

**Scenic Highway of Legends**  
**South Central Colorado**

**Corridor Management Plan**

**Prepared for the Scenic Highway of Legends, Inc.**

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**September 2000**

# Scenic Highway of Legends

## *Our Vision*

*“Working together as the Scenic Highway of Legends we desire to enhance, promote, and protect the intrinsic scenic, recreational, cultural, and natural resources along the byway. We desire to accomplish this in a manner that is appropriate and sensitive to each of our members specific or local needs. We understand that the SHOL’s resources are of great significance and must be protected for all time for generations to come.”*

## *Acknowledgements*

The authors of this Corridor Management Plan would like to thank the many organizations and individuals who contributed time and energy to this effort. Specifically, we wish to thank the Scenic Highway of Legends, Inc. the U.S. Forest Service (San Isabel National Forest, San Carlos Ranger District), the Colorado Department of Transportation, and the Federal Highway Administration

## Scenic Highway of Legends Corridor Management Plan Executive Summary

In 1987 a group of business owners and residents along SH 12 and U.S. 160 created the Scenic Highway of Legends, Inc.—an organization committed to both promoting and protecting the Scenic Highway of Legends (SHOL). In 1989 the SHOL applied for and received designation as a Colorado Scenic and Historic Byway and also designation as a National Forest Scenic Byway (1990) under the U.S. Forest Service's byway program. The SHOL abounds with scenic, recreational, historical and cultural resources that attract visitors from Colorado, the southwestern region of the United States, and the nation as well.

Two resources truly are unique. The first is the area's geology. The famous rock dikes that extend from the twin Spanish Peaks (National Natural Landmark) are found only in one other location on earth—Tibet. The peaks rise over 7,000 feet from the valley floor. Other dramatic geological features include the Stonewall, the Dakota Wall, the Devil's Stairsteps, Profile Rock and Goemmer's Butte.

The other unique resource of the Scenic Highway of Legends are the *Legends*, the provocative and compelling stories that have been handed down from generations and are popularly believed to have an historical basis, although not verifiable. In reality many of the *Legends* do have historical bases—others may not, but also the lack of an historical basis cannot be verified. Almost 50 *Legends* have been identified in the SHOL region and they form the foundation of an almost unparalleled interpretive effort.

This Corridor Management Plan reaffirms the vision of the byway organization and the intense commitment of a few individuals and the enormity of what they have accomplished in a few short years. The plan also is a call to action and a solicitation for others to share the workload and see more substantial projects implemented. The SHOL's new web site is dramatically reaching new audiences. A re-energized byway organization will be preparing an Interpretive Action Plan in the near future. The U.S. Forest Service remains a keen and helpful partner, as is the Colorado Division of Parks and Outdoor Recreation.

This Corridor Management Plan assesses the SHOL's intrinsic qualities, provides an overview of existing services and attractions and considers transportation and traffic safety issues. The plan also addresses interpretive planning needs, tourism and economic development and resource protection. Almost one hundred plan recommendations are provided in an Action Plan that identifies priorities and responsible parties. Benchmarks for success are identified as well as a monitoring and evaluation program.

The Scenic Highway of Legends, Inc. is committed to promoting, preserving, and protecting the byway's resources. We understand and appreciate the uniqueness of our resources and the need to protect them for all time.

## Report Organization

The Scenic Highway of Legends Corridor Management Plan (CMP) is organized as follows:

The plan begins with our Vision Statement, Acknowledgements, and an Executive Summary

**Section 1. *Introduction***

Section 1 provides a description of the location and route of the Scenic Highway of Legends (SHOL). It discusses the purpose of our plan and the desired benefits and outcomes we would like to achieve. A recommendation for extending the SHOL is provided.

**Section 2. *Public Involvement***

A history of our public involvement process to date is provided here. Our Memorandum of Understanding (MOU) with the Pike and San Isabel National Forests also is referenced.

**Section 3. *Byway Organization and Management***

A description of our byway organization is provided here as well as the means of managing byway resources and attractions. Our MOU, as well as our bylaws provide the structure for how we operate as a public and private sector partnership. This section describes how the organization simultaneously promotes resource protection, tourism, and economic development.

**Section 4. *Our Byway Vision, Mission, and Objectives***

This section is the most important component of our CMP. It clearly defines our vision and mission and makes recommendations based on our objectives. The objectives provide the guidance for making recommendations and describe what we are all about—what we are doing and hope to achieve.

**Section 5. *Byway Corridor and Region***

Section 5 provides a description of our byway corridor and region and articulates that the “corridor” is not legally defined—that it really is an area of influence defined locally and regionally by the Scenic Highway of Legends and its partners. Major land uses are described and excursions or loop tours off the SHOL are described as well as their thematic links and importance to the SHOL. Recommendations on ways to strengthen these thematic links are provided.

**Section 6. *Overview of Existing Visitor Services and Attractions***

This section categorizes and describes our visitor information services as well as support services, for example lodging, restaurants, and retail

services. Recommendations are made on how to better serve our visitors or “customers”.

**Section 7. *Quality of Visitor Experiences***

We want visitors to the SHOL to have enjoyable and memorable experiences as they visit our attractions and personally engage us. Section 7 discusses how important premier settings and activities are and the need to meet or exceed our visitors’ expectations. The concept of “enjoyable surprises” is introduced and recommendations are made that will enhance experiences both for visitors and residents.

**Section 8. *Inventory and Assessment of the Scenic Highway of Legends Intrinsic Qualities***

The SHOL’s intrinsic qualities are what bring people to our area. They also are what need protection. This section discusses the scenic, recreational, natural, and historic qualities that make the SHOL special. The regional and national significance of these resources is described and recommendations are provided which prompt us to know more about our resources.

**Section 9. *Transportation and Traffic Safety***

Access to the SHOL’s resources largely depends on the quality of the transportation infrastructure that comfortably and safely serves our visitors and us. Traffic volumes, highway design characteristics and accident record data are provided. This section also discusses the ramifications of commercial traffic and seasonal factors. Access control issues are discussed as well as “intermodal” or non-vehicular opportunities. We provide recommendations to further assure safe and pleasant travel.

**Section 10. *Signage***

Signage opportunities and regulations often are key issues in planning byways. Section 10 provides discussion about state scenic byway signage programs, outdoor advertising alternatives, interpretive signage, and the importance of graphically attractive and uniformly executed images. Our recommendations show that there are a number of alternative outdoor advertising solutions to unattractive billboards and their proliferation.

**Section 11. *Interpretive Planning***

Interpretive planning is where the vision and the visitor meet. Section 11 describes how important it is for us to tell stories about our resources and *Legends* that are provocative, emotive, entertaining, and compelling. With provocative themes and a clear understanding of the opportunities and challenges to good interpretation, this section assists in providing the groundwork and recommendations for telling our compelling stories.

**Section 12. *Tourism, Marketing, and Promotion***

How do we develop sustainable tourism and economic development? This section reviews current tourism efforts and provides recommendations for marketing and promoting the SHOL. This section convinces us that sustainable tourism resource development is a mandate and through thoughtful action we can attract ethically inclined visitors who love our resources, share our concerns for protection, *and* have more than adequate travel budgets.

**Section 13. *Scenic Highway of Legends Resource Protection***

The protection of our scenic, natural and historic resources is essential to the long-term sustainability of our byway. Many of our compelling stories rely largely on these resources and the maintenance of their quality. This section describes means of protecting these resources.

**Section 14. *Funding Strategies***

Enhancing, interpreting, promoting, and protecting the SHOL's resources require money. Section 14 describes existing and potential funding sources and the particular importance of federal TEA-21 funding. Short- and long-term funding sources are described and recommendations are made to help provide a sustainable funding stream to the SHOL.

**Section 15. *Implementation, Monitoring, and Evaluation***

This plan is about getting things done. Section 15 discusses priorities, schedules, and responsibilities. It provides an action plan for getting SHOL projects accomplished, as well as the need to maintain flexibility for unforeseen funding situations and other key variables.

If desired benefits and outcomes are not achieved; if the SHOL vision is not realized; if key objectives are not met, the plan is not working and corrective measures should be taken. A monitoring and evaluation program allows the SHOL to track the plan relative to specific targets and goals—both quantifiably and qualitatively. Section 15 discusses the means and makes recommendations toward developing a monitoring and evaluation program.

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## **Section 1. Introduction**

### **1.A. Background**

The Scenic Highway of Legends, Inc. (SHOL) was created in June 1987, as a grassroots effort of area businesses and residents to promote tourism and protect the byway's many resources. Participation also included the communities, counties, chambers of commerce, economic development entities, and state and federal agencies. A detailed list of partners is provided under Section 3.D. The SHOL was designated as one of the first four Colorado State Scenic and Historic Byways on September 22, 1989. On February 2, 1990, the byway also was designated a National Forest Scenic Byway by the U.S. Forest Service. By Colorado State Congressional Resolution, the route was officially named the Scenic Highway of Legends prior to the creation of the State Byways Program.

### **1.B. Location and Route**

The Scenic Highway of Legends is located in south central Colorado. The 82-mile route includes 68 miles of State Highway (SH) 12 and 14 miles of U.S. 160. Technically, by Colorado State Congressional Resolution, the Scenic Highway of Legends refers only to the SH 12 segment. The Scenic Highway of Legends includes the U.S. 160 segment—the state scenic byway designation. The byway links with Interstate 25 at Walsenburg, Trinidad, and Aguilar. Key byway features include Cuchara Pass (9,241 feet elevation), the Spanish Peaks, Purgatoire River, Cuchara River, Monument Lake, North Lake, Trinidad Lake State Park, and Lathrop State Park. A more detailed listing of features and attractions is located in Section 8 of this document.

### **1.C. Purpose of the Corridor Management Plan**

This plan serves the following purposes:

1. An opportunity for all byway participants and stakeholders to reaffirm the vision for the Scenic Highway of Legends and increase interest and participation in the organization.
2. Preparation of an updated planning document that describes goals, objectives, features and attractions. This document provides management continuity as well as an educational tool for new participants.
3. Preparation of a flexible management strategy allowing for informed decision-making regarding byway resources, as well as visitor information and services.
4. Better integration of state byway efforts and the U.S. Forest Service National Forest Byways program.

5. A planning document that facilitates and diversifies the SHOL's fund raising opportunities.

#### **1.D. Desired Benefits and Outcomes**

This plan addresses several desired benefits and outcomes, including:

- Promotion of tourism development along Colorado State Highway 12, and U.S. 160 to benefit both Las Animas and Huerfano Counties (SHOL Bylaws.)
- A resurgence of interest in the Scenic Highway of Legends, including the attraction of new partners and volunteers to assist with the day-to-day operations of the byway.
- Reaffirmation of the byway organization's goals and objectives for marketing and resource management.
- Integration of SHOL and the U.S. Forest Service National Forest Byway designations.
- Regional marketing opportunities with other state byways.
- Means of providing visitors with recreation and travel service information.
- Preparation of quality interpretive and educational materials that allow the SHOL to promote, maintain, and enhance the byway visitors' experience.
- Means of identifying ongoing funding sources.

#### **1.E. Recommendations—“Adding to the Scenic Highway of Highways”**

- Add U.S. Forest Service Road 46 from Cuchara Pass to Aguilar as a Backcountry Byway segment to the Scenic Highway of Legends.
- Identify and assess pullout locations corresponding to *Legends* sites.

Promote the following loop tours and excursions and ask for their assistance in return marketing for the SHOL. See Section 5.C.

## **Section 2. Public Involvement**

Initial and ongoing public involvement have been key to the success of implementing many of the SHOL's goals and objectives.

### **2.A. Initial Public Involvement**

The state congressional designation of the SHOL in 1987 and designation as a state scenic and historic byway were widely publicized. Byway businesses and communities identified the desire for economic development balanced with the protection of natural and cultural resources. Byway publicity also resulted from community, county, and state agency participation. The SHOL's Board of Directors also is aware of the ongoing needs for visitor service information and hospitality training.

### **2.B. Ongoing Public Involvement**

Preparation of this corridor management plan has required the ongoing involvement of communities, businesses, and individuals. The SHOL conducts regular business meetings at different locations along the byway. The meeting dates and locations are established as far ahead as practical.

### **2.C. Media Relations**

By virtue of the SHOL's efforts and statewide efforts by the Colorado Scenic and Historic Byways Commission, the SHOL has received considerable media coverage. Coverage has included the Statewide Byway Brochure, the SHOL's byway brochure and booklet, a one-hour television special on all of Colorado's then twenty-one byways, the State Scenic Byways Internet site, the Federal Highway Administration Scenic Byways Internet site, as well as state and local press.

### **2.D. Recommendations—*"Expanding Our Vision and Influence"***

- Publish a quarterly newsletter.
- Conduct a mass mailing.
- Place articles in all regional newspapers.
- Conduct an annual public open house at varying locations along the byway.
- Promote communication and collaboration between all byway communities.
- Conduct a public education and outreach program to expand SHOL involvement and interest beyond the current membership base.

- Create an “E-mail tree” for rapid information dissemination.
- Assemble and organize various mailing lists from member organizations and user groups.
- Develop a “Traveling Exhibit” comprised of illustration boards, handouts, a slide show, and video tape for use in education and outreach efforts and fundraising.
- Provide visitor comment cards and drop-off boxes at numerous locations along the SHOL. Solicit visitor input wherever possible.
- Use the new web site as a means of collecting member, resident, and visitor input. Recognize that soliciting visitor input via a web site typically is met with a relatively low response rate and may be biased toward negative comments.
- Use the various trails planning efforts and forums to publicize SHOL efforts and activities.
- Further utilize Trinidad media to disseminate byway information.
- Encourage awareness of this Corridor Management Plan. Encourage formal and informal presentations and meetings with agency, community, and citizen groups to solicit input on byway designation, marketing, resource protection, and signage issues.
- Encourage ongoing partnerships and joint projects with established organizations, including other byways.
- Develop a long-term arrangement with an area newspaper to serve as the Official Newspaper of the Scenic Highway of Legends.

### **Section 3. Byway Organization, Management, and Partnerships**

The SHOL is aware that the ability to implement byway actions, market, and conduct short- and long-term planning requires an effective byway organization. The SHOL developed corporate bylaws to facilitate organizational development and project implementation.

#### **3.A. Byway Organization**

A Board of Directors is elected annually and includes a president, vice-president, secretary, and treasurer. According to the organization's bylaws (See Appendix B. Bylaws), the directors must be representative of Huerfano and Las Animas Counties and will share the mission and goals of the corporation. The number of Directors may vary between four and fifteen. Ad hoc committees may be created on an as-needed basis. One standing committee—Budget and Finance, is chaired by the treasurer and consists of three-to-five members. Other committees address signage, history, promotion, and events and projects

#### **3.B. Management**

Byway management issues are addressed at the director and membership meetings. A representative of the San Isabel National Forest (San Carlos Ranger District) attends and provides coordination with the management of the National Forest Scenic Byway. A Capital Investment Project Description Form was completed by the Forest Service in 1991 and outlined recreation, interpretation, and trail improvements. Initially, twenty-one interpretive sites were identified corresponding to the twenty-one *Legends* of the byway. In addition to site locations, the Capital Investment Project Description Form included a description of the action, potential partners, a conceptual design, and estimated cost.

Presently, the Board of Directors, and in a different capacity—the U.S. Forest Service, handles administrative needs of the SHOL. As with many volunteer organizations, a substantial amount of the administrative work is performed by a relatively few number of members. With many planning and construction projects underway, additional volunteers are needed. As with many volunteer-based organizations, volunteer burnout is a concern. The organization needs more existing and new members to share the large workload.

#### **3. C. Memberships**

Individual, businesses, and corporate memberships to the Scenic Highway of Legends, Inc. are available. Benefits include participation in byway-related activities, business promotion, presence on the official web site, and the opportunity to provide input to the Board of Directors. A nominal annual fee is assessed for individual, business, or corporate members.



### **3.D. Partnerships**

A large number of federal, state, county, and municipal partners were involved in the creation of the SHOL. The original partners of the SHOL included the Las Animas County Economic Development Organization, the Las Animas County Chamber of Commerce and the Las Animas County Commissioners; Huerfano County Economic Development, Inc., the Huerfano County Chamber of Commerce and the Huerfano County Commissioners; the City and Town Councils of Trinidad, Walsenburg, and La Veta; and the Aguilar Boosters Club. Additional partners included the Colorado Division of Commerce, Colorado Department of Local Affairs, Colorado Division of Wildlife, Colorado Division of Parks and Outdoor Recreation, Colorado Department of Natural Resources, the Colorado Historical Society, the Mined Land Reclamation Board, and the Colorado Department of Transportation.

In June 1991, a Memorandum of Understanding between SHOL and the U.S. Forest Service was signed. This memorandum defines the joint need for a corridor management plan complying with requirements of both the Colorado State Scenic and Historic Byways Program and the National Scenic Byways Program. According to the memorandum, the plan “will guide development of facilities and services in order to promote public understanding and use of recreational, scenic, historic, and natural features along Scenic Highway of Legends. (See Appendix C. Memorandum of Understanding)

The MOU identifies the SHOL as the principal organization to coordinate and guide all activities related to marketing, planning, and operating the Scenic Highway of Legends. The U.S. Forest Service also acts as the principal agency for supervision and control of byway projects and activities occurring on national forest lands.

The memorandum states that the SHOL and the U.S. Forest Service mutually agree to coordinate with each other on ideas, activities, and initiatives along the Scenic Highway of Legends to promote its development, use, interpretation and conservation. An amendment to the San Isabel National Forest Land Resource Management Plan is included with the memorandum. The amendment modifies the Forest Plan identifying needs for corridor, viewshed, and vegetation management plans, as well as recreation facility needs, an interpretive plan, and additional partnership agreements. The viewshed management plan is to include a map of the viewshed boundaries, updated Visual Quality Objectives for national forest lands within the byway corridor, and a viewshed monitoring plan.

### **3.E. Recommendations—“Into the New Millennium...and Beyond”**

In the years to come the SHOL would like to look back and say we made good management decisions. We have helped communities and the region. We have helped residents and tourists. We are proud of the sense of stewardship we have for

the SHOL's resources...and we have assured the protection of important resources to be passed on to our children and grandchildren. The following organization and management recommendations will help achieve this vision.

- Ensure the long-term sustainability of SHOL leadership by whatever means possible. Expand the leadership base and bring new entities and individuals into the organization as soon as possible. Reduce the taxing administrative burden now placed on a limited number of members.
- Pursue mutually beneficial relationships with the Frontier Pathways and Santa Fe Trail National Scenic Byways minimizing competition or redundancy and promoting regional tourism and marketing efforts.
- Pursue 501 ( c ) 3 non-profit corporate status with the Internal Revenue Service. In addition to tax-exempt status, 501 ( c ) 3 designation broadens available funding sources. Many funding entities only can contribute to 501 ( c ) 3 or other charitable organizations. Non-profit status also provides additional organizational strength and credibility and helps formalize and administer procedural tasks.
- Maintain and enhance incentives for both professional participants and volunteers. For example, establish an annual awards program that recognizes outstanding contributions on the part of individuals and organizations.
- Clarify who should be contacted for specific purposes. Identify who should be contacted for tourism information as well as administrative or management issues. Provide both public and private sector contacts.
- Stay in ongoing contact with tourism organizations and entities and send representatives to regional or national programs or conferences as possible.
- Update the 1990 Memorandum of Understanding with the U.S. Forest Service (Pike and San Isabel National Forests).
- Coordinate with both the Las Animas and Huerfano County Planning Departments and economic development entities including the Trinidad-Las Animas County Economic Development, Inc.
- Take a very active role in Huerfano County and Walsenburg economic development.
- Better involve and integrate Hispanic cultural traditions into the SHOL.
- Better involve and integrate Native American cultural traditions in the SHOL.
- Where practical and proficient, hire local consultants and contractors to undertake

- projects for the SHOL. Many of the local individuals and entities are highly knowledgeable about the SHOL area and issues, cost competitive local investment directly supports SHOL goals.

## Section 4. Our Vision, Mission, and Objectives

The SHOL's vision statement is the most important and powerful expression of what the group is all about and what we want to do. It is "our reason to be." All other planning elements find their essence within the vision statement. Our mission statement tells us how we will implement the vision. Our objectives tell us how to manifest our mission and specifically lay the groundwork for all our plan recommendations.

### 4.A. Our Vision

*"Working together as the Scenic Highway of Legends we desire to enhance, promote, and protect the intrinsic scenic, recreational, cultural, and natural resources along the byway. We desire to accomplish this in a manner that is appropriate and sensitive to each of our members specific or local needs. We understand that the SHOL's resources are of great significance and must be preserved and protected for all time for generations to come."*

### 4.B. Our Mission

In light of our vision it is our mission to insure the highest degree of enhancement, promotion, and protection of the SHOL's resources. This mission will be accomplished through our bylaws, our Memorandum of Understanding (MOU) with the U.S. Forest Service and our Corridor Management Plan. Our bylaws describe our purpose, organizational structure, basis for membership, duties of officers, and committees.

The MOU also includes the U.S. Forest Service mission to "insure that all activities and facilities occurring on National Forest lands within the Scenic Byway corridor and/or viewshed are consistent with the Scenic Byway Corridor Plan, subject to the laws and regulations of the United States governing the Forest Service." "The Scenic Highway of Legends, Inc. shall "act as the principal organization to coordinate and guide all activities relating to the marketing, planning, and operation of the Scenic Highway of Legends." The SHOL also is responsible for involving and coordinating the activities of all byway partners.

### 4.C. Recommendations—Our Objectives... "What We All Are About"

- Reaffirm and share our vision to get more people involved to help us accomplish our projects. Too few people are doing too much.
- Monitor and review all plan recommendations relative to our vision, mission, and objectives. This will help us boost economic development while protecting important resources.

The following objectives provide the foundation for all our plan recommendations:

1. Ensure the long-term sustainability of the SHOL and its effective management of all byway resources.
2. Maintain an ongoing public involvement process that includes all SHOL public and private sector partners and encourages new members to participate. Use the SHOL to reach broader scenic and historic byways participation.
3. Increase the level of tourist-based visitation and related economic development along the SHOL.
4. Attain the highest quality experience possible for all our byway visitors commensurate with the quality of the SHOL's intrinsic qualities.
5. Provide exceptional visitor service information meeting the diverse needs of the traveling public.
6. Provide visitors of all ages with state-of-the-art interpretive resources that are enjoyable, educational, provocative, and emotive.
7. Develop educational program materials and teachers' guides for use in all school levels.
8. Enhance tourism marketing and promotion programs suited to target regional and national markets.
9. Maintain and enhance resource protection programs suited to the diverse needs of the SHOL.
10. Develop an ongoing monitoring program that assesses tourism goals and achievements and the success of resource protection measures. Based on the results of this program, amend this plan and take corrective measures as needed.

## **Section 5. Byway Corridor and Region**

### **5.A. Byway Corridor and Region**

The Scenic Highway of Legends is an 82-mile loop to the west of I-25 in south central Colorado. The byway includes 70 miles of SH 12 and 12 miles of U.S. 160 and intersects with I-25 near Walsenburg, at Trinidad and Aguilar. The byway traverses diverse semi-urban, rural, and natural landscapes. Two larger rural communities are located along the Scenic Highway of Legends. La Veta is on the northern portion of the byway about 3 miles south of U.S. 160. Cuchara is on the south-central portion of the byway about 5 miles north of Cuchara Pass.

Forested landscapes, pastureland, distinctive geologic formations, and lakes and reservoirs characterize the route. The two Spanish Peaks, the magnificent Sangre de Cristo Mountains and the Greenhorn Mountains provide dramatic beauty. Because of location and elevation of the Spanish Peaks, they have served as navigational landmarks to Native Americans, Spanish settlers, and those who came after. The Great Plains and southern Rocky Mountains converge south of Cuchara Pass—both the vegetation and topography distinctly change at this juncture.

The Colorado Scenic Byways Program does not require the definition of a byway corridor width in terms of a measurable unit, a political jurisdiction, geography, or other common ways of defining a landscape. The SHOL byway corridor varies. In many locations the byway may be considered to be the visible landscape consisting of expansive views. Along other segments the byway corridor may be geographically and visually constrained, for example, by rock formations. Though the protection of scenic resources may be very important, jurisdictional or regulatory authorities are limited to county and local governments. State or federal agencies manage the scenic quality of state and federal lands. The byway corridor also varies with the SHOL's intrinsic resources—whether they are scenic, recreational, historic, natural, cultural, or geological.

Whether a resource or attraction is “on” or “off” the byway depends on the nature of the attraction, local decision-making, and the Corridor Management Plan. To be eligible for TEA-21 funding (the primary source of Federal Highway Administration byway funding), the resource or attraction must be relatively close to the byway and strongly related thematically.

### **5.B. Major Land Uses**

With the exception of the two interstate gateway cities of Trinidad and Walsenburg, the vast majority of the SHOL is rural in character. Land uses included mixed lot residential, commercial, state and U.S. Forest Service recreation areas, other federal lands managed by the U.S. Forest Service, Colorado Division of Wildlife state wildlife areas, ranching, historic districts, and rural communities.

### **5.C. Excursions and Loop Tours**

There are a number of excursions or loop tours accessible via the Scenic Highway of Legends that greatly expand the byway's resources for visitors and residents. These include:

- Great Sand Dunes National Monument (northwest)
- La Veta Pass and Fort Garland (west)
- Los Caminos Antiguos Scenic and Historic Byway (west)
- Santa Fe Trail National Scenic Byway (east)
- Sangre de Cristo Mountains and Wilderness Area (north)
- Greenhorn Wilderness Area (north)
- Frontier Pathways National Scenic Byway (north)

### **5.D. Recommendations—*"We Are Much More Than the Highway"***

- The SHOL should continue to work closely with the U.S. Forest Service in promoting mutually beneficial projects.
- Through a public education and outreach program the SHOL should assure landowners and other stakeholders that byway designation alone does not result in restrictions on existing or proposed land uses, commercial development, or commercial transportation.
- Though primarily emphasizing resources that are on the SHOL, most marketing and promotional materials should reflect resources within the larger area of influence as described above.
- Rack cards and excursion or loop tour brochures should be prepared that market resources off the SHOL but within the larger area of influence.

## **Section 6 Overview of Existing Visitor Services**

### **6.A. Visitor Information Services**

In addition to point-of-contact visitor information services at gas stations, restaurants, and retail establishments, there are a number of sources for visitors to pick up travel information. These include:

- Colorado Welcome Center, Trinidad
- Trinidad/Las Animas County Chamber of Commerce
- La Veta/Cuchara Chamber of Commerce
- U.S. Forest Service Work Center, La Veta
- Huerfano Chamber of Commerce
- Walsenburg Visitor Center
- Trinidad Lake State Recreation Area Visitor Center
- Lathrop State Park Visitor Center
- San Isabel National Forest
- Scenic Highway Legends Web Site ([www.highwayoflegends.org](http://www.highwayoflegends.org))

### **6.B. Lodging, Restaurant, and Retail Services**

There are thirteen motels, three Bed and Breakfasts, and thirty restaurants in Trinidad. There is one lodge, three Bed and Breakfasts, five enterprises that rent cabins and four restaurants in Cuchara. There are two motels, one hotel, four bed and breakfasts, four RV parks and five restaurants in La Veta. The Walsenburg area has approximately ten restaurants and ten lodges. Most retail services are provided in Trinidad, and to a lesser degree Walsenburg. There are several retail stores in La Veta and Cuchara.

### **6.C. Accessibility**

Virtually all of the SHOL's resources are accessible with two-wheel drive passenger vehicles. Forest Road 46—the SHOL's Backcountry Byway, has some rough segments—but is passable with two-wheel drive passenger vehicles. Some access roads off SH 12 may require four-wheel drive vehicles. A discussion of winter access is provided under Section 9.G.

New structures in Trinidad or Walsenburg built with federal funds are ADA (Americans With Disabilities Act) compliant as are some of the facilities at Trinidad Lake State Recreation Area and Lathrop State Park. Many SHOL resources are accessible to wheelchairs but are not ADA compliant. Many of these resources were constructed prior to the ADA or without federal funds. As facilities are upgraded with federal funds, they will be ADA compliant.



Activities along the SHOL range from strolling streets in Trinidad's National Historic District to high altitude mountain hiking and climbing. Visitors may have their choice regarding the level of access they wish to encounter. A list of means or methods of accessibility at attractions along the SHOL is located under Section 7.B.

#### **6.D. Support and Emergency Services**

Both SH 12 and U.S. 160 are served by the Colorado State Patrol. They are the primary response entity. Either the Las Animas County Sheriffs Department or the Huerfano County Sheriffs Department dispatches ambulances depending on location and jurisdiction. The Huerfano-Las Animas county line crosses SH 12 at Cuchara Pass. There are three fire districts along SH 12; Fisher, Stonewall, and La Veta. Walsenburg or La Veta may respond to a fire on U.S. 160. The Colorado Highway Patrol has indicated a willingness to work with the SHOL regarding road safety issues as well as the possibility of constructing additional pullouts.

#### **6.E. Recommendations—*"Expanding Our Resources"***

- Work with the local providers of law enforcement, fire, and search and rescue resources along the SHOL. If additional visitation requires expanded service, assist in whatever means possible.
- Assess the need for organized tour services along the SHOL.
- Promote both motorized and non-motorized recreation and tourism opportunities and activities.

## **Section 7. Quality of Visitor Experiences**

### **7.A. Settings and Activities**

Maintaining, enhancing and monitoring quality visitor experiences are important to the success of sustainable SHOL tourism. Along with respect for local community needs and resource protection, visitor satisfaction is very important. Quality visitor experiences or satisfaction is a combination of the quality of visitor settings and activities. If the quality of settings and activities is maintained, visitor experience is maintained. If the quality of settings or activities diminishes, the quality of visitor experiences diminishes. Both the setting and activity are important.

### **7.B. Visitor Expectations and Experiences**

To a large degree the quality of experiences is based on whether visitor expectations are met. Many visitors to specialized markets do their homework before their trips. They do research such as exploring the web, making phone calls and sending for materials. They talk with people with similar interests or friends that already have visited the SHOL. They establish an itinerary. They largely gauge the quality of their trip based on whether their expectations were met.

Quality marketing, promotional, and interpretive materials are very effective in conveying reasonable expectations about visitor experiences along the SHOL. The accuracy of these materials is very important.

The SHOL's intrinsic qualities should be considered relative to a regional market. For example, scenic quality is subjective and personal. Many residents in the western United States are accustomed to seeing dramatic landscapes and expansive views. When we travel within 'less than dramatic' landscapes, we are prone to say an area is not as scenic by comparison. For visitors from the eastern United States or overseas, large open landscapes often are perceived as scenic and dramatic.

Visitor settings and activities are inextricably related to the type of access or transportation visitors use. Access can be viewed in terms of hierarchies of types or levels. Diversity in types of access results in a wider variety of settings, activities, and experiences. Each type of access appeals to a specific user group. Touring, recreational vehicles, or types of access vary and may include:

- Tour buses
- Recreational vehicles
- Automobiles
- Trains
- Four-wheel drive vehicles
- Motorcycles
- Dirt bikes (motorized)

- All-terrain vehicles
- Power boats
- Jet skis
- Sail boats
- Flatwater boating (row boats, canoes)
- Snowmobiles
- Road touring bicycles
- Mountain bicycles
- Walking/hiking
- Backpacking
- Technical bouldering or climbing
- Non-technical climbing

### **7.C. The *Legends* and Enjoyable Surprises**

No traveler to the SHOL wants an unpleasant surprise—but providing enjoyable surprises is a powerful marketing tool and adds much to the quality of people’s visits. They have lasting impressions and word of them is passed on. Because they are a surprise, they are unexpected and all the more valued. As the SHOL brochure says—120 miles of surprising beauty and beautiful surprises. The surprise can be a simple token or souvenir given to patrons of establishments, for example collectible coins or cards.

### **7.D. *Recommendations—Creating Better Experiences for Everyone***

- Make sure that marketing and promotional materials accurately reflect visitor experiences to assure expectations are met or exceeded.
- Assure diverse means of access, for example non-motorized and motorized opportunities.
- Assess visitor satisfaction in conjunction with a monitoring and evaluation program.
- Create a “menu” of enjoyable surprises.
- For the same activity provide varied settings and experiences. One trip could be a half-day guided hike. Another trip could utilize guided four-wheel drive vehicles. These provide different experiences and appeal to different visitors.
- For the same setting provide varied activities and experiences, for example both motorized and non-motorized boating at the state parks.
- Support community and regional beautification and historic preservation efforts.

## **Section 8. Inventory and Assessment of the Scenic Highway of Legends' Intrinsic Qualities**

### **8.A. Overview**

The SHOL's scenic, natural, and recreational resources are of statewide and regional significance. The historic and cultural resources also are of statewide and regional significance. The geological resources, for example the dikes associated with the Spanish Peaks, are of national and even international significance.

### **8.B. Overview of Natural Resources**

#### *Vegetation*

Forested reaches along the byway include aspens, native cottonwoods, Ponderosa Pine, Douglas Fir, Engelmann Spruce, scrub oak, Pinon Pine, and juniper. Natural meadows and grazing pastures are interspersed with the forested lands. Spring and summer wildflowers and the colorful aspen and scrub oak of fall provide dramatic color and beauty to the Scenic Highway of Legends. Brown, orange and gold oak brush stand in sharp contrast to the coniferous forests. Unusually diverse conifer species provide rich textures of greens and blues.

#### *Geography and Geology*

The diverse byway geography includes high mountain peaks, valleys, drainages, and meadows. Rock outcroppings and steep mountain ridges are visible from many locations along the byway. South of Cuchara Pass the ridges and slopes are more gentle and representative of the plains landscape.

The geological dikes that radiate from the Spanish Peaks are very unique and visually distinctive. The Dakota Wall also is distinctive. Along with the Spanish Peaks, the Greenhorn and Sangre de Cristo Mountains are visible from segments of the byway. Other geological resources of high intrinsic value include the Stonewall, Dakota Wall, Devil's Stairsteps, and Profile Rock

#### *Water*

Several rivers and lakes are located near the byway. Lakes include Trinidad Lake (Trinidad Lake State Park), Monument Lake, North Lake, Blue and Bear Lakes, and Horse Shoe and Martin Lakes at Lathrop State Park. The Purgatoire, Cuchara and Apishapa Rivers also are visible from segments of the byway.

### **8.C. Scenic, Natural, and Geologic Resources**

Scenic resources abound along the Scenic Highway of Legends. The number one recreational activity along the byway is scenic viewing from automobiles and

recreational vehicles. The stunning geological features, lakes and rivers are a treat to any byway visitor.

There are *over thirty notable scenic sites and historic features along the SHOL.*

Starting in Trinidad and moving in a clockwise direction along the SHOL the primary scenic features include:

- Fisher's Peak (National Natural Monument)
- Trinidad Lake (construction completed 1977)
- Purgatoire River and Valley
- View of the Culebra Range of the Sangre De Cristo Mountains (Culebra Peak—14,169 feet elevation)
- Drive to Torres
- Drive to Tercio and Vermejo Park
- Monument Lake (natural lake)
- North Lake
- Blue and Bear Lakes (natural lakes)
- Cuchara Pass (9,941 feet elevation, 1779–Indian Trail, 1883–mail route)
- Cuchara River
- Cordova Pass (11,743 feet elevation, Apishapa Arch, FR 46)
- Apishapa River Valley west of Aguilar
- Spanish Peaks National Natural Landmark (1976), 7,000 vertical feet rise from valley floor
  - West Spanish Peak (13,626 feet elevation)
  - East Spanish Peak (12,683 feet elevation)
- Spanish Peaks Wilderness Study Area (19,570 acres)
- Spanish Peak volcanic dikes geologic formations
- Dakota Wall geologic formation
- Devil's Stairsteps geologic formation
- Profile Rock geologic formation
- Goemmer's Butte geologic formation
- Martin and Horseshoe Lakes (Lathrop State Park)
- Greenhorn Mountain
- Wildlife viewing

### **3.D. Historic Resources**

Aside from the natural scenic beauty of forested mountains, lakes, high mountain peaks, rivers and dramatic geological formations, the cultural landscapes appeal to many people. These include old ranches and homesteads, cabins, churches (predominantly Catholic reflecting the strong Hispanic tradition of the area), coal mines, smelters, forts, museums, and more. Historic and cultural resources are

important intrinsic values within the byway region. Native American, Spanish and white settlers and many other ethnic groups contributed to the heritage of the area. Historic resources include:

- Western and Victorian architecture of the Corazon de Trinidad (Heart of Trinidad) National Historic District—A visitor can take a walking tour that includes over 30 structures and features. The Bloom House, the Baca House, the Schneider Brewery, and the Denver Hotel are just a few of the many \*See Below
- Simpson's Rest
- Mountain Branch of the Santa Fe Trail
- Cokedale National Historic District (1906-1947)
- Tijeras Plaza (1862)
- Historic townsite of Valdez (1860s)
- Medina Plaza
- Historic townsites of Segundo (1860s – early 1900s)
- Burro Canyon Bridge (1939)
- Primero community
- Cordova Plaza (1861)
- Cordova Chapel (1871)
- Madrid Plaza (1862)
- Adobe Schoolhouse (1904)
- Old Ute Trail
- St. Ignatius Roman Catholic Church (1890)
- Historic townsite of Weston (1880s)
- Historic townsite of Vigil (early 1860s)
- New Elk Mine (1946)
- Historic townsite of Stonewall (1870s)
- Loop tour to Torres
- Loop tour to Tercio and Vermejo Park
- Community of Cuchara (1910)
- Community of Gulnare
- Community of Aguilar (1894)
- Town of La Veta (1862)
- Francisco Fort in La Veta (1862)
- Walsenburg (1870)
- Historic structures in Walsenburg including the Huerfano County Courthouse, the Walsenburg Post Office (including the Blumenshine Mural) and Jail
- Ludlow Monument (United Mine Workers of America)—Ludlow Massacre of April 20, 1914

\*Other Trinidad Historic Structures—West Theater, City Hall, Carnegie Public Library, the West Block, the Franch Block, the Bell Block, Jaffa Opera House, Columbian Hotel, Holy Trinity Church, Trinidad Water Works, Trinidad Hotel, First Presbyterian Church, Sherman Building, Toltec Hotel, McCormick Building, First National Bank Building, the Masonic Temple Block, Colorado Building, Carlisle Building, Trinidad Post Office, Chappell House, Old First Christian Church, Elks Club, Las Animas County Courthouse, and Temple Aaron.

## **8.E. Recreation Resources**

The Scenic Highway of Legends provides diverse, year-round, public and private-sector recreation opportunities. Viewing scenery and wildlife from automobiles and recreational vehicles are the most popular recreation activities along the byway.

Recreation attractions include:

- Trinidad Municipal Golf Course and city parks
- Trinidad Lake State Recreation Area—fishing, hiking, picnicking and camping (1998 visitation = 164,188)
- Monument Lake Resort—motel, cabin rentals, RV camping with hookups, tent camping, restaurant, gift shop
- North Lake—fishing, picnicking (construction completed 1907)
- Purgatoire Campground (U.S.F.S.)
- Blue Lake Campground (U.S.F.S.)
- Bear Lake Campground (U.S.F.S.)
- Spring Creek Picnic Ground (U.S.F.S.)
- San Isabel National Forest hiking trails and backcountry camping
- Farley Flower Trailhead (off of Cordova Pass)
- Cuchara River Campground
- Grandote Golf Course (La Veta)
- La Veta town parks
- 4-H Barn and Arena (La Veta)
- Lathrop State Park—fishing, picnicking, camping, boating, swimming, water-skiing, RV camping with hookups, nine-hole golf course (1998 visitation = 105,086)
- City parks in Walsenburg
- Spanish Peaks Boy Scout Ranch

There also are five State Wildlife Areas (Colorado Division of Wildlife) accessible via the Scenic Highway of Legends. These include:

- Long's Canyon Watchable Wildlife Area—picnicking, hiking, wildlife observation
- North Lake SWA—fishing, picnicking, hiking, wildlife observation
- Bosque Del Oso SWA—hunting, fishing
- Spanish Peaks SWA—hunting, camping, hiking, wildlife observation
- Wahatoya SWA (including Daire Lake)—fishing, picnicking, hiking, wildlife observation

Hunters also can access CDOW Game Management Units (GMUs) via the SHOL.

## 8.F. Museums and Galleries

The following museums and galleries are located along the SHOL:

- Baca House (Santa Fe Trail Museum, Trinidad)
- Bloom House (Trinidad)
- Trinidad History Museum (Trinidad)
- A.R. Mitchell Museum of Western Art (Trinidad)
- Aultman Museum (Trinidad)
- Louden-Heinritze Archaeological Museum (Trinidad)
- Old Firehouse No. 1 - Children's Museum (Trinidad)
- Trinidad Lake State Park Visitor Center
- Francisco Fort Museum (La Veta) original 1862 Plaza Building (several exhibits)
- The Gallery (La Veta)
- Lathrop State Park Visitor Center
- Walsenburg Mining Museum (restored Huerfano County Jail Building)

## 8.G. Special Attractions and Events

The following is a list annual events (Source: SHOL's official web site—[www.highwayoflegends.org](http://www.highwayoflegends.org))

- |   |                        |
|---|------------------------|
| • Spring Cowboy Ball  | La Veta                |
| • A.R. Mitchell Museum Season Opening   | Trinidad               |
| • Mining Museum Annual Opening  | Walsenburg             |
| • La Veta/Cuchara Chamber Pancake Breakfast(s)                                    | La Veta and Cuchara    |
| • Fort Francisco Museum Season Opening  | La Veta                |
| • Francisco Center/Performing Arts Summer Theater<br>Events and Gallery Art Shows | La Veta                |
| • Pick and Shovel Court at the Mining Museum                                      | Walsenburg             |
| • Black Diamond Jubilee Fun Celebration of<br>Area Coal Mining History            | Walsenburg             |
| • Friday Night at the Mitch   | Trinidad               |
| • La Veta/Cuchara Chamber Street Fest   | La Veta and Cuchara    |
| • 4 <sup>th</sup> of July Celebration<br>Parade, rodeo, "Art in the Park"         | La Veta and Cuchara    |
| • Christmas in July,<br>La Veta Methodist Women's Bazaar                          | La Veta                |
| • Cuchara Hermosa Art Show  | Cuchara                |
| • Fort Francisco Days   | La Veta                |
| • Chuck Wagon Dinner  | Gardner                |
| • Huerfano County Fair and Rodeo  | La Veta                |
| • Plaza de Los Leones Festival  | Walsenburg             |
| • Fashions of the Past  | La Veta and Walsenburg |
| • Oktoberfest Street Fair   | La Veta                |



- Parade of Lights

Walsenburg

### **3.H. SHOL Official Web Site On-Line Tour**

A detailed history of the of the SHOL's historic communities and features is provided as part of an on-line tour on the SHOL's official web site. The on-line tour includes:

1. Trinidad
2. Trinidad State Park
3. Cokedale
4. Segundo
5. Cordova Plaza
6. Weston
7. Vigil
8. New Elk Mine
9. Stonewall
10. Monument Lake
11. North Lake
12. Cuchara Pass
13. Cuchara River Recreation Area
14. Cuchara
15. Dakota Wall
16. Devil's Stairsteps
17. Profile Rock
18. La Veta
19. Junction of SH 12 and U.S. 160
20. Lathrop State Park
21. Walsenburg
22. Aguilar

Copies of selected web site pages may be found in Appendix D. A listing of visitor, information, marketing, and interpretive materials may be found in Appendix E.

### **3.I. Recommendations—"Getting to Know Our Resources Better"**

- Promote environmentally sound resource management.
- Working with the local, regional, and state trails partners, prepare a comprehensive trails inventory and trails plan to serve as the basis for future trail grant applications.
- Identify specific trails projects that are thematically connected with the SHOL and eligible for TEA-21 funding.

- Conduct comprehensive research to clarify the SHOL *Legends* for their consistent application in all interpretive materials.

## Section 9. Transportation and Traffic Safety

### 9.A. Transportation Infrastructure—State Highway 12 and U.S. 160

Several transportation and traffic safety issues constrain the ability of the Scenic Highway of Legends to provide needed pullouts and rest areas associated with scenic or geological features, recreation sites, and interpretive sites—including those associated with the *Legends*. Observations include the following:

- It is difficult to pull off the road (get out of the travel lane) along many segments of the byway because of the lack of road shoulders. This is a problem for tourists wanting to stop or for vehicle breakdowns or emergencies.
- There is a specific lack of pullouts at several of the SHOL's more important sites, for example near Valdez, Segundo, Cordova Plaza, Vigil, Stonewall, Dakota Wall, Devil's Stairsteps, and Profile Rock. Determined photographers park partially off the highway, pull off on to areas where there are no shoulders, or pull into private access roads. They are frustrated in finding places to park and often will make U-turns to go back to a previously spotted location.
- There are few passing lanes. Speed limits vary. Whereas a tourist may wish to drive at 35 or 40 miles per hour, a resident of the area or someone traveling to and from work may wish to travel at 50 miles per hour or more. Traffic on SH 12 is substantial enough that vehicles quickly line up behind slow moving vehicles. This irritates both the tourist and the local.
- Both a signage and a pullout issue, there frequently is little warning or advance notice given to a driver that they are approaching a point of interest where they may want to stop. It is easy to overshoot an intended stopping point.

In general, speed limits, sight distances, and inadequacy of road segments suitable for acceleration and deceleration are problematic to pullout safety.

### 9.B. Planned Improvements

The Colorado Department of Transportation currently is assessing both short- and long-term improvements to SH 12. Three bridge structures are being replaced east of Weston. CDOT also is considering roadway alignment work between Segundo and Weston at the request of residents in the area. CDOT has indicated a willingness to work with the SHOL regarding the construction of future pullouts. Though appreciative of the shoulder and sight distance constraints, they will work with the SHOL in making properly selected and funded sites work.

## 9.C. Traffic Volumes

Traffic volumes for SH 12 and U.S. 160 are provided in the following two tables. Traffic count data (Colorado Department of Transportation) is provided as a daily average of total annual traffic extrapolated from hose counter data. In some cases more detailed site-specific counts are available, but none are available for the SHOL. The SHOL organization can request CDOT to take more detailed counts. It is beneficial to look at annual changes, but also differences during peak days (summer weekends) and summer weekdays as well as other comparisons.

**Table 9.1. State Highway 12 Traffic Volumes (1996-1998)**

Milepost	Section Terminus	*AADT 1996	AADT 1997	AADT 1998
0	Junction with U.S. 160	1400	1500	1566
2.716	Road west @ CO RD 410	1450	1550	1618
4.6	Road east and west @ Ryus Ave. La Veta	3500	3100	3236
4.82	Road east and west @ Virginia St. La Veta	2150	1900	1983
5.385	Road east @ Cuchara St. La Veta	1650	1100	1148
15.238	Road northwest @ CO RD PT-1 Pinehaven	900	955	997
16.325	Road east and west @ CO RD CU4 Cuchara	460	500	522
33.058	Road east @ CO RD 9.6	650	510	532
38.588	Road south @ CO RD 13 Stonewall	1100	480	501
43.031	Road northwest @ CO RD 21.6 Vigil	1200	720	752
48.566	Road north and south @ CO RD 31.9 Weston	1550	1350	1409
56.848	Road south @ CO Rd 47.7 Valdez	1800	1300	1357
61.386	Road north @ CO RD 55.7 Cokedale	1850	1450	1513
67.138	Road south @ CO RD 18.3 to Dam and Starkville	2750	2650	2766
68.395	Road northwest @ CO RD 67.3 Jansen	3300	3362	3466
69.237	Road southeast @ Nickerson RD	3400	3464	3572
69.363	Road north and south @ Arthur St. Trinidad	3500	3565	3676
69.623	Road north and south @ Alta St.	6200	6316	6512
69.883	Road north @ San Juan Ave. @ RD west @ Stonewall St. Trinidad	6150	6265	6460
70.24	Road north @ Prospect Road Trinidad	8200	6800	7011
70.331	Road north @ State St. Trinidad	8400	8557	8823

Source: Colorado Department of Transportation, 2000

\* AADT = Average Annual Daily Trips

**Table 9.2 U.S. 160 Traffic Volumes (1996-1998)**

Milepost	Section Terminus	*AADT 1996	AADT 1997	AADT 1998
294.172	Junction with SH 12	4350	4550	4760
295.415	Road south @ CO RD 350	4900	5036	5269
302.075	Road northwest @ CO RD 502 Lathrop State Park	6950	5750	6016
304.415	Road southeast @ CO DR 340	6850	7040	7365
304.518	Road northwest and southeast @ Birch Ave. Walsenburg	8750	8993	9408
305.191	Road northwest and southeast @ Hendren Ave. Walsenburg	8350	8582	8978
305.288	Road northwest and southeast @ Albert Ave. Walsenburg	8200	8050	8422
305.526	North Junction SH 25 Walsenburg Business Route	3300	3392	3549
305.626	Road northwest and southeast @ Russell Ave. Walsenburg	1250	1285	1344

Source: Colorado Department of Transportation, 2000

\*AADT = Average Annual Daily Trips

Preliminary review of the data is inconclusive in showing increasing or decreasing trends. Road construction and an assessment of “background traffic”—traffic possibly attributed to growth or site-specific factors—must also be factored in.

#### **9.D. Highway Design Characteristics**

With the exception of FR 46, the SHOL backcountry byway segment, all segments of the SHOL are two-lane paved state or U.S. highways. See Table 9-A below for segment descriptions. With the exception of FR 46 all segments of the SHOL serve all types of recreational vehicles used by SHOL visitors in a reasonably safe, efficient, and comfortable manner. The following table summarizes highway design characteristics.

**Table 9-II. Highway Design Characteristics**

Road Segment	Width of Travel Lanes	Width of Shoulders	Surface
<b>SH 12</b>	2 12-foot lanes	0	Asphalt
<b>U.S. 160</b>	2 12-foot lanes	Varies/2-6 feet	Asphalt
<b>FR 46 (SH 12 to Gulnare)</b>	2 8-foot lanes	Varies/0-6 feet	Dirt
<b>Gulnare to I-25</b>	2 10-foot lanes	Varies/0-2 feet	Asphalt
<b>Other Typical Rural Connectors</b>	Varies/from 12 to 18 feet total width	Varies	Dirt

**9.E. Accident Record Data**

During a reporting period between January 1, 1996 and December 31, 1998 (3 years) the Colorado Department of Transportation provided the following accident data for both SH 12 and the segment of U.S. 160 designated the SHOL.

<i>Number of Accidents Reported</i>	262
<i>Number of Vehicles</i>	
• One-Car Accidents	168
• Two-Car Accidents	88
• Three of More Cars	6
<i>Severity of Accidents</i>	
• Property Damage Only	181
• Injury Accidents	78
• Persons Injured	141
• Fatal Accidents (4 accidents)	3 fatalities
<i>Relation to Roadway</i>	
• On Roadway	113
• Off Roadway	149
<i>Time of Day (Lighting)</i>	
• Daylight	161
• Dark (not lighted)	90
• Dark (lighted)	11

### *Weather Conditions*

• Raining	13
• Snowing	27
• Wet Road	16
• Snowy Road	17
• Icy Road	21
• Good Weather/Dry Road	168

### *Summation*

- 64% of the accidents only involved one car
- 57% of the accidents were off the roadway
- 61 % of the accidents occurred during daylight
- 64% of the accidents occurred during good weather on dry roads

Consistent with similar rural roads, the majority of accidents on SH 12 and U.S. 160 involve one car leaving the roadway during the daytime in good weather. In assessing the specific locations of the accidents, none of the data supports one or more locations as being particularly hazardous. Copies of transportation data may be found in Appendix F.

### **9.F. Commercial Traffic**

Commercial traffic includes local and regional use of any segment of the SHOL by licensed commercial vehicles. Commercial trucks are far more common on U.S. 160 than SH 12. There currently are no restrictions to any commercial use on the SHOL. The Colorado State Highway Patrol reports that there are an increasing number of complaints about truck traffic—trucks driving too fast for road design characteristics.

### **9.G. Seasonal Factors**

The greatest volumes of tourism-generated traffic occur during the summer months (primarily Memorial Day to Labor Day) with warm temperatures and good driving conditions. Tourism-based businesses tend to experience boom periods during summer months and bust periods during winter months. Marketing and tourism planners often attempt to generate more year-round use. Snow removal on the SHOL is consistent with CDOT standards for similar roads—roads are most hazardous during or immediately after snowstorms prior to snow removal or when icy. Snow removal on paved roads usually occurs in less than a 24 hours after storms and less than 48 hours on county roads.

### **9.H. Intermodal Opportunities**

“Intermodal” opportunities include alternative means of transportation along or near motorized byway traffic. Hiking and bicycling trails near the SHOL could provide outstanding intermodal opportunities. Bicycling includes both road touring and mountain biking. If trails relate to and support the thematic physical plan of the

byway, for example, they access interpretive or recreational sites important to the byway, they may be constructed by using TEA-21 funds.

***9.I. Recommendations—“Assuring Safe and Pleasant Travel”***

- As part of the implementation of this plan and the interpretive action plan, identify specific locations for pullouts that serve multiple purposes in interpreting SHOL themes. Work diligently with CDOT to make these sites suitable or locate sites that closely serve the purpose.
- Inform motorists of the multiple uses of the highway using both a paper insert to SHOL brochures and gateway signage. The safe travel message should advise motorists to drive with caution, be aware of mixed vehicle use—including large commercial vehicles, watch for rocks or cattle on the highway, changing weather conditions, respect for private property and to pull over where possible to let other vehicles pass.
- Working with the Colorado Department of Transportation identify other traffic safety improvement needs. Needs may include shoulder improvements in some areas, installation of guardrails, or other improvements.
- Starting with current baseline data in this report, the SHOL should annually request traffic volume data from the Colorado Departments of Transportation for comparisons with previous years. Within limitations CDOT will take more accurate and localized counts if requested. Accident records also should be monitored in light of potentially increased visitation to identify needs for corrective actions.
- Intermodal transportation (byway hiking and biking trails) opportunities should be supported and expanded to the greatest degree possible.



## Section 10. Signage

### 10.A. Colorado State Scenic Byway Signage

The Scenic Highway of Legends is signed with the official Colorado State Scenic Byway Program blue columbine (state flower) signs. The sign program marks the termini of the byway and all significant turns. Signs are located at about 5-mile intervals with local variation.

### 10.B. Outdoor Advertising

With the passage of the Intermodal Surface Transportation Efficiency Act (ISTEA) on December 18, 1991, no new off-premise commercial signage may be erected on federal primary aid highways designated as scenic byways receiving funding through the ISTEA (now TEA-21) program. Existing signs not in compliance with the regulations that were lawfully erected under state law can remain if properly maintained. FHWA is not requiring the purchase and removal of existing signs. Signs that were not lawfully erected under state law must be removed at the cost of the sign owner. Signs allowed along scenic byways as defined in the Roadside Advertising Rules and Regulations include:

#### *Official Advertising Devices*

Advertising devices erected for a public purpose authorized by law, but the term shall not include devices advertising any private business. Authorized by law means a duly erected statute, rule, regulation, ordinance, declaration or resolution by a governmental entity specifically authorizing the erection of such device by a governmental entity.

#### *On-Premise Advertising Devices*

Advertising devices advertising the sale or lease of the property on which the sign is located or advertising activities conducted on the property on which the sign is located.

#### *Directional Advertising Devices*

Advertising devices containing directional information about public places owned or operated by federal, state, or local governments or their agencies; publicly or privately owned natural phenomena, historic, cultural, scientific, educational, and religious sites; and areas of natural scenic beauty or naturally suited for outdoor recreation, deemed to be in the interest of the traveling public.

#### *Tourist Oriented Directional Signage (TODS)*

Signs are allowed for tourist businesses along scenic byways if the business meets specific criteria and the city or county allows the signs in their jurisdiction. These tourist oriented directional signs (TODS) are placed in CDOT's right-of-way at the intersection nearest the tourist business and the primary or secondary highway

excluding interstates. These signs are paid for by the business and are erected by CDOT.

#### *Specific Information and Business Signs (LOGOS)*

These signs are on interstate highways within scenic byways. They advertise businesses providing gas, food, lodging, and camping. The signs are placed in the interstate highway right-of-way near rural interchanges.

These five sign categories provide some form of signage for activities within scenic byways without the erection of off-premise billboards.

#### **10.C. Interpretive Signage**

In general, interpretive signage falls under the category of directional signage devices. Interpretive signage may include low- and high-profile panels, historical markers, or markers keyed to map locations on a brochure of an interpretive purpose. Copies of CDOT/CHS Interpretive Marker Program designs may be found in Appendix G.

#### ***10.D. Recommendations—“Way-finding, Messages, Media, and Options”***

- Prepare and distribute a fact sheet regarding scenic byway signage explaining billboard laws and alternative means of outdoor advertising.
- Working with the Colorado Department of Transportation, counties, and municipalities develop a sign plan for the SHOL that:
  1. Provides I-25 signage at Walsenburg and Trinidad in both north and south directions to replace the existing markers that are too small and do not provide enough advance warning
  2. Provides new signage at Aguilar
  3. Provides official advertising devices
  4. Provides on-premise advertising devices
  5. Provides tourist-oriented directional signage (TODS) for businesses
  6. Provides specific information and business signs for gas, food, lodging, and camping services
  7. Provides additional caution and warning signs in accident-prone areas.
  8. Provides additional caution and warning signs in advance of pullouts, rest areas, and attractions.

- **Develop a systematic and uniform interpretive sign program for the SHOL. Work with the Colorado Department of Transportation, the Colorado Historical Society, counties, and communities to provide visual or graphic design uniformity for the entire SHOL, to integrate existing and new sign programs and avoid clutter or redundancy.**

## Section 11. Interpretive Planning

### 11.A. Overview

“Interpretation is a communication process designed to reveal meanings and relationships of our cultural and natural heritage through involvement with objects, artifacts, landscapes, and sites”—*Interpretation Canada, 1978*

Interpretation is not about presenting information to the traveler, but a means of translating the technical language of the expert to the language of the traveler. Importantly, the language should be provocative and emotive. It should tell compelling stories. It should never look or sound like a textbook or encyclopedia.

The greatest mistake in interpretation media is trying to say or explain too much—to overeducate. Interpretive materials should be entertaining and educating. There should be as few words possible and the materials should be highly visual and interactive where possible.

### 11.B. Interpretive Action Plan for the Scenic Highway of Legends

The Scenic Highway of Legends has submitted a FY 2001 TEA-21 grant application to fund the preparation of an Interpretive Action Plan. This Corridor Management Plan incorporates by reference the work plan and products of this interpretive action plan. If the interpretive action plan is not funded as part of the FY 2001 funding cycle this corridor management plan recommends either/or the re-submittal of the grant application or seeking funds through a different source.

The following is an abstract of the proposed project from the grant application:

“This project will benefit travelers and residents along the Scenic Highway of Legends by developing an Interpretive Action Plan and providing a package of interpretive materials. The Plan will collect, review and integrate information from existing projects and plans among the Byway and develop a comprehensive action plan which will prioritize additional interpretive materials, signage with associated pullouts, and a preliminary plan for a network of multi-use trails along the Scenic Highway of Legends. The Interpretive Package provided by this funding will produce (1) a 4-fold map/brochure that will feature a map of existing connecting routes along the Scenic Highway of Legends, (2) a master set of audio tapes describing the *Legends* associated with the Scenic Byway, (3) a master of an educational coloring book about the Scenic Highway of Legends, and (4) a master of an educational, interpretive CD-ROM based on the newly developed Scenic Highway of Legends web site ([www.highwayoflegends.org](http://www.highwayoflegends.org)).”

The grant will fund:

1. The Interpretive Action Plan
2. Ongoing community involvement
3. Creation of a package of four interpretive materials
  - 4-fold full-color map
  - Master set of quality audio tapes
  - Master of an educational coloring book
  - Master of an educational, interactive CD-ROM

### **11.C. *Legends, Themes and More***

A legend is a story handed down for generations among a people and popularly believed to have a historical basis, although not verifiable. Many byways struggle to find provocative and emotive themes that grab at the heart and soul of visitors. This is not the case for the Scenic Highway of Legends. The *Legends* alone are provocative, emotive, and compelling. The following is a partial list of the *Legends*:

#### ***Legends (Credit - Scenic Highway of Legends Brochure, 1998)***

- Simpson saving Trinidad from a Ute Indian Attack—Simpson's Rest
- Naming the Purgatoire River—Ill fate of Juan Hermana's Group—The River of Souls Lost in Purgatory
- Steam rising from Cokedale's slag piles—a fire resembling Hades itself
- The old prospector bringing a nugget of gold down from the Sangre de Cristos each year for annual supplies
- The sick groom
- The lonesome water of Stonewall Valley
- Two chiefs embracing in Monument Lake
- The tale of Tom Tobin
- The Cuchara Pass Indian gathering—The Dance of the Brave Deeds
- The bear of Bear Lake (two different *Legends*)
- Ancient spoons in Cuchara Valley
- Demons of the mountains at Dakota Wall
- The Devil of the Devil's Stairsteps
- The Gods of Huajatolla and the lone warrior—Goemmer's Butte
- The siege of Fort Francisco
- Tale of Grandote
- Huajatollas as the Breasts of the World

#### ***Legends - (Credit U.S. Forest Service CIP Plan, 1991)***

- Aztec gold mines
- Cordova Chapel *Legend?*
- Indians hidden road near Weston
- Gold where the snow turns to blood
- The Arapaho Princess's Treasure

- The *Legend* of the Wailing Woman
- The *Legend* of Herman Vasquez

***Legends - (Credit Allen J. Bachoroski, 1999)***

- Pike's Blue Clouds
- Cuerno Verde
- Black Jack Gets Hung
- Walsen's Freeway
- When Schools Weren't
- Francisco's Fort
- The End of Giants
- Indian Kidnappings
- Echo Canyon Gold
- Inside of the Earth
- Chief Gran-Do-Te
- The Bear Lake Story
- Ken-Yat-Che
- Dance of Brave Deeds
- Where Three Rivers Start
- The Great Flood
- Tobin's Reward
- Penitente's Persecuted
- Three Indian Legends
- Monument Lake Legend
- Naming the Peaks
- Hidden Indian Trails
- The Ludlow Massacre
- The Santa Fe Trail
- Mountain of Snakes
- The Stonewall War
- Legendary Maid Marian
- The First Ghost Town
- Where Dinosaurs Ended
- Coal Camp Tall Tales
- Last Buffalo Hunter
- Torres Survives
- Wooton's Toll Road
- Maxwell's Land Grant
- Colonel Kit Carson
- The Folsom Man

## 11.D. Opportunities and Challenges

### *Opportunities*

- The SHOL's *Legends* are very powerful and attractive themes to a large audience.
- The *Legends* are geographically dispersed along the byway thus making it possible to market the byway as a large region with strongly unifying themes.
- Some interpretive resources already exist.
- The SHOL has the organizational capability to get interpretive projects done.
- The U.S. Forest Service manages significant SHOL's resources and is committed to the appropriate promotion and protection of SHOL resources.
- Managing interpretive resources through the SHOL provides a very effective means of promoting resource protection both through public and private sector entities. Protection language can easily be added to interpretive and marketing materials.
- The *Legends* beckon to be more fully explored and described.

### *Challenges*

- The lack of road shoulders, site distances, and publicly owned land makes construction of pullouts more difficult and expensive.
- Budget constraints can affect the quality and quantity of interpretive materials.

## 11.E. Potential Pullouts

Potential pullouts were identified for sites or areas in need of pullouts for scenic viewing or interpretative stops. Pullouts identified appear to have adequate size for parking several vehicles and safe sight distances (the distances a driver can see in both directions to safely turn on to a highway. In some cases all development could occur within the CDOT right-of-way. Acquisition of private land or easements would be required for several sites. Mileage in the following table is measured west and northbound from the Colorado Welcome Center in Trinidad—not milepost markers.

**Table 11.1 Potential Pullouts**

<b>Mileage</b>	<b>Attraction</b>	<b>Comment</b>
14.9	• 1 <sup>st</sup> View of Sangre de Cristos Mountains	Poor sight distances
18.6-18.8	• Scenic vistas	Adequate site distances
20.5	• Scenic vista	Adequate site distances
31.7	• View of Stonewall	Adequate site distances
37.2	• View of Monument Lake	Poor site distances
39.3	• View of dike	Adequate site distances
39.6	• View of North Lake	Adequate site distances
40.6	• View of North Lake and dike	Adequate site distances
40.9	• Existing site with 2 interpretive panels	Parking could be expanded
56.2	• View of Devil's Stairstep and dike	Adequate site distances
59.3	• Views of Devil's Stairstep, Goemmer's Butte and dikes	Adequate site distances
60.5	• Views of Profile Rock and Devil's Stairstep	Adequate sight distances
61.0-61.7	• Views of Devil's Stairstep and dikes	Adequate sight distances
63.0 ++	• Expansive view of Spanish Peaks and dikes	Adequate sight distances

**11.F. Recommendations—“The Compelling Stories of Our Legends”**

All interpretive planning recommendations provided here are consistent with the Interpretive Action Plan (FY 2001 grant application). The recommendations include signage, facilities and the preparation of a number of interpretive products. Several products serve both interpretive and marketing purposes, for example a four-color brochure, and are discussed in the next section under Marketing, Promotional, and Advertising Tools.

- Develop a unifying interpretive sign plan
- Redo the existing SHOL brochure to include a package of materials—including a four-fold map, audio tapes, and mile post markers
- Investigate the production of guide books for the SHOL to include:
  1. The Official Guide to the SHOL, including the *Legends*



## 2. The Official “Guide to the Roadside Geology of the SHOL”

Trademark these titles or other ones developed to prevent others from using the same or too similar names. Establish a policy where these and other books of their type are the *only publications officially sanctioned by the SHOL*.

- Trademark any products to be “officially sponsored or sanctioned” by the SHOL
- Develop a *Legends* video tape
- Increase the use of personal interpretive services, for example visitor center or interpretive center volunteers
- Develop an interpretive facility/visitor center at the junction of SH 12 and U.S. 160. This has been a long-standing desire and recommendation dating back to before the 1991 Forest Service Capital Improvement Program. Both Huerfano County and the Colorado Department of Local Affairs have supported this recommendation. Though safety and signage considerations need to be addressed, this facility is still a high priority recommendation of the SHOL.
- Develop a SHOL passport
- Develop a system to identify interpretive sites that uses a number, logo graphic, and color for easy and quick identification. Use this uniform identification system in brochures, booklets, audio tapes, advance site warning signs, on sign panels and at pullouts.

### *Further Interpretive Planning*

- As indicated above, a stand-alone interpretive master plan should be prepared for the SHOL. Using the thematic framework, opportunities and challenges, recommended facilities, signage, and products of this Corridor Management Plan, the Interpretive Master Plan should provide an in-depth document that specifies how to achieve thematic unity, maximize opportunities, overcome challenges, and optimize facility and product development.

## Section 12. Tourism, Marketing, and Promotion

### 12.A. Past and Current Tourism, Marketing, and Promotion Efforts

The Scenic Highway of Legends, Inc. initially was created as a business/chamber-based economic development effort to promote businesses along the byway. Over the years the SHOL has engaged in a number of tourism efforts, including a four-color brochure, an historical touring guide based on the *Legends*, a fact sheet and map, a poster, a calendar, print advertising, site advertising in Texas, a children's coloring book and the promotion of special events. The SHOL organization also has developed a logo graphic, a comprehensive web site, and has attended regional tourism meetings. The SHOL is developing a line of retail products to be available through its web site. Recently, the SHOL acquired advertising rights on a billboard at a strategic location in Texas. Texas is a strong market for the SHOL. Other target markets include Colorado, New Mexico, Kansas, and Oklahoma.

The ability of the SHOL to market and promote the byway is dependent on funding and the availability of SHOL members to donate time to get things done. Both of these issues currently are constraining marketing efforts. Developing a position for a part-time executive director could help. That individual's job would entail finding funding to partially support their position. Such a person could take on a key role in byway marketing and promotion.

### ***12.B. Recommendations—The Strategic Marketing Plan—“Getting the Right Words Out to Our Target Markets”***

#### *Marketing Goal*

- To support sustainable tourism and economic growth for the communities and land managing agencies along the SHOL through responsible marketing and promotion. To assure sustainability—intrinsic qualities and resources must be protected.

#### *Marketing Objectives*

- To identify the best target markets for the SHOL.
- To determine what advertising methods work best to attract the target markets at the regional level.
- To produce marketing and interpretive strategies and tools that showcase both specific and diverse opportunities available along the SHOL.
- To assess baseline visitation and expenditure patterns for future comparative assessments and market conversion studies.

- To target a tourism visitation increase to the SHOL of 7 percent annually within 3-to-5 years.
- To target an increase in the length of stay of SHOL visitors of 15 percent within 3-to-5 years.
- To target an increase in visitor expenditures of 15 percent within 3-to-5 years.
- To identify and promote the use of underutilized resources.
- To capture visitors from secondary destinations.
- To improve visitation during off-season and winter months.

#### *Community Awareness*

The success of tourism and marketing efforts for the SHOL largely lies in the active involvement of SHOL communities. The SHOL should publicize SHOL activities at the community level by using local media, chambers of commerce, and service clubs.

#### *Recommended Marketing, Promotional, and Advertising Tools*

- Prepare a SHOL fact sheet
- Develop a four-color rack card
- Develop a four-color brochure to replace the existing brochure
- Market and promote the SHOL via its official web site (in progress)
- Redo the SHOL *Legends* booklet as addressed under Interpretive Planning (previous section)—this could be combined with a tour guide booklet that goes beyond the *Legends* piece
- Develop a slide and photography file (in progress)
- Develop press kits
- Develop print advertising (in progress)
- Produce postcard sets for retail sale
- Attend regional tourism meetings, conferences, and trade shows (in progress)

- Develop a retail product line via the official web site and reinvest proceeds in accordance with 501 ( c ) (3) status
- Promote SHOL events ( in progress)

#### *Stand-Alone Marketing Plan*

A stand-alone marketing plan should be prepared for the SHOL. Using current and proposed tourism, marketing and promotional efforts identified in this document, a marketing plan should provide a higher level of detail regarding roles and responsibilities, tools and techniques, target market studies, and monitoring and evaluation techniques and applications. This effort could be funded with the TEA-21 byway grant.

#### **12.C. Marketing Ideas from the National Scenic Byways Program**

The Federal Highway Administration through the National Scenic Byways Program markets National Scenic Byways and All-American Roads. A National Scenic Byways Marketing Committee currently is developing a plan for these marketing efforts. In 1999, the National Scenic Byways Program released the “National Scenic Byway Marketing Tool Kit.” The kit provides a broad range of methods and techniques for marketing byways. Topics include items such as:

- Positioning Your Byway for Marketing
- Identifying Your Marketing Guest List
- Byway Marketing Strategies
- Product Development
- Media
- Community Awareness
- Marketing Evaluations

The National Marketing Committee currently is in the process of retaining a professional marketing development firm to take the marketing effort to the next level. As more information is developed and disseminated, the SHOL will be able to access and use this information.

## **Section 13. Scenic Highway of Legends Resource Protection**

### **13.A. Need for Protection**

A major underlying goal of the Scenic Highway of Legends is the protection and preservation of the rural character, scenic quality, historical resources, and cultural diversity of the byway. Though economic development also is an important goal, the intrinsic qualities that attract tourists should in no way be compromised.

### **13.B. Current Protection**

In 1991, the San Carlos Ranger District of the San Isabel National Forest developed a Capital Investment Project Plan for the Scenic Highway of Legends. At that time the SHOL was both a Colorado State Scenic and Historic Byway and a National Forest Byway. Though scaled back significantly from the original proposal, the plan called for the construction of 21 interpretive pullouts and rest areas. The plan provides a detailed description of each of the originally proposed sites.

The plan also includes a Corridor Viewshed Plan for the Scenic Highway of Legends (Appendix H). Management direction for this viewshed plan is supported by both the Colorado State Scenic and Historic Byways Program and the National Forest Scenic Byways Program. Although the Forest Service's primary mandate is the management of visual resources along with other uses on the national forest lands. The Corridor Viewshed Plan inventoried the entire length of the byway and proposed actions associated with specific projects.

Most importantly, the plan establishes objectives for maintaining and enhancing visual resource qualities and mitigating adverse impacts to scenic resources. These objectives include:

1. Maintaining natural appearing landscapes.
2. Managing vegetation to create vistas, add color and textural diversity, screen impacts, develop a variety of "enclosures".
3. Apply the San Isabel Land Resource Management Plan, the Forest Service Visual Resource Management System and county planning direction to lands within the SHOL's viewshed.
4. Design forest management projects to maintain scenic quality of timber resources in the area.
5. Provide a scenic alternative to I-25 by maintaining a variety of visual experiences, preventing visual intrusions, and restoring existing adverse impacts along SH 12 and U.S. 160.

In 1995 the U.S. Forest Service substantially modified its visual resource management system. The older system only emphasized the protection of naturally appearing landscapes. The new system also recognizes that cultural landscapes, for example ranching, agriculture, historic structures, mines, rural or pastoral settings, and other human modified landscapes can be of aesthetic value and worthy of protection. Many of these types of landscapes occur along the Scenic Highway of Legends and need protection.

### **13.C. Impacts on Commercial or Industrial Development**

Neither the current designation of the SHOL as a Colorado State Scenic and Historic Byway or a National Forest Byway results in any form of local, county, state or federal regulation on commercial or industrial land development or use restriction on lands adjacent to or visible from the byway.

### ***13.D. Recommendations—“Protecting Our Resources Forever”***

- Promote visitor ethics and a “leave no trace” mentality
- Promote respect and protection of private property
- Work with the U.S. Forest Service, the Colorado Division of Parks and Outdoor Recreation and the Colorado Division of Wildlife in the protection of mutually important resources
- Work with the U.S. Forest Service and the Colorado Division of Parks and Outdoor Recreation in establishing field monitoring sites to measure impacts over time, for example at trailheads, and identify corrective actions as necessary

## Section 14. Funding Strategies

### 14.A. TEA-21 Byway Funding

The Transportation Equity Act for the 21<sup>st</sup> Century (TEA-21) is the U.S. Department of Transportation—Federal Highway Administration funding act. There is an annual budget set-aside for National and State Scenic Byway Programs, and it is reauthorized every 5 years. The same program (initially “ISTEA”) has funded scenic byway programs since 1992. The program has funded the development of state scenic byway programs, individual state scenic byways, and since their designation—National Scenic Byways and All-American Roads.

All funding requests must go through CDOT. Funding is provided through a grant reimbursement process where a 20 percent local match (cash or in-kind services) is matched with a federal share of 80 percent. In most cases TEA-21 funding may not be used for routine maintenance and upkeep, or major projects unassociated with state or national designation, or programs typically funded by other means.

TEA-21 byway funding categories include the following:

1. State programs
2. Corridor management plans
3. Safety improvements
4. Byway facilities
5. Access to recreation
6. Resource protection
7. Interpretive information
8. Marketing

#### *FY 2000 TEA-21 Grant Awards*

Unlike the other funding cycles subsequent to the designation of National Scenic Byways and All-American Roads, the FY 2000 national scenic byways were not pulled to the top of each state’s list of prioritized projects as in the prior two funding cycles. Whether FHWA is reexamining its funding priorities in light of additional nationally designated byways is unclear. The continued funding of byway programs and state byways should be encouraging to the Scenic Highway of Legends.

### 14.B. Existing Financial Resources

In addition to TEA-21 funding, there are several other sources of funds available to the Scenic Highway of Legends. These include the following:

- *State Historical Funds*  
The Colorado Historical Society through its foundation has been an ongoing

partner to Colorado's Scenic and Historic Byways Program from the start. They have provided block grants to the entire program, for example to fund projects under the Colorado Department of Transportation – Colorado Historical Society Interpretive Marker Program—to providing grants to individual byway organizations to stabilize or rehabilitate historical projects along a byway, construct interpretive panels, or provide funds for museum enhancements.

- *GOCO or GO Colorado (Colorado Lottery Funds)*  
Although there is not a long track record of GOCO funded byway projects, GOCO project priorities overlap with byway project priorities in the areas of open space and natural resource protection, park and recreation projects, trails, and environmental education.
- *State Trails Program*  
TEA-21 byway and enhancement monies can be used to fund trail projects that directly relate to a byway's theme and intrinsic resources. These funds can be leveraged with State Trails Program funds to support trails projects beneficial to both the byways and the State Trails Program.
- *Colorado Division of Parks and Outdoor Recreation*  
In the same way the SHOL is working with Lathrop State Park to fund interpretive panels, there are other joint project potentials with Lathrop as well as Trinidad Lake State Park.
- *Colorado Division of Wildlife*  
The Byway Commission currently is working the CDOW in formalizing a block grant that would fund the construction of a watchable wildlife site on each of Colorado's byways. There are other joint project potentials between the SHOL and the CDOW.

#### ***14.C. Recommendations—"How Do We Get Money We Need?"***

- Investigate sources for ongoing local cash matches for TEA-21 grant applications
- Pursue funding sources targeted for 501 ( c ) (3) organizations
- Identify short- and long-term funding sources for SHOL marketing and promotion
- Pursue trails funding partnerships with GO Colorado and the State Trails Program
- Pursue funding from the Colorado Historical Foundation for the preservation, stabilization and/or acquisition of sites, or for interpretive funding, displays, or museum enhancements



## **Section 15. Implementation, Monitoring, and Evaluation**

### **15.A. Overview**

Implementing the SHOL Corridor Management Plan (Action Plan) depends on the following ten determinants:

1. The strength of the SHOL organization
2. The availability of funding
3. The timing of available funds
4. Project prioritization
5. Good project management
6. Who the lead entity(s) is
7. The availability of lead entity staff
8. Necessary public review
9. Necessary environmental clearances, and,
10. Politics

Because it directs implementation or getting things done, the Action Plan is the most important component of the Corridor Management Plan.

### **15.B. Action Plan**

The following table provides a summary of the principal CMP recommendations, their priority, and the responsible parties.

High Priority	1 year
Moderate Priority	3-to-5 years
Low Priority	5 or more years

**Table 15-1. Scenic Highway of Legends Project Implementation (Action Plan)**

Recommendation	Priority	Primary Responsible Partners
<b>Location and Route</b>		
<ul style="list-style-type: none"> <li>• Add U.S. Forest Service Road 46 from Cucharas Pass to Aguilar as a “Backcountry Byway” segment to the Scenic Highway of Legends</li> <li>• Identify and assess pullout locations corresponding to the <i>Legends</i> and other sites</li> <li>• Promote loop tours and excursions</li> </ul>	High	<ul style="list-style-type: none"> <li>• SHOL</li> <li>• U.S. Forest Service</li> <li>• Colorado Scenic and Historic Byways Commission</li> <li>• Colorado Department of Transportation (CDOT)</li> <li>• Public and private sector recreation and tourism providers</li> </ul>
<b>Public Involvement</b>		
<ul style="list-style-type: none"> <li>• Publish a quarterly newsletter</li> </ul>	Moderate	<ul style="list-style-type: none"> <li>• SHOL</li> <li>• All byway partners</li> </ul>
<ul style="list-style-type: none"> <li>• Conduct mass mailings</li> </ul>	Moderate	<ul style="list-style-type: none"> <li>• SHOL</li> <li>• Chambers of Commerce</li> </ul>
<ul style="list-style-type: none"> <li>• Place articles in regional newspapers</li> </ul>	Moderate	<ul style="list-style-type: none"> <li>• SHOL</li> </ul>
<ul style="list-style-type: none"> <li>• Conduct an annual public open house (informal get-together)</li> </ul>	Moderate	<ul style="list-style-type: none"> <li>• SHOL</li> </ul>
<ul style="list-style-type: none"> <li>• Promote communication and collaboration between all byway communities</li> </ul>	High	<ul style="list-style-type: none"> <li>• SHOL</li> <li>• All byway communities</li> </ul>
<ul style="list-style-type: none"> <li>• Conduct a public education and outreach program to broaden interest in the SHOL. Also involve landowners along the byway and other byway stakeholders</li> </ul>	High	<ul style="list-style-type: none"> <li>• SHOL</li> </ul>
<ul style="list-style-type: none"> <li>• Use various trails planning efforts and forums to publicize SHOL activities</li> </ul>	High	<ul style="list-style-type: none"> <li>• SHOL</li> <li>• Trails organizations</li> </ul>
<ul style="list-style-type: none"> <li>• Further utilize Trinidad media to disseminate byway information</li> </ul>	High	<ul style="list-style-type: none"> <li>• SHOL</li> <li>• Trinidad Chambers and others</li> </ul>
<ul style="list-style-type: none"> <li>• Create an “E-mail Tree” to rapidly distribute information</li> </ul>	High	<ul style="list-style-type: none"> <li>• SHOL</li> </ul>
<ul style="list-style-type: none"> <li>• Use the SHOL web site to</li> </ul>	Moderate	<ul style="list-style-type: none"> <li>• SHOL</li> </ul>

collect input and information		
<ul style="list-style-type: none"> <li>Assemble and organize various mailing lists</li> </ul>	High	<ul style="list-style-type: none"> <li>SHOL</li> <li>Support organizations</li> </ul>
<ul style="list-style-type: none"> <li>Develop a traveling exhibit</li> </ul>	Moderate	<ul style="list-style-type: none"> <li>SHOL</li> </ul>
<ul style="list-style-type: none"> <li>Develop visitor comment cards and drop boxes</li> </ul>	Moderate	<ul style="list-style-type: none"> <li>SHOL</li> </ul>
<ul style="list-style-type: none"> <li>Develop an information sharing and comment solicitation program with the CMP</li> </ul>	High	<ul style="list-style-type: none"> <li>SHOL</li> </ul>
<ul style="list-style-type: none"> <li>Encourage ongoing partnerships and joint projects</li> </ul>	High	<ul style="list-style-type: none"> <li>SHOL</li> <li>Partners</li> </ul>
<b>Byway Organization and Management</b>		
<ul style="list-style-type: none"> <li>Ensure the long-term sustainability of SHOL leadership</li> </ul>	High	<ul style="list-style-type: none"> <li>SHOL</li> </ul>
<ul style="list-style-type: none"> <li>Pursue mutually beneficial relationships with other byway organizations</li> </ul>	Moderate	<ul style="list-style-type: none"> <li>SHOL</li> <li>Other byway organizations</li> </ul>
<ul style="list-style-type: none"> <li>Pursue 501 ( c ) 3 non-profit corporate status with the IRS</li> </ul>	High	<ul style="list-style-type: none"> <li>SHOL</li> </ul>
<ul style="list-style-type: none"> <li>Develop incentive and "thank you" programs for professionals and volunteers</li> </ul>	Moderate	<ul style="list-style-type: none"> <li>SHOL</li> </ul>
<ul style="list-style-type: none"> <li>Clarify points-of-contact for visitor information and administrative purposes</li> </ul>	High	<ul style="list-style-type: none"> <li>SHOL</li> </ul>
<ul style="list-style-type: none"> <li>Update the 1991 Memorandum of Understanding with the U.S. Forest Service</li> </ul>	Moderate	<ul style="list-style-type: none"> <li>SHOL</li> <li>U.S. Forest Service</li> </ul>
<ul style="list-style-type: none"> <li>Coordinate with the county planning departments and economic development entities</li> </ul>	High	<ul style="list-style-type: none"> <li>SHOL</li> <li>Huerfano County</li> <li>Las Animas County</li> </ul>
<ul style="list-style-type: none"> <li>Target specific projects with Huerfano County and Walsenburg</li> </ul>	High	<ul style="list-style-type: none"> <li>SHOL</li> <li>Huerfano County</li> <li>Walsenburg</li> </ul>
<ul style="list-style-type: none"> <li>Attend regional tourism meetings, conferences, and trade shows</li> </ul>	Moderate	<ul style="list-style-type: none"> <li>SHOL</li> <li>Chambers</li> </ul>
<ul style="list-style-type: none"> <li>Where practical and proficient hire local contractors and consultants to perform SHOL projects</li> </ul>	High	<ul style="list-style-type: none"> <li>SHOL</li> </ul>

<ul style="list-style-type: none"> <li>Better involve and integrate Hispanic and Native American cultural traditions in SHOL planning</li> </ul>	High	<ul style="list-style-type: none"> <li>SHOL</li> <li>Hispanic cultural contacts</li> <li>Native American organizations</li> </ul>
<b>Our Vision, Mission, and Objectives</b>		
<ul style="list-style-type: none"> <li>Reaffirm and publicize our vision</li> </ul>	High	<ul style="list-style-type: none"> <li>SHOL</li> </ul>
<ul style="list-style-type: none"> <li>Monitor and review all plan recommendations relative to our vision, mission, and objectives</li> </ul>	High	<ul style="list-style-type: none"> <li>SHOL</li> </ul>
<b>Visitor Services and Attractions</b>		
<ul style="list-style-type: none"> <li>Increase the number of motels, lodges, and B&amp;Bs along the Scenic Highway of Legends</li> </ul>	High	<ul style="list-style-type: none"> <li>SHOL</li> <li>Chambers/economic development entities</li> </ul>
<ul style="list-style-type: none"> <li>Assist in monitoring law enforcement, fire, and search and rescue needs</li> </ul>	Moderate	<ul style="list-style-type: none"> <li>Counties</li> <li>Communities</li> <li>U.S. Forest Service</li> </ul>
<ul style="list-style-type: none"> <li>Assess the need for organized tour services along the SHOL</li> </ul>	Low	<ul style="list-style-type: none"> <li>SHOL</li> <li>Chambers</li> </ul>
<ul style="list-style-type: none"> <li>Promote both motorized and non-motorized recreation/tourism opportunities and activities</li> </ul>	High	<ul style="list-style-type: none"> <li>SHOL</li> <li>Trails organizations</li> <li>U.S. Forest Service</li> </ul>
<b>Quality of Visitor Experiences</b>		
<ul style="list-style-type: none"> <li>Make sure visitor experiences meet or exceeded visitor expectations</li> </ul>	High	<ul style="list-style-type: none"> <li>SHOL</li> <li>All public and private sector recreation and tourism providers</li> </ul>
<ul style="list-style-type: none"> <li>In conjunction with the Strategic Marketing Plan, target visitor experiences that correlate SHOL activities with desired types and levels of access</li> </ul>	Moderate	<ul style="list-style-type: none"> <li>SHOL</li> <li>All public and private sector recreation and tourism providers</li> </ul>
<ul style="list-style-type: none"> <li>Assess visitor satisfaction in conjunction with a monitoring and evaluation program</li> </ul>	Moderate	<ul style="list-style-type: none"> <li>SHOL</li> </ul>
<ul style="list-style-type: none"> <li>Create a menu of "enjoyable surprises"</li> </ul>	Moderate	<ul style="list-style-type: none"> <li>SHOL</li> </ul>
<ul style="list-style-type: none"> <li>Provide varied settings and activities</li> </ul>	Moderate	<ul style="list-style-type: none"> <li>SHOL</li> <li>U.S. Forest Service</li> </ul>
<ul style="list-style-type: none"> <li>Support community beautification and historic</li> </ul>	High	<ul style="list-style-type: none"> <li>Communities</li> </ul>

preservation projects		<ul style="list-style-type: none"> <li>• Colorado Historical Society</li> <li>• Colorado Department of Local Affairs</li> </ul>
<b>Intrinsic Qualities</b>		
<ul style="list-style-type: none"> <li>• Promote environmentally sound resource management</li> </ul>	High	<ul style="list-style-type: none"> <li>• SHOL</li> <li>• All byway partners</li> </ul>
<ul style="list-style-type: none"> <li>• Working with all trails partners, assist in preparing a comprehensive trails plan</li> </ul>	High	<ul style="list-style-type: none"> <li>• SHOL</li> <li>• Trails organizations</li> </ul>
<ul style="list-style-type: none"> <li>• Research and consolidate the <i>Legends</i> descriptions for uniform application in SHOL interpretive and marketing materials</li> </ul>	High	<ul style="list-style-type: none"> <li>• SHOL</li> <li>• All byway partners</li> </ul>
<ul style="list-style-type: none"> <li>• Investigate officially sanctioned SHOL guidebooks</li> </ul>	Moderate	<ul style="list-style-type: none"> <li>• SHOL</li> </ul>
<ul style="list-style-type: none"> <li>• Further identify historic resources and promote their protection through certification programs</li> </ul>	High	<ul style="list-style-type: none"> <li>• SHOL</li> <li>• All byway partners</li> </ul>
<ul style="list-style-type: none"> <li>• Further identify natural resources and promote their protection through formal processes</li> </ul>	Moderate	<ul style="list-style-type: none"> <li>• SHOL</li> <li>• All byway partners</li> <li>• Colorado Department of Natural Resources</li> </ul>
<b>Transportation and Traffic Safety</b>		
<ul style="list-style-type: none"> <li>• Work with CDOT to identify traffic safety improvements</li> </ul>	High	<ul style="list-style-type: none"> <li>• SHOL</li> <li>• CDOT</li> </ul>
<ul style="list-style-type: none"> <li>• Work with CDOT to assess potential rest areas and pullouts</li> </ul>	High	<ul style="list-style-type: none"> <li>• SHOL</li> <li>• CDOT</li> <li>• U.S. Forest Service</li> </ul>
<ul style="list-style-type: none"> <li>• Convey safe travel messages to byway visitors</li> </ul>	High	<ul style="list-style-type: none"> <li>• SHOL</li> <li>• CDOT</li> <li>• All byway partners</li> </ul>
<ul style="list-style-type: none"> <li>• Have CDOT monitor traffic volumes and accident data and record changes over time—including seasonal variations</li> </ul>	High	<ul style="list-style-type: none"> <li>• SHOL</li> <li>• CDOT</li> </ul>
<ul style="list-style-type: none"> <li>• Promote intermodal or non-vehicular transportation, for example bicycle use</li> </ul>	Moderate	<ul style="list-style-type: none"> <li>• SHOL</li> <li>• Trails organizations</li> </ul>
<b>Signage</b>		
<ul style="list-style-type: none"> <li>• Prepare and distribute a fact</li> </ul>	Moderate	<ul style="list-style-type: none"> <li>• SHOL</li> </ul>

sheet on scenic byway signage regulations and advertising alternatives		
<p>Develop a sign plan that addresses:</p> <ul style="list-style-type: none"> <li>• Outdoor advertising options</li> <li>• Directional and tourist-oriented signage</li> <li>• Business signage</li> <li>• Caution and warning signage</li> <li>• Interstate LOGOS signage</li> </ul>	Moderate	<ul style="list-style-type: none"> <li>• SHOL</li> <li>• CDOT</li> <li>• Las Animas County</li> <li>• Huerfano County</li> <li>• Byway communities</li> <li>• U.S. Forest Service</li> </ul>
<ul style="list-style-type: none"> <li>• Build on the systematic and uniform SHOL interpretive signage program</li> </ul>	Moderate	<ul style="list-style-type: none"> <li>• SHOL</li> <li>• CDOT</li> <li>• U.S. Forest Service</li> </ul>
<ul style="list-style-type: none"> <li>• Avoid signage clutter or redundancy</li> </ul>	Moderate	<ul style="list-style-type: none"> <li>• SHOL</li> <li>• CDOT</li> <li>• All byway partners</li> </ul>
<b>Interpretive Planning</b>		
<ul style="list-style-type: none"> <li>• Maximize the use of personal services, for example visitor center volunteers</li> </ul>	Moderate	<ul style="list-style-type: none"> <li>• SHOL</li> <li>• All byway partners</li> </ul>
<ul style="list-style-type: none"> <li>• Improve I-25 signage</li> </ul>	High	<ul style="list-style-type: none"> <li>• SHOL</li> <li>• CDOT</li> </ul>
<ul style="list-style-type: none"> <li>• Redo and expand the Scenic Highway of Legends interpretive piece (2001 grant application)</li> </ul>	High	<ul style="list-style-type: none"> <li>• SHOL</li> <li>• Interpretive Specialist</li> </ul>
<ul style="list-style-type: none"> <li>• Copyright and trademark all SHOL materials</li> </ul>	High	<ul style="list-style-type: none"> <li>• SHOL</li> </ul>
<ul style="list-style-type: none"> <li>• Create a <i>Legends</i> videotape</li> </ul>	Low	<ul style="list-style-type: none"> <li>• SHOL</li> <li>• Interpretive specialist</li> </ul>
<ul style="list-style-type: none"> <li>• Develop an interpretive site at the junction of CR 350 and U.S. 160</li> </ul>	Low	<ul style="list-style-type: none"> <li>• SHOL</li> <li>• CDOT</li> </ul>
<ul style="list-style-type: none"> <li>• Develop an interpretive and visitor information center at the junction of SH 12 and U.S. 160 (also address safety and signage concerns)</li> </ul>	High	<ul style="list-style-type: none"> <li>• SHOL</li> <li>• Byway partners</li> </ul>
<ul style="list-style-type: none"> <li>• Develop a byway passport</li> </ul>	Low	<ul style="list-style-type: none"> <li>• SHOL</li> <li>• Interpretive specialist</li> </ul>
<ul style="list-style-type: none"> <li>• Develop a system of identifying interpretive resources that combines a logo graphic, number and color that is carried</li> </ul>	High	<ul style="list-style-type: none"> <li>• SHOL</li> </ul>

through on all interpretive materials		
• Develop a stand-alone interpretive master plan	Moderate	<ul style="list-style-type: none"> <li>• SHOL</li> <li>• Local interpretive specialist</li> </ul>
<b>Tourism, Marketing, and Promotion</b>		
• Prepare a SHOL fact sheet	High	<ul style="list-style-type: none"> <li>• SHOL</li> </ul>
• Develop a four-color rack card	High	<ul style="list-style-type: none"> <li>• SHOL</li> <li>• Graphics specialist</li> </ul>
• Develop a four-color brochure	High	<ul style="list-style-type: none"> <li>• SHOL</li> <li>• Graphics specialist</li> </ul>
• Develop multi-lingual materials	Low	<ul style="list-style-type: none"> <li>• SHOL</li> <li>• Translation specialist</li> </ul>
• Market and promote the SHOL via its official web site	High	<ul style="list-style-type: none"> <li>• SHOL</li> </ul>
• Develop a slide and photography file	Moderate	<ul style="list-style-type: none"> <li>• SHOL</li> </ul>
• Develop press kits	Moderate	<ul style="list-style-type: none"> <li>• SHOL</li> <li>• Marketing specialist</li> </ul>
• Develop print advertising	Moderate	<ul style="list-style-type: none"> <li>• SHOL</li> <li>• Marketing specialist</li> </ul>
• Redevelop a SHOL poster for retail distribution	Moderate	<ul style="list-style-type: none"> <li>• SHOL</li> <li>• Graphics specialist</li> </ul>
• Support the production and distribution of an annual SHOL calendar for retail distribution	Moderate	<ul style="list-style-type: none"> <li>• SHOL</li> <li>• Sponsors</li> </ul>
• Develop a retail product line advertised via the SHOL official web site	Moderate	<ul style="list-style-type: none"> <li>• SHOL</li> </ul>
• Promote loop tours and excursions	Moderate	<ul style="list-style-type: none"> <li>• SHOL</li> </ul>
• Promote SHOL events	High	<ul style="list-style-type: none"> <li>• SHOL</li> <li>• All byway partners</li> </ul>
<b>Scenic Highway of Legends Resource Protection</b>		
• Develop a visitor education and outreach program to promote resource protection	Moderate	<ul style="list-style-type: none"> <li>• SHOL</li> <li>• U.S. Forest Service</li> <li>• Other byway partners</li> </ul>
• Promote respect and protection of private property	High	<ul style="list-style-type: none"> <li>• SHOL</li> <li>• All byway partners</li> </ul>
• Work with the U.S. Forest Service, the Colorado Division of Parks and Outdoor	High	<ul style="list-style-type: none"> <li>• SHOL</li> <li>• U.S. Forest Service</li> <li>• Colorado Division of Parks</li> </ul>

Recreation, and the Colorado Division of Wildlife to protect resources		and Outdoor Recreation • Colorado Division of Wildlife
• Establish field monitoring sites to record impacts over time	Moderate	• State and federal agencies
<b>Funding Strategies</b>		
• Investigate ongoing sources for local cash and in-kind matches for TEA-21 grants	High	• SHOL • All byway partners
• Pursue long-term funding sources	High	• SHOL • All byway partners
• Pursue trails funding partnerships with local trails organizations, GO Colorado, and the State Trails Program	High	• SHOL • Trails organizations
• Pursue funding sources targeted for 501 ( c ) 3 organizations	Moderate	• SHOL
• Pursue funding from the Colorado Historical Foundation for preservation projects	High	• SHOL • CHS
<b>Monitoring and Evaluation</b>		
• Collect visitor profile data	Low	• SHOL • Survey specialist
• Collect retail expenditure data	Low	• SHOL
• Assess tourism and recreation participation types and levels of use	Low	• SHOL • Tourism and recreation providers
• Conduct visitor satisfaction studies	Low	• SHOL
• Tally web site data	Moderate	• SHOL
• Conduct effectiveness studies of specific marketing efforts or campaigns	Low	• SHOL
• Track visitation levels at all SHOL attractions	Moderate	• SHOL • Attraction administrators



- Develop an action plan for each of the Corridor Management Plan recommendations that identifies:
  1. The action
  2. The responsible party (partnership)
  3. Cost
  4. Schedule
  5. Follow-up (monitoring and evaluation)

### **15.C. Long Term Need for Monitoring and Evaluation**

Most importantly, this plan simultaneously promotes sustainable tourism, economic development and resource protection. If economic development or resource protection does not assure both short- and long-term economic and natural resource sustainability, unacceptable impacts will result. A comprehensive monitoring and evaluation program is needed to assess the ramifications of marketing and promotion strategies as well as assure the protection of all intrinsic resources.

Both quantitative and qualitative measurements are preferred. A baseline should be established and limits of acceptable change should be identified and enforced.

### **15.D. Our Partnership with the U.S. Forest Service**

The San Isabel National Forest monitors physical and social change on federal lands in compliance with their Land Resource Management Plan. The plan provides a means of protecting resources and identifying where corrective measures are necessary to prevent or mitigate physical or cultural resource damage.

### ***15.E. Recommendations—“Is Our Plan Working?”***

#### **Long Term Need for Evaluating Marketing Programs**

Monitoring visitor needs and services is essential to assuring the development and maintenance of quality tourism resources. They also are necessary to measure the success of specific marketing and promotional tools.

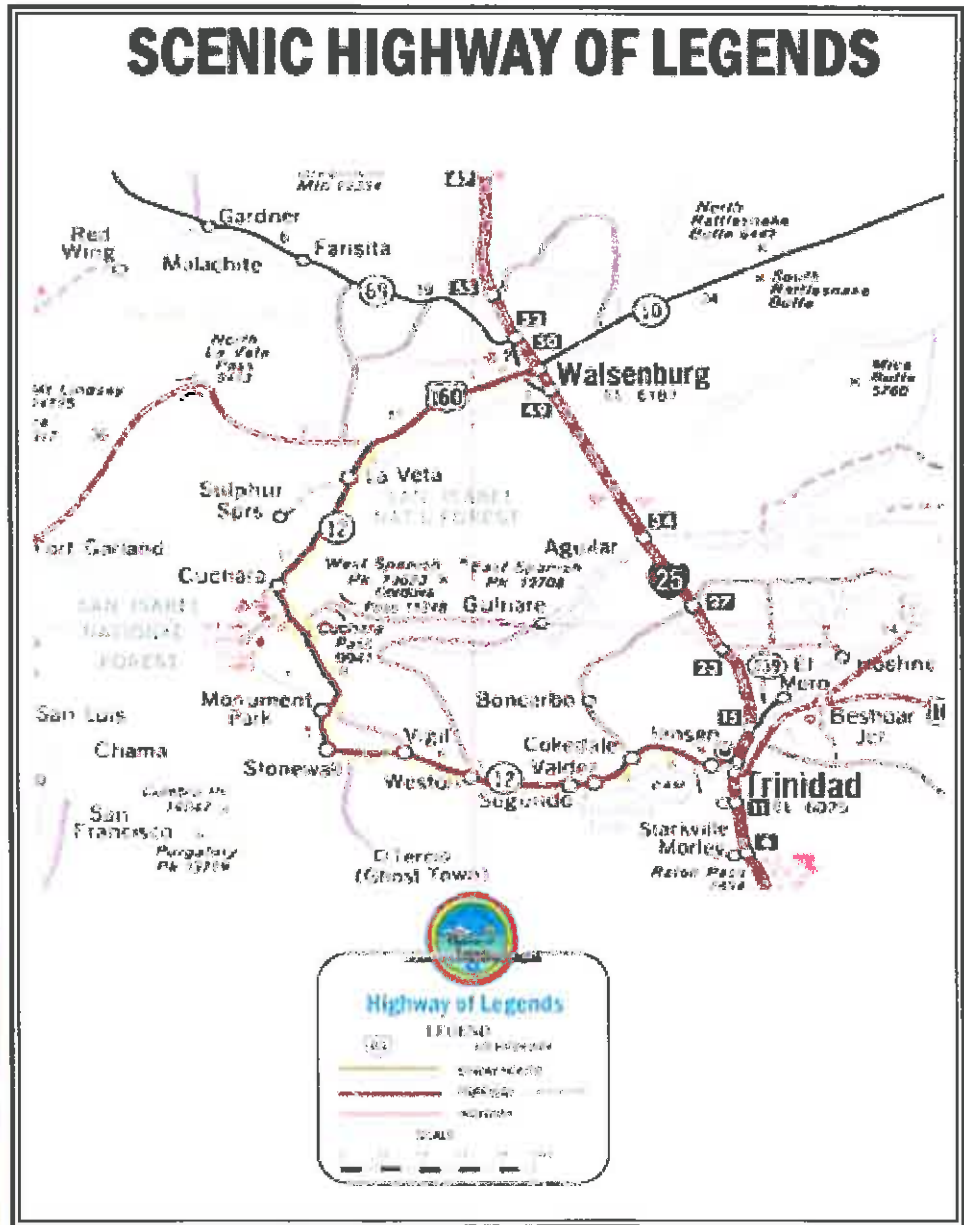
Wherever possible, first hand data collection from visitors is desirable. Questions added to existing guest registers at visitor centers or motels are one method. At some future date the SHOL may wish to conduct a more scientific and systematic assessment of visitor characteristics and marketing approaches. A variety of survey tools may be used—for example visitor intercept (on-site) surveys, data collected at welcome centers or retail locations, and formal retail surveys. There are companies that specialize in these types of assessments. Monitoring and assessing routinely includes gathering:

## **Maps**

- Map 1      SHOL Brochure Map
- Map 2      SHOL Web Site Map
- Map 3      SHOL Map from State Byway Brochure
- Map 4      “Cartoon” Map
- Map 5      Bachoroski Legends Map
- Map 6      Colorado Scenics Map

BACK

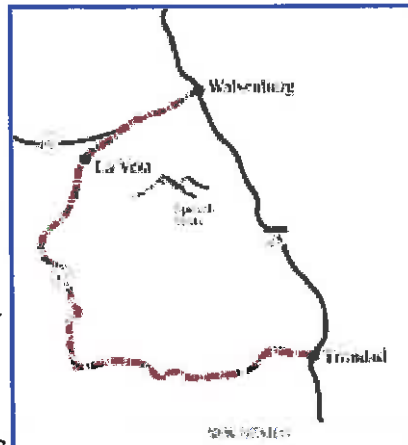
NEXT





## Highway of Legends

Did George Simpson really save Trinidad from marauding Utes by distracting them with taunts? Where is the lost gold vein that supposedly offered nuggets so rich a 19th-century prospector could live off one for a full year? And what fate befell Juan Humana and his band of conquistadors, who disappeared near the Purgatoire River in 1594 and were never again seen alive? You may not find the answers on the Highway of Legends, but you will enjoy the dramatic settings that have inspired tall tales among Native American nomads, Spanish explorers, and Anglo and Hispanic settlers for hundreds of years. From the impenetrable heights of the Sangre de Cristos and Spanish Peaks to the ominous redrock abutments of the Dakota Wall and the Devil's Stairsteps, this land is truly larger than life.



**Length:** 82 miles **Driving Time:** 2 hours **Special considerations:** Bring a camera and a guidebook to the region's geology **Special features:** Geological formations, Trinidad State Park, Spanish Peaks **Contact:** Scenic Highway of Legends Corp., P.O. Box 122, La Veta CO 81055 / (719)742-3822



[\[Back to the Main Map\]](#)



### Southwest

- 1 [Alpine Loop](#)
- 2 [Trail of the Ancients](#)
- 3 [San Juan Skyway](#)
- 4 [Unaweep/Tabeguache](#)
- 5 [West Elk Loop](#)

### Northwest

- 10 [Colorado River Headwaters](#)
- 11 [Flat Tops Trail](#)
- 12 [Grand Mesa](#)

### Northeast

- 18 [Pawnee Pioneer Trails](#)
- 19 [South Platte River Trail](#)

**North Central**

- 6 [Guanella Pass](#)
- 7 [Mount Evans](#)
- 8 [Peak to Peak](#)
- 9 [Cache la Poudre-North Park](#)

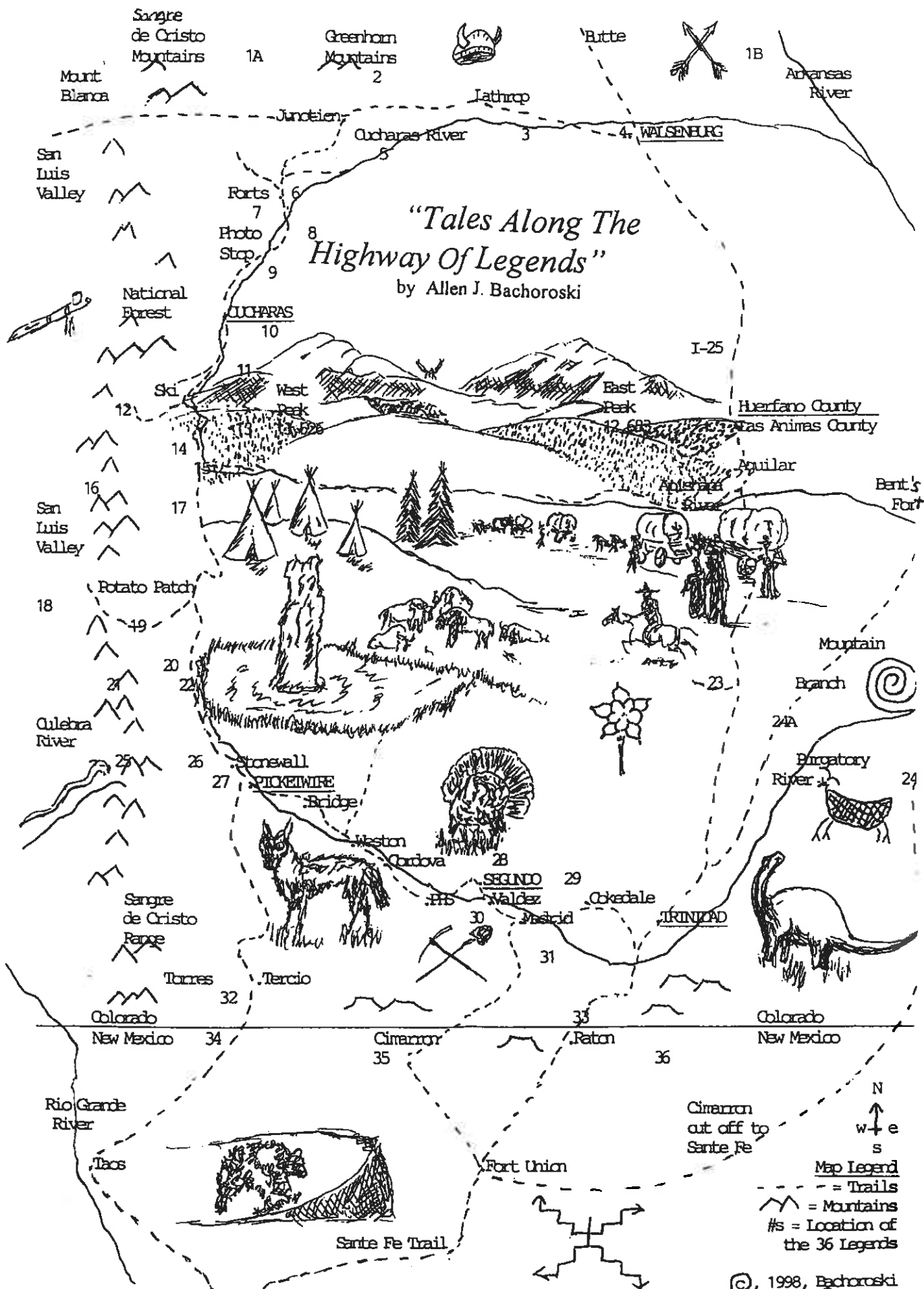
**South Central**

- 13 [Los Caminos Antiguos](#)
- 14 [Top of the Rockies](#)
- 15 [Silver Thread](#)
- 16 [Gold Belt Tour](#)
- 17 [Frontier Pathways](#)

**Southeast**

- 20 [Highway of Legends](#)
- 21 [Santa Fe Trail](#)





# "Tales Along The Highway Of Legends"

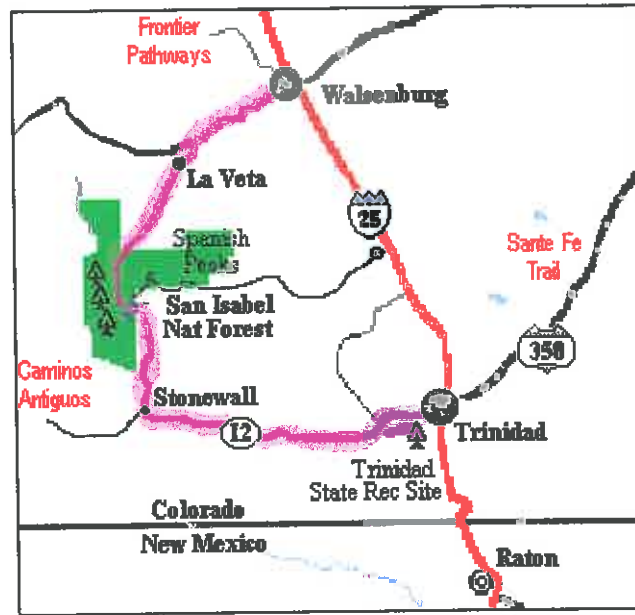
by Allen J. Bachoroski

**Map Legend**  
 --- = Trails  
 ▲ = Mountains  
 #s = Location of the 36 Legends

©, 1998, Bachoroski

# Colorado Scenics

## Highway of Legends Byway



Byway Photo Link Camp Sites Mt Pass

### Adjacent Byways:

[Frontier Pathways](#) [Los Caminos Antiguos](#) [Santa Fe Trail](#)

[Scenics](#) [State Map](#) [Features](#) [Byway Map](#)

Copyright © 1995-7 Colorado Scenics



## **Appendix A. References and Contacts**

## **References and Contacts**

- U.S. Forest Service (San Isabel National Forest) Capital Improvement Plan (1991)
- Transportation Volume, Accident, Design Standards Data, Signage Regulations, Colorado Department of Transportation, 2000
- Lake Trinidad State Park Administrative Data, 2000
- Lathrop State Park Administrative Data, 2000
- Colorado Division of Parks and Outdoor Recreation, 2000
- Colorado Division of Wildlife, 2000
- Colorado State Welcome Center, Trinidad, 2000
- U.S. Geological Survey Data and Mapping, 2000
- Transportation Equity Act for the 21<sup>st</sup> Century, U.S. Department of Transportation, 2000
- Federal Register, Vol. 60 No. 96, May 18, 1995, Notices, pages 26759-26762
- National Scenic Byway Marketing Tool Kit, Federal Highway Administration, 1998
- Colorado Scenic and Historic Byway Resource Manual, Colorado Scenic and Historic Byways Program, 1996
- Memorandum of Understanding between the SHOL, Inc. and the U.S. Forest Service, 1991
- Public and Private Sector Recreation and Tourism Provider Information

## **Appendix B. Bylaws**

10/2/2000

**“SCENIC HIGHWAY OF LEGENDS, INC”  
BY-LAWS**

**ARTICLE I. PURPOSE**

**THE CORPORATION HAS BEEN ORGANIZED AND REGISTEED WITH THE COLORADO SECRETARY OF STATE FOR NON-PROFITABLE PURPOSES, INCLUDING BUT NOT LIMITED TO;**

**THE PROMOTION OF TOURISM DEVELOPMENT ALONG COLORADO STATE HIGHWAY 12 TO BENEFIT BOTH LAS ANIMAS AND HUERFANO COUNTIES, COLORADO.**

**ARTICLE II; LOCATION**

**THE PRINCIPAL OFFICE OF THE CORPORATION, AT WHICH THE GENERAL BUSINESS OF THE CORPORATION WILL BE TRANSACTED AND WHERE THE RECORDS OF THE CORPORATION WILL BE KEPT, WILL BE AT SUCH PLACE IN HUERFANO OR LAS ANIMAS COUNTIES AS MAY BE FIXED FROM TIME TO TIME BY THE BOARD OF DIRECTORS. UNLESS OTHEWISE FIXED IT WILL BE AT:**

**TRINIDAD/LAS ANIMAS COUNTY ECONOMIC DEV. INC.  
TRINIDAD, COLORADO 81082**

**ARTICLE III: MEMBERS**

**MEMBERS OF THE CORPORATION WILL CONSIST OF INTEESTED PERSONS FROM HUERFANO/ LAS ANIMAS COUNTIES WHO ATTEND THE MEETINGS.**

**THE ANNUAL MEMBERSHIP MEETING WILL BE HELD IN NOVEMBER.**

**NOTICE OF MEETINGS OF THE MEMBERSHIP WILL BE SENT TO EACH MEMBER AND WILL BE MAILED AT LEAST 5 DAYS PRIOR TO THE DAY SUCH A MEETING WILL BE HELD.**

**THE PRESIDENT WILL CHAIR MEMBERSHIP MEETINGS.**

MEMBERS MAY NOT VOTE BY PROXY AT ANY MEETING OF MEMBERS.

SECTION VI; ALL DECISIONS ARE TO BE MADE BY THE MEMBERSHIP BY VOTE NOT BY ANY ONE MEMBER.

SECTION VII: NO ONE SHALL USE THE NAME "SCENIC HIGHWAY OF LEGENDS" IN CONJUNCTION WITH THEIR BUSINESS OR PRODUCT WITHOUT BEING A CURRENT MEMBER AND HAVING EXPRESS WRITTEN CONSENT FROM THE 'SCENIC HIGHWAY OF LEGENDS, INC.'

#### ARTICLE IV; BOARD OF DIRECTORS

SECTION 1; THE NUMBER OF MEMBERS OF THE BOARD OF DIRECTORS OF THIS CORPORATION WILL NOT BE LESS THAN 7 OR MORE THAN 15.

SECTION 2; DIRECTORS WILL BE REPRESENTATIVE OF HUERFANO AND LAS ANIMAS COUNTIES IN COLORADO AND WILL SHARE THE MISSION AND GOALS OF THE CORPORATION. THIS CORPORATION IS COMMITTED TO A POLICY OF FAIR REPRESENTATION ON THE BOARD OF DIRECTORS, WHICH DOES NOT DISCRIMINATE ON THE BASIS OF RACE, PHYSICAL HANDICAP, SEX, COLOR, RELIGION, SEXUAL ORIENTATION OR AGE.

SECTION 3; ELECTION OF NEW DIRECTORS OR ELECTION OF CURRENT DIRECTORS TO A SECOND TERM WILL OCCUR AS THE FIRST ITEM OF BUSINESS AT THE ANNUAL MEETING OF THE CORPORATION. DIRECTORS WILL BE ELECTED BY A MAJORITY VOTE OF THE MEMBERSHIP PRESENT.

SECTION 4; THE TERM OF EACH DIRECTOR OF THE CORPORATION WILL BE ONE YEAR. NO OFFICER WILL SERVE MORE THAN TWO TERMS IN THE SAME CAPACITY.

SECTION 5; WHEN A DIRECTOR DIES, RESIGNS, OR IS REMOVED, THE MEMBERSHIP MAY ELECT A DIRECTOR TO SERVE FOR THE DURATION OF THE UNEXPIRED TERM.

SECTION 6; ANY DIRECTOR MAY BE REMOVED FROM THE BOARD OF DIRECTORS BY AN AFFIRMATIVE VOTE OF THE MAJORITY OF DIRECTORS PRESENT AT AN OFFICIAL MEETING OF THE BOARD. NOTICE OF THE PROPOSED REMOVAL WILL BE GIVEN TO MEMBERS WITH THE NOTICE OF THE MEETING. THE DIRECTOR INVOLVED WILL BE GIVEN AN OPPORTUNITY TO BE PRESENT AND TO BE HEARD AT THE MEETING AT WHICH HIS OR HER REMOVAL IS CONSIDERED.

SECTION 7; NO COMPENSATION WILL BE PAID TO ANY MEMBER OF THE BOARD OF DIRECTORS FOR SERVICES AS A MEMBER OF THE BOARD.

ARTICLE V; MEETINGS OF THE BOARD OF DIRECTORS.

SECTION 1; AN ANNUAL MEETING OF THE BOARD OF DIRECTORS WILL BE HELD IN NOVEMBER AT THE ANNUAL MEETING OF THE GENERAL MEMBERSHIP.

SECTION 2; ROBERT'S RULES OF ORDER WILL BE THE AUTHORITY FOR ALL QUESTIONS OF PROCEDURE AT ANY MEETING OF THE CORPORATION.

ARTICLE VI; OFFICERS

SECTION 1; THE OFFICES OF THIS CORPORATION WILL BE A PRESIDENT, VICE-PRESIDENT, SECRETARY, TREASURER, AND SUCH OTHER OFFICERS WITH DUTIES AS THE BOARD PRECIBES.

SECTION 2; THE OFFICERS OF THE CORPORATION WILL BE ELECTED ANNUALLY BY THE GENERAL MEMBERSHIP AT THE ANNUAL MEETING. EACH OFFICER WILL SERVE 1-YEAR TERMS. \* NO OFFICER WILL SERVE MORE THAN TWO CONSECUTIVE TERMS IN THE SAME CAPACITY.

SECTION 3; ANY OFFICER MAY BE REMOVED WITH OR WITHOUT CAUSE BY A MAJORITY VOTE OF ALL THE GENERAL MEMBERSHIP PRESENT AT ANY MEETING. THE MATTER OF REMOVAL MAY BE ACTED UPON AT ANY MEETING OF THE MEMBERSHIP, PROVIDED THAT NOTICE OF INTENTION TO CONSIDER SAID REMOVAL HAS BEEN GIVEN TO EACH BOARD MEMBER AND TO THE OFFICER AFFECTED AT LEAST 5 DAYS PRIOR TO THE MEETING.

SECTION 4; A VACANCY IN ANY OFFICE MAY BE FILLED BY A MAJORITY VITE OF THE MEMBERSHIP PRESENT FOR THE UNEXPIRED PORTION OF THE TERM.

SECTION 5; THE PRESIDENT WILL BE THE CHIEF EXECUTIE OFFICER OF THE CORPORATION. IT WILL BE THE DUTY OF THE PRESIDENT TO PRESIDE AT ALL MEETINGS OF THE BOARD OF DIRECTORS AND HAVE GENERAL SUPERVISION OF THE AFFAIRS OF THE CORPORATION. HE OR SHE WILL EXECUTE ON BEFALF OF THE CORPORATION ALL CONTRACTS, DEEDS, CONVEYANCES, AND OTHER INSTRUMENTS IN WRITING THAT MAY BE REQUIRED AND AUTHORIZED BY THE GENERAL MEMBERSHIP FOR THE PROPER AND NECESSARY TRANSACTION OF THE BUSINESS OF THE CORPORATION.

**SECTION 6; IT WILL BE THE DUTY OF THE VICE-PRESIDENT TO ACT IN THE ABSENCE OF OR DISABILITY OF THE PRESIDENT AND TO PERFORM SUCH OTHER DUTIES AS MAY BE ASSIGNED TO HIM OR HER BY THE PRESIDENT OR THE BOARD. IN THE ABSENCE OF THE PRESIDENT,**

The execution by the vice-president on behalf of the corporation of any instrument will have the same force and effect as if it were executed on behalf of the corporation by the president

Section 7: The secretary will be responsible for keeping the corporate records. He or she will give or cause to be given all notices of meetings of the general membership and all other notices required by law or by these bylaws. The secretary will be the custodian of all books, correspondence, and papers relating to the business of the corporation, except those of the treasurer. The secretary will present at each annual meeting of the general membership a full report of the transactions and affairs of the corporation for the preceding year and will also prepare and present to the board of directors such other reports as it may desire and request at such time or times as it may designate. The board of directors at its discretion may elect an assistant secretary, not necessarily a member of the board of directors, who will perform the duties and assume the responsibilities of the secretary as above set forth under the general direction of the secretary or the president.

Section 8: The treasurer will have general charge of the finances of the corporation. When necessary and proper, he or she will endorse on behalf of the corporation all checks, drafts, notes and other obligations and evidences of the payment of money to the corporation or coming into his or her possession; and he or she will deposit the same together with all other funds of the corporation coming into his or her possession, in such bank or banks as may be



selected by the board of directors. He or she will keep full and accurate account of all receipts and disbursements of the corporation in books belonging to the corporation, which will be open at all times to the inspection of the board of directors. He or she will present to the general membership at the annual meeting his or her reports. The treasurer of the corporation will from time to time make such other reports to the board of directors as it may require

## ARTICLE V11. COMMITTEES

SECTION 1; The corporation may have one or more ad hoc committees, each of which will consist of at least one committee chair and two or more committee members.

Committee members may be members of the board of director's members of the corporation, or other interested individuals. The president of the organization, who will act with the memberships approval, will appoint the chair of the committee. After consultation with the committee chair, the president will appoint committee members. The studies, findings, and recommendations of all committees will be reported to the membership for consideration and action. Committees may adopt such rules for the conduct of business as are appreciate and as are not inconsistent with these bylaws. The articles of incorporation or state law.

Section 2: The membership will have the following standing committee:

Budget and Finance. This committee will be chaired by the treasurer and will consist of 3 to 5 members appointed by the president to 1-year terms. This committee will oversee and monitor the fiscal operations of the organization, develop an annual budget for consideration of the board, and develop and assist in the implementation of a funding strategy for the corporation.

#### Article v111 miscellaneous

Section 1: The corporation will have the power to indemnify and hold harmless any director officer, or employee from suit, damage claim, judgment or liability arising out of, or asserted to arise out of, conduct of such person in his or her capacity as a director, officer, or employee (except in cases of willful misconduct). The corporation will have the power to purchase or procure insurance for such purposes.

Section 2: The membership may authorize any officer or officer's agent or agents of the corporation, in addition to the officers so authorized by these bylaws, to enter into any contract or excite and deliver any instrument in the name of, and on behalf of the corporation. Such authority may be general or confined to specific instances.

Section 3: such officers or such other persons will sign all checks, drafts, and other orders for payment of funds as the membership may from time to time designate. All documents will require two such signatures, any two of four officers.

Section 4: The Corporation will keep correct and complete books and records of account and all meetings; and it will keep at the registered or principal office a record giving the names and addresses of the members entitled to vote. Any member or his or her agent or attorney may inspect all books and records of the corporation for any proper purpose at any reasonable time.

Section 5: The fiscal year of the corporation will be January 1 through December 31

#### ARTICLE IX; AMENDMENTS

The membership may amend these bylaws to include or omit any provision that it could lawfully include or omit at the time the amendment is made. Upon written notice of at least 30 days, any number of amendments or an entire revision of the bylaws may be submitted and voted upon at a single meeting of the membership and will be adopted at such meeting upon receiving a majority vote of the members in attendance.

#### ARTICLE X. DISSOLUTION

Upon the dissolution of the corporation and after the payment or the provision for payment of all the liabilities of the corporation, the membership will dispose of all of the assets of the corporation exclusively for the purposes of the corporation or to organizations that are then qualified as tax-exempt organizations under section 501 © (3) of the

**Internal Revenue Code. A court of jurisdiction in the county in which the principal office of the corporation is located will dispose of any assets not so disposed of.**

## **Appendix C. Memorandum of Understanding**

MEMORANDUM OF UNDERSTANDING  
between  
Scenic Highway of Legends Corporation  
and  
Pike and San Isabel National Forests  
U.S.D.A. - Forest Service

This Memorandum of Understanding is made and entered into by and between the USDA - Forest Service, (Pike and San Isabel National Forests) and the Scenic Highway of Legends Corporation, under the provisions of the State of Colorado and National Scenic Byways programs.

WHEREAS, the Highway of Legends has been designated as a Scenic Byway by both the State of Colorado and the Forest Service.

WHEREAS, both the Scenic Highway of Legends Corporation and the Forest Service have an interest in promoting the public use and enjoyment of the Highway of Legends.

WHEREAS, the Forest Service needs to prepare a Corridor Plan for the Highway of Legends which will meet National Scenic Byway criteria, and which will guide development of recreation facilities on National Forest lands.

WHEREAS, the Scenic Highway of Legends Corporation is organized to promote tourism along the Highway of Legends to the benefit of Las Animas and Huerfano counties.

NOW THEREFORE, the parties agree as follows:

The FOREST SERVICE Shall:

Work jointly with the Scenic Highway of Legends Corporation and other cooperating agencies to prepare a Scenic Byway Corridor Plan. The Corridor Plan will guide development of facilities and services in order to promote public understanding and use of recreational, scenic, historic, and natural features along the Highway of Legends.

Act as the principal agency for supervision and control of Scenic Byway projects and activities occurring on National Forest lands.

Insure that all activities and facilities occurring on National Forest lands within the Scenic Byway corridor and/or view shed are consistent with the Scenic Byway Corridor Plan, subject to the laws and regulations of the United States governing the Forest Service.

The SCENIC HIGHWAY OF LEGENDS CORPORATION shall:

Act as the principal organization to coordinate and guide all activities relating to the marketing, planning, and operation of the Scenic Highway of Legends.

Involve and coordinate input from local governments, agencies, businesses and citizens into the development of the Corridor Plan and Scenic Byway projects and activities. Contact shall include, but not be limited to, all members and cooperators of the Scenic Highway of Legends Corporation as follows:

Las Animas County Economic Development Corp.  
Huerfano County Economic Development Corp.  
Las Animas County Chamber of Commerce  
Huerfano County Chamber of Commerce  
La Veta City Council  
Trinidad City Council  
Walsenburg City Council  
Las Animas County Commissioners  
Huerfano County Commissioners  
Aguilar Boosters Club  
Colorado State Department of Highways  
Colorado State Division of Wildlife  
Colorado State Division of Parks and Recreation  
Colorado State Historical Society  
Colorado State Mined Land Reclamation Division  
Southeast Colorado Tourism Council  
Businesses of Huerfano and Las Animas Counties  
Private citizens and members of the Highway of Legends Corp.

IT IS MUTUALLY AGREED TO:


Coordinate with each other on ideas, activities and initiatives along the Highway of Legends to promote its development, use, interpretation and conservation.

Prepare a Scenic Byway Corridor Plan which will include:


1. An inventory of all potential visitor stops along the entire Scenic Byway route from Trinidad to Walsenburg and the significance of each stop.
2. Selection of sites which should be further developed as part of the Scenic Byway by providing facilities such as; parking, interpretive signing, picnic tables, etc.
3. Recommend materials and standards for facilities and signs at each developed site so that there is continuity at each site along the entire Scenic Byway.

IN WITNESS THEREOF, the parties hereto have executed this agreement as of the last date shown below.

Scenic Highway of Legends Corporation


  
SHIRLEY JAMESON  
Secretary

6/21/90  
Date

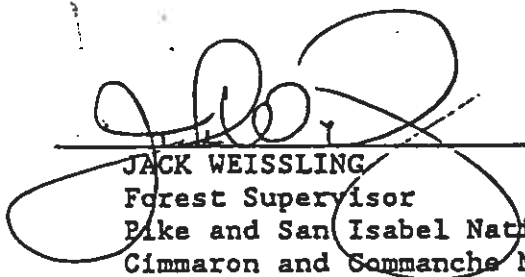
  
GORDON KELLEY  
President

6/21/90  
Date

U.S.D.A. Forest Service

  
CINDY RIVERA  
District Ranger  
San Carlos Ranger District

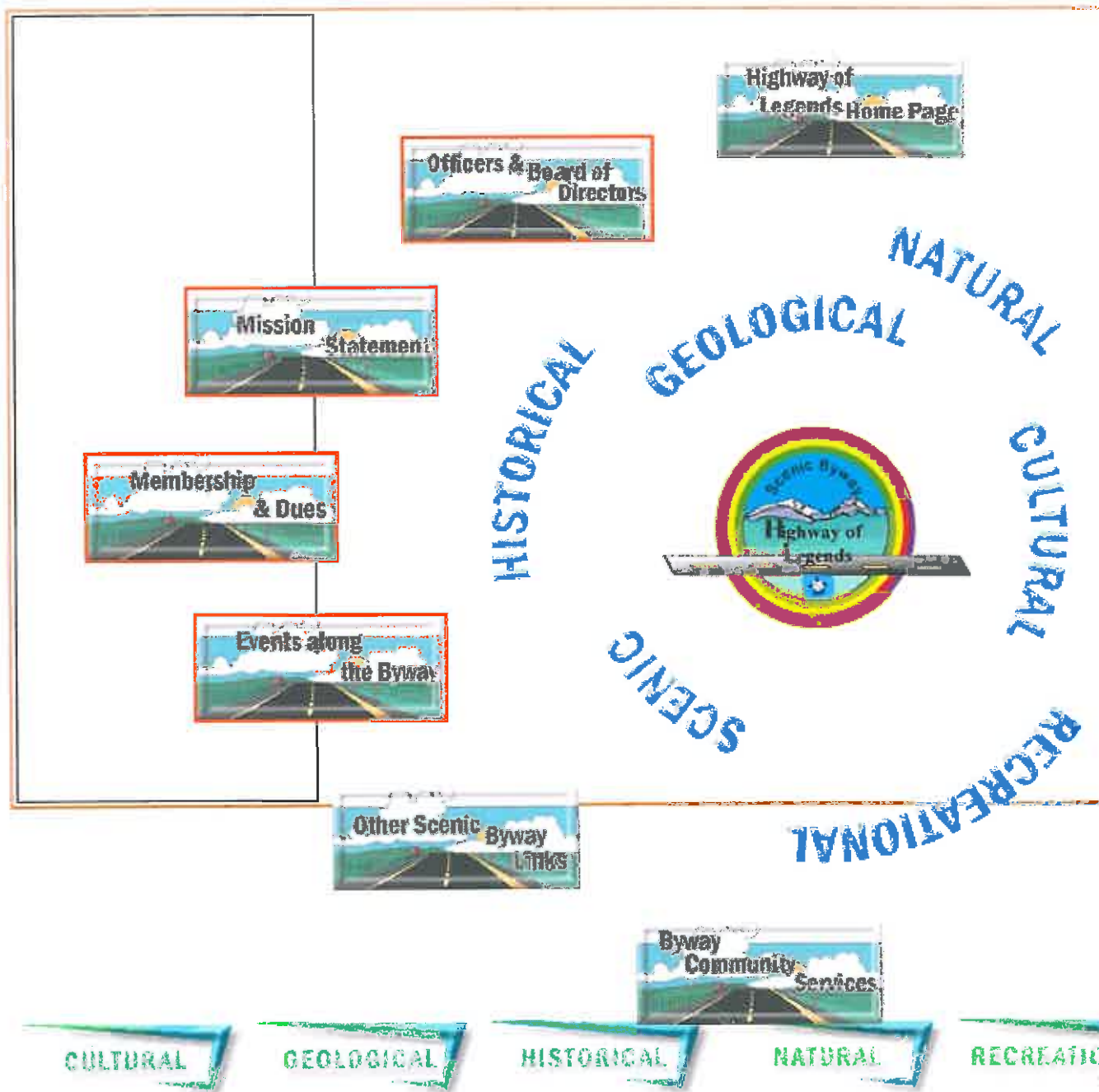
6/25/90  
Date

  
JACK WEISSLING  
Forest Supervisor  
Pike and San Isabel National Forests  
Cimmaron and Comanche National Grasslands

7/13/90  
Date





## **Appendix D. Web Site Pages**



[Online TOUR of Highway of Legends \(Click here to begin\)](#)

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<p><a href="#">Mission Statement</a></p> <p><a href="#">Highway of Legends Home Page</a></p> <p><a href="#">Mission Statement</a></p> <p><a href="#">Membership &amp; Dues</a></p> <p><a href="#">Officers &amp; Board of Directors</a></p> <p><a href="#">Events along the Byway</a></p> <p><a href="#">Byway Community Services</a></p> <p><a href="#">Other Scenic Byway Links</a></p> <p>Come and Enjoy your trip!</p>	<p><b>Mission Statement - 120 MILES OF SURPRISING BEAUTY &amp; BEAUTIFUL SURPRISES.</b></p> <p><b>The Scenic Highway of Legends</b></p> <p>Offers a panorama of historical, scenic &amp; recreational sites along its approximate 120 miles. West on Colorado 160 from Walseburg to Colorado 12 and 160 and follow Colorado 12 to La Veta up to Cuchara Valley and across the mountains past Monument Lake around to Trinidad on I-25 and back to the beginning, a three hour to three day trip, you decide.</p>  <p>P. O. Box 722 La Veta, Colorado 81055</p>	 <p>Illustration by Erik Knudson - <a href="#">EKART</a></p> <p><a href="#">Calender of Events</a></p>
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[Online TOUR of Highway of Legends \(Click here to begin\)](#)



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<p><b>Membership &amp; Dues</b></p> <p><a href="#">Highway of Legends Home Page</a></p> <p><a href="#">Mission Statement</a></p> <p><a href="#">Membership &amp; Dues</a></p>	 <p>P. O. Box 722 La Veta, Colorado 81055</p>	 <p>Illustration by Erik K</p>
<p><a href="#">Officers &amp; Board of Directors</a></p> <p><a href="#">Events along the Byway</a></p>	<p><b>Membership Benefits</b> - Include promotion of your business along the scenic byway, active presence on the Scenic Highway of Legends WebPages and an opportunity to be a part of a Colorado scenic byway.</p>	<p><b>Members of Highway</b></p> <ul style="list-style-type: none"> <li><a href="#">Azul</a></li> <li><a href="#">Cucha</a></li> <li><a href="#">La Veta</a></li> <li><a href="#">Seguro</a></li> <li><a href="#">Texas</a></li> <li><a href="#">Trinidad</a></li> <li><a href="#">Walton</a></li> <li><a href="#">West</a></li> </ul>
<p><a href="#">Byway Community Services</a></p> <p><a href="#">Other Scenic Byway Links</a></p> <p>Come and Enjoy your trip!</p>	<p><b>Membership Dues</b> - are due and payable in January of each year. We are seeking new members to give input and reap the benefits on the enhancement of the Highway of Legends.</p>	<p><b>Individual Member</b> - \$15.00  <b>Business Member</b> - \$50.00  <b>Additional D.B.A. Member</b> - \$3  <b>Corporate Member</b> - \$150.00 (10 or more employees)</p> <p>Click <a href="#">Membership Application</a> to open and print out a membership form (Acrobat 4.0 required).</p>

**[Calender of Events 2000](#)**

[Online TOUR of Highway of Legends \(Click here to begin\)](#)

<p>Events along the Byway</p> <p>Highway of Legends Home Page</p> <p>Mission Statement</p> <p>Membership &amp; Dues</p> <p>Officers &amp; Board of Directors</p> <p>Events along the Byway</p> <p>Byway Community Services</p> <p>Other Scenic Byway</p>	 <p>P. O. Box 722</p> <p>La Veta, Colorado 81055</p> <p><b>Calendar of Events 2000</b></p>	 <p>Illustration by Erik Knudson - EKA</p>
<p>Come and Enjoy your trip!</p>	<p><b>Walsenburg &amp; Huerfano County</b></p> <p>The "crossroads of Southern Colorado", Walsenburg, the county seat, is framed by the legendary Spanish Peaks to the south, the majestic Sangre de Cristo Range to the west and rolling prairies to the east. Huerfano County boast incredible diversity - a delightful four-season destination.</p>	<p><b>Trinidad &amp; Las Animas County</b></p> <p>Corazon de Trinidad National Historic District is the heart of Trinidad. A Victorian jewel in an adobe setting has a charming assortment of shops, museums, and art galleries. Trinidad also has a strong pro-business climate and is located along the Mountain branch of the Santa Fe Trail and is an anchor town for the Scenic Highway of Legends.</p>
<p>Spanish Peaks - Their isolation and abrupt rise, 7,000 feet above the Great Plains have always made these twin peaks magical. Whether you drive around the peaks on the Scenic Highway of Legends or climb to the top, the views from the Spanish Peaks are spectacular and offers countless photographic opportunities and wildlife areas.</p>	<p>A. R. Mitchell Memorial Museum of Western Art, Aultman Museum, Baca and Bloom House and pioneer museum, Children's Museum, and Loudon-Henritze Archeology Museum are among the many attractions of the Las Animas County section of the scenic byway.</p>	
<p>La Veta - boasts stunning views of rare geological dike formations, quaint architecture, small town charm, and outstanding opportunities for year-round outdoor sports and adventure, a thriving arts community and a cowboy culture still alive today, so bring your boots!</p>	<p>Ludlow houses the local history and Ludlow Monument (United Workers of America) monument commemorating the strikers and their families who lost their lives in the "Ludlow Massacre" during the Great Coalfield Wars of 1913-14.</p>	
<p>Francisco Fort Museum contain exhibits of the old school house, saloon and blacksmith shop.</p>	<p>Cokedale National Historic District, west of Trinidad on Highway 12 is the best example of an intact coal camp in Colorado complete with the dramatic ruins of Coke ovens.</p>	
<p>Cuchara Valley - nestled beneath the Spanish Peaks, offers camping, hiking, fishing, hunting, backpacking, mountain climbing, horseback outings, golfing, alpine and Nordic skiing to name a few.</p>	<p>San Isabel National Forest enhances the area with abundant activities.</p>	

## 2000 Calendar of Events

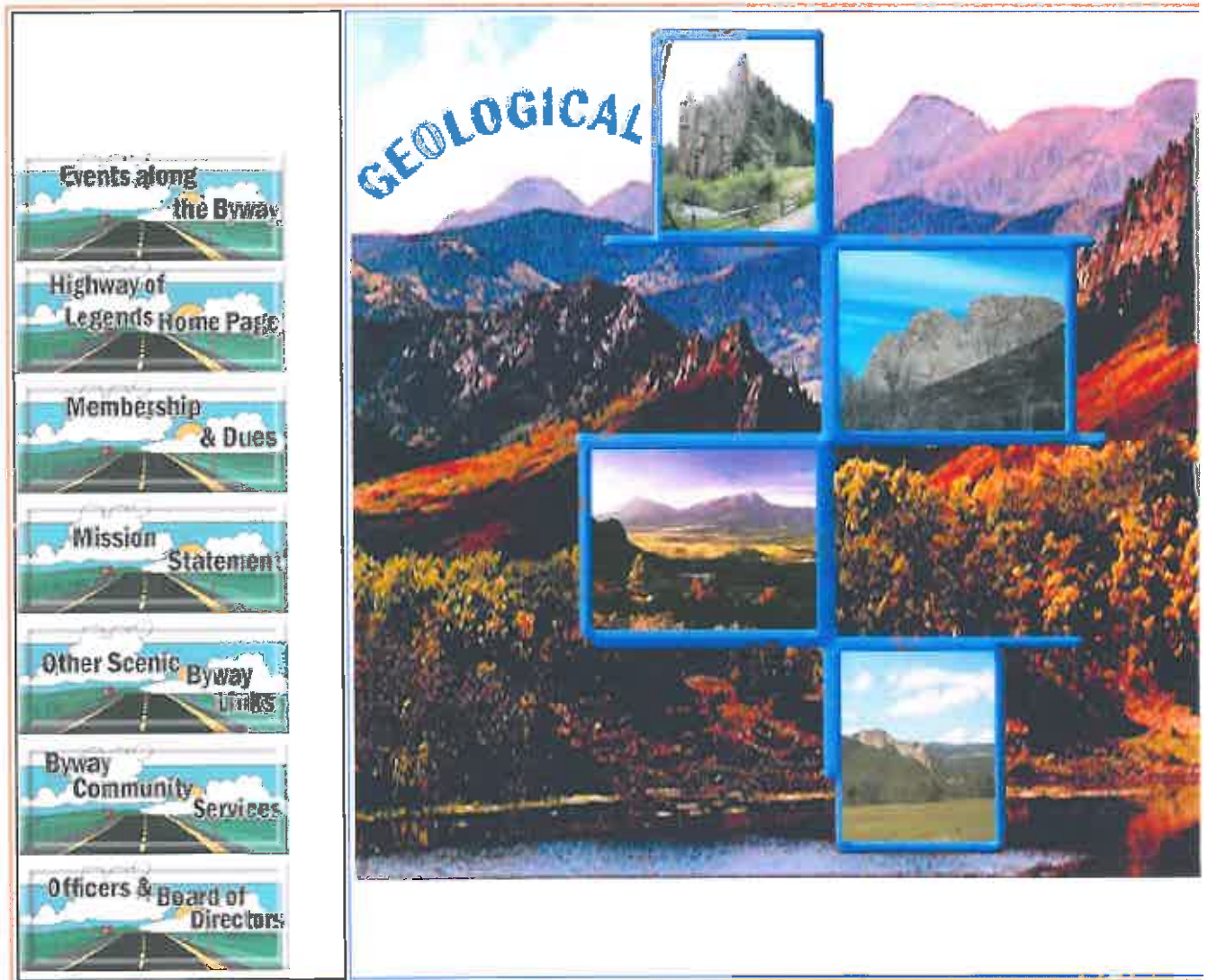
May 27	La Veta	Ft. Francisco Museum Opens
June, July, and August	La Veta	Francisco Center/Performing Arts Summer Theater Events and The Gallery Art Shows
June 2	Walsenburg	Pick and Shovel Court at the Mining Museum
June 3,4	Walsenburg	Black Diamond Jubilee Family Fun Celebration of Area Coal Mining History!
June 9	Trinidad	<b>A.R. Mitchell Museum Santa Fe Trail Art Show</b> See our show featuring artists, from all over the nation, who jury to be selected in this show. See a wide variety of mediums. The show runs from 7pm until 9pm. The A.R. Mitchell Museum is located at 150 East Main Street, Trinidad, 719-846-4224.
June 16	Trinidad	<b>Friday Nite at the Mitch</b> Something happening at the Mitchell Museum every Friday night. Jaquie Gipson will release her new CD on June 16. Tom Munch, guitarist and singer, will be featured on July 14. Eric Michaels will be featured on August 4. The A.R. Mitchell Museum is located at 150 East Main Street, Trinidad, 719-846-4224.
June 16th -18th	Cuchara	Hot Rod Show and 50's Sock Hop featuring: Highway of Legends Poker Run Johnny and The Blades Staurday Night Dance Sunday Car Show with lots of Awards including People's Choice Trophy benefitting Ronald McDonald House of Southern Colorado For information call 1 888- CUCHARA or visit the web site at <a href="http://www.cuchara.com">http://www.cuchara.com</a>
June 18	Cordova Pass, La Veta, and Walsenburg	<a href="#"><u>Ride the Rockies Bike Tour</u></a>
June 18	La Veta	La Veta/Cuchara Chamber Street Fest
June 27	Walsenburg	Surprise Performance! GLENN MILLER Concert at the Fox Theater
June 30 - July 2nd	Cuchara	Cuchara Mountain Resort Cowboy Weekend/4th Celebration
July 1	La Veta	La Veta/Cuchara Chamber Pancake Breakfast
July 1,2	La Veta	Art in the Park, Parade, and 4th of July Celebration
July 2	La Veta	PAT Golf Tournament Grandote Peaks Golf Course
July 4	Cuchara	Celebrate 4th of July with a parade and more!
July 21,22	La Veta	Christmas in July, La Veta Methodist Women's Bazaar
July 21- 23	Cuchara	2000 Cuchara Hermosa Art Show
July 22	La Veta	La Veta/Cuchara Chamber Pancake Breakfast
July 22,23	La Veta	Fort Francisco Days.... Vendors, Historical Demonstrations, Entertainment, Parade and more!

July 29	La Veta	A <i>Garden And Home Tour</i> starting at 9:30 AM. Guided tour and luncheon \$25. DEADLINE: July 20th. Benefits PARDNERS Youth Mentoring Program. For information call Sarah Lowell at 719 742-5713
Aug	Gardner	Chuck Wagon Dinner
Aug	La Veta	Huerfano County Fair/Rodeo
Aug 5th	Cuchara	Bicycle Race Cuchara Mountain Resort
Aug 11th-13th	Cuchara	Cowboy Weekend Cuchara Mountain Resort
Aug 12th	La Veta	La Veta/Cuchara Chamber of Commerce Pancake Breakfast
Sept	Walsenburg	Plaza de Los Leones Festival
Sept	La Veta and Walsenburg	Fashions of the Past
Oct 7	La Veta	Oktoberfest Street Fair
Nov	Huerfano County	Millennium Tree Celebration

[Online TOUR of Highway of Legends \(Click here to begin\)](#)



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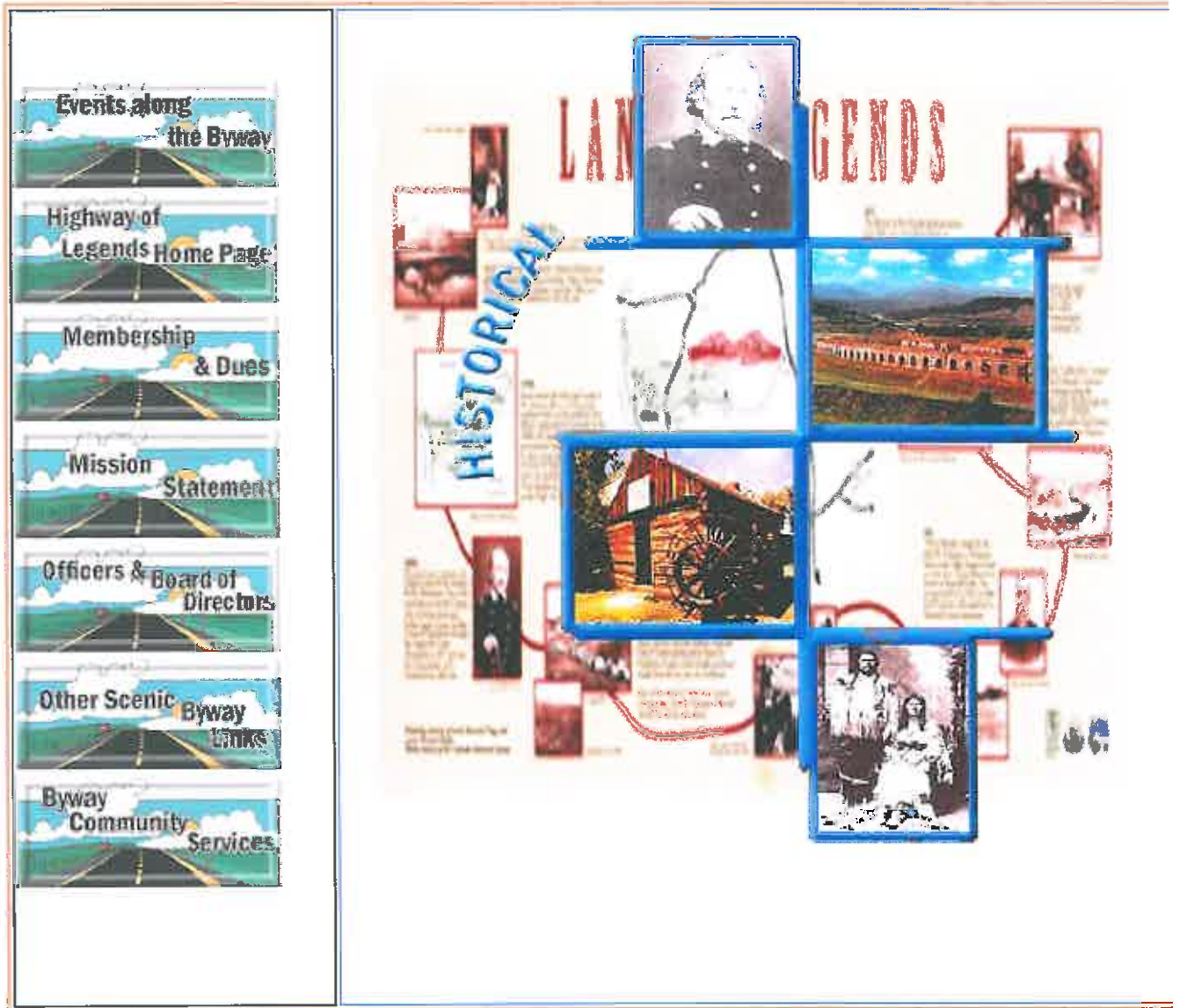


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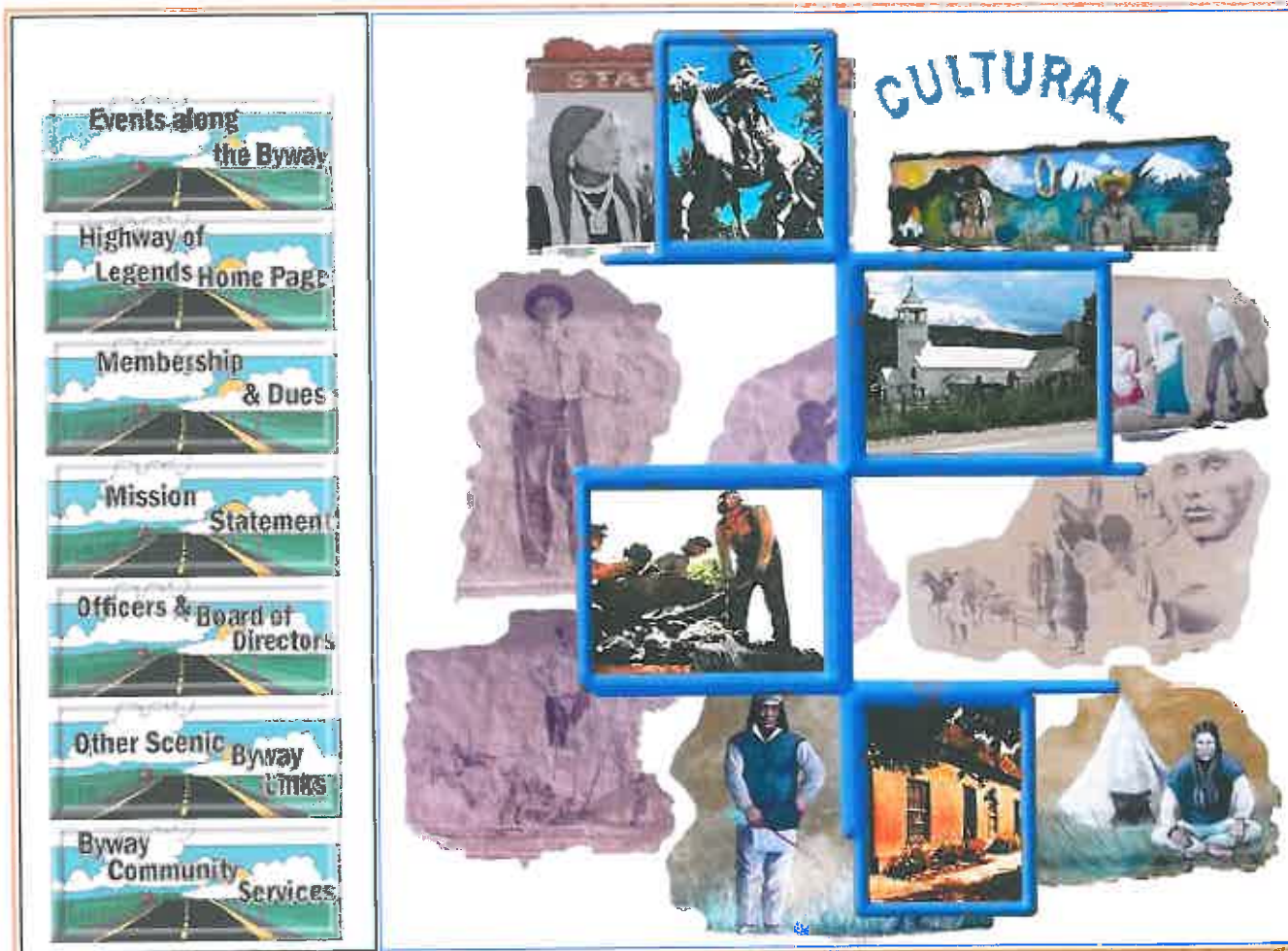




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Events along the Byway

Highway of Legends Home Page

Membership & Dues

Mission Statement

Officers & Board of Directors

Other Scenic Byway Links

Byway Community Services

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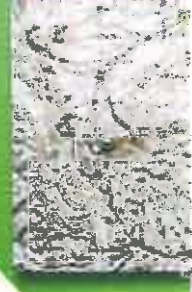
*120 miles of Surprising Beauty in Beautiful*



- 1
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- 3
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- 5
- 6
- 7
- 8
- 9
- 10
- 11
12. Cushman Pass
13. Cushman River B
14. Cushman
15. Dakota Wall
16. Devil's Staircase
17. Pacific State
18. 18 Wells
19. Junction of High
20. Ladang State P
21. Wahwahong
22. Agalar

**Legends** - the oral history of life, passing from generation to generation, and with each passing, taking on some of the characteristics of the new generation. Are legends historically correct? Usually not, but they do mirror the mood of the population, reflecting insight into previous generations. It is the life force of a people that becomes legendary.

Tour the scenic byway and experience the life of the people who live the lives along a Highway of Legends.



Come and Enjoy your trip!

**Calendar of Events 2000**

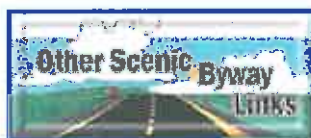
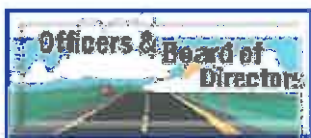
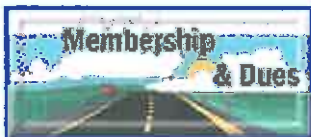


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BACK

NEXT



# 1. TRINIDAD Milepost 70.5 (mile 0.0)



This area of Southern Colorado has seen a variety of people pass through - Indians; Spanish explorers; Mexican, French, English, and American trappers and traders; Italian, Greek, Polish, Irish, Lebanese, Slavic, and northern European families, farmers, miners, etc. - and all left something to mark their passing. A tour of El Corazon de Trinidad (the Heart of Trinidad), the city's historic-downtown area, shows the variety of cultures.

Trinidad (Spanish for Trinity) was settled in 1859 on what was then known as the Mountain House of the Santa Fe Trail. One of Trinidad's early residents was George Simpson, a scout, trader, and employer.



Painting by Steven Murrain

Simpson, legend says, saved Trinidad from a Ute Indian attack. He climbed up a sandstone bluff on the north side of Trinidad, and tempted the Indians until they left the town to find him. He spent days hiding in the caves atop the bluff, keeping the Utes busy. It is said he died in St. Louis, Missouri (his birthplace), and his body was shipped back to Trinidad, where it was laid to rest atop the bluff - now known as Simon's Rest.

South of Trinidad is a basalt-capped mesa of volcanic Fisher's Peak. The Peak, it is said, is named after Cal who, while leading his troops through the area, just climbed the nearby mesa to get his bearings, and for these. Fisher's Peak is a National Natural Landmark.

Come and Enjoy your trip!

CULTURAL

GEOLOGICAL

HISTORICAL

NATURAL

RECREATIO

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BACK

NEXT

Don Miguel Antonio Leon was a wanderer, until he saw the Cochran Valley. Then he decided to settle down, and chose the Valley's gateway between the plains and the mountains. Leon, with his family named Mendez, started a community on the north side of the Cochran River known as La Plaza De Las Leonas.



"The City Built on Coal" was Walsenburg's nickname. In the early 1900s, Huerfano County produced nearly 2.5 million tons of coal per year, from over 50 mines around Walsenburg and La Veta. Huerfano and Las Animas Counties formed the chief production area for mining coal west of the Mississippi.

By 1913, miners were demanding better working and living conditions. Over 10,000 miners went on strike, setting up tent cities outside of the coal camps, and remaining there through winter. Confrontation between the striking miners and mine guards occurred, and tension mounted until, on April 20, 1914, it exploded at Ludlow, south of Walsenburg.

By 1870, La Plaza De Las Leonas was flourishing and Fred Walsen found the "gateway". He opened a large general store, and soon became a community leader, working in the headquarters of his town's 320-acre site. When it was suggested Walsen be honored, the U. S. Post Office agreed and the town became Walsenburg.

The tent city at Ludlow was fired upon by state militia and mine guards, then burnt. When the smoke cleared, 23 people had died; one militiaman, five strikers, one bystander, two women and 12 children. The women and 11 of the children were found in a cellar dug under a tent, where they had hidden to avoid the bullets, but could escape the fire. The "Ludlow Massacre" brought federal mediators to settle the conflict. While miners did not win all of their demands, this did improve and mining continued in the area until the 1960s.

## 21. WALSENBURG



Come and Enjoy your trip!

CULTURAL

GEOLOGICAL

HISTORICAL

NATURAL

RECREATION

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T A L E S • A L O N G

# The Highway Of Legends

## Links

There are many wonderful web-sites covering this region of Southern Colorado. Take a minute to get to know more about the history, culture, people, business, and communities of the area.

### [Trinidad Plus Newspaper](#)

A weekly newspaper serving the Trinidad region of Southern Colorado. You can read an [article](#) about the "Tales Along The Highway Of Legends" tape set featured in the Plus.

### [The Trinidad Internet Site](#)

Get Trinidad news, history, art, and architecture from one of the best community web sites in Colorado.

### 101 Trinidad Area Family Stories

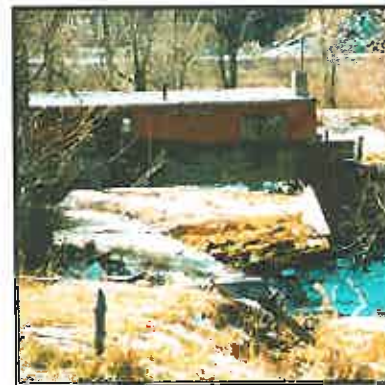
The [history section of the Trinidad Internet Site](#) features Allen Bachoroski's collection of 101 family stories from the families who made the Trinidad area what it is today.

### [Highway of Legends](#)

Here is the official web site for Colorado's Highway 12 -- The Highway of Legends.

### [Rural Wide Web](#)

A community and business web page serving many of the rural communities along Highway 12 including La Veta, Cuchara, Monument Lake, Stonewall, and Walsenburg.



[Main](#) - [Places](#) - [Legends](#) - [Pictures](#) - [Order](#) - [About Us](#) - [Links](#)

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Phone: (719) 846-7568 - E-Mail: [bachoroski@trm.net](mailto:bachoroski@trm.net)



T A L E S • A L O N G

# The Highway Of Legends

## About Us

"Tales Along The Highway Of Legends" is an audio collection, by Allen Bachoroski, of 36 of the legends that surround the Highway of Legends located in the central portion of Southern Colorado.

Bachoroski's interest in storytelling and Indians goes back to his high school days, when he belonged to an Indian dance group. His interaction in local legends started while at Trinidad State Junior College, when he searched for the stories behind Fisher's Peak and Monument Lake.

While living and teaching in nearby Raton, he and his wife would travel over Raton Pass and would see the majestic Spanish Peaks and the Sangre de Cristo Range.

Bachoroski discovered that each of those mountain landmarks had their own legend. Some of those legends include: "Wootton's Toll Road," "The Folsom Man," "The Great Flood," various Routes of the Santa Fe Trail and "How the Peaks were Named."

To become a school principal, Bachoroski obtained an master's degree from New Mexico Highlands University in Las Vegas, N.M., where he also studied about Kit Carson, Fort Union and local Hispanic history. The family then moved to the Navajo Indian Reservation and during the next four years, he learned many of the Native American stories.

"The Bear Lake Story," "Dance of Brave Deeds" and "The Mountain of Snakes" are examples of Native American stories that have been included in this collection.

Upon returning to Trinidad to raise a family, Bachoroski continued in school administration, serving the Aguilar and Primero school districts . During his 10 years as Superintendent of Schools in Primero, Bachoroski documented its school history. "When Schools Weren't," "How Torres Survives," "The Yellow School Train," and "The Legendary Maid Marian" are some of these stories included in this collection.



When Highway 12 was designated the first scenic byway of Colorado in 1988, Bachoroski and some friends researched local legends and wrote the first book for this area about those legends.



During the last ten years, Bachoroski has been director of the Upward Bound Program at Trinidad State Junior College and a part-time instructor.

He has collected 101 local family stories, which were donated to local libraries and are featured on the [history section of The Trinidad Internet Site](#).

Bachoroski says, "It is an honor to actually know family members whose ancestors have become legends. Those family names which come to mind include: Sporleder, Torres, Russell, Johnson, Walsen, Hanson and the Madrids."

Bachoroski has been sharing his stories with community groups and has been giving local history classes through TSJC, which consists of a tour along Highway 12. "We stop at many of the interesting, historic and picturesque places, where I'm able to share my stories and legends.

**You can reach Allen by:**

**E-mail at:**

[bachoroski@rmi.net](mailto:bachoroski@rmi.net)

**Mail at:**

**Allen Bachoroski  
927 Park Street  
Trinidad, CO 81082**

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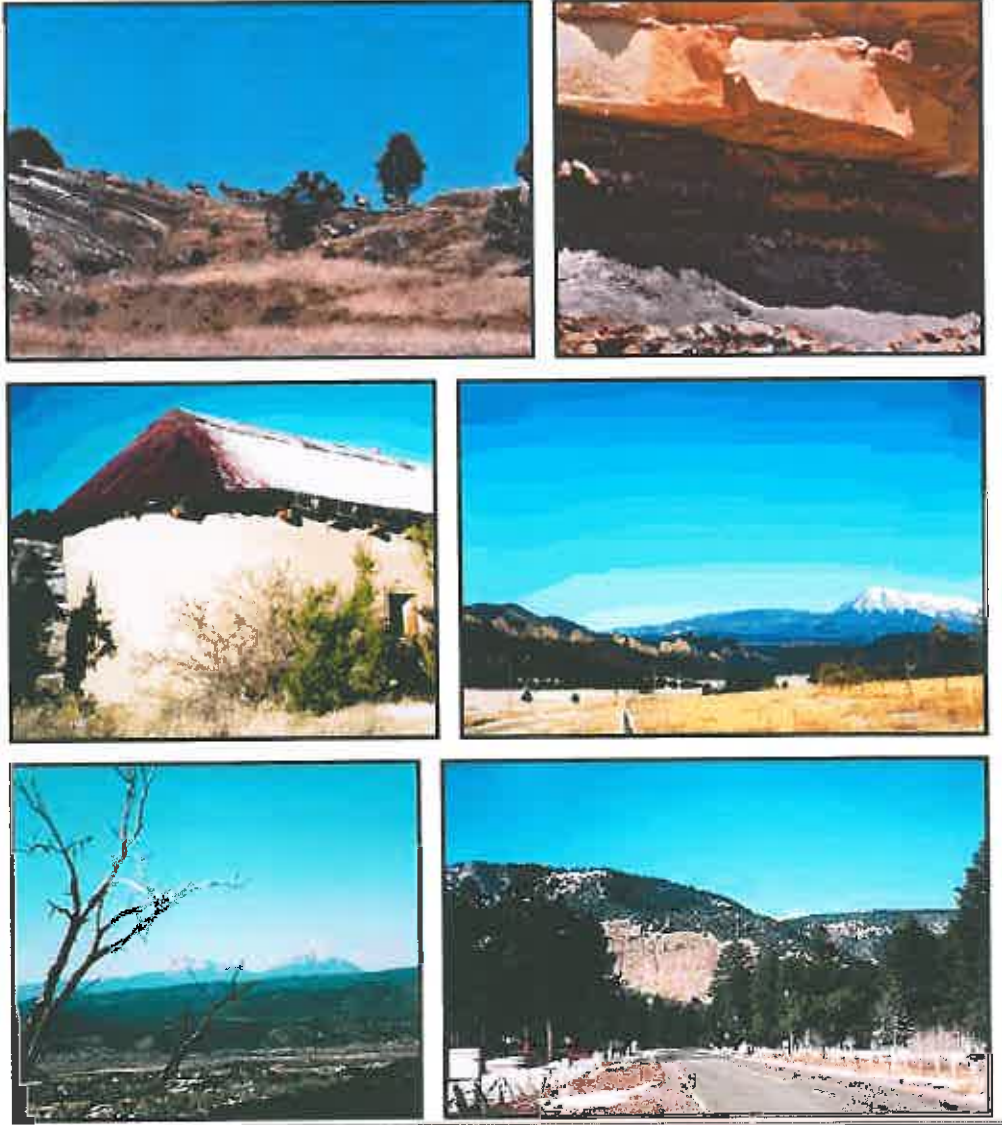
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T A L E S • A L O N G

# The Highway Of Legends

## Pictures

Here are some additional photos from along the Highway of Legends.



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T A L E S • A L O N G

# The Highway Of Legends

## A Short Description Of Selected Legends

The audio tape consists of nearly two hours of stories and sound effects along with directions about the 24 stops. Here is a short synopsis of a few of those stories.

### Legend 20 - Monument's Legend

An unusual place for pictures and an unusual legend about the rock that sticks out of the lake.

### Legend 21 - Naming of the Peaks

This is an exciting tale that has its roots in Native American folklore.

### Legend 22 - Hidden Indian Trails

This is one of those legends based on fact, but covered in mystery.

### Legend 23 - Ludlow Massacre

Although this tale does not describe a place along Highway #12, the story affected all coal mines in southern Colorado.

### Legend 24 - The Santa Fe Trail

This legend is packed with facts and tales about this portion of the Santa Fe Trail.

### Legend 25 - A Mountain of Snakes

A tale about one adventure involving three creatures: the dreaded rattlesnake, the awesome eagle and the tricky coyote.

### Legend 26 - The Stonewall War

A tearful tale about the end of "Maid" Marian's husband.

Other legends in this tape series come from Native American stories and some are pioneer and cowboy tales. Some are about bandits, coal camps, Kit Carson, the dance of brave deeds and buffalo hunters. Others describe the end of the giants or the end of the dinosaurs.



[Main](#) - [Places](#) - [Legends](#) - [Pictures](#) - [Order](#) - [About Us](#) - [Links](#)

An audio tape about Colorado's Scenic Highway of Legends that includes tales of Indians, cowboys, coal mining and the Santa Fe Trail.

T A L E S • A L O N G

# The Highway Of Legends

A collection of 36 legends told along Colorado Highway #12. A two hour audio tape consisting of the legends and 24 place descriptions.

## Places

The foothills between Trinidad, Colorado and Walsenburg, Colorado are filled with beautiful places to visit, a variety of geological formations, diverse vegetation, legendary tales, wilderness areas and wild animals.

## Legends

The audio tape consists of nearly two hours of stories and sound effects along with directions about the 24 stops. Receive a short synopsis of a few of those stories.

## Pictures

See some wonderful photos of scenes along the highway. A set of postcards are also available.

## Ordering Tapes and More

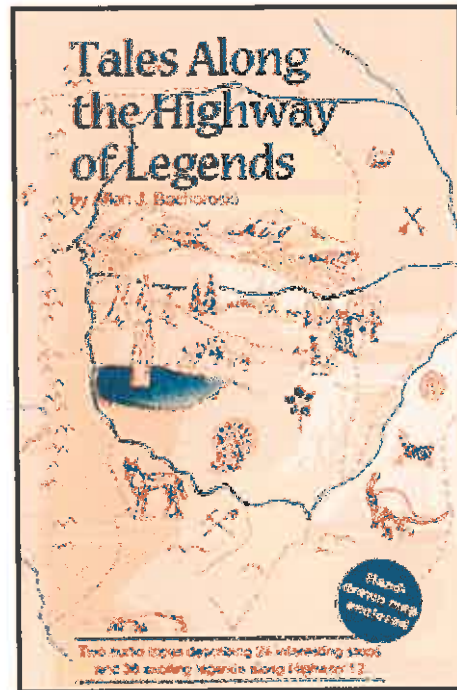
To order any of our items, print out a copy of the order page and fax or mail it to us with your check, money order, or credit card information.

## About Us

Allen Bachoroski has spent years collecting stories for this collection of tales. Find out more about where the 36 legends come from.

## Links

Visit many of the wonderful web-sites covering this region of Southern Colorado.



[Main](#) - [Places](#) - [Legends](#) - [Pictures](#) - [Order](#) - [About Us](#) - [Links](#)

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**Appendix E. Existing Visitor Information, Marketing,  
and Interpretive Materials**

## **Existing Visitor Information, Marketing and Interpretive Materials**

- **SHOL Brochure**
- **SHOL Legends Booklet**
- **Community Services Fact Sheet With “Cartoon Map”**
- **SHOL Coloring Book**
- **Individual Public and Private Sector Rack Cards and Brochures**
- **Colorado State Byway Brochure**
- **SHOL Official Web Site**
- **Colorado Scenic and Historic Byways Official Web Site**
- **Tales Along the Highway Of Legends—Audio Tapes, Booklet and Internet Materials (Bachoroski)**
- **Official State of Colorado Highway Map**
- **San Isabel National Forest Map**
- **Regional Newspapers**

### **Interpretive Signs:**

1. **Cokedale (1)**
2. **Blue and Bear Lakes (2)**
3. **North Lake (2)**
4. **Lathrop State Park (1)**

## **Appendix F. Transportation Data**



Summary

STAFF TRAFFIC & SAFETY PROJECTS BRANCH  
SUMMARY OF TRAFFIC ACCIDENT EXPERIENCE

2012A000000 1/ 1/1996 through 12/31/1998 2160A  
999999 2012A999999 2160A294172 2160A

STATE HIGHWAY 12 A AND SH 160 A

I. NUMBER OF ACCIDENTS REPORTED

One-Car Accidents	168
Two-Car Accidents	88
Three Or More Cars	6
Total	262

II. SEVERITY

Fatal Accidents	3	*	Persons Killed
4			
Injury Accidents	78	*	Persons Injured
141			
Property Damage Only	181	*	
		*	
Total Accidents	262	*	

III. LOCATION

On Roadway	149	*	Off Roadway
113			
Total	262		

IV. TYPES OF ACCIDENTS

Overturning	26	*	Overtaking Turn
9			
Other Non-Collision	3	*	Parked Car
11			

summary

e	Pedestrian	2	*	Train
	0			
	Broadside	11	*	Bicycle
	3			
	Head-On	6	*	Motorized Bicycl
	0			
	Rear-End	32	*	Domestic Animal
	10			
	Sideswipe-Same Dir.	2	*	Wild Animal
	39			
	Sideswipe-Opp. Dir.	10	*	Fixed Object
	92			
	Approach Turn	5	*	Other Object
	0			
		Total		262

V. LIGHT CONDITIONS  
ITIONS

Daylight	161	*
13		
Dark Not Lighted	90	*
27		
Dark Lighted	11	*
16		
		*
17		
		*
21		
Total	262	

VI. ADVERSE COND

Raining
Snowing
Road Wet
Road Snowy
Road Icy

Any intentional or inadvertent release of this data or any data derived from its use shall not constitute a waiver of privilege pursuant to 23 USC 409.

□

station98

6/9/00

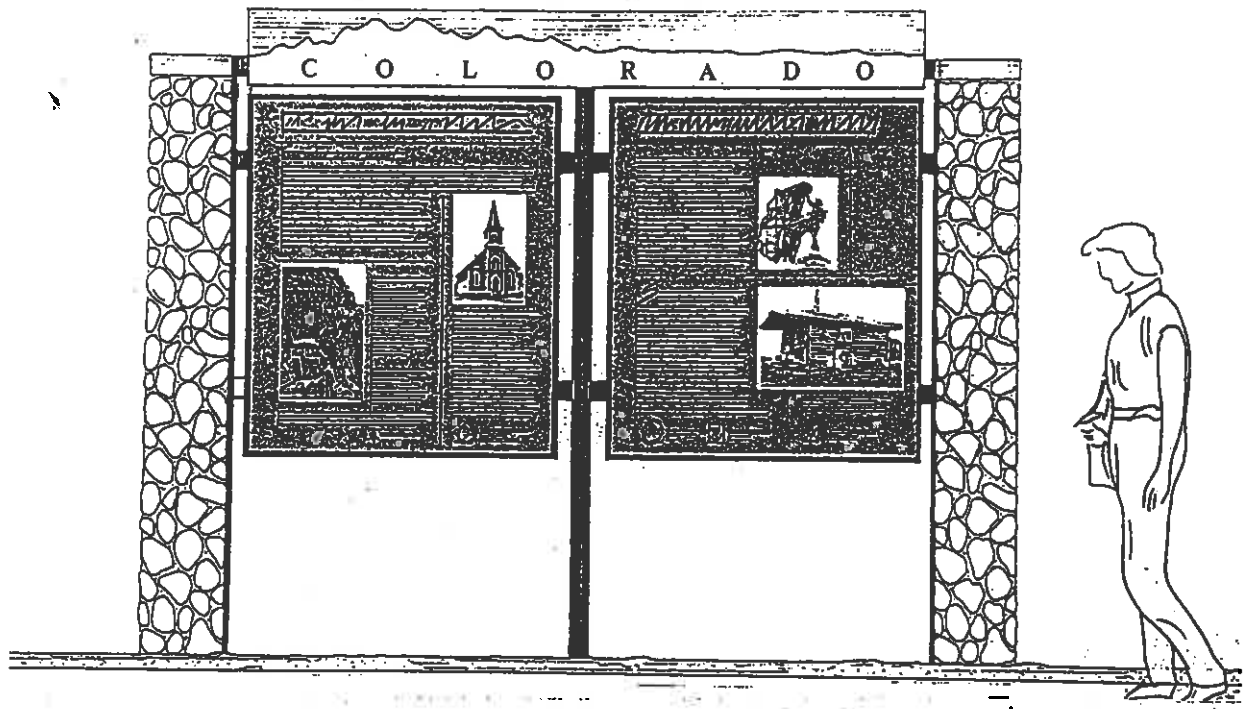
ROUTE	MILE PT	SEC. TERMA	ADT98	ADT97	ADT96
012A	0	JCT SH 160	1400	1500	1566
012A	2.716	RD W (CO RD 410)	1460	1550	1618
012A	4.6	RD E AND W (RYUS AVE), LA VETA	3500	3100	3236
012A	4.82	RD E AND W (VIRGINIA ST), LA VETA	2150	1900	1983
012A	5.385	RD E (CUCHARAS ST), LA VETA	1650	1100	1148
012A	15.238	RD NW (CO RD PT 1)(PINEHAVEN)	900	955	997
012A	16.325	RD E AND W (CO RD CU4), CUCCHARAS	460	500	522
012A	33.058	RD E (CO RD 9.6)	650	510	532
012A	38.588	RD S (CO RD 13) (STONEWALL)	1100	480	501
012A	43.031	RD NW (CO RD 21.6)(VIGIL)	1200	720	752
012A	48.566	RD N AND S (CO RD 31.9) (WESTON)	1550	1350	1409
012A	56.848	RD S (CO RD 47.7) (VALDEZ)	1800	1300	1357
012A	61.386	RD N (CO RD 55.7) (COKEDALE)	1850	1450	1513
012A	67.138	RD S (CO RD 18.3) (TO DAM AND STARKVILLE)	2750	2650	2768
012A	68.395	RD NW (CO RD 67.3) (JANSEN)	3300	3362	3466
012A	69.237	RD SE (NICKERSON RD)	3400	3464	3572
012A	69.363	RD N AND S (ARTHUR ST), TRINIDAD	3500	3565	3676
012A	69.823	RD N AND S (ALTA ST)	6200	6316	6512
012A	69.883	RD N (SAN JUAN AVE) RD W (STONEWALL ST), TRINI	6150	6265	6460
012A	70.24	RD N (PROSPECT ST), TRINIDAD	8200	6800	7011
012A	70.331	RD N (STATE ST); TRINIDAD	8400	8557	8823

station98

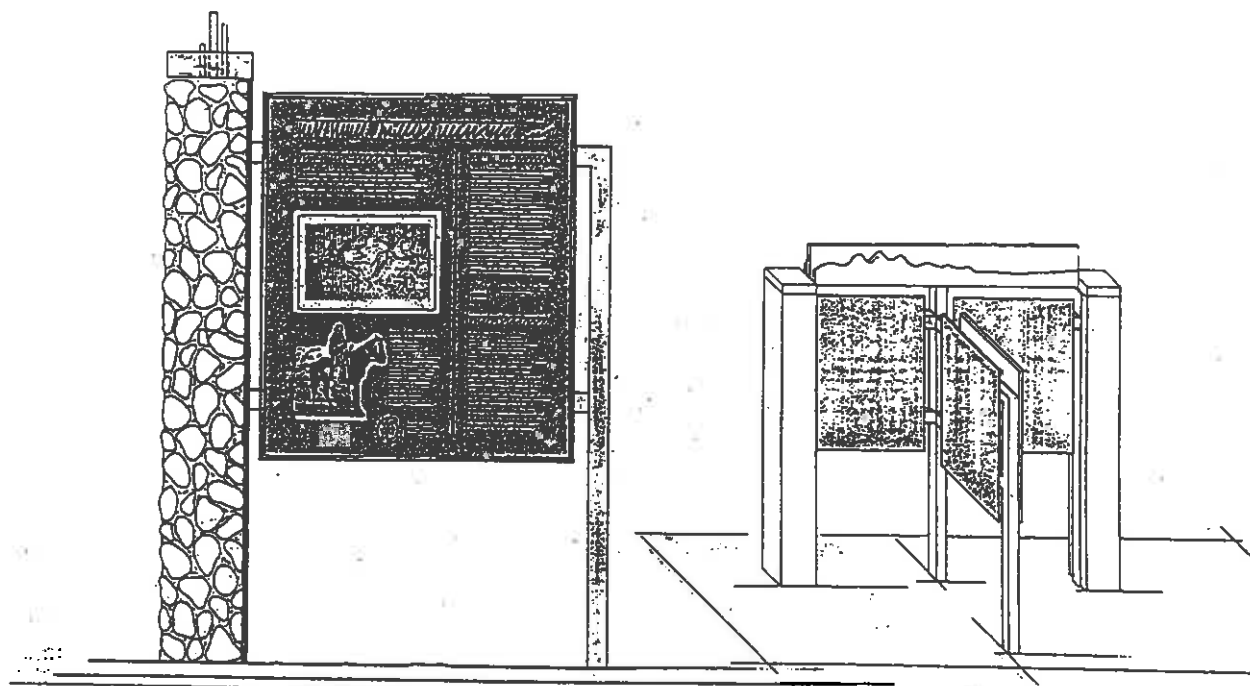
6/9/00

ROUTE	MILE PT	SEC TERMIN	ADT96	ADT99	ADT00
160A	294.172	JCT SH 12	4350	4550	4780
160A	295.415	RD S (CO RD 350)	4900	5036	5269
160A	302.075	RD NW (CO RD 502) (LATHROP STATE PARK)	6950	5750	6016
160A	304.415	RD SE (CO RD 340)	6850	7040	7365
160A	304.518	RD NW AND SE (BIRCH AVE), WALSENBURG	5750	6993	9408
160A	305.191	RD NW AND SE (HENDREN AVE), WALSENBURG	8350	8582	8978
160A	305.288	RD NW AND SE (ALBERT AVE), WALSENBURG	8200	8050	8422
160B	305.526	N JCT SH 25 WALSENBURG BUS RT	3300	3392	3549
160B	305.626	RD NW AND SE (RUSSELL AVE), WALSENBURG	1250	1285	1344

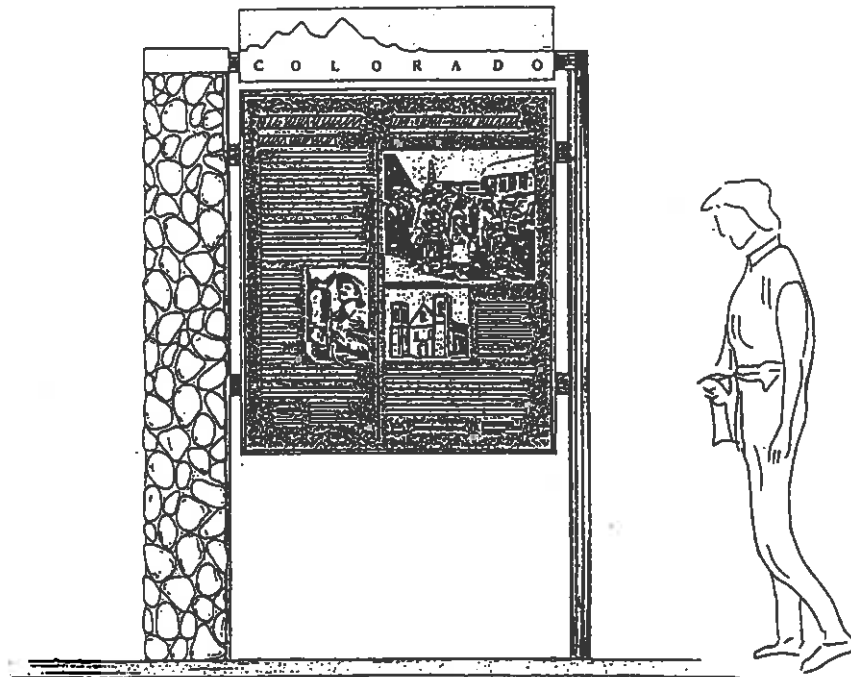
## **G. CDOT/CHS Interpretive Marker Program**



**4 - Panel Kiosk**  
**CHS/CDOT Roadside Interpretive Program**



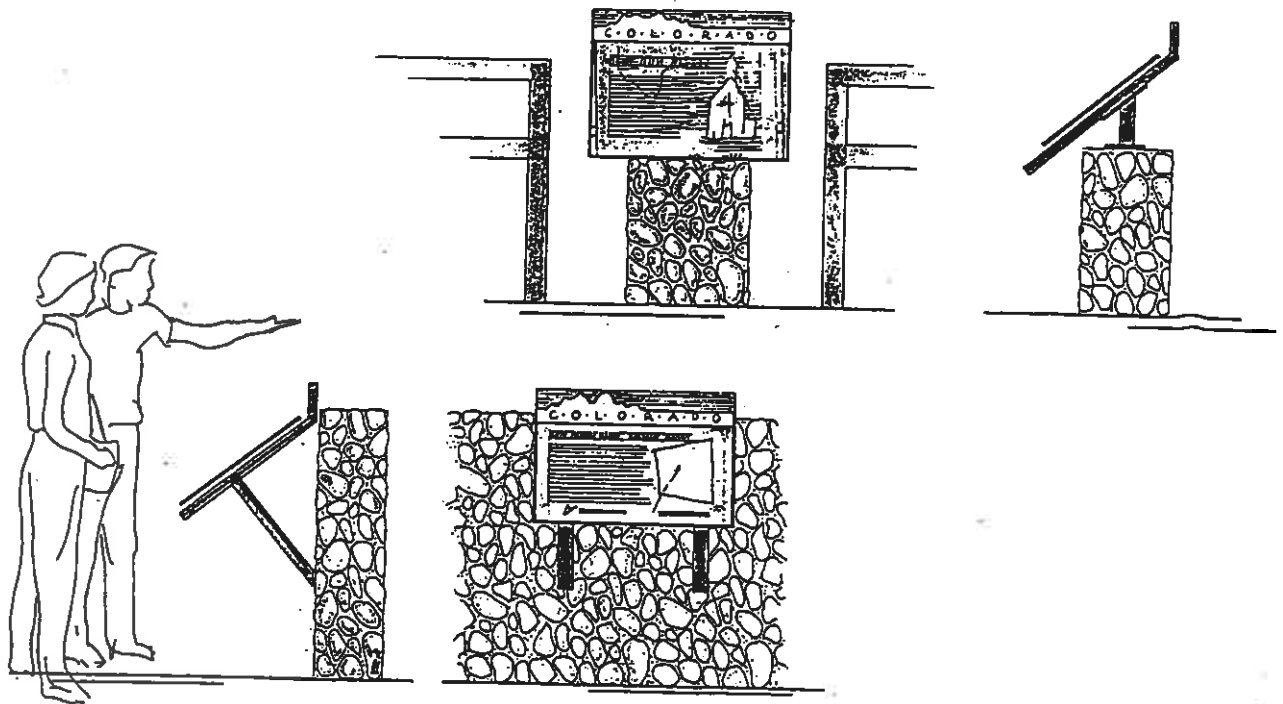
***4 - Panel Kiosk - Side View***  
***CHS/CDOT Roadside Interpretive Program***



**2 - Panel Kiosk**

***CHS/CDOT Roadside Interpretive Program***





***Low Profile Kiosk***  
***CHS/CDOT Roadside Interpretive Program***

# STATE OF COLORADO

DEPARTMENT OF TRANSPORTATION

4201 East Arkansas Ave.  
Denver, Colorado 80222  
(303) 757-9011



## CLARIFICATION ON OUTDOOR ADVERTISING FOR SCENIC BYWAYS BROUGHT ABOUT BY PASSAGE OF INTERMODAL SURFACE TRANSPORTATION EFFICIENCY ACT OF 1991

Existing outdoor advertising signs that were lawfully erected under state law could remain if maintained properly. FHWA is not requiring the purchase and removal of existing signs. They are requiring that no new off-premise signs be erected in scenic byways on interstate and primary highways after December 18, 1991 with the passage of the Intermodal Surface Transportation Efficiency Act.

1. **Illegal Signs** - Section 1046(b) requires the removal of any sign along the interstate system or federal aid primary system which were not lawfully erected under state law. The sign owner must remove such signs within 90 days of enactment of ISTEA at owner expense, or if not removed by the sign owner, the State must remove the sign and the sign owner will be liable to the State for the removal cost.
2. **Scenic Byway Prohibition** - Section 1046(c), a new provision that prohibits new signs adjacent to those portions of an interstate or primary highway that are designated a scenic byway. The only signs that would be allowed in scenic byways as defined in the Roadside Advertising Rules and Regulations are:
  - a. **Official Advertising Devices.** Advertising devices erected for a public purpose authorized by law, but the term shall not include devices advertising any private business. Authorized by law means a duly erected statute, rule, regulation, ordinance, declaration or resolution by a governmental entity specifically authorizing the erection of such device by a governmental entity.
  - b. **On-Premise Advertising Device.** Advertising devices advertising the sale or lease of the property on which it is located or advertising activities conducted on the property on which the sign is located.
  - c. **Directional Advertising Devices.** Advertising devices containing directional information about public places owned or operated by federal, state, or local governments or their agencies; publicly or privately owned natural phenomena, historic, cultural, scientific, educational, and religious sites; and areas of natural scenic beauty or naturally suited for outdoor recreation, deemed to be in the interest of the traveling public. Such devices shall conform to standards promulgated by the Department pursuant to C.R.S. 1973, 43-1-415 (1981 Colo. Sess. Laws, Chapter 512) which standards conform to the national policy.

**Appendix H. Scenic Highway of Legends Corridor  
Viewshed Plan**

**SCENIC  
HIGHWAY OF LEGENDS.  
CORRIDOR VIEWSHED PLAN**

February 1991

**DEFINITIONS**

**VIEWSHED** is defined as the area seen or potentially seen from a travel route, use area or waterway. Foreground, middleground and background distance zones are included. Where views are limited and prevent distance views the viewshed takes on a corridor shape.

**SCENIC CORRIDOR** frames or enhances the road. The corridor is a much wider area than the road right-of-way and includes outstanding scenery vista and facilities either within the right of way or as part of a distant panorama.

**SCENIC BYWAY** is a road having roadsides or corridors of high natural beauty and cultural or historic value. It gives the traveler glimpses of nature, history, geology, landscaping and cultural activities. Often an alternative to the interstate highway system.

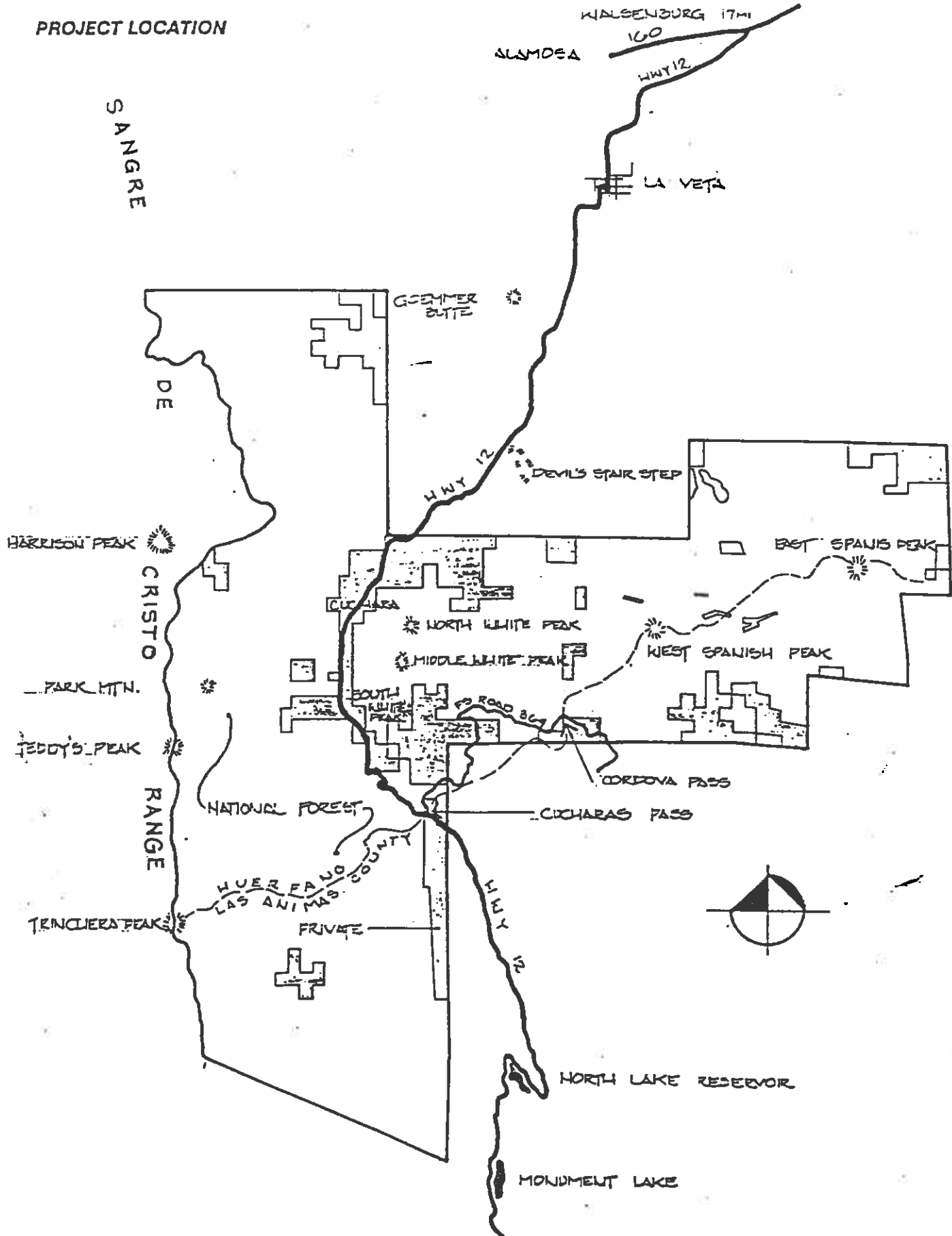
**RETENTION** provides for management activities which are not visually evident. Activities may only repeat form, line, color and texture which are frequently found in the characteristic landscape. Changes in their qualities of size, amount, intensity, direction, pattern, etc., should not be evident.

**PARTIAL RETENTION** management activities remain visually subordinate to the characteristic landscape when managed according to this objective. Activities may repeat form, line, color or texture common to the characteristic landscape but changes in their qualities remain visually subordinate to the characteristic landscape.

In this instance the scenic corridor is the seen area along Highways 160 and 12, between Walsenburg and Trinidad Colorado. Also included are 6.2 miles of FS Road 364, (also know as Apishapa Pass Road) from Cucharas Pass to Cordova Pass. The Byway is located entirely within Las Animas and Huerfano Counties, and the San Carlos Ranger District of the San Isabel National Forest.

PROJECT LOCATION

Highway of Legends 2



**PURPOSE AND NEED**

Corridor viewshed planning is necessary to insure that the health, scenic quality and value of the National Forest are maintained for the enjoyment of today's and future populations of Forest visitors.

Demand trends indicate that over 25% of the recreation use on the Forest is driving for pleasure and enjoying scenery, while the national average is 50%. Maintaining the quality of the visual resource will become increasingly important as recreation demands grow.

Corridor viewshed planning will help reverse the declining trend in visual quality over the past few years. The esthetics of the Spanish Peaks area is tied closely to the tourism industry.

**MANAGEMENT DIRECTION**

Federal direction comes from the Scenic Byways Act of 1989, (S. 432/H.R. 1087), a bill directing the Secretary of Transportation to identify scenic and historic roads and to develop methods for designating, promoting, protecting and enhancing these roads for their scenic and historic values

Forest Service direction comes from the National Forest Scenic Byways Program. A program aimed at showcasing outstanding National Forest scenery to meet the growing demand of driving for pleasure as a significant recreation use.

State level direction is included in the Colorado Scenic and Historic Byways Program.

Forest level direction provided by the Forest Plan states:

1. Manage the visual resource to a desired condition that allows for acceptable alteration of the landscape.
2. Apply the Visual Management System to all NFS lands, travel routes, use areas, water bodies determined to be of primary importance or sensitivity level 1.
3. Follow direction in FSM 2380 and FSH's 2309.16 to 2309.25.
4. Foreground areas are to receive priority treatment.
5. Achieve enhancement of landscapes through addition, subtraction or alteration of elements of the landscape such as vegetation, rockform, water features or structures.

Amendment #21 (Appendix A) to the Forest Plan, establishes Scenic Highway of Legends as a Scenic Byway.

At the county level, both Las Animas and Huerfano Counties have land development guides that contain language pertaining to esthetics and scenic byways.

Las Animas County direction (Appendix D), is to preserve the scenic vistas, unique natural areas and other esthetic sites within the County. The plan goes on to state that it will be the policy of the

## Highway of Legends 4

county to protect from visual obstruction and esthetic intrusion the major scenic vistas of the county located along state and federal highways; development along these corridors shall be sited, constructed and finished in a manner that will cause the minimum possible disruption of established scenic views. Section 2.09.05 of the guide pertains specifically to scenic corridors. Scenic corridors are areas adjacent to and extending beyond state or federal highways in Las Animas County and areas of otherwise special scenic interest that offer mountain, canyon, plains and mountain-plains vistas of uncommon natural meadowlands, igneous rock formations and transitional foothills. The purpose of the establishment of these corridors is the preservation of the county's scenic vistas. Designation of these corridors does not preclude development thereon; but it requires that such development be sited, constructed and finished in a manner that is compatible with, in harmony with, and does not intrude upon, the existing scenic vistas or the wildlife.

In the Huerfano County Land Development Guide (Appendix C), a scenic conservation overlay district is established along Highways 12 and 160. This overlay is 990 feet wide and imposes additional restrictions to the underlying zoning district to protect from intrusion the major scenic vistas of the county. Dwellings and other structures established in this district shall be sited, constructed and finished in a manner that will cause the minimum possible disruption of established scenic views.

### **EXISTING SITUATION**

The 82 mile Highway of Legends is a varied one, curving it's way through urban settings, forested lands, pastures, unique geologic formations, reservoirs, The Spanish Peaks, Sangre De Cristo and Greenhorn Mountains, and several rural communities. Just south of Cucharas Pass is an imaginary line that separates the landscapes of the Great Plains from the Southern Rocky Mountains. Vegetation, landforms, and topography are distinct in each area. Views along the Byway vary from immediate foreground views only, to distant panoramas. In other areas only foreground and background views exist, the middleground blocked from view. Along the Apishapa Road the tree canopy creates a tunnel effect. Interesting shade patterns result from the vegetation and steep side slopes. In order to fully experience the Byway, visitors should travel the road in both directions (north and south) and seasonally.

Visual management objectives for the area range from retention to partial retention as a result of a the high variety of the landscape features, level 1 sensitivity and varying viewing distances.

### **Vegetation**

Species present include Aspen, Cottonwood, Locust, Scrub Oak, Juniper, Pinon Pine, Spruce Fir and Ponderosa Pine. Natural meadows, grazing pastures and agricultural fields are interspersed with the forested lands. Yellow, red purple and orange are the summer wildflower colors. Fall color is provided by the aspen and scrub oak. As a whole vegetation is in good condition. The area between the town of Cuchara and Cucharas Pass has been heavily infected with Spruce budworm and winter kill.



## Geography

High mountain peaks and valley bottoms are predominant. Rock out crops and steep ridges are visible north of Cucharas Pass. South of the pass the ridges and slopes are gentler, more representative of the High plains than the Rocky Mountains.

The dikes radiating from the Spanish Peaks provide a great deal of visual interest. Some are prominent enough to have names. The Dakota intrusion is another geologic formation. The Spanish Peaks, Greenhorn Mountains and Sangre De Cristo Range are all visible.

## Water

Water is visible along the way as either streams or man-made reservoirs. The reservoirs range in size from small farm ponds to Lake Trinidad. North Lake Reservoir, Monument Lake and Horse Shoe and Martin Lakes at Lathrop State Park can be seen along the way. The Byway passes through the Purgatory and Cucharas River drainages.

## Cultural Features

Along the way the Byway passes through several small communities: Walsenburg, La Veta, Cuchara, Stonewall, Jansen, Weston, Segundo, Valdez and historic Cokedale. Between towns the landscape is dotted with farms and homes. Mining activity near Weston and a gravel pit south of La Veta are the only industrial operations visible. Several commercial establishments such as hotels, a golf course and the Cuchara Ski Area are visible.

Several overhead powerlines parallel or cross the highway. Railroad tracks also parallel the highway between Trinidad and Weston. Water storage tanks, a mining conveyor belt, power plant, several small junkyards and a drive in theater are also visible.

## Land Ownership

The majority of the property frontage along the byway is in private ownership. Of the 82 miles, only 8 pass through National Forest lands. Approximately 3 miles of Apishapa Pass Road is within Forest Service boundaries. An even smaller portion of the foreground is under Forest Service ownership.

Highway of Legends 6

Inventory of existing condition: Walsenburg to Trinidad

MILEPOST	PHOTO #	REMARKS
0		Intersection of Highway 160 and Main Street in Walsenburg, heading west.
3.0	1	Rt side, overlook of Lathrop State Park, good views north and west, Greenhorns in distance. Gravel pit left side of road.
4.9		Drive in theater on right.
5.1		Rio Cuchara Resort on the left.
5.6		Crest of hill provides good views to southwest.
6.8		Rt side, Shrine of Virgin Mary. Good view south to Spanish Peaks.
8.1		Rt side, entrance to Navajo Ranch Development.
* From milepost 6.8 to 8.1 there is no middleground on the right side		
11.5		Intersection of Highways 12 and 160, turning south.
11.8		Goemmer Bütte Visible
14.8	2	Town of La Veta visible.
15.9		La Veta town limits.
17.2		Lft side, entrance to Grandote Golf Course
18.2		Lft side, golf course ends, various dikes visible.
18.4- 19.2		Rt side, county gravel visible. Screening directly adjacent partially shields it from view. Distant views are visible.
* To this point vegetation is a mixture of pasture, scrub oak and Pinyon Juniper. Yellow is predominant wild flower color, purple, red and orange are visible.		
20.5		Pass through rock formation
21.6	3,4	Devil's Stair step visible as background.
22.7	5	Rt side, pullout at Devil's Stair Step.
23.7		Entrance to Spoon Ranch
* No middleground or background on right from m.p. 23 to 24.1.		
23.9		Borrow pit on left
24.4	6	Stream crossing, views open up on left.
25.4		Dump and storage on left.
* Vegetation changing aspen.		
25.9	7	The Gap
26.6-27		Entrance Pine Haven
27		Natural opening to the left.
27.5		Rt side, immediate foreground only, left foreground only, ski area visible straight ahead.
27.9		Town of Cuchara
28.5		Vegetation is now predominantly Aspen
28.6		Entrance Spring Creek Campground

Highway of Legends 7

Walsenburg to Trinidad continued.

MILEPOST	PHOTO #	REMARKS
29.1		Conifer species predominate.
30.1		Entrance to Cuchara Ski Area.
30.3		Poor quality timber both sides, impacts of disease.
30.5		Entrance to Blue/Bear Lake
30.7		Poor quality aspen (look like corkscrews)
30.8		Water tank on left need repairs
34.1		Cucharas Pass, immediate foreground on right, views on the left.
34.6		Pull out on the right going down hill
41.6		Pullout at reservoir
42.4		End, views of reservoir
43.8		old entrance to reservoir picnic area
43.9-44.7	8	Monument Lake visible on the left
44.1		Trash dumpster and borrow pit on right
44.6-45.1		Assorted houses on the left
48.9-49.7		Town of Stonewall
51.9		New Elk Mine, scars and equipment visible
52.6		Mine visible straight ahead
53.7		conveyor crosses the road
54		End of spoil piles
55.4		Stream visible on the right
56.4		Golden Eagle Mine visible on the right
56.6		adobe ruins on the right
58.7		Power station on the left
58.9		Nice view of Fisher's Peak in background
60.3-60.7		Town of Weston
67.3-67.8		Town of Segundo
63.5	9	Another distant view of fischer peaks
74.5-7.9		Spoil piles along left side of road
74.6		Abandoned coke ovens
78.3		Entrance to Trinidad Lake
81		Town of Jansen
82.5		End town of Jansen, enter Trinidad

STOP

## Highway of Legends 8

### Inventory of existing condition: Trinidad to Walsenburg

MILEPOST	PHOTO #	REMARKS
0		Begin at Trinidad city limit, coincides with eastern edge of Jansen.
1.3		View to dam at Trinidad Lake.
1.4		Western edge, town of Jansen.
2.1		South entrance to lake developments.
2.2		Nice view into lake.
2.4		End view of lake, foreground only along right side.
2.8		Entrance to north shore developments.
4.5		Greenhorns visible to the northwest.
5.5		Nice views to the west.
* Vegetation to this point is predominantly Juniper and Pinon Pine, some cottonwoods exist along stream courses.		
5.8-6		Spoil-piles along the right side.
6.3		Abandoned coke ovens.
6.3		Town of Cokedale.
11.6		Roadside Geology
* Valley bottom along left side of road heavily impacted by, houses, junk and agriculture equipment.		
13.3-13.8		Town of Segundo
14		Nice view looking northwest.
20.5-20.8		Town of Weston.
22.6		First signs of mining activity headed north.
25.3		Nice pasture and mountains on the left.
26.9-29.4		Mining activity visible along the left side.
28.7	10	Nice view straight ahead
29.6		Farm ponds, both sides of the road.
30.9		Pastures on left.
31.2	11	First view of dikes, headed north.
31.4-32.2		Town of Stonewall
32.8-35.3		Nice views all around, very little evidence of man.
36.2		Entrance to Monument Lake development.
36.3		Good views to Spanish Peaks.
36.3-36.7	12	Intermittent views to Monument Lake
38.2		Beaver ponds and dike visible on the left.
38.6-40.3	13	Reservoir comes into view.
* Between the reservoir and dam no houses are visible.		
45		Landfill visible on right as middleground.
47.1		Summit, Cucharas Pass, view north.
47.2	14	Fall color view from the summit.
* Heading down the hill the road is enclosed on both sides, middle and background views visible only at curves. Very few opportunities available for pullouts.		

Highway of Legends 9

Trinidad to Walsenburg continued.

MILEPOST	PHOTO #	REMARKS
48.1		Pullout on the right, small vista exists
48.2		Quality of timber beginning to decline.
49.1	15	Nice views out, need maintenance.
49.4		Entrance to Purgatory River developments, views begin to open up, on the right only.
49.6		Entrance to Spanish Peaks Campground(private.)
49.8		Housing impacts along the right, foreground only along the left.
51		Entrance to Cuchara Ski Area.
51.1		Temporary storage for water improvement project.
51.3		Possible wildlife opening on left.
51.6	16	Typical farm and housing along the way.
51.8		Nice pastures along the right, still enclosed on left.
52.3		Town-limits for Cuchara
52.6		Entrance to Spring Creek Picnic Area
53.2		Leaving Town of Cuchara
53.6		Pastures on right, still enclosed on the left.
54.9		Approaching the Gap, northbound.
55.6		Views open up on the left.
55.7		Dump and storage area on the right.
57.1		Good view of Devil's Stair Step.
58.2		Pullout at Devil's Stair Step.
58.6	17	View to Goemmer Butte and Beyond
59.9	18	Pull out at dike.
61.5-62.1		Quarry visible along the left.
62.3		Views now wide open on both sides.
62.6		Grandote Golf Course comes into view
63.6-64.8		Town of La Veta
65.6		Curve in road allow good views to north and east.
69.2		Intersection of highways 12 and 160.
70.1		Views to the east.
76.1-76.4		Lakes visible on right side of road.
77		Entrance to Lathrop State Park.
77.5		Lathrop Golf Course Visible on left.
79.1		Power plant on the left.
79.4		Town of Walsenburg.
STOP		
	19	View from proposed trail along Apishapa Pass Road.
	20	View from proposed trail along Apishapa Pass Road.

### **PROJECT GOALS AND OBJECTIVES**

The goals and objectives for this project were defined after the management direction was reviewed and the existing visual inventory completed. Both the goals and objectives and projects were established to improve existing visual experiences and correct any deficiencies.

1. Maintain natural appearing landscapes
2. Manage vegetation to create vistas, add color and textural diversity, screen impacts, develop a variety of enclosure.
3. Apply Forest Plan, VRM, and county planning direction to lands within the viewshed.
4. Design forest Management projects to maintain scenic quality of the timber resource in the area.
5. Provide a scenic alternative to I-25, by maintaining a variety of visual experiences, preventing visual intrusions and restoring current impacts along Highways 160 & 12.

### **PROJECTS**

Overall, projection selection was limited, due to such factors as; limited access, private land, boundary of the Spanish Peaks WSA and steep slopes. Only an eight (8) mile section of the Byway is within Forest Service Boundaries.

#### **PROJECT 1: CUCHARAS CREEK**

**SITUATION:** The portion of the drainage adjacent to the Byway has been heavily impacted by Winter-Kill (redbelt) and Spruce Budworm infestations. Large areas of decadent and down timber exist. The Blue/Bear Lakes Road is scheduled for improvement and conversion to a day use area in a 1991 CiP. Refer to Appendix A for further description of the area.

**ACTION:** The project along Cuchara Creek involves the removal of the decadent trees and slash. Small <1/2 acre clearcuts would then be used to regenerate the aspen component. Additional plantings of spruce and willow along the stream banks will help protect water quality. Stream bank rehabilitation and log dams will improve visual quality as well as the fishery and public access.

#### **PROJECT 2: APISHAPA ROAD**

**SITUATION:** Apishapa Road between Cucharas Pass and Cordova Pass becomes a tree-lined tunnel after passing through a pasture. Tree canopy and steep uphill slopes limit viewing of scenery. To the north and northeast are potential views of the Spanish Peaks and Greenhorn Mountains..

**ACTION:** Road is to be re-aligned and an overlook with signing will be developed at the Farley Trail. Additionally four (4) scenic overlooks will be created along the north side of the road. Each site will involve

road widening for safety and the removal of 25-30 trees. This will create views and allow for sunny spots along an otherwise shaded road.

### PROJECT 3: ASPEN MANAGEMENT

**SITUATION:** Aspen provides fall color and foliage and bark contrasts to the conifers, especially in the foreground viewing areas. In the foreground the aspen stands are being invaded by spruce and fir species. This has a tendency to further reduce views from the byway.

**ACTION:** In the area between Cucharas Pass and the Blue/Bear Lakes Road, pure aspen stands will be maintained. The area will receive multiple entries to remove the spruce and fir. Group selection, small clearcuts, <1/2 acre and understory thinning will be the harvest methods. Trees will be cut and slash removed. As an added benefit wildlife viewing opportunities will increase as the aspen stands are opened up.

### PROJECT 4: SCENIC OVERLOOK

**SITUATION:** To the south extensive views exist from the summit of Cucharas Pass. Travelling north, views are limited by terrain and topography. The outslope on the road allows the creation of a vista.

**ACTION:** An existing overlook approximately 3/4 mile north of Cucharas Pass on Highway 12 will be improved. Entries of 2-3 acre clearcuts, at 15-20 year intervals will be made. The vista will then become a moving one with excellent views into the Cuchara Valley.

The following projects are on private land and therefore can only serve as recommendations.

### PROJECT 5: Gravel Pit, just south of La Veta

**SITUATION:** Lack of screening allows views into the site.

**ACTION:** Plantings of conifer species along the Byway to block views.

### PROJECT 6: North Lake Reservoir

**SITUATION:** Unimproved parking, trash receptacles and buildings do not fit into the character of the landscape.

**ACTION:** Improve parking through better delineation and improvements, and rehabilitate unauthorized parking areas, (also a safety concern). Buildings to be repainted to fit into landscape. Trash receptacles sited differently to reduce impacts. Addition of plant materials around reservoir to create a more natural appearance.

## Highway of Legends 12

### PROJECT 7: Monument Lake

**SITUATION:** As a whole water viewing opportunities are limited along the Byway. Monument lake is a very scenic opportunity. Nice views exist in the northbound direction only.

**ACTION:** Selective tree and/or shrub cutting will create additional or new views for southbound travelers.

### PROJECT 8: Golden Eagle and New Elk Mines

**SITUATION:** This area is the most heavily impacted along the Byway. Spoil piles, buildings, conveyors, dust and traffic are the impacts. Some site rehabilitation is taking place.

**ACTION:** Continue rehabilitation progress. Create more natural appearing landforms, particularly in the area adjacent to the road.

### PROJECT 9: Landforms

**SITUATION:** Several unique geologic formations exist and can be viewed as either foreground or background.

**ACTION:** Through use of vegetation management insure visibility of Goemmer Butte, Dakota Dike, Devil's Stair Step, Profile Rock, Fisher's Peak and The Gap.

### PROJECT 10: Natural Landscapes

**SITUATION:** Between North Lake Reservoir and Cucharas Pass very little evidence of man exists.

**ACTION:** Maintain this section of the Byway in as near natural condition as possible. This should not preclude development, but rather involve careful planning.

### PROJECT 11: Rural America

**SITUATION:** Communities such as La Veta, Weston, Jansen, Stonewall and Segundo all have unique small town characteristics. Unfortunately there are impacts associated as well.

**ACTION:** Encourage community participation in clean-up activities. Abandoned car removal, sign restrictions and a fresh coat of paint are just several ideas that would promote the communities' images.



**PROJECT 12: Pastures & Agriculture**

**SITUATION:** Currently these areas are intermingled with the forested lands.

**ACTION:** Hopefully agriculture and livestock will continue to be part area's economy. Careful planning of any urbanization should require that these areas be retained at least in part. wildlife viewing is an added benefit in these fields and pastures.

**MONITORING**

After completion and implementation of the corridor viewshed plan, the plan should be reviewed at 3 year intervals. The review will determine the success of management practices, and whether visual quality objectives are being met. The plan can then be amended to incorporate any necessary changes.

**SUMMARY**

The scenery along the Scenic Highway of Legends is, and can continue to be a wonderful experience. Although opportunities for vegetation management are limited, careful planning should be completed in suitable areas.

As projects such as interpretive stops, campground rehabilitation, viewshed management and trail construction are completed the Byway will become even more enticing to travelers on Interstate 25.

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**Appendix I. Graphic Signage System  
Technical Memorandum**

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## TECHNICAL MEMORANDUM

**From:** Steve Walker  
**To:** Mary Cooper, Tom Martinez, Shirley Jameson  
**Date:** September 13, 2000  
**RE:** Graphic Signage System for the Scenic Highway of Legends

A major challenge to the Scenic Highway of Legends is finding a way to identify "*Legends*" sites along the byway route that is easy and safe for visitors to follow. There needs to be a means of simultaneously using a brochure, an audio tape, and a sign system along the byway to indicate *Legends* sites as well as other sites of visitor interest.

Identifying the *Legends* site is the most important graphic signage system element. The *Legends* are the magic of the byway and key interpretive pull to attract visitors. Scenic resources, recreation sites, and historic and cultural sites also are important intrinsic qualities and need to be included in this graphic signage system.

Much of this work effort should be done in conjunction with your Interpretive Action Plan.

**Constraints to the system include the following:**

- Currently the exact number and location of *Legends* sites is undetermined. The Corridor Management Plan encourages the development of additional *Legends* sites, but there are constraints to doing these.
- At many of the *Legends* locations there is inadequate room to construct safe pullouts.
- At several of the scenic or historic resource sites there is inadequate room to construct safe pullouts.
- Pullouts need to work in both travel directions and necessitate advance warning signs allowing drivers to safely exit the travel lanes and also provide advance warning for through or local traffic that vehicles may be exiting or entering the travel lanes.

- The system would require the addition of signs to those that already exist. This
- would require the permission of the CDOT for the use of their rights-of-way or the permission of private landowners with CDOT concurrence.
- The signs also would require routine maintenance, occasional replacement, and possibly the additional attention of snowplow operators.

**Opportunities to the system include the following:**

- Signs could be jointly mounted with other signs including the columbine byway signs where appropriate (with CDOT concurrence)
- The signs also could be adhesive decals allowing for their application to other signs or different surfaces.
- There is an excellent opportunity to systematically and artistically identify all tourist oriented sites along the byway—but also to specially distinguish the *Legends* sites.
- It provides an excellent means of identifying sites for visitors regardless of their chosen destination.
- The graphic signage system can be keyed to a brochure making it easy for visitors to find specific sites. The brochure also can encourage visitors to review the signage system prior to commencing their drive to avoid confusion once they are on their way. Travelers also can see that there may be no stopping area associated with a specific *Legends* sites or other site and that the narrative brochure discussion gives them the background of a byway segment prior to them reaching it and without the need to stop.
- The signage system can easily be keyed to an audio tape tour.

**How to Develop the Graphic Signage System**

- Start with the *Legends* signs first. They are the most important.
  1. Determine what *Legends* are to be identified along the route. Remember that site identification does not require a pullout or stop. It does require advance discussion in the brochure.

2. Develop a logo-graphic specific to the *Legends* sites. All *Legends* signs would be of the same color and numbered sequentially following the number system in the brochure and audio tape. Only the *Legends* signs would be numbered. Attempting to number all the signs in the graphic signage system would dilute the significance of the *Legends* signs and also would overwhelm the visitor.
  3. Given the opportunities and constraints listed above and working with the project partners, determine the mechanics of sign development and installation.
- Next address the other graphic signage system elements. Determine the sign categories. The following are recommended:
    - Scenic viewing areas
    - Sites of geological interest
    - Historic and cultural resource sites
    - Recreation sites
  - For each of the four categories develop and symbol and a color. Maybe:

- Scenic viewing	Yellow
- Site of geological interest	Tan
- Historic and cultural sites	Brown
- Recreation sites	Blue
- Watchable wildlife areas	Green

This task will require coordination with the U.S. Forest Service, the Colorado Division of Parks and Outdoor Recreation, the Colorado Division of Wildlife, the Colorado Historical Society and others.

Most of these sites require stops or access points. Recreation sites typically are recreation destinations such as campgrounds, picnic grounds, trailheads, day use areas and fishing locations. People want to stop at historic, geological, scenic, and watchable wildlife sites to enjoy the sites and take pictures.

More than most byways I have seen and worked with—the Scenic Highway of Legends requires a particularly effective signage system because of the significance of the *Legends* and other sites and the difficulty of not being able to safely stop at many of them. It is a complicated matter. For example even if you do not want or expect people to stop at particular signs, they may try to anyway.