

# Scenic Roads



*Making Your Community  
a Vibrant Place to Live*

Prepared by the  
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# Scenic Roads

Scenic Roads are roadways that are visually pleasing to drive, bike, or walk. They traverse through ever-changing, aesthetically pleasing environments, environments that consist of natural and man-made elements which stimulate the senses and leave a lasting impression in the mind. Scenic roads may be as charming and intimate as a shady tree-lined road or as breathtaking and expansive as the Blue Ridge Parkway. In either case, scenic roads are an important part of our quality of life. They offer a release from the stresses and strains of the congested highways and turnpikes by providing an alternate scenic route to travel.

*Why are Scenic Roads important to your municipality?*

- Allow your municipality to create alternate design standards and land use controls that will keep your roads attractive while establishing devices that will guide the development of the adjoining land in a cohesive manner.
- Generate tourism and economic growth, which will add to your tax rates.
- Establish a positive self-image for your municipality by associating the beauty of the roads with your town.



*Through the implementation of alternate design standards and land use controls, the overwidening and straightening of this road was kept to a minimum and edge treatments of this road were softened allowing the environment to be enhanced and protected for the pleasure of driving, biking, or walking now and into the future.*

- Regenerate civic pride for your planning initiatives and natural resource awareness.
- Protect the scenic resources that make your municipality unique for further generations to enjoy.



*Those same alternate design standards and land use controls could have prevented this once highly passive roadway view from being ruined by overwidening and poor edge treatment. The creation of a Scenic Roads Program can lead your municipality to the quality of life that all of us seek to enjoy now and into the future.*

### *How can your municipality implement a Scenic Roads Program?*

Begin by advertising to your Community that you are interested in establishing a Scenic Roads Program and let the residents know that their input is crucial. Establish a scenic roads committee and determine what it is that your municipality would like to achieve as a result of designating Scenic Roads. Then, begin researching other Scenic Road Programs from around the country to determine the most suitable process by which to inventory and designate your roads. Design your inventory and designation process to be efficient and effective for you. Once your municipality has conducted the inventory and reviewed the results, begin developing alternate land use controls, design standards, and any other planning and design tools that will assist in the protection of the road and the surrounding landscape. The final step before physically implementing the Scenic Roads Program, is to develop a Management and Review Plan. The plan should address all maintenance issues, who is going to perform the work, and have an established timetable for periodic review of the roads and the surrounding landscape. Remember, the maintenance of these roads is crucial to sustaining tourism and economic growth.

*How can the Monmouth County Planning Board assist your municipality in creating a Scenic Road Program?*

We can ...

- Provide guidelines for establishing a Scenic Road Program and assist you in the organization of a Committee.
- Assist in the tailoring of your scenic road inventory form to address the various elements of your unique landscape.
- Provide guidance in the development of alternate design standards, land use controls, and other planning and design tools for your designated Scenic Roads.
- Demonstrate the need and describe the components of a Scenic Road Management and Review Plan.

*For more information, please contact:*

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