

## **EXECUTIVE SUMMARY**

# **Gold Belt Tour Scenic Byway Partnership Plan**

### **Preface**

The Gold Belt Tour Back Country Byway (Gold Belt Byway) was created in response to the 1986 President's Commission on Americans Outdoors which revealed the ever-growing popularity of scenic driving as an American pastime. The scenic beauty, outstanding geological areas, and historical significance more than qualified the Gold Belt Byway as one of the first scenic and historic byways in Colorado.

### **Partnership Participation**

The area encompassing the Gold Belt Byway is a large geographical area with remarkably diverse recreational and educational opportunities. Clearly, a broad-based level of citizen involvement was needed to develop this byway partnership plan.

In 1994, a unique partnership was formed for the purpose of developing a collective vision for the byway. This partnership was formalized through an agreement whereby the original 10 representatives from managing agencies appointed and empowered a 38-member steering committee, chosen to represent a broad spectrum of community interests.

This committee, through the solicitation of public opinion and visitor surveys, public meetings, personal interviews, and the media, invited public feedback in order to develop a plan that would reflect the hopes and desires of the entire Gold Belt Byway community.

### **Significance of the Gold Belt Byway**

It was the historic railroads, scenic beauty, the rugged mountains, and the history of the culture that sprang up around the Cripple Creek and Victor Gold Rush that first drew the attention of scenic byway interests.

The Cripple Creek and Victor Gold Rush, which produced more gold than the California and Alaska gold rushes combined, spawned the eventual construction of the Phantom Canyon and Shelf Roads. These roads link the towns of Florence, Cañon City, and Florissant to the towns of Victor and Cripple Creek.

The Phantom Canyon road was originally the bed of the Florence and Cripple Creek Railroad and the Shelf Road was built as a toll road and stagecoach route. These roads helped to open the area to the rugged fortune-seekers, whose ingenuity, resourcefulness and pioneer spirit are now celebrated by the designation of the Gold Belt Byway.

The Gold Belt Byway is significant for many other reasons. Geologists from around the globe study the folded and faulted strata of the colorful Twin Mountains, and the Cripple Creek Caldera, created at the end of violent volcanic activity more than 6 million years ago. The Garden Park Fossil Area, Florissant Fossil Beds National Monument, and Indian Springs Trace Fossil Area combine to form an internationally important center for paleontological discovery and research.

Equally significant to the byway are the scenic beauty of the area and the biotic and ecosystems diversity. From the arid grasslands of Florence and Cañon City to the fir and spruce forests near Cripple Creek, Victor, and Florissant, visitors come to hike, camp, hunt, fish, and view the abundant wildlife.

### **Byway Benefits**

## ***Main Benefits***

**Development of a Community Vision.** The Gold Belt Byway offers the opportunity for the people of the byway region to work together to define a common vision and goals for the byway. This clear direction makes it possible for all managers, citizens groups, landowners, business owners, and individuals to work together to achieve their common vision.

**Preservation of Culture.** The Gold Belt Byway provides an excellent opportunity for the people to preserve the history and culture of the past.

**Maintaining the Important Qualities that make this area a special place to live.** Defining the importance of a region or place is always a difficult task. This plan takes the first step toward defining these important qualities about the Gold Belt Byway region. These definitions described in Chapter 3 (niche), were used to help formulate the goals for this byway partnership plan. Years from now we can review these definitions to see whether the important qualities were maintained.

**Cooperative Projects.** Working together on projects like clean-up efforts, trail developments, and historic preservation is beneficial for everyone. In most cases, projects cost less and require less time to complete when everyone works together.

**Funding.** Collaborative planning and management of the Gold Belt Byway region, creates additional opportunities to receive funding.

**Communication.** The byway encourages improved communication between local, state, and federal agencies, local businesses, organizations, and the general public.

## ***Recent Successes***

Fremont County received a grant for \$225,000 to pave 6 miles of road through the Red Canyon - Garden Park area.

Teller County received a grant for \$50,000 to establish two roadside scenic overlooks on the north end of Phantom and Shelf Roads.

The city of Cripple Creek received a grant for \$80,000 to develop an historical walking tour of Cripple Creek, develop a scenic overlook at Battle Mountain near Victor, and reprint the Gold Belt brochure.

Fremont-Custer Historical Society received a grant for \$47,200 to develop interpretive exhibits in Phantom Canyon, an audio cassette tape of Phantom Canyon and print the byway partnership plan.

The city of Victor received a grant for \$102,000 to preserve and restore the historic City Hall.

The Bureau of Land Management received construction funding for \$500,000 to develop campgrounds and trails at Shelf Road, restroom facilities in Phantom Canyon, and a picnic and interpretive site in Garden Park.

The Four Mile Farmers Club received a grant for \$9,800.00 to restore the Four Mile Community Hall. Volunteers from the Gold Belt Tour Committee have spent over 400 hours preserving history, interviewing the people who grew up in the Gold Belt Byway region.

The Quad Dusters All Terrain Vehicle (ATV) group, a volunteer group from Colorado Springs and the BLM have participated in over 6 weekend clean-ups along the byway, collecting over 35 tons of garbage, occurring from 1993 through 1996.

## **Vision**

The people who live in the Gold Belt region live in a very special place. They want to preserve the quality of environment and their small-town way of life, yet provide recreational, educational, and tourism opportunities so that the local economies can flourish.

*Preservation of their culture & environment, on one hand - Economic growth on the other.*

The people of the Gold Belt Byway region created a vision for the byway that reflects how they want this special area to be generations from now.

### **VISION FOR THE GOLD BELT BYWAY**

We feel that a healthy natural environment must be maintained and that the open space and rural lands must be preserved. We want to leave intact the broad, open plains, rugged mountains and clear mountain streams that surround the five communities along the Gold Belt Byway.

We want to promote tourism that contributes to our local economies and does not intrude upon our privacy. We want to celebrate and share with others the diverse cultural history and traditional lifestyles of our people and places. We want to maintain healthy habitat for the animals that help make Colorado unique. We also want to instill an appreciation for the diverse natural history and significant paleontology and geology that make this byway special.

We have a strong desire to preserve the rural and small-town lifestyles. We must carefully plan and guide future growth and development so that they are compatible with our community values.

## Goals

1. **Beautification** Provide a clear and attractive appearance along the byway for residents and visitors.
2. **Education** Increase awareness, understanding, stewardship, and appreciation for the rich natural and cultural history, traditional lifestyles, paleontology and land uses that have endured.
3. **Cultural Resources** Maintain the significant historical and cultural characteristics along the byway and in each community.
4. **Signing** Signs will represent a clear, professional, attractive, and consistent message along the byway.
5. **Marketing** Ensure that the byway's vision and goals are met by marketing the various byway opportunities, attractions, and communities so that we match visitor preferences and expectations with the actual product.
6. **Economic Health** Develop healthy and diverse economies by enhancing existing businesses and tourism related activities and expanding needed services appropriate to each community.
7. **Safety** Strive to provide a safe place for people to live and visit.
8. **Open Space** Maintain the landscapes surrounding our communities as rural ranchland and open space.
9. **Natural Resources** Ensure that the natural environment is healthy and able to flourish.
10. **Qualities of Life** Sustain the important qualities unique to each byway segment and community as identified on pages 3-3 through 3-9, Important Characteristics.

## Use of this Document

The Gold Belt Byway Partnership Plan is intended for regular use by the communities, counties, federal and state agencies, and the people and organizations who brought it to fruition. This plan is the starting point between the people, private industry, and the government, to move forward toward a common vision.

The vision and goals describe the philosophy of the plan. Actions and other logistics of implementation must be flexible and capable of change in response to shifts in public demand or administrative focus of the community byway partnership.

## Implementation of the Plan

The most important function of this plan is implementation. Accomplishing the vision and goals of this plan will only be realized through an active partnership effort.

### Who are the partners to this plan?

**Gold Belt Byway Organization.** This is the primary organization that will coordinate and make recommendations for the Gold Belt Byway efforts. The organization will coordinate with the Managing Agencies, volunteer groups, and other organizations and individuals defined below. This byway organization will ensure that all local citizen concerns and affected interests are represented.

**Managing Agencies** Through a formal Cooperative Agreement, 10 managing agencies have committed to jointly manage the Gold Belt Byway, within their authorities. The 10 managing agencies include: the cities of Florence, Florissant, Cripple Creek, Victor, and Cañon City, the Bureau of Land Management - Royal Gorge Resource Area, Florissant Fossil Beds National Monument, Colorado Department of Transportation - Region 2, and the counties of Fremont and Teller. For details regarding the Cooperative Agreement, see Appendix R.

**Volunteer Support** Numerous volunteer groups and individuals currently assist the agencies and civic organizations in ways that directly support the goals and vision of this plan. These volunteer efforts are essential and will continue to be encouraged.

**Local Landowners** Many private landowners live along or near the byway. The byway organization will look for ways that will benefit local landowners while helping to meet the byway goals and vision.

**Local Business, Industry, Schools, Interest Groups and Government** Many tourism, recreational, and educational businesses and organizations have similar goals with this byway plan. The byway organization will look for ways to form new partnerships and support groups who have similar goals.

# Chapter 1

## Introduction and Background

### A. Plan Purpose

The purpose of the Gold Belt Backcountry Byway partnership plan is to update the existing Cooperative Agreement for the Gold Belt Byway, and to combine the byway partners planning documents into a single, comprehensive byway plan. This plan will provide the overall framework for managing the Gold Belt Byway resources and uses. This plan provides the future direction for the Gold Belt Byway and will be reviewed and updated annually.

#### *History and Purpose of Byway Program*

The Byway Program was created in response to President Bush's Commission on education on Americans Outdoors (1986). The report revealed that 43 percent of American adults consider driving for pleasure a favorite pastime, second, in fact, to walking for pleasure. In response, Governor Roy Romer, by Executive order, established the Colorado Scenic and Historic Byways Program and the Scenic and Historic Byways Commission: "A statewide partnership intended to provide recreational, educational and economic benefits to Coloradans and visitors through designation, interpretation, promotion and infrastructure development of outstanding touring routes in Colorado." The Bureau of Land Management and other Federal agencies are participants in Colorado's byway program.

In 1989, the Bureau of Land Management and local chambers of commerce proposed the idea of a Gold Belt Byway. The rich cultural, historic, and natural features made the Gold Belt area a prime candidate for byway designation. A newspaper release announced the idea for a byway to the people in the local communities, and soon letters of support were received from the following sources:

- Teller County Commissioners
- Fremont County Commissioners
- Lowell Thomas Museum of Victor
- City of Cripple Creek
- City of Victor
- City of Cañon City
- City of Florence
- South Central Colorado Tourism Region
- The Gold Rush newspaper, managing editor
- Cañon City Chamber of Commerce
- Florence Chamber of Commerce
- Cripple Creek Chamber of Commerce
- Colorado Department of Transportation, District Engineer region II
- Cañon City Metropolitan Recreation and Park District
- Teller County Economic Development Council
- Greatest Gold Camp Historical Association
- Fremont-Custer Historical Society
- Three letters from the public.

The Gold Belt Byway was nominated and rated on the following criteria, established by the Colorado Scenic and Historic Byways Commission:

1. That the proposed scenic and historic byway must possess unusual, exceptional, and distinctive scenic, recreational, historical, educational, scientific, geological, natural, wildlife, cultural, or ethnic features;
2. That the proposed scenic and historic byway must be suitable for the prescribed types of vehicular use;
3. That the proposed scenic and historic byway must be an existing route and have legal access;
4. That (it) has strong local support, and proponents must demonstrate coordination with relevant agencies;
5. That (it) be accompanied by a conceptual plan. The proposals also included a statement of significance, description of the route, and maps and photographs.

Having met the byway commission criteria for designation, the Gold Belt Byway received official approval from the Colorado Department of Transportation as a component of the Colorado Scenic and Historic Byways program on September 22, 1989. The Gold Belt Byway had become a reality.

In 1990, the logistics of the Gold Belt Byway development were defined by the managing partners. They agreed to share responsibilities for management and planning of the byway. The original 8 member management group was

expanded, in 1992, to 10 when the Gold Belt Byway was extended to include the town of Florissant and the Florissant Fossil Beds National Monument.

The Gold Belt Byway Managing Agency Partners Include:

1. Bureau of Land Management, Royal Gorge Resource Area
2. City of Cañon City
3. Colorado Department of Transportation
4. Florissant Fossil Beds National Monument
5. Fremont County Board of County Commissioners
6. Teller County Board of County Commissioners
7. Town of Cripple Creek
8. Town of Florence
9. Town of Florissant
10. Town of Victor

These managing partners are the federal, state, and local government entities with authority to manage portions of the byway that fall within their respective jurisdictions.

## **B. Planning Organization**

The 10 managing partners recognized the complexity and diversity of the Gold Belt region, and that the byway is more than just a series of scenic driving routes. It includes urban and rural populations with diverse historical and cultural backgrounds.

They recognized that the plan for the Gold Belt Byway needed broad and diverse participation, and interested and affected parties needed to be an integral part in the development of the plan. They recognized the need to improve communications and working relationships between various governmental agencies, private enterprise, and the public.

Initial organizational efforts were delineated through a memorandum of understanding (MOU), dated February 1994: "The purpose of this agreement is to appoint and empower a byway planning organization to prepare a partnership plan for the Gold Belt Byway (See Appendix B).

This agreement established a new, four-tiered byway planning organization consisting of (1) the public; (2) steering committee; (3) core team; and (4) plan coordinators.

Responsibilities and composition for each level of the planning organization were determined as follows:

**1. Public**

Responsibilities: Provide review and comment on the plan.

**2. Steering Committee**

Responsibilities:

- Represent the organization or interest shown below.
- Provide guidance and direction for the development of the byway plan.
- Provide guidance and direction to implement the plan and recommendations for final signature authorities.
- Participate in the formulation of a cooperative agreement (CA) to implement the final plan.

**Steering Committee Members:**

Local Interest

Florissant	Bettie Feltes
Cañon City	Mayor Fassler
Florence	Mayor Harman
Victor	Mayor (ProTem) Muntzert
Cripple Creek	Mayor Hack
Teller County	Frank Ricard
Fremont County	Tom Doyle
Fremont County Cattlemen's Assn.	Aaron Atwood
People for the West	Nancy Carpenter
Gold Belt Byway Committee	Cara Fisher
Fremont-Custer Historical Society	Randy Brady
Victor-Cripple Creek Historical Soc.	Brian Levine
High Park Road Resident	George Rupp
Shelf Road Resident	Kay Denniston
Phantom Canyon Resident	Henrietta Chess
Quality of Life	Steve Thacker
Colo. Department of Transportation	Ken Conyers

Recreation Lands Interest

Florissant Fossil Beds N.P.	Dale Ditmanson
Bureau of Land Management	L. Mac Berta
Garden Park Paleo Society	Donna Engard
Division of Wildlife	Dwayne Finch
Sierra Club	John Stansfield
Colorado Wildlife Federation	Eric Kelly
Trails Representative	Mark Prebble
Climbing Representative	Mark Hesse
Pikes Peak Mining Company	Ed Hunter

Tourism Interest

Cañon City Chamber	George Turner
Florence Chamber	Darrel Lindsey
Victor Chamber	Bill Camp
Cripple Creek Chamber	Patricia Dwelley
South Central Tourism Board	Gina Tate
Colorado Springs Conv. & Vis. Bur.	Terry Sullivan
Cripple Creek Gaming Assn.	Mark Meyers
Royal Gorge Bridge Company	J.A. Carmack
Restaurant Industry	Cathie Merlino
Transportation	Bob Smith
The Nature Place	Darlene Collins
Hotel Association	Riley Lacy

### 3. Core Team

Responsibilities: Provide and clarify technical data and information to the plan coordinators.

#### Core Team Members

##### Recreation and Lands Agencies

Bureau of Land Management	Diana Williams
Bureau of Land Management	John Nahomenuk
Bureau of Land Management	Dan Grenard
Florissant Fossil Beds Nat'l. Mon.	Maggie Johnson
Colo. Department of Transportation	Warren Kramer

##### Local and Regional Tourism

Colorado Springs Conv. & Vis. Bur.	Helen Beulke
Chamber of Commerce	Darrel Lindsey, Florence
Radisson Inn (airport)	Detlef Sarbok
McKenna's Pub	Jim Rogers
Cripple Creek Gaming Assn.	Terry Gerhart
Royal Gorge Bridge Company	Debra Muehleisen
Broadmoor Hotel	Dennis Lesko

##### Local Interests

Council of Governments	Judy Lohnes
Teller County	Greg Winkler
Fremont County	Bill Giordano
Cripple Creek	Cathy Hearn
Victor	Shirley Beach
Florence	Ken Bruch
Cañon City	John Nichols
Florissant	Bettie Feltes

### 4. Plan Coordinators

Responsibilities:

- Develop the byway planning process.
- Revise/redraft and write the plan.
- Compile recommendation and technical data provided by the core team and the steering committee.

**Plan Coordinators:**

Recreation and Lands

Bureau of Land Management	Diana Williams
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Tourism

Colorado Springs Convention and Visitors Bureau	Helen Beulke
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Local Interest

Upper Arkansas Area Council of Governments	Judy Lohnes
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**C. Planning Process**

The planning process for this byway partnership plan began in February 1994. This planning effort has attempted to include as many people and organizations as possible. The state scenic byway program is structured to allow local communities and their managing partners to direct the byway plan. Together, the managing partners and the

local communities will be able to define their vision for the area. The planning process is summarized below:

## D. Relationship to Other Documents and Decisions

The following plans and environmental documents within the Gold Belt Byway region are listed below. The decisions and recommendations presented in the following documents will be recognized when managing the Gold Belt Byway.

<u>Agency</u>	<u>Type of Document</u>	<u>Title of Document</u>
Fremont County Planning Department	County Land Use Plan	Fremont County Master Plan
	Fremont County Trails Plan	
Teller County Planning Department	County Land Use Plan	Teller County Master Plan
U.S. Bureau of Land Management	Resource Management Plan	Royal Gorge Resource Area Final Resource Management Plan and Environmental Impact Statement
	Project Plan and Environmental Analysis	Shelf Road Climbing Area, Recreational Use of Garden Park Fossil Area, and Phantom Canyon & Fourmile Creek
	Wilderness Analysis	Cañon City District Wilderness E.I.S.
	Activity Plan	Garden Park Paleontology Activity Plan
	Activity Plan	Arkansas River Recreation Management Plan and Environmental Analysis
Colorado Department of Transportation	Transportation Plan	Draft Colorado Statewide Transportation Improvement Program
Central Front Range Regional Commission	Transportation Plan	Central Front Range Transportation Planning Region, Long Range Transportation Plan
Colorado Division of Wildlife	Division of Wildlife Plan	Colorado Strategic Plan
Colorado State Division of Parks and Outdoor Recreation	Comprehensive plan	Colorado Statewide Comprehensive Outdoor Recreation Plan
	State Trail Plan	State Recreational Trails Master Plan
U.S. National Park Service	Master Plan	Florissant Fossil Beds National Monument Management Plan
U.S. Fish and Wildlife Service	Special concern plan	Endangered and Threatened Wildlife and Plants
Upper Arkansas Regional Development Agency	Economic development plan	Overall Economic Development Plan

## E. Location

The Gold Belt Byway is located in central Colorado, in Fremont and Teller Counties, 40 miles southwest of Colorado Springs (Map 1). The byway consists of Teller County Road 1, High Park Road, Shelf Road, and Phantom Canyon Road. The byway is connected by U.S. Highways 115 and 50 on the southern end of the byway and intersects U.S. State Highway 24 and Colorado State Highway 67 on the northern end. The byway also includes city streets in Victor, Cripple Creek, Florence, Florissant, and Cañon City.

## **F. Planning Area Boundary**

The Gold Belt Byway planning area consists of the following: the communities of Florence, Cañon City, Victor, Cripple Creek, and Florissant, the public roadways, public lands administered by the U.S. Bureau of Land Management - Gold Belt Eco-Subregion 5, and the public lands administered by the U.S. National Park Service,

Florissant Fossil Beds National Monument.

Implementation of the Gold Belt Byway Plan may unavoidably affect private property. As, for example, in how the plan might influence changes in zoning or enforcement of existing ordinances. It should be noted that any such effect will occur only as it reflects the spirit of the Gold Belt Byway, and that no development on private property will occur without prior, expressed approval of the landowner.

# Chapter 2

## Byway Description

### A. Community Features

There are six communities associated with the Gold Belt Byway. These include the communities of Florissant, Cripple Creek, and Victor on the northern end of the byway; Cañon City and Florence on the southern end; and Colorado Springs, the major gateway to the byway. The following is a brief description of these communities and their relationship to the byway.

#### ***Florissant***

Florissant is the northern gateway for the byway and connects the byway to Colorado Springs via U.S. Highway 24. Florissant is strategically placed at the crossroads of two historically important Ute Trails, the east-west Ute Pass Trail into South Park, and the north-south East Oil Creek trail into Denver. Florissant was also the site of an historic battle between the Ute and the Comanche in 1852. Kit Carson and Will Drannan were trapping beaver in nearby Tarryall River Valley when they were invited as spectators of the battle. Drannan recorded the event in his memoirs. Early maps of the area show this Ute Battlefield, and also Chief Ouray's campground.

Florissant was established by Judge James Castello as a Ute Trading Post in June, 1870--becoming the first formal community in Pikes Peak's backcountry. Florissant also played a pivotal role in the mining boom at the Cripple Creek District, with its historic link between the Colorado Midland Railroad to the District via the Hundley, Montgomery, and Welty Stagecoach Lines.

Florissant is a small community with about 5000 residents in the area. It has strong ties to the Florissant Fossil Beds National Monument located a few miles to the south of the community along the byway that includes the historic Hornbek Homestead. Volunteers from the area have worked hard to restore a number of historic properties in the area. Grant money allowed the recent restoration of the 1887 schoolhouse compound which now includes the Florissant Heritage Museum.

Florissant supports several popular annual events including Florissant Heritage Days, an historic recreation of the 1900's. The town has a small service industry, and several small, but popular hotels; restaurants, and a developing tourism industry.

## ***Cripple Creek***

Cripple Creek is a major destination community along the byway. It has a rapidly expanding service industry that focusses on gaming. It features stores, restaurants, hotels, and entertainment that reflects the heyday of turn-of-the-century Cripple Creek.

In the early 1900s, Cripple Creek was a hub of the busiest mining area in the world. The surrounding Gold Belt communities, Victor, Cañon City, and Florence linked to support the hundreds of mines centered around Cripple Creek.

Cripple Creek declined following the mining bust early in this century. A new economic boom, the result of the introduction of gambling in 1992, is further spurred with the recent resurgence of gold mining. These activities have challenged the community to provide services for residents and visitors.

## **Victor**

Victor and Cripple Creek have been closely linked since the discovery of gold by Bob Womack in 1891. Victor thrived during the mining boom and was home to many of the largest and most productive mines and the rugged miners who worked them. Victor declined with the mining industry and today supports about 400 residents.

The recent resurgence of mining has spawned new growth in Victor. Spinoff from the growth in Cripple Creek as the result of gaming and a new interest in tourism have moved Victor to restore and revitalize its downtown area. Many turn-of-the-century buildings have been faithfully restored, helping to recapture Victor's image as a genuine mining center circa 1900.

Victor's plans include improvement of its service industry and defining itself as a thriving, working community with modern amenities proudly linked to its historic past.

Victor is the closest byway community to parts of the Beaver Creek Wilderness Study Area and the west side of Pikes Peak, two important natural resources.

## ***Florence***

Florence, the south entrance to the Gold Belt Byway, is linked historically to the Cripple Creek and Victor gold mines. Much of the ore produced there was shipped via the Florence and Cripple Creek Railroad to smelters and other processing facilities in Florence. Coal miners from Florence worked in the gold mines and travelled frequently between the two cities.

Florence, however, has a long and colorful mining history of its own. Numerous active and historic mines are located there, as is the oldest operating oil field in the United States. Florence declined with the mining industry and has maintained a population of 4,000 people for many years.

Recently, Florence has entered a new period of growth as a result of several new State and Federal correctional facilities locating there. This new growth has increased demand for housing and services, which Florence is working to provide.

Florence is busy working to preserve much of its historic character, including the restoration of the Rialto Theater and other key landmarks. Florence pays tribute to its glorious past through annual celebrations of Pioneer Days. The community has also shown an interest in trails and parks with their support of the Arkansas Riverwalk and the American Discovery Trail.

Florence hopes to develop a strong, diverse economy supported by, but independent from, tourism, that enhances the community's identity as the gateway to the Wet Mountains, the Southern Rocky Mountains, and the Gold Belt Byway.

## ***Cañon City***

Cañon City, the main commercial center for the southern end of the byway, supports a diverse economy dependent on historic and modern sources. A wide variety of businesses and industries ranging from tourism to correctional facilities to retirement homes are located in Canon City.

Incorporated in 1872, Cañon City grew rapidly once its link to the mining towns of Cripple Creek And Victor via the Florence and Cripple Creek Railroad was established, becoming a major supply center for the mines and miners for many years.

U.S. Highway 50, a major east-west artery, links the city to the Royal Gorge and the front range of the Rocky Mountains, making Cañon City a western gateway community.

The city has begun to restore and revitalize its historic downtown area. The River Station Project, which includes the Dinosaur Depot and the recently restored Clelland-Peabody Mansion, will link the historic center with the Arkansas River. The city continues to develop the increasingly popular Arkansas Riverwalk, planned to extend east to Florence and westward to Salida.

Cañon City supports several popular annual events including the Blossom Festival, and Art on the Arkansas. The city sports numerous motels, fast food restaurants, and a developing tourism industry.

## ***Colorado Springs***

Colorado Springs serves as the major gateway to the Gold Belt Byway. Traffic from the north via Interstate 25 funnels through Colorado Springs, and the new Colorado Springs Airport has rapidly become a major national artery for west-bound air travelers.

Colorado Springs has a large and diverse economy heavily supported by military installations. Fort Carson, Peterson Air Force Base, the Air Force Academy, and NORAD are located here. Local tourism is also a major contributor to the economy with Pikes Peak, Manitou Springs, the Garden of the Gods, and other attractions within a few miles of the city.

Colorado Springs envisions itself as a "base camp" community, a center that would supply tourism packages to travelers bound for the Gold Belt Byway and other attractions throughout the west. The community is linked to the byway via the Gold Camp Road and State Highway 24 to the north.

## **B. Byway Features**

The Gold Belt Byway features many points of interest. In order to facilitate discussion of each important feature, the byway has been divided into nine road segments. The map below illustrates those segments.

*Western Routes*

Western Route - Includes Three Road Segments

***U.S. Highway 50 (Cañon City to State Highway 9)***

This route includes U.S. Highway 50 and is the most heavily traveled portion of the byway. This segment features numerous attractions including the Royal Gorge Bridge, Skyline Drive, Territorial Prison Museum,

Buckskin Joe's, and numerous tourist and recreational opportunities including whitewater rafting, horseback riding, theme parks, and campgrounds. The Twin Mountain Geologic Area and the entrance to the proposed Dinosaur Discovery Center are also along this route.

Highway 50 begins a rapid climb out of the plains and gives the visitor their first real view of the Rocky Mountains. A spectacular view of the Sangre De Cristo Range is visible as you crest Eightmile Hill.

Many travelers may find the High Park road via Highway 9, accessed from Highway 50, safer and more convenient to Cripple Creek, than either the Shelf or Phantom Canyon roads.

### ***High Park Road***

Isolated and open, the heavily traveled High Park road supports few businesses or services. It traverses open and rugged country and a major increase in elevation and corresponding change in ecosystems are experienced as one travels north. This route traverses the 39-mile volcanic field, Deer Haven Ranch with its abundant wildlife, and other large and historic, private ranches.

The High Park road is a beautiful drive with spectacular views of high mountain parklands and wild, open spaces.

### ***Teller County 1 (Florissant to Cripple Creek)***

This route is a paved county road that connects the communities of Florissant and Cripple Creek. Historically, Teller County 1 was once the Ute's East Oil Creek Trail. This trail allowed the Utes to travel from the Arkansas River Valley north into Denver without fear of encountering their enemies, the Cheyenne or Arapahoe, on the plains below. State Highway 24 follows along the Ute Pass Trail which led the Utes from their ancient hunting grounds in South Park to their sacred mineral springs at Manitou Springs and sacred campgrounds at the Garden of the Gods in Colorado Springs.

Later this trail became a stagecoach route that provided the primary access to Cripple Creek when gold was discovered in 1890. It continued in this capacity until it was displaced by new railroads into the District in the mid 1890s.

Today, just south of the town of Florissant is the Florissant Fossil Beds National Monument, including the restored Hornbek Homestead. The Florissant Fossil Beds National Monument is an internationally significant paleontological site that features plant and insect fossils about 35 million years old. A small collection of fossils and other exhibits and a two mile self-guided walk are featured. The Fossil Bed's 12 miles of hiking trails and picnic areas offer year-round recreation opportunities to the Monument's 100,000 yearly visitors. Giant petrified stumps of redwoods and other trees can be seen there. Also the historic Hornbek Ranch, a restored 19th century ranch listed on the National Register of Historic Places.

Teller County 1 provides scenic views of the historic landmark, Twin Rocks (called Los Ojos Ciegos, or Blind Eyes by the Utes) at the trailhead in Florissant, and Dome Rock further south and east, lying within Mueller State Park. Breathtaking views of Cripple Creek and the Cripple Creek caldera can be seen from Mt. Pisgah.

### ***Eastern Route***

Eastern Route - Includes Four Road Segments

***Highway 67 (Cripple Creek to Victor)***

This fascinating road offers numerous views of some of the many mines and mills that dominated the area in the early 1900's. The road is paved and winding, and traffic is slow. Visitors stop frequently along this road to view the many historic structures and to enjoy the spectacular scenic vistas. A tourist train parallels the road about half way from Cripple Creek to Victor.

South of Cripple Creek, Highway 67 has been re-routed to accommodate construction of the worlds largest cyanide heap-leach gold mine. The character and appearance of the area will continue to change for the next

several years as the result of this activity.

The Pikes Peak Mining Company has begun interpretation of historic and active mining operations. Expansion of this program is planned to meet the expected increase in visitor interest.

### ***Phantom Canyon (Victor to Southern end of Phantom Canyon)***

Considered by many the most scenic route along the Byway, the Phantom Canyon Road is steep, winding, and narrow and offers a driving experience the un-initiated will not soon forget. A dramatic decrease in elevation north to south with corresponding changes in vegetation occurs here; from sub-alpine aspen-conifer mix, to the juniper-pinyon mid-elevation areas, to the cholla and grasslands of the arid plains below.

Phantom Canyon Road generally follows the bed of the historic Florence and Cripple Creek narrow gauge railroad constructed in 1894, which served to link the towns of Cripple Creek and Victor on the north with Florence on the south. Several small communities served the train along the route, but their tenure was brief; a devastating flood in 1896 destroyed much of the rail line, which was never rebuilt. Remnants of these towns and the rail line can still be seen along the Phantom Canyon.

Visitors may access the spectacular Beaver Creek Wilderness Study Area at the Steel Bridge Interpretive Site. Beaver Creek is one of the most beautiful and rugged wilderness study areas in the state and is one of the closest to a major metropolitan area, Colorado Springs.

The vision for the Phantom Canyon Road includes interpretive sites and two restrooms. Scenic qualities will be protected, and areas impacted by over-use will be restored, particularly those along Eightmile creek. Improved visitor information sites at entrance portals are also planned, to help better manage visitor use.

### ***Florence to Phantom Canyon***

The Phantom Canyon Road intersects U.S. Highway 50 just south of Phantom Canyon. The rugged, granite walls of the canyon give way to the semi-arid plains and grasslands, with spectacular open vistas of the Wet Mountains, and the many buttes and outcroppings along the southern portion of the Arkansas Valley.

The area remains largely undeveloped, but significant industrial growth is expected in the airport industrial park. State and Federal correctional facilities are first seen here.

### ***Highway 115 (Florence to Cañon City)***

Possibly the least known portion of the Gold Belt Byway, Highway 115 is also one of the most interesting. The route parallels the Arkansas River Valley with views of cottonwood galleries and small farms and ranches. Interesting rock formations, like Castle Rock, can be viewed from this route. An area known as Fawn Hollow is home to a herd of Rocky Mountain bighorn sheep. This herd was transplanted onto the National Forest in 1987 and then migrated to the Fawn Hollow area. Also within viewing distance of this route is the state prison facility. Several small historic coal mining towns can be accessed from this route.

In Cañon City, the route passes many private homes, restaurants and small businesses and then crosses the Arkansas River. The Arkansas Riverwalk can be accessed at this point, providing a nature walk within the city limits.

### ***Central Route***

This route is commonly known as the Shelf Road, named for its spectacular middle section. This winding, roller-coaster drive is not for the weak of heart. The Shelf Road offers a driving experience unlike any other, and is not soon forgotten.

We have divided the Shelf into two segments, the Upper (northern), and Lower (southern) portions for ease of discussion.

#### Central Route - Includes Two Road Segments

##### ***Upper Shelf Road***

This is a very rugged, scenic, and true backcountry (4-wheel drive) road. It starts just south of Cripple Creek, and ends at the southern end of the shelf.

The north end of the road offers fantastic views of the Sangre de Cristo Mountains far to the south, as well as much visual evidence of the mining industry that for years dominated the Cripple Creek culture and economy. Traveling south, the road begins a dramatic descent that traverses very rough and rugged terrain as it parallels Cripple Creek. Steep canyon walls, spectacular granite out-croppings and an occasional bighorn sheep can be seen here, as can Window Rock, an unusually eroded sandstone boulder, and a popular landmark along the route.

The outlets to two tunnels that still drain the water from mines in Cripple Creek can be seen here. Water still drains the lower Carlton Tunnel into Fourmile Creek after going through a series of settling ponds and other treatments.

The Shelf Road gets its name from the narrow cut-bank that runs about five miles through the center of the

Upper Shelf section. Steep drop-offs 400 feet high in places along the narrow, twisting road give the Shelf Road its deserved reputation as one of the most harrowing and exciting drives anywhere.

The Upper Shelf Road carries considerably less traffic than any other route along the Gold Belt Byway. It is envisioned this section will retain its rough character in order to preserve its scenic and historic nature as one of the truly great back-country routes in existence.

### ***Lower Shelf Road***

This section of the Shelf Road has four major areas: the residential Garden Park Area, the Shelf Road Recreation Area, the Garden Park Fossil Area, and Red Canyon Park.

The residential Garden Park area is an open valley with views of the surrounding mountains. This is an irrigated ranching area with acreage in hay production and cattle grazing. The residents and ranchers who live here and work these rugged fields are a fiercely independent group, determined to maintain their rural lifestyles.

At the north end of the residential Garden Park Area is the Shelf Road Recreation Area. Recognized as one of the premier limestone cliff climbs in the world, the Shelf Road has become increasingly popular. Limited parking and camping facilities have been developed to help control usage and reduce resource impacts.

Near the middle section of the Lower Shelf Road is the entrance to Red Canyon Park, managed by the city of Cañon City. Intense summer heat and cold winter winds have combined to sculpt fantastic and often eerie formations in the soft, russet sandstone out-croppings throughout this popular hiking and picnicking area.

At the southern end of Garden Park is the Garden Park Fossil Area, an internationally important dinosaur quarry from which some of the most significant dinosaur discoveries have been made. The first complete

Stegosaurus skeleton was found here, as have numerous other important finds, some of which can be viewed at the Dinosaur Depot in Cañon City. The Garden Park Fossil Area has received numerous designations in the paleontology community, signifying its importance.

The Garden Park Fossil Area has provided generations of local people varied recreational opportunities, including hiking, biking, and target-shooting. Recently, signs have been placed directing target and sport shooters to areas isolated from other users, ensuring more organized and safer conditions.

The Garden Park Paleontology Society (GPPS) supports the use of the area for educational purposes. Two sites in the fossil area display interpretive signs, and GPPS conducts guided tours to the fossil area.

The Lower Shelf Road ends at north Cañon City. Cañon City provides a mix of open space, with views of the surrounding mountains, and urban development.

## **C. Statements of Significance**

There are many significant areas along the Gold Belt Byway. The following statements give a simple overview about the local, regional, national, and international significance of the area.

### ***Transportation***

**Roads and Railroads** - Moving materials and manpower formed the lifelines of the Cripple Creek Mining District. Construction of roads and railroads played a crucial role in the prosperity of the Cripple Creek Mining District.

Transportation by stagecoach and by railroad was necessary to supply the materials and the manpower to the Cripple Creek Mining District.

Transportation of materials and people between the Cripple Creek Mining District and regional commercial centers presented many challenges. The rugged terrain along the Phantom Canyon Road and the Shelf Road illustrates the challenges faced in linking Cripple Creek to the cities and towns vital to its prosperity.

The Gold Belt Byway follows the historic routes of the roads and railroads that were crucial to the prosperity of Cripple Creek Mining District. Supplies, raw materials, and manpower were transported to the mining district, and gold ore left the district for processing along these transportation routes.

**Phantom Canyon** - In 1892, the newly built Florence and Cripple Creek Free Road was busy with freight wagons and stagecoaches traveling between the Cripple Creek gold camps and Florence. By 1894, the road was replaced by the Florence and Cripple Creek (F&CC) Railroad (the Gold Belt Line). At one time, this was the busiest narrow gauge railroad in the west. Twelve stations were established along the F&CC grade to keep track of the numerous trains hauling coal and supplies upgrade and gold ore downgrade. The F&CC also offered deluxe Pullman car services to travelers. Although the F&CC paid for itself in 1 year, several floods, competition from other railroads, and declining gold production forced its closure in 1912. Today, the Phantom Canyon Road follows the grade of the F&CC Railroad.

**Shelf Road** - Cañon City built the Shelf Road in 1892 hoping to share in the prosperity of the Cripple Creek Mining District by becoming an important supply center. Shelf Road was the first stagecoach road to connect the Cripple Creek Mining District to communities to the south. A toll was collected for traveling the route. Named for the narrow shelf of rock over which the road traverses for 5 miles, the road offers the traveler of today impressive scenery and an exhilarating trip.

**High Park Road** - The mountain grasslands along the High Park Road have been used for cattle grazing for over a century. Several historic ranches, some that continue to operate today, are located along this segment of the Gold Belt Byway.

### ***Ranching and Rural Life***

The earliest settlers in the area were ranchers. Cattle grazed the expansive mountain grasslands. They were either driven hundreds of miles to stockyards or shipped to market by rail. Many historic ranches located along the byway still operate today. Hornbek Homestead, a restored 1870s homestead listed on the National Register of Historic Places, is located along the byway within the Florissant Fossil Beds National Monument. Ranching and small town life continue as a trademark of the area.

### ***Mining***

The Cripple Creek Gold Rush greatly influenced the human history of the region. The Cripple Creek Gold Rush produced more gold than the combined total of the California and Alaska gold rushes.

The Cripple Creek Gold Rush shaped the lives of many people, including distinguished political and business leaders. These powerful people influenced events far beyond the Cripple Creek Mining District.

**Cripple Creek** - Cripple Creek was the financial and social center of one of the wealthiest gold mining districts in the world. At the turn of the century, Cripple Creek was the fourth largest city in Colorado.

**Victor** - Home to most of the district miners, Victor supplied the muscle of the mining district. Victor, the "City of Mines," also had some of the richest mines in the district. Today, the Victor Downtown Historic District is listed on the National Register of Historic Places.

## ***Native Americans***

For over 10,000 years, Native Americans have used the area of the Gold Belt Byway. The Utes, Comanches, Kiowas, Cheyennes, Arapahoes, Sioux, and occasionally, the Pawnees and Jicarilla Apaches are the historic groups that may have used the area.

The byway follows the historic trails of the Tabeguache Ute Native Americans. These were originally buffalo migratory trails that were later utilized by the Utes when they acquired the horse in the early 1600's.

## ***Natural History***

**Paleontology** The Gold Belt Byway links Garden Park Dinosaur Fossil Area, Indian Springs Trace Fossil Beds, and Florissant Fossil Beds National Monument. These internationally significant areas illuminate the history of life in this region as far back as 460 million years.

\* **Garden Park Fossil Area** - The Garden Park Fossil Area is internationally significant for its impressive specimens of some of the best known dinosaurs. The best examples of *Stegosaurus stenops*, *Haplacanthosaurus delphi*, *Camarasaurus supremus*, *Ceratosaurus nasicornis*, *Diplodocus longus*, and *Allosaurus fragilis* were found in Garden Park. In 1877, E. D. Cope and O. C. Marsh, renowned paleontologists and long time rivals, initiated an intense period of excavation at separate quarries in Garden Park. This period was known as the "Great Dinosaur Race" or the "Bone Wars."

\* **Florissant Fossil Beds National Monument** - Florissant Fossil Beds National Monument is internationally renowned for the variety, abundance, and detailed preservation of plant and insect fossils and petrified wood. The fossil beds provide a tantalizing glimpse into the evolution of life and the climate of this region 35 million years ago.

\* **Indian Springs Trace Fossil Area** - Indian Springs Trace Fossil Area contains a unique assemblage of trace fossils, body fossils, and sedimentary structures. The 460 million year old tracks, trails, and burrows of arthropods, such as horseshoe crab and trilobite provide scientists with important insights into the evolution of living things. It has been designated as a Colorado Natural Area and a National Natural Landmark.

**Geology** Geologic events and processes such as uplifting, faulting, violent volcanic activity, deposition, and erosion have shaped the dramatic scenery and influenced the human history of the Gold Belt Byway.

\* **Cripple Creek Caldera** - Violent volcanic activity which ended about 6 million years ago shaped the landscape and history of the Cripple Creek Mining District. The ore deposits in the mining district are at

the edge of one volcanic caldera. Veins of silver-colored gold telluride ore were discovered.

\* **Twin Mountain Geologic Area** - A highly visible escarpment located immediately north of Cañon City, Twin Mountain illustrates a rich variety of colorful, folded, and faulted strata. Accessibility makes Twin Mountain a favorite stop for college and university geology classes.

**Beaver Creek Wilderness Study Area** Deep canyons and towering granite walls characterize the Beaver Creek Wilderness Study Area, which has been recommended for wilderness designation by the Bureau of Land Management. The area provides outstanding opportunities for outdoor recreation, including hiking, backpacking, fishing, wildlife viewing, and hunting.

**Ecosystems** From the arid grasslands surrounding Florence and Cañon City to the spruce and fir forests near Cripple Creek, the Gold Belt Byway offers the opportunity to observe dramatic changes in the environment and diverse vegetation and wildlife.

### ***Recreation Opportunities***

The recreational benefits to visitors and the local residents are numerous. The main activities along the tour include: scenic driving, watching wildlife, bicycling, hiking, rock climbing, hunting, cultural and natural history study, camping, horseback riding, backpacking, fishing, target shooting, photography, and picnicking.

Some of the personal benefits include:

- Opportunity to spend time with family and friends and the chance to get closer.
- Enjoying the scenic beauty and getting closer to nature.
- Learning more about the natural environment, the history and culture of the area, and the topography of the area.
- Introspection, thinking about yourself, your personal values, who you are, and your spirituality.
- Escaping personal or social pressures by getting away from the usual demands of life and by slowing down mentally.
- Escaping crowds by getting away so that you can be alone - solitude.
- A sense of excitement (risk) and thrill by driving an adventuresome mountain road.

## **D. Visitor Use and Demand**

### ***Audience Analysis***

Three survey reports supply valuable information that defines visitor characteristics and preferences to assist with planning for the Gold Belt Byway. This section focuses on these three survey

reports and a survey of the attitudes of the Gold Belt Byway Steering Committee.

**The Longwoods Report** - The Longwoods Report (1990, 1991), based on surveys of Colorado visitors, provides important information about tourism within the entire state. In the report, touring vacations, defined as overnight vacations by car, bus or train through areas of scenic beauty, cultural or general interest, were identified as Colorado's most important travel product. Touring vacationers seek a variety of cultural and recreational experiences. Among touring vacationers, sixty-eight percent visited historic sites. Touring vacations were exceptionally well planned with visitors using information from books and magazines as well as information provided at hotels, resorts, and state and local tourism offices.

The Gold Belt Byway with its scenic beauty, old west flavor, abundant historic sites, and access to regional tourism attractions provides all of the major characteristics that appeal to the touring vacationer.

**Royal Gorge Bridge Survey** - Although the Royal Gorge Bridge is not on the byway, it is the major tourism attraction in the region drawing over one-half million visitors annually. A survey of 1,362 Royal Gorge Bridge visitors provides some useful information for this analysis. The average length of stay in the Royal Gorge region was 1.5 days. Most of Royal Gorge visitors stay in Colorado Springs, Cañon City, and Denver on the nights before and after their visit. Most visitors (70%) travel by car to the area.

**Customer Survey** - In 1991, the Bureau of Land Management in cooperation with the Southeast Forest Experiment Station conducted an in-depth survey of Gold Belt Byway visitors. This study provides information on visitor demographics, trip profiles (out-of-state vs. in-state visitors, length of stay, etc.), and visitor satisfaction. A summary and discussion of the survey results is presented below.

Most (38%) byway visitors surveyed were 25 to 44 years old. Significant percentages of byway visitors surveyed were 45 to 64 years old (23%) and 12 to 24 years old (18%). Most visitors were traveling in groups or with at least one other person. Seventy-five percent of the groups were families and about one-half of the groups were traveling with children. High Park and Phantom Canyon Road users were predominantly from out-of-state. Shelf Road users were primarily residents of Colorado although a significant percentage (47%) of Shelf Road users were from out-of-state. Most visitors were repeat users with Phantom Canyon having the highest percentage (43%) of first time visitors. Most (54%) visitors identified personal knowledge of the Gold Belt Byway as the information source for trip planning. Thirty-four percent of visitors listed family and/or friends as the information sources for trip planning.

Scenery was the most important factor for traveling the Gold Belt. Wildlife, the historical significance of the area and vegetation were other attributes enjoyed by visitors. Overall, visitors were satisfied with the natural features of the area. Cleanliness of facilities and signs were identified as needing improvement.

**Gold Belt Steering Committee Survey** - While the characteristics and preferences of visitors to the byway and surrounding areas are important to the planning process, the attitudes and preferences of the communities are also critical. In 1994, the Gold Belt Byway Steering Committee sent a survey to 230 people to assess their opinions of goals developed by the steering committee. Most of those surveyed lived near the byway.

The survey results showed a clear majority of the respondents were in agreement with the goals developed by the steering committee. The majority of respondents agreed that the historic and scenic character of the byway and the character and quality of life in local communities should be maintained. Respondents agreed that education and interpretation of byway resources was an important goal and that recreational opportunities should harmonize with the byway's distinctive natural and cultural qualities. Goals for each byway segment and each byway community were also presented in the survey with the majority of respondents in agreement with the goals of the steering committee.

# Chapter 3

## Our Vision - Gold Belt Byway

### A. Vision

#### **VISION FOR THE GOLD BELT BYWAY**

We feel that a healthy natural environment must be maintained and that the open space and rural lands must be preserved. We want to leave intact the broad, open plains, rugged mountains and clear mountain streams that surround the five communities along the Gold Belt Byway.

We want to promote tourism that contributes to our local economies and does not intrude upon our privacy. We want to celebrate and share with others the diverse cultural history and traditional lifestyles of our people and places. We want to maintain healthy habitat for the animals that help make Colorado unique. We also want to instill an appreciation for the diverse natural history and significant paleontology and geology that make this byway special.

We have a strong desire to preserve the rural and small-town lifestyles. We must carefully plan and guide future growth and development so that they are compatible with our community values.

Specifically...

- \* Maintain a healthy natural environment.
- \* Maintain the open space, scenic beauty, and rural lands that surround the five byway communities.
- \* Preserve the cultural heritage of our rural and small town lifestyles.
- \* Sustain a good quality of life and healthy economy for residents.
- \* Share the cultural and natural history and traditional lifestyles with others.

## **B. Goals for the Gold Belt Byway:**

1. **Beautification**            Provide a clean and attractive appearance along the byway for residents and visitors.
  
2. **Education**            Increase awareness, understanding, stewardship, and appreciation for the rich natural and cultural history, traditional lifestyles, paleontology and land uses that have endured.
  
3. **Cultural Resources**        Maintain the significant historical and cultural characteristics along the byway and in each community.
  
4. **Signing**                Signs will represent a clear, professional, attractive, and consistent message along the byway.
  
5. **Marketing**                Ensure that the byway's vision and goals are met by marketing the various byway opportunities, attractions, and communities so that we match visitor preferences and expectations with the actual product.
  
6. **Economic Health**        Develop healthy and diverse economies by enhancing existing businesses and tourism related activities and expanding needed services appropriate to each community.
  
7. **Safety**                 Strive to provide a safe place for people to live and visit.
  
8. **Open Space**             Maintain the landscapes surrounding our communities as rural ranch land and open space.
  
9. **Natural Resources**        Ensure that the natural environment is healthy and able to flourish.
  
10. **Qualities of Life**        Sustain the important qualities unique to each byway segment and community as identified on pages 3-3 through 3-9, Important Characteristics.

## **C. Byway Niche**

**Byway Niche** What is a niche? Niche in this document refers to the byway's relationship to other byways in the state of Colorado and the United States. Niche also refers to the Gold Belt Byway's special or unique qualities and products.

### **Gold Belt Byway's Niche**

The Gold Belt Byway offers an adventurous, backcountry driving experience. The Gold Belt Byway is one of three byways in the state of Colorado that has portions that are gravel, backcountry roads. The Gold Belt Byway winds through rugged, narrow canyons and traverses expansive mountain grasslands.

As visitors drive the Gold Belt Byway and experience the dramatic changes in scenery, vegetation, and wildlife, they observe the diversity and richness of the southern Rocky Mountain region.

Visitors travel along historic railroad and stagecoach routes that connected the Cripple Creek Mining District to the communities, allowing visitors to imagine what life was like in the 1890's.

The Gold Belt Byway also offers an opportunity to explore rural and diverse communities. Florence, Cañon City, Cripple Creek, Victor, and Florissant are all located along the byway. They are interconnected communities, but each has a unique character and contribution to the history of the region. Visitors will be able to enjoy shopping, restaurants, and activities in these historic towns that reflect the culture of each community.

The Gold Belt Byway also links several significant tourist attractions -- Florissant Fossil Beds National Monument, the City of Cripple Creek, the Cripple Creek Mining District, and the Royal Gorge of the Arkansas River -- and is accessible from several Front Range cities.

## **D. Important Characteristics**

### **What Makes Each Segment and Community Special?**

This chapter defines the characteristics and qualities of each segment and community that people feel are most important and should be maintained.

## Lower Shelf Road

### Lower Shelf Road

#### **Maintain the scenic views and rural lifestyles along this route.**

These qualities include the area's quiet, peaceful, and relaxed pace, its clean air and water, and its character as a safe, rural environment. These qualities are critical to byway area residents who live and recreate here.

### Garden Park Fossil Area

#### **Preserve the natural resources and recreational opportunities.**

This segment of Lower Shelf is known primarily for the internationally important paleontological discoveries made there, and for its continuing importance as a paleontological research and education center.

Area residents find the area ideal for many recreational activities, including off-roading, hiking, camping, biking, and target shooting. Garden Park's proximity to Cañon City and other urban areas, and its easy accessibility have made it a perennial favorite of area recreationists. It is important to maintain the area's ability to support these activities and maintain the integrity of the environment at the same time.

### Red Canyon Park

#### **Maintain the scenic, natural landscapes as a peaceful mountain park.**

This Cañon City Park is unique because of its spectacular, red rock formations and breathtaking scenic views. Red Canyon Park, despite its seeming remoteness, is within miles of Cañon City, and is easily accessed via this section of the Lower Shelf Road.

Area residents enjoy picnicking, camping, hiking, climbing, and scenic viewing. They enjoy being close to nature, spending time with family and friends, and relaxing in this quiet, clean and peaceful environment.

### Shelf Road

#### **Maintain the natural landscapes and recreation opportunities.**

Juniper and pinyon covered plateaus give way to sheer limestone cliffs, over 100 feet high in places, which curve and wind throughout the area. The cliffs offer some of the finest expert sport climbing anywhere.

The area's relative isolation and high degree of difficulty, challenge even the most experienced climbers. Here they can enjoy the sense of community shared by those who seek solitude, a sense of adventure and closeness to nature.

***Important Characteristics that must be maintained.***

## Upper Shelf Road

**Maintain the rough, rugged, backcountry, mountainous qualities of this area.**

This area is for the adventuresome familiar with Colorado's unpredictable, ever-changing climate. We want to maintain this section of Shelf Road as a rugged, 4-wheel drive. Minimal amenities and developments will be provided in this area. Only undeveloped, dispersed recreational use, such as rock climbing, wildlife viewing, and picnicking will occur.

This rugged backcountry area provides a place for people to feel a sense of adventure and discovery, to challenge themselves in a rough backcountry area, to see a scenic part of Colorado before much human impact, and the opportunity to see and learn about wildlife, mining, geology, and ranching.

## **Phantom Canyon**

**Preserve the natural, scenic and historic characteristics of the canyon.**

This road is one of the most scenic and historic drives in Colorado. The route increases in elevation from 5500 to 9500 feet and offers the chance to see a wide range of plants and wildlife in their natural setting. We want to ensure that these diverse ecosystems are healthy and allowed to flourish. We want to have the road maintained as a gravel road that follows the route of the F&CC Railroad. The unique bridges offer a visual link to the areas historic past and should be preserved. The road condition and narrow bridges encourage people to slow down and view the scenery.

This beautiful area provides a place for people to reconnect with nature, a chance to get away from the everyday routine, a drive that is exciting and stimulating, to reaffirm a spiritual connection, and the opportunity to leave the developed world and to re-establish our link with the natural world.

## **High Park Road**

**Maintain the scenic views, open space and rural ranching culture.**

This route passes many historic ranches and scenic, open views. There are spectacular unobstructed views of Pikes Peak, Dome Rock, and Sheep Rock and high mountain parks. Large ranches and range lands cover the landscape. We want the road to be maintained as a paved and safe route. This is the only paved road from Cañon City to Cripple Creek and Victor.

This scenic and rural ranching area provides a place for people to take a leisurely drive through high mountain parks, to enjoy the scenic views, to escape the stress of everyday life, to be able to experience relaxation and peacefulness, and to see and experience the rural ranching culture.

***Important Characteristics that must be maintained.***

## **Florence to Cañon City (Highway 115)**

**Maintain the rural, small town characteristics of this area.**

We want to maintain a winding secondary highway that parallels the railroad and the Arkansas River. The scenic views of small farms, prisons, coal mines, and beautiful natural bluff formations make this drive a peaceful and relaxing trip.

## **Florence to Phantom Canyon**

**Maintain the scenic and historic open spaces and encourage well-planned, clustered, commercial and industrial areas.**

This route, which retraces the path of the historic Florence and Cripple Creek Railroad, offers open, unobstructed views of the Wet Mountains. The quiet, peaceful, rural lifestyles along this road are what make this area special.

## **Highway 50**

**Maintain the scenic views and exciting tourist opportunities of this gateway to the Rocky Mountains.**

For westbound travelers, this is the first ascent into the mountains of Colorado. The views along Eightmile Hill of the Sangre de Cristo mountains are breathtaking. The character of the open meadows should be maintained.

Various tourist attractions and activities such as the Royal Gorge Bridge, Buckskin Joe, Tunnel Drive, Skyline Drive, helicopter rides, horseback riding, whitewater rafting, rock shops, and restaurants add to the excitement and create memorable experiences of the journey into the mountains of Colorado. We want to ensure that growth and development in this area are carefully planned and maintained.

***Important Characteristics that must be maintained.***

## **Teller County 1**

Teller County 1 **Maintain the open space, scenic views, and historic flavor along this route.**

Important qualities include the peaceful, open rural landscapes, and clean air and water.

Florissant Fossil  
Beds N.M.

**Preserve and interpret the significance of the fossil resources,  
history, and the natural ecosystems.**

This National Monument is a place where people can spend time with family and friends, learn about fossil resources, history and natural ecosystems on-site, get away from the everyday routine, relax and enjoy a peaceful setting, and feel safe and comfortable.

## **Cripple Creek to Victor**

**Maintain a connection to our mining heritage.**

This winding, high elevation highway offers glimpses of numerous mountains, historic mines, and present day mining.

*Important Characteristics that must be maintained.*

## **Colorado Springs**

**Preserve the historic connections between Colorado Springs and Cripple Creek/Victor.**

Colorado Springs is historically connected to Cripple Creek and Victor. The routes of the Midland Railroad and the Gold Camp Road are some of the important connections that should not be lost.

Colorado Springs is the major hub where much of the traffic to the byway originates and serves as the "base camp" for the Gold Belt Byway and other attractions in the Pikes Peak region.

## Florissant

### **Preserve the historic integrity of the community.**

Preserve the history of the Midland Railroad and the Hundley Stagecoach. The community wants to increase byway visitation through town, capture expenditures from the byway visitors, and attract new business and service providers.

They would like to have a better connection with the Florissant Fossil Beds National Monument. They would like to restore the downtown area with historic street lights, bring to life the history of this community, beautify the community, and provide recreational and educational opportunities in town.

## Cripple Creek

### **Preserve the historic turn-of-the century character of downtown Cripple Creek.**

Preserve the historic structures, streets, and other features. Also preserve the historic flavor or character of Cripple Creek - a bustling city of influence, historic types of transportation, melodramas, and the sights and sounds of Cripple Creek in the 1890's. Maintain a small town atmosphere with a strong sense of community.

Encourage planned growth that strives to preserve the historic character and small town atmosphere of Cripple Creek. Serve as a destination community and provide a variety of overnight accommodations, restaurants, recreational opportunities, historic educational tours and programs, art and literature, and limited stakes gaming. Enhance and broaden the types of cultural opportunities that are reflective of the period 1895 to 1905.

***Important Characteristics that must be maintained.***

## Victor

### **Maintain the historic mining-town character and small mountain town atmosphere of downtown Victor.**

The town is focusing on re-creating the historic downtown of Victor to the early 1900s. Visitors would experience what it was like to live in Victor during the gold mining days of the early 1900s.

The small mountain town atmosphere is also very important to residents. Important qualities

include: peaceful, quiet, slow pace, friendly people, and clean air and water. This community would like to expand the resident population - with a limit of 1200. Planned growth and long-range planning is critical to ensure that these important qualities are not lost.

## **Florence**

**Maintain our small town atmosphere and preserve the historic integrity of downtown Florence.**

The community vision is: Strive for a healthy, caring community, focusing on the past, having an eye on the future, while maintaining our small town atmosphere.

Florence is a gateway community on the southern end of the byway.

## **Cañon City**

**Preserve the historic integrity of downtown Cañon City, the 19th and 20th century architecture and other historic and cultural features.**

The residents also feel strongly about the quality of life in Cañon City. Cañon City has identified quality of life as an important goal of the community. Quality of life means: clean and beautiful downtown area, a safe place to be, well-planned businesses and services, friendly people, quality goods and services, and appreciating the culture and features of a small, rural, town.

## **E. Issues and Opportunities**

Many issues face the Gold Belt Byway region today. Some issues are regional, some are local, but regardless of the cause, the issues should be identified. The key to successful management of an area is to resolve issues, look for opportunities to improve, and plan for the future.

### **List of Issues**

1. Unplanned Growth Increasing visitation and increasing migration to the region and state have caused the people of the Gold Belt Byway region to look carefully at growth. Elements such as rural lifestyles and historic downtown areas are very important culturally to the local people. Growth must be carefully planned in order to preserve our communities and cultures.

2. Government Control vs Local Control More and more residents across the country are voicing a concern about big government. People want less government control and more control at the local level.

3. Loss of Scenic Areas The Gold Belt Byway has many scenic areas and open spaces that are highly valued and make the byway a special place. Most communities desire economic growth that strengthens the existing economies. However, a careful balance is needed to ensure that these special scenic areas remain for future generations. Adequate long-term planning is needed to ensure that these values are not lost.

4. Road Use Issues A variety of factors, ranging from population growth, increased backcountry driving, gaming in Cripple Creek, increased commuters traveling to work in other communities, and the designation of the Gold Belt Byway, have led to increased traffic in areas where traffic volume has historically been much lower. This increase in traffic has resulted in an increase in dust, vandalism, traffic accidents, and other problems. These roads and attractions should be marketed through signs, brochures, and the media so that traffic is dispersed to the appropriate roads to ensure that the quality of life for residents and experience of visitors is not impaired.

5. Mix of Land Ownership The Gold Belt Byway is a mix of private property: BLM, State Lands, communities and a National Monument. This mixed land ownership makes management of the area a challenge. Trespass and other negative impacts to private property are possible. An awareness and respect for the land and for the people who live there need to be developed.

6. Services The increased visitation to the byway region has resulted in a greater demand for services. These services include law enforcement, sanitation, transportation, search and rescue, fire protection, interpretation and education. There is a need to develop a less confusing and better coordinated system for utilizing existing services. A clear definition outlining the responsibility of each agency is needed.

7. Signing With so many agencies and partners involved in the byway, there could easily be confusion with many different types, colors, and sizes of signs. A coordinated sign strategy is needed.

8. Marketing Previously, some marketing efforts were intended to simply increase the number of visitors. This concept could be very negative for the Gold Belt Byway. Target Marketing - matching what visitors want with what they get - is a better method for success. However a coordinated approach from all marketing providers is needed in order to be successful.

9. Can a Regional Plan be Successfully Implemented? Can the local people successfully ensure that their vision and goals are carried out over the next 25 years? Clearly, diligence and perseverance will be required in implementing the byway plan over the long term.

## **List of Opportunities**

1. Resolve Issues - Increase Funding Base By working together, we can accomplish more and deal more effectively with the issues identified above. Many funding opportunities exist for organizations that have long-range plans and clearly defined vision and goals.

2. Strengthen Local Community Economies Tourism is a major industry in Colorado. The communities along the byway benefit from byway-related tourism. The communities also benefit by rebuilding and restoring their downtown areas in ways that feature their historic significance and links to the byway. There are many opportunities for small businesses in each community. This byway plan helps to identify small businesses and services needed to help accomplish the vision and goals for the byway.

3. Cultural and Natural Resource Preservation There are many historic and natural resources important to the people of this region. Now that the people of the region have identified the resources important to them, the agencies and others can work together toward fulfillment of common goals.

4. Clean-up and Beautification One of the great opportunities for the byway is the opportunity to work together on clean-up projects and provide incentives for beautification. Imagine roadways free of litter, carefully landscaped with native plantings.

5. More Local Involvement Rather than traditional government management (in which each agency managed its areas independently) we will ensure that the agencies work together to achieve a common vision for this region.

6. Focus on Education The byway can focus education on the rich natural and cultural history, traditional lifestyles, and land uses that have endured. We can't expect our schools to do it alone. We must be involved in teaching our children and visitors the importance of caring for and respecting the environment and the people who live in the area. We must promote an understanding and respect for our traditional lifestyles such as ranching and mining.

7. Increased Collaboration and Communication There is a great opportunity to bring together a cross-section of citizens who can address new issues and concerns. Such a collaboration that involves local citizens and the various agencies, can have a very strong voice in the state, as well as the nation, for funding support and other benefits.

8. Well-Planned Recreational Developments Through this collaborative planning effort more appropriate recreational developments can be planned and developed, such as support for the Arkansas Riverwalk, sanitation facilities for Phantom Canyon, and improvements for Red Canyon Park.

9. Coordinated Marketing There is a clear need to coordinate our marketing efforts. This can accomplish two things:

- 1) We could provide consistent and accurate messages about what products we have to offer. All too often, we mislead or provide conflicting information or market an area that shouldn't be marketed.
- 2) We could save money by developing advertisements that reach our target audience more effectively and at lower cost.



# Chapter 4

## Goals, Objectives, and Actions

### What are Goals, Objectives and Actions?

Goal	Define, what we want to achieve.
Objective	This is our roadmap, how we will achieve our goals.
Action	Specifically state what we plan to do.

### A word regarding private property as it relates to this plan.

This plan identifies numerous special historic features and recreational areas, some of them are located on private property. **It should be noted that NO development on private property will occur without prior, expressed desire and approval of the landowner.**

### How this Chapter Works . . .

This chapter is divided into three sections. Each section has specific goals, objectives, and actions that will help resolve the issues that face the byway and take advantage of opportunities.

Section I	- Overall Byway Goals	Pages 4-2 through 4-9
Section II	- Specific Road Segment Goals	Page 4-10 through 4-26
Section III	- Specific Community Goals	Page 4-27 through 4-38

## Section I - OVERALL BYWAY GOALS

**1. Byway Beautification Goal** - To provide a clean and attractive appearance along the byway for current and future residents and visitors.

**Objectives:**

The road and ditches along the byway will be free of trash and litter by ensuring at least 20 percent of the byway is cleaned annually.

The byway in the communities will be cleaned and beautified by promoting at least one beautification project in byway communities annually.

The byway and public lands within the viewing area of the byway will be free of trash and litter. The facilities will be well maintained and attractive.

**Actions:**

I.1.a. - Develop an adopt-a-road program for areas along the Byway.

I.1.b. - Coordinate community groups to beautify the byway cities; such as, plant trees and flowers, landscape, property upkeep, etc.

I.1.c. - Coordinate an annual cleanup in heavily used areas along the byway.

I.1.d. - Coordinate cleanup activities along private lands where landowners want to participate.

**2. Byway Educational Outreach Goal** - Increase the awareness, understanding, stewardship, and appreciation for the rich natural and cultural history, traditional lifestyles, paleontology and land uses that have endured.

**Objectives:**

Promote understanding and respect for traditional lifestyles, (i.e.; ranching, mining).

Encourage byway travelers to observe and recognize evidence of historic land uses.

Promote a greater understanding of past and present human endeavors, traditions, and values and how these have shaped the landscapes and communities along the byway.

Motivate byway travelers and area residents to learn about the natural and cultural history of the byway and surrounding areas.

**Actions:**

I.2.a. - Work with school districts along the byway to develop curricula focused on the cultural heritage of the area.

I.2.b. - Coordinate and consolidate a variety of publications, including brochures, a newsletter, and small newspapers, to provide interpretation of the byway history.

I.2.c. - Involve byway residents in developing interpretive media (e.g.; publications, signs, etc.).

I.2.d. - Support existing environmental education programs (i.e.; the Royal Gorge student educational program, Florissant Fossil Beds Environmental Education Program) by providing additional expertise and educational materials.

I.2.e. - Develop a "teach the teachers" program.

I.2.f. - Coordinate information about the Gold Belt Byway with all visitor centers along the byway.

I.2.g. - Annually train all information providers so they can clearly and uniformly explain the types of experiences and opportunities offered along the Gold Belt Byway.

**3. Cultural Preservation Goal** - Maintain the significant historical characteristics along the

byway and in each community.

**Objectives:**

Rebuild and restore the community's downtown areas in ways that feature the historic significance of each community and its link to the byway.

Manage remaining historic features along the byway.

Encourage businesses to develop in a way that helps to preserve the historical integrity of the communities, recognizing changing technologies.

Preserve historic buildings and other structures that reflect the early history of the community.

**Actions:**

I.3.a. - Develop an historic context for the byway.

I.3.b. - Complete research and inventory: archival and field (research and inventory).

I.3.c. - Prepare a cultural resource management plan.

I.3.d. - Submit eligible properties for inclusion to the National Register of Historic Places and the State Register of Historic Places.

I.3.e. - Encourage property owners and business owners to preserve the historic integrity of their properties.

I.3.f. - Through town meetings, determine and define what each community wants to preserve about lifestyles, culture, and community. Once determined, take measures to ensure development is consistent with the definitions including, but not limited to, zoning regulations, ordinances, and neighborhood covenants. Publicize decisions in each community and frequently remind them of their decisions to retain their identify, lifestyle and culture and what that means.

**4. Byway Signing Goal** - Signs will present a clear, professional, attractive, and consistent message along the byway.

**Objectives:**

Managing partners will accept responsibility for public signs within their jurisdiction by coordinating byway signing.

All public byway signing will be easy to follow, easily recognizable, and will not detract from the character of the area.

The byway partnership supports and encourages the development of a Fremont/Teller County coordinated sign ordinance as it relates to the byway.

**Actions:**

I.4.a. - Coordinate, implement, and maintain a public informational sign plan as identified in Appendix I.

I.4.b. - Support and encourage a Fremont/Teller County coordinated sign ordinance as it relates to the byway.

**5. Marketing Goal** - Ensure that the byway's vision and goals are met by marketing the various byway opportunities, attractions, and communities so that we match visitor preferences and expectations with the actual product.

**Objectives:**

Match visitor preferences and expectations with the actual product.

**Actions:**

I.5.a. - Ensure that all marketing materials, public relations media, interpretive media, and service and information providers will include: type of experience offered (refer to Important Characteristics described in Chapter 3), user ethics, time and distance of routes, access points, availability of visitor services and facilities, road conditions, traffic volume, and recreational opportunities.

I.5.b. - Annually train all information providers so they can clearly and uniformly explain the types of experiences and opportunities the Gold Belt Byway offers.

**Marketing Goal** - Encourage a year round tourist base, primarily spending time and dollars in the communities.

**Objectives:**

Increase the number of tourists to the communities during September through April.

**Actions:**

I.5.c. - Develop more off-season attractions and events.

**Marketing Goal** - Increase byway visitation in the communities, the Royal Gorge Bridge and the Florissant Fossil Beds National Monument, in order to increase revenue. Reduce byway visitation on the Shelf Road.

**Objectives:**

Provide better information on services and attractions for byway visitors so they will stay in the areas longer, and spend more money.

Provide better information for byway visitors so that only experienced, backcountry drivers will travel the Shelf Road.

**Actions:**

I.5.d. - Target market byway visitors who are low-impact environmentally respectful people with middle to high income levels.

I.5.e. - Selectively market certain segments; de-market other segments.

I.5.f. - Concentrate marketing efforts on moderately priced hotels and motels.

**6. Economic Health Goal** - Develop healthy and diverse economies by enhancing existing businesses and tourism related activities and expanding needed services appropriate to each community.

**Objectives:**

Develop diverse recreational and cultural opportunities for residents and visitors.

Create additional transportation links including bus, rail, and airplane service.

Provide new high quality tourist services such as non-franchised restaurants, specialty shops, transportation services (bike rentals, guided auto tours), historic period hotels, etc.

**Actions:**

I.6.a. - Inform entrepreneurs and economic development organizations of business opportunities associated with the Gold Belt Byway through media and personal contact.

I.6.b. - Inform entrepreneurs of small business loan opportunities such as Small Business Administration (SBA), Farmers Home Administration (FmHA), and the Upper Arkansas Area Development Corporation Gap Financing and Guaranteed Loan Program.

I.6.c. - Inform entrepreneurs of small business consultant services available through community colleges and universities.

I.6.d. - Provide a Colorado Leading Edge Program for local business owners.

I.6.e. - Include recruitment of service providers as a strategy in the Overall Economic Development Plan (OEDP).

**7. Safety Goal - Strive to provide a safe place for people to live and visit.**

**Objectives:**

Encourage law enforcement authorities to develop byway enforcement, fire protection, and search and rescue plans.

**Actions:**

1.7.a. - Initiate public lands watch programs, crime stoppers, and crime reporting programs.

1.7.b. - Encourage law enforcement agencies to increase their patrols of the lower Shelf, Phantom Canyon, and High Park Roads.

1.7.c. - Develop a flyer with agency phone numbers to show which agency has authority for which area.

**8. Open Space Goal - Maintain the landscapes surrounding our communities as rural ranchlands and open spaces.**

**Objectives:**

Work closely with local planning efforts (counties) to support the unique scenic and rural qualities of the byway.

Encourage and support a local land trust or other land trusts that are consistent with the open space

goal

Provide incentives to landowners along the byway to help them sustain the rural ranching and mining lifestyles.

**Actions:**

1.8.a. - Encourage the development of a local land trust.

1.8.b. - Work with other existing land trusts.

1.8.c. - Encourage the application of the VRM, visual category stipulations on BLM lands.

1.8.d. - Develop an action plan for preserving open space and rural ranchlands along the byway.

1.8.e. - Work with land trusts and various preservationist groups to inform land owners of conservation easements and other options.

1.8.f. - Work with public works agencies, state and U.S. Highways, utilities, ditch companies, railroads and other agencies or concerns, to secure shared use of easements and corridors.

1.8.g. - Encourage BLM to acquire or exchange for lands adjacent to the byway.

1.8.h. - Participate in all local planning processes to ensure that open space and rural ranchlands are a priority along the byway.

1.8.i. - Obtain funds for preserving open space and rural ranchlands along the byway.

**9. Natural Resources Goal** - Ensure that the natural environment is healthy and able to flourish.

**Objectives:**

Reduce impacts and reclaim damaged riparian areas and water quality along the Arkansas River, Fourmile and Eightmile Creeks, and other creeks in the planning area.

Reduce the amount of dust on gravel and dirt sections of the byway in order to meet air quality standards.

Maintain healthy wildlife habitat for all area species, including threatened and endangered.

**Actions:**

1.9.a. - On public lands, recreational off-highway vehicle use will be limited to designated roads and trails. The Beaver Creek WSA is closed to off-highway vehicle use and the Penrose Chaining Area is open to off-highway vehicle use. (See Appendix M)

1.9.b. - Minimize impacts to critical wildlife habitat, sensitive plant communities, and riparian areas.

1.9.c. - Coordinate road maintenance projects so riparian areas are improved. Hold an annual workshop with road crews, BLM and other affected interests to discuss road maintenance in relation to healthy streams and vegetation.

1.9.d. - Support efforts to clean polluted waters and improve the watershed and fisheries.

## **Section II - SPECIFIC ROAD SEGMENT GOALS**

This section details the goals, objectives, and actions for specific road segments.

## **A. Lower Shelf Road**

**1. Quality of Life Goal** - Maintain the scenic views and rural lifestyles, including the area's quiet, peaceful and relaxed pace, its clean air and water, and its character as a safe rural environment.

**Objectives:**

Implement the Open Space goal (see page 4-8).

Help support the rural lifestyles and traditional land uses for this area.

Reduce any adverse impacts to residents who live in this area.

**Actions:**

II.A.1.a. - Reduce the traffic on the Shelf Road through de-marketing techniques. (See Marketing goal, page 4-6)

II.A.1.b. - Establish and maintain communications with landowners adjacent to the byway to identify any new issues or opportunities.

II.A.1.c. - Form partnerships with residents who have goals of maintaining rural ranching and find ways to benefit each other.

II.A.1.d. - Provide emergency phone service near the Shelf Road Recreation Area.

II.A.1.e. - Provide paving or dust abatement on the road through sections of the Garden Park residential area to reduce the impact of dust and improve air quality.

II.A.1.f. - Reduce the weeds along the road to provide better visibility on sharp corners; use citizens' groups to plant wildflowers or cut the weeds.

II.A.1.g. - Add Fourmile Creek to the high school river water program.

II.A.1.h. - Increase law enforcement presence on Shelf Road during the high use season (April through August).

**2. Education Goal** - Promote understanding and appreciation of the fossil resources, geologic history, human history, and present day ranching activities evident along the Lower Shelf Road.

**Objectives:**

Foster awareness and appreciation of the history of Shelf Road and the enduring tradition of ranching.

Foster awareness, appreciation, and interest in learning about the geological and fossil resources of the Shelf Road including Garden Park Fossil Area and Red Canyon Park.

Encourage byway visitors to respect and protect the natural and cultural resources of the Shelf Road.

**Actions:**

II.A.2.a. - Develop interpretive exhibits and visitor information at Red Canyon Park, Cleveland Quarry, and Garden Park Fossil Area.

II.A.2.b. - Present educational programs and tours throughout the Garden Park Fossil Area.

II.A.2.c. - Develop a geology brochure interpreting the connection between Garden Park Fossil Area and the Florissant Fossil Beds National Monument.

II.A.2.d. - Provide onsite interpreters at the high use areas in Garden Park. Utilize agency personnel, Garden Park Paleontology Society, and volunteers to provide information and interpretation to visitors during the busiest periods.

**3. Recreation Goal** - Provide recreation opportunities that are compatible with the following objectives and will not impair the Quality of Life goal for Lower Shelf Road.

**Objectives:**

Garden Park Fossil Area: Preserve the natural resources and recreational opportunities. Focus management on education and preservation of the fossil resources and dispersed recreation uses that are compatible with preserving the natural resources.

Red Canyon Park: Maintain the scenic, natural landscapes as a peaceful mountain park. Focus management on camping, picnicking, hiking, climbing, and family oriented activities that are compatible with maintaining the scenic, natural landscapes of a peaceful mountain park.

Shelf Road Recreation Area: Maintain the natural landscapes and recreation opportunities. Focus management on climbing activities and dispersed recreation uses that are compatible with maintaining the natural landscapes.

**Actions:**

II.A.3.a. - Develop facilities at the Cleveland Quarry Recreation Site. Provide one public restroom, an information exhibit, and picnic facilities to reduce sanitation concerns.

II.A.3.b. - Maintain the current fee campground facilities and trails at the Shelf Road Recreation Area.

II.A.3.c. - Develop and maintain a campground, restroom facilities, culverts, upgrade roads, and a nature trail in Red Canyon Park.

II.A.3.d. - Coordinate and implement the American Discovery Trail along the Shelf Road.

**4. Road Condition Goal** - Provide a rural, peaceful, slow driving experience through ranching country.

**Objectives:**

Provide signs that clearly convey the type of road conditions ahead.

Reduce the traffic on Shelf Road. In 1994 the annual traffic count was 31 thousand. Reduce the traffic to 25 thousand annually until a more accurate carrying capacity can be determined.\*

**Actions:**

II.A.4.a. - Pave the road from Cañon City to approximately the entrance to Red Canyon Park. Maintain the rest of this segment as a gravel road with dust abatement through the remaining residential areas.

II.A.4.b. - Post and maintain the appropriate speed limit signs.

II.A.4.c. - Post road warning and road restriction signs at the beginning of each 4-wheel recommended area and at the entrance to the Shelf Road.

II.A.4.d. - Analyze traffic and use patterns within this area over a period of time to determine an appropriate carrying capacity(s) for this area.

II.A.4.e. - Work cooperatively with the mining industry and the gaming industry to encourage local commuters to travel to Cripple Creek and Victor via the High Park Road.

II.A.4.f. - Work closely with the Pueblo, Cañon City, and Florence newspapers and radio stations and other information providers to effectively communicate the road conditions and driving times for High Park and Shelf Road.

II.A.4.g. - Encourage a "Park and Ride" program (car pool network) for the High Park Road. Encourage any Shelf Road commuters to car pool.

II.A.4.h. - Encourage both counties to pass a vehicle length restriction for the Upper Shelf Road (Phantom Canyon has a 25 foot vehicle restriction).

\*Temporary carrying capacities are based on traffic data collected by BLM and discussions with local landowners and the steering committee. These numbers should be used as a temporary target until a more accurate capacity is determined.

## **5. Cultural Resource Goal** - Maintain the significant historical characteristics.

### **Objectives:**

Manage the remaining historic features along the byway.

### **Actions:**

II.A.5a. - Preserve the following features along this segment: Garden Park school house, petroglyphs, first oil well, and dinosaur quarries.

## **B. Upper Shelf Road**

**1. Quality of Life Goal** - Maintain the rough, rugged, backcountry, mountainous qualities of this area.

**Objectives:**

Implement the Open Space and Marketing goals, (see page 4-8 and 4-6).

**Actions:**

II.B.1.a. - Work closely with county to encourage that the road be maintained in a rough, backcountry character.

**2. Education Goal** - Promote understanding, appreciation, and enjoyment of the natural ecosystem and historic significance of the Shelf Road.

**Objectives:**

Promote an awareness and appreciation for the history of the Shelf Road and the enduring traditions of ranching and mining.

Expand awareness and understanding of the ecosystems along the Shelf Road.

Encourage byway visitors to respect and protect the natural and cultural resources of the Shelf Road.

**Actions:**

II.B.2.a. - Develop a scenic overlook pull-out and interpretive exhibit (topic: ecosystems) along the northern part of the Shelf Road.

II.B.2.b. - Develop an exhibit near the Roosevelt Tunnel interpreting the area's mining history.

II.B.2.c. - Install a Gold Belt Byway kiosk at the northern end of the Shelf Road, at the intersection of Colorado State Highway 67 and Shelf Road.

**3. Recreation Goal** - Sustain a backcountry scenic drive through this undeveloped mountainous area.

**Objectives:**

Focus management on low-impact dispersed recreation: backpacking, viewing wildlife, picnicking, etc.

**Actions:**

II.B.3.a. - On the Upper Shelf Road, develop only small parking pull-outs for safety of people wanting to explore, view wildlife, picnic, etc.

II.B.3.b. - Coordinate and implement the American Discovery Trail along the Shelf Road.

**4. Road Condition Goal** - Provide an adventurous and historic backcountry driving experience through an extremely rugged area with few amenities.

**Objectives:**

Provide signs that clearly convey the type of road conditions ahead.

Maintain the road in a rough and rugged condition that allows for only slow moving vehicular traffic.

Reduce the traffic on the Shelf Road. In 1994 the annual traffic count was 31 thousand. Reduce the traffic to 25 thousand annually until a more accurate carrying capacity can be determined.\*

Preserve the historic integrity of the road.

**Actions:**

II.B.4.a. - Maintain Upper Shelf Road as rough (4-W recommended) road, equal to 1994 maintenance schedule.

II.B.4.b. - Road and bridge maintenance will help to preserve the historic character of the area, (i.e. curved bridges repaired or replaced by same style, steel guard rail replaced by rusted guard rail, and rock retaining walls rebuilt).

II.B.4.c. - Post and maintain appropriate speed limit signs.

II.B.4.d. - Post road warning and road restriction signs at the beginning of each 4-wheel recommended area and at the entrance to the Shelf Road.

II.B.4.e. - Analyze traffic and use patterns within this area over time to determine carrying capacity(s).

II.B.4.f. - Work cooperatively with the mining industry and the gaming industry to encourage local commuters to travel to Cripple Creek and Victor via the High Park Road.

II.B.4.g. - Work closely with Pueblo, Cañon City, and Florence newspapers and radio stations and other information providers to effectively communicate the road conditions and driving times for High Park and Shelf Road.

II.B.4.h. - Encourage a "Park and Ride" program (car pool network) for the High Park Road. Encourage any Shelf Road commuters to car pool.

II.B.4.i. - Encourage both counties to pass a vehicle length restriction on the Upper Shelf Road (Phantom Canyon has a 25 foot vehicle restriction).

\*Temporary carrying capacities are based on traffic data collected by BLM and discussions with local landowners and the steering committee. These numbers should be used as a temporary target - until a more accurate capacity is determined.

**5. Cultural Resource Goal** - Maintain the significant historical characteristics.

**Objectives:**

Manage the remaining historic features along the byway.

**Actions:**

II.B.5a. - Preserve the following features along this segment: Toll-collectors cabin remains, Carlton and Roosevelt Tunnels, Rosebud Mill site, and features associated with the road, i.e. rock walls and mine cribbing.

## C. Phantom Canyon

**1. Quality of Life Goal** - Preserve the natural, scenic, and historic characteristics of the canyon.

**Objectives:**

Implement the Natural Resource, Open Space, and Cultural goals, (see pages 4-9, 4-8, 4-4).

**Actions:**

II.C.1.a. - Preserve the following features along Phantom Canyon: historic townsites and the historic bridges.

II.C.1.b. - Close heavily impacted streamside areas and improve the condition of riparian areas along Eightmile Creek on public lands.

II.C.1.c. - Maintain the Beaver Creek Wilderness Study Area so wilderness characteristics are not impaired.

**2. Education Goal** - Promote understanding, appreciation, and enjoyment of the natural ecosystem and historic significance of Phantom Canyon.

**Objectives:**

Foster an awareness and appreciation of the historic significance of Phantom Canyon and the Florence and Cripple Creek Railroad.

Introduce the concept of ecosystems and life zones and illustrate the role of the Beaver Creek Wilderness Study Area and other areas managed for wilderness values in ecosystem management.

Encourage byway visitors to respect and protect the natural and cultural resources of Phantom Canyon.

**Actions:**

II.C.2.a. - Develop an audio tape tour of Phantom Canyon.

II.C.2.b. - Develop exhibits along Phantom Canyon at the following locations: Indian Springs turn-off, Tunnel #2, Adelaide, CCC Camp, Steel Bridge, Wilbur townsite, and Wilbur Loop Overlook.

II.C.2.c. - Provide onsite interpreters in Phantom Canyon at areas of high visitor use; i.e., Steel Bridge. Utilize agency personnel and volunteers to provide information and interpretation to visitors.

**3. Recreation Goal** - Maintain a scenic and historic drive through a rugged and relatively undeveloped area in a natural setting.

**Objectives:**

Provide minimal recreational facilities in areas of high visitor use to maintain the undeveloped backcountry experience.

Inform people of the types of recreational opportunities available in the area.

**Actions:**

II.C.3.a. - Develop information stations and two public restrooms to replace the existing portable restrooms and to reduce sanitation concerns.

II.C.3.b. - Develop one fee campground with only minimal developments (restroom, water, parking sites, picnic tables, and fire rings). Site location has not been determined.

II.C.3.c. - Maintain trailhead for Beaver Creek. Future trails may include: Nipple Mountain, and Cooper Mountain.

#### **4. Road Condition Goal** - Provide a scenic and historic slow backcountry driving experience through a rugged canyon.

**Objectives:**

In 1994 traffic on Phantom Canyon was 76 thousand a year. Traffic should not exceed this amount until a more accurate carrying capacity can be determined.\*

Maintain the road in a gravel condition that allows for slow moving vehicular travel.

Provide signs that clearly convey the type of road condition and the vehicle restrictions for the road ahead.

Protect the historic integrity of the road shoulders including historic cuts and fills.

**Actions:**

II.C.4.a. - Maintain a gravel road on Phantom Canyon.

II.C.4.b. - Post appropriate speed limit signs on Phantom Canyon.

II.C.4.c. - Provide increased law enforcement presence on Phantom Canyon in the area during the high use season (April through August).

II.C.4.d. - Post the appropriate warning and road restriction signs at the entrance areas to the Phantom Canyon Road.

II.C.4.e. - Analyze traffic and use patterns within this area over a period of time to determine a carrying capacity(s) for this area.

II.C.4.f. - Road and bridge maintenance should occur that will preserve the historic character of the area (i.e. curved bridges repaired or replaced by same style, steel guard rail replaced by rusted guard rail).

\*Temporary carrying capacities are based on traffic data collected by BLM and discussions with local landowners and the steering committee. These numbers should be used as a temporary target until a more accurate capacity is determined.

## **D. High Park Road**

### **1. Quality of Life Goal** - Maintain the scenic views, open space, and rural ranching culture.

**Objectives and Actions:**

Implement the Open Space goal, (see page 4-8).

**2. Education Goal** - Promote understanding of the human history, the mountain grassland ecosystem, and the geology along the High Park Road.

**Objectives:**

Foster awareness and appreciation of historic ranching and present day ranching operations.

Develop understanding of the connection between the geology of the area and the history of gold mining.

Foster awareness and appreciation of the mountain grassland ecosystem with a special focus on wildlife.

Encourage byway visitors to respect and protect the natural and cultural resources of the High Park Road.

Implement the Byway Educational Outreach goal (see pages 4-3).

**Actions:**

II.D.2.a. - Develop interpretive exhibits at Mt. Pisgah Scenic Overlook.

**3. Recreation Goal** - Maintain a scenic drive for people to experience rural Colorado in a relatively undeveloped area in a natural setting.

**Objectives:**

Provide minimal recreational facilities to reduce visitor impacts in areas of high visitor use.

Focus management of Deer Haven Ranch and Booger Red Hill on dispersed recreation uses such as hiking, hunting, biking, fishing, and horseback riding.

**Actions:**

II.D.3.a. - Develop a day-use recreation site on High Park Road on BLM public lands that would overlook Mt. Pisgah. The site would include a public restroom, trail, and information exhibits.

II.D.2.d. - Develop and maintain a parking area and information area at Booger Red Hill.

II.D.2.c. - Develop and maintain parking areas, information sites and trails at Deer Haven Ranch.

**4. Road Condition Goal** - Provide a rural scenic driving experience through high mountain parklands.

**Objectives:**

Maintain a paved road that allows for safe vehicular travel.

**Actions:**

II.D.4.a. - Pave the remaining portion of High Park Road.

II.D.4.b. - Post appropriate speed limit signs.

II.D.4.c. - Provide increased law enforcement presence on High Park Road in the area during the high use season (April through August).

## **E. Florence to Cañon City (Highway 115)**

### **1. Quality of Life Goal** - Maintain the rural, small-town characteristics of this area.

**Objectives and Actions:**

Implement the Open Space goal (see page 4-8).

### **2. Education Goal** - Promote understanding and appreciation of the history of Florence and its surroundings.

**Objectives:**

Foster an awareness and knowledge of the area's mineral resources (oil and coal) and the importance of the mining industry, the small farms and orchards.

Implement the Byway Educational Outreach goal, (see page 4-3).

### **Education Goal** - Promote interest in and understanding of the area's wildlife.

**Objectives:**

Provide opportunities for viewing wildlife.

**Actions:**

II.E.2.a. Develop a brochure and/or interpretive exhibit for the Arkansas Riverwalk that focuses on the importance of riparian ecosystem and opportunities for wildlife viewing.

II.E.2.b. - Develop an area near Fawn Hollow for bighorn sheep observation.

### **3. Recreation Goal** - Maintain a scenic and rural drive.

**Objectives:**

Focus management on: driving for pleasure, hiking, jogging, biking, fishing, viewing wildlife, and education.

**Actions:**

II.E.3.a. - Develop and maintain the Arkansas Riverwalk from Florence to Cañon City and the Royal Gorge.

II.E.3.b. - Coordinate and implement. American Discovery Trail, Shelf Road and the Arkansas Riverwalk.

### **4. Road Condition Goal** - Maintain a winding two-lane paved state highway through a rural and residential area.

**Objectives and Actions:**

Maintain this paved road according to state highway standards.

## **F. Florence to Phantom Canyon**

**1. Quality of Life Goal** - Maintain the scenic and historic open spaces (high arid plains and rangelands) and encourage well-planned, clustered, commercial and industrial areas.

**Objectives:**

Encourage the airport industrial park (zoned commercial or industrial) to be well-planned to enhance property values and scenic qualities. Any new developments should occur in clusters and have a significant setback from Colorado State Highway 67. Strip commercial development should be avoided.

Encourage architecture that is in keeping with the surrounding landform and will complement the character.

Implement the Open Space goal (see page 4-8).

**Actions:**

II.F.1.a. - Encourage the county to develop a "Highway Commercial Design Criteria" to unify highway development. The design criteria could address: access, parking lot layout, architectural styles, setback criteria, signs, and landscape standards.

II.F.1.b. - Encourage county zoning for the industrial areas that would encourage developments to enhance property values and the scenic quality of the area.

**2. Education Goal** - Promote understanding and appreciation of the historic significance of Florence and Phantom Canyon to the Cripple Creek Gold Rush.

**Objectives:**

Foster an awareness and appreciation of the historic significance of the Florence and Cripple Creek Railroad and the town of Florence.

Encourage byway visitors to respect and protect the natural and cultural resources.

**Actions:**

II.F.1.a. - Install a Gold Belt Byway kiosk at the intersection of U.S. Highway 50 and Colorado State Highway 67.

**3. Recreation Goal** - Maintain a scenic and historic driving experience and an opportunity to hike along the Arkansas River.

**Objectives:**

Focus management along this route to include driving for pleasure, hiking, biking, fishing, and education.

**Actions:**

II.F.2.a. - Develop and maintain the Arkansas Riverwalk from Florence to Cañon City and the Royal Gorge.

## **G. Highway 50**

**1. Quality of Life Goal** - Maintain the scenic views and exciting tourist opportunities of this gateway to the Rocky Mountains.

**Objectives:**

Maintain the open meadows and scenic views.

Implement the Open Space goal (see page 4-8).

Encourage development of the area in a manner that will enhance property values and the scenic quality of the area. New developments should occur in clusters and have a significant setback from U.S. Highway 50. Strip commercial development should be avoided.

Encourage architecture that is in keeping with the surrounding landscape.

**Actions:**

II.G.1.a. - Encourage the county, city, and other stakeholders to develop a "preferred development plan" for the area to ensure the overall scenic quality of the area will be maintained.

II.G.1.b. - Encourage the county to develop a "Highway Commercial Design Criteria" to unify highway development. The design criteria could address such concerns as access, parking lot layout, architectural styles, setback criteria, signs, and landscape standards.

II.G.1.c. - Encourage county zoning that would encourage developments that will enhance property values and the scenic quality of the area.

**2. Education Goal** - Encourage visitors to enjoy a wide variety of regional attractions and opportunities.

**Objectives:**

Provide locations to inform byway visitors of the Gold Belt Byway and other regional attractions and opportunities.

**Actions:**

II.G.2.a. - Encourage tourism related businesses along U.S. Highway 50 to provide a wide variety of information on regional attractions and opportunities.

**Education Goal** - Encourage understanding and appreciation of the geology and ecosystems of the southern Rocky Mountains.

**Objectives:**

Increase opportunities for visitors to learn about the geology and ecosystems of the region.

**Actions:**

II.G.2.b. - Provide volunteers and/or seasonal employees to present interpretive programs about the Gold Belt Byway (evening slide shows, campfire talks) at private campgrounds.

II.G.2.c. - Develop an exhibit interpreting the geology of Twin Mountain.

II.G.21.d. - Develop an interpretive exhibit and a self-guided interpretive trail along the rim of the Royal Gorge.

**3. Recreation Goal** - Maintain and support recreational, educational, and tourism opportunities provided along this scenic gateway.

**Objectives:**

Focus management on tourism activities and outdoor recreation.

Work toward developing a year-round tourist destination area, in recognition of the importance of tourism to the local economy.

Support and encourage new tourism and outdoor recreation related businesses.

**Actions:**

II.G.3.a. - Develop and maintain the Arkansas Riverwalk to the Royal Gorge.

II.G.3.b. - Support the development of the Dinosaur Discovery Center.

II.G.3.c. - Support the development of the Priest Canyon Trail and Tunnel Drive Trail.

II.G.3.d. - Encourage hiking and biking use along Skyline Drive in Cañon City.

## H. Teller County 1

**1. Quality of Life Goal** - Maintain the open space, scenic views, and historic flavor along this route.

**Objectives:**

Implement the Open Space goal (see page 4-8).

Implement the Cultural Resources goal (see page 4-4).

**Actions:**

II.H.1.a. - Preserve the Fourmile Cemetery.

**2. Education Goal** - Promote understanding, appreciation, and enjoyment of the fossil, scenic and historic resources of Teller County 1 including Florissant and Florissant Fossil Beds National Monument (NM).

**Objective:**

Provide opportunities for visitors to learn about the significant resources of the northern segment of the Gold Belt Byway.

Increase the number of visitors stopping at the Florissant Fossil Beds National Monument.

**Actions:**

II.H.2.a. - The Colorado Springs and Woodland Park tourism agencies will market Teller County 1 to people wanting to learn about fossils or history.

II.H.2.b. - Revise the Gold Belt Byway brochure to include information about the historic significance of Florissant and a photograph of the Fossil Beds.

II.H.2.c. - Support the development of a new visitor center for the Florissant Fossil Beds National Monument.

II.H.2.d. - Develop exhibits along Teller County 1 at the following locations: Florissant Fossil Beds NM and the Evergreen Station.

**3. Recreation Goal** - Provide recreation opportunities that are compatible with the following objective and will not impair the Quality of Life goal for Teller County 1..

**Objectives:**

Florissant Fossil Beds NM: Preserve and interpret the significance of the fossil resources, history, and the natural eco-systems. Focus management in the Florissant Fossil Beds NM on preservation and interpretation with dispersed recreation.

**Actions:**

II.H.3.a. - Support the existing recreational opportunities throughout Florissant Fossil Beds NM.

II.H.3.b. - Encourage the development of a multiple use trail from Florissant and Florissant Fossil Beds NM.

II.H.3.c. - Support existing efforts and encourage the development of the following recreational opportunities: golf course, open air chapel, horseback riding, bike trail from Florissant to the Evergreen Station.

II.H.3.d. - Encourage the development of a scenic overlook at Mt. Pisgah.

II.H.3.e. - Support the development of a new visitor center.

II.H.3.f. - Support the Ute Pass Trails Corridor project.

## **I. Cripple Creek to Victor (Highway 67)**

**1. Quality of Life Goal** - Maintain a connection to our mining heritage - past, present, and future.

**Objectives:**

Preserve and interpret the historic structures and characteristics along the route.

Implement the Cultural Resources and Byway Educational Outreach goals (see pages 4-4 and 4-3).

**2. Education Goal** - Promote understanding and awareness of the significance of the Cripple Creek Mining District -- past and present.

**Objectives:**

Motivate visitors and residents to understand and appreciate the historic significance of the mining district.

Encourage a safe experience by providing information about hazards associated with abandoned mines.

Interpret the current mining operations.

**Actions:**

II.1.2.a. - Maintain the interpretive exhibit and Gold Belt Byway Kiosk at the Battle Mountain Overlook near Victor.

II.1.2.b. - Expand and revise the interpretive exhibit about the modern mining operation at the Carleton Mill.

II.1.2.c. - Support the interpretive efforts of the tourist train (Cripple Creek along Colorado State Highway 67) and include messages about safety hazards and safety precautions in the mining district.

II.1.2.d. - Develop an interpretive exhibit at the Independence Mine and Mill on Battle Mountain.

**3. Recreation Goal** - Provide recreational opportunities that will link the communities of Cripple Creek and Victor.

**Objectives:**

Support the Ute Pass Trails Corridor project and the American Discovery Trail.

## **Section III - SPECIFIC COMMUNITY GOALS**

This section details the goals, objectives, and actions of each byway community.

## **A. Colorado Springs**

**1. Quality of Life Goal** - Preserve the historical connections between Colorado Springs and Cripple Creek/Victor.

**Objectives and Actions:**

Implement the Byway Educational Outreach goal (see page 4-3).

**2. Economic Health Goal** - Ensure all marketing efforts and services from Colorado Springs are consistent with this plan.

**Objectives:**

Serve as a "base camp" community for many adventure travel opportunities along the Gold Belt Byway.

Serve as a transportation link with the byway area.

Provide destination adventure tourism packages.

**Actions:**

III.A.2.a. - Provide car rental and bus, train, and air transport to the Gold Belt Byway communities for people traveling from Colorado Springs.

III.A.2.b. - Through press releases and personal contact with travel and transportation industry entrepreneurs, encourage development of bus tours to the Cripple Creek area via Florissant.

III.A.2.c. - Inform business consultants and local business education institutions of entrepreneurial opportunities in packaging educational tours to the Florissant Fossil Beds National Monument, Cripple Creek, and Victor.

III.A.2.d. - Concentrate marketing efforts in Colorado Springs on > \$65 per night hotels/motels and with car rental vendors.

## **B. Florissant**

### **1. Quality of Life Goal - Preserve the historical integrity of the community.**

**Objectives:**

Preserve the significant historic features of the downtown.

Implement the Cultural Resources goal (see page, 4-4).

**Actions:**

III.B.1.a. - The community of Florissant will work to preserve: the Florissant Heritage Museum, historic 1887 schoolhouse complex, Fortification Hill and the Ute battlefield, and the historic downtown district..

### **2. Economic Health Goal - Develop economic structure to capture the tourism business generated as a result of the Gold Belt Byway.**

**Objectives:**

Encourage tourism related business developments that are consistent with the small rural mountain town with its roots connected to ranching, pioneers, railroads, and stagecoach routes.

Maintain the existing roads, but allow for changes in parking and traffic controls.

Develop a marketing strategy to encourage visitors from the Colorado Springs area to enter the byway via Florissant.

**Actions:**

III.B.2.a. - Encourage entrepreneurs to develop educational auto tours, horseback riding, and a stagecoach service that would take visitors to the Florissant Fossil Beds National Monument and the museum.

III.B.2.b. - Review location of possible changes in parking and traffic controls to determine whether the Colorado Department of Transportation will be involved.

III.B.2.c. - Review current zoning to determine 1) if zoning exists in the community and 2) if zoning needs to be changed to accomplish adequate parking and traffic controls.

III.B.2.d. - Encourage the Colorado Springs and Woodland Park tourism agencies to market Teller County 1 to people wanting to learn about fossils or history.

### **3. Recreation Goal - Residents and visitors will be encouraged to stay and spend time in Florissant because of the enjoyable recreational opportunities offered.**

**Objectives:**

Develop recreational opportunities that are desired by the residents and can be shared with visitors.

**Actions:**

III.B.3.a. - Encourage the development of a multiple use trail from Florissant to the Florissant Fossil Beds National Monument. The trail could be used for hiking, biking, horseback riding, stagecoach rides, etc.

III.B.3.b. - Develop a Florissant picnic park adjacent to the byway.

**4. Education Goal** - Promote understanding, appreciation, and enjoyment of Florissant's connection with the Ute Indians, Colorado Midland Railroad, Hundley Stagecoach line, and specifics about the Gold Belt Byway.

**Objectives:**

Provide opportunities for visitors to learn about the Gold Belt Byway and the history of Florissant.

**Actions:**

III.B.4.a. - Install a Gold Belt Byway information kiosk in Florissant.

III.B.4.b. - Develop a visitor center in Florissant and renovate a building to serve as the main visitor center.

III.B.4.c. - Develop interpretive exhibits at the Florissant museum and develop a display about its connection with the Gold Belt Byway.

## C. Cripple Creek

**1. Quality of Life Goal** - Preserve the historic turn-of-the-century character of downtown Cripple Creek.

**Objectives:**

Preserve the significant historic features of the downtown.

Implement the Cultural Resources goal, (see page 4-4).

**Actions:**

III.C.1.a. - The community of Cripple Creek will work to preserve: Bell Brothers Building, Colorado Trading and Transfer Building, Mt. Pisgah Cemetery and the downtown historic district.

**2. Economic Health Goal** - Maintain a diversified local economy with emphasis on lone eagle and tourism operations.

**Objectives:**

Maintain a variety of retail businesses in addition to the existing gambling opportunities.

Create transportation links with Colorado Springs, Woodland Park, Florissant, and Victor.

Provide state-of-the art telecommunications technology required for lone eagle business ventures.

**Actions:**

III.C.2.a. - Encourage historical type retail businesses so visitors will want to participate in that time period: melodramas, silent films, vaudeville, art galleries, museums, concerts.

III.C.2.b. - Coordinate with local historians to assist with the development of information about goods available through retail outlets during the specified time period.

III.C.2.c. - Encourage the development of the Short Line Railroad from Cripple Creek to Victor.

III.C.2.d. - Encourage entrepreneurs to investigate feasibility of other transportation linkages, such as shuttle buses, primarily to Victor, Florissant, and Cañon City via the High Park Road.

III.C.2.e. - Encourage historic type transportation opportunities in Cripple Creek: horse and buggy, antique cars, and trolley cars.

III.C.2.f. - Encourage existing gambling businesses to maintain or develop turn-of-the century sights and sounds of Cripple Creek.

**3. Education Goal** - Promote understanding and awareness of the significance of the Cripple Creek Mining District -- past and present-and the significance of the Gold Belt Byway.

**Objectives:**

Motivate visitors and residents to understand and appreciate the historic significance of the mining district.

Ensure all visitors and residents have a clear understanding about the byway and the type of experiences that it offers.

**Actions:**

III.C.3.a. - Develop a walking tour of historic downtown Cripple Creek.

III.C.3.b. - Develop interactive educational opportunities that allow visitors to learn through hands-on experiences; for example purchasing products from a store representative of the time period.

III.C.3.c. - Develop interpretive exhibits at the existing Tenderfoot Hill Overlook.

**4. Community Planning Goal** - Improve the quality of life for area residents through community planning. (In this document, only as it applies to the byway.)

**Objectives:**

Provide increased recreational and cultural activities.

Maintain the historic and small town atmosphere of the community.

**Actions:**

III.C.4.a. - Survey the local residents to determine what types of recreational, cultural activities and facilities are desired.

III.C.4.b. - Encourage the gambling association and other prominent industry to work with local governments to encourage new recreational and cultural activities and facilities.

III.C.4.c. - Develop a vision for the community of Cripple Creek. Incorporate the following statements into the community visioning process: 1. Preserve the historic turn-of-the century character of the community, and also recognize the importance of the gambling industry. 2. Preserve the historic buildings and character that reflect the early 1900s' mining community. 3. Enhance and broaden the types of cultural opportunities that are reflective of the time period of 1895 to 1905. 4. Maintain a small town atmosphere with a strong sense of community.

## **D. Victor**

**1. Quality of Life Goal** - Maintain the historic mining-town character and small mountain town atmosphere of downtown Victor.

**Objectives:**

Preserve the significant historic features of the downtown.

Implement all of the overall byway goals, (see pages 4-2 through 4-9).

**Actions:**

III.D.1.a. - The community of Victor will work to preserve: Town Hall, Lowell Thomas Museum, historic street scape and the downtown historic district.

**2. Economic Health Goal** - Diversify and support the local economy.

**Objectives:**

Significantly increase tourism dollars to the community from byway visitors.

Provide unique services for residents and visitors.

Implement Marketing goal, (see pages 4-6).

**Actions:**

III.D.2.a. - Support existing and encourage new entrepreneurs to develop unique services in the show place block: bed and breakfast establishments, "mom and pop" restaurants, antique stores, craft shops; re-create other early 1900s' amenities.

III.D.2.b. - Encourage entrepreneurs to develop educational auto tours of the historic mining district.

III.D.2.c. - Develop Lowell Thomas programs that would provide visitors with information and history about the area, i.e. a small theater, radio station, etc.

III.D.2.d. - Make minor re-route of the byway through Victor. The re-route will encourage visitors to travel through more of the downtown area.

**3. Education Goal** - Promote understanding, appreciation, and enjoyment of Victor's

significant history and bring to life the stories and events of Lowell Thomas.

**Objectives:**

Visitors will experience what life was like for people living in Victor in the 1900s.

Ensure that all visitors and residents have a clear understanding about the byway and the type of experiences offered.

Visitors will understand and appreciate the accomplishments of Lowell Thomas.

**Actions:**

III.D.3.a. - Develop living history programs about life in Victor. Guided walking tours, demonstrations in the broom shop, re-creations of events on main street, etc.

III.D.3.b. - Utilize the historic walking tour brochure and guided program throughout downtown Victor. Utilize the self-guided auto tour brochure.

III.D.3.c. - Install a Gold Belt Byway kiosk at the Battle Mountain Overlook.

**4. Community Planning Goal** - Improve the quality of life for the area's residents through community planning. (In this document, only as it applies to the byway.)

**Objectives:**

Maintain the small town atmosphere of a blue-collar miners' mountain town.

Support the mining industry.

**Actions:**

III.D.4.a. - Encourage the Victor residents to develop a vision for the community of Victor. Incorporate the following actions into the community visioning process: 1. Re-create the historic town of Victor. 2. Restore the streets and roadways through Victor with historic features. 3. Control growth through long-range planning. 4. Maintain the historic features and atmosphere of the downtown area.

III.D.4.b. - Utilize a business plan to renew existing businesses and encourage new ones mentioned above.

III.D.4.c. - Establish an enterprise zone for Victor.

III.D.4.d. - Continue to coordinate with mining officials and inquire how they would like to support long term growth in the community.

III.D.4.e. - Continue to coordinate with mining officials to meet with permanent residents to ensure that no adverse impacts will occur to the community.

III.D.4.f. - Continue to involve the mining industry in the community. Ask mining officials to serve on community boards, Chamber of Commerce, and local government activity.

## **E. Florence**

**1. Quality of Life Goal** - Maintain our small town atmosphere and preserve the historic integrity of downtown Florence.

**Objectives:**

Preserve the significant historic features of the downtown.

Implement all of the overall byway goals, (see pages 4-2 through 4-9).

**Actions:**

III.E.1.a. - The community of Florence will work to preserve: Rialto Theater, historic mill and the downtown historic district.

**2. Economic Health Goal** - Diversify and support the local economy through tourism.

**Objectives:**

Increase tourism dollars in the community from byway visitors by encouraging them to stop in Florence.

Encourage service providers to locate in Florence.

**Actions:**

III.E.2.a. - Attract existing byway travelers from U.S. Highway 50 to Florence via Penrose and U.S. Highway 115. Improve the byway signing at U.S. Highway 50 and Penrose and at U.S. Highway 50 and Colorado State Highway 67.

III.E.2.b. - Support existing and encourage new entrepreneurs to develop services in the community: guided educational auto tours of Phantom Canyon, and High Park Road, Bike'n Ride programs (bike rentals), Deliver a Camper program.

III.E.2.c. - Encourage entrepreneurs to develop shops highlighting the local art community.

**3. Education Goal** - Promote understanding and appreciation of the historic significance of Florence and its role in the Cripple Creek Gold Rush.

**Objectives:**

Foster understanding of the importance of Florence to the Cripple Creek mining district. Instill an appreciation and awareness about the history of Florence with an emphasis on: oil, coal, gold milling, prisons, and railroading.

Ensure all visitor and residents have a clear understanding about the byway and the type of experiences offered.

**Actions:**

III.E.3.a. - Develop a visitor center in Florence in a prominent location near the beginning of the byway.

III.E.3.b. - Install a Gold Belt Byway information kiosk in Pioneer Park or near the visitor center.

III.E.3.c. - Develop an historic walking tour of Florence.

III.E.3.d. - Development of interpretive geological and historic walking tours on portions of the Arkansas Riverwalk in Florence.

**4. Recreation Goal** - Residents and visitors will be encouraged to stay and spend time in Florence because of the enjoyable recreational opportunities offered.

**Objectives:**

Develop recreational opportunities desired by the residents, which can be shared with visitors.

**Actions:**

III.E.4.a. - Support existing efforts and encourage the development of the following recreational opportunities: Golf course, bicycle lanes, and water-based recreation on the Arkansas River

III.E.4.b. - Develop the Arkansas Riverwalk

**5. Community Planning Goal** - Improve the quality of life for area residents through community planning. (In this document, only as it applies to the byway.)

**Objectives:**

Follow the vision for Florence: Strive for a healthy, caring community, focusing on the past, having an eye on the future, while maintaining our small town atmosphere.

**Actions:**

III.E.5.a. - Develop a community plan to ensure that the above vision statement can be achieved.

## F. Cañon City

**1. Quality of Life Goal** - Preserve the historic integrity of downtown Cañon City, the 19th and 20th century architecture and other historic and cultural features.

**Objectives:**

Preserve the significant historic features of the downtown.

Implement all of the overall byway goals (see pages 4-2 through 4-9).

**Actions:**

III.F.1.a. - The community of Cañon City will work to preserve: River Station project sites, 4th Street renovations, downtown historic district.

**2. Economic Health Goal** - Increase the amount of revenue from existing tourism to improve local economy.

**Objectives:**

Encourage byway visitors to visit Cañon City during the slower seasons.

Encourage byway visitors to pulloff U.S. Highway 50 to spend more money and time in the local community.

**Actions:**

III.F.2.a. - Update key marketing materials to include benefits to off-season travel. Include information about climate and year-round attractions in these marketing pieces.

III.F.2.b. - Encourage all information providers to better inform byway visitors about the local recreational, educational and cultural opportunities and excellent services offered in Cañon City.

III.F.2.c. - Support existing and encourage lone eagle businesses in the historic downtown area such as antique shops, historic photos, western stores, galleries, craft shops, etc.

III.F.2.d. - Pursue the development of the Dinosaur Discovery Center.

III.F.2.e. - Support the Dinosaur Depot and the River Station Project.

**3. Education Goal** - Promote awareness and appreciation of the history of Cañon City.

**Objectives:**

Encourage visitors to enjoy Cañon City's historic downtown and other attractions (i.e.; prison museum, municipal museum, Peabody Mansion, Dinosaur Depot).

Ensure all visitors and residents have a clear understanding about the byway and the type of experiences offered.

**Actions:**

III.F.3.a. - Update and develop a walking or driving tour of downtown Cañon City.

III.F.3.b. - Develop coordinated information for all of the current information centers in Cañon City (River Station, tourist cabins, BLM office, U.S. Forest Service office, Chamber of Commerce, etc.) so consistent information will

be given to byway visitors.

III.F.3.c. - Support the "Cañon Proud" program with downtown a priority.

III.F.3.d. - Develop interpretive geologic or historic walking tours for portions of the Arkansas Riverwalk.

III.F.3.e. - Install a Gold Belt Byway exhibit at the River Station Depot.

**4. Recreation Goal** - Residents and visitors will be encouraged to stay and spend time in Cañon City because of the enjoyable recreational opportunities offered.

**Objectives:**

Develop recreational opportunities desired by the residents, which can be shared with visitors. Opportunities identified include golf course, indoor swimming facilities, family fitness center, hiking trails, and cultural events.

**Actions:**

III.F.4.a. - Support existing efforts and encourage the development of the following recreational opportunities: Cañon City Municipal Golf Course, Family Center Project, Bicycle lockers or rack in downtown Cañon City

III.F.4.b. - Encourage the development of an excursion train through the Royal Gorge.

III.F.4.c. - Develop the Arkansas Riverwalk.

III.F.4.d. - Develop the Garden Park trail, northern Cañon City loop, multiple use trailhead to Grape Creek.

III.F.4.e. - If rail abandonment occurs, support trail development along the railroad corridor.

**5. Community Planning Goal** - Improve the quality of life for the area's residents through community planning. (In this document, only as it applies to the byway.)

**Objectives:**

Pursue community master planning and develop a vision statement for Cañon City. Integrate the following: Strive to preserve small town characteristics while serving as a gateway community for western type adventures.

Utilize the historic River Station Project as the central focus point for activities.

Maintain the historic character of downtown Cañon City.

**Actions:**

III.F.5.a. - Develop a master plan for infrastructure (parking, roads, rest areas, trash, water, sewer, storm drainage, hazardous materials, etc.) recreational opportunities (hiking, biking, fishing, camping, swimming, gold panning, etc.), community development, housing, and economic developments.

III.F.5.b. - Make minor re-route of the byway through Cañon City to include more of Highway 115, a connection with the River Station Project, and less of a connection with the Shelf Road. (See Appendix Q)

# Chapter 5

## Implementation - A Partnership Approach

Accomplishing the vision and goals of this plan will only be realized through an active partnership effort.

### Who are the partners?

**Gold Belt Byway Organization** This is the primary organization that will coordinate and make recommendations for the Gold Belt Byway efforts. The organization will coordinate with the Managing Agencies, volunteer groups, and other organizations and individuals defined below. This byway organization will ensure that all local citizen concerns and affected interests are represented.

The steering committee evaluated four alternatives for a Gold Belt Byway implementing organization. On October 26, 1994, the steering committee voted to coordinate the Gold Belt Byway as a non-profit organization. A temporary organizing committee will be formed to develop the structure for a Gold Belt Byway non-profit organization that will refine the purpose and duties outlined below and get the organization off the ground.

#### **Purpose of the Gold Belt Byway Organization:**

- Serve as an oversight organization, to ensure that this planning document is utilized.
- Provide essential coordination, management, and funding responsibilities for items that are not currently being accomplished by the 10 managing agencies.

#### **Duties include:**

1. **Oversee the plan.** Review and update the plan on an annual basis. Coordinate to ensure that the managing agencies are utilizing the Cooperative Agreement to the best of their abilities.
2. **Administer the Gold Belt Byway's budget.** Initiate, coordinate, and administer private and public funds, i.e. grants, sales revenues, membership fees, donations, fund raisers, etc.
3. **Gold Belt Byway voice.** Make recommendations on any byway related issues or opportunities. Prepare and distribute the Gold Belt newsletter. Ensure good communication continues.
4. **Coordinate Projects and Functions.** There are some needed programs and functions that are not currently being accomplished by any agency or citizen groups. Some examples include; coordinated marketing, byway education, cultural preservation, adopt-a-road programs, volunteer coordination, training, etc. Coordinate all projects with landowners and affected parties to ensure all necessary communication, coordination and approvals are done.
5. **Administration of the Organization.** Hold regular coordination meetings, prepare plan updates, annual reports, financial administration, etc.

**Managing Agencies** Through a formal Cooperative Agreement, 10 managing agencies have committed to jointly manage the Gold Belt Byway. The 10 managing agencies include: the cities of Florence, Florissant,

Cripple Creek, Victor, and Canon City, the Bureau of Land Management - Royal Gorge Resource Area, Florissant Fossil Beds National Monument, Colorado Department of Transportation - Region 2, and the counties of Fremont and Teller. The Cooperative Agreement defines the responsibilities for the 10 managing agencies. See Appendix R

**NOTE:** Each agency has very different legal requirements and must be able to evaluate each action item according to its procedures, i.e. environmental analysis, city council approvals, etc. The Cooperative Agreement must be flexible so that the agencies are able to fully participate as partners in this efforts.

**Volunteer Support** Numerous volunteer groups and individuals currently assist agencies and civic organizations in ways that directly support the goals and vision of this plan. With the continued support and dedication of these volunteer groups and individuals, a great deal of this plan can be accomplished and the byway vision will become a reality.

**Local Landowners** Many private landowners live along or near the byway. The byway organization will look for ways that will benefit local landowners while helping to meet the byway goals and vision. Examples include clean-ups, increased law enforcement, and support for traditional land uses, such as ranching.

### **Local Business, Industry, Schools, Interest Groups and Government**

Many tourism, recreational, and educational businesses and organizations have similar goals with this byway plan. The Gold Belt Byway Organization will look for ways to form new partnerships and support groups who have similar goals.

## **Specific Actions from Chapter 4.**

The Gold Belt Byway Organization will be responsible for ensuring that the following actions are accomplished:

### **Recreation**

Develop Arkansas Riverwalk from Florence to Cañon City and the Royal Gorge II.E.3.a. I.F.2.a. II.G.3.a. III.E.4.b. III.F.4.c.

Develop a safe viewing area near Fawn Hollow for bighorn sheep observation. II.E.2.b.

Develop the Priest Canyon Trail and Tunnel Drive Trail. II.G.3.c.

Encourage the development of a scenic overlook at Mt. Pisgah. II.H.3.d.

Develop in Cañon City the Garden Park trail, northern Cañon City loop. III.F.4.d.

### **Education**

Coordinate information about the Gold Belt Byway with all visitor centers along the byway. I.2.f.

Annually train all information providers so they can clearly and uniformly explain the types of experiences and opportunities offered by the Gold Belt Byway. I.2.g.

Develop coordinated information for all of the current information centers, so that consistent information will be given to byway visitors. III.F.e.b.

### **Coordinate the following:**

Provide on-site interpreters at high use areas: Garden Park Fossil Area, Steel Bridge, and other areas. II.A.2.d. II.C.2.c.

Provide volunteers and/or seasonal employees to present interpretive programs about the Gold Belt Byway (evening slide shows, campfire talks) at private campgrounds. II.G.2.b.

Install a Gold Belt Byway kiosk at the northern end of the Shelf Road, at the intersection of Colorado State Highway 67 and the Shelf Road. II.B.2.c.

Install a Gold Belt Byway kiosk at the intersection of U.S. Highway 50 and Colorado State Highway 67. II.F.1.a.

Expand and revise the interpretive exhibit about the modern mining operation at the Carlton Mill. II.I.2.b.

Support the interpretive efforts of the tourist train (Cripple Creek along 67) and include messages about safety hazards and safety precautions in the land mining district. II.I.2.c.

Develop an interpretive exhibit at the Independence Mine and Mill on Battle Mountain. II.I.2.d.

### **Mitigation**

Encourage law enforcement agencies to increase their patrols of the Lower Shelf Road, Phantom Canyon, and High Park Road, during the summer season. I.7.b.

Develop a flyer with agency phone numbers to show which agency has authority of which area. I.7.c.

Establish and maintain communications with landowners adjacent to the byway to identify any new issues or

opportunities. II.A.1.b.

Provide an emergency phone service near the Shelf Road Recreation Area. II.A.1.d.

Reduce the weeds along the Shelf Road to provide better visibility on sharp corners; use citizens' groups to plant wildflowers or cut the weeds. II.A.1.f.

Analyze traffic and use patterns along the Shelf Road and Phantom Canyon Roads over a period of time to determine an appropriate carrying capacity(s) for this area. II.A.4.d. II.B.4.e. II.C.4.e.

Work cooperatively with the mining industry and the gaming industry to encourage local commuters to travel to Cripple Creek and Victor via the High Park Road. II.A.4.e. II.B.4.f.

Work closely with the Pueblo, Cañon City, and Florence newspapers and radio stations and other information providers to effectively communicate the road conditions and driving times for High Park and Shelf Road. II.A.4.f. II.B.4.g.

Encourage a "Park and Ride" program (car pool network) for the High Park Road. Encourage any Shelf Road commuters to car pool. II.A.4.g. II.B.4.h.

### ***Cultural Preservation***

Develop an historic context for the byway. I.3.a.

Complete research and inventory: archival and field. I.3.b.

Prepare a cultural resource management plan. I.3.c.

Submit eligible properties for inclusion to the National and State Registers of Historic Places. I.3.d.

Encourage property owners and business owners to preserve the historic integrity of their properties. I.3.e.

Preserve the following features along the Shelf Road: Garden Park school house, first oil well, Toll-collectors cabin remains, Carlton and Roosevelt Tunnels, Rosebud Mill site, and features associated with the road. II.A.5.a. II B.5.a.

Preserve the following features along the Phantom Canyon Road: historic townsites and the bridges. II.C.1.a.

Preserve the Fourmile Cemetery along Teller County 1. II.H.1.a.

### ***Planning***

Encourage Fremont County to develop a "Highway Commercial Design Criteria" for the Florence to Phantom Canyon area and Highway 50, Eightmile Hill area, to unify highway development. The design criteria could address such concerns as access, parking lot layout, architectural styles, setback criteria, signs, and landscape standards. II.F.1.a. II.G.1.b.

In the Florence to Phantom Canyon segment and the Highway 50 segment, encourage Fremont County zoning that would encourage developments that would enhance property values and the scenic quality of the area. II.F.1.b. II.G.1.c.

Encourage Fremont County, Cañon City and other stakeholders to develop a "preferred development plan" for the Highway 50, Eightmile Hill area to ensure the overall scenic quality of the area. II.G.1.a.

### **Services**

Inform entrepreneurs and economic development organizations of business opportunities associated with the Gold Belt Byway through media and personal contact. I.6.a.

Inform entrepreneurs of small business loan opportunities such as Small Business Administration (SBA), Farmers Home Administration (FmHA), and the Upper Arkansas Areas Development Corporation Cap Financing and Guaranteed Loan Program. I.6.b.

Inform entrepreneurs of small business consultant services available through community colleges and universities. I.6.c.

Provide a Colorado Leading Edge Program for local business owners. I.6.d.

Include recruitment of service providers as a strategy in the Overall Economic Development Plan (OEDP). I.6.e.

Support the development of a new visitor center for the Florissant Fossil Beds National Monument. II.H.2.c. II.H.3.c.

Support the development of the Dinosaur Discovery Center. II.G.3.b. III.F.2.d.

Support existing efforts along Teller County 1 and encourage the development of the following recreational opportunities: golf course, open air chapel, horseback riding, bike trail from Florissant to the Evergreen Station. II.H.3.c.

### **Marketing**

Ensure that all marketing materials, public relations media, interpretive media, and service and information providers will include: type of experience offered (refer to byway niche descriptions in Chapter 3), user ethics, time and distance of routes, access points, availability of visitor services and facilities, road conditions, traffic volume, and recreational opportunities. I.5.a.

Annually train all information providers so they can clearly and uniformly explain the types of experiences and opportunities the Gold Belt Byway offers. I.5.b.

Develop more off-season attractions and events. I.5.c.

Target market byway visitors who are low-impact environmentally respectful people with middle to high income

levels. I.5.d.

Selectively market certain segments, de-market other segments. I.5.e.

Concentrate marketing efforts on moderately priced hotels and motels. I.5.f.

Reduce the traffic on the Shelf Road through de-marketing techniques. II.A.1.a.

Encourage tourism related businesses along U.S. Highway 50 to provide a wide variety of information on regional attractions and opportunities. II.G.2.a.

Concentrate marketing efforts in Colorado Springs on >\$65 per night hotels/motels, with car rental vendors. III.A.2.d.

Update key marketing materials to include benefits to "off season" travel. Include information about climate and year-round attractions in these marketing pieces. III.F.2.a.

Encourage all information providers to better inform byway visitors about the local recreational, educational and cultural opportunities, and excellent services offered in Cañon City. III.F.2.b.

### ***Byway Signing***

Coordinate and implement a public information sign plan. I.4.a.

Support and encourage a Fremont and Teller County coordinated sign ordinance relating to byway. I.4.b.

### ***Beautification***

Develop and implement an adopt-a-road program for areas along the byway. I.1.a.

Coordinate community groups to beautify the byway cities; such as plant trees and flowers, landscape, property upkeep, etc. I.1.b.

Coordinate cleanup activities along private lands where landowners want to participate. I.1.d.

Support the "Cañon Proud" program with downtown a priority. III.F.3.c.

### ***Natural Resources and Open Space***

Encourage the development of a local land trust. I.8.a.

Work with other existing land trusts. I.8.a.

Encourage the application of the VRM visual resource management category stipulations on BLM lands. I.8.c.

Develop an action plan for preserving open space and rural ranchlands along the byway. I.8.d.

Work with land trusts and various preservation groups to inform landowners of conservation easements and other options. I.8.e.

Work with public works agencies, State and U.S. Highways, utilities, ditch companies, railroads and other

agencies or concerns, to secure shared use of easements and corridors. I.8.f.

Participate in all local planning processes to ensure that open space and rural ranchlands are a priority along the byway. I.8.h.

Obtain funds for preserving open space and rural ranchlands along the byway. I.8.i.

Minimize impacts to critical wildlife habitat, sensitive plant communities, and riparian areas. I.9.b.

Coordinate road maintenance projects so riparian areas are improved. Hold an annual workshop with road crews, BLM and other affected interests to discuss road maintenance in relation to healthy streams and vegetation. I.9.c.

Support efforts to clean polluted waters and improve the watershed and fisheries. I.9.d.

Form partnerships with residents who have goals of maintaining rural ranching and find ways to benefit each other. II.A.1.c.

Add Fourmile Creek to the high school river water program. II.A.1.g.

### ***Byway Plan Evaluation***

An annual report will be prepared by the byway organization, highlighting all accomplishments for the year. The board of directors will review the accomplishments to ensure that they meet the vision, goals, and objectives stated in this plan. V.C.a.

The board of directors will meet on a regular basis to discuss priorities in relation to the goals and objectives in this plan. The board will annually review and update this planning document to ensure that the vision, goals, objectives, and actions are achieved. V.C.b.

Encourage other byway related groups (i.e., Gold Belt Tour Committee, Garden Clubs, Trail Associations, etc.) to participate and work toward accomplishing the vision, goals and objectives in this plan. V.C.c.

Conduct studies, inventories, and monitoring to determine if the byway goals and objectives are being achieved. V.C.d.

# Chapter 6

## Funding and Evaluation

### A. Funding Strategy

#### *Description*

Funding is the most important strategy for successful implementation of this plan. Over the last several years, the Gold Belt Byway has been operating on the existing budgets from the managing agencies and grants. While the managing agencies' budgets are an important component to the success of the Gold Belt Byway, they are not enough to accomplish the vision set forth in this plan.

#### *Base Funding*

It is important to recognize that the managing agencies' budgets (cities, counties, and governmental agencies) will be considered as the Gold Belt Byway's base operational budget. For example, if the county normally spends "x" amount of dollars on road maintenance, it is assumed that this funding will continue. Funding for goals and action items that exceed these base level expenditures will be covered by the following funding strategies.

#### *Alternative Funding*

Alternative funding will help the Gold Belt Byway to achieve its vision. The Gold Belt Byway non-profit organization would be responsible for obtaining this funding and also distributing of the funding, according to this byway plan.

#### **Types of Alternative Funding**

##### 1. Grants

- \* Intermodal Surface Transportation Efficiency Act (ISTEA)
- \* GoCo (Go Colorado - Lottery Money)
- \* State Historical Society
- \* Great Outdoors Trust Fund
- \* Private Foundations
- \* Corporate Sponsors
- \* Private Donations

##### 2. Tax Supported

- \* Hotel Lodging tax
- \* Scientific/Cultural tax

##### 3. Sales

- \* Promotional items generated for the Gold Belt Byway that could be sold to visitors and residents include: books, posters, interpretive audio cassette tapes, t-Shirts, video-tapes, etc.

#### 4. Government Assisted

- \* Colorado Housing Finance Authority
- \* Colorado Department of Local Affairs
- \* Colorado Division of Housing
- \* FmHA
- \* RLF
- \* Upper Arkansas Council of Governments Gap Financing and Loan Program
- \* EDA Funding
- \* Division of Wildlife
- \* Bureau of Land Management
- \* National Park Service
- \* U. S. Forest Service

#### 5. Training

Small Business Loan Opportunity Training

Small Business General Training and Consultation

Byway related business opportunity training or seminars

#### 6. Rural Enterprise Zone Designation

#### 7. Leading Edge Program

#### 8. Fee-Based Funding

Toll Booth on some of the scenic roads.

For example: Approximately 80,000 vehicles travel the Phantom Canyon Road. If a \$5.00 fee were charged as a scenic toll as at Pikes Peak Highway, an income of \$400,000 could be projected. This would require the construction and staffing of the toll booths, which would reduce the total amount of financial gain. This would also require an intergovernmental agreement between Teller and Fremont Counties and other legal arrangements made through the county attorneys.

### ***Spending Priorities***

The types of actions that would be funded from the plan include the following general categories.

1. **Mitigation, Roads, Safety & Law Enforcement.** This category would include those items identified in an analysis of the Gold Belt Byway that are needed to mitigate adverse impacts to businesses and residents who live along the byway. This category is also long-term maintenance for roads and law enforcement.
2. **Natural Resource and Open Space.** This category includes a variety of projects that will result in improved natural resource conditions along the byway and preservation of open space and rural landscapes.
3. **Cultural Resources.** This category includes funding for cultural inventory, planning, stabilization efforts, and preservation of historic features.
4. **Byway Signing.** This category includes funding for the purchase of joint types of byway signing that includes: columbine signs, information signs, byway directional, and private property signs.
5. **Byway Beautification and Clean-Up.** This category includes clean-up efforts, community and byway beautification efforts.
6. **Byway Managing Organization.** This category includes funding for an Executive Director and associated supplies. This category would utilize about \$40,000 off the top, before expenditures. The director will work to bring in corporate, private foundation dollars, etc.
7. **Interpretation/Education.** This category would include such items as interpretive exhibits, brochures, environmental education and outreach, information kiosks, audio-cassette tape, and personal interpretation.
8. **Services.** This category includes funding to start or improve businesses that are identified as reflective of the byway character and are needed to maintain or improve desired visitor services.
9. **Additional Byway and Community Planning.** This category includes surveys, plans, and research needed for future byway planning decisions.
10. **Recreation Developments.** This category includes the development of new recreational sites such as picnic areas, trails, campgrounds, restrooms, etc.
11. **Marketing.** This category includes all target marketing, promotion, education, and de-marketing efforts.

**NOTE: The steering committee voted and prioritized this list of items. The highest priority item being #1. Mitigation, Roads, Safety, and Law Enforcement.**

### Hypothetical Budget Distribution

The following table has been developed to illustrate how the general spending priorities for the Gold Belt Byway would be divided.

Hypothetical Dollar Amts.    Based on \$100,000                      Based on \$200,000                      Based on \$300,000

Category	Year 1	Year 2	Year 3
Mitigation, Roads, Safety, Law Enforcemt	\$15,000	\$40,000	\$65,000
Natural Resource	\$ 6,000	\$16,000	\$26,000
Cultural Preservation	\$ 6,000	\$16,000	\$26,000
Byway Signing	\$1,500	\$ 4,000	\$ 6,500
Beautification	\$ 3,000	\$ 8,000	\$13,000
*Byway Organization	\$40,000	\$40,000	\$40,000
Interpretation/Education	\$ 9,000	\$24,000	\$39,000
Services	\$ 6,000	\$16,000	\$26,000
Planning	\$ 1,500	\$ 4,000	\$ 6,500
Rec. Developments	\$ 9,000	\$24,000	\$39,000
Marketing	\$ 3,000	\$ 8,000	\$13,000
<b>Total Budget</b>	<b>\$100,000</b>	<b>\$200,000</b>	<b>\$300,000</b>

\* Byway Organization: The \$40,000 is taken off the top, for the executive director and supplies. The main duty of the executive director is to obtain the remainder of the budget and administer the budget.

This table shows the enormous potential for funding the priorities described in this planning document. Funding is available through a variety of sources and is a real possibility for the Gold Belt Byway because of the strong partnership and cooperative planning efforts.

## **B. Evaluation**

Evaluation is an important tool to determine if the byway partnership plan is being accomplished and whether the actions in the plan are accomplishing their goals and objectives.

The following goal, objectives, and actions will ensure that this byway partnership plan is utilized and the Gold Belt Byway area achieves its vision.

***Byway Plan Goal*** - Ensure that the vision and goals for the Gold Belt Byway area are achieved through all actions now and in the future.

***Objectives:***

Ensure that all managing agencies are following and using the direction set forth in this planning document.

Encourage the communities and their local clubs and organizations to tie in to the vision for the Gold Belt Byway area.

Monitor people, wildlife, the environment, and other necessary factors to determine if the byway vision and goals are being accomplished.

***Actions:***

V.C.a. - An annual report will be prepared by the byway organization, highlighting all accomplishments for the year. The board of directors will review the accomplishments to ensure that they meet the vision, goals, and objectives stated in this plan.

V.C.b. - The board of directors will meet on a regular basis to discuss priorities in relation to the goals and objectives in this plan. The board will annually review and update this planning document to ensure that the vision, goals, objectives, and actions are achieved.

V.C.c. - Encourage other byway related groups (i.e., Gold Belt Tour Committee, Garden Clubs, Trail Associations, etc.) to participate and work toward accomplishing the vision, goals and objectives set forth in this plan.

V.C.d. - Conduct studies, inventories, and monitoring to determine if the byway goals and objectives are being achieved.

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