Interpretive Plan for the Arroyo Seco Parkway National Scenic Byway

The Arroyo Seco Parkway National Scenic Byway is a ten-mile long region in southern California connecting Los Angeles and Pasadena and contains as its core resource the Arroyo Seco Parkway. When it was opened to traffic in 1940, the Parkway was celebrated as an aesthetic, engineering, and commercial triumph--but it also heralded the nation's freeway age and is just one of the many path breaking and surprising ways that connect Los Angeles and Pasadena, two of California's most popular cities. The National Scenic Byway accommodates more than 150,000 people daily who travel on the Parkway and Metro Gold Line, and sits within the greater Los Angeles region of nearly 13 million residents.

The project included an initial assessment of about 35 museums, historic sites, commercial districts, natural areas, and parks within several distinct communities; conducting quantitative and qualitative visitor research at eight diverse sites to identify target audiences and learning preferences; building an interpretive strategy and vision with community leaders and site representatives; developing interpretive topics and themes based on current scholarship; drafting visitor experience goals and measurable objectives; and crafting a set of short-term and long-term recommendations for sites working individually and in groups.

This plan was completed in 2012 for the Mountains Recreation Conservation Authority in partnership with Caltrans with funding provided by a grant from the National Scenic Byway program. Major consultants on the project were Community Land Use and Economics Group, Decision Support Partners, National Trust for Historic Preservation, and WriteBrand Studio.

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