

# UNAWEEP-TABEGUACHE SCENIC AND HISTORIC BYWAY CORRIDOR MANAGEMENT PLAN



- Embrace and maintain the area's history, lifestyles, cultures and unique community spirit.
- Embrace and protect the natural beauty, outdoor experiences and recreation opportunities.
- Increase the economic viability and sustainability of Byway communities.
- Facilitate synergy and collaboration with all Byway communities, partners and governing agencies.

*The UTB Mission*

September 12, 2013

## Table of Contents

1. Executive Summary.....	3
2. Byway Overview.....	6
3. Updating the CMP .....	8
4. Intrinsic Qualities .....	10
A. Archaeological Quality .....	11
B. Cultural Quality.....	12
C. Historic Quality .....	17
D. Natural Quality .....	20
E. Recreational Quality .....	25
F. Scenic Qualities.....	29
5. Byway Community Profiles.....	32
6. Land Use Analysis.....	37
Segment 1: Whitewater to Gateway.....	38
Segment 2: Gateway to Hwy, 145/Naturita .....	41
Segment 3: Hwy 145/Naturita to Placerville .....	45
7. Road and Transportation Analysis .....	48
Segment 1: Whitewater to Gateway.....	50
Segment 2: Gateway to Hwy, 145/Naturita .....	52
Segment 3: Hwy 145/Naturita to Placerville .....	54
8. Signage.....	56

9. Visitor Services .....60

10. Tourism and Economic Development.....64

11. Interpretation.....73

12. Byway Administration and Leadership.....76

13. Suitability for National Designation .....80

14. National Scenic Byway Corridor Management Plan Checklist.....82

Appendix 1. Summary of Prioritized Recommendations .....84

Appendix 2: Additional Intrinsic Qualities Information .....87

Appendix 3. CDOT Highway Data.....95

Appendix 4. Colorado Blueprint 2011 .....98

Appendix 5. Additional Potential Interpretive Sites.....104

Appendix 6. Public/Stakeholder Meetings .....105

Appendix 7. Interviews .....113

Appendix 8. Feedback from Ditches to Dinosaurs Program Attendees....114

Appendix 9. Partners .....117

Appendix 10. National Scenic Byway Grants Received by UTB.....119

# 1. Executive Summary

The UnawEEP-Tabeguache Scenic and Historic Byway (UTB) is a hidden gem in Colorado’s state Byway program, having characteristics and resources of regional, state, national and global significance. Passing through the spectacular canyon country of the Colorado Plateau, the Byway exposes travelers to the scenic, natural, geologic, historic and cultural treasures of the Byway corridor. The Byway corridor contains vast tracts of public land that provide unparalleled recreational opportunities that contribute to local economies.

Historically, the economy of the UTB region has been based on agriculture and mining. More recently, outdoor recreation and tourism have increased in economic importance and increasing tourism has been a leading economic development goal for the Byway since its inception. Today, UTB stakeholders seek to balance the economic benefits of tourism, and the desire to respect and protect the rural landscape and quality of life, the rich history of the Byway and its communities, the natural splendor of the corridor and the peaceful solitude found there. Finding a balance that allows for appropriate increases in tourism without compromising the Byway’s intrinsic qualities and character is critical to the future of the UTB.

Changes in federal funding for byways make it more important than ever that a byway have a unified, branded and active presence. Byways must have a clearly defined mission and focus, an efficient and effective organizational structure and strong leadership. To remain economically viable, byways must maximize their resources and develop collaborative relationships with diverse partners and interests. This leads to continuity and consistency along the byway and enhances the traveler experience by providing a meaningful, cohesive and integrated experience, where sites and activities are interconnected to reflect and support the intrinsic qualities, values and goals of the Byway Board of Directors and communities.



For its first 25 years, the Byway has been administered by a Board of Directors that has been supported by numerous agencies, organizations and individuals. The consultants are indebted to the Board of Directors members for their assistance with and participation in the CMP updating process. Byway stakeholders are indebted to the Board of Directors members for their many efforts to preserve, protect, market, and educate people about the Byway and its sites, resources and communities. The UTB Board of Directors consists of:

- Mary Helen deKoevend
- Jerald Reed
- Jean Moores
- Marty Warner

This CMP update was administered by the Interpretive Association of Western Colorado (formerly, Western Colorado Interpretive Association) which has taken on the administration of the Byway. The consultants acknowledge and appreciate the invaluable contributions made to this plan and the Byway by IAWC's Chris Miller.

The recommendations contained in this Corridor Management Plan (CMP) are intended to help the Byway move into the next phase of its existence. Changes in travel patterns and behaviors, the increasing use of the internet in travel planning, population growth on Colorado's Western Slope, and increasing demands on Byway resources necessitate updating the CMP to position the UTB for success in its next 25 years. Although this CMP contains numerous recommendations regarding the Byway and its marketing, interpretation, use and protection, the following recommendations are the highest priority, particularly given the upcoming 25<sup>th</sup> anniversary of the Byway and IAWC.

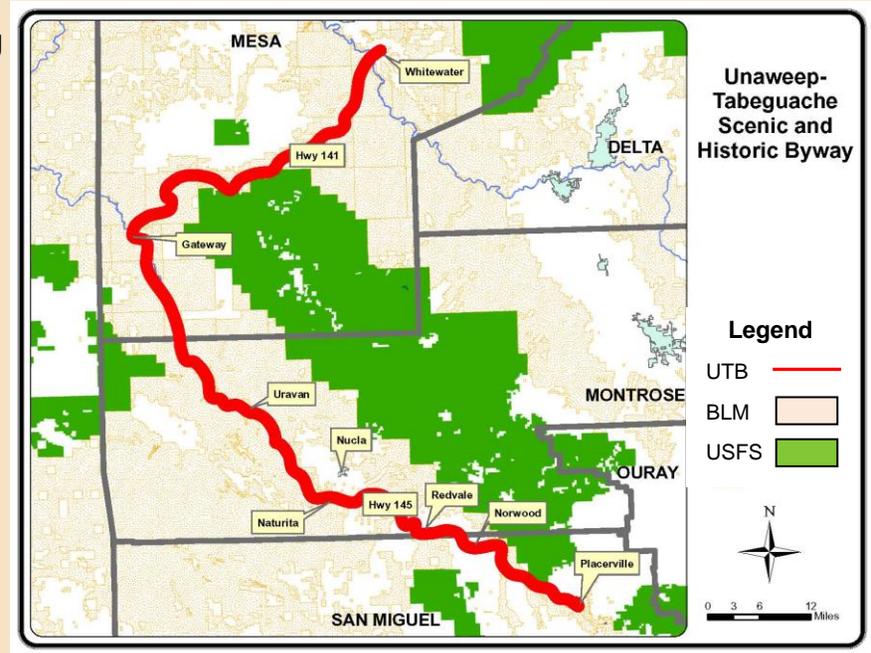
### **High Priority Recommendations**

- Install State Scenic Byway signs.
- Identify, sanction and sign key pullouts.
- Include spurs/loops in maps and materials.
- Create UTB portals in Whitewater, Placerville and the Paradox Valley.
- Maintain and update the Byway website.
- Focus marketing efforts on the region and Colorado's Western Slope.
- Change the name of the Byway.
- Develop a Byway brand.
- Update and print the Byway brochure.
- Support efforts to enhance the visitor experience in each Byway community.
- Develop design standards for interpretive signs and materials.
- Create interpretive signs for 4-8 new sites on the Byway.
- Create materials and exhibits for the Gateway general store.
- Provide interpretive information to local media quarterly

## 2. Byway Overview

The UnawEEP-Tabeguache Scenic and Historic Byway (UTB) is located in western Colorado, south of the city of Grand Junction. It extends 132 miles from Whitewater, CO to Placerville, CO, passing through three counties: Mesa, Montrose and San Miguel. The Byway offers Colorado's best travel experience through the spectacular canyon country of the Colorado Plateau. The Byway corridor includes vast tracts of public land, primarily administered by the US Bureau of Land Management (BLM) and the US Forest Service (USFS) the recreational use of these lands by the public is a major activity and economic factor on the Byway.

The Byway also affords opportunities to experience some of the most extensively protected natural areas in Colorado. Winding through canyons and across mesa tops, the Byway exposes the traveler to the rich history and culture of the area, including a resurgence in mining and an agricultural heritage that is alive and well today.



### The mission of the UTB Board of Directors is:

*To maintain the area's existing lifestyles and cultures while embracing and protecting the natural beauty, recreation, unique community spirit and history of the area. To promote the geographical area consisting of Highways 141 and 145 from Whitewater to Placerville, Colorado. To increase the viability and economic sustainability of the communities along the UnawEEP/Tabeguache Scenic and Historic Byway through all aspects of tourism development and to facilitate synergy and collaboration throughout all UTB communities, partners and governing agencies.*

Since adopting the original CMP in 1995, the UTB Board of Directors and various stakeholders have accomplished the following. The CMP builds upon these accomplishments and updates the Byway's Corridor Management Plan for the new millennium.

- A Byway website was created (currently inactive).
- A handicapped accessible wildlife viewing area, with interpretive signs, was constructed at the UnawEEP Seep (below).
- The West Creek picnic area was upgraded and now contains a restroom, picnic tables and a multi-panel education/orientation kiosk.
- 5,000 UTB brochures were printed and distributed (currently out of print).
- A Byway audio tour was developed.
- A section of the historic Hanging Flume was reconstructed (48 feet).
- A living history event was conducted at Pearl City.
- Calamity Camp was added to the National Register of Historic Places.
- Dominguez-Escalante National Conservation Area was designated.
- A familiarization tour was conducted for German travel writers.
- Several maps of the Byway have been produced, printed and distributed.
- A large bicycle tour was conducted.
- A "then and now" photography exhibit, entitled "Our Northern Dolores Heritage" was developed and displayed in Byway communities.
- Numerous presentations on the historic hanging flume have been given.
- "Flume Fever," a documentary on the reconstruction of a section of the historic hanging flume, won awards for *Best Documentary*, *Best Cinematography* and *Best Overall Film* at the Paonia Film Festival.
- 2-4 interpretive signs are scheduled for fabrication and installation in 2013.
- Several grants have been received, funding several projects.



UnawEEP Seep viewing platform



Rimrocker Natural History Museum

- The annual Uravan reunion drew more than 1,000 people in 2012 (Naturita population: 544)
- The book, *100 Years of Uravan*, was published in 2012.
- Memory books have been published on the towns of Naturita and Nucla.
- The Rimrocker Historical Society has acquired several properties and buildings of historic significance and is planning on creating four museums in Uravan/Naturita/Nucla.
- Several interpretive signs have been installed, including at the top of Nine Mile Hill, Driggs Mansion, the UnawEEP Seep, the uranium mining viewpoint and the hanging flume overlook.
- The Driggs Mansion was stabilized and its highway pullout was upgraded with new fencing and interpretive signs.
- The IAWC has assumed many of the administrative and leadership functions of the Byway, including posting Byway-related materials on its website.
- An interactive CMP project website has been created and will be operational for the duration of the CMP planning process.



Uravan reunion

While an in-depth survey of Byway travelers has not been conducted, anecdotal information provided by stakeholders and data collected at the Nucla-Naturita Area Chamber of Commerce Visitor Center may provide insights into Byway travelers and travel trends.

- More Byway travelers come from the north (Grand Junction and Gateway) than come from the south (Ridgway, Telluride, etc.).
- The high season for tourism is May through October.
- September is the most popular month to travel the Byway.
- Most people are not traveling the UTB per se. Most are simply using the Byway to get from point A to point B.
- Residents of the UTB region (including Grand Junction and Montrose) account for up to 15% of Byway travelers.
- The vast majority of Byway travelers are from outside the Byway region.
- Visitation by international travelers has increased and may account for up to 10% of Byway travelers.

### 3. Updating the CMP

This CMP, an update of the original UTB CMP (1995), was developed with the assistance and involvement of numerous and diverse government agencies, non-profit organizations, businesses, residents of the Byway corridor and Grand Junction-based stakeholders. Stakeholders and the public were kept informed and involved in a variety of ways:

- IAWC identified and contacted UTB Board of Directors members, key stakeholders and the media to update them on the Byway and that the CMP planning process was underway.
- At key points throughout the planning process, IAWC and ARM developed and provided updates and meeting invitations to UTB Board of Directors members, key stakeholders and the media.
- Phone interviews were conducted with UTB Board of Directors members at project initiation.
- A meeting was held to discuss the Byway with representatives of the government agencies involved with the Byway and key stakeholders.
- An interactive website was created to keep stakeholders and the public informed about the project and allow them to review and comment on CMP-related documents.
- Public/stakeholder meetings were held in Norwood, Naturita, Gateway and Grand Junction.
- Meeting notes were provided to stakeholders and posted on the CMP project website for review and comment.
- A meeting was held with BLM and USFS to discuss access to recreation on public land in the UTB corridor.
- Additional interviews were conducted as needed.
- The draft CMP was distributed to the UTB Board of Directors and key stakeholders, and posted on the project website.

Stakeholder/Public Meetings



Gateway



Naturita



Norwood

Numerous planning documents and other materials were used in the process of creating this updated CMP, including:

- Colorado Rare Plant Conservation Strategy
- Dolores River Basin Economic Profile
- Gateway Rural Community Plan
- International Marketing Plan and Grant Application for the UnawEEP-Tabeguache Scenic and Historic Byway
- Mesa County Rural Master Plan
- Montrose County Master Plan
- Montrose Placer Mining Company Hanging Flume (Master) Plan and Interpretive Plan
- Norwood Master Plan
- Preliminary Conservation Action Plan: Rare Plants in the Gateway Priority Action Area
- San Miguel County Comprehensive Plan
- UnawEEP-Tabeguache Corridor Management Plan (1995)
- UnawEEP-Tabeguache Marketing Plan (2008)
- UnawEEP/Tabeguache Scenic and Historic Byway Handbook
- Uranium Mining, Tourism and Outdoor Recreation in Gateway, Colorado
- Various BLM and USFS maps and management plans
- West End Planning Area Master Plan
- Wrights Mesa Master Plan

Throughout the planning process, it was clear that virtually all stakeholders, regardless of particular interest, value the rural character of the Byway corridor and consider the Byway one of Colorado's hidden treasures and best kept secrets.

Stakeholders representing a variety of agencies, organizations and interests were involved in the planning process, including:

- Back Country Horseman
- Backcountry Inn
- Bureau of Land Management
- CDOT
- Colorado Parks and Wildlife
- Conservation Colorado
- Friends of Northern Dolores (FOND)
- Gateway Canyons Resort
- Grand Junction Visitor and Convention Bureau
- Mesa County Historical Society
- Grand Valley Anglers
- Interpretive Association of Western Colorado
- Mesa County
- Mesa Land Trust
- Montrose County
- Museum of Western Colorado
- Norwood Town Board
- Nucla-Naturita Area Chamber of Commerce
- Rimrocker Historical Society
- San Miguel County
- San Miguel County Road and Bridge
- The UTB Board of Directors
- U.S. Forest Service
- Van Corum
- Western Colorado Climbers Coalition

Notes from the four public/stakeholder meetings that were held are found in Appendix 6.

A list of people interviewed during the development of this CMP is found in Appendix 7.

## 4. Intrinsic Qualities

To be designated a *National Scenic Byway*, a road must possess characteristics of regional significance in at least one of the specified intrinsic qualities. *All-American Roads* must possess characteristics of national significance in at least two of the intrinsic qualities as well as meeting other standards as a destination unto itself. The UnawEEP-Tabeguache Scenic and Historic Byway has characteristics of regional, state, national and global significance in each FHWA Intrinsic Quality category (FHWA definitions are in italics). Because the intrinsic qualities of the UTB are numerous and well-documented in the original CMP and other documents, this section contains an overview of the Byway's intrinsic qualities. Additional information on the sites and resources associated with these qualities is found in Appendix 2.

Like many byways, the UTB's sites and resources cannot be relegated to one intrinsic quality. One of the beauties of, and values of, the UTB, is that many sites/resources showcase and protect several intrinsic qualities. For example, the Hanging Flume is a historical resource of state and perhaps national significance. Beyond its historical significance, the Flume is also one of the most popular sight-seeing and interpretive sites on the Byway. It also reflects and helps tell the cultural history of the area, particularly the mining culture that is still active today and, potentially, a key contributor to local economies.

When asked to define the qualities they value most about the Byway, stakeholder responses included,

- The natural beauty of the canyons
- The peaceful solitude
- Its rural nature
- The quiet
- It's a place to really get away.

These characteristics, which result from of a combination of intrinsic qualities, are highly valued by Byway stakeholders and highly appreciated by Byway travelers.



## A. Archaeological Quality

*Archaeological Quality involves those characteristics of the scenic byway's corridor that are physical evidence of historic or prehistoric human life or activity that are visible and capable of being inventoried and interpreted. The scenic byway corridor's archeological interest, as identified through ruins, artifacts, structural remains, and other physical evidence have scientific significance that educate the viewer and stir an appreciation for the past.*

The Byway's archaeological sites and resources are key to understanding and telling the story of Western Colorado's earliest inhabitants. Archaeological sites and other evidence indicate a human presence in the Byway corridor at least 10,000 years before the arrival of the Spanish Conquistadores. The Utes are known to have inhabited the Byway region at least 2,000 years ago. The region's canyons (notably, UnawEEP and Dolores River canyons) provided travel corridors and access to wildlife, plants and other natural resources for Colorado's earliest peoples.



Prehistoric rock art

Additional information on the Byway's paleontology and archaeology can be found in Appendix 2. Some of the Byway's archaeological sites are used in educational programming, but most sites are not identified in this plan or in other documents due to their sensitivity.

### Archaeological Quality Protection

1. Much of the land in the UTB corridor is managed and protected by the Bureau of Land Management or the US Forest Service.
2. Extensive acreage in the corridor is designated and protected as a Wilderness Area, Wilderness Study Area or National Conservation Area.
3. Sensitive sites are not listed on maps or included in Byway brochures and materials.
4. This CMP was developed with the involvement of the BLM, USFS, Rimrocker Historical Society and others involved with the identification, storage, archiving and curating of the Byway's archaeological treasures. The trailheads, access roads, campsites and other recreation features recommended in this CMP are consistent with the management objectives and plans of these agencies.

## B. Cultural Quality

*Cultural Quality is evidence and expressions of the customs or traditions of a distinct group of people. Cultural features include, but are not limited to, crafts, music, dance, rituals, festivals, speech, food, special events, vernacular architecture, etc. The cultural qualities of the corridor could highlight one or more significant communities and/or ethnic traditions.*

The Byway's cultural heritage began more than 2,000 years ago, with the arrival of the Utes, Colorado's longest continuous residents. For generations, the Utes led a traditional, nomadic life, hunting their lands and moving with the seasons, having little contact with settlers. In 1858, gold was discovered in Colorado and life changed for the Utes. Their homelands were soon occupied by miners, settlers and later, ranchers. Under the Treaty of 1863, the Utes gave up much of their land in the central Rockies in exchange for a promise of livestock and rations for the next 10 years. These items were never delivered and in 1880, a new treaty moved the Northern and Uncompahgre Utes from their lands in Colorado to reservations in Utah Territory. Only the Southern Utes were allowed to remain in Colorado, on the Southern Ute Reservation.

The Byway's name, is composed of two Ute words: UnawEEP ("canyon with two mouths") and Tabeguache ("people who camp on the sunny side of the mountain" and the name of one of the original six bands of Colorado Utes). The Ute Indian Museum, which has one of the most extensive collections of Ute artifacts in the nation, is located just off the Byway in Montrose Colorado. Montrose also hosts the annual Montrose Indian Nations Powwow.

Utes, miners, ranchers and others have all contributed to the cultural richness and character of the Byway. Many aspects of the Byway's culture and heritage are visible throughout the corridor, from barns, ranches and vernacular buildings to community events and place names, such as "Uncompagre" (Ute), "Sewemup" (ranching) and "Uravan" (mining). Key cultural sites/resources that keep local culture and heritage alive include:



Courtesy Montrose Indian Nations Powwow



San Miguel County Fair

- Uravan Townsite
- Naturita/Nucla Natural History Museum
- Views of the undeveloped, rural landscape and exposure to rural culture
- Views of the agricultural landscape and exposure to agriculture-based culture
- The landscape in Unaweep Canyon is relatively undeveloped and reflective of the region's early agricultural heritage.
- Historic evidence of ranching and mining combined with contemporary ranching and mining activities
- The San Miguel County Fair and Fairgrounds
- Community fairs and events such as Norwood Pioneer Days, Nucla Water Days, the Pasture Golf tournament, Parade of Lights and more.
- Annual Cowboy Poetry festivals and other Western cultural events.
- The Norwood Farm and Craft Market
- Farm-to-table dinners and local musician dinners
- "Open Farm Days" at Indian Ridge Farm
- Shops (such as R&D Specialty Meats, Norwood) featuring local food, products, arts and crafts.



Norwood Farm and Crafts Market



Historic drive-in sign, repurposed. Naturita, CO

Agriculture and ranching have long been integral parts of the culture and economy of the UTB corridor. These two topics are of particular interest to heritage travelers and agritourists, and agritourism is a new tourism focus for the state of Colorado, including, farmers markets, farm tours, farm or ranch stays, and farm-to-table dinners. Colorado's Cultural Heritage and Agritourism booklet states:

*Agritourism offers opportunities to diversify and strengthen Colorado's agricultural economy by offering experiences that revolve around authentic Colorado grown and raised products. As more agricultural lands are being converted to other uses, agritourism also offers an opportunity to diversify earned income to make it possible for more Colorado land to stay in agricultural use. There is great potential for growth in Colorado agritourism. Colorado has 37,054 farms and 31.6 million acres of land in farming, yet only 679 farms (2% of Colorado's farms) reported Agritourism income.*

Of all the Byway communities, Norwood is best positioned to capitalize on agritourism and the Colorado Tourism Office's agritourism funding. Norwood's agricultural offerings, proximity to resort communities such as Telluride and Ridgway, and the popularity of local foods and agritourism, coupled with the Colorado Tourism Office's new emphasis on agritourism could result in opportunities for Norwood to capitalize on the area's agricultural heritage.

## **Centennial Farms**

Wrights Mesa and other areas of the Byway have been in agricultural use for more than 100 years and ranching and farming define the character of the landscape in these areas. The Templeton Ranch on Tabeguache Creek is a Centennial Farm and other farms and ranches in the Byway corridor may qualify for Centennial Farm Designation. The Centennial Farm program recognizes the important role agriculture has played in Colorado's history and economic development. Administered by the State Historical Fund, the program was the first program of its kind in the nation to give a Historic Structures Award to families who have successfully preserved historic buildings on their farms and ranches.

### **Requirements for Colorado Centennial Farms Designation:**

- Farm or ranch must have remained in the same family continuously for 100 years or more.
- Property must be a working farm or ranch
- Property must have a minimum of 160 acres—however, farms or ranches with fewer than 160 acres must gross at least \$1,000 in annual sales.

### Cultural Quality Protection

1. Land use regulations that protect the cultural landscape and rural lifestyle have been enacted by the cities, counties, and agencies through which the Byway passes.
2. Mesa Land Trust has acquired conservation easements on numerous parcels of private property that are essential to preserving ranching and farming culture in the Byway corridor.
3. Byway communities value and maintain local celebrations and traditional events.
4. Additional protections, funding and assistance may be available through the state of Colorado and various extension agencies, historic groups and patrons.
5. This CMP was developed with the involvement of local residents, community leaders, historical societies and other stakeholders involved with the culture and heritage of the Byway corridor.

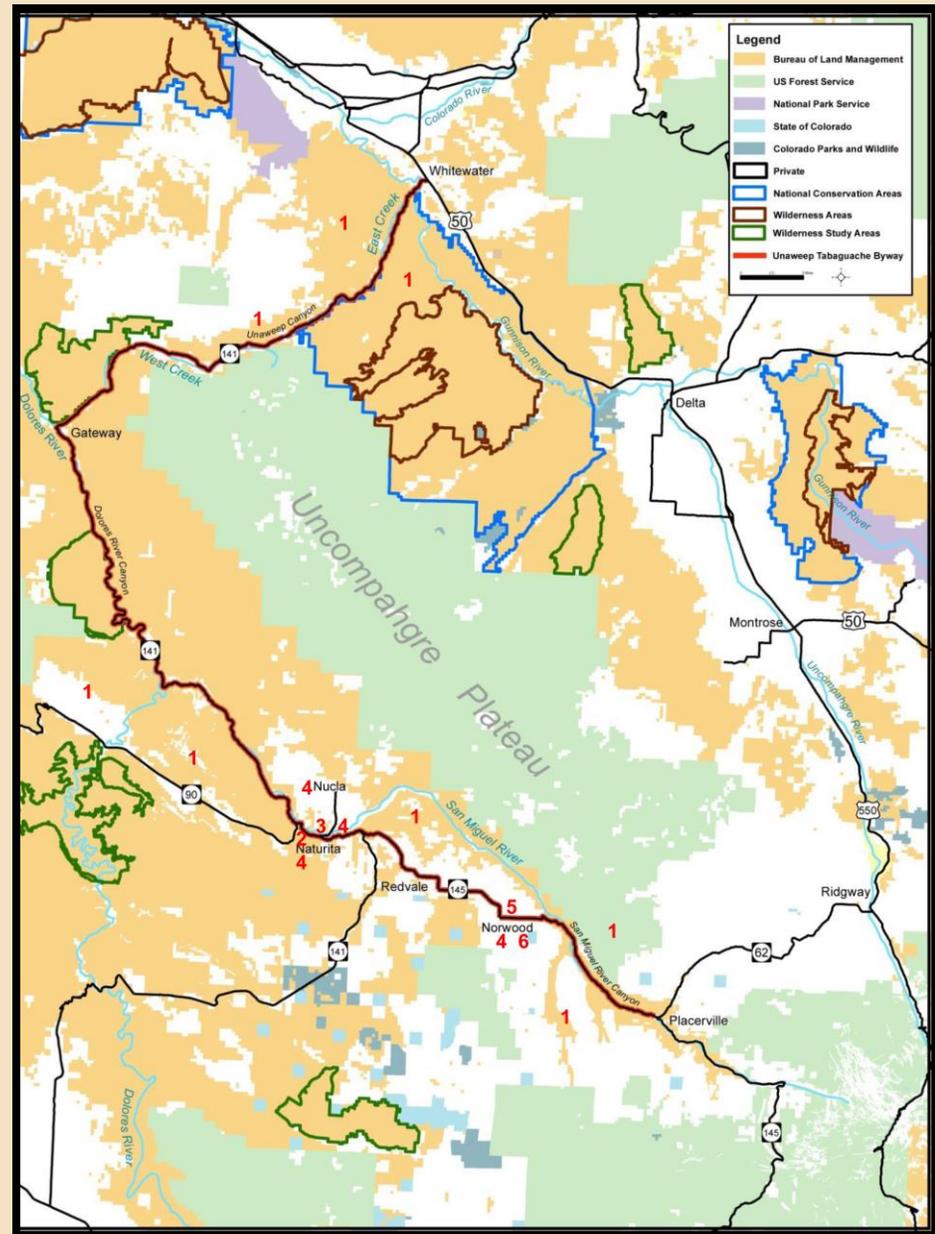


## Key Cultural Qualities

1. Rural and agricultural landscape and culture
2. Uravan
3. Naturita/Nucla Natural History Museum
4. Annual community fairs/events
5. San Miguel County Fair/ Fairgrounds
6. Agricultural heritage/tourism activities

Locations are approximate.

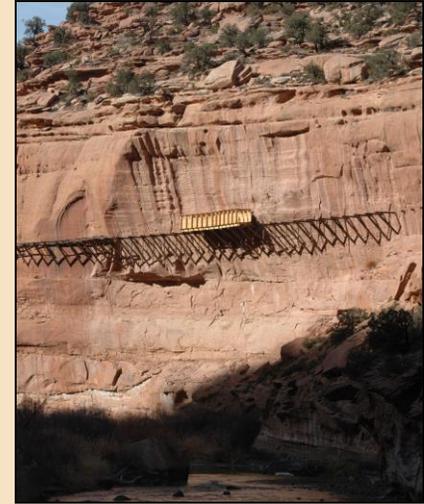
Not numbered: several restaurants, local arts and crafts stores and markets, art and music venues and other cultural heritage sites/resources.



## C. Historic Quality

*Historic Quality encompasses legacies of the past that are distinctly associated with physical elements of the landscape, whether natural or manmade, that are of such historic significance that they educate the viewer and stir an appreciation for the past. The historic elements reflect the actions of people and may include buildings, settlement patterns, and other examples of human activity. Historic features can be inventoried, mapped, and interpreted. They possess integrity of location, design, setting, material, workmanship, feeling, and association.*

The Byway contains excellent evidence of the region's history, from rock art to 19<sup>th</sup> century mining relics and numerous interpretive signs provide information on the Byway's history and historic features. Improvements have been made to two of the Byway's most important and iconic treasures, the Driggs Mansion and the Hanging Flume. There are plans to develop several museums in the Naturita/Nucla area, each dedicated to an aspect of the UTB corridor's history, and each with a built-in revenue stream. The importance of Uravan's mining history will increase if the federal government designates a new Manhattan Project National Historical Park which will include sites in Los Alamos, New Mexico, Oak Ridge Tennessee and Hanford, Washington.



Reconstructed Hanging Flume,  
San Miguel River

Key historic sites and resources include:

- Dominguez and Escalante Expedition Historic Marker
- Uravan townsite and artifacts
- Rimrocker Historical Society Museum
- Scenic views of the rural landscape
- The Driggs Mansion
- Calamity Camp (National Register of Historic Places site)
- The Hanging Flume
- Gateway Colorado Automobile Museum
- Nancy Hanks Gulch Bridge
- Coke Oven



Historic mining structure, UTB



Driggs Mansion



Coke oven

### Historic Quality Protection

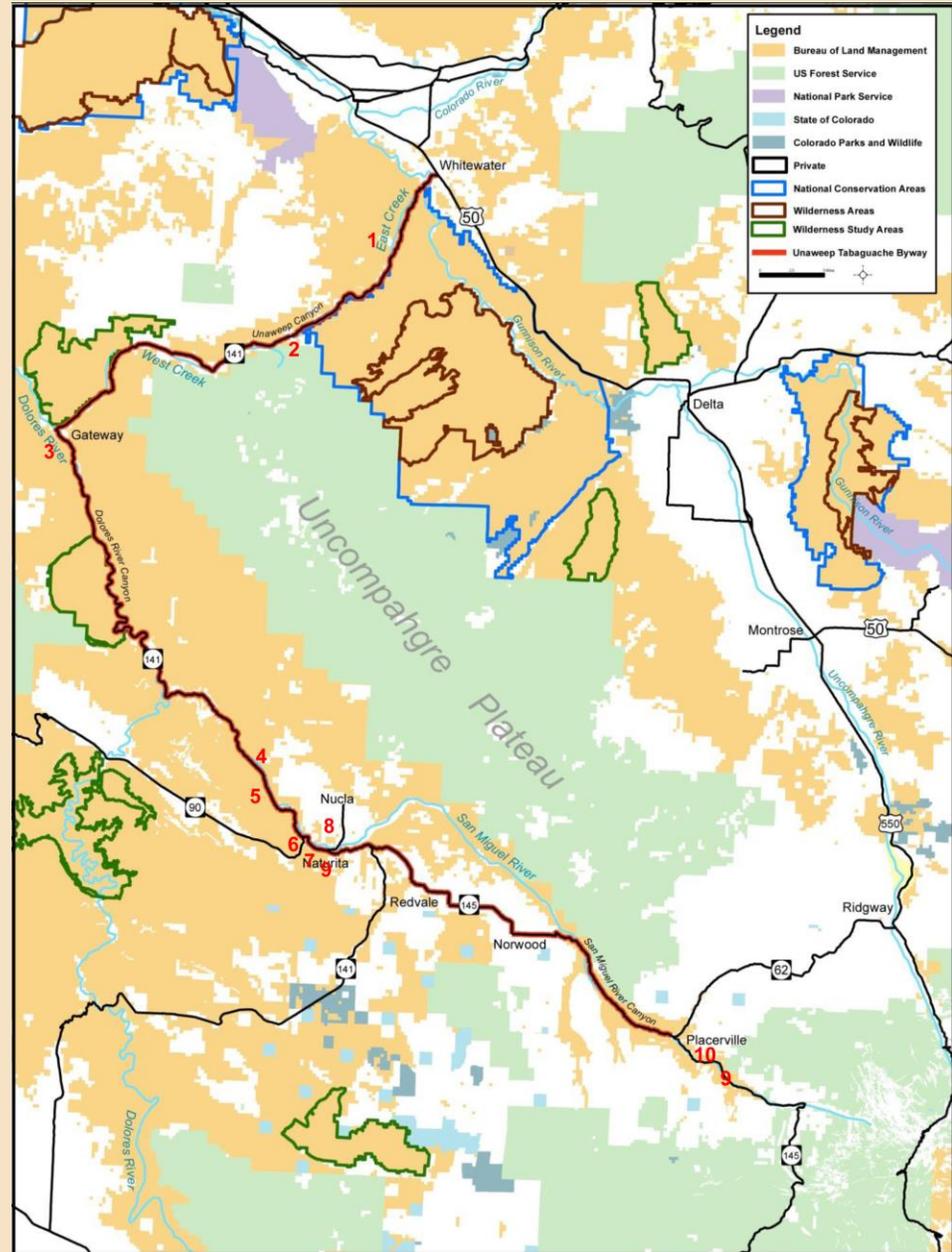
1. Historic sites and resources that are on public land are well protected by the land management agency. Sites on private property generally do not have protection.
2. The Driggs Mansion is listed on the State Historic Register. An archaeological assessment of the house was completed and the mansion has been stabilized.
3. The land surrounding the Driggs Mansion is protected by a conservation easement with Mesa Land Trust, which preserves the historic landscape context of the site.
4. Montrose County is creating a Historic Landmark Designation process for the unincorporated areas of the county.
5. Calamity Camp was added to the National Register of Historic Places.
6. Additional protections, funding and assistance may be available through the state of Colorado and various extension agencies, historic groups and patrons.
7. The Hanging Flume was added to the National Register of Historic Places in 1980. Grants from the Colorado State Historical Fund have provided funding for a Historic Structures Assessment, a Master Plan, and an interpretive plan and construction documents.
8. Colorado Preservation Inc. included the Hanging Flume on its 1999 Most Endangered Places list and the Flume is on the World Monuments Fund Watch List.
9. The Rimrocker Historical Society acquired the Vestal House in February 2013 and has initiated clean up and renovation efforts with future plans to open the house as a museum.
10. This CMP was developed with the involvement of local residents, community leaders, historical societies and other stakeholders involved with the culture and heritage of the Byway corridor.

## Key Historic Qualities

1. Nancy Hanks Gulch Bridge
2. Driggs Mansion
3. Gateway Automobile Museum
4. Coke oven
5. Hanging Flume
6. Black Bridge
7. Uravan
8. Naturita/Nucla Natural History Museum
9. Dominguez and Escalante Expedition Historic Marker
10. Placerville

Locations are approximate.

Not numbered: numerous tailings piles, timbers, adits and other evidence of mining.



## D. Natural Quality

*Natural Quality applies to those features in the visual environment that are in a relatively undisturbed state. These features predate the arrival of human populations and may include geological formations, fossils, landform, water bodies, vegetation, and wildlife. There may be evidence of human activity, but the natural features reveal minimal disturbances.*

The UTB's natural qualities are exceptional. The Byway's canyons, geologic features and landforms are of national significance and its waterways provide habitats for wildlife and recreational opportunities for people. Diverse flora and fauna range from the canyon bottoms to the mesa tops.



Nokomis fritillary

In addition to having their own intrinsic values (e.g., butterfly habitat in UnawEEP Seep), the Byway's natural qualities also contribute to the Byway's scenic splendor, history and cultural values. Most of the land in the Byway corridor is managed by the BLM or USFS, and all Byway counties and municipalities have natural resource-related guidelines and regulations. In addition, private land, much of it under conservation easements, supplements public land holdings. Private land, particularly in UnawEEP Canyon, provide critical winter range and migration corridors for deer and elk. Also, several non-profit organizations are involved in the critical work of managing, protecting and restoring the Byway's natural resources. These include:

- Friends of Northern Dolores
- Mesa Land Trust
- The Nature Conservancy
- The Tamarisk Coalition
- The Wilderness Society
- Dolores River Partnership
- Conservation Colorado
- Dolores River Coalition
- Dolores River Restoration Partnership
- Grand Valley Anglers
- Western Colorado Conservation Corps
- Southwest Conservation Corps



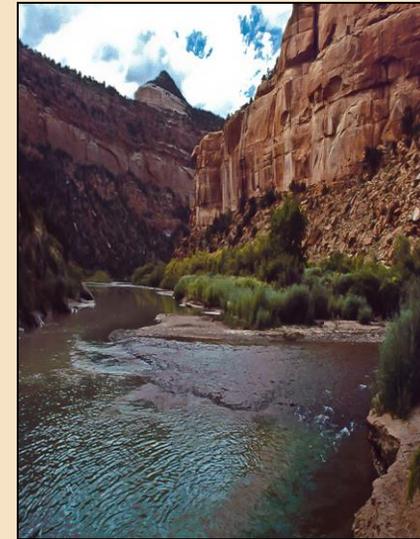
Tamarisk Coalition volunteers remove tamarisk, Dolores River.

Because most of the UTB's natural resources have been well-documented and are detailed in numerous plans, study results and other documents, they will not be detailed in this CMP. Overviews follow:

### **Water**

The Byway's rivers and creeks are the lifeblood of the region and an increasingly valuable resource. Waterways include:

- East and West creeks
- Dolores River
- San Miguel River
- Gunnison River
- Salt Creek
- Naturita Creek
- Numerous permanent and ephemeral creeks



### **Air/Sky**

The Byway's clear, dry air assures the travelers will experience Colorado's legendary blue sky and the crisp scenic vistas valued by residents and visitors alike. The lack of light pollution makes the Byway's night sky ideal for star gazing.

### **Geology and Minerals**

Virtually the entire geologic history of Colorado's Western Slope is evident on the Byway. The UTB's canyons and geologic features are one of the main reasons people visit the Byway. In addition, the region's deposits of uranium, vanadium and other minerals, have shaped the regional landscape and character. The Nucla power plant and nearby New Horizon coal mine contribute to local economies, and the solar farm and proposed uranium/vanadium processing mill in the Paradox Valley will strengthen the UTB's connection to energy development programs and activities in the west.



Nature Conservancy Preserve

### Ecosystems

The UTB's diverse ecosystems, ranging from the canyon bottom to mesa top, are generally in very good condition. This bodes well for the natural values that are the foundation of the Byway and the Byway's scenic and recreational values as well. The organizations listed on page 19, and others, are instrumental in restoring and managing the Byways ecosystems. Some of these ecosystems contain rare species, for example, Unaweep Seep has been designated a State Natural Area and Audubon Important Bird Area. In addition, four imperiled plants have been identified in the Preliminary Conservation Action Plan: Rare Plants in the Gateway Priority Action Area.

### Wildlife

The UTB's ecosystem diversity assures a corresponding diversity of wildlife. Virtually all species to be expected in each Byway habitat type are present. Several areas are home to unique or sensitive species, including the Unaweep Seep, one of only a few habitats of the rare Nokomis Fritillary butterfly. Fishing is popular on the rivers. Numerous species of mammals, including large mammals such as deer, elk and bighorn sheep are often seen and watchable wildlife opportunities are numerous. Public and private land, particularly in Unaweep Canyon, provide critical winter range and migration corridors for deer and elk. Bird watching is popular in many areas. The Colorado Bluebird Trail was extended along Highway 141 in Unaweep Canyon in 1999. Reptiles are common in many areas. Plant and animal fossils have been found in the Byway corridor.

Key Natural Quality sites and resources include:

- Unaweep Canyon and Unaweep Seep
- The Dolores River Canyon
- The San Miguel River Canyon
- East Creek and West Creek
- The Uncompahgre Plateau
- Sewemup Mesa Wilderness Study Area
- John Brown Canyon
- Uncompahgre and Grand Mesa National Forests
- BLM Lands, including NCAs, WAs and WSAs
- The San Juan Mountains
- Lone Cone
- The Nature Conservancy Tabeguache Creek and San Miguel River preserves
- The Palisade at Gateway



An imperiled Dolores skeleton plant



Bull elk



Bighorn sheep release,  
Middle Dolores River Canyon



Golden eagle



Cutthroat trout

### Natural Quality Protection

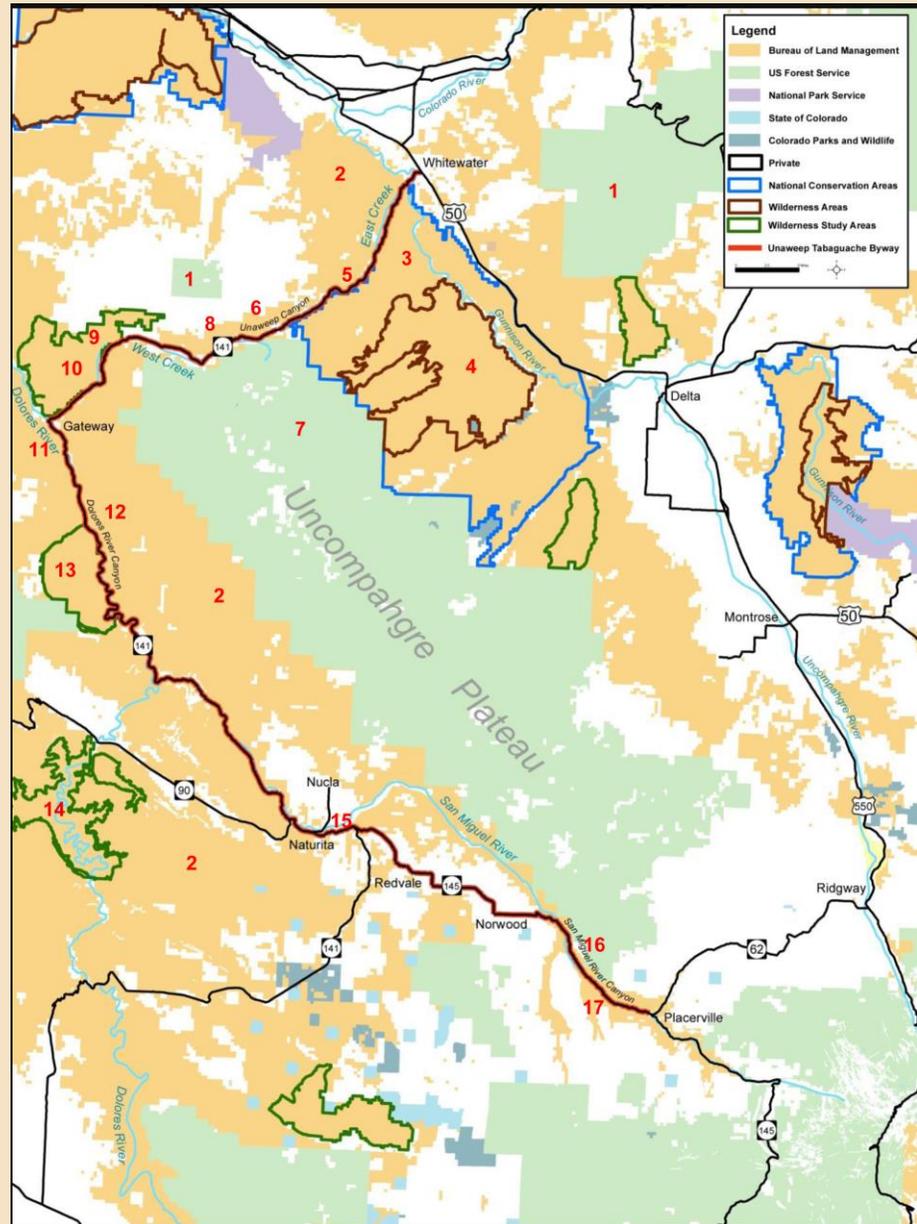
- Much of the land in the UTB corridor is managed and protected by the Bureau of Land Management or the US Forest Service.
- Extensive acreage in the corridor is designated and protected as a Wilderness Area, Wilderness Study Area or National Conservation Area.
- A little over half of the UnawEEP Seep has been designated an Area of Critical Environmental Concern (ACEC) by the BLM
- The Nature Conservancy has established several preserves in the corridor.
- Mesa Land Trust has acquired conservation easements on numerous parcels of private property that are essential to protecting the Byway's natural qualities.
- The Colorado Parks and Wildlife Department has jurisdiction over all wildlife in the state.
- Several organizations, such as the Tamarisk Coalition, Western Colorado Conservation Corps and Southwest Conservation Corps are engaged in river restoration and invasive plant species control on the Byway.
- This CMP was developed with the involvement of the BLM, USFS, The Nature Conservancy, The Wilderness Society, Mesa Land Trust, Friends of Northern Dolores and other organizations involved with the Byway's natural resources.

## Key Natural Qualities

1. Grand Mesa National Forest
2. BLM land
3. Dominguez-Escalante National Conservation Area
4. Dominguez Canyon Wilderness
5. East Creek
6. UnawEEP Canyon
7. Uncompahgre National Forest
8. West Creek
9. UnawEEP Seep
10. Palisade Wilderness Study Area
11. John Brown Canyon
12. Dolores River Canyon
13. Sewemup Wilderness Study Area
14. Dolores River Canyon Wilderness Study Area
15. TNC Tabeguache Creek Preserve
16. San Miguel River Canyon
17. TNC San Miguel River Preserve

Locations are approximate

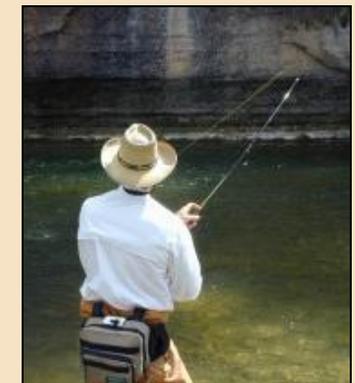
Not numbered: Numerous creeks, rock formations, canyons and land forms.



## E. Recreational Quality

*Recreational Quality involves outdoor recreational activities directly associated with and dependent upon the natural and cultural elements of the corridor's landscape. The recreational activities provide opportunities for active and passive recreational experiences. They include, but are not limited to, downhill skiing, rafting, boating, fishing, and hiking. Driving the road itself may qualify as a pleasurable recreational experience.*

The UTB Board of Directors, and many stakeholders, feel that the Byway's strongest quality is the recreational opportunities it provides year-round, particularly, *adventure* recreation. Land-based activities include hiking, running, bird and wildlife watching, rock climbing, bicycling, camping, photography, off-highway driving, snowmobiling, cross-country skiing, star gazing and more. Water-based activities include wading, picnicking, fishing, rafting and photography. The recreational opportunities available on public lands in the Byway corridor are supplemented by private enterprises, such as, Gateway Canyons Resort and fishing, hunting, rafting and adventure guides in the region.



UTB Outdoor Recreation Activities by Month												
(These are estimates of use and not the results of a scientific survey)												
	JAN	FEB	MAR	APR	MAY	JUNE	JULY	AUG	SEP	OCT	NOV	DEC
Air Tours	High											
Bicycling	Shoulder											
Bird watching	Shoulder											
Dog sledding	High	High	Shoulder									
Fishing	Shoulder											
Four wheeling	Shoulder											
Hiking	Shoulder											
Hunting	High	Shoulder										
Motorcycling	Shoulder											
River rafting	Shoulder											
Rock climbing	Shoulder											
Snowmobiling	High	High	Shoulder									
Stargazing	High											
Wildlife Watching	Shoulder											
X-Country skiing	High	High	Shoulder									

KEY
High Season
Shoulder Season
Off Season

Most importantly in terms of marketing, the UTB's spurs/loops provide access to public lands that are among Colorado's best in terms of recreational and scenic value. The UTB contains and provides access to recreation resources of state, and in some case, national significance. Many UTB Board of Directors members and Byway stakeholders feel that the strongest and most marketable Byway resource is outdoor recreation and that outdoor enthusiasts should be the UTB's primary marketing audience. Four outdoor recreation activities warrant special mention.

### Hunting

The Uncompahgre Plateau and the Byway region is one of Colorado's finest hunting areas due to the high quality wildlife habitat, including winter range and critical migration corridors on public and private land holdings in the Byway corridor. Hunters are an important customer base for many of the lodging properties, restaurants, markets and sporting goods vendors at the southern end of the Byway. They may be the UTB's most dependable visitors in that they arrive every fall and most are return visitors.

### Rock Climbing

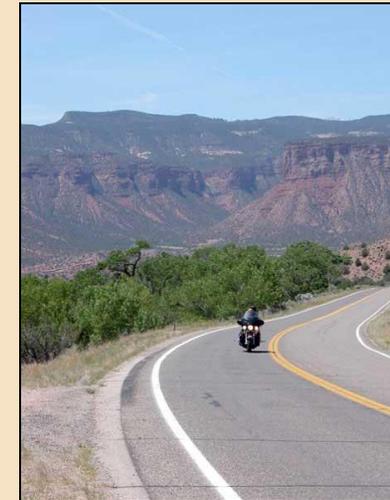
Rock climbing is increasing along the Byway, particularly in Unaweep Canyon. While the number of climbers and their impact on local economies are not large, climbers warrant special attention because of their need to access public land, potential private property conflicts, and their impact on habitat and sensitive areas.

### Motorcycling

According to the 2008 Motorcycle Industry Council Owner Survey, motorcycling is experiencing rapid growth in the U.S., is becoming more mainstream and is increasingly attracting younger riders. Between 1998 and 2008, the number of motorcycles in the U.S. increased by 58 percent to 10.4 million. The median income of motorcyclists is 18% higher than the national average. Motorcyclists have discovered the appeal of the Byway for touring singly and in groups. Motorcyclists have generated more Byway-related postings on line than any other user group and the UTB is rated highly by a number of motorcycling websites, including:

- [www.motocyclecruiser.com](http://www.motocyclecruiser.com)
- [roadtripamerica.com](http://roadtripamerica.com)
- [motorcyclecolorado.com](http://motorcyclecolorado.com)
- [www.motorcycle.roads.us](http://www.motorcycle.roads.us)
- [canyonchasers.net](http://canyonchasers.net)
- Various YouTube videos

While additional visitor services (including potable water) would enhance the appeal of the Byway for motorcyclists, few changes would need to be made to the road itself to meet the needs of these travelers.



**Bicycling**

Bicycling is increasing as a recreational activity, particularly as baby boomers and Gen X-ers age and transition away from more strenuous recreational activities. The Byway from Naturita to Norwood is the most bike-friendly stretch of the Byway. Along the entire Byway, vehicle traffic volume is low enough to accommodate bicycles, however variations in road surface and road shoulders are problematic for bikes. The Norwood Chamber of Commerce has initiated an effort to create a 233-mile long bike loop that links Norwood, Naturita, Gateway, Whitewater, Delta, Montrose and Ridgway. The UTB would be the backbone of this route. Developing this route would necessitate road surface and shoulder improvements as well as expanded visitor services. Mountain biking is popular on BLM and USFS lands and USFS is likely to build 15 miles of new single track trails in the near future. Bicyclists are a growing user group and an important component of a broader UTB regional perspective that includes Grand Junction, Montrose and Moab.



Key recreational sites and resources include:

- Grand Mesa National Forest
- Uncompahgre National Forest
- Numerous forest access roads
- BLM land
- Three major rivers and numerous creeks.
- Divide Road
- Columbine campground
- Lower Beaver campground
- Caddis campground
- West Creek day use area
- Rock formations and climbing areas
- Lumsden Canyon trail system and other off-road bike trails in the corridor.

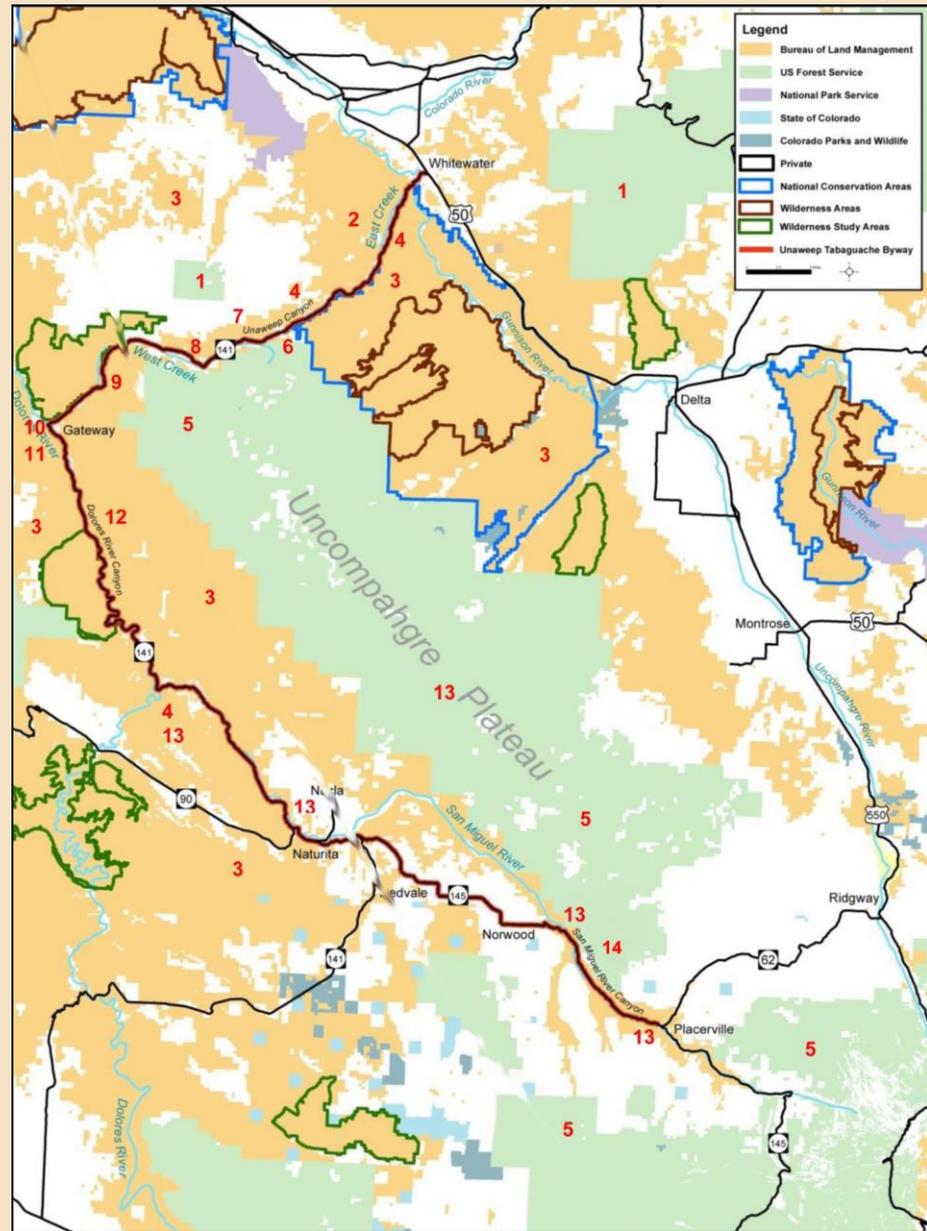
<b>Recreational Quality Protections</b>
<ul style="list-style-type: none"> <li>• Much of the land in the UTB corridor is managed and protected by the Bureau of Land Management or the US Forest Service.</li> <li>• Extensive acreage in the corridor is designated and protected as a Wilderness Area, Wilderness Study Area or National Conservation Area.</li> <li>• Recommendations related to outdoor recreation on public lands, were developed with the involvement of the BLM and the USFS. The trailheads, access roads, campsites and other recreation features recommended in this CMP are consistent with the management objectives and plans of these agencies.</li> </ul>

## Key Recreational Qualities

1. Grand Mesa National Forest
2. East Creek
3. BLM land
4. Rock climbing area
5. Uncompahgre National Forest
6. Divide Road
7. Unawep Canyon
8. West Creek
9. West Creek day use area
10. Forest Access and Gateway Canyons Resort
11. John Brown Canyon
12. Dolores River and Canyon
13. Camping area
14. San Miguel River and Canyon

Locations are approximate

Not numbered: numerous trailheads, trails, forest accesses, day use areas, campgrounds, river accesses, put-ins and takeouts, and other recreational sites.



## F. Scenic Quality

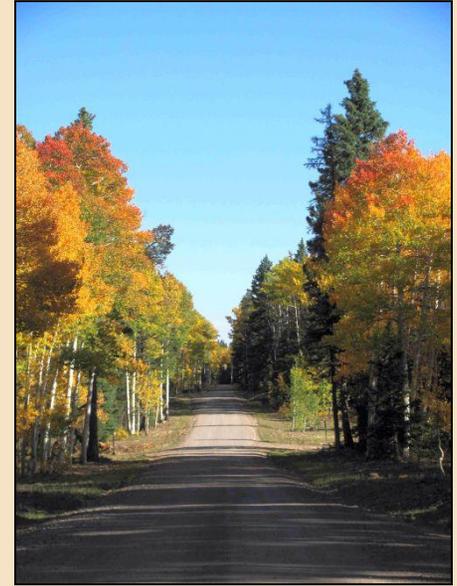
*Scenic Quality is the heightened visual experience derived from the view of natural and manmade elements of the visual environment of the scenic Byway corridor. The characteristics of the landscape are strikingly distinct and offer a pleasing and most memorable visual experience. All elements of the landscape -- landform, water, vegetation, and manmade development -- contribute to the quality of the corridor's visual environment. Everything present is in harmony and shares in the intrinsic qualities.*

The UTB contains some of the most spectacular red rock canyon scenery in Colorado. The Byway passes through three canyons and across a mesa top, each with its own unique beauty and character that changes with the seasons. The visual and sensory diversity of the three canyons is dramatic and keeps the visitor engaged and immersed in the landscape.

The Byway affords a unique opportunity to see and experience Colorado canyon country from all heights and vantage points, from the canyon bottom, with a river at your side, to the top of the mesa the river has created. There are scenic views of the distant San Juan Mountains, Lone Cone and other landscape features. The vastness and the openness of the views from atop Wrights Mesa are inherently beautiful and valuable, and they provide a scenic contrast to the confined views in the canyons.

Some parts of the Byway pass through ranch land, offering exceptional views of the pastoral landscape. The lack of commercial and residential development and corresponding light pollution, make the Byway's night sky ideal for star gazing.

*"What a great road! The scenery was spectacular with lots of late spring waterfalls off the cliffs. One of my all-time best roads has a bit of everything."* Byway traveler



Divide Road,  
Uncompahgre National Forest



The San Juan Mountains and the pastoral  
landscape surrounding Norwood, CO

The entire Byway corridor is exceptionally scenic. Highlights include:

- Dolores River and Canyon
- East Creek
- Grand Valley Overlook
- Lone Cone
- Rural landscape
- San Juan Mountains
- San Miguel River and Canyon
- Unaweep Canyon
- West Creek



### Scenic Quality Protection

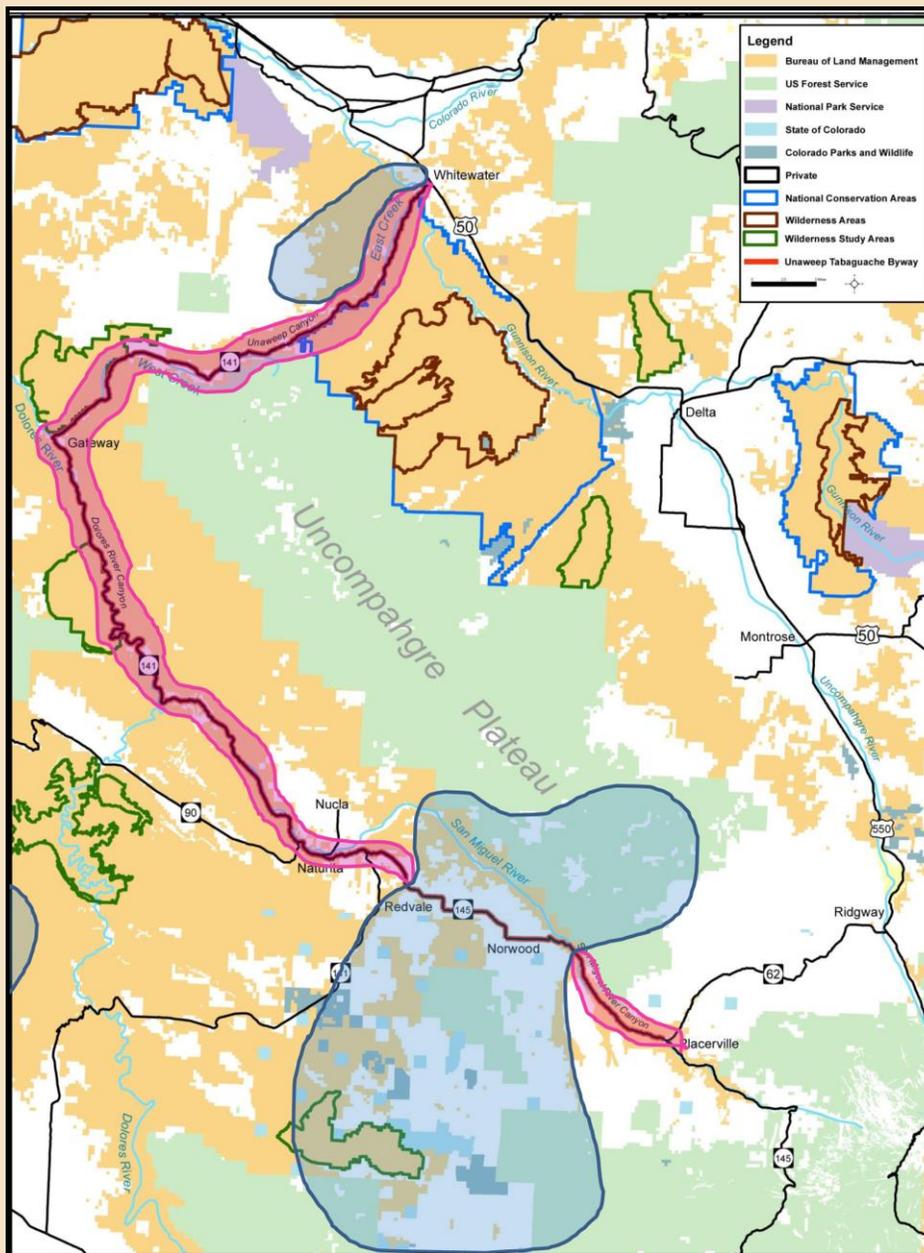
- Much of the land in the UTB corridor is managed and protected by the Bureau of Land Management or the US Forest Service.
- Extensive acreage in the corridor is designated and protected as a Wilderness Area, Wilderness Study Area or National Conservation Area.
- Mesa Land Trust has acquired conservation easements on numerous parcels of private property that are essential to protecting the Byway's scenic qualities.
- CDOT and the three Byway counties have regulations and guidelines to protect sightlines and minimize visual intrusions on the Byway.

## Key Scenic Qualities

 Scenic qualities are primarily close to the roadway due to canyon topography.

 Scenic qualities include close-to-roadway sights and distant views.

Locations are approximate



## 5. Byway Community Profiles

This section contains brief profiles of the communities found within the Byway corridor or that have an impact on the Byway. Additional information on Byway communities is found in the Land Use Analysis and Recommendations section of this CMP.

### Whitewater

Whitewater is at the northern terminus of the Byway, near the intersection of Highways 50 and 141. Highway 50 is the most heavily traveled road in the area around the Byway. More than any other Byway community, Whitewater is expected to experience dramatic changes in growth and development, as the city of Grand Junction expands its influence to the east. A significant increase and upgrade of travel-related services and amenities, including commercial development, is anticipated.

- Population (2010): 1,844
- Population change (2000-2010): 45%

### Gateway

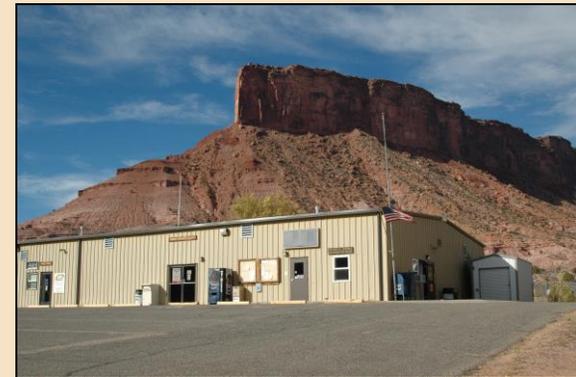
Gateway is located at the junction of Unaweep Canyon and the Dolores River Canyon. Services and amenities include gas, a general store, library and municipal building, and a municipal park with camping. A general store is scheduled to be built and opened in 2013, which will be a great benefit to Byway travelers. The nearby Gateway Canyons Resort offers a range of amenities and recreation opportunities and provides the highest end lodging and dining on the Byway. Reliable population and demographic information is not available.

### Uravan

The historic mining community of Uravan is located at milepoint 80 and will be the site of future tourism and heritage and cultural projects. Plans are proceeding to develop the historic mining town site of Uravan into a variety of purposes of interest to the traveler, including an RV park, museum, walking trails, recreation area and interpretive area for the Hanging Flume story.



Whitewater, CO, the UTB's northern terminus



Gateway, CO Community Center and gas station

**Vancorum**

Vancorum, a very small, former mining company town, lies near the intersection of Highways 141 and 90. There is no census or demographic information available for the town and there are no services or amenities other than a few rental cabins.

**Naturita**

Naturita is directly on the Byway on Highway 141. Highway 97 and “The Nucla Loop” lead to the town of Nucla, five miles away. Naturita’s downtown is a mix of municipal facilities (e.g., school, library and town hall) and small businesses (including restaurants, an RV park and car wash). The visitor center here is an important outpost on this section of the Byway. Most travelers’ basic needs can be met in Naturita and/or Nucla. Naturita has experienced a population decline due to the loss of mining jobs.

- Population (2011): 544
- Population change (2000-2011): -14.3%

**Nucla**

The small community of Nucla lies just off the Byway on a spur/loop road. Nucla offers a full range of services for the traveler including gas, vehicle maintenance and repairs, dining, some gift shops and museums. Most travelers’ basic needs can be met in Nucla and/or Naturita. Nucla has experienced a loss in population in the last thirty years due to the loss of mining jobs. Nucla’s importance to the Byway, and the Byway’s positive economic impact on Nucla, will likely increase if Montrose County improves Highway 90 between Nucla and Montrose.

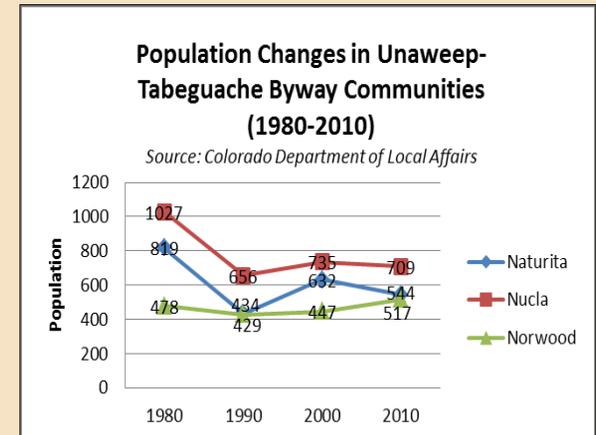
- Population (2011): 710
- Population change (2000-2011): -3.3%



Nucla, CO



Naturita /Nucla Chamber of Commerce Visitor Center



**Norwood**

Norwood is an incorporated city whose early 20<sup>th</sup> century buildings help preserve the feel of a small, western town. Norwood contains a number of businesses oriented to the traveler, including restaurants, lodging, gas, vehicle maintenance and repair, ATV rentals, and specialty shops. The San Miguel County Fairground is located in Norwood, and many of the activities conducted there could be used to advantage by the Byway. The town has the highest concentration and most diversity of traveler services on the Byway. Because of its agricultural heritage and character, Norwood has the greatest potential for agritourism on the Byway. With the exception of high end, lodging, the needs of all Byway travelers can be met in Norwood.

Unlike most UTB communities, Norwood has experienced a population increase since 2000. This may, in part, be due to the growth of and increased visitation to Telluride, and to a lesser extent, Ridgway. This “Telluride spillover effect” is seen, not only in a population increase, but in the Norwood area farms and businesses that supply Telluride and in services provided to people who commute to Telluride for work. In addition, Norwood is on the travel route to Moab, Utah, a major western outdoor and adventure recreation hub.

- Population (2010): 519
- Population change since 2000: +18.5%

**Redvale**

Historically, Redvale was an important stopping place for travelers, ranchers, and freight wagons hauling copper and uranium ore from Paradox Valley to Placerville. Currently, there are no services in Redvale and little evidence of its past is visible from the Byway.

- Population (2010): 236
- Population change 2006-2010: -28.3%



Norwood, CO



Outside Redvale, CO

**Placerville**

Placerville, which serves as the southern terminus of the UTB, is a small community with a rich mining and railroading history. Services are limited to a quaint general store and a small park administered by San Miguel County.

- Population (2010): 502
- Population change 2000-2010: 0%

In addition to the Byway communities profiled above, several towns/cities exert an influence on the UTB. These include:

**Bedrock**

Established in 1883, Bedrock lies near the center of the Paradox Valley. There are no services or amenities available. While not directly on the Byway, Bedrock is strategically located in the Valley and on the route to Utah’s canyon country.

- Population (2012): 109
- Population change 2000-2012: -52.9%

**Paradox**

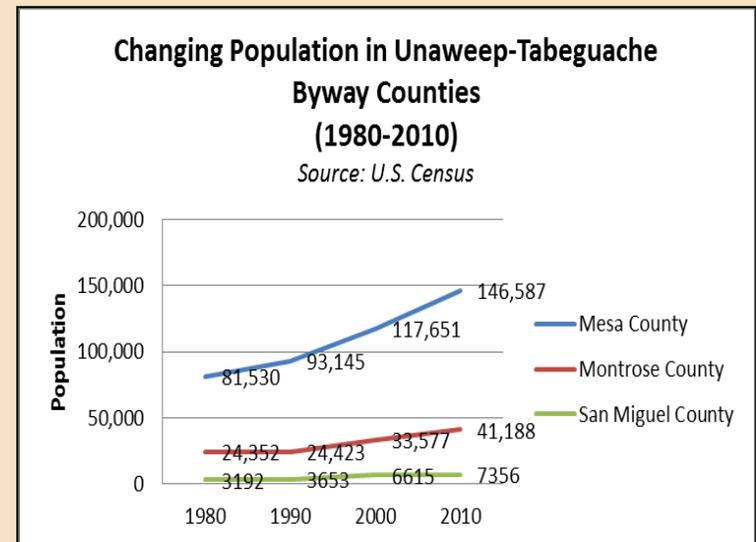
Paradox is a small community that provides some basic services. It is the hub of the Paradox Valley and on the route to Utah’s canyon country. Population (2010): 115

**Grand Junction**

Grand Junction is the largest city in western Colorado, with its population having more than doubled in the past thirty years (2011: 58,704). Even though it is outside the Byway corridor, it provides services to Byway travelers and its residents utilize the Byway for recreation and as a transportation route. Grand Junction is a hub of outdoor recreation activities and businesses, which may create opportunities for partnering on events, sponsorships and funding, and marketing.



Placerville, CO general store



**Montrose**

Montrose (2010 population: 19,132) undoubtedly services some Byway travelers and some residents may travel the Byway for various reasons. If Montrose County improves Highway 90, the town will become more important to the Byway as it will provide enhanced access to/from Nucla and will, in effect, serve as a UTB portal.

**Delta**

Delta (2010 population: 9,024) lies 24 miles north of Montrose on Highway 50. Its importance to the Byway will increase if a Highway 50 loop is marketed by the Byway.

**Ridgway**

Ridgway is a small but growing community (2010 population: 904) with a full range of services. Situated on the San Juan Skyway Scenic and Historic Byway, Ridgway is approximately 23 miles east of the UTB. The town serves as an unofficial entry to the UTB via Highway 62. Ridgway will increase in importance to the UTB if collaboration increases between the UTB, the San Juan Skyway and Telluride.

**Telluride**

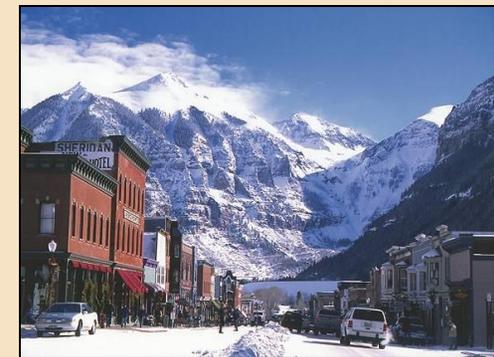
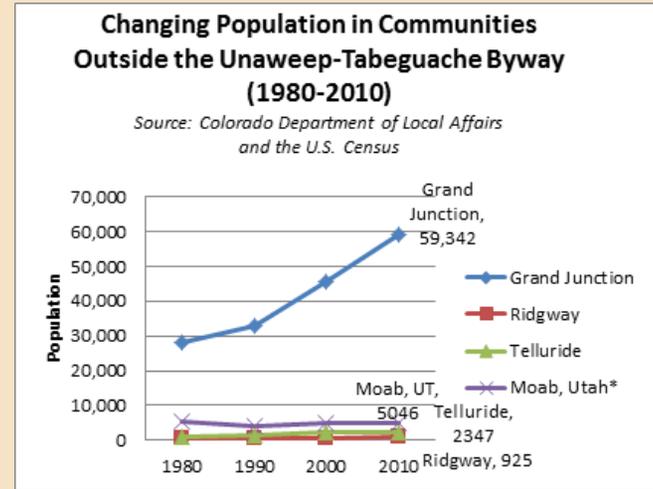
Telluride (2010 population: 2,317) lies on the San Juan Skyway Scenic and Historic Byway and is approximately 16 miles south of the UTB’s southern terminus at Placerville. Telluride may be a year-round source of UTB travelers and its importance to the UTB may increase if agriculture expands in the Norwood area and if collaborative marketing occurs.

**Moab, Utah**

Moab (2010 population: 5,046) is an outdoor recreation hub that can be reached from the UTB. Moab lies amid Utah’s canyon country, and is similar to the UTB in terms of its focus on canyon landscapes and outdoor/adventure recreation. There may be opportunities for the UTB to link with Moab in a bi-state marketing program.



Ridgway, CO



Telluride, CO

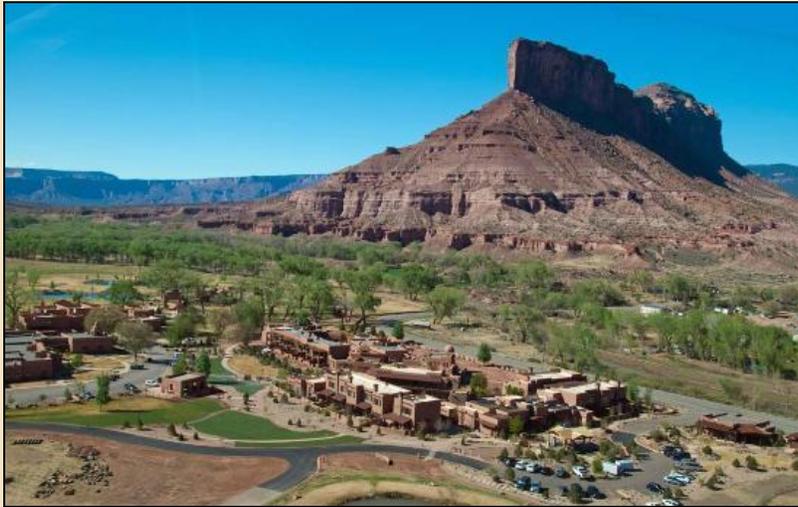
## 6. Land Use Analysis

This section of the CMP contains information on the governmental land use codes and master plans that overlay and affect the Byway corridor. The information and recommendations contained in this CMP reflect these codes and plans, and future actions by the UTB committee should be consistent with, support and augment these codes and plans to help Byway communities meet their goals. As with the Transport and Roads section of this CMP, the Byway has been divided into three segments for deeper analysis.

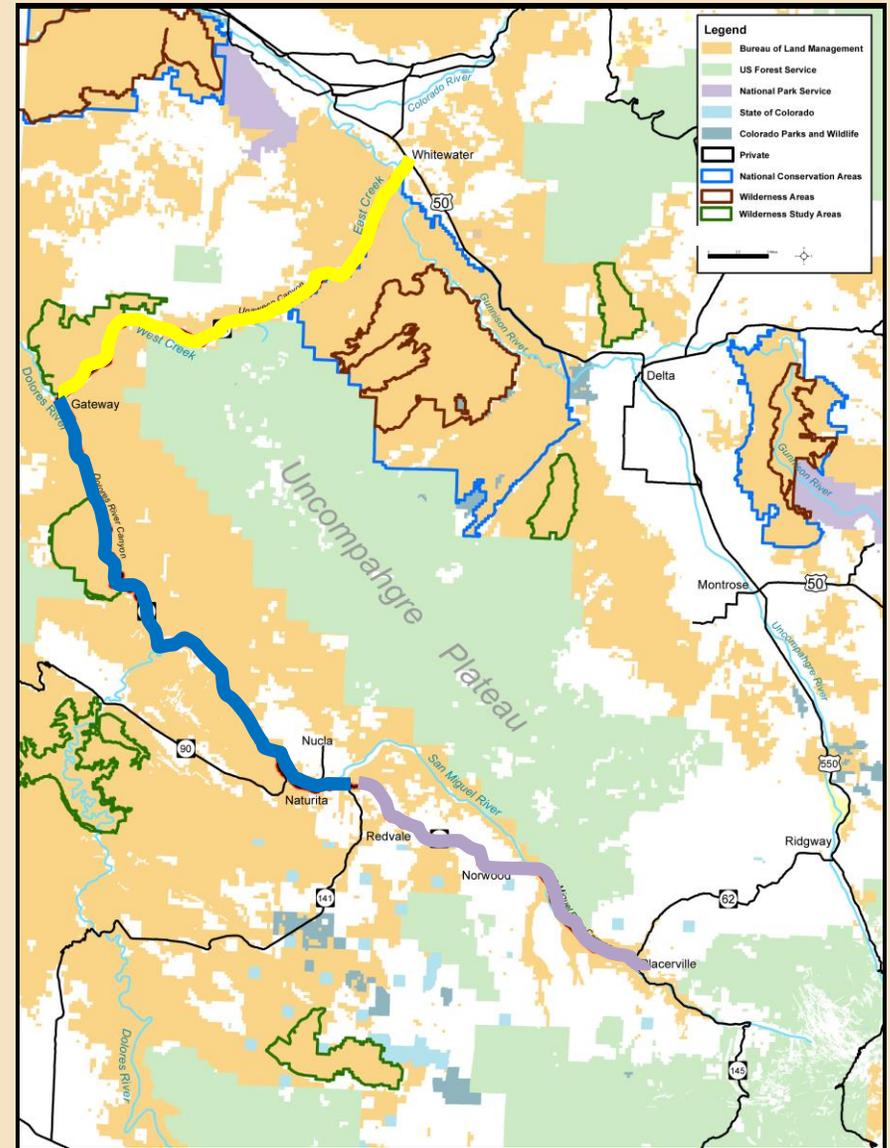
**Segment 1:** Whitewater to Gateway (Yellow)

**Segment 2:** Gateway to Hwy. 145/Naturita (Blue)

**Segment 3:** Hwy. 145/Naturita to Placerville (Lavender)

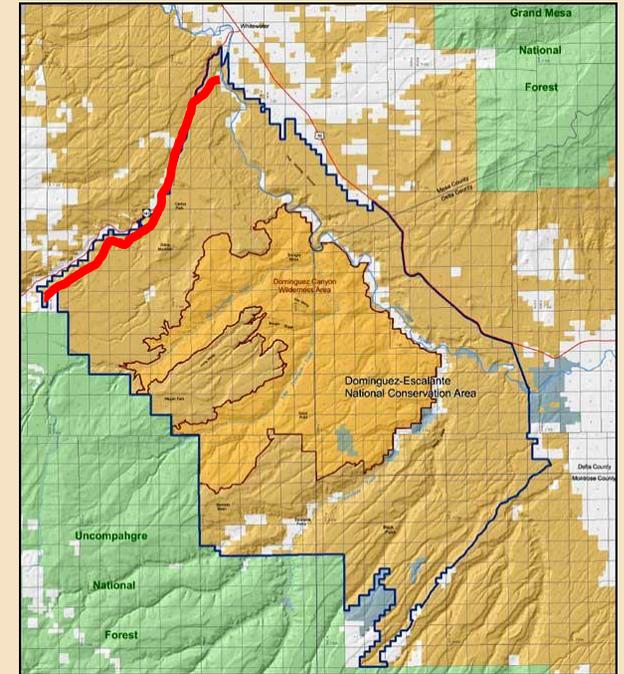


Gateway Canyons Resort, Gateway, CO

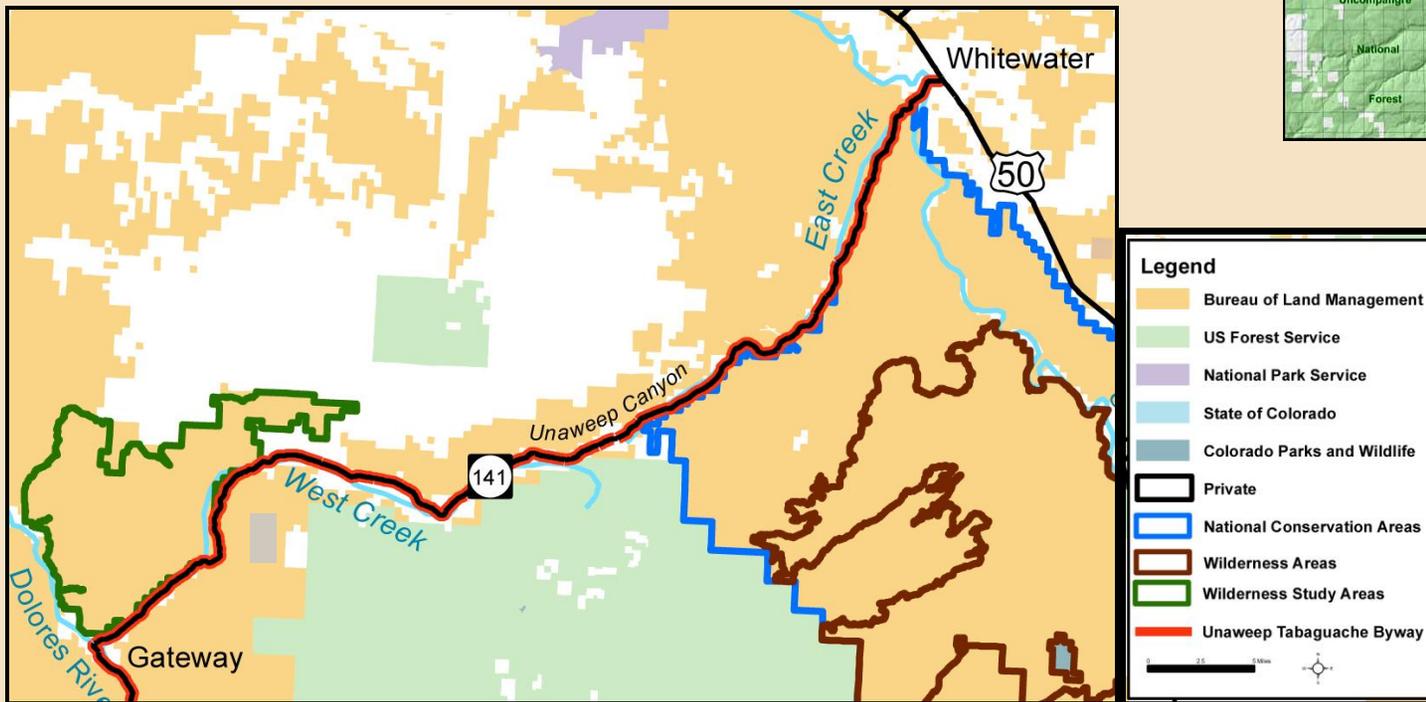


● **Segment 1: Whitewater to Gateway**

The Mesa County Rural Master Plan, the Gateway Community Plan and the BLM’s Resource Management Plan are the guiding land use documents in effect on this Byway segment. In addition, vast tracts of federally-managed land in the Byway corridor have been designated a National Conservation Area, Wilderness Area, or Wilderness Study Area. The provisions of conservation easements on private property obtained by Mesa Land Trust control land use and activities. These areas have been afforded special protections and area-specific goals, guidelines and regulations may apply.



Dominguez-Escalante Wilderness Area and National Conservation Area  
 UTB



### Mesa County Rural Master Plan

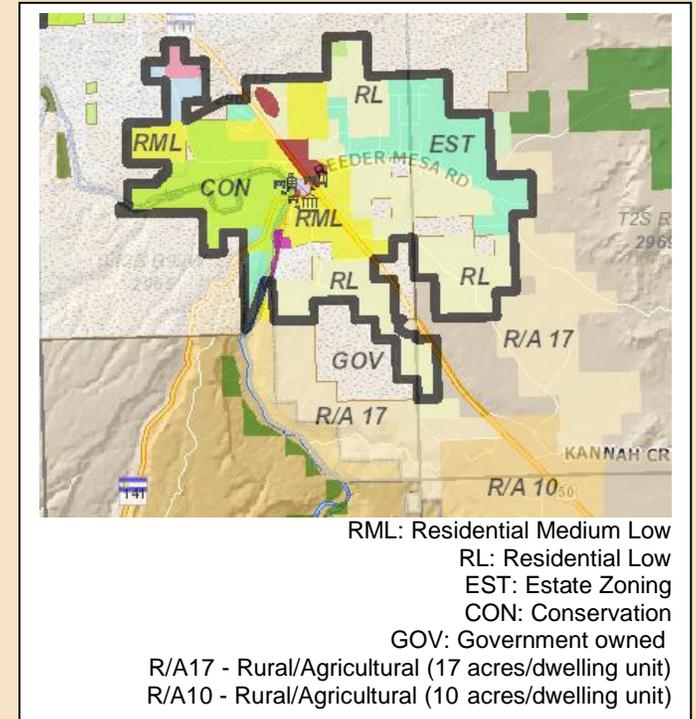
The Rural Master Plan identifies broad goals that balance encouraging growth in areas seeking such growth (e.g., Whitewater) and maintaining rural land use densities and development patterns in areas that are not seeking growth and/or are environmentally sensitive (e.g., the land lying between Whitewater and Gateway.) The rural areas along this segment are designated for low density residential and agricultural use. Little to no change is anticipated or encouraged.

### Whitewater

More than any other Byway community, Whitewater is expected to experience large-scale development (primarily commercial) and a corresponding change in character. This may benefit the Byway by “sprucing up” and formalizing the Byway’s northern terminus. This should result in enhanced services for Byway travelers (gas, food, e.g.) and will create opportunities for travelers to be provided with Byway information, orientation and merchandise. The UTB committee should work with the county and the community to encourage the appropriate and compatible design of commercial developments and to assure that Byway-related enhancements are incorporated into the master plan. In particular, improved Byway signage at the junction of Hwys. 50 and 141, and the creation of a Byway portal (an information kiosk and possibly other features) on Hwy. 141 as close to Hwy. 50 as is practical.



Obscured interpretive sign, Whitewater, CO



Whitewater: Future land use

## Gateway

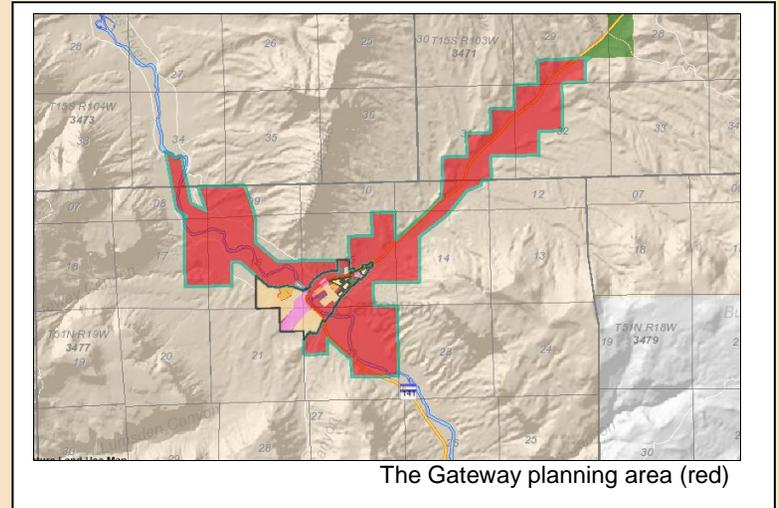
The Gateway Community Plan was created to help guide the development of the Gateway Canyons Resort and adjacent lands. The plan identifies protecting Gateway's small town character as its primary goal, as well as protecting the environment and encouraging some local businesses. The community has undergone significant changes as a result of the development of the Gateway Canyons Resort. The expansion and continuing operation of the resort will have a direct impact on Byway travelers by providing:

- High end lodging.
- A range of dining options
- A variety of opportunities for adventure recreation and other activities on resort property and on the Byway.
- Opportunities for informing people about the Byway, both at the resort and the general store being developed at the community building/library complex.

The Byway committee should work with the Resort to install Byway-related information and exhibits in the general store and at appropriate locations on Resort property (e.g., the Adventure Center and restaurants) and to develop, coordinate and promote special events utilizing the Byway (e.g., car rallies).

## BLM Uncompahgre Resource Management Plan (RMP)

This RMP addresses over 675,000 surface acres within the Uncompahgre Planning Area. It details the current state of resources and guides management actions for the next twenty or so years under the BLM dual mandate of multiple use and sustained yield. RMPs covering the Byway corridor are currently being revised by BLM (with public involvement), which may have implications for the UTB, which was invited by BLM to review and comment on the RMPs.



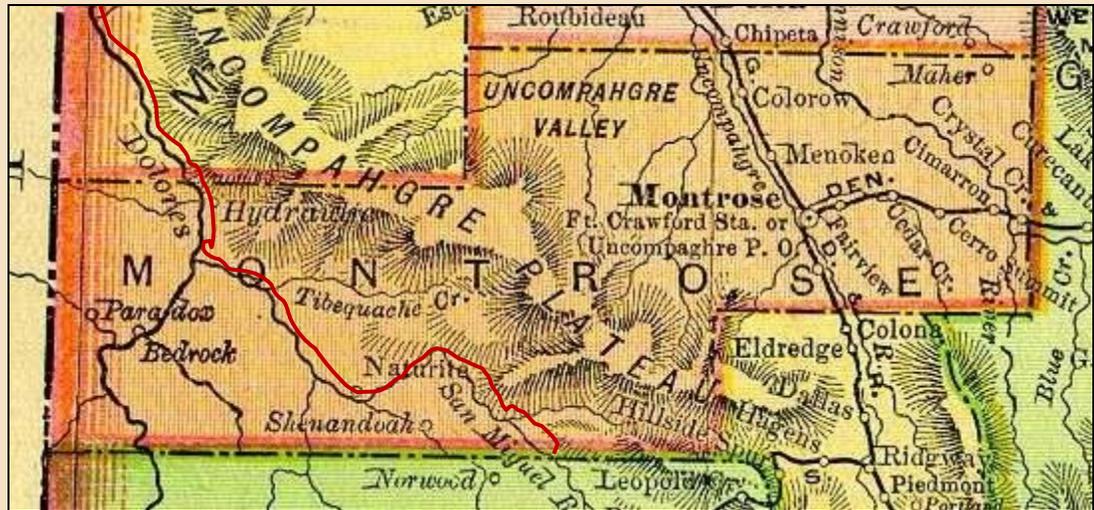
• **Segment 2: Gateway to Hwy. 145/Naturita**

Segment 2 lies in both Mesa and Montrose counties with Mesa County having jurisdiction to approximately mile point 95 on Highway 141. Several documents influence planning in the Montrose County section of this Segment, particularly, the Montrose County Master Plan and the West End Planning Area Master Plan (a subset of the county master plan). As outlined for Byway Segment 1, the Mesa County Rural Master Plan calls for little to no change in the Byway corridor that is under Mesa County’s jurisdiction.

**The Montrose County Master Plan**

This plan contains numerous goals, objectives and strategies that relate directly to the Byway and should be consulted as necessary. The consistency between the goals of Montrose County and the UTB makes the county an essential partner in the protection and management of the Byway. The county master plan includes goals, objectives and strategies in the following areas that are relevant to the Byway.

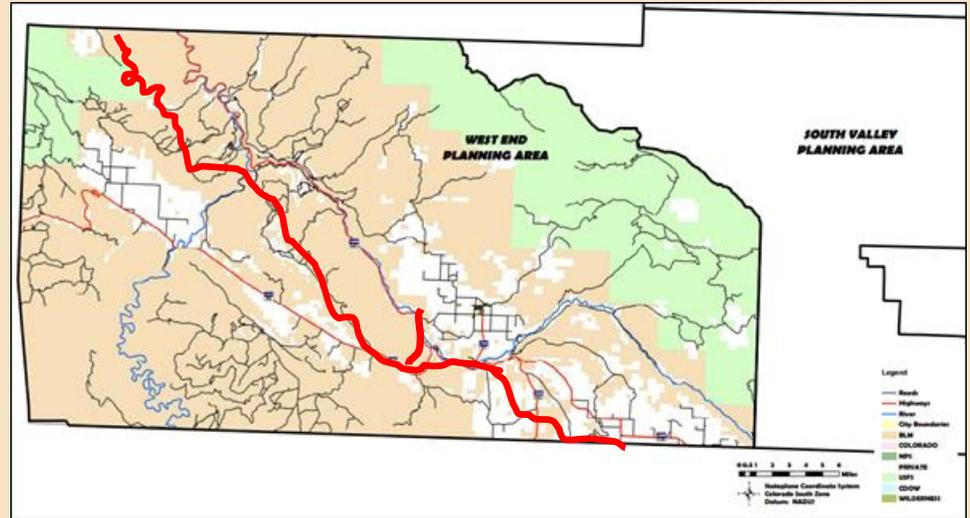
- Recreation and Tourism
- Economic Development
- Transportation
- Wildlife and Natural Resource Protection
- Agriculture
- Intergovernmental Cooperation
- Grants and Funding



The UTB (—) in Montrose County

**The West End Planning Area Master Plan**

This plan, administered by Montrose County and the West End Area Planning Committee, is particularly relevant to the UTB because the Byway passes through the West End Area and the West End Area contains the important commercial and service hub of Naturita/Nucla. The goals, objectives and actions outlined in the West End Planning Area Master Plan are consistent with the UTB Board of Directors’s vision of the Byway and are outlined below. NOTE: Not all of the actions listed in the plan had been completed as of May, 2013.



The West End Planning Area and UTB ( — )

**West End Planning Area Master Plan: Transportation**

Goal	Objective	Action
Consider an improved transportation link between Montrose and the West End of the County.		Continue the socioeconomic assessment of the Montrose to Nucla roadway.
Continue to develop the existing road system of the County.	Maintain and expand the grid network within the County, which will create road connectivity	
Provide for the efficient flow of through traffic on the state highway system within the West End Planning area.		

**West End Planning Area Master Plan: Economic Development**

Goal	Objective	Action
Support the creation and expansion of businesses within Montrose County.	Provide assistance and incentives to businesses in Montrose County.	Coordinate with local communities to insure that County policies support local economic development efforts.

**West End Planning Area Master Plan: Recreation and Tourism**

Goal	Objective	Action
Protect the viewsheds along State Highways.	Maintain the aesthetic qualities along the highway corridors.	Create scenic Byway overlay districts which address development along highways.
Promote the primary tourist attractions within the planning area.	Increase visitor awareness of the local attractions.	Implement signage program identifying local attractions.  Provide links to tourist related data on the Montrose County website.
Encourage and support special events that would attract visitors from outside of the County.	Allow special events within unincorporated Montrose County.	
Support tourism activities related to outdoor recreation	Coordinate with Visitors and Convention Bureaus and Chambers of Commerce to promote outdoor recreation.	
Protect and preserve the cultural and historic heritage of the area.		Work with History Colorado and local historical and cultural societies and agencies to protect sites with historical and cultural significance.  Create regulations that address development projects that may have impact on historical and cultural sites.

**West End Planning Area Master Plan: Farming and Ranching**

Goal	Objective	Action
Protect the right to farm within the West End Planning Area.	Maintain the agriculturally related uses by right in the General Agricultural Zoning District.  Encourage and support markets selling locally produced agricultural products.	Preserve agricultural lands while providing economic benefit to agricultural land owners.

**West End Planning Area Master Plan: Rivers and Streams**

Goal	Objective	Action
Protect and preserve the amenities provided by natural watercourses and riparian environments.	Protect and preserve the San Miguel and Dolores River corridors.	Amend the zoning resolution to include a River Corridor Overlay District which at a minimum establishes setbacks for development.

**West End Planning Area Master Plan: Wildlife**

Goal	Objective	Action
Preserve wildlife activity areas as identified by the Colorado Division of Wildlife (Now Colorado Parks and Wildlife).		Obtain and maintain a map of wildlife activity areas in the Planning Area.  Adopt slower speed limits for County roads in wildlife activity areas.

**West End Planning Area Master Plan: Mining, Gas and/or Oil Extraction**

Goal	Objective	Action
Mitigate the impacts of mining, gas and/or oil extraction.		Create and adopt regulations to mitigate impacts of all mining, gas and/or oil extraction.  Adopt regulations and standards requiring road improvements and ongoing maintenance by mining, gas and/or oil extraction operators using County roadways.

● **Segment 3: Hwy. 145/Naturita to Placerville**

Segment 3 traverses both Montrose and San Miguel counties. As detailed in the previous section of this CMP, the Montrose County Master Plan and the West End Planning Area Master Plan are the primary planning documents for the Montrose County section of this segment. The Wrights Mesa Master Plan, the Norwood Master Plan and the San Miguel County Comprehensive Plan are the primary planning documents governing the southern end of the Byway.

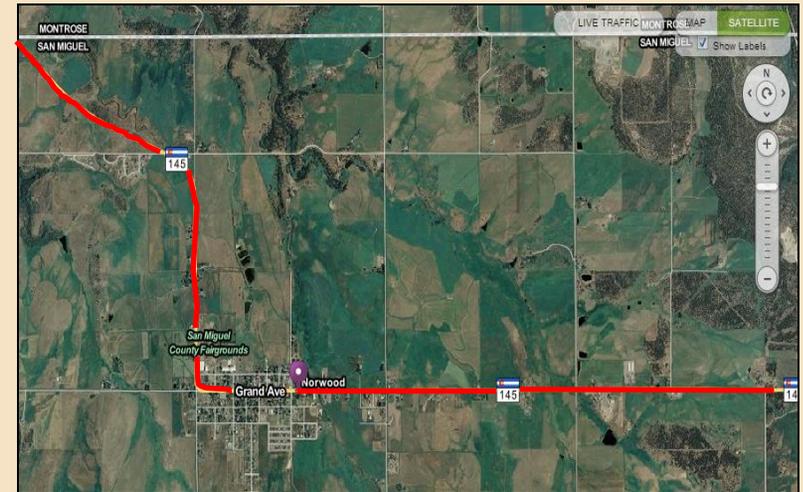
**Wrights Mesa Master Plan**

The vision statement of the Wrights Mesa Master Plan cites the following goals, all of which are consistent with the UTB Committee’s goals.

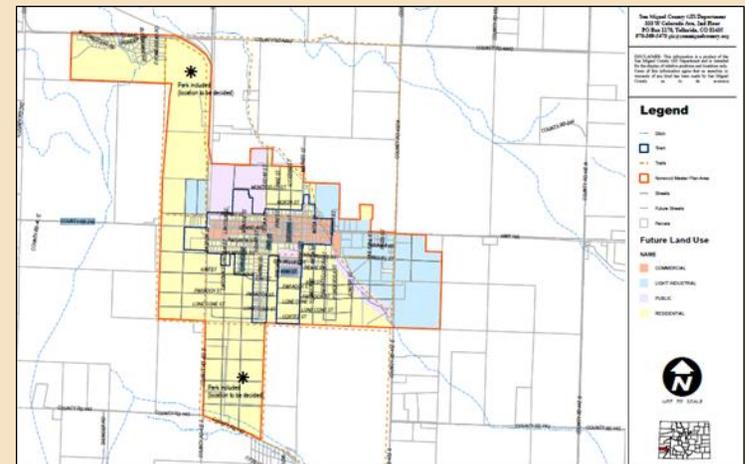
- Foster orderly growth that is compatible with our small town and rural characteristics.
- Maintain our rural way of life, equestrian activities, and agriculture.
- Protect our assets (views, wildlife, public land access, night sky, sense of space and open lands).
- Promote land use that conserves energy and resources.
- Celebrate our independent spirit and history.

**Norwood Master Plan**

The Norwood Master Plan attempts to retain the community’s small town character, encourage high quality development and improve infrastructure, services, open space and recreation amenities. On the UTB, Norwood’s agricultural heritage is the most evident and viable. It is also the most significant commercial and services hub on the southern half of the Byway. Norwood’s desire to encourage light industry could make the community more self-sustaining, thereby benefiting the Byway by providing a broader range of service options for visitors.



The UTB (—) on Wrights Mesa, San Miguel County



Town of Norwood future land use

## San Miguel County Master Plan

This Master Plan recognizes that the Byway passes through land that is of important environmental concern and that offers affordable housing for the Telluride area. The Byway corridor is primarily zoned low density residential (7 acre minimum lot size). and has large amounts of public land. Policies that are consistent with and supportive of the goals of the UTB Board of Directors include:

- **Section 2-12: Scenic Quality West End Planning Area Master Plan:**

It is the policy of the County to preserve the scenic quality of lands within the County for the benefit of its residents and the continued viability of a resort economy that is dependent upon the quality of its rural and natural setting.

- **2-1201**

Preserve the natural appearance of the mountain slopes, particularly from major activity areas, public roads, and trails by regulating the location, height, design and screening of development.

- **2-1203**

Minimize any adverse scenic effects of roads and other facilities by regulating their alignment, design, and construction so as to reduce their impact on the visual quality of any areas in the County, particularly public roads, trails and major activity areas.

- **2-1205**

Preserve and create scenic views of the surrounding mountains from public places within the County

- **2-1207**

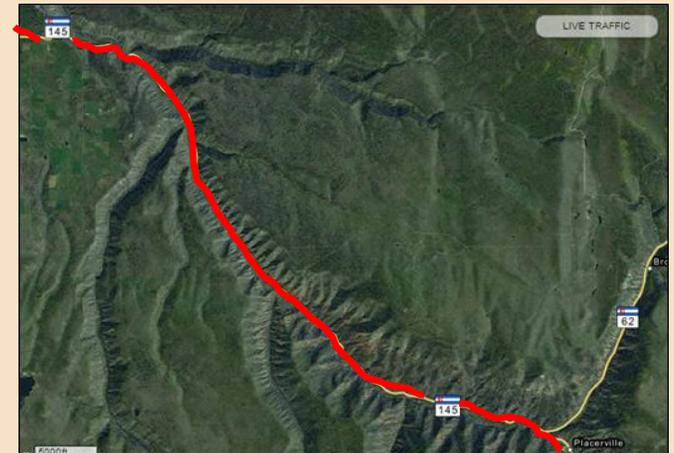
Manage development within the designated view planes and the scenic foreground to preserve the natural appearances within the Telluride Region.

- **Section 2-27: Compatibility with Agricultural Lands and Operations**

It is the policy of the County to promote the economic viability of agricultural lands and operations within San Miguel County and to insure that large tracts of land now committed to or capable of agricultural uses are preserved.

- **Section 2-28: Compatibility with Historical and Archaeological Resources**

It is the policy of the County to protect any sites, structures and surrounding areas determined to have historical or archaeological significance to the community, the region, or the State of Colorado from any destruction or alteration of the site, structure or surrounding area that would detract from its historical and archaeological significance.



The UTB (—) from just north of Norwood Hill to Placerville

-

**Section 2-31: Compatibility with Adjacent or Nearby Public Lands**

Discourage development that will encourage the intrusion of roads or high levels of human activities on such lands.

- **2-3104**  
Favor low-impact land uses that support non-motorized dispersed recreation and the reservation of wildlife habitat, scenic quality and air and water quality.
- **2-3106**  
Coordinate and cooperate with public land managers on the management of both public and private lands and interests consistent with County policies.
- **Section 2-32: Access to Public Lands**  
It is the policy of the County to preserve existing access points to public lands and to strive to secure new access points to public lands.
- **2-3201**  
Insure open access to public lands while protecting the rights of private landowners.
- **2-3202**  
Favor pedestrian and non-motorized forms of access in pursuit of exercise, camping, hunting and fishing, nature study and similar uses minimizing impacts and preserving the natural environment over other types of access.

**Land Use Recommendations**

1. Encourage each of the Byway counties to have a representative on the Byway Council.
2. Monitor the meeting announcements and agendas of planning departments, city council, and other meetings that influence the land use and character of the Byway and react as needed.
3. Work with Mesa Land Trust to encourage voluntary private land conservation to benefit the Byway’s scenic, natural and cultural values and tourism and economic development.
4. Continue to work with CDOT and others to realign Cactus Park Road and acquire fee ownership of or easements on key private property parcels in the area.

A summary of prioritized recommendations is found in Appendix 1.



## 7. Road and Transportation Analysis

The Byway's northern terminus ("A" below) is in the small community of Whitewater, at the junction of Colorado state highways 50 and 141. The Byway follows Hwy. 141 to its junction with Hwy. 145, just east of the community of Naturita ("B"). Several spur roads lead from Hwy. 141 to the communities of Bedrock, Paradox and Nucla and to public land adjacent to or in the vicinity of the Byway. The Byway continues along Hwy. 145, reaching its southern terminus in Placerville ("C").



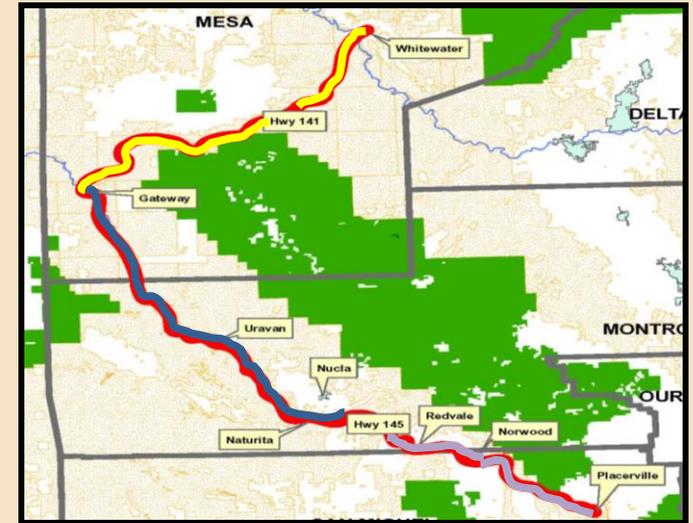
For the purposes of this plan, the Byway has been divided into three segments:

**Segment 1:** Whitewater to Gateway (Yellow)

**Segment 2:** Gateway to Hwy. 145/Naturita (Blue)

**Segment 3:** Hwy. 145/Naturita to Placerville (Lavender)

CDOT data on the actual and projected use of Highways 141 and 145 show clear, and in some cases, dramatic (>50%) increases in traffic volume or truck use on the UTB. It is unknown if these projections anticipated a renewal of mining activity in the Paradox Valley. Note: Projections for Hwy. 141 are for 2025; projections for Hwy. 145 are for 2020.



UTB Segments 1, 2, 3

Highway 141 Approximate Location	AADT * (Average Daily Traffic Count)		# of Trucks	
	2012	2025	2012	2025
Jct. 141/145	430	840	150	293
Nucla.	1,000	1,241	100	124
Naturita	2,100	1,701	200	255
Naturita	990	1,209	200	257
Jct. 141/90 Vancorum	600	1,052	110	193
Vancorum	260	514	30	60
141/John Brown Rd.	280	551	50	98
Gateway	660	1,072	110	179
Jct. 141/50 Whitewater	1,100	1,601	220	320

\* AADT: Average Annual Daily Traffic is the average number of vehicles using a highway section in one day.

Highway 145 (A) Approximate Location	AADT * (Average Daily Traffic Count)		# of Trucks	
	2012	2020	2012	2020
Jct. 145/62 Placerville	4,300	5,470	270	343
Jct. 145/62 Placerville	1,600	1,907	60	72
Lone Cone Rd/CR 44Z	1,800	2,160	130	156
Norwood	2,600	2,954	150	170
Norwood	2,600	3,037	130	152
Norwood	1,800	2,138	100	119
Redvale Rd. Redvale	1,200	1,445	70	84
Jct. 145/141 Naturita	1,000	1,212	40	48

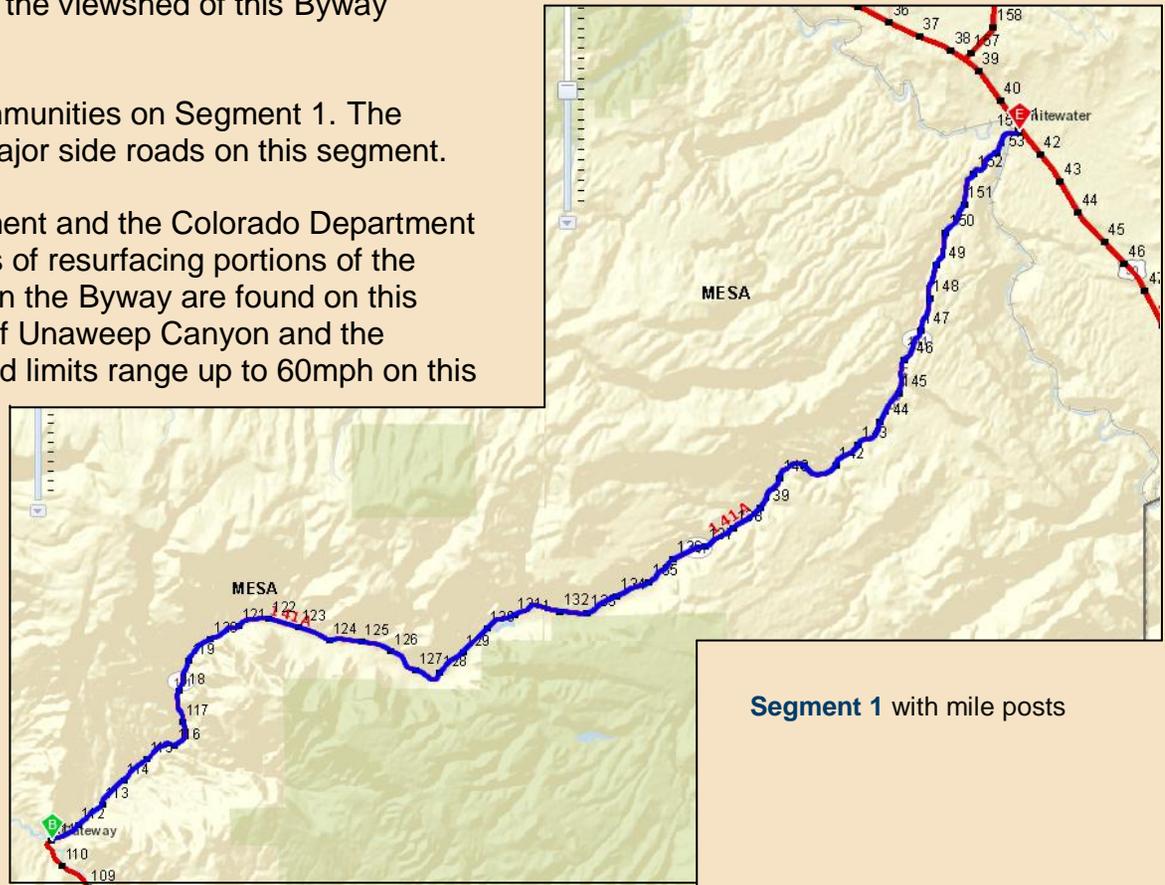
\* AADT: Average Annual Daily Traffic is the average number of vehicles using a highway section in one day.

• **Segment 1: Whitewater to Gateway**

This segment of Hwy. 141 passes through UnawEEP Canyon, which is more than one-half mile wide in places, giving travelers the best “wide canyon” experience on the Byway. The two-lane road is generally quite straight with relatively long sight lines. Much of the land abutting the Byway is privately owned homes and small ranches adjacent to vast tracts of public land. This public land forms most of the viewshed of this Byway segment.

Whitewater and Gateway are the only communities on Segment 1. The Divide Road and Cactus Park Road are major side roads on this segment.

The road condition varies across the segment and the Colorado Department of Transportation (CDOT) is in the process of resurfacing portions of the road. Generally, the highest speed limits on the Byway are found on this segment, probably due to the broadness of UnawEEP Canyon and the generally straighter sections of road. Speed limits range up to 60mph on this segment. This segment is has the lowest traffic volume on the Byway.



Segment 1 with mile posts

## Segment 1 Road/Transportation Issues and Recommendations

1. The UTB should **continue to work with CDOT to identify and sanction key pullouts** in this Byway segment. Sanctioned pullouts can be located at interpretive sites, scenic overlooks and vistas, authorized access points to the river(s) or where Slower Vehicles pullouts are needed.
2. Consider installing **Caution/Advisory signs** at sites where visitation numbers and/or traffic volume warrant.
3. Like all Byway segments, this segment exhibits a mix of private and commercial vehicles traveling at various speeds, being driven by drivers with varying degrees of experience and comfort on winding, canyon roads. **Signs instructing slower traffic to use pullouts are recommended.**
4. Increased traffic volumes and higher speeds pose a danger to wildlife crossing the roadway. Consideration should be given to installing **wildlife crossing signs** at key locations.
5. This segment features several important and heavily used spur and side roads that provide access to public land. This necessitates **improved signage for wayfinding, orientation, safety and educational information.**
6. In general, traffic-related signage is adequate but **selected, strategic signage** would enhance the traveler's Byway experience. Additional state Scenic Byway signs (blue columbine with Byway name), advance warning/caution signs, pullout signs and signs advising slower vehicles to use pullouts are needed.
7. Cell phone service and internet access does not exist along much of the Byway. **Emergency Call Boxes and/or solar powered satellite connections** may be appropriate in some areas.



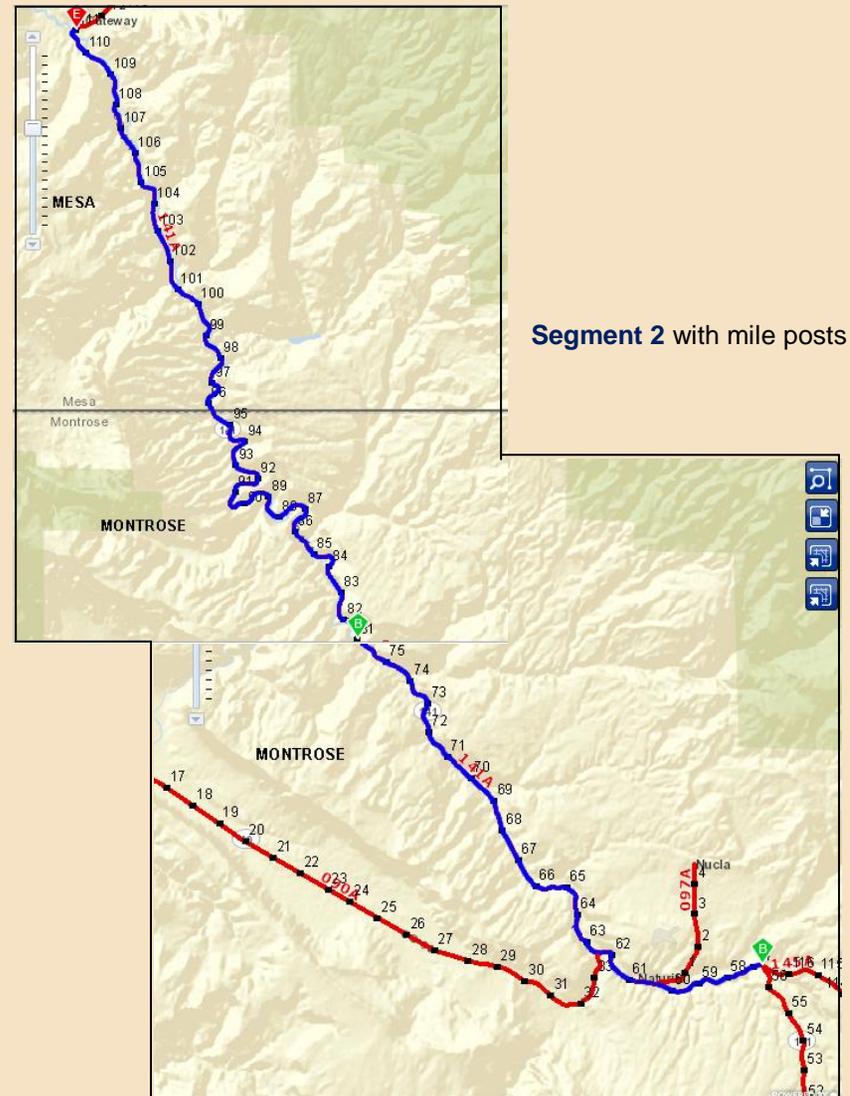
Beginning of the UTB, Whitewater, CO

• **Segment 2: Gateway to Hwy. 145/Naturita**

From Gateway, the Byway continues south on Hwy. 141, following the Dolores River through the spectacular Dolores River Canyon. Here, the Byway has two 12-foot wide lanes that are generally in excellent condition. Road shoulders vary from non-existent to packed gravel. Speed limits range from 45 to 55 mph. Major spurs or side roads on this stretch of the Byway are John Brown Canyon and Salt Creek Road.

The San Miguel River converges with the Dolores River near the junction of highways 141, 90 and 145, with the Byway continuing south on Hwy 145 along the San Miguel River. Traffic volume to capacity ratios are correspondingly low. Some of the Byway’s most scenic and safest pullouts are located along Segment 2, several of them containing interpretive signs.

From the confluence of the Dolores and San Miguel rivers to the junction of highways 141 and 145, the road surface is well maintained and shoulders are generally present and stable gravel, 12”-24” wide. Speed limits range from 30 mph in populated areas to 50-60 mph in undeveloped areas. Major spurs/side roads on this stretch of Segment 2 are Road Y-11 and the Nucla Loop. Traffic volume to capacity ratios are low.



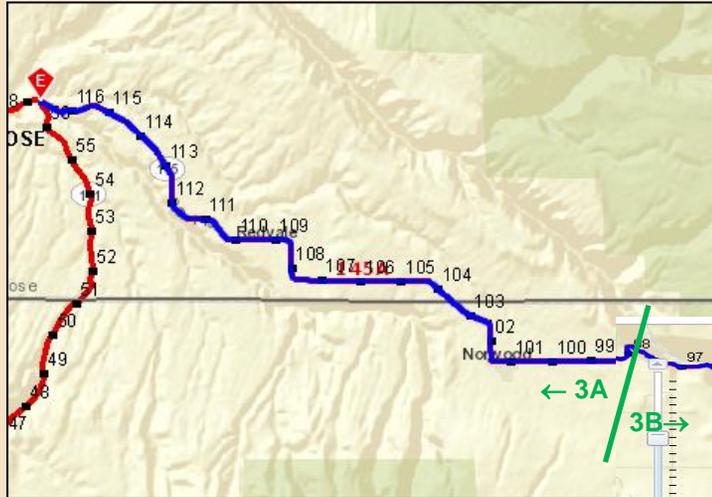
## Segment 2 Road/Transportation Issues and Recommendations

1. This segment of the Byway contains several locations where motorists pull off the road to take photos or otherwise view the canyon and river(s). There is little distinction made between “sanctioned” pullouts and other spots where motorists stop. Many of these “other” stops are not safe or may impact private property. The UTB should **continue to with CDOT to identify and sanction key pullouts** at interpretive sites, scenic overlooks and vistas, authorized access points to the river(s) or where Slower Vehicles pullouts are needed.
2. This segment is perhaps the least bicycle-friendly stretch of the Byway because of its curves, reduced sight-lines and lack of road shoulders. Motorcyclists face similar conditions. Installing signs advising motorists to **watch for bicycles and motorcycles** in limited, strategic locations should be considered.
3. The pullout and interpretive area at the Hanging Flume overlook is very popular. Its design, however, gives no indication of how to safely enter and exit the pullout and how best to park at the site. **Organizing the site better and installing directive signage** will increase safety, maximize parking space and protect the road shoulder and overall site from undue damage.
4. In general, traffic-related signage is adequate but **selected, strategic signage** would enhance the traveler’s Byway experience. Additional state Scenic Byway signs (blue columbine with Byway name), advance warning/caution signs, pullout signs and signs advising slower vehicles to use pullouts are needed.
5. There are several spur/side roads along this segment, including a long loop through the Paradox Valley, a loop to Nucla and several large loop options incorporating Ridgway, Montrose, Delta, Grand Junction, Moab and other Byways.



● **Segment 3: Hwy. 145/Naturita to Placerville**

This segment extends from just south of Naturita to the Byway’s southern terminus in Placerville. The road consists of two 12-foot wide lanes with paved or gravel shoulders ranging from 6”-24” wide. The road surface is generally in very good condition. Speed limits range from 20 mph in populated areas to 50 mph in undeveloped areas.



Segment 3 with mile posts



**Segment 3A: Hwy. 145/Naturita to Norwood Hill**

Highway 145 across Wrights Mesa is a two lane road in excellent condition. Road shoulders are typically 1-foot wide and paved. Good sight lines and relatively long, flat stretches of road allow cars to blend with commercial traffic, although occasionally, farm/ranch vehicles will cause motorists to reduce speed for short stretches of the road.

There are very few parcels of public land abutting this section of the Byway, however, several side roads lead to public land both inside and beyond the Byway corridor, including Lone Cone Road (CO RD 44ZS) and Norwood Burn Road (CO RD 42ZN).

### Segment 3B: Norwood Hill to Placerville

The roadway is two 12 foot travel lanes with gravel shoulders ranging from 6”-24”. There are more than 20 unpaved pullouts, many of which provide access to the San Miguel River. The road is in good to very good condition, with speed limits ranging from 35-50 mph. Norwood Hill is the steepest incline/descent on the UTB (1,000 feet elevation change over one mile). There are only a few paved shoulders and few guardrails and driving can be challenging during winter storms. Like all segments of the UTB, traffic volumes are well below road capacity (heaviest at Jct. of Hwys.141 and 62.)

### Segment 3 Road/Transportation Issues and Recommendations

1. The UTB should **continue to work with CDOT to identify and sanction key pullouts** in this Byway segment. Sanctioned pullouts can be located at interpretive sites, scenic overlooks and vistas, authorized access points to the river(s) or where Slower Vehicles pullouts are needed.
2. There are several spur and forest access roads on this segment. As with all Byway segments, consideration should be given to **including these roads on Byway maps and promotional materials** and signing them as a Byway spur.  
NOTE: Most of these roads are currently signed as USFS access roads.
3. The UTB should be involved with any **plan to create a major bicycle route** that utilizes the Byway, particularly the Norwood Chamber of Commerce’s effort to create a 233-mile long bike loop. Creating a multiple use trail (bicycles, horses, pedestrians) paralleling the Byway may be feasible in some areas. CDOT and local/county governments may be willing to contribute to a feasibility study to address the Byway’s multiple use/safety needs.
4. Norwood is the main commercial and visitor services hub on the south end of the Byway, therefore extending visitor length of stay in the area could benefit businesses. Consideration should be given to **creating a loop route** that would follow Norwood Burn Road and link to 3575 via back roads, providing a rural experience for visitors and extend their stay in the area.  
NOTE: Parts of this route would only be passable in the summer.
5. In general, traffic-related signage is adequate but **selected, strategic improvements** would enhance the traveler’s Byway experience. State Scenic Byway signs (blue columbine) are only sporadically placed and additional advance warning signs are needed. Pullout signs and signs advising slower traffics to use pullouts are needed.



The UTB passes through downtown Norwood.

A summary of prioritized recommendations is found in Appendix 1.

## 8. Signage

In general, traffic-related signage on the Byway is good but selected improvements would enhance the traveler's Byway safety and experience. Improving signage does not necessarily mean increasing the number of signs. In fact, the UTB must be careful not to over-sign the Byway to the detriment of its intrinsic qualities. Improving signage often mean strategically locating signs that are more effective. This can, at times, reduce sign clutter by allowing for the removal of redundant or ineffective signs. This section addresses Portal, Wayfinding/Directional, and other signs. Interpretive signs are discussed in the Interpretation Section.

### A. Byway Portals

Portals are locations at a Byway terminus or other major entry point, where people can get Byway orientation, wayfinding and interpretive information. They are key locations to provide people with information that could increase their comfort and safety, enhance their Byway experience, and generate benefits to the Byway. Portals can range from a multi-panel kiosk to a visitor center. They may or may not be staffed or have internet and phone service. Portals should be recognizable to travelers and as consistent in design as practical.

#### Northern Portal

The northern terminus of the UTB in Whitewater features a Byway-related multi-panel kiosk with orientation, wayfinding and interpretive information. While it functions as a de facto portal, the kiosk is worn and outdated and can be difficult to see, especially for travelers northbound on Highway 50. A sign on the east side of Highway 50 is barely visible, lost in the parking lot of an abandoned businesses. There is a Begin Byway sign at the northern terminus on Highway 141.

#### Southern Portal

There is no semblance of a portal at the southern terminus in Placerville. There is a Begin Byway sign near the junction of Highways 145 and 62.

#### Additional Portals

Due to traffic patterns, increasing vehicle volumes and the UTB's desire to market more regionally, portals are needed at two key Byway entry points:

- Junction of Highway 90 and the road into Paradox
- Highway 90 in Nucla, if Montrose County improves the road.



Byway north terminus, Whitewater, CO

## B. Wayfinding/Directional

The importance of effective wayfinding signage will increase as vehicle traffic increases due to regional population growth, the latest mining boom, and the marketing of the Byway. Blue Columbine signs with the Byway name are sporadic along the Byway. Byway travelers would benefit from more wayfinding/directional signs, particularly at:

- Cactus Park Road
- Divide Road
- Satro Draw Road (AKA Niche Road and Road 6.3)
- Roads 4.1 and 4.2 (Gateway)
- John Brown Canyon
- Salt Creek Road
- Road Y-11 (Uravan)
- The Nucla Loop
- Highways 90 and 141 junction
- Burn Canyon Road

## Signage Recommendations

1. **Standardize the design of portals**, including a roofed, 3- or 4-panel kiosk. The kiosk and portal should be designed to reflect the unique character of the Byway.
2. **Develop UTB portals** in:

Whitewater: Although the Byway's official beginning point is on Highway 141, a short distance west of Highway 50, the optimum location for the portal is in Whitewater, integrated into the planning, development and activity of the commercial area. This will maximize traveler exposure to the Byway. It will also require upgraded signage at the junction of Highways 50 and 141, directing travelers onto the Byway.



Sample multi-panel roofed Kiosks

Placerville: The Placerville area is the best location for the southern portal. Strategically, the portal should be located on Highway 145 as close to Highway 62 as is practical. An alternate location is the Placerville community park, which contains a historic school being managed by San Miguel County, and which could create partnership opportunities. NOTE: If the UTB and San Juan Skyway choose to work more closely together, an eastern portal should be developed in Ridgway.

Paradox Valley: The vicinity of the intersection of Highway 90 and the road into Paradise is the optimum location for a western portal. This portal is currently needed, and gains in importance if a broader, canyon lands view is taken and marketed.

3. If Montrose County improves Highway 90 between Montrose and Nucla, **create a portal in Nucla** that optimizes exposure to vehicle traffic and bicycle/recreation trails.
4. **Install directional signage** as cited above as deemed necessary by CDOT.
5. **Install additional State Scenic Byway signs** (blue columbine), especially on the south half of the Byway. NOTE: CDOT will be installing additional blue columbine signs at the intersection of Hwy 62 and Hwy 141 (the junction of the UTB and the San Juan Skyway Byway) and at the intersection of Hwys 145 and 141.
6. **Install Point of Interest signs** at selected locations, and where possible, install an interpretive sign at the site. Points of Interest include:
  - Driggs Mansion
  - UnawEEP Seep
  - Hanging Flume
  - Uravan
  - Coke Oven
7. **Install advance warning signs** where needed, including:
  - Scenic Lookout Ahead
  - Slow Traffic Pull-Out Ahead
  - Day Use Area Ahead
  - Rock Climbing Area Ahead (especially around mile marker 137.5)
  - Divide Road Ahead (sign should contain icons for recreational and other opportunities available)
  - Gateway – Library, Community Park, Byway Information

8. Continue to work with CDOT to **identify and sign pull-outs** that serve as “designated” interpretive sites and lookouts. The locations of slow traffic pull-outs should be determined by CDOT based on their policies and practices. Ideally, a slow traffic pull-out would also serve as an interpretive site with an interpretive sign. For example, CDOT plans to upgrade two pull-outs along the hanging flume corridor and install interpretive signs. Other potential pull-outs include:
- North of 4.1 Road: photo op/interpretive sign: The La Salle Mountain Range
  - MM 106.5: photo op/interpretive sign: The Palisade and Gateway
  - MM 128: scenic overlook /interpretive sign: Thimble Rock
  - South of MM 83: Biscuit Rock and flume pressure box.
  - South of MM 79: interpretive sign: Historic Donkey painting
9. Continue to work with CDOT to **install NEXT SERVICES 52 MILES** signs at Gateway and Naturita.

A summary of prioritized recommendations is found in Appendix 1.

## 9. Visitor Services

Most visitor services and amenities are found on the central part of the UTB (Gateway to Norwood). Minimal services are found at the northern and southern ends of the Byway (Whitewater and Placerville, respectively) and there are no services available on the UnawEEP Canyon section of the Byway. Plans for new development in Whitewater include a gas station, retail and some apartments. Once completed, the gas station and retail business will provide additional visitor services and opportunities to inform and educate travelers about the Byway. Additional and more fully developed visitor services are available in communities just outside the Byway corridor (e.g., Grand Junction, Ridgway and Telluride).

### A. Gas

Gas stations are found in Whitewater, Gateway, Nucla, and Norwood. With the exception of the Gateway to Naturita stretch of the Byway (51 miles), gas is available within the 45-mile limit suggested for National Scenic Byways. Gas is also available just outside the Byway corridor in Grand Junction, Ridgway, Telluride and Montrose.

GAS	Existing	In Development
Whitewater		Gas station
Gateway	Sam's Service	
Naturita	3 gas stations	
Nucla	1 gas station	
Norwood	2 gas stations	

### B. Restaurants

- **Gateway**

The Gateway Canyons Resort has four eateries including a vintage outdoor diner, a café, a casual restaurant and a fine dining restaurant. The diner is open seasonally, and the other restaurants are open daily year round. The resort is also developing a general store that will provide food items. Someday, the old Gateway diner might be reopened, but the economics of running a business in such a small community with relatively low traffic levels are difficult.

- **Naturita/Nucla**

Naturita has several restaurants including a burger drive in, a Mexican restaurant and a saloon. Many of Naturita's restaurants have limited days and hours of operation, particularly in the off season. Nucla has one restaurant on Main Street. Naturita has a small grocery store and several of the town's lodging establishments contain a kitchenette.

- **Norwood**

With five restaurants, Norwood has the greatest number of dining options of any Byway community. While not all restaurants are open every day, there is usually at least one restaurant open for every meal and day of the week.

- **Placerville**

The town's small general store has some unprepared food items.

## C. Lodging

The economic impact of tourism increases dramatically when visitors spend the night. Lodging expenditures are typically the largest expenditure visitors make while traveling. Spending the night also increases the likelihood that travelers will frequent local restaurants and businesses. The UTB offers a limited number of lodging units ranging from a luxury resort to budget motels to an RV park. There is also camping available on public campgrounds throughout the Byway corridor.

- **Gateway**

The primary lodging establishment in Gateway is the Gateway Canyons Resort, the most substantial tourism-related development on the UTB in the past decade. The Resort is managed by Noble House Hotel and Resorts, a company that manages 17 upscale properties in six states. (Noble House also manages the Mountain Lodge in Telluride.) The Gateway Canyons Resort has 58 luxury units, and offers a wide variety of guided and self-initiated outdoor recreation activities on resort property and adjacent public land.



Gateway Canyons Resort

- **Naturita/Nucla**

There are approximately 55 units available, ranging from single motel rooms to two and three bedroom homes for families or groups. A number of the lodging properties offer rooms by the night, week or month and cater to temporary workers as well as to travelers. Most accommodations are in the mid- to lower end price range. Some lodging establishments are currently closed but may re-open under new ownership. There is also an RV park in Naturita with 21 full-service hook-ups and rental cabins are available outside of town at Vancorum. Plans are in the works to create more RV hookups and camp sites north of Naturita at Uravan.

- **Norwood**

Twenty-three rooms are available in town, including 10 rooms in the recently renovated Backcountry Inn and 13 rooms at the Norwood Inn. Rental properties outside of downtown cater to groups such as hunters and also provide long-term rentals for temporary workers.

LODGING	Existing	In Development
Whitewater		Unknown
Gateway	Gateway Canyons Resort	GC Resort is adding more rooms
Naturita	Blake House Inn Van Corum cabins	
Nucla		
Norwood	Backcountry Inn Norwood Inn Several ranches and guest houses	

## D. Retail

Retail options are limited on the UTB, with most of retail opportunities in the region being located outside the Byway corridor (e.g, Grand Junction, Telluride, Ridgway). The proposed development of Whitewater will increase the retail options available to the Byway traveler. At Gateway Canyons Resort, the Gateway Colorado Auto Museum and the Adventure Center have retail areas. The proposed Gateway general store will provide additional retail items. Several retail stores are located on the Byway through Naturita, including shops offering locally made products and gift items. Nucla has some retail stores, including a hardware store, an apothecary, and a store that sells toffee made on-site and note cards featuring photos of the area. Norwood has several retail stores, including a hardware/outdoor supply store, gift shops and a meat shop that offers sausage made on site and other specialty foods. The general store in Placerville has assorted sundries.

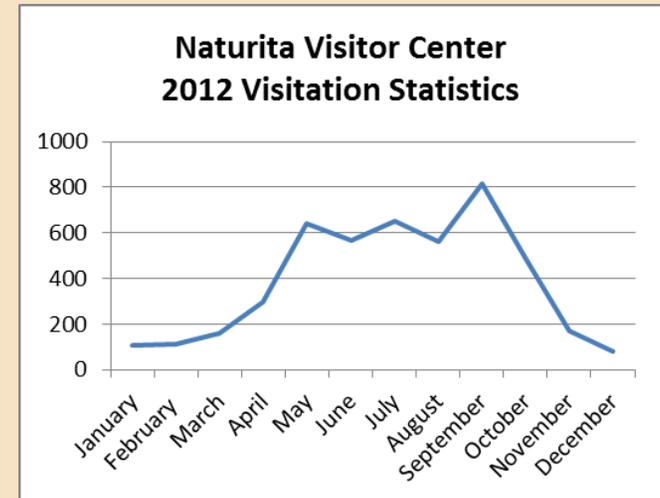


Naturita, CO

RETAIL	Existing	In Development
<b>Whitewater</b>		Unknown
<b>Gateway</b>	Automobile Museum Store Adventure Center Store	General Store
<b>Naturita</b>	My Place Family Market	
<b>Nucla</b>	Apothecary Shoppe Coop Country Store Redd's Mercantile Ruth's Toffee	
<b>Norwood</b>	Norwood Hardware You Never Know R & D Specialty Meats Numerous shops	
<b>Placerville</b>	General Store	

## E. Visitor Centers Serving the Byway

- The **Nucla-Naturita Area Chamber Visitor Center** (formerly operated by the UnawEEP-Tabeguache Byway organization) is open 7 days a week during the summer. From December through April the visitor center operates with reduced hours.
- The **Norwood Ranger District Office Visitor Center** has information about recreational opportunities on US Forest Service and BLM public land. The office is open Monday through Friday from 8-12 and 1-5 pm, and is closed on weekends. While the visitor center does not track visitation numbers, staff estimates visitation to be less than 1,000 visitors a year. As a federal agency office they are prohibited from promoting individual private businesses, but do support the UTB and other appropriate organizations and programs.
- The **Grand Junction Visitor Center** is located just off I-70 in Grand Junction. Operated by the Grand Junction VCB, the Welcome Center has a relief map of the area that identifies and describes the Byway. There is an exhibit on Byways in the region, including the UTB. Copies of the older Byway brochure are available. The Visitor Center greets 18,000 visitors annually, approximately 90% of which are domestic and 10% are international.



Colorado Welcome Center, Grand Junction, CO



USFS Visitor Center, Norwood, CO

## 10. Tourism and Economic Development

Historically, the economy of the UTB region has been based on ranching and mining. More recently, outdoor recreation and tourism have increased in economic importance and increasing tourism has been a leading economic development goal for the Byway since its inception. The executive summary of the original CMP(1995) noted:

*“The goals and objectives (of the Byway) are to increase the economy through the promotion of the tourism industry, and equally important, to preserve and/or restore the natural resources and history of the Byway corridor.”*

The original CMP also calls for the Byway to *“...maintain the area’s original ranching and mining lifestyles and culture while providing services and encouraging responsible recreation for travelers.”*

Today, UTB stakeholders continue to seek to balance the economic benefit generated by tourism, and the desire to respect and protect the rural landscape and quality of life, the rich history of the Byway and its communities, the natural splendor of the corridor and the peaceful solitude found there. Finding a balance that allows for appropriate increases in tourism without compromising the Byway’s intrinsic qualities and character is critical.

The UTB’s goals and objectives for economic development are consistent with the goals of the State of Colorado Office of Economic Development and International Trade, as detailed in *Colorado Blueprint. A bottom-up approach to economic development* (2011). Byway-related excerpts of this document are contained in Appendix 4.

### A. Tourism Organizations Serving the Byway

- **The Nucla-Naturita Area Chamber of Commerce** serves five Byway communities: Bedrock, Naturita, Nucla, Paradox and Redvale. The chamber visitor center, located on the Byway in mid-town Naturita, is housed in a former gas station that was renovated, in part, with a National Scenic Byways Program grant. The chamber has a paid executive director and visitor center volunteers. The chamber’s website at [nucla-naturita.com](http://nucla-naturita.com) provides information on things to do with a focus on day trips, mountain biking, camping, fishing, hiking, hunting, rafting and kayaking, and rock climbing. **The UnawEEP-Tabeguache Byway** appears at the top of the list of “Day Trips & Attractions.”



Naturita-Nucla Chamber of Commerce

- **The Norwood Chamber of Commerce**, located on the Byway, is an all-volunteer organization that promotes Norwood businesses. The chamber website includes a downloadable brochure on the town of Norwood and an online business directory searchable by category, including lodging, restaurants and retail businesses. The Norwood brochure includes a map that identifies the **UnawEEP-Tabeguache Scenic Byway** as well as the San Juan Skyway, and notes

*“travelers along the UnawEEP/Tabaguache Scenic Historic Byway or visitors to Telluride can pause for a look through our shops where local artisans sell their wares, dine on fine food, lodge for the night and enjoy our small town western hospitality.”*

- **The Grand Junction Visitor and Convention Bureau (VCB)** serves Grand Junction and other entities and attractions in Mesa County. The VCB is supported by the city of Grand Junction lodging tax. The VCB will also promote lodging properties in Mesa County that choose to charge the lodging tax. The VCB operates a Colorado Welcome Center in Grand Junction.



Norwood, Co

## B. Promoting the Byway in Print and Online

Over the past two decades, Byway promotion/marketing projects have included

- Creating, printing and distributing two versions of a Byway brochure
- Developing a Byway website
- Conducting a marketing program with a focus on international marketing.

While a few copies of the original Byway brochure are still available, the most recent brochure is out of print. The website content, which matched the graphic design of the most recent Byway brochure, is no longer available. A digital copy of the most recent of the out-of-print brochures exists and could be used for future updates and reprinting.

In March, 2013, the UTB created a temporary website to be used during the CMP development process. In August, the Byway, through IAWC, acquired the domain name and website to use as the Byway's permanent website ([www.utbyway.com](http://www.utbyway.com)). In addition, Byway information is available through other websites including:

-

### **Great Outdoors Recreation Pages (GORP)**

One of the most detailed online descriptions of the Byway can be found at <http://www.gorp.com/parks-guide/unawEEP-tabeguache-scenic-and-historic-Byway-outdoor-pp2-guide-cid401858.html>. This website includes six sections devoted to the Byway, including an introduction, a map, a mile-by-mile description and sections on geology, paleontology and , wildlife and practicalities of traveling the route.

- **National Scenic Byways Program**

A brief description of the Byway is included in the National Scenic Byways website at [www.Byways.org](http://www.Byways.org) as one of 14 “Other Byways in Colorado” in addition to the 11 nationally designated America’s Byways.

- **Colorado Scenic & Historic Byways**

This website has a fairly detailed description of the Byway. <http://www.coloradodot.info/travel/scenic-Byways/southwest/unawEEP-tabeguache>.

- **Visit Telluride**

Telluride's website includes a description and photos of the Byway and a link to the Colorado Scenic and Historic Byways website.

<http://www.visittelluride.com/things-to-do/unawEEPtabegauche-scenic-historic-Byway>

- **Grand Junction**

The Grand Junction website includes a description of the Byway with no pictures and an inaccurate map. The site directs people to the defunct website URL of [www.utbw.org](http://www.utbw.org) as a source of information or to request a brochure (out of print).

- **Montrose**

The city’s tourism website has a scenic Byways section that describes eight Byways in the region including the UTB.

<http://www.visitmontrose.com/?nid=100>).

Some surrounding communities do not actively promote the Byway. For example, the home page of the Ridgway Colorado Chamber of Commerce states:

*“Ridgway marks the northern entrance of the San Juan Skyway”... and is a “Gateway to the San Juans.”* Their website makes little or no mention that Ridgway also provides access to the UTB, which provides an entirely different kind of Byway experience.

## C. Current or Proposed Tourism and Economic Development Projects

Virtually every Byway community is investing in tourism and economic development. Projects include:

- In Whitewater, plans are in place for a new retail development that will include a gas station.
- The Gateway Canyons Resort is developing a new general store in downtown Gateway. The resort has several construction projects underway, including a new helicopter hanger, an off-road driving track, additional rooms and other upgrades.
- The Rimrocker Historical Society plans to develop a series of new museums dedicated to the Hanging Flume, the Uravan/uranium mining story, the region's natural history, and textiles and genealogical records. Each of these museums would have a revenue generating business to help offset operating expenses.
- An RV park and a campground will be built as part of the Uravan development/interpretive projects.



Rimrocker Historical Society museum planning meeting

### Tourism and Economic Development Recommendations

1. **Maintain and update the UTB website.** The Byway used to have a website at [www.utbw.org](http://www.utbw.org). This website is not active and its content is not available. Currently, the UTB is hosted by the Interpretive Association of Western Colorado. In addition, a temporary CMP planning process website was created to allow stakeholders and the public to review and comment on materials and information related to the CMP, including the Draft CMP.
2. **Increase the UTB's on-line presence and expand linkages** to other Byway-related government agencies, non-profit organizations, businesses and other groups that share similar interest in the UTB. The use of the Internet for travel planning and booking has increased dramatically in the past few decades. Travelers are planning trips with less advance notice. They prefer immediate access to online information over the delayed response time experience using the telephone and mail. According to the U.S. Travel Association, "...the Internet was used by approximately 90 million American adults to plan travel during the past year with 76 percent of online travelers (booking) leisure trips online". The *Colorado Longwoods Report for the Travel Year 2011* commissioned by the Colorado Tourism Office noted that Colorado travelers are more likely than U.S. vacationers in general to use the internet to plan trips. In 2011, approximately half of Colorado visitors used the internet to plan and book a trip as compared to only 40 percent of travelers in other parts of the country.

Using the internet is not only advantageous for travelers, it can also be more cost effective for Byway agencies, organizations and businesses, due to reduced costs for printing, postage, and staff time to respond to requests for information. For many travelers, the lack of a web presence is a red flag that the destination or attraction is not high quality, may not desire visitors and may not be worth a visit.

**3. Focus marketing efforts on the region and Colorado’s Western Slope.**

The UTB’s only previous marketing campaign targeted the international market, with little documented success. Until such time as the UTB can meet the lodging and dining needs of the international travelers that can make significant contributions to local economies, marketing resources should be dedicated to:

- Developing a UTB brand
- Cultivating regional and Western Slope relationships and partnerships
- Developing regional and Western Slope marketing and strategies and programs.
- Plan for expanding marketing state-wide.

The UTB should consider linking to and marketing with Colorado National Monument and/or Moab. Collaborating with Colorado National Monument may prove especially helpful to the Byway if the Monument gains National Park status. A canyon loop tour that includes Colorado National Monument, Moab, Canyonlands and the UTB would be 296-miles long with a 6.5 hour drive time. Linking with the BLM and the Dominguez-Escalante National Conservation Area may also be of benefit to the UTB and the BLM.

Potential Utah partners for a two-state marketing effort could include the Utah Scenic Byways Program, the Grand Circle Association, the Moab Area Travel Council and San Juan County Economic Development and Visitor Services. Note: The Nucla-Naturita Area Chamber of Commerce already partners with Moab, offering a joint membership in the two chambers.



#### 4. **Change the Byway's name from UnawEEP-Tabeguache Byway to Colorado Canyon Country Byway**

The name "UnawEEP-Tabeguache" reflects the region's geology and Native American history. It is, however, a name that is challenging for many potential visitors. It is also not conducive to easy internet searching. Even Byway stakeholders and internet bloggers use different variations on the official spelling, including "UnawEEP-Tabaguache" and "Tubaguache."

In addition, "UnawEEP-Tabeguache" does not capture the essence of the Byway and the Byway corridor, and it has limited branding and marketing potential. In an unscientific survey, respondents were asked to describe the images that came to mind for "UnawEEP-Tabeguache Scenic and Historic Byway." Virtually none came to mind. When asked to describe the images that came to mind for "Colorado Canyon Country Scenic and Historic Byway," respondent images were very consistent with the values, intrinsic qualities and vision of the Byway. The national Scenic Byway program suggests the following criteria for a Byway name:

*"Does your Byway name capture the imagination? Is your name distinctive and meaningful to a national audience? When selecting the official name, Byway leaders should recognize the importance of linking the name to the principal resources and attributes of the route's location. Consider the importance to travelers of clear name recognition associated with the region."*

This is an opportune time to change the Byway name to *Colorado Canyon Country*.

- There is a groundswell of enthusiasm for enhancing tourism and economic development along the entire Byway. A name change will take advantage of and contribute to the synergy and enthusiasm.
- The idea of a name change to Colorado Canyon Country Byway has met with a generally positive response.
- Effecting the name change and distributing updated Byway materials can be a big part of the Byway's 25<sup>th</sup> Anniversary.
- A new Byway website is needed regardless of a name change.
- Most Byway maps, brochures and other materials are either out of print or in short supply and are in need of replacement regardless of a name change.
- Byway portals are needed regardless of a name change.
- Many new State Byway signs are needed regardless of a name change, Most of the current State Byway signs are lacking Byway name signs, so they are needed regardless of a name change.
- The Byway's CDOT website and the FHWA National Byway website need updating regardless of a name change.

5. Preliminary searches of patents, trademarks and web domains indicates little use of or competition for the name, Colorado Canyon Country Byway.
6. **Update and print the Byway brochure** to reflect changes in the Byway corridor since the brochure's last printing.
7. **Create and distribute a new Byway map** that functions across computer platforms and applications and can be accessed on-line, allowing visitors to select and view layers and information based on their own personal interests.
8. **Update other maps and brochures as needed**, e.g., the Byway recreation map.
9. **Identify key locations for distributing Byway information**, such as Byway portals, restaurants, motels and other key facilities. Businesses (such as the new Gateway general store) should be encouraged and trained to serve as informal visitor information centers.
10. **Update the Byway's online presence on travel websites**. Ensure that all of the existing listings of the Byway on other websites have current and accurate information, including deleting or changing links to the former Byway website that is longer operational.
11. Look for opportunities to **collaborate with the San Juan Skyway, Grand Mesa Byway and other Byways in the region**. Promoting all three Byways together would offer travelers both mountain and canyon experiences. It could also reduce redundancies in marketing and materials, reducing costs. Printed materials could be two-sided, featuring the San Juan Skyway as a southern loop on one side and the UTB and Grand Mesa Byway, a northern loop, on the other side.
12. **Create and market itineraries** for interest-based day trips and multiple day visits to the Byway. Itineraries can be posted on line and distributed at visitor centers, Chambers of Commerce, colleges, restaurants, motels, and other key facilities. Itineraries could include:
  - A two-day itinerary of sites related to the region's mining history.
  - A one-day rafting trip to the Hanging Flume
  - A day hike up Lone Cone
  - A mountain bike trip along the trails outside of Nucla.



Happy Belly Deli, Norwood, CO



13. **Develop package tours** that include local lodging, restaurants and outfitters as well as suggested self-guided itineraries tailored for different audiences, interests and timeframes.

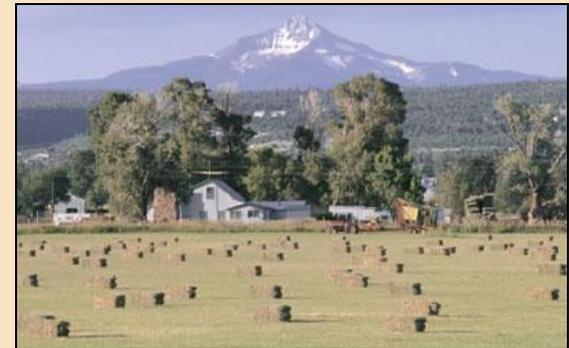
14. **Support the efforts of the Norwood Chamber of Commerce to create a 233-mile bike loop** that includes the Byway. Making the Byway more bike-friendly Byway could create opportunities for new and existing businesses to provide services such as bike repairs, bike rentals, food and lodging for biking enthusiasts.

15. **Support local efforts to enhance the visitor experience in each Byway community.** Each enhancement activity should be developed with local stakeholders to ensure that local priorities and goals are reflected. Enhancement activities could include:

- **Whitewater:** Partner with the developer working on a gas station and retail businesses to incorporate interpretive and marketing information about the Byway.
- **Gateway:** Partner with the Gateway Canyons Resort to identify potential Byway projects that are mutually beneficial for the resort and Byway travelers. For example, Byway maps benefit resort guests as well as travelers. There may be opportunities to collaborate on vintage car events and the new general store can provide a range of benefits to Byway travelers, including interpretive exhibits and information, Byway materials, a restroom, snacks, and other items travelers need.
- **Naturita/Nucla:** Support efforts to more fully develop heritage attractions Such as the museums proposed by the Rimrocker Historical Society.
- **Norwood:** Build on the fledgling agritourism offerings by identifying farms and ranches that offer some kind of agritourism experience. The Colorado Tourism Office may offer incentives or support to strengthen regional agritourism.



Gateway Auto Museum, Gateway, CO



Norwood, CO

15. **Identify travel publications** to target for feature coverage about the Byway.

Magazines such as AAA *EnCompass*, *5280*, *Colorado Life*, *Outside*, *Outdoor Life*, or *Sunset* as well as regional newspapers such as *The Daily Sentinel*, *Daily Press*, *High Country News*, *Longmont Times Call* or the *Denver Post* could also provide coverage of the Byway.

16. **Develop a press kit** which includes a fact sheet about the Byway and a collection of high quality digital images. Press kits should be available in both print and electronic formats. When a Byway website is created, it should have a “Media” section that includes an online photo library, background information about the Byway, and a media contact for more information.

17. **Use social media to promote the Byway.**

Consider promoting the Byway through social media, e.g., creating a Byway Facebook page. Encourage businesses along the Byway to create a strong social media presence, thereby elevating the profile and status of the Byway.

18. **Track the effectiveness of Byway promotion and marketing.** Identify key indicators of marketing results, which could include:

- Visitation numbers at visitor centers and museums.
- Visitation numbers at key attractions (e.g., the Gateway Automobile Museum)
- Hotel, motel and campground occupancy rates.
- Number of permits issued by BLM and/or USFS for recreational activities in the Byway corridor.
- Number of visitors to the Byway website.

19. Produce only a **small number of brochures** and other collateral materials so that materials can be updated regularly. No more than a two-year supply of these materials should be produced at a time.

20. **Monitor the impacts of increased mining activity** (particularly in the Paradox Valley) on Byway roads, traffic volume and flow, and to protect the UTB’s intrinsic qualities and the quality of the visitor experience.

21. The Byway would benefit from developing a **business plan**, especially if a broader, bi-state marketing campaign is undertaken.

A summary of prioritized recommendations is found in Appendix 1.



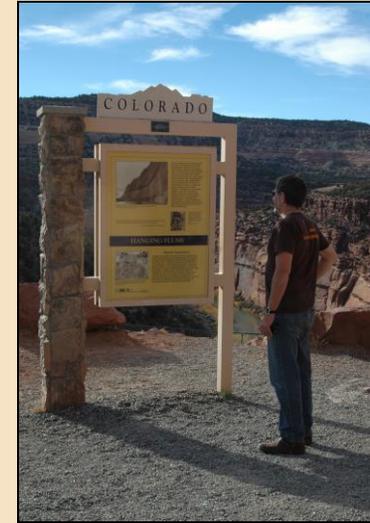
## 11. Interpretation

There are several excellent interpretive signs and sites on the UTB. Interpretive signs are found in a variety of locations along the Byway, including:

- Whitewater
- Nine-Mile Hill
- The Driggs Mansion
- The UnawEEP Seep
- Gateway
- The Hanging Flume overlook
- Uravan
- Several roadside pullouts

In addition:

- Interpretive exhibits are housed in the visitor centers in Norwood and Naturita and in the Rimrocker museum.
- The Rimrocker Historical Society plans on establishing three new museums in the coming years.
- The Gateway Auto Museum has an exceptional collection of cars.
- Interpretive programs are often presented by local experts in the Byway's natural and human history.
- Several presentations have been given on the hanging flume (including the showing of an award-winning documentary film).
- The program series, Ditches to Dinosaurs, has been well-received.
- Montrose County is developing apps for sights of interest.



Hanging flume overlook  
interpretive sign



Gateway Auto Museum

## Interpretation Recommendations

1. Work with the **Rimrocker Historical Society** to establish their museums and assist with the development of Byway-related exhibits.
2. **Provide Byway-related exhibits and information** to visitor centers in Norwood and Naturita.
3. **Provide simple Byway interpretation fliers** to key motels, restaurants and other facilities.
4. Work with Gateway Canyons Resort to **create Byway-related materials and exhibits for the Gateway general store**. Information on the BLM land accessed Via 4.1 Road, 4.2 Road and the Gateway Canyons Resort should also be provided.
5. Work with **Gateway Canyons Resort** to stock and distribute Byway brochures, maps and materials.
6. Continue to work with CDOT to identify pull-outs to serve as interpretive sites (particularly if they can also serve as slow traffic pull-outs). Possible sites include:
  - North of 4.1 Road: photo op/interpretive sign: The La Salle Mountain Range
  - MM 106.5: photo op/interpretive sign: The Palisade and Gateway
  - MM 128: scenic overlook /interpretive sign: Thimble Rock
  - South of MM 83: Biscuit rock and flume pressure box.
  - South of MM 79: interpretive sign: Historic Donkey painting

Additional potential sites are listed in Appendix 5.

7. Continue to work with CDOT to identify pull-outs for Bluebird Trail nesting box interpretive signs, e.g., MM 131.8



Vestal House, Nucla  
Future Rimrocker Historical Society Museum



USFS West Creek day use area

8. Develop interpretive activities that center around cars and the **Gateway Auto Museum**.
9. Continue to **formalize and provide Byway-related presentations**.
10. **Provide interpretive information to local media** quarterly (seasonally), for example, short column in local papers or a voice recording for play by radio stations.
11. Provide information to Montrose County and others developing **phone apps and other media**.
12. **Create interpretive signs** for 4-8 new sites on the Byway.
13. **Develop design standards** for interpretive signs and materials.
14. Consider developing programs or materials that interpret the region's Native American history and contemporary presence. The Ute and other tribes should be consulted to assure the appropriateness and accuracy of these products.
15. **Integrate interpretive amenities into roadway projects**. The current federal budget does not include stand-alone Byway grants. However, many Byway activities may still be eligible for funding as part of other federal grant programs. Under the new federal grant structure, it is likely that interpretive projects that are part of a larger road project such as a pull-out will be more competitive than stand-alone interpretation projects.

A summary of prioritized recommendations is found in Appendix 1.

## 12. Byway Administration and Leadership

Changes in federal funding of the National Scenic Byway Program make it more important than ever that a byway have a unified, branded and active presence in its communities and corridor. Byways must have a clearly defined mission and focus, an efficient and effective organizational structure and strong leadership.

While at one time, byways may have been able to stand alone and be somewhat self-sufficient by tapping into federal byway grants, Byways now must maximize their resources and develop synergistic, collaborative relationships with diverse partners and interests throughout the byway corridor (and beyond, at times). Nor can a byway rely on being “carried” by one or two stellar sites or attractions. On the UTB, no single community or entity has the resources or mandate to administer the Byway alone. Fortunately, there is a network of diverse government agencies, non-profit organizations and private sector entities whose work directly and indirectly benefits the Byway.

In order to generate positive word of mouth, marketing buzz and repeat visitation, byways must provide travelers with a unique and positive experience that reflects the byway’s character and qualities. This requires the Board of Directors to have a unified vision for the byway, a clear focus on priorities and strong leadership. While Board members may have a personal interest in a particular byway site or intrinsic quality or may be representing an interest group, agency or organization, Board members must maintain a broad view of the entire byway and its overall needs based on the vision and prioritized work plan. Board members should be knowledgeable about and grounded in the qualities and values of the UTB and its communities, while considering the best interests of the Bbway as a whole.

The UTB will need a stable Board of Directors, strong leadership and collaborative relationships with government agencies, non-profit organizations, the business community and volunteer groups. The Board must be organized, focused, motivated and highly functional to implement the recommendations contained in this CMP and to prepare for and take full advantage of the upcoming 25<sup>th</sup> anniversary of the Byway and IAWC. Unity and leadership are also needed if the UTB expects to compete with and/or become part of a broader (and possibly bi-state) Canyon Country marketing, tourism and economic development program.

Since its inception, the Byway has been administered and led by a Board of Directors. A partial list of the achievements of the Board and the UTB’s stakeholders and partners is found on page 6 and cited throughout this CMP. Following an initial burst of success, the Board became less active over time, with the last Board elections occurring in 2010. Since the terms of the Board members elected in 2010 have expired, technically, there currently is no Board of Directors.

This affords the UTB a rare opportunity to re-examine its administration and leadership in the context of a Byway corridor and region that have changed considerably since the original CMP was completed in 1995. The UTB has the chance to assemble and convene a UTB Board of the Directors, which, per the UTB bylaws, must consist of 7-11 Directors. This large number is ideal for a byway organization that has diverse partners and is part of a greater marketing, tourism and economic development program. The Board would then have to revise the bylaws to reflect any changes that are needed in response to contemporary needs and conditions.

The UTB will be best served by assembling a Board of Directors comprised of representatives of the agencies and organizations that have significant influence on the Byway, either due to jurisdiction (e.g., public land management agencies) or to their organization's commitment to, investment in and ability to make significant contributions to the Byway (e.g., Rimrocker Historical Society).

### **Suggested Byway Board of Directors**

The Board of Directors is the official leadership body of the UTB. Directors are appointed and serve per the UTB bylaws, including having decision-making and voting authority. Their attendance at UTB meetings is expected, and may be required by the bylaws.

The Board suggested here reflects the diversity entities that have significant influence on the Byway, as described above. Note: At times, having a Director from each significant Byway segment can be advantageous. This is just one of the decisions the UTB membership will have to address when they reconvene. It is suggested that the UTB Board of Directors consist of a representative of the following entities:

- Mesa County  
(Such as a Commissioner or a department head connected to the UTB)
- Towns of Naturita/Nucla
- Rimrocker Historical Society
- Montrose County  
(Same)
- Town of Norwood
- Norwood Chamber of Commerce
- Community of Gateway
- San Miguel County  
(Same)
- Bureau of Land Management  
(ex officio)
- Nucla-Naturita Area Chamber of Commerce
- Interpretive Association of Western Colorado

In order to make the best decisions possible, the UTB Board of Directors will need input from advisors in a variety of specializations. To the great benefit of the Byway, the potential Advisors listed below, have specific expertise and are also intricately and passionately involved with the Byway.

### **Suggested Board of Directors Advisors**

Advisors are ex-officio (non-voting) and would be asked by Board of Directors to attend topic-relevant meetings and advise the Board of Directors in their area(s) of expertise. Any Advisor can attend any UTB open meeting, but their attendance and participation is not expected unless requested by Board of Directors. It is suggested that the Board consider the following agencies/organizations when requesting the assistance of Advisors.

- USFS
- CDOT
- The Nature Conservancy
- The Wilderness Society
- A Hanging Flume Organization
- Museum of Western Colorado
- Gateway Canyons Resort
- Mesa Land Trust
- Community of Paradox
- Dolores River Restoration
- Mesa County Historical Society
- Dolores River Restoration Partnership
- Friends of Northern Dolores
- West End interests
- The bicycling community
- Grand Junction Chamber of Commerce
- Western Colorado Climbers' Coalition
- Outdoor recreation interests (e.g., river guide, outfitter)
- The Ute and other Tribes

The following sequential steps are recommended to reinvigorate the Byway Board and organization and assure the long-term viability of the Byway.

**Convene a UTB general membership meeting** (this should happen regardless of a Byway name change)

In order to move forward, the Byway must have an involved and pro-active Board of Directors. Per UTB bylaws, “The Board will have no fewer than seven and no more than eleven voting Directors.” Currently, there are four active Board members, although their terms may have officially expired. The status of these Board members must be addressed as the Board is reconvened and reconstituted. Per the bylaws, UTB members have the power to vote for the Board of Directors and on changes to the bylaws, therefore a membership meeting must be held to:

- Elect a Board of Directors and Board of Directors Executive Committee (officers)
- Review and if necessary, revise the bylaws to reflect the current state of the Byway and the UTB organization. For example, currently, no Director may serve more than two successive two-year terms. It should be determined if this term limit is still in the best interest of the Byway and leadership continuity. Other bylaw changes may also be needed or desired.

**1. Change the name of the Byway to Colorado Canyon Country Scenic and Historic Byway.**

The name change should occur before the Byway website is developed and maps, brochures and collateral materials are produced. In the event of a name change, the bylaws will have to be revised accordingly.

**2. Confirm existing partners/partnerships and cultivate new ones** (this should happen regardless of a Byway name change).

Partners should be updated on important UTB activities, such as the election of a new Board of Directors and Executive Committee, the reinvigorating of the UTB, and a Byway name change. Partners have diverse skills and resources that are essential to the Byway’s success. Partners may also be willing to contribute to the production of collateral materials.

**3. Update/create a Byway map** (this should happen regardless of a Byway name change).

This map, and perhaps, variations of it, must be completed before collateral materials and the Byway website are developed.

**4. Develop and launch the Byway website** (this should happen regardless of a Byway name change)

**5. Update and produce marketing and collateral materials** (this should happen regardless of a Byway name change).

**6. Many of these materials should be posted to the Byway website.**

**7. Update Byway-related information on the websites and in the materials of other organizations and agencies.**

**8. Launch a regional and state-wide marketing campaign** (this should happen regardless of a Byway name change).

**9. Focus on preparations for the 25<sup>th</sup> anniversary of the Byway and IAWC.**

## 13. Suitability for National Designation

The National Scenic Byways Program (NSBP) was created in 1991 within the U.S. Department of Transportation. Since 1995, the Secretary of Transportation has recognized 151 nationally designated America's Byways in 46 states. 31 of these nationally designated America's Byways have been designated as All-American Roads (the highest designation offered) and the remaining 120 have been designated as "National Scenic Byways." Designated America's Byways® can use the America's Byways® brand and logo to increase the marketability of the Byway. In addition, national recognition can help build support and strengthen community pride for a Byway.

An All-American Road must meet several standards:

- It must be "a destination unto itself."
- It must be able to accommodate tour buses.
- It must meet the criteria for at least two intrinsic qualities (National Byways must meet the criteria for one intrinsic quality).
- It must have one-of-a-kind features whose significance is recognized nationally.
- It must show that mechanisms are in place to implement the recommendations in the CMP.
- User facilities such as overlooks or food service should be available.
- It must have active interpretation and marketing programs and activities
- It must have a plan to accommodate increased tourism, including addressing the multi-lingual needs of international visitors.

The UTB meets a number of the requirements for designation as a National Scenic Byway. By implementing the recommendations in this CMP, the Byway will be well positioned to submit a nomination for designation as a National Scenic Byway in the next nomination cycle. The NSBP has not solicited nominations for national designation since 2008. While a new cycle of national Byway nominations has not been announced, the NSBP has indicated that they anticipate having another nomination cycle, but not in 2013.

Indications are that eligible Byway projects may be limited to transportation enhancements such as pullouts. It is also anticipated that grants will be more competitive as Byways will be competing against other transportation projects. Other factors to consider include:



1. A nomination for the UTB would be a multi-jurisdictional nomination and would need the support of the Bureau of Land Management as well as local government entities along the Byway. Each jurisdiction within the Byway would be required to submit an individual nomination application, and the nomination process should be completed in close coordination with the state Byway coordinator.
2. A successful national nomination requires that travelers are easily able to identify the Byway's primary intrinsic quality through publications and through conversations with local residents or stakeholders. Updating and reprinting key Byway materials such as the brochure/map, reviving the Byway website, and reengaging in a marketing campaign will help meet this criterion.
3. Wherever possible, National Scenic Byways should accommodate both bicycle and pedestrian traffic. There are a number of biking and hiking trails on public land in the Byway corridor, and the Norwood Chamber of Commerce has expressed interest in creating a bicycle loop that will include the entire length of the Byway. Additional proposed improvements such as wider paved shoulders will strengthen the Byway's nomination. Creating a multiple use trail (bicycles, horses, pedestrians) paralleling the Byway may be feasible in some areas. CDOT and local/county governments may be willing to contribute to a feasibility study to address the Byway's multiple use/safety needs.
4. Perhaps the most important aspect that needs to be strengthened before a nomination for national designation is submitted is the Byway organization. The UTB Board of Directors has been fairly inactive in recent years. The national nomination will need to include information about the Byway organization structure, any plans to strengthen the organization, and a description of how the Byway organization intends to ensure that the Byway's Intrinsic Quality(s) remain intact and accessible for Byway travelers

## 14. National Scenic Byway Corridor Management Plan Checklist

FHWA 14 Points for CMPs	Comments/Citations
1. A map identifying corridor boundaries and the location of intrinsic qualities and different land uses within the corridor	Maps are located on pages: 5, 15, 18, 23, 27, 30, 36, 37, 38, 39, 41, 44, 47
2. An assessment of intrinsic qualities and of their context	Pages 10-30 and Appendix 2
3. A strategy for maintaining and enhancing those intrinsic qualities...and for preserving the highest levels of visual integrity and attractiveness	Pages 10-30
4. A schedule and a listing of all agency, group, and individual responsibilities in the implementation of the corridor management plan, and a description of enforcement and review mechanisms, including a schedule for the continuing review of how well those responsibilities are being met.	Agencies with significant involvement in and responsibility for the Byway are detailed in Appendix 9.  The UTB Board of Directors is primarily responsible for establishing Byway-related review processes. The government agencies with jurisdictional authority over the Byway corridor also have enforcement and review mechanisms and authority, and several other entities monitor and review conservation easements and other mechanisms.
5. A strategy describing how existing development might be enhanced and new development might be accommodated while still preserving the intrinsic qualities of the corridor	There is no new development proposed by the UTB. Existing and future developments are governed by the federal, state and local jurisdictional authorities. Future development on the Byway will be very limited due to the preponderance of public land and privately-owned land with conservation easements.
6. A plan to assure on-going public participation in the implementation of corridor management objectives	The UTB is broadening its membership and leadership base. The UTB bylaws outline provisions for public meetings. Many of the Byway's partners, particularly government agencies have procedures in place for assuring public participation.
7. A general review of the highway's safety and accident record	Page 48 and Appendix 3

<p>8. A plan to accommodate commerce while maintaining a safe and efficient level of highway service, including convenient user facilities.</p>	<p>The UTB is working closely with CDOT on these matters. The Chambers and leadership of the Byway's commercial hubs are also responsible for this. New development at Whitewater will also consider these aspects of the Byway.</p>
<p>9. A demonstration that intrusions on the visitor experience have been minimized to the extent feasible, and a plan for making improvements to enhance that experience.</p>	<p>Visual and other intrusions are minimized by billboard policies and other land use regulations. This Byway is especially well protected by virtue of the amount of public land in the corridor. Conservation easements on private property also afford protection.</p>
<p>10. A demonstration of compliance with all existing local, State, and Federal laws on the control of outdoor advertising.</p>	<p>The Byway complies with all laws and policies regarding advertising. The amount of public land in the corridor minimizes outdoor advertising problems.</p>
<p>11. A signage plan that demonstrates how the State will insure and make the number and placement of signs more supportive of the visitor experience.</p>	<p>The UTB and IAWC are already working closely with CDOT on this topic. Additional signage information is found on pages 55-58.</p>
<p>12. A narrative describing how the National Scenic Byway will be positioned for marketing.</p>	<p>Virtually every Byway community is investing in tourism, marketing and economic development. Details are found on pages 62-70.</p>
<p>13. A discussion of design standards relating to any proposed modification of the roadway. This discussion should include an evaluation of how the proposed changes may affect the intrinsic qualities of the Byway.</p>	<p>The UTB and IAWC are already working closely with CDOT on this topic.</p>
<p>14. A description of plans to interpret the significant resources of the scenic Byway</p>	<p>Pages 72- 74</p>

## Appendix 1. Summary of Prioritized Recommendations

The recommendations contained in this CMP have been prioritized based on several criteria. While it is recommended that the Byway invest its resources in the High Priority recommendations, the UTB Board of Directors should remain open to opportunities to implement a Medium or Low priority recommendation should the situation warrant it.

### Land Use

High Priority	Medium Priority	Low Priority
<ol style="list-style-type: none"> <li>1. Encourage Byway counties to have a representative on the Byway Board.</li> <li>2. Realign Cactus Park Road and acquire key private property parcels.</li> </ol>	<ol style="list-style-type: none"> <li>3. Monitor the meeting agendas of planning departments, county commissions and other entities.</li> <li>4. Encourage voluntary private land conservation to benefit the Byway.</li> </ol>	

### Roads, Transportation and Signage

High Priority	Medium Priority	Low Priority
<ol style="list-style-type: none"> <li>1. Install State Scenic Byway signs.</li> <li>2. Identify, sanction and sign key pullouts.</li> <li>3. Standardize portal design and install portals in Whitewater and near the Jct. of Hwys. 145/62.</li> <li>4. Show major UTB spurs/loops on Byway maps but do not formally designate them part of the Byway.</li> <li>5. Create a portal at Highway 90 and the road into Paradox.</li> </ol>	<ol style="list-style-type: none"> <li>1. Install signs instructing slower traffic to use pullouts.</li> <li>2. Install Point of Interest Signs</li> <li>3. Sign spurs/loops.</li> <li>4. Create a loop route of Norwood Burn Road and 3575 via back roads.</li> <li>5. Organize and structure the Hanging Flume overlook.</li> <li>6. Install signs advising motorists to watch for bicycles and motorcycles</li> </ol>	<ol style="list-style-type: none"> <li>1. Install wildlife crossing signs where needed.</li> <li>2. Install Next Services XX Miles signs</li> <li>3. Install Caution signs where needed.</li> <li>4. Install Emergency Call boxes and/or establish satellite connections.</li> <li>5. Monitor the impacts of increased mining activity, particularly in the Paradox Valley.</li> </ol>

## Tourism and Economic Development

High Priority	Medium Priority	Low Priority
<ol style="list-style-type: none"> <li>1. Maintain and update the Byway website</li> <li>2. Focus marketing efforts on the region and Colorado's Western Slope.</li> <li>3. Develop a Byway brand</li> <li>4. Change the Byway's name to Colorado Canyon Country Byway</li> <li>5. Update and print the Byway brochure (Produce only a small number of brochures and collateral materials)</li> <li>6. Support local efforts to enhance the visitor experience in each Byway.</li> </ol>	<ol style="list-style-type: none"> <li>1. Increase the UTB's on-line presence and expand linkages</li> <li>2. Create and distribute a new Byway map</li> <li>3. Update other maps and brochures as needed</li> <li>4. Identify key locations for distributing Byway information</li> <li>5. Identify travel publications to target</li> <li>6. Develop a press kit</li> <li>7. Work with Mesa Land trust to encourage voluntary private land conservation.</li> </ol>	<ol style="list-style-type: none"> <li>1. Update the Byway's online presence on travel websites</li> <li>2. Collaborate with the San Juan Skyway, Grand Mesa Byway and other Byways in the region.</li> <li>3. Create and market itineraries.</li> <li>4. Develop package tours.</li> <li>5. Support efforts create a 233-mile bike loop</li> <li>6. Use social media to promote the Byway.</li> <li>7. Study the feasibility of a radio station.</li> <li>8. Track the effectiveness of Byway promotion and marketing</li> </ol>

## Interpretation

High Priority	Medium Priority	Low Priority
<ol style="list-style-type: none"> <li>1. Develop design standards for interpretive signs and materials.</li> <li>2. Work with Gateway Canyons Resort to create Byway-related materials and exhibits for the Gateway general store.</li> <li>3. Create interpretive signs for 4-8 new sites on the Byway.</li> <li>4. Provide interpretive information to local media quarterly</li> </ol>	<ol style="list-style-type: none"> <li>1. Provide Byway-related exhibits and information to visitor centers in Norwood and Naturita.</li> <li>2. Work with Gateway Canyons Resort to stock and distribute Byway materials.</li> <li>3. Work with the Rimrocker Historical Society to establish their museums and assist with the development of Byway-related exhibits.</li> </ol>	<ol style="list-style-type: none"> <li>1. Provide simple Byway interpretation fliers to key motels, restaurants and other facilities.</li> <li>2. Develop interpretive activities that center around cars and the Gateway Automobile Museum.</li> <li>3. Provide information to Montrose County and others developing phone apps and other media.</li> </ol>

## High Priority Recommendations

<b>Roads, Transportation and Signage</b>	<b>Tourism and Economic Development</b>	<b>Interpretation</b>
<ol style="list-style-type: none"> <li>1. Install State Scenic Byway signs.</li> <li>2. Identify, sanction and sign key pullouts.</li> <li>3. Standardize portal design and install portals in Whitewater and near the Jct. of Hwys. 145/62.</li> <li>4. Show major UTB spurs/loops on Byway maps but do not formally designate them part of the Byway.</li> <li>5. Create a portal at Highway 90 and the road into Paradox.</li> </ol>	<ol style="list-style-type: none"> <li>1. Maintain and update the Byway website.</li> <li>2. Focus marketing efforts on the region and Colorado's Western Slope.</li> <li>3. Develop a Byway brand</li> <li>4. Change the Byway's name to Colorado Canyon Country Byway</li> <li>5. Update and print the Byway brochure (Produce only a small number of brochures and collateral materials)</li> <li>6. Support local efforts to enhance the visitor experience in each Byway</li> </ol>	<ol style="list-style-type: none"> <li>1. Develop design standards for interpretive signs and materials.</li> <li>2. Work with Gateway Canyons Resort to create Byway-related materials and exhibits for the Gateway general store.</li> <li>3. Create interpretive signs for 4-8 new sites on the Byway.</li> <li>4. Provide interpretive information to local media quarterly</li> </ol>

## Appendix 2. Additional Intrinsic Qualities Information

### Archaeological/Paleontological Quality

- Archaeological evidence indicates a human presence in the Unaweep and Delores River canyons for at least 10,000 years.
- There is evidence that a group of people cultivated crops and built small masonry structures in the Paradox Valley and at the confluence of the Delores and San Miguel rivers between A.D. 750 and 1200.
- There are pictographs/petroglyphs on cliff walls and boulders in many canyons.
- Several sites near the Cactus Park turnoff were excavated by archaeologist from the University of Colorado and Denver Museum of National History in 1951-1952. Numerous artifacts as well as fire hearths and storage pits were discovered.
- Between 1500 and 1800, the native Utes left pictographs/petroglyphs on many canyon walls. The Utes used the area now covered by the Byway as a travel route to access the Uncompaghre Plateau and adjacent river valleys.
- Fossils of reeds, horsetails, ferns, conifer trees and cycads tell us the area was once a lush forest.
- Paleontologist have found partial skeletons of Diplodocus and Camarasaurus dinosaurs.
- Tracks of small carnivorous dinosaurs have been found from Cactus Parks to the Delores River Canyon.
- Numerous fossils of shelled invertebrates document the history of the huge seas and lakes that covered the area.
- Fossils of nine new early amphibian and reptile species have been discovered in the cliffs around Placerville.
- Fossilized freshwater fish found in the vicinity of Paradox Valley have provided scientist with new information on the evolution of bony fishes.
- Prehistoric people made fossilized trees and dinosaur bones into tools.
- Exhibits on the fossils of the area can be found at the Rimrocker Historical Museum in Naturita and at the Museum of Western Colorado in Grand Junction.

## Cultural Quality

- **Uravan Townsite**

Uravan was one of the last vestiges of big-scale mining and mining culture in the Byway corridor. Established in 1936 during the uranium and vanadium mining boom, the majority of the town was demolished in 1995 and 1996. The annual Uravan Reunion drew more than 1,000 people in 2012, making it one of the biggest events in the corridor.

- **Norwood Farm and Craft Market**

A weekly market is held year-round in Norwood. During the summer months the market is outdoors and focuses on fresh produce. In the winter months, the market moves indoors and has more of a focus on crafts.

- **Indian Ridge Farm**

The Indian Ridge Farm & Bakery in Norwood offers “Open Farm Days” on Saturdays from June to September.

- **R&D Specialty Meats**

This locally owned Norwood business offers sausages that are made on-site, other meats and gourmet specialty food items.

- **San Miguel County Fairgrounds**

The Fairgrounds (Norwood) hosts the annual San Miguel Basin Fair and Rodeo, one of the biggest events in the area.

- **Farm-to-Table Dinners**

There are a few farm-to-table dinners offered in the Norwood area each year and they are invariably sold out.

- **Locally Sourced Foods**

Paradise Farms (Redvale) grows sunflower greens that are featured in restaurants in Telluride. Other farms in the greater Norwood area such as Paradox Produce, Laid Back Beef, Oak Hill, and others produce honey, fruit, grass finished beef, pork, heirloom tomatoes, cherries and other crops and livestock.

- **Restaurants serving local foods**

Several local restaurants, including the Happy Belly Deli and Two Candles restaurant, serve local produce in season. However, it is not clear if these restaurants tell their patrons that they are using locally sourced foods or what farms or ranches are supplying ingredients for items on their menus.

- **Elk Ranches**

Two elk ranches in Norwood have agritourism potential.

## Historical Quality

- **Gateway Community Center**

The Community Center is strategically located at the site of the community's gas station and future general store. There is potential for interpretive exhibits and information dissemination at the general store and the Community Center

- **Gateway Colorado Automobile Museum**

This automobile museum, located on the grounds of the Gateway Canyons Resort, displays more than 50 cars that are part of the personal collection of John Hendricks, the owner of the Gateway Canyons Resort and founder of the Discovery Channel. In addition to the cars on display, the museum also offers interactive displays and videos. The museum is open year round. Summer hours are daily from 10-5, and winter hours are Wednesday through Sunday from 10-5. Admission is \$15 for adults, \$10 for seniors over 65 and free for children 12 and under or museum members. The museum store sells items such as clothing, key chains, books and mugs catering to both car and motorcycle travelers. Detailed information about the museum is available online at [www.gatewayautomuseum.com](http://www.gatewayautomuseum.com), and brochures about the museum are available throughout the region.

- **Hanging Flume**

The remains of the Hanging Flume, a 13-mile long flume built in 1889 to carry water from the San Miguel River to the hydraulic mining equipment at the Bancroft Placer site, was an engineering marvel of its day. The flume is visible from several locations on the Byway, particularly at the Flume Overlook, which contains interpretive signs. Road Y11 also provides excellent views of the flume, especially the restored section of Flume. The Flume was added to the National Register of Historic Places in 1980. In addition, Colorado Preservation Inc. included the Hanging Flume on its 1999 Endangered Places list, and the Flume was also part of the 2006 World Monuments Fund Watch List. The Colorado State Historical Fund has provided funding to interpret, protect and build awareness of the Flume: a grant for a Historic Structures Assessment in 2002, a grant for documentation and a Master Plan in 2004, and a grant for an interpretive plan and construction documents in 2006. Funding from the State Historical Fund, National Scenic Byway Program, Western Colorado Interpretive Association (now Interpretive Association of Western Colorado), and the BLM helped to fund a brochure and website for the Flume. The brochure contains a history of the Flume as well as a self-guided tour that takes travelers along the the UTB and Road Y11. The website [www.hangingflume.org](http://www.hangingflume.org) contains information on the Hanging Flume, a downloadable version of the Hanging Flume brochure, a downloadable 5 minute video podcast about the reconstruction of a segment of the Flume and a secure link to purchase a copy of the Hanging Flume video from the Interpretive Association of Western Colorado. The website also includes a media room with photos, press releases and a press inquiry form. "Flume Fever," a documentary on the reconstruction of a section of the Flume, won awards for *Best Documentary*, *Best Cinematography* and *Best Overall Film* at the 2013 Paonia Film Festival.

- **Dominguez and Escalante Expedition Historic Marker**

An interpretive marker stands along the route taken by Franciscan friars Francisco Dominguez and Silvestre Escalante during their exploration of southwest Colorado in search of a route to Santa Fe, New Mexico.

- **Rimrocker Historical Society Museum**

The Rimrocker Historical Society Museum is housed in a historic 1924 school building a few blocks off of the Byway. The Rimrocker Historical Society has two rooms in the school building, one of which serves as the Historical Society's office, library and storage area. A second room includes exhibits with artifacts, photos and other displays about county history, Uravan, the Hanging Flume and more. The museum has generally been open from Memorial Day to Labor Day and hosts between 400-450 visitors each year. For the past two years the museum has not had regular hours and has been open only by appointment. The Rimrocker Historical Society has tentative plans to reopen the museum for regular hours in 2013 between May 1<sup>st</sup> to November 1<sup>st</sup> to accommodate the increasing number of school tours. Museum operating costs will be off-set by income generated by the rental of meeting and event space in the museum.

- **Uravan Townsite**

Uravan was established in 1936 during the uranium and vanadium mining boom, and uranium mined in this area was used in the first atomic bomb. The radium presented to Marie Curie on her 1919 visit to the U.S. was mined in Uravan. Uravan's last citizens left in 1986 and the majority of the town was demolished in 1995 and 1996. A historic district was established in 1994, and State Historical Fund grants were secured to preserve the remaining historic structures, however they were demolished due to concerns about radioactive contamination. Interpretive signs at the site help travelers get a sense of this once booming town. The Rimrocker Historical Society plans to build a three-story replica of the Uravan Boarding House which will serve as the Uravan mining history museum. The museum will have parking, handicapped accessible restrooms, a picnic area and outdoor and indoor displays, including a basement that will recreate a mine tunnel. The Rimrocker Historical Society is also the custodian of numerous artifacts from the town which are being stored at the nearby former UMETCO Minerals Corporation facility. The Rimrocker Historical Society also has extensive documentation about Uravan including a centennial publication *Uravan, Colorado: One Hundred Years of History* published in 2002. Additional plans for the Uravan area include a day use park with picnic shelters, group grills, an interpretive trail, an information kiosk, and a playground. A primitive camping area will include 11 camp spaces, and an additional 11 pull-through camping spaces will offer electrical service and gravel platforms for picnic tables and fire pits with grills. The Rimrocker Historical Society intends to break ground on this project in 2014, with museum operating costs being offset by income generated by the campground. The Rimrocker Historical Society also plans to develop a Hanging Flume museum and recreation hub near Uravan in the former UMETCO facility. Operating costs of this museum will be off-set by income generated from the rental of recreational equipment.

- **The Driggs Mansion**

The ruins of this 1914 sandstone mansion, which are listed on the State Historic Register , are visible from the Byway. The mansion was built by Lawrence LaThourette Driggs, a wealthy New Yorker using blocks of sandstone carved from the walls of the surrounding canyons. He may have built the mansion for his wife or to be used as a hunting lodge. A recent stabilization and interpretation project has enhanced this site for travelers. A grant from the Colorado Historical Society was used to stabilize the mansion ruins and interpretive signs were installed at a pullout on Highway 141.

- **Coke Oven**

The coke oven, which is visible from the Byway, was built in the 1880s. Coal was heated in the oven to produce coke, a combustible material that burns practically smoke free. (Note: This site is on private property.)

- **Nancy Hanks Gulch Bridge**

During a copper boom which lasted from 1897 to 1912, the communities of Copper City and Pearl City were founded and served by this bridge.

- **Vestal House**

In 2013, the Rimrocker Historical Society purchased the historic 1908 Vestal House in Nucla, with the intention of restoring it for use as a museum to house their local family history/geneology archives, textiles and other domestic artifacts. Operating expenses will be off-set by income generated by a coffee and gift shop and possibly from rental space in the house.

- **Nine Mile Hill**

Traces of an old wagon road can be seen on the north side of East Creek.

- **Calamity Camp**

Calamity Camp is an example of the historic mining camps that were active during the uranium booms from 1916 to 1980. The site has several well-preserved structures and has been added to the National register of Historic Places.

- **The Pickett Trail**

This trail was originally a mule train trail to Calamity Camp.

- **The Sinbad Valley**

This valley, which is off the Byway but within the Byway corridor, has remnants of the region's Old West history and heritage.

## Natural Quality

- **Byway Geology**

Observable stratigraphy in the canyon represents approximately 1.7 billion years of Earth's geologic history. Approximately 330 million years ago, the Uncompahgre Plateau area was uplifted into a mountain range known as the Ancestral Rocky Mountains or "Uncompahgre". Over time the mountain range was eroded away, furnishing the sand, gravel and mud that formed the red rock formations of Southwest Colorado. These metamorphic and igneous rocks have been dated to 1.4 to 1.7 billion years in age. The process of erosion removed over one half billion years' worth of material from the rock record, causing the Chinle Formation of the Triassic Period to lie directly on the Precambrian Rocks. Unaweep Canyon is unique as it is the only canyon in the world with a divide in the middle and creeks running out both canyon mouths. The Ute Indian name "Unaweep" means Canyon With Two Mouths. The small creeks that now wind through Unaweep Canyon are too small to have cut the canyon. Based on the gravel left throughout the area, geologists believe that the canyon was cut by the Gunnison River. A second half lift of the Plateau about 1 million years ago caused the Gunnison to cut Unaweep Canyon and to later change its course. The Unaweep Divide, elevation 7,008 feet is near mile marker 135 on SH 141. The Dolores and San Miguel canyons have equally interesting and beautiful geology.

- **The Gunnison River, San Miguel and Dolores rivers**

These rivers, along with East and West creeks are key to the Byway's natural, recreational and scenic values.

- **Nature Conservancy San Miguel River South Fork Preserve**

This rugged, remote canyon is home to an extremely diverse assemblage of plant and animal species. It is one of the last undisturbed, low to mid-elevation riparian areas in Colorado and one in a string of preserves that protects more than 30 miles of the San Miguel River.

- **Nature Conservancy San Miguel Canyon Preserve**

Established in 1989, this 279 acre preserve protects one of the best known examples of a globally rare riparian plant community.

- **Nature Conservancy Tabeguache Creek Preserve**

This preserve protects a broad floodplain supporting two globally rare riparian plant communities. TNC is partnered with the Cottonwood Institute and the Telluride Institute to offer an outdoor learning experience for high school students on the Preserve (the San Miguel River Project). Students explore the San Miguel River, learn about watershed ecology, discover the impact of invasive plants and help remove non-native plants that are destroying native habitat.

- **Unaweep Seep and Interpretive Sign**

This is a unique wet meadow that is among the few habitats for the Nokomis Fritillary butterfly. There is an accessible viewing deck and interpretive information about the seep.

- **Grand Mesa and Uncompahgre National Forests**

The Grand Mesa NF covers 346,555 acres (541 square miles); the Uncompahgre NF covers 955,229 acres (1,492.55 square miles).

- **Bureau of Land Management Lands**

The BLM manages more than 900,000 acres of public land in the Byway area, including National Conservation Area, Wilderness Areas and Wilderness Study Areas.

- **Sewemup Mesa Wilderness Study Area**

This isolated mesa top is one of the last undisturbed high pinyon-juniper mesas in Western Colorado. Impressive sandstone cliffs which almost entirely surround the mesa top have kept it one of the most ecologically pristine areas in Colorado.

- **Conservation Easements on Private Land**

Mesa Land Trust has acquired conservation easements on numerous parcels of private property, affording critical protection to properties that have high value as wildlife habitat, scenic vistas, and cultural heritage.

## Recreational Quality

- **Columbine, Lower Beaver and Caddis campgrounds**

These campgrounds provide camping and recreational access at several points in the Byway corridor.

- **Cactus Park**

Cactus Park has restrooms and Cactus Park Road provides access to BLM land on the Uncompahgre Plateau for camping, hiking, off-road vehicle use, mountain biking, fishing and hunting.

- **Divide Road**

This road, which runs for 100 miles, is the Byway's most important and heavily used Forest Access road. It provides access to over 1,000 square miles of the Uncompahgre National Forest and BLM lands, including the Dominguez-Escalante NCA.

- **East Creek Day Use Area**

In the narrows of East Creek, cottonwood trees reach for the sky and provide stunning contrast to the red sandstone walls. The Area is managed by the BLM.

- **West Creek Day Use Area**

This Area was recently upgraded and has a restroom and interpretive signs.

- **Gateway Community Park**

The Gateway Community Park has a shaded picnic area, drinking water and toilet facilities. An interpretive display features additional information on the history of the area. Camping is allowed with a nominal fee.

- **Wildcat trail**

This hiking and equestrian trail provides access to the Uncompahgre National Forest. The trailhead includes parking for a few vehicles and a few picnic tables.

- **RV Camping**

The Byway's main roads and many of its spur roads are accessible to RVs. There is an RV campground in Naturita, and one is planned for the Uravan area as part of that site's development.

- **Lumsden Canyon Trails**

This area provides opportunities for primitive recreation, specifically hiking and bicycling.

## **Scenic Quality**

- **UnawEEP, Dolores River and San Miguel River Canyons**

These canyons are the very best canyons in Colorado Canyon Country.

- **Grand Valley Overlook**

This overlook affords an inspiring view of the Byway and Colorado's Grand Valley. A large pullout and interpretive signs are present at the overlook.

- **The San Juan Mountains**

Views of the San Juans are spectacular from several points along the Byway. The San Juans contain 25 peaks that exceed 12,000 feet in elevation.

- **Lone Cone**

Lone Cone (12,618 ft.) is the westernmost peak in the San Miguel Mountains. It is a prominent and iconic feature on the southern part of the Byway.

- **Rural landscape**

The Byway's rural and agricultural landscapes are scenic treasures.

## Appendix 3. CDOT Highway Data

### Highway 141: Junction of Hwys. 141/145, Naturita to Byway North Terminus, Whitewater

SH141A		Colorado Department of Transportation Accident and Rates Book for 2011										V2012.03.13		
Section MP	SPF Length Class	Section Description	MVMT	AADT	** PDO	Accidents			Accident Rates *					
						Injury	Fatal	Total	** PDO	Injury	Fatal	Total		
0.00	R-2-R	JCT U.S. 491 NW AND SE - MILEPOST 0 -- BEGIN												
9.37	9.36 R-2-R	RD E AND W (CO RD H1 BURNS RD)	1.54	450	0	0	0	0	0.00	0.00	0.00	0.00		
11.26	1.88 R-2-M	RD NE (CO RD K8)	0.24	350	0	1	0	1	0.00	4.17	0.00	4.17		
20.99	9.68 R-2-R	MILEPOST 21	0.88	250	1	0	0	1	1.13	0.00	0.00	1.13		
30.99	9.96 R-2-R	MILEPOST 31	0.91	250	2	2	0	4	2.20	2.20	0.00	4.40		
40.99	10.03 R-2-R	MILEPOST 41	0.92	250	2	0	0	2	2.18	0.00	0.00	2.18		
44.11	3.14 R-2-R	RD E AND W (CO RD U29)	0.29	250	0	0	0	0	0.00	0.00	0.00	0.00		
53.26	9.10 R-2-R	RD SW (CO RD HH31)	1.46	440	0	1	0	1	0.00	0.68	0.00	0.68		
55.50	2.28 R-2-R	RD SE (CO RD FF31)	0.37	440	0	0	0	0	0.00	0.00	0.00	0.00		
60.20	4.63 R-2-R	RD NE (2ND ST)	2.20	1,300	0	0	0	0	0.00	0.00	0.00	0.00		
60.79	0.61 R-2-M	RD NE (W 3RD AVE)	0.33	1,464	0	0	0	0	0.00	0.00	0.00	0.00		
62.43	2.03 R-2-M	JCT SH 90 SW (VANCORUM)	0.44	590	1	0	0	1	2.29	0.00	0.00	2.29		
64.39	1.96 R-2-M	RD NE (CO RD CC) (CALAMITY RD)	0.21	300	0	0	1	1	0.00	0.00	465.23	4.65		
73.40	9.06 R-2-M	RD SW (CO RD W19)	0.93	280	1	0	0	1	1.08	0.00	0.00	1.08		
82.99	9.47 R-2-M	MILEPOST 83	0.97	280	0	0	0	0	0.00	0.00	0.00	0.00		
92.99	9.97 R-2-M	MILEPOST 93	1.02	280	0	0	0	0	0.00	0.00	0.00	0.00		
102.99	10.08 R-2-M	MILEPOST 103	1.03	280	3	0	1	4	2.91	0.00	97.12	3.88		
110.52	7.42 R-2-M	RD SW (JOHN BROWN CR RD)	0.76	280	0	0	0	0	0.00	0.00	0.00	0.00		
119.97	9.33 R-2-M	MAJOR STR (I-1-C) WEST CREEK	2.21	650	2	3	0	5	0.90	1.36	0.00	2.26		
128.99	9.04 R-2-M	MILEPOST 129	2.14	650	5	1	0	6	2.33	0.47	0.00	2.80		
138.99	10.00 R-2-M	MILEPOST 139	2.37	650	1	1	0	2	0.42	0.42	0.00	0.84		
148.99	9.97 R-2-M	MILEPOST 149	2.37	650	2	3	0	5	0.85	1.27	0.00	2.11		
154.11	5.09 R-2-R	JCT SH050A NW AND SE -- END SH 141A	1.29	692	3	0	1	4	2.33	0.00	77.81	3.11		
Totals:		154.09			23	12	3	38	0.93	0.48	12.07	1.53		

**MP:** Mile Post    **SPF Class:** U (urban) or R (rural) ---- # of lanes ---- F (flat), R (rolling) or M (mountainous)

**MVMT:** Million Vehicle Miles traveled

**AADT:** Annual Average Daily Traffic Total

**PDO:** Property Damage Only

**PDO Rate:** # of crashes per million vehicle miles

Highway 145: Jct. Hwys. 141/145, Naturita to Byway South Terminus, Jct. Hwys. 145/62

SH145A													
MP	Section Length	SPF Class	Section Description	MVMT	AADT	** PDO	Accidents			Accident Rates *			
							Injury	Fatal	Total	** PDO	Injury	Fatal	Total
0.00		U-4-R	JCT U.S.160 EAST AND WEST (MAIN ST) -- BEGIN										
0.43	0.44	U-4-R	RD W (RAMPART ST)	1.14	7,073	5	0	0	5	4.41	0.00	0.00	4.41
1.25	0.79	U-4-R	RD E AND W (ALAMOS RD)	1.96	6,800	0	0	0	0	0.00	0.00	0.00	0.00
2.25	1.01	U-4-R	RD E AND W (CO RD M)	2.29	6,201	1	1	0	2	0.44	0.44	0.00	0.88
3.26	1.00	U-2-R	RD E AND W (CO RD N)	1.68	4,600	3	0	0	3	1.78	0.00	0.00	1.78
7.85	4.55	R-2-R	JCT SH 184 NW	7.64	4,600	7	0	0	7	0.92	0.00	0.00	0.92
9.53	1.69	R-3-R	RD N (B ST)	3.21	5,199	7	2	0	9	2.19	0.62	0.00	2.81
10.12	0.26	R-2-R	RD N AND S (4TH ST)	0.51	5,400	1	0	0	1	1.97	0.00	0.00	1.97
11.30	0.88	R-3-R	RD N (17TH ST)	1.51	4,700	3	0	0	3	2.00	0.00	0.00	2.00
17.09	5.81	R-2-M	RD NE (CO RD 36)	5.51	2,600	4	0	0	4	0.73	0.00	0.00	0.73
26.70	9.68	R-2-M	MINOR STR (145A026710BL) STOCK PASS	5.65	1,600	5	2	0	7	0.88	0.35	0.00	1.24
35.99	9.33	R-2-M	MILEPOST 36	5.45	1,600	4	0	0	4	0.73	0.00	0.00	0.73
45.60	9.60	R-2-M	MINOR STR (145A045610BR) DOLORES COUNTY	5.61	1,600	5	0	0	5	0.89	0.00	0.00	0.89
47.15	1.56	R-2-M	RD E AND W (MENTZ AVE)	0.91	1,600	2	0	0	2	2.20	0.00	0.00	2.20
56.51	9.26	R-2-M	MINOR STR (145A056520BL) SNOW SPUR CREEK	6.42	1,900	4	0	0	4	0.62	0.00	0.00	0.62
64.18	7.66	R-2-M	RD NW (CO RD 63-L) - RD SE (CO RD D-65) (ILLIUM	5.31	1,900	4	1	0	5	0.75	0.19	0.00	0.94
68.90	4.63	R-2-M	RD SE (CO RD TR-1) (1 VANCE CR RD) - END	3.55	2,100	2	0	0	2	0.56	0.00	0.00	0.56
69.75	0.90	R-2-M	RD E (MOUNTAIN VILLAGE BLVD)	1.63	4,954	0	0	0	0	0.00	0.00	0.00	0.00
71.47	1.65	R-2-M	JCT SH 145 SPUR E (TO TELLURIDE AND IDARADO	4.16	6,900	3	0	0	3	0.72	0.00	0.00	0.72
79.96	8.49	R-2-M	RD N (HYDE ST) (CO RD 58P) (LOST DOLLAR RD)	15.49	5,000	10	3	0	13	0.65	0.19	0.00	0.84
81.21	1.25	R-2-M	RD S (CO RD 57-P) (FALL CREEK RD)	2.19	4,800	1	0	0	1	0.46	0.00	0.00	0.46
84.28	3.00	R-2-M	JCT SH 062A NE	4.71	4,300	2	0	0	2	0.42	0.00	0.00	0.42
93.42	9.16	R-2-M	MINOR STR (145A093430BR) DRAINAGE	5.02	1,500	1	3	0	4	0.20	0.60	0.00	0.80
96.06	2.60	R-2-R	RD N (CO RD 47-2) (SANBORN PARK RD)	1.42	1,500	1	0	0	1	0.70	0.00	0.00	0.70
99.48	3.39	R-2-R	RD N AND S (CO RD 44ZS) (LONE CONE RD)	2.23	1,800	4	1	1	6	1.80	0.45	44.97	2.70
101.55	2.06	R-2-R	RD E (SUMMET ST)	1.95	2,598	2	0	0	2	1.03	0.00	0.00	1.03
102.59	0.99	R-2-R	RD E (CO RD AA42) (CO RD W35)	0.65	1,801	0	0	0	0	0.00	0.00	0.00	0.00
110.10	7.56	R-2-R	RD N AND S (CO RD 35.75)	3.31	1,200	4	1	0	5	1.21	0.30	0.00	1.51
116.88	6.73	R-2-R	JCT SH 141 SE AND NW END -- SH 145A	2.70	1,100	3	1	0	4	1.11	0.37	0.00	1.48
Totals:		115.93				88	15	1	104	0.85	0.14	0.96	1.00

**MP:** Mile Post    **SPF Class:** U (urban) or R (rural) ---- # of lanes --- F (flat), R (rolling) or M (mountainous)

**MVMT:** Million Vehicle Miles traveled

**AADT:** Annual Average Daily Traffic Total

**PDO:** Property Damage Only

**PDO Rate:** # of crashes per million vehicle miles



# Appendix 4. Colorado Blueprint 2011: Byway-Related References

<div style="display: flex; justify-content: space-between; align-items: center;"> <div style="text-align: left;"> <h2 style="margin: 0;">Colorado</h2> <p style="margin: 0;">Office of Economic Development and International Trade</p> </div> <div style="text-align: right; border: 1px solid black; padding: 5px;"> <h3 style="margin: 0;">Region 11: Statement</h3> </div> </div>					
Region 11: Moffat, Rio Blanco, Mesa, Garfield and Routt Counties		1 of 5 pages			
Goal(s)	Encourage responsible energy development of our unique natural resources through innovation.	Encourage responsible energy development of our unique natural resources through innovation.	Encourage and support the growth of existing businesses and industries.	Elevate regional tourism, outdoor attractions and experiences in order to support and revitalize business districts.	Create jobs and diversify the economic base including utilization of new business technology
Strategy(ies)	<ul style="list-style-type: none"> <li>Promote research and development of new and emerging technologies/processes for existing energy businesses (Natural Gas, Bio fuels, Geothermal, Solar, Wind, Uranium, Coal, Oil Shale and other minerals)</li> <li>Focus on science and technology in order to create a more agile, dynamic business environment</li> <li>Support the development of new businesses and the growth of existing businesses through innovations in the energy sector that promote the reduction of operating costs, increase effectiveness of extraction, and reduce impacts on the environment.</li> <li>Develop a regional business climate that has streamlined consistent regulatory processes that are aligned with rather than duplicative of federal processes</li> <li>Identifying new domestic and international markets for coal and natural gas and promote increased efficient and responsible natural gas and coal consumption</li> <li>Develop infrastructure that can support the transition from gasoline to CNG in order to fuel transportation.</li> <li>Streamlining and improving frameworks that regulate oil, gas, and coal operations in Northwest Colorado.</li> <li>Ensure long term viability of energy sector jobs and businesses to maintain and create jobs by continuing the development of our vast natural resources as well as our future options with clean energy technology options</li> <li>Moffat County has a carbon sequestration demonstration project ongoing (year 2 of 3 yr program) currently. This is the future of a segment of natural resource development.</li> <li>Exploit opportunities to increase clean energy technology research in Moffat County to support current primary businesses and to provide opportunities for future energy jobs that are related to traditional energy industries. Ensure access to responsible natural resource development and utilization for economic development.</li> </ul>	<ul style="list-style-type: none"> <li>Request a comprehensive review of all state regulations and processes that impact economic development to ensure a FAIR, ACCESSIBLE, and PREDICTABLE regulatory process. Some counties within Region 11 have already begun to do this with their local regulations.</li> <li>Request the State provide leadership and assistance in addressing federal regulatory involvement given the significant presence of federal lands in all Region 11 counties.</li> <li>End the de-funding of energy and mineral impact grants, and ensure funding flows back to those communities impacted by resource extraction by reinstating the energy and mineral impact grant program.</li> </ul>	<ul style="list-style-type: none"> <li>Create a locally driven Listening to Business program to define common regulations and barriers that hinder growth of existing business and industry.</li> <li>Develop a formal business retention and expansion program.</li> <li>Identify top businesses and industries with a multi-county presence that will present regional opportunities.</li> <li>Assist in the development of affordable housing, especially medium price/ workforce housing.</li> <li>Engage educational institutions in supporting existing businesses and industries.</li> <li>Develop markets for exporting local products and services.</li> <li>Develop access to current generation broadband and cellular technology in rural NW Colorado</li> <li>Encourage funding additional field representatives to work specifically in the rural areas</li> </ul>	<ul style="list-style-type: none"> <li>Identify key outdoor assets and amenities in the region that elevate the profile of the area.</li> <li>Determine opportunities for regional collaboration – particularly in respect to marketing.</li> <li>Develop regional strategies for business district revitalization – paying particular attention to downtowns.</li> <li>Expand tourism to the region with better 4-season utilization of the outdoor assets.</li> <li>Identify opportunities for image improvement.</li> </ul>	<ul style="list-style-type: none"> <li>Ensure current primary industries maintain current levels of production or expand.</li> <li>Business expansion, attraction and start up.</li> <li>Increase options for additional financing for business growth.</li> <li>Coordinate industry needs with institutions of education at all levels to provide work force.</li> <li>Support enhancements to cellular and broadband systems to ensure business access to reliable high-speed and high-capacity communications and social networking</li> <li>Help core and diverse businesses to start, relocate or grow by ensuring current generation broadband and cellular technology is accessible and affordable and include business level redundancy.</li> </ul>
Action(s)	<ul style="list-style-type: none"> <li>Hold a community input session to solicit ideas, suggestions, and feedback from the business community</li> <li>Inventory current and recent innovation in the region</li> <li>Identify gaps in current infrastructure (roads, utilities, etc)</li> <li>Develop a marketing and communication plan to attract investment and new jobs from the Energy Sector</li> </ul>	<ul style="list-style-type: none"> <li>Ensure new rules and regulations adopted comply with existing state and local statutes, and do not contain duplication or conflict with existing rules and regulations</li> <li>Review existing rules and regulations across state agencies and identify and eliminate duplications or conflicts</li> <li>Reduce the "silos" within state government</li> </ul>	<ul style="list-style-type: none"> <li>Engage and listen to the needs of existing businesses and industries</li> <li>Ensure local representation in development of regulations that affect existing businesses and industries and consider unintended consequences</li> <li>Provide technical assistance to existing businesses and industries in navigating regulatory requirements</li> </ul>	<ul style="list-style-type: none"> <li>Prioritize the list of outdoor and regional amenities for promotion</li> <li>Work to attract major events to the region that will garner significant media attention and increase tourism revenues</li> <li>Promote the high quality jet service(s) that provide access to many outdoor destinations (increase funding in this area)</li> </ul>	<ul style="list-style-type: none"> <li>Examine regulatory agencies, oversight boards, regulations and processes to create a more business friendly environment</li> <li>Incentives</li> <li>Use higher education to identify gaps not offered in local economy</li> <li>Involve the community with higher education advisory boards regarding curriculum offered</li> </ul>

Region 11: Moffat, Rio Blanco, **Mesa**, Garfield and Routt Counties (Continued)

Goal(s)	Encourage responsible energy development of our unique natural resources through innovation	Reduce unnecessary regulatory impediments to economic development	Encourage and support the growth of existing businesses and industries	Elevate regional outdoor attractions and experiences in order to support and revitalize business districts	Create jobs and diversify the economic base
Action(s) (Continued)	<ul style="list-style-type: none"> <li>Organize a trade mission directed at energy companies to encourage branch management office locations Region 11</li> <li>Create a task force to connect Economic Development partners with Energy Business needs</li> <li>Advocate for State policies that help fast-track innovation (reduce cumbersome regulation).</li> <li>Create Energy Innovation Research Center and/or Field Research Centers in Region 11 in cooperation with private industry, community colleges, colleges and universities.</li> <li>Open an Energy Innovation Research Center in cooperation with western slope colleges and universities.</li> <li>Promote and support career paths in the Energy sector, starting at the middle school level with focus and alignment with ICAP (individualized career academic plan) and STEM curriculum.</li> <li>Identification of public and private funding sources, including community support for grants for infrastructure and education.</li> <li>Development of an investor network to fund business growth opportunities.</li> <li>Advocate for cooperation with existing energy producers and utilize regional power plants as the physical centers for innovative power generation including Cameo both Craig and Nucla Stations</li> <li>Utilize CNG distribution infrastructure to support public/private innovation.</li> <li>Assist agricultural community in developing plant-stock for biofuels.</li> <li>Open a "Proof of Concept" center at community colleges to help evaluate and test new technologies.</li> <li>Build new energy industry focused incubator facilities in the region</li> <li>Continue to promote and strengthen partnerships in education that create seamless career paths in the Energy Sector.</li> <li>Explore collaborative opportunities with the State and local associations.</li> <li>Seek the establishment of a branch NREL field location in Region 1.</li> <li>Provide support for compressed and liquefied natural gas vehicles by hosting a trade missions to automobile manufacturers to incentivize and encourage original equipment manufacturing and retail sales of natural gas vehicles in Colorado.</li> <li>Advocate for the streamlining of vehicle conversion kit approval timelines and their associated costs.</li> <li>Advocate that the State of Colorado continues challenging state agencies to review regulations and permitting processes to ensure there is a measurable environmental or social value as a result of the requirement.</li> <li>Advocate that the State of Colorado eliminate regulatory redundancies where they exist.</li> <li>Advocate for State and Federal agencies to streamline the regulation and facilitate the development of all energy sources better attract investment and capital to Northwest Colorado.</li> </ul>	<ul style="list-style-type: none"> <li>Ensure that any new rules or regulations adopted provide for adequate implementation and administration</li> <li>Promote common sense solutions to common problems</li> <li>Ensure cooperative agency status for any decisions made that impact a local community, and limit unnecessary or overly restrictive state level involvement in local decisions</li> <li>Enforce Governor Hickenlooper's Executive Order for ND unfunded mandates</li> <li>Identify all state imposed unfunded mandates and eliminate or allocate funding</li> <li>Provide assistance and advocacy in reaching out to regional federal agencies to build relationships with EPA, HUD, DOT, BLM, USDA, and the Forest Service</li> <li>Develop a simple, cost effective mechanism to evaluate the experience and satisfaction of businesses that must interact with state agencies and regulatory processes, and establish a baseline understanding of customer satisfaction</li> <li>Develop a mechanism to implement changes and improve customer satisfaction based on feedback received through customer satisfaction evaluation</li> <li>Reduce transaction times for review and approval of all types of state issued permits</li> <li>Identify an annual target such as a "5%" reduction annually for five years (total of 25% reduction)</li> </ul>	<ul style="list-style-type: none"> <li>Solicit state fiscal assistance/ funding streams in support of existing businesses and industries.</li> <li>Support existing workforce training and business assistance programs that benefit existing businesses and industries.</li> <li>Create a regional "zoomerang" style survey to identify local needs and desires.</li> <li>Determine what new support business or industry could be created that could be used by multiple existing business in order to save outsourcing specific needs outside of the region.</li> <li>Continue and increase funding for business attraction, growth and retention incentives and tax credits including: SBDC, OEDIT, CDBG, Enterprise Zone tax credits, Colorado First, CO-Exist Industry, Job Creation Performance Incentive Fund, etc.</li> </ul>	<ul style="list-style-type: none"> <li>Define and articulate "quality of life."</li> <li>Reduce barriers to improvement of downtown business districts.</li> <li>Promote the development of infrastructure and funding for marketing to support activities and events for all types of cycling, hiking, hunting, fishing and boating.</li> </ul>	<ul style="list-style-type: none"> <li>Promote private sector expansion of middle and last mile broadband, and increase speeds and coverage area of wireless cellular technology for residential and commercial uses</li> </ul>

# Colorado

Office of Economic Development and International Trade

## Region 11: Statement

3 of 5 pages

### Region 11: Moffat, Rio Blanco, Mesa, Garfield and Routt Counties (Continued)

Goal(s)	Encourage responsible energy development of our unique natural resources through innovation	Reduce unnecessary regulatory impediments to economic development	Encourage and support the growth of existing businesses and industries	Elevate regional outdoor attractions and experiences in order to support and revitalize business districts	Create jobs and diversify the economic base
Action(s) (Continued)	<ul style="list-style-type: none"> <li>Provide support for compressed and liquefied natural gas vehicles by hosting a trade missions to automobile manufactures to incentivize and encourage original equipment manufacturing and retail sales of natural gas vehicles in Colorado</li> <li>Advocate for the streamlining of vehicle conversion kit approval timelines and their associated costs</li> <li>Advocate that the State of Colorado continues challenging state agencies to review regulations and permitting processes to ensure there is a measurable environmental or social value as a result of the requirement</li> <li>Advocate that the State of Colorado eliminate regulatory redundancies where they exist</li> <li>Advocate for State and Federal agencies to streamline the regulation and facilitate the development of all energy sources better attract investment and capital to Northwest Colorado</li> </ul>	<ul style="list-style-type: none"> <li>Reduce the costs associated with each state issued permit. Identify an annual target such as a "5%" reduction annually for five years (total 25% reduction)</li> <li>Increase overall customer satisfaction Identify an annual target such as a "5%" increase annually for five years ( total 25% increase)</li> </ul>			
Expected Outcome(s), i.e., Measurable Results	<ul style="list-style-type: none"> <li>Region 11 is recognized as a center for energy innovation</li> <li>Increase in jobs and wages in energy innovation sector</li> <li>Increase in capital investment in energy innovation projects</li> <li>Increase in patents and start-ups in energy innovation</li> <li>Increase in # of facilities/operations performing R&amp;D</li> <li># Technologies and companies graduated from Energy Innovation and Research Center</li> <li># graduates from energy innovation education programs</li> <li>Maintain coal production to within 5% of the 5-year average 2006-2010</li> </ul>				<ul style="list-style-type: none"> <li>Increase number of jobs</li> <li>Lower unemployment rate</li> <li>Increase household income</li> <li>Increase gross domestic product (GDP)</li> <li>Increase number of businesses: measured by growth of the number of jobs in primary industry</li> </ul>

# Colorado

Office of Economic Development and International Trade

## Region 11: Statement

4 of 5 pages

### Region 11: Moffat, Rio Blanco, Mesa, Garfield and Routt Counties (Continued)

Goal(s)	Encourage responsible energy development of our unique natural resources through innovation	Reduce unnecessary regulatory impediments to economic development	Encourage and support the growth of existing businesses and industries	Elevate regional outdoor attractions and experiences in order to support and revitalize business districts	Create jobs and diversify the economic base
Primary Partners	<ul style="list-style-type: none"> <li>Mesa State College (Colorado Mesa University), Western Colorado Community College, Incubators, Grand Junction Economic Partnership, GJACC, Colorado Mnt. College, NWCCC, Garfield Clean Energy, Routt Co Economic Development Cooperative, Craig/ Moffat Econ Development Partnership, Steamboat Econ. Development Council, Meeker Chamber, Rifle Econ Development Corp., Club 20, Associated Governments of NW Colorado, CML, CCI, Local and Regional Elected Officials, Industry, COGA, Colorado Mining Association, GJ Chamber – (All Chambers in the Region)</li> <li>Tri-State Generation and Transmission Association</li> <li>Colorado Geological Survey, the U.S. Department of Energy</li> </ul>	<ul style="list-style-type: none"> <li>State leaderships, agencies, and staff; federal leadership, agencies, and staff; county leadership, staff, agencies; business community.</li> <li>Colorado Legislature Governor &amp; Lt. Governor</li> <li>Colorado State Departments including Dept. of Regulatory Agencies</li> <li>Public Universities</li> <li>Industry and Business Leaders and Representatives</li> <li>Citizen Groups</li> <li>Club 20, AGNC</li> <li>Professional Associations</li> </ul>			<ul style="list-style-type: none"> <li>NA</li> </ul>
Available Resources	<ul style="list-style-type: none"> <li>West Slope Oil and Gas Association members</li> </ul>				<ul style="list-style-type: none"> <li>NA</li> </ul>
Needed Resources & identified issues or barriers	<ul style="list-style-type: none"> <li>Weaknesses: Industry fluctuations from regulatory, legislative and tax incentive (rec credit) activity</li> <li>Lack established research university</li> <li>Front Range has initiatives and resources</li> </ul>				<ul style="list-style-type: none"> <li>Access to capital</li> <li>More money to revolving loan funds</li> <li>Boost venture capital funds</li> <li>Incentives</li> <li>Political appointments awarded to qualified individuals</li> </ul>

# Colorado

Office of Economic Development and International Trade

## Region 10: Statement

1 of 2 pages

### Region 10: Delta, Gunnison, Montrose, Hinsdale, San Miguel and Ouray Counties

Priority(ies)	Recognition of a positive regional image within the State and the country (i.e. Four Corners)	Build and enhance the tourism economy by promoting understanding, appreciation, and stewardship of natural landscape and cultural assets	The goal of business development is to work collaboratively to develop, retain, and expand job growth that is sustainable	Commitment to infrastructure development that enhances business development including: Telecommunications (voice and data), roads, falls, air, healthcare, childcare, housing, public transit, education (lifelong learning, workforce, K-higher ED)	Business Retention and Expansion (note special opportunity in ag)
Strategy(ies)	<ul style="list-style-type: none"> <li>Focus Region 10 on synthesized marketing efforts</li> <li>Create a regional image based on individual community images and assets (i.e. water, natural resources, agriculture, industry, recreation, etc)</li> <li>Create an effective communications plan for the region</li> <li>Legislator awareness of region as a state asset</li> </ul>	<ul style="list-style-type: none"> <li>Promote interregional, and intraregional tourism (natural resources, recreational opportunities, climate, historical and cultural, and agricultural)</li> <li>Increase regional marketing and branding</li> <li>Complete asset map and resource map of infrastructure and facility resources and needs in the region</li> <li>Promote collaboration across chambers, visitor centers, public agencies and, tourism stakeholders</li> <li>Attract business meetings/conferences to the region</li> </ul>	<ul style="list-style-type: none"> <li>Form and strengthen economic development councils within each county and have them collaborate on mutual economic regional goals</li> <li>Streamline regulations and permitting concerning business operations and land use</li> <li>Strive to provide the best workforce training programs in the country</li> <li>Develop an inventory of our natural resources and identify and attract businesses that could benefit</li> </ul>	<ul style="list-style-type: none"> <li>Form a strong advocacy group to work with providers to "hammer out" a regional approach to telecom that will make the region globally competitive</li> <li>Develop Regional strategy to enhance affordable year round air service that is integrated with regional ground transportation</li> <li>Encourage regional participation in statewide transportation planning process, by influential individuals</li> <li>Identify alternative funding mechanisms for education at all levels</li> <li>Telecommunication, telecommunication, telecommunication influences all other regional priorities!</li> <li>Where feasible develop affordable housing across the region and connect it with workforce transit</li> </ul>	<ul style="list-style-type: none"> <li>Use Region10 (which is already funded by counties) to establish a regional resource board and programs which will provide training and mentoring to local businesses in developing marketing and business plans; navigating and applying for grants and training programs; and assist with obtaining business legal services, loans/capital, etc. that will allow existing businesses to thrive and expand</li> <li>Provide new business assessment mapping, showing business locations (including ag), resources for business and limitations or barriers to businesses in the region (including ag)</li> <li>Develop a program to encourage bus Expansion and retention from locally available resources</li> </ul>
Action(s)	<ul style="list-style-type: none"> <li>Identify individual strengths and potential strengths in each community that add up to a regional marketing approach</li> <li>Identify target market via market research</li> <li>Tap into local experts knowledge on market research</li> <li>Identify available resource region-wide to assist with efforts</li> <li>Mobilize Region 10 to facilitate development of collateral materials (produce the image)</li> <li>Fund an office and staff in each county to market the region</li> </ul>	<ul style="list-style-type: none"> <li>Develop a regional communicational tool that distributes information about assets, and activities and service</li> <li>Enhance and update facilities to meet the needs of the region and pull resource to complete updates together as needed</li> <li>create and promote an asset/resource/event map highlighting events, attractions,(recreational/cultural) business meetings,</li> <li>Link theme events &amp; activities for regional promotion</li> <li>Create regional familiarization tours so workforce understands what the region has to offer</li> </ul>	<ul style="list-style-type: none"> <li>Direct involvement of pertinent organizations and state and federal governments to provide technical assistance</li> <li>Develop an expanded role for region 10 whose task is to interface and provide services directly to county organizations</li> <li>Identify a state agency to become an advocate on behalf of local governments with the federal land management agencies</li> <li>CDOT to include a pro-business approach to their permitting process:</li> <li>Reprioritize the addition of passing lanes in the region</li> </ul>	<ul style="list-style-type: none"> <li>Inventory and evaluate ways to increase efficiency in K-12 example capabilities using internet, classroom webinars</li> </ul>	<ul style="list-style-type: none"> <li>Utilizing Region 10 and locally delivered services, develop a business tool kit to help:</li> <li>Develop business incubators</li> <li>Provide workforce development and trainings</li> <li>Provide leadership and education trainings</li> <li>Encourage collaboration workforce board and region 10 to update business asset map</li> <li>Make mapping information on businesses and business resources available</li> </ul>

58

# Colorado

Office of Economic Development and International Trade

## Region 10: Statement

2 of 2 pages

### Region 10: Delta, Gunnison, Montrose, Hinsdale, San Miguel and Ouray Counties (Continued)

Priority(ies)	Recognition of a positive regional image within the State and the country (i.e. Four Corners)	Build and enhance the tourism economy by promoting understanding, appreciation, and stewardship of natural landscape and cultural assets	The goal of business development is to work collaboratively to develop, retain, and expand job growth that is sustainable	Commitment to infrastructure development that enhances business development including: Telecommunications (voice and data), roads, rails, air, healthcare, childcare, housing, public transit, education (lifelong learning, workforce, K-higher ED)	Business Retention and Expansion
Action(s) (Continued)		<ul style="list-style-type: none"> <li>• Convene a regional meeting of chambers, tourism boards, business, real estate and other stakeholder</li> <li>• TO DO: Formalize who will do this</li> <li>• Identify funding source: how does this happen with limited funding?</li> </ul>	<ul style="list-style-type: none"> <li>• - Improve and expand the highway signage process to meet the needs of the business community including directional and informational</li> <li>• Change wild life zoning areas to dusk-to-dawn time frame rather than hours of the day</li> <li>• State unemployment and workers compensation programs to be restructured to be more business friendly</li> <li>• The regional EDC will identify specific sectors that would benefit from concentrated training and development. (Partners include state workforce development and regional organizations and business)</li> <li>• Ask Governor to collaborate with individual service providers to light up broadband. No community should be denied broadband access</li> <li>• Create a team to identify the regions natural and agricultural resources. Take these targeted resources and create businesses based on these resources</li> </ul>		
Expected Outcome(s), i.e., Measurable Results		<ul style="list-style-type: none"> <li>• Increase the length of stay in the region</li> </ul>			<ul style="list-style-type: none"> <li>• More access to locally delivered services</li> <li>• Additional jobs created</li> <li>• Mapped resources</li> <li>• Better understanding of resources and barriers for business (including ag)</li> </ul>

## Appendix 5. Additional Potential Interpretive Sites

This list of sites was taken from the existing UnawEEP-Tabeguache Scenic Byway Guide Outline

1. 9-Mile Hill summit	16. Gateway Canyons Resort	32. Old Ball Park
2. Artesian spring	17. Grand Valley view	33. Placerville
3. Atkinson Mesa access	18. Great Unconformity	34. Roc Creek
4. Beaver Creek recreation site	19. Gunnison River boat launch site	35. Salt Creek/Sewemup Mesa
5. Biscuit Rock river access	20. Hanging Flume terminus	36. Snob Hill
6. Blue Creek	21. Highway 90 San Miguel River access	37. Specie Creek access
7. Cactus Park access	22. Highway 90 to Paradox	38. Spring Creek Mesa
8. Caddis Flats campground	23. John Brown Canyon Road	39. Tabeguache Creek Preserve
9. Climbing areas	24. Lone Cone	40. Taylor Ranch
10. Clubb Ranch corrals	25. Long Park access	41. Uravan pullout
11. Coke oven	26. Lower Beaver Creek campground	42. V 16 Rd.
12. Divide Road	27. McKee Draw	43. Vancorum – history ( EE 26 Rd.)
13. Dolores River Canyon	28. Mesa Creek access	44. Whitewater – Old Spanish Trail
14. Dominguez/Escalante interp site	29. Mule on wall	45. Wildcat Trailhead
15. East Creek Tabeguache Trail access, day use area	30. Nature Conservancy Preserve	46. Wrights Mesa
	31. Nucla cutoff (Loop)	

## Appendix 6. Public/Stakeholder Meetings

### UnawEEP Tabeguache Byway

#### General Findings from Public Meetings and Initial Stakeholder Interviews February, 2013

- There is consensus that increasing tourism while protecting the rural character of the Byway is important. There are, however, different opinions about how many more visitors and how much new development is appropriate.
- Visitor services are limited along the Byway.
  - Gas:** Available in Whitewater, Gateway and Naturita
  - Lodging:** Available in Gateway, Naturita, Nucla and Norwood. A limited number of RV sites are available in Naturita and there are plans to develop several additional camping/RV sites. Overnight camping is not allowed on most of the northern part of the Byway.
  - Restaurants:** Available in Gateway, Naturita, Nucla and Norwood, however hours of operation and food options are limited.
  - Retail:** Several stores (e.g., My Place in Naturita) stock local merchandise to appeal to out of town as well as in town customers.
- A number of stakeholders expressed the desire for local control regarding private land and private businesses.
- There is limited collaboration between communities located along the Byway. There seems to be increasing awareness of the importance of collaboration and partnership between towns, agencies and organizations.
- There is consensus that improved wayfinding and more interpretation are needed to facilitate visitation, keep visitors in the area longer and to provide a richer and more meaningful experience.
- There is consensus that more blue columbine Byway signs are needed.
- There is consensus that more pullouts are needed for interpretation, photography and highway safety (slow traffic use pullouts).
- There is consensus that “official gateways” are needed for each of the Byway’s main access points, including, Whitewater, Placerville and on highway 90 for travelers eastbound from Utah.
- Many small businesses along the Byway are struggling because they need more customers/traffic to survive. The boom-and-bust economy of the area (including the mining economy) makes economic development and investment in local businesses difficult.

- There is consensus that the Byway needs a stronger Web presence and that a Byway brochure should be produced.
- There are different kinds of seasonal travelers along the Byway (e.g., hunters August through January; rafters in the spring.)
- Developing day trip packages and travel itineraries could be helpful for visitors and benefit local economies.
- Outdoor recreation including hiking, camping, fishing, hunting, rock climbing, bicycling, off-highway vehicle use, and snowmobiling, are popular activities along the Byway. Some organized events (e.g., bicycle races) have been conducted, however, there are few services for bicyclists along the Byway.
- There are a number of annual events held in communities along the Byway, though only a few draw visitors from outside the region (e.g., San Miguel County Fair, Norwood Pioneer Days).
- Some stakeholders would like to see additional overlays or spur routes added to the Byway, including:
  - The “West End Historic Corridor”
  - The addition of a Nucla Loop
  - The addition of a Highway 90/Y11 loop that would include Bedrock and Paradox.
- Some stakeholders believe “Wild and Scenic River” designation(s) could provide protection to the Byway and attract a niche market of visitors.
- Montrose County is developing phone apps for sights of interest.

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### Norwood Meeting (2/11/13)

Jane Thompson – Rimrocker Historical Society

dallas holmes - Rimrocker Historical Society

Judy Schutza \_ U.S. Forest Service

Brandi Reed – Backcountry Inn

Chad A. Reed – Norwood Town Board, San Miguel County Road and Bridge

Sauna Palmer

Art Goodtime

Chris Miller – WCIA

Rich Smith – ARM

Amy Webb – ARM/National Trust for Historic Preservation

John Whiteman – ARM/Whiteman Consulting

- There are approximately 400 people living in Norwood and approximately 1,200 living in the Norwood service area.
  - There are approximately 22 rooms and one or two Bed and Breakfasts in Norwood.
  - Norwood may be experiencing some “spin-off” effects of its proximity to Telluride.
  - Ranching is a big part of the local economy.
  - For example, farms in Norwood, Naturita, Nucla and Paradox all participate in the Norwood Farm & Craft Market, yet in many other respects they remain very separate.
  - Visitor information, including information on the Byway, is available in the USFS/BLM visitor center in Norwood.
  - Biking is a popular recreational activity in the Norwood area and 15 miles of new single track mountain bike trails are planned in the area. The Norwood Chamber of Commerce may develop a bicycling master plan.
  - More use can be made of the San Miguel County Fairground, which currently hosts the county fair, the summer Farmers Market, ice skating and cross-country skiing.
  - Happy Belly Deli, and that either supply Telluride businesses or have Telluride based customers.
  - There are a number of small farms (organic and specialty crops) and shops (e.g., R&D Specialty Meats) that provide locally sourced products primarily to customers outside of the Byway corridor. In addition, Indian Ridge Farm hosts three or four highly successful Farm-to-Table dinners annually.
  - The Farmers Market and the winter Farm & Craft Market, along with local farms and businesses (Happy Belly, Deli, e.g.) provide a foundation for agritourism.
  - Main Street enhancements, such as public art/sculptures could benefit Norwood and provide a tie to the Naturita art community.
-

## Naturita Meeting (2/12/13)

Jane Thompson – Rimrocker Historical Society  
dallas holmes - Rimrocker Historical Society  
Judy Schutza - U.S. Forest Service  
Glen Gregory  
Diana Gregory  
Diana Reams  
Paul Koski  
Ilana Moir – Mesa Land Trust  
Mary Helen dekoevend  
Mary A. dekoevend  
Stephen White – Montrose County  
Pat Smith – Van Corum  
Chris Miller – WCIA  
Rich Smith – ARM  
Amy Webb – ARM/National Trust for Historic Preservation  
John Whiteman – ARM/Whiteman Consulting

- The local bike community is working with the BLM to modify the existing Paradox Trail outside of Nucla. The bike community would like bike trails to be promoted more.
- Historically, a trail from Naturita to Nucla has been considered.
- Naturita would like to develop attractions to tell the story of uranium mining at Uravan as well as the Hanging Flume, as well as develop more visitor services such as campgrounds/RV hookups and more fully developed recreational services
- Some enthusiastically support the return of uranium mining to the region to boost the local economy, others are strongly opposed.
- There is a consensus that more primitive/RV camping areas are needed.
- The Rimrocker Historical Society is planning several museums for the Naturita/Nucla area, including a Uravan Mineral Belt museum (and primitive/RV campground), hanging flume museum (and recreation hub), natural history museum (and conference center), and Vestal House house museum/family archives (and gift shop/tea house).
- There is consensus that Main Street enhancements, such as planters with flowers, public art or other visual/traffic improvements, would benefit Naturita and the Byway.

- For some stakeholders, the highest priority for Naturita is a good quality, mom and pop restaurant.
  - Naturita/Nucla events include:
    - Annual Chamber of Commerce banquet
    - Easter parade
    - June Jeep rally
    - Water Days (Nucla)
    - Rimrocker/Uravan Reunion
    - Pasture golf tournament
    - Parade of Lights (Dec.)
  - There are several outfitters in Nucla which may tie to the Rimrocker's proposed recreation hub/hanging flume museum.
  - The Nucla-Naturita Area Chamber of Commerce Visitor Center hosted approximately 4,650 visitors in 2012.
- 

### Gateway Meeting (2/13/13)

Jane Thompson – Rimrocker Historical Society  
dallas holmes - Rimrocker Historical Society  
Judy Schutza \_ U.S. Forest Service  
Allan Clubb – CDOT  
Jean Moores  
Scott Woellhof  
Dan Christlieb  
Elda Graham  
Daniel Oppenheimer  
Jerald Reid  
Margaret Reid  
Rudy Sharp – Gateway Canyons Resorts  
Chris Miller – WCIA  
Rich Smith – ARM  
Amy Webb – ARM/National Trust for Historic Preservation

- Gas is available in Gateway and a new store will serve visitors by this summer.

- Some stakeholders would like to make improvements to the small park (e.g., resurface the tennis court) to serve locals and visitors alike.
- Gateway Canyons Resort is a high end, full-service resort catering to an *upscale* market seeking a range of outdoor adventures. The resort is likely to reduce the number of public events it hosts. .
- While some of the resort's offerings such as the Auto Museum, lunchtime dining, visitor information and other services may attract Byway travelers, few are likely to overnight at the resort.
- The resort will add high end car rentals and Baja trucks to its offerings.
- Events involving classic cars are a strong tie to the Gateway Colorado Automobile Museum and would allow Byway communities to collaborate on events and activities.
- The resort is willing to distribute Byway brochures and materials and would like the Byway's help developing information/exhibits for the new store..
- The resort hosts 15-20 travel writers annually.
- The resort may be interested in locally sourced food in the future.

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### Grand Junction Meeting (2/26/13)

Tilda Evans – Grand Valley Anglers  
Lew Evans – Grand Valley Anglers, Friends of Northern Dolores  
Mary Helen de Koevend – UT Byway Board of Directors  
Mary A de Koevend – UT Byway Board of Directors  
Alan Clubb – CDOT  
Jim Komatiwsky – CPW  
Ronnalee Sharpe – Museum of Western Colorado  
Jan Pottereld – Back Country Horseman, Friends of Northern Dolores  
Rose Pugliese – Mesa County Commissioner  
Ilana Moir – Mesa Land Trust  
Miffie Blozvich – Mesa Land Trust, Mesa County Historical Society  
Bill Graham – Grand Valley Anglers  
Eve Tallman – W.CO Climbers Coalition  
Jesse Zacher – W. CO Climbers Coalition

Jody Kilska – WCIA

Kate Graham – Conservation Colorado, Friends of Northern Dolores, Interpretive Association of Western Colorado

Chris Miller – Interpretive Association of Western Colorado

- There is consensus that increasing tourism while protecting the rural character of the Byway is important.
- There were different opinions about how many more visitors and how much new development is appropriate.
- Heritage Tourism – a need to balance with economic development
- What keeps people in the area – the significant history, the natural beauty, geology and wildlife habitat information.
- Rock Climbers would like to get additional access while preserving the viewshed.
- Good access to other places by way of the scenic Byway.
- The impression is locals in Gateway are not totally sold on recreation development. They need to be assured that they can continue to make a living from the local public lands, timber resources, grazing permits, etc.
- Gateway Canyons Resort through advertisement is creating Gateway as a destination.
- It is a unique place because of the geology, no other place like it in Colorado.
- The area needs to remain authentic to its heritage
- CO Parks and Wildlife stated there is a need to identify wild game crossings across the Byway and to be pro-active in natural resource conservation due to anticipated increased visitation to the UTB corridor.
- Need to work closely with BLM as they develop a new management plan and identify appropriate public access points along the corridor.
- Signage – no gas, no cell service. How do we provide the information to the traveling visitor and how to do it.
- The locals in Gateway do not like the motorcycle traffic.
- Locals misunderstanding regarding the relocation of the Gas Pumps and Store from the Gateway Resort to the new location next to the Community Center.
- What value is there for the local Gateways community in regards to the CMP?

- Need for more developed camping sites.
- The rock climbers stay up on the Divide Road.
- Safety is a concern...there is not a feeling of being safe.
- Unaweep Canyon is mostly private property. The upper viewshed is public lands, but not a lot of access available from the Byway.
- Need to identify safe pullouts.
- It was noted that in the brochure we should use a photo of Rock Climbers to let folks know about the areas that are appropriate for access to the rocks.
- Discussion regarding the recent fuel truck accident in Unaweep Canyon and the damage that occurred.
- The Byway is becoming a major access for large supply trucks. Not sure what the answer is through the narrow part of the canyon. Maybe lower the speeds and add signs stating speed controlled by Radar.
- CDOT has started upgrading the road from Whitewater and has completed 6 miles so far. Not sure what the schedule is to complete the upgrades all the way to the Mesa County line.
- The highest priorities for the Byway from Whitewater to Gateway:
  - Maintain its uniqueness and rural charm
  - Identify different nodes and leave the rest as natural as possible
  - Value the undeveloped nature of the country
  - Identify appropriate Public Accesses and control the surrounding development
  - Road safety

## Appendix 7. Interviews

The following is a partial list of people interviewed during the course of preparing this CMP.

- Backcountry Inn: Property Manager
- BLM: Julie Jackson, Michelle Bailey
- CDOT: Alan Clubb
- Conservation Colorado: Kate Graham
- Consultant: Jon Schler
- Delta County Tourism: Kelli Hepler
- Dolores River Restoration Partnership: Daniel Oppenheimer, Barbara Hawke
- Friends of Northern Dolores: Kate Graham
- Gateway Canyons Resort: Rudy Sharp, Greg Overton
- Grand Junction Economic Partnership: Kelly Flenniken
- Grand Junction VCB: Barb Bowman
- Jerald Reed, UTB
- Mesa County: Kaye Simonson
- Mesa Land Trust: Ilana Moir
- Montrose West End Recreation, Inc.: Paul Koski
- Nucla-Naturita Area Chamber of Commerce/Visitor Center: Lea Cristen et al
- Norwood Chamber of Commerce: Dona Long
- Norwood Hardware: Owner
- Paradox Store: Owners
- R&D Specialty Meats: Jeff
- Rimrocker Historical Society: Jane Thompson, dallas holmes
- Rudy Sharp, Gateway Canyons Resort (with Rich & Chris)
- San Miguel County Extension: Yvette Henson,
- Tamarisk Coalition: Daniel Oppenheimer
- The Wilderness Society: Barbara Hawke
- Tri-River Area Extension Service (Mesa County): Rhonda Follman,
- US Forest Service: Judy Schutza
- UTB Board of Directors: Jean Moores
- You Never Know: Owner's spouse

## Appendix 8. Feedback from Ditches to Dinosaurs Program Attendees

The Ditches to Dinosaurs educational program series highlights natural and human history features along the UTB. At each program, attendees were asked if they had comments to share regarding the update to the Corridor Management Plan, and what they would particularly like to see featured, or not, about the Byway. Comments received follow.

### February 25, 2013

#### *Montrose Library: Recreation, Heritage Tourism and the Byway*

22 participants

- One attendee asked that the focus be not only on mountain biking, but also on ATV recreation opportunities. For example, he has a physical disability that prevents him from walking to destinations or hiking.
- It was suggested that the Byway's connection to multiple recreation opportunities around Gateway be amplified, and to better develop or manage camping in the Gateway area.
- It would be great to have an annex of the Museum of the West in Gateway.
- The Gateway Interpretive Trail is also a great resource to include.
- One attendee thought it would be good to highlight unusual and unique, but lesser-known natural features near the Byway – like a Champion single-leaf ash tree along West Creek.
- It was recommended to increase cooperation between outfitters, BLM, and Byway promotion to both help outfitters (rafting, hunting, more) to gain business, and to make it easy for visitors to find outfitters (FO Manager Barb Sharrow noted that folks can find information about BLM-permitted outfitters on the BLM web page).

### February 26, 2013

#### *Naturita Library: Ranching History and the CC Ditch*

28 participants

Most attendees expressed appreciation for this program's recognition of their family history in founding the towns of Nucla and Naturita, and developing ranching and irrigation infrastructure in the area. Several attendees thought sharing history videos assembled by the Rimrocker Historical Society in communities outside the West End would be a good way to raise awareness of the West End.

March 5, 2013

*Naturita Library: Paleontology*

5 participants

- Several attendees expressed that they thought it was better to keep the features of the West End more quiet, rather than publicize them. One attendee felt that some of the newer visitors, particularly mountain bikers, seemed to have little consideration for the local community, and sometimes behaved inappropriately or carelessly damaged areas when traveling through. Additionally, sensitive resources like rock art and dinosaur tracks are probably safer if they aren't publicized – at least not broadly publicized, like in a brochure.
- Another participant thought that it would be very beneficial to promote features along the Byway, however to do so with a strong emphasis on appealing to families. That way, a tone of appropriate behavior when visiting could be encouraged. This participant also thought a brochure highlighting different family educational activities along the Byway could be a great addition, such as showing where to see dinosaur tracks, geologic formations, go hiking and fishing, and the like. Fencing around especially sensitive areas could help manage any damage to fragile resources.

March 19

*Naturita Library: Native and Invasive Plants*

4 participants

Some attendees thought that more sensitive areas along the Byway, like Paradox Valley and Sinbad Valley, need additional protection to preserve the scenic views and natural resources. They thought taking small groups into such areas for educational programs would help people know the kinds of resources in those areas, because even many local people don't know much about the rare plants and rock art around.

March 25, 2013

*Montrose Library: West End History and the CC Ditch*

70 participants

Most attendees expressed great interest in local history. Some attendees had family connections to the history of Nucla and Naturita, and thought it was wonderful to share the "West End" history with communities like Montrose. Some attendees expressed that it was important to recognize the contributions of the first pioneer settlers of Nucla and Naturita, and how hard they worked to begin agriculture in the area. They felt this recognition was especially important because the history of the West End has not been well known outside of the local community.

March 26, 2013

*Norwood Town Hall: Recreation, Tourism and the Byway*

9 participants

Most participants expressed the greatest interest in biking and hiking, and developing a good trail system in the area for those pursuits, along with highway improvements along the Byway to provide a safe bike lane for road bike touring. One participant expressed interest in skiing opportunities in the vicinity.

April 1, 2013

*Montrose Library: Paleontology*

40 attendees

- Attendees expressed great interest in local history, natural history, fossils, and geoscience as outstanding features along the Byway.
- One attendee specifically recommended that there be more advertising about the Byway and features along the Byway, and that perhaps a travel show should be asked to feature the Byway.

April 2, 2013

*Nucla High School: Geology along the Byway*

5 attendees

Attendees expressed interest in the geologic timeline visible along the Byway, and potential hiking and ATV tours to view geology and also the CC Ditch

April 9, 2013

*Naturita Library: Our Watershed*

No specific Byway comments submitted.

## Appendix 9. Partners

This is a partial list of current and potential partners

- |  |   |  |
|--|---|--|
| <ul style="list-style-type: none"> <li>• Bicycling clubs</li> <li>• Bureau of Land Management</li> <li>• Canyon Country Youth Corps</li> <li>• Chambers of Commerce and CBVs</li> <li>• City of Delta</li> <li>• City of Montrose</li> <li>• Colorado Parks and Wildlife</li> <li>• Colorado Plateau Mountain Bike Association</li> <li>• Colorado Young Farmers and Ranchers Coalition</li> <li>• Conservation Colorado</li> <li>• Community of Gateway</li> <li>• Community of Whitewater</li> <li>• Cottonwood Institute</li> <li>• Dolores River Boating Advocates</li> <li>• Dolores River Coalition</li> <li>• Dolores River Restoration Partnership</li> <li>• 4-H Youth Development Organization</li> <li>• Friends of Northern Dolores</li> </ul> | <ul style="list-style-type: none"> <li>• Future Farmers of America</li> <li>• Gateway Canyons Resort</li> <li>• Gateway Community Center</li> <li>• Gold Prospector's Association</li> <li>• Grand Junction Botanic Gardens</li> <li>• Grand Valley Disc Golf Association</li> <li>• Grand Valley Trails Alliance</li> <li>• Interpretive Association of Western Colorado</li> <li>• Local Audubon chapters</li> <li>• Mesa Land Trust</li> <li>• Mesa, Montrose, San Miguel counties</li> <li>• Montrose County Board of Commissioners</li> <li>• Motorcycle clubs</li> <li>• Nucla-Naturita Area Chamber of Commerce/Visitor Center</li> <li>• Norwood Chamber of Commerce</li> <li>• The Outsiders (a plein air arts group)</li> </ul> | <ul style="list-style-type: none"> <li>• Photography Organizations</li> <li>• Rimrocker Historical Society</li> <li>• River guides/float trip companies</li> <li>• Southwest Colorado Bike Loop</li> <li>• Telluride Institute</li> <li>• Town of Naturita</li> <li>• Town of Norwood</li> <li>• Town of Nucla</li> <li>• The Nature Conservancy</li> <li>• The Wilderness Society</li> <li>• U. S. Forest Service</li> <li>• Ute Indian Museum</li> <li>• West End Civic Advisor</li> <li>• Western Colorado Astronomy Club</li> <li>• Western Colorado Center for the Arts</li> <li>• Western Colorado Conservation Corps</li> <li>• Western Colorado Climbers' Coalition</li> <li>• Western Colorado Writers Forum</li> </ul> |
|--|---|--|

**Entities with significant UTB involvement/responsibility**

Bureau of Land Management	The BLM is the primary land owner along the Byway and in the Byway corridor. The agency is involved with the management and protection of all of the Byway's intrinsic qualities and resources.
Norwood and Nucla-Naturita Area chambers of commerce	Responsible for marketing, tourism and economic development in Byway communities.
Dolores River Restoration Partnership	This partnership between the BLM and several partners seeks to restore a healthy functioning river system dominated by native riparian plant communities.
Gateway	The town of Gateway is strategically located on the Byway and will be the site of new and important traveler amenities.
Gateway Canyons Resort	This high end resort has the potential to both benefit and derive benefit from the Byway.
Interpretive Association of Western Colorado	The IAWC has assumed the administrative functions of the UTB and is a major contributor to education and interpretation in the Byway corridor.
Mesa Land Trust	This organization conserves agricultural heritage, wildlife habitat, and natural lands in and around Mesa County, including along the Byway.
Mesa, Montrose, San Miguel counties	The Byway passes through these counties. County land use regulations and other regulations and policies are in effect within each jurisdiction.
Naturita	Naturita is strategically located and an important hub for visitor services and amenities.
Norwood	Norwood is the key hub for commerce, visitor services and amenities on the southern portion of the Byway.
The Nature Conservancy	The Nature Conservancy maintains several Preserves along the Byway, protecting many miles of river and riverfront property.
Rimrocker Historical Society	This historical society is the most active in the Byway corridor and has major plans for increasing educational and interpretive facilities and services along the Byway.
U. S. Forest Service	The USFS manages vast acreage adjacent to the Byway and maintains an office and visitor center in Norwood.
Whitewater	The town of Whitewater, the northern portal to the Byway, will be undergoing large scale redevelopment that is critical to the Byway.

## Appendix 10. National Scenic Byways Program Grants Received by UTB

### **1993 UnawEEP-Tabeguache San Miguel River Facilities (\$20,750)**

Construct three user facilities, including graveled parking area, restrooms, picnic tables, and kiosks and produce an informational guide.

### **1993 UnawEEP-Tabeguache Interpretive Plan (\$15,000)**

Develop an interpretive exhibit, update and reprint an interpretive brochure, upgrade and replace several interpretive markers, and make some improvements to interpretive sites.

### **1999 UnawEEP-Tabeguache Interpretation Project (\$42,940)**

This project will result in Phase II of the UTB Interpretive Plan. Phase II consists of implementing interpretive exhibits and brochures along the route. Fifteen interpretive panels at eight locations will be prepared; of these, four exhibits will replace older and outdated markers. An interpretive brochure and six insert cards detailing side trips and special topics of interest will also be prepared.

### **2001 UnawEEP-Tabeguache Byway Interpretive Center (\$75,000)**

This project will fund the purchase and remodeling of a 1950's gas station in the town of Naturita for the purpose of developing a Byway Interpretive Center.

### **2005 UnawEEP-Tabeguache Scenic and Historic Byway Marketing Plan (\$64,800)**

This project will provide funding for the UTB Board of Directors to develop an extensive regional, statewide and national marketing campaign to attract and direct visitors to the communities, historic sites, recreational activities, local events, wildlife and scenic treasures along the Byway.

### **2006 Hanging Flume Interpretive UnawEEP-Tabeguache Byway (\$53,100)**

This project will develop an interpretive DVD for the Hanging Flume. A state-of-the-art interactive DVD and website for the Flume will allow users to browse through interviews, historic photographs, restoration efforts and, most significantly, allow them to control their own "3-D flyover" to provide an experience of the Flume that cannot be matched without climbing or walking the Flume.

### **2010 UnawEEP-Tabeguache Byway CO Corridor Management Plan (\$72,000)**

This project will develop a Corridor Management Plan (CMP) for the UTB. The UTBW has both an interpretive plan and a marketing plan, but has never developed a comprehensive plan that includes the 14-points guiding the federal designation of a Byway detailed in the National Scenic Byway Program's Interim Policy.