

National Scenic Byways Program

Byway Nomination Form



Background

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Byway Name: Great River Road National Scenic Byway Iowa

Identify Your State (choose one): Iowa

Byway Location: Does your byway traverse **more than one state**? If yes, select all states the byway traverses, **including your state**.
Iowa

Does your byway traverse **Tribal lands**? If yes, identify the land or lands in the text box.

No

Does your byway traverse **federal lands**? If yes, identify the land or lands in the text box.

No

If you answered yes to any of the questions above, then your byway traverses more than one jurisdiction (i.e., state, Indian tribe, or federal land). This constitutes a multi-jurisdiction nomination. For a multi-jurisdiction nomination, applicants in each jurisdiction are required to submit individual nomination applications.

Submission Agency (or individual): Iowa Mississippi River Parkway Commission

Desired Designation: all-american road

Change in Designation: Are you seeking to nominate an existing National Scenic Byway as an All-American Road? Yes

If yes, you are required to identify two (2) intrinsic qualities that are nationally significant. One of these may be the same intrinsic quality used to justify previous designation as a National Scenic Byway. However, in Section 1 your application will need to describe the national significance of that intrinsic quality.

Extension: Is this an extension to an existing National Scenic Byway or All-American Road? No

If yes, you are required to submit the nomination application for the proposed extension in context of the existing National Scenic Byway or All-American Road and identify the same primary intrinsic quality(s) that can be found along the previously designated portion of the byway. Applicants are required to identify the same primary intrinsic quality(s) that can be found along the designated portion of the byway, and how the proposed extension relates to and enhances the designated byway.

Section 1

Location: **1-1:** Provide a description of the location of the byway within the State. Use cardinal directions (e.g., north) and reference major cities, regions, and/or landmarks. (Limit 150 words.)
The Iowa Great River Road is a 341-mile route paralleling the west bank of the Mississippi River in eastern Iowa between Missouri and Minnesota. The Byway connects 10 counties-Lee, Des Moines, Louisa, Muscatine, Scott, Clinton, Jackson, Dubuque, Clayton, Allamakee. Major cities along the route include Dubuque, Davenport, Bettendorf, and Burlington. The route offers varied settings: magnificent vistas of the River; upland woodlands and floodplain forests; various parks, preserves, conservation areas; agricultural, small farms, rural countryside; small-town main streets; distinctive architecture; metropolitan centers and, most importantly, river life. The route is paved two-lane and four-lane. Approximately 188 miles (55%) are under the jurisdiction of the Iowa DOT. Approximately 153 miles (45%) are under county and municipal jurisdiction. The route functions in a number of capacities including: through, local, commercial, and recreational traffic. All portions of the route are maintained for year-round use. The route is signed as the "Great River Road".

Date of Local Designation: **1-2:** Any road submitted for designation under the National Scenic Byways Program must first be designated, through legislation or some other official declaration, a State, Indian tribe or Federal land management agency scenic byway. List the designating agency(s) and date(s) of designation.

Designating Agency(s): Iowa Legislature

Date(s) of Local Designation: 1959

Intrinsic Qualities: **1-3:** For the All-American Road designation, select the **two (2)** Intrinsic Qualities that are most evident along the road and that you will demonstrate are nationally significant, and contribute to the byway being considered a "destination unto itself." (Hold the Ctrl button and click on two Intrinsic Qualities.)

For multi-jurisdiction nomination applicants seeking designation as an All-American Road, at least one of the two primary intrinsic qualities cited must match the qualities submitted by the other jurisdictions seeking designation. The applicant may cite the second intrinsic quality as specific to their segment of the byway: Archaeological, Cultural, Historic, Natural, Recreational, or Scenic.

Historic

Scenic

Primary Photo:

1-4: Provide a **single** image that you feel best represents the experience along your byway. Please select this image carefully as it will introduce the reviewers to your byway. Also, if designated, your byway will be included in the marketing efforts of the National Scenic Byways Program and this image will be used on the traveler website.

Please provide an alternative text description of the image that describes what the image depicts. This text will be used by those who cannot see the photo, and should thoroughly describe what is depicted in the image. For guidelines on submitting images and composing alternative text descriptions, please see our [Image Style Guide](#). (Limit 50 words.)

Alternative text for image:

Image name:

Image owner:

Photo release?

Upload Image:

Before uploading, rename the file to begin with 1-4. For example, rename your file RiverBend.png to 1-4RiverBend.png.

Section 2

2-1: This section will introduce the reviewers to your byway. Provide a description of your byway from the "big picture" point of view, and within the context of your description, include information on the items below. For more information on developing a strong statement of qualification, please reference the [Nominations Guide](#). (Limit 750 words.)

- **Theme** that reflects the central focus of the byway's nomination story and promotes the Byway.
- An overview of the **Traveler Experience** navigating the byway. Provide a sense of how the experience unfolds as visible features, byway stories, or important resources form the core quality of your corridor.
- **Regional Significance** (National Scenic Byway) – explain and justify what is special, significant or unique about your byway in relation to the primary Intrinsic Quality
- **National Significance** (All-American Road) – explain and justify what is special, significant or unique about your byway in relation to the two (2) primary Intrinsic Qualities, and why the road is considered a destination unto itself.

Statement of Qualification:

Historic Intrinsic Quality | Historic resources and values associated with the Great River Road span essentially all aspects of early to modern American history. fundamental to the range of Mississippi River history is the story of transportation. The river provided a means of transportation for Native Americans; early explorers; the movement of military units (a Revolutionary War battle was fought in Dubuque, Iowa); northern European settlers and immigrants; and a full array of raw materials and finished goods. Major railroad corridors have paralleled the river and the historic locks and dams support the vital commercial barge traffic of today. Indeed, the history of the Great River Road itself beginning in the 1930s and the formation of the Mississippi River Parkway Commission represent bold historic approach to resource planning that can be viewed as a precursor for scenic byways. For the Iowa Great River Road, examples of approximate 130 historic resources 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.

Scenic Intrinsic Value | Scenic quality is the heightened visual experience derived from the view of natural and man-made 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 man-made 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. 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; 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.

Section 3

Byway Length:

3-1: Enter the total byway length (in miles) from end to end (including road gaps that aren't included in the nomination but must be traveled).
341 miles

Route Description:

3-2: Please provide a complete, sequential route description that documents all road segments including any gaps and/or intrusions. Include all of the road segments which, when linked together, match the legal description used by your State/Indian tribe/Federal land management agency to officially designate the road. Please work with your State/Indian tribe/Federal land management agency Scenic Byway Coordinator to develop this section so that you accurately reflect State/Indian tribe/Federal land management agency records for the designated route. Please also specify road names and route numbers for all road segments. (Limit 750 words.)
LEE COUNTY|Bus US61/345th Ave to Des Moines County Line
Missouri State Line to E Jct US136 0.5mi; US61 to X28 2.4mi; US136 to Orleans Ave, Keokuk 0.5mi; 4th St N to Grand Ave, Keokuk .1mi; Orleans Ave Grand Ave to Rand Park Ter 0.8mi; Grand Ave to River Rd, Keokuk 0.1mi; Rand Park Ter to NCL, Keokuk 1.9mi; NCL, Keokuk to Cherry St, Montrose 7.4mi; River Road/X28 to Tesson St, Montrose 0.1mi; Cherry St to Elm St, Montrose 0.1mi; Tesson St to Water St Montrose 0.1mi; Elm St to Pine St, Montrose 0.1mi; Water St, Montrose to X21 0.1mi; Pine St, Montrose to US61 1.2mi; X21 to IA2 6.9mi; US61 to 20th St, Fort Madison 3.6mi; IA2 to Ave H, Fort Madison 0.4mi; 20th St to BusUS61/354th Ave, Fort Madison 1.7mi; Ave H, For Madison to US61 4mi;

Bus US61/354th Ave, Fort Madison to Des Moines County Line 5.8mi. Total 38.4mi.
Extensions to Mississippi River Bus US61/354th Ave to Iowa-Illinois State Line 0.3mi; 4th St North, Keokuk to Iowa-Illinois State Line 0.5mi.

DES MOINES COUNTY|Lee County Line to X62 2.9mi; US61 to Harrison Ave, Burlington 5mi; Madison Ave to S Main St, Burlington 0.5mi; Harrison Ave, Burlington to X99 1.7mi; N Main St, Burlington to Louisa County Line 19.7mi. Total 30.5mi.
Extension to Mississippi River X99/NMain St, Burlington to Iowa-Illinois State Line 0.7mi.

LOUISA COUNTY|Des Moines County Line to X61 6.6mi; X99 to Muscatine County Line 15.4mi. Total 22mi.

MUSCATINE COUNTY|Louisa County Line to Bus US61/IA38 5.9mi; X61 to IA38 2.1mi; Bus US61/IA38 to IA22 0.7mi; IA38 to Scott County Line 13.6mi. Total 22.6mi.
Extension to Mississippi River IA38 to Iowa-Illinois State Line .3mi.

SCOTT COUNTY|Muscatine County Line to US67 9.5mi; IA22 to US67 3.9mi; US67 Business, Davenport to Clinton County Line 25.6mi. Total 42mi.
Extensions to Mississippi River I-80/US67 to Iowa-Illinois State Line 1.2mi; I-74/US67 to Iowa-Illinois State Line 1.0mi; US67/Bus67 to Iowa-Illinois State Line 0.8mi; Iowa St and E 2nd St, Davenport to Iowa-Illinois State Line 0.2mi.

CLINTON COUNTY|Scott County Line to Bus US67/Washington Blvd, Camanche 5.9mi; US67 to US67 2.6mi; Bus US67/Washington Blvd, Camanche to Jackson County Line 21.3mi. Total 30.7mi.
Extensions to Mississippi River IA136 to Iowa-Illinois State Line 0.5mi; US30/US67 to Iowa-Illinois State Line 0.4mi.

JACKSON COUNTY|Clinton County Line to US52 2.9mi; US67/IA64 to Dubuque County Line 32.4mi. Total 39.1mi.
Extension to Mississippi River US52 to Iowa-Illinois State Line 3.8mi.

DUBUQUE COUNTY|Jackson County Line to US52/US61/US151 8.1mi; US52 to US52/IA3 3.3mi; US52/US51/US151 to Sherrill Rd 6.6mi; US52/IA3 to Mud Lake Rd 0.2mi; Sherrill Rd to Circle Ridge Rd 2.2mi; Mud Lake Rd to C9Y/N Buena Vista Rd/Balltown Rd 4.8mi; Circle Ridge Rd to Clayton County Line 8.8mi. Total 37.2mi.
Extensions to Mississippi River: US52 to Iowa-Wisconsin State Line 2.5mi; US52/US61/US151 to Iowa-Illinois State Line 0.7mi.

CLAYTON COUNTY|Dubuque County Line to US52 12.5mi; C9Y to Koerner St, Guttenberg 5.4mi; US52 to River Park Dr, Guttenberg 0.3mi; Koerner St to Broadway St, Guttenberg 1.4mi; River Park Dr to 3rd St, Guttenberg 0.1mi; Broadway St to Kosciusko St, Guttenberg 0.2mi; 3rd St, Guttenberg to X56 0.2mi; Kosciusko St, Guttenberg to 7th St, McGregor 17.5mi; Walton St, McGregor/X56 to IA76 0.1mi; 7th St, McGregor to Allamakee County Line 4.5mi. Total 42.7mi.
Extension to Mississippi River IA76 to Iowa-Wisconsin State Line 0.5mi.

ALLAMAKEE COUNTY|Clayton County Line to IA26 4mi; IA76 to Chestnut St, Harpers Ferry 6.3mi; X52 to N 1st St, Harpers Ferry 0.2mi; Chestnut St, Harpers Ferry to Winfield Rd 0.7mi; N1st St, Harpers Ferry to X52 0.4mi; Winfield Rd to S Front St, Lansing 12.3mi; X52 to Main St, Lansing 0.8mi; S Front St, Lansing to IA26 0.2mi; IA9/Main St, Lansing to Iowa-Minnesota State Line 11.2mi. Total 36.3mi.
Extension to Mississippi River IA26 Iowa-Wisconsin State Line 0.2mi.

Total all 10 counties: 341.4 miles

Route Address:

3-3: To assist review of your nomination, please provide the addresses/intersections and the GPS coordinates for the beginning and end points of the byway. You will provide the GPS coordinates for other key points/features in Section 5: Traveler Experience.

Beginning addresses/intersections and the GPS coordinates of the byway.
US 61 E Jct US 136 Iowa-Missouri State Line 40.386269, -91.435546

Ending addresses/intersections and the GPS coordinates of the byway.
IA Hwy 26 Iowa-Minnesota State Line 43.500867, -91.284394

If available, please submit a GIS shapefile of the route.

Uploaded GIS file: 3-3GreatRiverRoad_AllAmericanRoad_Map.pdf

Before uploading, rename the file to begin with 3-3. For example, rename your file RiverBend.png to 3-3RiverBend.png."

Federal Lands:

3-4: Check the boxes for agencies whose lands occur along the byway or select Not Applicable.

National Park Service Other (please specify): Effigy Mounds National Monument - National Park Service

Route Map:

3-5: Please provide the following information on a single PDF map which will be used as a central reference point with the other materials you include in your nomination application. The scale and size of the map will be relative to the location and length of your nominated byway. In some cases, this may require two or more pages. The map and supporting legend should clearly show:

- Location of the byway within the State, Indian lands, or Federal lands
- The location of the byway in relation to other State, Indian tribe, and Federal land management agency byways; and America's Byways in your region
- Each end point of the byway
- Location of gaps and/or intrusions
- The location of each community along the route
- Boundaries and/or management areas of major entities (e.g., parks, forests, reserves)
- Locations of critical directional signage, if any
- Locations of existing interpretive panels/information
- Locations of public visitor centers and/or other visitor amenities (e.g., public restroom facilities)
- Locations of the features detailed in the Visitor/Traveler Experience section of this nomination form (Section 5).

Uploaded Map: 3-5Iowa Great River Road All American Road Route and Features.pdf

Before uploading, rename the file to begin with 3-5. For example, rename your file RiverBend.png to 3-5RiverBend.png.

Continuity of the Route:

3-6: The continuity of your byway route is an essential requirement for designation as it directly impacts the travel

experience and can reflect community support. If you have included a list of gaps and/or intrusions in your official route description, please use this section to provide explanations for any gaps and/or intrusions in your route that interrupt the continuity of the traveler experience (e.g., local zoning decisions, lack of community support, etc.) (Limit 250 words.)
N/A

Nomination by Indian Tribes:

3-7: If this nomination is being submitted for consideration by an Indian tribe, please answer the following questions:

1. Title 23, United States Code (USC), Section 162(a)(3)(B) allows nomination by Indian tribes only if a Federal land management agency (other than the Bureau of Indian Affairs), a State, or a political subdivision of a State does not have jurisdiction over the road or responsibility for managing the road. Briefly discuss who has jurisdiction over the road and who manages the road. (Limit 200 words.)
N/A
2. Section 162(a)(3)(C) requires that Indian tribes maintain the safety and quality of roads nominated. Discuss how the tribe will maintain the safety and quality of the road. (Limit 200 words.)
N/A

Section 4

Vehicle Accommodation:

4-1: Confirm that two-wheel-drive passenger vehicles are accommodated along the entire route, and describe how this is facilitated if segments of the road are not paved. (Limit 150 words.)

The Iowa Great River road is designed, constructed, and maintained to accommodate all types of scenic byway vehicles including motorcycles, standard passenger vehicles, recreation vehicles, commercial grade trucks, and coach busses. Roadway surface materials, weight limits, vehicle clearances, bridge structures and pavement width all support the wide range of vehicles. Additionally, the Manual on Uniform Traffic Control Devices guides the design and placement of all traffic controls.

4-2: Describe the accommodation of bicycle and pedestrian travel, including crossings, along the byway. If non-applicable, indicate N/A. (Limit 150 words.)

In Iowa, bicyclists enjoy the same rights as motorists and are not prohibited from using any portion of the Iowa Great River Road. The majority of the roadway includes improved shoulders that are available for use by cyclists. Numerous separated and multi-use recreation trails intersect and parallel the Great River Road. Frequent roadside stops provide parking areas, trails, ADA walkways, public restrooms and other service amenities. Towns and cities along the way provide ADA compliant facilities and services for Great River Road travelers.

4-3: For the All-American Roads designation, discuss the accommodation of conventional tour buses along the route. (Limit 150 words.)

Tour buses are welcome and encouraged for day or overnight trips. The roadway surface accommodates all vehicles including buses. The historic river towns along the route offer hotels, motels, restaurants, and all amenities that are imperative for those wishing to enjoy a group experience including the 18 interpretive centers along the way offering different perspectives and points of history.

Travel Restrictions

4-4: Describe any restrictions to the types of vehicles that are allowed along the route. If non-applicable, indicate N/A. (Limit 150 words.)

N/A

4-5: Describe any seasonal closures or other restrictions along the route. If non-applicable, indicate N/A. (Limit 150 words.)

All portions of the Iowa Great River Road are maintained for year-round travel by all vehicles. Closing of short portions of the Road may occur once every few years due to winter snowstorms. Such interruptions are usually less than 36 hours.

Seasons:

4-6: Describe the best time during the year to drive the byway and experience the Intrinsic Qualities identified in this application (Limit 150 words.)

Summer and Fall are two fun filled travel times along the route. Both seasons include great contrast of floral and fauna against blue skies highlighting the Mighty Mississippi. Both seasons allow visitors to enjoy the sites, activities to their fullest potential. From blues festivals, minor league baseball, scenic overlooks, quaint shopping stops, hiking, biking, to interpretive centers there is something for everyone to enjoy. History and culture is rich along the route.

4-7: Describe any travel concentrations or high seasons when byway visitors might be more likely to encounter crowds or extra traffic (Limit 150 words.)

Many of the towns and cities along the route host events and celebrations throughout the year highlighting historical events, cultural festivities, and other holidays or celebrations. The route website includes festivals and events to assist visitors in their route planning to inform them of the festivities along the way to help them with their travel plans. The website offers route selection <https://www.traveliowa.com/calendar/> | route general information <https://www.traveliowa.com/trails/great-river-road-national-scenic-byway/34/>

Safety:

4-8: Describe the key factors of your roadway that contribute to its safety for travelers (e.g. rumble strips, low speeds, lighting, guard rails, high friction surface treatments). (Limit 150 words.)

Iowa roads include rumble strips on approach to stop signs and sides of the roads, appropriate speed control when entering a populated area, guard rails over creeks and near bluffs. During extreme winter driving conditions, roads are treated with one or more of the following: deicer, sand, salt and are plowed as needed. State 4 lane highways are equipped with flashing yield and stop lights prior to intersections. All state signs are highly visible at night with required reflective treatment.

Section 5

Getting to the Byway:

5-1: Using the table below, provide distance and driving time to the byway from at least two nearby large cities, gateway communities, airports, major roadways, or other locations that would be pertinent to the traveler (limit 5).

Location	Distance (miles)	Avg Driving Time (hours)
Des Moines, Iowa	169-247 miles	3-5 hours depending upon starting point from GRR
Chicago, Illinois	142-383 miles	3-5 hours depending upon starting point from GRR
St. Louis, Missouri	180-441 miles	3-7 hours depending upon starting point from GRR
Minneapolis, Minnesota	179-393 miles	3-9 hours depending upon starting point from GRR

Traveler Services:

5-2: Provide a short description of services and hours of operation at each public visitor/welcome center. (Limit 150 words.)

Locally, eight public visitor centers, seven convention and visitor bureaus and twelve chambers of commerce provide trip planning assistance and visitor services. Hours of operation vary.

5-3: Describe any universal access accommodations to assist travelers of varying abilities. (Limit 150 words.)

Available GRR marketing support and individual towns, visitor centers, and features provide information regarding specific availability of ADA accommodations.

5-4: Describe any gaps on the byway of 50 miles or more where no traveler services (food, fuel or restrooms) are available. (Limit 150 words.)

N/A

5-5: Does your byway include alternative fuel corridors, as defined under [FHWA's Alternative Fuels Corridor Program](#)?

Yes If yes, please list the corridor(s) and date(s) of designation, and discuss the fuel(s) accommodated. (Limit 150 words.)

Alternative Fuels locations are located on map exhibit 3-5

Wayfinding:

5-6: Describe how travelers will know they are on the byway and list tools such as maps, signs and brochures. (Limit 150 words.)

Iowa has made investments in effective branded signage for the route which allow residents and visitors to more fully realize the rewards of this National Scenic Byway. Noted on uploaded map in sections 3-3 and 3-5 (Iowa Great River Road All American Road Route and Features), the route is clearly marked with signs that incorporate all current designations: America's Byways, Iowa Byways, Great River Road Iowa National Scenic Byway indicated by a circle (white inside black outline). Maps and brochures are available along the way at town visitors centers, parks, tourist spots, interpretive centers, Chambers of Commerce, and other business supporting the Great River Road and its historic and cultural features.

5-7: Please describe directional signage that currently exists that would help travelers access and navigate the byway as well as find their way back to major routes. If non-applicable, indicate N/A (Limit 150 words.)

From the east or west, access the Iowa Great River Road at its intersections with I 80, US 18, US 61, US 151, US 20, US 30, US 67, US 34, and US 136. The Iowa Great River Road is connected to the state Great River Road segments in Minnesota, Wisconsin, Illinois and Missouri.

Current route signs use components that create a recognizable, consistent, and memorable graphic identity for the Iowa Department of Transportation's Scenic Byway Program, Great River Road brand and America's Byways brand. The top portion is an attractive system wide logo in flowing teal and light green, the largest middle section is an individual byway graphic, in this case the Great River Road Iowa riverboat wheel followed by route name. The America Byways logo appears on these where applicable as well. Signage to and from access roads are also well signed. Exhibit map 3-3 and 3-5 provides locations of branded signage by a circle (white inside black outline). Branding is important and follows guidelines to provide a standard recognizable look and feel transferring to maps and brochures.

Evidence of Intrinsic Qualities:

5-8: Identify up to 8 features (i.e., points of interest, sites or events) in sequential order along your byway that support the Intrinsic Qualities you have identified for nomination. Please keep in mind that the quality of your points of interest, sites or events and their connection to the byway's Intrinsic Quality(s) are more important than citing a large quantity of sites that aren't connected. If using events to support your byway's Intrinsic Quality(s), they must be particularly related to the byway travel experience or connect the byway traveler to the Intrinsic Quality(s) for which the byway is being nominated. For each feature, please include the following (Limit 500 words per feature):

- Name of the feature
- A description of what is found at the feature, and how the feature supports the Intrinsic Quality(s)
- Dates and/or times on which the feature is available for traveler visits
- Driving distance to the feature, and existing signage if the feature is not immediately adjacent to the road. Please ensure the feature is included in the Route Description and on the Route Map in Section 3: Route Information.
- If hiking, cycling, or walking is involved, the distance and degree of difficulty
- A photo highlighting how the feature supports the Intrinsic Quality. **Before uploading photos, rename the file to begin with the Feature Number. For example, for Feature 1, rename your file RiverBend.png to Feature1RiverBend.png.** For guidelines on submitting images and composing alternative text descriptions, please see our [Image Style Guide](#).

Feature 1

Feature name:
George M. Verity Riverboat Museum

GPS coordinates:
40.390509, -91.379426

Describe the feature:

The Verity, now located in Keokuk, was the first of four steamships built in 1927 for the revival of cargo transportation on the Mississippi. Tours of the engine room, sleeping quarters, and galley.

What is the best time to visit, please provide the start and end dates.

Start date: 5/30/2020 End date: 5/31/2021

Describe the driving distance and signage related to the feature.

If hiking, walking, or cycling are involved, describe the difficulty.

Feature 2

Feature name:
Old Fort Madison

GPS coordinates:
40.628919, -91.310551

Describe the feature:

The Fort is an accurate reconstruction of the first military garrison on the Upper Mississippi and became home to the 1st U.S. Infantry from 1808-1813. The site located in the city of Fort Madison, features tours with period-dressed interpreters.

What is the best time to visit, please provide the start and end dates.

Start date: 5/30/2020 End date: 5/31/2021

Describe the driving distance and signage related to the feature.

Downtown Fort Madison provides effective signage for visitors. The parking lot is readily available near the river/downtown Fort Madison.

If hiking, walking, or cycling are involved, describe the difficulty.

Walking is involved. It is a short walk from parking to a visitors' building. Restrooms and brochures are available inside. As visitors exit the other side of the visitor's building the fort itself is easily accessible. There are steps to upper levels of the barracks should visitors wish to access, but features below are similar and there are numerous photos to help with imagery.

Feature 3

Feature name:
Burlington Heritage Center Museum

GPS coordinates:
40.812189, -91.102925

Describe the feature:

The Heritage Center Museum opened in 1898 as the Burlington Public Library. One hundred years later, the Des Moines County Historical Society renovated the historic building, preserving the DMC Heritage Center exhibits the detailed woodwork, the elegant open spaces, and many other architectural features showcasing the local history and creative spirit of life in Des Moines County, Iowa.

What is the best time to visit, please provide the start and end dates.

Start date: 5/30/2020 End date: 5/30/2020

Describe the driving distance and signage related to the feature.

If hiking, walking, or cycling are involved, describe the difficulty.

Feature 4

Feature name:
Toolesboro Indian Mounds & Museum

GPS coordinates:
41.143589, -91.062832

Describe the feature:

The Hopewellian Mounds at Toolesboro near Wapello are among the best preserved and accessible remnants of an ancient culture that flourished from 200 B.C. to 400 A.D. The Toolesboro Mound Group, a National Historic Landmark, is a group of Havana Hopewell culture earthworks on the north bank of the Iowa River near its discharge into the Mississippi. The mounds are owned and displayed to the public by the State Historical Society of Iowa.
<http://louisacountyconservation.org/>

What is the best time to visit, please provide the start and end dates.

Start date: 5/30/2020 End date: 5/29/2021

Describe the driving distance and signage related to the feature.

If hiking, walking, or cycling are involved, describe the difficulty.

Feature 5

Feature name:
The National Pearl Button Museum @ The History and Industry Center

GPS coordinates:
41.421286, -91.046152

Describe the feature:

The National Pearl Button Museum @ The History and Industry Center proudly tells the town's story of becoming the Pearl Button Capital of the World. We continue in the 21st Century as a thriving manufacturing and entrepreneurial center.

What is the best time to visit, please provide the start and end dates.

Start date: 5/30/2020 End date: 5/31/2021

Describe the driving distance and signage related to the feature.

The drive through downtown Muscatine is clearly marked. There is a public parking lot 1.5 blocks from the museum.

If hiking, walking, or cycling are involved, describe the difficulty.
The museum is enclosed in an original downtown building and utilizes two floors. There are restroom accommodations as well as an elevator to enjoy the entire array of exhibits. The upper floor also allows visitors to enjoy a great vantage point of the Mighty Mississippi.

Feature 6

Feature name:
Nahant Marsh Education Center

GPS coordinates:
41.490297, -90.635124

Describe the feature:
Nahant Marsh is a 305-acre nature preserve nestled in southwest Davenport. The largest urban wetland on the upper Mississippi River, it is part of a 513 acre wetland complex that is home to 410 plant species, 151 bird species, 34 mammal species, 9 reptiles and amphibians, and numerous fish and invertebrate species.
Hiking trails and boardwalks; a bird blind, dock, and raised platforms for wildlife viewing and photography; two picnic shelters; and an education center that offers various programs, animals, and interpretation of the site.

What is the best time to visit, please provide the start and end dates.

Start date: 5/30/2020 End date: 5/31/2021

Describe the driving distance and signage related to the feature.
Signed well off Highway 22 and about a 3 mile drive toward the Mississippi from Highway 22.

If hiking, walking, or cycling are involved, describe the difficulty.
Walking, hiking involved at various times throughout the year depending upon programs. Building is ADA accessible.

Feature 7

Feature name:
Putnam Museum

GPS coordinates:
41.531361, -90.600060

Describe the feature:
Enjoy the Black Earth/Big River nature experience, the award-winning River, Prairie & People History Hall, treasures of the Asian/Egyptian Gallery, unique shopping and an IMAX theater - all in one museum.
Exhibits, ADA accessible, movies, educational programs.

What is the best time to visit, please provide the start and end dates.

Start date: 5/30/2020 End date: 5/31/2021

Describe the driving distance and signage related to the feature.
Clearly signed of Interstate 80 and city streets.

If hiking, walking, or cycling are involved, describe the difficulty.
ADA accessible.

Feature 8

Feature name:
Mississippi Eco Tourism Center

GPS coordinates:
41.751062, -90.326546

Describe the feature:
Located in Rock Creek Marina & Campground near Camanche, the center features educational displays and an 8,000 gallon aquarium with Mississippi River fish. The park provides river access, boat ramps, campsites, cabins, picnicking, fishing, a marina and naturalist-guided Blue Heron Eco-Cruises.

What is the best time to visit, please provide the start and end dates.

Start date: 5/30/2020 End date: 5/31/2021

Describe the driving distance and signage related to the feature.

If hiking, walking, or cycling are involved, describe the difficulty.

Feature 9

Feature name:
Buffalo Bill Museum & River Pilots Pier

GPS coordinates:
41.715732, -90.452746

Describe the feature:
The Buffalo Bill Museum in Le Claire collects, preserves, interprets and exhibits artifacts depicting the heritage of the region, particularly life along the Mississippi River and its early pioneers, including Buffalo Bill (William F. Cody). Buffalo Bill Cody was born in LeClaire, Iowa. He became a pony express rider and a civil war hero before starring in his own Wild West Show!
Other Features: The Lone Star, a wooden hull steam powered paddle wheel; Native American artifacts; 1990's ladies' fashion; Riverboat Pilot exhibit; and many more fascinating displays.

What is the best time to visit, please provide the start and end dates.

Start date: 5/30/2020 End date: 5/31/2021

Describe the driving distance and signage related to the feature.
Just a block from downtown Princeton with plenty of signage to capture visitors' attention.

If hiking, walking, or cycling are involved, describe the difficulty.
Buffalo Bill Museum is one level and ADA accessible. The Riverboat can be viewed from a window but there is climbing and stairs as this is an actual boat.

Feature 10

Feature name:
Mississippi River Eco Tourism Center

GPS coordinates:
41.751030, -90.326181

Describe the feature:
Located in Rock Creek Marina & Campground near Camanche, the center features educational displays and an 8,000 gallon aquarium with Mississippi River fish. The park provides river access, boat ramps, campsites, cabins, picnicking, fishing, a marina and naturalist-guided Blue Heron Eco-Cruises.

What is the best time to visit, please provide the start and end dates.

Start date: 5/30/2020 End date: 5/31/2021

Describe the driving distance and signage related to the feature.
This is about a quarter mile off Highway 67 and signed well. Plenty of parking near the facility.

If hiking, walking, or cycling are involved, describe the difficulty.
Some walking involved to access kayaking or canoeing or outdoor features. Inside is accessible to all.

Feature 11

Feature name:
Sawmill Museum

GPS coordinates:
41.870235, -90.174587

Describe the feature:
Experience the American lumber saga when Clinton was lumber king. Features an interactive children's area, exhibits on Clinton's lumber, river and transportation history, a working sawmill, weekly programming and riverfront property with access to picnic areas and bike trails.
Floating Log Raft Simulator, Area Legacy Blueprints, vintage sawmill wood shop equipment, animatronic Lumber Barons.

What is the best time to visit, please provide the start and end dates.

Start date: 5/30/2020 End date: 5/31/2021

Describe the driving distance and signage related to the feature.
Just seconds from Highway 61 in the Lyons District of Clinton. Signed on Highway 61 and 136. Visitors are greeted by a giant lumberjack outside the building with plenty of parking.

If hiking, walking, or cycling are involved, describe the difficulty.
Museum is on one level and ADA accessible. Restrooms and gift shop available upon entry.

Feature 12

Feature name:
Mines of Spain & E.B. Lyons Interpretive Center

GPS coordinates:
42.459618, -90.663998

Describe the feature:
The Mesquakie Indians were some of the earliest inhabitants of this 1,470 acre park south of Dubuque. French-Canadian fur trader Julien Dubuque mined and traded lead here from 1788 to 1810. The 1,470 acres features a Visitors Center, walking trails and scenic vistas of the Mississippi River.
Hiking, cross country skiing, snowshoeing, canoeing, watchable wildlife area, picnic, and bird viewing.

What is the best time to visit, please provide the start and end dates.

Start date: 5/30/2020 End date: 5/31/2021

Describe the driving distance and signage related to the feature.

If hiking, walking, or cycling are involved, describe the difficulty.

Feature 13

Feature name:
National Mississippi River Museum and Aquarium & National Rivers Hall of Fame

GPS coordinates:
42.497188, -90.660874

Describe the feature:
Dubuque is home to large freshwater aquariums, live animal exhibits, hands-on historical exhibits, a working boatyard, wetland, National Rivers Hall of Fame and the William M. Black Boat & Breakfast delights everyone from toddlers to grandparents.
Features: ADA accessible, interactive water table, educational programs, and more.

What is the best time to visit, please provide the start and end dates.

Start date: 5/30/2020 End date: 5/31/2021

Describe the driving distance and signage related to the feature.
As you enter Dubuque from any direction, there is clear signage to this downtown feature. Plenty of parking and facilities are completely ADA accessible.

If hiking, walking, or cycling are involved, describe the difficulty.
Walking is involved once inside either feature. Elevators and access available.

Feature 14

Feature name:
Guttenberg Fish Hatchery & Aquarium

GPS coordinates:
42.783117, -91.094891

Describe the feature:

The Guttenberg Fish Hatchery, is located in downtown Guttenberg, near Lock and Dam 10. Visitors can view a wide variety of fish and aquatic wildlife. The aquarium is on the National Register of Historic Places and is open May through October.

Walking path, bird watching, fish hatchery.

What is the best time to visit, please provide the start and end dates.

Start date: 5/30/2020 End date: 10/31/2020

Describe the driving distance and signage related to the feature.

If hiking, walking, or cycling are involved, describe the difficulty.

Feature 15

Feature name:
Effigy Mounds National Monument

GPS coordinates:
43.088994, -91.185011

Describe the feature:

The Mesquakie Indian Tribe originally mined lead from an area on the Mississippi River and taught Julien Dubuque how to work the mines when he settled the area in the 1780s. Dubuque secured the land during the period when the Spanish controlled the Louisiana Purchase, and called the area the Mines of Spain.

Today, the area is listed on the National Register of Historic Places, is a National Landmark, is designated as a Watchable Wildlife Area, is a National Wildlife Federation Nature Area, and contains a 600- acre nature preserve. As a State Park, the area offers a variety of recreation opportunities, including, hunting, an extensive trail system, bird and animal watching, and a nature center. The area is made up of a variety of natural geologic formations and is a refuge for unique plant communities and rare wildlife.

Prehistoric mounds are common from the plains of the Midwest to the Atlantic seaboard, but only in this area were they constructed in an effigy outline of mammals, birds, or reptiles. The Monument contains 1,481 acres with 200 mounds, of which 29 are effigies; the others are conical, linear and compound. Eastern Woodland Indian culture built these mounds from about 500 BC to 1300 AD. Natural features in the monument include forests, tallgrass prairies, wetlands and rivers.

What is the best time to visit, please provide the start and end dates.

Start date: 5/30/2020 End date: 5/31/2021

Describe the driving distance and signage related to the feature.

If hiking, walking, or cycling are involved, describe the difficulty.

Feature 16

Feature name:
Driftless Area Education & Visitors Center

GPS coordinates:
43.347068, -91.203113

Describe the feature:

Towering glaciers passed around this very spot—scraping and scouring all but this land, a breathtaking region known as the Driftless Area. The new center is nestled beneath limestone bluffs with spectacular scenic river views and with interpretative exhibits to tell the local stories of cultural, recreational, natural, and historical interest.

Features: ADA accessible fishing access, animals, bird watching, picnic tables, free of charge, two viewing decks of the Mississippi River, and more.

What is the best time to visit, please provide the start and end dates.

Start date: 5/30/2020 End date: 5/31/2021

Describe the driving distance and signage related to the feature.

If hiking, walking, or cycling are involved, describe the difficulty.

Telling Your Story:

An important part of supporting the America's Byways brand is providing travelers with information about the Intrinsic Qualities that form the essence of your byway.

5-9: Describe the materials you use to tell your byway story and interpret its Intrinsic Qualities, (e.g., maps, brochures, DVDs, etc.) (Limit 150 words.)

Materials used include a great features "passport" that visitors can use to write notes and see where they've been and want to visit again. Various sized maps are available, brochures, interactive banners at the feature sites offering information to visitors with a click of a QRCode. These items are available at feature sites, tourist spots, visitor centers, Chambers of Commerce and other history, cultural, and tourist minded businesses and locations.

5-10: Provide the website(s) and/or social media sites where travelers and media can find information specific to your byway (other than byways.org). Separate URLs with a semi-colon.
<https://www.facebook.com/IowaGreatRiverRoad/>;
<https://www.traveliowa.com/trails/great-river-road-national-scenic-byway/34/>;
<https://experiencemississippiriver.com/states/iowa/>;
<https://experiencemississippiriver.com/app/>;
[https://www.fhwa.dot.gov/byways/byways/2279/maps/iowa_Section](https://www.fhwa.dot.gov/byways/byways/2279/maps/iowa_Section;);
www.iowagreatriverroad.com;
<https://www.traveliowa.com/getinspired/iowa-s-great-river-road/23/#attractions>;
<http://www.visitiowa.org/business/the-great-river-road.html>

Section 6

Community Support:

Community support and the openness of the planning process are considered important components in both the designation and determination of the sustainability of a byway.

6-1: Provide a list of key participants/organizations in the planning and development of the Corridor Management Plan (CMP), and describe critical coordination efforts with these organizations. (Limit 150 words.)

Technical Advisors include: Iowa Department of Transportation, Travel Iowa - Iowa Economic Development Authority, Department of Natural Resources, US Army Corps of Engineers, Retired and former Iowa Mississippi River Parkway Commissioners who served during the preparation of the 2015 Corridor Management Plan.

6-2: Identify any significant objections to the CMP and describe actions taken to resolve them. (Limit 150 words.)
 N/A

6-3: Describe how you have addressed the control of outdoor advertising with your stakeholders. (Limit 150 words.)
 The Iowa Mississippi Parkway Commission working with the Iowa DOT regulate the erection of new outdoor advertising signs in accordance with federal, state and local laws, policies and ordinances.

6-4: Describe how this byway nomination was developed and who was involved, including critical coordination efforts with key industries and organizations along the corridor and any significant objections to the nomination of the road. (Limit 200 words.)

The Iowa Mississippi Parkway Commission unanimously agreed to pursue AAR designation to enhance existing byway designation and increase visibility to potential visitors thus increasing traffic along the route. Cities along the route, state and federal legislators, and independent people are all on board with enhancing the route designation as all understand the importance of the route to the communities involved. The Commission has not met with objections to the nomination.

6-5: Document that you have received support from road management authorities responsible for each segment of the road and Federal land management agency(s) through whose lands the byway runs. (Limit 150 words.)

6-6: List actions the byway leader or organization will take to assure ongoing community involvement and citizen participation. (Limit 150 words.)

Supporting Documentation:

You must include an electronic PDF copy of the Corridor Management Plan and a single PDF document combining any letters documenting support. Applicants are limited to providing these two forms of supporting documentation along with the Route Map (and optional GIS file) and the photos referenced within the body of the nomination application. Additional documentation/attachments will not be considered.

6-7: **Corridor Management Plan** – Your application must be supported by a Corridor Management Plan that addresses the required points of corridor management planning detailed in [the Interim Policy](#).

6-7IAGRR_Corridor_Management_PlanComplete.pdf

Before uploading, rename the file to begin with 6-7. For example, rename your file RiverBend.pdf to 6-7RiverBend.pdf.

6-8: **Letters Documenting Support** – Reviewers find supporting letters that document local support useful as they corroborate statements you make in your application. The most effective documentation is personalized support statements that describe the writer's relationship to the byway and expected benefits from national designation. It is also useful to see indications of how the writer will continue their support in the future.

6-8Letters_of_Endorsement.pdf

Before uploading, rename the file to begin with 6-8. For example, rename your file RiverBend.pdf to 6-8RiverBend.pdf.

CMP Information:

6-9: Name of CMP: 2015 Corridor Management Plan | The Iowa Great River Road

6-10: Date CMP was adopted: 3/2/2015

6-11: Does your State/Indian tribe/Federal land management agency require that CMPs be regularly updated to reflect current policies?

If yes, how often?

If no, in a few concise bullet points, describe your byway priorities for the next five (5) years. (Limit 150 words.)

6-12: Your byway's CMP must address each of the following points. Using the table below, identify the principal pages in your document that discuss each point.

Item that the CMP Addresses	Discussed on Page Number(s)
1. A map identifying the corridor boundaries, location, intrinsic qualities, and land uses in the corridor.	map page 21-22; route pages 17-20

2. An assessment of the intrinsic qualities and their "context" (the areas surrounding them).	pages 23-27
3. A strategy for maintaining and enhancing each of those intrinsic qualities.	pages 46-56
4. The agencies, groups, and individuals who are part of the team that will carry out the plan, including a list of their specific, individual responsibilities. Also, a schedule of when and how you'll review the degree to which those responsibilities are being met.	page 64
5. A strategy of how existing development might be enhanced and new development accommodated to preserve the intrinsic qualities of your byway.	page 75
6. A plan for on-going public participation.	pages 53-55
7. A general review of the road's safety record to locate hazards and poor design, and identify possible corrections.	page 76
8. A plan to accommodate commercial traffic while ensuring the safety of sightseers in smaller vehicles, as well as bicyclists, joggers, and pedestrians.	pages 75-76
9. A listing and discussion of efforts to minimize anomalous intrusions on the visitor's experience of the byway.	pages 75-76
10. Documentation of compliance with all existing local, state, and federal laws about the control of outdoor advertising.	pages 75-76
11. A plan to make sure that the number and placement of highway signs will not get in the way of the scenery, but still be sufficient to help tourists find their way. This includes, where appropriate, signs for international tourists who may not speak English fluently.	pages 75-78
12. Plans of how the byway will be marketed and publicized.	pages 51-52, 77
13. Any proposals for modifying the roadway, including an evaluation about design standards and how proposed changes may affect the byway's intrinsic qualities.	page 75
14. A description of what you plan to do to explain and interpret your byway's significant resources to visitors.	pages 51-52
15. A narrative on how the All-American Road would be promoted, interpreted, and marketed in order to attract travelers, especially those from other countries. The agencies responsible for these activities should be identified.	The All-American Road designation would be included as an addition to current Byways signage to provide visitors the additional significant AAR route identifier. Adding the designated ARR branding to current signage also provides features to remain as unobstructed as possible.
16. A plan to encourage the accommodation of increased tourism, if this is projected. Some demonstration that the roadway, lodging and dining facilities, roadside rest areas, and other tourist necessities will be adequate for the number of visitors induced by the byway's designation as an All-American Road.	
17. A plan for addressing multi-lingual information needs.	
18. A demonstration of the extent to which enforcement mechanisms are being implemented in accordance with the corridor management plan.	

Byway Organization

6-13: Describe the structure of any byway organization that currently exists. (Limit 100 words.)
The Iowa Byways Program is established in the Iowa Code to identify, protect and enhance roadways in Iowa which exemplify the state's scenic and historic resources. The program is administered by the Iowa Department of Transportation (DOT). The Iowa DOT designates a route as a State Scenic Byway on the basis of scenic qualities and as a State Heritage Byway based on historic qualities one of which is the Iowa Great River Road.
The Iowa Great River Road is also included in the National Scenic Byways Program-part of the U.S. Department of Transportation, Federal Highway Administration.

6-14: Describe plans to strengthen the organization over the next five years. (Limit 100 words.)

6-15: Provide a description of the stewardship actions and practices your byway organization intends to follow so that your Intrinsic Quality(s) remains evident or available to travelers along the byway. (Limit 100 words.)

Contacts

FHWA will use these contacts to obtain additional information during the nomination process and after designation, if it occurs. It is important for you to assure the individuals you list in your nomination are available for such contacts and will maintain up-to-date knowledge about byway activities.

Role

7-1: Signatory for State, Indian Tribe, or Federal Land Management Agency

Name: Craig Markley Agency: Iowa DOT Title: Office Director
Work Email: Craig.Markley@iowadot.us Work Phone: 515.239.1027

7-2: Principal Point of Contact for Byway

Name: Paula Mayer Agency: Iowa Mississippi Parkway Commission Title: Commissioner - Jackson County
Work Email: iowamrpcpaulamayer@gmail.com Work Phone: 563.357.6292

7-3: Nomination Form Preparer

Name: Paula Mayer Agency: Iowa Mississippi Parkway Commission Title: Commissioner - Jackson County
Work Email: iowamrpcpaulamayer@gmail.com Work Phone: 563.357.6292

Signatory Review

Status: draft

Comments:



U.S. Department of Transportation
Federal Highway Administration

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