Byway Corridor. They are an integral part of the interpretive program for the Corridor. These signs educate and entertain travelers with information about the intrinsic qualities, provide travelers with information about the Scenic Byway itself, and help them locate other attractions and information sites in the Corridor;
- Interstate Signs - these signs direct travelers off of the interstate system. While the Western Skies Scenic Byway itself is not eligible for placement on the Interstate system, some attractions may individually qualify; and
- Bicycle Route Signs - the development of bicycle routes in the Western Skies Scenic Byway Corridor may require the installation of signs. These signs would be placed along state, county and city roads that are part of recognized bicycle routes. The signs will help bicyclists locate and follow established bicycle routes, advise motorists of the presence of bicyclists and warn bicyclists of hazardous riding conditions.

Western Skies Scenic Byway Route Signs

Logo History

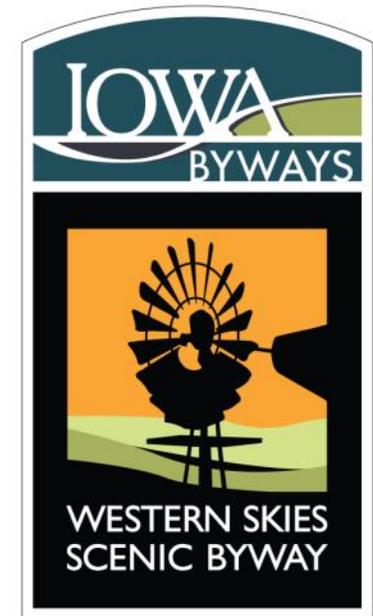
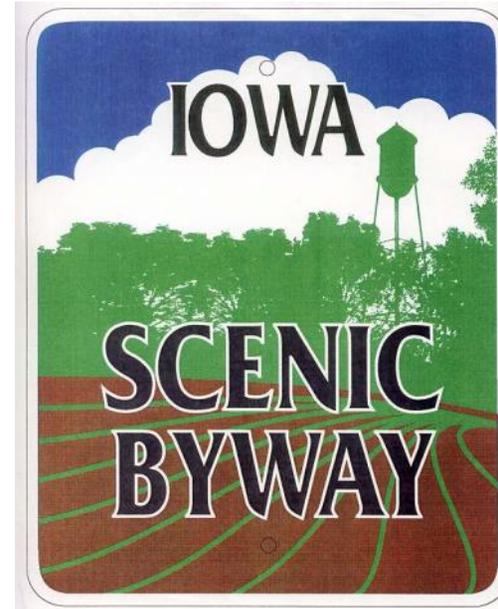
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Applications

The logo plays an important role in developing and maintaining a sense of unity in this regional corridor. The logo is an identifying symbol that can be the one constant throughout a byway traveler’s experience. It reassures the traveler that they are on the Byway or in a Byway community or attraction. The Byway’s logo is currently displayed on route signs and the informational brochure. Scenic Byway logos should also be displayed on signs identifying communities and attractions in the Scenic Byway Corridor; interpretive panels and displays; and published materials including future brochures, advertisements, and discovery guides. The logo also provides opportunities for travelers to purchase merchandise bearing an identifying logo that tells others that “they were here.”

A Licensing Program for the Scenic Byway Logo

All official byway route signs are provided by the DOT at no cost to the local governments in charge of maintaining them.



Sign Plan Actions

Sign Plan Action #1

City, county and state officials responsible for the installation and maintenance of route signs along the Western Skies Scenic Byway should implement the sign plan in accordance with the specifications, database and maps in this chapter. A regular maintenance program should be carried by each of these entities. All signs should be kept in proper position, clean and legible at all times. Damaged signs should be replaced without delay. To assure adequate maintenance, a suitable schedule for inspection, cleaning and replacement to signs should be established.

Employees of public agencies whose duties require that they travel on the highways should be encouraged to report any damaged or obscured signs at the first opportunity. Special attention and necessary action should be taken to see that weeds, trees, shrubbery and construction materials do not obscure the face of any sign.

Attraction or Point of Interest Signs

The Recreational and Cultural Interest Area Signs section in the *MUTCD* describes the scope, application, design requirements, placement and other general information regarding signs for points of interest. The purpose of these signs is to guide motorists to a general area and then to specific attractions within the area. The signs may be used on or off the road network, as appropriate.

The *MUTCD* defines recreational and cultural interest areas as attractions, or traffic generators, that are open to the general public for the purpose of play, amusement and relaxation. Recreational attractions include such facilities as parks, race tracks and ski areas, while examples of cultural attractions include museums and art galleries.

According to the *MUTCD*, there are two different types of signs for recreational and cultural interest areas: 1) Symbol Signs and 2) General Guide Signs. Symbol signs shall be square or rectangular in shape and shall have a white symbol or message and border on a brown background. Guide signs may be posted for recreational and cultural interest areas that are a significant destination on conventional roads, expressways and freeways. White on brown directional guide signs may be placed at least to the first point at which an access road intersects the highway (2H, 1998).

Other types of signs in this category include (*MUTCD* 2H, 1998):

- General Information Recreational and Cultural Interest Area Symbol Signs - used to inform the public of rules and regulations and to direct persons to facilities or structures located within recreational and cultural interest areas.
- Motorist Services Recreational and Cultural Interest Area Symbol Signs - used to inform motorists of the availability of motor vehicle related services such as gas, food and lodging within recreational and cultural interest areas.
- Accommodation Services Recreational and Cultural Interest Area Symbol Signs - used to inform the general public of the availability of non-motor vehicle services such as showers, sleeping shelters and laundries which may be needed in general travel through recreational and cultural interest areas.
- Water Recreational and Cultural Interest Area Symbol Signs - used to inform motorists of the availability of water services such as boat ramps, sailboating, swimming and canoeing which are located within recreational and cultural interest areas.
- Winter Recreational and Cultural Interest Area Symbol Signs - used to inform motorists of the availability of winter services such as skiing, ice skating and snowmobiling which are located within recreational and cultural interest areas.

Sign Plan Action #2

An inventory of off-site and on-site points of interest signs should be conducted of the Western Skies Scenic Byway corridor. From this inventory we can produce a series of recommendations that address the condition and placement of signs at attractions. Scenic Byway stakeholder organizations responsible for the placement and maintenance of signs for attractions should implement these recommendations. In addition, as new attractions are identified and developed the responsible stakeholder organization should ensure that the appropriate signs are installed.

Tourist Oriented Directional Signs

Many businesses and privately owned attractions in the Western Skies Scenic Byway Corridor provide products and services for travelers. Many of these may not be directly on the Scenic Byway and require signage to inform travelers of their location. Tourist Oriented Directional Signs (TODS) provide identification and directional information for businesses and private attractions, the major portion of whose income or visitors are derived from motorists not residing in the immediate area. They are intended for use only on non-freeway primary highways and provide information about the availability of products, services, activities or sites of interest to the traveling public.

In Iowa, the design, fabrication and installation of TODS is subject to a series of general and special requirements established by Iowa DOT. For example, TODS can only be placed in communities with less than 1,500 population or rural areas. Similarly, businesses and attractions requesting TODS that provide traveler services must be open eight hours a day, six days a week, 12 months a year. TODS feature the name of the business or attraction, mileage to the facility and the direction. Requirements for TODS, along with additional information about design and sign location are explained in Iowa DOT publication *Guide to Iowa Outdoor Advertising Sign Regulations*. Specifications for TODS, including information about design and sign location, are also presented in the *MUTCD*.

Businesses and attractions seeking TODS must submit an application to the Iowa DOT and receive approval from a committee of professionals with expertise in signage, advertising and economic development. This committee meets monthly to review and approve applications.

Sign Plan Action #3

Businesses and privately owned attractions in the Western Skies Scenic Byway Corridor should be encouraged to evaluate the need for, and apply to receive approval to install, tourist oriented directional signs.

Interpretive Signs

Interpretive signs at selected sites are an excellent way to enhance the traveler's experience during their trip in the Western Skies Scenic Byway Corridor. Interpretive signs not only provide information, but give travelers an opportunity to immerse themselves in the region by engaging their mind or body through the use of questions or suggested activities. The messages on these signs need to be uniform, consistent and reinforce the region's identity. The signs should be constructed with high quality materials and installed for easy access by the reader.

The development and implementation of an interpretive plan is an essential step in providing travelers with information and educational opportunities in the Western Skies Scenic Byway Corridor. A plan will make the process of implementing an interpretive program, including the design, fabrication and placement of interpretive signs, for the Scenic Byway Corridor more efficient and cost effective. Prototype interpretive signs for sites in the Western Skies Scenic Byway Corridor are currently being developed. Illustrations of these signs are included at the end of this chapter.

Sign Plan Action #4

*An inventory of existing interpretive signs and recommended additions for interpretive signs at attractions was produced through the Western Skies Scenic Byway Interpretive Master Plan. Byway stakeholder organizations responsible for the operation and maintenance of these attractions should work together to design, fabricate, and install the recommended interpretive signs. The remaining attractions without interpretive signs should then be prioritized for their installation. In addition, as new attractions are identified and developed the responsible stakeholder organization should ensure that interpretive signs are installed as needed. The design, fabrication, installation and maintenance of interpretive signs should follow National Park Service recommendations presented in *Wayside Exhibit Guidelines—The ABC's of Planning, Design, and Fabrication* (Hopkins).*

Interstate Signs

The Western Skies Scenic Byway itself does not meet the current Iowa DOT criteria for placement of signs viewed from interstates for attractions. However, specific attractions in the Scenic Byway Corridor at which travelers may obtain information regarding the Byway may meet Iowa DOT criteria for interstate signs. Iowa DOT criteria for supplemental destination signs on the interstate system includes (Policy No. 620.10 C. IDOT):

- Recreational areas which are open to the public, generate significant traffic volumes, are located within 30 miles of the interchange and have at least 15,000 visitors annually;
- Historic sites or facilities or other tourist attractions which have a regional or national significance, are open to the public, generate significant traffic volumes, are located within 30 miles of the interchange and have at least 15,000 visitors annually;
- The area or facility must be on or within one mile of the intersected route;
- No more than two supplemental destinations accessible from the interchange shall be shown on the interstate sign. If more than two areas or facilities qualify, the closest, regardless of size or significance, shall be shown; and
- Historic sites and tourist attractions shall be in operation eight hours per day between 7:00 a.m. and 9:00 p.m., six days per week, year round. For those attractions which are seasonal by nature, operations may be suspended during certain parts of the year. In that event, consideration should be given to removing or covering the message when the attraction is closed.

Sign Plan Action #5

Several attractions currently have signs placed on Interstates 29 and 80 within the Scenic Byway Corridor. There are a number of additional attractions in the Scenic Byway Corridor that may meet Iowa DOT criteria for the placement of interstate signs. A number of these attractions are listed below. Scenic Byway stakeholder organizations responsible for the management, and specifically the signing, of these attractions should pursue the placement of interstate signs with Iowa DOT. As additional attractions are identified and developed that appear to satisfy the criteria for interstate signs, the responsible stakeholder organization should work with Iowa DOT to evaluate and request their placement.

Bicycle Route Signs

According to the *MUTCD*, bicycle-use related signs on highways and bikeways serve three basic purposes:

- Regulating bicycle usage;
- Directing bicyclists along pre-established routes; and
- Warning bicyclists of unexpected conditions.

The display of bicycle route identification signs can help guide bicyclists along designated routes and warn them of hazardous conditions without lessening the value of their bicycling experience. Bicycle route signs should be placed at intervals frequent enough to keep bicyclists informed of changes in route direction and to remind motorists of the presence of bicyclists.

The *MUTCD* contains the standards, specifications and installation guidelines for bicycle route signs. The design, fabrication and placement of signs for bicycle facilities should comply with these *MUTCD* guidelines. Bicycle route signs should be uniform in shape, color, symbols, lettering, wording and illumination or reflectorization. All signs should be reflectorized for bicycle trails as well as for shared roadway and designated bicycle lane facilities.

The bicycle routes are located primarily along roadways in the Corridor and have been categorized into different ride types to match the interests and skill levels of a variety of bicyclists. The “Bicycle Routes” chapter in the *Corridor Management Plan* identifies proposed bicycle routes. Signs are needed to warn motorists of the presence of bicyclists on designated routes and to make bicyclists and motorists aware of hazardous driving and riding conditions. Signage should be consistent with the “Bike the Byway” brochure with map that was developed and highlights routes with low traffic count roads. A portion of the Lewis & Clark Today’s Route bicycle route and Adventure Cycling’s USBR 55 will likely intersect the Western Skies Scenic Byway in Harrison County, as well as the American Discovery Trail.

Sign Plan Action #6

City, county and state officials responsible for the placement of signs along designated bicycle routes in the Western Skies Scenic Byway Corridor should install and maintain bicycle route signs needed to advise motorists of the presence of bicyclists and warn motorists and bicyclists of hazardous driving and riding conditions. Bicycle route signs should be consistent with, and complemented by a map of bicycle routes in the Scenic Byway Corridor. Routes of state and national significance should be marked as well.

Bike the Byways Brochures



Western Skies Scenic Byway

has a lot to offer two-wheel travelers! The rolling hills and low traffic counts of the Byway route are great training for RAGBRAI, or if a leisurely family ride is more your pace the Raccoon River Valley Trail and T-Bone Trail both intersect the Byway, with more trails being developed. Whiterock Conservancy is a must for mountain bikers, with its professionally designed trails. In the towns along the Byway you can grab Iowa's Best Tenderloin, relax with the Little Mermaid in the Hans Christian Andersen Statue Garden, stargaze at the darkest spot in Iowa, ride your bike on the largest remaining original brick paved portion of the Lincoln Highway, and much, much more!

need more info?

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www.goldenhillsrccd.org

For Trip Planning Assistance, Itineraries, Events, Attractions, and More Visit:
www.iowabyways.org
www.traveliowa.com
www.iowabicyclecoalition.org



A GREAT RIDE AT ANY SPEED

The Iowa Byways™ program was established to identify, protect and enhance roadways in Iowa which exemplify the state's scenic and historic resources. With the recent designation of three new byways, there are now two Heritage Byways and twelve Scenic Byways, two of which also carry National Designation.

Thanks to the Iowa Byways program, these roads are signed for easy navigation, and with help from the sustainability program have many strong tourism-focused businesses in the corridors. As established tourism routes, there is an existing network of traveler amenities and other attractions to make your trip even more enjoyable. Byway coordinators are a great resource to help plan a trip along the byways and would love to help tailor an itinerary for you!



CONTACT US

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712-482-3029
rebecca.castle@goldenhillsrccd.org

USEFUL SITES

www.iowabyways.org
www.iowadot.gov/iowasbyways
www.iowadot.gov/iowabikes
www.iowabicyclecoalition.org
www.iowabikeroutes.com
www.iowabytrail.com

Make the
SCENIC BYWAYS
Your
SCENIC BIKEWAYS

towns along the way

Whether you're looking for a day trip or a weekend getaway, the small towns along the Western Skies Scenic Byway are full of charm and heritage. This chart lists the towns and some of the main amenities you can find in them. We recommend checking specific business hours before planning any major trips!

Town	Convenience Store	Restaurants/Drinks	Food	Lodging	Shopping	Museums/History	Art/Special Attractions
Missouri Valley	✓	✓	✓	✓	✓	✓	✓
Logan	✓	✓	✓	✓	✓	✓	✓
Woodbine	✓	✓	✓	✓	✓	✓	✓
Panama	✓	✓	✓	✓	✓	✓	✓
Westphalia	✓	✓	✓	✓	✓	✓	✓
Portsmouth	✓	✓	✓	✓	✓	✓	✓
Harlan	✓	✓	✓	✓	✓	✓	✓
Kimballton	✓	✓	✓	✓	✓	✓	✓
Elk Horn	✓	✓	✓	✓	✓	✓	✓
Hamlin	✓	✓	✓	✓	✓	✓	✓
Audubon	✓	✓	✓	✓	✓	✓	✓
Guthrie Center	✓	✓	✓	✓	✓	✓	✓
Panora	✓	✓	✓	✓	✓	✓	✓
Stuart	✓	✓	✓	✓	✓	✓	✓

* Towns listed West to East

enjoy the
BYWAY
the
BIKE WAY!



low traffic count road routes

Consider these low traffic count road routes if you like rolling hills and the open road. Many local cycling groups use these roads for training and social rides. See the map for more details and color coded traffic counts.

- *Woodbine to Panama & Westphalia via F32
- *Jacksonville to Kimballton, Hamlin & Guthrie Center via Hwy. 44
- *Panora to Stuart via P28

Data gathered from Iowa DOT 2017-2018 Bicycle Map



area trails

- *T-Bone Trail: Audubon to North of Atlantic, 21 Miles, Asphalt (Meets Western Skies Scenic Byway in Hamlin)
- *Raccoon River Valley Trail: Jefferson to Clive, 89 Miles, Asphalt/Concrete (Meets Western Skies Scenic Byway in Panora)
- *Whiterock Conservancy: Coon Rapids, Mountain Biking, 16 Miles of Single Track & 12 Miles Shared Use (16 Miles North of Western Skies Scenic Byway on N46)
- *Rock Island Old Stone Arch Nature Trail: Shelby, 4 Miles, Asphalt (11 Miles South of Western Skies Scenic Byway on M16)

BICYCLE ROUTES

Bicycling has experienced tremendous growth in popularity in the United States. The PeopleForBikes 2016 U.S. Bicycling Participation Study reported that 32% of all Americans age 3 and older rode a bike in the past year. Bicycling appeals to a health- and environment-conscious population, is an easy recreational activity in which to participate and can provide quick access to exercise and relaxation. Most states have excellent and extensive networks of roads well suited for bicycling. Typically these are well maintained roads with little traffic, adequate pavement widths, attractive scenery, varying topography, points of interest and quiet surroundings [Federal Highway Administration I-1, 1990]. These same characteristics describe many of the most desirable features of scenic byway routes. Scenic byways and bicycle facilities, if well planned and managed, can be perfect recreational complements for the traveling public.

While bicycling is already a recognized outdoor recreational activity along the Western Skies Scenic Byway, there is great potential to increase participation and awareness of its relevancy. Recreational preference studies have repeatedly identified a strong interest in bicycling among residents and visitors in the region and a need for bicycle routes and associated facilities in the Scenic Byway Corridor. Bike clubs are active in several communities in the Corridor. Club members regularly participate in planned rides, including some on the Scenic Byway. There are a number of communities and events that organize and sponsor bike rides in the Corridor such as Elkhorn & Kimballton's Tour de Tivoli and rural Logan's Embrace the Hills. Bicycling, as with other popular outdoor activities such as hiking and picnicking, provides opportunities for a relatively large and diverse group of people to experience and gain an appreciation for the unique resources of the Western Skies Scenic Byway Corridor.

Even though there has been an increase in the number of off-road trails and facilities for bicycles in the Scenic Byway Corridor, some bicycling in the corridor still takes place on roads and highways with no bicycling infrastructure. The safe and enjoyable co-existence of bicycles and motor vehicle traffic in the Scenic Byway Corridor requires that special consideration be given to the planning, selection, and management of preferred bicycle routes. In preparing the *Corridor Management Plan*, efforts were directed at developing guidelines for, and proposing, a series of bicycle routes in the Western Skies Scenic Byway Corridor.

Bicycle Route Features

A survey of close to 200 members of bicycle clubs identified the following important features of bicycle routes in the Loess Hills, which can be easily translated to the Western Skies Scenic Byway.

- Routes should begin and end in small communities or established public areas such as a state or county park;
- In terms of length, routes should require between one and three hours to complete;
- Amenities that add most to an enjoyable bicycle ride are drinking water, restrooms and stores with refreshments;
- Features that are most desirable along a bicycle route are forests, streams and lakes, rural communities, wildlife, pastureland, prairies, farms, and country churches;
- Bicycle route signs should advise motorists of the presence of bicyclists and warn bicyclists of hazardous conditions, e.g., dangerous intersections; and
- A map of bicycle routes in the Scenic Byway Corridor is preferred to bicycle route identification signs as a means of directing bicyclists along selected routes.

Bicycle Route Types

Three bicycle route types have been identified for the Western Skies Scenic Byway Corridor. These are shared roadway routes, rural bicycle lanes and bicycle trails. Planning and design guidelines for the three bicycle route types are based on the Iowa DOT's *Bicycle Facilities Network Identification Handbook* (1995) and the American Association of State Highway and Transportation Officials' *Guide for the Development of Bicycle Facilities* (2012). The three route types are described below:

- **Shared Roadway** - Defined as any roadway upon which a bicycle lane is not designated and which may be legally used by bicycles. These should be on existing roadways with traffic lanes wider than 12 feet and that meet the traffic volumes and speeds in the Iowa DOT's *Bicycle Facilities Network Identification Handbook*. This type of facility can accommodate shared bicycle/motor use without reducing the motor vehicle capacity of the roadway. Because of the low volume of motor vehicle traffic, most of the county highways and neighborhood streets are currently suitable for bicycling with no additional improvements necessary.
- **Bicycle Lanes (Roadway Shoulders)** - In an urban setting, a portion of the road has been designated by striping, signing and pavement markings for the

exclusive use of bicyclists. Rural bicycle lanes are paved shoulders placed on the portion of the roadway outside the edges of the motor vehicle travel way and extending to the top of the foreslopes. To be safe and effective, these lanes should have a minimum width of 4 feet without curbs, or 5 feet minimum width with curbs. Roadways with shoulders less than 4 feet and a speed of 35 miles per hour or greater should not be designated as a rural bicycle lane. Lanes should be delineated from the road by a solid pavement edge line that is a minimum of 6 inches wide. The use of different pavement textures and rumble strips should be avoided. Lanes should be identified on roadways that meet the traffic volumes and speeds in the Iowa DOT's *Bicycle Facilities Network Identification Handbook*.

- **Bicycle Path** - Defined as a bicycle route physically separated from motor vehicle traffic by an open space or barrier. Bicycle paths are most frequently located within the highway right of way, public areas such as parks, and abandoned railroad right of way. Paths with two-way traffic should be a minimum of 8 feet wide with 10 feet wide preferred. For one-way traffic the path should have a minimum width of 5 feet. Shoulders should be a minimum of 2 feet wide with 3 feet wide being preferred. The separation between the road edge and the bike path should be as wide as possible with a minimum width of 8 feet. For separation widths of 5 feet or less a 4.5 feet tall divider should be considered.

It is recommended that the surface material for the three bicycle route types be asphalt or concrete. Important maintenance items for the three route types include keeping the paved surfaces smooth and free from wide cracks, debris, and sharp drop-offs on the edges.

Proposed Bicycle Ride Categories

Four categories of bicycle rides have been proposed in the Western Skies Scenic Byway Corridor. These categories combine the important features identified above with the planning and design guidelines described for alternative bicycle route types. The four categories were developed to provide safe and enjoyable routes and associated facilities in the Scenic Byway Corridor for bicyclists of all abilities.

Features common to all four bicycle ride categories are:

- Beginning and ending points of all routes are at the same location, preferably in a small rural community or established public area;

- Back-tracking required on any given route has been minimized through the use of loop routes as much as possible;
- Alternative shorter routes within any given route, especially on longer routes, have been provided; and
- Routes incorporate a series of turns and curves whenever possible.

The four bicycle ride categories are described below:

- **Family Ride** - These routes have been selected primarily for families, students less than 18 years old, and casual cyclists. The routes are characterized by generally flat terrain with frequent opportunities for rest stops; every five to eight miles, 10 miles maximum. Route types include bicycle paths, paved shared roadways, and paved bicycle lanes with low traffic counts; less than 250 AADT. Route lengths are 30 miles or less. Important route features are water, forests, and public areas.
- **Heritage Ride** - These routes have been selected for casual and easy touring cyclists. The routes are characterized by a mix of flat (75%) and moderately rolling (25%) terrain, begin and end in a small rural community, and make connections to points of interest (cultural/historic sites) with rest stop opportunities provided every eight to 12 miles. Route types are generally paved shared roadways and paved bicycle lanes with low traffic volumes; less than 500 AADT. Route lengths are 20 to 40 miles. Important features are forests, water, cultural/historic sites, and small rural communities.
- **Community Tour** - These routes have been selected for easy touring to serious touring cyclists. The routes pass through a mix of flat and moderately rolling terrain with one to two steep hills possible. Routes connect small rural communities and public areas. Rest stop opportunities are provided every 10 to 15 miles. Route types are paved shared roadways and paved bicycle lanes with moderate traffic volumes; less than 900 AADT. Route lengths are 30 to 60 miles. A wide variety of features are present along routes with particular emphasis on small rural communities.
- **Hills Tour** - These routes have been selected for serious touring cyclists only. The routes are characterized by a mix of flat, rolling, and steep terrain; connect small rural communities and public areas; and provide rest stop opportunities every 15 to 25 miles. Route types are paved shared roadways and paved bicycle lanes with higher traffic volumes; less than 1500 AADT. Route lengths are 40 miles or more. A wide variety of features are present along routes with particular emphasis on small rural communities and public areas.

Bicycle Route Signs

The “Sign Plan” of the *Corridor Management Plan* includes information and actions related to the installation of bicycle route signs. According to the “Sign Plan”, bicycle route identification signs can guide bicyclists along designated routes and warn them of hazardous conditions without lessening the value of their bicycling experience. Bicycle route signs should be placed at intervals frequent enough to keep bicyclists informed of changes in route direction and to remind motorists of the presence of bicyclists.

It is important to note that the signs are dual purpose; they are needed to warn motorists of the presence of bicyclists on designated routes and to make bicyclists and motorists aware of hazardous driving and riding conditions. A map should complement the signs to help guide bicyclists along selected routes in the Scenic Byway Corridor.

Bicycle Route Maps

Detailed maps of selected bicycle routes in the Western Skies Scenic Byway Corridor should be developed and compiled. These maps will complement signs placed along bicycle routes. In addition to indicating the location of bicycle routes, the maps should provide information on the features of the different routes and tips on bicycling safety, equipment and emergency procedures and contacts. Many organizations have their own maps available online or in print. These existing resources can be utilized when creating route maps for specific byway rides:

- The Iowa DOT has a state Bicycle Map, which is the standard highway map plus valuable information for cyclists, such as Annual Average Daily Traffic Counts (AADT), indications for paved shoulders and bike lanes, and bike trail information.
- The Iowa Bike Routes website (<http://iowabikeroutes.com>) is coordinated by the Iowa Bicycle Coalition and includes information about all types of biking. Hundreds of miles of gravel and minimum maintenance (dirt) roads traverse the four-county Byway corridor, and biking on these roads has become increasingly popular in recent years.
- In 2017, Golden Hills RC&D developed an informational brochure about bicycling in the byway corridor.
- The Shelby County Chamber of Commerce and Industry includes a map of suggested on-road bicycle routes developed by members of a local cycling club. The Central Iowa Bike Route is a combination of on-road and off-road trail routes connecting three state parks in Central Iowa, including Springbrook State Park in Guthrie County.
- The American Discovery Trail is a coast-to-coast bike route that includes portions of the Raccoon River Valley and T-Bone trails, as well as on-road routes between Des Moines and Council Bluffs.
- The Lewis and Clark Trail follows the Missouri River north-south from Sioux City to Hamburg, running concurrently with the Adventure Cycling Association’s Route 55 through western Harrison County.
- The Rock Island Old Stone Arch Nature Trail is a 4-mile asphalt trail in Shelby County. The trail runs through a green corridor of farmed fields and restored wetlands, passing over its namesake, an 1883 stone arch railroad bridge listed on the National Register of Historic Places.
- The T-Bone Trail is a 21-mile asphalt trail with runs primarily along Highway 71. 16 of those miles run through Audubon County, intersecting the Western Skies Scenic Byway at Hamlin. Efforts are underway to connect the last few miles to Atlantic.
- The Raccoon River Valley Trail is an 89-mile concrete and asphalt trail. Connecting with the byway in Panora, 17 miles travel through Guthrie County. Plans are currently in the works to connect the Raccoon River Valley Trail in northern Guthrie County with the High Trestle Trail, one of the most popular trails in the region.
- Whiterock Conservancy in northern Guthrie County offers nearly 30 miles of mountain biking trails, and connects with a paved trail that leads into the city of Coon Rapids.

Maps highlighting on-road routes may also include a disclaimer statement alerting users to their responsibilities and clarifying liability issues. Examples of disclaimer language are found on bicycle route maps from Wisconsin and Massachusetts. This language is presented below:

Touring Jacob's Ladder Trail by Bicycle or Car prepared by the Pioneer Valley Planning Commission, 1994.

SAMPLE DISCLAIMER:

The information presented in this book is intended to assist in the selection of rides which exemplify natural and scenic beauty of the Jacob's Ladder Trail area. In no way does the suggestion of these routes guarantee the safety of the rider. With the exception of one flat tour, these rides are designed to be used by those individuals who are experienced in bike safety and are recreational to experienced riders. As with any recreational or sporting activity, the individual assumes a certain level of risk in participating in that activity. The Pioneer Valley Planning Commission assumes not liability for any individual using these suggested tours.

Western Wisconsin Bicycle Map by the Wisconsin Division of Tourism, 1992

SAMPLE IMPORTANT NOTICE:

The bicycle is classified as a vehicle under Wisconsin state law (Wisconsin Statutes 346.02 (4) and has the same rights and responsibilities as motor vehicles, including the right to use public roads unless specifically prohibited. The safety of bicycling depends on the conscientious efforts of bicyclists and motorists to obey traffic laws and act with mutual consideration when sharing the roadway.

The Wisconsin's Bicycle Map is published as an aid to bicyclists by the Wisconsin Division of Tourism. The Division in no way warrants the safety of the roads recommended to bicyclists for shared bicycle/motor vehicle use. The recommended roads are suggested only as routes that are more suited than others based on available data and evaluation criteria.

All routes on these maps, other than Bicycle Touring and Off-Road Bicycle Trails are on regular roads of state, county, local and national forest road systems used by automobiles, trucks, buses, bicycles, motorcycles and farm machinery; they have no special provisions for bicyclists unless otherwise indicated. Bicyclists using these maps assume the responsibilities and risks for their own safety when cycling on the indicated recommended routes or other roads.

Bicycle Route Actions

Bicycle Route Action #1

Develop and distribute detailed maps of the bicycle routes in the Western Skies Scenic Byway Corridor.

Bicycle Route Action #2

Update maps and informational materials accordingly as new trails and routes are constructed and designated. Monitor bicycling activities in the Scenic Byway Corridor to ensure that route conditions, support facilities, signs and information in maps are satisfactory.

Bicycle Route Action #3

Maintain communication with bicycle clubs to keep up-to-date on their needs as well as promote current events and activities.

Bicycle Route Action #4

Identify and develop new or modify existing routes including connections to existing or new trails.

Bicycle Route Action #5

Use regional events, such as bike club rides and RAGBRAI to promote bicycling opportunities in the Western Skies Scenic Byway Corridor.

Tables and Maps

- Shelby County Bicycle Routes

Shelby County Bike Routes

www.exploreshelbycounty.com/bike-routes.html

Shelby County Bike Rides

- Ride #1 (6 miles round-trip on mostly...)
Ride #1 (6 miles round-trip on mostly lev...
- Ride #2 (6 miles round-trip on mostly...)
Ride #2 (6 miles round-trip on mostly lev...
- Ride #3 (18 miles round-trip on rollin...)
Ride #3 (18 miles round-trip on rolling m...
- Ride #4 (18 miles round-trip on rollin...)
Ride #4 (18 miles round-trip on rolling m...
- Ride #5
Ride #5 - (26 miles round-trip on rolling...
- Ride #6 (approximately 25-mile loop)

Map data ©2018 Google Imagery ©2018 TerraMetrics Terms 1 mi

INTERPRETATIVE PROGRAMS AND ACTIVITIES

Interpretive programs and activities effectively share the stories of the Scenic Byway Corridor in ways that will encourage interest, relate and reveal information, and present unified messages. Brochures, interpretive signs at attractions, and self-guided auto tours are some of the ways travelers can learn about and enjoy the intrinsic qualities of the Western Skies Scenic Byway Corridor.

There are fundamentally two ways to present materials to the visitor: informational style or interpretive style. The difference between the two styles is not what is presented but how it is presented. Informational styles simply dispense the facts, the way a field guide lists and describes species. The interpretive style, on the other hand, communicates a story or larger message and provokes a desired response by the viewer.

Interpretation is a communication process designed to reveal meanings and relationships of our cultural and natural heritage to the public (visitors) through first-hand experiences with objects, artifacts, landscapes or sites (Veverka 1994, 19).

What is an Interpretive Program?

The main goal of an interpretive program is to translate information from the technical language of experts to the “everyday” language of the visitor. Visitors to the Corridor should receive information in a way that they can understand and take away with them. An interpretive program for the Western Skies Scenic Byway Corridor should strive for the following principles of interpretation (Veverka 20, 1994):

- Provoke the attention or curiosity of the audience;
- Relate the message to the everyday life of the audience;
- Reveal the essence of the subject through a unique viewpoint;
- Address the whole—show the logical significance of an object to a higher level concept or story line; and
- Strive for message unity—use a sufficient but varied repetition of cues to create and accentuate a particular mood, theme, aura or atmosphere.

Interpretive programs should enhance the experience and understanding of the visitor. An interpretive program for the Scenic Byway Corridor should communicate the goals and objectives of the Scenic Byway, tell the Corridor’s story and reveal meanings of and relationships between the intrinsic qualities of the Corridor.

In July 2015, Schmeckle Reserve Interpreters at the University of Wisconsin-Stevens Point submitted the Western Skies Scenic Byway Interpretive Master Plan, a 135-page resource, to Golden Hills RC&D.



This plan is an invaluable asset for identifying existing and future Interpretive Programs and Activities, providing information and guidance for resources, themes and

messages, and interpretive media. This intensive document identifies a primary theme, six sub-themes, design standards for a distinct visual identity, and concept designs for specific experience hubs, interpretive panels and other interpretive media.

Developing an Interpretive Program

Establishing a steering committee of Scenic Byway stakeholders should be the first step in developing an interpretive program. Committee members will be the primary participants in the interpretive planning process. The steering committee will determine responsibilities for the interpretive program, secure the necessary funding and establish the time frame for implementation.

The following model should guide the interpretative program for the Western Skies Scenic Byway Corridor (Veverka 32, 1994):

WHAT - Determine the resource, object, or concept that will be interpreted to visitors. Research information that will provoke the visitor.

WHY - Develop objectives for interpretive programs and projects. Determine the objectives for the interpretive message(s). These should include at least one of the following:

- Learning Objective;
- Behavioral Objective; and
- Emotional Objective.

WHO - Analyze the visitor. Who is the audience?

HOW/WHEN/WHERE should interpretive signs, activities, brochures and other types of media be used, considering:

- Site location;
- How many signs to use;
- What size signs;
- Permanent or seasonal;
- Signs versus other interpretive activities or media;
- Brochure types;
- Location for distribution of brochures; and
- Interpretive programming sites.

SO WHAT - Evaluate effectiveness of the message.

IMPLEMENTATION AND OPERATIONS - Who is responsible for going from plan to reality?

In addition to the above planning process, some complementary tasks may be:

- Research and review sign plans and related activities of other scenic byways and similar attractions;
- Integrate interpretive plan signage into Sign Plan for the entire Scenic Byway; and
- Research current sign design, construction, and maintenance practices as well as laws and regulations governing the design, construction, and placement of signs.

Interpretive Program Actions

Interpretive Program Action #1

Establish an Interpretive Program Steering Committee with representatives of Scenic Byway stakeholder organizations.

Interpretive Program Action #2

Develop and implement an interpretative plan and program for the Western Skies Scenic Byway Corridor, utilizing the Western Skies Scenic Byway Interpretive Master Plan.



LAND USE & FUTURE IMPACTS

Land-use decisions in the Scenic Byway Corridor should be sensitive to impacts on the intrinsic qualities or resources that make the Corridor special. The construction of homes, businesses, industry, roads, utilities, and other infrastructure, as well as agriculture, have dramatically changed the natural features throughout the Scenic Byway Corridor.

More than any other activity, land-use decisions will determine the future condition of resources in Western Skies Byway Corridor. Elected leaders, planners, and developers should strive to preserve the intrinsic qualities of the Scenic Byway Corridor.

Assessment of Land Use Regulations

All four counties in the Western Skies Scenic Byway Corridor have some type of land use regulations in place. Harrison, Shelby, and Audubon County each have a Planning & Zoning Department with a Board, Administrator, Ordinances, and Permitting process. While Guthrie County does not have an internal County Planning & Zoning Board, they do have a Planning & Zoning Commissioner housed through the Region XII Council of Governments.

The most widely-applied land-use district in the Western Skies Scenic Byway Corridor is Agricultural. This applies to areas that are suitable for the raising of crops and livestock because of high quality soils, existing or potential drainage, or the overall agricultural character of the area. Some permitted uses in these areas besides agriculture include Bed and Breakfast establishments, Cemeteries, Churches, and single-family dwellings.

Purpose and Value of Land Use Regulation

Land-use regulations can guide the direction, speed and quality of land development. Zoning is the principal means in the United States to direct and manage land use. Zoning divides a county or community into districts (zones) that specify the different land-use controls on each district. Zoning originated in part as a means of protecting the health and safety of inhabitants in major cities. Today, zoning is a tool to direct land use at the local level all across the country. Zoning requirements are laid out in two documents: the zoning map and the zoning ordinance (So 254-255, 1988).

According to the Standard State Zoning Enabling Act of the 1920s, zoning shall be in accordance with a comprehensive plan (So 78. 1988). Comprehensive plans are a reflection of a community's or county's values and vision for the future. The following components are usually part of a comprehensive plan:

- Demographics;
- Land use - current and future;
- Infrastructure; and
- Facilities.

Comprehensive plans can address housing, social services, economic development, open space and other issues related to local conditions or needs. Comprehensive planning establishes a record of existing conditions, projects future needs and presents local goals and objectives which provide a guide for making land use decisions.

Maintaining the Intrinsic Qualities

Conditions in the Western Skies Scenic Byway Corridor, as in most places, are dynamic. Rural housing development, urban and industrial expansion, highway construction, mining operations and agriculture are ongoing activities that have the potential to significantly impact the intrinsic qualities of the Scenic Byway Corridor. Impacts caused by these activities could greatly diminish the area's attractiveness to travelers. In Harrison County, the negative impacts of these activities could result in irreparable damage to the Loess Hills, a region of recognized state, national and world significance.

Maintaining the intrinsic qualities of the Corridor requires that Scenic Byway stakeholders understand the impacts of certain activities and effectively work to influence the manner in which they take place. Roadway construction that can potentially impact resources in the Corridor include roadway and shoulder widening, vertical or horizontal roadway realignment, and the installation of bridges and drainage systems. These activities can impact desirable prairie and woodland land cover, roadway enclosure by the landform or vegetation, and natural landscape features such as wetlands and rivers.

Land use changes that can impact resources in the Corridor include residential, commercial and industrial construction, new or upgraded utility lines, and mining and soil excavation activities. These changes can impact land cover, the percentage of undeveloped landscape, number of eyesores, ridgeline condition, sense of enclosure, and natural landscape features.

Land Use Ordinances

Other scenic byways have developed ordinances which can be modeled by counties and communities in the Western Skies Scenic Byway Corridor, where appropriate to protect the intrinsic qualities. Suggested land use ordinances include:

- Overlay District Ordinance;
- Sign Ordinance;
- Ridge and Hillside Ordinance;
- Subdivision Ordinance;
- Planned Unit Development (PUD) Ordinance;
- Mining/Mineral Extraction Ordinance; and
- Telecommunications Towers and Antennas Ordinance.

In the case of the Western Skies Scenic Byway Corridor, the *Corridor Management Plan* can function as a comprehensive plan. For governments without comprehensive plans, they may adopt the *Corridor Management Plan* and then begin implementing applicable suggested ordinances. For governments with existing comprehensive plans and ordinances, the *Corridor Management Plan* can be adopted as an amendment to the existing regulations. Harrison County is also located along the Loess Hills National Scenic Byway and Lincoln Heritage Byway, which also have corridor management plans.

Harrison County is unique in that it also has an overlay district meant to preserve the unique and fragile Loess Hills landform in that county. The Overlay District Ordinance provides counties and communities with the means to identify and protect specific resources not currently protected under existing regulations (Institute 70, 1993). The Overlay District lays “on top” of existing regulations and supersedes any present zoning regulations. Local governments can determine the boundaries of any Overlay District in the Loess Hills. Counties and communities should cooperate in establishing these boundaries. Common boundaries will make enforcement of, and compliance with, land use regulations easier for officials and property owners.

The model Sign Ordinance and Ridge and Hillside Ordinance address the need to protect the scenic resources of the Western Skies Scenic Byway Corridor. These ordinances provide guidelines for counties and communities to control signage and regulate the construction of structures on ridgetops and hillsides in the Corridor. While this may be of more dire importance in Harrison County, where the Loess Hills landform region is present, it can be adapted for the rolling hills of the Western Skies Scenic Byway. The model Subdivision Ordinance and the Planned Unit Development Ordinance will help counties and communities regulate residential development to protect resources in the Western Skies Scenic Byway

Corridor. The model Mineral Extraction/Mining Ordinance will allow mining, but provide restrictions regarding location of operations and guidelines for reclamation. The model Telecommunications Towers and Antennas Ordinance regulates the installation of towers and antennas needed for cellular phones and other uses.

In addition to land use regulations such as ordinances, counties and communities can make use of non-regulatory tools to encourage the protection of resources on private land in the Western Skies Scenic Byway Corridor. Among the tools available to local governments is their ability to provide property tax exemption to land owners for forest and fruit tree plantings and native prairie and wetland areas. Descriptions of these property tax exemptions are included following the model ordinances section at the end of this chapter.

Land Use Actions

Land Use Action #1

Counties and communities in the Western Skies Scenic Byway Corridor should adopt the Corridor Management Plan as a comprehensive plan, or amendment to an existing comprehensive plan.

Land Use Action #2

Counties and communities in the Western Skies Scenic Byway Corridor should evaluate the need for, make the necessary modifications to and adopt applicable land use ordinances as suggested in the Corridor Management Plan.

Land Use Action #3

Local governments in the Western Skies Scenic Byway Corridor should cooperate in the development and enforcement of land use regulations. In Iowa, 28E Agreements provide a means for government entities to share resources and services. Counties and communities may be able to structure such an agreement to effectively implement the land use regulations needed to protect resources in the Scenic Byway Corridor.

Land Use Action #4

Local governments in the Western Skies Scenic Byway Corridor should encourage the protection of resources on private land in the Scenic Byway Corridor through the use of property tax exemptions.

Tables and Maps

- Land Use by County

Land Use by County

USDA



2011 Harrison County, Iowa

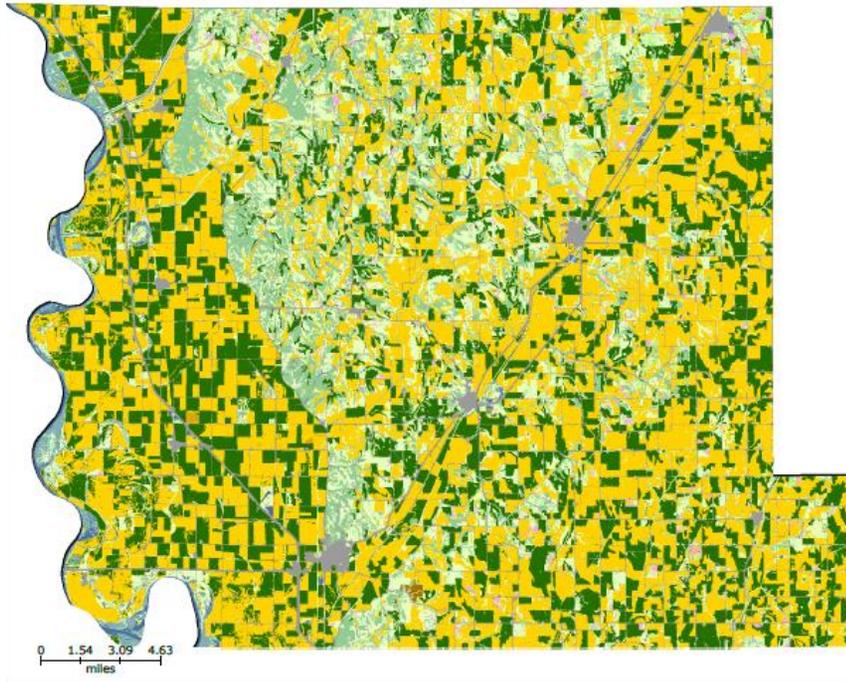
Land Cover Categories
(by decreasing acreage)

AGRICULTURE

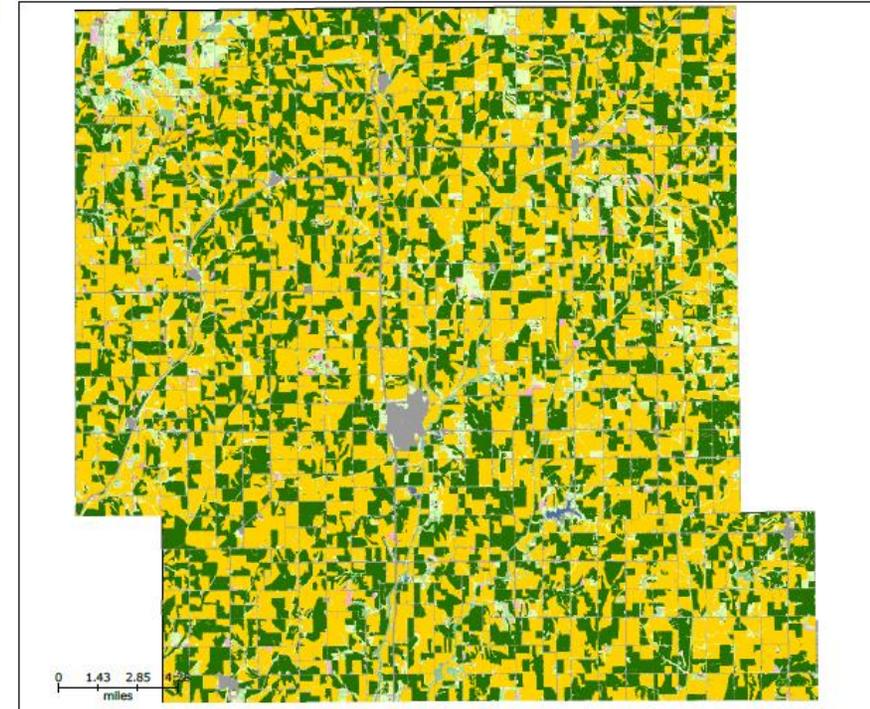
- Corn
- Soybeans
- Grassland Herbaceous
- Alfalfa
- Other Hay/Non Alfalfa
- Winter Wheat
- Pop or On Corn
- Switchgrass
- Oats
- Fallow/Idle Cropland
- Spring Wheat

NON-AGRICULTURE*

- Deciduous Forest
- Developed/Open Space
- Open Water
- Developed/Low Intensity
- Woody Wetlands
- Herbaceous Wetlands



2011 Shelby County, Iowa

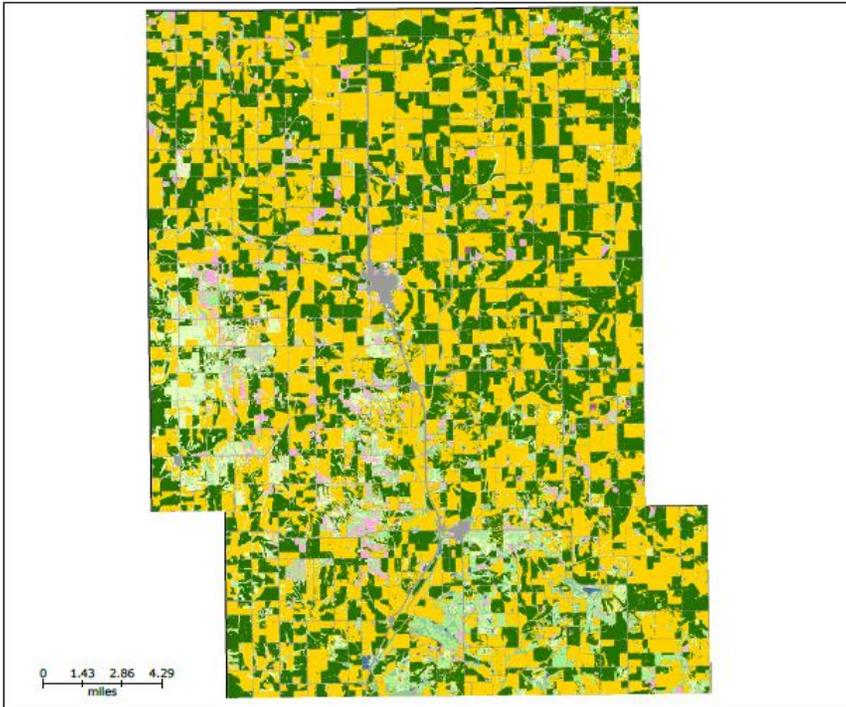


Land Use by County

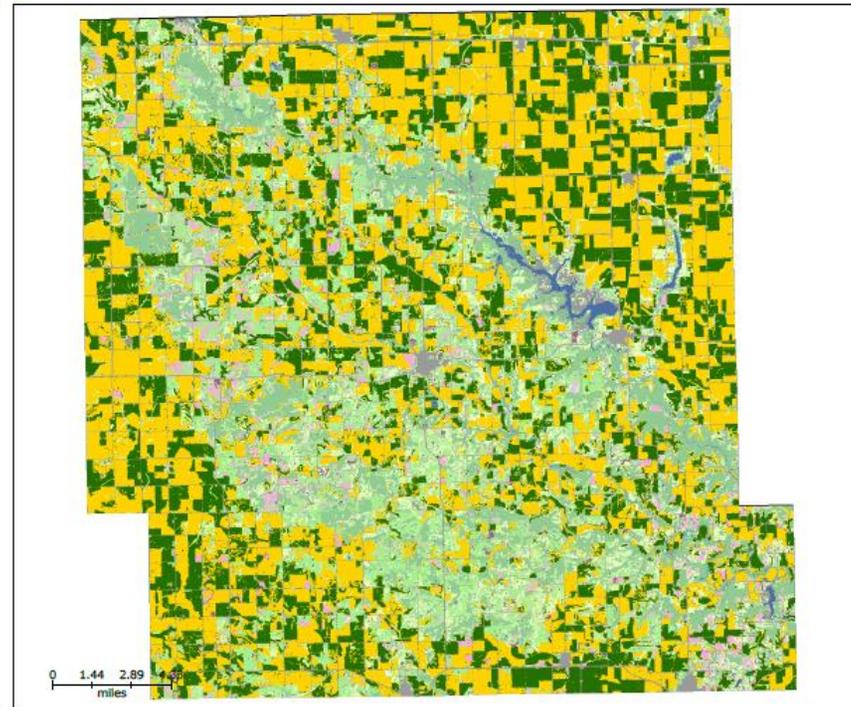
USDA



2011 Audubon County, Iowa



2011 Guthrie, Iowa



Land Cover Categories (by decreasing acreage)

AGRICULTURE

- Corn
- Soybeans
- Grassland Herbaceous
- Alfalfa
- Other Hay/Non Alfalfa
- Winter Wheat
- Pop or Orn Corn
- Switchgrass
- Oats
- Fallow/Idle Cropland
- Spring Wheat

NON-AGRICULTURE*

- Deciduous Forest
- Developed/Open Space
- Open Water
- Developed/Low Intensity
- Woody Wetlands
- Herbaceous Wetlands

MANAGING ROADSIDES AND ENTRYWAYS

Roadside management activities in the Western Skies Scenic Byway Corridor should be directed toward establishing and maintaining safe, stable and low-maintenance community entryways and roadsides that are attractive to residents and visitors. The Iowa DOT numerous counties and communities cooperate in the implementation of a state-wide Integrated Roadside Vegetation Management (IRVM) program.

The IRVM program combines state and local resources and expertise to improve the cost-effective management, environmental benefits, safety, and attractiveness of roadsides. IRVM practices focus on the use of native vegetation, integrated weed control, and soil conservation measures to improve the condition of roadsides. Currently, three counties are involved with the program. Shelby, Audubon, and Guthrie County have IRVM Plans on file with the Iowa DOT. Hardy and beautiful, native roadsides offer aesthetic, economic, environmental and educational opportunities. Establishing prairie plants in roadside rights of way:

- Provides low-maintenance weed and erosion control;
- Reduces surface runoff and erosion by improving infiltration;
- Reduces snow drifting and winter glare'
- Ensures sustainability by increasing species diversity;
- Enhances wildlife habitat;
- Beautifies the landscape by providing ever-changing color and texture throughout the year;
- Preserves our natural heritage; and
- Provides filtering and capture of nutrients, pesticides and sediment.
(iowadot.gov/lrtf/integrated-roadside-vegetation-management/why-it-matters)

An important application of roadside management practices is the enhancement of community entryways. A community entryway is the land that is visible from a highway which connects the countryside with a community. It can also include important places associated with major thoroughfares within a community which connect one neighborhood or land use with another. These highways, county roads or streets provide the physical and visual environments for communities to make first impressions on visitors and lasting memories for residents.



Entryways provide opportunities to express the image or character of communities in the Western Skies Scenic Byway Corridor. One way of doing this is by enhancing community entryways with native vegetation. Adding other elements to the entryway design can then express each community's individual character. In addition to the resources available through the IRVM program, communities can seek professional assistance in designing entryways from landscape architects and other designers.

Managing Roadsides and Entryways Actions

Roadside Management Action #1

Counties and communities in the Western Skies Scenic Byway Corridor should work together with Iowa DOT to more fully develop the IRVM program in the region. Particular emphasis should be placed on the application of IRVM practices on roadsides along the Western Skies Scenic Byway. Communities should be encouraged to assess their aesthetic appeal, especially at their entryways. Entryways should convey the message to travelers that a community is an integral part of the Western Skies Scenic Byway Corridor. All Counties in the Western Skies Scenic Byway Corridor should be encouraged to have an IRVM Plan on file with the DOT and practice its implementation.

MARKETING THE INTRINSIC QUALITIES

Tourism and a Marketing Plan

Preparation of a marketing plan is an essential step in achieving the tourism-related goals and objectives of a business, community, or region. Participation in developing a marketing plan enables private and public partners to identify and package their tourism product, assess and select tourist markets with the greatest potential, coordinate strategies and actions for reaching tourists and explore opportunities to capitalize on the economic benefits generated by tourism.

Several of the more important features of an effective tourism oriented marketing plan are the following:

- Developed through a cooperative effort between private businesses and organizations and public agencies;
- Recognizes and addresses travelers' interests and motivations, potential tourism growth, travel trends and niche markets, and spending habits and related behavior of tourists;
- Recommends product development and promotional activities that satisfy the needs of both travelers and tourism goods and service providers as efficiently as possible;
- Identifies themes around which attractions and events can be centered and that are of greatest interest and appeal to tourists;
- Identifies ways to present and interpret information for tourists that are honest, accurate, intelligent and creative; and
- Recommends ongoing evaluation and research to better focus future tourism-related marketing and promotional efforts.

Success in developing a tourism marketing plan requires an understanding of the definitions of marketing and promotion. Often used interchangeably, these terms and the actions they define have distinct roles in tourism development. While both marketing and promotion deal with products and consumers, marketing focuses on the process of planning and executing the concept, pricing, distribution and exchange of goods and services. Promotion consists of activities related to advertising, public relations and sales.

Marketing directs the flow of goods and services from the provider to the traveler. **Promotion** is the function of informing, persuading and influencing travelers regarding the purchase of goods and services

A Marketing Plan for the Western Skies Scenic Byway

There is currently not a Marketing Plan for the Western Skies Scenic Byway Corridor. The creation of such a plan would require involvement of representatives of the individual organizations which are primarily responsible for marketing activities along the Western Skies Scenic Byway Corridor, including the Western Iowa Tourism Region, Harrison County Welcome Center, and Danish Windmill Welcome Center. A series of meetings among representatives of the major marketing organizations would need to identify significant tourism resources, evaluate current marketing activities and review market research in developing the plan. The plan would identify important goals for successfully marketing the Western Skies Scenic Byway Corridor (see suggestions below). The marketing plan would also describe a series of specific actions to be taken to achieve these goals.

Marketing Plan Goals

Based upon other byways' marketing plans, the following goals are recommended for consideration in the future marketing plan for the Western Skies Scenic Byway Corridor:

- Encourage the active participation of local businesses and communities in the Western Skies Scenic Byway Corridor in providing goods, services, and attractions for travelers;
- Enhance the experience of travelers in the Western Skies Scenic Byway Corridor by maintaining a comprehensive sign system, ensuring the availability of trip planning information, and providing on-site interpretation at welcome centers and major attractions;
- Facilitate cooperation between the state, counties, cities and businesses as well as development, conservation, tourism and community groups in tourism activities related to the Western Skies Scenic Byway Corridor;
- Achieve a more balanced approach to the use of resources directed toward the group and consumer travel markets; and
- Continually improve marketing activities for the Western Skies Scenic Byway Corridor by monitoring and evaluating the number, behavior, needs and economic impact of travelers as well as the effectiveness of marketing efforts.

Marketing Plan Actions

Marketing Action #1

Create and maintain a standing committee that will actively pursue the implementation of marketing activities for the Western Skies Scenic Byway Corridor.

Marketing Action #2

Publish and distribute Western Skies Scenic Byway brochures that include easy to read maps and describe major attractions, identify visitor facilities and explain the sign system. The brochure will be distributed through visitor information centers in Iowa, major attractions in Western Iowa, tourism service businesses and marketing activities.

Marketing Action #3

Ensure adequate supplies of promotional materials about attractions and events in the Western Skies Scenic Byway Corridor are available for distribution in regional and state marketing activities.

Marketing Action #4

Include the Western Skies Scenic Byway and its attractions in the Iowa Division of Tourism's Iowa Travel and Outdoor Guides and the Iowa DOT's Iowa Transportation Maps.

Marketing Action #5

Develop and distribute press releases for Western Skies Scenic Byway activities, attractions, and events to media within 150 miles of the Corridor and in major markets.

Marketing Action #6

Hold training opportunities for communities and attractions in the Scenic Byway Corridor that will include employee and resident training, distribution of visitor information, and the placement of Western Skies Community and Attraction recognition signs.

Marketing Action #7

Market the Western Skies Scenic Byway, as resources allow, for group and consumer travel in the following major market places: Kansas City, Quad Cities, Minneapolis, St. Louis, Des Moines, Omaha, Chicago, Milwaukee, and Sioux Falls.

Marketing Action #8

Conduct annual familiarization tours of selected attractions and events in the Western Skies Scenic Byway Corridor for travel writers and group travel companies.

Marketing Action #9

As resources permit, participate in Travel Iowa's cooperative marketing programs. Develop and place cooperative advertisements promoting the Western Skies Scenic Byway in the Iowa Travel Guide, Omaha World Herald, Des Moines Register, Kansas City Tribune, AAA Home and Away magazine, Midwest Living magazine, Iowan magazine, and specialty publications for targeted market segments including nature, outdoor recreation, and history enthusiasts.

Marketing Action #10

Develop cooperative marketing efforts between attractions in the Western Skies Scenic Byway Corridor and other major attractions in Western Iowa to encourage visitors to travel between these attractions.

Marketing Action #11

Publish and distribute a series of Western Skies Scenic Byway special interest guides that will describe the significant natural, scenic, historical, cultural and recreational resources in the Scenic Byway corridor. These will be made available for at visitor information centers and major attractions in the Western Skies Scenic Byway Corridor.

Marketing Action #12

Develop a cooperative tourism marketing effort with organizations, agencies, businesses, attractions, and events in the Western Skies Scenic Byway Corridor.

Marketing Action #13

Incorporate the tourism potential of the Western Skies Scenic Byway into the economic development, business planning and marketing activities of counties, communities and businesses in the Corridor.

Marketing Action #14

Track, analyze and make available information related to visitor interests, activities and needs in the Western Skies Scenic Byway Corridor including research conducted by the Iowa Division of Tourism and Iowa DNR.

Marketing Action #15

Monitor and evaluate the effectiveness of marketing activities for the Western Skies Scenic Byway by collecting, analyzing and making available information on the marketing activities of the Iowa Division of Tourism, Western Iowa Tourism Region, convention and visitors bureaus, welcome centers, major attractions and tourism service businesses.

Integrating the Byway With Local Business

Providing quality goods and services to travelers that come to enjoy the Western Skies Scenic Byway Corridor not only increases the positive experience of the tourist, but also provides opportunities for communities and rural areas to develop new businesses and sustain or increase revenue for existing businesses. In order to reap the benefits of potential increases in tourism, local businesses need to integrate the needs of travelers into their business plans. This applies not only to businesses directly associated with tourism needs, but also those businesses that support tourism businesses with supplies and services.

Providing Needs for Tourism

Businesses in the Western Skies Scenic Byway Corridor need to provide the products and services that will enrich the tourist's visit to the Scenic Byway. There are thousands of visitors a year to the Western Skies Scenic Byway Corridor that need to eat, sleep, travel to another location and be entertained. Observations suggest, however, that many tourist-oriented businesses in the Byway Corridor could more fully realize the benefits of making the Scenic Byway a key to their success.

Involving and Communicating With the Public

Local residents possess extensive knowledge about the special resources, or intrinsic qualities, of a scenic byway corridor. Similarly, they are frequently the first to recognize actual and perceived threats to these resources. Residents are keenly aware of the community and economic development benefits that travel on scenic byways can generate. The creation of a scenic byway is a means that residents can pursue to preserve a corridor's intrinsic qualities. A scenic byway also provides residents an opportunity to capitalize on the attractiveness of a region to tourists.

Public involvement is essential to building support, developing a vision and preparing and implementing a management plan for a scenic byway. It is important to the success of a scenic byway that all stakeholders have the opportunity to express their opinions about, and participate in, the byway's establishment, development and management.

THE PUBLIC'S ROLE IN THE WESTERN SKIES SCENIC BYWAY

The Western Skies Scenic Byway is a product of the efforts of the residents in the counties and communities through which it travels. Local residents have been actively involved in the selection of Scenic Byway routes; design, fabrication and installation of signs; preparation and distribution of marketing materials; and the planning, development, and improvement of amenities in the Corridor. In addition, extensive input has been solicited from visitors to the Byway Corridor that has helped guide the establishment and operation of the Scenic Byway.

Public involvement will perpetually be an important key of the success of the Western Skies Scenic Byway. Stakeholder organizations should invest the time, effort and resources to encourage the participation of residents and visitors in the Scenic Byway. Committees that have contributed to the Scenic Byway's establishment can provide the structure to help ensure continued public participation. Public involvement activities, preference testing procedures and survey techniques applied during the Scenic Byway's development provide the means of gathering additional input from residents and visitors in the Corridor.

Public Involvement Actions

Public Involvement Action #1

Adoption of the Corridor Management Plan should include the formal establishment of a Western Skies Scenic Byway Management Team. The Byway Management Team should consist of representatives appointed by each of the principal Byway stakeholder organizations. These representatives should include elected officials from county and city governments in the Scenic Byway Corridor together with county and city engineers, conservation officers and planning and zoning officials.

IMPLEMENTATION

Much work on the Western Skies Scenic Byway has already begun as a result of the *Corridor Management Plan*. A number of other activities are ongoing and have been incorporated into the *Plan*. In order to realize the full resource protection and economic development potential of the Scenic Byway, Stakeholders must continue to work together to implement the actions identified in the *Corridor Management Plan*.

One of the first and most important steps in implementing the *Corridor Management Plan* will be for Primary Stakeholders identified on page 18 to adopt the *Plan* as a management and development guide for the Western Skies Scenic Byway Corridor. Each of the Supporting and Constituent Stakeholders on page 18 and 19 should also adopt the *Plan* as a guide to their involvement in managing and developing the Scenic Byway Corridor.

A matrix of *Corridor Management Plan* Actions follows. Each Action is a summary of the more detailed Actions presented in the “Corridor Development Actions” section. The matrix identifies Stakeholders primarily responsible for completing each Action. In most cases, the assignment of responsibilities is the result of the many meetings and discussions that have taken place between Stakeholders during preparation of the *Plan*. In some cases, responsibilities are assigned based on the close relationship between Actions and the activities normally carried out by Stakeholders. Stakeholders identified in the matrix are expected to take the lead in completing assigned Actions. It is anticipated that the remaining Stakeholders will actively support and participate in implementing Actions. Each Action has also been assigned a priority ranking of first, second, or third that suggests the relative and logical progression of their implementation.

Stakeholders should conduct a regular review of the *Corridor Management Plan* to celebrate completed Actions, determine the status of uncompleted Actions, and add new Actions that address future needs. Regular reviews will provide Stakeholders an opportunity to share their accomplishments, encourage the participation of others, and exchange ideas regarding implementation of the Western Skies Scenic Byway *Corridor Management Plan*.

Implementation Actions

Implementation Action #1

Stakeholder entities should formally adopt the Western Skies Scenic Byway Corridor Management

Action Item	Responsible Partners	Priority	Page
Amenity Action #1 - Improve and add traveler services, amenities, signage, interpretation, and public art.	Byway Coordinator, County Engineers, DOT, Local attraction managers	Medium	106
Sign Plan Action #1 - Regular maintenance of WSSB signs.	Byway Coordinator, County Engineers, DOT	High	112
Sign Plan Action #2 - Inventory on and off-site point of interest signs and produce recommendations for placement and replacement.	Byway Coordinator, Local attraction managers	Medium	113
Sign Plan Action #3 - Evaluate need for, and pursue approval to install TODS.	Local attraction managers and business owners	Medium	114
Sign Plan Action #4 - Install interpretive signage according to the WSSB IMP	Byway Coordinator, Local attraction managers	Medium	114
Sign Plan Action #5 - Evaluate need for, and pursue Interstate Signage when eligible.	Local attraction managers and business owners	Medium	115
Sign Plan Action #6 - Install and maintain bicycle route signs where applicable.	Local bicycling organizations and County Engineers	Medium	115
Bicycle Route Action #1 - Develop and distribute maps of the bicycle routes in the WSSB Corridor.	Byway Coordinator, Local bicycling organizations	Medium	120
Bicycle Route Action #2 - Update maps and materials as trails are added or amenities changed.	Byway Coordinator, Local bicycling organizations	Medium	120
Bicycle Route Action #3 - Maintain communication with bicycle clubs for promotion of events and activities.	Byway Coordinator, Local bicycling organizations	Medium	120
Bicycle Route Action #4 - Identify and develop new or modify existing routes, including connections to new trails.	Byway Coordinator, Local bicycling organizations, local attraction managers and	Medium	120
Bicycle Route Action #5 - Use regional events, such as bike club rides and RAGBRAI to promote bicycling opportunities in the WSSB Corridor	Byway Coordinator, Local bicycling organizations, local attraction managers and	Medium	120

Interpretive Program Action #1 - Establish an Interpretive Program Steering Committee with representatives of Scenic Byway stakeholder organizations.	Byway Coordinator, Byway Council, Stakeholder organizations	Medium	123
Land Use Action #1 - Counties and communities in the WSSB Corridor should adopt the Corridor Management Plan as a comprehensive plan, or amendment to an existing comprehensive plan.	Byway Coordinator, County and City elected officials	Medium	123
Land Use Action #2 - Counties and communities in the WSSB Corridor should evaluate the need for, make the necessary modifications to and adopt applicable land use ordinances as suggested in the Corridor Management Plan.	Byway Coordinator, County and City elected officials	Medium	125
Land Use Action #3 - Local governments in the Western Skies Scenic Byway Corridor should cooperate in the development and enforcement of land use regulations. Counties and communities may be able to structure 28E agreements to effectively implement the land use regulations needed to protect resources in the Scenic Byway Corridor.	County and City elected officials	Medium	125
Land Use Action #4 - Local governments in the Western Skies Scenic Byway Corridor should encourage the protection of resources on private land in the Scenic Byway Corridor through the use of property tax exemptions.	County and City elected officials, Conservation organizations	Medium	125
Roadside Management Action #1 - Counties and communities in the WSSB Corridor should work together with Iowa DOT to more fully develop the IRVM program in the region. All Counties in the Western Skies Scenic Byway Corridor should be encouraged to have an IRVM Plan on file with the DOT and practice its implementation.	Byway Coordinator, County Engineers, County and City elected officials, Trees Forever	Medium	128
Marketing Action #1 - Create and maintain a standing committee that will actively pursue the implementation of marketing activities for the Western Skies Scenic Byway Corridor.	Byway Coordinator, Byway Council, Stakeholder organizations	High	130
Marketing Action #2 - Publish and distribute Western Skies Scenic Byway brochures that include easy to read maps and describe major attractions, identify visitor facilities and explain the sign system. The brochure will be distributed through visitor information centers in Iowa, major attractions in Western Iowa, tourism service businesses and marketing activities.	Byway Coordinator, Marketing Committee	High	130

Marketing Action #3 - Ensure adequate supplies of promotional materials about attractions and events in the Western Skies Scenic Byway Corridor are available for distribution in regional and state marketing activities.	Byway Coordinator	High	130
Marketing Action #4 - Include the Western Skies Scenic Byway and its attractions in the Iowa Division of Tourism's Iowa Travel and Outdoor Guides and the Iowa DOT's Iowa Transportation Maps.	Byway Coordinator, DOT	High	130
Marketing Action #5 - Develop and distribute press releases for Western Skies Scenic Byway activities, attractions, and events to media within 150 miles of the Corridor and in major markets.	Byway Coordinator	Medium	130
Marketing Action #6 - Hold training opportunities for communities and attractions in the Scenic Byway Corridor that will include employee and resident training, distribution of visitor information, and the placement of Western Skies Community and Attraction recognition signs.	Byway Coordinator, Byway Council, Local businesses	Medium	130
Marketing Action #7 - Market the Western Skies Scenic Byway, as resources allow, for group and consumer travel in the following major market places: Kansas City, Quad Cities, Minneapolis, St. Louis, Des Moines, Omaha, Chicago, Milwaukee, and Sioux Falls.	Byway Coordinator, Marketing Committee	Low	130
Marketing Action #8 - Conduct annual familiarization tours of selected attractions and events in the Western Skies Scenic Byway Corridor for travel writers and group travel companies.	Byway Coordinator	Medium	130
Marketing Action #9 - As resources permit, participate in Travel Iowa's cooperative marketing programs. Develop and place cooperative advertisements promoting WSSB for targeted market segments including nature, outdoor recreation, and history enthusiasts.	Byway Coordinator, Marketing Committee	Low	130

Marketing Action #10 -Develop cooperative marketing efforts between attractions in the Western Skies Scenic Byway Corridor and other major attractions in Western Iowa to encourage visitors to travel between these attractions.	Byway Coordinator, Marketing Committee, Local attractions	High	130
Marketing Action #11 - Publish and distribute a series of Western Skies Scenic Byway special interest guides that will describe the significant natural, scenic, historical, cultural and recreational resources in the Scenic Byway corridor. These will be made available for at visitor information centers and major attractions in the Western Skies Scenic Byway Corridor.	Byway Coordinator, Marketing Committee	High	130
Marketing Action #12 - Develop a cooperative tourism marketing effort with organizations, agencies, businesses, attractions, and events in the WSSB Corridor.	Byway Coordinator, Marketing Committee, Local attractions	High	130
Marketing Action #13 -Incorporate the tourism potential of the WSSB into the economic development, business planning and marketing activities of counties, communities and businesses in the Corridor.	Byway Coordinator, Marketing Committee, Local attractions, Business owners	High	130
Marketing Action #14 - Track, analyze and make available information related to visitor interests, activities and needs in the WSSB including research conducted by the Iowa Division of Tourism and Iowa DNR.	Byway Coordinator, Marketing Committee, IEDA, WITR	Low	130
Marketing Action #15 - Monitor and evaluate the effectiveness of marketing activities for the WSSB by collecting, analyzing and making available information on the marketing activities of the Iowa Division of Tourism, Western Iowa Tourism Region, convention and visitors bureaus, welcome centers, major attractions and tourism service businesses.	Byway Coordinator, Marketing Committee	Low	130

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