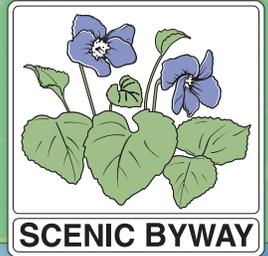


Come, explore and enjoy!

Wisconsin Scenic Byways



Door County Coastal Byway
Wisconsin Great River Road
Lower Wisconsin River Road
Wisconsin Lake Superior Byway



Just the ticket for exploring!

Come and Explore!



View of WIS 60 at Pleasant Mound Road

Wisconsin's Scenic Byways are just the ticket for exploring several of our state's scenic and natural resources. You will experience many natural wonders including winding rivers, majestic lakes and bays, rugged shorelines, breath-taking bluff-top views, rolling hills and idyllic orchards, and farmlands and forests that are a blaze of color in the fall.

This brochure highlights Wisconsin's four formally designated scenic byways, which range in length from 60 to 250 miles. It includes the location, approximate mileage and estimated driving times of each route.

The byways offer a unique selection of things to do and see: numerous parks and trails for hiking and biking, boat launches, historic sites, visitor and learning centers, wildlife and birding viewing areas, local dining and shops and much more.

Additional information about Wisconsin's Scenic Byways is included on websites listed inside this brochure.

Enjoy your journeys!



View of WIS 35 from Gordon's Bay near Lynxville

Something for everyone in all seasons!



Wisconsin Scenic Byway Lower Wisconsin River Road



WIS 60 at US 61

Location

Begins at the intersection of I-90 and WIS 60 near Lodi and ends at the junction of WIS 35 (the Great River Road National Scenic Byway) in Prairie du Chien.

Length

100 miles

Roadway

WIS 60 is primarily a two-lane highway that follows the Wisconsin River.

Some Highlights

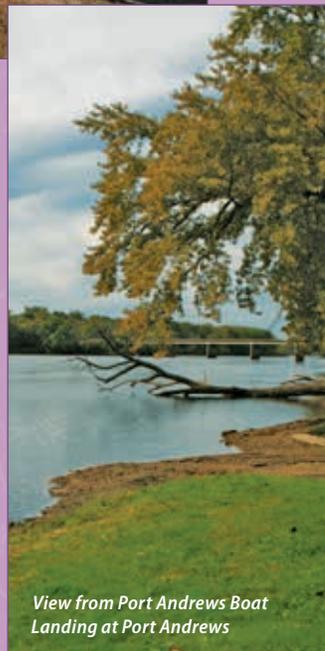
Eagle watching, canoeing, angling, access to Tower Hill State Park and Taliesin, numerous festivals including Susie the Duck Days, Morel Mushroom Festival, Civil War re-enactments.

Additional Information

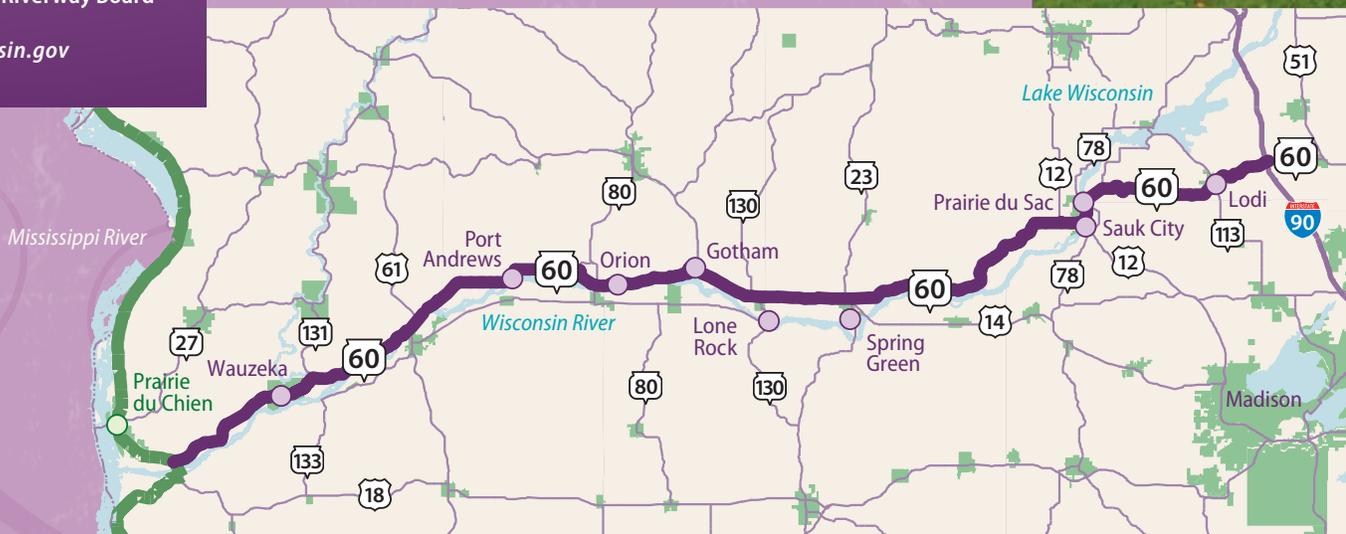
www.lowerwisconsinriverroad.org
Lower Wisconsin State Riverway Board
(800) 221-3792
markcupp@wisconsin.gov

The essence of rural Wisconsin, the beauty of the Driftless Region and the splendor of the lower Wisconsin River Valley is revealed along this byway. Thousands of acres of public lands present opportunities for canoeing, camping, angling, hunting, archeological pursuits and wildlife watching.

Historic river towns with contemporary flavor offer various lodging options. Rich in history, the byway holds many stories of days gone by. During the Black Hawk War of 1832, several battles were fought in the valley. Historical markers along the way recount the failed escape route taken by Chief Black Hawk and his followers.



View from Port Andrews Boat Landing at Port Andrews



Come along the river!

National Scenic Byway Wisconsin Great River Road



*Wisconsin
Great River Road*

Location

Begins at the junction of US 10 and WIS 35 in Prescott, follows WIS 35 south to Kieler.

Length

250 miles

Roadway

WIS 35 is primarily a two-lane winding road with some passing lanes and pullouts for scenic outlooks and historical markers.

Some Highlights

Mississippi River State Trail, Lock & Dam #4 and #6, Prescott Visitor Center and the Potosi Brewery Museum.

Additional Information

www.wigreatriverroad.org

www.explorelacrosse.com

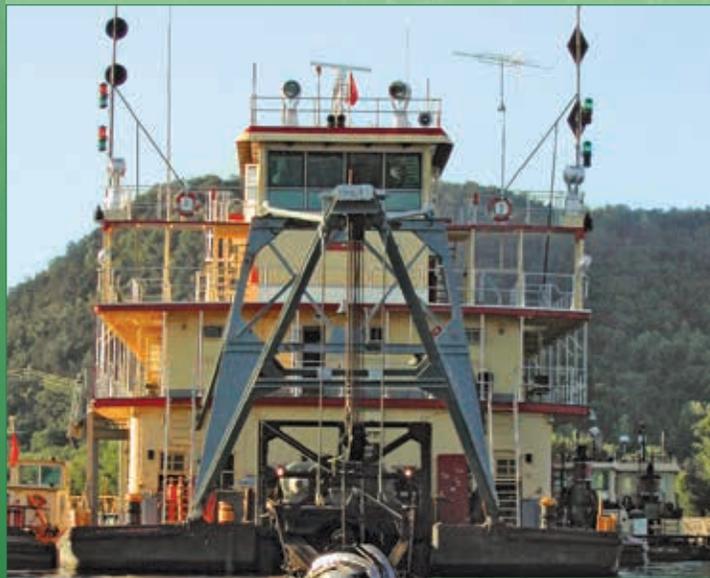
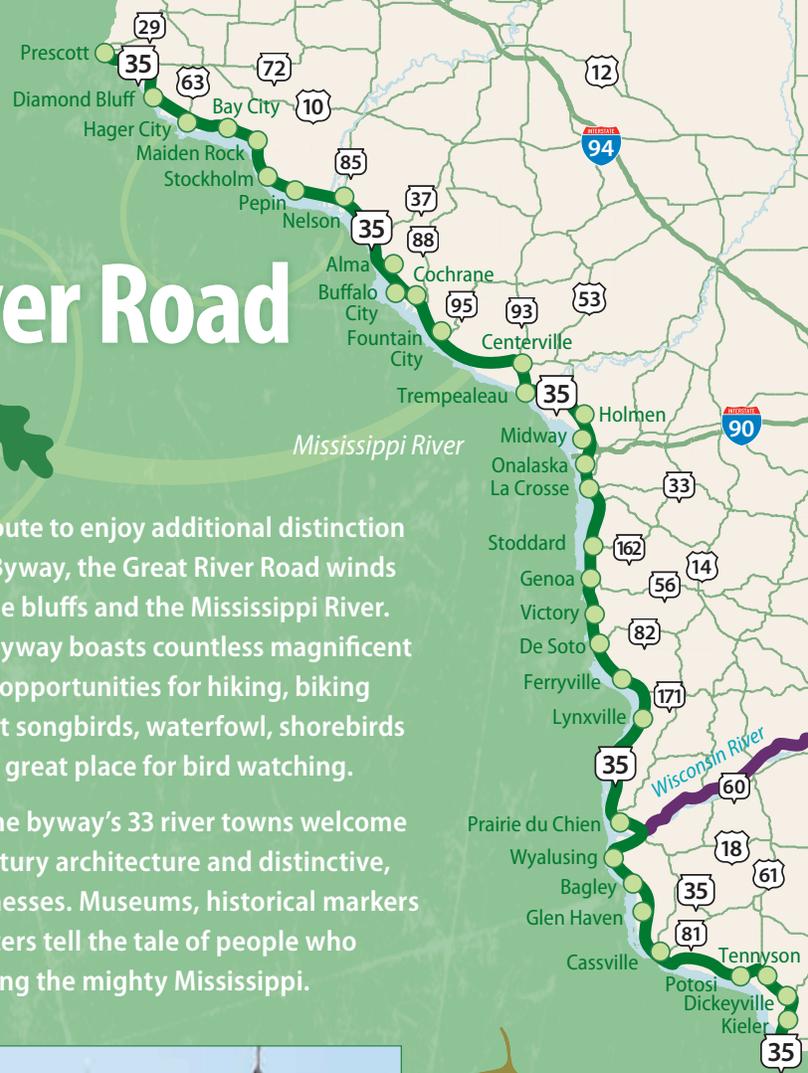
La Crosse Area Convention & Visitors Bureau

☎ (800) 658-9424

✉ info@explorelacrosse.com

The only Wisconsin route to enjoy additional distinction as a National Scenic Byway, the Great River Road winds 250 miles between the bluffs and the Mississippi River. Wisconsin's longest byway boasts countless magnificent views and numerous opportunities for hiking, biking and boating. Resident songbirds, waterfowl, shorebirds and raptors make it a great place for bird watching.

Steeped in history, the byway's 33 river towns welcome visitors with 19th century architecture and distinctive, tourist-friendly businesses. Museums, historical markers and interpretive centers tell the tale of people who lived and worked along the mighty Mississippi.



Mississippi river boat



WIS 35 along the Mississippi River at Alma

Cape Cod of the Midwest!



Wisconsin Scenic Byway Door County Coastal Byway



WIS 42 at Ephraim



Door County Coastal Byway

Location

Begins and ends at the junction of WIS 42 and WIS 57 north of Sturgeon Bay, forming a loop around the northern Door County peninsula.

Length

66 miles

Roadway

WIS 42 and WIS 57 are two-lane highways that parallel Green Bay and Lake Michigan.

Some Highlights

Peninsula Players Theatre, Peninsula, Newport and Whitefish Dunes state parks, Cana Island Lighthouse.

Additional Information

www.doorcountycostalbyway.org

www.doorcounty.com

Door County Visitor Bureau

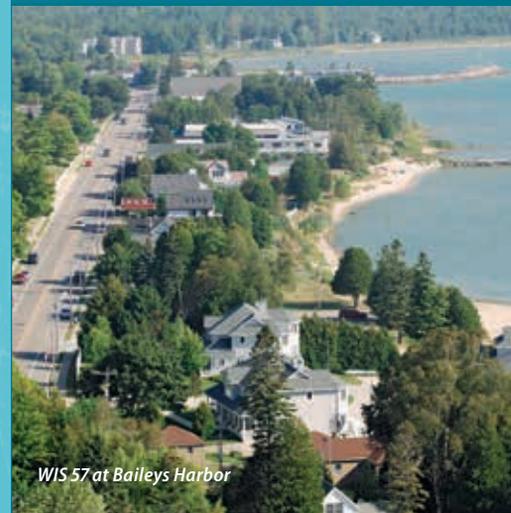
☎ (800) 527-3529

✉ info@doorcounty.com



Often characterized as the "Cape Cod of the Midwest," Door County boasts spectacular scenery and many scenic views overlooking Lake Michigan, Green Bay and the Niagara Escarpment Bluffs. This byway provides access to more than 300 miles of shoreline offering numerous opportunities for water sports and outdoor activities. You will also find areas of dense forest combined with agricultural lands, orchards and vineyards.

Quaint shore-side towns and villages, with their own distinct personalities, offer a variety of shopping and dining options and access to many art galleries, live music and theatre venues.



WIS 57 at Baileys Harbor



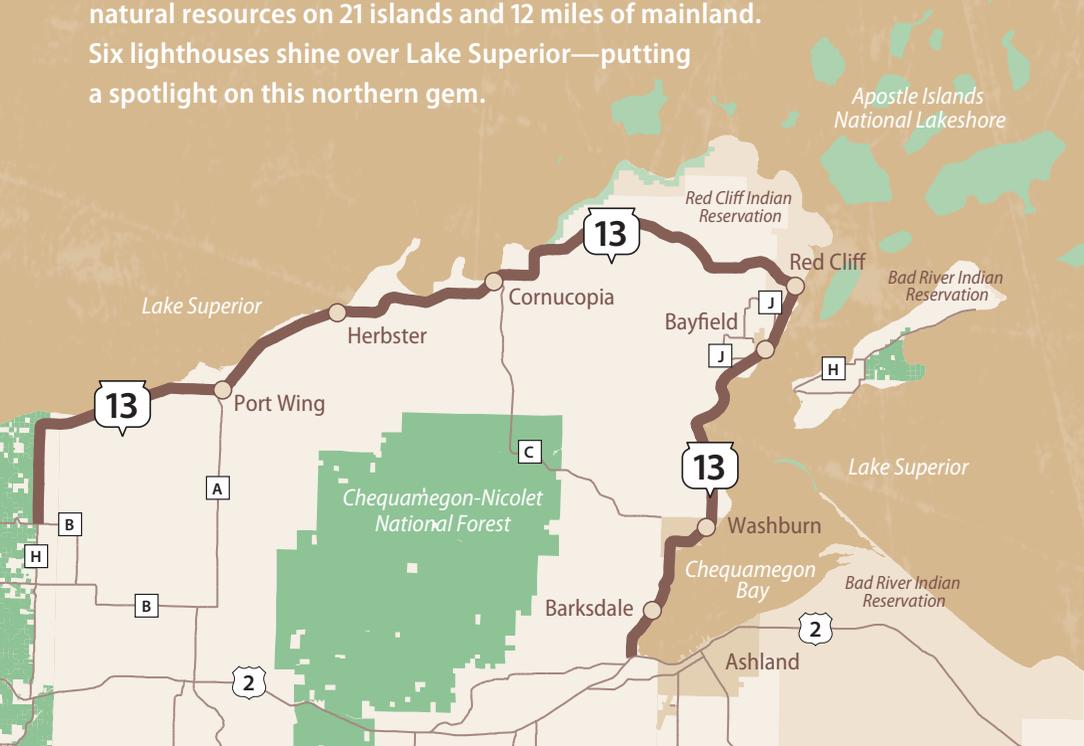
Wisconsin Scenic Byway Wisconsin Lake Superior Byway



WIS 13 at Herbster

As its name implies, the shoreline of Lake Superior serves as the backdrop to Wisconsin's newest scenic byway. Densely forested lands, wildlife and spring-fed trout streams compliment scenic harbor towns, historic fishing villages, orchards and berry farms, beaches and brownstone cliffs and the homelands of the Red Cliff Band of Lake Superior Chippewa.

The Apostle Islands National Lakeshore blends cultural and natural resources on 21 islands and 12 miles of mainland. Six lighthouses shine over Lake Superior—putting a spotlight on this northern gem.



Location

Begins at the junction of US 2 and WIS 13, follows WIS 13 around the peninsula in northern Bayfield County and ends at County H in Douglas County.

Length

70 miles

Roadway

WIS 13 is a two-lane highway that parallels the shore of Lake Superior.

Some Highlights

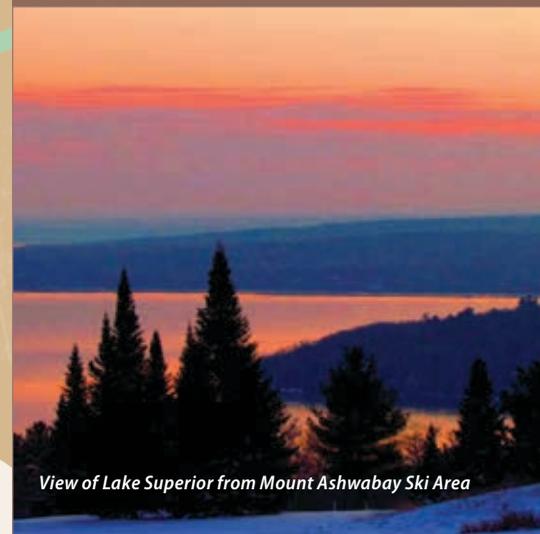
Apostle Islands Visitor Center, Big Top Chautauqua, Meyers Beach, Red Cliff Veterans Memorial

Additional Information

www.lakesuperiorbyway.org
www.travelbayfieldcounty.com
Bayfield County Tourism and Recreation

☎ (715) 373-6125

✉ info@lakesuperiorbyway.org

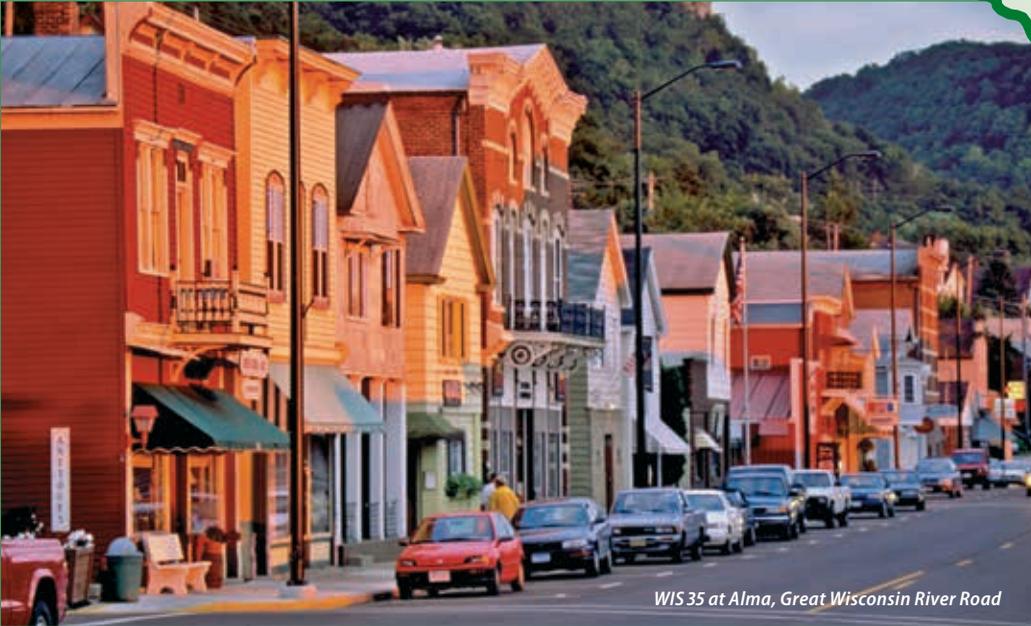


View of Lake Superior from Mount Ashwabay Ski Area

Come, explore and enjoy!



Wisconsin Scenic Byways Trivia Time!



WIS 35 at Alma, Great Wisconsin River Road

Program Information

www.dot.wisconsin.gov/travel/scenic/byways.htm

Contact

Jane V. Carrola, State Scenic Byways Coordinator
☎ (608) 266-0649
✉ jane.carrola@dot.wi.gov



There are four officially designated byways. They are recognized for their outstanding scenic views and exceptional travel experiences.

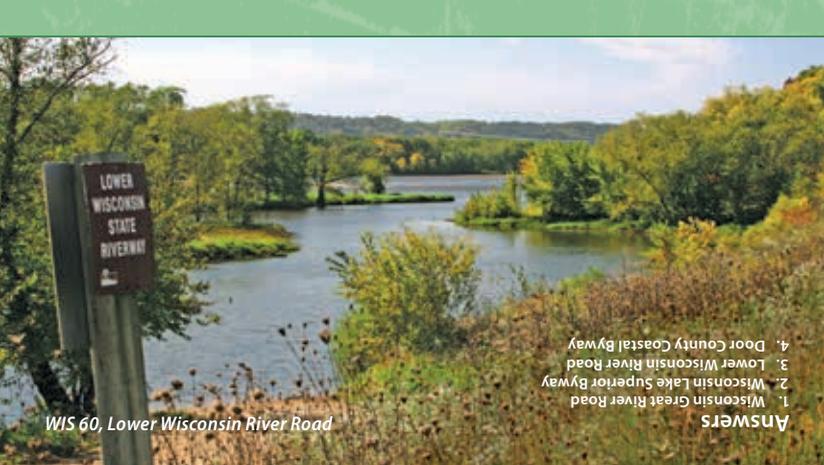
TRIVIA QUIZ (Answers below.)

Match the question with the correct scenic byway photo.

1. You can begin or end a journey on this byway by checking out these visitor centers in Potosi and Prescott.
2. What byway would you visit to see the Apostle Islands National Lakeshore?
3. You can visit Taliesin (Frank Lloyd Wright's summer home) and Tower Hill State Park by traveling on this byway.
4. You can get to Newport, Peninsula and Whitefish Dunes state parks by taking a trip on this byway.



WIS 42, Door County Coastal Byway



WIS 60, Lower Wisconsin River Road



WIS 13, Wisconsin Lake Superior Byway

Answers
1. Wisconsin Great River Road
2. Wisconsin Lake Superior Byway
3. Lower Wisconsin River Road
4. Door County Coastal Byway



Wisconsin Scenic Byways

Program information

Wisconsin's Scenic Byways Program is a cooperative effort between the state and local communities to identify some of our most scenic and historic state highway corridors. Started in 2005, it is part of a broader effort to encourage tourism and economic growth.

To qualify as a scenic byway, a roadway must be a numbered state or federal highway segment and at least 30 miles long. The route should offer outstanding scenic views or historic resources along with recreation and cultural amenities.

To achieve state scenic byway designation, applicants must complete a two-step process: a resource assessment, followed by the completion of a corridor management plan and attainment of resolutions of support from local governments.

A state scenic byway can potentially be designated a National Scenic Byway bringing additional recognition and promotional opportunities. Both state or nationally designated byways are eligible to apply for federal grant funds. Designated scenic byways benefit from special signage and promotional efforts.

For program or application information:

Please visit the WisDOT website at www.dot.wisconsin.gov/travel/scenic/byways.htm

Have questions?

Jane V. Carrola
State Scenic Byways Coordinator
☎ (608) 266-0649
✉ jane.carrola@dot.wi.gov



Cover photos:
End of WIS 42 at Northport Ferry Dock (top)
WIS 35 at Prescott (bottom)

2013 edition

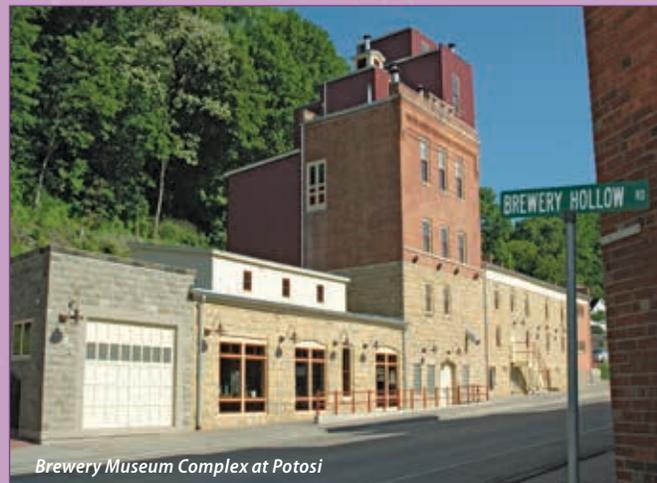
▼ *Funded with National Scenic Byway grants*



Prescott Learning Center



Grandview Scenic Overlook at Ellison Bay



Brewery Museum Complex at Potosi