

with planning Iowa's segment of the Mississippi River Parkway which is one element of the total development problem.

On the recent bus tour of the full length of the Iowa frontage two major impressions were generated. The first was the relative inaccessibility of much of the area adjacent to the river, and the other was the intensity and conglomeration of the land use at those points where there is accessibility. While it is the current state of difficult access that is being generally deplored, and which is the focus of development interest, it can be reasoned that the resource itself has been preserved by this factor. If this is true, it follows that any program to provide access without first providing essential land use control would be extremely detrimental to the realization of the ultimate full value of the resource.

To circumvent this danger, it is essential that careful and comprehensive planning be done prior to making any public capital expenditure which might attract private venture capital to the area. The planning process, to be productive, must first provide for taking a careful inventory of the present situation. From this basic data a comprehensive plan must be prepared, employing every professional discipline necessary to assure optimum aesthetic and functional development. The implementation of the plan will depend upon several factors. First the plan must be generally accepted by those immediately concerned and by the public in general. If it is acceptable, it will require legislation establishing the means of governing the plan and providing the necessary authority. It must provide the maximum possible inducement to venture capital from the private sector if it is to develop into a genuine benefit to the Iowa economy. Rigid land use control is the basic minimum protection needed by the major investor. A general knowledge of the scope and timing of the public investment will also be needed.

At the present time, the initiative for development efforts rests with the Iowa State Highway Commission and the Iowa Mississippi River Parkway Commission, neither of which is staffed or funded for this additional planning effort. It seems that the first goal of these early planning efforts must be to provide the Iowa General Assembly (through the Governor) with a basis for the State's entering into this development venture. This could be done by the Division of Planning of the Iowa State Highway Commission.

It would be desirable to provide the legislators with a preliminary procedural report, outlining the full potential of long-term public investment in such a venture. It should make recommendations on the philosophy to be followed and the outline of planning procedure to be followed. It should be the objective of the procedural report to obtain authorization and funding of the inventory and plan development during the 1969-1970 biennium. The initial implementation of the plan, if approved by the 1971 General Assembly would begin in 1971. The procedural report should be endorsed by both the Highway and Parkway Commissions and other State and local government agencies and interest groups before being submitted to the legislature.

Along with the preparation of the "Preliminary Procedural Report" to be submitted to the next legislature, another of the limited actions that can be taken now is placement of the "Great River Road" entirely under State control. It is presumed that this can be done by administrative action on the part of the Iowa State Highway Commission. This would tend to establish a proprietary interest by the State on the full river frontage and might be useful if other State controls are to be advanced in the future. It should be made clear to the respective counties that the State's interest is in route continuity and future capital improvement resulting may not involve the specific road section now bearing the route designation.

THE GREAT RIVER ROAD DEVELOPMENT IN IOWA

The concept of a scenic river road along the Mississippi River resulted in the establishment of the Mississippi River Parkway Planning Commission in 1939. This Commission has the responsibility to plan a scenic parkway along the Mississippi River. The purpose of the parkway is to connect historic sites, national parks, forests, wildlife, and recreational areas located along the river. The Mississippi River Parkway Commission in 1949 with the cooperation of the Bureau of Public Roads and the National Park Service prepared a feasibility study of establishing a parkway along the river and as a result, Congress, in 1954 established the Great River Road. The Bureau of Public Roads has prepared two reports on the Iowa portion of the Great River Road. The latest, the 1963 report, outlined a detailed location, right-of-way, and other needs for the Great River Road.

The purpose of a scenic river road is to provide a change in pace from what a person ordinarily encounters. The Great River Road should be designed to