

2009 Scenic Byway Award Winner

INTERPRETATION



TELLING THE STORY OF THE SHEYENNE RIVER VALLEY

BYWAY: Sheyenne River Valley Scenic Byway

STATE: NORTH DAKOTA

Interpretive Panels Tell Of The People And The Land

The Sheyenne River Valley Scenic Byway features a 330-foot-deep glacial meltwater trench through northeastern North Dakota—a captivating contrast to the State’s flat terrain. Interpretation on the byway showcases all six intrinsic values, promoting historic preservation as it tells the byway’s story of the relationship between people and the land.

Committee members visited ten national byways in seven States to research interpretive styles. A series of public meetings with local leaders and interested citizens, plus representatives from various government agencies, provided input. Twenty-six funding

partners, including the National Scenic Byways Program, supported the forty interpretive panels and ten attraction kiosks that comprise the project. The panels span topics from Ice Age glaciers to early churches, and each panel is unique. A map indicates that panel’s location along the byway. Each exhibit is customized with a thematic background. Attraction kiosks also show a byway map; some include brochure holders, bulletin cases and registration boxes. All the signage and marketing components complement the project’s design standards. This provides a cohesive element that supports wayfinding and enhances the visitor experience.



INTERPRETATION

