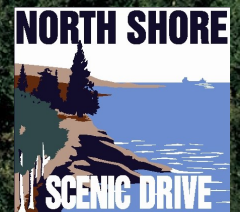


# NORTH SHORE SCENIC DRIVE

## CORRIDOR MANAGEMENT PLAN



Published 2000  
Updated 2015 and 2019

# North Shore Scenic Drive Corridor Management Plan

Published 2000 | Updated 2015 and 2019

The following people contributed to this corridor management plan update, thereby laying the framework for the Byway now and in the future. Their efforts and hard work are thankfully acknowledged.

- Cheryl Erickson, Lake Superior Harbors Program
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**DEPARTMENT OF  
TRANSPORTATION**



**ARROWHEAD REGIONAL  
DEVELOPMENT COMMISSION**

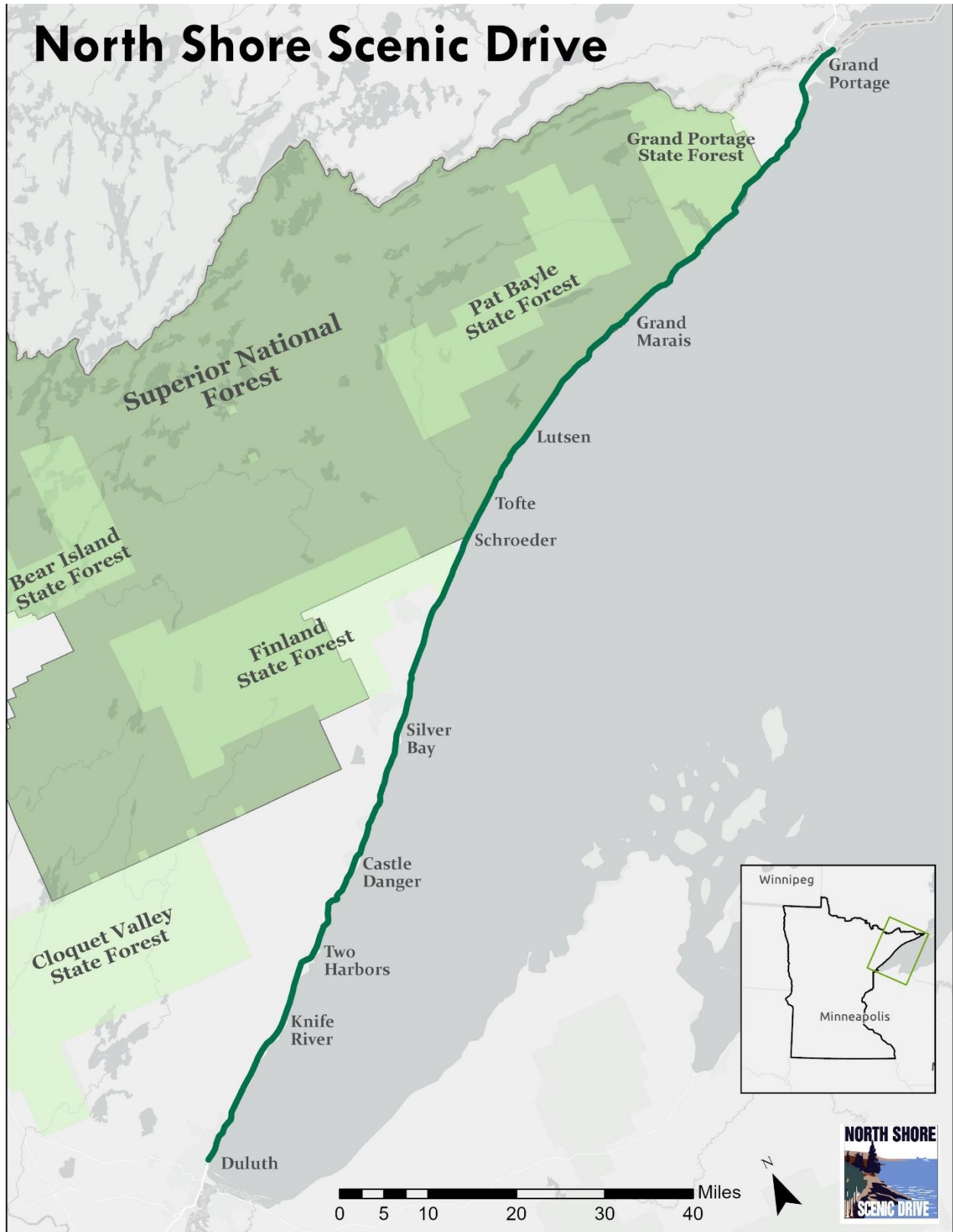
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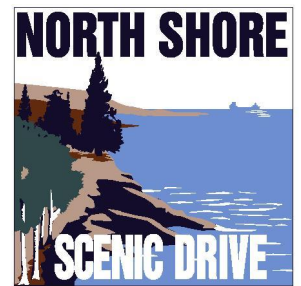
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*Figure 1-Pigeon River High Falls*



Map 1: Map of the North Shore Scenic Drive





# Chapter 1: Background

## *Introduction*

The North Shore Scenic Drive (Trunk Highway 61) spans 154 miles along the North Shore of Lake Superior between Duluth, MN and the Canada border at Grand Portage. The North Shore Scenic Drive is situated in an area rich in natural, cultural, historical, scenic, and recreational opportunities and is one of the most popular Scenic Corridors in Minnesota.

The North Shore Scenic Drive (NSSD) Corridor Management Plan (CMP) provides a vision, goals, and management recommendations for protecting and enhancing the 154-mile drive. This CMP identifies many of the features, qualities and attractions that encourage both tourists and long-time residents to travel this route. The CMP has not been adopted by local units of government. However, it is the desire of the North Shore Scenic Drive Council to assist local units of government by providing information and visions of the character and unique resources of the Byway corridor.

## *Description of the North Shore Scenic Drive Corridor*

The NSSD is a journey through an unspoiled wilderness that travels along the shoreline of the world's largest freshwater lake. The breathtaking cliffs and beaches of Lake Superior's beautiful North Shore are bordered by the Sawtooth Mountains and thousands of acres of pine, aspen and birch trees. Rivers and streams make their way to Lake Superior, creating spectacular waterfalls along the way. Lighthouses reflect the power of the Lake, and dozens of trails allow visitors to experience the North Shore's natural beauty up close. Many of the communities are home to cultural and historic museums and exhibits, as well as unique shopping, dining and lodging.

The North Shore Scenic Drive between Two Harbors to Grand Portage was originally designated as an All-American Road in 2000. In June 2002, the designation was extended to add the portion of County Highway 61 from Canal Park in Duluth to Two Harbors, an additional 27 miles of scenic roadway along the Lake Superior shoreline. On it's western end, the Byway begins at Canal Park in Duluth, Minnesota and continues 154 miles to the northeast at the Canadian Border. The Byway provides an opportunity not only for recreational travelers to explore the area, but it also serves as a major trade corridor route between the United States and Canada.

Travelers to this scenic drive are treated to spectacular views of Lake Superior to the south and a vast expanse of hardwood forests to the north. Recreational opportunities are numerous along the corridor. Visitors can ski, snowshoe, hike, bike, snowmobile, and photograph such animals as deer, moose, wolves, black bears, and birds. Visitors can also fish for trout in the streams and lakes adjacent to the highway and camp in the corridor's eight state parks.

## *About the Byway Council*

The North Shore Scenic Drive Council is an (up to) 12-member board with non-profit (501[c]3) status. The group was initially convened in 1998 to develop the Byway's corridor management plan, published in 2000 and updated in 2015 and in 2019. This group consists of representatives from along the Byway. The council meets regularly throughout the year at different locations along the Byway to identify issues, develop ways to address these issues, and implement solutions.

## *About this Plan*

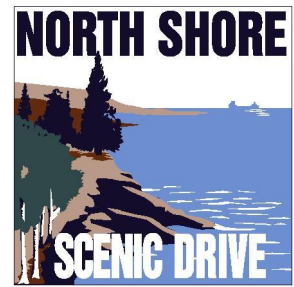
A corridor management plan (CMP) is a recommended part of a scenic byway's development strategy. The aim of this CMP update is to keep the document current and useful to guide the North Shore Scenic Drive Council's work.

This CMP provides an inventory of Byway assets and lays out the goals, strategies, and responsibilities for conserving and enhancing the Byway's most valuable qualities. These items are organized into three categories:

- Infrastructure
- Interpretation
- Marketing



Figure 2- Black Beach



## Chapter 2: Assets and Intrinsic Qualities

### *About Byway Assets*

The State of Minnesota requires state scenic byways to possess qualities that are representative, unique, irreplaceable, or distinctly characteristic of an area, with each asset being able to fit into at least one of the following categories:

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

As the drawing power for area residents and travelers, byway assets may include special views, places, buildings, sites, and other features. For a byway council, these qualities become the focus of some combination of protection and promotion.

### **INTRINSIC QUALITIES**

According to the original nomination form for an All-American Road, an intrinsic quality "means scenic, historic, recreation, cultural, archeological, or natural features that are considered representative, unique, irreplaceable, or distinctly characteristic of an area."

#### **Scenic**

For as long as people have been able to travel along the North Shore, the road, Lake Superior, the forest, and rugged landscapes have been linked. If one wants to best experience the scenic beauty of the North Shore, the first and best place to do it from is the North Shore Scenic Drive.

The road is perfectly positioned between Lake Superior and the ridgeline, offering views of waves crashing on the rocky beaches and forested hills rising along the ridges. In addition, there are multiple rivers that cascade down from the Lake Superior highlands to meet Lake Superior.

The North Shore Scenic Drive is a four-season route. The change of seasons brings a new and refreshing appearance to the Byway throughout the year. Each fall, there is an explosion of color along the route. Visitors come from all around to see the display of red, yellow, and gold. In the winter, the proximity of the road to the lake allows for even more views to be exposed once the leaves have fallen from the trees. In spring, the break-up of ice shows another side of Lake Superior as mountains of ice are driven up the shore. Finally, the summer brings residents and visitors alike to the lake to enjoy a respite from the heat.

The North Shore Scenic Drive remains unmatched as the only route in the nation that offers an opportunity to experience Lake Superior's rugged shoreline and forests in such an intimate manner. There are many roads that take people around lakes in the United States. However, only the North Shore Scenic Drive offers people such a personal experience with the scenic beauty of Lake Superior, the world's largest freshwater lake.

### **Natural**

Natural qualities generally apply to features that are in an undisturbed state. These features include geologic formations, fossils, landforms, water bodies, vegetation, and wildlife.

#### **Geology**

The diverse geology along the Byway offers excellent educational and interpretive opportunities for all levels of interest. Lake Superior is located in a downward fold, or trough, of Precambrian rock. The basin resulted from a combination of geologic events. The gradual processes that formed the Lake Superior basin began during the Late Precambrian Period some 1150 million years ago when the earth's crust split apart, with great floods of molten rock spewing forth on the surface as lava flows or cooling off and hardening below. This activity continued for some 20 million years. As the flows congealed into new earth crust, the bedrock beneath gradually sank, tilting the overlying mass eastward. The depression continued to sink even after the volcanic period, developing into an impressive basin. Wind and water erosion over the next millions of years laid down a thick layer of mud, sand, and gravel until the basin was a broad low plain.

About a million years ago, the great glaciers of the Ice Age began their slow work of carving the coast. Four successive waves of mile-thick ice gouged out the basin, exposing the intricate and varied volcanic formations of the basin rim while depositing the sediments hundreds of miles to the southeast. During glacial retreat, meltwaters filled this basin far above present levels. The Lake Superior of that time (about 12,000 years ago) is called Glacial Lake Duluth by geologists. As outlets to the south and east opened, the lake level subsided. Eventually the lake reached its present surface elevation of 602 feet above sea level.

Virtually all of the bedrock of the North Shore consists of Upper Precambrian volcanic rocks poured out from a giant rift about 1.1 billion years ago, as the continent started to tear itself apart. A few intrusive rocks exist, such as the massive jointed sill at Silver Cliff, and irregular intrusive bodies such as the diabase at Silver Bay and Beaver Bay. These diabase bodies host very large inclusions, such as the white one at Split Rock Lighthouse.



## **Vegetation**

The Byway travels through the three-million-acre Superior National Forest, the vegetation ranges from older mature forests to younger stands. Upland areas along the byway contain aspen, birch, maple, spruce, balsam fir, and pine. The variation in vegetation types along with the difference in age classes, provides for a variety of scenery for the traveler.

## **Wildlife**

Wildlife is abundant in the corridor, especially whitetail deer. Other wildlife sightings include black bear, fishers, pine martins, coyote, red tail fox, grey wolf, and moose. Bird watching is excellent along the corridor with species such as hawk owls, grouse, northern goshawks, blacked-backed woodpeckers, and grey owls. The American Bird Conservancy named the Superior National Forest one of America's Globally important bird areas in 2001. With nesting species, the Forest has the greatest number of breeding birds of any national forest.

## **Recreational**

Lake Superior and the North Shore Highlands provide a unique array of all-season recreational experiences that is unmatched. Fortunately for travelers, the North Shore Scenic Drive offers excellent access to many of these opportunities for the traveler who wants to augment their journey by pursuing recreational opportunities. People have been escaping to the natural beauty of the North Shore since the route was completed early in the century. The many points of interest along the route give visitors a reason to come back again.

Areas near the North Shore Scenic Drive from Duluth to the Canadian Border have well-developed facilities for camping, hiking, biking, alpine and Nordic skiing, snowmobiling, golfing, snowshoeing canoeing, kayaking, and boating. In addition, activities such as bird-watching and fishing are popular.

## **Historic, Cultural, and Archaeological**

From Duluth to the Canadian Border, there is a tremendous amount of history already interpreted. The North Shore Scenic Drive Council has completed an Interpretive Plan for the North Shore Scenic Drive that will enhance these opportunities.

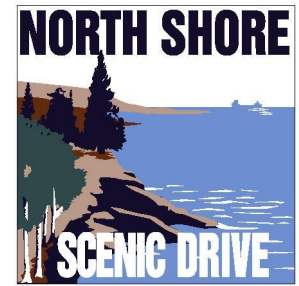
The first people to settle the North Shore region arrived about 10,000 years ago. These Native Americans entered the region during the final retreat of the Wisconsin glaciation. Many waves of Native American people inhabited the North Shore prior to European contact. The first Europeans, French explorers and fur traders, reached Lake Superior country around 1620. By 1780, the Europeans had established fur trading posts at the mouth of the St. Louis River near Duluth and at Grand Portage Bay at Grand Portage. The recent history of the North Shore encompassing fur trading, logging, fishing, and mining, among many other activities, begins here. Many of these historical industries are linked by the shipping and rail industry, which has dominated the economy for over a century.

The bookends of interpretation along the North Shore Scenic Drive are the Lake Superior Maritime Visitor Center and the Grand Portage National Monument. The Maritime Visitor Center offers a wealth of information on the shipping industry. Meanwhile, the Grand Portage National Monument was established to commemorate and preserve the Ojibwe heritage and the major trade route of the 18<sup>th</sup> century fur trade in North America.

The NSSD Interpretive Plan serves to help in identifying sites and what types of additional interpretive sites are appropriate. Implementation of this plan will add to the existing ways in which visitors learn or participate in these historic elements.



*Figure 3-Mt. Josephine Overlook*



## Chapter 3: Vision and Goals

### *NSSDC Vision Statement*

The vision statement for the CMP describes the purpose, value, and future of the NSSD. It also provides a foundation from which to establish goals and management strategies that will protect the Highway's intrinsic qualities. This is the mission statement of the North Shore Scenic Drive Council:

*"The mission of the North Shore Scenic Drive Council is to cooperatively enhance the economic benefit of travel along Lake Superior's North Shore and improve the quality of the route, while preserving its cultural, social, and natural integrity."*

### **NSSD GOALS AND ANNUAL WORK PLAN**

The following goals are from the NSSD Council's work program that is based on in-depth strategic planning developed in the summer of 2019. Each year, the Council meets to identify priority action items that will comprise the bulk of the Council's annual work plan and to evaluate the success of work completed. Following are the North Shore Scenic Drive 2013 Work Plan goals and action items. The Council updates its Work Plan on an annual basis.

#### **Goal 1: Be a Catalyst for Infrastructure Improvements and Development**

**1.1: Update and Maintain the NSSD Corridor Management Plan. Update the CMP to reflect current and long-term strategic planning efforts as needed.**

##### *Action Steps:*

- **1.1.1:** Utilize Appendix A for priority infrastructure projects to complete and timeline for implementation. Update annually.
- **1.1.2:** Continue to monitor and seek out partners for future improvement projects along the byway.
- **1.1.3:** Prepare to update document at end of 18-month period after adoption (Summer of 2021), or earlier if required.

**1.2: Provide support for implementation of completed design projects through a technical assistance respective to the needs of the potential project sponsor.**

**1.3: Develop appropriate messages when interpretive opportunities along the byway arise. Look for opportunities to add value to existing pull-off areas by adding information on the NSSD to existing or planned kiosks.**

*Action Steps:*

- **1.3.1:** As interpretive opportunities arise along the byway (i.e., kiosk development, or other projects) work with partners to develop the messages as they relate to the byway.
- **1.3.2:** Create a promotion/marketing piece (e.g., color flyer) about the NSSD and look for opportunities to include it on kiosks at waysides where possible.

**Goal 2: Promote achievements and activities of the Council and other DMO's**

**2.1: Update [www.SuperiorByways.com](http://www.SuperiorByways.com), integrate link to interactive map tour, provide updated information, and include connections to other byways linked to the scenic drive.**

**2.2: Work to increase awareness of and promotion of the NSSD to Destination Marketing Organizations (DMOs) and businesses along the NSSD.**

*Action Steps:*

- **2.2.1:** Create a NSSD email blast to go out to all relevant, and encourage them to share it with their respective business contacts and stakeholders.
- **2.2.3:** Develop content for DMO's to promote to showcase the value of the scenic drive to their target audience on an ongoing basis. Social media content specifically can be very helpful.

**2.3: Target additional printing of NSSDC Window Cling when inventory runs out. Disregard other promotional/logo-based memorabilia.**

**2.4: Promote the recently completed interactive map tour through various outlets.**

*Action Steps:*

- **2.4.1:** Target blasts on NSSDC social media, and work with DMO partners to help cross promote interactive map tour link.

- 2.4.2: Explore opportunities for integrating language for the interactive map tour link onto existing kiosks/signage at waysides along the byway.
- 2.4.3: Create and provide access to static maps of segments of the byway for users to have saved given varying cell service levels along the shore.

### **Goal 3: Plan for NSSD Council Organizational Sustainability**

**3.1 Keep the NSSD Council strong and vibrant.** Maintain a dynamic North Shore Scenic Drive Council with a cross section of interests, agencies, and organizations along the North Shore.

*Action Steps:*

- 3.1.1: Continue to host annual joint Northeast Byway’s meeting.

**3.2 Determine long-term sustainable strategies for the NSSD Council.**

*Action Steps:*

- 3.2.1: Increase activity in seeking and obtaining local / regional funds to support the planning and implementation of byway projects and Council staffing.
- 3.2.2: Explore creating avenues to accept donation for ongoing funding. This could be integrated into the interactive map tour.

#### **ADDITIONAL ACTION ITEMS & GOALS**

The Council has identified the following to take action on as appropriate:

**1. Be aware of legislation and public policy decisions in best interest of the North Shore Scenic Drive Council to achieve identified goals and objectives. Council members shall seek to remain aware of and support any pertinent legislation to this end.**

**2. Cairn Sign Construction. Support community efforts to continue to build cairn signs along the Byway as needed.**

- (Potential Locations include: Tofte, Schroeder, Lutsen, Beaver Bay TH)

**3. Schroeder Lakeside Park Project-Provide support to Schroeder Township in efforts of leveraging funding to implement design project completed for Lakeside Park in Schroeder.**

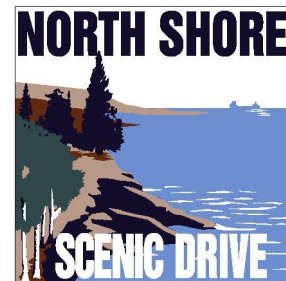
4. Indicate the importance of the Byway to state and federal agencies. Continue to ensure that all planning or implementation of projects along the Byway are clearly communicated to Mn/DOT and engage their feedback and assistance as needed

5. Provide on-going support to efforts to complete and improve regional, recreational trails that parallel and intersect with the byway. Provide on-going support of efforts to complete all trails various by modes from in proximity to the byway, as well as the improvement or development of other recreational trails within the byway corridor through letters of support and other efforts. Seek further collaboration with other trails associations and management entities when possible.

6. Be aware of view sheds and invasive species issues along the shore and support partnerships with land managers, owners, and other entities involved in practices that enhance the overall scenic experience.



*Figure 4-Autumn on the North Shore*



## Chapter 4: Infrastructure

### *About Byway Infrastructure*

To best accommodate traveler experience and safety, a scenic byway must consider its roads, signs, and rest areas. A byway council's job in this capacity is to partner with agencies who own road segments and land along the byway to manage and maintain it for the best possible byway experience.

### *About North Shore Scenic Drive's Roads*

The North Shore Scenic Drive (Trunk Highway 61) spans 154 miles along the North Shore of Lake Superior between Duluth, MN and the Canada border at Grand Portage. The North Shore Scenic Drive is situated in an area rich in natural, cultural, historical, scenic, and recreational opportunities and is one of the most popular Scenic Corridors in Minnesota. Initiating at the Duluth Aerial Lift Bridge, the byway leaves canal park, enters downtown on Superior Street, continues throughout Duluth along London Road until it meets with the 'old' highway 61 corridor split near Brighton Beach. The byway follows Trunk Highway 61 the rest of the way to the Canadian Border, except with a brief turnoff through the downtown of the Community of Two Harbors via Waterfront Drive, 1<sup>st</sup> Avenue, and the Park Road, before rejoining highway 61 on the eastern edge of the City.

### *About North Shore Scenic Drive's Signs*

There are several types of signage located along the NSSD. These include directional, interpretive/educational, commercial and environmental. The NSSD Council recognizes that a uniform design and placement strategy is important for the byway.

The NSSD sign plan is intended to improve the visitor experience through continuous signage along the byway. Signage recommendations include the following:

#### *Logo*

The logo is very colorful and is intended to be easily identifiable to all travelers, including those who may not speak English fluently. The Minnesota Department of Transportation (Mn/DOT) fabricated the signs and they are installed along the entire NSSD Corridor.

The size of the signs conforms to Mn/DOT design guidelines so as not to interfere with the scenery of the route. The sign placement strategy calls for signs to be placed at all major intersections along the route to guide the traveler. In addition, the signs will be posted below Highway 61 signs along the route. This again follows standard sign placement strategy for all the local units of government.

### *Gateway and Trail Blazer Signs*

Gateway signs inform visitors when they have reached or are leaving the byway. They are placed at each end of the Byway. It also is important to note the widespread use of blue "trailblazer" signs along the route. These signs, which are relatively small, are put up by local units of government and offer directions to private businesses along the route. These signs help to reduce the number of commercial signs along the route, therefore minimizing anomalous intrusions along the byway.

### *Outdoor Advertising Control*

The one federal regulation that applies to designated Scenic Byways is a prohibition on new billboards when the route is part of an Interstate, National Highway System, and former federal-aid primary road. Designated Scenic Byways on other road types can establish billboard control through local, county, or state laws. Generally, the zoning that affects outdoor advertising is controlled by local units of government.

### *About North Shore Scenic Drive's Waysides*

Along the Byway there are over 60 public waysides ranging from simple pull-off areas to paved or landscaped areas with amenities such as parking, picnic areas, trail access, lakeshore access, restrooms, interpretive kiosks, and visitor information facilities. The North Shore Scenic Drive Council recognizes the critical value that these diverse wayside rests hold for providing a safe, fun, and memorable experience for travelers along the byway.

The NSSD Council works to continually identify improvements for safety and visitor amenities at these wayside rests. Additional CMP reference materials provide an overview of two key resources that inform and guide the Council's work to improve these waysides: the NSSD—Wayside Rest Improvement Plan and NSSD- 2012 ADA Accessibility Assessment.

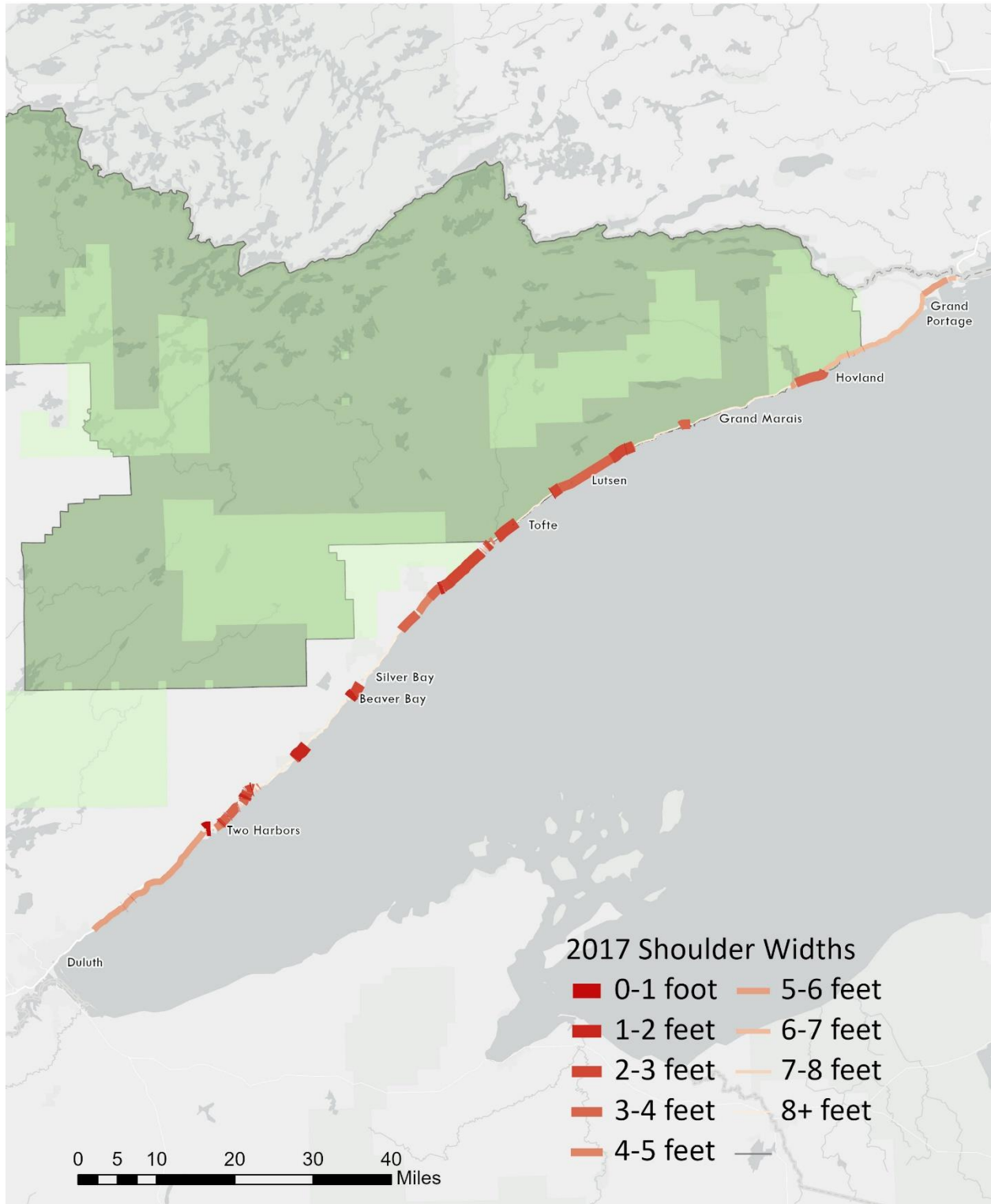


*Figure 5-NSSD Logo Sign*



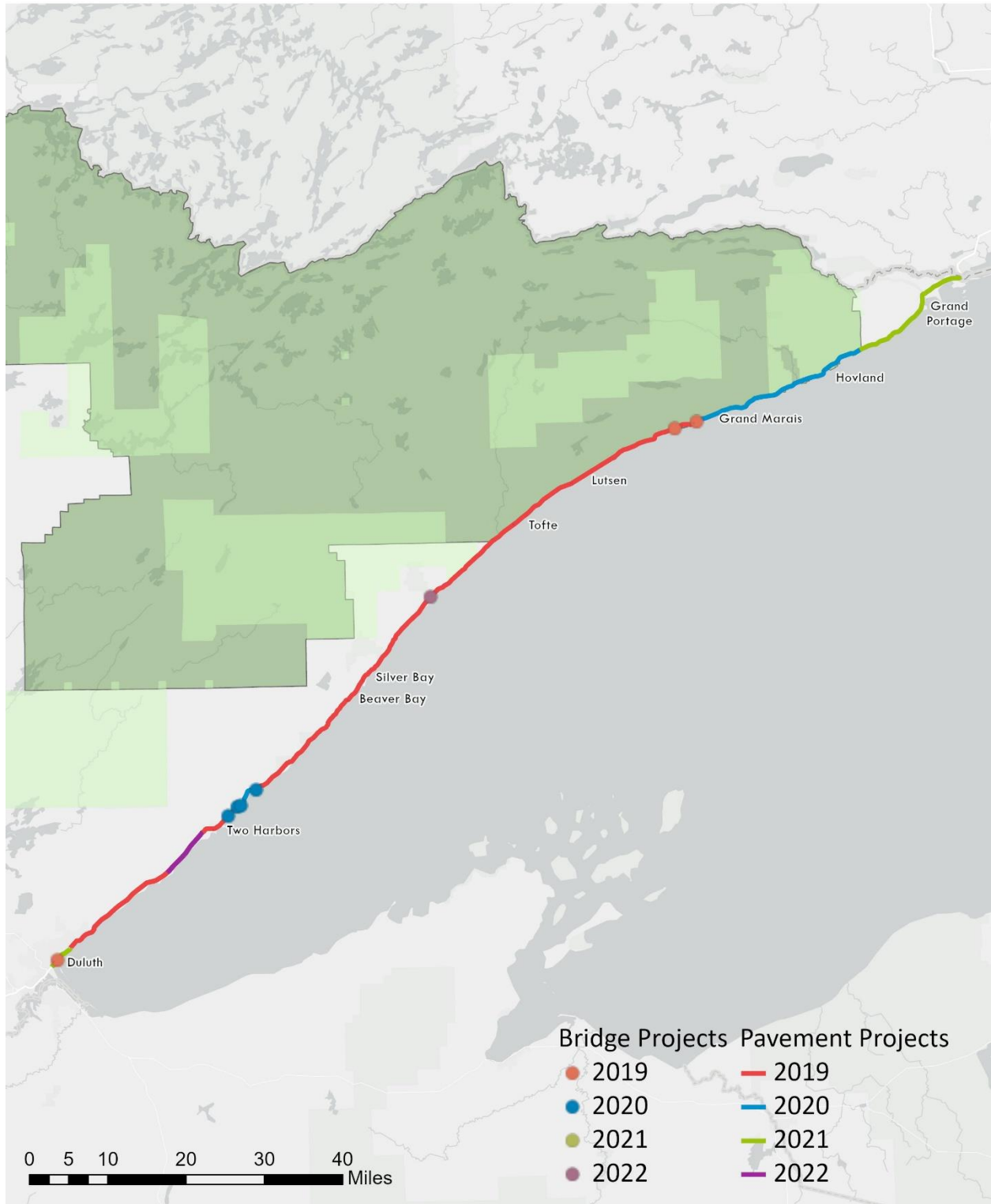
Map 2: Map of Paved Shoulders/Paths on North Shore Scenic Drive

## North Shore Scenic Drive Shoulder Widths



Map 3: Map of 2019-2024 Construction on North Shore Scenic Drive

## North Shore Scenic Drive STIP Projects



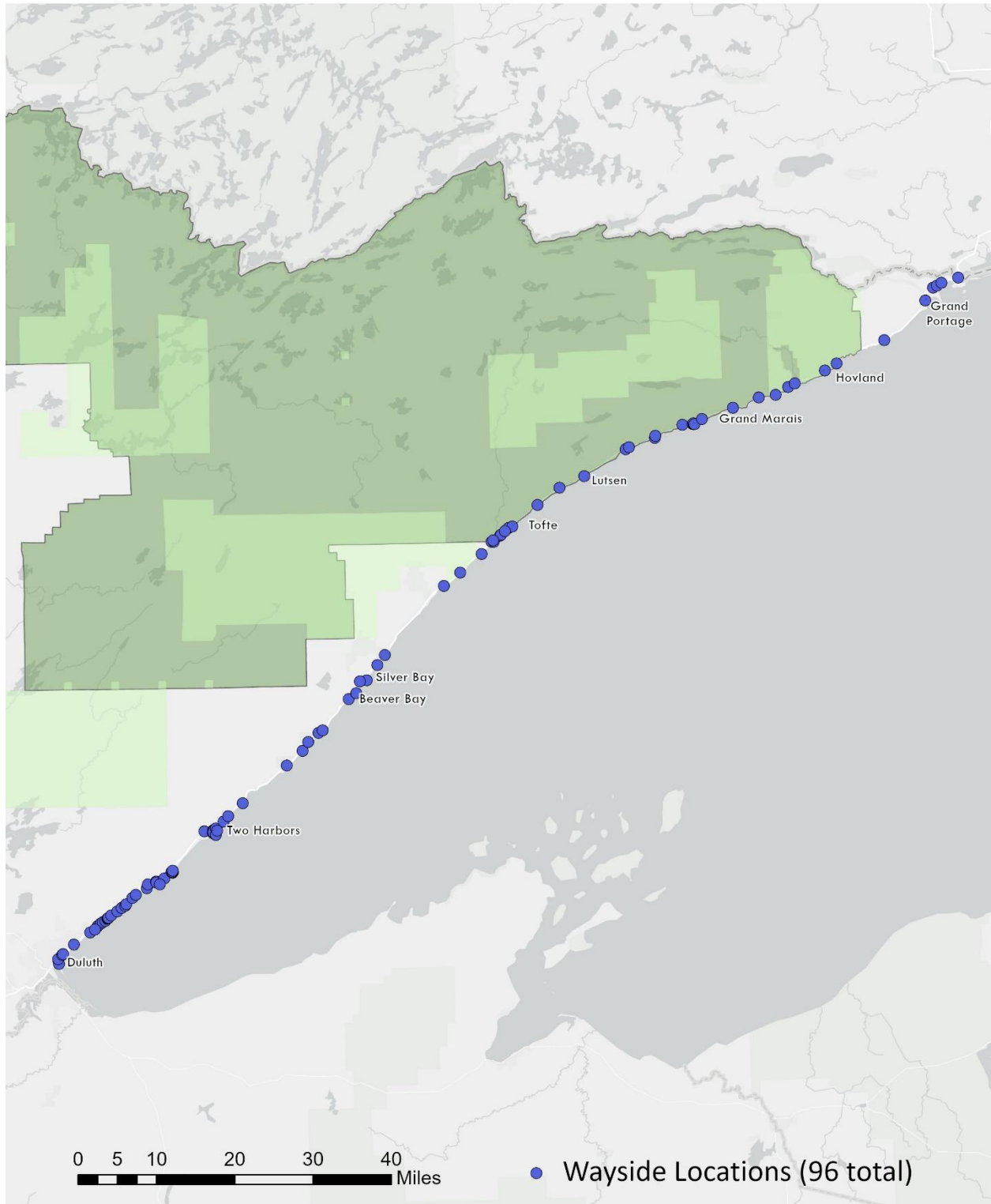
**Table 1: Scheduled Construction on North Shore Scenic Drive 2019-2024**

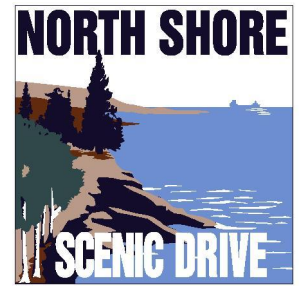
<b>Road Projects</b>		
1	2021	Drainage System improvement at Lakewalk in Duluth
2	2020	Realign and replace the Silver Creek Bridge and approaches in Lake County
3	2019	Signage Replacement
4	2021	Resurface highway from Reservation Bay Rd. to US/Canadian border.
5	2020	Install traffic control devices from just east of Grand Marais to the Canadian Border in Cook County
6	2021	Upgrade fiber optic cable and traffic cameras in Duluth.
7	2019	Resurface and reconstruct the highway from 1.8 miles north of the Cutface Creek to 0.1 miles south of County Road 14 and replace the box culvert at the Fall River in Grand Marais in Cook County
8	2020	Safety Improvements, LED lighting Silver Cliff and Lafayette Tunnel & in Duluth i-35 tunnels
9	2022	Resurface Highway from .1 Mi N Knife River to .3 mi. s County Highway 61
10	2019	Repair the Gooseberry Falls Rest Area in Lake County
<b>Bridge Projects</b>		
1	2019	I 35 in Duluth, repair Lake Ave bridge and pedestrian improvements.
2	2019	Resurface and reconstruct the highway from 1.8 miles north of the Cutface Creek to 0.1 miles south of County Road 14 and replace the box culvert at the Fall River in Grand Marais in Cook County
3	2019	Resurface and reconstruct the highway from 1.8 miles north of the Cutface Creek to 0.1 miles south of County Road 14 and replace the box culvert at the Fall River in Grand Marais in Cook County
4	2020	Realign and replace the Silver Creek Bridge and approaches in Lake County
5	2020	Reconstruct the Stewart River Bridge and approaches 2.2 miles northeast of the junction of County Road 2 in Lake County
6	2020	Safety Improvements, LED lighting Silver Cliff and Lafayette Tunnel & in Duluth i-35 tunnels
7	2020	Safety Improvements, LED lighting Silver Cliff and Lafayette Tunnel & in Duluth i-35 tunnels
8	2022	Bridge repair

The following map identifies the over 60 waysides along the north shore scenic drive. Please consult the interact story map version of the CMP, online interactive map tour, and/or the WRIP and Inventory for more detailed information of each site.

Map 4: Map of Waysides Along North Shore Scenic Drive

## North Shore Scenic Drive Waysides





## Chapter 5: Interpretation

### *About Byway Interpretation*

Interpretation will provide travelers with information about the resources of the byway and their value in an educational and interesting matter. Interpretation gives the visitor a reason to stay longer, to learn, and then to spread the word about their experiences, which translates into positive economic impacts for the NSSD.

The NSSD offers an opportunity for visitors to see wildlife in its natural surroundings, beautiful Lake Superior scenery, evidence of glaciation, Native American culture, and a rich history of logging, mining, fishing, and other cultural resources. Interpreting these and many other recreational, cultural, and historic qualities along the NSSD are keys to helping visitors fully understand and appreciate the Byway's resources.

### **Existing Interpretation**

An inventory of personal and non-personal interpretation along the NSSD has been completed. The categories of interpretation types include:

- Historical/Geological Markers
- Museums and Centers
- Outdoor Experiences
- State Parks

### **Interpretative Planning Objectives**

The NSSDC completed an interpretive plan for the entire byway in 2005. The purpose of the NSSD interpretive plan is to create interpretation that will enhance the traveler's experience. This interpretation of the area's natural, cultural, historical, and ecological elements will be designed in a unique fashion that will provide travelers with a thematic, easily identifiable pattern that will be available for their use along the byway. The interpretive planning objectives are:

- 1) Orient the visitor to the facilities and attractions of the area.
- 2) Educate visitors about the Byway's intrinsic qualities.
- 3) Enhance visitor enjoyment by interpreting natural resources, scenic attractions, and the natural and cultural history of the area.
- 4) Identify recreational resources and educate visitors about responsible recreational use.
- 5) Obtain public involvement in protecting and conserving the cultural and natural resources of the area.
- 6) Inform visitors of the resource management activities within the highway corridor.

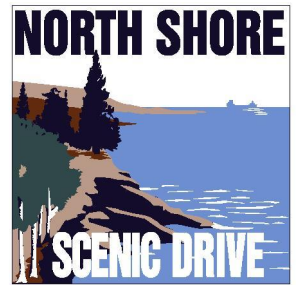
### *Interpretive Planning Implementation*

Interpretation can utilize a variety of media. For example, to inform travelers about the sights along the Byway, visitors may use a driving tour-guide in the form of a brochure with numbered stops or an audio-cassette tape. This type of guide could direct visitors to other places of interest or to adjacent sites or facilities. Visitors wishing to hike may be encouraged to take advantage of walks around historic sites, self-guided nature trails, or wildlife viewing sites. Interpretive programming might also include guided walks, living history demonstrations, and slide or video programs. The sites and frequency of programs of this sort could be rotated according to visitor use patterns. Strategically located interactive videos could become a popular option to a staffed information center. The variety of interpretive media is endless. Planning will link the most appropriate interpretive stories and media to locations that best depict the stories.

To communicate consistency to Byway visitors, messages must not conflict with one another and the visual quality of facilities and improvements must be consistent. Although implementation of the plan may take place in phases and can use existing facilities where appropriate, visitors should leave with the impression that the Byway is a unit unto itself and has consistency from one stop to the next. Future considerations to augmented reality, audio tours, the interactive map tour and other technology-based forms of interpretation should be considered as feasibility becomes realistic.



Figure 6-Interpretive Kiosk at Beaver Bay Trailhead



## Chapter 6: Marketing

### *About Byway Marketing*

One primary objective for a scenic byway council is to inspire people to visit and spend money along its corridor. To do this, a byway council's job is to "sell" its byway to potential byway travelers through marketing.

### *About North Shore Scenic Drive's Approach*

Marketing is the process or technique of promoting, selling, and distributing a product or service. The marketing of a byway involves promoting a byway as a tourism product to identified population or target markets. One of the North Shore Scenic Drive Council's goals is to promote economic development and tourism. This is done through supporting local/regional marketing and promotion of the Byway and its intrinsic qualities.

The North Shore Scenic Drive Council supports and encourages the marketing and promotion of the byway by these groups and others. One example of successful marketing and promotion is the development of a website for the four interconnected state and national byways in the Lake Superior Area of Minnesota. This project, funded by a grant from the FHWA, resulted in the creation of the SuperiorByways.com website.

Historically the Council leaned on Direct Marketing Organizations (DMO's) like Visit Duluth, Visit Cook County, and Lovin' Lake County as well as the North Shore Visitor magazine to do the marketing of the byway. Moving ahead, the Council will seek to become more active in assisting in the promotion of the byway. A few ways to do this include: creating content for DMO's to promote, boosting visibility of other social media posts by sharing partner organization materials, integrating interactive map tour promotional language onto existing waysides, partnering with the North Shore Visitor when possible among others.



Figure 7- Canal Park in Duluth

## Appendix A: Design Projects

Completed Design Projects					
Date	Name	Status	Project Partner	Priority	Comment
2014	Caribou River Wayside	Implemented	MN DNR	H	Constructed in 2017, ribbon cutting ceremony held in 2018
2005	Brighton Beach	Design Complete, Awaiting implementation	City of Duluth	H	TA grant awarded for 300k for extension of multi-use path-2020 construction.
2014	Schroeder Lakeside Park (Father Baragas Cross)	Design Completed-Beginning to Phase Project for Implementation	Schroeder TWP / Cook County	M	After phasing, beginning acquiring funds for implementation
2006	Stoney Point	Seeking Funding for Implementation	St. Louis County	M	Project ready for implementation if grant found and awarded, local match is available
2005	Lester River	Unfunded-Currently lower local priority	City of Duluth	M	Currently behind Brighton beach extension project in local priority
2011	Cascade River	Unfunded-May not be leveraged	MnDOT	L	Implementation difficult due to historic corridor
2003	Knife River	Unfunded-Currently lower local priority	Knife River / Lake County	L	Currently low priority at local level
2013	Temperance River	Unfunded-Traffic Concerns limit implementation	MnDOT	L	Implementation difficult due to high bridge construction costs



Completed Design Projects					
Date	Name	Status	Project Partner	Priority	Comment
2015	Tofte	Design Complete, Awaiting implementation	Tofte Township / Cook County	H	Design Project Completed, and providing assistance with funding
2015	Hovland	Design Complete, Awaiting implementation	Cook County / Cook County Historical Society	L	Currently limited local interest in implementation
2015	French River	Completed and Funded	St. Louis County / DNR	L	TA awarded in 2018 / slated for 2022 Construction
2015	Palisade	Design Complete, Awaiting implementation	DNR / Tettegouche S.P. (DNR)	H	Currently lower priority for implementation from DNR.
2018	Glensheen	Design Complete, Awaiting Implementation	City of Duluth / MnDOT / Glensheen	M	Working with entities to pursue funding, expected road improvement project could be opportunity for implementation.
2019	Lutsen Trailhead	Design Complete, Awaiting implementation	Lutsen Township / Cook Co.	H	Awaiting implementation
Potential Design Projects					
2019	Burlington	Design funding pending	City of Two Harbors	M	Limited local participation interest
Other Identified Improvements					
2014	Public Restrooms in Grand Marais	Identified Need	<i>City of Grand Marais / Cook County</i>	H	Seeking opportunities for design / implementation
2019-20	Interpretive Signage at French River Wayside	Identified Need	<i>DNR / St. Louis County</i>	H	Seeking Funding

## Appendix B: Funding Sources

Source	Agency	Infrastructure Eligibility	Non-Infrastructure Eligibility	Notes/Links
<b>Advertising Revenue</b>	SNFSB Council	No	Yes	Sell advertising in byway publications
<b>Chambers of Commerce</b>	Local Chambers	No	Yes	Request funding to support economic development work
<b>Explore Minnesota Grant Program</b>	Explore MN	No	Yes	<a href="http://exploreminnesota.com/industry-minnesota/ways-to-get-involved/grants/">exploreminnesota.com/industry-minnesota/ways-to-get-involved/grants/</a>
<b>Heritage Preservation Grants</b>	MHS	No	Yes	<a href="http://mnhs.org/preservation/grants">mnhs.org/preservation/grants</a>
<b>Membership Fees</b>	SNFSB Council	No	Yes	Develop a member program with fees
<b>Tourism Tax Revenue</b>	Cities	No	Yes	Work with tourism tax-funded agencies
<b>Community Development Block Grants</b>	St. Louis County	Yes	No	<a href="https://www.stlouiscountymn.gov/departments-a-z/planning-development">https://www.stlouiscountymn.gov/departments-a-z/planning-development</a>
<b>Community Development Funding</b>	DEED	Yes	No	<a href="http://mn.gov/deed/government/financial-assistance/community-funding">mn.gov/deed/government/financial-assistance/community-funding</a>
<b>DNR Grants</b>	MN DNR	Yes	No	<a href="http://dnr.state.mn.us/grants">dnr.state.mn.us/grants</a>
<b>Federal Lands Access Program</b>	FHWA	Yes	No	<a href="http://flh.fhwa.dot.gov/programs/flap">flh.fhwa.dot.gov/programs/flap</a>
<b>Federal Recreational Trail Program</b>	MnDOT	Yes	No	<a href="http://dnr.state.mn.us/grants/recreation/trails_federal.html">dnr.state.mn.us/grants/recreation/trails_federal.html</a>
<b>General Transportation Funding</b>	MnDOT; Counties; Cities	Yes	No	Work with road owners to direct public funding to road improvements
<b>Greater Minnesota Public Infrastructure Grant Program</b>	DEED	Yes	No	<a href="http://mn.gov/deed/government/financial-assistance/business-funding/infrastructure">mn.gov/deed/government/financial-assistance/business-funding/infrastructure</a>
<b>Transportation Alternatives</b>	MnDOT	Yes	No	<a href="http://dot.state.mn.us/ta">dot.state.mn.us/ta</a>