

National Scenic Byways Program



Byway Nomination Form

Background

[Download](#)

Byway Name: Louisiana Great River Road National Byway

Identify Your State (choose one): Louisiana

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

Arkansas

Illinois

Iowa

Kentucky

Louisiana

Minnesota

Mississippi

Missouri

Tennessee

Wisconsin

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): Louisiana Office of Tourism

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 717-mile Louisiana Great River Road National Byway is designated along the west and east banks of the Mississippi River using public highways, roads and streets and 11 river crossings to provide a continuous routing for the Great River Road from Arkansas and Mississippi to the Gulf of Mexico. More than 80 percent of the route is adjacent to the earthen flood levee of the Mississippi River. Being the longest part of the 10-state Great River Road National Byway, it travels through major cities and to landmarks such as Baton Rouge, Louisiana's State Capitol Complex, the only Capitol located directly on the route, the Lower Mississippi River Road Museum and Interpretive Center with its levee-top river overlook at Houmas House Plantation, New Orleans, an international city, to the end of the Great River Road at Venice, Louisiana to the mouth of the Mississippi River to the Gulf of Mexico.

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): 2003, Louisiana Legislature; 2009, national FHWA

Date(s) of Local Designation: Jul 22 2003

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.

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: A foggy morning at the Oak Alley Plantation gives an eerie appearance to this restored Antebellum plantation home. Live oaks - 300-years-old - create a canopy over the walkway making a pathway to the front of the home.

Image name: Foggy Morning at Oak Alley Plantation

Image owner: Louisiana Office of Tourism

Photo release? No

Upload Image: 1-4Oak AlleyFoggy morning.jpg

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:

Side by side and decade after decade, the "Father of all Waters"—the Mighty Mississippi—and the Great River Road—bring more people together with their history, culture and natural worlds than any other North American river and treasured road. The Louisiana portion of the 10-state Great River Road National Byway, the longest byway in Louisiana, is indeed one of the most important corridors of archeology, history, culture, recreation opportunity, natural resources, and scenic beauty in the United States. More than 700 miles of public highways and streets connect leisure travelers—residents and visitors alike—with Louisiana's rural towns, UNESCO World Heritage Site Poverty Point, Oak Alley Plantation's iconic canopy of oaks, the State Capitol, New Orleans' French Quarter, the history of the Louisiana Purchase, and all the local food, music, and amazing sights in between. The Louisiana Great River Road brings it all together by delivering all the authenticity, stories and experiences of more than 300 years of this country's history and culture. In Baton Rouge, the state's capital, travelers find monuments and stories of Huey Pierce Long, Louisiana's "Kingfish", governor, United States Senator and would-be candidate for president in 1936. Visitors come to see where Long was assassinated and to view his grave and monument on the State Capitol grounds. Keen on "his" LSU football team, when the legislature denied his budget request for a new football stadium, a determined governor built men's dormitories in the round with a football field in the center. Long, expecting to challenge Franklin Roosevelt in the 1936 presidential election, built his governor's mansion as an exact replica of the White House, so he'd know where the light switches were located when he got there. Continuing south, the River Parishes has a most unusual public holiday lighting displays. On Christmas Eve, 20-foot-tall wooden structures are built on the levee and set ablaze. Why bonfires on Christmas Eve? Some believe they are from an ancient European tradition where bonfires initially honored successful harvests. Others claim the bonfires light the way for Santa Claus (or Papa Noel, as the French say). In Darrow, the Lower Mississippi River Road Museum and Interpretive Center at Houmas House has exhibits that highlight the history of the Lower Mississippi River and how it helped to create the culture of Louisiana and the nation. Exhibits include historic river maps, folklore, information on river commerce and the steamboats that brought entertainment up and down the river. Heading toward New Orleans, travelers discover why Louisiana has a worldwide reputation for good food, good drink and good living. Celebrations such as Mardi Gras and the International Jazz and Heritage Festival are annual traditions, as well as Essence Festival, the largest African American music festival in the United States. Each festival attracts millions of visitors to southern Louisiana for the food, music and culture. The cocktail is said to have been invented in New Orleans. So, where else can a visitor find a museum dedicated to the cocktail. - the Sazerac House, a six-storied building with interactive exhibits and working distillery. Before or after the distillery tour, travelers can see the National World War II Museum, a Smithsonian affiliate, the New Orleans Historic Voodoo Museum or the Jean Lafitte National Historical Park Visitors Centers, among dozens of other museums, each telling its own unique story. For decades leisure travelers from around the world have been drawn to the Louisiana Great River Road. The "Mighty Mississippi"; "River Road Plantations; blues and Jazz; swamp tours; Cajun and Creole culture and cooking; Mardi Gras; Pilgrimage; and tracing the treks of early explorers, the last battle of the War of 1812 at Chalmette and the Louisiana Civil War campaigns are longstanding travel motivations that continue to bring people to the Louisiana Great River Road. These core intrinsic qualities of the Louisiana Great River Road are expected to drive people here for years to come. Today, the Mississippi River is the largest natural resource in the United States. No other resource has served more in the historic development and expansion of America than the Mississippi River. It continues to be a vital connection for water, commerce, and recreation with more than 75 percent of the population of the United States living within a day's car trip to the Mississippi River. And today the Great River Road is the longest byway of its kind in the United States: one great road set side by side with one great river there for one great exploration after another.

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).
717 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.)
The Louisiana Great River Road route follows closely the west and east banks of the Mississippi River with connecting points to the Great River Road in Arkansas and Mississippi. Additionally, the route includes 11 Mississippi River crossings, including bridges and ferries. GPS Coordinates: Beginning Points: West bank Louisiana/Arkansas State Line on US 65: 33.004685, -91.222593 East bank Louisiana/ Mississippi State Line on US 61: 30.999081, -91.347887 Ending Point: Venice, Louisiana: 29.219883, -89.395521 (shape file will be provided) Route Description The Louisiana Great River Road is 717 miles long, runs through 18 parishes, has 11 river crossing and is on both sides of the Mississippi River. Travelers can access the Louisiana Great River Road by vehicle, bicycle and on-foot by crossing the Mississippi River by bridge or ferry. West Bank At the Arkansas/Louisiana state line take US 65 South to LA 84 east from Ferriday to Vidalia; LA 131

south from Vidalia to LA 15 south to LA 1; LA 1 south through New Roads to LA 416; LA 416 east to LA 415; LA 415 to Port Allen. LA 415 becomes LA 986 turn right to Oaks Avenue; proceed to Alexander Avenue; turn right, then left onto Avenue G; take Avenue G to LA 1; turn left on LA 1 to Beaulieu Lane to LA 988; follow LA 988 through Brusly. Proceed south on LA 988 to LA 1 in Plaquemine, turn left onto LA 75 and proceed to LA 405; take LA 405 through White Castle to LA 1 in Donaldsonville; proceed on LA 1 to LA 18 through Vacherie, passing under the Sunshine Bridge. Continue on LA 18 through Edgard, Hahnville, Luling, Ama through Waggaman to LA 541, continue on LA 541 through Bridge City, pass under the US Highway 90 Mississippi River Bridge; continue on LA 541 through Marrero and Harvey, reconnect to LA 18 to LA 23 south to Belle Chasse to Venice to the end of the road. East Bank From the Mississippi state line, take LA 61 south through Laurel Hill, Wakefield, and St. Francisville, and Port Hudson to Interstate 110 south through Baton Rouge, exit Capitol Access Road; pass the State Capitol, left on River Road to St. Phillip Street; turn right on St. Phillip Street and proceed to LA 30 to the LSU campus; at Tiger Stadium, turn right on Skip Bertman Drive; to River Road and turn left; follow River Road to Iberville Parish, connecting to LA 327 south to LA 991 to LA 75 through Sunshine, St. Gabriel, and Carville, Geismar and Darrow where LA 75 turns into LA 942. Proceed on LA 942 to Burnside where LA 942 turns into LA 44; continue on LA 44 south go under the Sunshine Bridge and through Union, Convent, and Gramercy. Continue on LA 44 south past Veterans Memorial Bridge to Reserve and SR 636-3; proceed on SR 636-3 back to LA 44 through LaPlace to SR 628; continue on SR 628 through Gypsy and Montz to US Highway 61; Cross the Bonnet Carre Spillway to LA 48 at Norco; continue on LA 48 until LA 48 turns into Jefferson Highway; turn right on SR 3154, proceed to Riverside Drive; take Riverside Drive under US Highway 90 Mississippi River Bridge into New Orleans. Follow Riverside Drive through Tulane University to Magazine Street; take Magazine Street past the Audubon Zoo to Exposition Street; take Exposition Street to Tchoupitoulas Street; to Interstate 10 Mississippi River Bridge and cross the Mississippi River; take the Westbank Expressway, exit LA 23 through Belle Chasse to Venice and to the end of the road.

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.	Ending addresses/intersections and the GPS coordinates of the byway.
West bank/Arkansas border/US 65 33.004685, -91.222593, East Bank/MS line US 61 30.999081, -91.347887	Venice, LA 29.219883, -89.395521

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

Uploaded GIS file: 3-3LouisianaGreatiRiverRoad.zip

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.

NotApplicable Other (please specify):

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: 3-5Louisiana Great River Road Maps.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.) Continuous route; no gaps

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.)
All portions of the Louisiana Great River Road can accommodate vehicles of all types with hard surface paving, year-round and full public access. The Louisiana River Road easily accommodates vehicles of all types: tour buses, RVs, bikers, motorcyclist and cars. The cruise lines carry passengers on field trips and optional excursions along the Louisiana Great River Road all year. The roads are properly maintained by the Louisiana Department of Transportation and Development and have directional and wayfinding signage. The Louisiana Department of Transportation and Development provides information on the Louisiana Byway road system on the official state map and the Louisiana Tour Guide provides information on ways to locate Louisiana Great River Road sites and attractions.

4-2: Describe the accommodation of bicycle and pedestrian travel, including crossings, along the byway. If non-applicable, indicate N/A. (Limit 150 words.)
Bicycle and pedestrian travel are accommodated and encouraged with the presence of the Mississippi River Trail (MRT)—the 10-state route that parallels the Mississippi River and the Great River Road. In Louisiana, much of the MRT uses the

adjoining levee tops with paved trails and designated trailheads that also facilitate and support byway travelers. Many parish governments in municipalities located along the Louisiana Great River Road have created riverfront-park developments that encourage more connectivity to the Mississippi River and Louisiana Great River Road. This includes the river towns of Vidalia, Port Allen, Baton Rouge, Donaldsonville, River Parishes and New Orleans. The ferries that cross the Mississippi River are excellent ways for pedestrians and cyclists to view the river up close and to cross the other side to continue the journey on the Louisiana Great River Road.

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

The entire Louisiana Great River Road can accommodate tour buses with hard surface paved roads that are maintained by the Louisiana Department of Transportation and Development. Attractions along the Louisiana Great River Road have been attracting tour buses for many decades. All provide ample parking, bus turn-arounds and drop-off points that provide safe loading and unloading of tour bus passengers. The Louisiana Great River Road is a very popular itinerary for domestic and international receptive operators. Today, the use of tour buses is more popular with the cruise lines, traveling the Mississippi River, and providing optional shore excursions to Louisiana Great River Road attractions and restaurants for the hundreds of thousands of passengers each year.

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.)

There are no unusual vehicle restrictions on any portion of the Louisiana Great River Road. Commercial vehicles are allowed throughout. Appropriate speed and parking restrictions are enforced.

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

There are no regular seasonal closures on any portion of the Louisiana Great River Road. Traffic control during tropical storm events is publically communicated and thoroughly managed.

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.)

Louisiana has a mild sub-tropical climate. Outside activities, sightseeing and traveling the Louisiana Great River Road can be enjoyed year-round. Many people suggest that the best time to experience the byway is September to June.

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.)

Except for special events such as Mardi Gras in New Orleans or other isolated areas, leisure travel concentrations are fairly uniform along the Road.

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.)

All portions of the Louisiana Great River Road are in public jurisdictional control with more than 90 percent being under the control of the Louisiana Department of Transportation and Development. Roadway design, engineering, construction, and maintenance meet professional and official transportation standards. Traffic control devices are complete and current. Traffic enforcement by state and parish law enforcement occurs along the entire route.

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)
Tallulah/Vicksburg Area	5 miles	10-15 minutes depending on starting point
Vidalia/Ferriday/Natchez, MS Area	5 miles	10-15 minutes depending on starting point
St. Francisville/New Roads Area	0-5 miles	0-5 minutes depending on starting point
Baton Rouge Metropolitan Area	0 miles	0-15 minutes depending on starting point
New Orleans Metropolitan Area	0 miles	0-15 minutes depending on starting point

Traveler Services:

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

Approximately 25 public visitor and welcome centers are located directly on the Louisiana Great River Road or within a 1-15-mile drive of the route. (They are individually located and named on the Route Map.) All public visitor centers operate daily during normal business hours except on major holidays. The centers provide travel brochures, personalized service, restrooms, and drinking water and many locations interpret the intrinsic qualities of the Great River Road and offer multi-lingual assistance. The visitor and welcome centers are located on the map provided.

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

Public visitor/welcome centers and many of the public intrinsic resource sites provide universal access accommodations. The graphics and typography of printed materials and fixed interpretive exhibits for the Louisiana Great River Road incorporate provisions for individuals with limited sight. Electronic communications and media will address appropriate Section 508 provisions.

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.)

All locations of the Louisiana Great River Road are within 1-15-miles of food, fuel, restrooms and other essential traveler services. There are many more visitor centers and travel stops now, even in the most rural areas of the drive.

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

no If yes, please list the corridor(s) and date(s) of designation, and discuss the fuel(s) accommodated. (Limit 150 words.)

There are very few alternative fuel stations outside of Baton Rouge and New Orleans. Along the route there is one propane station; most of the alternative fueling stations are ethanol and electric. A map of Alternative fueling stations is included with the map PDF.

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.)

All Louisiana Byways, including the Louisiana Great River Road, has byway logo signage. More than 80 percent of the Louisiana Great River Road route is adjacent to the earthen flood levee of the Mississippi River—a continuous reference for navigation. The entire route is marked by standard highway signs and the Pilot Wheel logo of the national Great River Road. The Official Louisiana Highway Map illustrates the Great River Road and numerous public and commercial guides are available for navigating the road. The Louisiana Office of Tourism, through welcome centers and visitors information centers, can provide a Louisiana Great River Road map and a complete Louisiana Byways map to travelers. Public staff and volunteers of byway welcome centers, tourist commissions and attractions provide

directions for travelers to return to the Louisiana Great River Road route. The website: [Louisianabyways.com](#) provides information on all byways, including the Louisiana Great River Road.

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.)

Wayshowing signs and byway logo signs are installed to assist byway travelers' return to the route. Additionally, the Louisiana Great River Road map and Louisiana Byways map provide graphic and narrative instructions. Often the Mississippi River levee provides a reliable reference point for navigation. Also, all sites and attractions on the Louisiana Great River Road are GIS mapped and can be found easily on Google Maps or other directional platform.

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:

F1 UNESCO Poverty Point World Heritage Site, Louisiana

GPS coordinates:

32.635809,-91.403461

Describe the feature:

UNESCO Poverty Point World Heritage Site, 6859 LA 577, Epps, LA 71266 9 a.m. to 5 p.m., daily except on Thanksgiving, Christmas and New Year's Day Centuries ago, when Stonehenge was built and Queen Nefertiti ruled Egypt, American Indians were building earthen monuments in north Louisiana. Hand by hand and basketful by basketful, men and women shaped nearly 2 million cubic yards of soil into stunning landscapes. The result was a massive 72-foot-tall mound, enormous concentric half-circles and related earthworks that dwarfed every other earthen monument site for 2,200 years. The amount of forethought and organization needed to build Poverty Point without the aid of modern instruments, domesticated animals or even wheeled carts must have been staggering. And for what reason? We still do not know, but clues are constantly being revealed. Archaeologists have much to work with, as millions of artifacts were found at the site. Domestic tools, human figurines and tons of stones from up to 800 miles away have led to speculation that Poverty Point was an ancient residential, trade and ceremonial center. More mysteries: Poverty Point was abandoned around 1100 B.C. A more recent native group added another mound in about A.D. 700, but occupied only a small fraction of the site, and only for a brief period. Aside from that, there was only intermittent human use of the site for 2,900 years, until Euroamericans settled in the area in the 1800s. After hearing a few reports of this ancient settlement, archaeologists began systematically recording the site and collecting some of its countless artifacts. In 1962, the federal government designated it a National Historic Landmark, one of the highest honors for an archaeological site in the U.S. And in 2014, the site achieved perhaps the highest honor of all: UNESCO named Poverty Point a World Heritage Site. There are only three other archaeological sites in the U.S. with that distinction.

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

Start date: 4/1/2020 End date: 12/30/2020

Describe the driving distance and signage related to the feature.

Directions to site: Depart Byerley House Visitor Center (600 Lake Street, Lake Providence, LA on U.S. 65, turn left (south) onto SR-134, keep straight onto SR-134 (SR-577), turn right (north) onto SR 577, arrive Poverty Point World Heritage Site.

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

N/A Selected photo file name

File Name	Image owner	Alternative text	Image name	Photo release
F1bAncientWorldofPovertyPointExhibits.jpg	Louisiana Office of Tourism	Exhibits describe the life and times of the Ancient Indian Mound builders that called Poverty Point home over 3500-years-ago.	F1bAncientworldofPovertyPoint	No
F1aExhibitsatPovertyPoint.jpg	Louisiana Office of Tourism	Exhibits show artifacts, pottery, jewelry and arrowheads found at Poverty Point.	F1aExhibitsatPovertyPointWorldHeritageSite	No
F1TrailleadingtotopofbirdmoundatPovertyPoint.jpg	Louisiana Office of Tourism	One of the main features at Poverty Point World Heritage Site is the large bird mound. The bird mound has hundreds of steps leading to the top. There visitors have a panoramic view of the site and the shape of the bird mound, like a bird in flight.	F1Trailleadingtotopofbirdmound	No

Feature 2

Feature name:

F2 Port Hudson National Landmark, Louisiana

GPS coordinates:

30.692149,-91.269659

Describe the feature:

Port Hudson National Landmark and State Historic Site, US Highway 61, Zachary, LA 9 am-5 p.m. daily, except Thanksgiving, Christmas and New Year's Day. A museum, preserved earthworks and wonderful hiking trails tell the story of Port Hudson, the site of the longest siege in U.S. military history. The siege of Port Hudson began on May 23, 1863. Roughly 30,000 Union troops, under the command of Major General Nathaniel P. Banks, were pitted against 6,800 Confederates, under the command of Major General Franklin Gardner. The ensuing battles constituted some of the bloodiest and most severe fighting in the entire Civil War. Prior to one of the most intense attacks by the Union soldiers, on May 27, a bold experiment was decided upon. The Native Guard, two African-American regiments, were chosen to participate in the fight. The First and Third Louisiana Native Guards proved their worth by pressing an attack against a well-fortified Confederate position. After the siege, the garrison at Port Hudson became a recruiting center for African-American troops. In 1974, the Port Hudson battlefield was designated a National Historic Landmark by the U.S. Department of the Interior. Port Hudson State Historic Site hosts several living history events, including the Battle of Port Hudson re-enactment held annually during the last full weekend of March. Visitors can watch authentically costumed interpreters demonstrate Civil War weapons and equipment.

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

Start date: 1/2/2020 End date: 12/30/2020

Describe the driving distance and signage related to the feature.

Directly located on US Highway 61, which is the Louisiana Great River Road at this point.

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

Hiking trails are available to visitors to view the earth works, but not required to view the site. Selected photo file name

File Name	Image owner	Alternative text	Image name	Photo release
F2 Port Hudson Battlefield, Louisiana.jpg	Louisiana Office of Tourism	Panoramic view of the Port Hudson Battlefield with field tents set up for the reenactment of the longest siege in US military history. Louisiana	F2 PortHudsonBattlefield	No
F2bPortHudsonStateHistoricSite (8).jpg	Louisiana Office of Tourism	Exhibits at the Port Hudson State Historic Site display American Civil War battle flags, artifacts found on the site and exhibits on ways in which soldiers survived during the attacks on the Mississippi River and the siege at Port Hudson.	F2bPortHudsonStateHistoricSite	No
F2aPort Hudson Re-enactors .jpg	Louisiana Office of Tourism	Re-enactors are poised to attack on the hilly terrain of Port Hudson State Historic Site. Every year re-enactors portray the Battle of Port Hudson, the longest siege in American military history.	F2aPort Hudson Re-Enactors	No

Feature 3

Feature name:

F3 Louisiana State Capitol National Landmark

GPS coordinates:

30.456715,-91.187372

Describe the feature:

Louisiana State Capitol Complex, 900 North Third Street, Baton Rouge, LA 70802 Open 8 a.m. to 4:30 p.m. daily, except major holidays
The Louisiana State Capitol, one of the most interesting and the most visited state capitols in the United States. It is designated a National Landmark and is one of the foremost examples of the art deco design which was popular in the 1930s. The building stands 450 feet tall, 34 floors, making it the tallest capitol in the United States. It is one of only four skyscraper capitols in the country and one of only nine capitol buildings that does not have a dome. The building contains 249,000 square feet and sits on 27 acres of beautifully landscaped grounds. The new Louisiana State Capitol building in Baton Rouge was the brainchild of Governor and U.S. Senator Huey Long. The old state capitol, a gothic-style castle structure, was moving quickly toward obsolescence and a new building was in order. Also, Huey Long viewed it of the Old Guard and would not conduct state business there, instead he stayed at the Heidelberg Hotel, a block away. He pressed for a new state capitol, one that would become a monument to him and his efforts to bring Louisiana into the 20th Century. The Yazoo and Mississippi Valley Railroad company build a rail spur which stopped at the point of construction. Approximately 2,500 carloads of materials were brought via this rail spur for use on the capitol. The total number of rail carloads consisted of 500 loads of tile, 285 of sand, 240 of gravel, 200 of limestone, 190 of cement, 108 of bricks, 50 of marble, 30 of bronze, 26 of granite, 24 of ornamental iron, and 20 of terrazzo. On May 16, 1932, a mere 14 months after construction began, the new building was dedicated to the citizens of Louisiana. Ironically, Huey Long was unable to attend because of pressing senatorial duties in Washington D.C. On the initial approach to the capitol, one cannot help but notice the grandiose set of stairs which lead to the main entrance. The 49 steps leading to the first floor bear the names of the fifty states in order of admission to the Union. The last step lists both Alaska and Hawaii. Because construction was completed before the two states were admitted, only one step was left, so both names were engraved on the 49th step alongside the state motto and E Pluribus Unum. The front steps symbolize the interdependence of the 50 states and welcome visitors from Louisiana, other states and the world. The Capitol Building will forever be entwined with the political career of Huey Long. Long built the new structure to demonstrate the progress of the state moving in to the 20th century. He was assassinated in the Capitol Building and is buried on its grounds. A large bronze statue marks his grave.

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

Start date: 1/2/2020 End date: 12/30/2020

Describe the driving distance and signage related to the feature.

Directly on the Louisiana Great River Road.

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

N/A Selected photo file name

File Name	Image owner	Alternative text	Image name	Photo release
F3bViewfromtopofState Capitol toward GRR.jpg	Louisiana Office of Tourism	F3bFrom the Observation Deck on the top of the Louisiana State Capitol, visitors see magnificent views of the Louisiana Great River Road, the Mississippi River, the top of the levee system and the Mississippi River bridge.	F3bViewFromtheTopoftheLouisianaStateCapitol towardGRR	No

File Name	Image owner	Alternative text	Image name	Photo release
F3a HueyLongGraveSitewithLouisianaStateCapitolinBackground.JPG	Louisiana Office of Tourism	In the formal garden of the Louisiana State Capitol lies the remains of Louisiana Governor and United State Senator Huey Long. A life-sized bronze statue stands on a high pedestal facing the Louisiana State Capitol seen in the background. Huey Long built the State Capitol, was assassinated at the State Capitol and is buried on the State Capitol grounds.	F3aLouisianaStateCapitolwithHueyLong's Grave Site	No

F3 Louisiana State Capitol with Azaleas.JPG	Louisiana Office of Tourism	The Louisiana State Capitol stands tall, dwarfing everything else in view. The manicured grounds show azaleas in bloom.	F3 Louisiana State Capitol with Azaleas	No
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Feature 4

Feature name:

F4 Old Governors Mansion, Louisiana

GPS coordinates:

30.446515,-91.184967

Describe the feature:

Old Governor's Mansion – 501 North Boulevard, Baton Rouge, LA Open 10 am-3 pm. Closed on major holidays. The Old Governor's Mansion was built in 1930 by Governor Huey Long. He did not like the Governor's Mansion when he became governor. It was rambling plantation-style mansion that Long believed was oppressive and represented old money, not the people. Long had it condemned and torn down overnight by inmates before the historic society could object. Legend has it that Long walked into an architect office slapped a twenty-dollar-bill on the table and said I want that, pointing to the picture of the White House. The Old Governor's Mansion is a replica of the White House, including the front lawn, fountain and portico. Long planned to challenge Franklin Roosevelt for president in the 1936 election. He claimed he wanted the mansion built so he'd know where the light switches were located when he moved to the White House. His book, My First Days in the White House, published after his assassination, outlined all of his federal programs which coincidentally were the same programs that Roosevelt later created under his New Deal program. Once friends, Roosevelt and Long became bitter rivals after Long became a U.S. Senator from Louisiana and became the most popular politician on Capitol Hill. Huey Long was poised to run for president in the 1936 election against Franklin Delano Roosevelt. He had risen to national prominence with his Share Our Wealth program, which swept the nation as the Great Depression worsened. Meanwhile, Roosevelt adopted some of Huey's ideas in order to steal Long's thunder, while simultaneously moving to discredit him. By 1935, Huey's Share Our Wealth Society had nearly 8 million members in 27,000 clubs across the country. His senate office was flooded with thousands of letters daily, prompting him to hire 32 typists, who worked around the clock to respond to the fan mail. As the nation's third most photographed man, after Roosevelt and celebrity aviator Charles Lindberg, Long was recognized from coast to coast simply as Huey. According to Democratic National Committee Chairman James Farley, Huey was polling up to 6 million popular votes and his appeal was nationwide. However, an assassin's bullet stopped his dream on September 10, 1935 and Roosevelt won another term as president. There has been much speculation as to what would have happened had Huey Long lived.

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

Start date: 1/2/2020 End date: 12/30/2020

Describe the driving distance and signage related to the feature.

The Old Governor Mansion is located four blocks off of the Louisiana Great River Road. Signage to the Old Governor Mansion directs visitors from the River Road. It is part of the downtown Baton Rouge complex.

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

N/A Selected photo file name

File Name	Image owner	Alternative text	Image name	Photo release
F4bOldGovernorsMansionLouisiana.jpg	Louisiana Office of Tourism	A view of the black and white checkered floor and the marble semi-circular staircase inside of the Old Governor's Mansion in Louisiana.	F4bOldGovernorsMansionLouisiana	No

File Name	Image owner	Alternative text	Image name	Photo release
F4aOldGovernorsMansionLouisiana.jpg	Louisiana Office of Tourism	A view of the Old Governor's Mansion that shows the front fountain and the room on the second floor (right) where photos of presidents has been taken through the window at the White House in Washington, DC.	F4aOldGovernorsMansionLouisiana	No
F4OldGovernorsMansionLouisiana.jpg	Louisiana Office of Tourism	The Old Governor's Mansion is a Classical Revival Architectural style and is reported to be a duplicate of the White House in Washington, DC as it was originally designed by Thomas Jefferson. It includes the front semi-circular drive, pillared entrance and a fountain on the front lawn.	F4OldGovernorsMansion	No

Feature 5

Feature name:

F5 LSU Tiger Stadium and Mike the Tiger, Louisiana

GPS coordinates:

30.412035, -91.183815

Describe the feature:

Louisiana State University Tiger Stadium and Mike the Tiger, LSU North Stadium Drive, Baton Rouge, LA 70803 Open during football games; can be seen from the street continuously Football is a cultural phenomenon at LSU, home to the Fighting Tigers. LSU has claimed the national football championship title four times and two Heisman Trophy winners, Billy Cannon in 1959 and Joe Burrows in 2019. With an official seating capacity of 102,321, Tiger Stadium is the sixth-largest stadium in the world by capacity; the fifth-largest stadium in the NCAA and the third-largest in the Southeastern Conference. The stadium opened in 1924 and originally seated 12,000, the lower half of the current facility grandstands on the east and west sidelines. In 1931, 10,000 seats were added to the existing grandstands. In 1936 capacity was more than doubled with 24,000 seats in the north end zone, turning the stadium into a horseshoe. Back in the 1930s, LSU was a third-rate university. To generate excitement for LSU, Governor Huey Long's first step was to quadruple the size of the marching band from 28 to 125 and develop a first-rate football team. He became the state's most prominent Tiger fan, coaching plays, giving locker room pep talks and personally recruiting top talent for the team. LSU fever swept the state, as reduced tuition and need-based scholarships, allowed students from all regions to flock to Baton Rouge to study. In 1931, Long wanted to expand the football stadium, but the Louisiana Legislature would not budget money for additional seating, but money was allocated for dormitories. Accordingly, Long built dormitories in the stadium with additional seating on top of the dormitories. Long got both his seating expansion and dormitories. Across the street from Tiger Stadium lives LSU's mascot, a live Bengal tiger named Mike the Tiger. LSU is only live mascot to live on a university campus in the United States. The tiger was named after Mike Chambers, LSU athletic trainer in 1936, and was bought from the Little Rock Arkansas Zoo. Mike VII is the current mascot. In 2005, a new \$3 million Mike the Tiger Habitat was created for Mike between Tiger Stadium and the Pete Maravich Assembly Center. Its amenities include inside lodging that is heated and cooled, lush plantings, a waterfall, a flowing stream that empties into a wading pond, and rocky plateaus. The habitat has, as a backdrop, an Italianate tower, a campanile that creates a visual link to the Italianate architectural vernacular of the LSU campus. Mike is a number one attraction along the Louisiana Great River Road and is outside every day between 8 am and 8 pm, including weekends and holidays. Mike's hours are posted on his social media platforms (facebook.com/mikethetiger, @mikethetiger and instagram.com/mikethetiger_lsu).

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

Start date: 1/2/2020 End date: 12/30/2020

Describe the driving distance and signage related to the feature.

Tiger Stadium and Mike the Tiger are located directly on the Louisiana Great River Road.

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

N/A Selected photo file name

File Name	Image owner	Alternative text	Image name	Photo release
F5bMiketheTiger swimming.jpg	LSU permission to use	Mike the Tiger taking a swim in his habitat pool.	F5bMiketheTigerswimming	No
F5a LSU7169 Saturday Night in Tiger Stadium.jpg	LSU permission to use	Tiger Stadium seats over 100,000 and is always filled to capacity with cheering fans during every home game.	F5aLSUSaturdayNightinTigerStadium	No
F5LSU1589 Tiger Stadium.jpg	LSU permission to use	Outside of LSU Tiger Stadium, a visitor can still see the windows of the dormitories that were built in the round to accommodate additional seating.	F5LSUTigerStadium	No

Feature 6

Feature name:

F6 Louisiana Great River Road Museum and Interpretive Center and Houmas House

GPS coordinates:

30.141329, -90.935364

Describe the feature:

Louisiana Great River Road Museum and Interpretive Center, Houmas House Plantation and Gardens, 40136 LA 942, Darrow, LA 70725 Open 9am-8 pm, daily Guided and self-guided tours are available. Open 10 a.m. to 4 p.m., except major holidays. When travelers visit the Louisiana Great River Road Museum and Interpretive Center, they walk through an entrance reminiscent of the massive paddle wheel of a steamboat and into an experience of the 1800s era steamboat grandeur. This is a newly-opened 15 million dollar project and features a 28,000 square-foot museum with a cafe, performing stage and a 10 foot wide walkway that winds through the gardens. The walkway rises in stages to a 24 foot high pedestrian bridge that will cross River Road, in front of Houmas House, to the top of the Mississippi River levee. This project is funded in part by a nearly six million dollar grant, the largest single National Scenic Byways grant ever awarded to a project. The museum highlights the history of the Lower Mississippi River and how it helped to create the culture of Louisiana. There are displays with historic maps of the river, displays about folklore and information on commerce on the Mississippi River and the passenger travel by steamboats that brought entertainment up and down the river. The museum tells the story of all the people who helped build the Mississippi corridor.

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

Start date: 1/2/2020 End date: 12/30/2020

Describe the driving distance and signage related to the feature.

Directly located on the Louisiana Great River Road. A 24-foot pedestrian bridge offers great views of the Mississippi River and the Louisiana Great River Road.

If hiking, walking, or cycling are involved, describe the difficulty.
 N/A Selected photo file name

File Name	Image owner	Alternative text	Image name	Photo rele
F6a LouisianaGreatRiverRoadMuseumandInterpretiveCenterExhibit.jpg	Louisiana Office of Tourism	F6a The Louisiana Great River Road Museum and Interpretive Center is a 28,000 square foot facility with many exhibits telling the story of life along the Louisiana Great River Road and commerce on the Mississippi River. This exhibit, pictured here, interprets the culture and ways in which it evolved on the Louisiana Great River Road.	F6aLouisianaGreatRiverRoadMuseumandInterpretiveCenterExhibit	No
F6bPilotwheel and Steam boat Exhibit.jpg	Louisiana Office of Tourism	One of the themes interpreted at the Louisiana Great River Road Museum and Interpretive Center is steamboats. Shown here is a large pilot's wheel with pictures and drawings of various steam boats.	F6bPilotWheelandSteamboatExhibit	No
F6Viewfrompedestrianbridge.JPG	Louisiana Office of Tourism	A pedestrian bridge from the Louisiana Great River Road Museum and Interpretive Center to the Mississippi River levee. Shown here is the pedestrian bridge facing the Louisiana Great River Road with the Louisiana Great River Road Museum and Interpretive Center in the background.	F6Viewfromthepedestrianbridge	No

Feature 7
 Feature name:
 F7 Laura: A Creole Plantation, Louisiana

GPS coordinates:
 30.008330, -90.725251

Describe the feature:
 Laura: A Creole Plantation – 2247 Highway 18, Vacherie, LA 70090 Open daily, 10 am- 4 pm, New Year's Day, Mardi Gras, Easter Sunday, Thanksgiving, Christmas and on July 4th and December 24th. Laura is a raised Creole plantation painted in a color code of

ochre, red, green, mauve and gray. It is known for its rare collection of outbuildings and for the West African folktales of Compair Lapin, later made famous by the Uncle Remus stories of Brer Rabbit, that were recorded at Laura over 150 years ago. Laura Plantation guides tell personal stories of the four generations who lived at Laura based on thousands of pages of documents discovered in archives in France, throughout the United States, Civil War Pension records and Laura Locoul Gore's Memories of the Old Plantation Home, which detail Laura's Creole family, both free and enslaved.

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

Start date: 1/2/2020 End date: 12/30/2020

Describe the driving distance and signage related to the feature.
Located directly on the Louisiana Great River Road in Vacherie (west bank of the Mississippi River).

If hiking, walking, or cycling are involved, describe the difficulty.
N/A Selected photo file name

File Name	Image owner	Alternative text	Image name	Photo release
F7LauraACreolePlantation.jpg	Louisiana Office of Tourism	Laura: A Creole Plantation is called a Creole Plantation because of its architectural style and the tradition of painting a Creole Plantation in brighter colors. Depicted here is Laura Plantation with its yellow, mauve, blue and red colors.	F7LauraACreolePlantation	No

Feature 8

Feature name:
F8 Oak Alley Plantation National Historic Landmark, Louisiana

GPS coordinates:
30.004271, -90.775997

Describe the feature:
Oak Alley Plantation – 3645 Highway 18, Vacherie, LA 70090 Open daily, 9 am-5 pm, except New Year's Day, Mardi Gras, Thanksgiving and Christmas A 28-acre sugar cane plantation that has been designated a National Historic Landmark for its architecture and landscaping, and for the agricultural innovation of grafting pecan trees, performed there in 1846–47 by an enslaved gardener. It is located on the west bank of the Mississippi River, in the community of Vacherie. Oak Alley is named for its internationally-recognized and most iconic and distinguishing visual feature, an alley, French allee or canopied path, created by a double row of southern live oak trees about 800 feet long, planted in the early 18th century — long before the present house was built. The allee or tree avenue runs between the home and the River. The landscape and the Big House provide a glimpse into the life on the river in the 1830s to today. The self-guided slavery exhibit focuses on some of the individuals who were owned and kept on the plantation, their lives and living conditions. It also includes a look into life after emancipation, as laborers continued to live in on the property until the 20th century.

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

Start date: 1/2/2020 End date: 12/30/2020

Describe the driving distance and signage related to the feature.
Located directly on the Louisiana Great River Road in Vacherie, LA, west bank of the Mississippi River.

If hiking, walking, or cycling are involved, describe the difficulty.
N/A Selected photo file name

File Name	Image owner	Alternative text	Image name	Photo release
F8AOak AlleyFoggy morning.jpg	Louisiana Office of Tourism	F8a Oak Alley is shown with its alley of oaks draped in an early morning fog that is coming off of the Mississippi River. Louisiana (iconic photo)	F8aOakAlleyFoggyMorning	No
F8OakAlleyAlleeofOaks.jpg	Louisiana Office of Tourism	Oak Alley, named for its 300-year-old allee' of majestic oak trees, is pictured here as the trees create a canopy over the walkway to the house from the river.	F8OakAlleyAlleeofoaks	No

Feature 9

Feature name:
F9 National World War II Museum, Louisiana

GPS coordinates:
29.942852, -90.070581

Describe the feature:
National World War II Museum, 945 Magazine Street, New Orleans, LA 70130 Open daily 9 a.m. to 5 p.m., except Mardi Gras, Thanksgiving, Christmas Eve and Christmas Day Designated by Congress as the official WWII museum of the United States, the National World War II Museum has five soaring pavilions housing immersive exhibits, multimedia experiences and an expansive collection of artifacts and first-person oral histories, recounting personal experiences in the European and Pacific theaters of war that tell the story of the American experience in the war that changed the world. Beyond the galleries, the museum's online collections, virtual field trips, webinars and educational travel programs offer new ways to connect to history. The Higgins Hotel, the official hotel of the National World War II Museum, is named for the man who, according to the General Dwight Eisenhower, "won World War II for us." Named after local Higgins Industries shipbuilder Andrew Higgins, the hotel pays tribute to a historic time in American history. Through artifacts, artwork, photography and personal story plaques, the hotel tells a powerful story of Americans came together to secure victory and help change the world. Higgins Industries built the landing craft that brought troops to the Normandy shore. Troop ships would bring thousands of soldiers within a mile or so of the coast. Then the soldiers would climb down the sides of the ships on cargo nets into Higgins boats, as his assortment of landing craft came to be called, each holding 36 men. The landing craft would then bring the soldiers into shore—a ramp would open at the end of the boat, and the men would disembark. Then the boats would return to the troop ship to load more men. Allied forces used thousands of landing craft to hit Normandy beach at D-Day. Higgins Industries was located in New Orleans and Higgins is buried in Metairie Cemetery.

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

Start date: 1/2/2020 End date: 12/30/2020

Describe the driving distance and signage related to the feature.
The National World War II Museum is 6 minutes (1 mile) from the New Orleans French Quarter and to the Mississippi River. Head south on Magazine Street toward Andrew Higgins Boulevard, turn right onto Calliope Street, Turn right onto Camp Street, continue straight until you reach the French Quarter.

If hiking, walking, or cycling are involved, describe the difficulty.
N/A Selected photo file name

File Name	Image owner	Alternative text	Image name	Photo release
F9bNationalWWIIMuseum_Interior004.jpg	Louisiana Office of Tourism	The National World War II Museum has many life-sized exhibits. This picture showcases a section of the aviation exhibit with WWII-era planes suspended from the ceiling like they are flying overhead.	F9bNationalWorldWarIIMuseum	No

File Name	Image owner	Alternative text	Image name	Photo release
F9aNationalWWII Museum.jpg	Louisiana Office of Tourism	The National World War II Museum prides itself on having World War II military veterans greet visitors and tell first-hand accounts of their experiences in the war. This photo shows a WWII veteran standing next to a I was there poster, where he is talking to a couple about being a WWII veteran paratrooper.	F9aNationalWorldWarIIMuseum	No
F9National WWII Museum.jpg	Louisiana Office of Tourism	The National World War II Museum occupies five pavilions that house historical exhibits, on-site restoration work, a period dinner theater and other restaurants. This picture shows the outside of the main museum building, concrete and glass, an aviation exhibit can be seen from the outside.	F9NationalWorldWarIIMuseum	No

Feature 10

Feature name:
F 10 New Orleans Jazz Historical Park, Louisiana

GPS coordinates:
29.95805, -90.060778

Describe the feature:
New Orleans Jazz Historical Park Site 9 a.m.-4:30 p.m., Tuesday-Sunday, closed federal holidays and Mardi Gras Stories of jazz, from its origins in African drumbeats and American brass band music to its rise as a dominant worldwide musical genre are told through exhibits and performances at the park visitor center and in venues ranging from concert halls to the streets of New Orleans and assisting with the all-important passing of musical knowledge from one generation to the next. In 1987, the 100th Congress resolved that Jazz is designated as a rare and valuable national American treasure. New Orleans is internationally-recognized as the birthplace of Jazz and created in 1994, the New Orleans Jazz National Historical Park celebrates a living legacy of musical traditions. The historical park consists of four acres within Louis Armstrong Park. The park provides a setting for sharing the cultural history of the people and places that helped shape the development and progression of Jazz.

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

Start date: 1/2/2020 End date: 12/30/2020

Describe the driving distance and signage related to the feature.
This is a National Park Service Site and there is ample signage off the Louisiana Great Road directing visitors to the park.

If hiking, walking, or cycling are involved, describe the difficulty.
N/A Selected photo file name

File Name	Image owner	Alternative text	Image name	Photo release
F10aNewOrleansJazz.jpg	Louisiana Office of Tourism	Part of the mission of the New Orleans Jazz Historical Park is to sponsor Jazz events. This picture shows a woman leading a Jazz band on a second-line march through the park.	F10aNewOrleansJazzHistorical Park	No
F10NewOrleansJazz.JPG	Louisiana Office of Tourism	This statue of Louis Armstrong, one of the most famous musicians of the Jazz age, stands at the center of New Orleans Congo Square, home to the New Orleans Jazz Historical Park.	F10NewOrleansJazzHistoricalPark	No

Feature 11

Feature name:
F 11 French Quarter National Landmark Historical District, Louisiana

GPS coordinates:
29.960416, -90.064204

Describe the feature:
French Quarter National Landmark Historic District – The land stretching from the Mississippi River from Canal Street to Esplanade Avenue (13 blocks) and inland to North Rampart Street (7-9 blocks), New Orleans, LA 70012 Open daily – continuous One of the most visited spots in the world, the New Orleans French Quarter is the oldest section of the City of New Orleans founded in 1718. French Quarter architecture blends Spanish, French, Creole and American together in an idyllic, enchanting setting. It is home to historic homes, hotels, bed and breakfast, artists, museums, world-famous restaurants, attractions, shopping and a vivacious nightlife. Words defy to describe the internationally-renown French Quarter experience. The French Quarter is the heart of New Orleans. Bourbon Street features jazz clubs, French, Creole and ethnic eateries, while quieter streets lead to the French Markets and Jackson Square. Famous French Quarter icons are the Pat O'Brien hurricanes, Aunt Sally Pralines, street performers, artists sitting and ready to paint or draw a visitor's portrait or caricature, Cafe Du Monde and St. Louis Cathedral, among many others. Famous restaurants abound. Antoine's, founded in 1840, is the oldest restaurant in New Orleans. It is known for its French-Creole and is the birthplace of Oysters Rockefeller. Arnaud's, known for its classic Creole cuisine. Creole is an ethnic food of New Orleans, derived from French cuisine with lots of butter, pepper, salt, and herbs. Arnaud's soufflé potatoes with bearnaise sauce are among the best that can be found Galatoire's is another famous restaurant in the French quarter – author Tennessee Williams was a regular customer and he mentioned the restaurant in his play A Streetcar Named Desire. Newer restaurants have opened by old New Orleans famous restaurateur families. This includes Dickie Brennan's Steakhouse, a classic steakhouse with a Creole twist. Dickie comes from four generations of a culinary family. Brennan's, famous for brunch and well-known for its Bananas Foster. Napoleon House, a 200 year-old French Quarter landmark was once the home of a New Orleans mayor who offered the spot to Napoleon as a refuge during his exile. Today, Napoleon House is the essential spot in town for a Pimms Cup, and it is now run by the Ralph Brennan restaurant group. For low-key dining experiences, Central Grocery is responsible for the muffuletta, a sandwich filled with Italian meats, cheeses and olive salad. Cafe Maspero has classic dishes and hearty po'boys on wonderful French bread. The Gumbo Shop serves a Louisiana classic. The Native Americans introduced powdered sassafras or file, which they called kombo as a staple for one of many styles of the indigenous soup we call gumbo, from the African word kingumbo meaning the vegetable okra. A gumbo usually contains either file or okra as a thickener. Just as gumbo is a blend of many cultures, so is the origin of the word. However, the base of most gumbo is roux, flour and fat with seasonings that is browned to provide an almost nutty flavor.

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

Start date: 1/2/2020 End date: 12/30/2020

Describe the driving distance and signage related to the feature.
Located directly adjacent to the Mississippi River

If hiking, walking, or cycling are involved, describe the difficulty.
Walking the French Quarter is a leisurely stroll with many places to sit, eat and enjoy the French Quarter ambiance. Selected photo file name

File Name	Image owner	Alternative text	Image name	Photo release
F11bMusiciansinFrenchQuarterNightclub.jpg	Louisiana Office of Tourism	New Orleans is known for its music and night clubs. Pictured here is a sidewalk glimpse into a French Quarter bar where live musicians are playing.	F11bMusiciansFrenchQuarterNightClub	No
F11aCarriageRideintheNewOrleansFrenchQuarter.jpg	Louisiana Office of Tourism	The New Orleans French quarter offers carriage ride tours. Pictured here is a carriage driver pointing out a place of interest during a French Quarter tour.	F11aCarriageridein the NewOrleansFrenchQuarter	No
F11CafeduMondeNewOrleansFrenchQuarter.jpg	Louisiana Office of Tourism	One of the most iconic places to visit in the New Orleans French Quarter is Cafe Du Monde, a 24-hour sidewalk cafe. Pictured here is a table set with a cup of cafe au lait and a plate of beignets, little fried doughnuts shaped in a square and covered with powdered sugar, pictured here.	F11Cafedumonde	No

Feature 12

Feature name:

F12 Jackson Square National Landmark, Louisiana

GPS coordinates:

29.957405, -90.062949

Describe the feature:

Jackson Square -700 Decatur Street, New Orleans, LA 70116 Open daily – continuous Jackson Square is a historic park in the French Quarter of New Orleans, Louisiana. It was declared a National Historic Landmark in 1960, for its central role in the history of New Orleans. Named for General Andrew Jackson after his victory against the British in the War of 1812, Jackson Square is one of the most popular sites in the French Quarter. The square originally overlooked the Mississippi River across Decatur Street, but the view was blocked in the 19th century by the construction of higher levees. The riverfront was long devoted to shipping docks. The 20th century administration of Mayor Moon Landrieu installed a scenic boardwalk on top of the levee to reconnect the city to the river; it is known as the Moon Walk in his honor, and has since been expanded and paved. On the north side of the square are three 18th century historic buildings, which were the heart of the city in the colonial era. The center of the three is St. Louis Cathedral. The cathedral was designated as a minor Basilica by Pope Paul VI. To its left is the Cabildo, the old city hall, now a museum, where the final version of the Louisiana Purchase was signed. To the right of the cathedral is the Presbytere, built to match the Cabildo. The Presbytere was initially planned for housing the Roman Catholic priests and other church officials in New Orleans. At the start of the 19th century, it was adapted as a courthouse, and in the 20th century it became a museum. From the 1920s through the 1980s the square was famous as a gathering place of painters of widely varying talents, including proficient professionals, talented young art students, amateurs, and caricaturists. The 1960s and 1970s saw the beginnings of the Square as a place of business for individuals telling fortunes, reading palms and tarot cards. They sit on St. Ann or St. Peter street, alongside of the park. The section of Chartres Street which comprises Saint Louis Cathedral, the Presbytere and the Cabildo is shared by visitors and artists, musicians, and varied street performers, such as jugglers and magicians. Diagonally across Decatur Street downriver from the square is Cafe Du Monde, open 24 hours a day. Part of the historic French Market, it is known for its cafe au lait, prepared with chicory, and for its beignets, served there continuously since the Civil War days.

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

Start date: 1/2/2020 End date: 12/30/2020

Describe the driving distance and signage related to the feature.

Directly adjacent the Mississippi River and the Louisiana Great River Road.

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

Jackson Square is a historic park are and has ample places to sit, eat and sight-see. Selected photo file name

File Name	Image owner	Alternative text	Image name	Photo release
F12aJacksonSquareStreetPerformers.jpg	Louisiana Office of Tourism	Jackson Square is an open park where painters, palm readers and musicians play to entertain visitors. Pictured is a group of musicians playing instruments in Jackson Square. The wrought iron fence that surrounds the Jackson Square Park, can be seen in the background.	F12aJacksonSquareStreetPerformers	No
F12ViewofJacksonSquare.jpg	Louisiana Office of Tourism	The most popular view of Jackson Square is pictured here. Through the wrought iron fence is the central view of the Andrew Jackson on his horse statue with St. Louis Cathedral in the middle, flanked by the Cabildo to the left and the Presbytere to the right.	F12ViewofJacksonSquare	No
File Name	Image owner	Alternative text	Image name	Photo release

Feature 13

Feature name:
F13 The Cabildo National Landmark, Louisiana

GPS coordinates:
29.958151, -90.063346

Describe the feature:

Louisiana State Museum, Cabildo and Presbytere – 700 Chartres Street, New Orleans, LA 70116 Open Tuesday-Sunday, 10 am to 4:30 pm. Closed major holidays. The Cabildo, designated a National Landmark, was built under Spanish rule between 1795 and 1799. The Cabildo was designed by the same architect who designed St. Louis Cathedral and the Presbytere. The Cabildo was the site of the Louisiana Purchase transfer in 1803, which finalized the United States' acquisition of the Louisiana Territory that doubled the size of the United States and helped to fulfill the goal of President Thomas Jefferson goal of manifest destiny. In 1853, the Cabildo became home to the Louisiana State Supreme Court, where the landmark Plessy versus Ferguson decision originated in 1892. In 1911, it and the Presbytere became the Louisiana State Museum. Presbytere - The Presbytere, next to the Cabildo, was designed in 1791 to match the Cabildo, alongside St. Louis Cathedral in the French Quarter. It stands today as a beautiful reminder of both Louisiana's singular past and its vibrant present. The Presbytere, originally called Casa Curial or Ecclesiastical House, was built on the site of the residence, or presbytere of the Capuchin monks.

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

Start date: 1/2/2020 End date: 12/30/2020

Describe the driving distance and signage related to the feature.

The Cabildo, a Louisiana State Museum, holds Louisiana cultural and historical artifacts, is directly adjacent the Mississippi River and River Road.

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

N/A Selected photo file name

File Name	Image owner	Alternative text	Image name	Photo release
!3aCabildoexterior.jpg	Louisiana Office of Tourism	An evening view of the Cabildo, flanked by St. Louis Cathedral, on the corner of Jackson Square with people milling about in the New Orleans French Quarter.	F13aCabildoexterior	No
F13Cabildo.jpg	Louisiana Office of Tourism	The Cabildo was a governmental building during the time of the Louisiana Purchase. It is now a state museum. It is pictured here on a corner of Jackson Square in the New Orleans French Quarter. Situated next to the Cabildo is St. Louis Cathedral.	F13Cabildo	No

Feature 14

Feature name:
F14 Chalmette Battlefield and Chalmette National Cemetery, Louisiana

GPS coordinates:
29.945638, -89.991974

Describe the feature:

Chalmette Battlefield and Chalmette National Cemetery Visitor Center and entrance gates are open Monday-Sunday, Memorial Day and Veteran's Day 9 a.m.-4 p.m. The visitor center is otherwise closed on federal holidays and Mardi Gras. Battle of New Orleans talk – daily around 10:45 a.m. Talks are also given on Memorial Day and Veteran's Day. The NPS Visitor Center in Chalmette presents over 300 years of cultural mixing that highlight how an American Indian trade route became a major American port with distinct local traditions. Chalmette Battlefield in Chalmette preserves the site of the Battle of New Orleans in 1815, where a hastily-assembled American force defended the city and the all-important Mississippi River valley from invasion by the mighty British empire and demonstrated that the young democratic republic of the United States could hold its own on the world stage. The Battle of New Orleans was fought on January 8, 1815 between the British Army under Major General Sir Edward Pakenham and the United States Army under Brevet Major General Andrew Jackson. It took place approximately 5 miles east-southeast of the center of the original city of New Orleans, close to the town of Chalmette. The battle took place directly after the signing of the Treaty of Ghent on December 24, 1814, before news of the treaty could reach the United States. Many people believe that this last great battle of the War of 1812 between the United States and Britain was unnecessary, since the treaty ending the war was signed in late 1814, but the war was not over. It could have turned out differently had Jean Lafitte, pirate and smuggler, not joined the American side in an effort to obtain a pardon from the American government. The many winding bayous, bays, inlets and treacherous marshes in the Barataria region of Louisiana screened the activities of the Lafitte band, making apprehension nearly impossible. These waterways served as channels through which pirated and smuggled goods were brought to New Orleans and sold. Jackson reluctantly accepted help from Lafitte so during the Battle of New Orleans about 50 Baratarians manned the guns on American battleships and operated the terrestrial batteries. Jackson and Lafitte got along so well that the pirate became Jackson's unofficial aide-de-camp. American troops defeated a poorly executed British assault on New Orleans in slightly more than 30 minutes, despite the British having a large advantage in training, experience, and fielded troops. The Americans suffered roughly 250 casualties, while the British suffered roughly 2,000 overall. Following the War of 1812, Lafitte received a pardon from President James Madison for his service and resumed his career as a pirate on Galveston's Island in Spanish Texas. At the Chalmette National Historical Park, visitors can learn about the War of 1812 from films and exhibits and can view a map of the site that includes troop movements from the Battle of New Orleans, as well as outdoor exhibits that provide a self-guided tour. Next to the battlefield, Civil War-era Chalmette National Cemetery holds the remains of troops from the War of 1812 to the Vietnam War, serving as a reminder of the price of national freedom.

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

Start date: 1/2/2020 End date: 12/30/2020

Describe the driving distance and signage related to the feature.

Chalmette Battlefield and Chalmette National Cemetery is 15 minutes from the French Quarter. Head NW on Orleans Street toward Bourbon. Turn right onto North Rampart Street. Continue onto McShane Place, continue onto St. Claude Avenue, continue onto LA-46 E, turn right onto Battlefield Road/Chalmette National Park Scenic Road

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

Moderate walking is necessary to view the battlefield and cemetery. Selected photo file name

File Name	Image owner	Alternative text	Image name	Photo release
F14bWarof1812reenactment.jpg	Louisiana Office of Tourism	A reenactment of the Battle of New Orleans. Costumed American rag-tag reenactors under the command of Brevet Major General Andrew Jackson are firing a canon at the approaching British army.	F14bWarof1812reenactment	No

File Name	Image owner	Alternative text	Image name	Photo release
F14aBeauregardHouseChalmetteBattlefield.jpg	Louisiana Office of Tourism	An up close view of the Rene Beauregard House, showing its columned front porch with earthworks, canon and moss-draped oak tree in the foreground.	F14aBeauregardHouseChalmetteBattlefield	No
F14Chalmette Battlefield Picture.jpg	Louisiana Office of Tourism	Chalmette Battlefield is a National Park Service site and it commemorates the last battle fought during the War of 1812, the Battle of New Orleans. Pictured here is the battlefield with a canon and moss-draped oak tree. Overlooking the battlefield is the Chalmette monument, a 100-foot-tall obelisk, built to commemorate the American victory here. In the far background is the Rene Beauregard House, a 1830s porticoed mansion in French-Louisiana architecture.	F14ChalmetteBattlefield	No

Feature 15

Feature name:

F15 End of the 10-state Great River Road, Louisiana

GPS coordinates:

29.219883, -89.395521

Describe the feature:

End of the Road Marker, LA 23, Venice, LA – open for viewing at all times The very southerly-most point on the Great River Road features a view of the Mississippi River and Gulf of Mexico and a commemorative marker.

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

Start date: 1/1/2020 End date: 12/30/2020

Describe the driving distance and signage related to the feature.

The end of the Great River Road marker marks the end of the 10-state River Raod

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

N/A Selected photo file name

File Name	Image owner	Alternative text	Image name	Photo release
F15aMouthoftheMississippiRiver.jpg	USACE, New Orleans	Satellite view of the Great River Road and the entrance to the mouth of the Mississippi River and the inter-coastal waters leading to the Gulf of Mexico	F15aMouthoftheMississippiRiver	No
F15LocationoftheEndoftheGreatRiverRoad.png	none	Map showing the end of Highway 23 at Venice, Louisiana, the end of the Great River Road.	F15LocationoftheEndoftheGreatRiverRoad	No

Feature 16

Feature name:

F16 Major Festivals, Cultural Celebrations and Time-Honored Traditions on the Louisiana Great River Road

GPS coordinates:

29.951065, -90.071533 City of New Orleans

Describe the feature:

Festivals on Louisiana Great River Road An explosion of culture and history is celebrated through Louisiana's many festivals that highlight its multi-cultural traditions, food of all kind, music and renowned street entertainment. One of the highest profile festival is Mardi Gras, celebrated in communities large and small. The origins of Mardi Gras can be traced to medieval Europe, passing through Rome and Venice in the 17th and 18th centuries to the French House of the Bourbons. From here, the traditional revelry of Boeuf Gras, or fatted calf, followed France to her colonies. In 1699, French-Canadian explorer Jean Baptiste Le Moyne Sieur de Bienville arrived approximately 60 miles south of New Orleans, and named it Pointe du Mardi Gras when his men realized it was the eve of the festive holiday. Bienville also established Fort Louis de la Louisiane, which is now Mobile, in 1702. In 1703, the tiny settlement of Fort Louis de la Mobile celebrated the very first Mardi Gras in America. New Orleans was established in 1718 by Bienville and by the 1730s, Mardi Gras was celebrated openly in New Orleans. Today, New Orleans is internally-known for its Mardi Gras, with about 1.5 million visitors each year taking to the streets in costume and to catch beads and trinkets. Parades, pageants and masked Mardi Gras balls take place from Twelfth Night to Shrove Tuesday. At midnight on Fat Tuesday, festivities stop and the six-week period of Lent begins. Essence Festival, the film Girl's Trip was based on attending Essence, is usually held July 1-4 each year. Essence Festival is largest African American festival in the United States. Each year it attracts over 500,000 visitors that enjoy music, food and educational workshops. Started by Essence Magazine, the festival has been held in New Orleans since the beginning 1995. International Jazz and Heritage Festival, a 10 day cultural feast in which thousands of musicians, cooks and craftspeople welcome 400,000-500,000 visitors each year. There are 12 music stages and internationally-known musicians ranging from Bruce Springsteen, the Rolling Stones, Harry Connick, Jr., Buddy Guy, Trombone Shorty, Aaron Neville, The Who, Stevie Nicks, The Beach Boys, Kool and the Gang, Marcia Ball, Katy Perry, Foo Fighters, Brandi Carlile, Dr. John and Big Freedia, just to name some, have performed at Jazz Fest. The first Jazz Fest was held in 1970

and at this inaugural celebration the line-up was Mahalia Jackson, Duke Ellington, Pete Fountain, Al Hirt, Clifton Chenier and Fats Domino. Louisiana's River Parishes of Ascension Parish, St. James and St. John Parishes, celebrate Christmas Eve with Bonfires on the Levee, where 20-foot-tall wooden structures, built by families in various shapes, are constructed on the levees and lighted to show the way for Santa Claus, or Papa Noel, as the French call him, to visit the boys and girls on Christmas Eve.

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

Start date: 1/2/2020 End date: 12/30/2020

Describe the driving distance and signage related to the feature.

Bonfires on the Levee - 20-foot tall structures create bonfires directly on the levees; Essence Festival is held at the Superdome and International Jazz and Heritage Festival is held at the New Orleans Fairgrounds. Both festivals are minutes from the Louisiana Great River Road; signage does direct attendees to the festivals. But they are also well-known locations.

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

Moderate walking around the festival sites. Selected photo file name

File Name	Image owner	Alternative text	Image name	Photo release
16bMardiGras.jpg	Louisiana Office of Tourism	Reaching for beads and trinkets thrown from costumed riders on Mardi Gras floats. Mardi Gras is one of the largest festivals in the United States.	F16bMardiGras	No
F16aBonfiresonthelevee.jpg	Louisiana Office of Tourism	Something different in Louisiana...On December 24 each year - 20-foot-high structures are built by families on top of the Mississippi River levee and set on fire to light the way for Papa Noel or Santa Claus to ensure he visits every boy and girl.	F16aBonFiresontheLevee	No
F16NewOrleansJazzandHeritageFestival.jpg	Louisiana Office of Tourism	A sea of people listen to music at the New Orleans Jazz and Heritage Festival. Hundreds of thousands up to one-million visitors travel to New Orleans during Jazz Fest.	F16NewOrleansJazzandHeritageFestival	No

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 100 words.)

Free public Louisiana Byway and 10-state Great River Road brochures and maps; first-person interpretations; mixed interpretive and educational panels; large selection of books and tour guides; preserved sites, tours at each site are provided to the byway traveler.

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).

<https://byways.louisianatravel.com/>; louisianabyways.com; <http://www.experiencemississippiriver.com/Japanese>; <https://experiencemississippiriver.com/states/louisiana/>

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.)
A series of regional meetings were held to gather input on critical issues from stakeholders, community governments and the public. Key participants in the CMP planning process included the Office of Lieutenant Governor of the State of Louisiana, staff of the various divisions and offices of the Louisiana Department of Transportation and Development; representatives of 18 parish-level convention and visitor bureaus and tourism commissions; business representatives associated with the Louisiana Great River Road; elected officials and citizens interested in the history and future of the route. Regional meetings were held to gather input. As a follow-up, individual meetings were held, telephone calls were made and plans were further discussed at statewide tourism and byway conferences.

6-2: Identify any significant objections to the CMP and describe actions taken to resolve them. (Limit 150 words.)
There are no objections to the Corridor Management Plan

6-3: Describe how you have addressed the control of outdoor advertising with your stakeholders. (Limit 150 words.)
The Louisiana Byways Director meets regularly with the Louisiana Department of Transportation and Development and the Federal Highway Administration to discuss outdoor advertising. Louisiana has a process to review all outdoor advertising permits that affect the Louisiana Byway collection. When an outdoor company applies for a permit for outdoor advertising, the Department of Transportation and Development determines if the requested sign placement is along a byway. If it is, a letter and form is sent to the Louisiana Byways Director, who in turn, works with the affected byway to approve or not approve the signage permit. In most instances, if not all, the sign permit is denied if it is on a byway or affects the view shed of the byway. The permit form is signed and returned to DOTD who then notifies the outdoor company that the permit has been denied if it adversely affects a byway. The Louisiana Byways Director meets regularly with the Louisiana Department of Transportation and Development and the Federal Highway Administration to discuss outdoor advertising. Louisiana has a process to review all outdoor advertising permits that affect the Louisiana Byway collection. When an outdoor company applies for a permit for outdoor advertising, the Department of Transportation and Development determines if the requested sign placement is along a byway. If it is, a letter and form is sent to the Louisiana Byways Director, who in turn, works with the affected byway to approve or not approve the signage permit. In most instances, if not all, the sign permit is denied if it is on a byway or affects the view shed of the byway. The permit form is signed and returned to DOTD who then notifies the outdoor company that the permit has been denied if it adversely affects a byway. Outdoor signage is not normally approved by the local byway organization. The CMP is regularly enforced.

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 nomination of the Louisiana Great River Road as an All-American Road has been in the works for nearly two years, as part of the state's bigger mission to connect people from across the United States and from around the world with the intrinsic qualities of Louisiana and its byways. Because the Louisiana Great River Road is a "working highway", over 700-miles-long and runs through 18-Louisiana parishes, a series of meetings were held to discuss CMP updates and the All-

American Road nomination. Meetings involved the 18-parish convention and visitor centers, tourist bureaus, attractions, sites, parish officials and many state and U.S. Senate and Congressional representatives. All meetings were announced in the newspapers and the public at-large were invited and attended as well. There were no objections to the updates to the CMP or to the moving forward on the All-American Road nomination. In fact, it was enthusiastically encouraged. Plans were presented to the Federal Highway Administration (Regional Office), the Louisiana Department of Transportation and Development, Louisiana Police Jury Association (on behalf of the 18 parishes), the Louisiana Municipal Association (on behalf of the many, many mayors located in the villages, towns and cities along the Louisiana Great River Road), National Park Service and offices within the Louisiana Department of Culture, Recreation and Tourism. This is a highly-prized designation and distinction that the communities and stakeholders along the Louisiana Great River Road proudly support and will eagerly promote the Louisiana Great River Road. Louisiana also interacted with the members of the 10-state Mississippi River Parkway Commission to determine agreement on an All-American Road 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.)
In that the Louisiana Department of Transportation and Development is responsible for more than 90 percent of the road segments of the entire Louisiana Great River Road, it is a key partner with the Louisiana Office of Tourism in a variety of aspects including: Roadway and right-of-way conditions; Safety and overall traffic management; Long range transportation planning; Integration of pedestrian and bicycle improvements; Traffic control devices and wayshowing components of byway travelers; Access management and Outdoor advertising regulation. While the Louisiana Great River Road does not pass through federal lands, several federal properties represent important sites that represent intrinsic qualities of the route. Managers of these properties continue to be key participants in the management of the corridor's objectives to protect and interpret intrinsic resources as well as to deliver quality visitor experiences.

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

The Louisiana Office of Tourism and its Louisiana Byways Program are committed to continual community and citizen participation in the protection and enhancement of the intrinsic qualities of the Louisiana Great River Road and the quality visitor experiences it provides. Key among the actions to sustain public participation are to: provide outreach communications by providing regular updates of progress and issues related to the Louisiana Great River Road; maintain open access to regional and local interest groups and individuals to express concerns and suggestions; hold periodic "listening" sessions on local byway needs; offer training to local byway representatives; conduct public information meetings several times a year to provide presentation of current activities and upcoming plans; conduct annual and periodic updates of the CMP by engaging local groups in the process and continue the positive working relationships with the Louisiana Department of Transportation and Development and Federal Highways Administration.

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](#).

6-7Louisiana Great River Road Corridor Management Plan.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.

6-8 letters of support Louisiana Great River Road.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: Louisiana Great River Road CMP

6-10: Date CMP was adopted: 5/18/2018

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

Yes

If yes, how often? An annual review and an update at least every five years depending on byway activity; last updated 2018

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.	39-44
2. An assessment of the intrinsic qualities and their "context" (the areas surrounding them).	45-52
3. A strategy for maintaining and enhancing each of those intrinsic qualities.	53-54
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.	55-58
5. A strategy of how existing development might be enhanced and new development accommodated to preserve the intrinsic qualities of your byway.	59-61
6. A plan for on-going public participation.	62-63
7. A general review of the road's safety record to locate hazards and poor design, and identify possible corrections.	64-65
8. A plan to accommodate commercial traffic while ensuring the safety of sightseers in smaller vehicles, as well as bicyclists, joggers, and pedestrians.	66-69
9. A listing and discussion of efforts to minimize anomalous intrusions on the visitor's experience of the byway.	70-71
10. Documentation of compliance with all existing local, state, and federal laws about the control of outdoor advertising.	72-74

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.	75-76
12. Plans of how the byway will be marketed and publicized.	77-84
13. Any proposals for modifying the roadway, including an evaluation about design standards and how proposed changes may affect the byway's intrinsic qualities.	85-88
14. A description of what you plan to do to explain and interpret your byway's significant resources to visitors.	89-92
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.	77-78
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.	68-69
17. A plan for addressing multi-lingual information needs.	78
18. A demonstration of the extent to which enforcement mechanisms are being implemented in accordance with the corridor management plan.	30-31

Byway Organization

6-13: Describe the structure of any byway organization that currently exists. (Limit 100 words.)
 The managing organization for the Louisiana Great River Road is the Louisiana Office of Tourism which is one of five divisions of the Louisiana Department of Culture, Recreation and Tourism which is under the leadership of the Lieutenant Governor. The Louisiana Byway program works hand-in-glove with the Louisiana Department of Transportation and Development and the Federal Highway Administration in managing byway issues and concerns.

6-14: Describe plans to strengthen the organization over the next five years. (Limit 100 words.)
 The Louisiana Great River management is strong. Each year the Louisiana Byways Program submits a plan of activities designed to strengthen the program. The Louisiana Great River Road is part of that plan. Because of the length, the multitude of organizations located along the byway, there is much coordination of effort. This will continue over the next five years as itineraries, more interpretive panels and further web site videos are developed to promote the Louisiana Great River Road. Signage is a continual effort between the Louisiana Byway Program and the Louisiana Department of Transportation and Development.

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.)
 The Department of Culture, Recreation and Tourism, through its divisions of Cultural Development, State Parks, Museums, Tourism and State Library is committed to providing a full-range of resources, experience, expertise, management and leadership to protect, enhance, preserve and interpret the intrinsic qualities of the Louisiana Great River Road and to provide opportunities for local residents living just blocks away to travelers from across the world to know, admire and steward those qualities.

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: Sharon Calcote Agency: Louisiana Office of Tourism Title: Louisiana Byway Director
 Work Email: scalcote@crt.la.gov Work Phone: 225-342-8146

7-2: Principal Point of Contact for Byway

Name: Sharon Calcote Agency: Louisiana Office of Tourism Title: Rural Tourism
 Work Email: scalcote@crt.la.gov Work Phone: 225-342-8146

7-3: Nomination Form Preparer

Name: SA Calcote Agency: LOT Title: Rural Tourism
 Work Email: smorningstar1@gmail.com Work Phone: 225-241-6696

Signatory Review

Status: approved

Comments: This nomination form has been reviewed and is approved for submission by the Louisiana Byway Director/Coordinator.

