

# **INTERAGENCY SCENIC ROADS MAP ADVISORY COMMITTEE POLICY And SELECTION CRITERIA REVISED 11/13/12**

The Virginia Scenic Roads Map is published by the Commonwealth of Virginia Department of Transportation and is distributed free of charge to the public. It currently is funded by a federal national scenic byways grant; corporate sponsorship might be sought for future printings.

The map's purpose is to encourage travelers to take scenic routes to various points of interest in the state in the hope that they will spend additional time in Virginia. This supports Virginia's economic development and tourism efforts.

The map features the Official Virginia Byways, proposed byways and Federal Scenic Highways. These collectively are referred to in this document as Scenic Roads. The map also shows the interstates, major highways, certain two-lane roads and certain roads connecting the scenic roads in Virginia to help travelers plan trips.

The highway side of the map will include a base map of Virginia, with insets of areas in which the detail could not be depicted clearly on the base map.

Contents of the highway side of the map are determined by the interagency Scenic Roads Map Committee, which is comprised of representatives from Scenic Virginia, the Virginia Council on Indians, the Virginia Department of Agriculture and Consumer Services' marketing division, the Virginia Department of Conservation and Recreation, the Virginia Department of Economic Development's Tourism Corporation, the Virginia Department of Game and Inland Fisheries, the Virginia Department of Historic Resources, the Virginia Department of Transportation's Local Assistance and Communications divisions and a VDOT field office. Committee members serve as a resource to VDOT staff members in developing the features and information to be included on the map. The map is prepared by the cartographic and graphics section of VDOT's Office of Communications.

The following is a guide to the process and criteria used in selecting the features that appear on the Scenic Roads Map. Selection also is based on how the feature relates to the intent of the Scenic Roads Map and on its proximity to Scenic Roads. References to the state transportation map mean the current Official State Transportation Map produced by VDOT.

## **SCENIC ROADS MAP SELECTION CRITERIA**

\* *Historic attractions, cultural attractions and commercial resorts* that appear on the state transportation map and that are within *five miles* of a Scenic Road. Prime consideration is given to those with high existing attendance or generated traffic; drawing tourists from other states and abroad; open daily, year-round (exceptions are parks, beaches, stadiums, etc., where activities are somewhat restricted during certain seasons), and are properly documented.

*Historic plantations, homes, churches and other buildings, structures or districts* must be listed on the Virginia Landmarks' Register and the National Register of Historic Places, managed by the Virginia Department of Historic Resources. Prime consideration is given to those offering guided or self-guided tours and listing a mailing address and telephone number accessible during normal office hours."

Prime consideration for *cultural attractions* is given to those organized as public or private nonprofit institutions that exist on a permanent basis for essentially educational or aesthetic purposes; that care for, and own or use tangible objects, whether animate or inanimate, and exhibit those objects on a regular basis; that have at least one professional staff member, or the full-time equivalent, on site whose primary responsibility is the acquisition, care or exhibition to the public; that have provided services to the general public on a regular basis for at least two full years; and that list a mailing address and telephone number accessible during normal office hours.

\* ***Recreation areas*** within national forests or parks, with special recreational facilities, and that are on the state transportation map.

\* ***National forests and parks, state parks and regional parks*** that appear on the state transportation map.

\* ***Civil War battlefield parks*** that are open to the public as parks, that are owned by units of government or corporations (United States, National Park Service, Commonwealth of Virginia, local governments or National Trust for Historic Preservation), and that have public parking areas and interpretive signs, plaques or maps.

\* ***Civil War battlefield sites*** that are on privately owned land without visitors' facilities or public parking lots, that are accessible by public road or highway, that have limited interpretive material available at the battlefield, that look much as they did at the time of the war and that are considered by the national Civil War Sites Advisory Commission to be among the battlefields most important to an understanding of the Civil War.

\* ***National historic sites, monuments and cemeteries*** that appear on the state transportation map and that are within *five miles* of a Scenic Road.

\* ***Cities and towns along the depicted road system*** that are shown on the state transportation map); ***those with historic districts***, as designated by the *Virginia Department of Historic Resources*, are depicted with a different typeface.

\* ***Rural historic districts*** that are designated by the *Virginia Department of Historic Resources*.

\* ***State natural areas*** that are owned by the *Virginia Department of Conservation and Recreation* or other Virginia state agencies, that are at least 750 acres in size and that are set aside to protect a rare or endangered plant or animal species, or unique geologic area; some limited public access is available.

\* **State wildlife management areas, fish hatcheries and public fishing lakes**, which are owned and designated by the *Virginia Department of Game and Inland Fisheries*.

\* **National wildlife refuges and fish hatcheries**, which are owned and designated by the *U.S. Fish and Wildlife Service*, that appear on the state transportation map.

\* **Recreational trails** that have at least five miles of trail and that have a section within *five miles* of a Scenic Road.

\* **Wineries**, licensed as farm winery operations by the *Virginia Alcoholic Beverage Control Commission*, open to the public at least six hours a day and a minimum of five days per week between March and December, providing tours of the wine-making process and having entrances to the property within a *15-mile limit* of a Scenic Road. The 15-mile limit is consistent with VDOT's tourist-oriented destination signing (TODS) criteria for wineries.

\* **Major travel destinations**, as determined by research conducted by the *Virginia Tourism Corporation*.

### **OTHER INFORMATION**

The back side of the map will feature general information about Scenic Roads in Virginia and photographs or illustrations of several interesting sights along those roads. Certain specific Scenic Road areas will be featured. Small maps of specific areas could be included. The map's photographs and illustrations, including the cover, will be selected by VDOT's Office of Communications.

An information box will list phone numbers for general information about the Virginia Travel Guide, bed and breakfast locations, state and national parks, bicycle routes, wineries, emergency phone numbers and similar information.

**EDITING RIGHTS:** The interagency Scenic Roads map committee maintains complete rights in editing the official state map and making design variations deemed advantageous to motorists and promoting tourism in Virginia. The committee reserves its right to include or omit any attraction, photograph, sketch, letter type or logo published in the past or present.

**COPYRIGHT AND DISTRIBUTION:** The map is copyrighted; permission to reprint any or all parts of the map must be requested in writing from VDOT's Office of Communications at the address below. The map is distributed free of charge to the public through VDOT, the Virginia Tourism Corporation and other selected outlets. Appropriate action will be taken against any individual, group or business that sells the map.

**MAP INCLUSION REQUESTS:** All requests to be included as a point of interest or a photograph on any future Scenic Roads map must be submitted in writing to the director of the VDOT Office of Communications. Requests will be reviewed based on how they meet the criteria for inclusion. Acknowledgement of the requests and notifications of inclusion decisions will be made as

soon as possible. If a request is denied, it can be appealed in writing with new information or reasons for consideration.

For more information about the map, contact:  
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