



View from Trail Ridge Road: Rocky Mountain National Park

Corridor Management Plan: GUIDEBOOK



Colorado Department of Transportation
Colorado Scenic & Historic Byways

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INTRODUCTION

The Colorado Department of Transportation (CDOT) Colorado Scenic and Historic Byways (Colorado Byways) partnered with Joining Vision and Action (JVA) to develop a template, template instruction, training and a training webinar to assist the 26 individual Colorado byways with completing their corridor management plans (CMPs). The template was developed based on information collected through a review of best practices from other state programs and individual byways; a review of existing CMPs; and a survey of and communication with Colorado Byways leadership.

This template includes detailed instruction for completion of each section of the CMP, with links to resources to help byways find the information needed for their area. The design is intended to be user friendly to guide byways communities in completing and updating their CMPs.

Sandra Harris Howard, Ph.D., was JVA's lead contact on the project, and Lenore Bates, the Colorado Byways program manager, gave guidance and input on completion of the CMP template, with support from the Colorado Scenic and Historic Byways Commission members:

- **Amanda Barker**, Conservation/Open Space Representative, Commission Secretary
- **Nathan Boyless**, History Colorado
- **Charlotte Bumgarner**, Eastern Byways, Commission Vice-Chair
- **Jill Corbin**, Colorado Tourism Office
- **Daniel Cressy**, USDA Forest Service
- **Kathy Hall**, Transportation Commission
- **Amanda Hill**, Member at Large (Great Outdoors Colorado), Commission Chair
- **Rep. Barbara McLachlan**, State Legislature
- **Jack Placchi**, Bureau of Land Management Representative
- **Shelia Sears**, Colorado Creative Industries
- **Roger Ben Wilson**, Western Byways
- **Andy Hill**, Department of Local Affairs, Community Development Office*
- **Cynthia Nieb**, History Colorado, City of La Junta*
- **Debra Perkins-Smith**, CDOT Division of Transportation Development*
- **Gary Thorson**, Department of Natural Resources, Colorado Parks & Wildlife*

**EX-OFFICIO Members (designated by department executive directors)*

DEFINITION OF THE CORRIDOR MANAGEMENT PLAN

A corridor management plan (CMP) is the written plan outlining how communities will use, enhance, protect and benefit from the intrinsic qualities and character for their byway corridor. Collaborative development of the plan can include the Colorado Scenic and Historic Byways Commission and partners from other agencies. CDOT Byways, and the National Scenic Byways Program, require a CMP for scenic byway designation. The CMP is a fluid document that describes goals, strategies and responsibilities that help preserve and promote the byway. As the community changes, the CMP should address any new developments that occur along the byway corridor. The "14-point plan" from the National Scenic Byways Program gives guidance to those creating the CMP.

The CMP addresses a variety of issues. Depending on its role in the community and the planning process, the details and length of the plan can vary. Detailed plans are necessary to address issues and do not need to offer solutions for each problem. Major goals for improved access for different types of transportation, such as bicycles, should be addressed.¹

¹ Scenic America, Byways and Corridor Management Plans. Retrieved from <http://www.scenic.org/issues/scenic-byways/byways-and-corridor-management-plans>

PROCESS FOR COMPLETING THE CMP

The suggested process for completion and updates of a CMP involves addressing a byway's current conditions, goals, objectives and strategies to achieve goals, timeframe to achieve goals, and persons responsible for implementation.

Steps in the process are to:

- Form a committee or group to be responsible for oversight of the process, and review the CMP or any documents related to the byways that have been completed.
- Prepare a work plan for completion over several months or years.
- Schedule a recurring meeting with the committee to review portions of the plan.
- Hold meetings with city and county officials, and host community input meetings.
- Use the CMP Corridor Management Plan Template to guide completion of the CMP plan for your byway.

LEVEL OF BYWAYS DESIGNATION

There are five designations for byways based on recognition by the U.S. Department of Transportation of one or more of six intrinsic qualities, including archaeological, cultural, historic, natural, recreational and scenic attributes. Colorado has designated 26 scenic byways. Byway designations are described below.

1. **Colorado Scenic and Historic Byway** refers to any of the 26 byways designated by the Colorado Transportation Commission to have historic and/or scenic qualities.
2. **America's Byways®** is the umbrella term used by the Federal Highway Administration to describe the roads deemed scenic by the U.S. Secretary of Transportation. Among the 150 distinct and diverse roads designated as America's Byways, there are National Scenic Byways and All-American Roads.²

The U.S. Secretary of Transportation has deemed 11 of Colorado's byways as America's Byways.®³ They are 1) Colorado River Headwaters Byway, 2) Dinosaur Diamond Prehistoric Highway, 3) Frontier Pathways Scenic and Historic Byway, 4) Gold Belt Tour Scenic and Historic Byway, 5) Grand Mesa Scenic and Historic Byway, 6) Lariat Loop Scenic and Historic Byway, 7) San Juan Skyway, 8) Santa Fe Trail, 9) Top of the Rockies, 10) Trail of the Ancients, and 11) Trail Ridge Road/Beaver Meadow Road.⁴

3. **All-American Roads** meet at least two of the six intrinsic scenic byways qualities and must themselves be tourist destinations. Travelers are attracted to these roads because they are nationally recognized for their outstanding characteristics and features that distinguish them from other locations.⁵ San Juan Skyway and Trail Ridge Road have this highest-level designation of All-American Road.

² Federal Highway Administration. (2018). Retrieved from <https://www.fhwa.dot.gov/byways>

³ CDOT. (2018). Retrieved from <https://www.codot.gov/travel/scenic-byways>

⁴ CDOT. (2018). Retrieved from <https://www.codot.gov/travel/scenic-byways>

⁵ Byways 101. Retrieved from <http://www.byways101.org/byways101/index.php/planning-action-nomination/regional-or-national-significance>

4. **National Forest Scenic Byways** are designated as such because they meet at least one of the intrinsic qualities for byways. These byways are designated by the Forest Service and have driving routes on National Forest areas with access to scenic corridors with significant recreational, natural and historic features. The USDA Forest Service lists 10 Colorado byways as National Forest Scenic Byways: 1) Cache la Poudre—North Park Scenic and Historic Byway, 2) Flattops Trail Scenic Byway, 3) Grand Mesa National Scenic and Historic Byway, 4) Highway of Legends Scenic Byway, 5) Mount Evans Scenic and Historic Byway, 6) Pawnee Pioneer Trails, 7) Peak to Peak Scenic and Historic Byway, 8) San Juan Skyway National Scenic Byway, 9) Silver Thread Scenic Byway, and 10) Top of the Rockies Byway.⁶
5. **National Back Country Byways** are designated by the Bureau of Land Management as adventurous “off-the-beaten-path” routes. Among these Back Country Byways are some roads that can accommodate cars; unpaved roads that require high-clearance vehicles; roads that require four-wheel-drive vehicles or all terrain vehicles (ATVs); and single-track trails managed for dirt bikes, mountain bikes, snowmobiles or ATVs to use.⁷ Alpine Loop National Scenic Back Country Byway and Gold Belt Tour Scenic and Historic Byway are the two National Back Country Byways in Colorado.

⁶ National Forest Scenic Byways (2018). Retrieved from <https://www.fs.fed.us/recreation/programs/tourism/TourUS.pdf>

⁷ Bureau of Land Management. (2018). Retrieved from <https://www.blm.gov/programs/recreation/recreation-programs/byways>

PROGRAM GUIDANCE FOR COLORADO SCENIC AND HISTORIC BYWAYS

Colorado's Scenic and Historic Byways Commission approved the guidance⁸ below to provide criteria needed to establish and maintain byways that promote, preserve and enhance the significant intrinsic resources of the state of Colorado. For continued enhanced visitor experience and maintenance of a sustainable byway, byways are expected to:

Maintain a byway committee. The committee keeps up-to-date job description(s), bylaws/guidelines, and CMP organization and preparation.

Bylaws or rules guide the duties, responsibilities and actions of the organization. They may include detailed information about and instructions for the following areas (often referred to as articles):

- Membership
- Board of Directors
- Membership Meetings
- Officers
- Amendments
- Indemnification
- Committees
- Budget
- Fiscal Year
- Parliamentary Procedure
- Discrimination
- Conflict of Interest
- Nonpartisan Status

For a more detailed outline of bylaws, please see Appendix J for an example from the Gold Belt Scenic Byway.

⁸ Colorado Scenic and Historic Byways Program Guidance Summary. (2016). Retrieved from <https://www.codot.gov/travel/scenic-byways/assets/byways-strategic-plan-2017>

Including your area's varied stakeholders is another important component of creating a byway committee. The following list of stakeholders from the Colorado River Headwaters National Scenic and Historic Byway can be used as a reference:

- U.S. Bureau of Land Management (federal government)
- U.S. Forest Service (federal government)
- Colorado Department of Transportation (state government)
- Colorado Parks and Wildlife (state government)
- Grand County Planning Department (county government)
- Town of Granby (municipal government)
- Town of Grand Lake (municipal government)
- Town of Hot Sulphur Springs (municipal government)
- Town of Kremmling (municipal government)
- Grand County, Colorado, Tourism Board Special District
- Grand Lake Area Chamber of Commerce
- Greater Granby Area Chamber of Commerce
- Kremmling Area Chamber of Commerce
- Grand County Historical Association (nonprofit organization)
- Headwaters Trails Alliance (nonprofit organization)
- Middle Park Land Trust (nonprofit organization)
- Grand Lake Historical Society (nonprofit organization)
- Middle Park Stock Growers (nonprofit organization)
- Grand Lake Partners for Trails (nonprofit organization)
- Colorado State University Extension (state government)
- Colorado State Forest Service (state government)
- Rocky Mountain National Park (federal government)
- Trail Ridge Road Scenic Byway (federal government)
- Grand County Road and Bridge (county government)
- Colorado Department of Transportation Local and Regional Maintenance
- CO Division of Parks & Wildlife
- CO Division of Parks & Wildlife

- Board of County Commissioners (county government)
- Local law enforcement (town, county, state)
- Federal governments
- Local businesses
- Local media—newspaper, radio, television, internet

Maintain a regular meeting schedule, including a minimum of two meetings per year, with one of those being an in-person meeting.

Hold at least one public workshop, community event, or presentation to local elected officials or another group.

Participate in at least four CDOT, Colorado Byways, National Scenic Byway Foundation or other public meetings, trainings, webinars and conference calls per year.

Complete an annual survey to 1) track the accomplishments of the program and the byway goals, 2) check that reasons for corridor designation are still relevant, and 3) see that progress is being made toward preservation of the corridor.

All byways with a CMP more than 10 years old will be required to update their CMP. Byways with dated CMPs may be subject to review for de-designation by the Commission. De-designation of a byway may occur in the following cases:

- The intrinsic values originally identified along the corridor have been degraded
- The byway fails to meet the minimum criteria for designation
- The byway committee deteriorates and/or there is no cohesive group of citizens or local government to implement the CMP
- The land uses along the corridor have changed the overall character of the byway since designation
- The committee fails to complete annual reporting and/or the 10-year CMP update

- Other reasons as may be deemed appropriate by the Commission⁹

⁹ Federal Highway Administration. Retrieved from https://www.fhwa.dot.gov/hep/scenic_byways/byway_quality/strategies/de_designation.cfm

ORGANIZATION OF THE CMP DOCUMENT

Byways Location and Description/ Executive Summary

The executive summary gives an overview of the CMP that includes history, background, community features and the byway location and description.

User Instruction: Address the following questions to complete areas of the executive summary.

1. When was the byway established?
2. What are the communities that surround the byway and have characteristics that tourists want to visit?
3. What significant history and accomplishments are important and would attract visitors to the byway?
4. Who are the citizens, organizations and agencies that work together to promote and protect the byway?
5. What are the benefits the byway brings to the region or state?
6. What other descriptions are important for your byway?

Example from Gold Belt Tour Scenic and Historic Byway Executive Summary:

The Gold Belt Byway travels 131 miles within Teller and Fremont Counties in Central Colorado. This road is unique and retraces the historic railroad routes, stagecoach roads, and trails that connected the Cripple Creek Mining District with communities to the north and south. Preservation of this Byway has local, regional, and nationwide significance. Benefits include 1) preservation of important historic and cultural identity of a region; 2) development of a community vision around a common goal; 3) maintaining the important qualities that make this area unique; and 4) regional collaboration between agencies, cities, landowners, and businesses.

Established in response to the 1986 President's Commission on Americans Outdoors, the Gold Belt byway is evidence of the popularity of scenic driving for Americans. Gold Belt is one of the first scenic and historic byways and is rich in geological areas and historical significance. Tourism is promoted and the byway maintains healthy habitat for native species, and instills appreciation for the diverse natural history, paleontology and geology of the area. Rural and

small towns are seen along the Byway and protection of open space and rural lands help make the Byway unique.¹⁰

Example of Location and Description from the West Elk Loop Scenic and Historic Byway:

The 205-mile West Elk Loop Scenic and Historic Byway is located in west central Colorado. It is one of Colorado's premier byways, crossing through five counties, nine rural communities and a broad cross-section of the diverse landscapes, dramatic scenery, and the rich history and culture that make up Colorado's Rocky Mountain region.¹¹



Figure 1: McClure Pass (West Elk Loop) Photo credit: Cathy Edwards

Mission, Vision, and Goals for the CMP

To guide the process of the CMP, it is important to establish the mission, vision and goals for the byway. These areas are collaboratively developed by the

¹⁰ Gold Belt Tour Scenic and Historic Byway Corridor Management Plan. Retrieved from <https://www.codot.gov/travel/scenic-byways/south-central/gold-belt/GoldBeltTourCMP.pdf>

¹¹ West Elk Loop Scenic and Historic Byway Corridor Management Plan. Retrieved from <https://www.codot.gov/travel/scenic-byways/south-central/gold-belt/GoldBeltTourCMP.pdf>

byways committee and partners and should align with any other plans for the corridor.

User Instruction: Describe the mission, vision and goals for your byway.

Mission

The mission defines the fundamental purpose of your byway and should answer the following questions.

1. Why does the byway exist?
2. Who does the byway serve?
3. What does the byway do?

Example of a Generic Byways Mission:

The Scenic and Historic Byway (SHB) provides the SHB community and visitors with a safe and enjoyable experience by preserving and protecting the distinctive scenic, natural, historic, cultural, archaeological and recreational qualities and attractions in the corridor.

Example from Tracks Across Borders Scenic and Historic Byway (TABB) Mission:

To enable automobile adventure travelers to step out of the present, back through the layers of history, travel the pathways of the past and immerse themselves in the experience of the byway as if in a long museum. Along the journey, help them recognize that they are crossing many borders—chronological, historical, cultural and geographic.¹²

Example from Cache la Poudre-North Park Scenic and Historic Byway Mission Statement:

The mission of the Cache la Poudre-North Park Scenic and Historic Byway leadership is to support the use of best management practices in the conservation, protection, management, interpretation, marketing and enhancement of the byway. These practices and their outcomes should reflect, support and benefit the byway's mission and intrinsic qualities and provide economic benefit to byway communities. Such activities should recognize, respect and minimize impacts on the byway's rural/agricultural character and must not compromise, exploit or erode the byway's unique characteristics and intrinsic qualities.¹³

¹² Tracks Across Borders is a two-state Scenic and Historic Byway between Durango, Colorado, and Chama, New Mexico. Retrieved from *Conceptual Plan Byways (2014)*.

¹³ Cache la Poudre-North Park Scenic and Historic Byway Corridor Management Plan.

Vision

The vision defines the ideal future and can be ambitious but must technically be possible. The vision should address these questions:

1. How will the community be a better place as a result of the byway?
2. What outcome do you want your byway to have on the community and society based on the intrinsic qualities?

Example of Vision Statement from the Colorado River Headwaters Byway:

The vision for the Colorado River Headwaters Byway is to preserve the rural heritage and natural, scenic and historic resources of the byway corridor and 1) help visitors find and enjoy outdoor recreational opportunities offered through byway attractions; 2) provide economic opportunities and benefits to the local communities; and 3) emphasize the regional and national significance of the Colorado River.



Figure 2: Colorado River Headwaters. Photo credit: Cathy Edwards

Example from Dinosaur Diamond Vision Statement:

The Dinosaur Diamond Prehistoric Highway Partnership desires to enhance, promote, and protect the dinosaur fossil and archaeological resources of the Dinosaur Diamond Prehistoric Highway; to protect natural, geological, historic, and scenic resources along the Highway wherever possible; and to accomplish this in a manner that is appropriate and sensitive to each of our partner's

specific or local needs. “We understand that the Dinosaur Diamond Prehistoric Highway’s resources are of regional, national, and global significance and should be protected for all humankind for all time.”¹⁴

Example from Tracks Across Borders Scenic and Historic Byway Vision Statement (revised by the Charter Commission, November 2014):

The Tracks Across Borders Scenic and Historic Byway provides a unique adventure on paved and remote back roads following the route of the historic Denver and Rio Grande Railroad between Durango, Colorado, and Chama, New Mexico. The Byway offers opportunities to enjoy, learn about and appreciate the natural and cultural history of the sovereign nations of the Southern Ute Indian Tribe and the Jicarilla Apache Nation, and of the early pioneers of southwestern Colorado and northwestern New Mexico.¹⁵

Example from South Platte River Trail Scenic Byway Vision:

The vision of the South Platte River Train Scenic Byway is to showcase the South Platte River Trail Scenic Byway as the most historically dense scenic and historic drive in Colorado with enhanced public education, enjoyment and appreciation of the historic events and cultural heritage that shaped the West, and this corner of Colorado.¹⁶

Goals

The goals are established in alignment with the mission and vision and should be reviewed and adapted yearly.

The SMART Goals process uses specific standards for success that feel feasible or realistically attainable. Research suggests that SMART goals [specific, measurable, attainable, relevant and time-bound] result in stronger commitments to pursue the goal.¹⁷

¹⁴ Dinosaur Diamond Prehistoric Highway Corridor Management Plan. Retrieved from <https://drive.google.com/file/d/0B6BtAVe2Hf-wQTRvSDlvSVczeEE/view>

¹⁵ Tracks Across Borders Conceptual Plan. Retrieved from <https://www.codot.gov/travel/scenic-byways/scenic-byways/tracks-across-borders>

¹⁶ South Platte River Trail Scenic and Historic Byway Corridor Management Plan.

¹⁷ For a summary, see Oettingen, G., & Gollwitzer, P.M. (2010). Strategies of setting and implementing goals. In Maddux, J.E., & Tangney, J.P. (Eds.). *Social psychological foundations of clinical psychology* (114-135). New York, NY: The Guilford Press.

Examples of Generic SMART Goals:

- Goal 1: By December 2018, our committee will establish a process for updating and completing our corridor management plan, to be submitted by July 2019.
- Goal 2: By March 2019, our signage will be updated to describe how the highway, placement and wayfinding signs will best enhance the experience for visitors.
- Goal 3: By December 2020, agency partners will provide training for front-line employees to positively influence the visitor experience and offer periodic orientation tours of the byway.

Examples of Goals from Mount Evans Scenic and Historic Byway:

- Protect, preserve and interpret historic cultural, natural, recreational and scenic resources along the Byway.
- Enhance existing resources along the Byway through the addition of new visitor amenities and facility enhancements.
- Interpret the Byway's resources for user groups with special attention to the targeted visitors.
- Enhance public education, enjoyment and appreciation of the rich heritage of Clear Creek County.¹⁸

Examples of Goals from Collegiate Peaks Scenic and Historic Byway:

- Promote the value of Chaffee County's scenic character, and identify the underlying resources (agricultural, natural, historical, and cultural) that contribute to that scenic character.
- Encourage actions (including heritage tourism) that promote economic development while preserving a way of life that the community as a whole favors.
- Work in partnership with the local community including ranchers and property owners, residents, government agencies, public land managers, and historic preservation organizations to implement projects that promote good land stewardship and protection of heritage resources.¹⁹

¹⁸ Mount Evans Scenic and Historic Byway Corridor Management Plan. Retrieved from <https://www.codot.gov/travel/scenic-byways/north-central/mount-evans/ScenicByway-MtEvans-CMP>

¹⁹ Collegiate Peaks Scenic and Historic Byway. Retrieved from https://garna.org/pdfs/Pages%209-23%20Management%20Plan_Final.pdf

Inventory and Assessment of Byway Resources

Consider the community and the intrinsic qualities featured in the byway that are scenic, natural, historic, cultural, archaeological or recreational. Reach out to your CDOT region regarding your inventory and assessment of byway resources.

The inventory and assessment of resources that make the byway different from other byways can be identified and demonstrated in a list or table of the resources. The questions below help guide the listing of the intrinsic qualities that apply to your byway.

User Instruction: Create a list or table describing the community and any of the intrinsic qualities that are featured in the byway, using examples below for guidance.

Scenic

What are *elements of the landscape* such as water, vegetation and manmade developments that contribute to the quality of the byway's environment?

Example from South Platte River Trail Scenic and Historic Byway:

South Platte River. The South Platte river bank ecosystems are found on the plains of eastern Colorado and includes its' floodplain, woodlands and marshes. Diverse groups of grasses, herbs, shrubs, and trees are dependent on a water supply that is more or less continuous and accessible.²⁰

Cultural

What are some of the unique *cultural attractions* that bring families and individuals into the area of the byway?

Example from Cache la Poudre–North Park Scenic and Historic Byway

Cultural Quality is evidence and expressions of the customs or traditions of rich cultural heritage of the byway corridor including the ranching and rural lifestyle heritage with rich diversity of people including American Indians, French fur trappers, and various nationalities and cultures that came with the expanding railroad industry and agricultural activities.²¹

²⁰ South Platte River Trail Scenic and Historic Byway Corridor Management Plan.

²¹ Cache La Poudre-North Park Scenic and Historic Byway Corridor Management Plan.



Figure 3: Cache la Poudre-North Park Scenic and Historic Byway. Photo credit: Cathy Edwards

Historic

What are some of the unique *historic attractions* that bring families and individuals into the area of the byway?

Example from West Elk Loop Scenic and Historic Byway:

West Elk Loop provides a journey through history featuring the earliest Indian inhabitants, fur traders, explorers, mining prospectors, cattlemen and farmers. The 1776 expedition of Dominguez and Escalante opened an overland trail from Santa Fe to newly found missions in California was led by two Franciscan priests. Following an 1879 uprising of the Utes at the White River Indian Agency, the Northern Ute Indians were relocated to Utah in September 1881 and confined to reservations. The ranching culture began with the first white settlers and can be seen from Highway 13 between Crested Butte and Gunnison and other parts of the corridor. Two national historic districts include Crested Butte—with Victorian architectural character—and Redstone, where historic coal mines and a factory were built by John C. Osgood.²²

²² West Elk Loop Corridor Management Plan. Retrieved from

<https://www.codot.gov/travel/scenic-byways/southwest/west-elk-loop/ScenicByway-WestElkLoop/view>

Archaeological

What is the *evidence of historic or prehistoric human life or activity* that can be seen in the byway through structural remains, artifacts, or ruins?

The Office of Archaeology & Historic Preservation (OAHP) assists property owners in listing Colorado's most historically and architecturally significant buildings, structures and sites in the National Register of Historic Places and the Colorado State Register of Historic Properties.²³

Archaeological quality involves characteristics of the scenic byways corridor that are physical evidence of historic or prehistoric human life or activity. This archaeological interest can be evidence identified through ruins, artifacts and structural remains with scientific significance.²⁴

Example of Archaeological Description from Dinosaur Diamond Prehistoric Highway:

The Canyon Pintado (painted canyon) Historic District is a property listed on the National Register of Historic Places, located in northwest Colorado in the Douglas Valley south of Rangely. Prehistoric people occupied the area for at least 11,000 years with visits from diverse cultures during its extended history. The largest concentration of archaeological sites of handiwork from Fremont-aged peoples²⁵ is found in the Canyon along the Dinosaur Diamond Highway.²⁶

²³ Conservation Plan—Collegiate Peaks Scenic and Historic Byway. Retrieved from <https://garna.org/byway-conservation-plan/>

²⁴ Strategic Plan for the Colorado Scenic and Historic Byways Commission. (January 2017). Retrieved from <https://www.codot.gov/travel/scenic-byways/assets/byways-strategic-plan-2017>

²⁵ Fremont people are a Puebloid group who lived in Colorado from 700 to 1300 A.D. Retrieved from <https://www.legendsofamerica.com/na-fremont/>

²⁶ Dinosaur Diamond Prehistoric Highway Corridor Management Plan. Retrieved from <https://drive.google.com/file/d/0B6BtAVe2Hf-wQTRvSDlvSVczeEE/view>



Figure 4: Kokopelli Art (Dinosaur Diamond Highway). Photo credit: Cathy Edwards

Example of Archaeological Description from Cache la Poudre–North Park Scenic and Historic Byway

Though the Cache la Poudre byway is not known for its archaeological treasures, archaeological evidence shows that early human presence existed about 11,000 years ago. Archaeological sites and evidence have been discovered at the eastern and western ends of the byway around Walden/North Park and the Fort Collins area.²⁷

Recreational

What are the year-round or seasonal *recreational opportunities* that visitors have in the byway? Some of these can be fishing, hiking, skiing or horseback riding.

Example of Recreational Description from Cache la Poudre–North Park Scenic and Historic Byway

Recreational Quality involves outdoor recreational activities directly associated with and dependent upon the natural and cultural elements of the corridor's landscape and includes downhill skiing, rafting, boating, fishing, and hiking, running, bird and wildlife watching, hunting, rock climbing, bicycling, camping,

²⁷ Cache la Poudre–North Park Scenic and Historic Byway Corridor Management Plan.

photography, snowmobiling, cross-country skiing, star gazing and more. Around the water there is wading, picnicking, fishing, rafting and photography along the stretch of the Poudre River, the only National Scenic and Historic River in Colorado.²⁸

Example of Recreational Description from Dinosaur Diamond Prehistoric Highway National Scenic Byway:

The Diamond Region is blessed with recreational resources of global significance. Annually, visitors come from all over North America and Europe and Asia to visit the national parks and monuments, national recreation area, national forests, BLM resource areas, and state parks. Scenic viewing, photography, nature study, hiking, backpacking, mountain biking, fishing, river rafting, power boating, and 4-wheel driving are just some of the recreation attractions. The Moab area is a nationally renowned mountain bike recreation area.²⁹

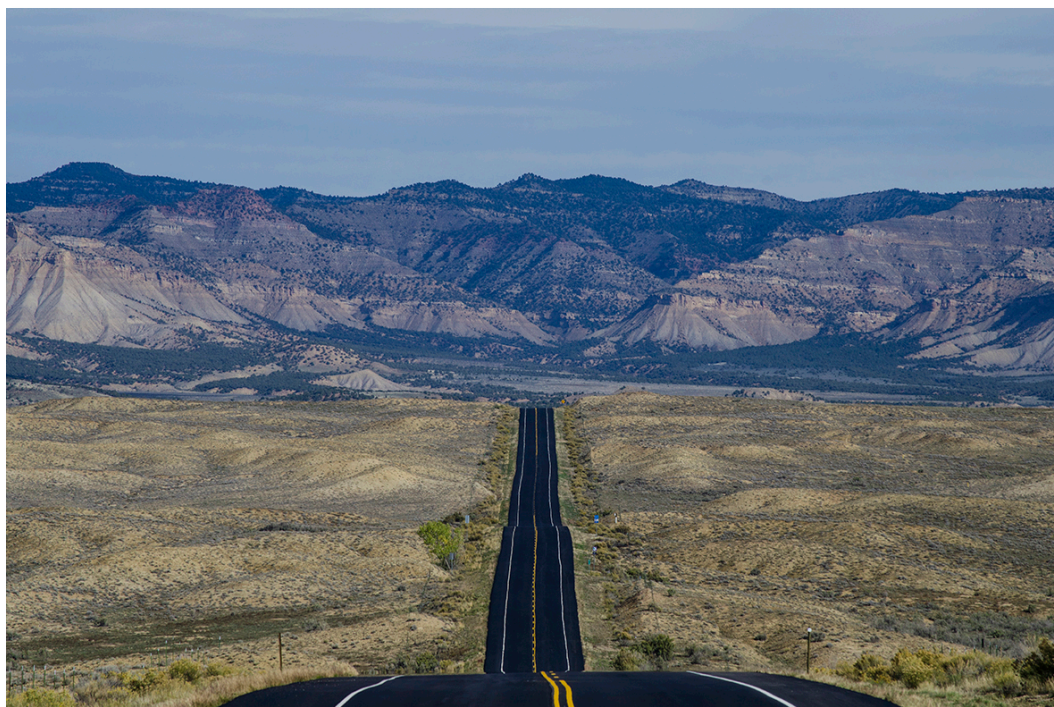


Figure 5: Hwy 139 and the Bookcliffs (Dinosaur Diamond Highway) Photo credit: Cathy Edwards

²⁸ Cache la Poudre-North Park Scenic and Historic Byway.

²⁹ Dinosaur Diamond Prehistoric Highway Corridor Management Plan. Retrieved from <https://drive.google.com/file/d/0B6BtAVe2Hf-wQTRvSDlvSVczeEE/view>

Example of Inventory and Assessment from Lariat Loop Scenic and Historic Byways

The figure below is an example of how the inventory and assessment of the intrinsic qualities are presented in the Lariat Loop Corridor Management Plan.

Figure 6: Intrinsic Qualities Assessment (Lariat Loop)³⁰

		Intrinsic Quality					
		Scenic	Natural	Historic	Cultural	Archaeological	Recreational
Location	Description						
Lookout Mountain Nature Center	Noble Natives Migratory Bird Walk Mule Deer in Colorado Search the Night Sky Ralston Buttes Special Access		X				
Buffalo Bill's Museum and Grave, exhibits, programs, social events	Mountain Melodies: A Day of Family Bluegrass Music				X		
Colorado Railroad Museum; Robert W. Richardson Railroad Library virtual tour and guided tours	Historic Exhibits of Colorado Railroads			X			
Magic Mountain Archaeological Site	Formerly Magic Mountain Amusement Park (now Heritage Square)					X	X

³⁰ Lariat Loop Scenic and Historic Byway Corridor Management Plan. Retrieved from <https://www.codot.gov/travel/scenic-byways/north-central/lariat-loop/LariatLoopScenicAndHistoricBywayReport.pdf>

Example of Inventory and Assessment (that Includes Recreational Quality) from Top of the Rockies Byway:

The Top of the Rockies Byway displays the uniqueness of its **scenic, natural, historic, cultural, archeological** and **recreational** intrinsic qualities through the scenic adventure, highlighting the Rockies' unique landforms, wildlife, cultural, and historic assets along its 117-mile route. The corridor has one of the highest concentrations of “fourteeners” in the nation.

Some of the ghost towns represent historic mining era legacies, such as Independence Town Site, Aspen, Copper Mountain, Leadville, Minturn, Red Cliff and Twin Lakes. These towns are alive with festivals, music, plays, arts and other cultural events during the year. Several archeological sites are found in the byway and scattered along the Byway as well. While many are not identified, Mount Bump is a site in the vicinity of a 1,200-year-old Indian camp. For recreation, visitors can find many opportunities including mountain biking, climbing, world-class hiking, horseback riding, cross country skiing, snowshoeing.

Promotion

It is important to promote tourist attractions and economic development such as lodging, restaurants, roadside rest areas, language translations and other conveniences for your byway.

User Instruction: Describe areas to be promoted using the following list of focus areas:

Checklist

Lodging

- What are the best motels, hotels, or bed and breakfast spots you can recommend?

Dining

- Where are the local restaurants, coffee shops, or ice cream parlors in your corridor?

Entertainment

- What theaters, comedy clubs, amusement places, or fun activities are present in the byway?

Outdoor Activities

- Where are the hiking trails, bicycle trails and rentals, and camping spots for visitors?

Rest Areas

- Where are the rest areas?

Language Translation

- What languages do you have translated in materials or offer interpreters for?

Examples of Promotional Tools:

Promotional tools or platforms to describe and tell the story of your byway include brochures, podcasts, social media, guidebooks, blogs and websites.



Figure 7: Homepage of <http://www.rivertrailonline.org/> (South Platte River)

Resources

Below are links dealing with and promoting Colorado tourism, arts, culture, community revitalization, parks and wildlife, as well as recreational, educational and leisure activities to help with identifying and promoting attractions and events for visitors.

[Colorado Creative Industries](#)

[Colorado Main Street Program](#)

[Colorado Parks and Wildlife](#)

[The Colorado Department of Agriculture](#)

Federal Register Requirements

[The Federal Register Volume 60, Number 96 \(5/18/95\)](#) identifies 14 points that must be included in the CMP. Each of these areas is listed below, with descriptions and examples on how to address the area.

1. Map

The map identifies the corridor boundaries and location of intrinsic qualities and different land uses within the corridor. [U.S. Geological Survey maps](#) are recommended because they are available for the entire nation and provide excellent details of landforms and building locations.

User Instruction: Complete the following areas for the map of the byway:

- What are the corridor boundaries (length and width)?
- Where are the locations of natural, scenic, historic, cultural, recreational, archaeological and educational intrinsic qualities (views, places, buildings, sites)?
- Where are the different land uses and zoning classifications?
- Are there physical addresses that can be entered into a navigation system beyond GPS coordinates?
- What are the routes and GPS coordinates? (These should be integrated with the sign plan described below.)

Figure 8: Map of South Platte River Byway

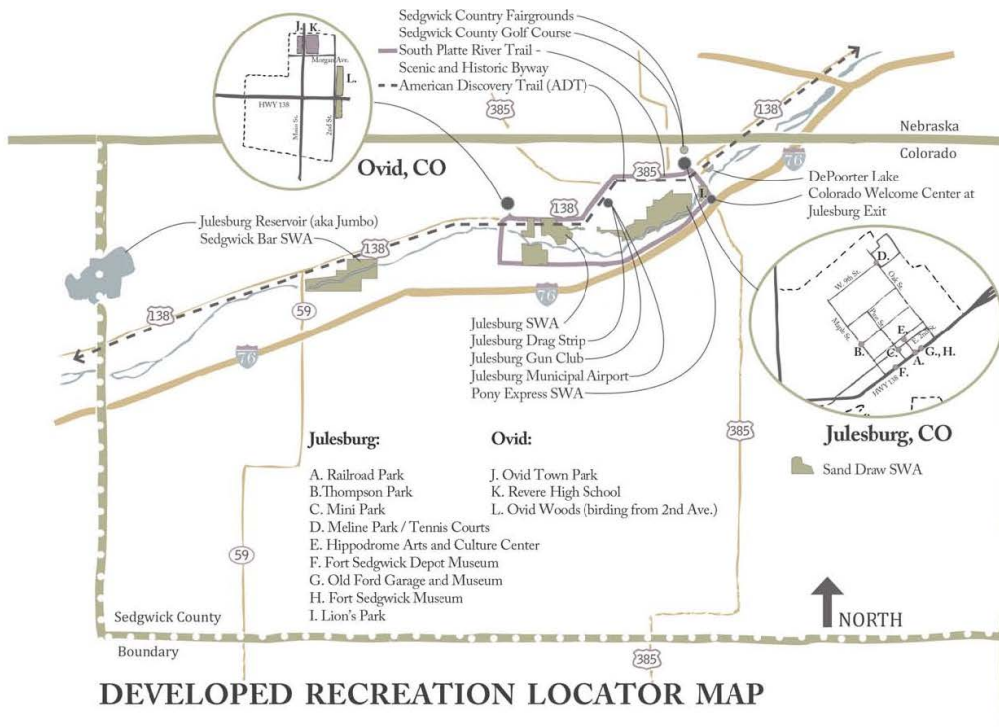
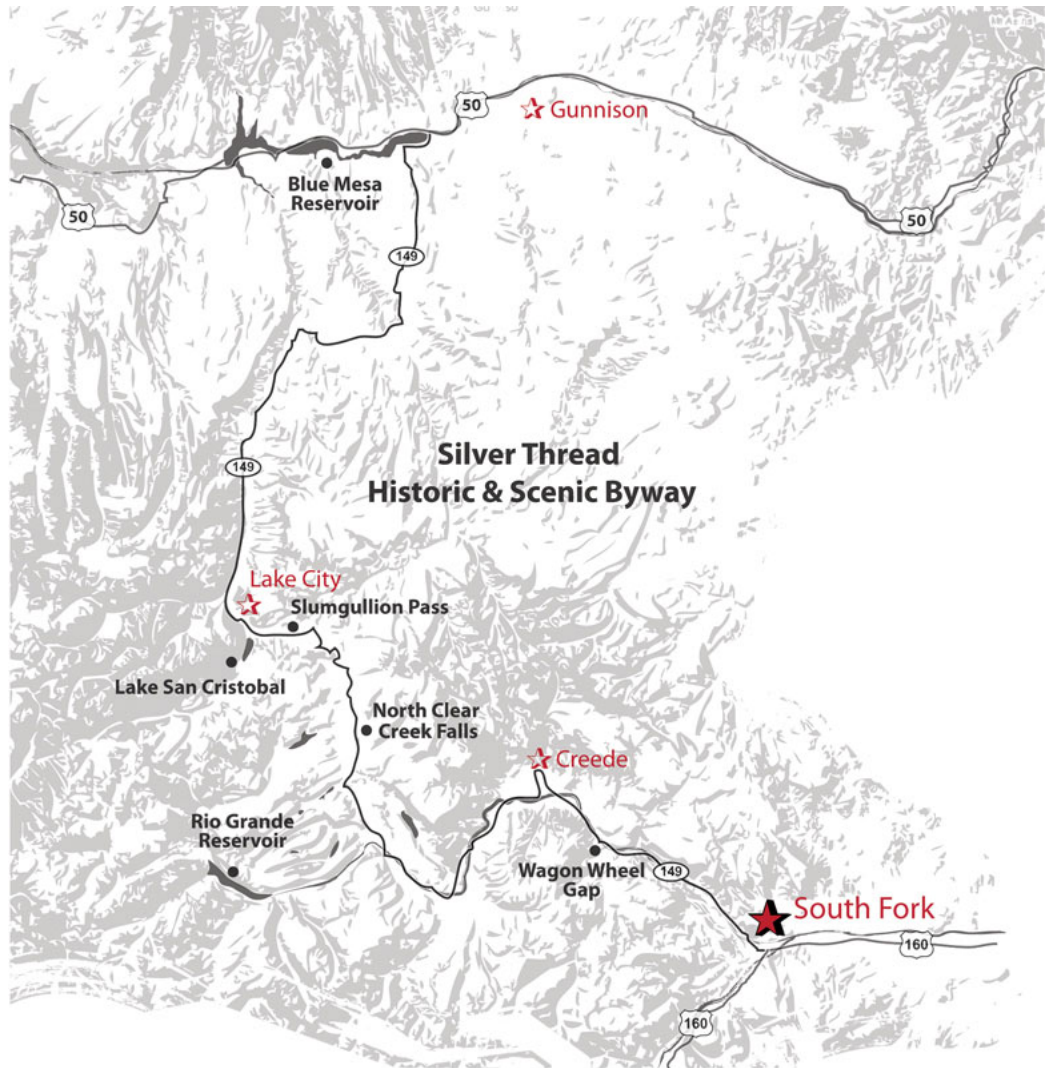


Figure 9: Map of Silver Thread Historic & Scenic Byway



2. Assessment of intrinsic qualities

Intrinsic qualities are the scenic, natural, historic, cultural, archaeological and recreational features that contribute to distinctive characteristics for the corridor and are recognized nationally.

User Instruction: Provide at least one paragraph for each intrinsic quality identified. For support, use the following checklist to assess the intrinsic qualities in the byway corridor. For this section, refer to the Inventory and Assessment of Byway Resources described above. Additional questions are:

- What are the primary intrinsic qualities along the byway?
- What are the resources that contribute to these qualities and their context in the surrounding areas in the byway?
- Which qualities have local, regional and national significance?

Example (Based on the Mount Evans Scenic and Historic Byway CMP):³¹

The primary intrinsic qualities along the Mount Evans Scenic and Historic Byway are natural, scenic, historical, cultural and recreational. Details of each of the qualities follow, with descriptions of the resources that contribute and their context in the surrounding areas. An evaluation of the local, regional or national significance of each quality is also described.

Natural Resources Assessment. The byway has natural resources of international significance. Located mostly within the Arapahoe-Roosevelt National Forest, the byway passes through the Mount Evans Wilderness Area. Visitors are exposed to vast forest and wilderness resources, including wildlife, diverse vegetation and important water resources within diverse ecological zones across the byway.

A significant attribute of the byway is the public access to ecologically diverse life zones. As the highest paved automobile road in North America, the byway extends to Idaho Springs, via Clear Creek. It has diverse life zones and microcline,³² montane hillsides and dense subalpine forest at higher elevations, and meadows and microhabitats are interspersed on the mountain landscape.

³¹ Mount Evans Scenic Byway CMP. Retrieved from <https://www.codot.gov/travel/scenic-byways/north-central/mount-evans/ScenicByway-MtEvans-CMP>

³² A microcline is a common, though not well-known, mineral and has been used as a semi-precious stone under the names of Amazonite and Perthite. Retrieved from Amethyst Galleries' Mineral Gallery, <http://www.galleries.com/Microcline>

3. A strategy for maintaining the intrinsic qualities

Maintaining the protection of the byway to reflect its intrinsic qualities at a high level is important for travelers' safety and comfort, and for visual integrity and attractiveness. Description of how the intrinsic qualities will be managed and identification of the tools that are currently in place or will be used allows readers to best understand how the byway will maintain the intrinsic qualities.

User Instruction: Answer the following questions to prepare a strategy for maintaining the intrinsic qualities.

- How will the intrinsic qualities be managed?
- What are the tools that are currently in place or planned to manage the qualities?
- What is the zoning and what are the overlay districts³³ in the byway?
- What are the easements in the byway?

The intrinsic qualities describe a byway's character, interest and appeal, and are described below:

- **Scenic quality**—involves the natural and manmade elements that give distinct characteristics for pleasing visual experiences
- **Natural quality**—describes the relatively undisturbed features of the environment, which may include geological formations, fossils, landform, water bodies, vegetation and wildlife
- **Historic quality**—includes legacies of the past that are distinctly associated with physical elements reflecting actions of people, including buildings, settlement patterns and other examples of human activity
- **Cultural quality**—is evidence and expressions of the customs or traditions of a distinct group of people, which can include music, crafts, dance, rituals, festivals, special events and vernacular architecture
- **Archaeological quality**—involves characteristics of physical evidence of human activity that is historic or prehistoric and

³³ Center for Land Use Education. *Planning implementation tools: Overlay zoning*. Retrieved from https://www.uwsp.edu/cnr-ap/clue/Documents/PlanImplementation/Overlay_Zoning.pdf

identified with the past, such as ruins, artifacts or structural remains

- **Recreational quality**—involves outdoor active and passive experiences associated with the natural and cultural elements of the corridor’s landscape, including downhill skiing, rafting, boating, fishing and hiking

4. A schedule and list of all agencies, groups and individual responsibilities

The CMP implementation includes a description of enforcement and review mechanisms, including a schedule for the continuing review of how well those responsibilities are being met. For an example of a stakeholder list, please refer to the example provided in the above section “Program Guidance for Colorado Scenic and Historic Byways” on page 9.

Contact the CDOT Region Planning and Environmental Manager (RPEM) for your region.³⁴

User Instruction: Answer the following questions.

- What agencies are involved in the CMP process?
- What are the roles of the agencies, groups and individuals on the team that will implement the plan?

Example—Based on the Gold Belt CMP³⁵

Through a formal cooperative agreement, 10 managing agencies/municipalities have committed to jointly manage the Gold Belt Byway. The cooperative agreement describes each agency’s specific responsibilities. The 10 agencies/municipalities are the City of Florence, Florissant, City of Cripple Creek, City of Victor, City of Cañon City, Fremont County, Teller County, Bureau of Land Management—Royal Gorge Resource Area, Florissant Fossil Beds National Monument and Colorado Department of Transportation—Region 2.

³⁴ CDOT Contacts for Regional Planning. Retrieved at <https://www.codot.gov/programs/environmental/contacts-region.html>

³⁵ Gold Belt Tour Scenic Byway Corridor Management Plan. (2018).

Example: (Adapted from West Elk Loop Scenic and Historic Byway – Agency Management – III-2):³⁶

For the West Elk Loop, lands along the Byway have some agency oversight or procedures for review that affect the character or use of the land. Review of the management plans and other documents helped determine to what degree the agency provides protection of the intrinsic qualities of the byway. A summary of some of those agency plans and policies is found in Figure 10 below.

Figure 10: Agency Management Policy (West Elk Loop)

Agency	Management Document	Management Objectives	Key Provision
U.S. Forest Service (USFS) & Bureau of Land Management (BLM)	Land and resource management plans (USFS), resource management plans (BLM)	Multiple-use management	Various individual management units, each with a particular management emphasis. All management actions require preparation of an environmental assessment (EA) or an environmental impact statement (EIS).
Montrose County	County zoning, subdivision regulations	Management growth with an emphasis on preservation of agriculture	A master plan is currently being developed, which, once approved, will employ a variety of growth management tools, including zoning and subdivision regulations in concert with a land use plan, transportation plan, natural resource plan and regional plans.

³⁶ West Elk Loop Corridor Management Plan. Retrieved from <https://www.codot.gov/travel/scenic-byways/southwest/west-elk-loop/ScenicByway-WestElkLoop/view>

5. A strategy describing how existing development may be enhanced and new development might be accommodated while still preserving the intrinsic qualities of the corridor

This strategy can be accomplished through design review, or measuring the success of the project, and land management techniques including zoning, easements and economic incentives.

User Instruction: Address the questions below.

- How will existing development be enhanced?
- How will new development be accommodated?
- What is the plan for preserving the intrinsic qualities in the midst of enhancing and planning for new development?
- What agencies or organizations will assist the byway with addressing these issues?
- What are methods and plans for implementation?
- What is the zoning and what are the easements and/or economic incentives that are associated with enhanced or new development?

Example from Lariat Loop Scenic and Historic Byway:

Improvement for Buffalo Overlook. The City and County of Denver manages a buffalo herd at Genesee Park (bisected by I-70), and the buffalo are often in the open space on either side of I-70. Travelers frequent the entrance ramp at the I-70 Exit 254 onto Mount Vernon Country Club Road to view and photograph the buffalo. The spot with spectacular view of the Continental Divide is not the best location. Another area on the southeast side of this same interchange has a Colorado Historical Society (CHS) interpretive sign and an informal parking area, but it does not have any direct views to the buffalo herd, Genesee Park or the vista. Improvements have been identified as follows:

- Create a formalized scenic overlook on the north-side of I-70 with parking for travelers, and pedestrian routes for viewing the buffalo and the mountain vistas.
- Provide amenities such as a shelter, interpretive information, and overlook.
- Work with the Colorado Department of Transportation (CDOT) and Denver Mountain Parks to create a more desirable scenic overlook.
- Work with CHS to integrate their interpretive sign into the new scenic overlook.

6. A plan to ensure ongoing public participation in the implementation of the corridor management plan

This point involves discussion of how the public will participate in implementing the CMP through venues of public meetings, citizen representation on committees and/or public task groups.

User Instruction: Address the following questions.

- How will the public participate in the implementation of the CMP?
- When will the meetings or committees be held?
- How will communication with the public occur regarding the meetings (Facebook, other public outreach platforms, newspapers, email, flyers)?

Example from Santa Fe Trails Scenic and Historic Byway:

Public Participation in the CMP process. The Corridor Management Plan (CMP) for Santa Fe Trails involved a participatory process, surveys and questions and with decisions formed through consensus building techniques. Representation from federal agencies, regional development organizations, local governments, the Bent's Fort Chapter of the Santa Fe Trail Association and the general public contributed to the plan's development participated. Monthly meetings were held for a year with public officials and landowners to complete a 2006 Scenic Byway assessment. The revision of the CMP was completed in 2008 and copies were distributed through the Byway website, and stakeholder planning and developments are added as developed.

Initially, ten public meetings were held to get consensus in Trinidad, Las Animas, Lamar and at Bent's Old Fort between July 1996 and the following May, with meeting agendas including 1) creation of a mission statement for the plan, review of the Byway's physical inventory, and establishment of goals and objectives for the CMP; 2) development of strategies for management of intrinsic qualities, meeting visitor needs and expectations, and marketing; and 3) refine and prioritize strategies to meet agreed upon goals.³⁷

³⁷ Santa Fe Trails Scenic and Historic Byway. Retrieved from <http://www.santafetrailsenicandhistoricbyway.org/cmpintro.html#anchor11286>

7. A general review of the road's or highway's safety and accident record to identify any correctable faults in highway design, maintenance or operation

This review of highway safety and accidents involves communicating with transportation experts that handle records for safety and accidents for your road and providing tips for visitors in marketing materials. For this, it is important to point visitors to [CO Trip](#) for route and traffic information, and to access the CDOT [Online Transportation Information System \(OTIS\)](#).

User Instruction: Address the following questions to prepare for road and highway safety for the byway.

- Who are the transportation experts that handle records for road safety and accidents in your community?
- What are any hazards and poor design that may be problematic for drivers who are not familiar with the route?
- Have you identified possible corrections for any hazards or poor design issues?
- What brochures or other communication includes tips for visitors including [CO Trip](#)?
- What resources should be included in visitor information from CDOT's [Online Transportation Information System \(OTIS\)](#)?

Example of Roads from Cache la Poudre–North Park Scenic and Historic Byway:

Extending for 101 miles along Colorado State Highway 14, the CLP/NPS byway is in very good condition in general and conforms to all appropriate standards. The primary highway connects the Front Range with North Park, Steamboat Springs and part of Wyoming and is well maintained and passable year-round.

CDOT data for the byway shows:

- Daily traffic volume of 1,700 vehicles
- 20.2 percent of vehicle traffic being truck traffic
- Average annual increase of traffic = 1.56%
- Average traffic lane is 11 feet wide, with paved shoulders ranging from 0 to 3 feet. The byway's road and traffic-related issues include:
 - Traffic congestion in the Lower Poudre Canyon on most summer weekends

- Congestion is the result of the large numbers of recreationists visiting the canyon on weekends.³⁸

8. A plan to accommodate commerce while maintaining a safe and efficient level of highway service, including convenient use of facilities

This plan considers business access along the route, including truck traffic and ensuring the byway is safe for bicycle traffic.

User Instruction: Address the following questions.

- How is commerce, including truck traffic and access to businesses along the route, accommodated while ensuring the safety of sightseers in recreational vehicles, on bicycles and on foot?
- What are the specific guidelines for bicycle traffic, and where are these guidelines published for your byway?

*Example of Bicycle Regulations:*³⁹

The following rules shall govern the overtaking and passing of vehicles proceeding in the same direction, subject to the limitations, exceptions and special rules stated in this section and sections 42-4-1004 to 42-4-1008:

- The driver of a motor vehicle overtaking a bicyclist proceeding in the same direction shall allow the bicyclist at least a three-foot separation between the right side of the driver's vehicle, including all mirrors or other projections, and the left side of the bicyclist at all times.

9. A demonstration that intrusions on the visitor experience have been minimized to the extent feasible, and a plan for making improvements to enhance that experience

This demonstration in the CMP includes listing things that may add to or detract from the experience for the visitor (i.e., rest stops, fracking,⁴⁰ placement, aesthetics,⁴¹ or the gateway appearance into a town).

³⁸ Cache la Poudre-North Park Scenic and Historic Byway Corridor Management Plan.

³⁹ Colorado Bike Law. Retrieved from <http://www.colobikelaw.com/coloradolaw.html>

⁴⁰ Fracking is a process used to release oil or gas by injecting liquid at a high pressure into subterranean rocks or boreholes.

User Instruction: Address the following questions to demonstrate how the visitor experience is considered.

- Where are the rest stops along the corridor?
- Are there any visual attractions in the entrance and throughout the corridor that enhance or detract from the visitor experience?
- What does the gateway to the byway look like?
- What is a list of things that would add to or detract from the visitor's experience?
- What is a plan for minimizing those intrusions and making improvements?
- Are plans for beautification in accordance with the [beautification laws](#)?
- What are the guidelines regarding fracking in the byway?
- How do you know you are on the corridor?
- How do you know where to go to stay on the corridor?

⁴¹ Aesthetics is a branch of philosophy that deals with the creation and appreciation of beauty, art and taste.



Figure 11: Motorcyclist enjoying the views (Grand Mesa)

10. A demonstration of compliance with all existing local, state and federal laws on the control of outdoor advertising

For compliance with local, state and federal laws regarding outdoor advertising, refer to the local regulations for your corridor, and address any state and federal laws that relate to your byway.

Example of Landscaping Model Ordinance from Scenic America:

Rule One of the ordinances to comply with is regarding landscaping for preserving the visual setting of the community. The importance of maintaining well-landscaped byways enhances the byway by screening visual features that may be undesirable from public views, protecting the privacy of residents, and improving the physical environment of a community, and enhances air quality. Three general types of landscaping are comprehensive, post-construction, and

tree ordinances. For best scenic conservation, all of the three ordinance types should be included.⁴²

User Instruction: Answer the following questions regarding local, state and federal laws for the byway:

- What local laws impact the outdoor advertising for the byway?
- What state laws guide the advertising for the corridor?
- Are there federal laws that need to be addressed for the byway?

*Examples from the Department of Transportation on Rules Governing Outdoor Advertising in Colorado.*⁴³

The Department of Transportation has the following rules related to outdoor advertising:

Rule 6.03.1(C) states, “No Off-Premise Sign shall be erected adjacent to a Scenic Byway, except for Directional and Official Signs.”

Rule 9.00(B) states, “No new Advertising Device shall be erected along a Scenic Byway that is visible from the Controlled Route with the exception of 1) Official Signs; On-Premise Signs; and Directional Signs.”

Example of Beautification Act Agreement for Advertising in Colorado

According to the Highway Beautification Act,⁴⁴ states must maintain control of the outdoor advertising or they may lose 10 percent of their highway funds for Federal-aid. The requirement is based on the individual state agreements for sign control in commercial and industrial areas.⁴⁵

⁴² Scenic America Landscaping Model Ordinance. Retrieved from <http://www.scenic.org/issues/community-planning-a-design/landscaping-model-ordinance>

⁴³ Colorado Department of Transportation. *Rules governing outdoor advertising in Colorado*: 2CCR-6013

⁴⁴ Highway Beautification Act. Retrieved from <http://www.scenic.org/billboards-a-sign-control/highway-beautification-act/federalstate-agreements>

⁴⁵ Colorado agreement for Outdoor Advertising. Retrieved from <http://www.scenic.org/billboards-a-sign-control/highway-beautification-act/federalstate-agreements>

11. A signage plan that demonstrates how the state will ensure and make the number and placement of signs more supportive of the visitor experience



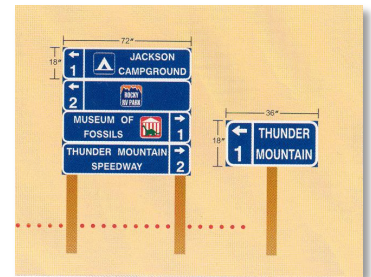
The signage plan will cover a description of how highway, placement and wayfinding signs enhance the visitor experience. Use the [Guidelines for Scenic Byways Signage](#) from CDOT. Guidelines include having the name of the byway on the sign and making the maximum distance between reassurance markers approximately 10 miles. Refer to local-level requirements (e.g., location for the visitor center).

The Colorado Department of Transportation (CDOT) issues permits that approve two types of signs.

- The first is the **information signs (LOGO)** on interstates, freeways, and expressways that provide directional and identification information on gas, food, lodging camping and tourist attractions. These LOGO signs meet specific state and federal requirements.



- The second signage permit is for the **tourist-oriented directional signs (TODS)** on non-interstate highways with regulations that meet local requirements. TODS signage includes the standard State Scenic Byway identifier signs that have the columbine flower logo to mark the Byway route and have information on activities or sites that are significant to the public.⁴⁶



Become familiar with wayshowing—or welcoming, guiding and orienting visitors to the byway. Wayfinding is the job of the traveler. It is important for the

⁴⁶ Colorado Department of Transportation. Retrieved from <https://www.codot.gov/programs/signs/logos-tods.html>

byways provider to offer “wayshowing and reassure the traveler that they are where they planned to be, and have information and amenities for a pleasant and enjoyable experience. Resources can include travel information, maps and travel brochures, signs, and other tools via electronic means or in person.”⁴⁷

User Instruction: Address the following questions for the signage plan for your byway.

- How does the number and placement of highway and wayfinding signs support the visitor experience?
- How do the signs make it easier for tourists to find their way to, from and along the byway?
- Do the signs obscure or detract from any scenery?
- What signs do you have for international tourists who may not speak English fluently?



Figure 12: Signage example (Unaweep Tabeguache). Photo credit: Colorado.com

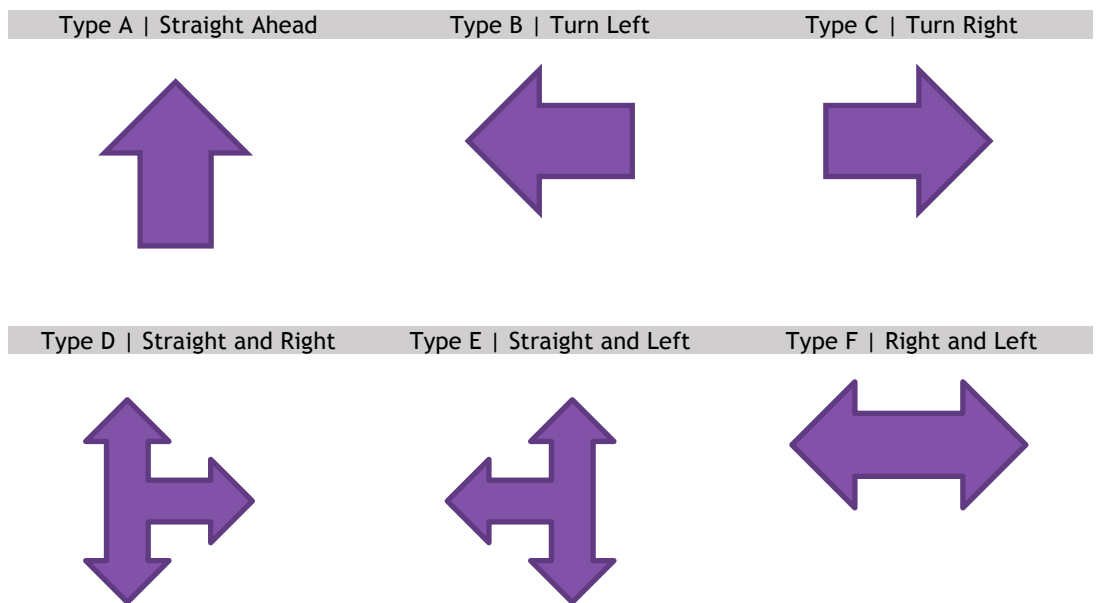
⁴⁷ *Wayshowing for byways: A reference manual*. (2018). Retrieved from <https://ddaforum.com/wp/wayshowing-for-byways-a-reference-manual/>

Example from the Tracks Across Borders Scenic and Historic Byway Sign Plan.⁴⁸

Each directional sign is composed of three (3) components on a single post.

- 1) The standard, recognized Colorado **Columbine Byway Sign** mounted at top of post
- 2) The appropriate **byways sign** (in the example below: Tracks Across Borders sign), mounted below the Colorado Columbine Byway Sign
- 3) Appropriate **directional arrow** (as seen below in Figure 13.)

Figure 13: Signage Plan for Tracks Across Borders



⁴⁸ Tracks Across Borders Scenic and Historic Byway Sign Plan.

Figure 14: Signage Placement Plan for Tracks Across Borders

Intersection	Sign Type					
	A	B	C	D	E	F
West College & Hwy 550		1	1			
Hwy 550 & Hwy 160 in Durango	2					1
Hwy 160 & Hwy 55 east of Durango (550 South to Farmington)	2					1
Hwy 160 & Hwy 172 east of Durango		2	1			
Hwy 172 & Hwy 151 in Ignacio		1				
on Hwy 151 Southbound, south of entrance to Chimney Rock National Monument	1					
Hwy 151 & Archuleta County Rd 500				1	1	1
Archuleta County Rd 500 & Archuleta County Rd 700		1	1			1
Archuleta County Rd 500 & Archuleta County Rd 551		1	1			1
At State Line, immediately north of cattle guard	1					

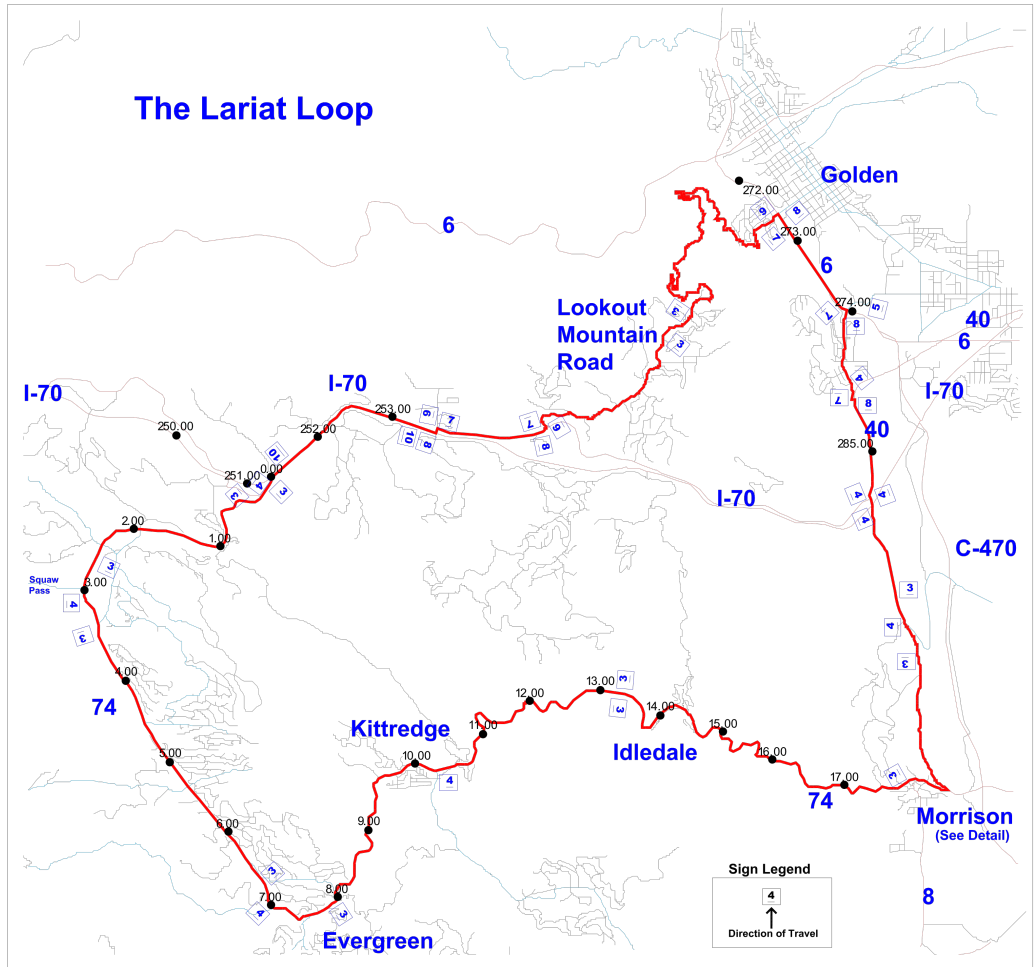
Example of the Scenic and Historic Byway Signage Description, Goal and Map⁴⁹:

TODS signage with the standard State Scenic Byway identifier signs of the columbine flower logo are placed at regular intervals along the corridor and near or at all byway intersections. Signs to indicate where the byway ends and begins are located in Carbondale near the intersection of Highway 133 and Highway 82. These signs were placed at busy locations for traffic and visibility, and neither was distinguished for maximum views. The need for increased visibility for signage (i.e., the begin sign was located in front of a substation for utilities); and to include signage to warn drivers that bicyclists share the road is encompassed in the development of the following goal.

- **Lariat Loop Scenic and Historic Byway Goal:** Provide a safe, efficient and pleasurable driving experience for both tourist and local traffic through a well designed and maintained highway system, recognizing that the primary responsibility in this area lies with the state and county departments of transportation.

Figure 15: Scenic and Historic Byway Signage Description for Lariat Loop

⁴⁹ Lariat Loop Scenic and Historic Byway Corridor Management Plan. Retrieved from <https://www.codot.gov/travel/scenic-byways/north-central/lariat-loop/LariatLoopScenicAndHistoricBywayReport.pdf>



BEGIN	END					
Scenic Byway	Scenic Byway	Scenic Byway	Scenic Byway	Scenic Byway	Scenic Byway	
1	2	3	4	5		
Scenic Byway	Scenic Byway	Scenic Byway	Scenic Byway	Scenic Byway	Scenic Byway	
6	7	8	9	10		

Morrison Detail

Sign Tally by Entity

JeffCO

- 5 - #3 Signs
- 1 - #4 Signs

Region 6

- 5 - #4 Signs
- 1 - #5 Signs
- 2 - #6 Signs
- 4 - #7 Signs
- 4 - #8 Signs

Region 1

- 9 - #3 Signs
- 4 - #4 Signs
- 1 - #6 Signs
- 2 - #7 Signs
- 2 - #8 Signs
- 1 - #9 Signs
- 2 - #10 Signs

12. A narrative describing how the National Scenic Byway will be positioned for marketing

Positioning the byway for marketing involves understanding your audience, which includes byways representatives and visitors; developing a marketing plan that considers logo, required branding, materials, photos and graphics; and having an elevator speech to briefly describe the mission and features of the byway.⁵⁰

The byway can have great scenery, resources and tourist attractions that are not frequently visited if there is not a plan for how to market the corridor. A marketing plan gives direction on how to provide clear messages to the public and accommodate the diverse views and needs throughout the byway.

Marketing is the process of *promoting* a product by *positioning* it in the appropriate venues, *pricing* it competitively and *placing* it in the proper distribution channels—often called the Five P's. Public relations (PR) is the strategic management of the flow of information between an organization and its public. PR provides exposure to target markets and can be used to build rapport and manage an organization's reputation with stakeholders.

Marketing, at its core, has a desire to reach consumers, donors or other stakeholders and make them think, believe or do what you want. Public relations are more focused on influencing the organization's reputation and establishing goodwill in a more general way.

User Instruction: Answer the following questions for your marketing plan.

- What actions and plans are currently in place for marketing your byway?
- Who is the designated committee or leader who will take responsibility for developing the marketing plan?



⁵⁰ National Scenic Byway Foundation. Marketing Your Byway. Retrieved from <http://www.nsbfoundation.com/images/face-sheets/Marketing%20Your%20Byway%20Methods%20and%20more.pdf>

- What is the timeframe for completing the plan and the goals within the plan?
- How do you encourage visitors, businesses and communities to invest more time and money in the byway?
- What is the description for how the byway will be marketed and publicized?
- How will you incorporate ecotourism⁵¹ environmental protections for the natural resources of the byway?
- What byway stories will you use to support the visitor experience and how are they linked to your byway's intrinsic qualities?

Refer to resources for marketing your byways in [Marketing your Byway, Volume 1](#)

Example from Lariat Loop Marketing Description:

There are a number of local entities active in marketing to visitors. It should be up to the individual communities and businesses along the byway to attract visitors. The byway organization and these interests can, and should, develop mutually beneficial relationships. It should be the responsibility of the byway organization to advise other marketing entities of its marketing objectives to ensure that they are not working at cross-purposes with each other. The byway organization should provide a complementary and voluntary review of the marketing materials of other marketing entities to assist with them and assure the accuracy of information.⁵²

Example from Colorado River Headwaters National Scenic Byway Marketing Plan:

The detailed marketing plan for the Colorado River Headwaters Byway was being developed and implemented with an initial short-term marketing plan to guide the marketing efforts of the byway organization. The plan included the steps of creating brochures and a website, and developing sections of the plan to include an executive summary, situational analysis, stakeholders,

⁵¹ Ecotourism is an environmentally friendly practice that protects the natural and cultural heritage of a location and is also referred to as “green” or nature travel. Retrieved from <https://greenglobaltravel.com/what-is-ecotourism-10-simple-steps-to-more-sustainable-travel/>

⁵² Lariat Loop Scenic and Historic Byways Corridor Management Plan. Retrieved from <https://www.codot.gov/travel/scenic-byways/north-central/lariat-loop/LariatLoopScenicAndHistoricBywayReport.pdf>

competition and marketing objectives. An outline of the marketing objectives follows.

Colorado River Headwaters National Scenic Byway Marketing Objectives are to:

- Bring in more visitors and revenue, promoting sustainable tourism while protecting and preserving the uniqueness of the Byway
- Interest the visitor in the story of the byway—the impact of the Colorado River
- Strengthen strategic alliances and implement programs with Byway Stakeholders as well as local, regional and state marketing organizations.

Steps for achieving the objectives involved 1) creating a key value statement for Colorado River Headwaters Byway that effectively describes and ultimately sells the byway and the communities along the route; 2) having a coordinated campaign of public relations, paid advertising and partnerships with local, regional and statewide parties to build awareness of Colorado River Headwaters Byway; 3) expanding the current relationships with the towns along the Byway to leverage and market the Byway as well as the Towns; and 4) educating prospective Byway visitors about the many things to do on the route, including experiencing the Byway's intrinsic resources: scenery, history, recreation, natural features, cultural and archeology.⁵³

13. A discussion of design standards relating to any proposed modification of the roadway

Any modification of the roadway takes into consideration sign placement, design standards and proposed roadway modifications including shoulder improvement, curve straightening, or road widening.

Consider any context sensitive solutions⁵⁴ for the byway and discuss areas such as determination for the shape of the corridor by identifying how endpoints

⁵³ Colorado River Headwaters National Scenic Byway Corridor Management Plan. Retrieved from <https://www.codot.gov/travel/scenic-byways/northwest/colorado-river-headwaters/ColoradoRiverHeadwatersCMPJan2008.pdf>

⁵⁴ Context Sensitive Solutions include collaborative involvement for interdisciplinary stakeholders to preserve the scenic, historic, visual, historic, and environment resources with safety and mobility being maintained. <https://www.codot.gov/projects/contextsensitivesolutions/docs/css/introduction-to-context-sensitive-solutions>

were chosen; reasons for determinations of width and length; and where the affected intrinsic qualities are located within that corridor.

User Instruction: Answer the questions below for clarification of design standards for the byway.

- What are the likely effects of the proposed changes on the intrinsic qualities of the byway corridor?
- How was the shape of the corridor determined and how were endpoints chosen?
- Is the width the same or variable along the length?
- Where are the affected intrinsic qualities located within the corridor?

Refer to the resources below for design standards:

- The Federal Highway Administration, <https://www.fhwa.dot.gov/resources/>
- The [CDOT Landscape Architecture Manual](#)
- The [Scenic Byways Design Guide for Roadside Improvements](#)
- Include any memoranda of understanding (MOUs) and/or ordinances

Example of Overlook Standards from Top of the Rockies National Scenic Byway – Design Standards from U.S. Forest Service

The U.S. Forest Service gives guidance for compliance on the standards for Overlooks that have great photo opportunities for spectacular landscapes. Overlooks must 1) limit disturbance to an existing site and views; and 2) be considered only for significant scenic integrity and uniqueness for, understanding natural views, mountain peaks, or watersheds. Signage for trails and wayfinding should point out the overlook and offer accessibility to include guardrails.⁵⁵

Example of Developing and Evaluating Roadway Changes from the Delaware Byways:

Standards for development and evaluation of byway roadway changes involves considering the byway qualities as opportunities and/or restraints. Viewing the intrinsic qualities as elements to be protected can guide the design without hindering the beauty and scenic qualities. It is important for the designer to be familiar with flexibility in the American Association of State Highway and Transportation Officials (AASHTO) Green Book, a policy on geometric design of highways and streets⁵⁶ for geometric design. Identifying and meeting the byway goals and constant communication with the byway sponsor and committee is a way to identify and implement any alternatives suggested for roadway changes.⁵⁷

Example of Design Standards Related to Proposed Roadside Modification from Maryland Byways:

Guidance for compliance on the standards for small structures and bridges can contribute to or detract from the character and quality of the byway. When an existing bridge or small structure defines the character of the byway, maintaining and preserving the bridge or structure with details similar to the structure is suggested. If the structure takes away from the quality, there is

⁵⁵ Top of the Rockies National Scenic Byway Corridor Management Plan.

⁵⁶ The AASHTO Green Book

http://www.bestmaterials.com/PDF_Files/geometric_design_highways_and_streets_aashto.pdf

⁵⁷ Context Sensitive Solutions for Delaware Byways. Retrieved from

http://www.dot.state.oh.us/OhioByways/Documents/Context_Sensitive_Solutions_for_Delaware_Byways.pdf

opportunity to enhance the design for greater historic, urban or rural character. Materials, textures, and colors should complement the landscape.⁵⁸

Example of Design Standards for Accessibility from Mount Evans Byway

The guardrails, curbs and trail surfaces are considered in the design for visitors with sight disabilities.⁵⁹



Figure 16: Charlie Taylor Water Wheel Trail. Photo credit: Clear Creek County

⁵⁸ Context Sensitive Solutions: Work for Maryland Scenic Byways. Retrieved from <https://www.roads.maryland.gov/OED/CSS-3.pdf>

⁵⁹ Design Guide for Roadside Improvements. Retrieved from <https://www.fs.fed.us/eng/pubs/pdf/fhwa02001.pdf>

14. A description of plans to interpret the significant resources of the scenic byway (for example, museums, festivals, interpretive markers and kiosks)

A description of significant resources of the byway includes methods for interpretation of significant resources for the byway, including a description of methods that are in place or planned.

User Instruction: Address the following questions in preparing an inventory of significant resources as described in the above section on Assessment and Inventory of resources.

- What museums, festivals, interpretative markers or kiosks are currently in the byway plans?
- What resource development needs to be included in upcoming plans for the byway?

Example of Plan to Interpret Resources from the South Platte River Trail Byway (SPRT) Corridor Management Plan:

The SPRT plan for interpreting and protecting scenic landscapes, natural features, diverse recreational resources, and significant historic sites addresses areas of ownership, current jurisdiction management plans, and review of sign regulations and significance of resources.⁶⁰

Example of Plan to Interpret Resources from the Mt. Evans Scenic and Historic Byway Corridor Management Plan Vision:

The Mt. Evans Scenic and Historic Byway describes the plan for how resources are interpreted in the byway in a segment of the vision statement as follows:

“The Mount Evans Scenic and Historic Byway seeks to celebrate, educate, interpret, protect and preserve the rich history, recreational and ecological attributes of the Rocky Mountain region by showcasing the byways through interpretive signage, safe and well-designed pull-outs, informational kiosks, resource protection planning and management, and public education about the historic features, structures and cultural landscape.”⁶¹

⁶⁰ South Platte River Trailways Byway Corridor Management Plan.

⁶¹ Mount Evans Scenic and Historic Byway Corridor Management Plan. Retrieved from <https://www.codot.gov/travel/scenic-byways/north-central/mount-evans/ScenicByway-MtEvans-CMP>

ADDITIONAL AREAS

Below is an outline of each of the following areas to be included in the CMP:

Succession Planning

Succession planning is the process of ensuring that the byway committee and leadership continue through the development and cultivation of partnerships and of documenting knowledge, information and systems. Below are suggestions and strategies to prepare your byways organization to embark on succession planning—before you need it.

A thorough succession plan can cover everything from a short-term, unexpected absence due to a family emergency or a permanent, planned departure such as retirement. Succession planning is valuable for when:

- Key staff, leaders or members of the byways committee leave
- Planning for the continued advancement and preservation of the byway
- Changes in funding for positions or for the byway occur

Preparing for succession in planned and unplanned transition helps to assure that the byway is preserved and sustained and allows for opportunities to celebrate accomplishments, bring new energy and ideas, and develop current and future leaders within the byway team.

User Instruction: Address the following questions in preparing for succession planning.

- Has your CMP been updated and shared with the community and agencies within the last 10 years?
- Is your board or committee empowered to embrace its responsibilities and understand key functions of the byway?
- Is the wisdom, history, background and planning for the byways being shared with constituents, the community and others for long-term sustainability?
- Is there a plan for documenting the history, key functions and committee records?
- Are community volunteers cross-trained to ensure they can implement the systems and plans in case someone moves on from their role?

Example of Succession Planning from Ohio Byways Leadership

As part of the succession plan for the Amish County Byway Leadership committee, goals and actions were established and include signage, leadership

support, and membership support for various nonprofits in partnership with the Amish Country Byway.⁶²

Sample Succession Plan Outline

The format below is an example of a succession plan outline.

Introduction

- Describe that succession planning is a best practice for all key positions in the byways organization
- Describe motivation (committee expectation, addressing a loss in funding, or challenges with past leadership transitions)
- Convey the importance of sustaining the byway (use CMP to guide for key areas of byway history, background, and mission, vision, goals)

Key information

- List key information and who has the information
- Describe where key documents are stored (i.e. password protected computers, locked file cabinets, fireproof box and/ or safety deposit box)
- Edit all bank numbers and confidential information

Key systems and practices

- List the major duties of position
- Explain related systems and note where systems are documented
- Note processes for systems (i.e. for receipt of grants)

Key relationships

- Identify key relationships held and maintained
- Describe how relationships will be transferred and cultivated

Sample annual calendar

- Determine key events that should be on the calendar (committee meetings, partner and agency meetings)

⁶²Amish County Byway Corridor Management Plan. Retrieved from <http://www.dot.state.oh.us/OhioByways/Documents/CMPs/Amish%20Country%20Byway%20CMP%202015-2020%20Final%206-19-15.pdf>

- List significant products and/or processes for the calendar (CMP update or completion, audit preparation, writing pieces for newsletters, etc.)

Job description and recruitment process

- Prepare job description and announcement
- Post and/or announce the position
- Develop timeline for replacing the person

Orientation and Onboarding process

- Specify what role the person who previously held the position will have (i.e. that person could be in a consulting role for an identified period, if appropriate)
- Prepare a process for the new person in the position to have orientation and onboarding for their role

Conclusion

- Provide a summary of the succession planning process

Attachments

- Include any relevant attachments (i.e., job description, committee minutes approving the succession plan)

Fundraising

Fundraising is important in building a strong financial foundation for the byway. Success in this area impacts the vision, partnerships and planning. Fundraising can occur through pursuit of operational funds, grants and donations. Implementation and promotion of a funding plan contributes to long-term sustainability of the byway.

The National Scenic Byways Foundation offers the following steps for success in fundraising.⁶³

- Tell the story of the byway
- Ask for money
- Thank donors and funders
- Build relationships

A culture of fundraising can be cultivated on the byway's team with everyone recognizing that raising money is the responsibility of everyone. Preparation for that culture involves 1) having a clear strategic direction for the organization that fundraising supports; 2) outlining fundraising expectations; 3) developing formal accountability processes; and 4) identifying strengths of the group to participate in different fundraising cycles.

The rich scenic, historic, cultural, recreational, archaeological and educational value of the byway is worthy of having a fundraising plan that is implemented for long-term sustainability.

Example of Fundraising/Marketing from Lariat Loop Byway

The Lariat Loop invites membership for in businesses to raise their visibility, gain regional exposure, expand community outreach, expand business, and increase website traffic as they use this membership method for fundraising for the 40 miles of Western Adventure in their byway. Memberships costs are \$25 for individuals; \$100 for nonprofit and government entities; and \$250 for Lariat Loop business partners.⁶⁴

Example of Fundraising/Marketing from Grand Mesa Byway

The Grand Mesa Byway has funding supported by Merchants on the Byway (MOB) where the members pay \$25 to belong each year to cover costs for buying

⁶³ Byway Fundraising Steps for Success. Retrieved from <http://www.nsbfoundation.com/images/face-sheets/Byway%20Fundraising%20Tips%20for%20Success.pdf>

⁶⁴ Lariat Loop. Retrieved from <https://www.lariatloop.org/join-the-lariat-loop/>

advertising, group promotions, organizing the advertising, and costs for other advertising such as Facebook and Instagram posts. Additional costs for the vendors buying advertising and other group promotions are optional. ⁶⁵

Funding Research Websites and Directories

Federal Government

- Grants.gov
www.grants.gov/
 - Search the Catalog of Federal Domestic Assistance
www.cfda.gov
 - U.S. Department of Education
www.ed.gov
 - US Department of Justice
www.justice.gov/business/grants
 - National Endowment for the Arts
www.arts.gov/grants

State Government

- Colorado State Home Page
www.colorado.gov
- Colorado Vendor Self Service System
<https://codpa-vss.hostams.com/webapp/PRDVSS1X1/AltSelfService>
- Colorado Division of Criminal Justice
<http://dcj.state.co.us/>
- Colorado Council of Arts Science and Culture
www.coloradocasc.com

Education Grants

- Colorado Department of Education
www.cde.state.co.us/cdefisgrant

Corporate Grantmakers

- Foundation Center - Corporate Grantmakers
www.foundationcenter.org

⁶⁵ Grand Mesa Byway Merchants on the Byway. Retrieved from <https://grandmesabyway.com/byway-merchants/>

Foundations, National and Local

- The Grantsmanship Center
www.tgci.com/funding-sources
- Chronicle of Philanthropy
www.philanthropy.com/grants
- LiveWell Colorado
<https://livewellcolorado.org/resource-center/funding-opportunities/>
- Colorado Grants
<http://coloradogrants.org/resources/deadline-calendar.php>

User Instruction: Develop a plan for fundraising for sustainability of the byway, guided by the following questions.

- Do you have a fundraising committee for your byway’s committee or board?
- What are local, regional and national sources of grant funding that you can pursue?
- What fundraising plan or process is in place for your byway?

Example of Fundraising Goal and Strategies from the Lariat Loop Scenic Byway:

The Lariat Loop Heritage Alliance (LLHA) is the partnership comprised of 25 partners working to promote the natural and historic resources of the Lariat Loop. LLHA established a fundraising goal to be a “vibrant healthy organization that has the power to raise funds to support the organization, its activities and special projects.” Strategies to accomplish this goal included continued pursuit of grants; taking steps towards eligibility for the Scientific & Cultural Facilities District (SCFD); and seeking designation and applying for funding from Preserve America at www.preserveamerica.gov.⁶⁶

⁶⁶ Lariat Loop Scenic and Historic Byway Corridor Management Plan. Retrieved from <https://www.codot.gov/travel/scenic-byways/north-central/lariat-loop/LariatLoopScenicAndHistoricBywayReport.pdf>

Conservation Plans

Conservation plans are developed and implemented to protect, conserve, or enhance the record of decisions that support and inform treatment of land that meets the planning criteria for multiple natural resources including soil, water, air, animals, energy and human considerations. The conservation plan could include federal and local plans and component plans like a Comprehensive Nutrient Management Plan, Grazing Plan, Integrated Pest Management Plan, and Wildlife Management Plan.⁶⁷

A good way to find out what needs protection in your community and plan for management is to conduct a community visual assessment involving citizens, school groups, local leaders and business owners. After the assessment the information gathered can be used for development of activities such as community walks and slide presentations to show how the scenic views can be protected by willing citizens.⁶⁸

Example of Conservation Planning from Santa Fe Trails Scenic and Historic Byway (SFTB) Conservation Plan:

The SFTB Conservation Plan used a systematic process to evaluate the identified intrinsic qualities of the Byway including wildlife habitat, scenic views, historical sites, working agricultural lands and proximity to other conserved lands. Evaluation of the weighted data helped SFTB to prioritize conservation efforts for scenic, natural, recreational, historic, and cultural resources in the near future.⁶⁹

Example of Conservation Planning in Peak to Peak Scenic and Historic Byway Visual Intrusion Reduction Plan:

The Peak to Peak Byway developed a Visual Intrusion Reduction Plan to include actions for how to limit visual intrusions or unfavorable visual features in the corridor to preserve the scenic quality. These visual intrusions are often caused

⁶⁷ Conservation Plans. Retrieved from

<https://www.nrcs.usda.gov/wps/portal/nrcs/detail/national/programs/technical/cta/?cid=stelprdb1049425>

⁶⁸ Strategies for Protecting Scenic Views and Vistas. Retrieved from

<http://www.scenic.org/issues/scenic-easements-a-view-protection/strategies-for-protecting-scenic-views-and-vistas>

⁶⁹ Santa Fe Trails Scenic and Historic Byway. Retrieved from

<http://www.santafetrailsenicandhistoricbyway.org/cmpintro.html#anchor11286http://www.santafetrailsenicandhistoricbyway.org/SFTPLTConservationPlan.pdf>

by disruptions of natural landscape by human actions in areas of signage, guardrails, pavement, and road width and vehicle barriers.⁷⁰

⁷⁰ Peak to Peak Visual Intrusion Reduction Plan. Retrieved from <https://www.codot.gov/travel/scenic-byways/north-central/peak-to-peak/ScenicByway-PeaktoPeakVisualIntrusionReductionPlan>

Scenic Byways Collaboration

Preparation of a byway's CMP document includes collaborating with key agencies, including the following:

- [Colorado Creative Districts](#) to connect to detailed Colorado visitor information about tours, welcome centers and industry partners
- [Colorado Main Street Program](#) is part of Main Street America™ for connection to revitalize older and historic commercial districts and build vibrant neighborhoods and thriving economies through preservation-based economic development.
- [The Colorado Department of Agriculture](#), for agritourism, which covers services provided by farmers and experienced by consumers who value recreational, education, and leisure activities. Events are often on a farm or ranch, and the consumer has an opportunity to connect with a natural resource, heritage or a valued culinary experience.
- [Destination Development Association](#) is an organization that provides an array of resources for municipalities, planning, tourism, and economic development.

Example of Collaboration with Key Agencies from Santa Fe Trails Scenic and Historic Byway:

Various organization were involved in stakeholder meetings during the development of finalized plans for the Santa Fe Trail Scenic and Historic Byway Corridor Management Plan. Organizations that considered coordination of the CMP with the planning of their own organization's plans included State of Colorado Recreational Parks, Southeast Colorado Regional Heritage Task Force, Trinidad Tourism Board, Colorado Department of Transportation, National Parks Service, United States Forest Service, and Division of Wildlife.⁷¹

⁷¹ Santa Fe Trails Scenic and Historic Byway. Retrieved from <http://www.santafetrailsenicandhistoricbyway.org/cmpintro.html#anchor11286>

Integration of Other Plans into the CMP

As the CMP is developed and implemented, it is critical that other documents for the byway be considered for integration and alignment.



Even more importantly, this plan must be shared and integrated with all other regional and statewide plans. This ensures that all efforts in the byways area are symbiotic and coordinated, to the benefit of all involved.

Examples of other plans include the following:

- **Transportation Plan.** This statewide plan “identifies the future needs for Colorado's transportation system, establishes a transportation vision and goals for the state, and outlines the strategic direction necessary to achieve these goals. The plan connects current and future funding realities with business practices and partnering efforts to deliver an effective and efficient transportation system that works for Colorado today and in the future.”

“Transportation Matters” is the motto on the CDOT logo that expresses that the absence of transportation leaves no access to the communities, jobs, and natural areas that make Colorado so wonderful. From trains, planes, and automobiles; from mountains to the plains, the transportation future is being built by Coloradans.⁷²

- **Land Use Plan.** According to the Colorado Department of Local Affairs, Colorado allows local government control with respect to land use planning. Planning regulations including zoning, sign codes and building codes are mostly locally designated.⁷³
- **Economic Development Plan.** Goal areas for economic development for byways include strengthening some traditional economies, having tourism revenue increased, preserving agricultural and rural identified areas, and building bridges to stakeholders.⁷⁴

⁷² Colorado Department of Transportation. Retrieved from https://www.codot.gov/programs/planning/documents/planning-programs/SWPLogo_Explanation.pdf

⁷³ Colorado Department of Local Affairs.

⁷⁴ Colorado Scenic Byways Economic Development Strategies. Retrieved from <https://www.codot.gov/travel/scenic-byways/assets/scenic-byways-economic-strategies-plan-final-12-17.pdf>

- **Bureau of Land (BLM) Economic Development Plan.** The BLM provides policy direction for Visual Resource Management (VRM) on BLM-administered lands to identify and visual resource values, maintain scenic values and minimize impacts of activities that disturb the surface on visual resources.⁷⁵

Example of Central Front Range Regional Transportation Plan:

The Regional Transportation Plan for the Central Front Range notes that the three scenic byways in Custer, Fremont, Park, part of El Paso and part of Teller County have importance for tourism and a viable economy. The three byways in the central front range are Frontier Pathways, Guanella Pass, and the Gold Belt Tour.

Central Development of the Statewide Transportation Plan (SWP) is required at the state and federal levels and involved CDOT working closely with a number of planning partners and key stakeholders in an effort to make sure that the final SWP reflects the priorities and addresses the needs of all Coloradans.

Colorado established Transportation Planning Regions (TPRs), a grassroots planning process composed of local elected officials and transportation professionals from non-urban areas of the state that serve on Regional Planning commissions (RPCs). The RPCs represent regional transportation interests in their respective areas, and play a central role in the development and approval of their respective Regional Transportation Plans (RTPs), and the SWP.⁷⁶

This regional transportation plan is an opportunity to integrate a statement that these byways have a Corridor Management Plan.

Example of Gold Belt Byways Economic Development Description:

The Gold Belt National Scenic Byway describes the economic development in Cripple Creek and Victor to include mining districts that produced a total of 21 million ounces of gold over the course of the Gold Rush and it is being accelerated with economic development in the region.

New developments in industries including financial, newspapers, engineering firms, hotels, restaurants and general stores, and saloons provide the predominance of tourism-supported services and retail. With about 3,500

⁷⁵ Bureau of Land Management

http://blmwyomingvisual.anl.gov/docs/BLM_VRM_8400.pdf

⁷⁶ Colorado Department of Transportation. Retrieved from

<https://www.codot.gov/programs/planning/transportation-plans-and-studies/statewide-transportation-plan>

businesses employing 20,500 people, the sector breakdown has 42% services (lodging, auto, entertainment, health, legal, and education); 13% retail; 9% construction; and 5% agriculture and mining.⁷⁷

⁷⁷ Colorado Scenic Byways Economic Development Strategies. Retrieved from <https://www.codot.gov/travel/scenic-byways/assets/scenic-byways-economic-strategies-plan-final-12-17.pdf>

TRAINING AND RESOURCES

Detailed training is accessible through the CDOT Colorado Byways website at www.coloradobyways.org. For access to a webinar for the CMPs and for further information and questions, please contact Lenore Bates at lenore.bates@state.co.us.

APPENDICES/REFERENCES

Below are several appendices for additional resources to complete and update the CMP:

Appendix A: [Byways101](#)

Appendix B: Byways Corridor Management Binder/CD (2009-2010)

Appendix C: Grassroots Training www.coloradobyways.org

Appendix D: [Byways101 Assessment Tool](#)

Appendix E: Community Guide to Planning and Managing a Scenic Byway, [Community Guide to Planning and Managing a Scenic Byway](#)

Appendix F: [National Scenic Byways Program 23 U.S. Code § 162](#)

Appendix G: Federal Register Volume 60, Issue 96 (May 18, 1995) Citation 60 FR 26759, <http://www.gpo.gov/fdsys/pkg/FR-1995-05-18/html/95-12211.htm>

Appendix H: Benefits of Colorado's Historic and Scenic Byways (2013), <https://www.codot.gov/travel/scenic-byways/assets/co-scenic-byways-study-final-october-2013.pdf>

Appendix I: List of 26 Colorado Byways

- [Alpine Loop National Scenic Back Country Byway](#)
- [Cache La Poudre—North Park Scenic and Historic Byway](#)
- [Colorado River Headwaters National Scenic Byway](#)
- [Dinosaur Diamond Prehistoric Highway National Scenic Byway](#)
- [Flat Tops Trail Scenic Byway](#)
- [Frontier Pathways National Scenic and Historic Byway](#)
- [Gold Belt National Scenic and Historic Byway](#)
- [Grand Mesa National Scenic and Historic Byway](#)
- [Guanella Pass Scenic Byway](#)
- [Highway of Legends Scenic Byway](#)

- [Lariat Loop Scenic and Historic Byway](#)
- [Lost Caminos Antiguos Scenic and Historic Byway](#)
- [Mount Evans Scenic Byway](#)
- [Pawnee Pioneer Trails](#)
- [Peak to Peak Scenic and Historic Byway](#)
- [San Juan Skyway National Scenic Byway](#)
- [Santa Fe Trail National Scenic Byway](#)
- [Silver Thread Scenic Byway](#)
- [South Platte River Trail Scenic and Historic Byway](#)
- [Top of the Rockies National Scenic Byway](#)
- [Trail of the Ancients National Scenic and Historic Byway](#)
- [Trail Ridge Road/Beaver Meadow National Scenic Byway](#)
- [Unaweep/Tabeguache Scenic and Historic Byway](#)
- [West Elk Loop Scenic Byway](#)

Appendix J: Example of Bylaws Outline from Gold Belt Scenic Byway

BYLAWS OF GOLD BELT TOUR SCENIC AND HISTORIC BYWAY ASSOCIATION, INC.

A COLORADO NONPROFIT CORPORATION, As revised and adopted on 4-12-2010

- ARTICLE I :MEMBERSHIP
 - Section 1 Capital Stock
 - Section 2 Rights.
 - Section 3 Numbers
 - Section 4 Dues, Benefits, Voting
- ARTICLE II: BOARD OF DIRECTORS
 - Section 1 Number and Authority
 - Section 2 Election/Appointment
 - Section 3 Terms
 - Section 4 Meetings
 - Section 5 Composition
 - Section 6 Action without a Meeting
 - Section 7 Telephone Participation in Meetings
 - Section 8 Quorum

- Section 9 Removal
- Section 10 Advisory Groups
- Section 11 Vacancies
- ARTICLE III: MEMBERSHIP MEETINGS
 - Section 1 Annual Meeting
 - Section 2 Special Meetings
- ARTICLE IV: OFFICERS
 - Section 1 Positions and Manner of Election
 - Section 2 Other Officers
 - Section 3 Executive Director
 - Section 4 Chairperson
 - Section 5 Vice-Chairperson
 - Section 6 Secretary
 - Section 7 Treasurer
 - Section 8 Emergency Authority
- ARTICLE V: AMENDMENTS
 - Section 1 Amendments
- ARTICLE VI: INDEMNIFICATION
 - Section 1 Indemnification
- ARTICLE VII: COMMITTEES
 - Section 1 Creation
 - Section 2 Nomination Committee
 - Section 3 Authority
 - Section 4 Meetings
 - Section 5 Termination
 - Section 6 Member Participation
- ARTICLE VIII: BUDGET
 - Section 1 Budget
- ARTICLE VIX: FISCAL YEAR
 - Section 1 Fiscal Year
- ARTICLE X: PARLIAMENTARY PROCEDURE

- Section 1 Minimum Requirement
- Section 2 Additional Procedures
- ARTICLE XI: DISCRIMINATION PROHIBITED
 - Section 1 Discrimination Prohibited
- ARTICLE XIII: BUSINESS TRANSACTIONS BETWEEN DIRECTORS AND THE ASSOCIATION
 - Section 1 Non-Disqualification
 - Section 2 Disclosure Requirements
 - Section 3 Lack of Actual Participation
 - Section 4 Absence During Discussion
 - Section 5 Role at Meeting
- ARTICLE XIII: NON-PARTISAN STATUS
 - Section Candidates for Public Office