

A photograph of a person wearing a white t-shirt, black shorts, and a grey helmet, leaning on a brown metal bridge railing. They are on a bicycle. The background shows the Mississippi River, a large bridge, and the St. Paul skyline with various buildings and trees. The sky is overcast.

**MN Mississippi River Parkway Commission Meeting**

November 29, 2012

# **Minnesota Great River Road Corridor Management Plan**

JUL 2 2002

# **GRR Corridor Plan Leaders:**

***Minnesota Mississippi River  
Parkway Commission***

***National Park Service –  
Mississippi National River & Recreation Area***

***Minnesota Department of Transportation***

***Legislative Coordinating Commission***

***Trust for Public Land***

# **GRR Corridor Plan Funders:**

***Federal Highway Administration – 80% (\$560,000)***

***National Scenic Byways Grant***

***National Park Service – 20% (\$140,000)***

***Mississippi National River & Recreation Area***

# Project Purpose and Timespan

---

This project will:

Develop a Great River Road Corridor Management Plan to guide the work of Minnesota's Mississippi River Parkway Commission and its partners for the next 10 – 15 years.







# Byway Traveler Benefits

“This project benefits the byway traveler by **increasing their enjoyment** of a byway corridor where the river’s **ecological and economic sustainability** and the **livability of 60 river communities** are priorities.

Byway travelers will enjoy **preserved and enhanced intrinsic resources** within the context of a **working river** whose **engaging stories** they take home.

The project seeks to embrace the needs of today’s **technologically savvy** travelers.

**Active lifestyles** will be promoted with more and better coordinated **transportation choices** to get travelers **closer to and on the river** and its **natural environment** for a more **enhanced byway experience.**”



# Plan Objectives

Evaluate current and future conditions to develop strategies to :

- ☐ Improve livability for residents and visitors,
- ☐ Embrace changes in personal & global economies,
- ☐ Protect intrinsic resources,
- ☐ Reflect our residents' multi-national culture & target market to international travelers,
- ☐ Expand multi-modal transportation options,
- ☐ Apply context sensitive solutions principles,
- ☐ Utilize technology to build community, market, plan trips and track results.
- ☐ Designate and sign the Mississippi River Bicycle Trail.

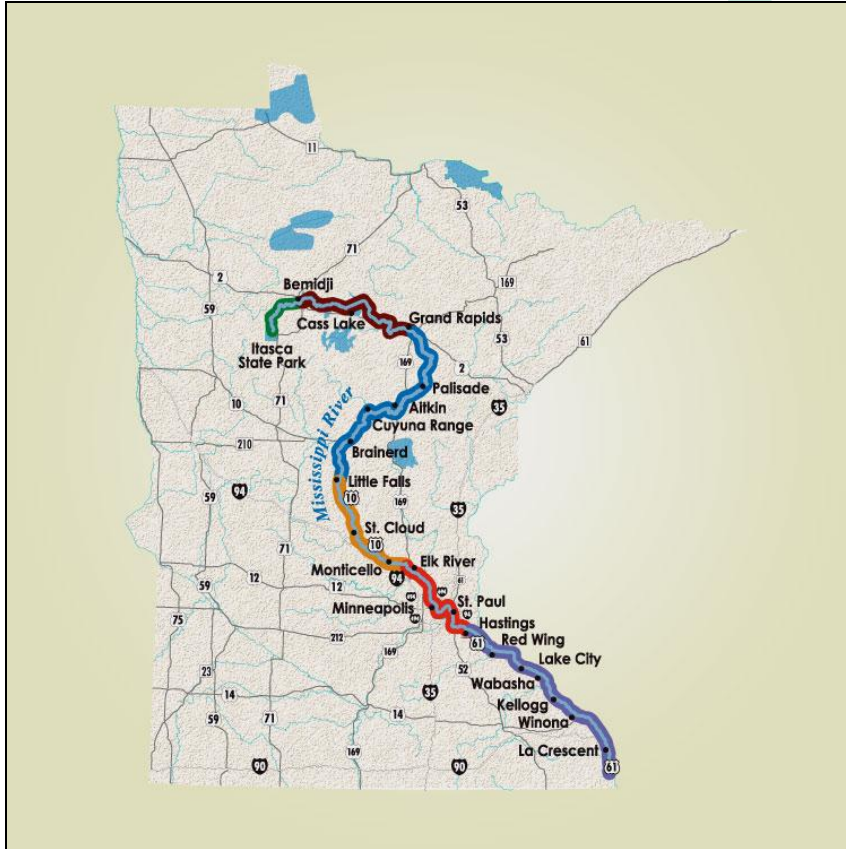


# Project Tasks

- Develop Communication Framework for CMP Implementation
- Fabricate and install MRT signs statewide
- Conduct Project Advisory Team Meetings
- Develop, print, distribute MRT/GRR Maps & Mississippi River Companions
- Inventory and Map byway resources
- Conduct 18 Community Meetings/Focus Groups
- Develop and conduct Visitor Impression Survey
- Confirm and update Mn Great River Road Storybook
- Conduct Byway Assessment – route adjustments, CSS opportunities
- Incorporate VRPP recommendations into CMP
- Create Corridor Development Strategies
- Develop Byway Corridor Business Plan
- Assess Visitor Needs
- Develop Communications/PR Plan
- Develop and install community map/info kiosks and MRT electronic resources



# Project Scope Assumptions



- 575 mile route
- 60 communities
- 21 counties
- 6 MN Destination Areas
  - Mississippi Headwaters
  - Mississippi Northwoods
  - Mississippi Crossings
  - Scenic Mississippi
  - Metro Mississippi
  - Mississippi Bluffs
- Ten state context

# Reflect MRPC Mission and Objectives

---

## Mission

- To improve the quality of life for our residents and visitors.

## Objectives

- To develop and enhance the Great River Road and its amenities.
- To promote the Mississippi River Valley and the Great River Road.

# Honor GRR History

- A foundation of planning reaching back to 1938.
- Ten states working in a coordinated, yet independent manner.
- **75<sup>th</sup> Anniversary: your CMP ideas for a year of celebration???**



Bemidji 1947

## Mississippi River Parkway Commission

### The Story of Progress

THE MISSISSIPPI RIVER VALLEY IS RICH IN HISTORIC, SCIENTIFIC, CULTURAL, ECONOMIC AND EDUCATIONAL VALUES which if interwoven into a definite Master Plan which will utilize these natural gifts and assets, using coordinated effort of all the states and provinces bordering, something will be developed that will be of lasting benefit not only to the valley but to the whole nation.

SO OUR MISSISSIPPI RIVER PARKWAY PLANNING COMMISSION IS WORKING HARMONIOUSLY AND PERSEVERANTLY to develop the Great River Road on both sides of the river as the backbone to which will be attached state colleges and grouped cities, historic places, magnificent and breath-taking lodges and resorts, roadside parks and rest areas, public landing ramps for boats, wild life preserves, fine fishing and hunting, floral adornments, recreational areas, thousands of lakes, peaceful vistas of rural country, parks and picnic, camps and cottage resorts, beautiful cities and towns and many places where our people can lose themselves among nature's gifts and away from the hassles and problems of life.

ENCOURAGING PROGRESS REVEALS THAT CONGRESS created a Federal Aid Parkway or Great River Road by appropriating \$250,000 for a complete study of factual information which when completed was presented to Congress and a second \$250,000 was appropriated by Congress for detailed plans for each state and for supervision by the Bureau of Public Roads and the National Park Service. These plans also a recommendation come through each section of land and provide for scenic easements and embellishments that will make our Parkway not just another road but something different and unique.

THE TOTAL NECESSARY AREA, 500 feet wide on each side of roadway right-of-way from CANADA to the Gulf of Mexico, is equal to only 10% of the area of Yellowstone National Park.

THE CHANNEL OF PROCEEDURE IS THROUGH THE FEDERAL AGENCIES, the state legislatures and Highway Commissions of each state who utilize primary, secondary and urban money as it accumulates and use it to work on an approved plan. Other agencies, federal, state, county, city, Chamber of Commerce, Service Clubs and many other organizations are contributing their energy and finances to do their part.

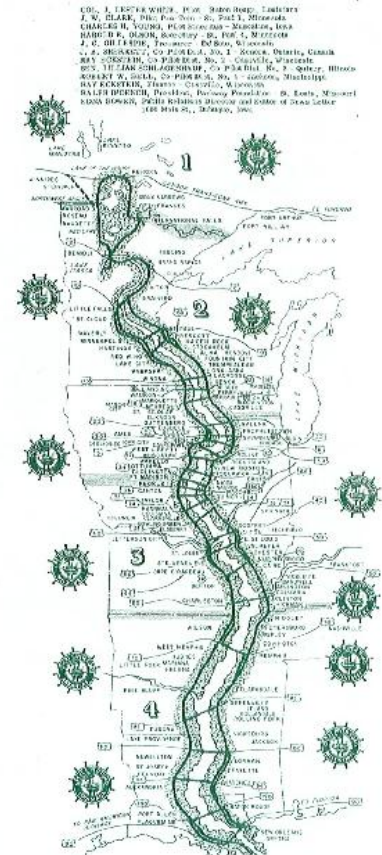
MANY OF THE STATES HAVE SELECTED THE PERMANENT ROUTES through their states and have marked it with Parkway Markers. Other states are either in progress or planning to fix permanent and temporary alignment and mark the Parkway.

A TABULATION OF FEDERAL REPORTS REVEALS 2,287 miles total in United States of which 126.4 miles will be new roads, 119.5 miles are local, 1,715.5 miles truck highways, 336.5 miles interstate and 41 miles National Trunk Highways. The total population in the 10 states bordering the Parkway, in the 1940 census is 32,000,000 in the United States. About 60% of the existing highways in the United States are to Federal standards except northwestern, Ontario and Manitoba in Canada have 200 miles of truck highways suitable for Parkway Standards and are energetically developing and marking them.

THE MAP SHOWS THE LIMITS OF EACH DISTRICT, the officers of which are shown on the reverse side of this sheet.

THE MAP ALSO SHOWS THE HIGHWAYS ON EACH SIDE OF THE MISSISSIPPI RIVER, of which many sections and border roads have been completed and completed stretches and many other sections are contemplated or in progress.

THE MAP SHOWS AN OUTLINE OF OUR OBJECTIVES WHICH WILL DEVELOP AND PRESERVE HISTORICAL AND SCENIC VALUES - A PARKWAY FOR EACH SIDE OF THE MISSISSIPPI RIVER, FOR THE PLEASURE AND GENERAL WELFARE OF OUR PEOPLE.

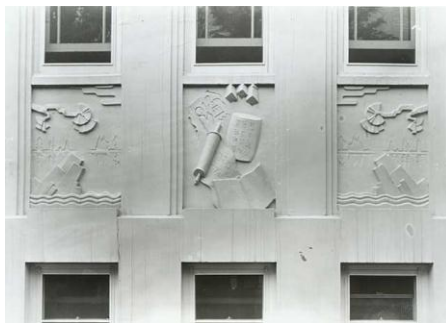




THE MISSISSIPPI RIVER VALLEY IS RICH IN HISTORIC, SCENIC, CULTURAL, ECONOMIC AND RECREATIONAL VALUES which if interwoven into a definite Master Plan which will utilize these natural gifts and assets, using coordinated effort of all the states and provinces involved, something will be developed that will be of lasting benefit not only to the valley but to the whole nation.



Pokegama Country Club, Grand Rapids, Minn.



Grand Rapids 1940's  
Pokegama bridge, library,  
hunter & Country Club 1940's

SO OUR MISSISSIPPI RIVER PARKWAY PLANNING COMMISSION IS WORKING HARMONIOUSLY AND PERSISTENTLY to develop the Great River Road on both sides of the river as the backbone to which will be attached many existing and proposed parks, historic places, magnificent and breath-taking lookouts and vistas, roadside parks and rest areas, public launching ramps for boats, wild life preserves, fine fishing and hunting, floral adornments, recreational areas, thousands of lakes, peaceful vistas of rural scenery, palms and pines, corn and cotton fields, beautiful cities and towns and many places where our people can lose themselves among nature's gifts and away from the tension and problems of life.



# Communication Framework

[www.mnmississippiriver.com](http://www.mnmississippiriver.com) Microsite Components

Landing Page

Interactive Map

Use Google Maps API to embed a map into the microsite.

There was talk of utilizing MnDOT's GIS database to define data and plot points for the map.

Allow filtering of map data; toggle location types on/off.

Use a user's location data to easily allow them to zoom in on their current location.

Allow users to comment on map data. Allow anyone to comment or registered users only?

Events Calendar

How will this data be populated? Manually? Or would we get a list from somewhere?

Allow users to comment on event data. Allow anyone to comment or registered users only?

ADA Compliance

Use Responsive Design to make the site mobile-friendly

Questions:

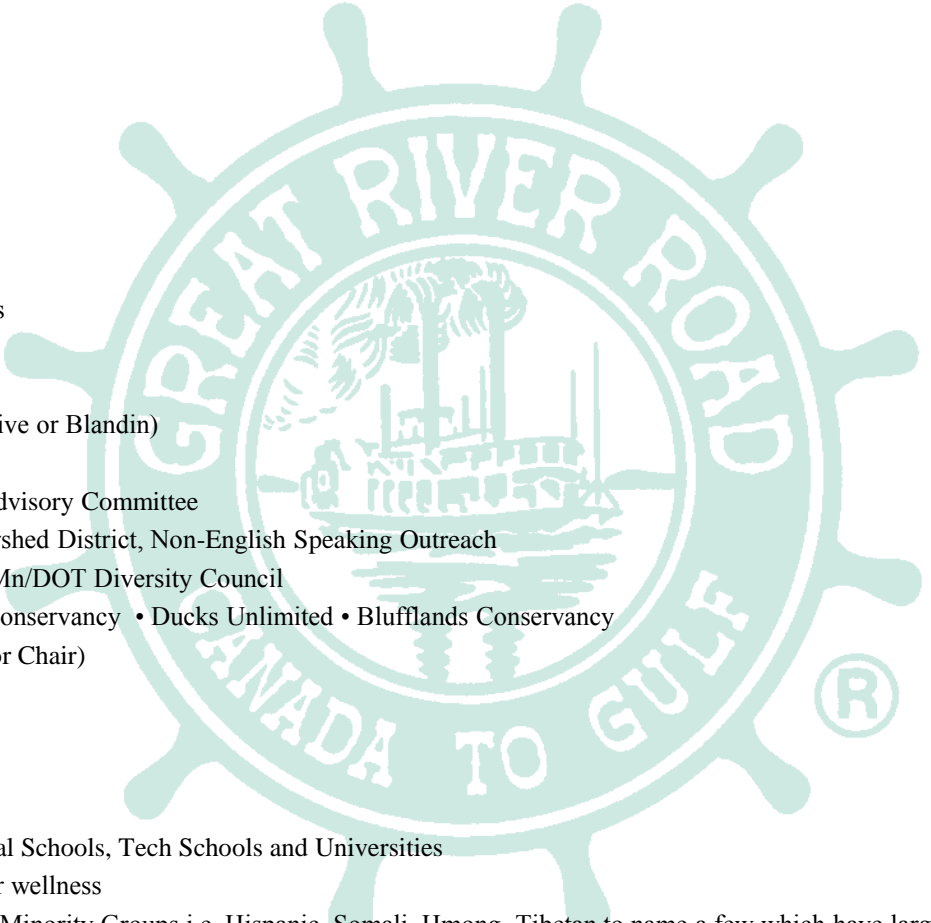
- We will need to look into how we go about accessing MnDOT's GIS database and how to best import this data for use on the interactive map.
- How will the event calendar data be populated?
- Commenting users? What kinds of comments are we asking for?

# Fabricate and install MRT signs

- State-wide MRT sign plans complete.
- MnDOT received MnAPA *Innovation in Planning* award for its work on the Mississippi River Trail bikeway.
- Minnesota legislature established the MRT as a state bikeway under the Department of Transportation.
- In May 2012, a portion of the MRT became the state's first contribution to the U.S. Bicycle Route system—designated as USBR 45.

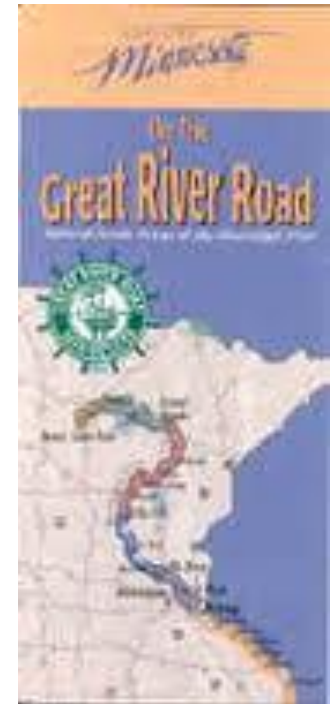
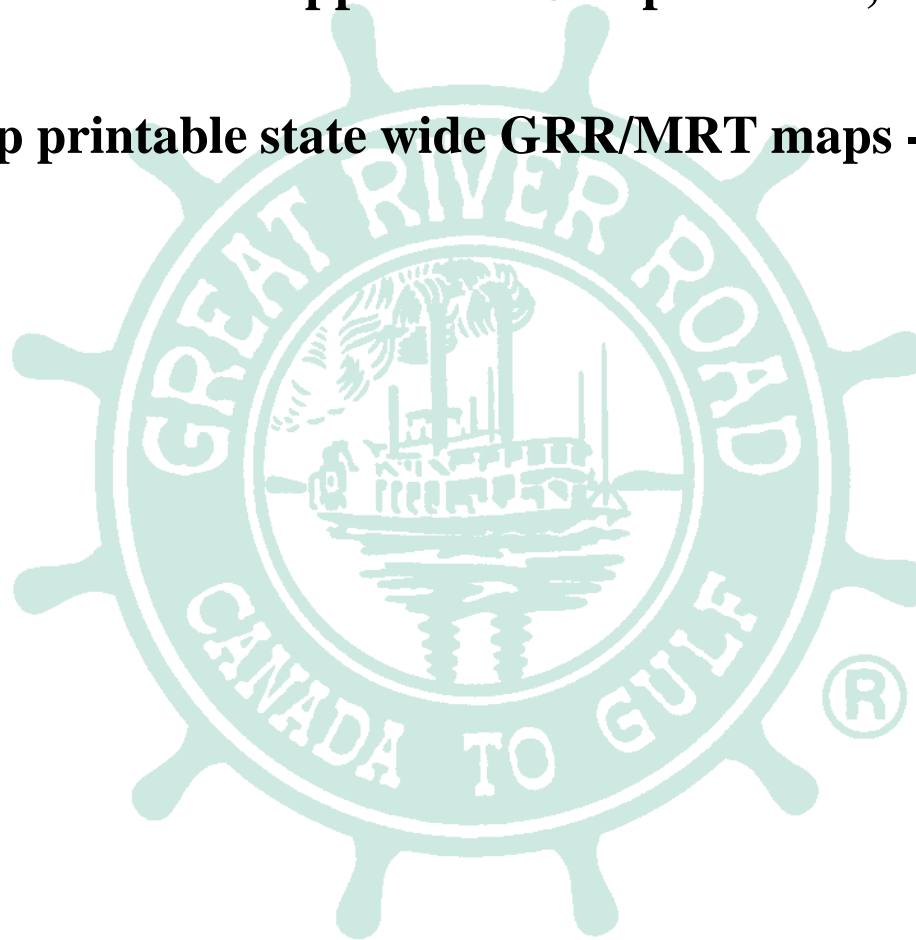
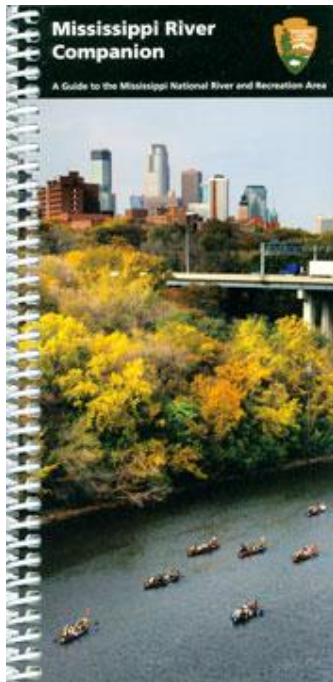


# Project Advisory Committee

- 
- A large, light green watermark logo of the Great River Road is centered in the background. It features a ship's steering wheel with the words "GREAT RIVER ROAD" at the top and "CANADA TO GULF" at the bottom. In the center of the wheel is a circular emblem depicting a river scene with a bridge, trees, and a small boat. A registered trademark symbol (®) is located to the right of the wheel.
- National Park Service, Trails & Waterways
  - US Fish and Wildlife Service
  - US Army Corps of Engineers
  - Chippewa National Forest
  - Environmental Protection Agency
  - Housing and Urban Development
  - Federal Highway Administration
  - League of Minnesota Cities
  - League of Minnesota Counties
  - Association of CVBs and/or Chambers
  - MN County Engineers Association
  - MN Association of Museums
  - Foundation (such as McKnight, Initiative or Blandin)
  - Mississippi Headwaters Board
  - MN Non-Motorized Transportation Advisory Committee
  - Jenny Winkelman, Minneapolis Watershed District, Non-English Speaking Outreach
  - Mn/DOT Commissioners Office and Mn/DOT Diversity Council
  - National Audubon Society, • Nature Conservancy • Ducks Unlimited • Blufflands Conservancy
  - 10-State MRPC (National Office rep or Chair)
  - Mn/DOT GIS Lead
  - Governor's Office
  - Mississippi River Commission
  - Pollution Control Agency
  - Education Groups-Charters, Traditional Schools, Tech Schools and Universities
  - Mayo Clinic and other Health Orgs for wellness
  - Native Tribes along the river & Other Minority Groups i.e. Hispanic, Somali, Hmong, Tibetan to name a few which have large numbers within MN Watersheds
  - Veterans and Special Needs either Physically or Mentally

# MRT/GRR and MNRRA Maps

- Print new version of Mississippi River Companion 30,000 copies
- Print or develop printable state wide GRR/MRT maps - drivable



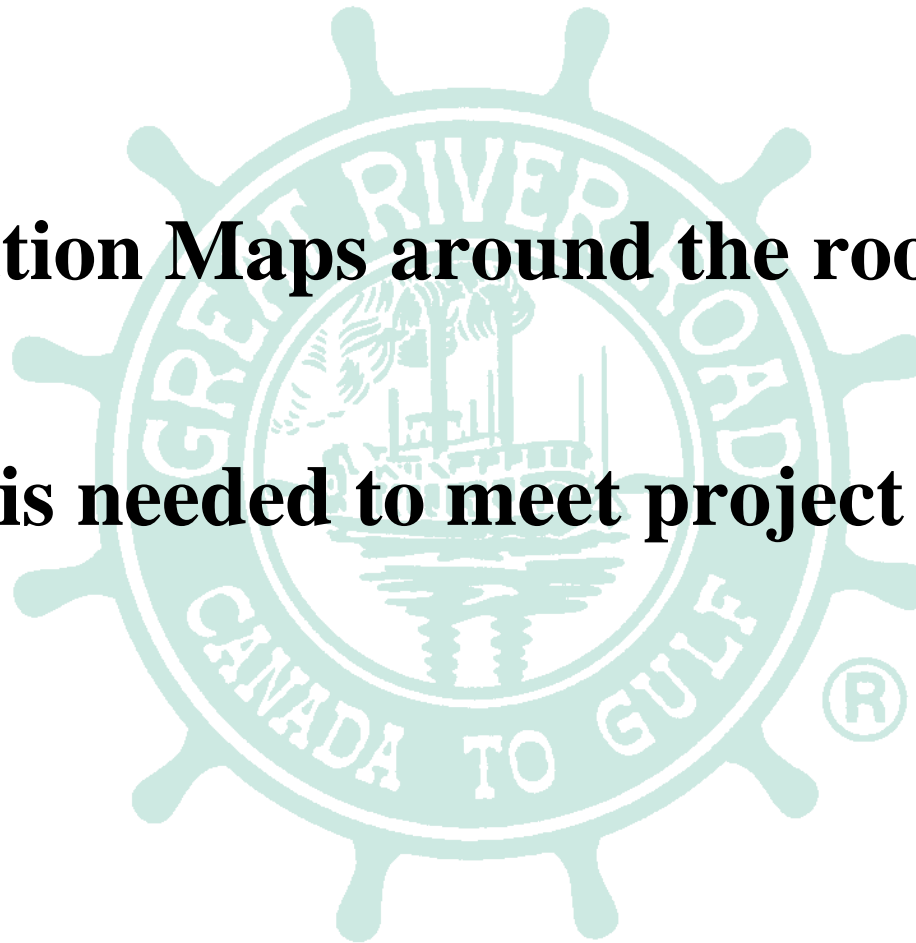


# **Inventory Resources**

---

**See Destination Maps around the room**

**What is needed to meet project purpose?**



# GIS Inventory = Measures of Success

## EXAMPLE

Mississippi Riverfront Results Initiative

Tracking Impacts,  
Targeting Success



**Lead:** Minneapolis Riverfront Partnership

**Purpose:** Inform decisions shaping the vitality of our Mississippi riverfront and region

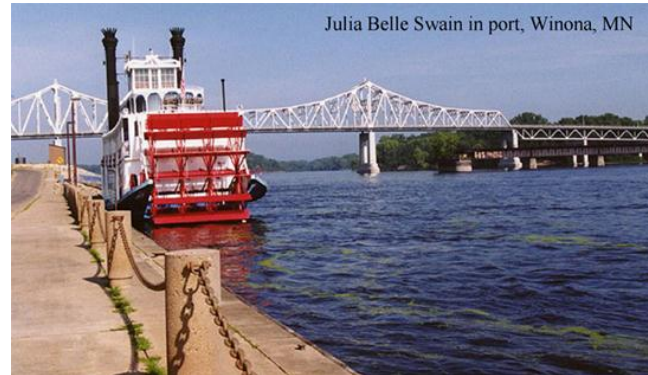
**Benefits:** Provide reliable, credible source for data and stories

**Potential examples:** Employment, sales and property taxes, parkland, diversity of park visitors, fishing access, housing units, private and public investments, trail miles

Environmental Health	Economic Dev & Health	Human Access	Human Activity	Human Health
Crime	Construction Permits > \$5,000	Park Infrastructure	Riverfront Usage	Crime
Perception - good to raise children: % agrees that neighborhood is a good place to raise children	Estimated Residential Market Value (Total & Change)	Total trails and added trails	Number of Visitors to Riverfront Parks	Perception - good to raise children: % agrees that neighborhood is a good place to raise children
Youth Violent Crime Index	Residential Sales Activity	Total park acres and added park acres	Bike/Pedestrian Trail Use	Youth Violent Crime Index
Depression: % of adults who have ever had depression	Property Condition Score as assigned by the City Assessor	Water Access Points	Number of Special Events & Estimated Attendance	Depression: % of adults who have ever had depression
Premature mortality rate	Residential Vacancy	Views	Recreational Boat Traffic	Premature mortality rate
Asthma: % of adults with asthma	# of establishments and mix of "public-oriented business"	Adjacent Riverfront Amenities & Establishments	Transit Usage	Asthma: % of adults with asthma
Physical Activity: % of adults meeting physical activity guidelines	Food Vendors: # of licenses available/granted to mobile vendors in areas adjacent to the river	Establishments & ponits of interest/engagement (dining, retail, arts, historic, cultural) along/adjacent to the Riverfront	Spatial Patterns of Crime	Physical Activity: % of adults meeting physical activity guidelines
Weight: % of adults who are overweight/obese	Visual Survey of Vacant Storefronts	Private spaces that provide public access or views of the river (+ cost of access for individuals).	Crime in Riverfront Parks and Adjacent Areas	Weight: % of adults who are overweight/obese
Ability to walk to amenities: % of residents who can walk to amenities	Grants for Environmental Remediation (to support site redevelopment)	Connections to the River	Cultural Vitality Index	Ability to walk to amenities: % of residents who can walk to amenities
Nutrition: % of adults meeting nutrition guidelines	Infrastructure Additions/Upgrades	Number of residents who live within X-distance walk from a riverfront trail connection	Demographics of Visitors to Riverfront Parks	Nutrition: % of adults meeting nutrition guidelines
	Tax-based incentives, subsidies, support	Transit Connections & Trip Frequency	Perception of Crime in Riverfront Parks and Adjacent Areas	
	Sales Taxes (retail and/or non-retail)	Number of riverfront parks that provide ADA-accessible facilities		
	"Creative" Jobs	Number of residents who live within X-distance walk from riverfront parkland		
	"Green" Jobs			
	Retail Occupancy/Vacancy			
	Sales Taxes (retail and/or non-retail)			
	Industrial Occupancy/Vacancy			
	Property Taxes			
	Office Occupancy/Vacancy			
	Changes in Zoning			
	Changes in Building-Use Description Code			

# GIS = Intrinsic Resource Protection

Scenic  
Recreation  
Historic  
Archeological  
Natural  
Cultural



Julia Belle Swain in port, Winona, MN



Nottoway Plantation, Baton Rouge, LA



Mississippi Valley Archeological Center, LaCrosse, WI



Lake Itasca - source of the Mississippi River, MN





# Incorporate VRPP



*Visual Resource Protection Plan* (NSB Grant) to identify, understand, protect and enhance GRR scenic resources:

- ☐ How are they experienced
- ☐ What views are iconic/signature
- ☐ Types of views (urban, rural, forest, ag, suburban, industrial, etc.)
- ☐ Identify what qualities make up a view
- ☐ Determine if the views are at risk
- ☐ Identify opportunity costs if views are damaged

# Community Meetings/Focus Groups

---

*18 community meetings -  
3 per each destination area*

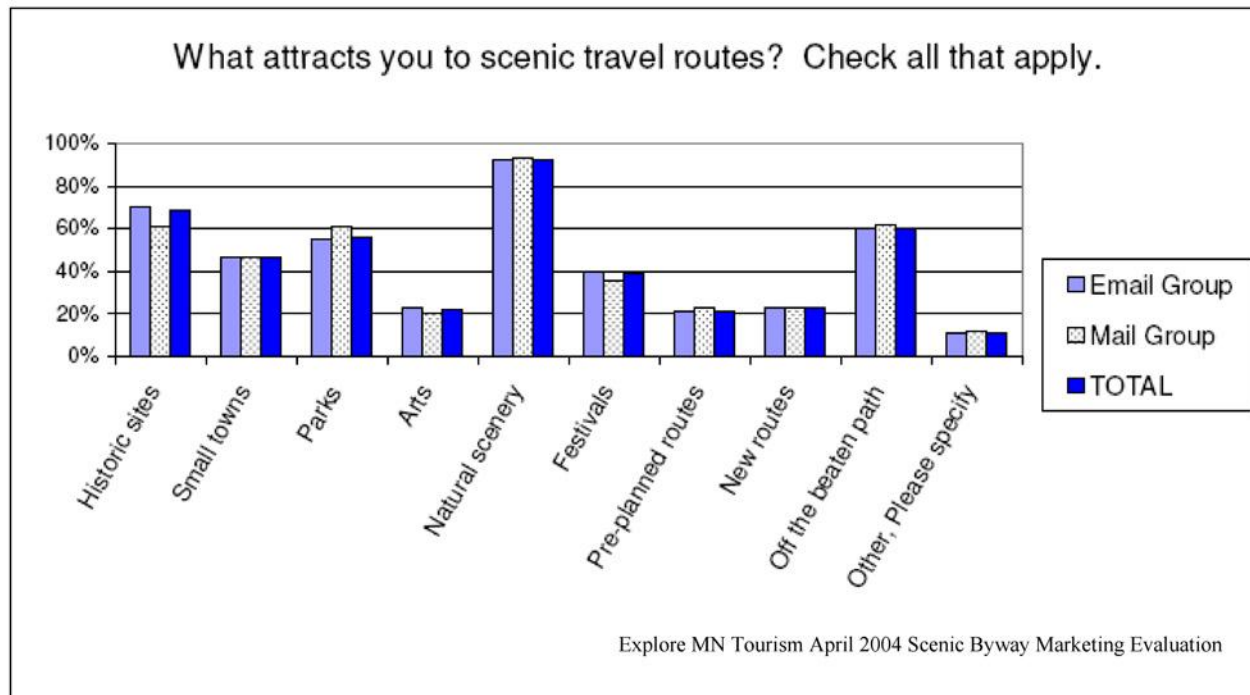
*One presentation at MRPC meeting*

*Do we use some of the funds to facilitate a  
state wide meeting? Webinar?*




# Visitor Impression Survey

*Adjusted schedule to accommodate 4 seasons*  
*Intercept survey, other methods?*



# Example: Interpretive Panels



Used to show cut-out area around top of sign

Used to show cut-out area around top of sign


Interpretive guide to show offset from edge of document that indicates 10" text to 1/8" sign and 1" graphic bar for sign reader

## What Lies Below - Prison Quarry

The Minnesota Legislature voted to construct a reformatory for offenders between sixteen and thirty years old who were seen as medium risk and could be salvageable from a life of crime. The new prison, originally named the Minnesota State Reformatory for Men, also served as an intermediate facility between the Territorial Prison in Stillwater, and the state Reform School in Red Wing.

During the selection process for the prison location legislators agreed that the new facility should be built near one of Minnesota stone quarries, and the Breen & Young Quarry established in 1868, Minnesota's oldest quarries, was unanimously selected. The site is roughly 240 acres, including 40 acres of usable granite, was chosen not only for the quality and abundance of granite, but also for the availability of land and water and its proximity to transportation. Plans were to teach inmates to quarry, cut, dress, and lay stone.

Johnston designed the administrative building and adjoining cell blocks were designed in the Richardsonian Romanesque style, which includes massive stonework, arched openings, and bold masonry elements.




Administration Building Wall Construction, 1917 MNHS


One of the most popular elements of the prison is the four-foot-thick at the base tapering to three-foot wide at the top, 22-foot high granite wall that surrounds the outside perimeter of the compound. The wall was quarried, dressed and constructed from 1905 to 1922 completely by inmates of the prison, and inmates from the Stillwater prison. The tailings, scrap and remnants from the building process were used as crushed stone for highways, up until 1930.

## Reformatory Wall Claim to Fame


- The second longest connected wall in the United States (Roughly 1.5 miles long)
- The largest granite wall in the United States
- One of the most extensive outlays of granite in the United States
- The longest wall in the world built entirely by prisoners




Wall and Guard Tower in the Distance, 1914 MNHS



Granite Quarry and Pond, 1914 MNHS



Splitting Pieces of Granite, 1930 MNHS



Used to show cut-out area around top of sign

Used to show cut-out area around top of sign


## St. Cloud Historical Marker

Designed by Arthur R. Nichols and built in 1937, the St. Cloud Historical Marker is a small site with a symmetrical design. The original wayside rest was planned with American elm, silver maple, red cedar, and Chinese juniper shrubs. Its historical marker has a raised, stone-paved terrace that is surrounded on three sides by low walls. A granite tablet describes Minnesota's first granite quarry that opened just west of the site in 1868.

### Arthur R. Nichols (1880 - 1970)

Nichols was the consulting landscape architect for the Minnesota Department of Highways from 1932-40 and became the Roadside Development Division's first Consulting Landscape Architect where he designed most of the division's waysides, scenic overlooks, and historical markers built during the 1930's and '40's. Arthur Nichols attended the Massachusetts Institute of Technology (MIT) where he studied engineering, architecture, and landscape design. He was the first person to graduate from the newly created landscape architecture program at MIT. Nichols partnered with Anthony Morsell in 1909. Their firm completed a wide range of projects that included dozens of parks, city master plans, residential subdivisions, civic centers, and college campuses. They also designed private estates, country clubs, cemeteries, and parkways.

Many of the works Nichols produced while consulting for the Minnesota Department of Highways represent excellent examples of the "National Park Service Rustic Style," a movement in American architecture and landscape design that produced appropriately scaled, well-crafted structures of stone, concrete, and log that were designed to harmonize with the environment, rather than dominate it. The Minnesota Department of Highways was fortunate to call upon the skills of Nichols, perhaps the most productive landscape architect in the history of the state, and one of the individuals credited with establishing the field of landscape architecture in Minnesota.



Arthur R. Nichols, 1946

"It is becoming more and more important to provide terminals, parking, and roadside parking areas where needed may rest and enjoy the scenery with full degree of safety. These roadside areas, when carefully planned and designed, can be convenient, useful, and beautiful. They become an asset to the traveling public."


Arthur R. Nichols, 1946

Did You Know... During the Summer of 1930, approximately 200 million people, 90% of whom lived out of the state, visited Minnesota's state parks. By 1938 tourism was Minnesota's third most profitable industry.


## Roadside Development

Roadside development properties are defined as structures and landscapes that were designed, built, or used for what are broadly termed "roadside development" purposes. Roadside development is a field of landscape architecture and highway design that is concerned with improving highway safety and aesthetics. Roadside development engineers blend roadways into the natural environment, control erosion, increase driver visibility, ease road construction costs, screen ugly views, and enhance scenic vistas.


Many properties were built during the difficult days of the Depression by unemployed Minnesotans who sought work through such federally-funded programs as the Civilian Conservation Corps (CCC) and the Works Progress Administration (WPA). Not only did these properties fulfill the objectives of roadside development, but they are the legacy of a broad public effort to reduce poverty by providing meaningful work for the unemployed and, at the same time, invest in needed public facilities that would serve future generations.



Civilian Conservation Corps Seal



USA WORK PROGRAM WPA Works Progress Administration Logo

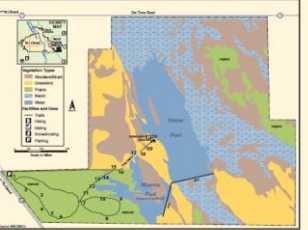


Used to show cut-out area around top of sign

Used to show cut-out area around top of sign

## Self-Guided Nature Trail

Welcome to the Sand Prairie Wildlife Management and Environmental Education Area managed by the Minnesota Department of Natural Resources, Division of Wildlife for the conservation of plant and animal resources. A self-guided nature and hiking trail, developed for your enjoyment.



Map of the Self-Guided Nature Trail area.

Did You Know... 80 years ago this area was once a channel of the Mississippi River and was drained for cropland. Today, native prairie plants recolonize the abandoned fields and make up more than 80% of the current wetland, prairie, and native prairie brushland and woods.

Did You Know... Unlike Minnesota's other 2,801 wildlife management areas, hunting and trapping is not allowed.

Did You Know... Wildlife to watch include everything from eastern bluebirds to woodpeckers in wintered. Frog, toad, and turtle, snake, deer, fox, and variety of birds and other insects are among the other wildlife you may come across as you trail the natural prairie trails and across the boardwalks.

The Sand Prairie Wildlife Management and Environmental Education Area is managed by the Minnesota Department of Natural Resources, Division of Wildlife. 1600 Highway 10, St. Cloud, MN 56301. 1930-2010.

For more information, visit us online at [www.dnr.state.mn.us](http://www.dnr.state.mn.us).

Telling river stories at byway roadside storybook waysides



# *Byway Assessment*

---

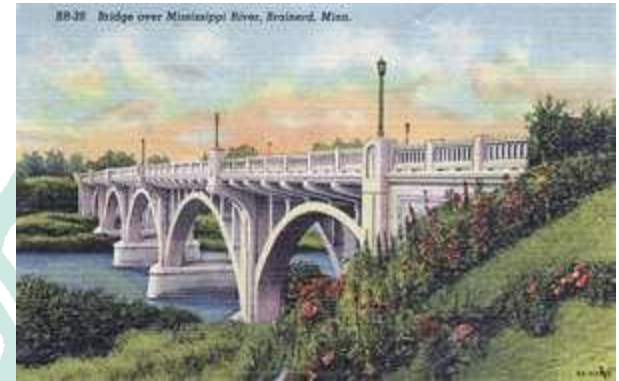
- *Route adjustments*
- *CSS opportunities to incorporate the GRR/MRT and intrinsic resources into transportation, public works and community development planning and design.*



# Context Sensitive Solutions

**GOAL:** GRR/MRT included on all transportation, public infrastructure and community development plans and projects in the Mississippi River Valley by

- Participate on **interdisciplinary** teams
- Involve GRR/MRT **stakeholders**
- Seek broad-based **public involvement**
- Use a full range of **communication** strategies
- Achieve **consensus** on purpose and need
- Address alternatives and all transportation **modes**
- Seek **safe** facilities for communities and **all users**
- Maintain **environmental harmony**
- Address **community and social issues**
- Address **aesthetic** concerns and integrations
- Use a full range of design choices and **flexibility**
- **Document** project decisions
- Track and meet all **commitments**
- Use agency resources **effectively**
- Create **lasting value** for communities and the public



# ***GRR Visual Resource Protection Plan***

Sauk Rapids Promenade  
Sauk Rapids, MN 56379, USA, 0.97 Kms

View from the Hwy Bridges  
Hwy 5 Bridge, 67.91 Kms

Restore historic view of Fort Snelling  
from Hwy 13 in Mendota

hwy13 in front of Dupuis House,  
Mendota, NW to Ft Snelling across the  
river, 68.23 Kms

Preserve view of State Capitol Building  
from Smith Ave. on West Side

view looking north to Capitol Building  
from Smith Ave. on St. Paul's West Side,  
68.31 Kms

<https://mymississippiview.crowdmap.com/>

**Tell us about your favorite scenic viewpoints in the Mississippi National River and Recreation Area. We are collecting public input on scenic viewpoints from Dayton/Ramsey to the north and Hastings/Prescott to the south.**

**Please take a few minutes to let us know about your favorite view and the places that are important to you . We are trying to collect information about how often you visit the viewpoint, how long you stay there, how you reach the area, and why you feel it is scenic.**

**Your participation is very important to the success of this project, and we appreciate your time.**

**Website opens to nominate your favorite views  
December 1 thru February 22.  
Do it!! Tell other to do it!!**

# GRR Visual Resource Protection Plan



Assess the top 50 views from GRR, MRT and the river  
**Leaf-off April 12 – 18**  
**Leaf-on June 1 – 7**  
 Do it! Tell others to do it!

Visual Character Unit (VCU)				
Unit Number				
Unit Name				
Completed By				
Date Completed				
Typology (from list)				
Associated IOPs				
	Landform	Vegetation	Water	Builtscapes
Form				
Line				
Color				
Texture				
Scale				
Harmony Value (Score of 1-5)				
Overall Harmony Value (total of all scores)				
Harmony – A combination of parts into a pleasing or orderly whole. Harmony can exist in each of the basic elements; form, line, color, and texture. It can also exist in the overall composition of a scene. Intuitively, harmony would seem to be directly opposed to contrast, however in the built environment, the existence of multiple uses of contrast can create a unified harmonious composition. Additionally, it can be argued that a singular wind turbine may be non-harmonious with the landscape but a large wind farm that creates its own characteristic will have its own				



# GRR Visual Resource Protection Plan

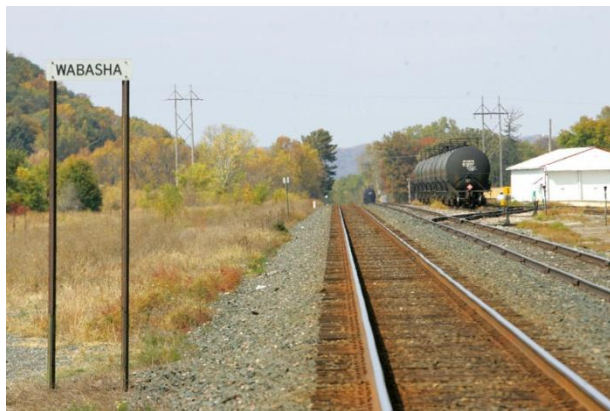


Viewpoint Evaluation (VPE)						
Viewpoint Number						
Viewpoint Name						
Direction of View						
Viewpoint Coordinates						
Completed By						
Date Completed						
	High	Mostly	Moderate	Somewhat	Low	Comment
	5	4	3	3	1	
Cohesiveness (Unity, Intactness, Balance)						
Variety						
Pattern						
Visual Interest (Memorability, Mystery)						
Uniqueness						
Borrowed Landscape (dependence on)						
	Focal	Feature	Panorama	Comment		
Type of View						
Description of View						

# ***GRR Visual Resource Protection Plan***

[illegible]

# GRR Visual Resource Protection Plan

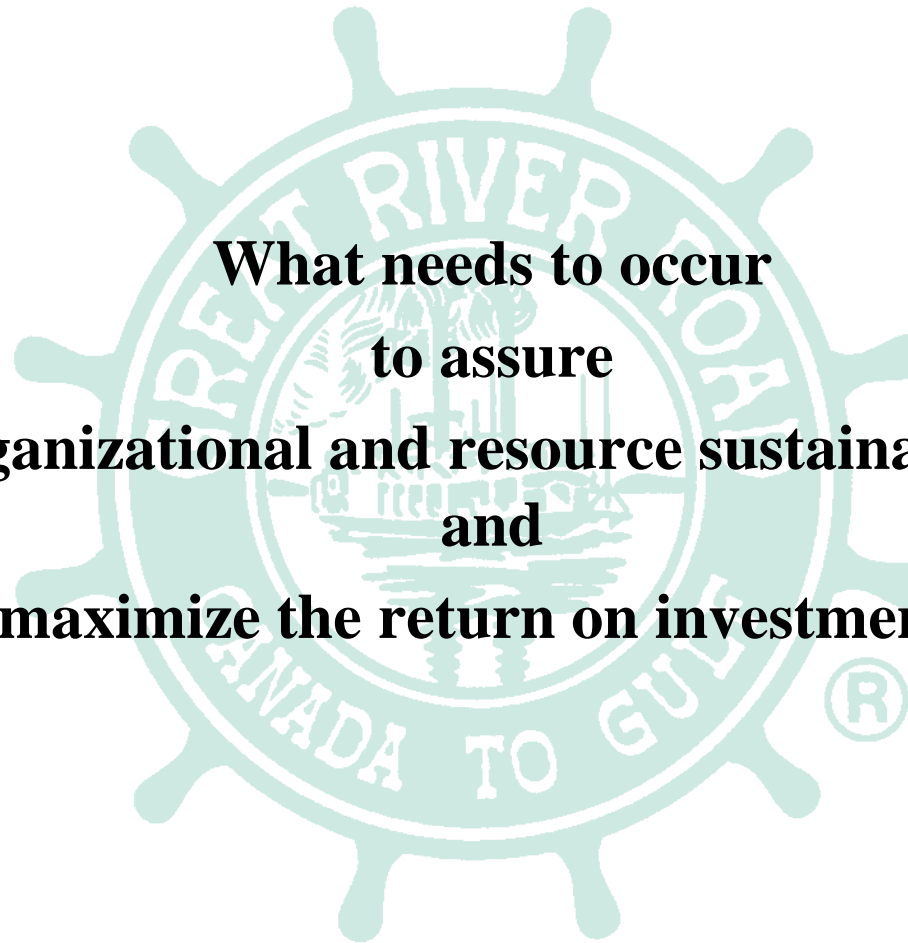


Stability Risk Factor (SRF)					
Associated VCU Number					
Associated VCU Name					
Does entire unit share same risk factor?					
If no, break down into sub units (such as unit 1A, 1B etc) and designate on map					
Completed By					
Date Completed					
	Unit Stability				
	Low 1	Slight 2	Moderate 3	Likely 4	High 5
Risk of change					
Factors contributing to risk					
Historic Protection					
Is any part of the unit protected by a historic district or land use overlay?					

# **Business Plan**

---

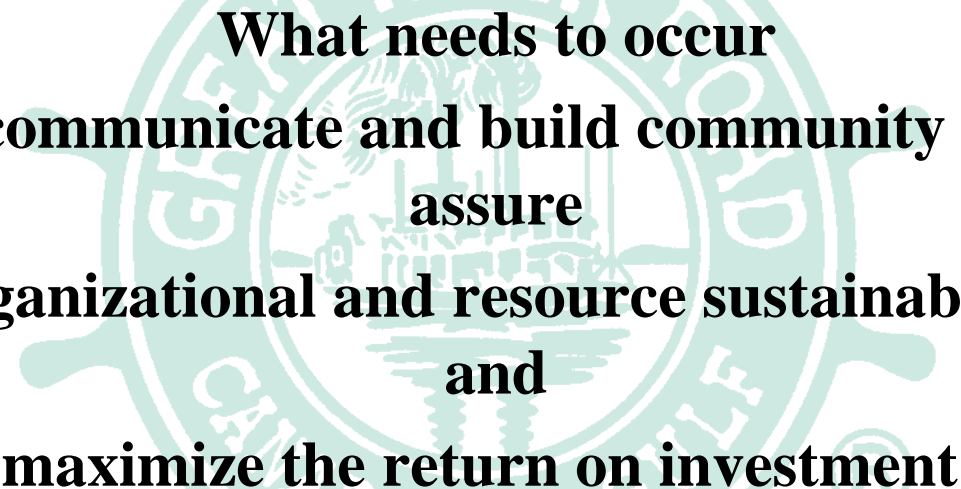
**What needs to occur  
to assure  
organizational and resource sustainability  
and  
maximize the return on investment?**





# **Communication & Public Relations Plan**

---



**What needs to occur  
communicate and build community to  
assure  
organizational and resource sustainability  
and  
maximize the return on investment?**

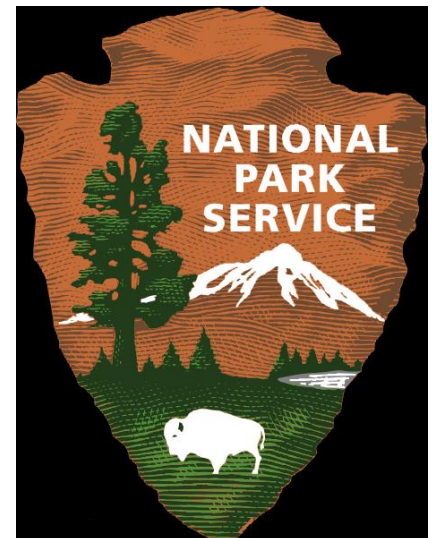
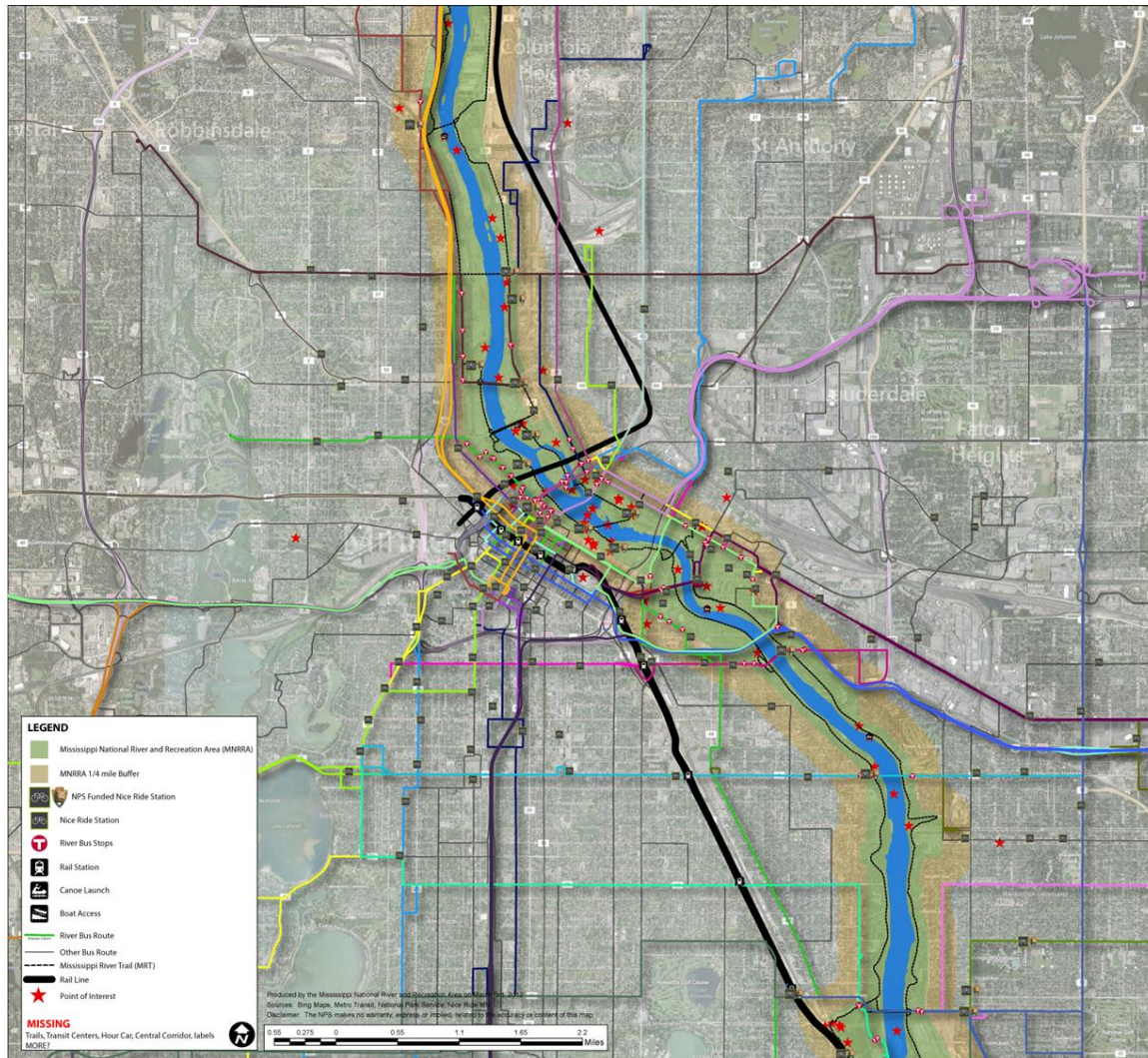
# Enhance Multi-Modal Transportation

## MNRRRA Alternative Transportation System (ATS)

- ❑ Phase 1 – developed plan to understand how the MRT can serve as a transportation spine for MNRRRA visitors and residents.
- ❑ Phase 2 – developing on-line project evaluation and ATS MNRRRA trip planning maps featuring:
  - 10 ATS Nodes - serving non-motorized and transit modes as primary MNRRRA access points
  - ATS-friendly Facilities - key river-related destinations in MNRRRA
- ❑ Next Steps:
  - Identify agency roles, resources, and opportunities for outreach
  - Finalize node, facility and MRT route mapping
  - Finalize project evaluation tool
  - Match funding sources to projects
  - Review 5-year funding request; develop 5-year implementation plan



# MNRRA Alternative Transportation Plan





# Technology



Google™



See us online



Visit us in CA



A secret message



Call us



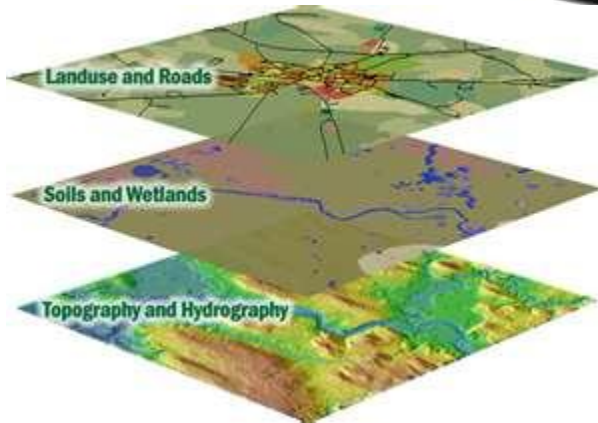
SMS Message



Win an iPad



Get a copy of the Picture Marketing Idea Book



Follow us on  
**twitter**



**You Tube**  
Broadcast Yourself



Use technology to partner more effectively and to enhance the visitor experience.



# Changes in Personal/Global Economies

- ❑ Less for more: energy, food, lodging, entertainment, toys cost more.
- ❑ Fees: service charges, convenience fees, surcharges, and taxes
- ❑ Un- and under-employment: but you still have to live
- ❑ Growth at any price?: growth that is sustainable and lasting
- ❑ Wealth disparity: attracting the wealthy through target marketing, packaging and product development
- ❑ International attraction: \$103.1 billion spent by international travelers to the U.S in 2010 and trending up.
- ❑ Global movement to go greener: sustainable travel, climate change tourism and eco vacations.
- ❑ Enriched vs rich: intrinsic quality-based experiences

# Contact Info

---

Minnesota Mississippi River Parkway Commission

300 33<sup>rd</sup> Avenue South – Suite 101

Waite Park, MN 56387

651-341-4196

[info@mnmississippiriver.com](mailto:info@mnmississippiriver.com)

[www.mnmississippiriver.com](http://www.mnmississippiriver.com)