



Iowa Mississippi River Parkway Commission  
**Condition of the Road Report**

**Iowa Great River Road**  
CORRIDOR MANAGEMENT PLAN

March 3, 2015

Prepared by:



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## The 2015 Corridor Management Plan Library for the Iowa Great River Road

A comprehensive collection of data, research findings, reports, maps, and presentations which provide additional detail and support for the 2015 Corridor Management Plan of the Iowa Great River Road. Each document is referenced with a lettered icon and title.

Document files can be downloaded at [www.iowadot.gov/iowasbyways/IAGRRCMP.html](http://www.iowadot.gov/iowasbyways/IAGRRCMP.html) and [www.ddaforum.com/DocumentLibrary.aspx](http://www.ddaforum.com/DocumentLibrary.aspx).



### Iowa Great River Road Designated Route Update

Map atlases for the ten Iowa Great River Road counties illustrating the routing of the Byway.



### Summary Report of Representative Intrinsic Qualities and Resources, Tabulation and Map Sets

Report, tabulations and map county atlases of the intrinsic resources of the Iowa Great River Road.



### Condition of the Road Report

A review of the existing conditions associated with the Iowa Great Road using 14 key topics recommended by the Federal Highway Administration.



### Iowa Great River Road Route Traffic Data and Safety Report

A tabular presentation of traffic data and safety indicators for segments of the Iowa Great River Road prepared by the Iowa Department of Transportation.



### Iowa Great River Road Document Library

An extensive listing of a wide variety of reference documents pertaining to the Mississippi River as well as the National and Iowa Great River Road.



### Report of Spring 2012 Stakeholder Meetings

A complete report of the production, results, and public direction provided during the Spring 2012 Stakeholder Meetings.



### The 2013 Iowa Great River Road Visitor Survey

Summary report, detailed result tabulation, and survey instrument for the 2013 Iowa Great River Road Visitor Survey.



### The 2013 Iowa Great River Road Resident Survey

Summary report, detailed result tabulation, and survey instrument for the 2013 Iowa Great River Road Resident Survey.



### Report of Spring 2014 Stakeholder Meetings

A complete report of the production, results, and public direction provided during the Spring 2014 Stakeholder Meetings.



### Iowa Mississippi River Parkway Commission Stakeholder List

A tabular presentation of the contact listing for the Iowa Mississippi River Parkway Commission current as of January 2015. (Available upon request to the Commission)



### Core Management Directions, Actions, and Financial Considerations

Detailed background and descriptions of Actions and financial considerations supporting the Core Management Directions of the Iowa Great River Road.



### Great River Road Interpretive Plan and Tool Kit

A comprehensive guide for themes and stories for interpreting the entire Great River Road.

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# Condition of the Road Contents

## INTRODUCTION

The Iowa Great River Road Condition of the Road Report presents information and analysis about the current status of a variety of topics which impact the Iowa Great River Road and its success at protecting and conserving intrinsic resources, promoting the Byway to visitors and interpreting its stories, providing a positive visitor experience through physical improvements, and supporting the Byway administratively.

A Corridor Management Plan needs to be maintained and updated to reflect a variety of elements related to the management and operations of the byway as a National Scenic Byway. The Federal Highway Administration outlines fourteen key elements that a byway Corridor Management Plan must cover, and this Condition of the Road Report provides information about current efforts regarding each of them:

- A. **Route Identification:** A map identifying the corridor boundaries and the location of intrinsic qualities and different land uses within the corridor.
- B. **Intrinsic Quality Identification:** An assessment of the important intrinsic qualities of a byway and of their context.
- C. **Intrinsic Quality Protection:** A strategy for maintaining and enhancing the byway's intrinsic qualities. The level of protection for different parts of a byway can vary, with the highest level of protection afforded those parts which most reflect the intrinsic values.
- D. **Partnership Identification:** A schedule and listing of all agency, group, and individual responsibilities in the implementation of the corridor management plan, and a description of enforcement and review mechanisms, including a schedule for the continuing review of how well those responsibilities are being met.
- E. **Development Strategy:** A strategy describing how existing development might be enhanced and new development might

be accommodated while still preserving the intrinsic qualities of the corridor. This can be done through design review, and such land management techniques as zoning, easements, and economic incentives.

- F. **Public Participation Plan:** A plan to ensure ongoing public participation in the implementation of corridor management objectives.
- G. **Safety Assessment:** A general review of the road's safety and accident record to identify any correctable faults in highway design, maintenance, or operation.
- H. **Commerce Accommodation:** A plan to accommodate commerce while maintaining a safe and efficient level of highway service, including convenient user facilities.
- I. **Visitor Experience Plan:** A demonstration that intrusions on the visitor experience have been minimized to the extent feasible, and a plan for making improvements to enhance the experience.
- J. **Outdoor Advertising Compliance:** A demonstration of compliance with all existing local, State, and Federal laws on the control of outdoor advertising.
- K. **Signage Plan:** A plan that demonstrates how the State will insure and make the number and placement of signs more supportive of the visitor experience.
- L. **Marketing Plan:** A narrative describing how the byway will be positioned for marketing.
- M. **Roadway Modification:** A discussion of design standards relating to any proposed modification of the roadway. This discussion should include an evaluation of how the proposed changes may affect the intrinsic qualities of the byway corridor.
- N. **Interpretation Plan:** A description of plans to interpret the significant resources of the byway.

## Corridor Management Plan Update

In December 2011, the Iowa Mississippi River Parkway Commission initiated a multi-year planning project to update the Corridor Management Plan (CMP) for the Iowa Great River Road. The project intends to aid the Commission in developing short, medium and long term goals, objectives and strategies for assuring that the Iowa Great River Road and its corridor of intrinsic resources provide the environment and experience that citizens and byway visitors seek and expect.

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.

The document was prepared with financial support provided by the Federal Highway Administration with a National Scenic Byways Program Grant as well as financial and in-kind assistance provided by the Iowa Mississippi River Parkway Commission.

Iowa DOT project number: SB-IA-000S(497)—2T-00.





## HISTORICAL PERSPECTIVE

For most Americans, a leisurely scenic drive is a classic way to relax. Yet as our nation continuously develops, there are fewer routes that offer escape. The national scenic and historic highway known as the Great River Road is one of the oldest, longest, and most unique scenic byways on the North American continent. It offers respite to millions each year for a day's drive or for an extended vacation.

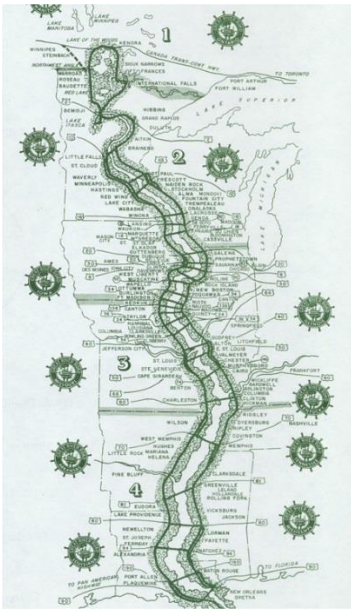


Figure 1 Historic Study for the Great River Road route

The continuous Great River Road route stretches more than 3,000 miles from near Canada to the Gulf of Mexico, picking up its first views of the Mighty Mississippi near its headwaters in Minnesota and criss-crossing the river through the 10 Mississippi River states. Travelers enjoying the scenery, history, and culture along the Great River Road can thank previous generations for their forethought in preserving and developing the river route for our enjoyment. The story of the continuing evolution of the Great River Road demonstrates what can be accomplished when state and federal officials work cooperatively with local communities to bring the best transportation, historical, and cultural facilities to the American people.

Franklin Roosevelt was president and automatic transmissions were the cutting edge of automotive technology when the Mississippi River Parkway Planning Commission was formed in 1938 to develop plans for what was to become the Great River Road. Secretary of Interior Harold Ickes had urged the governors of the 10 Mississippi River states to form the Commission after being convinced of the merit of a Mississippi River Parkway by a group of state planning officials. The planning officials had been developing the concept of a Mississippi River Road as an extension of an idea for a recreational river road that had been first put forward by the Missouri Planning Board in 1936.

The commission was to become instrumental not only in the early planning and development of the parkway, but in its construction, promotion, marketing, and development. Now known as the Mississippi River Parkway Commission and headquartered in Wisconsin, the Commission continues to promote, preserve, and enhance the resources of the Mississippi River Valley and to develop the highways and amenities of the Great River Road. Representatives of all 10 Mississippi River states serve on the



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Commission's Board of Directors. But the road from the Commission's beginnings in 1938 to the success of the Great River Road today has been a long one, full of starts and stops.

### **1939-1951: Feasibility Studies**

As with so many government enterprises, the Great River Road began with a false start, followed by a feasibility study. The U.S. House of Representatives' Committee on Public Lands held hearings in 1939 and 1940 to discuss a bill that would have authorized a feasibility study of the Mississippi River Parkway concept. While popular, the Parkway idea was soon overshadowed by World War II.

It wasn't until 1949 that Congress approved funding for a feasibility study. The study, "Parkway for the Mississippi River," was completed by the Bureau of Public Roads (predecessor agency to the Federal Highway Administration) in 1951.

### **Study Conclusion: A Scenic Route, Not a Parkway**

The study concluded that a parkway for the Mississippi River would benefit the nation as a whole. However, the report made an important distinction. Because it would be too expensive to build an entirely new parkway, the Bureau of Public Roads recommended instead that a scenic route would be designated. The scenic route would consist of existing riverside roads, with new construction limited to interconnecting the existing roads so that a continuous route could be developed. The existing roads would be upgraded to parkway quality. The modified approach would save a great deal of land acquisition and new construction costs. Another consideration was that some of the most scenic locations along the river had already been pre-empted by existing highways, railroads, towns, and cities.

The concept of a scenic route rather than a national parkway was adopted. As a result, the Great River Road is not owned by the National Park Service, as is the case with true national parkways such as the Blue Ridge and Natchez Trace Parkways. Instead, states have developed the Great River Road through a nationally coordinated program. The Bureau of Public Roads recommended "that the selected route shall be improved in a superior manner and that it should be dedicated to recreational purposes as well as to moving traffic." The needed



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construction and improvements “can be done with regular apportionments under the federal highway act or by the states on their own...”

### **1954-1970: Planning Studies and Initial Route Markings**

With the Federal Highway Act of 1954, Congress responded to the recommendations of the Bureau of Public Roads by appropriating planning funds. The Bureau of Public Roads was authorized to work with each of the states to develop specific criteria for the “parkway,” and to determine one specific route within each state for the “Mississippi River Parkway.” By the late 1950s, the familiar green-and-white pilot’s wheel marker began to spring up on various sections of the designated route. Planning continued through the 1960s.



Figure 2 Early Iowa Great River Road route guide signs

### **1974-1983: Development Begins**

With the completion of all the planning reports in early 1970, actual development of the Great River Road was ready to begin. Although a number of states had put up Great River Road highway signs and used available state funds for scenic bluff protection and road improvements, full-scale development funds had not been readily available. Legislation to fund the development of the Great River Road was included for the first time as part of the Federal Aid Highway Act of 1973. From 1973 to 1982, Congress authorized a total of \$314 million in funds earmarked for the Great River Road. Most (\$251 million) of those funds were allocated directly to the states.

### **1976: Federal Guidelines Issued**

With funds available, development could begin in earnest. In 1976, the Federal Highway Administration issued program guidelines setting criteria for the Great River Road. The states then set up their own individual process procedures for selecting the route of the Great River Road within their state boundaries.

“The Great River Road should be located within designated segments to take advantage of scenic views and provide the traveler with the opportunity to enjoy the unique features of the Mississippi River and its recreational opportunities,” the guidelines said. The criteria also specified that the Great River Road should provide for a variety of experiences or



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themes including history, geology, and culture, and that the road should provide convenient access to larger population centers. Protection of the Mississippi River corridor was required by “appropriate route selection, effective control and development, and scenic easement acquisition.”

### **State and Federal Routes**

While the national Great River Road criss-crosses the river in each state, the states have designated alternative routes that provide Great River Road routes on both sides of the river from the headwaters to the Gulf. The national or federal Great River Road route consists of sections that conform to the federal guidelines and were eligible for the Great River Road funds that were available in the 1970s and early 1980s. The state-designated alternative routes include sections with significant scenic, historic, and recreational interest. The Mississippi River Parkway Commission makes no distinction between the federal and state routes in its promotional efforts. However, some states do use highway signs that distinguish between a national and state route.

### **1990s: National Scenic Byways Program**

State-designated scenic byways are now eligible to receive federal grants under the federal National Scenic Byways Program, which was first authorized in 1993 federal highway legislation and reauthorized in the 1998 highway bill. The Great River Road in six states has received National Scenic Byway designation. National Scenic Byways Program grant funds are available to designated National Scenic Byways for certain types of byway-related projects.



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## DEMOGRAPHIC DATA

The 10 counties of the Iowa Great River Road corridor are home to nearly 500,000 Iowans, just under 20% of the state's population. The following three pages present tables with data from the most recent census in 2010. The tables reveal important information about population change, sex/race/age characteristics of residents, educational attainment rates, and business and manufacturing productivity. Individual numbers for each county are provided, as well as a column with the total or average figures for the 10 county region and a column with the figures for the entire State of Iowa.



# Iowa Great River Road Census Data

	Allamakee County	Clayton County	Dubuque County	Jackson County	Clinton County	Scott County	Muscatine County	Louisa County	Des Moines County	Lee County	IA GRR Total/Average <i>Italics Indicate Average</i>	State of Iowa
Population, 2013 estimate	14,169	17,773	95,697	19,587	48,420	170,385	42,836	11,282	40,480	35,682	496,311	3,092,341
Population, 2010 (April 1) estimates base	14,330	18,129	93,653	19,848	49,116	165,224	42,745	11,387	40,325	35,862	490,619	3,046,869
Population, percent change - April 1, 2010 to July 1, 2013	-1.10%	-2.00%	2.20%	-1.30%	-1.40%	3.10%	0.20%	-0.90%	0.40%	-0.50%	-0.13%	1.50%
Population, 2010	14,330	18,129	93,653	19,848	49,116	165,224	42,745	11,387	40,325	35,862	490,619	3,046,355
Persons under 5 years, percent, 2013	6.10%	5.60%	6.10%	5.50%	6.10%	6.60%	6.70%	5.30%	6.10%	5.90%	6.00%	6.30%
Persons under 18 years, percent, 2013	22.30%	22.20%	23.10%	22.60%	23.00%	24.20%	25.50%	23.90%	23.10%	21.50%	23.14%	23.40%
Persons 65 years and over, percent, 2013	20.60%	20.50%	15.90%	19.40%	17.80%	14.00%	14.80%	16.00%	18.40%	18.20%	17.56%	15.60%
Female persons, percent, 2013	48.90%	49.90%	50.60%	50.20%	50.90%	51.00%	50.30%	48.90%	51.00%	49.50%	50.12%	50.40%
White alone, percent, 2013 (a)	96.10%	98.00%	94.10%	97.20%	94.20%	87.10%	95.00%	95.50%	90.80%	94.00%	94.20%	92.50%
Black or African American alone, percent, 2013 (a)	1.50%	0.70%	2.80%	0.60%	3.10%	7.40%	2.10%	0.90%	5.70%	3.20%	2.80%	3.30%
American Indian and Alaska Native alone, percent, 2013 (a)	0.60%	0.10%	0.30%	0.20%	0.30%	0.40%	0.60%	0.50%	0.30%	0.30%	0.36%	0.50%
Asian alone, percent, 2013 (a)	0.50%	0.30%	1.20%	0.40%	0.60%	2.40%	1.10%	2.00%	0.80%	0.60%	0.99%	2.00%
Native Hawaiian and Other Pacific Islander alone, percent, 2013 (a)	0.30%	0.10%	0.30%	0.60%	Z	0.10%	Z	0.10%	0.10%	Z	0.23%	0.10%
Two or More Races, percent, 2013	1.00%	0.80%	1.30%	1.00%	1.70%	2.70%	1.30%	1.10%	2.30%	1.90%	1.51%	1.60%
Hispanic or Latino, percent, 2013 (b)	5.80%	1.90%	2.10%	1.30%	2.90%	6.20%	16.80%	16.20%	2.90%	3.40%	5.95%	5.50%
White alone, not Hispanic or Latino, percent, 2013	91.50%	96.20%	92.30%	96.00%	91.70%	81.80%	79.20%	80.10%	88.50%	90.90%	88.82%	87.60%
Living in same house 1 year & over, percent, 2009-2013	87.30%	87.60%	86.40%	88.90%	87.70%	86.30%	88.10%	90.30%	86.90%	89.20%	87.87%	84.80%
Foreign born persons, percent, 2009-2013	4.30%	1.40%	1.90%	0.80%	1.50%	3.40%	6.00%	8.10%	1.50%	2.00%	3.09%	4.50%
Language other than English spoken at home, pct age 5+, 2009-2013	8.00%	3.40%	3.10%	2.30%	2.30%	5.60%	14.40%	15.00%	2.60%	2.70%	5.94%	7.20%
High school graduate or higher, percent of persons age 25+, 2009-2013	89.00%	91.60%	91.40%	89.20%	90.00%	92.30%	84.60%	83.30%	91.10%	90.00%	89.25%	91.00%
Bachelor's degree or higher, percent of persons age 25+, 2009-2013	14.90%	15.50%	27.10%	14.50%	17.70%	31.60%	16.20%	13.50%	18.90%	15.80%	18.57%	25.70%
Veterans, 2009-2013	1,282	1,575	7,057	1,788	4,259	12,299	2,866	815	3,575	3,552	39,068	226,175
Mean travel time to work (minutes), workers age 16+, 2009-2013	23.6	21.4	17.3	23.2	19.2	18	18	23	15.9	17.9	19.75	18.8

	Allamakee County	Clayton County	Dubuque County	Jackson County	Clinton County	Scott County	Muscatine County	Louisa County	Des Moines County	Lee County	IA GRR Total/Average <i>Italics</i> Indicate Average	State of Iowa
Housing units, 2013	7,592	8,993	39,988	9,412	21,706	72,652	17,833	4,984	18,401	16,161	217,722	1,349,617
Homeownership rate, 2009-2013	79.50%	78.20%	73.00%	76.20%	74.40%	69.00%	74.90%	78.60%	73.10%	73.90%	75.08%	72.20%
Housing units in multi-unit structures, percent, 2009-2013	9.30%	11.20%	22.00%	11.30%	16.80%	24.80%	15.40%	7.30%	16.20%	13.50%	14.78%	18.40%
Median value of owner-occupied housing units, 2009-2013	\$114,400	\$102,400	\$145,900	\$110,000	\$110,300	\$143,600	\$124,400	\$95,400	\$93,900	\$83,100	\$112,340	\$124,300
Households, 2009-2013	5,862	7,707	37,366	8,479	20,008	67,049	16,410	4,381	16,993	14,241	198,496	1,226,547
Persons per household, 2009-2013	2.36	2.29	2.41	2.3	2.4	2.44	2.58	2.56	2.33	2.44	2.411	2.42
Per capita money income in past 12 months (2013 dollars), 2009-2013	\$24,926	\$25,074	\$26,254	\$24,493	\$25,966	\$28,948	\$25,038	\$24,272	\$24,408	\$22,649	\$25,203	\$27,027
Median household income, 2009-2013	\$48,831	\$47,494	\$51,475	\$46,467	\$49,559	\$52,735	\$51,425	\$50,583	\$42,451	\$42,469	\$48,349	\$51,843
Persons below poverty level, percent, 2009-2013	12.60%	12.50%	10.90%	10.50%	14.00%	13.10%	14.40%	12.20%	13.80%	15.10%	12.91%	12.40%
Private nonfarm establishments, 2012	412	538	2,763	537	1,169	4,432	941	219	1,112	935	13,058.00	80,649
Private nonfarm employment, 2012	4,223	5,154	52,953	4,888	26,726	80,093	19,532	2,849	19,228	13,191	228,837	1,293,694
Private nonfarm employment, percent change, 2011-2012	-1.00%	5.70%	3.60%	4.40%	5.10%	-0.20%	5.20%	1.50%	-1.50%	4.70%	2.75%	2.40%
Nonemployer establishments, 2012	1,161	1,378	6,139	1,539	2,710	9,846	2,080	667	2,378	1,959	29,857	203,701
Total number of firms, 2007	1,648	1,725	8,102	2,345	3,491	14,132	3,523	941	3,407	2,661	41,975	259,931
Black-owned firms, percent, 2007	F	F	1.10%	F	F	S	0.80%	F	0.90%	F	0.93%	0.80%
American Indian- and Alaska Native-owned firms, percent, 2007	F	F	F	F	F	0.30%	S	F	F	F	0.30%	0.20%
Asian-owned firms, percent, 2007	F	F	0.70%	F	0.90%	S	F	F	F	2.30%	1.30%	1.10%
Native Hawaiian and Other Pacific Islander-owned firms, percent, 2007	F	F	F	F	F	F	F	F	F	S		0.10%
Hispanic-owned firms, percent, 2007	F	F	F	F	F	1.30%	3.30%	S	F	F	2.30%	0.90%
Women-owned firms, percent, 2007	22.80%	S	21.70%	21.30%	S	27.00%	32.10%	S	26.00%	27.80%	25.53%	25.50%
Manufacturers' shipments, 2007 (\$1000)	D	206,396	4,711,245	247,956	3,914,945	5,745,095	D	D	D	D	14,825,637	97,592,051
Merchant wholesaler sales, 2007 (\$1000)	154,490	564,637	1,847,726	109,127	190,114	D	377,484	D	D	396,254	3,639,832	41,068,338
Retail sales, 2007 (\$1000)	128,662	163,572	1,433,461	209,951	635,654	2,852,978	448,581	56,465	616,900	420,758	6,966,982	39,234,649
Retail sales per capita, 2007	\$8,922	\$9,249	\$15,538	\$10,547	\$12,950	\$17,574	\$10,566	\$4,798	\$15,182	\$11,745	\$11,707	\$13,172
Accommodation and food services sales, 2007 (\$1000)	8,456	53,722	145,685	14,490	54,058	423,931	44,245	4,530	68,773	36,970	854,860	4,737,719
Building permits, 2013	51	27	339	35	82	387	97	7	39	8	1,072	10,877

	Allamakee County	Clayton County	Dubuque County	Jackson County	Clinton County	Scott County	Muscatine County	Louisa County	Des Moines County	Lee County	IA GRR Total/Average <i>Indicate Average</i>	State of Iowa
Land area in square miles, 2010	639.08	778.54	608.31	636.04	694.92	458.09	437.47	401.77	416.12	517.52	5,587.86	55,857.13
Persons per square mile, 2010	22.4	23.3	154	31.2	70.7	360.7	97.7	28.3	96.9	69.3	95.45	54.5

(a) Includes persons reporting only one race.

(b) Hispanics may be of any race, so also are included in applicable race categories.

FN: Footnote on this item for this area in place of data

NA: Not available

D: Suppressed to avoid disclosure of confidential information

X: Not applicable

S: Suppressed; does not meet publication standards

Z: Value greater than zero but less than half unit of measure shown

F: Fewer than 100 firms

Source: US Census Bureau State & County QuickFacts



# 1. IOWA GREAT RIVER ROAD ROUTE

**A map identifying the corridor boundaries and the location of intrinsic qualities and different land uses within the corridor. Include a narrative description of the route with segment by segment descriptions.**

The designated route for the Iowa Great River Road is first-rate and offers visitors an experience of a lifetime. The route winds through diverse landscapes, rural and urban communities, and intimately follows the Mississippi River wherever feasible.

## Description of Official Route

As part of the process of updating the Iowa Great River Road Corridor Management Plan, the designated route has been driven multiple times and evaluated. Several situations warranted reconsideration of the official designation, and a table of recommended revisions to the route is featured below.

A summary of the recommended extensions and realignments:

- Fourteen extensions in nine counties of the Iowa Great River Road are recommended on existing state or US routes and bridges to bring the designation of the Iowa Great River Road to the eastern state border (Mississippi River). These extensions will:
  - Provide the figurative if not actual connection to the Mississippi River which many stakeholders have requested.
  - Makes the connections with the Illinois and Wisconsin GRR as the Iowa Great River Road does with the Minnesota and Missouri GRR.
  - Provide distinct clarity in the routing and wayshowing for Iowa Great River Road travelers from Illinois and Wisconsin who are seeking to travel on the Iowa Great River Road. In other words, the Iowa Great River Road begins for them when they immediately arrive in Iowa and cross the Mississippi River and not some distance in at what might be a relatively complicated urban street intersection.
  - Utilize all Mississippi River bridge crossings except for the crossing to the Rock Island Arsenal.

- Four recommendations for realignment address a local infrastructure condition (the closed bridge in Dankward Park in Burlington) to several situations which may afford improved access to and through river towns.

Allamakee County			
Extensions:	ID Code	Map Page	Description
	AL-01	AL 5 of 16	In Lansing, extend route from IA 26 (IA GRR) east to state border via IA 9.
Realignments:			
<b><i>No Realignments Recommended</i></b>			

Clayton County			
Extensions:	ID Code	Map Page	Description
	CY-01	CY 2 of 19	In Marquette, extend route from IA 76 (IA GRR) east to state border via US 18 and connecting ramps.
Realignments:	ID Code	Map Page	Description
	CY-01	CY 11 of 19	In Guttenberg, realign IA GRR route from the intersection of Broadway Street and N 3rd Street (IA GRR) to travel east on Broadway Street to its intersection with River Park Drive then south on River Park Drive to its intersection with Hayden Street (IA GRR). This realignment would provided travelers with extended visibility of the Mississippi River.
	CY-02	CY 18 of 19	In the vicinity of North Buena Vista, realign the route to continue on Great River Road (C9Y) and not use Snake Street and Walnut Street.
	CY-03	CY 12 of 19	In Guttenberg, realign IA GRR route from the intersection of River Park Drive and Schiller Street (IA GRR) to travel south on River Park Drive to its intersection with Koerner Street then west on Koerner Street to its intersection with US 52 (IA GRR). This realignment would provided travelers with extended visibility of the Mississippi River and direct access to the Guttenberg Municipal Marina--A project funded in part by a NSBP grant.

Dubuque County			
Extensions:	ID Code	Map Page	Description
	DU-01	DU 11 and 12 of 17	In Dubuque, extend route from intersections of US 61 with East 9th Street and East 11th Street (IA GRR) northeast to state border via US 61.
	DU-02	DU 11 of 17	In Dubuque, extend route from US 61, US 52, AND US 151 (IA GRR) east to state border via US 20 and its connecting streets.
Realignments:			
<b><i>No Realignments Recommended</i></b>			

Jackson County			
Extensions:	ID Code	Map Page	Description
	JA-01	JA 17 and 18 of 19	In and near Sabula, extend route from intersection of US 52 and IA 64 (IA GRR) east and north to state border via US 52 and IA 64.
Realignments:			
<b><i>No Realignments Recommended</i></b>			



Clinton County			
Extensions:	ID Code	Map Page	Description
	CL-01	CL 6 of 13	In Clinton, extend route from intersection of US 67 and IA 136 (IA GRR) east to state border via IA 136.
	CL-02	CL 7 of 13	In Clinton, extend route from intersection of US 67 and US 30 (IA GRR) east to state border via US 30.
Realignments:	ID Code	Map Page	Description
	CL-01	CL 10 of 13	In Comanche, realign IA GRR route existing now on US 67 to Washington Boulevard.

Scott County			
Extensions:	ID Code	Map Page	Description
	SC-01	SC 6 of 21	In Le Claire, extend route from interchange of US 67 and I-80 (IA GRR) south to state border via I-80 and associated exit and entrance ramps.
	SC-02	SC 11 of 21	In Bettendorf, extend route from interchange of US 67 (Grant and State Streets) and I-74 (IA GRR) south to state border via I-74 and associated exit and entrance ramps.
	SC-03	SC 14 of 21	In Davenport, extend route from intersections of US 67 and US 61 Bus (Western Avenue and West River Drive) (IA GRR) and the intersection of Brown Street and West River Drive (IA GRR) south to state border via US 67 (Centennial Bridge) and associated exit and entrance ramps.
	SC-04	SC 13 of 21	In Davenport, extend route from intersection of US 67 and Iowa Street, then north on Iowa Street to the intersection of Iowa Street and E. 2nd Street. Then east on E. 2nd Street to the Arsenal Bridge continuing south across Arsenal Bridge to state border.
Realignments:	<b><i>No Realignments Recommended</i></b>		

Muscatine County			
Extensions:	ID Code	Map Page	Description
	MU-01	MU 9 of 12	In Muscatine, extend route from Intersection of IA 92 and IA 30 (IA GRR) southeast to state border via IA 90.
Realignments:	<b><i>No Realignments Recommended</i></b>		

Louisa County			
Extensions:	<b><i>No Extensions Recommended</i></b>		
Realignments:	<b><i>No Realignments Recommended</i></b>		



Des Moines County			
Extensions:	ID Code	Map Page	Description
	DM-01	DM 10 of 15	In Burlington, extend route from North Main Street and X99 (IA GRR) east to state border via US 34.
Realignments:	ID Code	Map Page	Description
	DM-01	DM 11 of 15	To address the long term closure of the South Main Street bridge in Dankward Memorial Park, a realignment is recommended from the intersection of Madison Avenue and South Main Drive (IA GRR) north along Madison Avenue to the intersection of Madison Avenue and Harrison Avenue, then east on Harrison Avenue to the intersection of Harrison Avenue and South Main Street where the proposed realignment would join the existing designated route of the IA GRR. When the South Main Street bridge in the Park is reopened to vehicle traffic, designating the Park route can be considered.

Lee County			
Extensions:	ID Code	Map Page	Description
	LE-01	LE 4 of 18	In Fort Madison, extend route from US 61 (IA GRR) southeast to state border via IA 2
	LE-02	LE 16 of 18	In Keokuk, extend route from intersection of N 4th Street and Main Street (IA GRR) southeast to state border via US 136
Realignments:			
<b><i>No Realignments Recommended</i></b>			

A detailed description of the Iowa Great River Road route is provided below. This description incorporates all recommended extensions and realignments and is written from north to south.

### Allamakee County (36.3 miles)

At the border of Allamakee County and Minnesota, begin south on IA 26 for 11.2 miles to the intersection of IA 26 and IA 82 in Lansing. At this intersection, turn left onto IA 82 to connect to the Iowa-Wisconsin border on the Mississippi River for 0.2 miles, or continue south onto IA 9 for 0.2 miles to remain on the Iowa Great River Road to the intersection with Main Street in Lansing. At the intersection of IA 9 and Main Street, turn left or east onto Main Street. Continue east 0.2 miles on Main Street to the intersection with South Front Street. Turn right or south on South Front Street for 0.8 miles to the intersection with X52. Continue on X52 for 12.3 miles to the intersection with Winfield Road. Turn left on Winfield Road for 0.4 miles to the intersection with North 1<sup>st</sup> Street in Harper's Ferry. Veer right on North 1<sup>st</sup> Street for 0.7 miles to the intersection with Chestnut Street. Turn right on Chestnut Street 0.3 miles to the intersection with X52. Turn left on X52 for 6.3 miles to the intersection with IA 76. Continue south on IA 76 for 4.0 miles to the border of Allamakee and Clayton counties.



## **Clayton County (42.7 miles)**

At the border of Clayton and Allamakee counties, continue south on IA 76 for 2.6 miles to the intersection of IA 76 and US 18 in Marquette. At this intersection, turn right on ramp to US 18 for 0.5 miles to continue to the Iowa-Wisconsin border on the Mississippi River, or continue south on IA 76 for 1.9 miles to the intersection of IA 76 and 7th Street in McGregor. At this intersection, turn left on 7th Street for 0.1 miles to the intersection with Walton Street. Turn right on Walton Street which becomes X56/Great River Road for 17.5 miles to Kosciusko Street in Guttenberg. On Kosciusko Street continue 0.2 miles to 3rd Street. Turn right on 3rd Street and continue 0.2 miles to Broadway Street. Turn left on Broadway for 0.1 miles to River Park Drive. Turn right or south on River Park Drive for 1.4 miles to the intersection of River Park Drive and Koerner Street. Turn right on Koerner for 0.3 miles to the intersection with US 52. At this intersection, turn left onto US 52. Continue south on US 52 for 5.4 miles to the intersection of US 52 and C9Y/Great River Road. At this intersection, turn left onto C9Y/Great River Road. Continue east and south on C9Y/Great River Road for 12.5 miles to the border of Clayton and Dubuque counties.

## **Dubuque County (37.2 miles)**

At the border of Dubuque and Clayton counties, continue east and south on C9Y/North Buena Vista Road and as it turns into Balltown Road for 8.8 miles to the intersection of C9Y/Balltown Road and Circle Ridge Road in Sherrill. Turn left on Circle Ridge Road for 4.8 miles to the intersection with Mud Lake Road. Continue straight on Mud Lake Road for 2.2 miles to the intersection with Sherrill Road. At this intersection, continue straight onto Sherrill Road. Continue south on Sherrill Road for 0.2 miles in Sageville to the intersection of Sherrill Road and US 52/IA 3. Turn left onto US 52/IA 3 and continue south on US 52/Central Avenue for 6.4 miles to the intersection of US 52/Central Avenue and E 9th Street in Dubuque. The indicated mileage for this segment includes the north-bound portions of East 11th Street, White Street, and off ramps for US 52. At the intersection of US 52/Central Avenue and E 9th Street, turn left on E 9th Street and continue east on E 9th Street for 0.2 miles to the on-ramp for US 61 South. Continue east to the on-ramp of US 61 North and US 151 and US 61 to connect to the Iowa-Wisconsin border on the Mississippi River for 2.5 miles.



The indicated mileage for this segment includes ramps for north-bound travel. To travel the Iowa Great River Road south, turn right onto the on-ramp for US 61 South and merge onto US 61 South for 0.6 miles. To connect to the Iowa-Illinois border on the Mississippi River via US 20 in Dubuque, turn left off of US 61 South onto IA 946 and then turn left onto US 20/Dodge Street for 0.7 miles. To travel the Iowa Great River Road south, continue on US 61 for 2.7 miles to the intersection of US 61 and US 52. At this intersection, turn left onto US 52. Continue south on US 52 for 8.1 miles to the border of Dubuque and Jackson counties.

### **Jackson County (39.1 miles)**

At the border of Jackson and Dubuque counties, continue south on US 52 through Saint Donatus and Bellevue for 32.4 miles to the intersection of US 52 and US 67 west of Sabula. To connect with the Iowa-Illinois border on the Mississippi River, turn left at this intersection onto US 52/Sycamore Street, and then turn left at the intersection with US 52/Broad Street in Sabula for 3.8 miles. To travel the Iowa Great River Road south, turn right onto US 67 at the intersection of US 52 and US 67 west of Sabula for 2.9 miles to the border of Jackson and Clinton counties.

### **Clinton County (30.7 miles)**

At the border of Clinton and Jackson counties, continue south on US 67 for 12.5 miles to the intersection of US 67 and IA 136 in Clinton. To connect to the Iowa-Illinois border on the Mississippi River, turn left at this intersection onto IA 136 for 0.5 miles. To travel the Iowa Great River Road south, continue straight on US 67 for 2.5 miles to the intersection of US 67 and US 30 in Clinton. To connect to the Iowa-Illinois border on the Mississippi River, turn left at this intersection onto US 30 for 0.4 miles. To travel the Iowa Great River Road south, turn left at this intersection onto US 30. Continue south on US 30/Camanche Ave/Lincoln Highway for 5.0 miles to the intersection of US 30/Lincoln Highway and US 67. At this intersection, turn left onto US 67. Continue south on US 67 for 1.3 miles to the intersection of US 67 and Bus US 67/S Washington Blvd. At this intersection, continue straight onto Bus US 67/S Washington Blvd through Camanche for 2.6 miles to the intersection of Bus US 67/S Washington Blvd and US 67. At this intersection, turn left onto US 67. Continue south on US 67 for 5.9 miles to the border of Clinton and Scott counties.





## **Scott County** (42.0 miles)

At the border of Scott and Clinton counties, continue south on US 67 for 11.2 miles to the intersection of US 67 and I-80 south of Le Claire. To connect to the Iowa-Illinois border on the Mississippi River, turn right onto the on-ramp for I-80 for 1.2 miles (includes return off-ramp). To travel the Iowa Great River Road south, continue straight on US 67 for 9.9 miles (includes one-way north- and south-bound streets) through Riverdale to the intersection of US 67 and I-74 in Bettendorf. To connect to the Iowa-Illinois border on the Mississippi River, turn right onto the on-ramp for I-74 for 1.0 mile. To travel the Iowa Great River Road south, continue straight on US 67 for 4.5 miles to the intersection of US 67 and Bus US 61 in Davenport. To connect to the Iowa-Illinois border on the Mississippi River, turn right at US 67/NW Loop, then turn left on US 67/W 2<sup>nd</sup> Street, then left onto US 67 for 0.8 miles (includes return route mileage). To travel the Iowa Great River Road south, continue straight onto Bus US 61/West River Drive for 3.9 miles to the intersection of Bus US 61 and IA 22. At this intersection, turn left onto IA 22 and continue south on IA 22 for 9.5 miles through Buffalo to the border of Scott and Muscatine counties.

## **Muscatine County** (22.6 miles)

At the border of Muscatine and Scott counties, continue south on IA 22 for 13.6 miles to the intersection of IA 22 and Bus US 61/IA 38 in Muscatine. At this intersection, turn left onto Bus US 61/IA 38 for 0.7 miles to the intersection of Bus US 61/IA 38 and IA 92 in Muscatine. To connect to the Iowa-Illinois border on the Mississippi River, turn left onto IA 92 at this intersection for 0.3 miles. To travel the Iowa Great River Road south, continue straight on Bus US 61/IA 38 for 2.1 miles to the intersection of Bus US 61/IA 38 and X61. At this intersection, turn left onto X61. Continue south on X61 for 5.9 miles to the border of Muscatine and Louisa counties.

## **Louisa County** (22.0 miles)

At the border of Louisa and Muscatine counties, continue south on X61 for 15.4 miles to the intersection of X61 and X 99. At this intersection, turn left onto X 99. Continue south on X 99 for 6.6 miles to the border of Louisa and Des Moines counties.





## **Des Moines County (30.5 miles)**

At the border of Des Moines and Louisa counties, continue south on X99 for 19.7 miles to the intersection of X99/North Main Street and US 34 in Burlington. To connect to the Iowa-Illinois border on the Mississippi River at this intersection, turn left onto Columbia Street and then left onto North Front Street to access the on-ramp for US 34 for 0.7 miles. To travel the Iowa Great River Road south, continue straight on X99/North Main Street for 1.7 miles to the intersection of 99/South Main Street and Harrison Avenue. At this intersection, turn right onto Harrison Avenue for 0.5 miles to the intersection of Harrison Avenue and Madison Avenue. Turn left onto Madison Avenue which turns into X62 for 5.0 miles to the intersection of X62/Summer Street/and US 61. At this intersection, turn left onto US 61 and continue south on US 61 for 2.9 miles to the border of Des Moines and Lee counties.

## **Lee County (38.4 miles)**

At the border of Lee and Des Moines counties, continue south on US 61 for 5.8 miles to the intersection of US 61 and Bus US 61/354<sup>th</sup> Avenue. Take US 61 Exit 27 to access the intersection. At this intersection, turn left onto Bus US 61/354<sup>th</sup> Avenue. Continue south on Bus US 61/354<sup>th</sup> Avenue for 4.0 miles to the intersection of Bus US 61/354<sup>th</sup> Avenue and Avenue H in Fort Madison. To connect to the Iowa-Illinois border on the Mississippi River, turn left onto IA 9 at this intersection for 0.3 miles. To travel the Iowa Great River Road south, turn slight right onto Avenue H at this intersection and continue west on Avenue H for 1.7 miles to the intersection of Avenue H and 20<sup>th</sup> Street. At this intersection, turn left onto 20<sup>th</sup> Street. Continue south on 20<sup>th</sup> Street for 0.4 miles (includes distance for north-bound 18<sup>th</sup> Street) to the intersection of 20<sup>th</sup> Street and IA 2/Avenue L. At this intersection, turn right onto Avenue L and continue west on IA 2/Avenue L for 3.6 miles to the intersection of IA 2 and US 61. At this intersection, turn left onto the on-ramp for US 61. Continue south on US 61 for 6.9 miles to the intersection of US 61 and X21/Mississippi River Road. At this intersection, turn left onto X21/Mississippi River Road and continue south on X21/Mississippi River Road for 1.2 miles to the intersection of X21/Mississippi River Road and Pine Street in Montrose. At this intersection, turn slight left onto Pine Street. Continue east on Pine Street for 0.1 miles to



the intersection of Pine Street and Water Street. At this intersection, turn slight right onto Water Street and continue south on Water Street for 0.1 miles to the intersection of Water Street and Elm Street. At this intersection, turn left onto Elm Street and continue for 0.1 miles to the intersection of Elm Street and Tesson Street. At the intersection of Elm Street and Tesson Street, turn right on Tesson Street for 0.1 miles to the intersection of Tesson Street and Cherry Street. Turn left onto Cherry Street for 0.1 miles to River Road. Follow River Road which becomes X28/Mississippi River Road for 7.4 miles to the city limits of Keokuk. Continue south on River Road in Keokuk for 2.0 miles to the intersection with Rand Park Terrace. Turn right on Rand Park Terrace for 0.1 miles to the intersection of Rand Park Terrace and Grand Avenue. Turn left on Grand Avenue for 0.8 miles to the intersection with Orleans Avenue. Turn left on Orleans Avenue for 0.1 miles to the intersection of Orleans Avenue and 4<sup>th</sup> Street North. Turn right on 4<sup>th</sup> Street North for 0.5 miles to the intersection of 4<sup>th</sup> Street North and US 136/Main Street. To connect to the Iowa-Illinois border on the Mississippi River, turn left onto US 136 at this intersection for 0.5 miles. To travel the Iowa Great River Road south, turn right onto US 136/Main Street at this intersection. Continue northwest on US 136/Main Street for 0.2 miles to the intersection of US 136/Main Street and US 136/7<sup>th</sup> Street South. At this intersection, turn left onto US 136/7<sup>th</sup> Street South for 2.4 miles to the intersection of US 136/7<sup>th</sup> Street South and US 61. Continue south on US 61 for 0.5 miles to the border of Lee County and Missouri.

County Name	County No.	Current Designated Route			Reductions due to Recommended Realignments		Additions due to Recommended Realignments		Extensions to Iowa State Borders		Recommended Designated Route		
		Segments per County	Mileage per County	Percent of Total Length	Segments per County	Mileage per County	Segments per County	Mileage per County	Segments per County	Mileage per County	Segments per County	Mileage per County	Percent of Total Length
Allamakee	3	130	36.1	11.0%	0		0		2	0.2	132	36.3	10.6%
Clayton	22	155	42.4	12.9%	10	1.4	13	1.3	10	0.5	168	42.7	12.5%
Clinton	23	172	29.7	9.0%	18	2.5	12	2.6	4	0.9	170	30.7	9.0%
Des Moines	29	126	30.1	9.1%	5	1.5	6	1.2	9	0.6	136	30.5	8.9%
Dubuque	31	195	33.9	10.3%	0		0		42	3.3	237	37.2	10.9%
Jackson	49	170	35.3	10.8%	0		0		12	3.8	182	39.1	11.4%
Lee	56	287	37.7	11.5%	0		0		8	0.7	295	38.4	11.3%
Louisa	58	49	22.0	6.7%	0		0		0		49	22.0	6.5%
Muscatine	70	95	22.2	6.8%	0		0		4	0.3	99	22.6	6.6%
Scott	82	265	39.1	11.9%	0		0		26	2.9	291	42.0	12.3%
<b>TOTALS</b>		<b>1644</b>	<b>328.6</b>	<b>100.0%</b>	<b>33</b>	<b>5.4</b>	<b>31</b>	<b>5.1</b>	<b>117</b>	<b>13.1</b>	<b>1759</b>	<b>341.4</b>	<b>100.0%</b>



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Figure 3 Route mileage figures by county and total for current route and recommended realignments and extensions

## Previous and Current Methods of Route Communication

The route has been consistently marked with the iconic green Great River Road pilot wheel sign, and while these signs will soon be replaced with larger signs that graphically coordinate with other signs along Iowa's Byways, they have served to appropriately identify the route for several decades and build awareness of the Great River Road among visitors and locals.

For several years, the Iowa Mississippi River Parkway Commission has also produced and printed black and white double-sided 11" by 17" "tear-off" sheets of the route. In addition to a map of the route, this tear-off sheet has included locations and descriptions for all designated Interpretive Centers. Commissioners have worked to provide tear-off sheets to local visitor information centers and interpretive centers within their counties.

## Loops and Spurs

The Iowa Great River Road is presently deficient in its lack of loops and spurs connected to the designated route. "Loops" are routes which turn off the Byway at one point and then circle back around to connect with the Byway at the same point of departure or further along the Byway. "Spurs" are linear routes that deviate from the Byway, link to an end resource or community, and then connect back to the Byway via the same route. Developing loops and spurs will enhance the visitor experience and may encourage travelers to spend additional time (and consequently money) in the region. Two types of loops can increase the appeal of the Iowa Great River Road. First, incorporating the complete or partial routing of intersecting state byways is recommended. Intersecting and nearby byways are identified in the **Summary Report of Representative Intrinsic Qualities and Resources** and include the following:

- Driftless Area Scenic Byway (loop opportunity)
- River Bluffs Scenic Byway (loop opportunity)
- Grant Wood Scenic Byway (spur opportunity)
- Lincoln Highway Heritage Byway (spur opportunity)
- Historic Hills Scenic Byway (spur opportunity - does not intersect directly with the Iowa Great River Road, but is within the corridor)



These byways offer a regional perspective which will supplement visitors' experiences while traveling the Iowa Great River Road. State byways are

well-signed (see discussion regarding the Iowa Department of Transportation Byways signage initiative in forthcoming Section 11) and are supported by local Resource, Conservation, and Development Councils. Maps and guides for these byways are available online and at local visitors centers and attractions. State byways are an existing resource and officially recognizing these byways as recommended loops or spurs can benefit all involved.

Additional loops should be developed which suggest appropriate “day trips” using major population centers as a point of departure. These loops can suggest the Iowa Great River Road route as either the north or south route and then offer suggestions for appropriate “return” routes that may be faster and/or provide different scenery, access to additional resources within the county, etc.

### Mississippi River Trail

A significant feature along the Great River Road is the corresponding bicycle trail which is proposed to parallel the route for much of its length in the 10-state corridor. Like the Great River Road, the Mississippi River Trail (MRT) is intended to follow the Mississippi River all the way from its headwaters in Minnesota to the Gulf of Mexico. Several segments of the route are completed and signed in Iowa, however, much of it is still in the planning and development stages. When complete, the MRT will link over 2,000 miles of recreational trails through 10 states, including 280 miles in Iowa.

In 2003 the Iowa DOT, in coordination with the Center for Transportation Research and Education at Iowa State University, developed a plan for the Iowa portion of the MRT (<http://www.ctre.iastate.edu/mrt/plan.cfm>). The plan outlines the following benefits of the MRT:

#### *Safety Benefits*

Iowa's MRT will create safe new routes for bicycles and improve safety on existing routes for both bicycles and motor vehicles. The MRT will add bicycle lanes to many roadways and thereby remove cyclists from the same travel path as automobiles and trucks. The additional paved shoulder width required for bicycle lanes has also been shown to reduce motor vehicle crashes.



Figure 4 MRT route guide sign



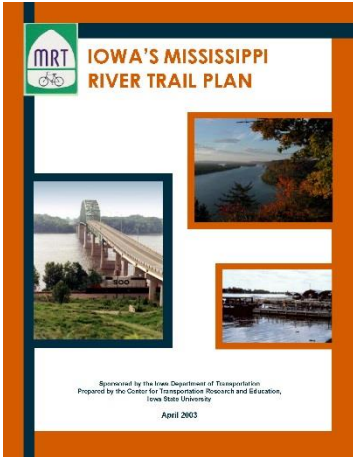


Figure 5 2003 Iowa DOT MRT Plan

### *Economic Benefits*

The MRT will also stimulate tourism all along Iowa's eastern border, bringing approximately 20 million additional dollars to the state's economy each year. The trail construction plan is designed to be as cost efficient as possible while maintaining safety as the first priority.

### *Recreational Benefits*

Iowa's MRT will be located as close to the Mississippi River as is practical, never more than 10 miles away, and will provide convenient access to river views, area attractions, and connections to trails in all adjacent states. The MRT will encourage exercise, sightseeing, and appreciation of Iowa's natural, historic, and cultural riches along the Mississippi River.

Iowa's MRT is envisioned to include both off-road bicycle trails and clearly marked bicycle lanes on roadway shoulders. Several counties have successfully received National Scenic Byways Program grant funding to support development of the MRT in their counties.

The following Iowa DOT resources provide up-to-date information about MRT segments that have been completed, as well as route mapping for other bicycle trails in communities along the Iowa Great River Road.

Iowa Bike Map: <http://www.iowadot.gov/maps/msp/pdf/bikemap.pdf.html> (with downloadable PDF maps)

Iowa Interactive Bike Map:  
<http://www.iowadot.gov/iowabikes/bikemap/home.html>



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## 2. INTRINSIC QUALITIES

### **An assessment of such intrinsic qualities and their context.**

The National Scenic Byways program provides an effective means of categorizing the many resources of the Iowa Great River Road. Six intrinsic qualities—scenic, historic, recreational, cultural, natural and archaeological—are qualities used to describe a byway’s special sense of place. These qualities were used by the Federal Highway Administration to designate National Scenic Byways—a least one quality was required to be evident for national designation. In short, intrinsic qualities are considered representative, unique, irreplaceable, or distinctly characteristic of the byway’s corridor.

Though officially designated as a National Scenic Byway based on its strong historic qualities, the Iowa Great River Road possesses features representing each of the intrinsic qualities. The following types of resources contribute to the unique appeal of the Iowa Great River Road. The associated symbol for each quality corresponds with the symbols for resource sites in the **Summary Report of Representative Intrinsic Qualities and Resources**.



### Scenic Intrinsic Qualities

Scenic Quality is the heightened visual experience derived from the view of natural and manmade elements of the visual environment of the scenic byway corridor. The characteristics of the landscape are strikingly distinct and offer a pleasing and most memorable visual experience. All elements of the landscape—landform, water, vegetation, and manmade development—contribute to the quality of the corridor’s visual environment. The visual character of places along the byway are in harmony and share in the intrinsic qualities. (FHWA Interim Policy, May 18, 1995)

For the Iowa Great River Road, examples of scenic qualities include:

- The Mississippi River itself
- Dramatic bluff land views and vistas
- Rock outcroppings
- Agricultural fields, farmsteads
- Distinctive architecture



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- Small town main streets
- Vegetation of the fall and spring seasons
- Winter scenes with fresh snow
- Upland and floodplain forests
- Tributary rivers and streams, wetlands and backwaters
- Diverse topography
- Narrow channel and wide channel diversity

Approximately 95 scenic resource sites along the Iowa Great River Road are listed in the inventory of intrinsic resources.



### Natural Intrinsic Quality

Natural Quality applies to those features in the visual environment that are in a relatively undisturbed state. These features predate the arrival of human populations and may include geological formations, fossils, landform, water bodies, vegetation, and wildlife. There may be evidence of human activity, but the natural features reveal minimal disturbances. (FHWA Interim Policy, May 18, 1995)

For the Iowa Great River Road, examples of natural qualities include:

- Geology, landforms and river hydrology
- Diverse wildlife including bald eagles
- Caves and natural springs
- Mississippi River tributary crossings and river level fluctuations
- Upper Mississippi National Wildlife and Fish Refuge
- Mark Twain National Wildlife Refuge
- Protected wildlife management properties, state preserves
- State, county and city parks
- Nature centers, interpretation programs and watchable wildlife programs and opportunities

Approximately 60 natural resource sites along the Iowa Great River Road are listed in the inventory of intrinsic resources.







### **Historic Intrinsic Quality**

Historic Quality encompasses legacies of the past that are distinctly associated with physical elements of the landscape, whether natural or manmade, 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. (FHWA Interim Policy, May 18, 1995)

For the Iowa Great River Road, examples of historic qualities include:

- National Register of Historic Districts
- National Register of Historic Places
- Historic vehicle and railroad bridges
- Century Farms and classic farm buildings
- Railroad routing, depots and structures
- Locks and Dams of the Mississippi River adjoining Iowa
- Historic cemeteries
- City and county historical museums
- Historic factory buildings, docks, commercial buildings, brewery buildings
- Country schools and small town school buildings
- Churches
- Riverfront parks
- Mormon Trail route
- Pedestrian walkways, stairs and elevators set in the bluff faces of towns and cities
- Historic markers

Approximately 130 historic resource sites along the Iowa Great River Road are listed in the inventory of intrinsic resources.



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### **Archaeological Intrinsic Quality**

Archaeological Quality involves those characteristics of the byway corridor that are physical evidence of historic or prehistoric human life or activity that are visible and capable of being inventoried and interpreted. The 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. (FHWA Interim Policy, May 18, 1995)

For the Iowa Great River Road, archeological resources include:

- Effigy Mounds National Monument
- Toolesboro Indian Mounds National Historic Landmark
- Various officially identified and protected archeological sites
- Protected native American sites
- Museums and artifacts

Five archeological resource sites along the Iowa Great River Road are listed in the inventory of intrinsic resources.



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### **Cultural Intrinsic Quality**

Cultural Quality is evidence and expressions of the customs or traditions of a distinct group of people that are still currently practiced. Cultural features include but are not limited to crafts, music, dance, rituals, festivals, speech, food, special events, and vernacular architecture. (FHWA Interim Policy, May 18, 1995)

For the Iowa Great River Road, examples of cultural qualities include:

- All towns and cities along the Iowa Great River Road
- Various ethnic and community festivals and events
- Farmers markets
- Iowa Main Street Program districts
- Art galleries
- Music performance venues featuring locally-based artists
- Wineries
- Restaurants featuring locally-grown food and immigrant/ethnic food
- Mississippi River commercial barge and recreational boat traffic particularly associated with all locks and dams

Nearly 80 cultural resource sites along the Iowa Great River Road are listed in the inventory of intrinsic resources.



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## Recreational Intrinsic Quality

Recreational Quality involves outdoor recreational activities directly associated with and dependent upon the natural and cultural elements of the corridor's landscape. The recreational activities provide opportunities for active and passive recreational experiences. They include but are not limited to downhill skiing, rafting, boating, fishing, and hiking. The recreational activities may be seasonal, but the quality and importance of the recreational activities as seasonal operations must be well recognized. (FHWA Interim Policy, May 18, 1995)

For the Iowa Great River Road, examples of recreational qualities include:

- Water-based recreation opportunities for boating, fishing, hunting
- Developed recreation access areas of the Upper Mississippi River National Wildlife and Fish Refuge, the Mark Twain National Wildlife Refuge and the U.S. Army Corps of Engineers
- Protected wildlife management properties, state preserves
- State, county and city parks
- Nature centers
- Many types of hiking and bicycling trails including the Mississippi River Trail
- Primitive and modern campgrounds
- Wildlife viewing
- Antique and art shopping
- Performing arts and cultural events
- Art museums

Approximately 200 recreational resource sites along the Iowa Great River Road are listed in the inventory of intrinsic resources.

A comprehensive inventory of scenic, historic, recreational, archeological, natural, and cultural resources has been compiled as a component of developing an updated Corridor Management Plan for the Iowa Great River Road. These resources have also been mapped on a county level. The table of resources and mapping for each county can be viewed in the **Summary Report of Representative Intrinsic Qualities and Resources**.



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### 3. INTRINSIC QUALITY PROTECTION

**A strategy for maintaining and enhancing those intrinsic qualities. The level of protection for different parts of a National Scenic Byway or All-American Road can vary, with the highest level of protection afforded those parts that most reflect their intrinsic values. All nationally recognized scenic byways should, however, be maintained with particularly high standards, not only for travelers' safety and comfort, but also for preserving the highest levels of visual integrity and attractiveness.**

A diverse array of local, state, and federal agencies and organizations have maintained existing or developed new initiatives to protect the various resources present within the Iowa Great River Road corridor since the original Iowa Great River Road Corridor Management Plan was prepared in 2000. Several of these initiatives and protection strategies are summarized below. Many agencies and organization have a stake in the protection of resources within the Corridor, and this listing is representative rather than exhaustive.

#### Iowa Natural Heritage Foundation – Blufflands Alliance

The core partners of the Blufflands Alliance are six, non-profit, conservation groups working in four states (Iowa, Minnesota, Wisconsin, Illinois), including the Iowa Natural Heritage Foundation. Each organization operates within its own state (or part of the state), working individually with private landowners, public and private agencies and volunteers.

Blufflands Alliance partners have been working together in the region since 1994. Their emphasis is on land protection, restoration, education and outreach programs, and developing relationships with landowners, civic leaders, members and donors.

Collectively, the Blufflands Alliance has protected more than 50,000 acres of diverse habitat, scenic views, archaeological sites and working farms along the blufflands of the Upper Mississippi River. These lands have been protected through the investment of nearly \$100 million in grants, contributions and donated land value. Some of these protected properties are now open to the public as public parks, wildlife areas or trails. Others remain in private ownership, with their natural resources legally and permanently protected by conservation easements.



In addition, 3,179 acres of bluffland habitat such as oak savanna, goat prairie, wetlands and trout streams have been restored by the Blufflands Alliance partners and volunteers. The Alliance partners have led more than 450 workshops and presentations about land protection, conservation and restoration options to community groups, service organizations and landowners.

### Driftless Area Initiative

In 2002, 48 private, county, state, and federal organizations in the Driftless Area elected six Resource, Conservation, & Development (RC&D) Councils in Iowa, Minnesota, Wisconsin, and Illinois to coordinate and develop as the Driftless Area Initiative Committee. The Driftless Area Initiative (DAI) focuses on strengthening productive partnerships in this multi-state region by implementing projects of regional significance in support of natural resource conservation, sustainable rural economic development, and strengthened community identity and vitality. DAI serves as a catalyst, providing leadership on projects and issues with cross-boundary implications. DAI promotes inter-disciplinary understanding of issues, and integrated, system-based approaches for achieving goals through existing organizations. They work to build the capacity of partner organizations and individuals through funding, acquisition, information sharing and development, and by increasing regional and national visibility and support for Driftless Area resource issues.

The DAI was formed through a process of public participation involving hundreds of people and organizations focused on natural resource stewardship in the Driftless Area. Participating stakeholders include, but are not limited to, RC&D Council members from 4 states, federal and state agencies, private conservation organizations, and concerned individuals.

### River Action

River Action strives to foster the environmental, economic, and cultural vitality of the Mississippi River and its riverfront in the Quad City region.

Its core areas of focus are:

- Collaborating and partnering with people who appreciate and understand the importance of the Mississippi River and its place within the Quad Cities region.



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Figure 6 River Action water quality reminder installed above a drinking fountain

- Advocating for the protection and enjoyment of the Mississippi River for people within the Quad Cities region.
- Developing and presenting programs, activities and projects that positively impact the people of the Quad Cities region and provide opportunities to enjoy the Mississippi River.
- Educating people in the Quad Cities region about the history, environmental impact and uniqueness of the Mississippi River.
- Respecting the natural beauty and magnificence of the Mississippi River and recognizing those people who share this respect within the Quad Cities region.

## 1 Mississippi

*1 Mississippi* was established in 2009 to organize people dedicated to protecting the Mississippi River into a national constituency of River Citizens. River Citizens live in all 50 states, take simple actions to improve the River and advocate for River protections to local and national decision makers.

The Mississippi River Network (MRN) established the *1 Mississippi* campaign to support River Citizens through education, inspiration and opportunities to embrace the Mississippi River. MRN is a coalition of 46 nonprofit organizations and businesses working together to protect the land, water and people of the United States' greatest River.

The Mississippi River Network and *1 Mississippi* are financed by the Walton Family Foundation and the McKnight Foundation.

## Main Street Iowa

The mission of the Main Street Iowa Program is to improve the social and economic well-being of Iowa's communities by assisting selected communities to capitalize on the unique identity, assets and character of their historic commercial district.

Resources available through the Main Street Iowa Program include Main Street Challenge Grants and technical assistance provided by their Downtown Resource Center. These resources are available to help conserve and protect intrinsic resources such as historic buildings, revitalize streetscapes, and foster locally-based economic development.



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To date, \$708,000 has been invested in Main Street Challenge Grants to communities along the Iowa Great River Road.

Currently, the following communities are designated as Iowa Main Street communities:

- Lansing
- Dubuque
- Hilltop Campus Village, Davenport
- Burlington
- Fort Madison
- Keokuk

Counties and communities throughout the Iowa Great River Road corridor have also established local historic districts and Historic Preservations Commissioners to protect and preserve historic buildings and neighborhoods. The following counties and communities currently have a Commission in place:

- Allamakee County
- Clayton County
- Guttenberg
- McGregor
- Dubuque County
- Dubuque
- Jackson County
- Clinton County
- Clinton
- Davenport
- Muscatine County
- Muscatine
- Louisa County
- Burlington
- Fort Madison
- Keokuk



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## 4. PARTNERSHIP IDENTIFICATION

**A schedule and list of all agency, group and individual responsibilities in the implementation of the corridor management plan, and a description of enforcement and review mechanisms, including a schedule for the continuing review of how well those responsibilities are being met.**

Opportunities for partnership abound throughout the Iowa Great River Road corridor. While the Iowa Mississippi River Parkway Commission has partnered with numerous organizations that have received National Scenic Byways Program discretionary grants, a systematic approach to building partnerships for resource enhancement, visitor services, interpretive communications, and administrative support has not been given priority or implemented. In fact, the absence for specific funding for byways as was previously provided through the National Scenic Byways Program and the inadequate funding and support provided by the State of Iowa for the Iowa Great River Road, partnerships among a wide variety of stakeholder groups and organizations perhaps represent the only hope for effectively managing and realizing the potential for this National Scenic Byway.

The following list is a comprehensive outline of all potential partner organizations with formal or potential connections to the Iowa Great River Road.

### Principle Fulfillment Partners

#### Local Entities

- 01 IA Mississippi River Parkway Commission
- 02 Iowa Great River Road Interpretive Sites
- 03 Private Property Owners
- 04 Family and Corporate Farm Operators
- 05 Local Businesses
- 06 Local Travel Attractions
- 07 River—and GRR Corridor—based Industrial and Commercial Operations
- 08 County Conservation Boards
- 09 County Boards of Supervisors and related Departments and Boards



- 10 Municipal Governments and related Departments, Boards and Commissions
- 11 Local Chambers of Commerce/CVBs
- 12 Local Charitable Foundations
- 13 Local Civic and Community Organizations
- 14 Local Historical Societies
- 15 Local Main Street Iowa Programs
- 16 Roadside Beautification Groups, Adopt-a-Highway sponsors, Keep Iowa Beautiful, etc.
- 17 K-12 Education (Public, private and homeschooling, etc.)

### **Regional Entities in Multiple Counties**

- 18 Eastern Iowa Tourism
- 19 Metropolitan Planning Organizations (MPOs)
- 20 Regional Planning Associations (RPAs)
- 21 Individual Iowa Scenic Byways and their supporting RC&Ds
- 22 Agricultural Interest Groups
- 23 Leisure Travel and Activity Groups (Outdoor recreation, vintage cars, wildlife viewing, boating, bicycling, arts, antiques, wine, food, etc.)
- 24 River Cruise Operators
- 25 College and University Programs
- 26 Dubuque Community Foundation--Mississippi River Parkway Commission Non-profit

### **State-wide Agencies**

- 27 Iowa Governor's Office
- 28 Iowa Legislature and State Legislators
- 29 Iowa Department of Agriculture and Land Stewardship
- 30 Iowa Department of Cultural Affairs
- 31 Iowa Department of Cultural Affairs, State Historical Society
- 32 Iowa Department of Natural Resources
- 33 Iowa Department of Transportation
- 34 Iowa Department of Transportation - Iowa Byways Program, the Byways of Iowa Coalition, and the Byways of Iowa Foundation
- 35 Iowa Economic Development Authority
- 36 Iowa Economic Development Authority--Travel Iowa
- 37 Iowa U.S. Congressional Delegation
- 38 Land Trust Organizations (i.e. Iowa Natural Heritage Foundation, County Conservation Foundations, etc.)



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39 Travel Writer/Publisher/Digital Production Company

## **National and Federal Agencies**

40 National Mississippi River Parkway Commission/Mississippi River Country

41 National Park Service

42 US Fish and Wildlife Service

43 US Army Corps of Engineers

44 US Department of Agriculture

45 Federal Highway Administration - National Scenic Byways Program

46 Dedicated River Interest Organizations (1 Mississippi, Mississippi River Collaborative, River Action, etc.)

47 National Travel Promotion Organizations (Brand USA, U.S. Travel Association, etc.)

The Iowa Mississippi River Parkway Commission can focus on facilitating greater awareness and support for the importance and opportunities of the Iowa Great River Road. Each member of the Commission can serve as a communication link to other stakeholder organizations and agencies. The Commission can play an important role in advising local units of government and state agencies about current needs and opportunities for protecting intrinsic resources and enhancing visitor experiences.

Responsibilities for roadway maintenance, safety, and improvements will continue to rest with the Iowa Department of Transportation, counties and municipalities. (See Sections 7 and 13 for additional discussion on these topics)

Promotional activities are currently shared by various organizations including the Iowa Mississippi River Parkway Commission, Travel Iowa (a division of the Iowa Economic Development Authority), Eastern Iowa Tourism, and numerous conventions and visitor bureaus along the Great River Road. Mississippi River Country, the marketing initiative connected to the National Mississippi River Parkway Commission, focuses on attracting international visitors and new visitors from within the United States. (See Section 7 for additional discussion on these topics)



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Interpretation of themes and resources is a responsibility of many organizations that currently provide public programs manage resource sites and experiences. Depending on the type and location of intrinsic resource, protection and enhancement activities are shared among a

variety of governmental agencies, private organizations and individual property owners. (See Sections 3 and 14 for additional discussion on these topics)

Numerous initiatives to engage stakeholders throughout the process of updating the Iowa Great River Road have revealed a tremendous amount of interest among various partners for continuing and enhancing their level of partnership with the Iowa Mississippi River Parkway Commission to maintain and increase the appeal of the Iowa Great River Road. Expressions of support and commitment can be reviewed in the **Report of Spring 2012 Stakeholder Meetings** and the **Report of Spring 2014 Stakeholder Meetings**. The Iowa Mississippi River Parkway Commission has a significant opportunity to capitalize on the renewed interest in the Iowa Great River Road.



## 5. DEVELOPMENT STRATEGY

**A strategy describing how existing development might be enhanced and new development might be accommodated while still preserving the intrinsic qualities of the corridor. This can be done through design review, and such land-management techniques as zoning, easements and economic incentives.**

The Iowa Great River Road is currently underutilized and under-protected as an asset in local, county, and regional development. The route connects communities and counties and forms vital first impressions for travelers new to the state. A review of municipal and county plans reveals that little, if any attention is paid to the Iowa Great River Road. On occasion, the Iowa Great River Road is mentioned in passing as an asset, but no plan brings consideration of the route to a higher level of importance.

Until recently, no guidance was provided to communities and counties from a legislative perspective. In 2010, the Iowa Smart Planning Act was signed into law and articulates ten Iowa Smart Planning Principles for application in local comprehensive plan development and public investment decision-making. These principles must be considered and may be applied when local governments and state agencies deliberate all appropriate planning, zoning, development, and resource management decisions. Application of these principles is intended to produce greater economic opportunity, enhance environmental integrity, improve public health outcomes, and safeguard Iowa's quality of life. Six of these ten principles directly relate to the Iowa Great River Road, and consideration of the Byway should be given by each community and county when updating their comprehensive plans and related zoning ordinances. The ten Iowa Smart Planning Principles are listed below, with those that closely pertain to the Iowa Great River Road shown in all capital letters and underlined.



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1. **Collaboration** Governmental, community, and individual stakeholders, including those outside the jurisdiction of the entity, are encouraged to be involved and provide comment during deliberation of planning, zoning, development, and resource management decisions and during implementation of such

decisions. The state agency, local government, or other public entity is encouraged to develop and implement a strategy to facilitate such participation.

2. **Efficiency, Transparency, and Consistency** Planning, zoning, development, and resource management should be undertaken to provide efficient, transparent, and consistent outcomes. Individuals, communities, regions, and governmental entities should share in the responsibility to promote the equitable distribution of development benefits and costs.
3. **Clean, Renewable, and Efficient Energy** Planning, zoning, development, and resource management should be undertaken to promote clean and renewable energy use and increased energy efficiency.
4. **OCCUPATIONAL DIVERSITY** Planning, zoning, development, and resource management should promote increased diversity of employment and business opportunities, promote access to education and training, expand entrepreneurial opportunities, and promote the establishment of businesses in locations near existing housing, infrastructure, and transportation.
5. **REVITALIZATION** Planning, zoning, development, and resource management should facilitate the revitalization of established town centers and neighborhoods by promoting development that conserves land, protects historic resources, promotes pedestrian accessibility, and integrates different uses of property. Remediation and reuse of existing sites, structures, and infrastructure is preferred over new construction in undeveloped areas.
6. **Housing Diversity** Planning, zoning, development, and resource management should encourage diversity in the types of available housing, support the rehabilitation of existing housing, and promote the location of housing near public transportation and employment centers.
7. **COMMUNITY CHARACTER** Planning, zoning, development, and resource management should promote activities and





development that are consistent with the character and architectural style of the community and should respond to local values regarding the physical character of the community.

8. **NATURAL RESOURCES AND AGRICULTURAL PROTECTION** Planning, zoning, development, and resource management should emphasize protection, preservation, and restoration of natural resources, agricultural land, and cultural and historic landscapes, and should increase the availability of open spaces and recreational facilities.
9. **SUSTAINABLE DESIGN** Planning, zoning, development, and resource management should promote developments, buildings, and infrastructure that utilize sustainable design and construction standards and conserve natural resources by reducing waste and pollution through efficient use of land, energy, water, air, and materials.
10. **TRANSPORTATION DIVERSITY** Planning, zoning, development, and resource management should promote expanded transportation options for residents of the community. Consideration should be given to transportation options that maximize mobility, reduce congestion, conserve fuel, and improve air quality.

The Iowa Great River Road is also not currently identified in any overlay zoning within the corridor. Overlay zoning is a powerful planning tool that can help protect and enhance resources while encouraging development of visitor amenities within the overlay district. Communities and counties could develop their own independent overlay districts with unique elements, or could combine to develop an overlay district with contiguous boundaries and shared strategies. The following characteristics could comprise an Iowa Great River Road Zoning Overlay District:

- Creation of an overlay zoning district or districts would not change the underlying use categories (residential, highway commercial, etc.) and would not prohibit development in viewshed areas, but any future development could be subject to more stringent standards designed to reduce the visual impact of new structures, parking, signs, and other features that might obstruct views. The



following are some of the features that could potentially be reviewed through use of overlay zoning:

- Building height, mass, and siting
  - Building materials, colors and styles
  - Parking
  - Signs, billboards, and telecommunications towers
  - Outdoor lighting
  - Landscaping and grading
  - Tree and woodland conservation
- Existing municipal or county agencies would be responsible for implementing the review process, as they currently do for site plan review and permitting. The overlay district would function as a “flag” in the process, and could then trigger responses varying from review and consideration to more specific design requirements.
  - Appropriate modifications or exceptions could be given for industrial and agricultural uses.



## 6. PUBLIC PARTICIPATION

### **A plan to assure ongoing public participation in the implementation of corridor management objectives.**

Relatively few methods of public participation have been employed to implement the objectives of the original 2000 Iowa Great River Road Corridor Management Plan. Primarily, stakeholder engagement has occurred during annual (or periodic dependent upon funding cycles) public meetings focused on announcing the availability of National Scenic Byways Program discretionary grants. During these meetings, the Iowa Department of Transportation and Iowa Mississippi River Parkway Commission provided information about the grant application process and answered related questions. At the county level, individual Commissioners have helped organizations develop grant applications, in hopes that a successful application would bring welcome dollars into their counties and benefit local communities and Iowa Great River Road travelers.

The Iowa Mississippi River Parkway Commission has also periodically published its newsletter, “*Along the Byway...*” with profiles of Commissioners, summaries of bi-annual and annual Mississippi River Parkway Commission meetings, and notices of National Scenic Byways Grant funding availability.

Throughout the process of updating the Iowa Great River Road Corridor Management Plan, multiple opportunities for public participation and input have been coordinated. Two rounds of stakeholder meetings at six locations in both 2012 and 2014, along with an intensive surveying effort of residents and visitors in 2013, revealed significant interest in engaging with the Iowa Mississippi River Parkway Commission to help support the Iowa Great River Road. A tremendous number of stakeholders support the concept of the Iowa Great River Road and are searching for ways to positively impact the Byway. As this planning process ends, the Iowa Mississippi River Parkway Commission should continue offering venues for public input and engagement. Particularly with the elimination of the National Scenic Byways Program discretionary funding in 2010, there is an opportunity for new engagement methods to move beyond merely functioning as solicitations for grant applications.



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Stakeholder engagement methods must be innovative, diverse, and consistent. The Iowa Mississippi River Parkway Commission should continue engaging with stakeholders via electronic newsletters, and additional opportunities include encouraging the formation of “Friends Groups” in each county, establishing an advisory committee of advocates for the Iowa Great River Road, and fostering the development of subcommittees of local and regional professionals who can help implement specific goals and projects. Communication via newspapers, radio, email, websites, and social media can be supplemented by direct Commissioner outreach to local stakeholders. In the absence of a paid administrator for the organization, these stakeholder engagement duties fall upon individual Commissioners.



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## ***Along the Byway...***

Iowa Mississippi River Parkway Commission Newsletter

### **Greetings!**

Welcome to the 2014 Winter Edition of *Along the Byway*. The Iowa Mississippi River Parkway Commission creates this newsletter for stakeholders along Iowa's Great River Road. We encourage you to read about what's happening along the Iowa Great River Road and start planning your trip today!

### **The Iowa Mississippi River Parkway Commission Welcomes Four New Members**

**Glenn Pelecky | Scott County**



Having resided along either the Mississippi River or the Missouri River his entire life, Glenn Pelecky of Bettendorf feels a close connection to the water and appreciates the opportunities it provides for recreation and access to resources. Born and raised in Omaha, Nebraska, Glenn served as an educator and education administrator during his professional career. Now retired, Glenn and his wife Debbie (Glenn's high school sweetheart) look forward to spending more time with their two grown and married sons and six grandchildren. Glenn has been a member of Rotary for 35 years and served two clubs as President. On his appointment to the Iowa Mississippi River Parkway Commission, Glenn shares, "I thought serving on the committee would give me an opportunity to give back to something that had given me so much joy over so many years. The Great River Road is an extension of the great Mississippi so it seemed like perfect timing since I was retiring and looking for

### **Your Iowa MRPC**

**Chair John Goodman**  
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**Glenn Pelecky**  
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**Dan Petersen**  
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Figure 7 Winter 2014 Iowa Great River Road Newsletter



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## 7. SAFETY ASSESSMENT

**A general review of the road's or highway's safety and accident record to identify any correctable faults in highway design, maintenance or operation.**

For the most part, the Iowa Great River Road is no more, or no less, safe than other routes throughout the state. Characteristics that increase risks for travelers are also present on many other Iowa roadways. Route safety is a function of both the physical characteristics of the road as well as the information travelers can acquire to help them respond to the environment in a safe manner. General characteristics of the Iowa Great River Road include winter driving conditions, winding and/or steep inclines, the seasonal migration of deer and other wildlife, and agricultural equipment use during planting and harvest seasons.

Particularly scenic sections of the route are prone to drivers traveling at an inconsistent speed, attempting to stop alongside the road when scenic overlooks are unavailable or ill-signed, or at worst, veering into oncoming traffic while “gawking” at the scenery.

The route appropriately transitions at regular intervals between rural and urban environments throughout the ten counties, and both environments present their own challenges for drivers unfamiliar with the area. Urban communities can be visually distracting, and the driver must identify the route guide signs amongst a myriad of other sign types. Several communities have one-way paired street configurations, and these situations increase the risk that travelers will become confused and disoriented, potentially driving erratically to remain on the route. Urban segments are also likely to be congested with heavy traffic counts, particularly during morning and evening hours. Rural sections of the route are often hilly, with periodic “blind” driveways and intersecting roads. While the traffic counts in rural areas are lower than those in urban areas, low traffic counts can encourage speeding, particularly by locals who are more familiar with the roads and may not be patient with travelers who are experiencing the route at leisure.



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The Mississippi River Trail (MRT), the designated bicycle trail which runs alongside much of the Iowa Great River Road, is a unique resource for the

Byway and the appeal and awareness of this trail is growing. Visitors to the Byway may not expect to share the road with bicyclists, and bicyclists may not realize they are also traveling along a nationally-designated byway. Unawareness can create safety hazards for both.

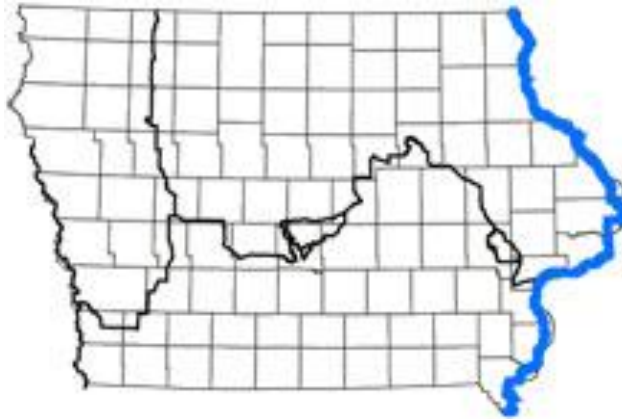


Figure 8 Proposed Mississippi River Trail Route

The Iowa Great River Road route is also paralleled by railroad tracks for much of its length. These freight lines are well-used and connect with river and industrial commercial activities in many communities. While little safety risk is present by traveling alongside these tracks, risks increase for motorists when crossing the tracks to access resource sites.



Figure 9 State of Iowa Railroad System





Three specific safety topics have emerged throughout the stakeholder engagement process. First, sections of the route in northeast Iowa can be prone to falling rocks from the bluffs through which the route passes. Second, Centennial Bridge in Crapo Park in Burlington (Des Moines County) is currently part of the designated route but has been closed for several years and may be so indefinitely due to municipal financial constraints. Travelers attempting to navigate through Burlington report becoming lost while trying to find their way back to the route, and this increases safety risks for both the travelers and residents of the community. Third, a “slide” has developed south of Montrose in Lee County. This segment of the Iowa Great River Road sits atop a bluff directly adjacent the Mississippi River, and a significant portion of the road is crumbling off the edge and is fenced off with temporary orange fencing. The “slide” is within the municipal boundaries of the small community of Montrose, and the town does not have the financial resources to repair the road and is considering closure. While this section has relatively low traffic counts, and there is ample room to drive around the barrier fencing, the experience is likely disconcerting for travelers at best, and potentially fatal, at worst, if travelers are not paying proper attention and do not navigate around the “slide”.



Figure 10 Deteriorating route conditions along Great River Road in Lee County





Figure 11 Closed Centennial Bridge in Crapo Park, Burlington, Des Moines County

Several initiatives could be undertaken to maintain and improve the general safety for travelers and residents along the Iowa Great River Road:

1. The Iowa Mississippi River Parkway Commission can make it a practice to periodically consult with state and local law enforcement officials, the Iowa DOT, and local road jurisdictions about safety concerns or issues along the route. Review should be given to passing zones; appropriate signage (include “Share the Road” signs for industrial/agricultural equipment); intersections with pedestrian and/or bicycle trails (MRT in particular); and any plans for roadway and/or bridge modifications and improvements. Periodic communication with these entities can build an awareness that the route is not just “local”, but is a nationally designated byway and travel destination.
2. The Iowa DOT, working with the Iowa Mississippi River Parkway Commission, needs to develop a strategy for handling temporary or permanent closures or rerouting along the Iowa Great River Road. Directional signs for any rerouting could incorporate the Iowa Great River Road graphic identity to aid travelers in understanding how to remain on the route.
3. Travelers need to be alerted to the characteristics of the route which could impact their safety and informed of their own



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responsibilities for creating a safe driving experience. These “Safe Driving Tips” could be communicated via the Iowa Great River Road website, as part of the route tear-off map, posted at popular travel destinations, or outlined in a separate printed brochure or rack card. Attention should be given to using 511; locations of emergency services and emergency rooms; and the potential absence of cell phone service in particular areas.

Additional information about the safety record of segments of the Iowa Great River Road is available in the supplement, ***Iowa Great River Road Route Traffic Data and Safety Report***, developed and provided by the Iowa DOT.



## 8. COMMERCE ACCOMODATION

**A plan to accommodate commerce while maintaining a safe and efficient level of highway service, including convenient user facilities.**

The Mississippi River serves as a vital transportation route for the United States. Commodities and goods produced in Iowa are distributed to world markets via the Mississippi River and globally-produced products enter the state via river and rail ports in communities along the river. Significant segments of the Iowa Great River Road provide access to the river and are home to major industries which appreciate this locational advantage. Of the 13 commercial connector hubs in the state of Iowa, six are within Iowa Great River Road communities.

Facility	Type	Connector	Connector ownership
AGRI Grain Marketing, McGregor	Port terminal	IA 76, B St between terminal and US 18	State
Amoco Pipeline Distribution Center, Council Bluffs	Truck/Pipeline terminal	US 275 (eastern ramp termini I-29 to South Expressway), north to WB ramp terminus of I-29/80.	State
Big Soo Terminal, Sioux City	Port terminal	Harbor Dr & Industrial Rd between terminal and I-29	Local
Continental Grain Co., Dubuque	Port terminal	Kerper Blvd, E 16th St, E 11th St, E 9th St, 9th-11th W Conn, between terminal and US 61/151	Local
Des Moines International Airport	Airport	Fleur Dr between ML King Parkway and relocated IA 5	Local
Des Moines International Airport	Airport	Park Ave (63rd to Fleur Dr)	Local
Determann Industries, Camanche	Port terminal	Washington Blvd, US 67 between terminal and US 30	State
Harvest States Peavey, Davenport	Port terminal	IA 22 between terminal and I-280	State
Harvest States Peavey, Dubuque	Port terminal	E 7th St, Central Ave and White St between Terminal and Commercial	Local
Quad Cities Container Terminal, Davenport	Truck/Rail facility	S Rolff St, Rockingham Rd (IA 22), between terminal and I-280	Local
The Eastern Iowa Airport, Cedar Rapids	Airport	Wright Brothers Blvd between I-380 and Cherry Valley Rd	Local
Vandalia Road Pipeline, Des Moines	Truck/Pipeline terminal	E. 30th St/Vandalia Rd (IA 163 to US 65)	Local
Williams Pipeline Co., Sioux City	Truck/Pipeline terminal	41st St & 46th St & Business US 75 (Lewis Blvd) between terminal and US 75	State

Source: FHWA, Intermodal Connector Assessment Tool (ICAT)

Figure 12 Intermodal Connector Locations in Iowa



**Iowa Great River Road**  
CORRIDOR MANAGEMENT PLAN

March 3, 2015

According to the most recent research by Travel Iowa, the ten counties through which the Iowa Great River Road passes contribute nearly 20% of the state's overall travel expenditures. Visitors support a variety of industries – gas stations and rental car companies, retail business, entertainment and recreation facilities, restaurants, and lodging establishments.

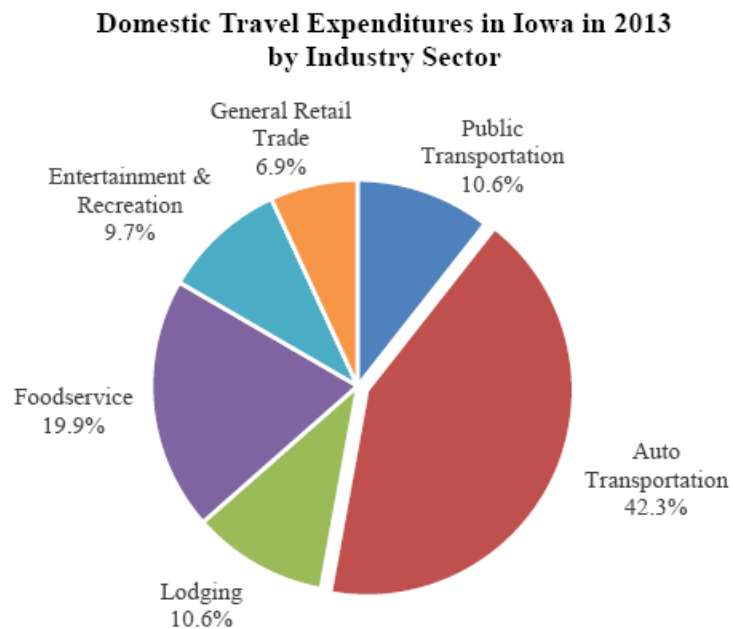


Figure 13 Domestic Travel Expenditures in Iowa in 2013 by Industry Sector

Travel-related commerce also brings substantial benefits to the ten Iowa Great River Road communities, and industrial and tourism activities are often present side-by-side along the road. The tension between these two uses within the corridor provides opportunities for all parties to benefit. However, there is presently little to no outreach to private commercial enterprises along the Iowa Great River Road.

Several initiatives could be undertaken to support commerce along the Iowa Great River Road:

1. Inform industrial and commercial enterprises of the existence of the Iowa Great River Road. Many of these large facilities have substantial frontage along the Byway, and can take steps to





improve the “first impression” of their operations through landscaping, visual screening, and attractive signage.

2. Recognize the importance of commerce and industry by celebrating their contributions to the local economy. Develop a “Guide to Iowa Great River Road Industry”, featuring significant commercial enterprises and communicating information about the facilities that travelers will encounter along the Iowa Great River Road. This guide would also set expectations, so travelers are not surprised to see industrial uses and traffic in the corridor. Highlight those commercial enterprises which provide tours for visitors, and encourage additional enterprises to develop tours.
3. Encourage industrial and corporate entities to utilize the Iowa Great River Road as they attempt to attract workers. Provide guides which highlight the Byway and its resources, and convey that the Iowa Great River Road and its communities and resources contribute to an attractive “quality of life”.
4. Partner with Travel Iowa, Eastern Iowa Tourism, the Travel Federal of Iowa, and local chambers of commerce and convention and visitors bureaus to continue to communicate the benefits of tourism-related commerce throughout the corridor.
5. Consider developing an Iowa Great River Road chamber of commerce, with membership levels and associated benefits.
6. Develop a program whereby industrial, commercial, and tourism-related enterprises can utilize the Iowa Great River Road pilot wheel in their own materials. Possibilities include branding on semi-trucks, window clings, and on brochures and websites.
7. Partner with organizations such as Travel Iowa or Iowa State University to study the economic impacts of Iowa Great River Road travel.



## Iowa Great River Road CORRIDOR MANAGEMENT PLAN

March 3, 2015

## 9. VISITOR EXPERIENCE

**A demonstration that intrusions on the visitor experience have been minimized to the extent feasible, and a plan for making improvements to enhance that experience.**

The Iowa Great River Road route presently offers a fairly positive visitor experience. Traveler services including public restrooms, overlooks, parking facilities, gas stations, and restaurants are plentiful along the route, though travelers should be made aware that certain stretches of the route do not offer such services and to plan accordingly. For much of the route, cell phone service is reliable.



Figure 14 Port of Burlington Welcome Center, Burlington, Des Moines County

Multiple tourist information centers provide attraction, lodging, and restaurant information. Significant centers include the following:

- Dubuque Welcome Center in Dubuque (a designated Iowa Welcome Center)
- Port of Burlington Welcome Center in Burlington (a designated Iowa Welcome Center)
- Guttenberg Development & Tourism Visitors Center
- Marquette Depot Museum & Information Center
- Jackson County Iowa Tourist Center
- Mississippi River Visitors Center, Davenport
- Union State Visitor Center, Davenport
- Fort Madison Area Convention and Visitor Bureau, Fort Madison
- Keokuk Area Visitor's Bureau, Keokuk

Since designation as a National Scenic Byway in 2000, multiple projects to enhance the visitor experience along the Iowa Great River Road have been submitted and funded through the National Scenic Byways Program discretionary grant program. The projects include the creation of interpretive centers, development of MRT segments and other recreational trails, restoration of historic structures, property acquisition for conservation and protection, scenic overlooks, wayshowing signage for the route, public restrooms, and visitor information kiosks. The following 30+ pages provide an overview of funded and submitted applications between 1993 and 2012 when the discretionary grant program ended.





Included in this summary are descriptions of projects from 2006-2012 which were not funded. The totality of these applications reveal the many facets of support for enhancing the visitor experience along the Iowa Great River Road.

Continuing to direct partners and associated resource sites to potential sources of funding will remain an important function of the Iowa Mississippi River Parkway Commission, but the Commission can take other critical steps to supporting the visitor's experience.

The Commission has not periodically evaluate the route to observe any conditions which might negatively impact the visitor's experience. To that end, the Commission can implement a periodic "front seat, back seat" evaluation process. In the "front seat" should be friends, relatives, or colleagues who are relatively inexperienced with the Iowa Great River Road. The Commissioners and invited tourism partners (CVB representatives, etc.) then sit in the "back seat" and observe. "Front seaters" navigate the route using available digital and print media, follow signs, and select where to stop for information, interpretation, recreation, and other visitor services. "Back seaters" then record the experience, making particular note of where "front seaters" encounter confusion in navigating or find frustration with lack of visitor services (restrooms, gas, parking, etc.). "Back seaters" also record instances where the experience along the route is positive – where interpretation was effective, where services were plentiful, and where signage was reliable and consistent. This "front seat, back seat" approach can be a valuable tool for identifying the strengths in visitor experience provision, and importantly, where deficiencies and opportunities for improvement are present. The Commission can then communicate these observations to various stakeholders, agencies, and organizations who have the capability to effect positive change.

The Iowa Mississippi River Parkway Commission is ultimately the only organization solely responsible for considering the entirety of route from the visitor perspective. Other partners can, and do, work to support the Iowa Great River Road visitor experience, but are also appropriately focused on other projects and initiatives.



## Iowa Great River Road National Scenic Byways Program Grant Applications, 1993 - 2012

Year	Funded? Yes/No	State Priority	Project Title	Project Description	County	Category of Eligible Work	Total Grant Request	Federal Funds Awarded	Core Management Direction	CMP Actions	CMP 14 Points	Application for Seed Grants?	Resubmission of Unfunded Project?	Partner Organization(s)	Project Updates provided by Mary Stahlhut, Scenic Byways Program Manager, Iowa DOT, 01-23-15
1993	Yes	4	Great River Road: Program Planning & Development	Unavailable	All	Unavailable	Unavailable	\$41,256	Administrative Operations		Unavailable	Unavailable	Unavailable	Unavailable	Project Completed
2001	Yes	3	Iowa Great River Road Corridor Management Plan Implementation: Refinement of Goals and Objectives	Unavailable	All	Unavailable	Unavailable	\$25,000	Administrative Operations		All	Unavailable	Unavailable	Unavailable	Project Completed
2002	Yes	2	Great River Road Interpretive Center and Network of Interpretive Centers	Unavailable	Dubuque; All	Unavailable	Unavailable	\$737,376	Promotion and Interpretation		14	Unavailable	Unavailable	Unavailable	Project Completed
2002	Yes	Unavailable	Great River Road Birding Trail Maps	Unavailable				\$16,000	Promotion and Interpretation			Unavailable	Unavailable	Unavailable	Project Completed
2003	Yes	(50) ?	Iowa's Great River Road - Corridor Management Plan Implementation	Unavailable	All	Unavailable	Unavailable	\$25,000	Administrative Operations		All	Unavailable	Unavailable	Unavailable	Project Completed
2003	Yes	(50) ?	Iowa's Great River Road Facilities Improvement - Guttenberg	Unavailable	Clayton	Unavailable	Unavailable	\$186,402	Physical Improvements		Unavailable	Unavailable	Unavailable	Unavailable	Project Completed
2004	Yes	(51) ?	Corridor Management Plan Implementation - Great River Road	Unavailable	All	Unavailable	Unavailable	\$25,000	Administrative Operations		All	Unavailable	Unavailable	Unavailable	Project Completed
2004	Yes	(51) ?	Interpretive Center Master Plan for Iowa Great River Road	Unavailable	Unavailable	Unavailable	Unavailable	\$55,600	Promotion and Interpretation		14	Unavailable	Unavailable	Unavailable	Project Completed
2005	No	Unavailable	Louisa County Paving Project	Unavailable	Louisa	Unavailable	\$1,700,000		Physical Improvements			Unavailable	Unavailable	Unavailable	
2005	No	Unavailable	Mississippi River Trail	Unavailable	Allamakee	Unavailable	\$3,920,000		Physical Improvements			Unavailable	Unavailable	Unavailable	
2005	No	Unavailable	Rivers to the Sea	Unavailable	Dubuque	Unavailable	\$4,000,000		Unavailable			Unavailable	Unavailable	Unavailable	
2005	No	Unavailable	Mud Lake Road	Unavailable	Dubuque	Unavailable	\$480,000		Physical Improvements			Unavailable	Unavailable	Unavailable	
2005	No	Unavailable	Mississippi River Trail, Heritage Trail, Dubuque	Unavailable	Dubuque	Unavailable	\$1,344,000		Physical Improvements			Unavailable	Unavailable	Unavailable	

Year	Funded? Yes/No	State Priority	Project Title	Project Description	County	Category of Eligible Work	Total Grant Request	Federal Funds Awarded	Core Management Direction	CMP Actions	CMP 14 Points	Application for Seed Grants?	Resubmission of Unfunded Project?	Partner Organization(s)	Project Updates provided by Mary Stahlhut, Scenic Byways Program Manager, Iowa DOT, 01-23-15
2005	No	Unavailable	Recreation Trail, Camanche to Clinton	Unavailable	Clinton	Unavailable	\$1,680,000		Physical Improvements			Unavailable	Unavailable	Unavailable	
2005	No	Unavailable	Mississippi River Trail, Bridge at Credit Island	Unavailable	Scott	Unavailable	\$1,600,000		Physical Improvements			Unavailable	Unavailable	Unavailable	
2005	No	Unavailable	Mississippi River Trail, Leach Park in Bettendorf to Riverdale	Unavailable	Scott	Unavailable	\$1,732,000		Physical Improvements			Unavailable	Unavailable	Unavailable	
2005	No	Unavailable	Musser Park to Weggens Road Trail	Unavailable	Muscatine	Unavailable	\$408,000		Physical Improvements			Unavailable	Unavailable	Unavailable	
2005	No	Unavailable	Renovating Old Fort Madison	Unavailable	Lee	Unavailable	\$29,956		Intrinsic Resource Conservation			Unavailable	Unavailable	Unavailable	
2005	No	Unavailable	Louisa County	Unavailable	Louisa	Unavailable	\$1,360,000		Unavailable			Unavailable	Unavailable	Unavailable	
2005	No	Unavailable	Montrose	Unavailable	Lee	Unavailable	\$58,800		Unavailable			Unavailable	Unavailable	Unavailable	
2006	Yes	9	Aldo Leopold Interpretive Center--Master Plan	The Leopold Interpretive center will create a unique destination that will pay tribute to Burlington's native son and world renowned conservation icon, Aldo Leopold. The center will recreate the story of Leopold's beginnings along the Mississippi River in Southeast Iowa, prefacing the environmental and social components that molded his conservation ethic. The center will enable the local community, byway travelers and environmentalists to better understand Leopold's work by providing insight to the catalysts that made Leopold and shaped his philosophies.	Des Moines	Byway Facilities	\$72,500	\$58,000	Promotion and Interpretation	Interpretive Sites, Stories, and Venues	14	No	No	Crapo Park Foundation	Project Completed

Year	Funded? Yes/No	State Priority	Project Title	Project Description	County	Category of Eligible Work	Total Grant Request	Federal Funds Awarded	Core Management Direction	CMP Actions	CMP 14 Points	Application for Seed Grants?	Resubmission of Unfunded Project?	Partner Organization(s)	Project Updates provided by Mary Stahlhut, Scenic Byways Program Manager, Iowa DOT, 01-23-15
2006	No	13	Construction of Byway Facility for North Lee Historical Museum	This project will create a new destination on the Great River Road. The new North Lee County Historical Society building will house a transportation museum. The museum will include displays that tell the story of the various trails that intersect in Southern Iowa such as the Mormon Trail, Santa Fe Trail, and the Mississippi River Trail. Visitors will be able to view a 1867 Silsby Fire Pump and a 1969 Fire Truck.	Lee	Byway Facilities	\$1,014,300		Promotion and Interpretation	Interpretive Sites, Stories, and Venues	14	No	No	City of Fort Madison	Project Completed
2006	No	11	E.B. Lyons Interpretive Center Expansion Project	This project will add 6,350 square feet to the existing interpretive center. This addition will provide 2,127 square feet for a multi-functional room for traveling and permanent exhibits & special events, 42 square feet for ADA restrooms, and 314 square feet for the Atrium/lobby all on the entrance level of the new addition. The lower level will provide for, 350 square feet for a hands on and exploratory lab for visitors and 1,365 square feet for additional exhibits & storage. Additional information about the expansion project for the interpretive center may viewed at <a href="http://www.minesofspain.org">www.minesofspain.org</a> .	Dubuque	Byway Facilities	\$245,896		Promotion and Interpretation	Interpretive Sites, Stories, and Venues	14	No	No	Iowa DNR	Project Completed

Year	Funded? Yes/No	State Priority	Project Title	Project Description	County	Category of Eligible Work	Total Grant Request	Federal Funds Awarded	Core Management Direction	CMP Actions	CMP 14 Points	Application for Seed Grants?	Resubmission of Unfunded Project?	Partner Organization(s)	Project Updates provided by Mary Stahlhut, Scenic Byways Program Manager, Iowa DOT, 01-23-15
2006	Yes	4	Fort Madison Historic Depot Complex Restoration	This project is the first phase of the Fort Madison Atchison, Topeka and Santa Fe Passenger and Freight Complex restoration, a National Registered Historic District on the Great River Road. The first phase will include partial interior renovation of the depot. This will allow the relocation of the city AMTRAK Station to the mission revival style complex while still leaving interpretive space for the North Lee County Historical Museum. The depot will provide interpretive material to tell the story of the key role the railway played in the expansion of the nation. Additional displays will share the history of the area and will provide a location for scenic byway tourist information.	Lee	Resource Protection	\$320,000	\$22,800	Intrinsic Resource Conservation; Promotion and Interpretation	Protect Historical and Cultural Resources; Interpretive Sites, Stories, and Venues	3, 14	No	No	Southeast Iowa Regional Planning Commission, North Lee Historical Society, City of Fort Madison	Project Completed

Year	Funded? Yes/No	State Priority	Project Title	Project Description	County	Category of Eligible Work	Total Grant Request	Federal Funds Awarded	Core Management Direction	CMP Actions	CMP 14 Points	Application for Seed Grants?	Resubmission of Unfunded Project?	Partner Organization(s)	Project Updates provided by Mary Stahlhut, Scenic Byways Program Manager, Iowa DOT, 01-23-15
2006	Yes	6	Guttenberg Riverfront Access & Interpretation Project Along the GRR Scenic Byway	The project will improve recreation in the Great River Road (GRR) Corridor by enhancing access to, and between, specific sites to maximize and increase leisure opportunities. It recognizes the need for connectivity between sites and implements a plan to take Guttenberg's many and varied resources and develop them into a cohesive experience. It improves parking, completes paving and creates links between existing recreational venues. It also develops and places interpretive and directional signage that mentally connects existing recreational venues and guides, directs and educates byway visitors from one site or experience to the next.	Clayton	Byway Facilities	\$316,500	\$200,000	Physical Improvements; Promotion and Interpretation	Wayshowing Components; Parking Areas and Access Points; Public Amenities; Integrated Information and Promotional Media; Interpretive Sites, Stories, and Venues	14	No	No	City of Guttenberg	Project Completed
2006	Yes	3	Muscatine Bike Trail Kiosk	This project involves construction of an informational kiosk in the City of Muscatine's Riverside Park to mark the intermodal crossroads of two national bike trails (the American Discovery and Mississippi River Trails), the Great River Road and the City's own bike trail network. The kiosk will include a digital display and a battery-powered bike pump, both powered by photovoltaic cells. Design of the kiosk will be similar to one that is currently in use at Muscatine High School and was funded through a previous Iowa Department of Natural Resources grant.	Muscatine	Byway Facilities	\$10,000	\$8,000	Physical Improvements; Promotion and Interpretation	Public Amenities; Mississippi River Trail; Integrated Information and Promotional Media	14	No	No	City of Muscatine, Melon City Bike Club	Project Completed

Year	Funded? Yes/No	State Priority	Project Title	Project Description	County	Category of Eligible Work	Total Grant Request	Federal Funds Awarded	Core Management Direction	CMP Actions	CMP 14 Points	Application for Seed Grants?	Resubmission of Unfunded Project?	Partner Organization(s)	Project Updates provided by Mary Stahlhut, Scenic Byways Program Manager, Iowa DOT, 01-23-15
2006	Yes	1	Iowa Great River Road Seed Grant	This project will continue implementation of Corridor Management and Interpretive Master Plans for the Iowa Great River Road *Design and implement a website with interactive interpretive activities and virtual tour available on both Iowa and National websites *Coordinate and continue to implement elements of the Corridor Management and Interpretive Plans *Develop and design a Historical, Heritage and Cultural Directory for web and print *Print and distribute the Historical, Heritage and Cultural Directory *Commission members will attend the 2007 National Scenic Byways conference *Continue stakeholder communication efforts with local officials, community leaders and tourist destinations	All	Corridor Management	\$31,250	\$25,000	Administrative Operations	Regional Stakeholder Communications; Regional Planning Forums; Commission Support	All	Yes	No	IA MRPC	Project Completed
2006	Yes	8	RiverWay Trail Signage Program	This project will provide a high-quality wayfinding signage system for users of the multi-use RiverWay/Mississippi River Trail system along the Mississippi River in Bettendorf and Davenport, Iowa.	Scott	Access to Recreation	\$23,750	\$19,000	Physical Improvements	Wayshowing Components	11	No	No	City of Davenport, City of Bettendorf	Project Completed



Year	Funded? Yes/No	State Priority	Project Title	Project Description	County	Category of Eligible Work	Total Grant Request	Federal Funds Awarded	Core Management Direction	CMP Actions	CMP 14 Points	Application for Seed Grants?	Resubmission of Unfunded Project?	Partner Organization(s)	Project Updates provided by Mary Stahlhut, Scenic Byways Program Manager, Iowa DOT, 01-23-15
2007	Yes	12	Bridge Tribute Plaza	This project will create a unique and intriguing riverfront destination for byway travelers. A plaza will be constructed as a tribute to the two historical bridges of Muscatine - the old High Bridge and the newer Norbert F. Beckey Bridge. Interpretive panels will provide interesting and educational information, along with historic facts, stories, pictures and poems. The plaza's artistic and functional design incorporates elements of the City's unique character. Other project amenities include sitting walls, a drinking fountain, a kiosk and intrinsic qualities such as, river vistas and easy access from the Great River Road making this a must-see byway attraction.	Muscatine	Byway Facilities	\$88,192	\$70,552	Physical Improvements; Promotion and Interpretation	Public Amenities; Interpretive Sites, Stories, and Venues	14	N/A	No	City of Muscatine	Project Completed
2007	Yes	9	E.B. Lyons Interpretive Center Expansion Project	This Project will be a portion of an entire expansion project for the E.B. Lyons Interpretive Center. This portion of the Project will equal approximately 700 square feet of the total 6,300 square feet of renovation. This Project will include an entrance to the Center, welcome area, ADA compliant restrooms, courtyard and gazebo. The welcome area will include a large regional map of the area depicting the many diverse geographical features of the area. It will also provide maps to the hiking trails and landmarks located on the 1,300 acre recreation area. An audio visual component will be in place to assist the visitor in selecting specific areas of interest in the region.	Dubuque	Byway Facilities	\$229,000	\$183,200	Promotion and Interpretation	Interpretive Sites, Stories, and Venues	14	N/A	No	Iowa DNR, The Friends of the Mines of Spain	Project Completed

Year	Funded? Yes/No	State Priority	Project Title	Project Description	County	Category of Eligible Work	Total Grant Request	Federal Funds Awarded	Core Management Direction	CMP Actions	CMP 14 Points	Application for Seed Grants?	Resubmission of Unfunded Project?	Partner Organization(s)	Project Updates provided by Mary Stahlhut, Scenic Byways Program Manager, Iowa DOT, 01-23-15
2007	No	8	Fort Madison Historic Depot Complex Restoration	This project is the second phase of the Santa Fe Passenger and Freight Complex rehabilitation, a National Register Historic District on the Great River Road. This phase will renovate the Railway Expressway Agency Building (1926) and Santa Fe Freight Office Building (1930) as recommended by the Secretary of the Interior's Standards for Historic Rehabilitation. The project will restore the mission revival style complex and provide interpretive space for the North Lee County Historical Museum. The interpretive material will tell the story of transportation by river, rail, and road along the Mississippi River.	Lee	Resource Protection	\$289,000		Intrinsic Resource Conservation; Promotion and Interpretation	Protect Historical and Cultural Resources; Interpretive Sites, Stories, and Venues	3, 14	N/A	Yes	Southeast Iowa Regional Planning Commission, North Lee Historical Society, City of Fort Madison	Project Completed
2007	No	7	Louisa Interpretive Center at Langwood	The project will create a new destination for the byway traveler in a unique setting. The Louisa Interpretive Center will serve as a place for visitors to view exhibits and collect information about the area's cultural and natural resources associated with the Mississippi River. The center's design will incorporate the mound-building architecture of past Native American cultures of the area. Visitors will be drawn from the center to outdoor exhibits as well as to over 15,000 acres of public land located within a 10 minute drive of the center. This project will fund engineering; archeological and geotechnical studies; land acquisition and grading work for construction of the center.	Louisa	Byway Facilities	\$560,000		Promotion and Interpretation	Interpretive Sites, Stories, and Venues	14	N/A	No	Louisa County Conservation Board, Tri-Rivers Conservation Foundation, Office of the State Archaeologist	Project Completed

Year	Funded? Yes/No	State Priority	Project Title	Project Description	County	Category of Eligible Work	Total Grant Request	Federal Funds Awarded	Core Management Direction	CMP Actions	CMP 14 Points	Application for Seed Grants?	Resubmission of Unfunded Project?	Partner Organization(s)	Project Updates provided by Mary Stahlhut, Scenic Byways Program Manager, Iowa DOT, 01-23-15
2007	Yes	10	Mississippi River Trail Feasibility Study for Lee County	This project will enrich the byway experience by identifying a recreational trail route stemming from the Old Fort Madison Byway Interpretive Center (Attachment 2). The Mississippi River Road between Keokuk and Montrose is the only signed portion of the Mississippi River Trail in southern Iowa. To the north, the Great River Road follows divided four-lane Highway 61 - ideal for motorists but the high speeds and gravel shoulders are unsafe for bicycles. The proposed feasibility study is the next step in identifying a safe, off-road trail alignment to enrich the recreation and interpretive experience of 1.) Byway travelers; and 2.) cyclists following the Byway on the Mississippi River Trail.	Lee	Access to Recreation	\$64,663	\$50,200	Physical Improvements	Mississippi River Trail	13	N/A	No	Southeast Iowa Regional Planning Commission	Project Completed

Year	Funded? Yes/No	State Priority	Project Title	Project Description	County	Category of Eligible Work	Total Grant Request	Federal Funds Awarded	Core Management Direction	CMP Actions	CMP 14 Points	Application for Seed Grants?	Resubmission of Unfunded Project?	Partner Organization(s)	Project Updates provided by Mary Stahlhut, Scenic Byways Program Manager, Iowa DOT, 01-23-15
2007	Yes	6	Live, Work and Play on the Mississippi GRR and MRT, Bettendorft, Iowa	This project will provide facilities and interpretive areas in Bettendorf, Iowa just off the Great River Road (GRR), on the Mississippi River Trail (MRT) and Mississippi River. Using the theme, "Live, Work and Play", three sites will be developed including interpretive kiosks about the history and settlements related to the River (live), River related industry (work), and River related recreation (play). The largest site, Mississippi Point, will include 3 covered picnic tables, a river observation deck and binoculars, potable water, waterless restroom and parking just 1600' from the GRR and on the MRT. The two remaining interpretive sites will be down river on the MRT spaced 4800' apart.	Scott	Byway Facilities	\$132,865	\$106,291	Physical Improvements; Promotion and Interpretation	Mississippi River Trail; Interpretive Sites, Stories, and Venues	14	N/A	No	City of Bettendorf	Project Completed

Year	Funded? Yes/No	State Priority	Project Title	Project Description	County	Category of Eligible Work	Total Grant Request	Federal Funds Awarded	Core Management Direction	CMP Actions	CMP 14 Points	Application for Seed Grants?	Resubmission of Unfunded Project?	Partner Organization(s)	Project Updates provided by Mary Stahlhut, Scenic Byways Program Manager, Iowa DOT, 01-23-15
2007	No	11	Mississippi River Eco Tourism Center	This project will construct the Mississippi River Eco Tourism Center, an environmental education and visitors center. The education about, and history of the Mississippi River and all the life that it supports draws tourists from all over the country and the world. The state of the art Eco Tourism Center will educate and entertain tourists, families, schools and others and encourage them to explore our Great River Road and Mississippi River heritage. Exhibits will include a 5,000 gallon aquarium, displays on the river ecosystem and wildlife, local river and Great River Road history, and the many human uses of the river as well serve as a starting point for naturalist guided river cruises.	Clinton	Byway Facilities	\$811,200		Promotion and Interpretation	Interpretive Sites, Stories, and Venues	14	N/A	No	Clinton County Conservation Board, Clinton County Conservation Foundation	Project Completed
2007	No	13	Union Station Visitors Center	This project will enliven a historically significant riverfront structure by improving the appearance and function of the facility as well as housing new community, commercial, and tourism-oriented activities. Union Station will also recognize the important contributions rail service played in our community through interpretive displays.	Scott	Byway Facilities	\$340,000		Promotion and Interpretation; Intrinsic Resource Conservation	Interpretive Sites, Stories, and Venues; Integrated Information and Promotional Media; Protect Historical and Cultural Resources	3, 14	N/A	No	City of Davenport	Project Completed

Year	Funded? Yes/No	State Priority	Project Title	Project Description	County	Category of Eligible Work	Total Grant Request	Federal Funds Awarded	Core Management Direction	CMP Actions	CMP 14 Points	Application for Seed Grants?	Resubmission of Unfunded Project?	Partner Organization(s)	Project Updates provided by Mary Stahlhut, Scenic Byways Program Manager, Iowa DOT, 01-23-15
2008	Yes	4	George M. Verity Preservation Project	This project will restore and preserve the George M. Verity, a steam powered stern wheel towboat. Built in 1927 with federal funding, she was constructed for the purpose of promoting the expansion of water-borne trade on the upper Mississippi River. Retired in 1960, she has operated as a historic museum and interpretative center since 1961. In 1989, the Verity was designated a National Historic Landmark. Today the Verity is owned by the City of Keokuk and is maintained and operated by a volunteer organization—the George M. Verity Commission. The Commission is dedicated maintaining the vessel as a cultural resource especially for Great River Road Scenic Byway travelers.	Lee	Byway Facilities	\$222,200	\$177,760	Promotion and Interpretation; Intrinsic Resource Conservation	Protect Historical and Cultural Resources; Interpretive Sites, Stories, and Venues	3, 14	N/A	No	George M. Verity Museum Commission	Project Completed

Year	Funded? Yes/No	State Priority	Project Title	Project Description	County	Category of Eligible Work	Total Grant Request	Federal Funds Awarded	Core Management Direction	CMP Actions	CMP 14 Points	Application for Seed Grants?	Resubmission of Unfunded Project?	Partner Organization(s)	Project Updates provided by Mary Stahlhut, Scenic Byways Program Manager, Iowa DOT, 01-23-15
2008	Yes	7	Great River Road at Montrose Pavilion Project	This project will include the renovation of an old farm elevator storage building on the grounds of Montrose Riverfront, Inc. Museum and Market complex. This three season facility is designed to showcase the Upper Mississippi River's Migratory Flyway. A wrought iron fence will be installed parallel to the railroad tracks to ensure the safety of Byway travelers. Landscaping elements will integrate it into the existing complex. Additional parking will be provided. The installation of a 4-ton HVAC cooling/heating unit and air handler to accommodate the additional 1,600 square feet of new space would complete the renovation of the Hunold Heritage Center.	Lee	Byway Facilities	\$90,600	\$72,480	Promotion and Interpretation; Intrinsic Resource Conservation	Protect Historical and Cultural Resources; Interpretive Sites, Stories, and Venues	3, 14	N/A	No	Montrose Riverfront, Inc.	Project Completed



Year	Funded? Yes/No	State Priority	Project Title	Project Description	County	Category of Eligible Work	Total Grant Request	Federal Funds Awarded	Core Management Direction	CMP Actions	CMP 14 Points	Application for Seed Grants?	Resubmission of Unfunded Project?	Partner Organization(s)	Project Updates provided by Mary Stahlhut, Scenic Byways Program Manager, Iowa DOT, 01-23-15
2008	Yes	6	Louisa Interpretive Center along the Great River Road	The project will create a new destination for the byway traveler in a unique setting. The Louisa Interpretive Center will serve as a place for visitors to view exhibits and collect information about the area's cultural and natural resources associated with the Mississippi River. The center's design will incorporate the mound-building architecture of past Native American cultures of the area. Visitors will be drawn from the center to outdoor exhibits as well as to 15,000+ acres of public land located within a 10 minute drive of the center. This project will fund engineering; archaeological and geotechnical studies; land acquisition, grading work and LEED certification.	Louisa	Byway Facilities	\$720,000	\$576,000	Promotion and Interpretation	Interpretive Sites, Stories, and Venues	14	N/A	Yes	Tri-Rivers Conservation Foundation	Project Completed
2008	Yes	5	Mississippi River Bluff-Top Observation Deck	This project will provide a distinct interpretation and wildlife observation and photography experience along both the Iowa Great River Road National Scenic Byway (Byway) and the Upper Mississippi River National Wildlife and Fish Refuge (Refuge). Located on the Refuge, this project will provide the traveler the opportunity to experience the natural, wild character of a Mississippi River valley bluff-top, while gazing upon the magnificent Refuge and Mississippi River valley below. This project includes an observation deck, accessible trail, and interpretive signs.	Clayton	Byway Facilities	\$132,000	\$96,000	Physical Improvements; Promotion and Interpretation	Scenic Overlooks; Public Amenities; Interpretive Sites, Stories, and Venues	14	N/A	No	USFWS, Friends Groups	Project Completed

Year	Funded? Yes/No	State Priority	Project Title	Project Description	County	Category of Eligible Work	Total Grant Request	Federal Funds Awarded	Core Management Direction	CMP Actions	CMP 14 Points	Application for Seed Grants?	Resubmission of Unfunded Project?	Partner Organization(s)	Project Updates provided by Mary Stahlhut, Scenic Byways Program Manager, Iowa DOT, 01-23-15
2009	No	18	Allamakee County Scenic MRT Bike Trail	This project will complete the addition of paved shoulders to County X52 on the Great River Road. It will benefit the communities of Lansing and Harpers Ferry by providing tourism, recreational and educational connections. It will also increase tourism expenditures. The shoulders will provide a safe route for bikers and vehicles with a pull off. The route will provide spectacular views of the Mississippi River which provides the visitor an unique experience. This portion will continue the county's and state's plans of the greater Mississippi River Trail system initiative. The project will also provide residents the recreational opportunities needed to maintain and increase wellness.	Allamakee	Byway Facilities	\$3,253,600		Physical Improvements	Mississippi River Trail	13	N/A	No	Allamakee County Economic Development, Allamakee County Engineer	Project Completed

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2009	No	15	Great River Road Riverfront Development Project	The project will provide the Byway traveler with two new opportunities to enjoy the Great River Road experience. The project activities include the placement of an observation area including paved parking area with informational kiosk and entrance signage at the junction of the Mississippi River Road (Great River Road) and Athens Avenue. The development of an interpretive center is proposed for the riverfront area south of the US 136 bridge. The project includes the design of an interpretive center that will be the centerpiece of the Keokuk's riverfront development which will offer the Byways traveler experiences found nowhere else along the Great River Road.	Lee	Byway Facilities	\$372,000		Physical Improvements; Promotion and Interpretation	Scenic Overlooks; Public Amenities; Interpretive Sites, Stories, and Venues	14	N/A	No	City of Keokuk, Southside Boat Club	Project Completed
2009	No	17	Great River Road-Jack Creek Slough Development Project (Montrose)	This project will offer the byway traveler an unique opportunity to experience the Mississippi River by taking a "marsh walk" on the Jack Creek Slough. The project was identified in the concept plan developed through the community's participation in Iowa's Living Roadways Community Visioning Program and the Master Plan produced with a National Scenic Byways grant. The City will purchase Jack Creek Slough and construct a Marsh Walk through the area.	Lee	Byway Facilities	\$536,000		Physical Improvements	Scenic Overlooks; Public Amenities	14	N/A	No	City of Montrose	Project Completed

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2009	Yes	11	Mississippi River Eco Tourism Center	This project will construct the Mississippi River Eco Tourism Center, a visitors and environmental education center. The education about, and history of the Mississippi River and all the life that it supports draws tourists from all over the country and the world. The state of the art Eco Tourism Center will educate and entertain tourists, families, schools and others and encourage them to explore our Great River Road and Mississippi River heritage. Exhibits will include a 5,000 gallon aquarium, displays on the river ecosystem and wildlife, local river and Great River Road history, and the many human uses of the river as well as a starting point for naturalist guided river cruises.	Clinton	Byway Facilities	\$1,266,683	\$760,007	Promotion and Interpretation	Interpretive Sites, Stories, and Venues	14	N/A	Yes	Clinton County Conservation Foundation	Project Completed
2009	No	14	Preservation and Improvement of Old Fort Madison	This project will renovate Old Fort Madison's factory building, which today acts as our gift shop and welcome center.	Lee	Byway Facilities	\$90,000		Intrinsic Resource Conservation; Promotion and Interpretation	Protect Historical and Cultural Resources; Interpretive Sites, Stories, and Venues	3, 14	N/A	No	City of Fort Madison	Project Completed
2009	No	16	Santa Fe Depot Project	This project will construct a rail passenger platform enabling the reuse of the historic Santa Fe Depot as a modern passenger rail station. In addition, it will rehabilitate the buildings and artifacts around and within the buildings.	Lee	Byway Facilities	\$1,563,298		Physical Improvements; Intrinsic Resource Conservation	Public Amenities; Community Entries; Protect Historical and Cultural Resources	3	N/A	Yes	City of Fort Madison	Project Completed

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2010	No	13	Aldo Leopold Interpretive Center: Acquiring a Byways Treasure	Pursue corridor resource protection and future environmental interpretation with the acquisition and conservation of a unique 235-acre property near the Mississippi River. Over 70 feet of elevation change occur between the tops of the bluffs and the lowland areas. It is deserving of protection because of its potential for wetland and prairie restoration, and the educational opportunities therein. The property will be the location of the future Leopold Interpretive Center. The property already has a conservation plan and a master plan from the Crapo Park Foundation to locate the Center on the parcel. The foundation received funds from Scenic Byways to conduct a master plan for the Center.	Des Moines	Resource Protection	\$729,900		Intrinsic Resource Conservation	Protect Historical and Cultural Resources	3	N/A	No	Des Moines County Conservation	Project Completed

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2010	No	17	Allamakee County Scenic MRT Bike Trail	This project will complete the addition of paved shoulders to County X52 on the Great River Road. It will benefit the communities of Allamakee County, specifically Lansing, by providing tourism, recreational and educational connections. The extended shoulders will provide a safe route for bicyclists. The route will provide spectacular views of the Mississippi River which provides the visitor an unique experience. This portion will continue Allamakee County's and the State of Iowa's plans of the greater Mississippi River Trail system initiative. The project will also provide individuals the recreational opportunities needed to maintain and increase wellness.	Allamakee	Byway Facilities	\$909,100		Physical Improvements	Mississippi River Trail	13	N/A	Yes	Allamakee County Board of Supervisors	Project Completed
2010	No	16	Keokuk Riverfront Development Project	The project will provide, through the preparation of a Master Design and Engineering Plan for the Keokuk Riverfront, a destination that will strengthen the entire Byway experience. Building on its Phase I planning process, Keokuk is taking the next step to being the gateway showcase for Iowa's Great River Road. The critical mass of the amenities and experiences will attract visitors by rail, water, and bicycle to the Great River Road. The opportunity for all of these modes will be connected and enhanced during the full development of Phase 2 planning of the Keokuk Riverfront Development Project.	Lee	Byway Facilities	\$167,000		Physical Improvements; Promotion and Interpretation	Scenic Overlooks; Public Amenities; Interpretive Sites, Stories, and Venues	14	N/A	No	City of Keokuk	Project Completed

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2010	Yes	10	Great River Road National Scenic Byway Orientation Center	This project will provide a Great River Road Byway Facility – a Visitor Orientation Center and a River Overlook. It will raise awareness for the preservation and enjoyment of the intrinsic qualities of the Great River Road. It provides a unique central orientation which allows Byway travelers to identify key interpretive centers up and down the Great River Road. It also provides a free stop at the very door to the award winning National Mississippi River Museum & Aquarium, and the new Great Rivers Center opening in 2010.	Dubuque	Byway Facilities	\$908,815	\$450,000	Promotion and Interpretation	Interpretive Sites, Stories, and Venues	14	N/A	No	Dubuque County Historical Society	Project Completed
2010	No	20	Heron Bend Site Enhancements	This project will offer travelers the opportunity to have access to the Mississippi River directly from US Highway 61 and to adjacent areas by providing a shelter facility, an observation tower and wading pond. The added facilities will entice the byway traveler to visit this unique area that lies close to the Mississippi River and highlights many of the areas natural wonders. These site enhancements are the first step in creating a local conservation education center combined with the local health department to demonstrate to byway travelers the health benefits that outdoor activities can provide the byway traveler.	Lee	Access to Recreation	\$151,240		Physical Improvements	Scenic Overlooks; Public Amenities	14	N/A	No	Three Rivers Conservation Foundation, Lee County Conservation Board	Project Completed

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2010	Yes	4	Iowa Great River Road Corridor Management Plan Update	The project will literally draw the next decade's roadmap for the Iowa Great River Road National Scenic Byway by detailing the necessary steps to continue the great achievements it has seen in the past. It will detail the protection of its Mississippi River-based intrinsic resources; tell vital and fascinating stories; and deliver high-quality visitor experiences for local residents and travelers alike. Numerous public and private organizations and others will contribute knowledge, perspectives and wisdom to an intensive two-year multi-jurisdictional regional planning project for the effective stewardship for the "Grandfather of all Byways" set beside the mighty Mississippi River.	All	Corridor Management	\$325,000	\$260,000	Administrative Operations	Regional Stakeholder Communications; Regional Planning Forums; Key Indicators; National Mississippi River Parkway Commission; Iowa Byways Program; Federal and State Agency Engagement; County and Municipal Agency Engagement; Non-profit and Corporate Engagement	All	N/A	No	Iowa Mississippi River Parkway Commission	Completion date June 31, 2015
2010	No	19	Montrose Berry Shed Renovation	This project will improve facilities concurrent with the ongoing implementation of the Master Plan for the riverfront at Montrose, IA. Renovation of the historic Berry Shed and attached warehouse will continue improvements previously made to the grounds of Montrose Riverfront, Inc. (MRI) and provide space for interpretive information depicting the connection between the history of Montrose and the Mississippi River. This project is the next piece of the puzzle in uniting the existing buildings on the grounds of MRI around a cohesive theme, emphasizing our unique place on the Mississippi River.	Lee	Byway Facilities	\$124,100		Intrinsic Resource Protection; Promotion and Interpretation	Protect Historical and Cultural Resources; Interpretive Sites, Stories, and Venues	3, 14	N/A	No	Montrose Riverfront, Inc.	Project Completed



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2010	No	15	The Sawmill Museum - Permanent Exhibits	This project will build a world class historical and environmental center in Clinton, Iowa. Our project focuses on the rich history of Clinton as a national lumber center from 1850-1900. We explore the Great Northwoods, the lumberjack experience, the importance of the Mississippi in shipping, the entrepreneurs who built the lumber industry as well as the immigrants and workers that labored at the mills. We examine the importance that the railroads played in distributing Clinton's lumber and finally, we explore the environmental impacts of the clear-cutting past. We look at the lessons learned from history and we explore the modern day politics, policies, science and technologies that affect our forest.	Clinton	Byway Facilities			Promotion and Interpretation	Interpretive Sites, Stories, and Venues	14	N/A	No	The Sawmill Museum	Project Completed

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2011	Yes	3	Aldo Leopold Interpretive Center: Preserving a Local Legacy	Pursue corridor resource protection and future environmental interpretation by acquiring and preserving a truly unique 235-acre property in southeast Iowa. Over 70 feet of elevation change occur on this parcel from the tops of the bluffs to the lowland areas that flank Flint River. It is deserving of protection because of its potential for wetland and prairie restoration, and the educational opportunities that those activities would create. The property is also significant because it is the future home of the Aldo Leopold Interpretive Center, honoring the Burlington native and nationally renowned conservationist. The property has a conservation master plan, paid for by a scenic byways grant.	Des Moines	Resource Protection	\$729,900	\$365,000	Intrinsic Resource Conservation; Promotion and Interpretation	Protect Historical and Cultural Resources; Interpretive Sites, Stories, and Venues	3	N/A	Yes	Des Moines County Conservation	<p>This land acquisition only grant has been fully authorized. It had been started as land deed + an easement section + wetlands work. The scope was narrowed to help ensure timely clearance.</p> <p>The land transfer is still expected to go through this month. It is now fully funded with the addition of a DNR grant. Clearances were complicated and negotiated through DOT Right of Way and DNR in late fall.</p>

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2011	Yes	5	Bee Branch Creek MRT Route	This project will create a unique Byway facility, converting an onstreet bike route to a 1 mile offroad bike/hike trail section of the national Mississippi River Trail (MRT) through Dubuque. The project will be in a linear park along the restored Bee Branch Creek. The project will serve as a focal point of aesthetics, environmental education, outdoor recreation, and cultural interpretation for the Byway traveler. The Bee Branch Creek MRT Route will incorporate bike/hike trails, lighting, benches, trees, sustainable landscaping, and parking, a bike/pedestrian bridge over the creek, a waterfall overlook, an amphitheater /outdoor classroom, and a railroad underpass for connections to tri-state trail.	Dubuque	Byway Facilities	\$6,594,520	\$1,000,000	Physical Improvements	Mississippi River Trail	13	N/A	No	City of Dubuque	<p>This Mississippi River Trail project sits in the middle of a much larger flood mitigation project in Dubuque. The NSB grant is for construction only, but all the plans still need to go through clearances.</p> <p>We received FHWA approval 1/13 THIS MONTH to narrow the scope of work for this grant to "trail – related" pieces of the project that will be ready to let before the NSB grant deadline.</p> <p>We are waiting for the city to submit a revised Concept Statement to send through the clearance process. That is promised for next week.</p>

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2011	Yes	1	Outdoor Exhibit and Rest Area at Louisa Interpretive Center	This project will provide a rest stop and interpretive information to the Great River Road traveler. At the site of the future Louisa Interpretive Center, a trail, footbridges and interpretive panels will be constructed. The trail and footbridges will give visitors a close look at a wetland, without getting their feet wet. The panels will provide visitors with information about wetlands helping them understand the importance of these ecosystems to the Mississippi River basin. Brochures with information about other wetlands in the vicinity will be developed and placed on-site, encouraging travelers to explore those areas as well. Additional brochures will explain future site development.	Louisa	Byway Facilities	\$200,000	\$160,000	Physical Improvements; Promotion and Interpretation	Public Amenities; Interpretive Sites, Stories, and Venues	14	N/A	No	Louisa County Conservation Board, Tri-Rivers Conservation Foundation	<p>This Great River Road project in jeopardy is in Louisa County where they "disturbed" the site. This is between the Feds and the Locals.</p> <p>The locals have not taken steps to have the needed archeology study done for the feds.</p> <p>They don't have the \$\$ and finally applied for a grant for archeology in December.</p> <p>They need to do the study, get Fed clearance and then get the grant obligated for construction by August to ensure funds by the September 31 deadline.</p>
2011	No	4	Live, Work and Play Interpretive Artwork on the GRR and MRT	The project will enhance the 2007 Live, Work and Play themed project by adding environmental, cultural and historical interpretive sculptures and informational elements at the byway facility locations along the Iowa Great River Road. The "River Spirit" sculpture of a blue heron is an example of how local art will be incorporated along the byway to interpret intrinsic environmental qualities of the byway and adjacent Mississippi River flyway.	Scott	Interpretive Information	\$23,800		Promotion and Interpretation; Physical Improvements	Interpretive Sites, Stories, and Venues; Integrated Information and Promotional Media; Public Amenities	14	N/A	No	City of Bettendorf	Project Completed

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2011	No	8	Louisa County Great River Road - Shoulder Paving	This project will provide improved bicycle access along the Great River Road. Currently the route is a low traffic road with about 410 vehicles per day. The road is concrete pavement with granular shoulders. A grade and pave project will convert the final three miles of granular surfacing to pavement by the Fall of 2011. It is anticipated that traffic volumes will increase once there is a fully paved roadway. The proposed project will consist of paving a roadway shoulder to provide smooth travel space for bicycling. The shoulder paving will provide a reasonably safe area for bicyclists to ride outside of the stream of high-speed vehicles and the turbulence caused by passing trucks.	Louisa	Byway Facilities	\$1,755,000		Physical Improvements	Mississippi River Trail	13	N/A	No	Louisa County Engineer's Office, IDOT	Project Completed

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2011	No	6	The Midwest Lumber Museum	This project will be a 2 1/2 story tree tower, with an elevator and staircase that will take byway vistors up to the top to a lookout platform, with scenic views of the Mississippi River, and view of our neighboring city, Fulton, Illinois and their city attraction, the Dutch Windmill. The Tree Tower will be part of the 3 acre Sawmill Park that will be open to the public. The park is a green space along the Mississippi River that the community and the byway traveler can come to relax or take a stroll on the River Walking Path. The visitor will have many options to enjoy the museum's exhibits and to take in the breath taking view of the Mississippi River.	Clinton	Byway Facilities	\$941,000		Promotion and Interpretation	Interpretive Sites, Stories, and Venues	14	N/A	No	The Midwest Lumber Museum	Project Completed

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2012	No	10	Building the Product: Working Toward Sustainable Iowa Great River Road Interpretive Centers and Audiences	Building the Product: Working Toward Sustainable Iowa Great River Road will create a new product for the Iowa Great River Road interpretive centers, helping them support community employment and increase their economic competitiveness. The Mississippi and the Nile exhibit will provide a tool to build audiences with a full 2,000 square foot exhibit for 2 large sites, and a coordinating mini-exhibit that will fit easily into smaller exhibition spaces of the 10 other sites. Content for the exhibits will explore the Interpretive Themes of the Great River Road. A Sustainability Workshop will be held to facilitate audience and economic sustainability within and between the sites.	Dubuque	Interpretive Information	\$172,000		Promotion and Interpretation	Interpretive Sites, Stories, and Venues	14	N/A	No	Dubuque County Historical Society	Project Completed

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2012	Yes	2	Great River Road and Driftless Area Byway Interpretive Facility	This project will develop a new 10,000 square foot interpretive center with traveler amenities on the Great River Road National Scenic Byway overlooking the Mississippi River Valley at the byway community of Lansing, Iowa. The facility will provide a place for visitors to view exhibits, comprehensive interpretive information, displays, programs and receive basic services along a section of the byway that is miles from the nearest interpretive opportunity. It will also serve the byway visitor traveling the Driftless Area State Scenic Byway, which intersects the Great River Road in Lansing and currently has no interpretive infrastructure or byway facilities.	Allamakee	Byway Facilities	\$2,724,037	\$1,361,400	Promotion and Interpretation	Interpretive Sites, Stories, and Venues	14	N/A	No	Allamakee County Conservation Board	<p>January 15th: final public meeting to provide interpretive design input. The consultant plans to finish plans in February and aims for a March/April LOCAL letting.</p> <p>When the county accepts the contract, the federal authorization of funds will occur.</p> <p>There is a change from onsite sanitation to hooking up to the city instead. Plans will be reviewed by DOT and need a final clearance for environmental and archeological considerations.</p> <p>The county assures me that they have all the other clearances lined up with no complications expected.</p>



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2012	Yes	11	Marquette Observation Deck & Boardwalk Enhancement Project	This project will renovate the Marquette-Joliet Bridge scenic overlook observation deck and construct a new boardwalk extending into the Mississippi River. Improvements and construction of the byway-related facilities will provide the visitor with ample viewing opportunities from two new and improved viewpoints. Interpretive panels will be constructed of long lasting weatherproof resins to educate the visitor about the area's natural features and byway resources.	Clayton	Byway Facilities	\$416,000	\$332,800	Physical Improvements; Promotion and Interpretation	Scenic Overlooks; Public Amenities; Interpretive Sites, Stories, and Venues	14	N/A	No	City of Marquette	This project finally received the 404 environmental permit. It went to DOT letting, but Marquette rejected the one bid they received just before their 30 day consideration period (in December). The price estimate was low – the over cost estimate items (as I recall) were mostly in the steel + aluminum. They submitted revised plans and cost estimates 12/17. We immediately turned it around to go back into the letting cycle. It is in queue to go through DOT letting again on 2/17 – hopefully receiving more bids and maybe a better price. This project has taken allot of extra tending and discussions with FHWA to consider options to split it or not. It should be in construction phase for the coming building season. The FHWA authorization for the Construction portion of the grant will occur when the construction contract is approved and signed.

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2012	No	15	Improvements to Midwest Lumber Museum's Facility	Improve the Midwest Lumber Museum's facilities as a part of its ongoing plan to create an exceptional facility that educates travelers about the socio-economic, technological and environmental impact of the lumber industry on the cities and towns along the Great River Road Corridor as well as nationally. This project is Phase II in the Midwest Lumber Museum's Permanent Exhibit Plan and will create an interactive exhibit called "The Lumber Industry's Legacy" which focuses on the environmental impacts of the lumber industry's resource management policies and practices. This project will create approximately 40 jobs in the design, development, construction and installation of the exhibit.	Clinton	Byway Facilities	\$982,357		Promotion and Interpretation	Interpretive Sites, Stories, and Venues	14	N/A	No	Midwest Lumber Museum	Project Completed

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2012	Yes	1	Iowa Great River Road National Scenic Byway Signage Program Implementation	This project will allow the Iowa Department of Transportation to implement proven and effective wayshowing components for the Iowa Great River Road National Scenic Byway. Approximately 738 byway route guide sign assemblies and byway entrance signs will be fabricated and installed in the public rights-of-way of the 328-mile Iowa Great River Road. All signs will be installed according to the official Iowa Byways Signage Policy Manual of the Iowa DOT and the removal and proper disposal of existing byway signs is included. This project will complete a statewide implementation of modern byway route guide signage for all of Iowa's national and state designated byways totaling 1,908 miles.	All	Byway Programs	\$432,700	\$346,160	Physical Improvements	Wayshowing Components	11	N/A	No	IDOT	Consultant selection 1st meeting Monday January 26th

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2012	No	8	Land Acquisition for Mines of Spain	This project will enable the City of Dubuque to acquire 100 acres of agricultural land along the byway for resource protection and conservation purposes as an important addition to the Mines of Spain State Recreation Area, and will expand amenities for the byway traveler, secure a buffer from incompatible uses, create additional wildlife habitat, preserve historic and cultural resources, and provide indirect job creation and contribute to economic competitiveness of the U. S. over the long-term through eco-tourism & visitor attraction. The City is working in partnership with the Iowa Department of Natural Resources, the Friends of the Mines of Spain, and the Iowa Natural Heritage Foundation.	Dubuque	Resource Protection	\$851,600		Intrinsic Resource Conservation	Viewshed Management; Protect Historical and Cultural Resources; Botanical and Biological Resources	3	N/A	No	City of Dubuque, The Friends of the Mines of Spain	Project Completed
2012	Yes	14	Louisa County Great River Road - Creating a Bicycle Land	This project will provide improved bicycle and pedestrian access to facilities and sights on the Mississippi River Trail that includes the Great River Road in Louisa County. The road is concrete pavement with granular shoulders. The granular shoulders provides poor rideability for bicyclists and more damaged tires than a paved surface. The proposed project will consist of paving a roadway shoulder to provide a smooth travel space for bicycling. The shoulder paving will provide a reasonably safe area for bicyclists to ride outside of the stream of high-speed vehicles and the turbulence caused by passing trucks.	Louisa	Byway Facilities	\$1,780,000	\$1,350,000	Physical Improvements	Mississippi River Trail	13	N/A	Yes	Louisa County Engineer's Office, IDOT	This grant is for construction only. The County is finishing the design work this winter. Letting will be in June or July with authorization at that time. The project had been delayed because of County budget issues. They have also now received a State Rec Trail grant (through this office) to ensure the completion. The work will be paving a lane inside the existing right of way but it still need clearance for any disturbance through this sensitive archeological area.

Year	Funded? Yes/No	State Priority	Project Title	Project Description	County	Category of Eligible Work	Total Grant Request	Federal Funds Awarded	Core Management Direction	CMP Actions	CMP 14 Points	Application for Seed Grants?	Resubmission of Unfunded Project?	Partner Organization(s)	Project Updates provided by Mary Stahlhut, Scenic Byways Program Manager, Iowa DOT, 01-23-15
2012	No	13	Mississippi River Eco Tourism Center - Interpretive Displays	This project will construct interpretive displays for the Mississippi River Eco Tourism Center. The Eco Center construction is now underway with a scheduled completion date in March 15, 2012. The construction of the Eco Center was partially funded by a 2009 Scenic Byways grant. The displays that interpret the local Mississippi River ecosystem, its backwaters, fish and wildlife have been designed by Midwest Exhibits, a local exhibit builder. This grant application will provide funds needed to complete the construction of the displays. Included are a backwaters marsh display, a floodplain wildlife display, a display highlighting the area bat species, as well as other local flora and fauna.	Clinton	Interpretive Information	\$275,598		Promotion and Interpretation	Interpretive Sites, Stories, and Venues	14	N/A	No	Clinton County Conservation Foundation	Project Completed
2012	Yes	16	Mississippi River Trail - Riverdale	This project will construct a critical 1.3 mile section of the MRT and Educational/Interpretive Area along Iowa's Great River Road. The project is a cooperative effort between the City of Riverdale, Alcoa, and River Action. Byway users, stakeholders, tourists, and school groups will use the trail for education, recreation, and alternative transportation. It will act as a catalyst for funding by Alcoa for the landscaping and interpretive signage on the trail and along US Highway 67.	Scott	Byway Facilities	\$674,318	\$494,956	Physical Improvements	Mississippi River Trail	13	N/A	No	City of Riverdale	<p>The contract was let and signed. The SB funds, TAP grant and State trails funds have been fully authorized.</p> <p>The contractor and engineer had a walk-through in December. There are already some changes expected.</p> <p>The contractor will submit change orders and the pre-construction meeting should be in February or March with clearing and grubbing to occur before April 1st (required) and construction after when the frost is out.</p>

Year	Funded? Yes/No	State Priority	Project Title	Project Description	County	Category of Eligible Work	Total Grant Request	Federal Funds Awarded	Core Management Direction	CMP Actions	CMP 14 Points	Application for Seed Grants?	Resubmission of Unfunded Project?	Partner Organization(s)	Project Updates provided by Mary Stahlhut, Scenic Byways Program Manager, Iowa DOT, 01-23-15
2012	Yes	9	Port Louisa National Wildlife Refuge Visitor Services on the Great River Road	The project will provide a rest stop for Byway travelers with interpretation of Mississippi River natural resources, and a place to access recreation. Port Louisa National Wildlife Refuge encompasses 8500 acres of lands along the Mississippi and Iowa Rivers. A new office and visitor contact station will be built in 2012 with U.S. Fish and Wildlife Service funds. Scenic byway funds will be used to add interpretive exhibits to the visitor area, improve an existing trail to protect natural resources and make it ADA compliant, and add interpretive signage to the 1 1/2 mile route that runs from the headquarters to the river. A restroom will also be added for use outside office hours.	Louisa	Byway Facilities	\$250,000	\$200,000	Physical Improvements; Promotion and Interpretation	Public Amenities; Interpretive Sites, Stories, and Venues	14	N/A	No	USFWS	This NSB grant was transferred to US Fish and Wildlife. It is fully obligated but not yet complete.
2012	No	12	River Heritage Park	This project will return to the public nearly 7 acres of historic riverfront for scenic overlook and interpretive opportunities. For example, this site is the location of the first bridge that spanned the Mississippi River in 1856 giving a nod to westward expansion and bringing to national prominence Abraham Lincoln. Also, adjacent to the site is where the signing of the Blackhawk Treaty occurred. Now, with the industrial setting gone and with public access and interpretive facilities, the City of Davenport and the Levee Improvement Commission will enliven this critical riverfront connection which celebrates our history and culture.	Scott	Byway Facilities	\$469,000		Intrinsic Resource Conservation; Promotion and Interpretation; Physical Improvements	Protect Historical and Cultural Resources; Interpretive Sites, Stories, and Venues; Scenic Overlooks	3, 14	N/A	No	Scott County Regional Authority, Davenport Rotary Club, Levee Improvement Commission	Project Completed

## 10. OUTDOOR ADVERTISING COMPLIANCE

**A demonstration of compliance with all existing local, State and Federal laws on the control of outdoor advertising.**

Historically, the importance of reducing visual intrusions along the Great River Road has been recognized. Planning studies that have historically served as a basis for Great River Road improvements emphasize the need to control and regulate billboards.

### **Federal Requirements**

By principle and federal law, outdoor advertising (billboards, etc.) are managed on the Iowa Great River Road. Title 23, Section 131 of the United States Code outlines the specifics for controlling outdoor advertising associated with designated scenic byways.

*Title 23, Section 131(s) describes control of outdoor advertising along designated scenic byways:*

*Scenic Byway Prohibition.--If a State has a scenic byway program, the State may not allow the erection along any highway on the Interstate System or Federal-aid primary system which before, on, or after the effective date of this subsection, is designated as a scenic byway under such program of any sign, display, or device which is not in conformance with subsection (c) of this section. Control of any sign, display, or device on such a highway shall be in accordance with this section. In designating a scenic byway for purposes of this section and section 1047 of the Intermodal Surface Transportation Efficiency Act of 1991, a State may exclude from such designation any segment of a highway that is inconsistent with the State's criteria for designating State scenic byways. Nothing in the preceding sentence shall preclude a State from signing any such excluded segment, including such segment on a map, or carrying out similar activities, solely for purposes of system continuity.*

*Title 23, Section 131(t) defines the terms "primary system" and "Federal-aid primary system":*

*Primary System Defined.--For purposes of this section, the terms "primary system" and "Federal-aid primary system" mean the Federal-aid primary system in existence on June 1, 1991, and any highway which is not on such system but which is on the National Highway System.*



*Title 23, Section 131(s) references subsection 131(c) which explains what signs, displays, or devices are allowable along designated scenic byways: Effective control means that such signs, displays, or devices after January 1, 1968, if located within six hundred and sixty feet of the right-of-way and, on or after July 1, 1975, or after the expiration of the next regular session of the State legislature, whichever is later, if located beyond six hundred and sixty feet of the right-of-way located outside of urban areas, visible from the main traveled way of the system, and erected with the purpose of their message being read from such main traveled way, shall, pursuant to this section, be limited to (1) directional and official signs and notices, which signs and notices shall include, but not be limited to, signs and notices pertaining to natural wonders, scenic and historical attractions, which are required or authorized by law, which shall conform to national standards hereby authorized to be promulgated by the Secretary hereunder, which standards shall contain provisions concerning lighting, size, number, and spacing of signs, and such other requirements as may be appropriate to implement this section, (2) signs, displays, and devices advertising the sale or lease of property upon which they are located, (3) signs, displays, and devices, including those which may be changed at reasonable intervals by electronic process or by remote control, advertising activities conducted on the property on which they are located, (4) signs lawfully in existence on October 22, 1965, determined by the State, subject to the approval of the Secretary, to be landmark signs, including signs on farm structures or natural surfaces, or historic or artistic significance the preservation of which would be consistent with the purposes of this section, and (5) signs, displays, and devices advertising the distribution by nonprofit organizations of free coffee to individuals traveling on the Interstate System or the primary system. For the purposes of this subsection, the term "free coffee" shall include coffee for which a donation may be made, but is not required.*

*Additional information from FHWA on outdoor advertising control can be found here: [http://www.fhwa.dot.gov/realestate/out\\_ad.htm](http://www.fhwa.dot.gov/realestate/out_ad.htm).*

### **State of Iowa Requirements**

The Iowa Department of Transportation Guide to Iowa Outdoor Advertising Sign Regulations provides guidance for issues related to outdoor advertising and specifically states that off-premise signs are disallowed along Iowa Byways in the following section:

**Iowa Byways:** New signs may not be erected along highways that have been designated as an Iowa Byway. Information about Iowa's byways is available at the Iowa DOT's website at [www.iowadot.gov/iowasbyways](http://www.iowadot.gov/iowasbyways) or by contacting the Iowa DOT's Office of Systems Planning at 515-239-1369.



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A number of local jurisdictions and counties have signage and billboard policies that restrict, manage, and in some cases, fully prohibit the installation and maintenance of outdoor advertising. Presently lacking in the majority of these policies is specific mention of the Iowa Great River Road. A review of all county and municipal sign policies available online reveals that only one county, Clayton, provides protection language for the Iowa Great River Road in its Zoning. The Clayton County Zoning Regulations allow billboards or advertising signs as long as they satisfy the following conditions:

1. They are not within 300 feet of an intersection, highway structure or residence or other billboard.
2. They are not within 300 feet of a park, school, or cemetery, public or semi-public building.
3. They are not within 75 feet of the centerline of a city or county road, or 100 feet of a state or federal highway, **or 300 feet from the Great River Road.**
4. They do not exceed 300 square feet in area.
5. Other sign regulations pursuant to Iowa Dept. of Transportation Guidelines.

(<http://www.claytoncountyiia.gov/information/ordinances/720-zoning-regulations.html>)

Communities and counties along the Iowa Great River Road should revise their zoning regulations to include similar language. Awareness should be made among municipal and county sign regulatory agencies as to the specific routing of the Iowa Great River Road. An Iowa Great River Road overlay district should be established in rural and municipal areas, and any sign requests within those boundaries should be flagged during the permitting process with a requirement that signs be evaluated with respect to off-premise requirements and visual sensitivity to the Iowa Great River Road. While off-premise signs are currently regulated by federal and state laws, counties and municipalities can take the extra step to establish sign design guidelines for on-premise signs along the Iowa Great River Road.



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## 11. SIGNAGE

**A signage plan that demonstrates how the State will ensure and make the number and placement of signs more supportive of the visitor experience.**

Presently, uniform Great River Road pilot wheel logo signs are posted along the entire length of the Iowa Great River Road to identify the designated route. The signs are maintained by the various jurisdictions having management and maintenance control for the roadway and its right of way.

The Iowa Department of Transportation, the Iowa Mississippi River Parkway Commission, and local road jurisdictions are currently preparing to undertake an important project to replace the aging iconic pilot wheel signs in Iowa.

This project will equip the 328-mile Iowa Great River Road National Scenic Byway with a modern, reliable, and policy-compliant system of byway guide signs. In turn, this project will complete one of the statewide byway wayshowing components that the Iowa DOT provides to all travelers of the 1,900-mile network of state- and nationally-designated byways.

In 2008, the Iowa DOT initiated assessment, planning, design and implementation to bring the outdated system of byway signs up to modern standards. The project involved retaining professional engineers, a graphic designer, and a nationally recognized byway and wayshowing specialist to:

- Assess the effectiveness of Iowa's Byway signage which was installed in the early 1990s well before current wayshowing practices were widely recognized.
- Work with each state byway organization to develop strong and compelling graphic identities to represent the essence of the intrinsic qualities that uniquely characterize each byway.
- Review the approaches taken by other state DOT, federal lands agencies, and tribal communities to identify successful wayshowing improvements and qualities.
- Develop a comprehensive byway signage policy for Iowa's Byways based on the Manual on Uniform Traffic Control Devices and the Iowa DOT Traffic and Safety Policies.



Figure 15 Iowa Great River Road guide signs as of February 2015



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Figure 16 Iowa Great River Road guide signs to be installed summer 2015

- Prepare GIS geo-data base and mapping that would predict the location of approximately 3,900 byway guide signs on State highways, county roads, and municipal streets.

In 2009 and 2010 the project moved forward with the preparation of operating budgets; plans and specifications; and bid documents for installing the new byways guide signs on nine of the state's designated byways as well as the Loess Hills National Scenic Byway. Funding provided by the State of Iowa and a National Scenic Byways Program discretionary grant awarded in 2009 supported the installation in 2011 of approximately 3,100 new byway guide signs and removal of all outdated, 20-year old signs. The implementation of this signage program for the Iowa Great River Road National Scenic Byway will complete one of the nation's most comprehensive projects undertaken in the history of the National Scenic Byways Program.

Implementing this project will offer a number of benefits including but not limited to:

- The system of byway guide signs will assist many people—local residents and traveling tourists alike—in finding their way to and along the Iowa Great River Road National Scenic Byway.
- The byway signage program of the Iowa DOT is expressly intended to aid all types of travelers—pedestrians, bicyclists, motorcyclists, recreation vehicle drivers and average motorists—in traveling to the rural areas and smaller communities that rely on heritage and leisure travel.
- Completing this project will represent a large completion of Iowa DOT's infrastructural improvement to all of the state's byways.
- The Mississippi River Trail (MRT) is one of the nation's most significant bicycle corridors and in Iowa the majority of its route coincides with the route of the Iowa Great River Road National Scenic Byway. This project will be positioned to integrate with developing plans for improving the wayshowing assistance which the MRT offers its users and travelers.
- The project will provide another example for the byway organizers and practitioners across the United States of effective wayshowing for byways.
- The project represents a significant step in the progress all Mississippi River Parkway states are making in sustaining the Great River Road National Scenic Byway as a premier international destination.



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Additional measures to improve signage along the route and reinforce the brand identity and awareness of the Iowa Great River Road include community entrance features, directional signs to key attractions, and signs at significant scenic overlooks. Including the Great River Road pilot wheel logo on each of these sign types would help unify the experience for travelers choosing to drive the Great River Road and inform those unaware of the Byway.

## Additional Signage Recommendations

Once the Iowa Great River Road route is appropriately marked with new route guide signs, additional signage elements should be considered to support the visitor experience. Marked Byway entrances and exits, orientation stops, and the identification of Byway attractions can combine with the marked route to create a cohesive and reliable system of visitor information for travelers. The signage elements should be included and described in all digital and print mapping and promotional materials to allow potential travelers to gain confidence in their choice to visit the Byway during the post-visit stage. The following sections provide an overview of each of the three additional signage projects that should be considered for the Iowa Great River Road.

### Marked Byway Entrances and Exits

Road management authorities often use two auxiliary signs prescribed in the Manual on Uniform Traffic Control Devices, the BEGIN auxiliary sign (M4-14) and the END auxiliary sign (M4-6,) to indicate the respective points on designated byways. BEGIN and END auxiliary signs are typically mounted in assemblies with byway guide signs and directly above the standard byway guide signs.

Byway entrance and exit locations offer the opportunity to:

- make a significant positive first impression for travelers;
- provide constant reminder to local residents and travelers of the presence of their byway;
- manifest a sense of community pride and participation in the support and recognition of the byway.

The current initiative to update the route guides signs for the Iowa Great River Road will include the use of BEGIN and END auxiliary signs. However,





Figure 17 Great River Road entrance features on the Minnesota side of the Iowa-Minnesota border

more visually substantive entrances, particularly at the state borders with Minnesota and Missouri, should be considered. Entry monuments at these locations can serve to connect the state-to-state experience for multi-state travelers as well as uniquely identify the Iowa portion of the route. Marked entrances at major entry intersections, typically in urban communities, can also be paired with orientation stops (see below) to elevate the presence and awareness of the Iowa Great River Road.

### Orientation Stops

Early in the byway travelers' experience, they benefit from the opportunity to receive an overall orientation to the byway corridor. The knowledge and emotional appreciation that can be gained at the beginning of travel will likely enhance the overall byway experience in many ways. Orientation stops can significantly influence and shape a traveler's early or immature cognitive (mental) map of an unfamiliar area.



Figure 18 Illinois Great River Road orientation stop

Orientation stops prepare travelers for their byway excursion by offering these types of information:

- Overall byway corridor map(s)
- Travel tips for enjoyable and safe travel, what to do in the case of an emergency, and special travel restrictions
- Useful clues to signify "You are here"
- Essential services and locations for restrooms, refreshments, meals, vehicle services, lodging, etc.
- Messages about intrinsic qualities and interpretive themes
- Optional attractions and features that might be further ahead
- Descriptions on where to obtain additional information
- Special travel and detour information
- Identity graphics and information for responsible organizations and agencies

Orientation stops may include roadside pull-offs or turn-outs. Travelers can safely stop and depart their vehicle to access a freestanding wayside exhibit with maps, illustrations and narrative. These orientation stops are usually in an exterior or outdoor setting for around-the-clock accessibility without personnel staffing to assist visitors. Hard surface or all weather walking surfaces should be provided from the designated parking areas. Attractive landscape plantings, benches and trash receptacles are often added features. The principles of Universal Design are important considerations for constructing and maintaining orientation stops.



For the Iowa Great River Road, orientation stops should be considered at either end of the Byway as it intersects with Minnesota and Missouri, at popular public attractions and facilities near major intersecting routes, and at visible and well-visited scenic overlooks.

Another approach to providing the orientation stop function for Iowa Great River Road travelers could be through partnerships with privately owned and operated commercial establishments. These entities have an inherent stake in the success and viability of the byway. Options include restaurants or coffee shops, gas stations, gift shops, private museums, lodging facilities, more. The vital functions outlined above for freestanding orientation stops apply to the information that might be conveyed at a private or commercially operated facility. Orientation information could include both indoor and outdoor exhibits.

Finally, the Iowa Great River Road experience could be enhanced with the development of Iowa Great River Road-branded identifiers for Byway attractions. The signs currently installed at designated interpretive centers (see Section 14, Interpretation, for additional information) already serve this function, but a myriad of other sites are also vital assets along the route. Throughout the planning process for updating the CMP, numerous stakeholders suggested marking scenic overlooks with the Great River Road pilot wheel, along with text reading, "Mississippi River". Travelers seek opportunities for photographs to memorialize their trips, and pedestrian-scale signs that can communicate through photography can build awareness of the Byway. Other examples of resources to sign include historic sites, parks, trails, museums, information stops, interpretive centers, and wayside exhibits. Physical identification should be placed where byway travelers who want to confirm that they have arrived at an authentic byway attraction can see it.



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## 12. MARKETING AND PROMOTIONS

**A narrative describing how the National Scenic Byway will be positioned for marketing.**

The Iowa Great River Road and its varied intrinsic qualities are currently being publicized and promoted by the Iowa Mississippi River Parkway Commission and various other tourism development organizations and agencies.

### **Iowa Mississippi River Parkway Commission Promotional Efforts**

The Iowa Mississippi River Parkway Commission currently utilizes three primary methods to promote the Iowa Great River Road.

#### **Great River Road Travel Map/Brochure**

First, the Commission purchases and distributes a folded brochure-style guide for the Great River Road developed by Pilch & Barnet for the National Mississippi River Parkway Commission. This guide features an overview of the 10-state route and includes information about each state's designated interpretive centers (See Section 14 for a discussion about interpretive centers and their designation). The Commission has purchased these guides but distributes them at no cost to visitors and interpretive centers through the Iowa Great River Road corridor.

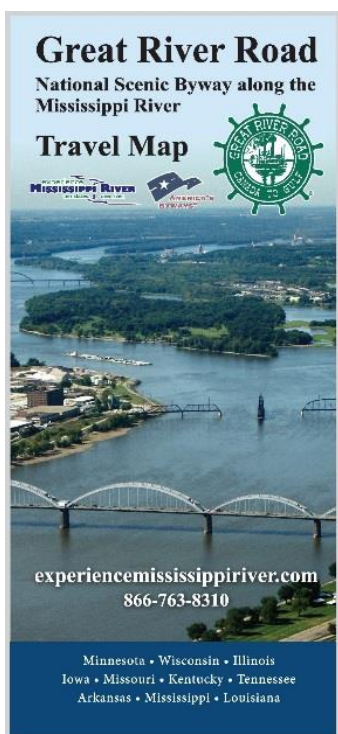


Figure 19 Great River Road Travel Map cover



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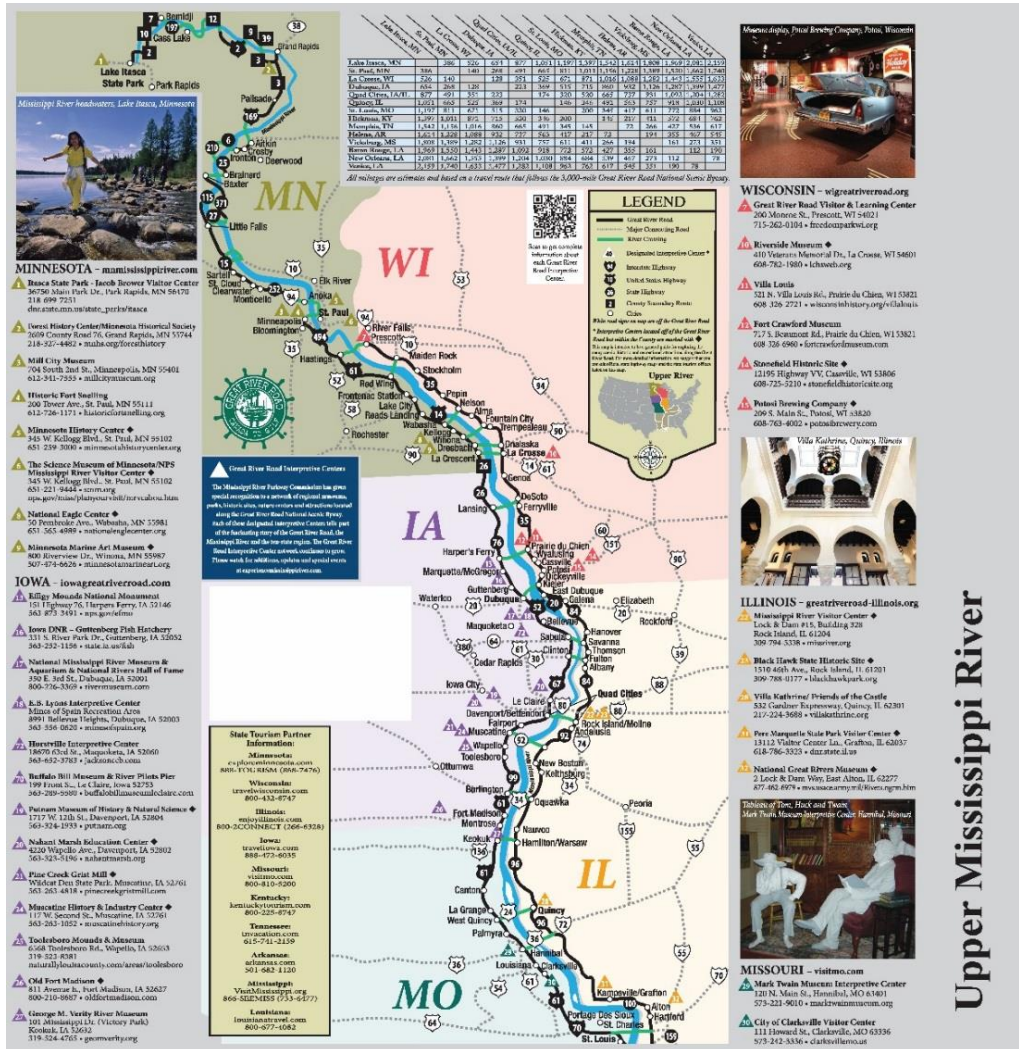


Figure 20 Great River Road Travel Map interior



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## Iowa Great River Road Tear-off Map

Second, the Commission produces and distributes a black and white, 11" x 17" tear-off map featuring an overview of the route, designated interpretive centers, and a description of additional attractions and resources in each of the ten counties. The Commission has paid for the development and printing of this map yearly as part of its annual appropriation from the State of Iowa. Each of the ten Commissioners is responsible for delivery tear-off map pads to various interpretive and visitor centers within his or her own county.

### explore Iowa's Great River Road

Stewarded by the Iowa  
Mississippi River Parkway Commission

INTERPRETIVE CENTERS

- 1 **Effigy Mounds National Monument**  
131 Highway 76, Wapsiee Ferry / T: (663) 873-3491  
National Park Service-operated Monument preserves more than 200 mounds built by Native Americans and is Iowa's only National Monument. Features a Visitors Center, a variety of hiking trails, and scenic vistas of the Mississippi River.
- 2 **Iowa DNR Guttenberg Fish Hatchery & Aquarium**  
317 North River Park Drive, Guttenberg / T: (563) 252-1156  
River Lock and Dam 16, visitors view a wide variety of fish and aquatic wildlife. The aquarium is on the National Register of Historic Places.
- 3 **National Mississippi River Museum & Aquarium**  
350 East Third Street, Dubuque / T: (563) 557-9545  
Large freshwater aquarium, live animal exhibits, hands-on historical exhibits, working boatyard, wetland, National Rivers Hall of Fame, and the Win. M. Black Boat & Breakfast delights toddlers to grandparents.
- 4 **Mines of Spain / E.B. Lyons Interpretive Center**  
8991 Bellevue Heights, Dubuque / T: (563) 556-0620  
The Meskwaki Indians were some of the earliest inhabitants of this 1387 acre park. French Canadian fur trader Julien Dubuque mined and traded lead here from 1780 to 1810. Features a Visitors Center, walking trails and scenic vistas of the Mississippi River.
- 5 **Hurstville Interpretive Center**  
18670 63rd St. Maquoketa / T: (563) 652-3783  
The Hurstville Interpretive Center is located on an 18 acre wetland and is designed for multiple uses, with an emphasis on environmental education and natural resource protection. The Center features numerous interactive exhibits focused on the natural environment and history of the area.
- 6 **The Sawmill Museum**  
2233 Grant Street, Clinton / T: (563) 242-0343  
Experience the American Lumber saga when Clinton was lumber king. Features interactive children areas, exhibits on Clinton's Lumber, river, and transportation history, a walking sawmill, weekly programming, and riverfront property with access to picnic area and scenic bike trail.
- 7 **Mississippi River Eco Tourism Center**  
3942 29th Street, Camanche / T: (563) 259-1876  
Located in Rock Creek Bluffs A Campground. Educational displays and an 8,000 gallon aquarium with Mississippi River fish. 100 acre park provides river access, boat ramps, campsite, cabins, picnicking, fishing, a marina, and naturalist guided Blue Heron eco cruises.
- 8 **Buffalo Bill Museum**  
199 N. Front St., LeClaire / T: (563) 289-5580  
The Buffalo Bill Museum collects, preserves, interprets and exhibits artifacts depicting the heritage of the region, particularly life along the Mississippi River and its early pioneers like Buffalo Bill (William F. Cody).
- 9 **Putnam Museum of History and Natural Science**  
1717 W. 12th St., Davenport / T: (563) 324-1933  
Enjoy the Black Earth by River nature experience, the award-winning River, Prairie and People History Hall, treasures of the Asian/Egyptian Gallery, unique shopping, and an IMAX theater.
- 10 **Nahant Marsh Education Center**  
4220 Wapello Ave., Davenport / T: (563) 323-5196  
This 3.13-acre urban wetland, formerly a Superfund Cleanup site, is now home to wildlife and a restored prairie. Hiking trails and boardwalks with interpretive signage are open to the public, year-round.
- 11 **Pine Creek Grist Mill**  
1884 Wilkcat Den Road, Muscatine / T: (563) 263-4337  
Pine Creek Grist Mill was built in 1840 by Muscatine County's first settler and was closed in the 1920s. It has been restored to demonstration condition and seems to be the oldest working grist mill between the Mississippi River and the Rocky Mountains.
- 12 **Muscatine History and Industry Center**  
117 West 2nd Street, Muscatine / T: (563) 263-1052  
Once known as the "Pearl Button Capital of the World," Muscatine mass produced buttons from freshwater mussel shells. Explore the interactive exhibition of artifacts from the pearl button industry, purchase unique button gifts, and view the innovations of modern "Made in Muscatine" industries.
- 13 **Toolesboro Indian Mounds & Museum**  
6568 Toolesboro Rd., Wapello / T: (319) 323-8181  
The Hopewellian mounds at Toolesboro are among the best preserved and accessible remnants of an ancient culture that flourished from 200 B.C. to 400 A.D.
- 14 **Old Fort Madison**  
716 Riverview Drive, Fort Madison / T: (319) 372-6318  
The Fort is an accurate reconstruction of the first military garrison on the Upper Mississippi and became home to the U.S. Army from 1808-1813. The site features tours with period-dressed interpreters.
- 15 **George M. Verity Riverboat Museum**  
415 Bondessa, Keokuk / T: (319) 524-5599  
The Verity was the first of four steamships built in 1837 for the revival of cargo transportation on the Mississippi. Tour the engine room, sleeping quarters and galley.

**INTERPRETIVE CENTER**

A facility dedicated to interpreting natural or cultural resources present or in close proximity to the facility's location.

**VISITOR CENTER**

A facility dedicated to processing and disseminating travel and tourism information relating to natural and/or cultural resources and events within a local, regional or statewide area dependent on the focus of the facility.

\*The two types of facilities can and sometimes do serve both functions.

Base map provided by the Iowa DCF

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Figure 21 2014 Iowa Great River Road Tear-off Map front

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**VISITOR CENTERS**

- 16** Osborne Nature Center, Iowa Welcome Center  
Hwy 13, 5 miles south of Elkader  
T: (563) 245-1516

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- 17** Guttenberg Development & Tourism Welcome Center  
323 S. River Park Drive, Guttenberg  
T: (563) 252-7323

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- 18** Iowa Welcome Center  
300 Main St., Suite 100, Dubuque  
T: (800) 798-8844

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- 19** Jackson County Welcome Center  
6949B Highway 64, Sabula  
T: (563) 687-2237

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- 20** Mississippi River Visitors Center  
Arsenal Island, Davenport  
T: (800) 794-5338

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- 21** Port of Burlington Welcome Center  
400 Front Street, Burlington  
T: (319) 252-8731

**CONVENTION & VISITORS BUREAUS**

- Dubuque CVB**  
300 Main St., Suite 200 / Dubuque, IA 52001  
T: (800) 798-4748
- Clinton Area CVB**  
771 S. 2nd St., Clinton, IA 52732  
T: (563) 242-5702
- Quad Cities CVB**  
102 S. Harrison St. / Davenport, IA 52801  
T: (800) 747-7800
- Muscatine CVB**  
102 Walnut St. / Muscatine, IA 52761  
T: (800) 257-3275
- Burlington CVB**  
RiverPark Place, 610 N. 4th St., Suite 200  
Burlington, IA 52601 / T: (319) 752-6305
- Fort Madison CVB**  
614 9th St. / Fort Madison, IA 52627  
T: (319) 372-5471
- Keokuk Area CVB**  
401 Main St., Suite 1 / Keokuk, IA 52632  
T: (800) 983-1219

**INFORMATION SOURCES**

- National Mississippi River Parkway Commission**  
701 E. Washington Ave., #202, Madison, WI 53703  
(608) 763-8310  
www.experiencesinmississippiriver.com  
e-mail: MRPC@pilchbarnet.com
- Iowa Mississippi River Parkway Commission**  
PO Box 1088  
Dubuque, IA 52004  
www.iowagreatriverroad.com
- Iowa Tourism Office**  
Iowa Department of Economic Development  
200 East Grand Avenue, Des Moines, IA 50309  
T: (800) 345-IOWA | www.traveliowa.com
- Eastern Iowa Tourism Association**  
P.O. Box 189, Dyessville, IA 52040  
T: (800) 891-3482 | www.easterniowatourism.org  
e-mail: eia@easterniowatourism.org
- Iowa Department of Transportation**  
800 Lincolnway  
Ames, Iowa 50010  
www.iowabysways.org
- America's Byways**  
www.bysways.org

**IOWA GREAT RIVER ROAD COUNTIES**

**ALLAMAKEE COUNTY**  
Begin near New Albin and drive south through forests and farmland to Lansing. This old river town gives access to Mt. Hosmer Park, a panoramic view of the Mississippi Valley and the tri-state area. Next, explore Yellow River State Forest - 9,000 acres of public hunting, hiking and fishing. Visitors also have access to 3,000 acres of Mississippi River backwater areas. This area is truly a sports enthusiast's paradise. Visit Iowa's only National Monument - Effigy Mounds - at the southern edge of Allamakee and into Clayton County.

**CLAYTON COUNTY**  
Drive south to Marquette and McGregor with their charming historic homes and businesses, and several antique shops. Enjoy Pike's Peak State Park overlooking the Mississippi where explorers Marquette and Joliet landed. The road, with bike path, now winds through magnificent bluffs and valleys to Guttenberg, the home of German stone buildings restored as restaurants and a riverfront inn. Visit the Lockmaster's House Heritage Museum along the mile-long river front park and walkway. Enroute is the historic fishing village, Clayton.

**DUBUQUE COUNTY**  
Home of America's River. Be sure to not miss the National Mississippi River Museum & Aquarium, Dubuque River Rides, Arboretum, Dubuque Museum of Art, Five Flags and Grand Theaters, Sundown ski area, trolley and carriage rides, Field of Dreams, and National Farm Toy Museum. Ride the Fenelon Place cable car and tour the Mathias Hamm House. Enjoy the Victorian House tour and Progressive Dinner and Crystal Lake Cave.

**JACKSON COUNTY**  
South of Dubuque visit St. Donatus founded by skilled stone masons from Luxembourg. Then discover Bellevue with a beautiful riverfront park extending the full length of the town. Watch towboats "locking through" or eagles feeding below the dam. Other sites include a historical museum, the Bellevue State Park with its limestone cliffs and renowned butterfly garden. Or experience nature hands on at the 18 acre Hurstville Lime Kilns Interpretive Center right off Highway 61. This 18 acre complex includes a wetland, reconstructed prairie, roadside observation deck, trails and bird blind.

**CLINTON COUNTY**  
Where the Byway meets the Lincoln Highway (U.S. 30), you will find Clinton. Our Riverview Park with the Lillian Russell Showboat Theatre, aquatic center, marina, band shell, and Ashford University Field, home to the Clinton Lumber Kings (Class A baseball team) sits on the majestic Mississippi River ready to entertain a diverse range of guests. Just north on Highway 67 you can view the widest point on the upper Mississippi River from a viewpoint in Eagle Point Park. The Bickelhaupt Arboretum, the Felix Adler Children's Discovery Center, Clinton County Historical Society Museum, The Sawmill Museum and the River Art Center are open for tourism activity. The Wild Rose Casino and Resort is located at the

junction of Highway 30 and the Millcreek Expressway). The Mississippi River Eco Tourism Center is located south of Camanche in Rock Creek Park along the Great River Road (HWY 67).

**SCOTT COUNTY**  
Visit the new IMAX Theatre & Putnam Museum, Bettendorf Family Museum for children, and the Buffalo Bill Museum. Take a cruise on the Channel Cat Water Taxi, Celebration Belle or Twilight. View agricultural exhibits at John Deere Commons. Enjoy festivals - Big Beiberbecke weekend with Bix 7 and Junior Bix 7 road race, Jazz festival and street fair, and Mississippi Valley Blues k, Quad City Festival of Trees, Beaux Arts Fair. Shop at Historic Village of East Davenport, quaint antique boutiques and two major shopping malls.

**MUSCATINE COUNTY**  
Active and diverse, Muscatine is a community tucked between two river bluffs and is filled with many surprises. Come and experience our first-rate recreational facilities such as Wildcat Den State Park, Shady Creek, Fairport Fish Hatchery and Weed Park with the new Aquatic Center. Our renowned Muscatine Art Center and the History and Industry Center offer a glimpse of Muscatine's rich history. While you're here, don't forget to stroll along the streets of the historic downtown business district and visit the many unique retail shops.

**LOUISA COUNTY**  
Louisa County is located at the confluence of the Iowa and Cedar Rivers. The Iowa River flows mostly south west to near Oakville where it joins the Mississippi River. Naturally, the area is characterized by broad floodplains containing many wetlands and marsh areas including the Mark Twain Wildlife Refuge. The adjacent wooded bluffs were favorite sites for Native Americans because of the abundance of nearby forage, fish, wildlife and waterfowl. Toolesboro has a series of Indian mounds and a fine visitor center.

**DES MOINES COUNTY**  
Start your tour of historic Burlington at the Port of Burlington Iowa Visitors Center on the Mississippi by the imposing Great River Bridge. Walk past the site of the first Iowa Territorial Capital to the charming downtown West Jefferson Street Historic District. Tour the nearby Heritage Hill Historic District with its grand homes including the Phelps House, just one of three Des Moines County Historical Society Museums. Walk down famous curvy Snake Alley. Don't miss Burlington's beautiful parks with their stunning views of the Mississippi River.

**LEE COUNTY**  
History lives on, by way of authentically-dressed historic interpreters at Old Fort Madison, our accurate reconstruction of the first military fort on the upper Mississippi. Sharing the beautiful Riverview Park with the Fort, you'll also find Santa Fe Engine 2913 and the Old Santa Fe Depot Historic Center. You can also view the world's largest double-decker swing span bridge, watching it open and close to allow barge traffic through and counting the nearly 100 trains that cross the bridge daily!

Figure 22 2014 Iowa Great River Road Tear-off Map reverse



**Iowa Great River Road**  
CORRIDOR MANAGEMENT PLAN  
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## **Iowa Great River Road Website**

[www.iowagreatriverroad.com](http://www.iowagreatriverroad.com)

Third, the Commission is currently working in partnership with Travel Iowa, a division of the Iowa Economic Development Authority, to provide a dedicated website for the Iowa Great River Road. While the website is integrated with Travel Iowa's website, it features a unique URL – [www.iowagreatriverroad.com](http://www.iowagreatriverroad.com). The website provides a map of the route, an overview of communities and attractions, and showcases photography from along the Byway. Travel Iowa has committed to hosting the website indefinitely, and the Commission is responsible for submitting photographs and content ideas.

The development of a fully functioning and effective website for the Iowa Great River Road is one of the major accomplishments to occur during the process of updating the Corridor Management Plan. The Commission had previously contracted with an entity to develop a website for the Iowa Great River Road, and while the former website featured an appealing layout and photographs, content was minimal and it was necessary for Commissioners or local tourism professionals to log information about sites and attractions onto the website. The ineffectiveness of the previous website was a significant source of frustration for the Commission, and time was spent at numerous meetings discussing strategies to improve the situation.

Stakeholder meetings in the spring of 2012 and 2014 revealed that an effective website was the top-most suggested item that could improve the Iowa Great River Road. Representatives from Travel Iowa were involved in these meetings, heard the need, and offered to work with the Commission to develop a website to promote the Iowa Great River Road. One of the website's greatest strengths is its ability to draw directly from Travel Iowa's extensive existing database of resource sites and visitor support entities (restaurants, lodging, etc.). Tourism professionals at conventions and visitors bureaus along the Iowa Great River Road already regularly submit updates to the Travel Iowa website, and this allows that information to immediately update listings on the Iowa Great River Road website. The website will be updated seasonally with appropriate photographs and story features, and elements of the updated Corridor Management Plan have been and will be provided to enhance the website (updated route mapping, route description, etc.)



**Iowa Great River Road**  
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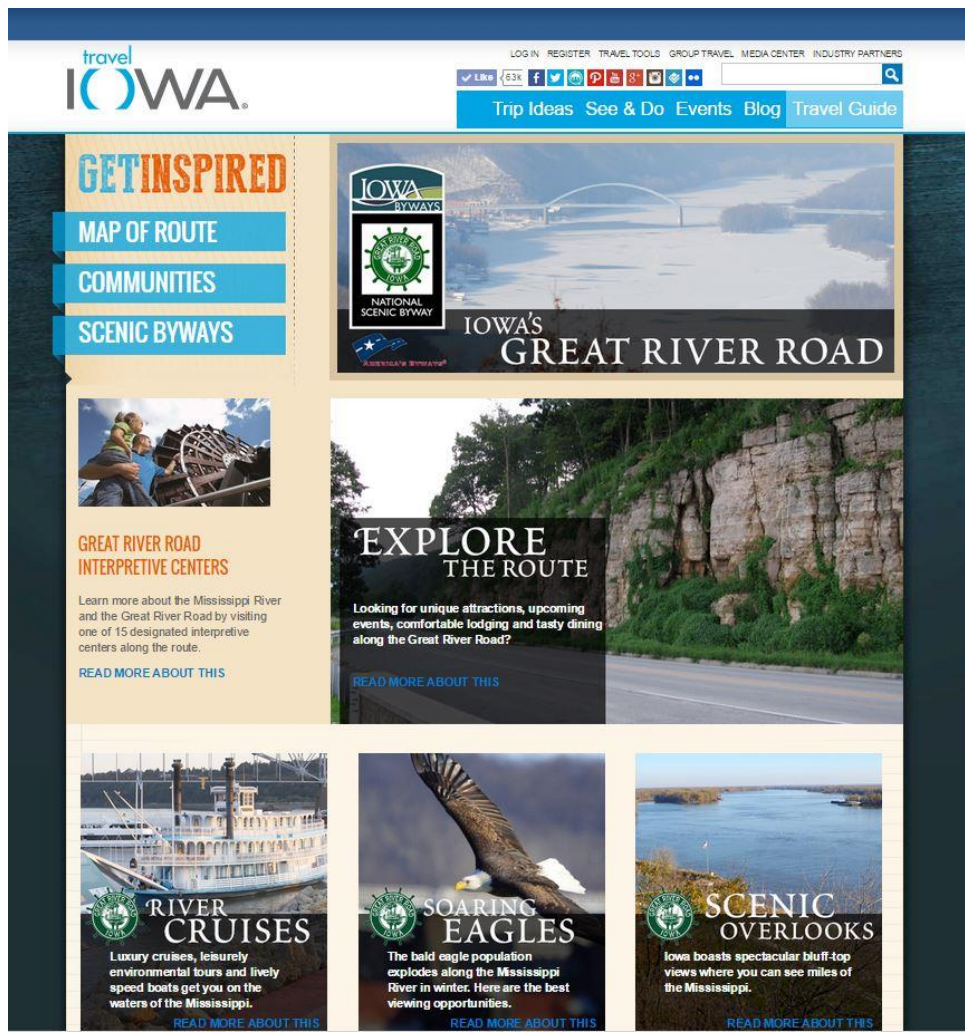


Figure 23 Iowa Great River Road website hosted by Travel Iowa



**Iowa Great River Road**  
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Promotional Efforts by Partner Organizations  
**National Mississippi River Parkway Commission Website**  
[www.experiencemississippiriver.com](http://www.experiencemississippiriver.com)

The National Mississippi River Parkway Commission provides a traveler-focused website developed by its consulting firm, Pilch & Barnet of Madison, Wisconsin. The website features access to the 10-state map/brochure discussed above, and highlights each of the ten states.

While the website may serve as an entry portal for potential visitors to the Iowa Great River Road, it is infrequently updated, features a “map” that is supposedly of the Iowa Great River Road but does not correlate with the actual route, and features a photograph of a Civil War reenactment as the primary background photograph for the Iowa page with a predominant Confederate flag (Iowa hosted no Civil War battles). The photograph featured in the center of the Iowa page is of the Boone Scenic Valley Railroad, which is an attraction in central Iowa over three hours from the Iowa Great River Road. The Iowa Mississippi River Parkway Commission is currently working to improve the state’s representation on this website, but in the meantime it does not serve as an accurate or effective source of visitor information.



**Iowa Great River Road**  
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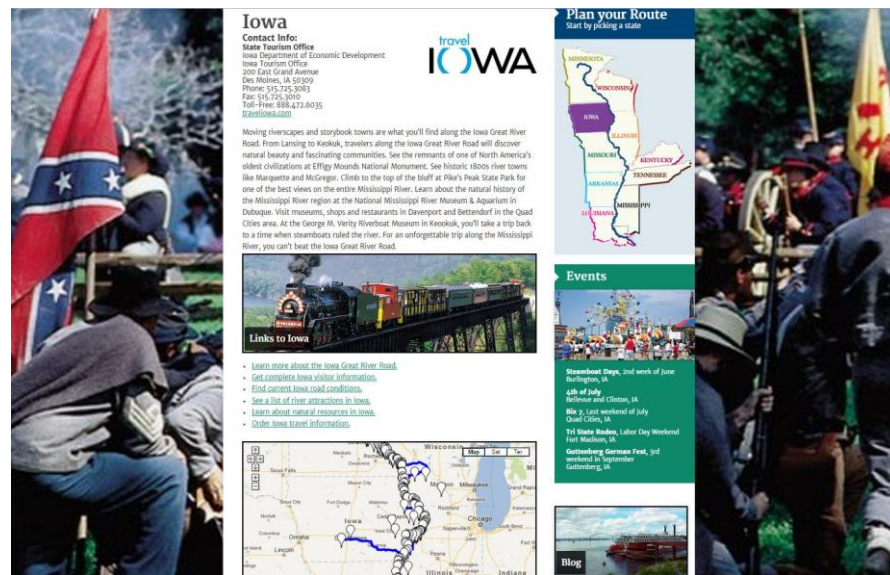


Figure 24 Iowa Page on the Experience Mississippi River Website

### **Iowa Department of Transportation – Iowa Byways Travel Guide**

Published in 2013, the Iowa Byways Travel Guide was developed and produced in-house by the Iowa DOT and provides a visually-appealing overview of Iowa's eleven designated byways, including the Iowa Great River Road. As a National Scenic Byway, the Iowa Great River Road is presented on two full spreads, with a narrative description, map of the route, engaging photographs, the Iowa Great River Road website, and contact information for the current Chair of the Iowa Mississippi River Parkway Commission. The Iowa Byways Travel Guide has received numerous accolades from stakeholders and is a popular resource at visitor centers and resource sites. The Iowa Mississippi River Parkway Commission was involved in reviewing the information included about the Iowa Great River Road. A few relatively minor inaccuracies are present, and the Commission is advised to correct these errors and remain involved if the Guide is updated in the future. The Guide was financed fully by the Iowa DOT. The cover is presented below and the Iowa Great River Road spreads are featured on the following pages.

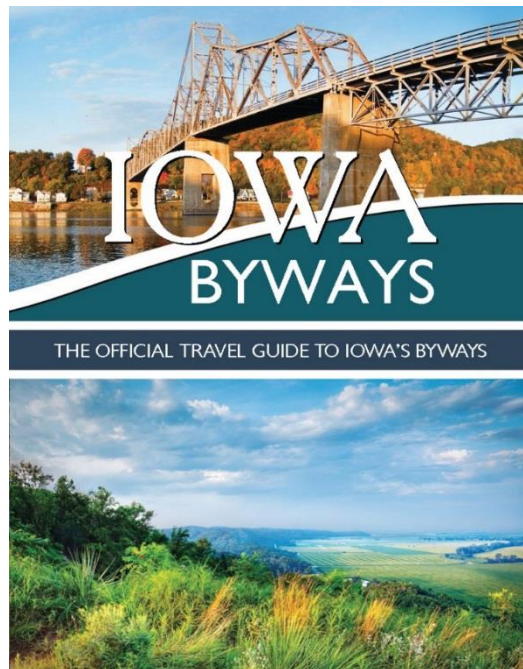


Figure 25 Iowa Byways Travel Guide cover



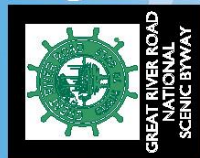
**Iowa Great River Road**  
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# Iowa Great River Road CORRIDOR MANAGEMENT PLAN

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## GREAT RIVER ROAD

*Romantic riverfronts*

### Unwind in riverfront parks, historic downtowns and at scenic river overlooks

Follow the Mississippi River between Iowa's southern and northern borders on the Iowa portion of the Great River Road National Scenic Byway, and you will find world-class vistas, charming river towns, magnificent limestone bluffs and so much more. Part of a 3,000-mile-long network of federal, state and county roads, the Great River Road stretches the length of the Mississippi River from Lake Itasca in Minnesota to the Gulf of Mexico.

The views of the river are ever changing along the 328-mile route in Iowa. You may be looking down from the bluff at a panoramic scene or be right on the riverfront where you can dip your toes in the water. One constant as you travel this world-renowned route, is the stories you'll hear of the Mighty Mississippi and the nation it helped build.

#### FOLLOWING HISTORY

It's hard to escape discovering history on the Great River Road because people have inhabited the Mississippi River valley for thousands of years. You'll find the evidence of prehistoric Native Americans at Effigy Mounds National Monument in northeast Iowa and Tootsboro Indian Mounds about seven miles east of Wapello. You'll also be following in the footsteps of the first Europeans to visit Iowa, French explorers Jacques Marquette and Louis Joliet. Later, immigrants from Germany, Ireland, France and Scandinavia settled in to the beautiful spaces along the byway. Sixteen national interpretive centers and counties museums along the byway retell the histories of the people who have lived here.

#### MOVING ON THE RIVER

The river has also changed over the years as people have tried to tame it, mainly for transportation. A stop at one of the 11 lock and dam systems is worth your time. Some offer tours and at others you may happen to see barges carrying their loads of corn or coal. Learn more about transportation at one of the riverboat museums in Dubuque and Keokuk.

Today, you are as likely to see recreational boats as working vessels. You may spot canoes, kayaks, sailboats, fishing boats and jet skis on the water. If you've got a hankering to take a ride yourself, you'll find a variety of options up and down the river, ranging from pontoon ecotours to a dinner cruise on a replica steamship.

#### NATURAL BEAUTY

The Mississippi River, which defines this byway, is the ribbon of life for people, plants and animals that call the river home.

As you travel the Great River Road you are also following the Mississippi Flyway, a major corridor for migratory birds. Two national wildlife refuges on the Mississippi River in Iowa offer safe resting and feeding

habitat to ducks, geese and other birds making their way to Canada, Mexico and beyond. The refuges and other public lands offer wildlife viewing, as well as opportunities to hunt, fish, paddle and more.

If you like your outdoor adventures a little less on the wild side, many towns have transformed their riverfronts into parks with extensive bicycling and walking trails.

#### CHARMING RIVER TOWNS

The tug of the river also affects businesses you'll find along the byway. Bed and breakfasts, hotels and guest cabins are often situated with a view of the water. Restaurants feature catfish and offer outdoor decks for warm weather dining.

Local artists are inspired by the natural beauty, and you can visit galleries and studios along the way to purchase works from watercolors and photographs to pottery and jewelry.

Whether it's history, recreation, scenery, art or even shopping, the river takes center stage on your journey along the Great River Road National Scenic Byway.



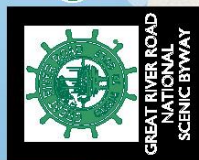
Figure 26 Iowa Great River Road page 1 within the Iowa Byways Travel Guide





**Iowa Great River Road**  
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**GREAT RIVER ROAD**

included possibilities



**RECREATION**

- 1 Upper Mississippi National Wildlife and Fish Refuge, Iowa/Minn. border to Clinton/Scott County border
- 2 Yellow River State Forest, Harpers Ferry
- 3 Pikes Peak State Park, McGregor
- 4 Dubuque Heritage Trail, Bellevue
- 5 Green Island Wildlife Management Area, Sabula
- 6 Felix Adler Children's Discovery Center, Clinton
- 7 Eagle Point Park, Clinton
- 8 Rock Creek Park, Ecotourism Center, Camanche
- 9 Mississippi Riverfront Trail, Davenport and Bettendorf
- 10 Environmental Learning Center, Muscatine
- 11 Oakesa Water Trail, Wapello
- 12 Flint River Trail, Burlington
- 13 Heron Bend Conservation Area, Montrose

**HISTORY**

- 14 Effigy Mounds National Monument, Harpers Ferry
- 15 Guttenberg Irish Hatchery & Aquarium, Guttenberg
- 16 National Mississippi River Museum and Aquarium, Dubuque
- 17 E.B. Lyons Interpretive Center, Dubuque
- 18 George W. Ragsdale Center, Clinton
- 19 Sawmill Museum, Clinton
- 20 Burial Hill Museum, Le Claire
- 21 Tourism Museum of History and Natural Science, Davenport
- 22 Marant Wash Education Center, Davenport
- 23 The Creek Grist Mill, Muscatine
- 24 Muscatine History and Industry Center, Pearl Button Museum, Muscatine
- 25 Old Fort Madison, Fort Madison
- 26 George M. Vandy Riverboat Museum, Keokuk

**CULTURE**

- 27 River Arts Center, Clinton
- 28 Clinton Area Showboat Theatre, Clinton
- 29 Fidge Art Museum, Davenport

**SCENIC VIEWS**

- 30 Mount Homer City Park, Lansing
- 31 Pikes Peak State Park, McGregor
- 32 Guttenberg Roadside Overlook, Guttenberg
- 33 Mines of Spain State Recreation Area, Dubuque
- 34 Lake Clinton, Clinton
- 35 Clinton Marina and riverfront, Clinton
- 36 Fort Louisa National Wildlife Refuge Overlook, Wapello

**BYWAY CONTACT**

Mississippi River Parkway Commission  
Dubuque  
800-498-4518 • jgoodman@real-good.com  
www.iowagreatriverroad.com



Children tour barkweavers at Clinton County's, Mississippi River  
Coke and Lumber Museum in Camanche  
Image © 2011 Bob Brazy, all rights reserved



Beautiful Lake Odessa in Louisa County  
Image © 2011 Bob Brazy, all rights reserved



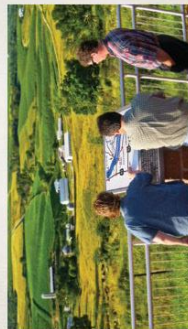
Rare flora and fauna at Big Sky Big scenic overlook  
Image © 2011 M. Stone, all rights reserved



Historic downtown Le Claire  
Image © 2011 M. Stone, all rights reserved



Pride of Cassville Car Ferry  
Image © 2011 M. Stone, all rights reserved



A magnificent view of the Mississippi river valley in Balltown  
Image © 2011 M. Stone, all rights reserved

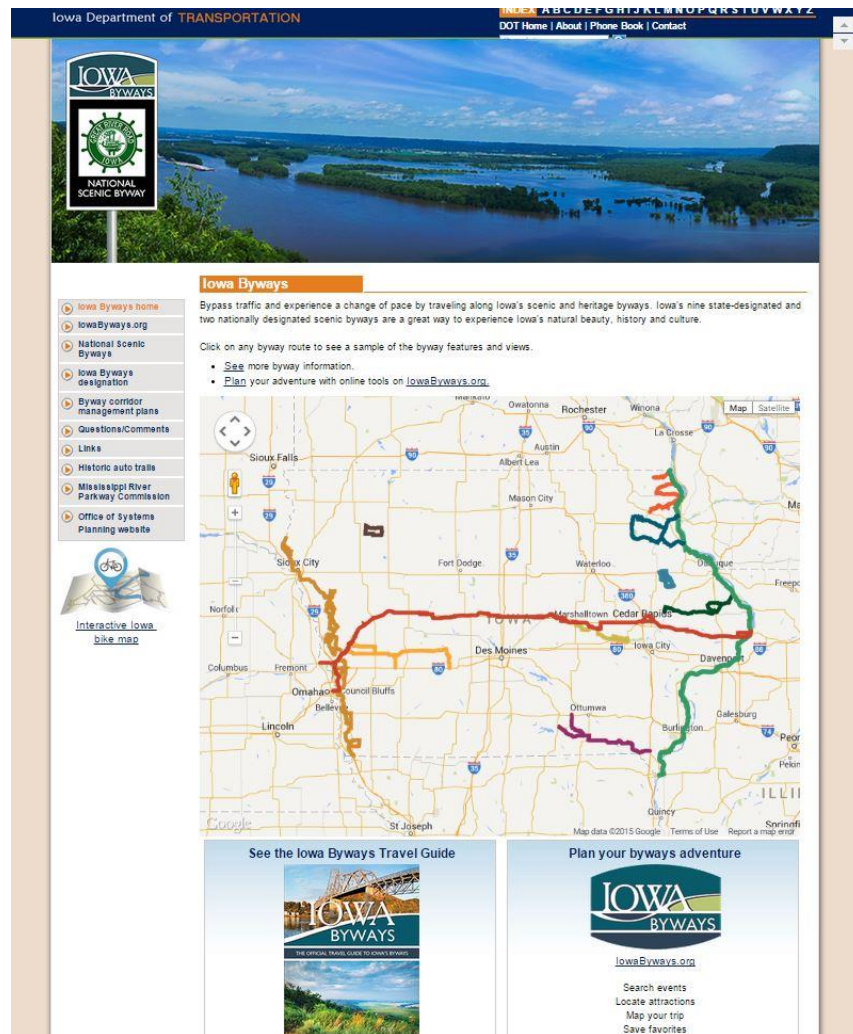
Figure 27 Iowa Great River Road page 2 within the Iowa Byways Travel Guide



## Iowa Department of Transportation – Primary Website

[www.iowadot.gov/iowasbyways](http://www.iowadot.gov/iowasbyways)

Iowa DOT's website includes a portal page for Iowa Byways. The website connects with the primary Iowa DOT-supported Byways page (see forthcoming discussion) and also provides links to the National Scenic Byways Program page, corridor management plans for Iowa Byways, information about becoming designated as an Iowa Byway, and agendas and information about the Iowa Mississippi River Parkway Commission. The website also features an interactive map of Iowa Byways.



## Iowa Great River Road CORRIDOR MANAGEMENT PLAN

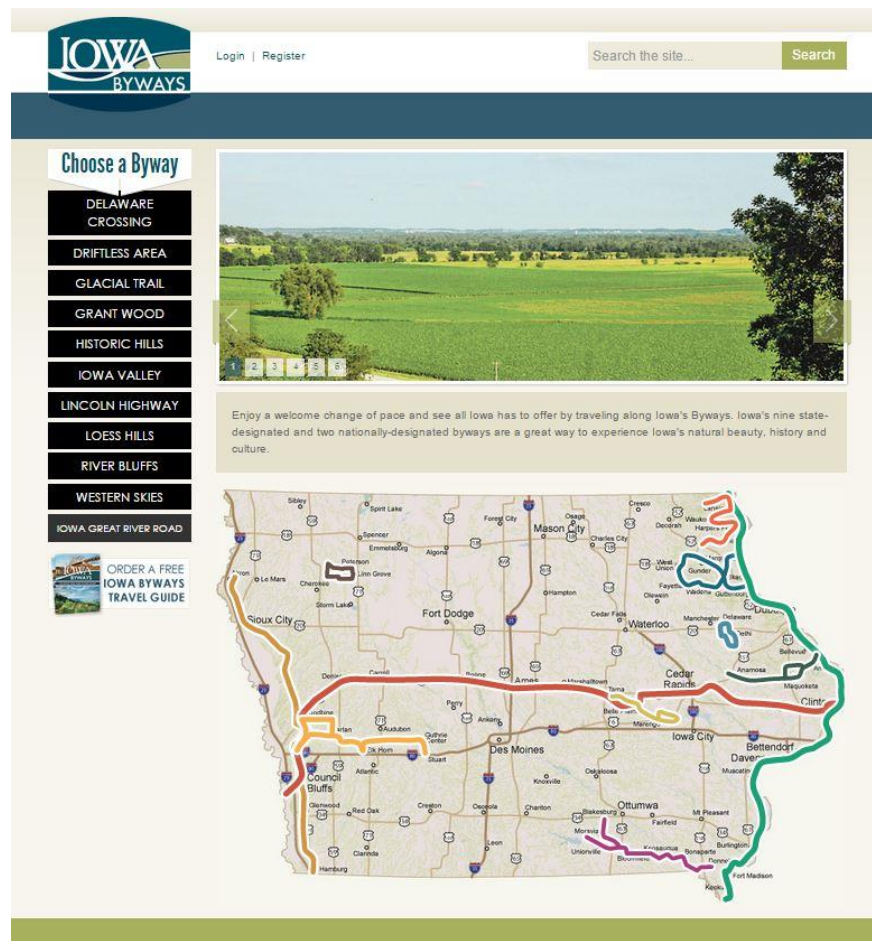
March 3, 2015

Figure 28 Iowa Byways page on the Iowa DOT website

## Iowa Department of Transportation – Iowa Byways Website

[www.iowabyways.org](http://www.iowabyways.org)

This website is the primary website promoted to prospective travelers for Iowa's eleven byways. The website is visually-appealing and informative. A link for each byway is available on the left. Pages for the other ten byways are included within this website, but the Iowa Great River Road link connects to the dedicated Iowa Great River Road website at [www.iowagreatriverroad.com](http://www.iowagreatriverroad.com). The Iowa DOT offered to provide the Iowa Great River Road with a page similar to the other byways, but the Commission chose to retain its existing URL and operate somewhat independently. For the traveler, the process of linking to the Iowa Great River Road website is seamless.



## Iowa Great River Road CORRIDOR MANAGEMENT PLAN

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Figure 29 Iowa Byways Website

Travel Iowa – Iowa Travel Guide

<http://www.traveliowa.com/travelGuide>

The 2015 version of Iowa Travel Guide, which is published annually by Travel Iowa (a division of the Iowa Economic Development Authority), prominently showcases Iowa Byways and historic trails. The Guide devotes four 8.5" x 11" pages to the Byways, and includes a state map as well as descriptions and graphic identities for each byway.

**SCENIC BYWAYS**

And historic routes. To see the real Iowa, hop off the interstates and follow our scenic byways and historic routes. Embark on an adventure across land traversed by Lewis and Clark, Marquette, and the same spectacular vistas encountered by 19th-century pioneers. Track Iowa's two National Scenic Byways bordering along the shoreline of the mighty Mississippi River in the east and over the hills above the Missouri River in the west. Discover remarkable state-byway vistas and more local delights in between. They're unforgettable trails for 21st-century explorers.

*Photo: Posh State Park, McGregor*

**IOWA'S SCENIC BYWAYS**

- Delaware Crossing Scenic Byway
- Driftless Area Scenic Byway
- Glacial Trail Scenic Byway
- Grant Wood Scenic Byway
- Historic Hills Scenic Byway
- Iowa Great River Road Scenic Byway
- Iowa Valley Scenic Byway
- Lincoln Highway Heritage Byway
- Loess Hills Scenic Byway
- River Bluffs Scenic Byway
- Western Skies Scenic Byway

**DELAWARE CROSSING SCENIC BYWAY**  
iowabyways.org  
The landscape along this 16-mile byway rolls and slopes in uneven steps to the Mississippi River valley in the southern half of Columbus County. Miles of oaks and forested riverbanks to lacustrine outcroppings and glacial boulders, history and scenery abound on this loop route.

**DRIFTLSS AREA SCENIC BYWAY**  
iowabyways.org  
This 100-mile route passes through the hills and valleys, forests, farms and limestone outcroppings of the Mississippi River bluff country. Find historic Indian burial mounds and great views of the Mississippi River. Two sections of green scenery await 16 miles.

**GLACIAL TRAIL SCENIC BYWAY**  
iowabyways.org  
The Loess State River winds through hills of loess soil, passing historic log cabins and productive 21-acre dairy farms. The river reflects over Loess Green Dunes, winds through prairie and meadow offers a haven for wildlife and opportunities for outdoor recreation. Visit one and occupy parks and explore local history centers.

**GRANT WOOD SCENIC BYWAY**  
iowabyways.org  
While enjoying the 35-mile loop, you'll recognize what inspired Iowa's own Grant Wood. Rolling hills, limestone outcroppings, drift, oaks, river and landscape are beautiful. Stop to smell the wildflowers, plan a picnic on a hillside or, take a drive through a winding one, take home a Grant Wood print, or visit a Grant Wood church.

**HISTORIC HILLS SCENIC BYWAY**  
iowabyways.org  
When you travel the Historic Hills Scenic Byway you'll feel like you've stepped back in time. This 105-mile route winds through rolling hills, extensive farmland and sprawling views. Slow down and enjoy the view—you might even leave the road with a horse and buggy.

**IOWA GREAT RIVER ROAD NATIONAL SCENIC BYWAY**  
iowagreatriverroad.com  
experienceiowascenic.com  
As one of the most beautiful—and longest—scenic and historic drives in the United States, the Great River Road is a nationally designated route covering 1,031 miles of federal, state and county roads that generally follow the Mighty Mississippi from Canada to the Gulf of Mexico. Look for the yellow shield signs to guide you along Iowa's segment. Pass through ancestral wild-life refuges, observe the workings of the intricate system of locks and dams, discover some of Iowa's oldest communities, or ride a motorcycle.

**IOWA VALLEY SCENIC BYWAY**  
iowabyways.org  
This 77-mile route travels across the Iowa River valley through Truss, Berens and Iowa counties. Pass through rolling Iowa countryside and small communities, including Iowa's only Prairie Provinces settlement and the historic Anamosa Colony.

**LINCOLN HIGHWAY HERITAGE BYWAY**  
iowabyways.org  
The Lincoln Highway is America's first man-made road. It spans 4,865 miles of open Iowa from Chicago to Central City. It stands as one of the country's oldest and a significant milestone in illustrating the national network of road spaces that have transformed our nation. A drive across this route takes you by historic landmarks, early road roads, original bridges and even sections of back-packing.

**LOESS HILLS NATIONAL SCENIC BYWAY**  
visitloesshills.com  
Explore the rare and spectacular natural landscape of Western Iowa's Loess Hills region, a fragile place of unique prairie flora and wildlife, farms and villages, nestled together among the towering hills. Bluestone and sandstone outcrops and the big blue sky that fills yellow loess loess— ancient soil gathered by winds of a cooling age of ice into a high wall that follows the west Missouri River valley. The rugged range rises sharply from the flatlands on the west and arches into the rolling plains on the east, ascending 200 miles.

**RIVER BLUFFS SCENIC BYWAY**  
iowabyways.org  
Rediscover nature along this 105-mile route, and allow for unexpected adventures on a drive through a hill region of Iowa. This mile-counter route dips through bunyan and rock loess, rock roads in one, possibly.

**WESTERN SKIES SCENIC BYWAY**  
iowabyways.org  
While open spaces supply the 162-mile route, see long views, surreal hilltops, French villages and the edge of the Loess Hills region. It's a scenic alternative to Interstate 80.

REQUEST AN OFFICIAL IOWA BYWAYS TRAVEL GUIDE AT [IOWABYWAYS.ORG](http://IOWABYWAYS.ORG)

IOWA TRAVEL GUIDE 7

Figure 30 Iowa Byways feature pages from the 2015 Iowa Travel Guide



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## Federal Highway Administration – America’s Byways Website

[www.fhwa.dot.gov/byways](http://www.fhwa.dot.gov/byways)

Although funding was discontinued for the America's Byways Program in 2012 (VERIFY YEAR), the Federal Highway Administration maintains availability of the website developed to promote National Scenic Byways in the United States. The website provides a brief description of the ten-state route, driving directions, photographs, and maps. The driving directions and maps offer good detail, but as changes to the Iowa Great River Road are implemented, it is unclear if or when this website will be updated to reflect those changes.

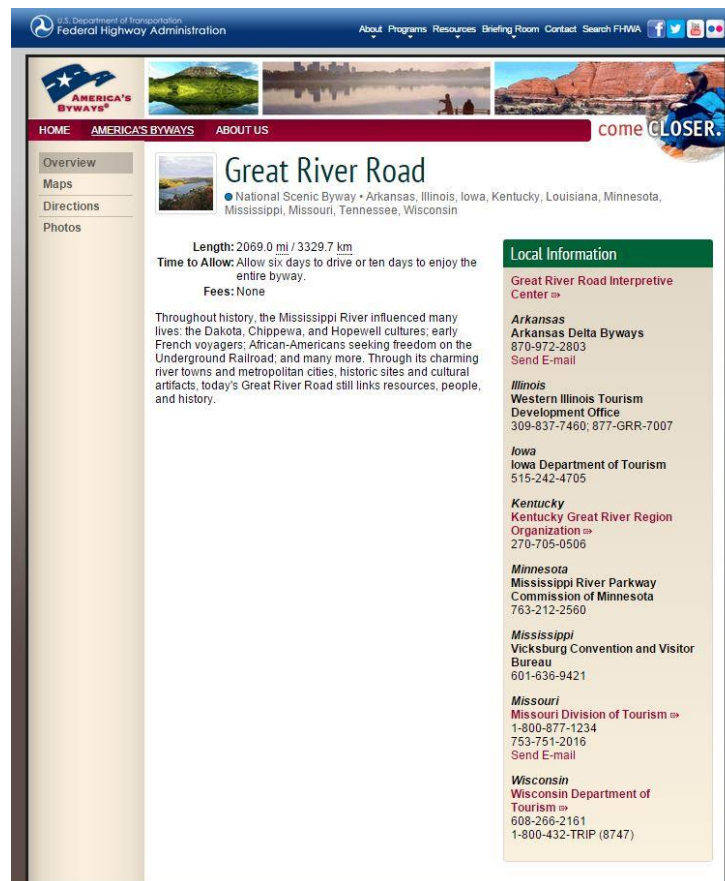


Figure 31 Great River Road page on the America's Byways website



## Iowa Great River Road CORRIDOR MANAGEMENT PLAN

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## Marketing Efforts by Communities and Counties

A survey of marketing materials available online reveals that the vast majority of communities and counties are under-promoting their relation to the Iowa Great River Road. County and community websites, travel guides, and brochures were reviewed and of those, a small number promote the Iowa Great River Road to a significant extent.

The **Keokuk** tourism brochure devotes a full page to the Iowa Great River Road and includes a map of the ten-state route, a narrative description, and a large Great River Road pilot wheel.

Great River Road

The Great River Road follows the Mississippi River from its humble headwaters in the northwoods of Minnesota to the Gulf of Mexico. As you travel along the Great River Road, you'll discover a rich and diverse history, culture and landscape. The Mississippi River is one of North America's greatest natural wonders. Its place in history winds boldly along 10 state borders, connecting people, places and cultures.

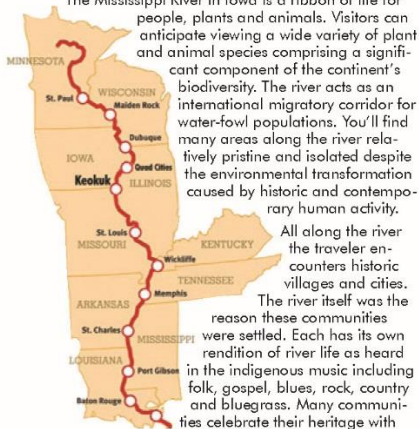

The Mississippi River in Iowa is a ribbon of life for people, plants and animals. Visitors can anticipate viewing a wide variety of plant and animal species comprising a significant component of the continent's biodiversity. The river acts as an international migratory corridor for water-fowl populations. You'll find many areas along the river relatively pristine and isolated despite the environmental transformation caused by historic and contemporary human activity.

All along the river the traveler encounters historic villages and cities. The river itself was the reason these communities were settled. Each has its own rendition of river life as heard in the indigenous music including folk, gospel, blues, rock, country and bluegrass. Many communities celebrate their heritage with festivals, tasting fairs, parades and art shows. Most towns boast at least one museum sharing the history of the area.

The Mississippi's economic influence is also evident as you watch the barges manipulate the waters. Commercial fishermen still haul the day's catch for transport to far-off markets. Locks and dams tame the river to make travel safer. Beautiful bridges span water and islands for highway traffic. Power plants provide energy for homes, industry and farms.

Eleven Interpretive Centers are located along Iowa's portion of the Mississippi. Each is intended to enhance the travelers' river experience and provide information on events, locations and histories. The George M. Verity Museum in Keokuk is one of the eleven Interpretive Centers.

Excerpt from [www.experiencemississippiriver.com](http://www.experiencemississippiriver.com)

[www.keokuk-iowa-tourism.org](http://www.keokuk-iowa-tourism.org)



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Figure 32 Keokuk tourism brochure

The **Allamakee County** travel guide provides a brief paragraph description of the Iowa Great River Road route through Allamakee County but provides little indication that the segment is part of the ten-county Iowa Great River Road or the 10-state Great River Road. Although a map of the Driftless Area Scenic Byway is included, a similar map for the Iowa Great River Road is not.

BYWAYS • MAP

### DRIFTLESS AREA SCENIC BYWAY


[WWW.IOWABYWAYS.ORG](http://WWW.IOWABYWAYS.ORG)

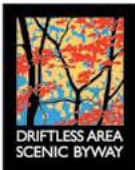
The Driftless Area Scenic Byway is a 100-mile zigzag route known for its natural and scenic attractions. The byway curves, twists and meanders through the most Northeast corner of Iowa in Allamakee County, the heart of a region known as the "Driftless Area". The term Driftless was developed to describe this distinct region of gashed and furrowed terrain that was by-passed by the last continental glacier that passed over the state of Iowa, centuries ago.

The byway stretches out across bluffs, hills, rivers, and valleys. The streams and river valleys have carved down into the land encompassing the byway, giving travelers an opportunity to view some of the most esthetically appealing high relief landscape found anywhere within the state. These geographic features reward byway travelers with countless panoramic vistas and expansive views of hillside pastures, hardwood forests, majestic limestone bluffs, outcroppings and scenic river valleys. As might be expected, these natural wonders also provide many outdoor recreation opportunities. You can hike miles of state forest trails, fish for trout in cold water streams, explore the Mississippi, Yellow and Upper Iowa Rivers by boat or simply relax and enjoy the peaceful natural scenery. Fall is an especially scenic time on the byway as the hardwood timbers blaze with color.


While driving this roller-coaster road, you will discover historic gems nestled within the rugged land. The byway embraces five quaint, historic communities that provide opportunities to experience shopping, entertainment, local foods, town events, festivals and reenactments. Such events provide an insight to the region's heritage, as do

the dozens of unique mom-and-pop shops and diners. Human settlement of the area began thousands of years ago. Just outside of Harpers Ferry, Effigy Mounds National Monument features a collection of animal-shaped mounds built by prehistoric Native Americans. The landscape is also dotted with evidence of all those who have settled in the area since that time. You will find historic stone churches, pioneer cemeteries and unique bridges, as well as museums interpreting the heritage of the area. The Driftless Area Scenic Byway is a place where the region's scenic beauty and recreational opportunities merge, resulting in a distinctive experience of Allamakee County in Northeast Iowa.





**DRIFTLESS AREA SCENIC BYWAY**



### THE GREAT RIVER ROAD

#### ALLAMAKEE COUNTY

Begin near New Albin and drive south through forests and farm land to Lansing. This old river town gives access to Mt. Hosmer Park, a panoramic view of the Mississippi Valley and the tri-state area. Next, explore Yellow River State Forest- 9,000 acres of public hunting, hiking and fishing. Visitors also have access to 3,000 acres of Mississippi River backwater areas. This area is truly a sports enthusiast's paradise. Check out the rest of the Great River Road byway by visiting the web site [www.experiencemississippiriver.com](http://www.experiencemississippiriver.com).






Figure 33 Allamakee County Travel Guide byways page

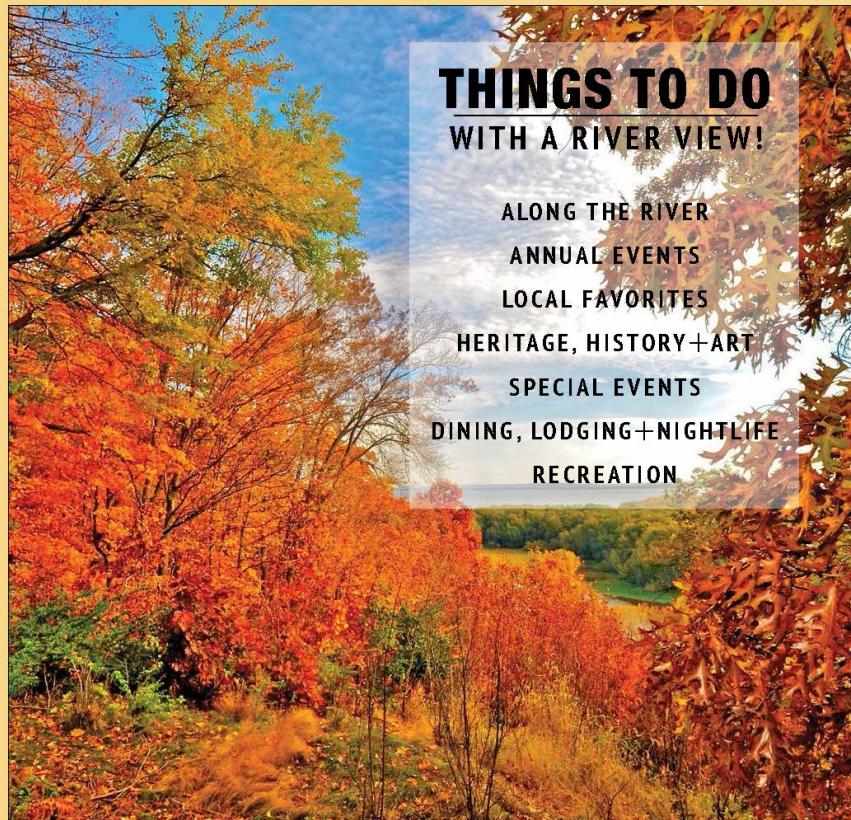


The **City of Clinton** visitors guide prominently proclaims the community's locations "at the crossroads of the Lincoln Highway and the Great River Road. However, no other mention of the Iowa Great River Road is made within the guide. The City of Clinton also gives brief mention of its location along the Great River Road on its website.

# CLINTON, IOWA

## Visitors Guide

Located at the crossroads of the Lincoln Highway and the Great River Road.



Clinton, Camanche, Fulton and Neighboring Communities.



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Figure 34 Clinton, Iowa Visitors Guide cover

Additional promotional efforts by communities and counties:

- Bellevue indicates that the community is along the Great River Road in a narrative description on its website under the “Maps and Directions” category. (<http://bellevueia.com/for-visitors/bellevue-map-and-directions.html>)
- The Clayton County Development Group features the Iowa Great River Road in their description on the Iowa Group Travel Association website. (<http://www.iowagrouptravel.org/east-dest.php>)
- Eastern Iowa Tourism provides an itinerary for the full ten-county route on its website, but makes no mention of the Iowa Great River Road (or other byways) in its printed travel guide. ([http://www.easterniowatourism.org/great\\_river.asp](http://www.easterniowatourism.org/great_river.asp))

Future marketing and promotional initiatives will benefit from taking a “total visitor experience” perspective for the Iowa Great River Road. Visitors of all types, segments, and demographic profiles essentially follow a similar sequence of stages to experience any leisure-travel destination. These can be defined as the **visitor experience stages**:

**1. Pre-visit**

- **Select** the leisure travel destination
- **Plan** the trip

**2. Visit**

- Conduct the **visit and travel** the byway

**3. Post-visit**

- **Recall and reflect** on the visit and byway experiences following the trip
- **Refer** to the byway experience for a future return trip or to another party





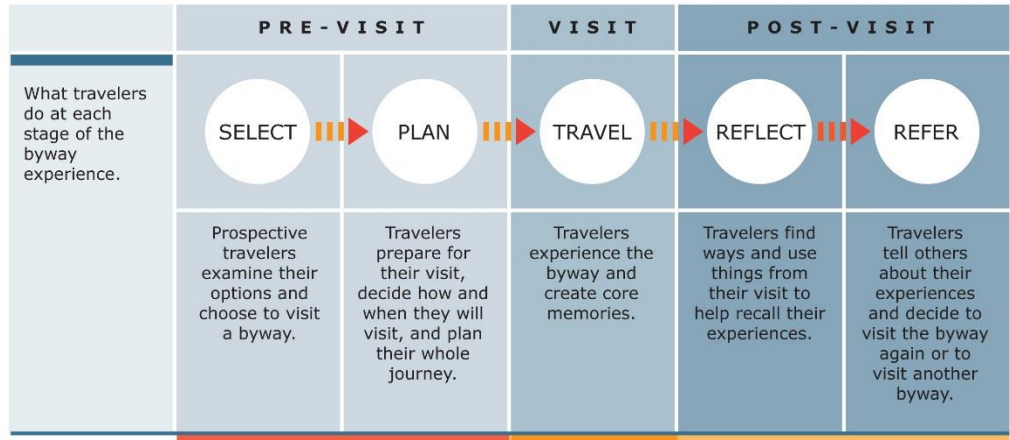


Figure 35 Byway Experience Stages

The role of communicating information during all stages of the visitor experience is critical and is perhaps most important to the market development of the Iowa Great River Road. In the **pre-visit** stage, a travel party must first decide to visit (**select**) the Iowa Great River Road from all options available to them. To make the selection of the Byway as a prospective travel destination, compelling and accurate information needs to be available and the sources of that information can range from brochures, websites, and, perhaps most effectively, positive word-of-mouth recommendations from trusted friends and acquaintances. Next, and before travel begins, people need accurate and complete information to **plan** their visit. Where exactly is the Iowa Great River Road; what specifically is there to do there; what are the likely weather conditions; and what are the overnight lodging choices among the types of information people need to have available to plan a trip to the Byway. Return visitors as well as first-time travelers require this information.

During the **visit**, a host of information needs to be communicated to travelers to meet their wayfinding, education, interpretive and safety needs and desires. And, **post-visit** is an equally important part of the visitor experience. People need to have information in the form of guide books, brochures, note cards, artwork, etc. to assist them in **recalling** the rewarding and enjoyable experience they had while visiting the Iowa Great River Road. The recollections of their positive experience will then likely lead to their return visit or a **referral** to another prospective Byway visitor. Therefore, market development of the Iowa Great River Road



needs to respect and take advantage of the **pre-visit, visit** and **post-visit** stages of the complete byway visit experience.

## Types of Byway Visitors

By their very nature, byways provide benefits to many types of visitors with broad and diverse interests and the Iowa Great River Road is no exception. Inherently, the diversity of visitor types related to byways is both an opportunity and challenge: an opportunity because the marketplace of existing and prospective byway visitors is broad and potentially large and a challenge because information and promotional media—brochures, advertisements, websites, etc.—need to be effective at reaching specific and sometimes conflicting interests. For example, features that would “sell” history buffs to visit a byway may not be the same benefits that would attract adventure bicyclists.

Since undertaking in-depth primary market research studies for the Iowa Great River Road and the vast majority of national and state byways is beyond the means of their local organizations, secondary sources of byway visitor information need to supplement local observations to serve as a basis for setting priorities for promoting and developing the market for a broad range of visitor interests in the Byway.

## Who Drives a Designated Scenic Byway?

First, it is worthwhile to note that byway travel is a popular travel activity nationwide and is consistently ranked very well when compared to other travel activities. In *The State of the American Traveler*, their most recent report of national travel trends and preferences published in January 2013, the travel research company Destination Analysts, Inc. reveals that “driving a designated scenic byway” is an activity that 15.5% of those surveyed choose during their leisure trips. In recent previous reports, those figures have reached over 20%. It is revealing to examine those leisure activities less reported -- wineries, resorts, golfing, hunting, and a variety of other popular pursuits are ranked lower than driving a designated byway.



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**Q** In the past 12 months, which of these activities did you participate in (at least once) while on leisure trips (of 50 miles or more one-way)?  
*(Select all that apply)*

## What We Do on Our Leisure Trips

Dine in restaurants.....	70.3%	Camping.....	16.7%	Take a day cruise.....	7.0%
Visit friends or relatives.....	60.0%	Fishing.....	16.4%	Canoeing or kayaking.....	6.2%
Shopping.....	54.6%	Take a guided tour.....	15.7%	Astronomy or stargazing.....	5.7%
Go to a beach or lake.....	44.5%	Drive a designated scenic byway.....	15.5%	Hunting.....	5.6%
Sightseeing in cities.....	39.4%	Visit a National Forest.....	14.7%	Horseback riding.....	5.5%
Visit an historical place or attraction.....	33.6%	Visit a winery.....	13.7%	ATV or off road vehicles.....	5.5%
Visit small towns/villages.....	31.8%	Nightclubbing.....	13.2%	Visit a Revolutionary War battlefield or historic monument/location.....	5.5%
Visit a theme/amusement park.....	29.7%	Foliage or fall scenery watching.....	11.8%	Hiking trip (1 or more nights on trail).....	5.3%
Sightseeing in rural areas.....	29.7%	Visit ethnic heritage sites.....	10.7%	White water rafting.....	5.1%
Casinos/Gambling.....	28.5%	Spa or hot spring.....	10.5%	Tennis.....	5.0%
Visit a state or local park.....	24.8%	Stay in an all-inclusive resort.....	9.7%	Skating or snowboarding.....	5.0%
Visit National Parks.....	22.7%	Sailing or other water sports.....	8.9%	Mountain biking.....	4.2%
Day hiking.....	21.0%	Visit a Civil War battlefield or historic monument/location.....	8.5%	Rock climbing.....	3.6%
Art galleries or museums.....	20.2%	Golf.....	8.0%	Ranch vacation.....	3.6%
Attend concert, play or musical.....	18.2%	Visit environmental/ecological sites.....	7.9%	Mountaineering.....	2.9%
Attend a sporting event.....	17.4%	Bird watching.....	7.7%		
Attend a family reunion.....	17.1%				

Figure 36 The State of the American Traveler – leisure trip activity analysis

## Byway Travel Segments

A second source of information pertaining to byway traveler types is a landmark study completed more than a decade ago and is referenced by many byway organizations today. In their work for the National Scenic Byway Program, Strategic Marketing and Research, Inc. and Bates Midwest identified six potential travel segments that relate to most byways. These are:

### History Buffs

- Historic sites
- Museums and culture
- Archaeological sites
- Educational attractions & activities
- Natural activities and beauty
- Enjoy nostalgia
- Scenic beauty
- Enjoy local flavor
- Memorable attractions

Most of the Iowa Great River Road interpretive sites and resources offer the characteristics listed above.



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### Outdoor Enthusiasts

- Outdoor recreation opportunities
- Water or beach activities
- Adventure
- Natural beauty and scenery

- Seasonal variations
- Trails, hiking and biking

The state parks, Mississippi River access points, and federal lands resources associated with the Byway offer these amenities.

### **Perpetual Shoppers**

- Shopping
- Antiquing
- Nightlife
- Interesting dining
- Locally produced goods

Shopping opportunities exist all along the Byway in urban and rural communities.

### **Variety Seekers**

- Period of time to travel
- Unique experiences
- Variety of things to do
- Events

The Iowa Great River Road offers nature-based opportunities and wilderness experiences within short driving distances of larger population centers.

### **Classic Relaxers**

- Unhurried pace
- Chance to relax

Touring the Iowa Great River Road will offer the traveler control over how much time to spend at any site.

### **Child-oriented**

- Cost
- Things children will enjoy

The Iowa Great River Road offers experiences appropriate for children and their families to enjoy.



## Geographic Proximity

Another way to understand customers and users, and how to target market development of the Iowa Great River Road, is to think of users in degrees of familiarity or proximity to the Byway. From this perspective, promotion and market development can reach travelers, customers, and users in these categories:

**Local residents** living near the Iowa Great River Road who have **little or no familiarity** with the history or existence of the Byway. Market development for this segment would emphasize an introductory orientation to the overall theme of the Iowa Great River Road. Second home owners or repeat renters and people visiting friends or family are groups which can likely benefit from introductory orientations to the Byway.

**Local residents** living near the Byway who **already know and appreciate the importance of certain local sites and stories**. Market development for people in this group might develop the interpretive sub-themes or encourage travel along the Byway to visit other local sites beyond the immediate area.

**State residents**. A primary motivation for people in this group would be to recognize the Iowa Great River Road as an important and fascinating historic resource of their state's history.

**Scenic Byway enthusiasts** —people who seek out designated scenic byways as leisure travel destinations—will benefit from market development that relates the Iowa Great River Road to other historic byways of the United States.

**State visitors who** are the focus of market development programs of the state of Iowa as well as local tourism groups. Market development of the Iowa Great River Road for state visitors can and should complement travel experiences that are intended to develop non-resident tourism.



## Specific Leisure Travel Segments Using the Byway

One of the most cost effective means of sustaining as well as expanding the number of visitors to the Iowa Great River Road is to focus on the

existing populations of visitors who are already using the Byway. Four manifestations of expanding the existing visitor base are to:

- Extend an existing trip or visit by touring to a previously unvisited site or attraction.
- For repeat visitors, plan their next trip to be longer.
- Return during another time of the year in addition to a visitor's regular visit weekend or week.
- Invite another travel party to travel to the Byway.

Here are a few examples of how the existing population of Iowa Great River Road visitors could be 'expanded':

- 'Day-trippers" originating from Des Moines, Chicago, or other points between can be encouraged to return during a different season or to stay overnight on their next trip.
- Summer sports enthusiasts can be urged to return during a different season for pursuing another type of outdoor recreation activity.
- State Park visitors can be encouraged to 'get more' from their admission by driving the Byway.
- Campground users can be informed they are staying on a National Scenic Byway and encouraged to take a day trip along the route.
- Motorcyclists can be encouraged to return with several other riders for the thrill of driving the Byway.
- Bicyclists traveling the Mississippi River Trail or other regional trails should be encouraged to return for additional rides or for a non-bicycle based Byway trip.
- Vintage and custom car clubs and enthusiasts can be encouraged and incentivized to return to enjoy the Byway's other experience opportunities.
- Visitors to Dubuque, Clinton, the Quad Cities, Burlington, Keokuk and all the smaller communities in between should be encouraged to explore the Byway.



## Iowa Great River Road CORRIDOR MANAGEMENT PLAN

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The 2000 Corridor Management Plan for the Iowa Great River Road suggested the following targeted market segments:

- Local residents who are looking for something different to do close to home
- Local residents who are hosting friends and relatives
- Business that are recruiting new employees
- Schools that are developing curriculums for local study
- History buffs
- Nature seekers
- Business and leisure travelers as targeted by conventions and visitor bureaus along the Mississippi River
- Leisure travelers from Iowa as targeted by Eastern Iowa Tourism and Iowa Division of Tourism
- Leisure travelers from the Midwest as targeted by Eastern Iowa Tourism and Travel Iowa
- International markets develop by the National Mississippi River Parkway Commission and the *Mississippi River Country* program

These market segments listed above remain appropriate for future development. **The 2013 Iowa Great River Road Visitor Survey** report provides an overview of visitor segments engaged during the survey and also reveals challenges at engaging with varied market segments, including young travelers with or without children. Further initiatives will be necessary to connect with multiple market segments to determine their perceptions of the Iowa Great River Road and how marketing could be improved to better appeal to their interests and travel characteristics.

Additionally, the Iowa Great River Road would be well served by enhanced outreach to communities and counties to increase their levels of promoting the Iowa Great River Road. A marketing package could be developed to include consistent overview narrative, up-to-date contact and website information, the Iowa Great River Road pilot wheel logo, and appealing photographs.

The Iowa Mississippi River Parkway Commission and its partners might also consider developing relationships with private businesses and corporations, such as gas stations and hotels. The private, travel-related businesses may have interest in sponsoring the Iowa Great River Road, particularly if they were promoted in return in marketing materials.





## 13. ROADWAY MODIFICATION

**A discussion of design standards relating to any proposed modification of the roadway. This discussion should include an evaluation of how the proposed changes may affect the byway corridor's intrinsic qualities.**

As discussed in Section 1, Route Identification, several realignments to the official Iowa Great River Road route are recommended to showcase the corridor's intrinsic qualities and support the visitor experience.

Any future roadway projects along the route will be developed utilizing Context Sensitive Solutions (CSS), per the Iowa DOT's Policy 500.02 which outlines the following requirements during the project development process:

- Proactive involvement of the public, regulatory agencies and stakeholders early and throughout the project development process to build consensus.
- Concurrent development.
- Establishment and empowerment of multidisciplinary project management teams to provide project ownership, continuity and communication among the various development disciplines throughout the project development process.
- District oversight of projects.
- Early problem identification.
- Avoidance and mitigation of environmental impacts.
- Compliance with the National Environmental Policy Act (NEPA) and Section 404 of the Clean Water Act.
- Context sensitive solutions (CSS) - is a collaborative, interdisciplinary approach that brings all stakeholders together to develop a transportation facility that fits within the physical setting and preserves scenic, aesthetic, historic and environmental resources while maintaining safety, mobility and the Department's commitment to financial stewardship.



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In the national Mississippi River Parkway Commission's guide "Applying Context Sensitive Solutions to the Great River Road", the following elements were suggested as principles underlying the concept:



- Balance safety, mobility, community, and environmental goals in all projects
- Involve the public and affected agencies early and continuously
- Use an interdisciplinary team tailored to project needs
- Consider visual quality throughout project development
- Address all modes of travel
- Apply flexibility inherent in design standards

Context Sensitive Solutions asks transportation agencies to use byway stakeholder input to understand opportunities to enhance:

- the experience of the tourist,
- the road as an integral part of the river corridor landscape,
- the meaning of place and stories told,
- the natural setting,
- habitat and water quality,
- the recreational value of travel,
- the economic impact by creating a positive travel experience tourists want to return to,
- the impact of their decisions on the land and on the lives of those who seek a Mississippi River experience.

Context Sensitive Solutions asks stakeholders to:

- Develop an ongoing relationship with local and state road agencies.
- Explain what is unique about the Great River Road, the Mississippi River and the special places in each community.
- Become knowledgeable and active in the Project Development Process, maintenance procedures and road funding cycles.
- Help road officials think like a tourist. Help them help you preserve, protect and enhance those resources that attract and enrich a tourist's journey along the Great River Road.
- Celebrate successful projects and share visitor feedback when they note a positive byway experience or suggest improvements.



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Counties and communities along the Iowa Great River Road can also enhance the roadway by implementing, or continuing to implement, Integrated Roadside Vegetation Management (IRVM) programs on city, county or state rights-of-way or areas adjacent to the Byway. The goal of IRVM is to provide an alternative to conventional roadside management

practices. These conventional practices, including the extensive use of mowing and herbicides, were costly, frequently ineffective, and contributed to an increased potential for surface water contamination. IRVM integrates the use of native and other select types of vegetation with appropriate management techniques to produce a cost-effective, environmentally sound management alternative for roadsides. IRVM is implemented along federal and state highways through the coordination of the Iowa DOT. Counties and communities are also encouraged to develop and file an IRVM plan, making them then eligible to apply for funding through the Living Roadway Trust Fund (LRTF), established by the Iowa Legislature in July 1989. Examples of projects eligible for funding through this program are planning and public education, installation or initial maintenance and development, special staff training, special equipment, or increased protection for existing vegetation. All project applications must be sponsored by the county engineer or county conservation board.

To date, more than 50,000 acres of federal, state, county and city roadsides in Iowa have been planted to native grasses, wildflowers, and other select types of vegetation. Each of the ten counties along the Iowa Great River Road have an IRVM on file with the state. Additionally, nine counties have received native seeds through the Transportation Alternatives Seed Program, established in 1998.

County	Years Awarded
Allamakee	13
Clayton	7
Dubuque	3
Jackson	0
Clinton	15
Scott	4
Muscatine	16
Louisa	6
Des Moines	17
Lee	9

Figure 37 Iowa Great River Road Counties Transportation Alternative Seed Program Participation



## Iowa Transportation Improvement Program Projects

The following pages provide a summary of roadway infrastructure projects planned along state route segments of the Iowa Great River Road for 2015 to 2019. This information was derived from the Iowa DOT's Iowa Transportation Improvement Program report published in June 2014. Nearly \$181,000,000 of highway infrastructure projects are planned through 2019 along the Iowa Great River Road.



IOWA GREAT RIVER ROAD-RELATED TRANSPORTATION IMPROVEMENT PROGRAM PROJECTS, 2015 - 2019

Route	Location	Miles	Type of Work	Project Estimated Costs					Total	
				2015	2016	2017	2018	2019		
<b>ALLAMAKEE COUNTY</b>										
9	MISSISSIPPI RIVER IN LANSING (STATE SHARE)		Bridge Cleaning	\$20,000	\$20,000	\$20,000	\$20,000	\$20,000	\$100,000	
26	NEAR NCL OF LANSING	0.1	Grade	\$1,241,000					\$1,241,000	
<b>Allamakee Total:</b>									<b>\$1,341,000</b>	
<b>CLAYTON COUNTY</b>										
18	MISSISSIPPI RIVER IN MARQUETTE (STATE SHARE)		Bridge Cleaning	\$20,000	\$20,000	\$20,000	\$20,000	\$20,000	\$100,000	
18	MISSISSIPPI RIVER IN MARQUETTE (STATE SHARE)		Bridge Deck Overlay				\$1,800,000		\$1,800,000	
<b>Clayton Total:</b>									<b>\$1,900,000</b>	
<b>DUBUQUE COUNTY</b>										
20	MISSISSIPPI RIVER IN DUBUQUE (STATE SHARE)		Bridge Cleaning	\$25,000	\$25,000	\$25,000	\$25,000	\$25,000	\$125,000	
			Bridge Painting	\$400,000					\$400,000	
20	MISSISSIPPI RIVER IN DUBUQUE (STATE SHARE)		Lighting				\$750,000		\$750,000	
	IN DUBUQUE, FROM US 61/151 TO US 20 (SW ARTERIAL)	10	Bridge New	\$2,200,000		\$37,700,000			\$39,900,000	
			Culvert New	\$2,700,000					\$2,700,000	
			Grade	\$6,700,000	\$23,300,000				\$30,000,000	
			Pave		\$1,300,000		\$23,500,000		\$24,800,000	
52	JACKSON CO TO US 61	8.1	Pavement Rehab	\$4,000,000					\$4,000,000	
52	1.1 Mi S of US 61/151		Slope Improvement	\$381,000					\$381,000	
52	GRANDVIEW AVE, 1.2 Mi S OF US 20 IN DUBUQUE		Bridge Rehabilitation	\$266,000					\$266,000	

**Project Estimated Costs**

Route	Location	Miles	Type of Work	Project Estimated Costs					Total	
				2015	2016	2017	2018	2019		
52	IN DUBUQUE, FROM WHITE ST TO CENTRAL AVE (STATE SHARE)	0.1	Pavement Rehab	\$500,000					\$500,000	
52	STREAM, 0.2 MI S OF CO RD D10		Bridge Deck Overlay			\$320,000			\$320,000	
52	1.3 MI E OF FIVE POINTS RD/S MOUND RD (E OF RICKARDSVILLE)	0.1	Grade	\$51,000					\$51,000	
61	IN DUBUQUE, FROM LAKE ELEANOR RD TO US 52	0.9	Pavement Rehab	\$1,000,000					\$1,000,000	
61	MISSISSIPPI RIVER IN DUBUQUE (STATE SHARE)		Bridge Cleaning	\$20,000	\$20,000	\$20,000	\$20,000	\$20,000	\$100,000	
			Bridge Rehabilitation	\$100,000					\$100,000	
<b>Dubuque Total:</b>									<b>\$105,393,000</b>	
<b>JACKSON COUNTY</b>										
52	MISSISSIPPI RIVER AT SABULA (STATE SHARE)		Bridge Cleaning	\$15,000	\$15,000	\$15,000	\$15,000	\$15,000	\$75,000	
52	MISSISSIPPI RIVER AT SABULA (STATE SHARE)		Right of Way	\$150,000					\$150,000	
			Wetland Mitigation	\$350,000					\$350,000	
			Bridge Replacement		\$36,600,000				\$36,600,000	
52	MISSISSIPPI RIVER OVERFLOW IN SABULA		Right of Way			\$20,000			\$20,000	
			Bridge Replacement				\$8,350,000		\$8,350,000	
52	MAQUOKETA RIVER, 3.2 MI S OF CO RD Z34		Bridge Deck Overlay			\$550,000			\$550,000	
52	TETE DES MORTS CREEK TO NCL OF ST. DONATUS	0.6	Pavement Rehab	\$600,000					\$600,000	
67	IA 64 INTERSECTION W OF SABULA	0.1	Grade			\$97,000			\$97,000	
<b>Jackson Total:</b>									<b>\$46,792,000</b>	
<b>CLINTON COUNTY</b>										
30	MISSISSIPPI RIVER IN CLINTON (STATE SHARE)		Bridge Cleaning	\$20,000	\$20,000	\$20,000	\$20,000	\$20,000	\$100,000	

				Project Estimated Costs					
Route	Location	Miles	Type of Work	2015	2016	2017	2018	2019	Total
			Bridge Rehabilitation		\$200,000				\$200,000
136	MISSISSIPPI RIVER IN CLINTON (STATE SHARE)		Bridge Cleaning	\$20,000	\$20,000	\$20,000	\$20,000	\$20,000	\$100,000
			Bridge Painting	\$2,000,000					\$2,000,000
<b>Clinton Total:</b>									<b>\$2,400,000</b>
<b>SCOTT COUNTY</b>									
67	MISSISSIPPI RIVER IN DAVENPORT (STATE SHARE)		Bridge Cleaning	\$25,000	\$25,000	\$25,000	\$25,000	\$25,000	\$125,000
			Rip Rap	\$250,000					\$250,000
74	MISSISSIPPI RIVER BRIDGE APPROACH SPAN IN BETTENDORF (EB & WB)		Bridge Rehabilitation	\$1,000,000					\$1,000,000
74	MISSISSIPPI RIVER IN BETTENDORF (NB) - STATE SHARE		Bridge Cleaning	\$25,000	\$25,000	\$25,000	\$25,000	\$25,000	\$125,000
			Bridge Rehabilitation	\$750,000		\$400,000			\$1,150,000
			Lighting	\$250,000					\$250,000
74	MISSISSIPPI RIVER IN BETTENDORF (SB) - STATE SHARE		Bridge Cleaning	\$25,000	\$25,000	\$25,000	\$25,000	\$25,000	\$125,000
			Bridge Rehabilitation	\$750,000		\$400,000			\$1,150,000
			Lighting	\$250,000					\$250,000
80	MISSISSIPPI RIVER IN LE CLAIRE (STATE SHARE)		Bridge Cleaning	\$75,000	\$75,000	\$75,000	\$75,000	\$75,000	\$375,000
280	MISSISSIPPI RIVER IN DAVENPORT (STATE SHARE)		Bridge Cleaning	\$20,000	\$20,000	\$20,000	\$20,000	\$20,000	\$100,000
461	BUSINESS 61 OVER IA 22, IN DAVENPORT		Bridge Replacement					\$1,850,000	\$1,850,000
461	IN DAVENPORT, FROM RIVER DR TO 12TH ST (SB) STATE SHARE	0.8	Pavement Rehab	\$800,000					\$800,000
<b>Scott Total:</b>									<b>\$7,550,000</b>

Route	Location	Miles	Type of Work	Project Estimated Costs					Total	
				2015	2016	2017	2018	2019		
<b>MUSCATINE COUNTY</b>										
	22	STREAM, 2.9 MI E OF IA 38		Bridge Deck Overlay			\$150,000			\$150,000
	92	US 61 NORTHEASTERLY TO THE INTERSECTION OF IA 92/IA 38 (TRANSFER OF JURISDICTION)	3.9	Grade and Pave	\$13,000,000					\$13,000,000
	92	MISSISSIPPI RIVER IN MUSCATINE (STATE SHARE)		Bridge Cleaning	\$25,000	\$25,000	\$25,000	\$25,000	\$25,000	\$125,000
				Bridge Painting			\$1,500,000			\$1,500,000
									<b>Muscatine Total:</b>	<b>\$14,775,000</b>
<b>LOUISA COUNTY</b>										
									<b>Louisa Total:</b>	<b>\$0</b>
<b>DES MOINES COUNTY</b>										
	34	MISSISSIPPI RIVER IN BURLINGTON (STATE SHARE)		Bridge Cleaning	\$25,000	\$25,000	\$25,000	\$25,000	\$25,000	\$125,000
				Grade and Pave	\$227,000					\$227,000
									<b>Des Moines Total:</b>	<b>\$352,000</b>
<b>LEE COUNTY</b>										
	136	MISSISSIPPI RIVER IN KEOKUK (STATE SHARE)		Bridge Cleaning	\$20,000	\$20,000	\$20,000	\$20,000	\$20,000	\$100,000
									<b>Lee Total:</b>	<b>\$100,000</b>

**GRAND TOTAL: \$180,603,000**

## 14. INTERPRETATION PLAN

### **A description of plans to interpret the significant resources of the scenic byway.**

Byway travelers on the Iowa Great River Road enjoy the benefits of numerous independent and well-established interpretation and education programs. Archaeology; Native American and pre-settlement history; exploration; international, national and Iowa history; customs and traditions; natural history; and the arts and folklife are all interpreted with a connection to the Mississippi River along the Iowa Great River Road and in its (XXX number) communities. Interpretation providers range across a broad spectrum including: the National Park Service; the US Fish and Wildlife Service; the US Army Corps of Engineers; county-level conservation board, historical societies, convention and visitor bureaus; and an extensive offering of commercial or private tours and trips. Many travelers take advantage of the myriad of travel, history, and tour guide books available in libraries, bookstores and online to supplement interpreter-led programs and hundreds of static exhibits. Traveling the Iowa Great River Road is rich with opportunities to learn, feel, and engage with its intrinsic qualities.

The **Summary Report of Representative Intrinsic Qualities and Resources** (as discussed in Section 2) provides a comprehensive catalogue of intrinsic qualities, resources and sites that are supplemented by structured interpretation opportunities for Iowa Great River Road travelers.

The National Mississippi River Parkway Commission designates interpretive centers as part of its Great River Road Network of Museums and Interpretive Centers. Interested facilities are required to submit an application to the Commission and applications are reviewed annually by the Heritage and Culture Committee of the National Mississippi River Parkway Commission. Each application must include a letter of endorsement by a state Commissioner and must answer the following questions:

1. What story does your institution tell about the Mississippi River as part of its regular daily visitor experience? How does it relate to the



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themes for interpretation which are attached? Why do you feel that this significant aspect or relationship to the river is presented at a high level of quality? Describe the quality of the visit your guests receive.

2. What is the length of stay for the typical visitor experience at your institution?
3. Please provide what you consider an average time, what you consider a short stay and what you consider a long stay for regular attendance.
4. What educational or interpretive programs beyond exhibits do you conduct that interpret the Mississippi River or some significant aspect or relationship to the river?
5. What are your published and regular hours? Please describe hours for various seasons.
6. What is the annual attendance for regular museum hours at your site, exclusive of special events? What is the admission fee?
7. What is your proximity to the Great River Road?
8. Did you enclose a letter of endorsement from your state Mississippi River Parkway Commissioner?

In addition, applicants are required to respond to the following questions about duties and obligations:

1. Members of the network must have the Great River Road map at their site, at a minimum for reference, but preferably for sale or for distribution to visitors. One map will be provided as will an order form for additional maps. Will you agree to stock and/or sell the Great River Road map?
2. Members of the network must ensure that front line personnel who have contact with the public are knowledgeable of and will promote the Great River Road and the museums and interpretive



centers in the region. Describe how you will ensure that your front line personnel will be trained, briefed and monitored.

3. Are you willing to display signage at your center showing that you are a member of the Great River Road Network? This may be inside or outside signage, but must be prominently displayed. Where will you display the Interpretive Center sign?
4. Are you willing to secure the needed funds to have an officially approved Great River Road Interpretive Center sign erected at your site?

Finally, applicants are required to respond to the following questions about their capacity:

1. Do you have access to the internet? If your facility has a website, what is the address? Do you have the ability to post the [www.experiencemississippiriver.com](http://www.experiencemississippiriver.com) website on your website?
2. Do you have traveling exhibit space? If so, what size is it in square footage? Would you be willing or interested in hosting a traveling exhibit?

Seventy-two facilities have received designation as official Great River Road Interpretive Centers along the 10-state route. Iowa contributes an impressive eleven of these, which include:

- Effigy Mounds National Monument, Harpers Ferry | Allamakee and Clayton Counties
- Iowa DNR Guttenberg Fish Hatchery & Aquarium, Guttenberg | Clayton County
- National Mississippi River Museum & Aquarium & National Rivers Hall of Fame, Dubuque | Dubuque County
- Mines of Spain Recreation Area/E.B. Lyons Interpretive Center, Dubuque | Dubuque County
- Hurstville Interpretive Center, Maquoketa | Jackson County
- The Sawmill Museum, Clinton | Clinton County
- Mississippi River Eco Tourism Center, Camanche | Clinton County
- Buffalo Bill Museum & River Pilots Pier, LeClaire | Scott County



- Putnam Museum of History & Natural Science, Davenport | Scott County
- Nahant Marsh Education Center, Davenport | Scott County
- Pine Creek Grist Mill, Muscatine | Muscatine County
- Muscatine History & Industry Center, Muscatine | Muscatine County
- Toolesboro Indian Mounds & Museum, Wapello | Louisa County
- Old Fort Madison, Fort Madison | Lee County
- George M. Verity Riverboat Museum, Keokuk | Lee County

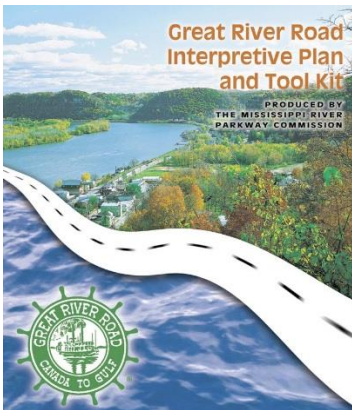


Figure 38 Great River Road Interpretive Plan and Tool Kit cover

Valuable guidance for interpreting the stories of the Iowa Great River Road is provided by the **Great River Road Interpretive Plan and Toolkit** produced by the Mississippi River Parkway Commission in 2004. No other document provides such a thorough and unifying overview for the interpretation of the many resources of the Great River Road across the ten states through which the Great River Road travels.

The Great River Road Interpretive Plan and Toolkit lays out an overall theme and 11 sub-themes which are outlined below. Additionally, the **Great River Road Interpretive Plan and Toolkit** provides more than 50 sample stories to illustrate the various themes.

Overall Interpretive Theme for the Great River Road:

***The Mississippi River is the flow of life shaping land and peoples.***

**Theme 1:** *The Mississippi River is a ribbon of life for people, plants, and animals.*

**Theme 2:** *As the river has influenced people, people have influenced the river.*

**Theme 3:** *The Mississippi River has nurtured prehistoric and historic cultures.*

**Theme 4:** *The Mississippi River inspires a variety of folk life, literary, fine art, and musical forms.*

**Theme 5:** *The Mississippi River has profoundly shaped American history.*



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**Theme 6:** *The strategic importance of the Mississippi River has resulted in conflict between nations and peoples.*

**Theme 7:** *Mississippi River architecture reflects distinctive styles affected by cultural and natural resources.*

**Theme 8:** *The Mississippi River is one of the world's great rivers noted for its beauty, grandeur, and diversity.*

**Theme 9:** *The history of Mississippi River transportation is a dramatic story reflecting the river's economic and commercial importance.*

**Theme 10:** *Mississippi River towns and cities reflect mid-19th century life.*

**Theme 11:** *The Mississippi River is a working river sustaining many industries.*

Presently, the **Great River Road Interpretive Plan and Toolkit** has not been utilized in coordinating, developing, or evaluating interpretive experiences along the Iowa Great River Road. The document has not been provided to designated interpretive centers, nor to the myriad of other interpretive resources sites located within the Iowa Great River Road corridor. Existing interpretive providers could benefit greatly from understanding the broader context within which their sites operate. Communities and organizations seeking to develop a new facility or expand programming could draw on the Great River Road Interpretive Plan and Toolkit as a resource for guiding their decisions and actions.

The Iowa Mississippi River Parkway Commission can take the following actions to improve interpretation along the Iowa Great River Road:

1. Review the Great River Road Interpretive Plan and Toolkit
2. Distribute the Great River Road Interpretive Plan and Toolkit to all designated interpretive centers and interpretive resource sites
3. Hire a qualified consultant to develop an Interpretive Master Plan for the Iowa Great River Road which uses the Great River Road Interpretive Plan and Toolkit as a foundation. This plan would identify which of the sub-themes and associated stories would be appropriate for the Iowa Great River Road to focus; establish learning, behavioral and emotional objectives; assess existing interpretive resources; identify gaps in interpretive communication



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or determine where duplication can be reduced; suggest opportunities for additional interpretive resource development, enhancement, and coordination; and outline effective media for interpretive communication.



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Figure 39 Signs marking all designated Great River Road Interpretive Centers along the 10-state route





Overall Theme	The Mississippi River is the flow of life shaping land and peoples.							
Individual Themes	Theme 2: As the river has influenced people, people have influenced the river.							
Intrinsic Quality	<div style="display: flex; flex-direction: column; align-items: center;"> <div style="width: 100%; height: 10px; background-color: #ADD8E6; margin-bottom: 2px;"></div> <div style="width: 100%; height: 10px; background-color: #ADD8E6; margin-bottom: 2px;"></div> <div style="width: 100%; height: 10px; background-color: #000080; color: white; text-align: center; font-weight: bold; margin-bottom: 2px;">Historic</div> <div style="width: 100%; height: 10px; background-color: #000080; color: white; text-align: center; font-weight: bold; margin-bottom: 2px;">Natural</div> <div style="width: 100%; height: 10px; background-color: #000080; color: white; text-align: center; font-weight: bold; margin-bottom: 2px;">Recreational</div> <div style="width: 100%; height: 10px; background-color: #000080; color: white; text-align: center; font-weight: bold;">Scenic</div> </div>							
Example Stories	<p><b>2-a</b></p> <p>Local, state, and federal agencies regulate, protect, preserve, and enhance natural resources. State-of-the-art resource management and environmental engineering approaches in both the upper and lower Mississippi River restore wetlands. A large portion of the upper river corridor is a federally designated refuge.</p>	<p><b>2-b</b></p> <p>Individual and private and interagency groups (such as the Upper Mississippi River Conservation Committee, the Izaak Walton League, GREAT, and Environmental Management Programs) have played pioneering roles, especially on the upper river, in protecting the welfare and integrity of the river environment for future generations to enjoy.</p>	<p><b>2-c</b></p> <p>Many areas along the river are relatively pristine and isolated despite the environmental transformation caused by historic and contemporary human activity.</p>	<p><b>2-d</b></p> <p>Sedimentation alters fish and wildlife habitats, impedes commercial and recreational navigation, increases frequency of dredging, and can contribute to degraded water quality conditions. Historical erosion and displacement of rich topsoil of the Midwest have had negative effects on Midwest agriculture and way of life, but have helped create and maintain the delta in Louisiana.</p>	<p><b>2-e</b></p> <p>Exotic plant and animal species pose severe threats to the river's natural inhabitants and municipal, industrial, and recreational activities on the river.</p>	<p><b>2-f</b></p> <p>Pollutants from a number of sources, including spills, continue to degrade Mississippi River water quality. This results in fish consumption advisories, non-attainment of water quality standards, algae blooms, nutrient enrichment, high turbidity, and decreasing populations of intolerant aquatic species.</p>	<p><b>2-g</b></p> <p>The cumulative effects of recent human intervention in the Mississippi River natural system are many: channel modifications have altered erosion cycles, channel bed stability, and sediment loads.</p>	<p><b>2-h</b></p> <p>The Mississippi River is a major recreational resource. The river's easy access and diverse resources attract millions of people annually, but the increasing number of people using the river creates problems and concerns among different user groups.</p>
Effigy Mounds National Monument, Harpers Ferry								
Iowa DNR Guttenberg Fish Hatchery & Aquarium, Guttenberg								
National Mississippi River Museum & Aquarium, Dubuque								
Mines of Spain Recreation Area/E. B. Lyons Interpretive Center, Dubuque								
Hurstville Interpretive Center, Maquoketa								
The Sawmill Museum, Clinton								
Mississippi River Eco Tourism Center, Camanche								
Buffalo Bill Museum & River Pilots Pier, LeClaire								
Putnam Museum of History & Natural Science, Davenport								
Nahant Marsh Education Center, Davenport								
Muscatine History & Industry Center, Muscatine								
Toolesboro Indian Mounds & Museum, Wapello								
Old Fort Madison, Fort Madison								
George M. Verity Riverboat Museum, Keokuk								



Overall Theme	<b>The Mississippi River is the flow of life shaping land and peoples.</b>			
Individual Themes	<b>Theme 3: The Mississippi River has nurtured prehistoric and historic cultures.</b>			
Intrinsic Quality	<b>Archaeological</b> <b>Cultural</b> <b>Historic</b>    			
Example Stories	<b>3-a</b> A great diversity of cultures existed in pre-European times beginning around 12,000 years before the present (B.P.), with the Paleo-Indian hunters of the mammoth and mastodon. Archaic hunters and foragers of 9000 B.P. followed. Then the Woodland Mound builders of the Hopewell culture came. Later, the Mississippian and Oneota cultures with prosperous farms flourished in the half-century before the time of Columbus.	<b>3-b</b> From the earliest settlement, patterns of economic exchanges and alliances facilitated by the Mississippi River system influenced cultural developments in the Midwest and Old Southwest that distinguished these regions from their counterparts on the East Coast.	<b>3-c</b> The most sophisticated prehistoric Indian civilization north of Mexico, centered at Cahokia Mounds, established a regional center for Mississippian culture at the primary confluences of the Mississippi, Missouri, Illinois, and Ohio Rivers.	<b>3-d</b> Human inhabitants of the Mississippi River Valley have adapted to its rich biotic resources; these adaptations, which involve hunting, fishing and resource-gathering techniques, a great variety of watercraft and water-related material culture, and centuries of folk wisdom, constitute an essential unit of Mississippi River ecological analysis.
Effigy Mounds National Monument, Harpers Ferry				
Iowa DNR Guttenberg Fish Hatchery & Aquarium, Guttenberg				
National Mississippi River Museum & Aquarium, Dubuque				
Mines of Spain Recreation Area/E.B. Lyons Interpretive Center, Dubuque				
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Muscatine History & Industry Center, Muscatine				
Toolesboro Indian Mounds & Museum, Wapello				
Old Fort Madison, Fort Madison				
George M. Verity Riverboat Museum, Keokuk				

Overall Theme	The Mississippi River is the flow of life shaping land and peoples.					
Individual Themes	Theme 4: The Mississippi River inspires a variety of folk life, literary, fine art, and musical forms.					
Intrinsic Quality	<ul style="list-style-type: none"> <li>Cultural</li> <li>Historic</li> <li>Recreational</li> </ul>					
Example Stories	<p><b>4-a</b></p> <p>The indigenous music of the Mississippi River includes folk, gospel, blues, jazz, rock, country, and folk songs of traditional river people. An interweaving of Creole, Cajun, Anglo-Celtic, and African-American musical traditions inspired these unique sounds.</p>	<p><b>4-b</b></p> <p>The Mississippi River Valley nourished a rich oral tradition that contributed to a distinctive regional literature and nurtured and disseminated regional linguistic diversity.</p>	<p><b>4-c</b></p> <p>The fluidity of populations in "golden era" river towns (before lock and dam) gave the settlements a diverse and boisterous character. Long-lasting stereotypes of "river rat" behavior and character emerged, furnishing never-ending fuel for literary imaginations and contributing to the American frontier's mythology.</p>	<p><b>4-d</b></p> <p>The Mississippi River has served as a channel for the movement of ideas, and the dissemination and diffusion of material, folk, and popular culture can be traced both east and west from the Mississippi River, as well as along its north-south course.</p>	<p><b>4-e</b></p> <p>A wealth of intricate traditional knowledge regarding the Mississippi River survives among the few people whose livelihoods still depend on the river. While river people have adapted this knowledge to modern times, it still shares much with what the pilots of Mark Twain's time knew, connecting river users through the ages.</p>	<p><b>4-f</b></p> <p>The Mississippi River Valley has a multicultural history, with many ethnic peoples playing significant roles and contributing to the arts, letters, music, historic events, and traditional culture.</p>
Effigy Mounds National Monument, Harpers Ferry						
Iowa DNR Guttenberg Fish Hatchery & Aquarium, Guttenberg						
National Mississippi River Museum & Aquarium, Dubuque						
Mines of Spain Recreation Area/E. B. Lyons Interpretive Center, Dubuque						
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Buffalo Bill Museum & River Pilots Pier, LeClaire						
Putnam Museum of History & Natural Science, Davenport						
Nahant Marsh Education Center, Davenport						
Muscatine History & Industry Center, Muscatine						
Toolesboro Indian Mounds & Museum, Wapello						
Old Fort Madison, Fort Madison						
George M. Verity Riverboat Museum, Keokuk						

Overall Theme	The Mississippi River is the flow of life shaping land and peoples.																	
Individual Themes	Theme 5: The Mississippi River has profoundly shaped American history.						Theme 6: The strategic importance of the Mississippi River has resulted in conflict between nations and peoples.											
Intrinsic Quality	<table border="1"> <tr><td>Cultural</td></tr> <tr><td>Historic</td></tr> <tr><td></td></tr> <tr><td></td></tr> <tr><td></td></tr> </table>						Cultural	Historic				<table border="1"> <tr><td>Cultural</td></tr> <tr><td>Historic</td></tr> <tr><td></td></tr> <tr><td></td></tr> <tr><td></td></tr> </table>		Cultural	Historic			
Cultural																		
Historic																		
Cultural																		
Historic																		
Example Stories	<p><b>5-a</b></p> <p>The historical Mississippi River fur trade merged Indian and European cultures. Native people, trappers, and the parent trading companies interacted to have an impact on European settlement, regional economic growth, European American and American Indian culture, and American Indian-European American relationships. As the fur trade moved up the Missouri River, the trans-Mississippi west opened to American settlement.</p>	<p><b>5-b</b></p> <p>The central story of post-Columbian American Indian history in the Mississippi River valley is the process by which European and American settlers displaced native tribes and disrupted their cultural base.</p>	<p><b>5-c</b></p> <p>The history of the Mississippi River is significant not only to Americans but to Europeans, as the river was an important border zone between rival colonial powers and played a major role in opening the continent to French, Spanish, British, and American exploration, trade, and settlement.</p>	<p><b>5-d</b></p> <p>The Mississippi River system (including the Ohio and Missouri Rivers) provided access to the interior and southern outlet for surplus goods, linked the eastern states with the west instead of with Europe, allowed for political unity via the Louisiana Purchase, supported the spread of the southern cotton economy and slavery-based labor system, and sustained a distinct American culture.</p>	<p><b>5-e</b></p> <p>Slavery became a significant political, economic, and social issue in American history because of its expansion into the Mississippi River Valley. The river was central to the operations of the plantation and the creation of a planting "aristocracy" in the antebellum South, which dominated political, economic, and social affairs in the lower Mississippi River Valley. The river also served to transport enslaved people downriver and offered a route north to</p>	<p><b>5-f</b></p> <p>By providing growth and opportunity, the Mississippi River Valley supported an American democracy composed of individuals with strong beliefs in social ideals, responsibility, and populist reform.</p>	<p><b>6-a</b></p> <p>The Mississippi River has played a central role in American Indian, American, and international military history. The river was a prize of war and a boundary in treaties. It also served as home to Civil War presidents and generals, and became key to the Civil War's outcome. Later, it supported mobilization in World War II.</p>											
Effigy Mounds National Monument, Harpers Ferry																		
Iowa DNR Guttenberg Fish Hatchery & Aquarium, Guttenberg																		
National Mississippi River Museum & Aquarium, Dubuque																		
Mines of Spain Recreation Area/E. B. Lyons Interpretive Center, Dubuque																		
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Muscatine History & Industry Center, Muscatine																		
Toolesboro Indian Mounds & Museum, Wapello																		
Old Fort Madison, Fort Madison																		
George M. Verity Riverboat Museum, Keokuk																		

Overall Theme	The Mississippi River is the flow of life shaping land and peoples.						
Individual Themes	Theme 7: Mississippi River architecture reflects distinctive styles affected by cultural and natural resources.					Theme 8: The Mississippi River is one of the world's great rivers noted for its beauty, grandeur and diversity.	
Intrinsic Quality	<ul style="list-style-type: none"> <li>Cultural</li> <li>Historic</li> <li>Scenic</li> </ul>					<ul style="list-style-type: none"> <li>Natural</li> <li>Recreational</li> <li>Scenic</li> </ul>	
Example Stories	7-a	7-b	7-c	7-d	7-e	8-a	
	Architectural styles in Mississippi River towns were affected by climate, topography, natural resources, ethnic culture, and construction dates.	Consistent architectural styles in Mississippi River towns reflect rapid communication and flow of ideas along the river, the rapidly with which the river was settled, the cultural backgrounds of the first immigrants to make permanent settlements, and a deep cultural and communicative gap between river people and inland farming people.	Vernacular architecture along the Mississippi River reveals many ethnic influences.	Summitting river town architecture represents the boom years of wealth along the river, wealth generated through transportation and other river-based commercial activities.	The ethnic diversity of the small river towns provides international visitors with shared architecture, language, cultural events, and history.	The richness and beauty of much of the Mississippi River corridor remain one of the nation's "best-kept secrets." Scenic resources along the Mississippi River are many and varied, offering majestic bluff vistas as well as tranquil, low-lying views.	
Effigy Mounds National Monument, Harpers Ferry							
Iowa DNR Guttenberg Fish Hatchery & Aquarium, Guttenberg							
National Mississippi River Museum & Aquarium, Dubuque							
Mines of Spain Recreation Area/E.B. Lyons Interpretive Center, Dubuque							
Hurstville Interpretive Center, Maquoketa							
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Muscatine History & Industry Center, Muscatine							
Toolesboro Indian Mounds & Museum, Wapello							
Old Fort Madison, Fort Madison							
George M. Verity Riverboat Museum, Keokuk							

Overall Theme	The Mississippi River is the flow of life shaping land and peoples.										
Individual Themes	Theme 9: The history of Mississippi River transportation is a dramatic story reflecting the river's economic and commercial importance.										
Intrinsic Quality	<table border="1"> <tr><td>Cultural</td></tr> <tr><td>Historic</td></tr> <tr><td></td></tr> <tr><td></td></tr> <tr><td></td></tr> </table>						Cultural	Historic			
Cultural											
Historic											
Example Stories	<p><b>9-a</b></p> <p>The Mississippi River is a vital interstate trade route linking North and South, and through its tributaries the Missouri, Illinois, Ohio, and Arkansas rivers, linking East and West.</p>	<p><b>9-b</b></p> <p>Mississippi navigation has evolved from the transportation of goods in dugouts, pirogues, rafts, bateaux, flatboats, and keelboats to the heyday of the steamboat era to establishment of the present inland waterway system with its towboat and barges.</p>	<p><b>9-c</b></p> <p>Eastern attempts to reach the Mississippi, the interior river of commerce, resulted in internal improvement such as canals, turnpikes, bridges, and railroads.</p>	<p><b>9-d</b></p> <p>Evidence of historic river transportation is preserved in the numerous documented and undocumented shipwrecks that are recorded for the Mississippi River channels and its backwaters.</p>	<p><b>9-e</b></p> <p>The Mississippi River plays an important role in bulk commodity transportation and world trade and provides the nation's most inexpensive means of transportation.</p>	<p><b>9-f</b></p> <p>The Mississippi River System is a federally designated navigation channel, providing economic benefits to river communities and the region.</p>					
Effigy Mounds National Monument, Harpers Ferry											
Iowa DNR Guttenberg Fish Hatchery & Aquarium, Guttenberg											
National Mississippi River Museum & Aquarium, Dubuque											
Mines of Spain Recreation Area/E. B. Lyons Interpretive Center, Dubuque											
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Muscatine History & Industry Center, Muscatine											
Toolesboro Indian Mounds & Museum, Wapello											
Old Fort Madison, Fort Madison											
George M. Verity Riverboat Museum, Keokuk											



Overall Theme	The Mississippi River is the flow of life shaping land and peoples.				
Individual Themes	Theme 10: Mississippi River towns and cities reflect mid-19 <sup>th</sup> century life.			Theme 11: The Mississippi River is a working river sustaining many industries.	
Intrinsic Quality					
	Cultural			Cultural	
	Historic			Historic	
	Scenic				
Example Stories	10-a	10-b	10-c	11-a	11-b
	For most towns, the river was the location and site factor in economic development before the 1870s. Only limited, capital-intensive conventional economic development has ensued, but the river now offers important opportunities for tourism development.	The physical layout of river towns provides access to the river and to adjacent lands, securing an economic and cultural advantage over inland towns.	Navigation and flood control improvements on the Mississippi have changed the river's landscape to such an extent that both the upper and lower Mississippi River today offers markedly from the natural river viewed by Indians, explorers, and early settlers.	Many industries depend on the river for water power and transportation and use the river for its natural resources.	Historic river-based industries, including commercial fishing, pearl button, ice lead, and timber, have given way to the present-day oil, cement, limestone, grain, and coal industries. Other industries, including milling and hydroelectric generation, have spanned the decades.
Effigy Mounds National Monument, Harpers Ferry					
Iowa DNR Guttenberg Fish Hatchery & Aquarium, Guttenberg					
National Mississippi River Museum & Aquarium, Dubuque					
Mines of Spain Recreation Area/E.B. Lyons Interpretive Center, Dubuque					
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