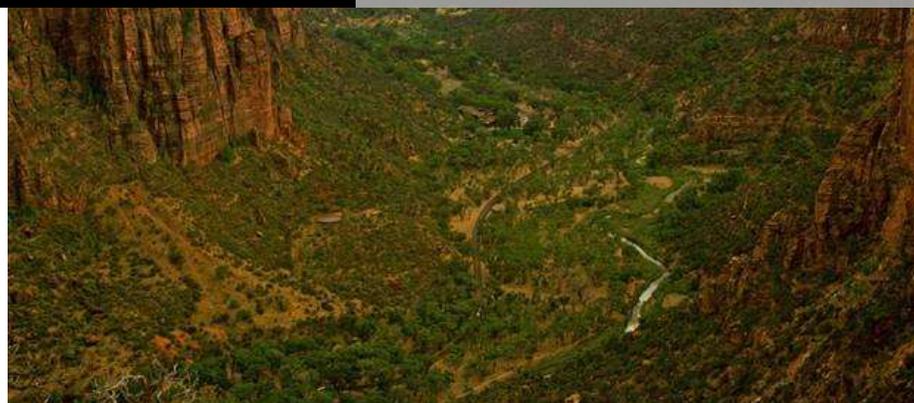




ZION SCENIC BYWAY

CORRIDOR MANAGEMENT PLAN



“And so, fully prepared in mind and in spirit, awed and exultant, he enters Zion...”

ADOPTED BY RESOLUTION OF THE FOLLOWING
PARTNERING ENTITIES:

Rockville Town	December 15, 2010
Virgin Town	December 22, 2010
LaVerkin City	January 5, 2011
Springdale Town	January 11, 2011
Washington County	February 5, 2011
Utah State Senate	February 7, 2011
Utah State House	February 16, 2011
Enrolled Joint Resolution	February 17, 2011

COPIES OF RESOLUTIONS ARE FOUND APPENDED TO THIS DOCUMENT

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Chapter 1- Introduction

The *Zion Scenic Byway* provides travelers with dramatic vistas and buttes as it closely follows the path of the Virgin River on its way to Zion National Park. Travelers of the byway are greeted with numerous and varied opportunities to enjoy unique intrinsic qualities. The byway travels through some of the most diverse and ruggedly beautiful landscapes in the country. It winds past slick-rock canyons, red rock cliffs, pinyon pine and juniper woodlands, and quaint rural towns en route to Zion National Park. Numerous pull-outs located along the byway provide opportunities to photograph, watch wildlife, or relax and enjoy the scenery. Seen from any direction, the byway and surrounding region is absolutely breathtaking!

This *Zion Scenic Byway Corridor Management Plan* seeks to reveal the historical and cultural development of the corridor area as a result of its proximity to the significant Virgin River and breathtaking Zion Canyon. These elements will help further illustrate the connection between land and water activity between past and present. What makes this story evocative even today, are the eclectic communities located amidst the River and the Canyon: LaVerkin, Virgin, Rockville, and Springdale. These communities provide the framework of the setting of the *Zion Scenic Byway* based upon the fact that their geographic locations reveal a

pattern of riverside development which capitalized upon their proximity to the Canyon.

LaVerkin City, which lies on the north banks of the Virgin River, is a city with a history rich in heritage and community spirit. LaVerkin is known as the *Beautiful Valley* because of its rich farmlands. Virgin Town, so named because of its proximity to the Virgin River, is a small, serene community which is known for its beautiful scenic vistas. Virgin Town is situated in a valley south of Kolob Mountain and has earned the nickname *Gateway to the Kolobs*. Rockville, named for the many huge sandstone boulders that litter the landscape, provides a glimpse into the history and culture of the Zion Canyon area. Well-kept pioneer houses border on large pastures and orchards, indicative of the area's agricultural roots. The charming town of Springdale lies at the west gates of Zion National Park. In 2008, Forbes Traveler named Springdale as one of the 20 "prettiest towns" in the United States. With its gourmet restaurants, quaint diners, romantic accommodations, and an eclectic collection of fine arts and gift shops, visitors are certain to be captivated.

The scenes and settlements revealed along the route of the *Zion Scenic Byway*, together with a regional interpretive plan, speak to the area's physical context and its cultural heritage, provide firsthand knowledge of the importance of the River and the Canyon, its rich history, and its significance today.

Envisioned is a corridor management plan that reveals much of the area's history, its rural, rustic character and its landscape which is dominated with amazing natural areas. The byway is a route that traces the Virgin River. Early inhabitants located in the area because of the importance of water for their very survival. The canyon was carved by turbulent waters from the same river, challenging those who settled here. Despite their many hardships, they appreciated the natural beauty found therein. Current residents of the communities found along the byway realize the importance of these attributes as well.

The *Zion Scenic Byway* is a magnificent stretch of roadway covering many diverse characteristics. This byway possesses all six intrinsic qualities of a National Scenic Byway. The Corridor Management Plan is designed to enhance, preserve, protect and promote these qualities.

National Scenic Byways Program

Scenic byways are highways and their adjacent lands that the state or federal government has recognized as having outstanding intrinsic qualities worthy of special attention. Scenic byways are often designated in honor of their scenic qualities, but can also be recognized for other qualities such as their recreational resources, natural qualities, historical resources, archeological qualities, or cultural significance. The *Zion Scenic Byway* is significant in all of these respects.

The National Scenic Byways Program was created as a part of the Intermodal Surface Transportation Efficiency Act of 1991 (ISTEA). This was the first piece of legislation to provide programs and funds to do more than construct or maintain

highways. The legislation enabled communities to seek funding to enhance highway corridors through such projects as building picnic areas, constructing rest areas, or installing wayside interpretive exhibits.

Through community support, the corridor management plan may be used to apply for National Scenic Byway Designation, specifically All-American Road status. All-American Road status is the most prestigious of the national scenic byway designations. It provides national and international marketing and may open doors to new and significant funding for scenic byway corridor improvement and preservation projects.

Purpose of Corridor Management Plan

The corridor management planning process is an opportunity to look at the scenic byway corridor as a whole from the perspectives of public and private constituents alike. It is a collaboration and a partnership, an opportunity for community members and land managers to envision the most desirable future for the scenic byway corridor, and an effort to find ways to make that future a reality. The corridor management plan (CMP) serves as a reference for key issues facing, and potential opportunities provided by, the *Zion Scenic Byway*.

A CMP is a document that details a number of future strategies and actions for management of the byway. The plan is one that is compiled by the people of the local communities who have a vested interest in the protection and enhancement of the byway and its corridor. It is important to note that the CMP is not an instrument to regulate conditions, mandate changes, or condemn private property. Rather, the CMP identifies special qualities of

the byway corridor and addresses methods that could be employed to help sustain its uniqueness and overall character.

This CMP can be used as a means to consolidate the ideas of those who live along the *Zion Scenic Byway*, communicate concerns, avoid redundancy, facilitate conflict resolution, initiate

byway pride and strive to protect the valuable resources. However, it is important to note that the CMP cannot solve all of the corridor's issues; but can serve as an outline of goals and strategies to be accomplished by the communities, land management agencies and the State in celebrating the *Zion Scenic Byway*.



The *Zion Scenic Byway* serves as the gateway to a region that is rich in multiple intrinsic qualities described in this CMP outlining planning strategies and actions for the future. The partners who have engaged in this process are developing a future plan for the byway.

The *Zion Scenic Byway* CMP supports and helps unify the interests of multiple byway corridor partners. Some of those interests include:

- The communities improving or developing new infrastructure within the byway corridor within their respective city or towns.
- The local and state travel councils whose responsibility is in promoting the region for tourism and economic development while also encouraging protection of the resources.
- The federal or state agencies that have a responsibility of managing lands along the corridor.
- The state transportation agency responsible for the safety and maintenance of the byway.
- The local town and county government planning commissions that prepare and administer local general plans and zoning ordinances.
- The mayors and city councils of the communities that have an interest to represent the needs of their citizens.
- Residents and property owners concerned about actions occurring in the byway corridor.

Suffice it to say, the many entities have compelling reasons to participate in the preparation of this CMP which captures the vision and aspirations of the byway corridor.

Zion Scenic Byway Description

The entry roadway into Zion National Park is Utah State Route 9 (SR9), the *Zion Scenic Byway*. Zion National Park falls approximately in the middle of this roadway, with SR-9 serving as the end portion of a regional system that funnels traffic from surrounding areas. Primary access to SR-9 from the west is from Interstate 15 (I-15) and U.S. Highway 89 from the east.

Overall, there are six communities located along SR-9. They are (from east to west): Orderville, Springdale, Rockville, Virgin, LaVerkin, and Hurricane. Four of these communities are specific participating and contributing partners to this CMP; namely, LaVerkin, Virgin, Rockville, and Springdale which are all part of the west entry into Zion National Park. SR-9 integrally links these participating communities together and brings in visitors from I-15 through this corridor. The roadway is a key amenity which these communities have in common. Since the road must serve visitors and residents alike, it is important to examine how the condition of the highway might enhance the quality of life for those living in the towns as well as augment the experience of the visitors.

SR-9 starts at the western terminus of Harrisburg Junction (exit 16) on I-15, just north of St. George. SR-9 immediately enters the Coral Canyon development, which features an exquisite 18-hole golf course. Upon leaving the development, SR-9 passes through



Courtesy of Cedar City/Brian Head Tourism Bureau, 8/26/2010.

a ridge and begins its descent into Purgatory Flats, home of the Washington County Regional Park. The “flats” are a relatively level area between two sharply defined ridges. Quail Creek Reservoir and Quail Creek State Park lies about one mile north of the road between these two ridges. Upon passing through the second ridge, SR-9 crosses the Virgin River and climbs a small plateau entering into the Hurricane Valley. The road descends from this plateau into downtown Hurricane City, where SR-59 splits to the south and the Arizona border. SR-9 then swings north towards the town of LaVerkin, crossing the historic Hurricane Arch Bridge and the Virgin River before entering the town of LaVerkin. In LaVerkin, SR-17 branches off to the north, where it meets back up with I-15. SR-9 continues eastwardly as the *Zion Scenic Byway*.

LaVerkin serves as the westernmost gateway community along the *Zion Scenic Byway* corridor, in a canyon carved by the Virgin River which is also home to the historic and eclectic towns of Virgin, Rockville, and Springdale.

Upon leaving the Town of Springdale, SR-9 travelers enter Zion National Park. This breathtaking portion of the roadway is referred to as the Zion-Mount Carmel Highway. The beginning portion of the Zion-Mount Carmel Highway follows the Virgin River then turns up Pine Creek Canyon, through several switchbacks and into the historic Zion-Mt. Carmel Tunnel. On the east side of the tunnel the highway continues through awe inspiring scenery, past the Canyon Overlook Trailhead, the East Rim Trailhead and the unique Zion landmark, Checkerboard Mesa. Finally the road exits the park through the east entrance and 12 miles later ends at the junction of SR-9 and US-89 in Mount Carmel Junction.

The entire length of SR-9 (approx. 57-miles) was designated a State Scenic Byway; called the *Zion Park Scenic Byway*, in April 1990. From Hurricane to Mt. Carmel Junction, SR-9 traverses an incredible landscape which includes one of the nation’s most stunningly beautiful national parks. In addition to the awe-inspiring natural features found along the *Zion Scenic Byway*, the four communities included within this corridor enhance the overall interest and character of the byway. Indeed, each community is unique and offers numerous and varied opportunities to visitors to enjoy world class surroundings while eating, shopping and recreating.



Zion- Mt. Carmel Highway in Zion National Park. (Photo courtesy of Dan McGuire)

Zion Scenic Byway User Profile

The *Zion Scenic Byway* is traversed by travelers of local, regional, national, and international origin. Modes of transportation utilized on the byway include, but are not limited to, passenger vehicles, buses/motor coaches, motorcycles, commercial vehicles, agricultural equipment, bicycles, and pedestrians.

Considering that driving for pleasure has become one of the most popular recreational activities in the U.S., this byway route is used for pleasure by the more than 2.7 million visitors who enter Zion National Park annually. This highway route is also used by commercial vehicles to transport goods and services to the towns along the corridor, and is utilized by local residents as a means to

go about daily business. It can be said that some travelers drive slower to relish a vacation traveling experience, while others are focused on traveling efficiently to reach their intended destinations as quickly as possible. As such, some of the SR-9 travelers are very familiar with the road and others, such as first time visitors, are not. The parallel needs of all users of this route should be addressed.

Protection of Private Property Rights

While this CMP is intended to provide a useful tool to help preserve and protect the intrinsic qualities along the *Zion Scenic Byway*, it is also intended to help protect the private property rights of those who own land or live on lands that lie within or adjacent to the corridor boundaries. The following principles are incorporated as an integral part of this CMP and are intended to guide in the planning and implementation process.

- ***This CMP will not have an effect on the authority of local government.*** Nothing in this CMP will be construed to modify, enlarge, or diminish any authority of federal, state, or local governments to regulate any use of land under any other law or regulation.
- ***This CMP does not have zoning or land use powers.*** Nothing in this CMP shall be construed to grant any additional powers of zoning or land use control to anyone.
- ***This CMP will not affect local authority and private property.*** Nothing in this CMP shall be construed to effect or to authorize any committee, agency, group, or official related to this CMP, to interfere with the rights of any person with respect to private property; or any local zoning

ordinance or land use plan of the State of Utah or a political subdivision thereof.

- ***This CMP will not limit commercial development.*** Nothing in this CMP will be construed as granting any authority to limit commercial development in any manner.
- ***Nothing in this CMP limits the specific rights private property owners are granted by the State Legislature, such as the ability to pursue segmentation.***
- ***This CMP will recognize the growth boundaries and the related annexation plans of each community along the corridor as provided by Utah Law.***
- ***Locally elected officials support the process to develop this CMP and wish to keep promotion and maintenance decisions at the local level. Nonetheless, in order to protect local rights, participating jurisdictions reserve the ability to withdraw from the CMP development and/or the federal designation process at any time.*** This does not indicate a lack of support for this locally developed and managed CMP, but provides for the termination of the application process, if necessary.

Zion Scenic Byway Partnerships

The community partners involved in the planning process for the *Zion Scenic Byway CMP* include a dedicated group who are interested in promoting and preserving the intrinsic qualities of the byway. The Zion Canyon Corridor Council (ZC3) is proud of the working relationship that has been built among the following

partners: Bureau of Land Management; Federal Highways Administration; Five County Association of Governments; Southern Utah University; chambers of commerce; the outdoor advertising industry; SR-9 neighbors; St. George Convention and Tourism Office; Utah School and Institutional Trust Lands Administration; State of Utah; LaVerkin City; Town of Rockville; Town of Springdale; Town of Virgin; Utah Department of Transportation; Washington County; Washington County Economic Development; and Zion National Park.

Zion Scenic Byway Group

The Zion Canyon Corridor Council (ZC3) is the core management team for the *Zion Scenic Byway*. ZC3 will act as coordinator and clearinghouse of information. They will:

- Meet regularly to review the status of implementation projects,
- Review goals and strategies on a regular basis,
- Retire completed actions,
- Prepare annual action plans, and
- Give guidance to grant applicants for *Zion Scenic Byway* projects.

A support group for the Zion Scenic Byway will be formed. The intent will be to have the ZC3 carry on the vision of this plan and monitor the recommendations and actions called forth herein, in cooperation with the original partners.



Chapter 2- Planning Process

Zion Scenic Byway Planning Events

The undertaking of a public project such as this Corridor Management Plan is frequently a mixture of a project concept, need, and support. Additionally, there is typically an event or occurrence that brings these three components together. The catalyst for the creation of the Zion Scenic Byway CMP is that the four communities along the byway had already established a cooperative and collaborative process through the formulation of the Zion Canyon Corridor Council (ZC3). They had determined that it did not make sense for the communities to individually develop interpretation along SR-9 and instead should partner with one another on a unified approach to interpret and market the SR-9 corridor linking their communities.

Town Meetings

A series of five local publicly advertised meetings were held during April 2010 in LaVerkin City as well as in the towns of Springdale, Rockville, and Virgin. A well-attended public input meeting was also held in neighboring Hurricane City. These meetings provided a forum for the planning team to explain the purposes of the Corridor Management Plan (CMP) and allowed

local residents to identify, locate, and describe meaningful intrinsic values along the corridor.

The National Scenic Byways program was summarized and the concept of intrinsic qualities was explained. Participants took part in a fun and educational mapping exercise to locate important intrinsic qualities along the corridor. Important values



LaVerkin Town Meeting. (Photo courtesy of Five County AOG)

identified at these meetings are serving as the backbone for this planning effort.

Other Public Outreach

A website was established for the Corridor Management Plan process: www.zioncanyoncmp.org Information and announcements, plus the draft CMP, were made available throughout the drafting and review process.

Ongoing Public Outreach

Public input will continue through future public meetings sponsored by the ZC3, the Washington County Commission, state and federal agencies and the cities and towns in their normal course of implementation through planning and zoning processes in each jurisdiction. In addition, further input will be coordinated through the Five County Association of Governments governing body, the Steering Committee, as the mayors, commissioners, and agency leaders meet throughout the years.

Town meetings will be held periodically to review the annual report on the CMP and to gather public input. These meetings will be held with the intent of incorporating modifications prior to finalizing the annual reports for the county commissions, mayors and agency leaders.

The *Zion Scenic Byway* implementing committee will maintain public representation on the committee as it guides the implementation of this corridor management plan. Some specifics of implementation may require agency specific public involvement processes to enact changes to existing plans, procedures, and laws, thus allowing ample opportunities for the public's voice to be heard. Continued collaborative efforts between individuals, community service groups, local area businesses, and non-profit organizations to achieve and further advance the goals of the byway will be strongly encouraged.



Chapter 3- Vision and Goals

Vision

The vision of *Zion Scenic Byway* corridor management plan is to tell the byway’s unique story of rich culture, traditions, compelling and diverse history and pre-history, world famous recreation, and incomparable natural beauty. The CMP strives to preserve and protect the intrinsic qualities found in the corridor and provide a means to further interpret these values. In addition, this plan endeavors to increase compatible economic development for the communities along the byway. Sustainable economic development along the byway will enable the communities to become more self-sufficient and better meet the current and future needs of their citizens. Through these efforts, visitors and travelers will experience a uniqueness that can only be found in Zion Canyon, along the *Zion Scenic Byway*.

Vision Statement: *The vision of the Zion Canyon Scenic Byway Corridor Management Plan is to preserve, enhance and protect the area’s unique intrinsic resources for the benefit of visitors to, and residents of this area.*

Through community-based consensus building and the development of cooperative partnerships, a balance can be established between conservation and land use that heightens the

experience of visitors traveling designated byways while maintaining and improving the area’s quality of life for local residents.

The *Zion Scenic Byway* is a one-of-a-kind journey connecting intrinsically the four participating communities and Zion National Park. State Route 9 serves local residents and the local business community along with several million tourists annually, each bringing a somewhat different perspective to the traveling experience.

“The country southward opening to the view as it were a wide expanse of chaotic matter- huge hills, sand deserts, cheerless, grassless, waterless plains, perpendicular rocks, loose barren clay, dissolving beds of sandstone and various other elements, lying in inconceivable confusion, in short a country in ruins, dissolved by the peltings of the storms of ages, or turned inside out, upside down by terrible convulsions in some former age.” Parley P. Pratt.

Goals

The *Zion Scenic Byway* offers unparalleled scenery, sensitive natural resources, and diverse opportunities for outdoor recreation. The Byway traverses four individual and unique communities and

carries millions of tourists into Zion National Park each year. The *Zion Scenic Byway* is a unique and special corridor, and requires thoughtful planning to ensure future generations of travelers enjoy the travelling experience along the Byway. This *Zion Scenic Byway* Corridor Management Plan will:

Goal 1: Provide strategies to help protect the area's sensitive natural resources, including the Virgin River, the night sky, and scenic vistas.

Goal 2: Recognize and capitalize on the unique character of each of the four communities along the Byway.

****Strategies and Actions follow on the next page****

Goal 3: Promote tourist related economic development in appropriate areas along the Byway, while maintaining a residential village atmosphere in other areas, such as agricultural and open space areas.

Goal 4: Emphasize the travelling experience of the Byway as a destination in and of itself, not just a means to get to Zion National Park.

Archeological Qualities- Strategies and Actions					
Strategy	Action	Plan Goals Addressed			
		Goal 1	Goal 2	Goal 3	Goal 4
1-Promote and protect archeological sites that are open and accessible to the public, including but not limited to: Confluence Park in LaVerkin, China Town camp, and the Grafton Cemetery.	<ul style="list-style-type: none"> a- Develop an interpretive program regarding the history, function and importance of the sites. b- Identify specific site projects/ work necessary for preservation/protection (fences, paths, vegetation rehab, and damage restoration). 		●	●	●
2-Assist in the promotion and protection of open and accessible archeological resources in Zion National Park.	a- Work with Zion National Park on educational materials with the Zion Scenic Byway branding and theme regarding the open and accessible archeological resources in Zion National Park.		●	●	●
3- Protect other archeological sites and resources	a- Work with federal/state agencies to develop an education program on how to respect archeological sites (i.e., what to do if you come across an archeological site, why are many archeological sites considered sacred.		●	●	●

Cultural Qualities- Strategies and Actions					
Strategy	Action	Plan Goals Addressed			
		Goal 1	Goal 2	Goal 3	Goal 4
1-Promote awareness of the many cultural festivals held along the corridor each year (e.g. Springdale St. Patrick’s Day festival, Virgin 4 th of July celebration, LaVerkin Winterfest, Rockville Daze, Butch Cassidy 10K Race, etc.).	<ul style="list-style-type: none"> a- Maintain a comprehensive list of community cultural festivals and events. b- Advertise events through promotional materials with the <i>Zion Scenic Byway</i> theme. c- Advertise theme with Byway materials and other travelers’ information (AAA brochures, CVB calendars, etc.). 		●	●	●
2-Develop awareness of movie making in the Corridor.	<ul style="list-style-type: none"> a- Develop brochures and other film related information, then distribute at interpretive sites or locations where films were made. b- Encourage opportunities to feature movies which were made along the corridor. 		●	●	●
3- Promote awareness of community cultural venues.	<ul style="list-style-type: none"> a- Work with Dixie State College in advertising events held at the OC Tanner Amphitheater in conjunction with the <i>Zion Scenic Byway</i> promotional material. b- Help promote appropriate and desirable uses of the Rockville Multi-purpose Community Center for cultural events and activities c- Identify the cultural uses for the LaVerkin Old White Church Community Center & promote them. 		●	●	●

	d- Identify cultural uses for the old white church in Virgin and help promote them.				
4- Encourage the promotion and preservation of heritage activities that highlight local traditions, handiwork, arts and crafts.	a- Work with communities on promoting/ implementing heritage day festivals/celebrations. b- Work with communities to provide a comprehensive list of cultural activities to be included in marketing/outreach materials. c- Encourage and support cottage industry and local handicrafts.		●	●	●

Historic Qualities- Strategies and Actions					
Strategy	Action	Plan Goals Addressed			
		Goal 1	Goal 2	Goal 3	Goal 4
1-Highlight, protect and preserve existing historic resources.	a- Identify historic resources along the Byway that may qualify for placement on the National Register of Historic Places. b- Work with individual communities in nominating these resources for placement on the Register. c- Encourage communities to adopt ordinances that help ensure maximum protection of historic resources.		●	●	●
2-Develop sites and interpretive materials that highlight historic resources along the corridor.	a- Work with the Grafton Heritage Partnership Project on developing interpretive materials about Grafton for Byway travelers. b- Work with communities to identify historic preservation sites.		●	●	●

Natural Qualities- Strategies and Actions					
Strategy	Action	Plan Goals Addressed			
		Goal 1	Goal 2	Goal 3	Goal 4
1-Protect the corridor's natural features	<ul style="list-style-type: none"> a- Work with land management agencies in their corridor-wide planning for the protection of the Virgin River to preserve water quality, maintain existing riparian ecosystems, and promote sound floodplain management. b- Work with land management agencies to develop best practices for the use of public lands. 	●	●		●
2-Protect the night sky.	<ul style="list-style-type: none"> a- Support communities to pass and enforce outdoor lighting ordinances to protect the night sky and reduce light pollution. b- Encourage communities and Rocky Mountain Power to install night sky compliant fixtures for street lighting along the Byway corridor. c- Support communities in their efforts to implement night-sky ordinances which pertain to street lighting. d- Support communities in their efforts to promote star gazing events. 	●	●	●	●
3- Highlight the corridor's unique physiographic location.	<ul style="list-style-type: none"> a- Develop information for Byway travelers that identifies and provides education for the corridor's unique geology and physiographic location. 	●	●	●	●

4- Support communities to adopt ordinances to protect natural resources.	a- Based on the results of planning studies, such as the Vision Dixie process and the Utah State University Corridor Futures Study, support communities efforts to adopt ordinances that protect scenic vistas and important viewsheds as enjoyed from the Byway.	●	●		●
5- Promote natural resources within Zion National Park.	a- Work with the National Park Service on educational materials with <i>Zion Scenic Byway</i> branding and theme regarding natural resources inside Zion National Park.	●		●	●

Recreational Qualities- Strategies and Actions					
Strategy	Action	Plan Goals Addressed			
		Goal 1	Goal 2	Goal 3	Goal 4
1-Support the management of appropriate recreational activities in the corridor, such as responsible: camping, hiking, climbing biking, and ATV riding.	a- Work with land management agencies corridor-wide recreation management plans to help manage recreational activities. b- Work with communities and land management agencies on development of campsites, trails and biking routes. c- Work with the BLM in their efforts to manage recreational activities at Mosquito Cove. d- Work with campaigns, such as Leave No Trace and Tread Lightly, to promote responsible recreation.	●	●	●	●

2-Participate in bicycle, pedestrian, and motorized trail planning and implementation.	<ul style="list-style-type: none"> a- Produce corridor-wide trail guide for hiking, biking, and motorized trails with <i>Zion Scenic Byway</i> branding and theme. b- Develop a multi-use walking and biking trail following the Virgin River as part of the Three Rivers Trail. c- Coordinate efforts to provide signage to trailhead locations. 	●	●	●	●
3- Strengthen commercial recreation where appropriate.	<ul style="list-style-type: none"> a- Promote outdoor guiding companies efforts in using the <i>Zion Scenic Byway</i> theme in their advertising materials. 				
4- Promote recreation in “shoulder season”.	<ul style="list-style-type: none"> a- Promote recreational activities that extend the tourism season. b- Advertise off season recreational activities with Byway promotional materials. 		●	●	●

Scenic Qualities- Strategies and Actions					
Strategy	Action	Plan Goals Addressed			
		Goal 1	Goal 2	Goal 3	Goal 4
1-Protect the scenic vistas enjoyed from the Byway through local land use ordinances and agency land use plans.	<ul style="list-style-type: none"> a- Recommend model ordinances and best practices as they pertain to scenic intrinsic qualities. b- Encourage the preservation of the productive use of agricultural land as long as is practicable. 	●	●		●
2-Enhance visual characteristics of Byway corridor.	<ul style="list-style-type: none"> a- In consultation with UDOT, investigate the use of signature red chip seal on highway (currently in Zion NP, Springdale and Rockville), the length of the Byway. 		●		●

3- Support agencies and communities in adopting sign ordinances that limit impact on scenic resources.	a- In consultation with agencies and communities, provide support in their efforts to adopt sign ordinances that limit impact on scenic resources.	●	●		
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Economic Development- Strategies and Actions					
Strategy	Action	Plan Goals Addressed			
		Goal 1	Goal 2	Goal 3	Goal 4
1-Promote appropriate tourism related economic development.	a- Identify areas in the corridor where opportunities for tourist related economic development exist. b- Work with local communities to promote tourism related businesses in these areas.		●	●	●
2-Enhance existing tourism related businesses.	a- Work with tourist related businesses (hotels, restaurants, outdoor services, etc.) on incorporating the <i>Zion Scenic Byway</i> theme into their advertising and promotional materials.		●	●	●



Chapter 4- Corridor Boundary

Zion Scenic Byway Corridor

The *Zion Scenic Byway* corridor, which is highlighted on the following map, was defined according to existing county and community general plans, as well as agency management plans. The following is a breakdown of how the *Zion Scenic Byway* corridor was delineated:

- Incorporated towns or cities properties- established commercial zones.
- Unincorporated county properties- commercially zoned parcels or highway right-of-way.
- Private properties not commercially zoned- highway right-of-way.
- BLM Management Zone (focus areas for visitor usage).
- National Park Service/ Zion National Park- “Natural Area Sub-Zones” (are protected against development).
- Future interpretive opportunities found along the corridor.

The above mentioned areas were chosen for inclusion within the corridor boundary because SR-9 access is a primary factor in how adjacent lands are used and managed. To minimize local concerns about private property rights and to incorporate existing land management agency decisions, the boundary is based upon current zoning and management directives. The corridor boundary will not be adjusted beyond the areas highlighted on the adjacent map without approval of the *Zion Scenic Byway* implementing committee and public involvement.

Zion Scenic Byway Area of Influence

The spectacular nature of the *Zion Scenic Byway* is not based solely upon intrinsic qualities within the corridor boundary. Its uniqueness is also based upon the distant scenic views, the access it provides to recreational opportunities not immediately adjacent to the highway, as well as the cultural and historic resources of the local communities that are outside the commercially zoned properties. Some examples include: Shunesburg, Grafton, Gooseberry Mesa, numerous and varied attributes found within Zion National Park, Hurricane Mesa, and the Virgin River.

The *Zion Canyon Corridor Council (ZC3)* determined the view shed from SR-9 to be the most critical connecting factor defining the area of influence; therefore its north/south extent is comprised of everything that can be seen from SR-9 and has approximately 126,000 acres. The dramatic landscape of steep walls rising to

mesa tops typically establishes the view shed along the majority of the corridor. The east/west extent of the *Zion Scenic Byway* corridor itself is the junction of SR-9 and SR-17 in LaVerkin on the west and the east entrance of Zion National Park on the east. The majority of the land is managed by the Bureau of Land Management (53%), the National Park Service (22%), private landowners (10%), and Utah School and Institutional Trust Lands Administration (6%). SR-9 is the primary route leading to the communities of LaVerkin, Virgin, Rockville, Springdale, as well as Zion National Park. The existence of the scenic byway corridor adjacent to or incorporating private lands does not imply or grant any rights to public access.

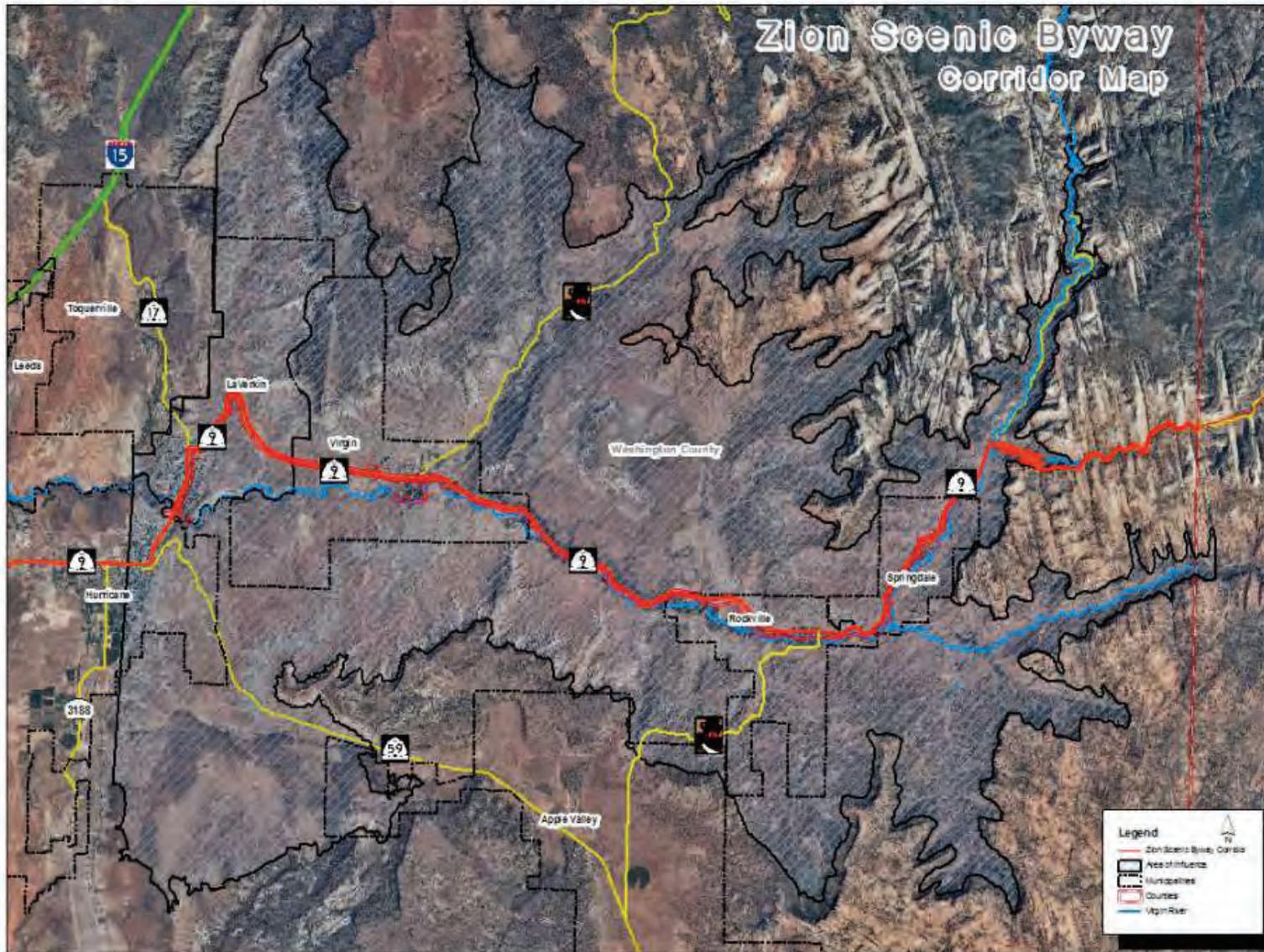
The area of influence is highlighted on the map only to illustrate the expansive influence this highway has on a traveler's ability to

“From here on, swinging easterly up-stream, sensation hastens to its climax. Here the Hurricane Cliff sends aloft an impressive butte painted in slanting colors and capped with basalt. Farther on a rugged promontory striped with vivid tints pushes out from the southern wall nearly to the river's brink. The cliffs on both sides of the river are carved from the stratum which geologists call the Belted Shales. Greenish-grays, brownish-yellows, many shades of bright red, are prominent; it is hard to name a color or shade which is not represented in its horizontal bands.... To try to realize in an hour's time the beauty and variety of detail here presented is as useless as to try to grasp the thoughts expressed in whole rows of volumes by walking through a library.” Robert Sterling Yard.

enjoy this region. But for the sake of clarity, this CMP does not provide guidance or planning strategies for properties outside of the Byway Corridor itself within the area of influence.



Historic Pioneer Cemetery located in Springdale. (Photo courtesy of Norm McKee)





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

Chapter 5- Archeological Qualities

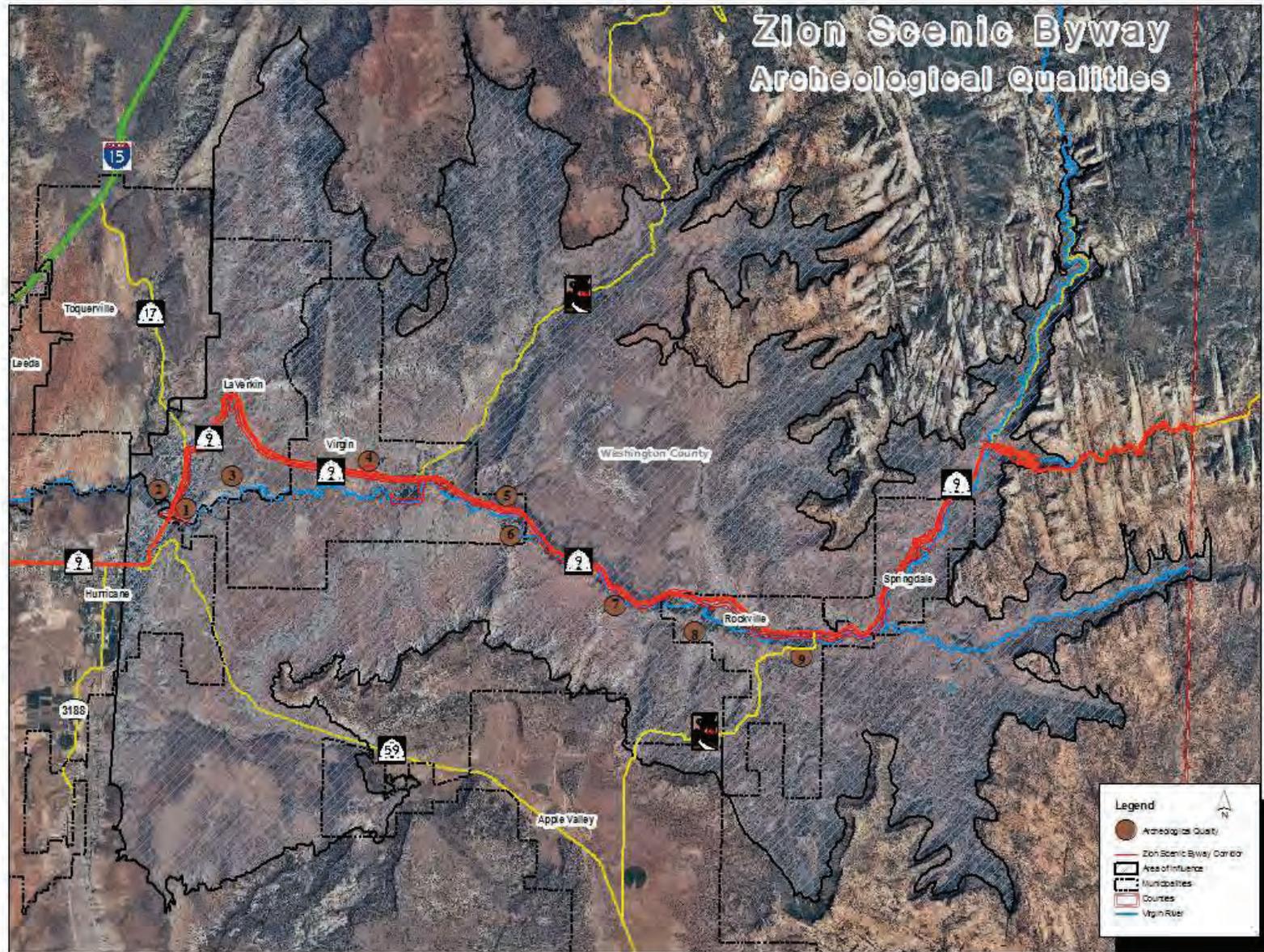
In *Glen Canyon: An Archeological Summary*, Utah archaeologist Jessie Jennings states, “From 10,000 or more years ago, until A.D. 400, the only culture represented in Utah, as well as the rest of the Great Basin, was the Desert Archaic. That culture is characterized as a hunting-gathering one, a flexible, highly adaptive lifeway that has characterized most of man's worldwide history. After AD 400 the Anasazi began building settlements and practiced flood-plain agriculture to grow corn, beans and squash along the permanent water courses of southwestern Utah. These newcomers were the Virgin River branch of the Kayenta Anasazi. They did not build large architectural structures, but instead built small seasonal structures of only a few rooms, which were better

suitable to their farming practices. After AD 1000 Shoshone and Paiute people displaced the Anasazi and used a more efficient harvesting technology to settle and expand eastward across the Great Basin.”

Archeological sites from these cultures, such as rock shelters, campsites, and lithic scatters, are fairly common in southwestern Utah and serve as reminders of these prehistoric people. A number of such sites are located near the *Zion Scenic Byway*; however, they are unlikely to be noticed by average visitors.

There is always concern that highlighting archeological resources may invite intentional or even unintentional damage. Therefore, this CMP does not identify specific sites, except those that are already widely known to the general public. A number of these sites however, though often considered sacred, are noted below which are routinely visited by the public and additionally are highlighted in guidebooks. Those resources are generally located on lands managed by either federal or state agencies or private property owners who monitor their use.

Archeological Qualities- Strategies and Actions					
Strategy	Action	Plan Goals Addressed			
		Goal 1	Goal 2	Goal 3	Goal 4
1-Promote the interpretation and preservation of archeological sites that are open and accessible to the public, including, but not limited to: Confluence Park in LaVerkin, China Town camp, and the Grafton Cemetery.	<ul style="list-style-type: none"> a- Develop an interpretive program regarding the history, function and importance of archeological sites. b- Identify specific site projects/ work necessary for preservation/protection (fences, paths, vegetation rehab, and damage restoration). 		●	●	●
2-Assist in the promotion and protection of open and accessible archeological resources in Zion National Park.	a- Work with Zion National Park on educational materials with the Zion Scenic Byway branding and theme regarding the open and accessible archeological resources in Zion National Park.		●	●	●
3- Protect other archeological sites and resources	a- Work with federal/state agencies to develop an education program on how to respect archeological sites (i.e., what to do if you come across an archeological site, why are many archeological sites considered sacred.		●	●	●





Archeological Intrinsic Qualities

(List is not-exhaustive)

#	Resource	Notes
1	Caves near Pah Tempe Hot Springs	Caves used by prehistoric inhabitants.
2	Confluence Park	Native American writings/petroglyphs and agricultural production (corn).
3	China Town	Historical camp near Hurricane Canal which housed Chinese laborers.
4	Pueblo excavation site	Archeological site located in Virgin.
5	Prehistoric Anasazi Village	Village was relocated after the road was widened. Near Ott Burial Site and Rancho 101.
6	Prehistoric Anasazi Village	Village remains.
7	Virgin- Anasazi influence	Along entire Virgin River (Virgin to Springdale).
8	Grafton Cemetery	Historic Pioneer and Native American burial site.
9	Anasazi artifacts	Along entire Virgin River.



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

Chapter 6- Cultural Qualities

The cultural resources found along the *Zion Scenic Byway* manifest themselves in events and traditions of the small towns found along SR-9. Inhabitants of these communities are proud of their heritage and feel that there is a special and unique story to be told in every town. They express these traditions in annual events, activities and festivals that celebrate each community's uniqueness.

There are many annual events in each of the communities found along SR-9. For example: the LaVerkin Winterfest, traditionally held early December, is a celebration of winter in Southern Utah and provides live entertainment, a jingle bell run/food drive, light parade, tree lighting, vendors and fireworks. The Town of Virgin conducts an annual 4th of July Celebration which includes breakfast, small parade, games for kids, auction, potluck, and fireworks. Each autumn, descendants of early pioneers return to Grafton for the annual Grafton Reunion in order to remember

the sacrifices their ancestors made while taming a volatile and often unforgiving wilderness. The Butch Cassidy 10K is an annual event that binds Springdale, Rockville, and Grafton and is held the first Saturday in November. Finally, the St. Patrick's Day Festival is a Springdale tradition that provides a parade, green Jell-O contest, games for kids, activities and draws people from the entire region.

Culturally significant sites include public meeting spaces, iconographic locations, schools, cemeteries, parks and civic buildings. These sites do not have to exhibit historical value to make them significant, though many of them do. These cultural sites help to make up the fabric of community life within LaVerkin, Virgin, Rockville and Springdale and the corridor as a whole.



Participants await annual Butch Cassidy 10K race. (Photo courtesy of Jim Harlan)

Through a long history of commercial filmmaking that has helped define the mythical West, the byway's region has staked a firm claim on part of the world's psyche, securing the area's status as one of the most scenic locations in the world. In 2007, Dr. Gary Willden, Professor of Outdoor Adventure Education/Recreation at Weber State University, embarked on a significant amount of research to identify commercial filmmaking operations conducted in the vicinity of Zion National Park and SR-9. The results of this research conclude that forty-two (42) movies were filmed in the region surrounding SR-9. Many of these movies include iconic actors; namely, John Wayne, Don Ameche, Maureen O'Hara, Burl Ives, Marlon Brando, Paul Newman and Robert Redford to name a few. Further, the following significant movies were filmed in the area of SR-9: The Appaloosa, Butch Cassidy and The Sundance Kid, and more modern films such as The Electric Horseman, Romancing the

Stone, and Truth or Consequences, NM. Filmmaking along the *Zion Scenic Byway* has been and will likely continue to be a strong contribution to this American cultural expression.

The outdoors and activities associated thereunto constitute a significant portion of the cultural experience found along the *Zion Scenic Byway*. From hiking, camping, and backpacking to horseback riding, fishing, hunting, off-highway vehicle (OHV), motorcycle riding, road and mountain biking, rock climbing and photography, to sheer driving for pleasure, the roadway offers a multitude of memory making moments which translate directly into the cultural fabric of the region.

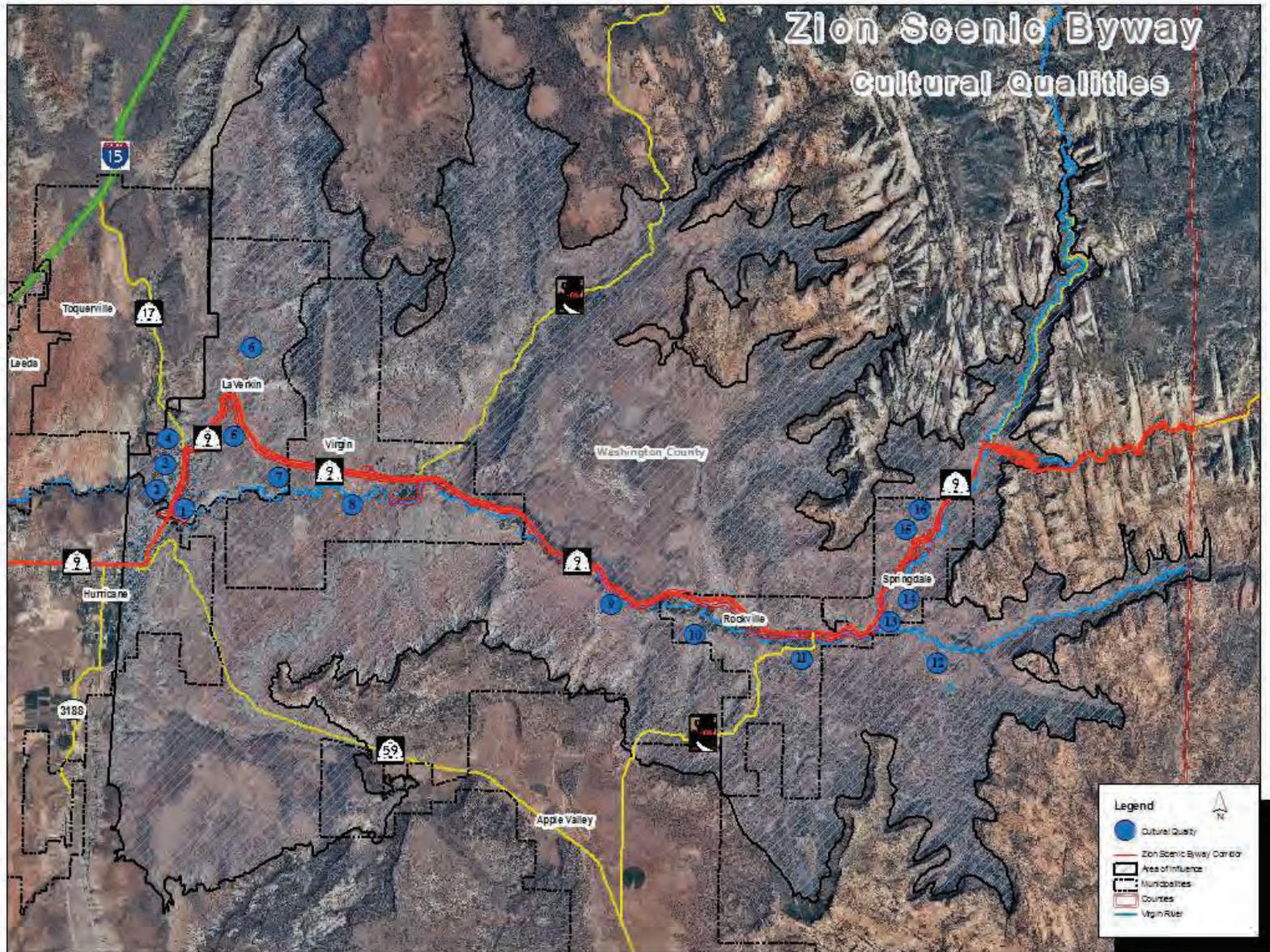
“Reaching Springdale, at the base of the Vermillion Cliff, the traveler looks up-stream to the valley mouth through which the river emerges from the cliffs, and a spectacle without parallel meets his eye. Left of the gorgeous entrance rises the unbelievable West Temple of the Virgin, and, merging with it from behind, loom the lofty Towers of the Virgin. Opposite these, and back from the canyon’s eastern brink, rises the loftier and even more majestic East Temple of the Virgin. Between them he sees a perspective of red and white walls, domes, and pinnacles which trills him with expectation. And so, fully prepared in mind and in spirit, awed and exultant, he enters Zion.”
Robert Sterling Yard.



Images of several movie posters from commercial filmmaking operations conducted along the byway corridor. (Photo courtesy of Dr. Gary Willden)

Cultural Qualities- Strategies and Actions					
Strategy	Action	Plan Goals Addressed			
		Goal 1	Goal 2	Goal 3	Goal 4
1-Promote awareness of the many cultural festivals held along the corridor each year such as Springdale’s St. Patrick’s Day festival, Virgin’s 4 th of July celebration, LaVerkin’s Winterfest, and Rockville Daze, Butch Cassidy 10K Race, etc..	<ul style="list-style-type: none"> a- Maintain a comprehensive list of community cultural festivals and events. b- Advertise events through promotional materials with common <i>Zion Scenic Byway</i> branding. c- Advertise theme with Byway materials and other travelers’ information (AAA brochures, CVB calendars, etc.). 		●	●	●
2-Develop awareness of movie making in the Corridor.	<ul style="list-style-type: none"> a- Develop brochures and other film related information, then distribute at interpretive sites or locations where films were made. b- Encourage opportunities to feature movies which were made along the corridor (film festivals, etc.) and encourage future filming in the area. 		●	●	●

<p>3- Promote awareness of community cultural venues.</p>	<p>a- Work with Dixie State College in advertising events held at the O.C. Tanner Amphitheater in Springdale in conjunction with <i>Zion Scenic Byway</i> promotional material.</p> <p>b- Help promote appropriate and desirable uses of the Rockville Multi-purpose Community Center for cultural events and activities</p> <p>c- Identify the cultural uses for the LaVerkin Old Church Community Center and help promote them.</p> <p>d- Identify cultural uses for the old white church community building in Virgin and help promote them.</p>		●	●	●
<p>4- Encourage the promotion and preservation of heritage activities that highlight local traditions, handiwork, arts and crafts.</p>	<p>a- Work with communities on promoting/ implementing heritage day festivals/celebrations.</p> <p>b- Work with communities to provide a comprehensive list of cultural activities to be included in marketing/outreach materials.</p> <p>c- Encourage and support cottage industry and local handicrafts.</p>		●	●	●





Cultural Intrinsic Qualities

(List is not-exhaustive)

#	Resource	Notes
1	Hurricane Canal	Built in the early 1900's. The canal allowed water to reach the Hurricane Bench, enabling the settlement of Hurricane. Listed on the National Register of Historic Places.
2	Ice Cream Socials	Historically, fruit farmers in the LaVerkin and Hurricane valley's quit work early on Saturday afternoons to have homemade ice-cream and soda crackers, then play baseball.
3	LaVerkin farming/orchards	Agricultural operations have been an important cultural quality for LaVerkin and have provided regional sustenance and economic opportunity for decades.
4	Winterfest	The LaVerkin Winterfest is a celebration of winter in Southern Utah, traditionally held early December. There is live entertainment, a jingle bell run/food drive, light parade, tree lighting, vendors and fireworks.
5	Sheep Shearing Corrals	Remnants of historic corrals serve as a reminder of the intensive sheep shearing operations. The sheep were coming/going from the largest sheep shearing operations in the U.S.; the operations were a significant boost to the regional economy. Sheep were herded/driven from the Arizona Strip annually for the purpose of harvesting wool.
6	Hurricane Mesa Test Facility	Constructed in 1954 and operated by the U.S. Air Force, this 12,000 foot long test track was used in the testing of aviation systems. The U.S. Air Force ceased operations in 1961; wherein the facility became privately owned and remains in operation as a private test facility.
7	Sheep Bridge	Historic bridge located in Virgin, which facilitated movement of sheep from the Arizona Strip across the Virgin River. The bridge was culturally significant as a means for regional travel across the Virgin River. (access restricted)
8	4th of July Celebration	Annual cultural event based in Virgin; breakfast, small parade, games for kids, auction, potluck, and fireworks.

9	Historic Movie making sites	Numerous culturally significant filming operations (Butch Cassidy, etc.) found in numerous locations along the corridor.
10	Grafton Reunion	Each autumn, descendants of early pioneers return to Grafton for an annual reunion and to remember the sacrifices their ancestors made while taming a volatile and often unforgiving wilderness.
11	Butch Cassidy 10K Race	A fun event and Springdale tradition that binds Springdale, Rockville, and Grafton. Started around 1983. First Saturday in November.
12	Shunesberg	Historic pioneer settlement containing intensive agricultural operations. Currently a generally uninhabited area consisting of a historic cemetery, Oliver DeMille homestead, and mail drop.
13	Trees Ranch	Built to mimic style of pioneer ranches & orchards. Important as "theme" setter for the rest of Springdale. Indicative of agricultural heritage in Springdale.
14	St. Patrick's Day Festival	A Springdale tradition for many years. Draws people from the entire region. Parade, green Jell-O contest, games for kids, activities.
15	"Parkitecture"	"Parkitecture" is defined as a rustic, architectural style employed by the National Park Service in the 1920s and 1930s. "Parkitecture" emphasizes natural, local building materials (stone and hewn timber) with extensive use of rock pillars and gabled roofs. Some of the best examples of this unique architecture are found in Springdale and Zion NP.
16	Bicentennial OC Tanner Amphitheater	Opened in 1976, a stunning 2,000 seat amphitheater located in Springdale. Live concerts throughout the summer. Unique setting at the base of West Temple.



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

Chapter 7- Historic Qualities

The *Zion Scenic Byway* has seen a rich and eventful history of exploration and settlement. Many historic structures are still visible along the *Zion Scenic Byway* and serve as reminders of days gone by: pioneer era homes, late 1800's irrigation infrastructure, some of rarest and oldest bridges in the state of Utah, several pioneer-era cemeteries and other historic places of interest beckon the visitor.

There is ample archeological evidence that Zion Canyon was settled first by the Virgin River branch of the Kayenta Anasazi around 400 AD. This civilization lasted till around 1200 AD when Paiute people displaced the Anasazi. Evidence of agriculture and settlement from these civilizations is found throughout the corridor.

The earliest Europeans to arrive in the area were member of the Dominguez-Escalante party who found the Paiutes cultivating crops along the Virgin River near the present site of Confluence Park near LaVerkin in 1776. Following the Dominguez-Escalante expedition various trappers and traders, as well as Spaniards en route to California from New Mexico, passed through the area but left little record of their passing.



Historic LaVerkin City with Hurricane Mesa in background. (Photo courtesy of Kyle Gubler)

In 1850 Parley P. Pratt, a Mormon explorer and church leader, led an exploratory party through southern Utah, stopping briefly near present day LaVerkin. Shortly after this exploration Brigham Young established communities in nearby St. George, Washington, and Toquerville. Pioneers from these settlements began to explore the Virgin River for additional town sites, and soon the communities of Zion Canyon were established: Virgin in 1859, Rockville and Grafton in 1861, and Springdale in 1863.

Pioneers in these communities lived side by side with the Paiute people, cooperating on many irrigation and agriculture cultivation projects. However, tension between the settlers and Native Americans erupted in 1865 as part of the Black Hawk War that swept across Utah. By 1867 the hostilities ended and peace returned to the region.

Scientific exploration continued in the area in the late 1800's with many geological and geographical expeditions, the most famous of which were Major John Wesley Powell's two explorations of the Colorado River and its tributaries in 1869 and 1871. Two members of the Powell expeditions introduced the whole nation to the incredible scenery and beauty of the area: painter F.S. Dellenbaugh through his breathtaking illustrations and paintings, and geologist Clarence S. Dutton through his eloquent written descriptions.

The history of settlement in Zion Canyon is integrally linked to development of irrigation. None of the communities could have survived without drawing water from the Virgin River. This proved to be a difficult task, and delayed the settlement of LaVerkin until 1898 when a canal was finally built to irrigate the

LaVerkin bench, several hundred feet above the river. A similar canal was built in 1908 to serve the adjacent community of Hurricane. This larger canal is listed on the National Register of Historic Sites. Rock ditches used for pioneer irrigation are still visible and well preserved along the byway in the communities of Rockville and Springdale.

Paradoxically, the history of Zion Canyon is also linked to devastating Virgin River floods. Several communities in the area, most notable the town of Grafton, were abandoned after continual flooding.

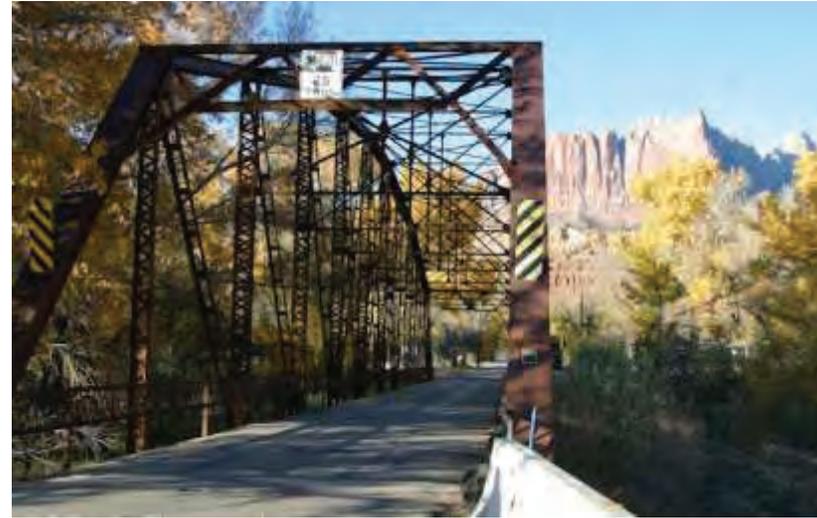


Historic photograph (circa 1900-1910) of an oil field that was located in the Town of Virgin. This was one of the first producing fields in the state of Utah. (Photo credit: Gerald R. Sherratt Library Images Collection, Southern Utah University)

The early economies of the communities along the Zion Scenic Byway were based on agriculture. Families lived mostly off what they could produce in their fields. However, as time went on other industries were introduced in the area. Sheep grazing was a significant economic activity in the early 1900's. Remnants of sheep shearing corrals are visible along the byway outside of Virgin. In 1907 oil was discovered near the Town of Virgin, and Utah's first oil well was drilled. A short oil boom exploded Virgin's population to 5,000 people. But less than a year after it started the boom was over, and Virgin became the small town it was before.

The biggest change to the area's economy occurred in 1920 when Mukuntuweap National Monument was dedicated. It would later become Zion National Park. From that point on the region has developed a robust tourism economy, and now hosts 2.8 million visitors from all over the world each year.

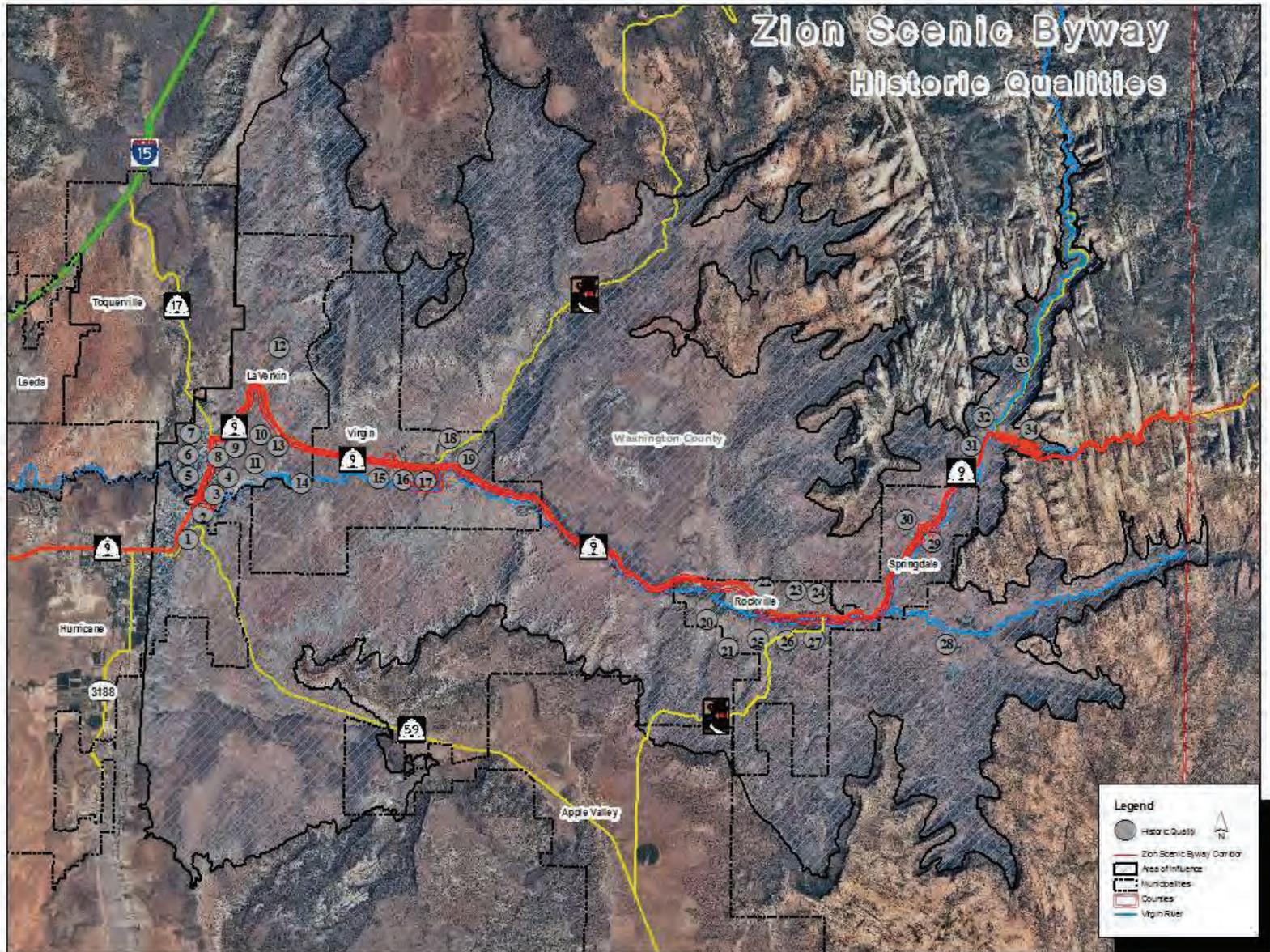
The *Zion Scenic Byway* has a rich and exciting history. Much of this history is preserved in the structures, pastures, and development patterns along the byway. The communities along the byway are proud of their history, and desire to preserve the many historic attributes in the area through the implementation strategies outlined in this plan.



Historic Rockville Bridge. (Photo courtesy of Dan McGuire)

Historic Qualities- Strategies and Actions					
Strategy	Action	Plan Goals Addressed			
		Goal 1	Goal 2	Goal 3	Goal 4
1-Highlight, protect and preserve existing historic resources.	<ul style="list-style-type: none"> a- Identify historic resources along the Byway that may qualify for placement on the National Register of Historic Places. b- Work with individual communities in nominating these resources for placement on the Register. c- Encourage communities to adopt ordinances that help ensure maximum protection of historic resources. 		●	●	●
2-Develop sites and interpretive materials that highlight historic resources along the corridor..	<ul style="list-style-type: none"> a- Work with the Grafton Heritage Partnership Project on developing interpretive materials about Grafton for Byway travelers. b- Work with communities to identify historic preservation sites. 		●	●	●

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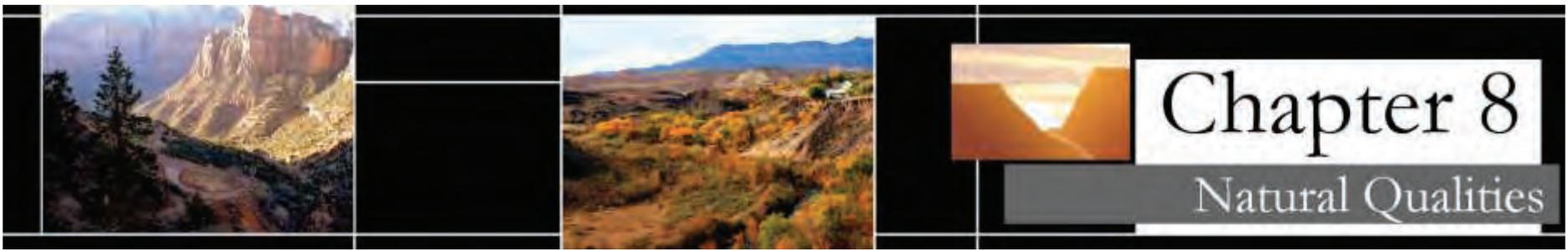


Historic Intrinsic Qualities

(List is not-exhaustive)

#	Resource	Notes
1	Hurricane Canal	Built in the early 1900's. The canal allowed water to reach Hurricane. Listed on the National Register of Historic Places.
2	Historic Bridge near Pah Tempe Hot Springs	Original bridge used to traverse the Virgin River between Hurricane and LaVerkin.
3	Historic Hydroelectric Plant	Historic Utah Power & Light building located at Confluence Park in LaVerkin.
4	Pah Tempe Hot Springs	Mineral hot springs near the mouth of Timpoweap Canyon. The springs were sacred to Native Americans and have been enjoyed throughout the years by regional inhabitants.
5	LaVerkin Arch Bridge	Historic, unique, innovative arch bridge which traverses the Virgin River and connects LaVerkin and Hurricane.
6	Paiute Corn Fields Monument	Historic site of Paiute corn fields (no built remnants). Parley P. Pratt campsite at location.
7	Dominguez Escalante Monument	Located in Confluence Park; indicates passage of Dominguez Escalante Expedition.
8	LaVerkin City Cemetery	Historic, pioneer cemetery; one of the oldest cemeteries in Southern Utah.
9	Old LaVerkin Chapel (aka The White Chapel)	Construction of the chapel began in 1925 and was built one segment at a time. The newer section on the south of the building was dedicated in February 1962. (Currently operates as a police office and community center).
10	LaVerkin Canal	Historical canal began in the 1890's which established viability of LaVerkin. Canal leaves the Virgin River about two and one-half miles above Pah Tempe Hot Springs.
11	China Town	Historical camp near Hurricane Canal which housed Chinese laborers.
12	Hurricane Mesa Test Facility	Constructed in 1954 and operated by the U.S. Air Force, this 12,000 foot long test track was used in the testing of aviation systems. The U.S. Air Force ceased operations in 1961; wherein the facility became privately owned and remains in operation as a private test facility.
13	Sheep Shearing Corrals	Remnants of historic corrals serve as a reminder of the intensive sheep shearing operations. Sheep were herded/driven from the Arizona Strip annually for the purpose of harvesting wool.

14	Sheep Bridge	Historic bridge located in Virgin, which facilitated movement of sheep from the Arizona Strip across the Virgin River. The bridge was culturally significant as a means for regional travel across the Virgin River.
15	Historic Adobe Store	Old adobe building located in Virgin (across from LDS church).
16	Flanigan Square	Old church/school located in Virgin (monument on site).
17	Virgin Cemetery	Historic, pioneer cemetery.
18	Virgin Canal	Canal which supplies water to Virgin. This canal had to be dug twice because the first time the level was off which rendered it ineffective.
19	Oil fields	1st oil field drilled in the State of Utah. All that remains are capped wells.
20	Grafton	Located near Rockville, Grafton's rich history is represented by the original school house/ church, home, and pioneer cemetery.
21	Wood Road	Historic road used to haul wood from Mt. Trumbull.
22	Stone ditches	Irrigation structures, located in Rockville and Springdale, constructed by the Work Projects Administration (WPA); likely patterned after pioneer concepts. Some of the last stone ditches preserved in the State.
23	Telegraph Office	The historic building was one of the Deseret Telegraph Company's stations in Southern Utah. It was also the post office for the community of Rockville. The telegraph was the first one in the valley and received communications from Pipe Springs.
24	Rockville Church (Community Center)	Historic church/chapel (currently serves as community center) located on Main Street in Rockville.
25	Rockville School House	Historic schoolhouse built of native sandstone in the 1930's. Currently privately owned, housing the Fatali Schoolhouse of Photography.
26	Rockville Cemetery	Historic, pioneer cemetery.
27	Rockville Iron Bridge	Built in 1924 by National Park Service before Zion Tunnel was cut. From Rockville, visitors cross the Virgin River via the bridge then traverse Smithsonian Butte Scenic Backcountry Byway.
28	Shunesberg	Historic Shunesberg town site consisting of a historic cemetery, Oliver DeMille homestead, and mail drop. Settlers left Shunesberg to settle Rockville.
29	Springdale Jail	This remains a fascinating part of Springdale's history. Constructed in 1880's it reflects the criminal justice and incarceration system of a bygone pioneer era; It is easily accessible to the public; located across from elementary school in Springdale.
30	Hilltop Cemetery	Historic, pioneer cemetery located in Springdale.
31	Zion Lodge Historic District	Located in Zion NP. Large group of historic lodgings and support facilities surrounding Zion Lodge.
32	Pine Creek Bridge	Navajo sandstone bridge opened in 1930 on the Zion/ Mt. Carmel highway in Zion National Park.
33	Zion Mt. Carmel Highway	Historic road located in Zion NP with scenic vistas and 5,613-foot tunnel; completed in 1930.
34	Floor of the Valley Road	Historic road located in Zion NP, built in the 1930s; follows the North Fork of the Virgin River through Zion Canyon.



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

Chapter 8- Natural Qualities

Natural intrinsic qualities are on reoccurring exhibit along the *Zion Scenic Byway*. The landforms along the corridor are spectacular- and the most evident, but thorough inspection of the terrain reveals many geological formations, and a living laboratory of diverse vegetation and wildlife.

The *Zion Scenic Byway* begins and ends with natural splendor. Although the aptly named Eagle Crags are located between Rockville and Springdale near Zion National Park, these jagged peaks are visible most anywhere along the corridor, and seem to paint the skyline in a manner that mirrors the area's tumultuous history.

Erosion has played a major role in exposing many geological formations throughout the corridor. One such formation, the Moenkopi Formation, consists of brightly-colored red, brown,

and pink outcrops that can be seen along the buttes on both sides of the *Zion Scenic Byway* from Virgin to Rockville. Dating back 230 million years, the Moenkopi Formation is one of the oldest geological formations in the region; making the *Zion Scenic Byway* a perfect beginning to a geological expedition that exposes nearly 150 million years of earth's history.

The corridor is located at the intersection of the Colorado Plateau, the Great Basin, and the Mojave Desert. The intersection of these three physiographic regions alone would create an ecosystem capable of supporting diverse flora and fauna, but the corridor also has been exposed to millions of years of sedimentation, uplift, and erosion that have yielded desert, canyon, slick rock, and high plateau environments. The result is a habitat that supports over 900 different plant species, 291 bird species, 67 mammal species, 13 reptile species, and many fish species, four of which are native to the corridor.

The Virgin River is the main force that carved the corridor. It is also important because it provides riparian zones and wetlands. The riparian zones are laced with Fremont cottonwoods, unique grasses, ferns and wildflowers. The wetlands are home to aquatic plants such as willows, rushes, and cattails.

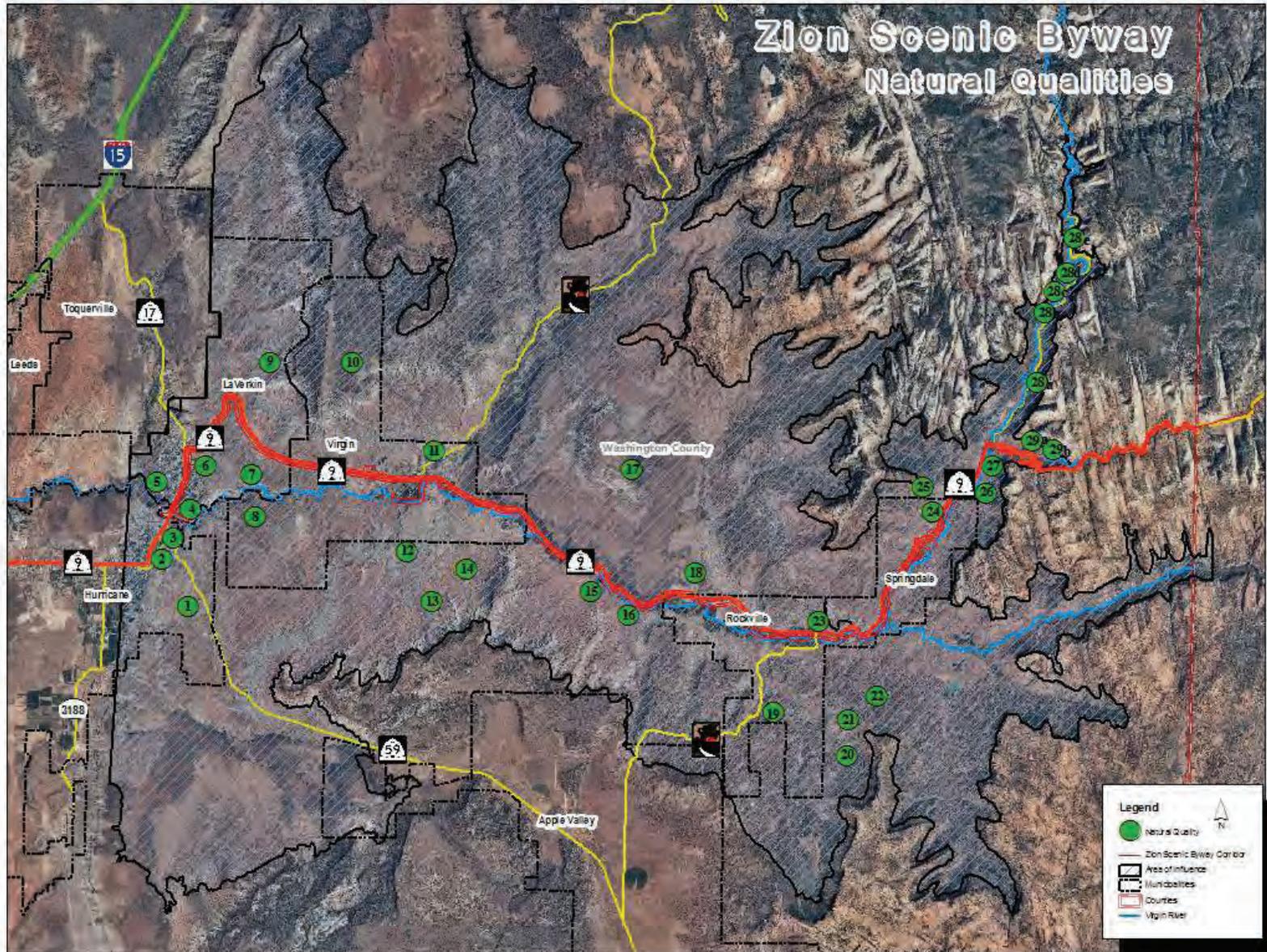


Spring wildflowers in full bloom amongst lava rock along the *Zion Scenic Byway*. (Photo courtesy of Jim Harlan)

Natural Qualities- Strategies and Actions					
Strategy	Action	Plan Goals Addressed			
		Goal 1	Goal 2	Goal 3	Goal 4
1-Protect the corridor's natural features	<ul style="list-style-type: none"> a- Work with land management agencies in their corridor-wide planning for the protection of the Virgin River to preserve water quality, maintain existing riparian ecosystems, and promote sound floodplain management. b- Work with land management agencies to develop best practices for the use of public lands. 	●	●		●
2-Protect the night sky.	<ul style="list-style-type: none"> a- Support communities to pass new and enforce existing outdoor lighting ordinances that protect the night sky and reduce unnecessary light pollution. b- Encourage the use of night sky friendly fixtures for both public street and commercial lighting along the Byway corridor. c- Support communities in their efforts to promote star gazing events. 	●	●	●	●
3- Highlight the corridor's unique physiographic location.	<ul style="list-style-type: none"> a- Develop information for Byway travelers that identifies and provides education for the corridor's unique geology and physiographic location. 	●	●	●	●

4- Support communities to adopt ordinances to protect natural resources.	a- Based on the results of planning studies, such as the Vision Dixie process and the Utah State University Corridor Futures Study, support communities efforts to adopt ordinances that protect scenic vistas and important viewsheds as enjoyed from the Byway.	●	●		●
5- Promote natural resources within Zion National Park.	a- Work with the National Park Service on educational materials with <i>Zion Scenic Byway</i> branding and theme regarding natural resources inside Zion National Park.	●		●	●

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Natural Intrinsic Qualities

(List is not-exhaustive)

#	Resource	Notes
1	Mollie's Nipple	This pinnacle piercing the skyline on the crest of the Hurricane Cliffs is a vivid, visible landmark which rises 1,300 ft. above the crest of the Hurricane Cliffs.
2	Hurricane Cliffs	Unique landscape that is breathtakingly beautiful; consisting of brown soil and cliffs set high above the greenery of the valley below them. The Hurricane Cliffs extend southward all the way to the North Rim of the Grand Canyon.
3	Hurricane Fault	From Cedar City to the Arizona border, the Hurricane Fault is the tectonic boundary between the Colorado Plateau and the transition zone to the Basin and Range.
4	Pah Tempe Hot Springs	Mineral hot springs near the mouth of Timpoweap Canyon. The springs have been enjoyed throughout the years by regional inhabitants.
5	Black Ledges	Columns of rock, conglomeration of lava located within Confluence Park; trail leaves SR-9 just north of 480 South; Reference: Confluence Park Plan.
6	LaVerkin Overlook	Overlook with a wonderful view of the LaVerkin valley and the Virgin River.
7	The Cracks	The Cracks are a very interesting formation of limestone on the Hurricane Fault line. The Cracks are formed from earthquakes and movement along the fault line.
8	Limestone Quarry	Located in Virgin, the quarry operations consisted of extracting limestone which was suitable for making concrete. Much of this operation benefitted the Hurricane Canal construction.
9	Hurricane Mesa	North of Virgin and west of Smith Mesa lies Hurricane Mesa. The panoramic views from the Mesa are amazing; especially looking east towards Zion National Park.
10	Smith Mesa	The top of Smith Mesa provides a panoramic view; most notably, Zion National Park is located to the east and Pine Valley Mountains to the west.
11	Geologic formations	Located north of Virgin on Kolob Terrace Road. You can see 3 of 5 geological (Cenozoic) layers here.

12	3 Pyramids	Located south of Virgin; geologic formations which provide the appearance of 3 pyramids, particularly when snow covered.
13	Gooseberry Mesa	Tabletop mesa west of Zion NP. At an elevation of 5,200 feet, views from the mesa rims are spectacular. Rising to the north are the massive sandstone sentinels of Zion National Park. The west rim of the mesa offers a panorama of colorful desert mesas and water carved canyons.
14	Pastry Ridge	Pastry Ridge, so named because its geologic attributes exhibit a resemblance to pie crust. Located south of Rockville.
15	Night sky	Renowned; much of the corridor contains this natural intrinsic quality.
16	Virgin River	The Virgin River is a nearly 160 mile long tributary of the Colorado River. It was designated Utah's first wild and scenic river in 2009, during the centennial celebration of Zion National Park.
17	Cinder Cone	Crater Hill flow and cinder cone is one of the more voluminous volcanic flows in southwestern Utah and is the largest cinder cone in Zion National Park.
18	Physiographic confluence	Northernmost extent of mesquite habitat. Confluence of 3 ecosystems.
19	Smithsonian Butte	Amazing geologic attribute which is the prominent feature of the Smithsonian Butte Scenic Backcountry Byway.
20	Canaan Mountain	Canaan Mountain exhibits towering slickrock pinnacles and balancing rocks.
21	Eagle Crags	Prominent jagged peaks located between Rockville and Springdale on the south side of SR-9.
22	Physiographic confluence	Pinion/Juniper Forest; Lower foothills of Zion Canyon- transition between valley floor and cliffs of Zion Canyon.
23	Historic trees: Rockville Main Street	Mulberry trees planted along Main Street during the 1930s as a means to generate/harvest silk. Provides an amazing canopy over the roadway.
24	Springdale landslide	Result of 1992, 5.8 earthquake centered in St. George /Washington.
25	West Temple	At an elevation of 7,810 feet above sea level, West Temple can be seen peeking high throughout most of Zion National Park as well as from many viewpoints outside of the Park.

26	Mt. Kinesava	With a commanding presence above the main entrance to Zion National Park, Mt. Kinesava is one of the highest peaks found within the Park and offers extraordinary views.
27	Zion Canyon	The sculptured cliffs of Zion Canyon provide landscapes of unmatched beauty and diversity.
Zion Canyon Scenic Drive (Floor of the Valley Road)		
28a	Angels Landing	Angels Landing is a rival for the best known landmark in Zion National Park, the Great White Throne. Climbers scale the big wall, hikers walk the steep path leading to the narrow and arduous fin and sightseers stand in awe at its stunning nobility.
28b	Great White Throne	The Great White Throne is impressive, rising more than 2,400 feet above the Zion Canyon floor. It is a magnificent white topped monolith and perhaps the most famous of all Zion National Park landmarks.
28c	Court of the Patriarchs	Sandstone cliffs in Zion National Park named for 3 towering figures of the Old Testament. Abraham Peak 6,890 feet above sea level, Isaac Peak 6,825 feet and Jacob Peak are 6,831 feet above sea level.
28d	Temple of Sinawava	The Temple of Sinawava is a nearly 3,000 feet deep, vertical-walled natural amphitheater.
28e	Virgin Narrows	The Narrows in Zion National Park is a section of canyon on the North Fork of the Virgin River. The hike of the Narrows is one of the premier hikes on the Colorado Plateau.
Zion Mt. Carmel Highway		
29a	The Great Arch	The Great Arch in Zion National Park is a large blind arch in the Navajo sandstone which stretches 600 feet across and about 400 feet high.
29b	Checkerboard Mesa	Mass of slickrock with crossbedding etched into the north face of the rock. The vertical and horizontal fissures are a result of the jointing and crossbedding created by weathering and erosion.



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

Chapter 9- Recreational Qualities

The *Zion Scenic Byway* is indeed a destination unto itself for recreational visitors from around the world. Annual visitation to Zion National Park continues to reach record numbers each year and has exceeded a level of over 2.7 million visitors. Most of these visitors to the park will travel this byway in one direction or the other.

The scenic qualities described in this CMP are the foundation for two prime recreational pursuits; namely, sightseeing and photography. No section of this byway is at all uninteresting to those who take the time to explore. The entire byway continues to be an internationally important destination for professional photographers seeking that one special moment in light and time.

There are recreational opportunities for everyone along the *Zion Scenic Byway*. Visitors enjoy activities such as hiking, road and mountain biking, fishing, river running, swimming, camping, picnicking, bird watching, ATV riding, and photography. Additionally, world-class canyoneering, climbing and rappelling are activities that are growing in popularity along the byway and in Zion National Park. The highway corridor offers incredible opportunities to create some of life's most memorable experiences.

The extraordinary geography of the byway and an abundance of trails have given the region an international reputation for mountain biking and hiking. Many of the trails can be accessed from the byway.

Much of the *Zion Scenic Byway* follows the Virgin River closely. The Virgin River provides fishing, swimming, and river running opportunities. Tubing on the river is an exciting and unique way to explore the corridor that many are discovering. Tubing is most enjoyable from late April to early September while the air temperatures are quite warm, and the water is cool and refreshing and flowing steadily.

Wildlife is frequently spotted along the byway. The area is known for several specialty birds including: Prairie Falcon, California Condor, Northern Shrike, Gray Vireo, American Pipit, Green-

tailed and Spotted Towhees, Lazuli Bunting, and 19 other key birds. Various bird species stop at the Virgin River during their annual migrations. Glimpses of grey foxes, mountain lions, coyotes, bobcats, and deer are also possible along the corridor.

In many areas of the country it is difficult to view the stars in the sky at night. Fortunately this is not the case along the *Zion Scenic Byway*. Amateur astronomers, as well as generalists, come to the region to see the stars since the area has some of the darkest night skies and cleanest air in the nation.

Many of the recreational opportunities along the *Zion Scenic Byway* are physically demanding, but for those who love clean air, clear nights, and intense beauty; the drive along the highway is a relaxing recreational experience like nothing else on our planet. Recreational opportunities are available during all seasons of the year, and are diverse enough to provide entertainment for a wide range of physical abilities and skill levels.

The type of activity to pursue is often determined by the amount of time one has in the area. The recreational experiences are typically the most satisfactory when the recreationalist consults a local visitor center for maps and current weather and road conditions. Travelers should explore the region with clear directions, current information, maps, drinking water, and an understanding that to get from one point to another usually takes longer than one may estimate.

The recreational intrinsic quality table attempts to capture the recreational qualities and opportunities that are available. However, it must be noted that simply being in the region, with

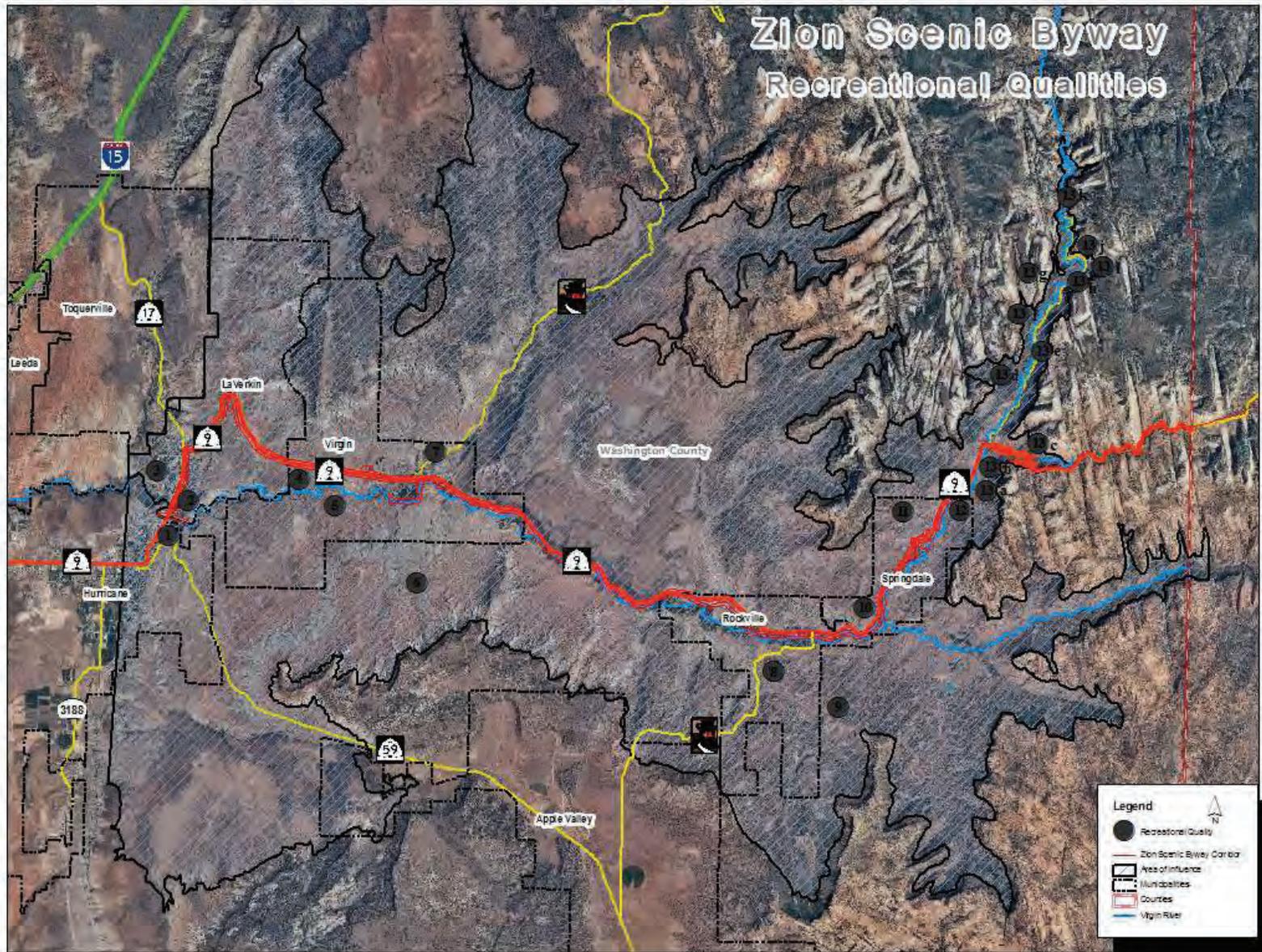
its spectacular scenery, clean air, night skies, and amazing solitude can be a recreational experience in and of itself.



Hikers traversing picturesque West Rim Trail in Zion National Park.(Photo courtesy Zion National Park)

Recreational Qualities- Strategies and Actions					
Strategy	Action	Plan Goals Addressed			
		Goal 1	Goal 2	Goal 3	Goal 4
1-Support the management of appropriate recreational activities in the corridor, such as responsible: camping, hiking, climbing biking, and ATV riding.	<ul style="list-style-type: none"> a- Work with land management agencies corridor-wide recreation management plans to help manage recreational activities. b- Work with communities and land management agencies on development of campsites, trails and biking routes. c- Work with the BLM in their efforts to manage recreational activities at Mosquito Cove. d- Utilized various campaigns, such as <i>Leave No Trace</i> and <i>Tread Lightly</i>, to help promote responsible recreation. 	●	●	●	●
2-Participate in bicycle, pedestrian and motorized trail planning and implementation.	<ul style="list-style-type: none"> a- Produce corridor-wide trail guide for hiking, biking, and motorized trails with <i>Zion Scenic Byway</i> branding and theme. b- Develop a multi-use walking and biking trail following the Virgin River as part of the Three Rivers Trail. c- Coordinate efforts to provide signage to trailhead locations. 	●	●	●	●
3- Strengthen commercial recreation where appropriate.	<ul style="list-style-type: none"> a- Promote outdoor guiding companies efforts in using the <i>Zion Scenic Byway</i> theme in their advertising materials. 				
4- Promote recreation in “shoulder season”.	<ul style="list-style-type: none"> a- Promote recreational activities that extend the tourism season. b- Advertise off season recreational activities with Byway promotional materials. 		●	●	●

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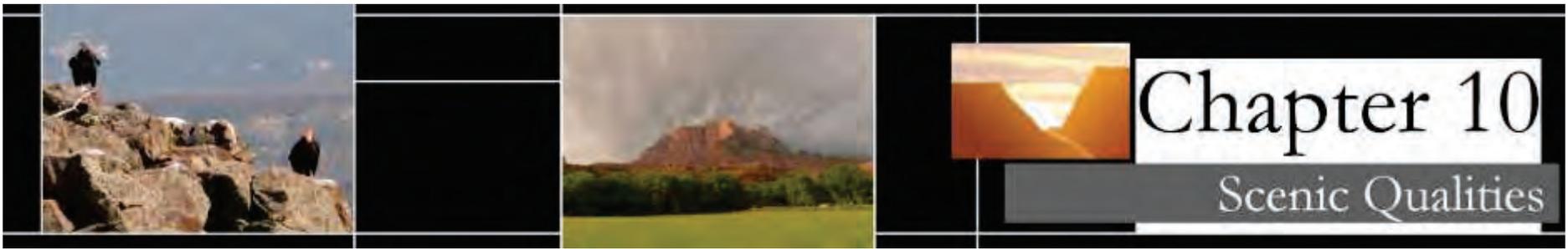


Recreational Intrinsic Qualities

(List is not-exhaustive)

#	Resource	Notes
1	Hurricane Cliffs Trail System	Network of trails for non-motorized users. Trails include: JEM, Rim, Hurricane Canal, Gould's Rim, Gould's, and Chinatown Wash.
2	Trail: LaVerkin Overlook to Pah Tempe	Mountain Biking, hiking.
3	Confluence Park	Equestrian, bicycling, hiking.
4	Virgin River	The Virgin River is a nearly 160 mile long tributary of the Colorado River. It was designated Utah's first wild and scenic river in 2009, during the centennial celebration of Zion National Park. The river provides numerous recreational opportunities, some of which include fishing, rafting, and canoeing.
5	Falls Park	Swimming hole, Picnic area.
6	Gooseberry Mesa National Recreation Trail	Network of trails for non-motorized users. Trails include: Windmill, Bowls and Ledges, Practice, White, North Rim, Hidden Canyon, South Rim, and Yellow.
7	BMX Track	BMX bicycle track located in Virgin.
8	Smithsonian Butte Scenic Backcountry Byway	Striated cliffs, scenic canyons, and imposing bluffs make up some of the wonders you'll pass as you drive the nine-mile Smithsonian Butte Back Country Byway. Located just south of Zion National Park's southern entrance, the Byway offers gorgeous views for the active and passive recreationalist.
9	Eagle Crags Trail	A trail in the Canaan Mountain Wilderness.
10	Chinle Trail	Begins in Springdale, goes along Rockville Bench then down Coal Pits Wash.
11	Zion Canyon Trail	All access bike and pedestrian trail.
12	Technical Rock Climbing	Throughout Zion NP.
Trails- Hiking & Mountain biking		
1	Hurricane Cliffs Trail System	Network of trails for non-motorized users. Trails include: JEM, Rim, Hurricane Canal, Gould's Rim, Gould's, and Chinatown Wash.

2	Trail: LaVerkin Overlook to Pah Tempe	Mountain Biking, hiking.
3	Confluence Park	Equestrian, mountain biking, hiking.
6	Gooseberry Mesa National Recreation Trail	Network of trails for non-motorized users. Trails include: Windmill, Bowls and Ledges, Practice, White, North Rim, Hidden Canyon, South Rim, and Yellow.
9	Eagle Crags Trail	A trail in the Canaan Mountain Wilderness.
10	Chinle Trail	Begins in Springdale, goes along Rockville Bench then down Coal Pits Wash.
11	Zion Canyon Trail	All access bike and pedestrian trail.
13a	Watchman	Zion NP
13b	Pa'rus	Zion NP
13c	Canyon Overlook	Zion NP
13d	Emerald Pools	Zion NP
13e	Hidden Canyon	Zion NP
13f	Angels Landing	Zion NP
13g	West Rim	Zion NP
13h	Weeping Rock	Zion NP
13i	Observation Point	Zion NP
13j	East Rim	Zion NP
13k	Riverside Walk	Zion NP



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

Chapter 10- Scenic Qualities

The byway and surrounding region constitute one of the most extraordinary landscapes on Earth. Annually over 2.7 million visitors travel through the area to come to Zion National Park from around the world to view its spectacle of buttes, sheer cliffs, canyons, brilliantly colored/sculpted rocks, vast expanses of slick rock and mountains. One of the most rewarding aspects of the byway corridor is the unspoiled, natural, and scenic qualities found therein.

The scenic quality of the *Zion Scenic Byway* is evident in every mile. The outstanding landscape contributes to the reasons why the *Zion Scenic Byway* is considered a jewel in southern Utah. From towering peaks, canyons, mesas, buttes, cinder cones, and cliffs to giant rocks, trees and vivid colors; the *Zion Scenic Byway* is located right in the middle of a 360 degree panoramic view of some of

the most beautiful and interesting vistas on earth. Although the scenery can be enjoyed from the comfort of one’s vehicle, frequent stops along the route will engage all of one’s senses, and permit a fuller appreciation of the exciting scenery as it appears along the *Zion Scenic Byway*.

From LaVerkin one looks to the west and can take in the Pine Valley Mountain range that rises to 9,934 feet above sea level, and is a perfect color complement to the dramatic red rock scenery prevalent in this area. Looking to the east one is playfully greeted by views of Zion National Park. The sculptured cliffs beckon exploration, and demand respect.

Main Street in Rockville is lined with Mulberry trees planted in the 1930’s. Although these trees were planted for their silk, they now form an amazing canopy over the roadway.

“Far up the canyon which North Creek pushes through this banded cliff, two towering cones of glistening white are well named Guardian Angels- of the stream which roars between their feet. Eagle Crag, which Moran painted, looms into view. On the south appears the majestic massing of needle-pointed towers which Powell named the Pinnacles of the Virgin. The spectacular confuses with its brilliant variations.” Robert Sterling Yard.

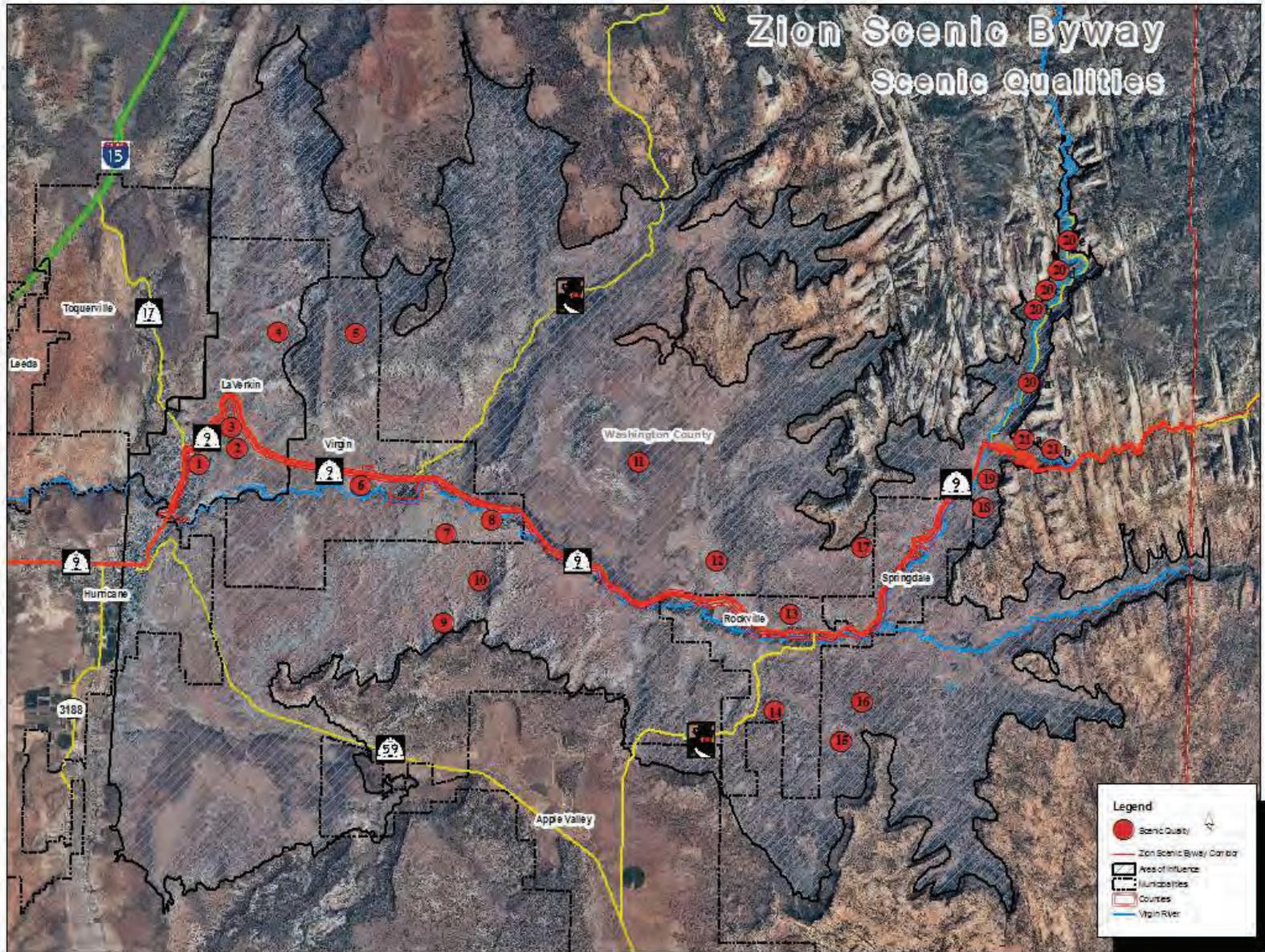


Stunning waterfall located in Zion National Park. (Photo courtesy of Norm McKee)

Perhaps the most stunning spectacle in Rockville, however, are the massive boulders residing alongside the homes. Look along the ridges that hover above the town and it is not difficult to imagine as each boulder lost its balance, and tumbled to a stable resting place below. These boulders are still falling – the latest on February 17, 2010.

A well-known scenic landmark, rivaling the Great White Throne in recognition, is Angels Landing. It is difficult not to stand in awe at its stunning nobility. Angels Landing is not just amazing to look at, but the adventurous can risk climbing the giant wall, or hike to the top across the narrow and arduous trail to experience breathtaking views of many landmarks including: the Virgin River, Big Bend, the Organ, Cathedral Mountain, Observation Point and Cable Mountain.

Scenic Qualities- Strategies and Actions					
Strategy	Action	Plan Goals Addressed			
		Goal 1	Goal 2	Goal 3	Goal 4
1-Protect the scenic vistas enjoyed from the Byway through local land use ordinances and agency land use plans.	a- Recommend model ordinances and best practices as they pertain to scenic intrinsic qualities. b- Encourage the preservation of the productive use of agricultural land as long as is practicable.	●	●		●
2-Enhance visual characteristics of Byway corridor.	a- In consultation with UDOT, investigate the use of signature red chip seal on highway (currently in Zion NP, Springdale and Rockville), the length of the Byway.		●		●
3- Support agencies and communities in adopting sign ordinances that limit impact on scenic resources.	a- In consultation with agencies and communities, provide support in their efforts to adopt sign ordinances that limit impact on scenic resources.	●	●		





Scenic Intrinsic Qualities

(List is not-exhaustive)

#	Resource	Notes
1	LaVerkin Overlook	Overlook with a wonderful view of the LaVerkin Valley and the Virgin River.
2	View: Pine Valley Mountain	The Pine Valley Mountains are a striking compliment to the area's dramatic red rock scenery. Monument at location.
3	Top of LaVerkin Twist	Amazing view of Zion National Park.
4	Hurricane Mesa	North of Virgin and west of Smith Mesa lies Hurricane Mesa. The panoramic views from the Mesa are amazing; especially looking east towards Zion National Park.
5	Smith Mesa	The top of Smith Mesa provides a panoramic view; most notably, Zion National Park is located to the east and Pine Valley Mountains to the west.
6	Spectacular view	At location: Amazing "naturally framed" view toward northeast.
7	Geologic layering (stratigraphy)	At location, amazing rock layers and layering (stratification) visible along the edges of the mountains.
8	Virgin River	The Virgin River is a nearly 160 mile long tributary of the Colorado River. It was designated Utah's first wild and scenic river in 2009 during the centennial celebration of Zion National Park.
9	Gooseberry Mesa	Tabletop mesa west of Zion NP. At an elevation of 5,200 feet, views from the mesa rims are spectacular. Rising to the north are the massive sandstone sentinels of Zion National Park. The west rim of the mesa offers a panorama of colorful desert mesas and water carved canyons.
10	Pastry Ridge	Pastry Ridge, so named because its geologic attributes, exhibits resemblance to pie crust. Located south of Rockville.
11	Crater Hill	Crater Hill flow and cinder cone is one of the more voluminous volcanic flows in southwestern Utah and is the largest cinder cone in Zion National Park.
12	Physiographic confluence	Pinion/Juniper Forest; Lower foothills of Zion Canyon- transition between valley floor and cliffs of Canyon.
13	Historic trees: Rockville Main Street	Mulberry trees planted along Main Street during the 1930s as a means to generate/harvest silk. Provides an amazing canopy over the roadway.

14	Smithsonian Butte	Amazing geologic attribute which is the prominent feature of the Smithsonian Butte Scenic Backcountry Byway.
15	Canaan Mountain	Canaan Mountain exhibits towering slickrock pinnacles and balancing rocks.
16	Eagle Crags	Prominent jagged peaks located near Springdale.
17	View: West Temple	At an elevation of 7,810 feet above sea level, West Temple can be seen peeking high throughout most of Zion National Park as well as from many viewpoints outside of the Park.
18	Mt. Kinesava	With a commanding presence above the main entrance to Zion National Park, Mt. Kinesava is one of the highest peaks found within the Park and offers extraordinary views.
19	Zion Canyon	Zion NP.
Zion Canyon Scenic Drive (Floor of the Valley Road)		
20a	Angels Landing	Angels Landing is a rival for the best known landmark in Zion National Park, the Great White Throne. Climbers scale the big wall, hikers walk the steep path leading to the narrow and arduous fin and sightseers stand in awe at its stunning nobility.
20b	Great White Throne	The Great White Throne is impressive, rising more than 2,400 feet above the Zion Canyon floor. It is a magnificent white topped monolith and perhaps the most famous of all Zion National Park landmarks.
20c	Court of the Patriarchs	Sandstone cliffs in Zion National Park named for 3 towering figures of the Old Testament. Abraham Peak 6,890 feet above sea level, Isaac Peak 6,825 feet and Jacob Peak are 6,831 feet above sea level.
20d	Temple of Sinawava	The Temple of Sinawava is a nearly 3,000 feet deep, vertical-walled natural amphitheater.
20e	Virgin Narrows	The Narrows in Zion National Park is a section of canyon on the North Fork of the Virgin River. The hike of the Narrows is one of the premier hikes on the Colorado Plateau.
Zion Mt. Carmel Highway		
21a	The Great Arch	The Great Arch in Zion National Park is a large blind arch in the Navajo sandstone which stretches 600 feet across and about 400 feet high.
21b	Checkerboard Mesa	Mass of slickrock with crossbedding etched into the north face of the rock. The vertical and horizontal fissures are a result of the jointing and crossbedding created by weathering and erosion.



Chapter 11- Transportation and Safety

The Utah Department of Transportation has commissioned two recent corridor studies that address conditions along State Route 9; specifically, the *Eastern Washington County Transportation Study Report* (December 2008) and the *Corridor Safety Assessment SR-9/SR-17/SR-59* (April 2008). Information gleaned from both of these comprehensive studies is contained within this chapter.

Traffic Counts

The traffic along SR- 9 has steadily increased in past years, and it doesn't appear that this trend will change in the future. In light of this fact, it appears that planning for a consistent increase in the number of travelers is prudent. The table below illustrates 2006 Annual Average Daily Traffic (AADT) and provides a projection for 2035 AADT

Annual Average Daily Traffic Count				
Begin MP	End MP	2006 AADT	2035 AADT	% change
12.5	17.8	5,530	6,000	8.5
17.8	26.8	2,770	6,000	116.6
26.8	29.8	2,190	5,382	145.8
29.8	32.7	2,215	5,427	145.0
103.9% change in AADT 2006 to 2035				
<small>Source: Eastern Washington County Transportation Study Report, Dec. 2008</small>				

General Maintenance Concerns

The following items are general maintenance concerns that exist along SR-9.

- Rumble strips are not present along much of the corridor. Old style rumble strips are in other areas. Shoulders throughout the corridor are approximately 2' to 5' wide. New standard rumble strips should be added.
- Passing Sight Distance is a concern in areas where passing is permitted between Virgin and Rockville (MP 18-27); terrain and geometry of roadway seem to prohibit safe passing maneuvers. There are a large number of head-on and passing-related collisions in this area. One possible solution would be to have a 4-lane roadway between Virgin and Rockville (MP 18-27).
- Raised pavement markers would provide assistance to delineate roadway for last 6 miles where there is winding road geometry.
- There are many crashes between MP 27-33; geometry has sharp horizontal & vertical curves combined with numerous access points; it is likely that vehicles are traveling too fast for conditions and not being aware.

Warning signs were the most frequently needed improvement on SR-9. The signs include chevrons, turning warning signs, and advisory speed warnings. A total of 30 warning sign recommendations were provided spanning from milepost 13.22 to 32.19; more specific information pertaining to these signs can be found in the *Corridor Safety Assessment SR-9/SR-17/SR-59* (April 2008). The following table provides an inventory of safety and maintenance recommendations (absent the aforementioned warning signs) along SR-9.

SR-9 Safety and Maintenance Inventory	
Milepost	Maintenance Recommendations
12.82	Clear zone needs to be widened, flattened; improve delineation.
13.13	2 culvert ends need extensions.
13.55	Clear zone is impeded by rock ledges.
13.68	Delineation on curve needs tighter spacing.
15.31	Extend guardrail 200' south- insufficient length.
15.52	Delineation needs improvement on curve.
16.42	Extend guardrail 200' south- insufficient length.
17.49	Extend guardrail 200' south- insufficient length.
17.87	Insufficient sight distance for left turns from driveway accesses; sag curve needs to be raised.
18.28	Barrier end needs attenuator.
18.74	Insufficient sight distance for turns from driveway accesses.
19.97	Delineation needs improvement on curve.
20.00	Pipe culvert end needs extension for sufficient clear zone.
20.29	Guardrail could be extended 200' south.

20.45	Existing culverts need to be extended.
20.65	Delineation needs improvement on curve.
21.05	Extend guardrail 200' south
21.78	Extend guardrail 200' south
22.27	Extend guardrail 200' south
22.54	Delineation needs improvement on curve.
23.25	Extend culvert for wider clear zone.
24.15	Extend guardrail 200' south
25.20	Insufficient passing sight distance in both directions.
25.39	Add attenuators to barrier ends.
27.47	Add TWLTL through town of Rockville.
28.34	Geometry of road should be straightened; delineation needs improvement on these curves.
30.39	Box culvert needs extension; clear zone is only 3' wide.
31.48	Crest curve needs to be flattened to provide stopping sight distance.
Source: Corridor Safety Assessment SR-9/SR-17/SR-59 (April 2008).	

Crash History

The crash history for SR- 9 shows 114 crashes for 2002 to 2005 resulting in an average of 28.5 crashes per year. The average accident rate is 0.75 accidents per million vehicle miles which is less than the 1.46 expected value. The severity index is an average of 2.0 which is higher than the expected index of 1.7.

The most frequent accident type over the four year period was single vehicle collisions; a total of 60 (53%) of the crashes only involved a single vehicle. The second most frequent accident type was rear end collisions which consist of 14 (12%) crashes. The remaining crashes varied among 14 other accident types.

Overall, the crash frequency is less than might be expected but is considerably higher in severity than expected on this type of roadway. However, through implementation of the improvements recommended in the *Corridor Safety Assessment SR-9/SR-17/SR-59* (April 2008), the accident rate will likely improve and the severity of crashes will lessen.

Safety Management Strategies

As part of the *Eastern Washington County Transportation Study Report*, UDOT formed a vision and identified goals that support this vision. Specifically, SR-9 should provide a safe travel route for local, regional, and through traffic to meet personal and commercial needs.



Wintertime view of SR-9 heading east with Zion National Park visible in the background. (Photo courtesy of UDOT)

- Corridor design should accommodate the needs of all travel types including passenger vehicles, recreational vehicles, bicycles, and pedestrians as well as the unique requirements of large trucks.
- The corridor should have enough capacity to minimize congestion and facilitate traffic operations.
- Roadway features should be designed and constructed to accommodate safe access onto and off of the highways for all vehicle types and sizes.
- The corridors should be designed and managed to minimize impacts to and enhance the adjacent natural and human environments.

Meeting Design Standards

Improvements to SR-9 should be planned and designed with the intention of meeting future transportation needs while protecting the intrinsic qualities found along the corridor. This will require continuing cooperation between private land owners, local governments, federal land management agencies and UDOT in order to design improvements which will serve the public, commerce, resource extractive industry, land management and safety.

Bicycle and Pedestrian Traffic

Bicycle and pedestrian traffic is becoming more prevalent along State Route 9. Indeed, the portion of SR-9 from LaVerkin to Springdale is a popular route for recreational bicycling even though it does not have formal bicycle lanes or bikeways.

Residents of the towns along this part of SR-9 also ride within town and between towns along the highway.

Bicycle and pedestrian traffic will continue to be planned and provided for at appropriate locations along the highway. Pullouts and restrooms will be placed at locations that pedestrians do not need to cross the byway or interfere with oncoming traffic. Signage that is uniform and clear will be installed to mitigate safety concerns and provide directional information to bicyclists and pedestrians. All future highway construction projects should be designed to consider bicycle and pedestrian concerns.

Increased Tourism and Traffic

It is anticipated that through the implementation of this CMP, visitor counts and the average length of visitor stays will increase. To accommodate an increase the byway could be enhanced with scenic vista pullouts, additional passing lanes, visitor centers, public restroom facilities and enhanced emergency services. The location of, design of and funding for these types of facilities and improvements will be an evolutionary process taking place over the first few years of the CMP implementation.

In other areas throughout this plan, provisions have been addressed to accommodate anticipated increases.

Emergency Services

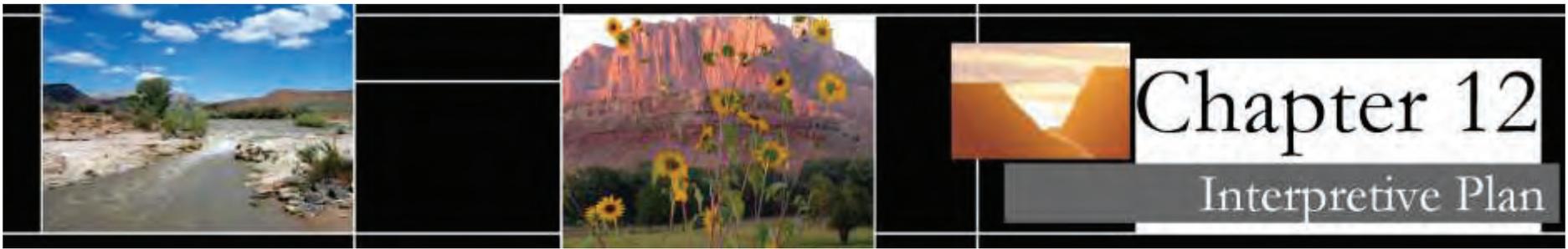
The need for enhanced emergency services along the byway, as well as the backcountry, is already quite evident. It is anticipated that more services will be needed as the activity levels increase. These services will need to be located along the byway for quick response during emergency situations. Local governments

providing these services will need additional financial assistance to acquire, maintain and operate these services at optimal levels.

A large percentage of visitors are of international origin. Additional signage, using universal symbols, will be needed to guide individuals to emergency service providers. Additionally, emergency personnel will need to be prepared to provide services to travelers that are not accustomed to traversing back roads and rough terrain.

Future Transit Services

A planning study entitled the *Hurricane to Zion Canyon Transit Study* was completed in August 2010 for the Five County Association of Governments. That study evaluated the feasibility of providing transit service between Hurricane and Springdale, which would serve Zion National Park and communities along the corridor. The scope of the study was to 1) evaluate the potential demand for transit ridership between Hurricane and Springdale, 2) identify and define the characteristics of a transit service that matches the context of the study corridor and its expected transit ridership demand, and 3) estimate the cost to implement and then run such a transit service. Approval of and funding for some or all of the study recommendations will have long-term beneficial impacts to visitor experiences and local economic activity in the communities served.



Chapter 12- Interpretive Plan

Interpretation

Interpretation is the means by which stories of a place as well as messages addressing safety, resource protection, and visitor orientation are conveyed to visitors. Based on the variety and extent of intrinsic qualities identified along *Zion Scenic Byway*, there are many fascinating stories to be told. Interpretative efforts can help provide the footnotes for a clearer image of the stories to be shared and enhance the visitor experience.

Along with the stories, there are also important messages about safety, orientation, and resource protection that should be conveyed to travelers to enhance their enjoyment of the region and to protect resources that they have come to experience.

The intent of this interpretive plan is to enable byway travelers to experience the byway from a physical, sensual, intellectual and inspirational standpoint. Ideally, interpretation facilitates and encourages this involvement by revealing meaning and relationships, supplying information in inspiring and provocative ways, and challenging visitors by offering new perspectives.

Three categories of needs must be met for interpretation to be effective:

- *Orientation*: Basic orientation to locations, facilities, accommodations, services, and activities.
- *Information*: General area-specific information which includes points of interest and facts about intrinsic qualities.
- *Interpretation*: Information in the context of significance, relationships to larger issues, and relationships to the visitor's own life experience or self-interest.

This chapter details the *Zion Scenic Byway* interpretive plan, general theme and goals, and lists the existing interpretive sites, products, and publications. It also includes the proposed actions and strategies for enhancing interpretive opportunities along the byway.

Interpretive Goals

Goal 1: *Promote an enhanced visitor understanding and appreciation of Zion Scenic Byway.*

Goal 2: *Create a unified visual and thematic presentation with minimum visual intrusion.*

Goal 3: *Welcome visitors and provide necessary orientation information about facilities, services, and attractions of the area.*

Goal 4: *Educate visitors about the byways' intrinsic qualities by providing context, stimulation, inspiration, and motivation.*

Goal 5: *Provide accurate information about Public Lands resources, issues, and land management policies to encourage safe and responsible use.*

Interpretive Guidelines

In order to ameliorate concerns pertaining to implementation of interpretive efforts, the following guidelines are provided:

- Provide for a sufficient number of interpretive wayside pull-offs in appropriately planned locations while minimizing potential traffic disruptions; addressing safety conflicts caused by those vehicles stopping and re-entering the roadway.
- Keep interpretive messages short and focused upon the most important and interesting intrinsic values described at that location.
- Relate the subject or the location to the byway story.
- Assure that interpretive signage throughout the *Zion Scenic Byway* capture the most interesting aspects of the byway and enhance the visitor experience.
- Provoke interest in the beauty and resources along the byway.
- Seek ways to inspire visitors to get out of their vehicle and experience the byway's intrinsic qualities first-hand.

Existing Interpretive Facilities and Sites

When SR-9 was designated as a State Scenic Byway in 1990, virtually no interpretive planning was completed along the

corridor. With the exception of several *Scenic Byway* signs located along the corridor, there is currently very little in place which features SR-9 as a scenic byway. However, there are numerous interpretive facilities and sites located within Zion National Park.

Existing Interpretive Publications and Products

Several interpretive publications, products, and programming activities are currently available from national parks, travel council offices, visitor information centers, and local businesses. Interpretive publications and products specific to SR-9 do not currently exist

Proposed Interpretive Actions

The following proposed interpretive actions provide a framework for implementation of this interpretive plan. The actions are not listed in specific order; further, they are dependent on funding availability at the time of implementation. The authors of this CMP believe that implementation of the following interpretive actions will provide additional economic development opportunities for the communities located along the *Zion Scenic Byway*.

Electronic and Print Products

1. *Free Zion Scenic Byway Brochure*. Provides information pertaining to the resources/qualities found along the byway.
2. *Free Trail Brochure*. Targeted to hiking and mountain biking, written in a manner that users will relate to, perhaps with a "humorous" slant, and should gently emphasize responsible usage, backcountry safety tips, and equipment requirements/suggestions. The Trail Brochure would find a

wide market among land managing agencies across the state and region-wide, and could be published cooperatively.

3. *Foreign language translations of free brochures and sales items.* International visitation to the corridor is substantial and increasing. The predominant non-English languages spoken by visitors are in the approximate rank: Spanish, German, French, Italian, Japanese, Dutch, Korean, Mandarin, and Hindi.
4. *Creation of applications to be used on Apple iPhone/iPad, Android, Blackberry, and Microsoft mobile operating system based consumer products.* Applications could include audio, images, and GPS locational capabilities. Content can be flexible, with frequent updates.

UDOT Directional Signage

1. Grafton & Smithsonian Butte Scenic Backway; SR-9 Milepost 28.0

National Scenic Byway Signage (if applicable)

1. SR-9 Milepost 11.0
2. SR-9 Milepost 17.0
3. SR-9 Milepost 26.0

Roadside Facilities

1. *Zion Scenic Byway Welcome Sign*
 - a. Sign could be coupled with proposed Visitor Information Center.
2. *Zion Scenic Byway Visitor Information Center.*

- a. Located in LaVerkin near the junction of SR-9 and SR-17.
 - b. Visitor Information Center contiguousness with SR-9 is vitally important.
 - c. Kiosk to include maps and interpretive brochures, parking, picnic tables, and restroom facilities.
3. *Kolob Interpretive Kiosk (SR-9 Milepost 18.7).*
 - a. Install kiosk which features additional information about Kolob, *Zion Scenic Byway* maps, and interpretive brochures.
 4. *Expansion of Zion National Park Tunnel and Shuttle Information Pull-out (SR-9 Milepost 21.45)*
 - a. Install kiosk which features *Zion Scenic Byway* maps, interpretive brochures.

Interpretive Strategy

The interpretive strategy is based upon the interpretive goals and an understanding of visitor use and expectation. The strategy facilitates how the byway's compelling stories are to be shared with the traveler. Acknowledging the many stories that can be told, the *Zion Scenic Byway* implementation committee will filter those stories when producing the various interpretive products and exhibits. Considering that there are currently no significantly developed interpretive sites currently located along the corridor, the best approach to convey the broad notion of the interpretive topic and theme will likely be to focus on certain primary sites. This approach allows the traveler to come away with the essence of the overall byway theme, while being conscious of limited funding to support implementation actions.



Chapter 13- Economic Development

Economic Development Plan

One of the primary goals of this CMP is to protect and enhance the quality of life and economic vitality of local communities. If the CMP contributes to the local economy in a balanced way the other goals will be realized.

During the public meetings it became apparent that the economy of local communities along the Byway was of paramount concern and that a stronger, more diverse economic base is needed. Tourism is seen as an important part of the broader concern for economic stability along the Byway corridor, but other areas of economic growth were also stressed. While some of the byway communities may strive for increased tourist-related commercial development, another may wish to remain largely rural-agricultural-based, either because of limited capacity or a desire to not develop commercial ventures. In that case, low-impact agri-tourism based endeavors may be a viable option worth considering. Consistent with this, several strategies are recommended to enhance the overall quality of life and economic vitality of the corridor region.

The primary purpose of this economic development section will be to create a consistency between economic goals established in existing general plans of the agencies and communities in the corridor, and the input from public meetings held in conjunction with this CMP.

In this effort, several general principles drawn from the Washington County *Strategic Plan for Economic Development* have been re-worded for the *Zion Scenic Byway* corridor:

- Retain and expand existing value-added businesses within the byway corridor.
- Diversify and strengthen the economy and increase the employee wage scale by attracting appropriate value-added business to the corridor communities.
- Investigate the possible development of agri-tourism enterprises as a means for economic sustainability while maintaining the rural character of a community.
- Expand existing infrastructure to maintain and improve service levels, where appropriate, in the byway communities.

- Increase the level of cooperation among the byway communities and the surrounding region regarding the common pursuit of appropriate, sustainable economic development.
- Increase the corridor’s economic development capability such that it fully utilizes the strengths and resources of both the public and private sectors.
- Seek economic opportunities that will enhance the natural environment and preserve the quality of our air and water.

Economic Development- Strategies and Actions					
Strategy	Action	Plan Goals Addressed			
		Goal 1	Goal 2	Goal 3	Goal 4
1-Promote appropriate tourism related economic development.	c- Identify areas in the corridor where opportunities for tourist related economic development exist. d- Work with local communities to promote tourism related businesses in these areas.		●	●	●
2-Enhance existing tourism related businesses.	c- Work with tourist related businesses (hotels, restaurants, outdoor services, etc.) on incorporating the <i>Zion Scenic Byway</i> theme into their advertising and promotional materials.		●	●	●



Chapter 14- Tourism Development

Tourism is a major source of economic vitality to the Byway corridor. Many rural communities rely on the economic benefits derived from tourism and travel-related activities. Tourism can represent a sustainable economic development alternative for communities. As such, increasing the economic benefits from tourism to rural communities can represent an important part of a community's economic development strategy.

Rural tourism appeals to travelers seeking some type of experiential tourism products such as auto touring, bird watching, nature tourism, and cultural/heritage tourism. While rural areas often serve as the backdrop for these types of natural resource and cultural/heritage activities, the rural stakeholders do not always derive direct financial benefits. However, through careful tourism development and focused marketing strategies, rural areas can increase the traveler's length of stay and the amount of traveler spending.

Tourism Development Goals

1. Increase consumer awareness of the area.
2. Increase length of stay, thereby creating destination travelers.
3. Increase tour operator and travel agent awareness of the area.

4. Promote the area through coordinated efforts of: Utah Travel Council, the Grand Circle Association, Utah Heritage Highway 89 Committee, St. George-Zion Convention & Tourism Office, and area Chambers of Commerce.

Tourism Development Strategies

1. Develop the *Zion Scenic Byway* brand.
2. Market in accord with Byway goals and citizen desires.
3. Continue efforts to diversify the economy while protecting natural resource attributes.
4. Encourage development of a full range of accommodations and facilities and transportation options.
5. Encourage development of evening activities.
6. Encourage additional cultural activities.
7. Develop opportunities for destination travelers and "windshield tourists".

Existing Visitor Services

Along the Byway corridor, travelers may choose from a wide variety of services, some of which include:

Accommodations: motels, hotels, bed & breakfast inns, lodges, public/private campgrounds and RV parks.

Restaurants: café, fine-dining, specialty, home-style, fast-food, and drive-ins.

Shopping: art galleries, heritage shops, specialty stores, souvenirs, hand-made/local arts & crafts, bookstores, sporting goods, clothing, rock shops, and jewelry shops.

Traveler Services: banks/ATM's, grocery stores, convenience stores, beauty salons, emergency/health services, service stations, towing services, auto repair shops, sports equipment rentals, outdoor recreation outfitters, pet boarding, equestrian & ATV rentals, and adventure tours.



Sunrise in Zion NP amidst cloudy skies. (Photo courtesy of Dan McGuire)

Existing Promotion Efforts

Washington County recognized the significance of local tourism many years ago, due to its importance as an economic development tool. Washington County provides tourism and marketing efforts through *The St. George-Zion Convention and*

Tourism Office. The Tourism Office receives funding through a portion of collection of Transient Room Tax and a Restaurant Tax. A majority of this funding is used on marketing and promotional efforts; some of which include:

- Produce materials/brochures highlighting attractions and services available within the county.
- Operate visitor centers to enhance tourist visits/educate the traveling public about the various things to do in the area.
- Host web sites to assist the tourist with making plans to visit the area. Web sites include links to the attractions in the area, such as: national parks and monuments, BLM and the National Forests, and links to private sector services and attractions.
- Participate in various domestic and international trade shows, promoting the area to tour operators, AAA counselors, travel agents and consumers.
- Conduct familiarization tours for both the tourism trade as well as the media.
- Coordinate and cooperate with regional and state tourism organizations, recognizing that tourists travel to a region and a destination, not just a county.
- Advertise in select publications, to include internet and media
- Sponsor select local events that enhance tourism; such as, Huntsman World Senior Games, Ironman Triathlon

Competition, Tuacahn Center for the Arts, the Zion Canyon Flute Festival and Annual Plein Air Artist Invitational.

Participate in the Utah National Park Cooperative program, highlighting Utah’s five national parks and promoting the route from Zion, Bryce Canyon, Capitol Reef, Canyonlands and Arches National Parks.

Zion Scenic Byway Marketing Plan

Marketing strategies and programs help attract more visitors to an area. They also can be valuable tools in managing visitors and conveying important messages to the traveling public. Along with promotional opportunities, there is a responsibility to educate visitors about the important resources, sensitive sites, view corridors, and intrinsic qualities of the corridor. Encouraging stewardship and conservation of these resources and qualities should be an integral component of promotional program related to the corridor, for both the visitors and residents who enjoy the qualities found within the region.

This marketing plan, along with the corridor management plan as a whole, will help to ensure that the byway is better equipped to handle increasing numbers of tourists. A direct result of diligent marketing and promotion of the byway will result in economic benefits to the region as a whole.



Checkerboard Mesa located in Zion NP. (Photo courtesy of Norm McKee)

Promotion Strategies

1. Develop itineraries and package opportunities to encourage tour groups to use the recreations, services, and activities along the corridor, creating a destination and retaining the consumer for a longer period of time.
2. Increase awareness of *Zion Scenic Byway* by conducting familiarization tours for Utah Travel Council, visitor center staff, and related government agencies to improve customer service and quality of information.
3. Produce effective materials in English and determine the need for specific International language materials.

4. Promote off-season visitation by developing a separate marketing plan to enlighten the visitor to the unique activities *Zion Scenic Byway* has to offer during the low visitation season.
5. Create/maintain a strong Internet presence which provides comprehensive information on activities, locations and visitor resources.
6. Develop theme-driven mutual marketing relationships with other byways; for example: Utah Heritage Highway 89, Patchwork Parkway (Hwy 143), and Scenic Byway 12 etc.

Promotion Actions

- A. Develop an official logo and promotional branding for the *Zion Scenic Byway*.
- B. Generate press releases through the *Zion Scenic Byway* committee (when established) and distribute to local and national media.
- C. Conduct familiarization tours for media (electronic and print) and tourism trade (AAA counselors, tour operators, and travel agents) and the domestic and international markets.
- D. Conduct hospitality training program for front line employees throughout the *Zion Scenic Byway* corridor to provide optimum customer service.

Research and Development Strategies

1. Develop a marketing alliance.
2. Identify and generate funding opportunities for marketing and promotional activities.

3. Research all opportunities to promote the *Zion Scenic Byway* brand. Consider a separate advertising campaign which utilizes the logo/brand of *Zion Scenic Byway*.
4. Support a study to determine traveler experience and economic impact along the corridor to develop travel patterns, spending figures, and activity participation, destination choices and length of stay patterns.
5. Prioritize developing projects along the corridor to guarantee successful completion, and to ensure that projects are not competing for the same funding.

Research and Development Actions

- A. Research and develop a web site for *Zion Scenic Byway*. Include accommodations, services, restaurants, recreation, coming attractions, and links to assist the traveler in vacation planning, all translated into other languages.
- B. Research and determine, if feasible, developing a videotape or CD-ROM for marketing to individual travelers and the tourism trade.
- C. Research and determine, if feasible, developing collateral materials which provide detailed information on activities throughout the corridor.

Participation Strategies

1. Participate fully in all marketing opportunities provided with national designation, to include brochures, web sites, maps etc.

2. Participate in international and domestic marketing and promotion campaigns produced by the Utah Travel Council, as well as other destination marketing organizations.
3. Participate and coordinate with other byways to promote the area's history, geology, vegetation, scenery, and traditions.
4. It is important to know why visitors are traveling the byway, what activities they are interested in and how they first heard about the byway. An annual survey would assist in planning for future tourism services.
5. Maintain contact with the Utah State Office of Tourism in order to identify possible partnerships and funding opportunities.



Chapter 15- Signage Plan

Existing Signage

In general, the majority of the signage along *Zion Scenic Byway*, including outdoor advertising, directional, and safety signs, is located near the junctions with other highways and prior to town, cities and major attractions. The proliferation of signage is greatest through the developed cities of LaVerkin and Hurricane. The portion of the byway from Virgin to Zion National Park contains the least amount of signage.

Outdoor Advertising Signage

Outdoor advertising signage is more commonly referred to as billboards. Along *Zion Scenic Byway* there are sections where outdoor advertising signage is in place. These signs range in size from relatively small to standard full-size billboards. In some instances these billboards block the view to intrinsic qualities contained in this CMP as well as cause visual clutter.

One of the provisions of the State Scenic Byway program is that no new off-site advertising signage is to be erected. Since Zion Park Scenic Byway's (SR-9) designation in 1990 as a State Scenic Byway, UDOT has had a mandate to control outdoor advertising and has a plan in place for doing so. Additionally, each city/town

along the byway corridor has adopted sign ordinances that control signage within their boundaries. Washington County also has zoning ordinances in place that address appropriate sign controls in the unincorporated areas along Scenic Byway 9.

Outdoor Advertising Signage Actions

Correction of those signs that do not comply with present zoning ordinances and state guidelines along *Zion Scenic Byway* will be encouraged according to the provisions of the local zoning ordinances and state laws. In some cases, signs that have been erected without authorization will need to be removed. Other corrective actions may need to be developed and encouraged to address signs that existed prior to the implementation of this CMP, and are which are not consistent with this plan and byway.



Outdoor advertising signage along SR-9; Zion National Park in background. (Photo courtesy of Five County AOG)

Highway Signage

Signage along the byway follows the Manual Uniform Traffic Control Devices (MUTCD) standards. Signs within the MUTCD include regulatory signs (e.g. rock fall zones, winding road, road narrows, bicycles on road, open range, curve advisory speeds), and guide/directional signs (e.g., direction signs, highway route numbers, mileposts, miles-to-destination signs, byway logo signs).

Destination signs include attractions (e.g., Zion National Park, O.C. Tanner Amphitheatre, Kolob Reservoir, etc.).

Information signs include facilities and services signs (e.g., camping, phone, gas, food, and lodging) and recreational and cultural site signs.

Commercial signs consist of on-site and off-site signs. On-site commercial signs are found within each community along the byway corridor, and are regulated by each respective jurisdiction. Approximately 16 off-site signs (billboards) are found along the byway corridor. The billboards range in size from relatively small to standard full-size; however, the majority of these are standard full-size billboards.

Additional Signage Actions

At implementation level, a comprehensive sign plan will need to be produced to determine if and where new signage is needed, to consolidate and remove extraneous signs, and to reduce the visual clutter they cause. This plan should also:

- Facilitate highway safety.
- Establish scenic byway identity.

- Address consistency in design, style, materials, wording, and color.
- Communicate signage “messages” effectively.
- Keep visitors well oriented and well informed.
- Protect scenic resources.
- Investigate and take advantage of virtual signage opportunities (such as low-power radio signals, internet mapping, and GPS-correlated messaging).



Springtown Town monument signage with Zion National Park in background. (Photo courtesy of Five County AOG)

Evaluation of Signage Plans

This CMP encourages the implementation of signage plans which are consistent with the goals and objectives identified herein.

Care should be taken so that sign placement does not obstruct sightlines, cause distractions in critical safety locations, or obstruct key scenic views. Signs should be as small and as low as possible to serve their function, and in compliance with MUTCD.

Lastly, information signs should be consolidated where possible, and redundant signs should be eliminated. Progress in this area should be reviewed annually to ensure that the goals are being met.

“Under the noonday sun it glows with an iridescence that intensifies its magnitude. The delicacy of the merging tints of red and white and yellowy cream, with tones of soft vermilion spread here and there athwart the white like alpenglow transfixed, is discouraging enough to the brush of the painter. The foreground is gravelly desert sprinkled with the exquisite gray-green of the sage-brush, inhabited, apparently, only by lizards, one large, active specimen resenting our intrusion by a series of angry bisses. Away below, sage-covered slopes extend to the distant green of Virgin City, overshadowed by the towering magnificence of the Great Temple, standing unique, sublime, adamantine. One hardly knows just what to think of it. Never before has such a naked mountain of rock entered into our minds! Without a shred of disguise its transcendent form rises prominent. There is almost nothing to compare to it- Niagara has the beauty of energy; the Grand Canyon, of immensity; the Yellowstone, of singularity; the Yosemite, of altitude, the ocean, of power; this Great Temple of eternity.” F.S. Dellenbaugh.



Chapter 16- Segmentation Analysis

Scenic Byway Legislation

In 2009, the regulations affecting State Scenic Byways, National Scenic Byways, and All American Roads in the State of Utah changed considerably. The 2009 legislative session saw the creation of the Utah State Scenic Byway Committee. The Committee is responsible for designating highways as state scenic byways, and also for ensuring that highways designated for National Scenic Byway status possess at least one of the six intrinsic qualities for scenic byways.

The 2009 legislative changes also require that any action seeking scenic byway status for a highway in Utah must be sanctioned in writing by the legislative body of the counties, cities, and towns through which the proposed byway passes. If any of these bodies do not give approval of the scenic byway designation in writing, the section of roadway within the municipal boundaries may not be designated as a byway. Furthermore, a person or entity may request segmentation of a portion of the byway if the steps enumerated in *Utah State Code §72-4-303 (3)* are adhered to.

Segmentation

The legislative body governing the area of proposed segmentation may grant the request if the property in question is deemed to be “non-scenic.” The State Code stipulates that a non-

scenic area is:

(a) any property that is unzoned or zoned for commercial or industrial use adjoining a highway that does not contain at least one of the intrinsic qualities [described in Subsection 72-4-303(1)(b)] immediately upon the property;

or
 (b) any property that is unzoned or zoned for commercial or industrial use that contains an intrinsic quality [described in Subsection 72-4-303(1)(b)] immediately upon the property but the intrinsic quality does not represent the primary use of the property. Utah State Code §72-4-301 http://le.utah.gov/~code/TITLE72/btm/72_04_030100.btm

The lands/properties chosen for inclusion within the corridor boundary are largely based upon SR-9 access being a primary factor in how adjacent lands are used and managed. To minimize local concerns about private property rights and to incorporate existing land management agency decisions, the boundary is based upon current zoning and management directives.

The spectacular nature of the *Zion Scenic Byway* is not based solely upon intrinsic qualities within the corridor boundary. Its uniqueness is also based upon the distant scenic views, the access it provides to recreational opportunities not immediately adjacent to the highway, as well as the cultural and historic resources of the local communities that are outside the commercially zoned properties. Some examples include: Shunesburg, Grafton, Gooseberry Mesa, numerous and varied attributes found within Zion National Park, Hurricane Mesa, and the Virgin River.

The *Zion Scenic Byway* planning subcommittee determined that the view shed from SR-9 to be the most critical connecting factor for corridor definition; therefore the north/south extent of the corridor is comprised of everything that can be seen from SR-9. The dramatic landscape of steep walls rising to mesa tops typically establishes the view shed along the majority of the corridor. SR-9 is the primary route leading to the communities of LaVerkin, Virgin, Rockville, Springdale, as well as Zion National Park.

Constituents involved in crafting this Plan firmly believe that all properties found along the *Zion Scenic Byway* contain some level of scenic attribute even if an intrinsic quality is not found immediately upon a specific property. Accordingly, the intrinsic qualities identified in this Plan should not be construed as being exhaustive.

Continuity of the *Zion Scenic Byway* is vitally important. As such, it is equally important for affiliated jurisdictions to encourage said continuity by educating property owners of the inherent scenic qualities of each and every property along the corridor.



**"American Pride" found along the *Zion Scenic Byway* in Rockville Town.
(Photo courtesy of Jim Harlan)**



Chapter 17- Implementation

Washington County, State and Federal agencies and the affiliated communities found along the *Zion Scenic Byway* presently have adopted general plans, and zoning ordinances to address land use needs. These existing management plans and ordinances will be the mechanism through which this CMP will be implemented. Local plans should be reviewed by each participating entity to help resolve inconsistencies with the goals of their respective plans and the CMP.

Design Review Process

Existing developments along the *Zion Scenic Byway* that are in need of enhancement will be identified and placed on a priority list for improvement, consistent with the goals of the County, City and Town general plans and this CMP. Each respective jurisdiction will work with private owners to create financial incentives and funding sources that will help the developments become more attractive and successful, as they redesign their developments to fit in with the overall scheme of the *Zion Scenic Byway* CMP.

As new developments are proposed they will be submitted to the appropriate land use authority (e.g. planning commission) of the affiliated jurisdiction for design review according to existing local planning and zoning ordinances and policies. New projects should receive proper public hearing notification. The new projects will be evaluated according to the goals and objectives of

the local governments, existing planning documents as well as the general goals stated in this CMP. It should be noted, however, that this CMP does not create any new mandates on local entities.

Evaluation and Monitoring

An annual report will be presented to the Zion Canyon Corridor Council (ZC3) and the Washington County Commission by the *Zion Scenic Byway Committee* regarding the responsibilities and progress of each of the public entities along the byway as it relates to the goals and strategies of this CMP. Where areas of improvement are identified, those entities will work together with the jurisdiction in making the needed improvements.

Implementation Priorities

Ongoing public consultations, administrative planning, and consideration of funding realities may change priority rankings. The following criteria can help set community and agency priorities in accomplishing tasks:

- Does it promote health and safety? (Highest priority)
- Is it able to be implemented immediately or in the near-term? (High Priority)
- Does it correspond with the community's felt sense of urgency? (High priority)
- To what degree does it improve the quality of the visitor's experience?

- Does it promote preservation and enhancement of the intrinsic qualities?
- How cost effective is it and how available is the funding?
- How much coordination is required and desired with other projects?
- How many competing projects could be accomplished for the same expenditure?

Planning Priorities

1. Prepare a comprehensive, integrated plan for development of roadside displays and signage in the byway corridor, including gateway displays, interpretive text, and site development.
2. Establish a corridor-wide recreation management plan that reflects policies, priorities and projects of respective land management entities responsible for specific parcels. This plan will identify strategies and policies to manage recreational uses (camping, hiking, mountain biking, etc.) while protecting sensitive natural resources.
3. Cooperate with the numerous entities already charged with the protection of the Virgin River to preserve water quality, maintain existing riparian ecosystems, and promote sound floodplain management.
4. Integrate existing UDOT, RPO and MPO plans into a corridor-wide plan on Traffic/Transportation that provides a transportation system balancing traffic needs and those of creating livable attractive communities.

Project Priorities

1. Develop *Zion Scenic Byway* visitor/interpretive center in LaVerkin which may include restrooms, water and other amenities for travelers.
2. Develop *Zion Scenic Byway* visitor/interpretive center at UDOT hill west of Rockville which may include restrooms, water and other amenities for travelers.
3. Install *Zion Scenic Byway* signage along the Byway throughout the corridor.
4. Develop scenic turnouts with interpretive signage and information at appropriate locations along the Byway.
5. Construct a multi-use bike and pedestrian path along the Virgin River.
6. Develop interpretive material for travelers, including: audio tours, interpretive brochures detailing the corridor's geology and history, trail guides, etc.

Project Funding Sources

Potential funding sources to accomplish byway project implementation will be of the following general types:

- Grants and assistance programs: primarily federal, some state
- Agency funds: operations and special projects
- General fund allocations, Washington County
- Donations from the public
- Public-private ventures
- In-kind services

- Sponsorships
- Volunteering

Some of the following potential funding sources for byway projects can be found within the Catalog of Federal Domestic Assistance at: <https://www.cfda.gov/by> the DFDA catalogue number given.

Americorps, Corporation for National and Community Service

For: creation of environmental and public service programs (Matching Funds)
CFDA catalog number: 94.005

BLM, Cultural and Recreation Group

www.blm.gov
For: promotion of heritage management, education, interpretive signs, training associated with BLM lands (\$100- \$10,000)
CFDA catalog number: 15.224

Endangered Species Financial Assistance Partnerships

<http://www.fws.gov/endangered/grants/index.html>

Environmental Protection Agency, Office of Water

www.epa.gov/owow/wetlands
For: protection, management, and restoration of wetlands (\$1,500- \$490,000)
CFDA catalog number: 66.461

Federal Aid in Wildlife Restoration Program

<http://federalaid.fws.gov/wr/fawr.html>

Federal Highway Administration, Department of Transportation (FHWA)

<http://www.fhwa.dot.gov/environment/rectrails/index.htm>
For: maintenance and restoration of exiting trails, development and rehabilitation of trailhead facilities and trail linkages (\$400,000- \$700,000)
CFDA catalog number: 20.219

Federal Lands Highway Programs

<http://www.fhwa.dot.gov/flh/flhprog.htm>

Federal Transit Authority

www.fta.dot.gov/research
For: assessing and improving local transportation conditions, such as bus routes (up to \$50,000,000)
CFDA catalog number: 20.514

Highway Safety and Operations Research Program

<http://www.tfhrc.gov/site/active.htm>

National Recreational Trails Grant Program

<http://www.fhwa.dot.gov/environment/rectrails/links.htm>

National Highway Safety Administration

For: pedestrian and bicycle safety (\$340,000- \$13,000,000)
CFDA catalog number: 20.600

National Park Service

www.cr.nps.gov/nr

For: public education, tourism efforts, kiosk information (\$230,000- \$1,400,000).

CFDA catalog number: 15.914

National Park Service

Chief, Recreation Programs.

For: acquisition and development of public facilities, such as picnic areas, campgrounds, bike trails, and assisting states in planning (\$150- \$68,000)

CFDA catalog number: 15.916

National Park Service, National Register of Historic Places

www.cr.nps.gov/nr/

For: kiosk and interpretive funds for historic places

National Park Service, Technical Preservation Services

www.cr.nps.gov/nr/

For: preservation of historic properties (Up to \$380,000 in matching funds)

National Park Service; Rivers, Trails and Conservation

www.nps.gov/rtca

For: development of trails and greenways

Public Lands Highway Funding

www.dot.ca.gov

For: improvements to any public road accessing federal lands.

Save America's Treasures and Preserve America grant programs (sponsored by NPS)

<http://www.nps.gov/history/hps/hpg/PreserveAmerica/index.htm>

Stewardship Incentive Program

<http://www.nrcs.usda.gov/PROGRAMS/>

Transportation Enhancement Activities (TEA-21) Funding

National Scenic Byways program

<http://bywaysonline.org/grants/>

For: interpretation, access to recreation, highway safety, facilities, resource protection, and marketing.

USDI-National Park Service (NPS)

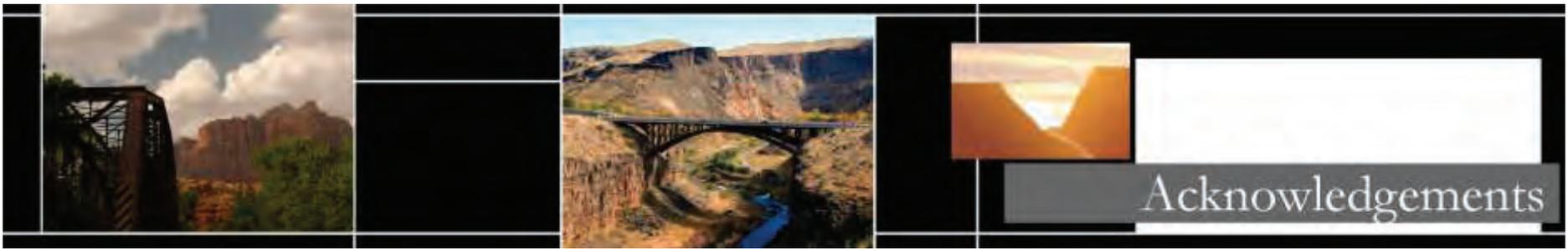
<https://www.cfda.gov/?s=program&mode=form&tab=step1&iid=0d44a7591cee83f25bb5d827a4d3bc28>

For: outdoor recreation development and planning (\$150- \$5,000)

CFDA catalog number: 15.916

Wildlife Habitat Incentive Program

<http://www.fs.fed.us/spf/coop/programs/loa/whip.shtml>



Acknowledgements

The compilation and preparation of this Corridor Management Plan included many people from various groups and communities along the byway.

Zion Canyon Corridor Council (ZC3)

Allen Brown, Rockville Mayor
Kyle Gubler, LaVerkin City Administrator
Kyle Paisley, Utah School and Institutional Trust Lands Administration (SITLA)
Lee Ballard, Virgin Town Representative
Randy Taylor, Springdale Town Representative
Ray Justice, LaVerkin Representative
Ron Whitehead, Washington County Public Works
Tom Dansie, Springdale Director of Community Development

Zion Scenic Byway Planning Subcommittee

Dan McGuire, Former Rockville Mayor
Darren Janes, Senior Planner, Five County AOG
Deon Goheen, Washington County Planner
Gael Hill, Utah State Scenic Byways Coordinator
Gary Zabriskie, Zion Scenic Byway CMP Project Manager
Joyce Kelly, St. George- Zion Convention and Tourism Office
Kenneth Sizemore, Executive Director, Five County AOG

Kezia Neilsen, Zion National Park
Kyle Gubler, LaVerkin City Administrator
Kyle Paisley, SITLA
Lee Ballard, Virgin Town Representative
Lynne Scott, Bureau of Land Management
Morgan Philpot, Utah Outdoor Advertisers
Tom Dansie, Springdale Director of Community Development

Further Support Given by:

Gary Willden, Professor, Weber State University
Jim Crisp, Regional Services Advisor for Special Projects
Southern Utah University

Prepared for:

LaVerkin City
Rockville Town
Springdale Town
Virgin Town
Washington County Commission

Prepared by:

Five County Association of Governments:
Darren Janes, Senior Planner
Gary Zabriskie, Project Manager
Kenneth Sizemore, Executive Director
Scott Leavitt, Community Planner

Funding Provided by:

Springdale Town

St. George- Zion Convention and Tourism Office

U.S. Federal Highways Administration

Zion Natural History Association

Photography Credits

Dan McGuire

Five County Association of Governments

Dr. Gary Willden

Jim Harlan

John Gubler

Kyle Gubler

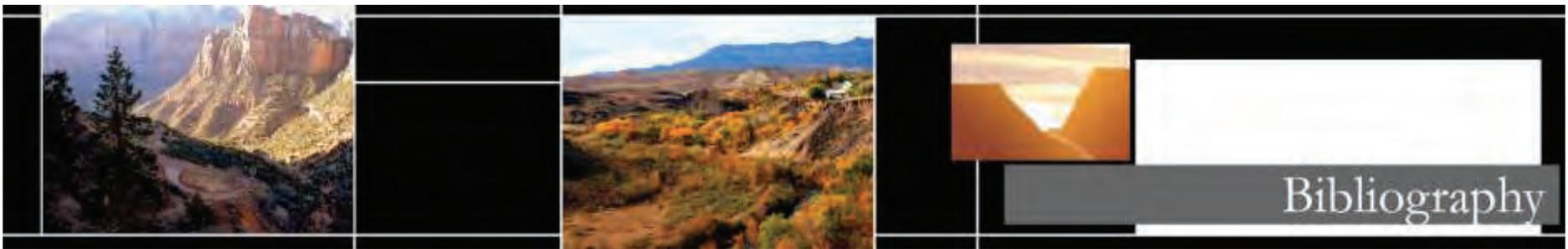
Norm McKee

Springdale Town

St. George- Zion Convention and Tourism Office

Utah State Historical Society

Zion National Park



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<http://le.utah.gov/UtahCode/section.jsp?code=72-4>

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http://www.dupstgeorge.org/uploads/Table_of_Contents_DUP_and_SUP.pdf

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<http://www.byways.org/explore/byways/2026/>

RESOLUTION NO. 10-1215-1

RESOLUTION ADOPTING THE ZION SCENIC BYWAY CORRIDOR MANAGEMENT PLAN

WHEREAS, in accordance with the state of Utah Scenic Byways Program, State Route 9 between the junction with I-15 to the west entrance into Zion National Park, as well as from the east entrance of Zion National Park to U.S. 89 is currently designated as a Utah State Scenic Byway; and

WHEREAS, a scenic byway Corridor Management Plan, as defined in Section 72-4-301 Utah Code Annotated, has been prepared for a portion of the roadway currently designated as a State Scenic Byway; and

WHEREAS, said Corridor Management Plan has been prepared with the active participation by the Zion Canyon Corridor Council (ZC3), as well as a byway planning team assembled for that purpose which included representatives of all local municipalities along the byway corridor and Washington County, as well as individuals representing other agencies and interests, along with technical planning assistance provided by the staff of the Five County Association of Governments; and

WHEREAS, the section of roadway covered in this Corridor Management Plan is from the junction of SR-17 to the east entrance of Zion National Park; and

WHEREAS, this section of roadway been named the Zion Scenic Byway; and

WHEREAS, the Zion Scenic Byway provides the base of the corridor and connects the many archaeological, historic, natural, scenic, cultural and recreational intrinsic qualities found along and within the byway corridor area of influence; and

WHEREAS, the Zion Scenic Byway Corridor Management Plan will reinforce the existing Zion Park Scenic Byway (a State Scenic Byway); and

WHEREAS, public meeting opportunities were provided to explain the Zion Scenic Byway Corridor Management Plan and obtain input from the general public; and

WHEREAS, the Zion Scenic Byway Corridor Management Plan includes strategies to preserve, protect and promote intrinsic qualities of the byway through actions that are not regulatory or otherwise mandated by the Plan; and

WHEREAS, successful implementation of the Zion Scenic Byway Corridor Management Plan depends on cooperation, collaboration and support of the municipalities along the Byway and Washington County; and

WHEREAS, The Town of Rockville, Utah, supports the Zion Scenic Byway Corridor Management Plan and gives its commitment to collaborate in the process necessary for its implementation.

NOW, THEREFORE, BE IT RESOLVED BY THE TOWN COUNCIL OF ROCKVILLE, UTAH, that it does hereby adopt the Zion Scenic Byway Corridor Management Plan and affirms its intention to participate in future implementation strategies described in the Plan.

This Resolution shall be effective on the date it is adopted.

ADOPTED this the 15TH day of December, 2010.

Allen G. Brown

Mayor Allen G. Brown

ATTEST: Elaine M. Harris
Elaine M. Harris, Town Clerk

RESOLUTION 2011-01

RESOLUTION OF THE SPRINGDALE TOWN COUNCIL ADOPTING THE ZION SCENIC BYWAY CORRIDOR MANAGEMENT PLAN

WHEREAS, in accordance with the state of Utah Scenic Byways Program, State Route 9 between the junction with I-15 to the west entrance into Zion National Park, as well as from the east entrance of Zion National Park to U.S. 89 is currently designated as a Utah State Scenic Byway; and

WHEREAS, a scenic byway Corridor Management Plan, as defined in Section 72-4-301 Utah Code Annotated, has been prepared for a portion of the roadway currently designated as a State Scenic Byway; and

WHEREAS, said Corridor Management Plan has been prepared with the active participation by the Zion Canyon Corridor Council (ZC3), as well as a byway planning team assembled for that purpose which included representatives of all local municipalities along the byway corridor and Washington County, as well as individuals representing other agencies and interests, along with technical planning assistance provided by the staff of the Five County Association of Governments; and

WHEREAS, the section of roadway covered in this Corridor Management Plan is from the junction of SR-17 to the east entrance of Zion National Park; and

WHEREAS, this section of roadway been named the Zion Scenic Byway; and

WHEREAS, the Zion Scenic Byway provides the base of the corridor and connects the many archaeological, historic, natural, scenic, cultural and recreational intrinsic qualities found along and within the byway corridor area of influence; and

WHEREAS, the Zion Scenic Byway Corridor Management Plan will reinforce the existing Zion Park Scenic Byway (a State Scenic Byway); and

WHEREAS, public meeting opportunities were provided to explain the Zion Scenic Byway Corridor Management Plan and obtain input from the general public; and

WHEREAS, the Zion Scenic Byway Corridor Management Plan includes strategies to preserve, protect and promote intrinsic qualities of the byway through actions that are not regulatory or otherwise mandated by the Plan; and

WHEREAS, successful implementation of the Zion Scenic Byway Corridor Management Plan depends on cooperation, collaboration and support of the municipalities along the Byway and Washington County; and

WHEREAS, The Town of Springdale, Utah, supports the Zion Scenic Byway Corridor Management Plan and gives its commitment to collaborate in the process necessary for its implementation.

NOW, THEREFORE, BE IT RESOLVED BY THE TOWN COUNCIL OF SPRINGDALE, UTAH, that it does hereby adopt the Zion Scenic Byway Corridor Management Plan and affirms its intention to participate in future implementation strategies described in the Plan.

This Resolution shall be effective on the date it is adopted.

ADOPTED this the 11th day of January, 2011.

Pat Cluff
Mayor Pat Cluff

ATTEST: Fay Cope

RESOLUTION ADOPTING THE ZION SCENIC BYWAY CORRIDOR MANAGEMENT PLAN

WHEREAS, in accordance with the state of Utah Scenic Byways Program, State Route 9 between the junction with I-15 to the west entrance into Zion National Park, as well as from the east entrance of Zion National Park to U.S. 89 is currently designated as a Utah State Scenic Byway; and

WHEREAS, a scenic byway Corridor Management Plan, as defined in Section 72-4-301 Utah Code Annotated, has been prepared for a portion of the roadway currently designated as a State Scenic Byway; and

WHEREAS, said Corridor Management Plan has been prepared with the active participation by the Zion Canyon Corridor Council (ZC3), as well as a byway planning team assembled for that purpose which included representatives of all local municipalities along the byway corridor and Washington County, as well as individuals representing other agencies and interests, along with technical planning assistance provided by the staff of the Five County Association of Governments; and

WHEREAS, the section of roadway covered in this Corridor Management Plan is from the junction of SR-17 to the east entrance of Zion National Park; and

WHEREAS, this section of roadway been named the Zion Scenic Byway; and

WHEREAS, the Zion Scenic Byway provides the base of the corridor and connects the many archaeological, historic, natural, scenic, cultural and recreational intrinsic qualities found along and within the byway corridor area of influence; and

WHEREAS, the Zion Scenic Byway Corridor Management Plan will reinforce the existing Zion Park Scenic Byway (a State Scenic Byway); and

WHEREAS, public meeting opportunities were provided to explain the Zion Scenic Byway Corridor Management Plan and obtain input from the general public; and

WHEREAS, the Zion Scenic Byway Corridor Management Plan includes strategies to preserve, protect and promote intrinsic qualities of the byway through actions that are not regulatory or otherwise mandated by the Plan; and

WHEREAS, successful implementation of the Zion Scenic Byway Corridor Management Plan depends on cooperation, collaboration and support of the municipalities along the Byway and Washington County; and

WHEREAS, The Town of Virgin, Utah, supports the Zion Scenic Byway Corridor Management Plan and gives its commitment to collaborate in the process necessary for its implementation.

NOW, THEREFORE, BE IT RESOLVED BY THE TOWN COUNCIL OF VIRGIN, UTAH, that it does hereby adopt the Zion Scenic Byway Corridor Management Plan and affirms its intention to participate in future implementation strategies described in the Plan.

This Resolution shall be effective on the date it is adopted.

ADOPTED this the 22 day of Dec., 2010

ATTEST:  
Mayor John Grow

RESOLUTION NO. R-2011-01

A RESOLUTION OF THE LAVERKIN CITY, ADOPTING THE ZION SCENIC BYWAY
CORRIDOR MANAGEMENT PLAN

WHEREAS, in accordance with the Utah Scenic Byways Program of the State of Utah, State Route 9 [between its junction with I-15 to the west entrance of and into Zion National Park, as well as from the east entrance of Zion National Park to its junction with U.S. 89] is currently designated as a Utah State Scenic Byway; and

WHEREAS, a *Scenic Byway Corridor Management Plan* (known herein as "the *Zion Scenic Byway Corridor Management Plan*" or "the Plan")—as defined in Section 72-4-301, *Utah Code Ann.* (1953, as amended)—has been prepared for a portion of the roadway currently designated as a State Scenic Byway, plus the extension of the roadway running through Zion National Park (from the west entrance to the east entrance) which is not part of the State scenic byway; and

WHEREAS, the Plan has been prepared with (a) the active participation of and by the Zion Canyon Corridor Council ("ZC3") and a byway planning team assembled for that purpose (consisting of representatives of Washington County and all local municipalities situated along the byway corridor, as well as various individuals representing other agencies and interests); and (b) technical planning assistance provided by the staff of the Five County Association of Governments ("AOG"); and

WHEREAS, the section of roadway covered in the Plan specifically runs from the junction of SR-17 (in LaVerkin) to the east entrance of Zion National Park; and

WHEREAS, this section of roadway is proposed to be named the *Zion Scenic Byway* (a Federal Scenic Byway); and

WHEREAS, the *Zion Scenic Byway* (a) provides the base of the corridor and (b) connects the many archaeological, historic, natural, scenic, cultural, recreational, and other intrinsic sites, artifacts, scenery, values, and qualities found along and within the byway corridor area of influence; and

WHEREAS, the Plan will reinforce the existing *Zion Park Scenic Byway* (a State Scenic Byway); and

WHEREAS, public meetings were held or otherwise provided to explain the Plan and to obtain input from the general public; and

WHEREAS, the Plan includes strategies to preserve, protect and promote the intrinsic qualities of the Byway through actions that are neither regulatory nor mandated by the Plan; and

WHEREAS, successful implementation of the Plan depends on the cooperation, collaboration and support of the municipalities situated along the Byway and Washington County; and

WHEREAS, the City of LaVerkin, Utah supports the Plan and gives its commitment to collaborate in the process, as necessary and prudent, for its implementation.

RESOLUTION NO. R-2011-01

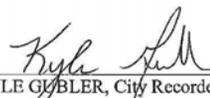
NOW THEREFORE BE IT RESOLVED by the City Council of LaVerkin, Utah, as follows:

1. That the City of LaVerkin hereby (a) declares its support for—and hereby approves and adopts—the *Zion Scenic Byway Corridor Management Plan*; and (b) declares and otherwise affirms its intentions to participate in future implementation of the strategies set forth in the Plan.
2. That the City of LaVerkin hereby declares that (a) if any part of this resolution shall be declared invalid, such declaration shall not affect the validity of the remainder of this resolution; (b) all resolutions or policies in conflict herewith are hereby repealed; and (c) this resolution shall take effect immediately upon passage.

PASSED, ADOPTED AND APPROVED this 5 day of January, 2011.


KARL WILSON, Mayor

ATTEST:


KYLE GUBLER, City Recorder

RESOLUTION NO. R-2011-1531

RESOLUTION ADOPTING THE ZION SCENIC BYWAY
CORRIDOR MANAGEMENT PLAN

WHEREAS, in accordance with the State of Utah Scenic Byways Program, State Route 9 between the junction with I-15 to the west entrance into Zion National Park, as well as from the east entrance of Zion National Park to U.S. 89, is currently designated as a Utah State Scenic Byway; and

WHEREAS, the Zion Scenic Byway Corridor Management Plan has been prepared with the active participation by the Zion Canyon Corridor Council (ZC3), as well as a byway planning team assembled for that purpose which included representatives of all local municipalities along the byway corridor and Washington County, as well as individuals representing other agencies and interests, along with technical planning assistance provided by the staff of the Five County Association of Governments; and

WHEREAS, the section of roadway covered in the Zion Scenic Byway Corridor Management Plan is from the junction of SR-17 to the east entrance of Zion National Park; and

WHEREAS, this section of roadway has been named the "Zion Scenic Byway";
and

WHEREAS, the Zion Scenic Byway provides the base of the corridor and connects the many archaeological, historic, natural, scenic, cultural and recreational intrinsic qualities found along and within the byway corridor area of influence; and

WHEREAS, the Zion Scenic Byway Corridor Management Plan, a copy of which is attached hereto as Exhibit "A", will reinforce the existing Zion Park Scenic Byway (a State Scenic Byway); and

WHEREAS, public meeting opportunities were provided to explain the Zion Scenic Byway Corridor Management Plan and obtain input from the general public; and

WHEREAS, the Zion Scenic Byway Corridor Management Plan includes strategies to preserve, protect and promote intrinsic qualities of the byway through actions that are not regulatory or otherwise mandated by the Plan; and

WHEREAS, successful implementation of the Zion Scenic Byway Corridor Management Plan depends on cooperation, collaboration and support of the municipalities along the Byway and Washington County; and

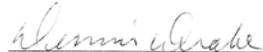
WHEREAS, Washington County, Utah, supports the Zion Scenic Byway Corridor Management Plan and gives its commitment to collaborate in the process necessary for its implementation.

Resolution No. R-2011-1531
Page | 2

NOW, THEREFORE, BE IT RESOLVED BY THE COUNTY COMMISSION OF WASHINGTON COUNTY, UTAH, that it does hereby adopt the Zion Scenic Byway Corridor Management Plan, a copy of which is attached hereto as Exhibit "A", and affirms its intention to participate in future implementation strategies described in the Plan. A copy of the Agreement is on file in the Office of the Washington County Commission.

VOTED UPON AND PASSED BY THE WASHINGTON COUNTY COMMISSION AT A REGULAR MEETING OF THE WASHINGTON COUNTY COMMISSION HELD ON THE 1ST DAY OF FEBRUARY 2011

WASHINGTON COUNTY


DENNIS DRAKE
Washington County Commission

ATTEST:


Kim M. Hafen
Washington County Clerk-Auditor

Commissioner Drake voted 
Commissioner Eardley voted 
Commissioner Gardner voted 

Enrolled Copy
S.J.R. 4
JOINT RESOLUTION APPROVING SCENIC
BYWAY
CORRIDOR MANAGEMENT PLAN
2011 GENERAL SESSION
STATE OF UTAH
Chief Sponsor: Dennis E. Stowell
House Sponsor: Bradley G. Last

LONG TITLE
General Description:

This joint resolution of the Legislature approves the corridor management plan for a proposed scenic byway in the state of Utah.

Highlighted Provisions:

This resolution:
approves the corridor management plan for a proposed scenic byway beginning at the intersection of State Route 9 and State Route 17 in Laverkin and running along State Route 9 eastward to the west boundary of Zion National Park in Springdale and following the Zion-Mt. Carmel Highway through Zion National Park to the east boundary.

Special Clauses:

None

Be it resolved by the Legislature of the state of Utah:

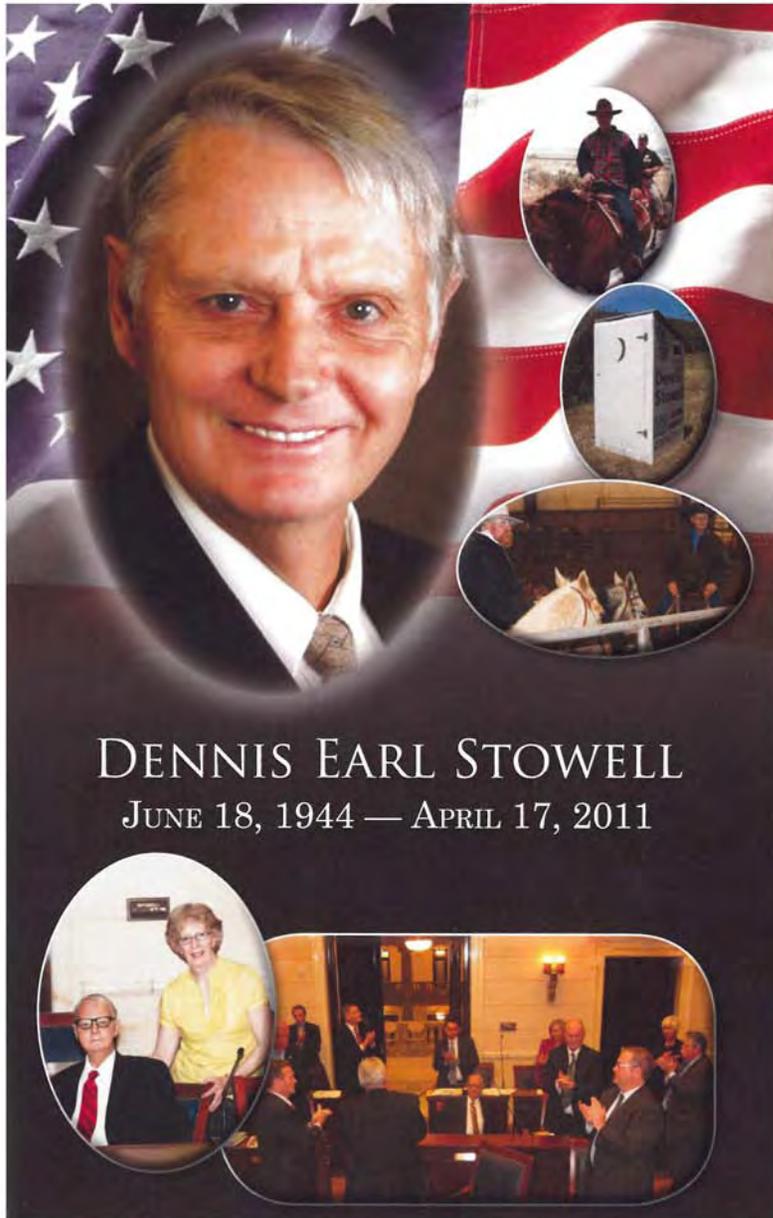
WHEREAS, Utah Code Section 72-4-301.5 states that “a highway or state scenic byway may not be nominated for designation as a National Scenic Byway or All-American Road unless the corridor management plan that will be submitted with the application for the highway or state scenic byway to be nominated for designation as a National Scenic Byway or All- American Road is approved by the Legislature”;

NOW, THEREFORE, BE IT RESOLVED that the Legislature of the state of Utah approves the corridor management plan for a proposed scenic byway beginning at the intersection of State Route 9 and State Route 17 in Laverkin and running along State Route 9 eastward to the west boundary of Zion National Park in Springdale and following the Zion-Mt. Carmel Highway through Zion National Park to the east boundary.

BE IT FURTHER RESOLVED that a copy of this resolution be sent to the Utah Department of Transportation, the Governor’s I Office of Economic Development, and the Utah State Scenic Byway Committee.

SENATE VOTE: 07 February 2011 27 - 0 - 2
HOUSE VOTE: 16 February 2011 61 - 1 - 7

DATE ENROLLED: 17 February 2011



In Memoriam

Senator Dennis Earl Stowell was the principal shepherd in guiding the Zion Scenic Byway Corridor Management Plan through the legislative approval process. Though gravely ill, and fighting to remain at his post during the 2011 legislative session, he championed the locally-driven planning process, and made sure that his fellow legislators understood its importance.

His guidance in plowing the ground through an untried and untested process assured that future scenic byway groups know how to accomplish legislative reviews of Corridor Management Plans.

Dennis served as the Mayor of Parowan, as an Iron County Commissioner, and as a State Senator. He worked with local Scenic Byway groups in all three capacities, and will be remembered as a devoted champion of celebrating intrinsic qualities that make scenic byways a vital part of local community and economic development.