

Interpretive Plan

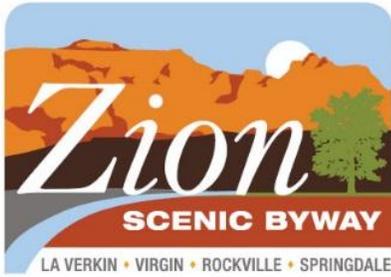
Prepared for Zion Canyon Corridor Council

Zion Scenic Byway Interpretive Plan FINAL

Prepared for:

Zion Canyon Corridor Council

February, 2015

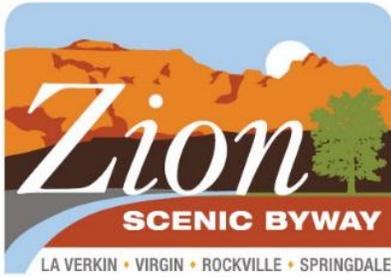


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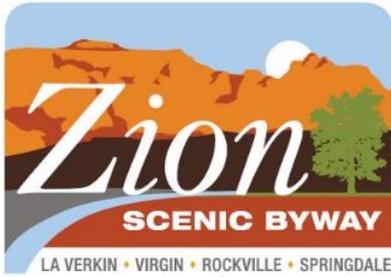
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Acknowledgements

Many people generously gave their time to participate in the development of the Zion Scenic Byway Interpretive Plan. A special thank you goes out to all of the individuals who contributed to the Interpretive Plan.

ZION CANYON CORRIDOR COUNCIL

Washington County

La Verkin City

Virgin Town

Rockville Town

Springdale Town

Zion National Park

Bureau of Land Management - St. George Field Office

Utah Department of Transportation

St. George Convention and Tourism Office

Zion National Park Visitors Bureau

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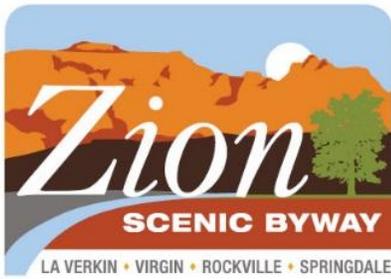
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1. Introduction and Project Overview

Zion Scenic Byway (State Route 9), located in the heart of southern Utah, offers travelers a multitude of experiences as they travel to Zion National Park. This approximately 20-mile-long scenic byway begins in La Verkin, Utah, at the intersection of State Route (SR) 17 and SR 9. The byway extends east on SR 9 to the south entrance of Zion National Park. It is an important segment of the 57-mile-long Zion Canyon Scenic Byway, a Utah designated State Scenic Byway, which extends through the Zion National Park on the Zion-Mount Carmel Highway to the east entrance of Zion National Park. The byway location is shown in Figure 1.

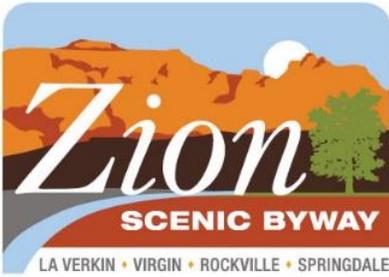
The byway traverses incredibly beautiful landscapes, which have been shaped over thousands of years, and affords travelers the opportunity to explore four unique communities: La Verkin, Virgin, Rockville, and Springdale, each of which have special and unique characteristics, which are described in this report. The byway follows the path of the Virgin River, weaving through spectacular vistas that include red rock cliffs, buttes, slick rocks, and mountains. It is a one-of-a-kind journey weaving natural beauty, history, and culture.

Southern Utah itself is famed for its natural beauty and the Zion Scenic Byway is part of a network of scenic routes in southern Utah, which are shown in Figure 2.

BYWAY MAP



Figure 1: Byway Map

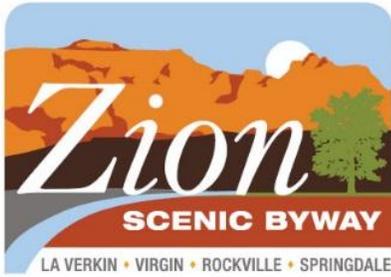


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Figure 2: System of Regional Byways in Southern Utah



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Project Purpose

The purpose of the Interpretive Plan is to guide the interpretive development of the Zion Scenic Byway. The Plan provides a *vision* for visitor experiences along the byway and defines the goals, objectives, primary theme, subthemes, and messages. It matches the themes and messages to the interpretive media that will best connect the visitor to the resource.

This Plan outlines how the Zion Scenic Byway's natural, historical, cultural, and recreational resources will be interpreted in an engaging, meaningful, and educational way. Interpretation of the byway's resources will foster an appreciation of the area by educating and connecting visitors and residents to the byway's resources. Interpretation answers the question, "What makes Zion Scenic Byway unique, significant, and memorable?"

An important element of the Interpretive Plan is the development of a theme and logo for the byway as well as concept plans to guide the future development of six interpretive sites. The Plan also describes interpretive information, in the form of themes, subthemes, and messages that can be used in signage and interpretive materials in an engaging, easy-to-understand manner.

What is Interpretation?

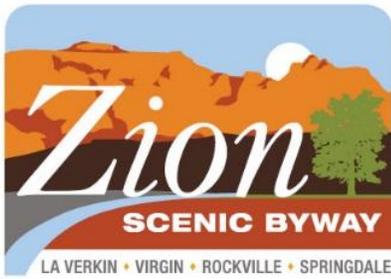
Interpretation is "an educational activity which aims to reveal meaning and relationships through the use of original objects, by firsthand experience, and by illustrative media, rather than simply to communicate factual material."

– Freeman Tilden, *Interpreting our Heritage*

Partners and Stakeholders

The development of the Interpretive Plan was a collaborative effort of the Zion Canyon Corridor Council (ZC3). The ZC3 is a group of municipalities, public land management agencies, state agencies, and other interested parties that provide regional planning and coordination in the Zion Canyon area. Committee members represent the following entities:

- ❖ Washington County
- ❖ La Verkin City
- ❖ Virgin Town
- ❖ Rockville Town
- ❖ Springdale Town
- ❖ Zion National Park
- ❖ Bureau of Land Management - St. George Field Office
- ❖ Southern Utah University Regional Services
- ❖ Utah Department of Transportation



Assistance was provided through the University of Utah Planning Department. Guided by Professor Steven Goldsmith, the Master Planning class provided information to the project by conducting oral histories of area residents.

Interpretive Plan Process

The process for developing the Interpretive Plan involved the following steps, shown in Figure 3.

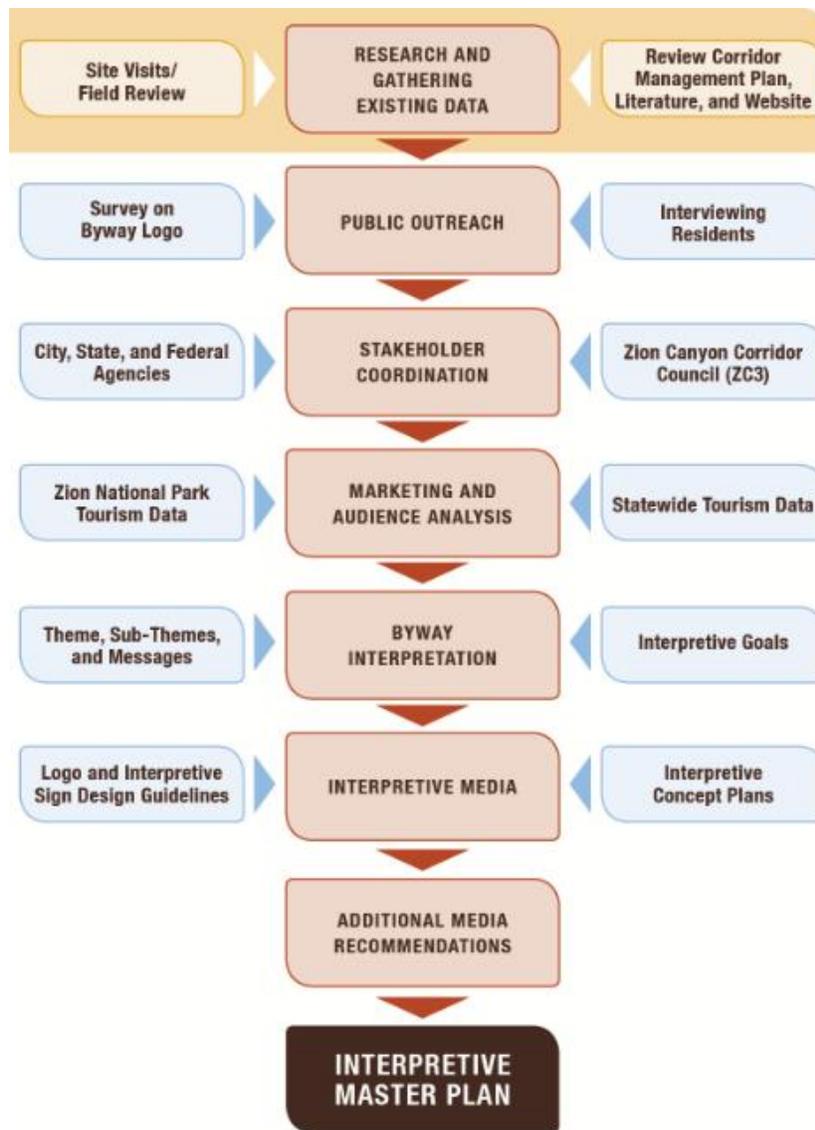
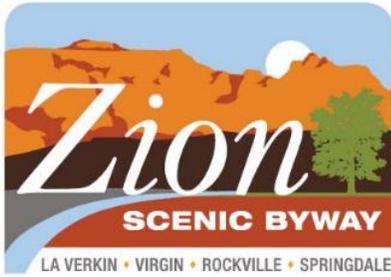


Figure 3: Interpretive Plan Process



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2. Research and Gathering Existing Data

The project team met with the ZC3 periodically to gain their perspectives, knowledge, and information on byway resources. Other key ways that interpretive information was obtained include:

- Driving the entire byway and photographing the resources.
- Recording sign locations and views along the byway.
- Conducting a literature review of area histories. Documents that were reviewed and referenced during the interpretive planning process are listed in Appendix A.
- Conducting interviews with residents in the byway communities. Interviewees discussed the history and culture of the area as well as the people and places, both past and present, which make this area unique and significant. Interviews are summarized in Appendix B.
- Coordinating with related plans, including the Zion Scenic Byway Corridor Management Plan.

“While a picture paints a thousand words, an experience paints a thousand pictures.”
(Anonymous)

“Listening to Springdale - Identifying Visions for Springdale” Project

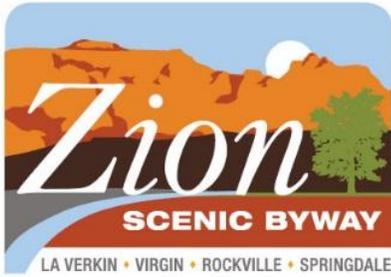
During the development of the Zion Scenic Byway Interpretive Plan, a project was conducted by the Department of City and Metropolitan Planning at the University of Utah, working in concert with the Town of Springdale, called *Listening to Springdale - Identifying Visions for Springdale*. The focus of the project was to listen to citizens and identify community – oriented goals. The project was multi-faceted, and included development of a website www.listeningtoSpringdale.com, to collect stories and surveys from Springdale citizens and byway communities. The team also held an open house and invited persons to share their stories and perspectives. The survey findings were of particular interest, especially those relating to what visitors to the area value and what residents would like visitors to know about their community. The project resulted in recommendations for short, mid-, and long term strategies that coincide with Springdale’s vision and values.

In response to the survey question, “*What about the region would you like visitors to value and understand?*” top responses were:

- Community
- Natural beauty
- Town environment
- Sustainable living

When survey respondents were asked “*Is there anything that captured your attention along the byway?*” natural beauty was mentioned as the top attribute of the byway.

An excerpt of survey results are summarized in Appendix B.



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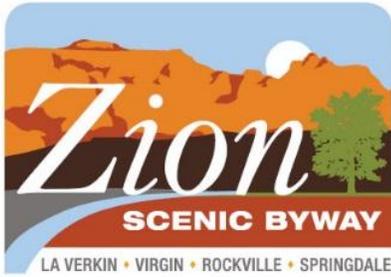
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Interpretive Sites Field Review

A review of potential interpretive sites was conducted in October, 2014. Two interpretive planners and ZC3 members reviewed interpretive sites along the byway and toured places of interest in and near the byway. This information was used to develop concept plans for each site, and also to record information about points of interest to include in the Interpretive Plan.

Other Coordination

The interpretive planning process has involved coordination with various agencies and communities. In particular, the team worked with the Zion National Park staff regarding an interpretive panel for the byway as part of a kiosk that the Zion National Park was developing at the Majestic Lodge Pullout near the entry to Springdale. The project team also coordinated with Utah Department of Transportation staff regarding permitting requirements at potential interpretive sites along the byway.



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3. Marketing and Audience Analysis

Tourism is an important source of revenue to the communities along Zion Scenic Byway. It is vital that interpretive information on the signs or other interpretive materials appeal to visitors as well as residents. To effectively deliver interpretive information, it is important to understand the various audiences that will interact with the interpretive media. Market research data was obtained from the following resources:

- Zion Scenic Byway Corridor Management Plan
- National Park Service
- Utah Office of Tourism

Understanding the types of byway visitors helps to tailor interpretive messages to successfully engage and connect with the audience.

Zion Scenic Byway Corridor Management Plan

When evaluating interpretive media audiences and constructing subthemes and messages, it was important to review the tourism development goals and strategies established in the Zion Scenic Byway Corridor Management Plan.

Tourism Development Goals

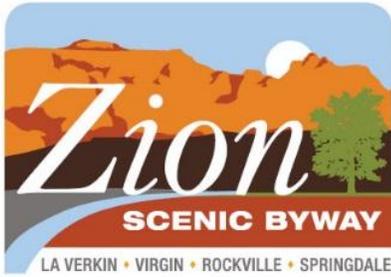
- Increase consumer awareness of the area.
- Increase length of stay, thereby creating destination travelers.
- Increase tour operator and travel agent awareness of the area.
- Promote the area through coordinated efforts of: Utah Travel Council, the Grand Circle Association, Utah Heritage Highway 89 Committee, St. George-Zion Convention & Tourism Office, and area Chambers of Commerce.

Tourism Development Strategies

- Develop the Zion Scenic Byway brand.
- Market in accord with Byway goals and citizen desires.
- Continue efforts to diversify the economy while protecting natural resource attributes.
- Encourage development of a full range of accommodations and facilities and transportation options.
- Encourage development of evening activities.
- Encourage additional cultural activities.
- Develop opportunities for destination travelers and “windshield tourists.”

Zion National Park Visitation

Zion National Park is one of the most visited national parks in the country, and is the most visited park in Utah. Annual visitation figures for the last ten years are summarized in Table 1. In general, the trend has been increasing visitation, with the exception of a few years.



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Table 1: Zion National Park Visitation

Year	Zion National Park Annual Visitation, 2004 - 2013
2004	2,699,241
2005	2,608,564
2006	2,589,250
2007	2,679,181
2008	2,712,053
2009	2,757,301
2010	2,687,872
2011	2,847,403
2012	2,995,507
2013	2,829,287

Source: National Park Service, Zion National Park Visitation, <http://www.nps.gov/zion/parkmgmt/upload/ZION-VISITATION-2004-2014-5.pdf>, referenced October 13, 2014

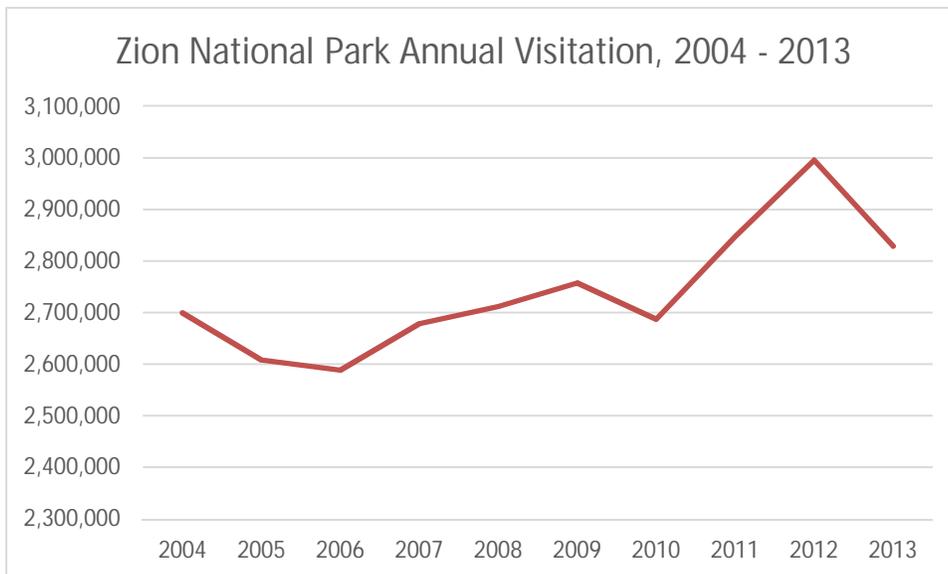


Figure 4: Annual Zion National Park Visitation, 2004-2013



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Park visitation has distinct seasonal peaks, as shown in Figure 5. This figure shows the number of Zion National Park visitors for 2013, by month. The graph shows that visitation increases beginning in March, and steadily builds to a peak visitation in July. Visitation begins to decrease in October, as the winter season approaches.

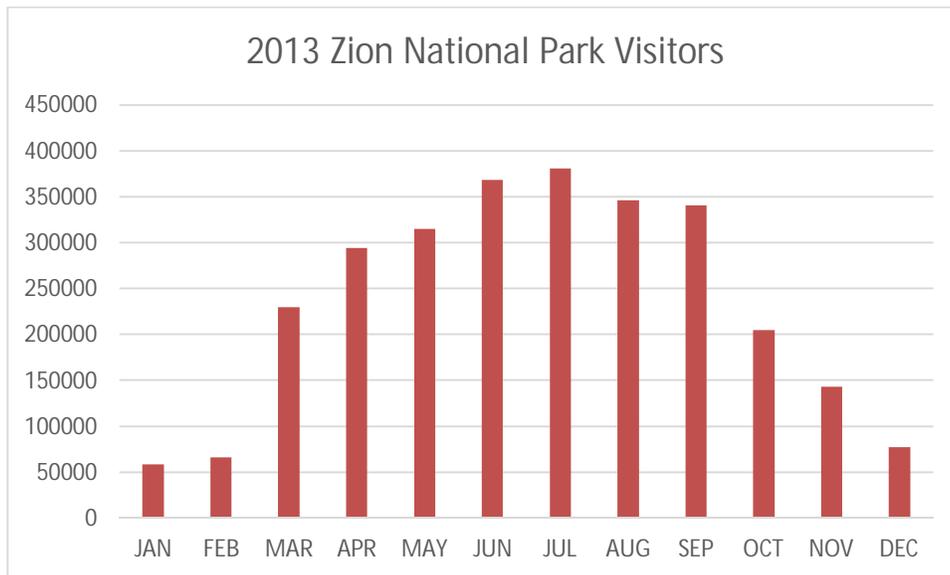
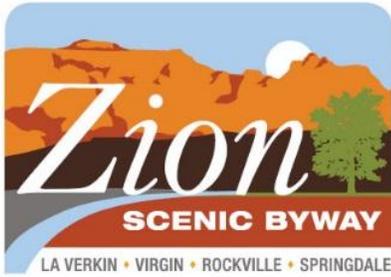


Figure 5: 2013 Monthly Park Visitation



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Statewide Tourism Data

Data from the Research and Planning Division of the Utah Office of Tourism provides information on visitor characteristics statewide. The most recent full year of tourism spending data was from 2012, when spending comprised a record \$7.4 billion. Out-of-state visitor spending represents 72 percent of the total spending.

Statewide, tourists visit from a broad range of locations. Tourists primarily come from the following areas:

Domestic

- ❖ California
- ❖ Idaho
- ❖ Washington
- ❖ Colorado
- ❖ Nevada
- ❖ Arizona

International

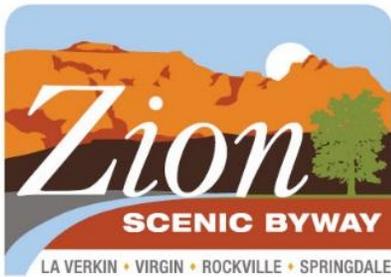
- ❖ Canada
- ❖ France
- ❖ Australia
- ❖ Germany
- ❖ United Kingdom
- ❖ China

It is interesting to note that the majority of United States tourists are coming from the western United States.



View from the Zion Scenic Byway

Photo Credit: Kimley-Horn



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4. Byway Interpretation

Byway Vision

A vision and goals for the Zion Scenic Byway were established as part of the Zion Scenic Byway Corridor Management Plan (2011). The vision for the byway is:

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.

Byway Goals

Goals for the byway include:

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.

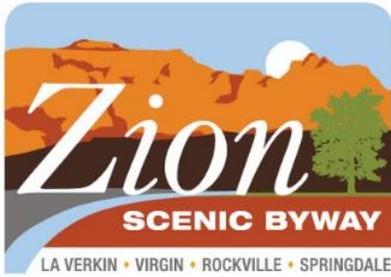
Goal 3: Promote tourist related economic development in appropriate areas along the Byway, while maintaining a residential village atmosphere in other areas, such as agricultural and open space areas.

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.

Interpretive Primary Theme, Subthemes, and Messages

The Interpretive Plan discusses interpretive content in terms of primary themes, subthemes, and messages. These are defined as:

- ❖ *The primary theme is the central and main idea for all of the interpretive materials developed for the byway. The Zion Scenic Byway's primary theme was established in the Corridor Management Plan.*
- ❖ *Subthemes split the primary theme into several broad categories, making the ideas more workable.*
- ❖ *Messages are the specific stories that can be told. They directly relate to each subtheme and help to bring the subtheme to life.*



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Primary Theme

Zion Scenic Byway offers travelers an opportunity to explore the unique communities that are located along the byway. These communities include:

- ❖ La Verkin City
- ❖ Virgin Town
- ❖ Rockville Town
- ❖ Springdale Town

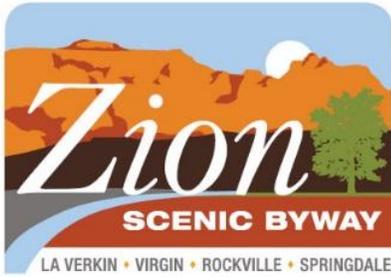
Therefore, the primary theme is:

Experience the wonderful byway journey to Zion and explore the wealth of experiences the communities along the way have to offer.



View from Zion Shuttle Parking Area in Springdale

Photo Credit: Kimley-Horn



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Corridor Wide Subthemes

SUBTHEME

The Virgin River and the canal system brought water to the surrounding communities and was vital to farming and development of the byway communities

MESSAGE: The Virgin River, Utah's first Wild and Scenic River

The Virgin River is a nearly 160-mile-long tributary of the Colorado River. The Virgin River Basin has supported life over thousands of years, up to the current communities living along the byway today. It was designated as Utah's first Wild and Scenic River, (within the boundaries of Zion National Park) in 2009, during the centennial celebration of Zion National Park. The Virgin River is responsible for carving Zion Canyon and creating much of the beauty that makes Zion National Park one of the most visited areas in the country.

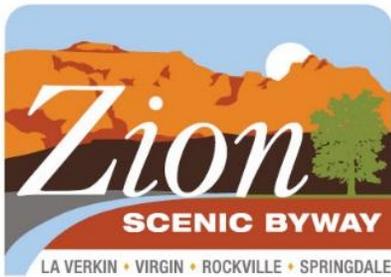
The Virgin River was integral to the development of the area and made it possible for the area to develop and support farming and ranching. For thousands of years, the Virgin River has been a means of recreation, farming and survival in the desert climate. Much of the Zion Scenic Byway follows the Virgin River closely. The river provides numerous recreational opportunities, including fishing, rafting, tubing, and canoeing.

MESSAGE: Virgin River Habitat

The Virgin River is a major riparian area in the southwest, providing habitat or migration corridors to more than 200 species of wildlife. The Virgin River system is unique in that it flows nearly uninterrupted through every life zone from the sub-alpine to the Mojave Desert.



The Virgin River, with Angels Landing and Observation Point in the Background
Photo Credit: National Park Service, Marc Neidig



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MESSAGE: The role of the Virgin River in providing water for Washington County

The Virgin River continues to provide water to the Washington County area. Its water is used for drinking, supporting farming and ranching throughout the region, and for recreational uses. Treated water from the Virgin River, as well as its tributaries and springs, still provides Washington County's drinking and culinary water. Water from the Virgin River and its tributaries is stored in local reservoirs to meet the water needs of the communities. These reservoirs provide boating, swimming, and fishing opportunities for residents and visitors to the area¹.

The Washington County Water Conservancy District, established in 1962, works to fulfill its mission to conserve, develop, and stabilize water supplies for the residents of Washington County and provide adequate water supplies for future municipal, agricultural, and industrial needs². It is a partner with the Virgin River Resource Management and Recovery Program (Program), created in 2002 to recover, conserve, enhance and protect native species in the Virgin River.

MESSAGE: The River Ecosystem

The Virgin River is home to a unique assemblage of species and serves as one of the primary water supplies to Washington County. According to the Natural Heritage Programs in Utah, Arizona and Nevada, the Virgin River Basin supports 32 species that are globally rare or are of conservation concern.

Endangered species include the Woundfin, Virgin River Chub, and Southwestern Willow Flycatcher in the Virgin River, as well as other native species. Organizations such as the Virgin River Program, work on issues involving water quality, reduction of tamarisk and other nonnative vegetation, nonnative fish, and other recovery efforts to assure that the Virgin River can enhance aquatic riparian and 100-year floodplain habitat.

MESSAGE: The La Verkin Canal

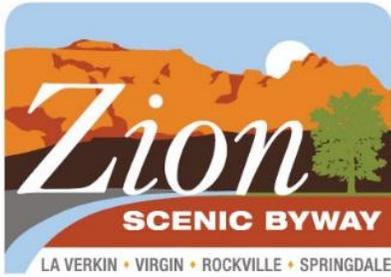
The La Verkin Canal brought water to the community and made it possible to raise crops. Work on the canal began in the 1890s, although early surveys began in 1888. The building of the canal was hard and difficult work, with most of the canal built in rock. Early construction was difficult, not only because of the rock excavation, but because the gypsum in the rocks caused many leaks. Leaks were plugged with materials that were available at the time: rocks, dirt, cotton lint, straw, and lumber.³

Chinatown, a historical camp that housed canal laborers, is still visible today.

¹ Washington County Water Conservancy District, <http://www.virginriverprogram.org/the-virgin-river/the-people/>, accessed 2/14/2015.

² Virgin River Program, <http://www.wcwcd.org/watershed/ann-test-page-for-districts-involvement-with-the-vrp/>, accessed February 10, 2015.

³ La Verkin Canal marker, erected 1994 by Daughters of the Utah Pioneers, <http://www.hmdb.org/marker.asp?marker=59451>, accessed 10/10/2014



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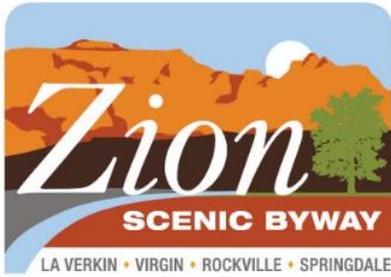
MESSAGE: The Hurricane Canal

Built in the early 1900's, the Hurricane Canal allowed water from the upper reaches of the Virgin River to reach the agricultural valley of Hurricane. The Hurricane Canal is listed on the National Register of Historic Places Today visitors can hike along the path of the original canal and view the tough terrain it traverses.



Hurricane Canal

Photo Credit: Washington County Historical Society, Photo 01266



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SUBTHEME

Explore the area's unique geology

MESSAGE: Hurricane Fault

The Hurricane Fault is the major fault of southwestern Utah, and it bisects Washington County. The fault is visible as the Hurricane Cliffs, and activity from the fault has helped to create the ancient cinder cones and lava flows that are still visible today. The Hurricane Fault has pushed land up several thousand feet and contributed to the steep walls of Zion Canyon and Kolob Canyon. The Fault stretches 155 miles, from the Grand Canyon area to Cedar City.

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.

MESSAGE: Hurricane Mesa

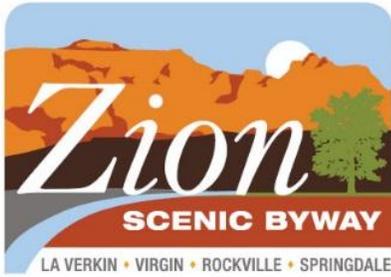
Hurricane Mesa is a Utah landform near Hurricane, Utah, constructed of flat bedrock. In the 1950s the Hurricane Mesa Test Facility was constructed, which included a 12,000-foot-long test track used for Cold War tests of rocket ejection seat systems and other aviation systems. Currently the test facility is privately owned and remains in operation as a private test facility.⁴ Testing at the site typically involved launching a rocket sled, carrying a seat



Hurricane Mesa Test Facility and "Hurricane Sam"

Photo Credit: Utah Division of State History, <http://ilovehistory.utah.gov/place/counties/washington.html>

⁴ Source: Washington County Historical Society, Hurricane Mesa Test Facility, <http://wchsutah.org/businesses/hurricane-mesa-test-facility.php>, accessed 12/2/2014.



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with a test simulator dummy known as "Hurricane Sam" strapped to it, along the track at a speed of 1,050 miles per hour⁵.

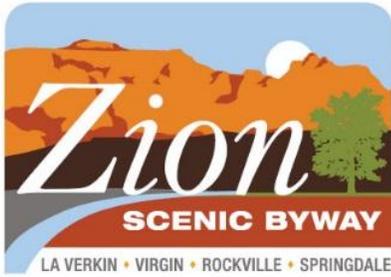
MESSAGE: The Role of Erosion

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 exploring the geology of Zion National Park and the surrounding area.



Vista showing the colorful rock formations that can be seen on the corridor
Photo Credit: Dan McGuire

⁵ Utah History to Go, "A Dummy called "Hurricane Sam" Gave Pilots a Safety Edge," http://historytogo.utah.gov/utah_chapters/utah_today/hurricanesamgavepilotsasafetyedge.html, accessed 12/14/2014.



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SUBTHEME

The area's location supports an extensive ecosystem

The area's ecosystem supports a diverse number of plant and animal species. The corridor is located at the intersection of the Colorado Plateau, the Great Basin, and the Mojave Desert. The intersection of these three 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. Some examples are shown in the photos below.



Bald Eagle in Zion National Park
Photo Credit: National Park Service



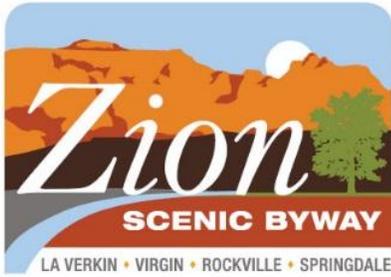
Claret Cup Cactus
Photo Credit: National Park Service, Jonathan Fortner



The Say's Phoebe is one of the first birds to return to Zion Canyon in the spring.
Photo Credit: National Park Service



Wild Gourd
Photo Credit: National Park Service, Jonathan Fortner



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La Verkin City

La Verkin City Subthemes and Messages

SUBTHEME

La Verkin is a remarkable city with a history rich in heritage and community spirit. La Verkin is known as the Beautiful Valley, because of its rich farmlands between the La Verkin Creek on the west and the Hurricane Fault to the east. La Verkin's motto is "The Beautiful Valley: A Proud Past...A Promising Future."

MESSAGE: How La Verkin got its name

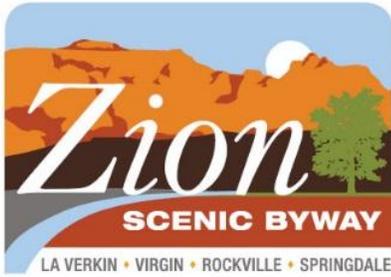
According to the La Verkin City website, there are several theories about the origin of the name La Verkin. One is that it was derived from the Spanish for the Virgin, which is "La Virgin." Another theory is that La Verkin is Indian for Beautiful Valley, based on handwritten maps from early pioneers. A third theory is that the name La Verkin is derived from Beaver Skin Creek, which through a series of misspellings became La Verkin.⁶



Fall view of La Verkin City

Photo Credit: Zion Canyon Corridor Council

⁶ <http://www.laverkin.org/history/history-of-laverkin/>



Interpretive Plan

Prepared for Zion Canyon Corridor Council

MESSAGE: European Exploration in La Verkin

Early European exploration of the area was undertaken by a party led by Fathers Escalante and Dominguez in 1776. They were searching for an overland route to the California missions. They are the first Europeans to see the present day site of La Verkin. They named the Virgin River, and also named present-day La Verkin Creek as “Rio de La Virgin.”

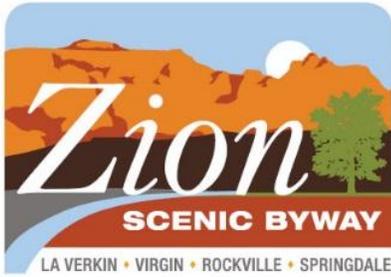
MESSAGE: Pioneer Settlement in La Verkin

Traveling in search of new settlements, members of the Church of Jesus Christ of Latter-Day Saints (Mormon) reached the Virgin River in 1850. Parley Pratt, a Mormon explorer and church leader, led an exploratory party through southern Utah, stopping briefly near present-day La Verkin.

Mormon pioneers were sent to establish communities along the Virgin River. One of the early explorers for the Mormons was Erastus Snow. He surveyed the La Verkin area in 1861 and reported that it had great potential if water could be diverted from the Virgin River to support agriculture. This was deemed too expensive, however, and for the next 25 years the settlers focused on controlling the Virgin River and establishing communities in areas where developing water was easier.

The first permanent pioneer settlers in La Verkin were Henry and Joseph Gubler and their families, who established homes in the area in 1899. In 1903, Rosalba Fuller was the first child born in the community and the first post office opened that year. In 1904, the first school house was built.⁷

⁷ La Verkin Pioneers waymarker, http://www.waymarking.com/waymarks/WM29MX_La_Verkin_Pioneers



Interpretive Plan

Prepared for Zion Canyon Corridor Council

SUBTHEME

La Verkin is a gateway to the Zion Scenic Byway

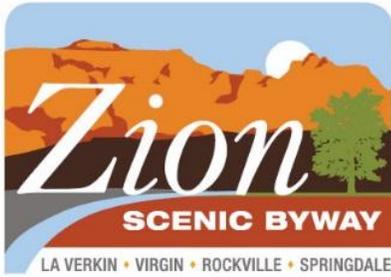
MESSAGE: Zion Canyon Corridor Entry Monument

The entry monument at the intersection of State Route 9 and State Route 17 heralds the beginning of the byway. In the future, it is proposed that additional interpretive information about the byway be available at this site.



Gateway signage in La Verkin, Utah

Photo Credit: Kimley-Horn



Interpretive Plan

Prepared for Zion Canyon Corridor Council

SUBTHEME

Historic buildings and sites provide a view into La Verkin's past.



Early Photo of La Verkin, showing the old La Verkin Chapel at bottom right

Photo Credit: Washington County Historical Society, Photo WCHS-00402

MESSAGE: Old La Verkin Chapel (also known as the White Chapel).

Construction of the chapel began in 1925 and was built one segment at a time, over the next 50 years⁸. The building has served many uses – as a chapel, a theater, dance hall, and a gymnasium. The building is currently the site of the City Council Chambers.

MESSAGE: La Verkin Cemetery

La Verkin City Cemetery was established in 1906. See interesting examples of the stonemason's art, as well as genealogical research.

SUBTHEME

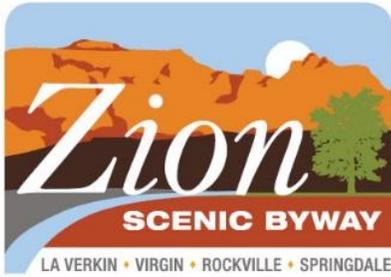
Agricultural and ranching operations have been an important part of La Verkin's heritage and have provided regional sustenance and support for decades.

MESSAGE: La Verkin's farming and orchards.

For much of the early 20th Century, La Verkin residents sustained themselves through agricultural pursuits such as raising poultry, establishing fruit orchards, and growing hay⁹.

⁸ Washington County Historical Society, <http://wchsutah.org/churches/laverkin-chapel.php>

⁹ La Verkin General Plan, page 11.



Interpretive Plan

Prepared for Zion Canyon Corridor Council

MESSAGE: Civilian Conservation Corps (CCC) corrals and the heritage of ranching.



The historic corrals are one of the three remaining corrals built by the CCC in Washington County. This is one of the few corrals built to hold both cattle and sheep. Cattle and sheep ranching were huge operations in the past. The CCC corrals serve as a reminder of the intensive sheep shearing operations, and how sheep and cattle ranching were vital to the southern Utah economy. This was the largest sheep shearing operation in the United States. Sheep were herded from the Arizona Strip annually for the purpose of harvesting wool.

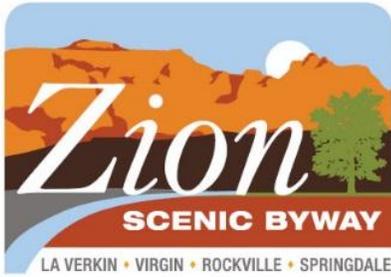
The CCC corrals show the scale of the sheep and cattle ranching operations historically.

Photo Credit: Kimley-Horn



Sheep in Goulds Wash

Photo Credit: Washington County Historical Society, Photo WCHS - 01266



Interpretive Plan

Prepared for Zion Canyon Corridor Council

SUBTHEME

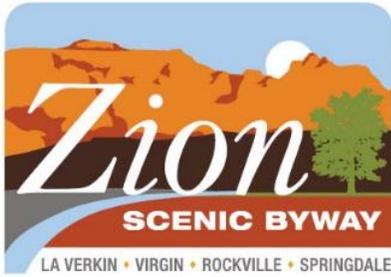
Explore the Beautiful Valley and all it has to offer!

MESSAGE: La Verkin Overlook

The La Verkin Overlook is a site accessed via a short trail from the byway. The La Verkin Overlook borders the edge of the cliffs and offers spectacular views down into an impressive section of gorge that has been cut by the Virgin River as it flows to the towns below. The La Verkin Overlook provides panoramic views of Hurricane Mesa, the Hurricane Fault, the Pine Valley mountains, the Volcano Knoll, and Mollie's Nipple, a peak capped by a basaltic flow of lava. Seeing the view from the Overlook at sunset is a beautiful way to end your day.



*View from La Verkin Overlook
Photo Credit: Kimley-Horn*



Interpretive Plan

Prepared for Zion Canyon Corridor Council

MESSAGE: Confluence Park is a wonderful recreational and historic resource.

Confluence Park is a 344-acre park that provides access to four trailheads and the Red Cliffs Reserve and National Conservation Area. It is located within the boundaries of Hurricane and La Verkin, Utah at the confluence of Ash Creek, La Verkin Creek, and the Virgin River. It is managed by Washington County. A map of the park area is provided in Figure 6. The park includes an extensive trail system and recreational opportunities such as hiking, mountain biking, horseback riding, and exploring the park and its unique setting, historic features, and plants and wildlife. Confluence Park sits at the bottom of large basaltic lava cliffs. The Anasazi once lived in this area, and later the Southern Paiutes resided in the area.

Today, Confluence Park is home to a number of historic features, including:

- ❖ Historic Hydroelectric Plant – Historic Utah Power & Light Building
- ❖ Southern Exploring Company Monument – This monument provides information about the 1849 Southern Utah Expedition led by Parley Pratt.



Southern Exploring Company Monument in Confluence Park

Photo Credit: Washington County, Utah



Source: Washington County, Utah, <http://www.redcliffsdesertreserve.com/wp-content/uploads/2012/08/Trails-Map.jpg>, accessed 11/3/14

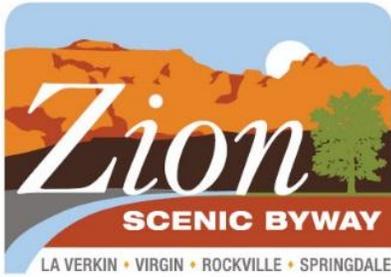
Figure 6: Map of Confluence Park

SUBTHEME

Celebrate La Verkin heritage and community events.

MESSAGE: La Verkin Winterfest

The La Verkin Winterfest, held in early December, is a celebration of winter and provides live entertainment, a jingle bell run/food drive, light parade, tree lighting, vendors, and fireworks.



Interpretive Plan

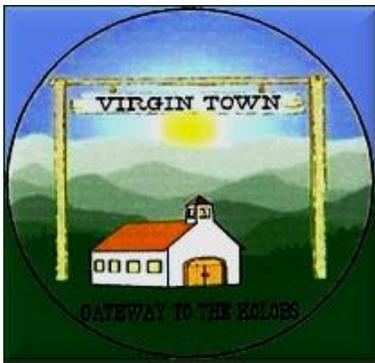
Prepared for Zion Canyon Corridor Council

Virgin Town

Virgin Town Subthemes and Messages

SUBTHEME

As the "Gateway to the Kolobs," Virgin opens many opportunities to discover!



MESSAGE: How Virgin was named

Virgin was called Pocketville by the Indians because it is situated in a low spot or pocket on the bank of the Virgin River. The early pioneers called it Virgin City to distinguish in from the Virgin River.

MESSAGE: Pioneer settlement

The first Europeans to settle in what is now Virgin, came in 1857. Virgin City was established in 1858, as the first permanent community on the upper Virgin River.

SUBTHEME

Historic sites to explore. Take in the beauty of the past.

MESSAGE: Historic buildings to explore

Virgin Historic Meetinghouse at Heritage Town Square – This meetinghouse was constructed in an unusual manner. The walls were filled in with adobe bricks. Only two other structures of this style are known in Utah by the state historical architect. Solidly constructed, the meetinghouse was a place of worship and social activities. The town of Virgin is currently beginning restoration and upgrading of the meeting house and Heritage Square for public use.¹³

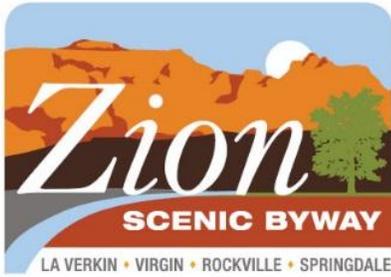
George and Alice Parker Isom home – The Isom/Semmens house has never been renovated or restored and provides a view back in time. ¹⁴ Built approximately in 1865, the home was later used as a hotel and boarding house. The small building at the side was used for a store to supply nearby settlements.



Virgin Town Historic Meetinghouse

¹³ Virgin Town, Utah , <http://www.virginutah.org/HERITAGE-SQUARE.html>, accessed 10/14/2014

¹⁴ <http://wchsutah.org/homes/george-isom-home.php>



Interpretive Plan

Prepared for Zion Canyon Corridor Council

James Jepson Junior home - The James Jepson, Jr., House, constructed in 1877, is significant for its association with James Jepson, Jr., an early civic and religious leader in the small settlement of Virgin, in southern Utah¹⁵.

SUBTHEME

Virgin's Role in Utah's Oil Industry

In 1907, oil sand was found near Virgin City and two oil wells were initially drilled. Twelve different companies soon put down fourteen wells in the region. Virgin City did not become a major oil-producing fields, but produced enough oil to supply small local refineries that operated intermittently for many years¹⁶.

SUBTHEME

Kolob Terrace Road provides access to a variety of experiences

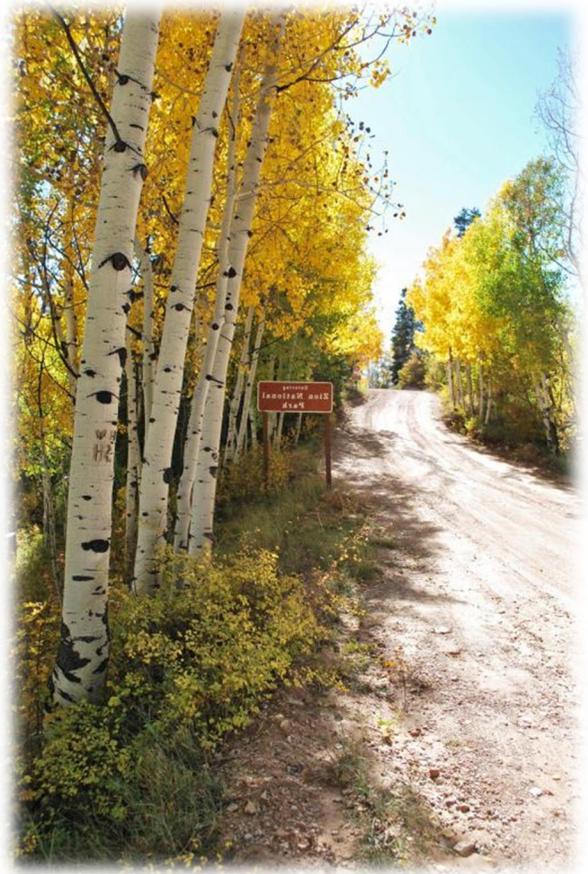
MESSAGE: Places to visit on Kolob Terrace Road

Turning onto Kolob Terrace Road from the byway will give you access to some beautiful walks and hikes, spectacular scenery, and the Kolob Reservoir, which is a popular fishing destination. The road climbs 4,000 feet. The Lava Point turnoff leads to the West Rim Trailhead and some less commonly seen views of the Zion National Park.

Currently plans are underway to build an alternate section of Kolob Terrace Road that will meet State Route 9 opposite the Rio De Sion Bridge east of the Zion River Resort and join up with the existing road just across from the Virgin BMX Track.

The Kolob Terrace Road provides access to:

- ❖ Virgin's BMX Track and future public recreation site (rodeo grounds, fishing hole, ball parks, etc. will be included in the pending plan)
- ❖ Popular trailheads and backcountry areas of Zion National Park

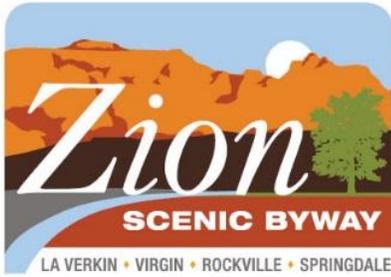


Lava Point

Photo Credit: National Park Service, Sarah Stio

¹⁵ <http://wchsutah.org/homes/james-jepson-jr-home.php>

¹⁶ The Growth of Utah's Petroleum Industry, Utah History to Go, http://historytogo.utah.gov/utah_chapters/mining_and_railroads/thegrowthofutahspetroleumindustry.html



Interpretive Plan

Prepared for Zion Canyon Corridor Council

- ❖ Lava Point campground
- ❖ Kolob Reservoir
- ❖ Scenic back road over mountain
- ❖ Private cabins

The BMX Track, future Virgin recreational facilities, BLM land along North Creek, and many of the backcountry trailheads are accessible year-round. Wildcat Canyon Trailhead, Lava Point Campground, and Kolob Reservoir are at higher elevations, where snow may make them inaccessible. The uppermost portions of the road are often impassable due to snow during some weeks of the winter.

Persons interested in geology can view three of the five geological (Cenozoic) layers on Kolob Terrace Road.

MESSAGE: Kolob Reservoir is a popular fishing destination

The reservoir, though partly surrounded by private cabins, is popular for fishing and primitive camping. The elevation around the reservoir is approximately 8,000 feet. Kolob Reservoir is generally accessible by vehicles from early April through December. Kolob Reservoir is managed by the Washington County Water Conservancy District.

MESSAGE: Virgin Regional BMX track is a popular sport for the entire family.

Bicycle enthusiasts can experience Bicycle Motocross (BMX) racing at the BMX racing track in Virgin. Located on Kolob Terrace Road, and surrounded by beautiful scenery, BMX racing is a type of off-road bicycle racing performed on specially designed tracks. The BMX track has activities and competitions for all ages.



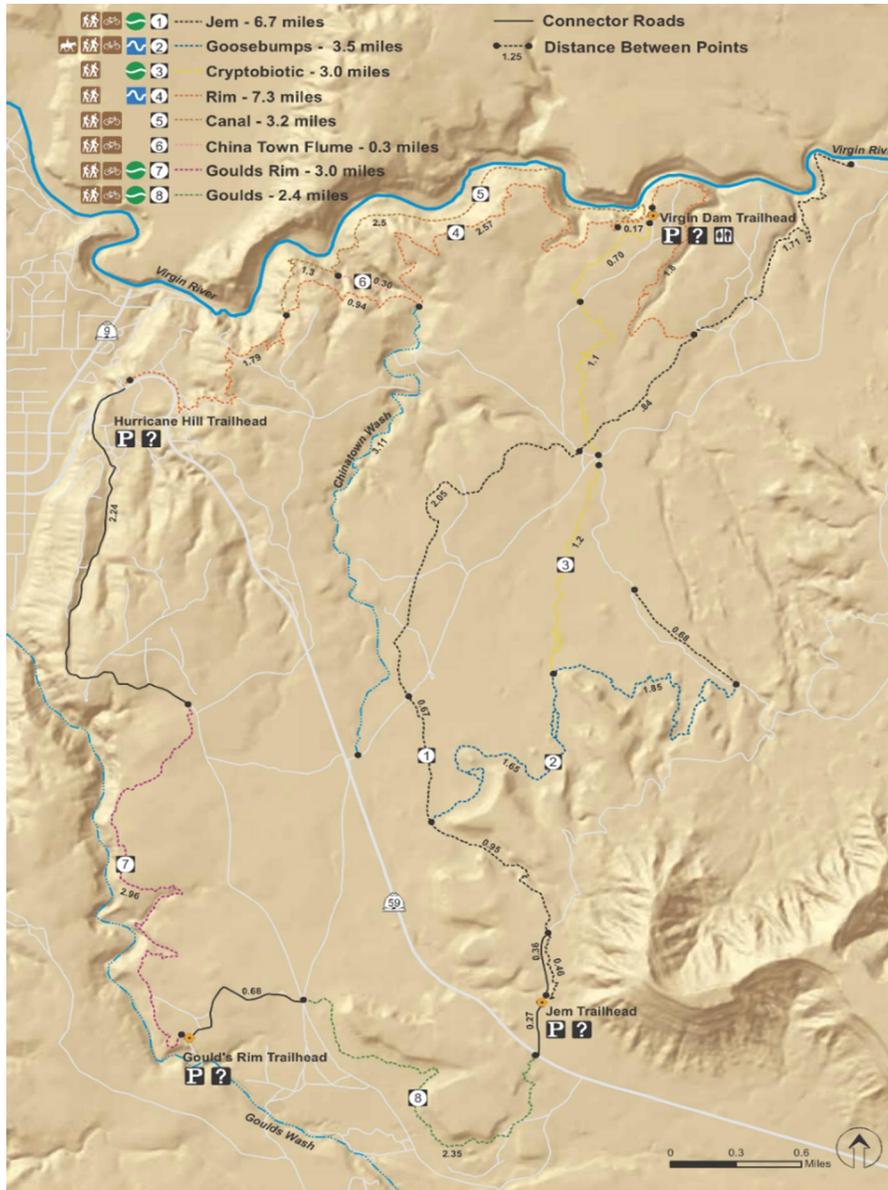
Kolob Reservoir

Photo credit: http://wildlife.utah.gov/hotspots/propertyphotos/blueribbon/kolob_02.jpg



SUBTHEME

Recreational activities abound.



MESSAGE: Hurricane Cliffs Non-Motorized Trail System

The Hurricane Cliffs non-motorized trail system is managed by the Bureau of Land Management (except for the Canal Trail, which is managed by the Hurricane City Historical Preservation Association) and comprises five trails that span approximately 23 miles of trails that provide a spectacular trail experience.

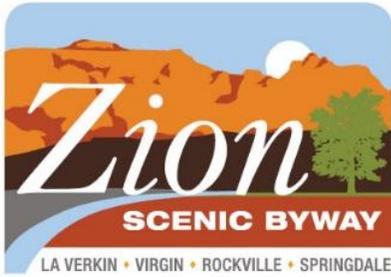
MESSAGE: Mountain biking

Mountain biking enthusiasts can enjoy a variety of trails for a unique mountain biking experience. Guides are also available. The area is a location of world-class downhill mountain biking. The Red Bull Rampage is a freestyle mountain bike competition held annually, just to the north of Gooseberry Mesa. The competition is by invitation only, and competitors are judged on their technical ability and complexity of tricks.

MESSAGE: Horseback riding

Explore the beautiful Virgin scenery on horseback • Horse rentals for all skill levels is available.

Map of Hurricane Cliffs Non-Motorized Trail System
Source: Bureau of Land Management



Interpretive Plan

Prepared for Zion Canyon Corridor Council

Rockville

Rockville Subthemes and Messages

SUBTHEME

Since its founding by Mormon pioneers in 1862, Rockville has maintained the integrity of its historical town plan and has been referred to by historians as "the last treasure in Utah." Explore its unique character!

MESSAGE: How was Rockville founded and why is it named Rockville?

Rockville was named at a meeting in December, 1860 held in Grafton. This name was appropriate because of the large number of boulders that had come off the hills behind the town site. The first group of pioneers actually settled in Rockville in 1862.

The original name of Rockville was "Adventure" but was changed to Rockville because of the rocky terrain.

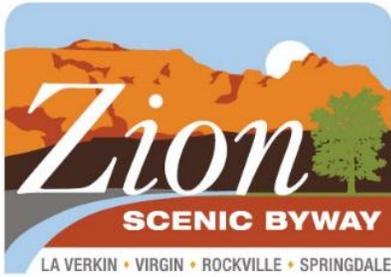
MESSAGE: A heritage of small town atmosphere preserved.

Rockville has little economic activity within its boundaries, by design. Existing economic activity is limited to agriculture, cottage enterprises, and a small number of bed-and-breakfast inns. Many of the Town's working citizens are employed in neighboring Springdale or elsewhere in the county. Commercial activity is generally perceived as not being conducive to the character and chosen lifestyle of the community.



Rockville Town Park

Photo Credit: Jim Harlan, ZionEventPhotos.com



Interpretive Plan

Prepared for Zion Canyon Corridor Council

MESSAGE: Rockville’s street lights embody Rockville’s commitment to small, yet efficient government.

As you drive through Rockville, observe the 100-watt light bulbs hung across the SR 9. These are Rockville’s street lights, and operate 24 hours a day. This distinctive method of street lighting, which embodies Rockville’s focus on providing service to its citizens within its financial means.

MESSAGE: Historic irrigation ditches and how they were developed.

The rock irrigation ditches that run the length of Rockville were a Works Progress Administration (WPA) project that improved the earthen ditches by lining them with sandstone slabs. The irrigation ditches are still in use today.



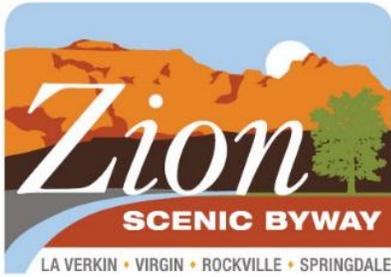
MESSAGE: Rockville’s Mulberry Trees

Mulberry trees planted along Main Street in Rockville during the 1930s provide a beautiful canopy over the roadway. These trees were originally planted as a means to generate and harvest silk.



Historic irrigation ditches in Rockville, with Mulberry trees visible at top

Source: Jim Harlan, ZionEventPhotos.com



Interpretive Plan

Prepared for Zion Canyon Corridor Council

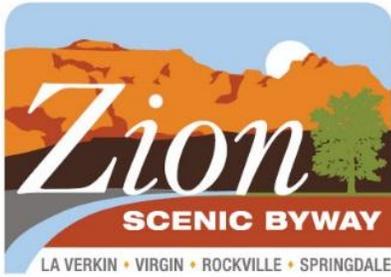
MESSAGE: Historic Rockville Bridge

Constructed in 1924, the Rockville Bridge was the first direct vehicle route between Zion National Park and the North Rim of the Grand Canyon, and contributed to the development of tourism in the area. This unique bridge is the only surviving example of the rigid Parker through truss type-bridge in Utah. As such, it is one of the most technologically significant transportation spans in the state. In addition to its architectural significance, the Rockville Bridge is historically significant in the region and is listed on the Federal Register. The Rockville Bridge retains its historic design, material, workmanship, setting, and charm. Locally, it is still a vital link between State Route 9 and the south side of Rockville across the Virgin River. ¹⁷



Historic Rockville Bridge
Photo credit: R Family Photography

¹⁷ Rockville Bridge Historic Marker, 1996, erected by Town of Rockville. <http://www.hmdb.org/Marker.asp?Marker=74628>, accessed 10/14/2014



Interpretive Plan

Prepared for Zion Canyon Corridor Council

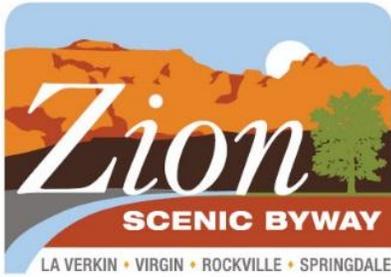
MESSAGE: Rockville has a number of community events throughout the year. For example, Rockville celebrates Arbor Day annually in May and has made a commitment to investing in their trees, and is designated as a Tree City USA community.



*2012 Rockville Reunion – Wagon Train
Photo credit: Jim Harlan, ZionEventPhotos.com*



*Tree planted during Pie in the Park and Arbor Day
Photo credit: Jim Harlan, ZionEventPhotos.com*



Interpretive Plan

Prepared for Zion Canyon Corridor Council

SUBTHEME

Rockville's interesting geology

MESSAGE:

Visitors to Rockville notice the immense rocks that are characteristic to Rockville.



Rockville Monument
Photo Credit: Kimley-Horn

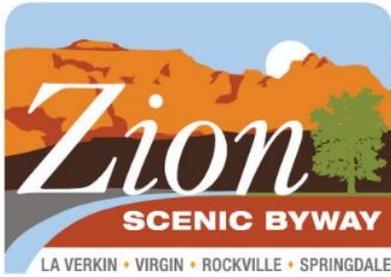
MESSAGE: Rock layers

Observe the rock layers (stratifications) visible along the edge of the mountains. Near the junction of the North and East Forks of the Virgin River, the scenic byway gradually cuts through Shinarump Conglomerate, which forms a cliff above the town of Rockville¹⁸. The conglomerate comprises primarily sandstone and other materials.



Rock Stratification
Photo Credit: Amber Inn

¹⁸ Biek, Robert, Willis, Grant, Hylland, Michael and Doelling, Hellmut, Geological Road Guides to Zion National Park, Utah, Utah Geological Association Publication 29, page 7.



Interpretive Plan

Prepared for Zion Canyon Corridor Council

SUBTHEME

Grafton, one of Utah's most famous ghost towns.

MESSAGE: How was Grafton settled? Grafton was first settled in 1861, and the Great Flood of 1862 washed the town site away. The town was then resettled two miles away on higher ground in 1862. Although Grafton is a ghost town, its once-thriving community spirit lives on. The Grafton Historic District is on the National Register of Historic Places.

MESSAGE: Why did the settlers abandon Grafton?

The effects of repeated flooding and the opening of the Hurricane Canal combined caused residents to move to Hurricane, 20 miles away.

MESSAGE: Each autumn, descendants of the early pioneers return to Grafton for the annual Grafton Reunion to remember the sacrifices their ancestors made.

MESSAGE: How Grafton is being preserved for future generations.

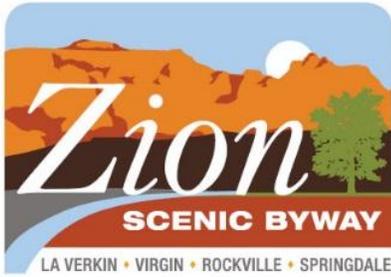
In June 1997, the Grafton Heritage Partnership was organized to protect, preserve, and restore the Grafton town site. The Partnership has restored a number of buildings; however, access to the Grafton area is limited.

MESSAGE: Places of interest in Grafton

- Grafton Schoolhouse – this 1886 school house was built of adobe bricks on a foundation of lava rocks. It was built to last and is still standing today. It was last used as a school in 1919.
- The Grafton Cemetery provides a window into an interesting perspective on how people died in pioneer times, and it is interesting to observe the stone carvers art. Read the stories on the interpretive marker and see the dates of many of the residents who are buried here and the cause of their deaths.



Grafton Schoolhouse
Photo Credit: Kimley-Horn



Interpretive Plan

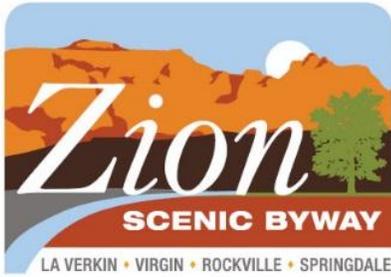
Prepared for Zion Canyon Corridor Council

SUBTHEME

Many movies were filmed in the Rockville and Grafton area, capturing the exquisite beauty of the region.

MESSAGE: Movies such as Butch Cassidy and the Sundance Kid, Romancing the Stone, The Appaloosa, and many other movies were filmed in the area, including:

- In Old Arizona (1929)
- The Arizona Kid (1930)
- Ramrod (1947)
- Wagon Train TV series (1963)
- The Man who Loved Cat Dancing (1973)
- The Eiger Sanction (1975)
- The Electric Horseman (1979)



Interpretive Plan

Prepared for Zion Canyon Corridor Council

Springdale

Springdale Subthemes and Messages

SUBTHEME

Springdale has thrived through cooperation, hard work, resourcefulness, agriculture, natural resources, and local industry. The opening of the Zion-Mt. Carmel Highway and Tunnel expanded opportunities for development, particularly the tourism industry, in Springdale.

MESSAGE: Early Settlement and Exploration

Zion Canyon was settled first by indigenous people, the Anasazi, who abandoned the Zion area around 1200 A.D. The first explorers of European descent were members of the Dominguez-Escalante party, traveling from New Mexico to California, and various trappers and traders, and Spanish explorers.

MESSAGE: Pioneer Settlement

Springdale was established by Mormon pioneers in 1862, who traveled to the area to establish a Cotton Mission¹⁹ (the focus was to find a settlement area to grow cotton).

Albert Petty, one of the first Mormon settlers, took his wife to the spot he had chosen for their house beside some large springs and asked her to name their new home. She called it Springdale. Springdale was surveyed in 1863.

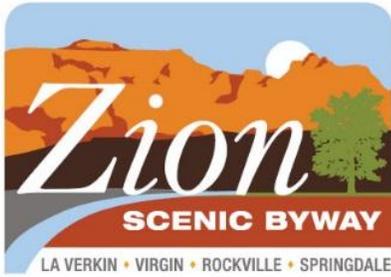
Initially the Springdale community was fairly dependent on Rockville. Springdale settlers traveled to Rockville to shop, attend church, or use the post office and telegraph office. The first post office opened in Springdale much later, in 1897.



Springdale Entry Monument

Photo Credit: Rick Wixom

¹⁹ History of the Cotton Mission, OnlineUtah.com, http://www.onlineutah.com/cotton_mission_history.shtml, accessed October 30, 2014.



Interpretive Plan

Prepared for Zion Canyon Corridor Council

MESSAGE: Opening of Zion National Park and the Zion-Mt. Carmel Highway and Tunnel

On July 31, 1909, President Taft set aside approximately 16,000 acres as the Mukuntuweap National Monument to preserve its “many natural features of unusual archeologic, geologic, and geographic interest.”²⁰ In 1918, Mukuntuweap National Monument became Zion National Monument and on November 19, 1919 Congress enlarged and redesignated the monument as Zion National Park. With the advent of auto travel and road development, particularly the opening of the Zion-Mt. Carmel Highway and Tunnel, dedicated in 1930, Springdale became a gateway to Zion National Park.

Tourism-related development became a natural outgrowth of travel to the Zion National Park. Springdale continued to grow and became a municipality in 1959.

MESSAGE: Historic Sites to Explore

Springdale Pioneer Cemetery – Springdale has a historic pioneer cemetery where some of the early pioneers and settlers are buried. While no longer used for burials, the Pioneer Cemetery offers a fascinating look back at life in Springdale when it was first settled by European pioneers.

Springdale Historic Jail – Although not open to the public, the jail structure provides an interesting look at the architecture of the period.

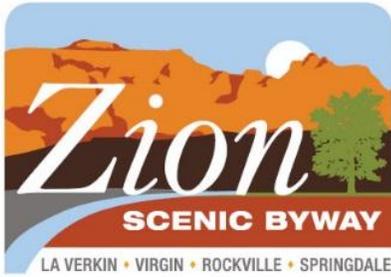


Springdale Cemetery
Photo Credit: Kimley-Horn



Springdale Historic Jail
Photo Credit: Kimley-Horn

²⁰ National Park Service Archeology Program, <http://www.nps.gov/archeology/sites/antiquities/profileMukuntuweap.htm>.



Interpretive Plan

Prepared for Zion Canyon Corridor Council

SUBTHEME

Springdale is a jewel that richly deserves its title as one of the 10 prettiest towns in America

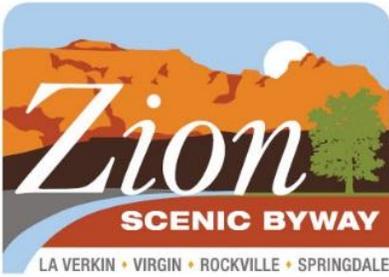
MESSAGE: Parkitecture

Distinctive pioneer architecture incorporating native sandstone and other design features from its past are clearly evident. “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 National Park.



Springdale Parkitecture

Photo Credit: Rick Wixom



Interpretive Plan

Prepared for Zion Canyon Corridor Council

SUBTHEME

Participate in community events and enjoy Springdale's cultural activities.

MESSAGE: St. Patrick's Day

The St. Patrick's Day Festival is a Springdale tradition that features a parade, green jello sculpture contest, live music, food, and games and activities.

MESSAGE: Zion Joy to the World Events

In late November, and the entire month of December, Springdale hosts a variety of events every weekend. Beginning with a community tree lighting ceremony, typical events include live music, an elf fun run, a light parade, arts and crafts festival, and many other community events.

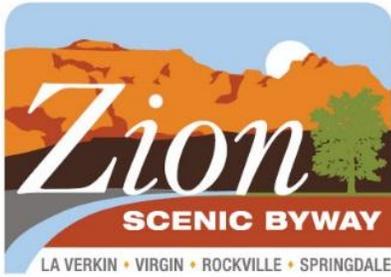


St. Patrick's Day Parade
Photo Credit: Jim Harlan



St. Patrick's Day Parade
Photo Credit: Jim Harlan

Springdale Light Parade, December 2013
Photo Credit: Jim Harlan



Interpretive Plan

Prepared for Zion Canyon Corridor Council

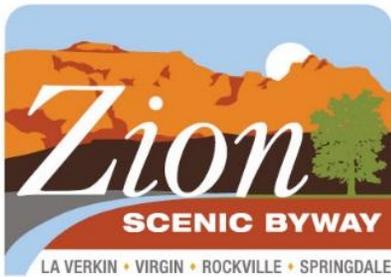
MESSAGE: Butch Cassidy Run and Events

The Butch Cassidy 10K run begins in Springdale. Lots of family-oriented activities take place at this event. The Butch Cassidy 10K run is more than just a race—it is a community event, with activities before and after the race for every age! It is as much about the activities as the actual race. The 10K race begins in Springdale, and the 5K race begins in Rockville, with both races ending in Grafton. Examples of events held during race day include:

- Live music
- Games and activities
- Tours of the historic school house and grounds
- Food and refreshments



Festivities during the Butch Cassidy 10K run
Photo Credit: Jim Harlan



SUBTHEME

Plan an adventure you will not forget.

MESSAGE: Guided trips

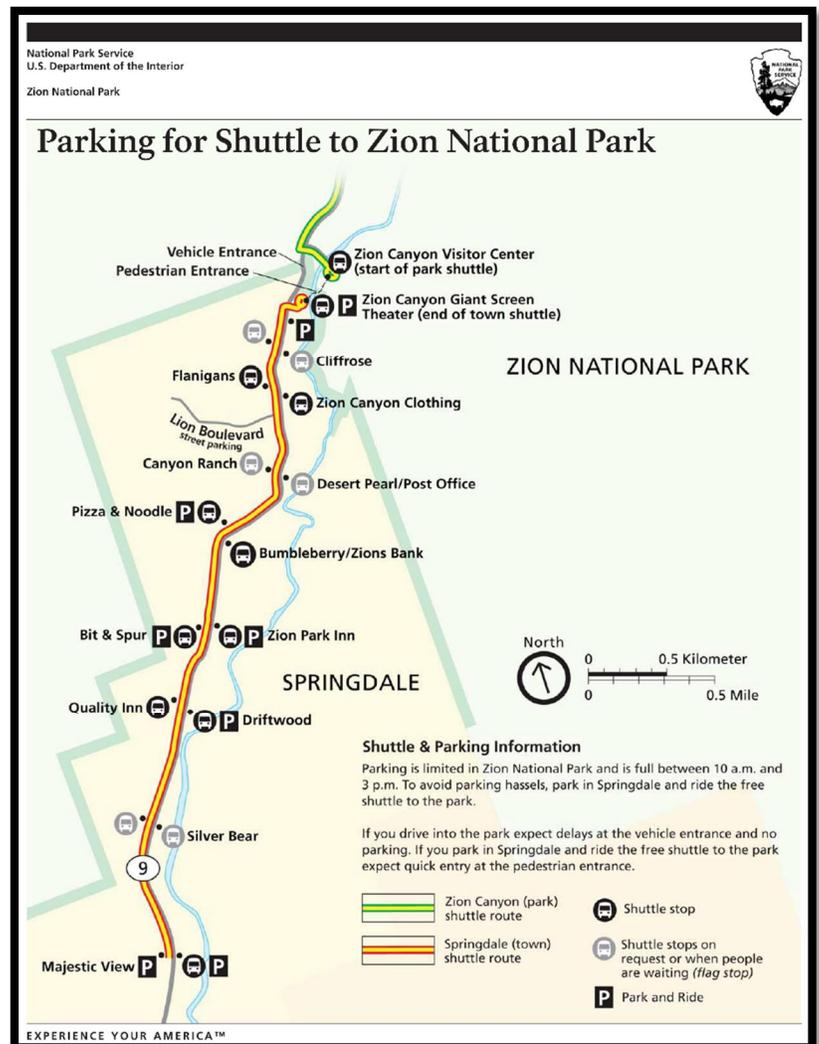
Guided trips are available for all skill levels including canyoneering, rock climbing, mountain biking, and hiking.

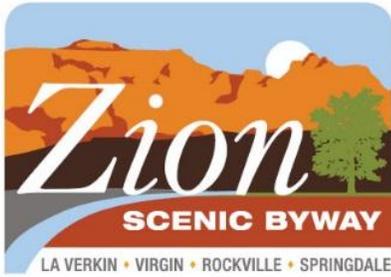
MESSAGE: Springdale is a great place to walk, run, hike, or ride a bike.

The Town of Springdale has constructed a network of trails that includes natural surface trails and paved multiuse paths. A trail map is provided in Figure 7.

MESSAGE: Springdale and Zion Shuttle Systems

The Zion Shuttle System was established in 1997 to eliminate traffic and parking problems in the Zion Canyon area. Parking is limited in Zion National Park and is full between 10 a.m. and 3 p.m. To avoid parking difficulties, visitors can park in Springdale and ride the free shuttle to the park. There are nine Springdale stops and an additional park shuttle route.





Interpretive Plan

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SUBTHEME

Enjoy remarkable views

MESSAGE: West Temple

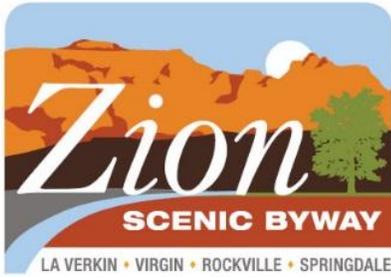
At an elevation of 7,810 feet, West Temple can be seen peaking high throughout most of Zion National Park and parts of Springdale.

MESSAGE: Eagle Crags

Eagle Crags are prominent jagged peaks located near the Town of Springdale.



Springdale Panorama
Photo Credit: Rick Wixom



Interpretive Plan

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Paiute Indian Tribe of Utah

SUBTHEME

Paiute Indian Tribe of Utah Overview

The Paiute Indian Tribe of Utah consists of five bands: Cedar, Indian Peaks, Kanosh, Koosharem, and Shivwits. Each band has separate identities as communities that date back hundreds of years. Most scholars agree that the Paiutes entered Utah about A.D. 1100-1200.

Historically, the largest population concentrations of Paiutes were along the Virgin and Muddy Rivers; other Paiutes adapted to a more arid desert environment that centered on water sources such as springs. Both desert and riverine groups were mainly foragers, hunting rabbits, deer, and mountain sheep, and gathering seeds, roots, tubers, berries, and nuts. Paiutes also practiced limited irrigation agriculture along the banks of the Virgin, Santa Clara, and Muddy rivers. They raised corn, squash, melons, gourds, sunflowers, and, later, winter wheat.

The riverine Paiutes had influential chiefs with limited power based on their ability to create consensus among the group. Leadership in the desert groups was usually only task specific. Some individuals were better at hunting rabbits, or at healing, or at twining baskets, and they organized those activities.

SUBTHEME

Native American Settlements in the Zion Scenic Byway region

MESSAGE: Early Native American Settlements in the Zion Scenic Byway region

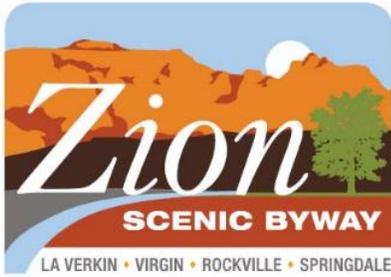
Native American groups lived in the area thousands of years ago. The Anasazi established agriculture and constructed granaries and other structures along the cliffs near the waterways. The Anasazi eventually moved southeast.

MESSAGE: First recorded contact of Paiutes and Explorers

The first known contact of Europeans and Paiutes was recorded by the Spanish Dominguez-Escalante Group, who passed through southwestern Utah in 1676.

MESSAGE: Native American Conflicts with Pioneers

As described in "A History of Washington County", at the time of the pioneer settlements in the 1850s and 1860s, there were approximately a thousand Native Americans living in and around Rockville, Virgin, and other areas in Washington County. Although early relations between Native peoples and the pioneers were friendly, conflicts arose in time over competition for land and scarce resources.



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In the period from 1865-1868, pioneers consolidated into Rockville, for increased safety from raids by Northern Utes and others on cattle and livestock.²¹ After conflicts ended in 1868, the Paiutes had a camp south of Grafton and lived in peace with the pioneers.

SUBTHEME

Lifestyles of ancestral Southern Paiute Tribal members

MESSAGE: The ancestral Southern Paiute people traveled in the summer to the mountains to fish and hunt. One tribal story tells that tribal members with a horse were considered well-off. If they had more than one horse, they were considered rich. Possessions were packed onto the horse while the tribal member walked.

MESSAGE: The Paiute tribal members traded with other tribes who came to the area. That is how they did their shopping—they traded with other tribes or bands.

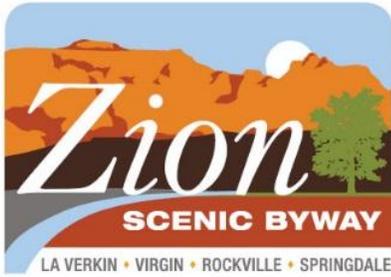
MESSAGE: Meat sources included deer, elk, prairie dogs, woodchucks, and fish. Meat was smoked or dried and then stored for future winter use. Other food sources were berries, pinon nuts, and root vegetables. Some tribal members did not travel and instead grew crops such as corn, squash, melons, wheat, sunflowers, and gourds. One natural way to enhance growth was to put corn into a fish and then plant the fish—it was a natural fertilizer. Farming was done in the lower elevation areas. Teas and medicinal herbs grew in the area. Lava rocks were used in ceremonies and in heating applications.



Southern Paiute Kaun huts

Photo Credit : Unknown, held by the Zion Natural History Association - Photograph of old photograph taken inside the Zion Human History Museum.

²¹ Whalen, Jane, *Historic Rockville, Utah*, page 36.



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5. Byway Interpretive Site Concept Plans

In October, 2014, the ZC3 members and project team members conducted a field review of interpretive sites along the byway. This chapter discusses interpretive concept plans at seven locations:

Site 1: Intersection of SR 17 and SR 9 – This site location actually comprises potential sites at more than 2 locations. Site 1A is located at the Maverik Station and Site 1B is located at the Zion Canyon Corridor entry monument at the northeast corner of the intersection.

Site 2: La Verkin Overlook

Site 3: CCC Corrals

Site 4: New Kolob Road Intersection Pullout

Site 5: Zion Park Information Site

Site 6: Rockville pullout west of “Rockville” Entry Monument

Site 7: Majestic View Pullout

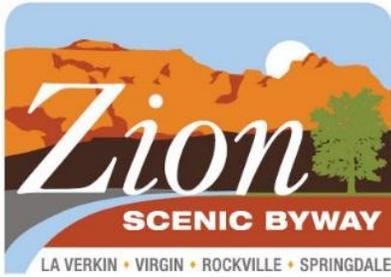
The concept plan for each future interpretive site location includes:

- ❖ Site Name
- ❖ Location
- ❖ Ownership
- ❖ Primary themes
- ❖ Subthemes
- ❖ Permits and approvals required
- ❖ Site needs
- ❖ Special considerations
- ❖ Estimated construction cost
- ❖ Anticipated maintenance and upkeep cost
- ❖ Implementation priority
- ❖ Photos and an illustration of the concept plan for each site.

The interpretive sites were prioritized into high, medium, or low time priorities for implementation. The time frames were assumed to be:

- ❖ High: 1-5 years
- ❖ Medium: 6-10 years
- ❖ Low: 10 years or more

A site map of these locations is provided in Figure 8.



Interpretive Plan

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Utah Department of Transportation Permitting Requirements

Since State Route 9 is a state highway, a general requirement for interpretive sites located on the byway is the need for an Encroachment Permit from the Utah Department of Transportation (UDOT). Utah Code Section 72-7-102 prohibits digging or excavating within the state right-of-way to place, construct, or maintain any approach road, driveway, pole, pipeline, conduit, sewer, ditch, culvert, billboard advertising sign, or any other structure or object of any kind or character without first obtaining a permit.

An encroachment permit allows certain time-limited construction, installation, and repair-related activities to take place within the state right-of-way in conformity with state and federal law. Before an encroachment permit is issued, the applicant must complete a number of procedural requirements including, but not limited to:

- Statewide Utility License Agreement – All utility owners who have utilities located within State Highway Right-of-Way must enter into a license agreement with UDOT before submitting any encroachment permit application.
- Performance & Warranty Bond – A Performance & Warranty Bond is required for all encroachment permit applications. Applicants have the option to secure an Individual bond (one-time use only) or a Statewide bond (multiple and multi-region use). This two-option bonding process is designed to accommodate varying business needs.
- Inspection Bond – UDOT may require an additional Inspection bond to ensure payment for UDOT field review and inspection costs before an encroachment permit is granted.
- Minimum Liability Insurance Coverage - Applicants are also required to provide a certificate of liability insurance.

Application forms are available online at <http://www.udot.utah.gov/main/f?p=100:pg:::::1:T,V:676>

Maintenance Considerations

According to references from the National Park Service, at a minimum, waysides require cleaning twice a year, and regular inspection for vandalism or weathering.

ZION SCENIC BYWAY INTERPRETIVE SITES



1a LaVerkin Gateway

2 LaVerkin Overlook

4 New Kolob Terrace Rd

6 Rockville

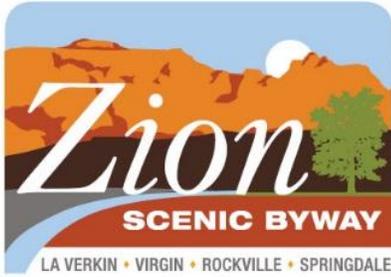
1b Zion Canyon Corridor Entry Monument

3 CCC Corrals

5 Zion Park Information Site

7 Majestic View Pullout

Figure 8: Map of Interpretive Sites



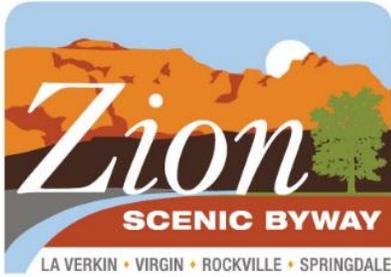
Interpretive Plan

Prepared for Zion Canyon Corridor Council

Site 1 A– Southeast intersection of SR 17/ SR 9

Site Name	Site 1A – La Verkin Gateway
Location	Southeast corner of SR 17 and SR 9 intersection, at the Maverik Station picnic area south of the store. This is located on SR 9, milepost 12.46
Ownership	Private
Primary Themes	<ul style="list-style-type: none"> • Gateway to the byway – “You’ve arrived.” This location is the entry point to the byway and can provide introductory information about attractions on the byway.
Subthemes	<ul style="list-style-type: none"> • Overview of byway – map of attractions • La Verkin history • Places to explore in La Verkin • Geological information, particularly regarding the Hurricane Fault • Location of cinder cones and lava flows • Hurricane and La Verkin Canals – how water brought development to the community. • Chinatown • Views of mountains, e.g., Pine Valley Mountain, Molly’s Nipple, Johnson’s Twist. • Confluence Park • Paiute history
Permits and approvals required	Permission to erect an interpretive sign structure on the south side of the Maverik station in the picnic area south of the store.
Site Needs	<ul style="list-style-type: none"> • One interpretive sign structure. The structure can include two signs—one with an overview of the byway and one panel with more detailed information regarding the subthemes mentioned above.
Special Considerations	<ul style="list-style-type: none"> • Need to ensure wheelchair accessibility • Consider adding QR codes²² to the signs so visitors can access further information about the byway. • Provision of a rack on the sign frames for byway brochures.

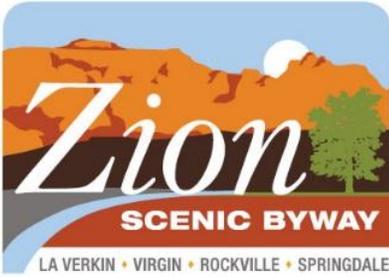
²² QR codes are Quick Response codes. A QR code is a barcode that is used to provide information when scanned by a smartphone.



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	<ul style="list-style-type: none"> • Consider future installation of a computer kiosk for byway information. • Other suggestions for future improvements included decorative paving at the SR-9/SR-17 intersection to denote the entry to the byway, and byway signage on the signal arm. 												
<p>Estimated construction cost</p>	<table border="1"> <thead> <tr> <th></th> <th>Unit</th> <th>Quantity</th> <th>Cost</th> </tr> </thead> <tbody> <tr> <td>Panels, frames</td> <td>Each</td> <td>2</td> <td>\$8,000</td> </tr> <tr> <td>Total construction cost</td> <td></td> <td></td> <td>\$8,000</td> </tr> </tbody> </table>		Unit	Quantity	Cost	Panels, frames	Each	2	\$8,000	Total construction cost			\$8,000
	Unit	Quantity	Cost										
Panels, frames	Each	2	\$8,000										
Total construction cost			\$8,000										
<p>Anticipated maintenance and upkeep costs</p>	<p>Assume periodic cleaning of sign panel (two times per year plus monthly inspections) = \$500</p>												
<p>Implementation priority</p>	<p>High – This location is the gateway to the byway</p>												
	 <p>Picnic area on south side of building</p>												

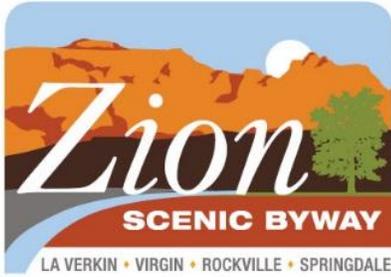


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LaVerkin Gateway



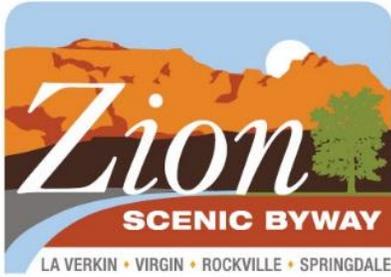
Interpretive Plan

Prepared for Zion Canyon Corridor Council

Site 1B – Zion Canyon Corridor Entry Monument

Location	Northeast corner of SR 17 and SR 9 intersection, approximately SR 9 milepost 12.46			
Ownership	Public - City of La Verkin			
Primary Themes	Gateway to the byway – “You’ve arrived.” This location is the entry point to the byway and can provide introductory information about attractions on the byway.			
Subthemes	<ul style="list-style-type: none"> • Overview of byway – map of attractions • La Verkin history • Places to explore in La Verkin • Geological information and information about the Hurricane Fault • Location of cinder cones and lava flows • Hurricane and La Verkin Canals – how water brought development to the community. • Chinatown • Views of mountains, e.g. Pine Valley Mountain, Molly’s Nipple, Johnson’s Twist. • Confluence Park • Paiute history 			
Permits and approvals required	City of La Verkin permit to install sign structure			
Site Needs	<ul style="list-style-type: none"> • Wheelchair accessibility needed to maneuver around the signs. 			
Special Considerations	<ul style="list-style-type: none"> • Consider adding QR codes²³ to the signs so visitors can access further information about the byway. • An option is to provide a rack on the sign frames for byway brochures. • A future plan can be installation of a computer kiosk. • Other suggestions included decorative paving at the intersection to denote the entry to the byway, byway signage on the signal arm. 			
Estimated construction cost		Unit	Quantity	Cost
	Panels, frames	Each	2	\$8,000
	Trash	Each	1	\$1,000
	Total construction cost			\$9,000

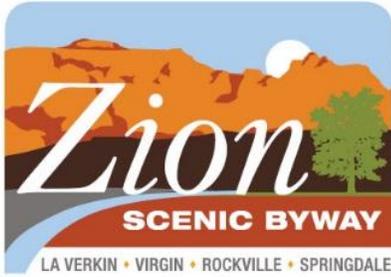
²³ QR codes are Quick Response codes. A QR code is a barcode that is used to provide information when scanned by a smartphone.



Interpretive Plan

Prepared for Zion Canyon Corridor Council

<p>Anticipated maintenance and upkeep costs</p>	<p>Assume periodic cleaning of sign panel (two times per year plus monthly inspections) = \$500</p>
<p>Implementation priority</p>	<p>Medium – This location is the gateway to the byway, however the site will not be easily developed until the vacant parcel adjacent to this site is developed.</p>
	

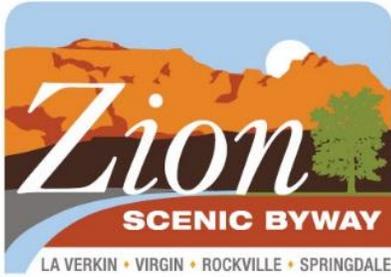


Interpretive Plan

Prepared for Zion Canyon Corridor Council

Site 2 – La Verkin Overlook

Location	South end of La Verkin Overlook Drive, turnoff on SR-9 is approximately MP 14.96
Ownership	State Trust Land
Primary Themes	Experience the wonderful byway journey to Zion and explore the wealth of experiences the communities along the way have to offer.
Subthemes	<ul style="list-style-type: none"> • La Verkin Overlook – highlight the views that can be seen from the Overlook • Geological information, particularly regarding volcanic activity and the three large cinder cones that can be viewed from the overlook. • Information about the Virgin River • Paiute history • Hurricane and La Verkin Canals • Trail systems, for both hikers and bicyclists • Hurricane Mesa and the Hurricane Mesa Test Facility Story of “Flying Monkey” Ridge and how rocket sleds with monkeys were used in testing. • La Verkin Twist - how the road section was nicknamed. • 16 designated Wilderness areas in the area • Historic bridge
Permits and approvals required	<ul style="list-style-type: none"> • Development of this site will require approval from the School and Institutional Trust Lands Administration (SITLA) in the form of an easement. Utah Department of Transportation encroachment permit is required.
Site Needs	<ul style="list-style-type: none"> • gravel parking area with 15 parking spaces • Two interpretive sign structures • Seating area to enjoy views • Sidewalk area to access the interpretive signs and seating area. • Trash container • Advance signing to make drivers aware of the turn to access the site. • Repair work to existing stanchions.
Special Considerations	<ul style="list-style-type: none"> • Wheelchair accessibility to maneuver around the signs.

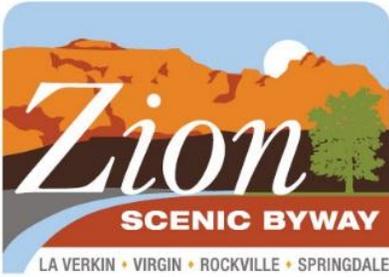


Interpretive Plan

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	<ul style="list-style-type: none"> • Consider adding QR codes²⁴ to the signs so visitors can access further information about the byway. • An option is to provide a rack on the sign frames for byway brochures. 																												
Estimated construction cost	<table border="1"> <thead> <tr> <th></th> <th>Unit</th> <th>Quantity</th> <th>Cost</th> </tr> </thead> <tbody> <tr> <td>Asphalt Pullout Paving</td> <td>Square Feet</td> <td>13,848</td> <td>\$82,000</td> </tr> <tr> <td>Concrete Sidewalk</td> <td>Square Feet</td> <td>1,172</td> <td>\$11,000</td> </tr> <tr> <td>Panels, frames</td> <td>Each</td> <td>2</td> <td>\$8,000</td> </tr> <tr> <td>Bench</td> <td>Each</td> <td>3</td> <td>\$3,000</td> </tr> <tr> <td>Trash</td> <td>Each</td> <td>1</td> <td>\$1,000</td> </tr> <tr> <td>Total construction cost</td> <td></td> <td></td> <td>\$105,000</td> </tr> </tbody> </table>		Unit	Quantity	Cost	Asphalt Pullout Paving	Square Feet	13,848	\$82,000	Concrete Sidewalk	Square Feet	1,172	\$11,000	Panels, frames	Each	2	\$8,000	Bench	Each	3	\$3,000	Trash	Each	1	\$1,000	Total construction cost			\$105,000
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Bench	Each	3	\$3,000																										
Trash	Each	1	\$1,000																										
Total construction cost			\$105,000																										
Anticipated maintenance and upkeep costs	Assume periodic cleaning of sign panel (two times per year plus monthly inspections) = \$500																												
Implementation priority	Low – This will be a relatively higher cost site to implement, and will require approval from SITLA in the form of an easement.																												
																													

²⁴ QR codes are Quick Response codes. A QR code is a barcode that is used to provide information when scanned by a smartphone.

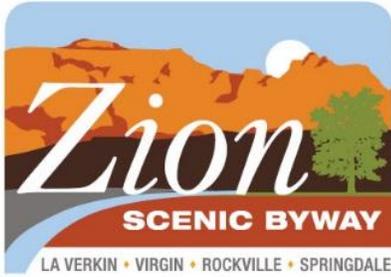


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LaVerkin Overlook

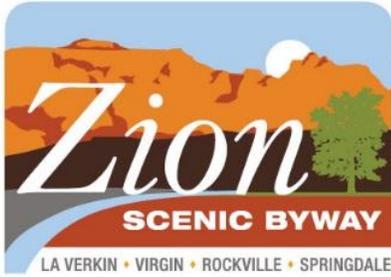


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Site 3 – Civilian Conservation Corps (CCC) Corrals

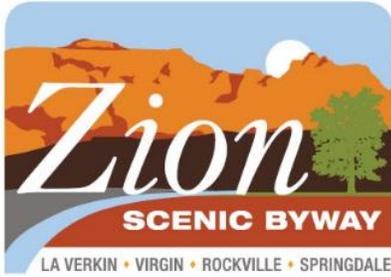
Location	State Route 9 – approximately Milepost 15.85
Ownership	Bureau of Land Management
Primary Themes	Experience the wonderful byway journey to Zion and explore the wealth of experiences the communities along the way have to offer.
Subthemes	<ul style="list-style-type: none"> • History of the corrals, sheep herding, use of corrals for both sheep herding and cattle herding. • BLM trails • Geology • Southern Paiute history • Hurricane Mesa and the Hurricane Mesa Test Facility • Views
Permits and approvals required	<ul style="list-style-type: none"> • Encroachment Permit - Utah Department of Transportation • An Environmental Assessment and consultation with the State Historic Preservation Office will be required per the Bureau of Land Management (BLM) • Washington County • La Verkin City
Site Needs	<ul style="list-style-type: none"> • Restoration of the corrals is needed • Right turn lane and advance signing for site will be needed to access the site. A deceleration lane may be required. • Paved parking area to accommodate 15 parking spaces and development. The parking area should have a removable bollard to allow maintenance access to the corrals. • Two panel sign • Sidewalk area and three benches, oriented towards the corrals. • Trash container
Special Considerations	<ul style="list-style-type: none"> • The BLM recommends that research be conducted to document the history and use of the corrals. This will help to guide the development of visitor amenities and ensure they are contextually site sensitive. • Determination of responsibility for maintenance is an issue. • RV access may be an issue.



Interpretive Plan

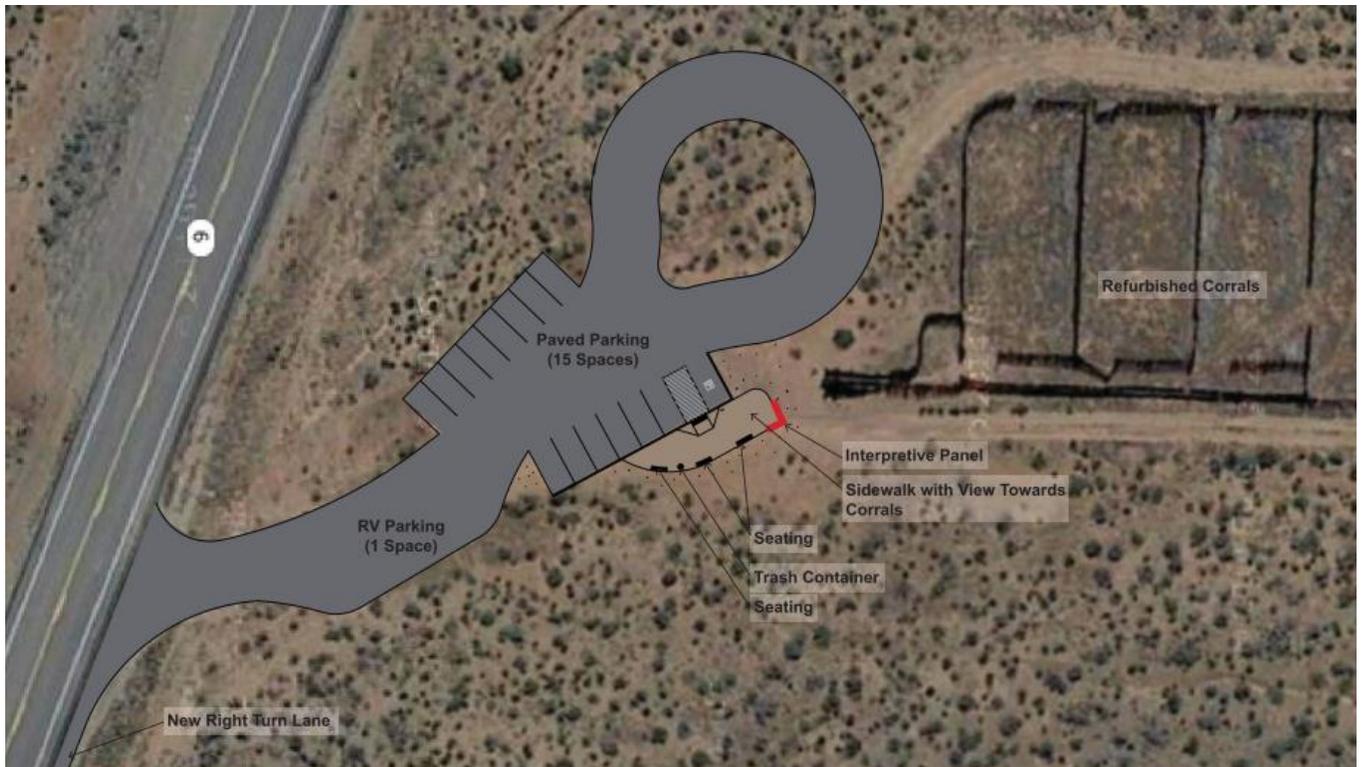
Prepared for Zion Canyon Corridor Council

<p>Estimated construction cost</p>	<table border="1"> <thead> <tr> <th></th> <th>Unit</th> <th>Quantity</th> <th>Cost</th> </tr> </thead> <tbody> <tr> <td>Asphalt Pullout Paving</td> <td>Square Feet</td> <td>10,842</td> <td>\$111,000</td> </tr> <tr> <td>Concrete Sidewalk</td> <td>Square Feet</td> <td>737</td> <td>\$7,000</td> </tr> <tr> <td>Panels, frames</td> <td>Each</td> <td>2</td> <td>\$8,000</td> </tr> <tr> <td>Bench</td> <td>Each</td> <td>3</td> <td>\$3,000</td> </tr> <tr> <td>Trash</td> <td>Each</td> <td>1</td> <td>\$1,000</td> </tr> <tr> <td>Total construction cost</td> <td></td> <td></td> <td>\$130,000</td> </tr> </tbody> </table>		Unit	Quantity	Cost	Asphalt Pullout Paving	Square Feet	10,842	\$111,000	Concrete Sidewalk	Square Feet	737	\$7,000	Panels, frames	Each	2	\$8,000	Bench	Each	3	\$3,000	Trash	Each	1	\$1,000	Total construction cost			\$130,000
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Total construction cost			\$130,000																										
<p>Anticipated maintenance and upkeep costs</p>	<ul style="list-style-type: none"> • Assume periodic cleaning of sign panel (two times per year plus monthly inspections) = \$500 • Potential for "Adopt a Site" to maintain the site. • There is a need for a trash container 																												
<p>Implementation priority</p>	<p>Medium – This site is historically significant, but will need restoration of the corrals, which may be costly.</p>																												
																													

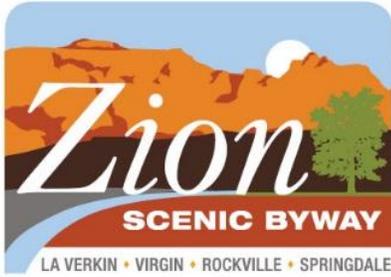


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CCC Corrals

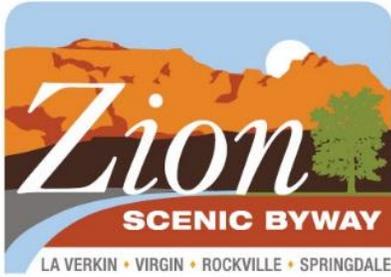


Interpretive Plan

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Site 4: New Kolob Road

Location	New Kolob Road, near SR-9 milepost 18.73 (existing Kolob Terrace Road).			
Ownership	Virgin Town			
Primary Themes	Experience the wonderful byway journey to Zion and explore the wealth of experiences the communities along the way have to offer.			
Subthemes	<ul style="list-style-type: none"> • Virgin history • Kolob Reservoir • History of oil extraction and development • Western trails to Zion National Park, Subway Trail, west Rim Trail • BMX track • Staging area for annual Red Bull Rampage • River systems and north creek, Washington County Water Conservancy District • Virgin Meetinghouse 			
Permits and approvals required	Encroachment permit - Utah Department of Transportation Virgin Town approval			
Site Needs	<ul style="list-style-type: none"> • Paved pullout area on left side of road with 10 parking spaces. • Two interpretive sign structures. One structure can be a community announcement board to highlight events, the other can include one or more sign structures with interpretive information. • Sidewalk • Three benches or seating areas. • Trash container 			
Special Considerations	<ul style="list-style-type: none"> • New Kolob Road is currently under construction, and a specific sign location will need to be determined. • Potential for a Public-Private partnership with Red Bull, since they are sponsoring the annual Red Bull Rampage. 			
Estimated construction cost		Unit	Quantity	Cost
	Asphalt Pullout Paving	Square Feet	5,528	\$35,000
	Concrete Sidewalk	Square Feet	2,245	\$8,000
	Panels, frames	Each	2	\$8,000
	Bench	Each	3	\$3,000
	Trash	Each	1	\$1,000
	Total construction cost			\$55,000



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Anticipated maintenance and upkeep costs	Assume periodic cleaning of sign panel (two times per year plus monthly inspections) = \$500
Implementation priority	High - Advance engineering work will be needed to determine an exact location for the pullout. This site may be more easily developable as compared to other byway sites.
	

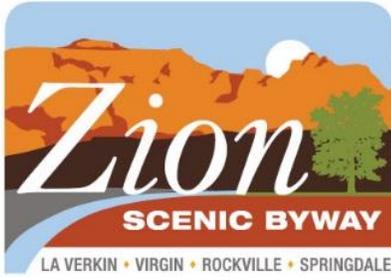


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New Kolob Road

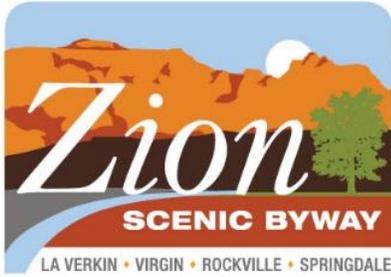


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Site 5: Zion Park Information Site

Location	Route 9, milepost 21.45. Existing Zion National Park Tunnel and Shuttle Information pullout.			
Ownership	Bureau of Land Management			
Primary Themes	Experience the wonderful byway journey to Zion and explore the wealth of experiences the communities along the way have to offer.			
Subthemes	<ul style="list-style-type: none"> • River wildlife, ecology • History of settlement along the Virgin River • Smithsonian Butte, Canaan Mountain • Describe photo opportunities and vistas 			
Permits and approvals required	Encroachment permit-Utah Department of Transportation Bureau of Land Management (parcel owner) National Park Service			
Site Needs	Installation of one sign structure with a single sign and/or use of existing sign structure that is currently empty.			
Special Considerations	<ul style="list-style-type: none"> • The sign structures should complement the sign frames that are already there. • There is a blank sign panel currently that may have potential to be used for information on the byway. • The east end of the pullout area appears to have room to locate an additional sign. 			
Estimated construction cost		Unit	Quantity	Cost
	Panels, frames	Each	1	\$4,000
	Total construction cost			\$4,000
Anticipated maintenance and upkeep costs	Assume periodic cleaning of sign panel (two times per year plus monthly inspections) = \$500			
Implementation priority	High - Since there is an existing pullout area, the implementation cost is relatively low, and there may be an opportunity to use an existing empty sign panel on site.			

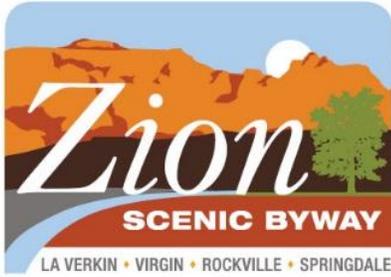


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Zion Park Information

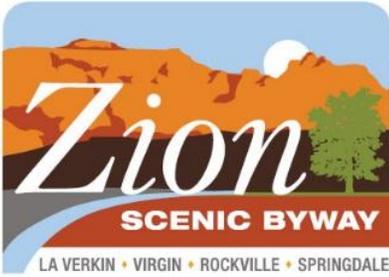


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Site 6: Rockville

Location	SR 9, adjacent to Rockville Monument			
Ownership	Utah Department of Transportation			
Primary Themes	Experience the wonderful byway journey to Zion and explore the wealth of experiences the communities along the way have to offer.			
Subthemes	<ul style="list-style-type: none"> • Rockville history and Town traditions - e.g. Mulberry trees, distinctive street lights. Information about how Rockville preserves its heritage through limiting commercial businesses. • Rockville Bridge • Geology • Community traditions • Birding discussion • Photo opportunities, especially Eagle Crag • Information about early pioneer settlement life, and the difficult life of the settlers. • History of the Mormon exploration and missions in the area. • Agriculture in the area 			
Permits and approvals required	<ul style="list-style-type: none"> • Encroachment permit from Utah Department of Transportation. Need to confirm visibility of pullout area with Utah Department of Transportation • Approval from Town of Rockville 			
Site Needs	<ul style="list-style-type: none"> • Paved pullout and parking area for 4 vehicles to parallel park. • Two sign structures with one sign panel on each structure. • Two benches or seating areas. • Trash container • Sidewalk 			
Special Considerations	Need to assure that the location is clear of the rockfall zone.			
Estimated construction cost		Unit	Quantity	Cost
	Asphalt Pullout Paving	Square Feet	2737	\$18,000
	Concrete Sidewalk	Square Feet	963	\$9,000
	Panels	Each	2	\$8,000
	Bench	Each	2	\$2,000
	Trash	Each	1	\$1,000
	Total construction cost			\$38,000



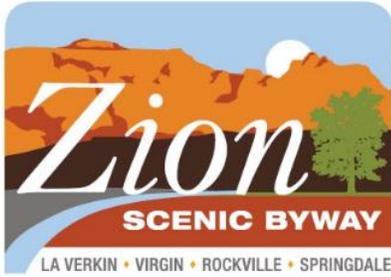
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Anticipated maintenance and upkeep costs	Assume periodic cleaning of sign panel (two times per year plus monthly inspections) = \$500
Implementation priority	Low, due to the need for additional engineering work to develop the pullout and determine the feasibility of the location, due to rockfall concerns.



Rockville

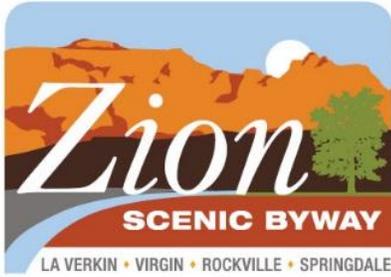


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Site 7: Majestic View Pullout, Springdale

Location	Site adjacent to the Majestic View Pullout and parking area			
Ownership	National Park Service Utah Department of Transportation			
Primary Themes	Experience the wonderful byway journey to Zion and explore the wealth of experiences the communities along the way have to offer.			
Subthemes	<ul style="list-style-type: none"> • Springdale attractions and recreational trail system • Geological processes forming Zion Canyon • Prominent peaks in the area – panoramic skyline with labels of peaks. • Description of a designated wilderness area. 			
Permits and approvals required	Encroachment Permit - Utah Department of Transportation Coordination with National Park Service			
Site Needs	<ul style="list-style-type: none"> • One sign structure with two sign panels. • During the 2014 field review, this area was identified as a potential future kiosk location. 			
Special Considerations	<p>A sign structure is also being constructed in this area by the National Park Service.</p> <p>The Town of Springdale is interested in constructing a separate panel separate from the National Park Service that has a directory of businesses and services.</p>			
Estimated construction cost		Unit	Quantity	Cost
	Panels, frames	Each	1	\$4,000
	Total construction cost			\$4,000
Anticipated maintenance and upkeep costs	Assume periodic cleaning of sign panel (two times per year plus monthly inspections) = \$500			
Implementation priority	High			

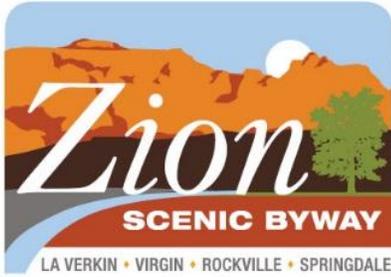


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Majestic View Pullout



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6. Additional Media Recommendations

Website

Zion Scenic Byway has a website presence on the Town of Springdale website:

<http://www.springdaletown.com/zion-canyon-corridor-council/zion-scenic-byway/>

The Zion Canyon Corridor Council also has a Facebook Page, located at

<https://www.facebook.com/ZionCanyonCorridorCouncil>

The interpretive planning process included field review and interviewing residents in all of the byway communities. This resulted in a collection of materials—audio recordings of interviewed residents, and byway photography—that can be used on the Zion Scenic Byway website, if desired.

Below are suggestions for further media recommendations:

- Develop brochure highlighting the byway features. Electronic versions of the brochures can be posted on the byway website and hard copies of the brochure can be posted at hotels, Visitor Centers, sign locations, and municipal offices.
- Post audio clips on the website or link to QR codes posted on signs so that visitors can hear about the area's history and culture directly from residents.
- Edit and compile audio clips to create podcasts that visitors can download to their computer and/or their portable media player (such as an iPod).
- Add links to related websites that encourage visitors to interact with the byway's many resources.
- Develop sample itineraries that highlight various subthemes, for example, an itinerary on Recreation/ Hiking Experiences. The visitor follows the itinerary and experiences the byway's resources that fall under the selected subtheme. It's recommended that itineraries include information on local accommodations (e.g., lodging, restaurants).
- Provide interpretive information and byway photography as a resource to teachers to develop byway Lesson Plans.
- Add photos collected during the Interpretive Plan to the existing Facebook Photo Gallery.

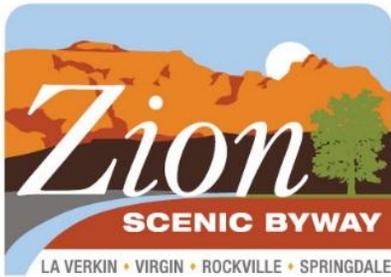


7. Zion Scenic Byway Logo

The Zion Scenic Byway's uninterrupted, breathtaking scenery is valued by residents and visitors alike. Therefore, it is important to develop Design Guidelines that ensure that all byway development (exhibits, kiosks, signs, etc.) fits into the environment and enhances the natural beauty of Zion Scenic Byway. The Design Guidelines will ensure that all byway-related exhibits and signage adhere to the same design standards and usage policies. This will connect the byway communities and provide visitors with a sense of place. The Zion Scenic Byway logo is shown in Figure 9.



Figure 9: Zion Scenic Byway Logo



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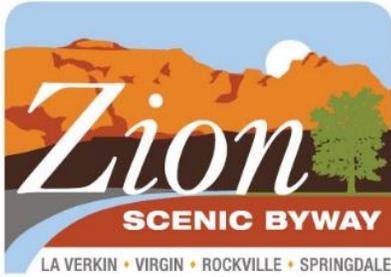
The Zion Scenic Byway logo was designed to embody the many features that make the byway special and uniquely Zion, such as:

- ❖ Unique views – The skyline shown in the logo represent the view of West Temple and Mount Kinesava, some of the most iconic peaks that can be viewed on the byway. The West Temple is the highest and most massive peak in the photos below. It has a distinctive flat top sticking up above a larger flat-topped mass (similar to a steamboat—“Steamboat” is the local name for the mountain). Mount Kinesava is the jagged peak to the right of the West Temple.



Another view of the West Temple and Mount Kinesava

- ❖ The Virgin River – The blue swath in the logo is a graphic representation of the Virgin River, which weaves through the byway route.
- ❖ Vegetation – Also of note is the green Cottonwood tree, representative of the vegetation in the area.
- ❖ Unique geology – The darker area behind the word “Zion” is a graphic representation of some of the lava flows that can be viewed from the byway.
- ❖ Journey through four unique communities – Each of the byway communities names are incorporated into the logo.



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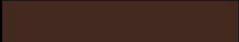
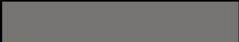
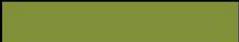
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As the visual identifier for Zion Scenic Byway, the logo was created to honor the significance of the byway. It will be the thread connecting interpretive, marketing, and promotional materials for years to come.

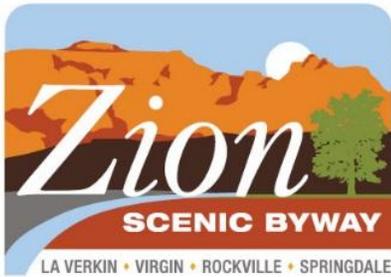
Logo Usage Guidelines

The byway logo has the community names listed at the bottom of the logo. The logo can be used on marketing, promotional, and interpretive materials. Zion Scenic Byway logo is a full-color logo. Table 2 below lists the RGB, CMYK, and Pantone colors. Zion Scenic Byway logo should not be reduced to a size that makes it illegible.

Table 2: Color Palette of Zion Scenic Byway

COLOR		CMYK	RGB	PANTONE SOLID UNCOATED
	Red	20, 85, 100, 10	184, 70, 38	1525 U
	Brown	50, 71, 74, 64	68, 41, 32	4695 U
	Orange	0, 55, 95, 5	233, 132, 38	144 U
	Gray	20, 20, 20, 50	119, 115, 115	Warm Gray 11 U
	Blue	20, 10, 0, 0	199, 214, 238	657 U
	Green	55, 30, 100, 5	128, 145, 59	384 U

Whenever possible, the logo should be produced in full-color. When a project does not allow for color printing/production, it is acceptable to reproduce the logo in black. A black and white version of the logo is shown in Figure 10.



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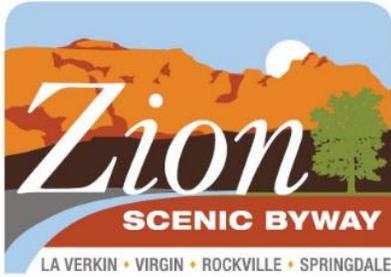
Figure 10: Black and White Version of the Zion Scenic Byway Logo

The proportion of the mark and type must remain consistent. The overall size may vary, but not the proportions. If the width is increased by 120%, for example, the length must be increased by 120% as well.

The logo should always have at least a .25 inch of space on all sides. Never place something over the logo or directly touching any part of the logo, unless the logo is screened back. If the logo is greater than an 8.5 x 11 sheet of paper, the logo needs to have at least 2 inches of space on all sides.

Permission to Use Zion Scenic Byway Logo

The Zion Scenic Byway logo is a trademark of the Zion Canyon Corridor Council, used with permission. Please contact Tom Dansie, byway coordinator and ZC3 member, at (435) 772-3434 with requests to reproduce the logo.



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Requests to use the byway logo must be approved by Zion Canyon Corridor Council, which will allow the requesting individual or party to reproduce the logo based on established standards and conditions. Reproducing or distributing the byway logo without permission is unacceptable.

Additional Logos

Throughout the interpretive planning process, the Interpretive Plan Team has worked with the agencies and byway communities listed below.

La Verkin

Virgin

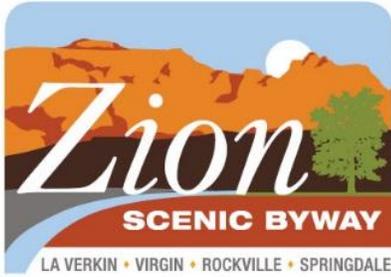
Rockville

Springdale

Bureau of Land Management

National Park Service

In addition to the Zion Scenic Byway logo, additional logos may be displayed on an interpretive sign/exhibit from one or more of these agencies or communities, depending on sign location and content. When reproduced on interpretive signs, the Zion Scenic Byway logo must be twice as large as other logos, at a minimum. When reproducing additional logos, permission must be obtained and logo usage guidelines must be strictly adhered to for each particular agency or community.

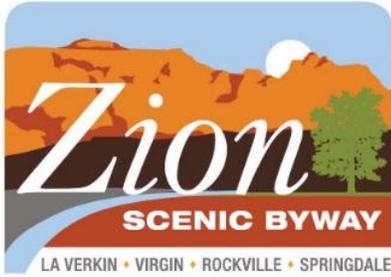


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Appendix A - Literature Review/References

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Appendix B – Listening to Springdale Selected Survey Results

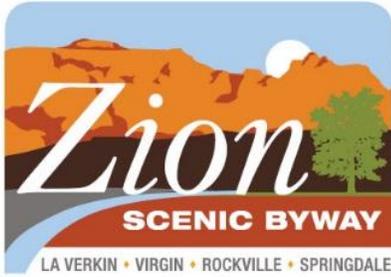
This Appendix summarizes selected surveys conducted as part of the “Listening to Springdale” project conducted by the students and faculty of the University of Utah. The survey responses give some insights into why people visit and reside in Springdale, and the surrounding area, and are useful as an input in determining emphasis areas when developing interpretive materials.

There were four different surveys administered and some responses fell into multiple categories, therefore percentages will not equal 100%. Some responses may not be included due to surveys being taken after responses were collected or permission to share responses was not given.

It should be noted that a visual preference survey was also administered, but was geared towards street design in Springdale, and was not included in the results excerpted here.

Byway Survey: Questions 13-25: Residents of the Surrounding Region

Visitor Survey: Questions 26-33: Visitors of Springdale



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Byway Region Survey

13. Where do you live? (18 responses)

38.89%	Rockville
33.33%	LaVerkin
16.67%	Virgin
11.11%	Other

14. How long have you lived in this area? (18 responses)

33.89%	10-20 years
33.33%	More than 20 years
16.67%	Less than 5 years
5.56%	5-10 years
5.56%	Do not live in this area

15. What brought you, your family, or your ancestors to this area? (17 responses)

35.00%	Town Environment
29.40%	Family
29.40%	Natural Beauty
23.50%	Community
17.60%	Zion National Park
6.00%	Climate
6.00%	Culture and art
6.00%	Luck
6.00%	Recreation

16. What aspects of this area encourage you to stay? (17 responses)

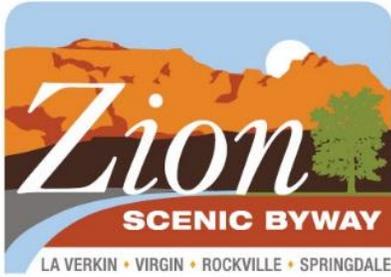
47.00%	Community
41.00%	Natural Beauty
23.50%	Zion National Park
17.60%	Town Environment
11.80%	Family
11.80%	Recreation
5.90%	Climate
5.90%	Culture and Art
5.90%	Local Businesses
5.90%	Work

17. Is there anything that would make you leave this area? (17 responses)

76.47%	Yes
23.53%	No

If yes, what would that be?

53.8%	Development
15.4%	Politics
7.7%	Car Congestion
7.7%	Cost of Living
7.7%	Family
7.7%	High Property Taxes
7.7%	Job Security
7.7%	Lack of Diversity



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18. What do you value about this area? (16 responses)

68.70%	Community
62.50%	Natural Beauty
18.75%	Zion National Park
12.50%	Local Business
6.25%	Culture and Art
6.25%	Dark Sky
6.25%	Open Space
6.25%	Recreation

19. What would you like to see less of in this area? (17 responses)

41.20%	Development
23.50%	Hotels
11.76%	Coffee Shops
11.76%	Traffic
5.90%	Drugs
5.90%	Helicopters
5.90%	Litter
5.90%	Police/Law Enforcement
5.90%	Tourists
5.90%	Transients

20. What would you like your primary mode of transportation to be along the byway? (18 responses)

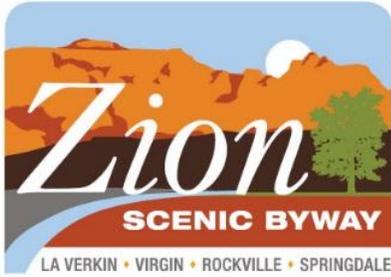
55.55%	Biking
44.44%	Driving
33.33%	Public Transit
16.67%	Walking
11.11%	Motorcycles
5.56%	Other

21. Are you concerned about future development along the byway? (16 responses)

100%	Yes
0%	No

If so, what are your concerns?

18.75%	Over Development
18.75%	Too Commercialized
18.75%	Want More Sustainable Development
6.25%	Congestion
6.25%	Need More Commerce
6.25%	Noise
6.25%	Want More Bike Trails
6.25%	Want More Public Transit



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22. What about this region would you like visitors to value and understand? (17 responses)

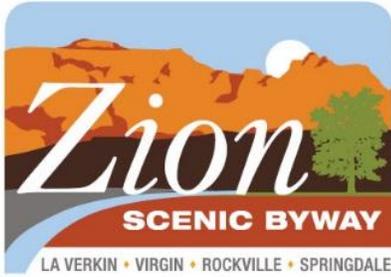
35.30%	Community
29.40%	Natural Beauty
23.50%	Town Environment
11.76%	Sustainable Living
5.90%	Driving Regulations
5.90%	Don't Litter
5.90%	History
5.90%	People Live Here
5.90%	Respect the Existing Community

23. What are some of your community traditions and where do they take place? How did they begin? (12 responses)

- 4th of July
- Art Festivals
- Butch Cassidy 10K
- Full moon bike rides to Zion to the end of the canyon
- Tanner Summer Concerts
- Races and Bike Rides
- Rockville Christmas Party
- Springdale parades
- St. Patty's Day
- Thanksgiving Craft Fair
- Tree Lighting Downtown
- Turkey Shoot
- Earth Day
- Z-Arts
- Zion Canyon Music Festival

24. How would you like your heritage to be remembered in this region? (17 responses)

- "A friendly and cute town, where you can come to relax, take wonderful hikes and enjoy nature."
- "By a long line of family that offered something amazing to the city."
- "If not by a local business, than by just being a great family."
- "I left the area similar to when I got here, so those in the future can experience a beautiful, mostly undamaged area."
- "That we left it as much like we found it as we could."



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Visitor Survey

25. Where are you from? (13 responses)

15.40%	Salt Lake City, UT
15.40%	Canada
15.40%	Alaska
7.70%	Palo Alto, CA
7.70%	Covina, CA
7.70%	Las Vegas, NV
7.70%	Farmington, UT
7.70%	Cedar City, UT
7.70%	Seattle, WA
7.70%	Michigan

26. How often do you visit Springdale? (13 responses)

92.31%	At Least Once a Year
7.69%	First Time
0%	At Least Once a Month

27. What brought you and or your family to Springdale? Are you passing through or is this area your destination? (13 responses)

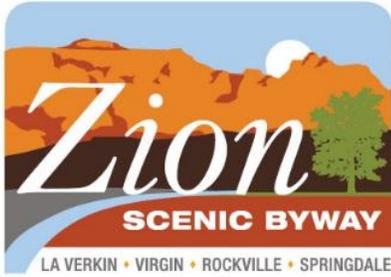
38.46%	Zion National Park
38.46%	Recreation
15.4%	Restaurant
7.7%	Photo Workshop
7.7%	Race
7.7%	Climate

28. What aspects of Springdale encourage you to visit again? (12 responses)

66.60%	Stores/Restaurants/Hotels
41.60%	Recreation
33.30%	Zion National Park
25.00%	Town Environment
16.60%	Culture
8.30%	Landscapes
8.30%	Climate
8.30%	Accommodations

29. Is there anything that would discourage you from staying in Springdale? If yes, what? (12 responses)

25.00%	No
25.00%	Not Enough Recreation
25.00%	Congestion of People/Cars
16.60%	High Prices
16.60%	Development
8.30%	Chains
8.30%	Access to the River
8.30%	Not Dog Friendly



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30. What did you enjoy about your visit to Springdale? (12 responses)

33.3%	Town Environment
33.3%	Restaurants
25%	Everything
25%	Zion National Park
16.2%	Climate
8.3%	Natural Beauty
8.3%	Recreation
8.3%	Community

32. What do you think others would value about Springdale? (12 responses)

41.60%	Recreation
33.30%	Hotels/Restaurants/Stores
33.30%	Zion National Park
25.00%	Town Environment
8.30%	Walkable
8.30%	Seclusion
8.30%	Same as Us
8.30%	Climate
8.30%	Beauty

31. What was your primary mode of transportation during your visit? (13 responses)

61.54%	Driving
15.38%	Public Transit
15.38%	Walking
7.69%	Biking

33. Is there anything that captured your attention along the byway? (11 responses)

63.6%	Natural Beauty
9%	Recreation
9%	Trash
9%	Lack of Pedestrian Walkways
9%	Shoe Tree No Longer There
9%	High Prices
9%	Congestion