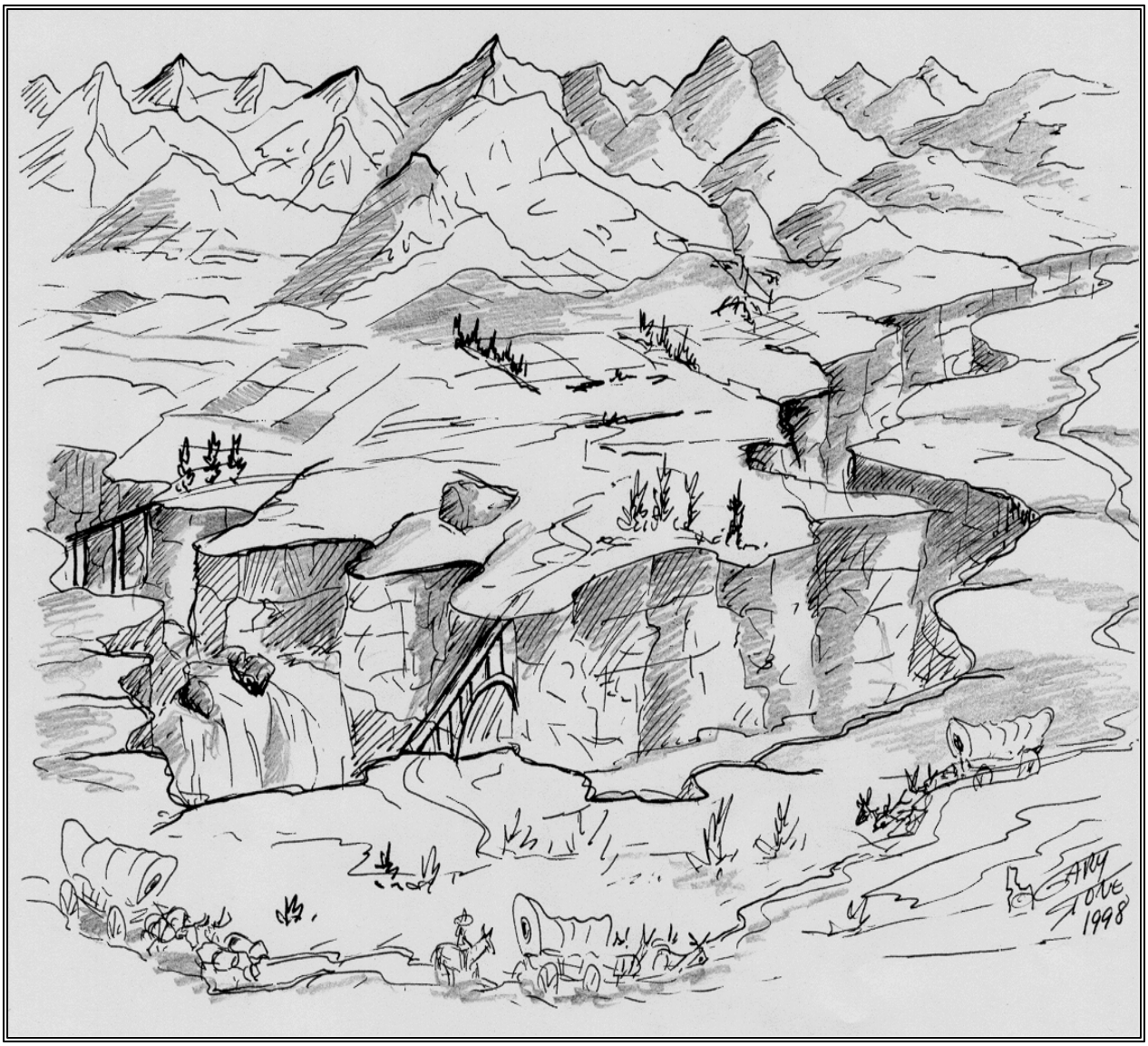
Thousand Springs
Scenic Byway Corridor Management Plan



"Features of the Thousand Springs Scenic Byway" by Gary Stone

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Thousand Springs Scenic Byway Corridor Management Plan

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INTENT OF THE THOUSAND SPRINGS SCENIC BYWAY CORRIDOR MANAGEMENT PLAN

The intent of the Thousand Springs Scenic Byway Corridor Management Plan (The Byway Plan) is to provide guidelines and options for local governments to consider in the collaborative management of the Byway. These options are designed to support the goals of local communities and residents for resource management, development and enhanced economic benefit, while maintaining the intrinsic values of the Byway.

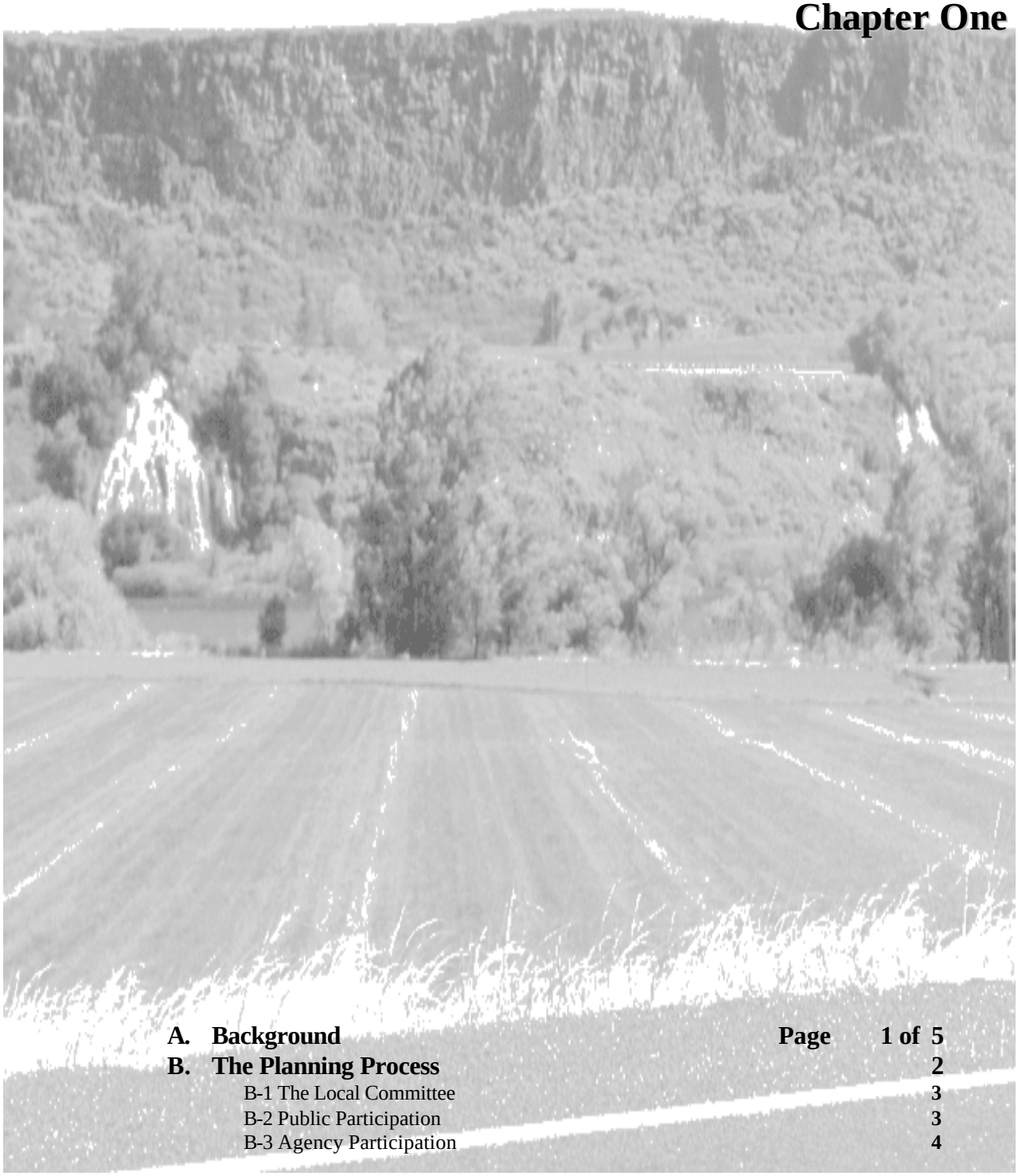
Readers of the Byway Plan should be aware of the following principles regarding the intent, use and function of the Byway Plan. These principles should be noted and applied to all sections, recommendations and options presented in the Byway Plan.

Byway Plan Principles

* The Byway Plan is not a mandate
* The Byway Plan provides options for consideration by local entities in the management of the Byway
* The Byway Plan will be controlled by local entities
* The Byway Plan is designed for voluntary implementation
* Local entities may choose to adopt some, all, or none of the options presented in the Byway Plan
* Private property rights will be preserved as part of any implementation of options in the Byway Plan
* Implementation actions by one entity will have no control over other entities along the Byway.

Thousand Springs Scenic Byway Corridor Management Plan

INTRODUCTION
Chapter One



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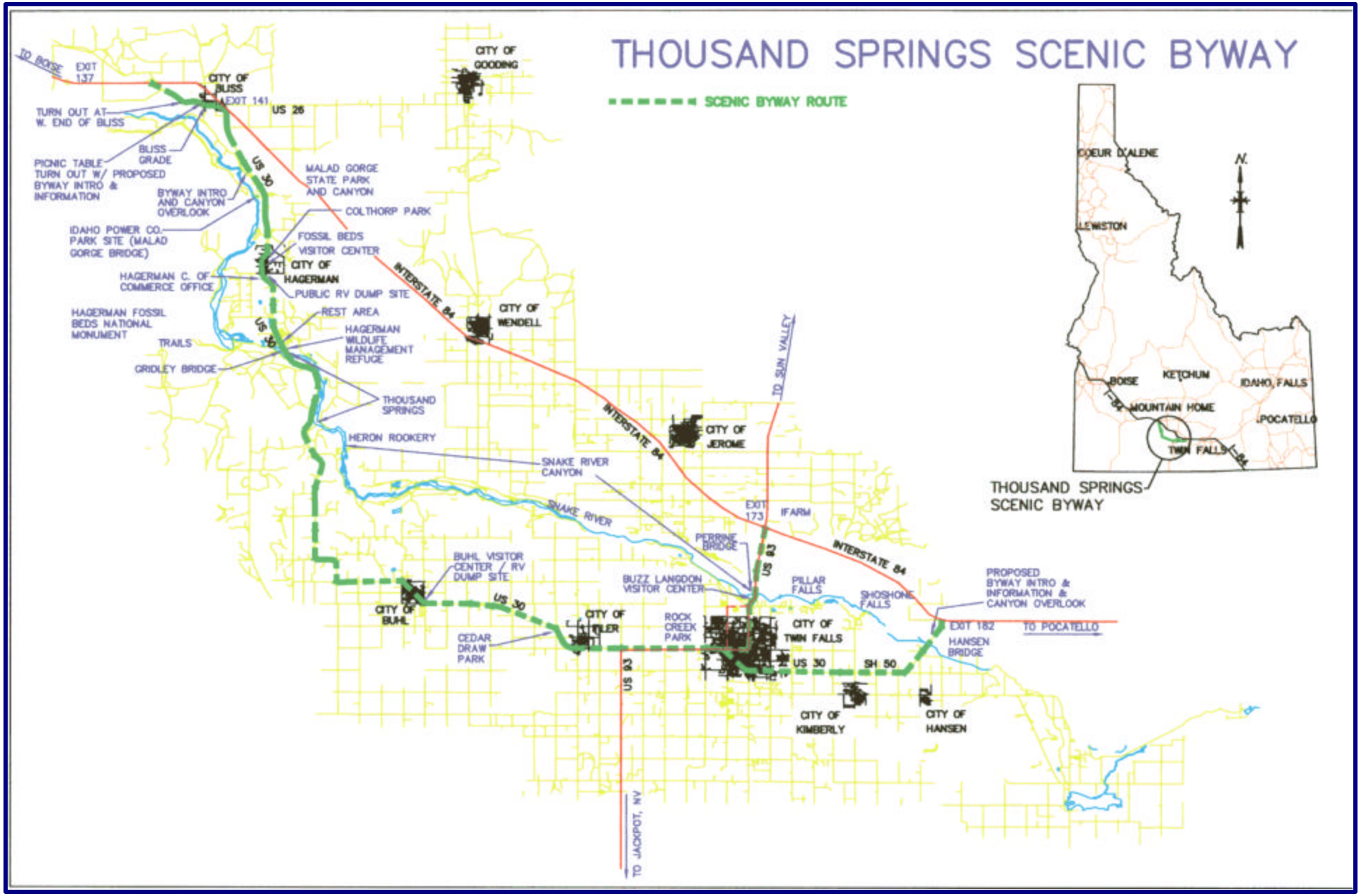
THOUSAND SPRINGS SCENIC BYWAY
SCENIC BYWAY ROUTE
TO BOISE
EXIT 137
CITY OF BLISS
EXIT 141
US 26
TURN OUT AT W. END OF BLISS
BLISS GRADE
PICNIC TABLE TURN OUT W/ PROPOSED BYWAY INTRO & INFORMATION
BYWAY INTRO AND CANYON OVERLOOK
IDAHO POWER CO. PARK SITE (MALAD GORGE BRIDGE)
US 30
MALAD GORGE STATE PARK AND CANYON
COLTHORP PARK
FOSSIL BEDS VISITOR CENTER
CITY OF HAGERMAN
HAGERMAN C. OF COMMERCE OFFICE
PUBLIC RV DUMP SITE
REST AREA
HAGERMAN FOSSIL BEDS NATIONAL MONUMENT
HAGERMAN WILDLIFE MANAGEMENT REFUGE
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HANSEN BRIDGE
BUHL VISITOR CENTER / RV DUMP SITE
CITY OF BUHL
CEDAR DRAW PARK
CITY OF FILER
ROCK CREEK PARK
CITY OF TWIN FALLS
US 30
SH 50
CITY OF KIMBERLY
CITY OF HANSEN
TO JACKPOT, NV
COEUR D'ALENE
LEWISTON
BOISE
KETCHUM
IDAHO FALLS
MOUNTAIN HOME
POCATELLO
TWIN FALLS
I-84
N.
THOUSAND SPRINGS SCENIC BYWAY

Thousand Springs Scenic Byway Corridor Management Plan

Chapter 1
Introduction

A. Background

The Intermountain West is abundant with truly world-class resources, opportunities, and breathtaking scenery. The lands along the Snake River in south central Idaho are a prime example of these resources and exceptional views. It was with recognition of these qualities and the opportunities provided for travelers along US 30, that the Idaho Transportation Department designated the Thousand Springs Route as a State Scenic Byway in 1977.

This designation encourages local responsibility in Byway management to maintain its views, resources and intrinsic values. These qualities attract visitors to the Byway who must share the route with local Byway uses for transportation, commerce and access to local facilities and resources. Although Byway use can create economic opportunities along the Byway; it can also create increased pressure on the Byway's resources, which potentially diminish the quality of the Byway experience. The challenge is to develop and maintain a balance in Byway management, which meets the needs of various Byway uses and preserves the quality of the natural and cultural uses for future generations. To meet such a challenge, it is apparent that a local plan must be developed.

The Thousand Springs Scenic Byway Corridor Management Plan has been developed with local guidance and participation to provide options, recommendations and strategies for consideration by local entities in the control and management of the Byway on their terms.

Idaho's Scenic Byway Program

Idaho has had officially recognized Scenic Routes since June of 1977. However, to meet the requirements of the Intermodal Surface Transportation Efficiency Act of 1991, the Idaho Transportation Board was designated by the Governor as the lead agency responsible for administering the Idaho Scenic Byways Program. In March of 1995 the Scenic Byways Advisory Committee was established by Director's memorandum to coordinate Scenic Byway nominations, federal grant application requests and to advise the Transportation Board on all Scenic Byway activities. (excerpt from the "Idaho's Scenic Byways Program", Idaho Scenic Byways Advisory Committee, March 1997)

State Scenic Byway Designation

It is important and relevant to the Byway Plan to understand the process that caused the State Scenic Byway designation of the Thousand Springs Route. The following description is based on excerpts from the planning section of the Idaho Transportation Department, June 1977.

In December 1976, the Idaho Transportation Board authorized "designation of scenic routes in Idaho utilizing route markers and maps." The Board further directed the Department of Transportation to work through the area-wide planning organizations around the state to obtain preliminary recommendations and local support as to the appropriate scenic routes for State highways and local systems.

It is the Idaho Transportation Department Board's intent that the scenic designation be limited to routes of unquestionable scenic quality. Additional criteria for state designation included; ***1****) a paved all-season roadway,* ***2)*** *alternative route connecting arterial highways,* ***3)*** *superior aesthetic characteristics and* ***4)*** *reasonable distance comparison to other routes.*

The Thousand Springs Route satisfied these criteria and was designated as an Idaho State Scenic Byway in June 1977.

A benefit to the Byway as a result of this designation is increased public awareness due to statewide recognition of the Byway in promotional materials. With increased awareness comes the potential for increased usage and enhanced economic benefits. The challenge is to structure this usage and economic activity to meet the needs and limitations of the local communities and Byway residents.

B. The Planning Process

The development of this plan has been accomplished through a collaborative process at the overall direction of Twin Falls County, the project sponsor. Twin Falls County supported the project in the best interests of residents along the Byway in Twin Falls County and residents of neighboring Gooding and Jerome Counties. Twin Falls County also provided the local share of matching funds required for the Corridor Management Planning grant.

Twin Falls County recognized that the Byway is receiving increased use from residents and travelers through the region. While these uses can be either a detriment or a benefit, they certainly illustrate the need for an appropriate local plan to manage the Corridor and it's resources. They also recognized that the Byway Plan would only be viewed with credibility if it were developed through a quality participatory planning process that incorporated the needs, desires and philosophies of the variety of communities and residents along the Byway.

The County enlisted professional assistance from private consultants and planners to guide the planning process and develop the final Byway Plan, based on the input from the Local

Committee and residents along the Byway. These consultants were instrumental in facilitating the Local Committee planning process and public involvement workshops. They also developed and refined specific components of the Byway Plan such as those for transportation, marketing, interpretation and preservation. The consultants also incorporated existing condition information into the Byway Plan to establish a baseline and provide perspective from which to develop the balance of the Byway Plan. However, it is important to remember that all options, recommendations, strategies and conclusions have been reviewed by the Local Committee and modified as necessary to meet the needs and desires of residents along the Byway.

B-1 The Thousand Springs Scenic Byway Local Committee

Twin Falls County invited representation from each of the Byway communities, counties, agencies, elected officials, related organizations and residents along the Corridor to participate in the Thousand Springs Scenic Byway Local Committee; *the Local Committee*. The purpose of the Local Committee was to provide a structure for varied representation and input to guide the development of a workable plan that represented the range of interests along the Byway. A list of the Local Committee members is included in the appendix of the plan.

The Local Committee was formed in April 1997 and held regular meetings on a monthly basis throughout the planning process. The Committee contributed many critical components of information to the Byway planning process. They provided the basic tenets for the overall perspective of the plan, which are illustrated in the Byway "Vision", Goals, and recommended actions, which are listed in full in Chapter Two, the Executive Summary. These basic tenets of the Byway Plan virtually set the parameters for the detailed components and recommendations to follow.

The Local Committee served as primary planning participants and as liaisons for communication with local communities, residents and entities along the Byway. They also assisted in development of the Byway resource inventory, contributed photographs of Byway resources and attractions, assisted with the public workshops and, participated in the development of many of the Byway Plan's primary recommendations. The Local Committee also provided a detailed review of the Preliminary Draft Byway Plan to insure that modifications incorporated into the Final Plan reflected the needs and desires of the Committee, local entities and residents.

During the planning process, the Local Committee expressed concern for the long-term management and implementation of the Byway Plan. They recognized that to be successful in achieving the goals and recommendations identified in the Byway Plan, a permanent local organization, with representation from each of the Communities and Counties along the Byway was needed to provide ongoing local management of the Plan. As a result, they agreed to form an ongoing Thousand Springs Scenic Byway Committee. The purpose, structure and function of the Committee are outlined in the implementation section of the Plan.

B-2 Public Participation

It is the primary purpose of this Byway Plan to represent the needs, concerns and desires of local entities and Byway residents regarding the use and management of the Thousand Springs Scenic Byway. Therefore, to compliment the input from the Local Committee, the planning process included a series of public workshops to provide an opportunity for Byway residents to

comment on Byway issues, provide input regarding local implementation strategies and identify priorities for both promotion and protection of Byway resources.

Workshops were held in each of the Communities along the Byway; Bliss, Hagerman, Filer, Buhl, Twin Falls, Kimberly and Jerome. The format for the workshops was informal and included an overview of the Corridor Management Planning process, opportunities for comments and recommendations on specific Byway management issues as well as time to gather general comments and concerns. Workshop participation varied, but comments regarding Byway use and management were appropriate and insightful. Workshop comments were combined with input from the Committee and formed the basis for the Byway Plan's options, recommendations, strategies and implementation measures. The results of the public workshops, including the workshops agenda, comments and recommendations are listed in the appendix of the Plan.

The public was also given opportunity to provide both written and verbal comments on the Preliminary Draft Byway Plan. The Preliminary Draft Byway Plan was presented at an open public workshop and participants were provided opportunity to make comments, which were recorded, for future reference and consideration for incorporation into the Final Plan. In addition, Preliminary Draft Plan was mailed to everyone who had expressed interest in the Byway Plan during the process, with a 90-day opportunity to provide comment and suggestions for consideration in development of the Final Plan. Finally, public notification was also provided through local media to provide opportunities for anyone to obtain a copy of the Preliminary Draft Byway Plan for review and comment.

All Byway planning meetings during the process were open to the public
Everyone with an interest in the Byway was encouraged to attend.

B-3 Agency Participation

The Local Committee and the public reinforced their wishes throughout the planning process that implementation of any of the options in the Byway Plan must only be pursued through existing local agencies, cities and counties. To improve applicability of the Byway Plan, cities, counties and management entities must be involved in the overall design of the Byway Plan and the strategy for implementation. All related agencies that could be involved with implementation were invited to participate in the development of the Byway Plan. These included cities, counties, elected officials, highway districts, city and county planning and zoning departments, Idaho Department of Parks and Recreation, National Park Service, U.S. Forest Service, Bureau of Land Management, Idaho Department of Fish and Game and the Idaho Transportation Department; "the Agencies".

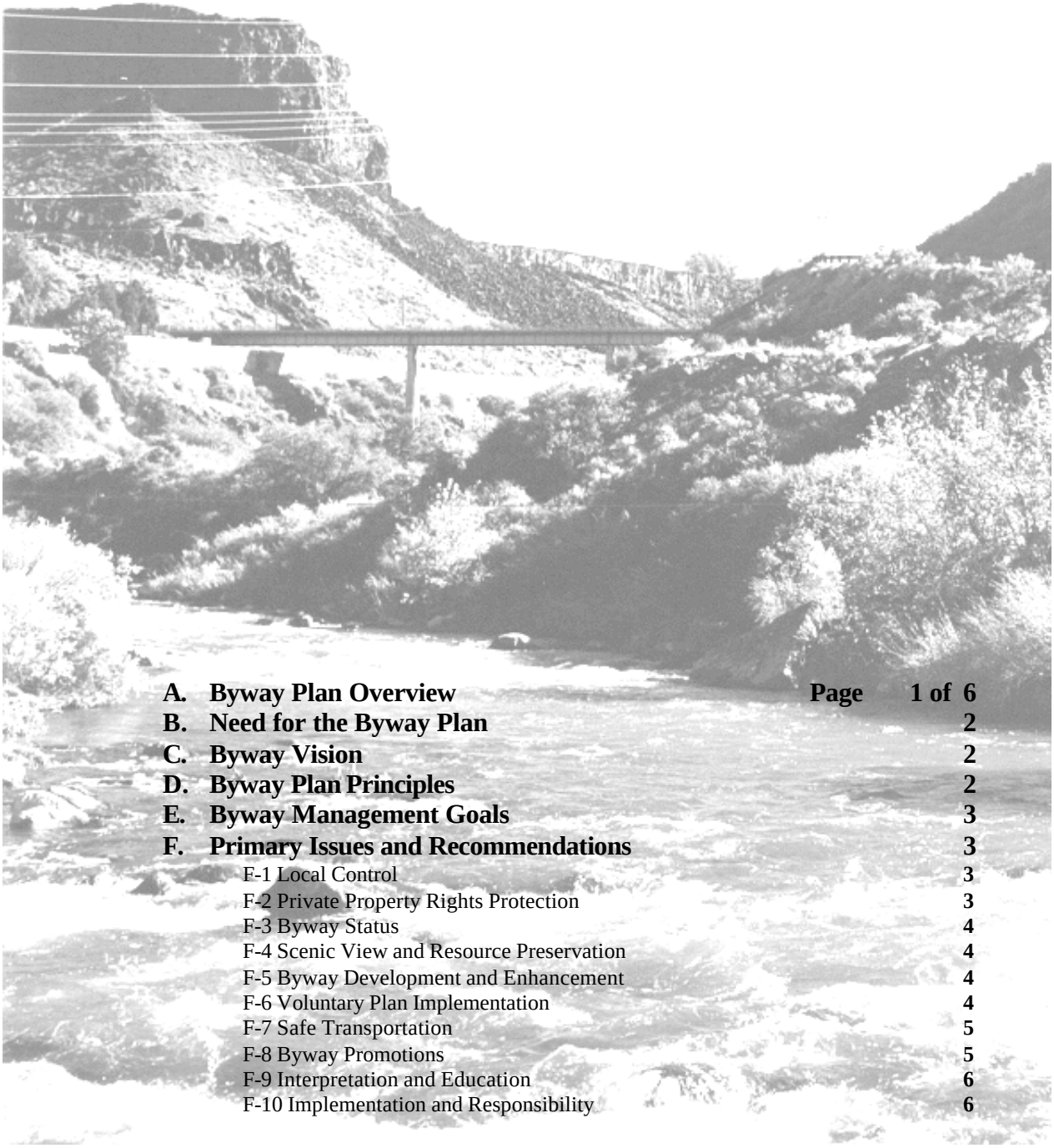
Some agency representatives participated on the Local Committee and in public workshops. All were invited to a specific agency planning session which involved a presentation of the results of the public workshops and a detailed discussion of the existing city, county and agency ordinances and regulations that could be related to Byway Plan implementation. The group discussed possible changes to existing ordinances or regulations that would support the desired Byway management and implementation goals. The results of this session are incorporated as appropriate into the options and recommendations of the Byway Plan.

From discussion with the Agencies it was apparent that there is wide disparity in existing comprehensive plans, ordinances and regulations as they might pertain to the goals and objectives in the Byway Plan. It was also determined by the Agencies, Local Committee and

through the public workshops that communities and counties wanted flexibility to implement the Byway Plan according to the individual needs of their residents. **The Byway Plan strongly supports local control in the consideration and implementation of any Byway Plan options, goals, recommendations and strategies to support their management of the Byway.** For those agencies that choose to modify their existing guidelines, regulations etc, an implementation model was created for their consideration and is included in Chapter 6. (*See Preservation Plan, Chapter 6, for a copy of the model)*

Thousand Springs Scenic Byway Corridor Management Plan

EXECUTIVE SUMMARY
Chapter Two



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Thousand Springs Scenic Byway Corridor Management Plan

Chapter 2

Executive Summary

A. Byway Plan Overview

The Byway Plan is organized into chapters that appropriately reflect the Byway management desires of Byway residents and satisfy the requirements for Corridor Management Plans as identified by the Federal Highway Administration and the Idaho Transportation Department. The following Executive Summary is designed to provide an overview of the Byway Plan's key issues, recommendations and options. This summary also includes a presentation of the Byway Plan's Vision, Primary Principles, Management Goals and Primary Recommendations that guided the development of the individual chapter's specific strategies and options. A review of the Executive Summary will provide a good understanding of the direction of the Byway Plan and set the stage for a more detailed review of the individual sections. The Summary will be especially helpful to agencies and organizations such as planning and zoning departments who could be involved in the implementation of the Byway Plan.

Finally, when reviewing the Executive Summary and the Byway Plan, readers should remember that overall, each chapter's specific strategies, options and recommendations are initially based on the **"Principles of the Byway Plan"** as defined at the beginning of the Byway Plan and noted on page 2 of the Executive Summary.

B. Need for the Byway Plan

There is increasing pressure on communities, counties and residents of the Byway from diverse uses of the Thousand Springs Scenic Byway Corridor. These diverse uses create many opportunities but in some case result in conflicts. Management of the Byway presents some of it's own challenges due to the inclusion of six separate and different communities and three distinct counties. Each community has their own goals and desires regarding transportation, economic development, preservation and tourism. In turn, each has developed the necessary regulations and ordinances that support their specific goals. However, to be successful in resolving user conflicts and develop a positive management strategy for the entire Byway, it is beneficial for the communities and counties to collaborate their ideas, needs and goals into one coordinated Byway management strategy for the overall corridor.

One of the purposes of the Byway Plan is to create an effective overall management strategy for the Byway, which allows flexibility for counties, communities and agencies **to implement only the options that meet their individual goals**. This would not be possible without the collaborative development of the Thousand Springs Scenic Byway Corridor Management Plan.

The planning process itself is important to successful long-term management of the Byway. Through the planning process, participants learned from each other about individual needs, desires and challenges that are facing their communities and residents. Through this learning process, relationships are developed that make possible many different projects, future agreements and collaborative efforts. The development of the Scenic Byway Local Committee

will insure that the completion of the Byway Plan is only the beginning for successful partnerships in many areas of service delivery, planning and other cooperative efforts.

C. Thousand Springs Scenic Byway Vision

The Byway Vision was developed by the Byway Local Committee and discussed during the public workshops. It captures the overall management philosophy of the Byway Local Committee and residents regarding the Thousand Springs Scenic Byway.

Thousand Springs Scenic Byway Vision

"The Thousand Springs Scenic Byway will present and share its unique intrinsic qualities, while preserving their individual characteristics and integrity in accordance with Communities along the corridor"

D. Byway Plan Principles - to guide development and implementation of the Byway Plan.

1. **The Byway Plan is not a mandate**
2. **The Byway Plan provides options for consideration by local entities in the management of the Byway**
3. **The Byway Plan will be controlled by local entities**
4. **The Byway Plan is designed for voluntary implementation**
5. **Local entities may choose to adopt some, all or none of the options presented in the Byway Plan**
6. **Private property rights will be preserved as part of any implementation of options in the Byway Plan**
7. **Implementation actions by one entity will have no control over other entities along the Byway.**
8. **The Byway's intrinsic qualities and resources must be preserved**
9. **Byway management could be accomplished most effectively through a collaborative effort**

E. Byway Management Goals

Based on the primary principles, goals for the effective and appropriate management of the Byway were developed by the Local Committee and ratified during the planning process. The goals represent the most critical issues of Byway management and guided the development of recommendations and strategies for Byway management

Thousand Springs Scenic Byway
Corridor Management Plan Goals

- ***To protect and preserve the integrity of Corridor resources and intrinsic values***
- ***To protect and respect the rights of private property owners along the Corridor***
- ***To implement the Byway Plan through voluntary options and guidelines***
- ***To provide safe access through the corridor***
- ***To provide appropriate opportunities for economic development from corridor use in accordance with community goals while preserving the corridor's intrinsic values***
- ***To increase awareness of communities to the Corridor's resources and opportunities***
- ***To provide ongoing opportunities for community involvement and review in the implementation of the plan***
- ***To encourage continuity among communities and resource managers to maintain the integrity and consistent management of the Corridor***

F. Primary Issues and Recommendations

The following primary issues and recommendations were **identified to support the "Principles of the Byway Plan"** as described in the Preface to the Byway Plan. These issues represent the very heart of the Byway Plan and contain the most significant conclusions, recommendations and strategies. As with the components of the **"Plan Principles",** these issues should be part of any consideration by local entities for possible adoption or implementation of any options in the Byway Plan

F-1 Local Control – The most significant issue and concern expressed by local residents, agencies and communities is the pronounced desire for local control over development of the Byway Plan and the subsequent management of the Byway. As noted in the **"Plan Principles",** the Byway Plan establishes that the Byway will be managed locally. Furthermore, any implementation will be decided by local entities with full opportunity for public input and designed to meet local needs for Byway management. The Byway Plan does not suggest and will not support management of the Byway by entities other than the existing local agencies, counties and cities.

F-2 Private Property Rights Protection – Management of the Byway must occur only with the protection of private property rights. The Byway Plan does not support implementation of any options that would reduce or take away the rights of private property owners. This also applies to individual rights such as those for water, hunting, fishing, etc. The Byway Plan does not propose any control or involvement in the administration of these rights whatsoever.

Any potential implementation of options identified in this Byway Plan should only by considered following a thorough review by local entities of the potential effects to private property rights with a thorough opportunity for public input on the issue.

Management options such as scenic easements, agreeable purchase, development standards and guidelines, compensation for use and tax benefits, should only be pursued if there is the full agreement and support of any affected private landowners. If a desired agreement with a landowner cannot be reached, then that option should not be pursued.

F-3 Byway Status – Participants in the planning process were supportive of the existing State Scenic Byway status of the Thousand Springs Scenic Byway. Application for National Scenic Byway Status is an option and if granted would provide increased awareness of the Byway through national promotions and increased priority for grant funds that could be requested by local entities to support Byway projects.

Concerns were raised during the process that if National Status were granted, this would bring federal control of the Byway and it's adjacent lands. This is unfounded as explained in the letter from Mary Gray of the Federal Highway Administration. The letter states that National Status would not change control of the Byway or it's adjacent lands. (A copy of the letter is included in the Byway Plan addendum with the public comments for review).

As a result of these concerns, it is the conclusion of the Byway Plan that any recommendation regarding a potential request for National status for the Thousand Springs Scenic Byway will be left to the Permanent Scenic Byway Local Committee with input from Byway residents. (*See implementation Plan for details and appendix for Committee structure)*

F-4 Scenic View and Resource Preservation – Public comments received during the planning process agreed that the Thousand Springs Scenic Byway is a very special place and it's scenic qualities and intrinsic natural resources, including traditional Byway activities such as agricultural and dairy operations, should be preserved. The challenge is to provide for preservation of these views, resources and traditional uses in manner acceptable to private landowners along the Byway. There were a variety of perspectives expressed regarding the approaches, mechanisms and tools that could be used to accomplish this preservation.

The resulting Byway Preservation Plan, Chapter 6, provides "layers" of management options, each with a variety of approaches, mechanisms and tools, from which local communities can choose to balance Byway preservation goals with the management needs and priorities of individual communities. Local governments can choose some, all, or none of the options. For those communities or counties considering implementing any of the options, an implementation model is included in Chapter 6, The Preservation Plan to assist their efforts.

F-5 Byway Development and Enhancement – Byway residents generally agreed that development should be allowed along the Byway. However, participants also agreed that development could be designed to balance economic objectives with preservation and enhancement of the Byway qualities, and to maintain the individual flavor and character of the Byway communities. In Chapter 6 of the Preservation Plan, a series of options are presented which could encourage the type and manner of development that will support both the goals of the Byway Plan and the economic goals of the development.

F-6 Voluntary Plan Implementation – The Byway Plan is designed to be implemented on a voluntary basis. Entities interested in achieving the Byway Plan Vision and Goals can choose to implement some, all, or none of the strategies provided as options for Byway management, based on their individual needs. Input received during the planning process suggested differing views on the mechanisms that could used for implementation. Many

participants in the planning process felt this should only occur through voluntary measures. However, others realized that implementation could only occur effectively through application of ordinances and regulations. As a result, it was agreed that the Byway Plan would be implemented on a voluntary basis, but to also present options for consideration by those entities interested in developing mechanisms to support their local goals in Byway management. To incorporate flexibility in the creation of any new mechanisms for Byway management, the Preservation Plan presents a "layered" selection of options for local agencies to consider in achieving multiple management goals. Participants agreed that the development of any new ordinances or regulations as mechanisms for Byway management should only occur following the required legal process for such actions, including public input and discussion.

F-7 Safe Transportation – The Byway as a transportation route is operating well below its capacity and has few significant safety problems according to the evaluation of the Byway as part of this process. However, conflicting transportation uses, increasing usage and anticipated changes in use due to development all pose safety issues for the Byway as a transportation route. Passing and turn lanes, pullouts and signage are the areas identified, which currently need attention. The existing signage system in particular is extremely lacking and is not as effective as it could be in keeping travelers on the Byway. Also, as the interpretive plan is implemented, there will be an increased need for signage support and new or improved pullouts. The Transportation Plan outlines options and strategies for consideration in addressing and resolving these issues. The Transportation Plan also introduces the new Byway logo, which will be used to provide coordination and continuity in signage and related Byway materials.

F-8 Byway Promotion, "On Our terms" – Participants generally supported marketing of the Byway as a method to obtain optimum economic benefits from the Byway. The Byway promotion and marketing strategy reflects that perspective and is designed around three basic goals:

> **First,** to identify the Thousand Springs Scenic Byway as a unique and world-class area with a variety of natural, cultural and scenic resources and opportunities
>
> **Second,** to educate residents of the Byway and the Region to the world class resources, attractions, opportunities and services available along the Byway so they might assist in the individual marketing and promotion
>
> **Third,** from the travelers ***who are already passing through the region***, increase the number of travelers who enter and stop along the Thousand Springs Scenic Byway Corridor for economic benefits, ***at the locations determined by the local residents.***

To promote the Byway effectively and reflect the primary resources along the route, a new Byway theme was developed. ***"Thousand Springs Scenic Byway; trail to natural and cultural discovery".*** The components highlighted in the theme allow for broad-based application by local communities in association with local efforts, coordination with the regional theme and complimentary efforts with the Oregon Trail education and promotion programs. The marketing strategy is designed to coordinate with communities and other local, state and regional organizations and to allow local determination in the marketing activities and programs that support the goals of local entities.

F-9 Interpretation and Education – Interpretation and education was listed among the Byway Plan's initial goals and is connected to several sections of the Plan. The Interpretative Education Plan is designed to:

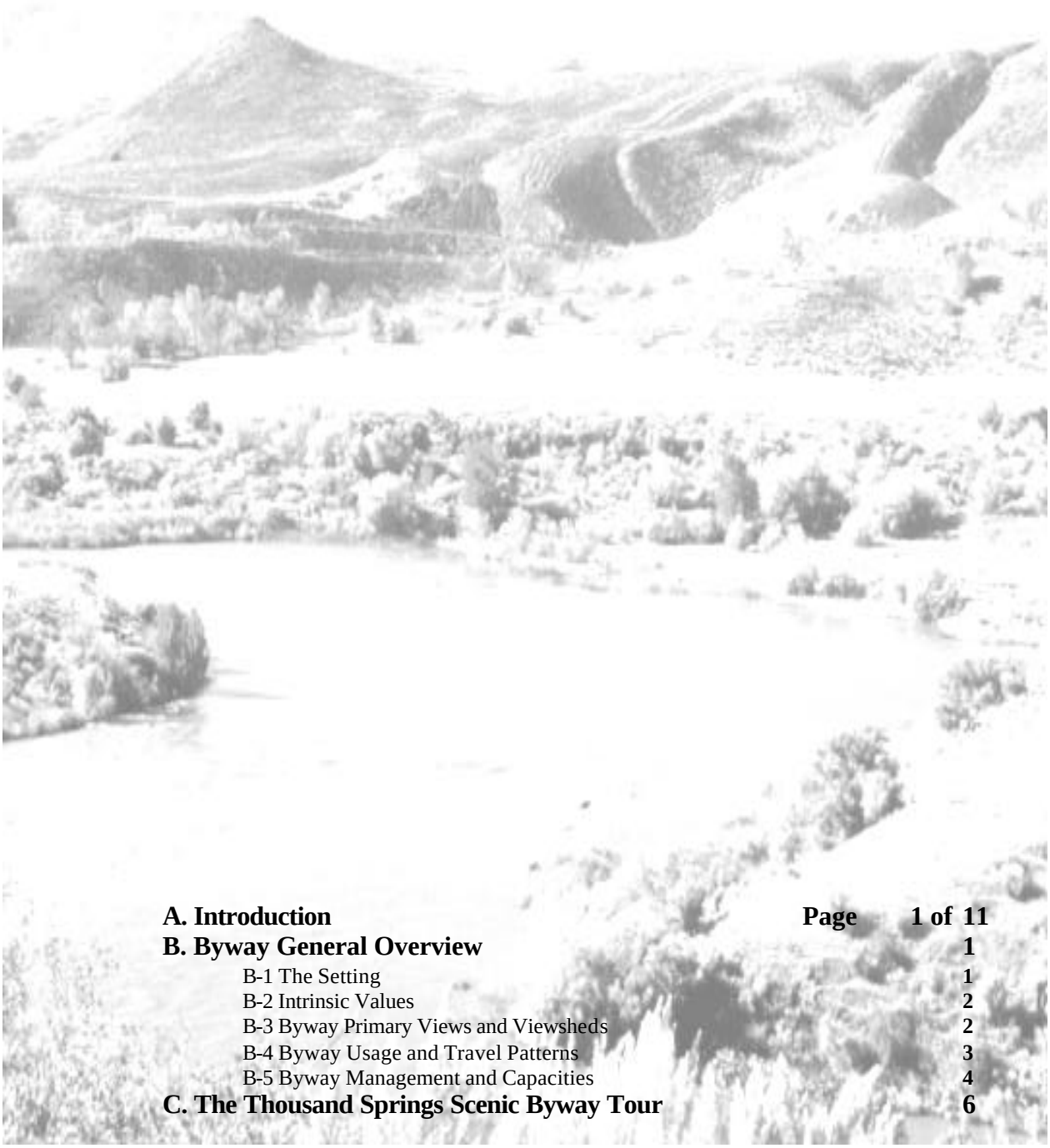
- ***Provide an organized approach to present Byway resources and tell Byway "stories"***
- ***Illustrate the Byway's natural, scenic, cultural, history and pre-history themes***
- ***Organize and design a series of interpretive wayside exhibits along the Byway***

The Interpretation education Plan includes a variety of actions designed to educate and excite residents and travelers about the Byway. The goals and strategies are planned to compliment the area's related interpretive and education plans and coordinate with the marketing and transportation plans.

F-10 Implementation and Responsibility – As noted in the previous sections, the Byway Plan is designed to be implemented on a voluntary basis. However, entities interested in supporting the Byway Plan's Vision and Goals are encouraged to implement options that support their individual management goals and the overall goals of the Byway Plan. Communities, counties, related agencies, organizations, businesses and Byway residents are encouraged to collaborate in their consideration and implementation of options in the Byway Plan. The Implementation Plan in chapter 8 outlines possible roles and actions for plan implementation.

Thousand Springs Scenic Byway Corridor Management Plan

EXISTING CONDITIONS
Chapter Three



A. Introduction **Page 1 of 11**
B. Byway General Overview **1**
B-1 The Setting **1**
B-2 Intrinsic Values **2**
B-3 Byway Primary Views and Viewsheds **2**
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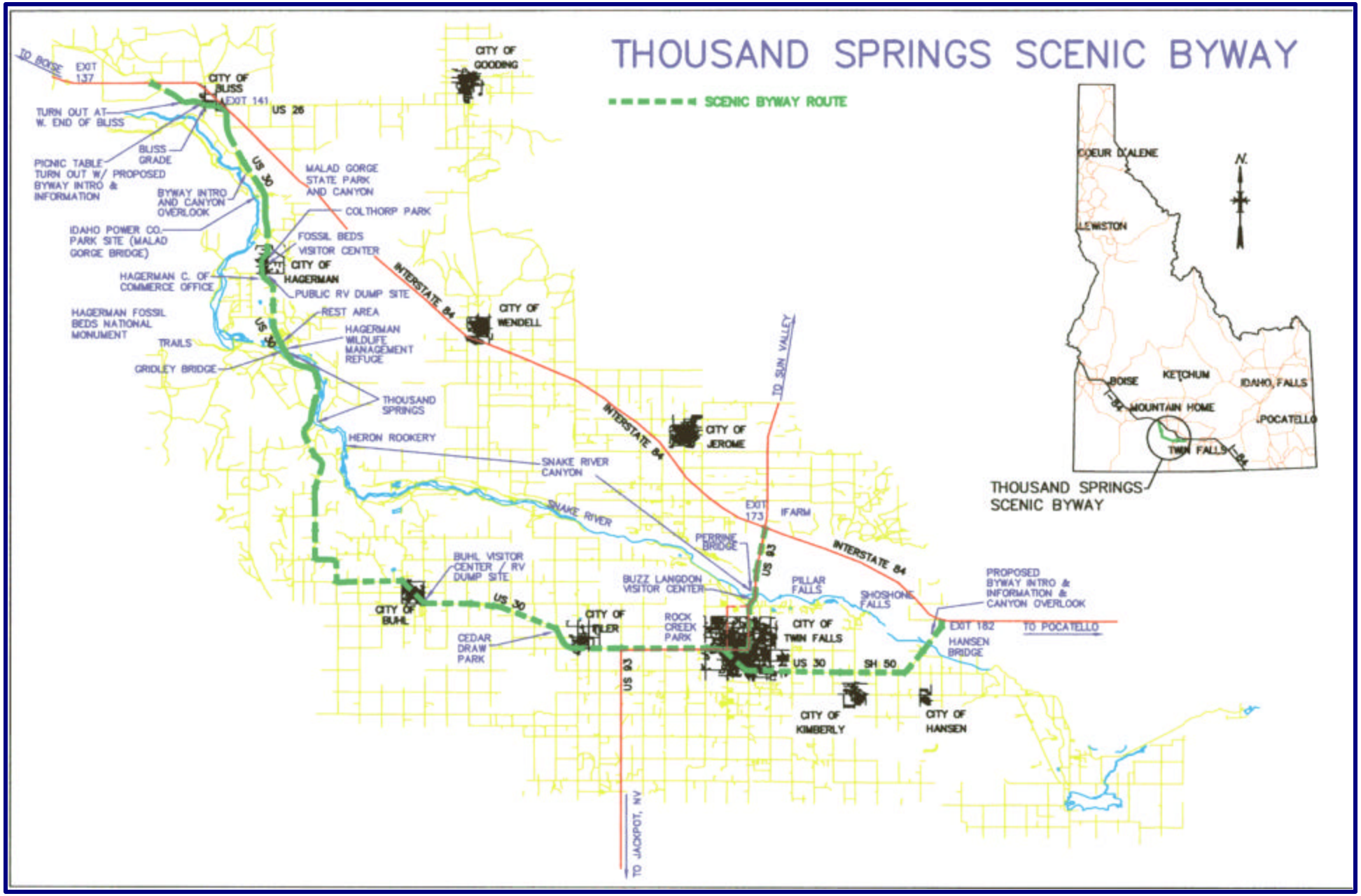

THOUSAND SPRINGS SCENIC BYWAY
SCENIC BYWAY ROUTE
TO BOISE
EXIT 137
CITY OF BLISS
EXIT 141
US 26
TURN OUT AT W. END OF BLISS
BLISS GRADE
PICNIC TABLE TURN OUT W/ PROPOSED BYWAY INTRO & INFORMATION
BYWAY INTRO AND CANYON OVERLOOK
IDAHO POWER CO. PARK SITE (MALAD GORGE BRIDGE)
US 30
MALAD GORGE STATE PARK AND CANYON
COLTHORP PARK
FOSSIL BEDS VISITOR CENTER
CITY OF HAGERMAN
HAGERMAN C. OF COMMERCE OFFICE
PUBLIC RV DUMP SITE
REST AREA
HAGERMAN FOSSIL BEDS NATIONAL MONUMENT
HAGERMAN WILDLIFE MANAGEMENT REFUGE
TRAILS
GRIDLEY BRIDGE
THOUSAND SPRINGS
HERON ROOKERY
SNAKE RIVER CANYON
SNAKE RIVER
INTERSTATE 84
CITY OF GOODING
CITY OF WENDELL
CITY OF JEROME
TO SUN VALLEY
EXIT 173
IFARM
PERRINE BRIDGE
US 93
BUZZ LANGDON VISITOR CENTER
PILLAR FALLS
SHOSHONE FALLS
PROPOSED BYWAY INTRO & INFORMATION & CANYON OVERLOOK
EXIT 182
TO POCATELLO
HANSEN BRIDGE
BUHL VISITOR CENTER / RV DUMP SITE
CITY OF BUHL
CEDAR DRAW PARK
CITY OF FILER
ROCK CREEK PARK
CITY OF TWIN FALLS
US 30
SH 50
CITY OF KIMBERLY
CITY OF HANSEN
TO JACKPOT, NV
COEUR D'ALENE
LEWISTON
BOISE
KETCHUM
IDAHO FALLS
MOUNTAIN HOME
POCATELLO
TWIN FALLS
I-84
N.
THOUSAND SPRINGS SCENIC BYWAY

Thousand Springs Scenic Byway Corridor Management Plan

Chapter 3

Existing Conditions

A. Introduction

The Existing Conditions review is presented in two basic parts. First, a general overview of the Byway area; a description of the area's distinguishing features and its intrinsic values, the environment, the counties through which it passes and a description of the related agencies and organizations which will be involved in the management of the Byway. Second, a written "driving tour" from west to east of the 67-mile Thousand Springs Scenic Byway. The most significant and intrinsic resources are shown in ***bold Italics***; the first time they are introduced. The "tour" also includes a brief description of the communities along the route and a review of any "opportunities" or "issues" that may be available or impact the Byway experience.

B. Byway General Overview

B-1 The Setting

The Thousand Springs Scenic Byway traverses Gooding, Twin Falls and Jerome counties in the Snake River Plain in South Central Idaho. The counties share similar terrain and topography of gently rolling arid lands with intermittent lava rock outcroppings, which are the result of widespread lava flows caused by past geological activity across the Snake River Plain. The current use of these lands is primarily for agriculture with the remaining undeveloped lands vegetated by natural grasses and sagebrush. The area boasts an intricate and extensive canal system, which is fed by water from the Snake River and the extraordinary Snake River Aquifer and supplies water to thousands of acres of irrigated crops.

The most dominant features of the Byway are the resources created by natural and geologic activity; such as ***The Snake River, Snake River Canyon, lava flows, hot springs, cascading water*** and the ***Snake River Aquifer***. Particularly important to the Byway, the Snake River Aquifer is a massive underground river of water, which drains the entire Snake River Plain and ends in waterfalls that erupt from the canyon walls along the Byway. These are called the ***Thousand Springs,*** for which the Byway is named. These resources, when combined with the myriad of private commercial facilities and support services, such as gas stations, restaurants, motels, shops, outfitters, guides and related traveler services provide a wealth of opportunities to see, experience and enjoy on the Byway.

<u>The Counties</u> – Throughout the Byway, the counties share agriculture and agricultural related activities as their primary economic contributor. Light industry, various businesses and a regional retail center in Twin Falls supplement the agricultural economy.

Gooding County, according to statistics from the Idaho Department of Commerce, has a population of approximately 13,300 people and is growing at the rate of 2% per year. The county is primarily rural and includes approximately 52% federal land.

Jerome County's population is at approximately 17,000 people, according to 1996 figures published in the Jerome County Comprehensive Plan. The County is growing at a rate of nearly 2-3% per year.

Twin Falls County is the largest and most diverse of the three Byway counties. According to statistics from the U.S. Department of Commerce published in the Twin Falls County Comprehensive Plan,[1] the population of Twin Falls County is slightly over 60,000 people. Projected growth rates vary and are not consistent from year to year, but currently the County is growing by approximately 2% per year. Like Gooding and Jerome Counties, the primary economic driver for Twin Falls County is farming and agriculture related activities. Business services ranked second and manufacturing ranked third in order of employment. In addition, Twin Falls City also serves as the primary retail center for the region.

B-2 Intrinsic Values

Intrinsic value means *"belonging to the essential nature or constitution of a thing"*. The Byway's intrinsic values are found in the unique world-class natural resources, visible throughout the corridor and although not as visible, rich cultural resources provide the real character for the Byway. Viewing the ***Snake River Canyon*** is magnificent in itself, but it also provides a unique background to interpret the cultural, historical significance of the ***Native Americans*** and the ***Oregon Trail*** as well as the paleontological resources at ***Hagerman Fossil Beds.*** The Byway also offers world-class natural scenery in the Byway's many ***cascading springs and waterfalls*** such as ***Shoshone Falls and Twin Falls***. Together, these and the other unique resources along the Byway, define the intrinsic values of the Thousand Springs Scenic Byway.

B-3 Byway Primary Views and Viewsheds

The Byway was designated due to its outstanding scenic views. As a result, it is important to site the location of the most critical views so that they might be given special consideration in preservation and management. (See table, figure 3-1). However, although the Byway Plan does support special management of the resources within these viewsheds, the Plan does not mandate controls of the lands or resources within those viewsheds.

[1] Twin Falls County Comprehensive Plan; 1995

THOUSAND SPRINGS SCENIC BYWAY
Primary Views – Figure 3-1

View #	Name	Mile Post #	Location	Direction and Scene
No. 1	Bliss Picnic Table Turnout	171.9	West end of Bliss,	South – Snake River, valley, canyon
No. 2	Bliss Grade	172.1	Center of Bliss; top of Old US 30 Hwy	South – Snake River, valley, landslide area
No. 3	Canyon Overlook	175.7	Southeast of Bliss, entrance to Canyon	West – Canyon, Snake River, valley, agricultural lands
No. 4	Malad Overlook	177.3	North end Malad Bridge	West and East – Malad River, Canyon and confluence with Snake
No. 5	Hagerman Valley	181.7	South of Hagerman,	West – Agricultural lands, valley
No. 6	Thousand Springs Approach	185.4	South side of Gridley Bridge	East – Valley, Snake River, Thousand Springs
No. 7	Thousand Springs	187.0	West side of Hwy 30,	Northeast – Thousand Springs, Waterfalls, Nat. Cons. Thousand Spgs. Preserve
No. 8	South Thousand Springs	188.7	ITD Gravel Storage	Northeast – Thousand Springs, Heron Rookery, Waterfalls, Paynes Ferry site, Oregon Trail area
No. 9	Agricultural Scenes	191.0 to Buhl	Top of Canyon Grade to Buhl	North and South – Ag lands and distant views of Jarbidge and Soldier Mountains
No. 10	Rock Creek	215.8	T.F. Co. Rock Creek Park	North – Rock Creek, Canyon and Park area
No. 11	Hansen Bridge	227.3	Northwest side of Hansen Bridge	All – Snake River and Canyon, historic Hansen Bridge, distant mountain ranges, ag lands
No. 12	Perrine Bridge - North side Overlook	50.4	North side Perrine Bridge	East, West and South – Snake River, Canyon, Perrine Bridge, Golf Courses, Evel Kneivel Jump Site
No. 13	Buzz Langdon Visitor Center	49.9	South side Perrine Bridge	North, East and West – Sn. River, Canyon, Perrine Bridge, Golf Courses, Evel Kneivel Jump Site

B-4 Byway Usage and Traveler Patterns

The Byway is located in Idaho Travel Region IV. The Region is fortunate that it has a good grasp of the tourism industry in the region, due to the development of the Region IV Tourism Development Plan, completed in 1995. The plan was produced through a collaborative effort of the Idaho Department of Commerce, University of Idaho and broad base local involvement. The plan includes results of a traveler survey, a review of national, local and regional tourism trends and local goals and strategies for tourism management.

Because one of the objectives of the Byway Plan is to plan for traveler uses, the Tourism Plan is helpful as a basis for the development and support of many Byway Plans' goals, strategies and recommendations. Although the statistics do not always separate the Byway from the rest of the region, it is logical that the trends for travelers in the Byway would be in agreement with those in the Region.

Key Points of the Region IV Tourism Development Plan
Travelers to Region IV and the Byway

- Travelers to Region IV are responsible for nearly 100 million dollars in expenditures annually
- In 1993, over 2 million travel parties visited Region IV
- Approximately 138,000 travelers visited the Thousand Springs Scenic Byway
- 57% of all parties who traveled in Region IV were here because they were on their way to another state. *Note that this would not preclude routing of "through" travelers on the Byway as they pass through the state.*
- Nearly one-half of all travel parties in Region IV visited during the summer months
- 63 % of travelers to Idaho were coming to Idaho to visit families and friends and
- 44% of those were also visiting attractions or natural areas.
- 70% of all parties that visited Region IV stayed overnight in Idaho.
- For all travel parties visiting Region IV, the average number of nights spent in Idaho was 2.7 nights. [2]

B-5 Byway Management and Capacities

Primary Organizations - The capacity for management of the Byway lies primarily in the organizations that manage the roadway and adjacent lands and resources. The most significant of these include the three Byway counties, six Byway cities, the Bureau of Land Management and the Idaho Transportation Department. Gooding, Jerome and Twin Falls County each provide basic services such as law enforcement, emergency services, general service administration and planning and zoning departments; all of which contribute to the management of the Byway.

The cities are responsible for management of the Byway that passes through their community and they provide the majority of traveler services. Due to varying sizes, the cities have differing capacities for management. However, each has the primary organizational structure to deliver basic government services, such as public administration, planning and zoning and city management.

Public Agencies - A variety of other public agencies have responsibility for resource and facility management along the Byway. These include the Idaho Department of Parks and Recreation, National Park Service, Bureau of Land Management, Idaho State Department of Lands and the Bureau of Reclamation. The Idaho Department of Fish and Game, Twin Falls County and several Byway cities also own or manage significant attractions along the route.

Private Entities - There are also many private entities that have ownership and management responsibilities for resources along the Byway. These include, but are not limited to Idaho Power Company, the Nature Conservancy, Clear Springs, Canyon Springs Golf Course, Miracle Hot Springs, Banbury Hot Springs and Sligars Thousand Springs Resort. Many of these facilities are open to the public and provide key opportunities and access to resources along the Byway.

Other Management Partners - Other important partners in Byway Management include the South Central Idaho Tourism and Recreation Development Association, local chambers of commerce, the Region IV Travel Committee and the local highway districts. Some of these entities serve a coordination role, while others may assist with funding.

[2] Region IV Tourism Development Plan; Idaho Department of Commerce, University of Idaho; 1995

The Byway is also part of the South Central Idaho Tourism and Recreation Development Association planning region. The Association is a private non-profit organization specifically created to develop and implement a balanced tourism and recreation management system, based on cooperation and collaboration throughout the region. Byway programs are designed to coordinate with the programs of the Association.

The Region IV Recreation Forum is another regional organization regularly working to coordinate information, projects and facilitates information sharing. The "Forum" is a volunteer association with participation from local chambers, land management agencies and private service providers.

Promotional Program Funding - The Region IV Travel Committee facilitates the development of a regional grant each year to the Idaho Travel Council for funding a variety of promotional programs and projects. These projects require matching funds, which are derived from the collective abilities and sources in the region. The Region's cooperative environment insures that promotion programs are both accurate and cost-effective.

Project Funding – The Region's collaborative atmosphere is important to the development of possible funding sources to support the implementation of the Byway Plan. It is doubtful that the cities, counties and other local entities have the ability to fund Byway projects alone, but through the development of partnerships and coordination by the Local Scenic Byway Committee, funding could be secured to help support Byway projects. Application for state and federal grant funds, Scenic Byway Grant funds and foundations are all possible options

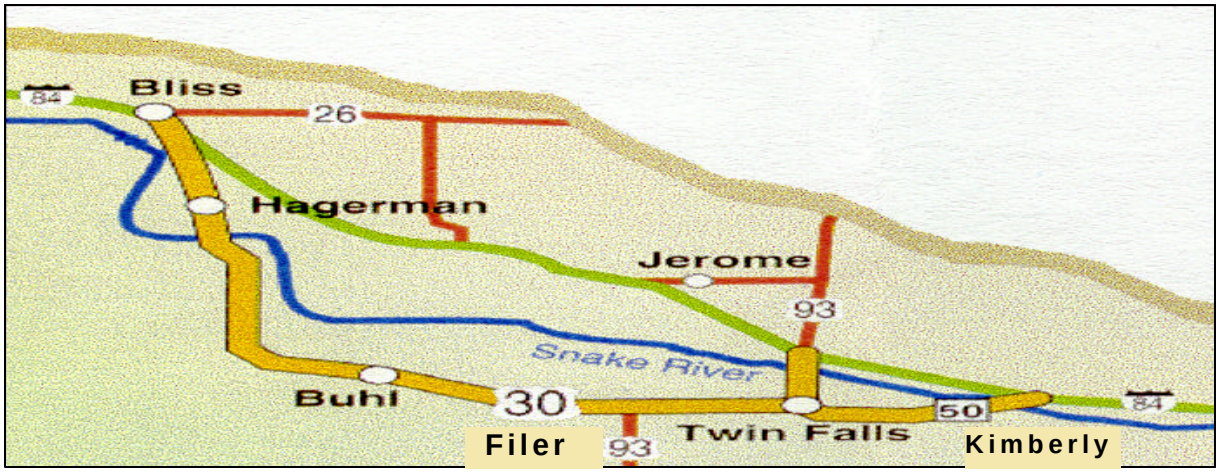
Byway Capacity Conclusions

- *The environment in the Region and the Byway is conducive to cooperation and joint projects*
- *Communities are already experienced in collaborative efforts*
- *Communities have consistently demonstrated the ability to generate the local match funds necessary for various grants through the contribution of some cash with the balance developed through donated material and labor.*
- *Public-private partnerships are already underway in the Region and along the Byway and are viewed as a viable option for project development and management*
- *According to the transportation plan capacity analysis (Chapter 4) the Byway is operating well below its capacity for traffic and could support increased Byway use.*
- *During the public workshops, residents generally supported tourism and traveler activities on the Byway as a method to stimulate economic development for their communities. They also expressed interest in new development of appropriate businesses to support Byway use.*
- *With 2 million travelers are already passing through the region each year, it is apparent there is the potential, capacity and the local desire to increase the numbers of Byway travelers and their benefits to the Byway.*
- *Increased usage provides economic benefits, but also create a pronounced need for careful management.*

Byway Air Quality - The area of the Byway also enjoys a high degree of air quality. Air quality standards are established and monitored by the EPA and are termed the National Ambient Air Quality Standards, (NAAQS). These standards include concentrations for ozone, carbon monoxide, nitrogen dioxide, sulfur dioxide, and particulate matter lass than 10 microns in diameter and lead. According to EPA guidelines, an area with air quality better than the NAAQS is designated as being "in attainment", while an area with air quality worse than the NAAQS is classified as a "non-attainment" area. A non-attainment designation means that a primary NAAQS has been exceeded more than three times in three years, in a given area. According to EPA test results published in both the Twin Falls and Jerome County Comprehensive Plans, the area of the Byway is "in attainment".[3]

[3] Twin Falls County Comprehensive Plan; 1995 and Jerome County Joint Agency Comprehensive Plan; 1996

C. The Thousand Springs Scenic Byway Tour



Beginning at the intersection of I-84 and US Hwy 30 at exit #137, travelers will be presented with an area that is mostly flat, arid and vegetated with native sagebrush and agricultural crops. On a clear day, several mountain ranges are visible in the distance above the plains. As travelers leave the Interstate and proceed toward the entrance to the Byway and the community of **BLISS**, they will be afforded their first view of the ***Snake River and Canyon.***

(Snake River and Canyon from Bliss)

Bliss is a small city of approximately 250 people and in addition to park facilities and active railroad lines, the community offers support services gas stations, restaurants, convenience stores and a motel. These facilities serve both residents and travelers and also support the entrance, or exit, for the Byway. In Bliss, at MP 171.9, there is an existing pullout with commanding views of the Snake River and Canyon. Power lines visible from the pullout do not significantly diminish the value of the view and could provide an opportunity for interpretation of the area's hydropower. This site is identified for Byway orientation as noted in the interpretive plan.

In the center of town, near the intersection of the old US 30 and the current US 30, there is a view down steep sagebrush and basalt covered slopes of the ***Snake River*** and part of the ***Bliss landslide area.*** The old US 30 provides an impressive drive into the canyon and along the river for approximately seven miles, where it rejoins the existing US 30 and the Scenic Byway. Due to it's narrow and winding course, local input suggested that this route be signed to inform travelers about the route and that it not be recommended for large motor homes. At the east end of town, the official Byway route begins and turns to the south. This junction is also adjacent to Interstate exit #141, which provides entrance to the Byway for westbound travelers.

From Bliss to MP 175.7 at the Canyon overlook, travelers will primarily see agricultural land uses combined with natural sagebrush and grasses. At the Canyon overlook pullout, there are great views of the Canyon, Snake River and the city of Hagerman to the south. This site currently

includes an Idaho State Historical Marker* about the ***Fossils*** that are located in the slopes on the opposite side of the Snake River. *(Due to confusion with the Hagerman Fossil Beds, it is recommended that this sign be modified to interpret the other geologic features here and interpret the fossils at Hagerman. The State Historical Society and ITD must first approve any changes to Markers)*

****Idaho Historical Sign Program***

In 1956, the Division of Highways and the Idaho Historical Society began promoting the historical resources of the state through highway markers. The program was revitalized in 1986 with the installation of over 100 new signs in preparation for Idaho's centennial celebration of statehood in 1990. There are now 232 historical markers along the state's highways.

The Idaho Historical Society proposes sites and prepares legends for the signs. The Idaho transportation Department is responsible for the preparation, location, installation and maintenance of the signs.

All signs are located in roadside turnouts, so that you will not have to park on the shoulder of the highway to read the legend. Information signs are located 1,000 feet in advance of the site to inform you that a historical marker is located ahead.

As travelers continue down the grade and into the Canyon, they will arrive at the bridge crossing of the ***Malad River***, MP 177.3. Here Idaho Power Company has provided a nice pullout and picnic area with some signage regarding the areas features. The park includes an overlook to the Malad River and related spillways and facilities for the nearby ***hydropower*** operation.

On the south side of the Malad Bridge, there is a great example of the ***Melon boulders*** deposited by the ***Bonneville Flood,*** some 15,000 years ago. This site also marks the connection of US 30 and Old US 30, ***River Road***, which began in Bliss.

Continuing south and into the canyon, the canyon walls on the east become taller and more significant, while the Snake River is visible intermittently to the west. There are power lines from the adjacent ***Lower Salmon Falls Power Plant***

(Malad River, Canyon and US 30 - the Byway)

that impacts the view, but also provide an opportunity for education regarding hydropower in the Byway. ***Lower Salmon Falls Reservoir and Park*** is located slightly west of the Byway and provides river access and opportunities for a variety of river activities

Individual farms, pastures and related agricultural uses predominate the area and there are also several small drainages and creeks that cross under the Byway, including the beautiful ***Billingsley Creek.***

Near MP 180.5, travelers will enter **HAGERMAN**, a community of approximately 900 residents. Hagerman provides primary services such as restaurants, gas stations, motels, groceries, specialty shops and the ***Hagerman Museum. Colthorp Park,*** located near the north end of town provides shaded picnic and recreation facilities and is the site for family activities and regional softball tournaments each year. It also provides parking to support access to the community's other facilities and services. In town is the current headquarters for the 4,200-acre ***Hagerman Fossil Beds National***

Monument, although the Monument and its 3 million-year-old fossils are located in the hillsides across the Snake River. The National Park Service, operates the Monument and has recently purchased property along the river for the future development of a permanent visitor and research center to provide interpretation and education.

On the south end of town, MP 181.2, there is an existing RV dump facility and orientation sign, which depicts some of the resources of the valley and the Byway. If developed, the site could also provide a nice park site and needed parking for both travelers and residents.

Continuing south out of town, views include rolling farmlands, pastures and minimal obstructions to further views of the valley. At MP 183.8, travelers will pass the turn-off to the ***National Fish Hatchery*** which is located a short distance to the east. The hatchery produces more than 1.5 million steelhead trout each year for transplanting to Idaho's Salmon River drainage. Next, travelers will reach the ***Hagerman Wildlife Management Area*** at MP 184. The management area is primarily a spring fed wetland and serves as a wintering ground for migrating populations over 100,000 ducks and 5,000 geese each year. An ***Idaho State Rest Area*** is on the east side of the roadway and provides a great picnic area, restrooms and access to the Management area. The Wildlife Management Area is also home to an ***Idaho State Fish Hatchery,*** which rears approximately 4.5 million pounds of fish per year, half of which are planted in Idaho each year.

Shortly thereafter, at MP 185.2 travelers will reach ***Gridley Bridge,*** which spans the Snake River and also affords the first views of the ***Thousand Springs*** up the river. Upon reaching the south side of the bridge, a road to the west provides access to the ***Hagerman Fossil Beds National Monument overlook*** and ***trails.*** The overlook also provides great views of the ***Lower Salmon Falls Reservoir*** area on the Snake River.

Continuing on the Byway, there are nice views of agricultural lands bordering the Snake River and approaching the ***Springs Area***. At MP 187 is a pullout and another State Historical Marker, which highlights the ***Thousand Springs*** and ***Salmon Falls.*** This is prime location for an interpretive pullout and the interpretive plan identifies a viewing area on the hillside above the road level to minimize conflict with existing power-lines.

The view across the river includes a number of waterfalls on the canyon wall, which collectively are referred as ***the Thousand Springs***. They also include ***Minnie Miller Springs***, which is part of the ***Nature Conservancy's Thousand Springs Preserve***. The Preserve is not accessible from the south side of the river at this time, although the Nature Conservancy is evaluating plans for improved access when Preserve facilities are available to support increased visitation. (C*onsideration might be given to some additional low trees to screen the fencing and other structures along the roadway at the east end of the resort)*

(Thousand Springs View from the Byway)

At MP 189.5, is Idaho Historical Markers for ***Fishing Falls*** and ***Paynes Ferry.*** These sites are in the area, but not in view from the pullout. Recommendations for modification are included in

the interpretive plan. (*Residential development is visible on the river-side of the roadway and therefore consideration should be given to the impact from any additional pullouts that might be objectionable to property owners).* These residences also mark the entrance to the ***Kanaka Rapids area*** and old River Road, which winds along the Snake River for approximately five miles to Buhl. A final feature along on the river and visible from the Byway is a prominent ***Heron Rookery.***

(US 30 heading east from Thousand Springs area)

At MP 191 the Byway begins to rise out of canyon, providing nice views of the Snake River to the north west and the approaching agricultural lands rolling sagebrush and grass covered hillsides. Once on top the canyon there are great views of distant ***Jarbidge Mountains*** to the south and the ***Soldier Mountains*** to the north. The Byway crosses several small springs and streams that wind through the agricultural lands, which now also include occasional dairy operations. (*With owner approval, Dairy facilities could also provide an opportunity for education and interpretation for travelers who might be unfamiliar with such facilities).*

At MP 200, the Byway reaches the outskirts of **BUHL,** a growing community of approximately 4,148 residents according to the Buhl City Comprehensive Plan.[4] Buhl provides a full range of services for both residents and travelers. Views approaching the community could be improved by screening with additional trees and some clean-up. Once in town, Buhl's residences and downtown area provide a pleasant experience and opportunities for travelers. Although the downtown area boasts some nice street trees and other traveler services, there is a need for additional parking. In town is also the turn-off to ***Balanced Rock***, a nationally known geologic feature, and ***Twin Falls County's Balanced Rock Park,*** located just 17 miles south.

The ***Buhl Visitor Center*** and Chamber of Commerce office is located on the east edge of town at MP 202.6 and provides very good local and regional information. Outside the visitor center is a ***RV dump facility***. This combination makes this an excellent stop for travelers. Following the visitor center and continuing to the east, there are many older well kept homes that line the Byway for a pleasing exit to the community.

After leaving town at MP203, there are great views to the north and south mountain ranges across

(Ag lands and Canyon view near Buhl)

agricultural lands and an active railroad line are located on the north side of the road adjacent to the Byway. Minor exceptions to these views could be minimized with some added landscaping and screening.

Between here and Filer, the other outstanding feature is ***Cedar Draw Creek County Park*** at MP 206. This area provides a nice rest and

[4] Buhl City Comprehensive Plan; 1995

picnic area with opportunities for additional local interpretation and information regarding the Byway.

At MP 210, travelers will reach the community of **FILER**. The community has a population of approximately 1,511 residents, according to the Filer comprehensive Plan, developed in 1990.[5] Filer offers support services for travelers and residents such as gas, restaurants and grocery. The Filer downtown area is located to the north off the Byway via a very nice landscaped boulevard and presents opportunities for historic tours and local activities. Filer is also home to the ***Twin Falls County Fair***, which draws tens of thousands of Twin Falls County and regional residents to the ***County Fairgrounds*** for a week each September. The Fairgrounds facility is also the site of a variety of other local and regional events each year.

Continuing east, travelers will reach the intersection of the Byway and US 93 at MP 212. This interchange is recently expanded to accommodate increased use and efficiency is in need of additional signage to provide Byway orientation and information.

Residential development is increasing and there is also significant commercial development between Filer and Twin Falls. The route is narrow and congested with cluttered signage and automobile junkyards. Additional landscaping and screening could minimize the undesirable development. The final attraction prior to entering Twin Falls is the ***Twin Falls County Museum.***

At MP 215.8 travelers will reach ***Twin Falls County's Rock Creek Park;*** a great local facility in Rock Creek Canyon with picnic facilities, playground, shelters and an extensive pathway system along the Creek. Interpretive signage on local resources is available and could be augmented with Byway information.

Just across the Rock Creek Bridge, travelers will enter **TWIN FALLS**, the largest city along the Byway. According to the Twin Falls County Comprehensive Plan, the City of Twin Falls had a population of 30,400 in 1994 and is growing at a rate of more than 2 % per year.[6] The City offers the Byway's widest range of services, the region's primary retail shopping, and a variety of large and small business, industry and manufacturing facilities. Twin Falls also offers an array of attractions for which the local chamber of commerce provides information and promotion. Attractions include the ***College of Southern Idaho Herrett Center and Planetarium.*** The Center includes an excellent museum with changing exhibits and a world-class planetarium with a variety of educational and entertaining shows. Twin Falls is bordered on the north by the Snake River Canyon, and adjacent to the magnificent ***Shoshone Falls,*** which at 212 feet high, is higher than Niagara Falls and is one of the most significant attractions in southern Idaho.

For travelers continuing to the east on the Byway, the primary consideration is the need for clearer signage to route through the city. The transportation plan addresses this issue.

As travelers leave the city at MP 220, the Byway is four lanes and includes some commercial development, although substantially less than the west side of town. Views of agricultural lands and distant mountain ranges are soon visible again. A special note at MP 221.8, there is an existing sign directing travelers north to Shoshone and Twin Falls. (*There is occasional confusion regarding the "Falls" compared to the location of the City. Due to local desire to keep Twin Falls for residents, signage for Twin Falls falls could be removed from the Byway).*

Near MP 225, the Byway reaches the intersection of US 30 and State Hwy 50 and leaves

[5] City of Filer Comprehensive Plan; 1990

[6] Twin Falls County Comprehensive Plan; 1995

US 30 to utilize State Hwy 50 for the remaining length of the Byway. At this intersection, travelers have the opportunity to visit the city of

(Snake River and Canyon from Hansen Bridge)

KIMBERLY via a short ½ mile side trip to the south. This route also provides access to the ***Stricker Store*** and other ***Oregon Trail*** sites. The city of Kimberly had a population of 2367 in 1990 and is expected to grow to 3,500 by the year 2,000. [7]Kimberly also provides gas stations, restaurants and local specialty shops and related support services. *(Residents encourage development, but on their terms and with respect for the character of the City).*

The Byway continues to the northeast where the Byway rejoins the Snake River Canyon at MP 227.3, the ***Hansen Bridge***. The Bridge area provides an opportunity for interpretation as to its historical significance and spectacular views of the Canyon. (*A new viewpoint is recommended on the northwest side of the bridge on the BLM property to provide improved views, access and Byway orientation.*

US Hwy 93 Spur Route – The Byway also includes a three-mile section of US 93 from Interstate 84, south to Twin Falls. On the north side of the interchange, the ***Idaho Farm and Ranch Museum*** provides outdoor displays of historical farm and ranch equipment. Commercial services are all also available at the interchange.

Travelers who choose to enter the Byway via this spur will travel through sagebrush and natural grasslands south to the City of Twin Falls. The route crosses the ***Oregon Trail*** midway to the Canyon, with interpretive signage for northbound travelers provided an Idaho Historical Marker. From the north side of the Canyon, there are spectacular views of the ***Canyon, golf courses, the Perrine Bridge, Centennial County and the Evil Kneivel Jump Site.*** (*North side residents expressed the desire for a new viewpoint with interpretive signage on the north side of the Bridge).*

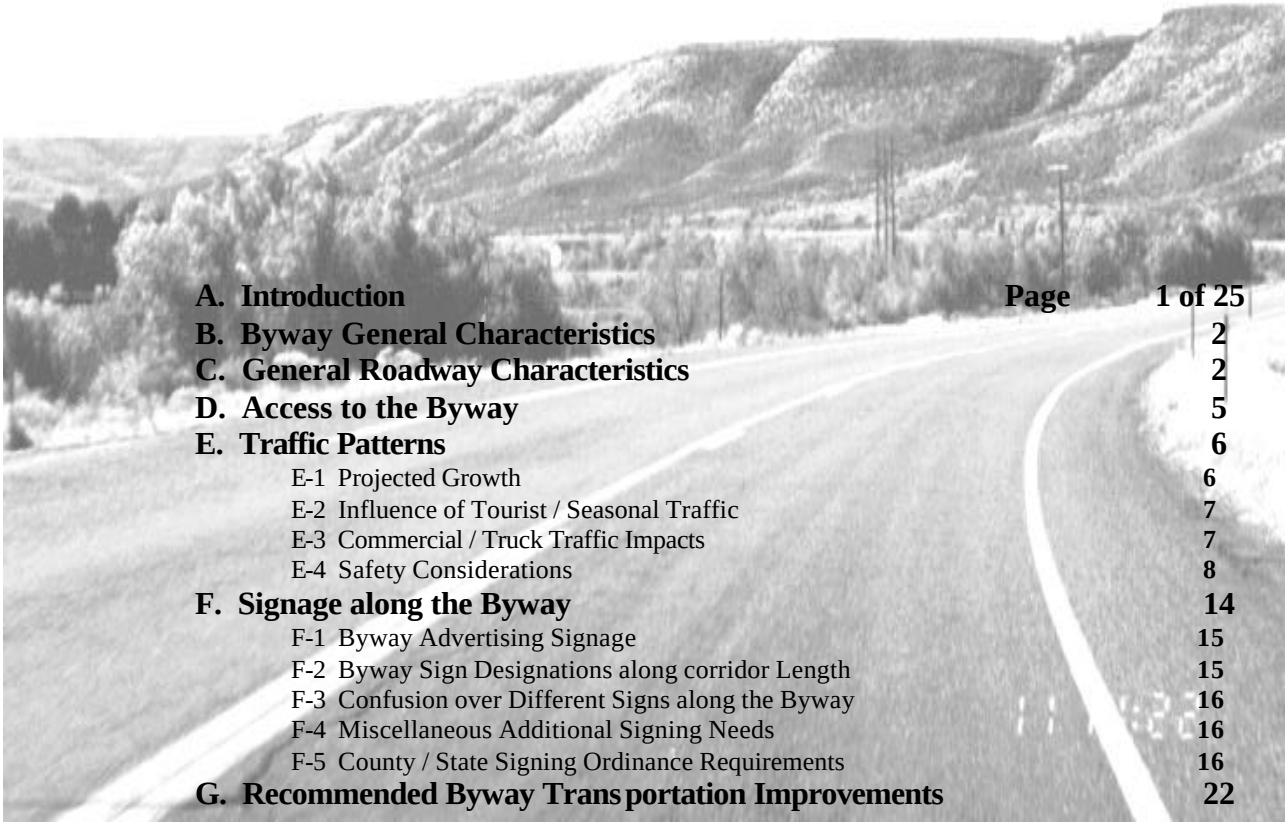
(The Perrine Bridge on Spur Route, US 93)

On the south side of the Bridge is the ***Buzz Langdon Visitor Center***, operated seasonally by the Twin Falls Chamber of Commerce and providing both local and regional information. Finally, travelers desiring to enter the Byway from this point have the option of traveling through the City, or routing west around the City via the truck route to re-connect with US 30 and the Byway.

[7] Kimberly Comprehensive Plan; 1995

Thousand Springs Scenic Byway
Corridor Management Plan

TRANSPORTATION PLAN
Chapter Four



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Thousand Springs Scenic Byway Corridor Management Plan

Chapter 4

Transportation Plan

A. Introduction

Quite often the main function of a transportation corridor is based on economy. The roadway is a necessary means to provide an efficient method of transporting people, goods, and services in a manner that is safe to the travelling public. The Thousand Springs Corridor is unique in the sense that the majority of the roadway characteristics listed above are instead accomplished entirely with Interstate 84, which parallels the Byway along its full length. The close locality of I-84 allows the Byway route to behave more as a local "farm to market" and "tourist" route rather than the high capacity transportation system that is typically mandated for state highways.

Prior to construction of I-84, the Byway was a part of the "Federal Aid Primary System" and was a portion of the main east to west corridor for southern Idaho (old US 30). As would be anticipated, construction of the full access control, high-speed interstate diverted significant amounts of traffic from the Byway. However, the portions of the Byway along US Highway 30 (US 30), State Highway 50 (SH 50), and US Highway 93 (US 93) are still maintained by the Idaho Transportation Department and still remain on the federal aid system, which continues eligibility for the Byway to access federal highway maintenance and construction dollars.

The average daily traffic along the byway from Bliss to Buhl ranges from 1,500 to 3,000 vehicles per day (vpd) compared to traffic on I-84 at the Bliss interchange, which measures nearly 10,000 vpd. Obviously, the inherent high capacity characteristics of the interstate justify the significantly higher traffic volumes shown above. However, the same high capacity interstate characteristics also provide definite opportunities for the Byway. Lower traffic volumes along the Byway allow more scenic / interpretive stops throughout the route without compromising motorist safety from additional turning traffic.

As mentioned above, the Byway maintains a rural "flavor" by behaving more as a farm to market and tourist route than a high volume thoroughfare. While this characteristic enhances the intrinsic nature of the Byway, the combination of slow moving large farm equipment and out of area motorists unfamiliar with the route may cause potential for accidents, especially during harvest periods from August to October. Consideration should be given to future development along the Byway relative to impacts the development will have to adjacent agricultural operations.

B. Roadway General Characteristics

The Scenic Byway is comprised of three "legs", which traverse a total of approximately 62.3 miles through three counties. The primary leg of the Byway extends from the City of Bliss west to the US 30 / SH 50 intersection, east of Twin Falls and provides a range of roadway widths from a 24' wide rural section, with limited shoulder, to a 48' wide urban street with concrete curb and gutter. This portion of the corridor encompasses the majority of the roadway miles and provides spectacular views both above and adjacent to the Snake River from Bliss to Hagerman, before diverting away from the canyon and continuing through mostly agricultural ground.

The second leg of the Byway continues east along SH 50, crossing the Hansen Bridge over the Snake River and terminating at the SH 50 / I-84 interchange. This portion of road is relatively short (roughly 4.8 miles), but also provides opportunity for pristine views of the Snake River Canyon near the Hansen Bridge. Compared to the other legs of the Byway, SH 50 has substantial commercial and heavy truck traffic due to the close locality of the I-84 / SH 50 interchange to agriculture processing plants. This proximity allows the larger vehicles to substantially bypass the more congested streets within Twin Falls.

The third leg of the Byway is a north-south route along US 93 and extends from the US 93 / I-84 Interchange (3 miles north of Twin Falls) south across the Perrine Bridge, to the intersection of US 93 / US 30, west of downtown Twin Falls. The section of US 93 within the City of Twin Falls is heavily congested with commercial access points and high volumes of urban traffic, which has contributed to high accident rates along the urban sections. Current roadway use patterns, including the various roadway sections, detailed roadway traffic volumes and characteristics relative to the ITD designated milepost locations are shown in Table T-1.

C. General Roadway Performance (Existing Conditions)

Roadway performance and capacities are generally measured in terms of the roadway "level of service" (LOS). The LOS is a transportation terminology that describes the roadway "behavior" in terms of motorist delay, and is based on a scale of "A", representing high roadway capacity where motorists can drive at their desired speed, to "F" which represents heavily congested flow with traffic demand exceeding capacity. Municipalities generally try to maintain a minimum level of service "C", if at all practical along roadways similar to the Byway. The typical defining factor for determining LOS is the roadway's volume to capacity ratio (v/c), which is correlated with other factors including terrain, percent trucks, driver population characteristics, etc. Table T-2 shows typical projected roadway level of service, for a standard two lane rural highway, based on the 1995 Highway Capacity Manual (HCM) criteria of v/c ratio. Table T-3 references roadway LOS based on the ITD Traffic Manual criteria expressed in terms of ADT. Both tables conservatively assume 60% no passing zones along the length of the Byway.

Table T-1
Byway - General Roadway Characteristics

Location	Mile Post	No. of Lanes	1997 ADT	2017 Projected ADT	Projected % Growth	% Trucks	v/c ratio	Terrain
US 30								
City of Bliss	172.60	2	1573	1954	1.1%	5	0.09	Rural - Rolling
Scenic Overlook - Byway Entry	174.90	3	1600	1987	1.1%	3	0.07	Rural - Mountainous
End of Passing Section	176.30	2	1610	2000	1.1%	5	0.11	Rural - Mountainous
North End - City of Hagerman	180.65	4	3000	3697	1.1%	3	0.07	Urban - Curbed
South End - City of Hagerman	181.26	2	2782	3428	1.0%	3	0.12	Rural - Flat
Gridley Bridge	185.42	2	2144	2647	1.1%	4	0.12	Rural - Rolling
Passing Section - Up hill	190.80	3	1500	1871	1.1%	7	0.06	Rural - Rolling
Ring Corner	196.00	2	1550	1933	1.1%	7	0.09	Rural - Rolling
Black Bear Corner	198.10	2	1803	2248	1.1%	7	0.11	Rural - Rolling
West End - City of Buhl	200.82	2	2448	3035	1.1%	5	0.15	Urban - Curbed
East End - City of Buhl	202.45	2	6312	7794	1.1%	3	0.36	Urban - Curbed
Cedar Draw Park - West End - City of Filer	210.00	2*	4621	5740	1.1%	5	0.2	Rural - Flat
East End - City of Filer	210.63	4	7513	9277	1.1%	3	0.23	Urban - Curbed
US 93 / US 30 Interchange	212.59		11000	13556	1.1%	2	0.2	Rural - Flat
W. End - Twin Falls *East* Bound Couplet	216.94	3	15000	20123	1.5%	2	0.63	Urban - Curbed
E. End - Twin Falls *East* Bound Couplet	218.67	3	8700	11695	1.5%	1	0.43	Urban - Curbed
W. End - Twin Falls *West* Bound Couplet	217.28	3	7450	9995	1.5%	1	0.15	Urban - Curbed
E. End - Twin Falls *West* Bound Couplet	218.67	3	7171	9620	1.5%	1	0.15	Urban - Curbed
East Five Points Intersection	218.67	4	19006	25750	1.5%	5	0.35	Urban - Curbed
East End - Twin Falls Urban Section	220.67	4	10992	13789	1.1%	10	0.23	Urban - Curbed
Intersection of US 30 / SH 50	223.51	4	7586	9498	1.1%	9	0.13	Rural - Flat
SH 50								
Intersection of SH 50 / US 30	0.00	4	7586	9498	1.1%	9	0.13	Rural - Flat
Hansen Bridge	3.95	2	3978	4990	1.1%	9	0.17	Rural - Flat
SH 50 / I-84 Interchange	4.79	4	4796	5981	1.1%	7	0.08	Rural - Flat
US 93								
US 93 / US 30 Interchange	212.59		11000	13556	1.1%	2	0.2	Rural - Flat
Railroad Crossing (Curry Corner)	215.35	4	10053	14851	2.0%	5	0.25	Rural - Flat
West End - Urban Section	215.6	4	11345	17497	2.2%	4	0.35	Urban - Curbed
West End - Twin Falls Couplet	216.94	4	19092	29969	2.3%	2	0.36	Urban - Curbed
North Five Points Intersection	47.46 **	4	14718	28284	3.3%	3	0.27	Urban - Curbed
Pole Line / Blue Lakes Intersection	49.46	4	25621	49236	3.3%	3	0.39	Urban - Curbed
Perrine Bridge - South Side	50.14	4	23000	38882	2.7%	3	0.38	Urban - Curbed
US 93 / I-84 Interchange	53.09	4	18653	28433	2.1%	4	0.33	Rural - Flat
I-84								
W. Bliss Interchange	137	4	10000	21577	3.9%	27	0.16	Rural - Flat
E. Bliss Interchange	140	4	9485	20465	3.9%	29	0.15	Rural - Flat
US 93 / I-84 Interchange	173	4	17000	36680	3.9%	16	0.27	Rural - Flat
SH 50 / I-84 Interchange	182	4	11000	23734	3.9%	25	0.18	Rural - Flat

Notes:
* - does not include east bound right turn lane into Park
** Sta. Eqn. 47.46 = 218.19
*** Total accidents between North Five Points & Pole Line
% Trucks shown represent peak hour traffic counts
Source: "1997 Highway Needs Report" - Highway Performance Monitoring System Analytical process -- 1996 Data - District 4 rural / Urban

Table T-2
Level of Service Criteria for Two Lane Highway Segments
(1995 Highway Capacity Manual)

	v / c Ratio *		
LOS	Level Terrain	Rolling Terrain	Mountainous Terrain
A	0.07	0.05	0.04
B	0.19	0.17	0.13
C	0.34	0.32	0.23
D	0.59	0.52	0.40

* - Assumes 60% no passing zones

Table T-3
Level of Service Criteria for Two Lane Highway Segments
(ITD Traffic Manual)

Average Daily Traffic			
LOS	Level Terrain	Rolling Terrain	Mountainous Terrain
B	3545	3175	2425
C	6345	5975	4295
D	11015	8960	7465

* - Assumes 60% no passing zones

The sections of Byway containing US 30 between Bliss and Twin Falls, and SH 50 from Twin Falls to I-84, have a low v/c ratio, ranging from 0.07 - 0.20 along the rural sections of highway. The 1995 Highway Capacity Manual (HCM) and the ITD Traffic Manual estimate these sections of roadway presently operate at a high level of service, between “A” and “B”, based on a two lane highway with a “rolling” terrain.

The “rural” section of US 93 from I-84 to the Perrine Bridge is classified as a divided highway and has an approximate v/c ratio of 0.33. Based on a 60 MPH design speed, the HCM also currently projects a high level of service between “A” and “B”.

The LOS for urban sections of the Byway is substantially dictated by the delay created from the signalized intersections within the respective City limits and cannot readily be classified based on the same criteria used for rural sections. The primary areas for delay within the Byway currently reside along Blue Lakes Blvd (US 93) in Twin Falls where average daily traffic volumes exceed 25,000 vehicles per day (vpd) along certain stretches of the boulevard. The City of Twin Falls is currently in the latter stages of a project designed to synchronize and coordinate all the signals along Blue Lakes Blvd. It is anticipated that this project, when complete, will provide smoother, more continuous traffic flow along the City’s main north-south traffic artery, which should reduce delays and increase level of service for Blue Lakes Boulevard and the accompanying urban sections of Byway in Twin Falls.

D. Access to Byway

Entrance to the Byway is accomplished at several locations with the major access points outlined below:

- Intersection of US 26 / US 30 at Bliss – primary west access
- I-84 / US 93 Interchange – primary north access
- US 93 / US 30 Interchange – primary south access
- I-84 / SH 50 Interchange – primary east access

The primary access point, in terms of volume of traffic, is the I-84 / US 93 interchange where approximately 18,600 vpd are estimated on US 93 immediately south of the interchange. This significant traffic volume is generally attributed to the interchange's close proximity to Twin Falls, the major economic hub in the region, and compares to interstate volumes of approximately 17,000 vpd immediately west of the interchange. Traffic volumes to the north and east of the interchange drop off substantially (5,316 vpd north and 13,156 vpd east, respectively) which indicates that a significant portion of the traffic may be commuter or business oriented between Twin Falls and smaller cities to the west. The overall level of service of the interchange is projected at unacceptable levels within a period of 5 years. In this light, ITD is currently in preliminary development of plans to reconstruct the interchange to handle roughly 50,000 vpd over the next 30 years.

With the exception of the US 93 / US 30 interchange, all major access points to the Byway are located immediately adjacent to I-84, which affords relatively easy access to the Byway by significant volumes of the travelling public. As previously shown in Table T-1, interstate traffic between Bliss and the SH 50 / I-84 interchange averages approximately 11,000 vpd. University of Idaho[1] statistics show that during the peak tourist season months (March 1 – November 30), an average of approximately 3,900 "non-resident" motor vehicles (tourists) traveled I-84 each day, which represents 35% of the average daily traffic on the interstate.

Based on current counts along the Byway, it appears that only a fraction of this "non-resident" traffic is currently diverted from the interstate to the Byway, which leaves potential for significant future traffic increases.

Discussions with individuals within the communities located along the Byway reveal a consensus that the Byway lives in relative obscurity next to the interstate due to poor signage and advertising of the scenic corridor. The issue of signage is discussed in greater detail in the body of this report and is listed as an extremely important ingredient necessary to increase and manage tourism in the area.

Several minor access points also exist along the length of the corridor including the Wendell to Buhl and Wendell to Hagerman local roads. The Wendell to Buhl roadway is currently under review by ITD for possible inclusion into the State Highway System, which could eventually result in a more efficient, safer highway that could be accessed by larger

[1] Rural Tourism Development Plan: Travel Region Iv; Idaho Department of Commerce, Division of Economic Development, April 1995; page 45.

volumes of the travelling public. This road also provides the public the opportunity to descend into the Snake River Canyon near Clear Lakes Grade and offers scenic views upstream of the bridge crossing. It is assumed that significant upgrades to the Wendell to Buhl road are several years in the future, however, if the roadway is allotted State Highway status, future consideration should be given to additional Byway signage along this section of road.

The Wendell to Hagerman roadway traverses through the surrounding agricultural community and is not considered a good access route due to the relatively narrow and steep roadway sections along the route. This roadway is currently maintained by the local highway district and is unlikely to become a future state highway due to limited current and projected traffic volumes. Future upgrade of this roadway would be extremely expensive and would likely meet substantial resistance from members of the surrounding communities who have previously expressed concern over additional traffic generation on this roadway. At this point, it appears that the previously mentioned access points from I-84 provide sufficient ingress / egress to the Byway without inclusion of this roadway.

E. Traffic Patterns

E-1 Projected Growth

As was noted in Table T-1, current average daily traffic volumes for the majority of the Byway are relatively low, which correlates into favorable operating levels of service. ITD presently projects minor annual growth along the vast section of Byway ranging between 1.1% and 1.5% in the rural areas and 2.0% to 3.3% along the urban sections in Twin Falls.

The projected growth patterns are based on previous year's growth and do not account for potential traffic increases that may occur as a result of new Byway promotions, marketing, improved signage, or other activities on the Byway. An independent study was completed in January 1993[1], which estimated that roughly 5.5% of interstate traffic would exit the freeway to visit an attraction such as Hagerman Fossil Beds. Based on this logic, approximately 550 vehicles per day would exit the West Bliss Interchange for the Fossil Beds and other Byway attractions, which would represent approximately 35% of the current average daily traffic on this section of the corridor.

The study assumes that the vast majority of traffic would access the Byway from Bliss, and does not designate the estimated number of vehicles that will continue east along the Byway after visiting the Park. While the additional volumes are substantial the current and projected volumes along the Byway are low enough to maintain an acceptable overall roadway level of service. Reduced level of service is anticipated for intersections, however, and intersection improvements may be required to accommodate added turning movements.

[1] "The Hagerman Fossil Beds National Monument Visitor and Infrastructure Analysis", Jan. 1993

E-2 Influence of Tourist / Seasonal Traffic

Tourism is an important economic component of the communities adjacent to the Byway and currently represents a substantial portion of the traffic that uses the corridor. Based on information received from several public workshops held at the various communities along the Byway, the general public sentiment supported tourism development along the corridor as long as it was in a planned manner and did not negatively impact the Byway qualities.

In essence, "tourist growth is ok as long as it is on our terms . . . "

A 1993 study completed by the University of Idaho[1] concluded that over a nine-month period (March 1 – November 30), 138,000 "non-resident" vehicles traveled US 30 between the intersection of US 26 and US 93. This figure translates to roughly 500 vpd and strongly correlates with projections from the Hagerman Fossil Beds Study.

According to ITD, roughly 20% (approximately 4,000 vpd) of the daily traffic along US 93 is comprised of non-resident traffic that uses this stretch of corridor to access Nevada from I-84. Based on ITD permanent traffic counters south of the Nevada State Line, nearly 2,400 of the 4,000 vehicles terminate their trips at Jackpot.

E-3 Commercial / Truck Traffic Impacts

As shown in Table T-1, the percentage of truck / heavy commercial traffic is relatively low along the majority of the US 30 and US 93 portions of the Byway, ranging from 1% - 7%. It is estimated that the majority of truck traffic along the stretches of US 30, in particular, is generated from agricultural trucks and equipment from the adjacent farm ground.

By comparison, SH 50 has a high rate of truck traffic (7%-10%) extending from the I-84 interchange to the East Five Points intersection on US 30 in Twin Falls. This section of the corridor is an established east-west truck route that allows larger trucks relatively easy access from I-84 to US 93 via SH 74, which directs the trucks south of the downtown core of Twin Falls. In addition, several food processing plants are located along the southern boundary of the Twin Falls city limits, which also generates a substantial number of truck trips.

As previously mentioned in the report, peak seasonal tourist months (July – October) nearly directly overlap with the different harvest periods for the area. This situation creates potential for unsafe conditions between slow moving, large farm machinery and trucks with tourists who are generally not familiar with the area. Marketing information on the byway should include reference to peak harvest periods and provide informational warnings to tourist traffic that farm equipment may be encountered along rural sections of the route. In addition, it is recommended that ITD provide additional standard signage along portions of the Byway known to contain heavy volumes of farm traffic to further warn the non-area residents.

[1] Rural Tourism Development Plan: Travel Region IV; Idaho Department of Commerce, Division of Economic Development, April 1995; page 45.

A railroad intermodal center is currently being considered by the City of Twin Falls and the Eastern Idaho Railroad Company at an area located approximately 2 miles east of Twin Falls and 1 mile south of Kimberly Road (US 30). The intermodal center would allow efficient movement of goods from commercial vehicles to train cars and would potentially generate significant additional truck traffic along SH 50. It is anticipated that eventually an alternate truck route around Twin Falls would be required to accommodate the additional commercial traffic. Figure T-1 shows a conceptual potential location for a new truck route relative to the proposed location of the new intermodal center.

E-4 Safety Considerations

According to the ITD 1997 Highway Needs Report, there is an average of 332 accidents that occur along the overall length of the Byway every 5 years, which equates to approximately 1 accident, per mile of roadway, per year. While this figure seems large, it is substantially skewed by inclusion of Blue Lakes Blvd. (US 93 in Twin Falls), which has been rated as one of the highest accident rate roadways in the State. Of the total 332 accidents, nearly half (151) are recorded along the 3.5 mile stretch of US 93 between the W. Five Points Intersection and the Perrine Bridge. Table T-4 shows a summary of the average accident totals, over a five-year period, for the Byway.

Urban Areas

A study was recently completed at the request of local merchants and the Twin Falls Chamber of Commerce to investigate potential solutions to the high accident rate along Blue Lakes Blvd. The study concluded that several steps could be taken in the short term to improve the accident situation, including: better paint striping, modified traffic signal cycles, increased law enforcement (especially during weekend nights), and possibly restricted left turning movements at certain areas of the roadway.

Rural Areas

(I) 90 Degree Corners West of Buhl

Differing opinions were expressed by residents concerning the safety of the three – 90 degree turns located west of Buhl. The corners, including Black Bear and Ring Corner, are signed for 30 mph, but are poorly delineated, particularly at night. Several area residents expressed a need for physically improving the corners and possibly re-routing a portion of the road to increase safety. In contrast, many Buhl residents differed with this view and were of the opinion that "people should slow down on a scenic byway" and the corners only required additional warning signs to improve safety.

Conversations with ITD reveal that there are currently no plans to improve these corners, however, if increased federal funding becomes available, there is potential for major reconstruction within the next 10 years. Based on current ITD policy, if improvements were programmed for the corners, the revised roadway would incorporate substantially larger radii curves that would likely accommodate a 60-mph speed limit. Figure T-2 shows the locations of the corners along the Byway.

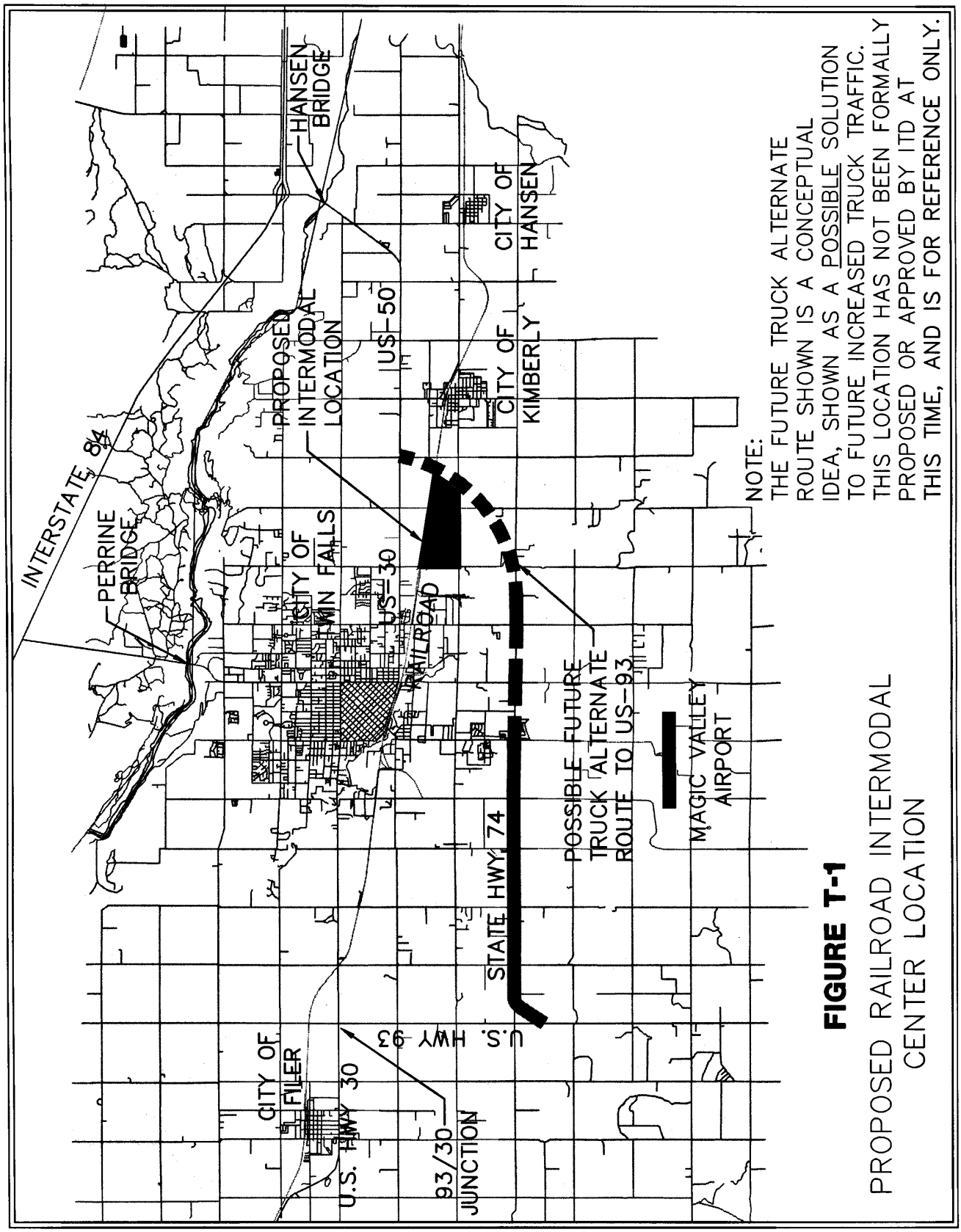


FIGURE T-1

PROPOSED RAILROAD INTERMODAL CENTER LOCATION

Table T-4
Average 5 Year Accident Totals

Location	Mile Post	Average 5 Year Accident Totals
US 30		
City of Bliss to City of Hagerman	172.6 - 180.65	7
City of Hagerman to W. Buhl city limits	180.65 - 200.82	11
City of Buhl - within city limits	200.82 - 202.45	17
City of Buhl to US 30 / US 93 interchange	202.45 - 212.09	18
Twin Falls East-West Couplet	216.95 - 218.67	51
E. Five Points to US 30 / SH 50 intersection	218.67 - 223.51	26
	US 30 Accident Sub-total:	*130*
SH 50		
Intersection of SH 50 / US 30 to SH 50 / I-84 Interchange	0.00 - 4.79	11
	SH 50 Accident Sub-total:	*11*
US 93		
US 93 / US 30 Interchange to W. Five Points - Twin Falls	212.09 - 217.28	10
W. Five Points to Perrine Bridge - Twin Falls	46.55* - 50.13	151
US 93 / I-84 Interchange to Perrine Bridge	50.13 - 53.09	30
	US 93 Accident Sub-total:	*191*
	Total 5 Year Average Accidents Along Byway	***332***

Notes:
* Sta. Eqn. 46.55 = 217.28
Source: "1997 Highway Needs Report" - Highway Performance Monitoring System Analytical process 1996 Data - District 4 Rural / Urban

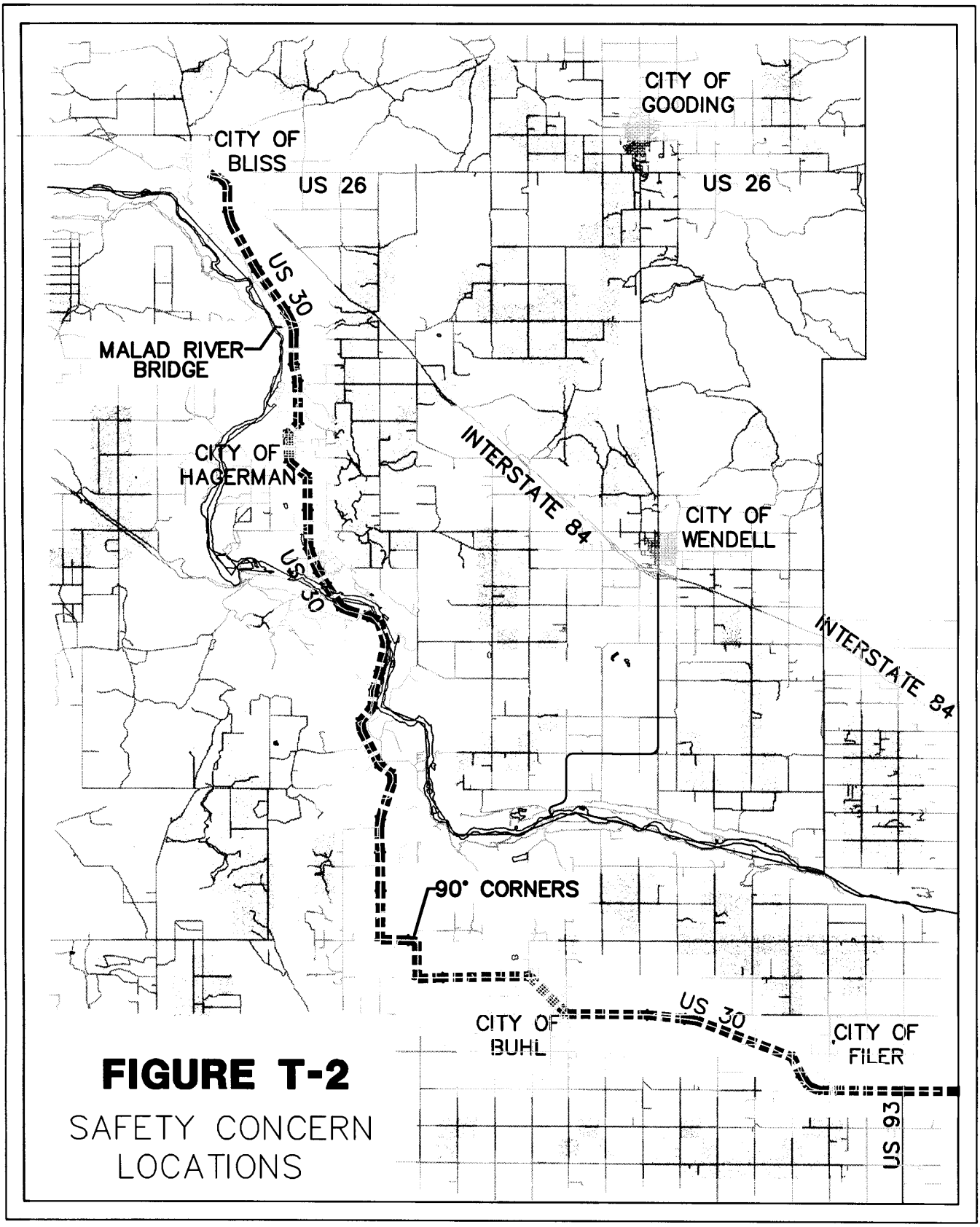


FIGURE T-2

SAFETY CONCERN LOCATIONS

(II) Malad River Bridge

Another area of safety concern expressed by local residents is the turn-off to Old Highway 30, near Hagerman, immediately north of the Malad River. Several skid marks are noted on the Malad River Bridge deck, as westbound vehicles appear to brake at the last instant to make the tight westbound left turn. According to ITD, another contributing safety factor at this location is the high volume of kayakers and boaters that put in below Lower Salmon Falls Dam and subsequently drive downstream to the take out point. The short distance between the bridge and the westbound turn creates conflict between the slow moving turning vehicles and the higher speed through cars.

Recommendation: ITD should investigate potentially lowering the speed limit through this stretch of road, as well as adding more signs to better designate the west bound turn location. ITD may also investigate the need for a separate left turn bay at this location. If warranted, the additional turn bay would require widening the bridge structure. Figure T-2 shows the location of the turn-off area to Old Highway 30 at the Malad River Bridge.

(III) US 30 – East of Twin Falls

The stretch of Byway from the US 30 / SH 50 intersection to the eastern Twin Falls city limits was also designated by residents during the Byway planning process as a safety concern. The specific safety issues are shown on Figure T-3 and include:

1. Need for a center turn lane along US 30 from the US 30 / SH 50 intersection to the US 30 / Eastland Road intersection.
2. Limited sight distance for vehicles turning on to US 30 at the intersection with SH 50.
3. Limited sight distance created by excessive truck parking along US 30 in front of the Chevron gas station / convenience store (MP 221).

(1) Need for Center Turn Lane

The posted speed limit for the majority of this section of Byway is 60 mph with 10% of the traffic composed of heavy trucks. Table T-1 designates this portion of roadway as a v/c ratio of 0.13 – 0.23 which correlates to a high level of service (LOS) "A" in terms of roadway capacity. However, with increasing commercial development along this corridor, especially within the Twin Falls city limits, as well as a relatively high accident rate, other warrants may exist to necessitate a center turn lane:

Recommendation: ITD should investigate the potential of striping a center turning lane to accommodate left turning traffic into the commercial developments. This investigation should also include a warrant analysis for a left turn bay at the intersection of 3300 E. Road, which is a major access point from the Byway to the scenic waterfalls.

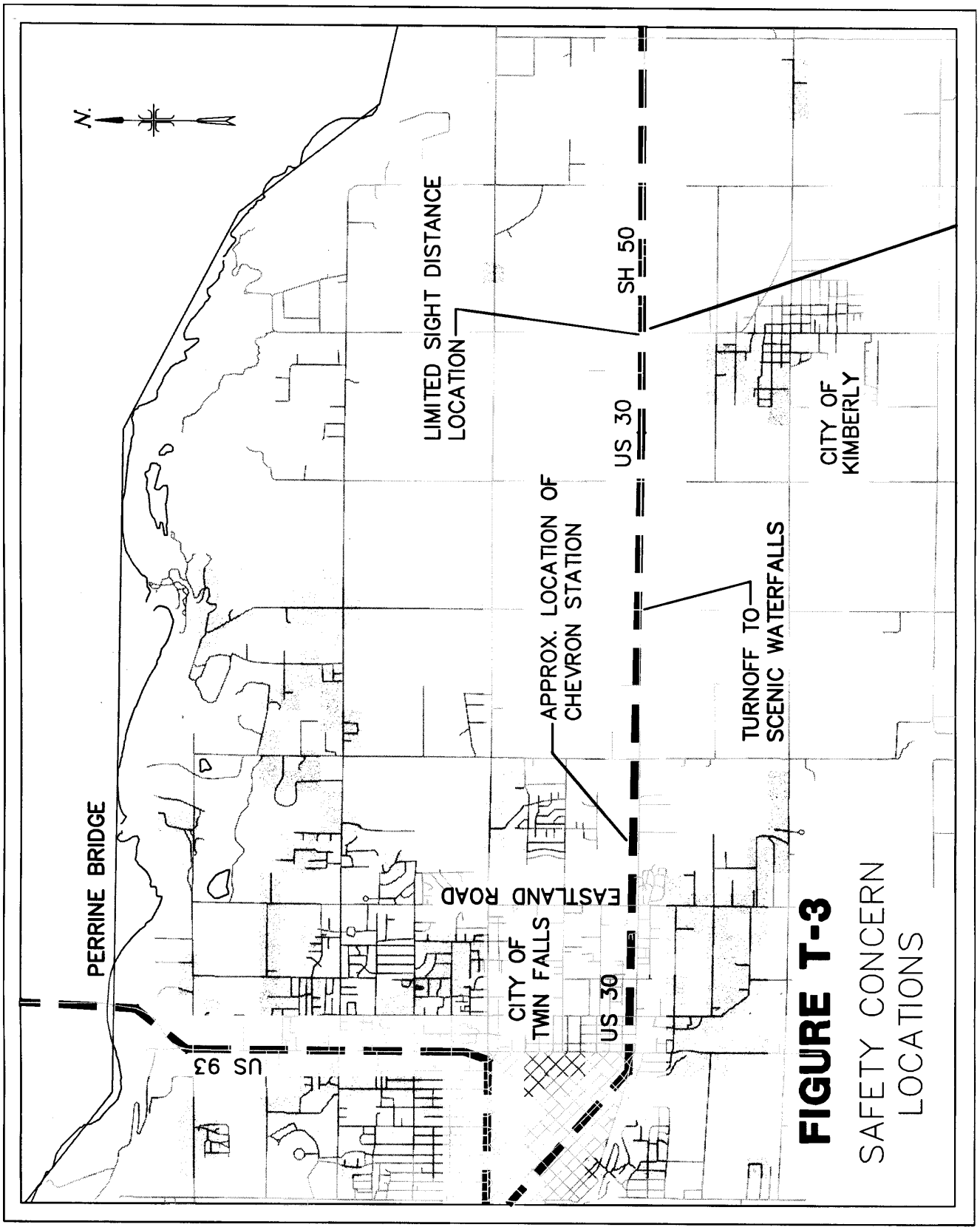


FIGURE T-3
SAFETY CONCERN LOCATIONS

(2) Limited Sight Distance at US 30 / SH 50 Intersection

Sight distance for north and south bound traffic at the US 30 / SH 50 intersection has been investigated by ITD to be adequate for turning movements, based on the through traffic posted speed. However, local residents expressed hesitation over making these movements due to the high-speed truck traffic coming from the Hansen Bridge down the hill immediately east of the intersection.

Recommendation: Possible improvements to the intersection may include reducing the speed limit of through traffic near the intersection, addition of flashing yellow lights for through traffic to warn of turning traffic, as well as increased warning signs, especially for west bound vehicles.

(3) Excessive Illegal Truck Parking at Chevron Station

Truck access to the Chevron parking area is limited due to narrow approach drives and tight turning radii within the parking lot. Due to these factors, it appears that truckers who use the convenience store portion of the facility would rather not negotiate the tight confines of the parking area and instead park along the shoulder.

Recommendation: It is recommended that improved truck access to the Chevron parking area be investigated to allow easier ingress-egress to truck parking within the commercial site. In addition, law enforcement agencies should be included in discussions to increase enforcement of parking violations along the State Highway.

F. Signage along the Byway

The single most important transportation issue, as well as the key to improved economic development associated with the tourism industry, that was continually mentioned at the various public workshops during the Byway planning process was the need for better signage relative to the Byway. In particular, three main areas of public concern were noted:

1. The lack of signage advertising the Byway from major transportation corridors including I-84 and US 93.
2. The lack of Byway specific sign designations along the corridor length, which guide travelers in the right direction.
3. The confusion created by the different types of "brown" guide signs throughout the corridor which depict historic highway 30, the Thousand Springs Scenic Byway, and the Oregon Trail Auto Tour, without differentiating between the three.

"In the Hagerman Fossil Beds Study, the respondents sited good signs as the single most important component in decisions about using an area or just moving on down the road"

F-1 Byway Advertising Signage

Presently, the only specific advertisement of the Byway's existence along I-84 is at the West Bliss interchange where a small brown sign with the current Thousand Springs Byway logo is located on the face of the Exit sign. The sign is in accordance with the Manual of Uniform Traffic Control Devices (MUTCD), which designates the brown background color for "… guide and informational signs related to points of recreational or cultural interest", which is consistent with existing signage throughout the Byway.

Based on the single location of Byway advertisement signage, It appears that the intent of the current freeway sign was to establish the West Bliss Interchange as the entrance to the Byway. Other "brown" cultural signs depicting the State Highway 30 symbol and the Oregon Trail Auto Route logo are also located at various points of interest along the interstate; however, no other Byway specific signage is noted.

> **Recommendation:** In an effort to encourage greater attraction to the Byway, it is recommended that additional signage specific to the Thousand Springs Byway be installed at the major access routes previously identified. The new signs should be added to the existing interstate EXIT signs and should incorporate the brown background color, in accordance with MUTCD, with the new byway logo and be accompanied by the appropriate highway route marker. Lettering should be in accordance with MUTCD recommendations for 75-mph design speed along the interstate. A list of the proposed additional interstate signs is given in Table T-5.

F-2 Byway Sign Designations Along Corridor Length

The Idaho Transportation Board in December 1976 authorized "designation of scenic routes in Idaho utilizing route markers and maps."[1]. In accordance with the scenic byway designation, ITD requires that "… all scenic byways be signed at both ends with a SCENIC BYWAY INFORMATION sign installed within a turnout where the motorist can safely pull off the highway to read the sign." Presently, only one SCENIC BYWAY INFORMATION sign exists, immediately east of Bliss, and is located in an area that is somewhat confusing to motorists, since the sign location is not located at a "scenic" location.

> **Recommendation:** Along the Byway route, it is recommended that the existing SCENIC BYWAY INFORMATION sign be relocated from its present location to the existing overlook at MP 175.7 which should attract greater numbers of vehicles to stop due to the scenic view at the site. In addition, and in accordance with the ITD Traffic Manual, SCENIC BYWAY INFORMATION signs should be added near the north end of the Perrine Bridge, and near the north end of the Hansen Bridge to establish informational locations near the "ends" of each leg of the Byway. The traffic manual further states that "… highway route markers shall be installed at both ends of the route and past every community and other state highway junctions." Figure T-4 graphically depicts the type of signs proposed for the Byway including route markers. Figure T-5

[1] Idaho Transportation Department "Traffic Manual"; August 1995; Section 187.15

illustrates typical sign spacing requirements for Byway introduction turnouts as well as interpretive site turnouts, and figure T-6 shows the proposed signing plan for downtown Twin Falls.

F-3 Confusion Over Different "Brown" Signs Along the Byway

As previously mentioned, some confusion was expressed during the Byway planning process over the three independent types of brown signs that are currently located along the route. Discussions with ITD reveal that the brown "Highway 30" shield signs are used to designate US 30 as a historical route and need to remain in place. The "Oregon Trail Auto Tour" signs were apparently erected approximately 50 years ago to celebrate the 150th anniversary of the Oregon Trail and are not critical to the highway signage system, however, these signs may be important to visitors interested in the Oregon Trail.

Recommendation: To alleviate confusion, the new Byway sign designations should be installed at locations listed in Table T-5 and have the appropriate route marker *and* Oregon Trail Auto Tour shield installed on the same pole. Existing Byway markers with the "old" logo should be removed.

F-4 Miscellaneous Additional Signing Needs

Two further areas of confusion along the Byway were noted during the Byway planning process, which may require additional signage.

The intersection of US 30 / SH 50 does not currently have signage that specifically denotes travelers to continue on the Byway by using SH 50. Instead, brown US 30 and brown Oregon Trail Auto Route signs direct traffic to continue south on US 30, away from the Byway. Additional Byway specific signage directing the public to SH 50 should be added to the intersection, and the respective Oregon Trail Auto Route signs should be relocated to other areas of the Byway to reduce confusion.

Along US 30 (approximate MP 222) brown "Scenic Attraction" signs currently direct eastbound and westbound US 30 traffic north on county road 3300 E. to "Shoshone" and "Twin Falls". The signs have been identified as confusing relative to travelers looking for Twin Falls *City* versus the actual *Twin waterfalls*. Additional verbiage should be added to the signs to specifically designate the scenic attraction as waterfalls. Furthermore, advance signs advising motorists of the upcoming scenic attractions turn should be placed for both eastbound and westbound traffic to give the traffic additional notification and possibly reduce chance of rear-end accidents.

F-5 County / State Signing Ordinance Requirements

All signage located within the limits of ITD right of way are governed by State Transportation criteria and must meet the minimum standards established in the latest edition of the Manual on Uniform Traffic Control Devices (MUTCD). Local municipalities along the Byway may establish directional type signs within the right of way (between City Limits) under

a maintenance agreement with ITD. Commercial signs, other than Tourist Oriented Directional Signs (TODS) are not permitted within ITD right of way.

Signage located along State Highways that lie outside of the right of way are governed by the ITD document "Advertising Signs Along Idaho Highways" in conjunction with Idaho State Code Section 40-19 (Beautification of Highways). This document supercedes all local and county signage ordinances unless the local ordinances provide more strict signage limitations. A copy of this these rules are attached to this document.

TABLE T-5
SCENIC BYWAY SPECIFIC SIGNING REQUIREMENTS

MP	Roadway	Sign Type	No.	Site Description	Comment
137	I-84	F	2	W. Bliss Exit (EB & WB)	Hang Signs On Existing Exit Signs
141	I-84	F	2	E. Bliss Exit (EB & WB)	Hang Signs On Existing Exit Signs
173	I-84	F	2	I-84/US 93 Interchange (EB & WB)	Hang Signs On Existing Exit Signs
182	I-84	F	2	I-84/SH 50 Interchange (EB & WB)	Hang Signs On Existing Exit Signs
170.6	US 30	F	1	E.B. US 30	West of Bliss City Limits
171.6	US 30	E & D	2 Ea.	E.B. & W.B. US 30	Interpretive Turnout at West End of Town
171.9	US 30	E & D	2 Ea.	E.B. & W.B. US 30	Picnic Table Site & "Y" Area Interpretive Site
172.6	US 30	F	1	E.B. US 30	Intersection of US 30 / US 26
174.9	US 30	A	1	Exist. Overlook Turnout	Relocate Byway Introduction Sign
174.9	US 30	B & C	2 Ea.	E.B. & W.B. US 30	Turnout Warning Signs for Overlook
177.4	US 30	E & D	2 Ea.	E.B. & W.B. US 30	Idaho Power Interpretive Site *
180.4	US 30	F	1	W.B. US 30	West of Hagerman City Limits
180.9	US 30	E & D	2 Ea.	E.B. & W.B. US 30	Hagerman Fossil Beds Visitor Center
181.4	US 30	F	1	E.B. US 30	East of Hagerman City Limits
184.5	US 30	E & D	2 Ea.	E.B. & W.B. US 30	Hagerman Wildlife Refuge Area / Rest Area
185.6	US 30	-	1	Bell Rapids Boat Dock	Clarify sign to denote "reservoir"
187.9	US 30	E & D	2 Ea.	E.B. & W.B. US 30	Thousand Springs View Interpretive Site
200.8	US 30	F	1	W.B. US 30	W. of Buhl City Limits
202.5	US 30	F	1	E.B. US 30	E. of Buhl City Limits
209.8	US 30	E & D	2 Ea.	E.B. & W.B. US 30	Cedar Draw Park
210.1	US 30	F	1	W.B. US 30	W. of Filer City Limits
210.6	US 30	F	1	E.B. US 30	E. of Filer City Limits
212.1	US 30	F	2	E.B. & W.B. US 30	US 93 / US 30 Interchange
215.0	US 93	F	1	W.B. US 93	W. of Twin Falls City Limits
216.0	US 93	E & D	2 Ea.	E.B. & W.B. US 93	Rock Creek Park
216.9	US 93	F	1	W.B. US 93	Immediately West of Washington Street
216.9	US 93	F	1	E.B. US 93	Direct Traffic E.B. on to 2nd Ave. Couplet
217.2	US 93	F	1	E.B. US 93	E.B. 2nd Ave. Couplet
217.3	US 93	F	1	W.B. US 93	W. End of Twin Falls Couplet
218.0	US 93	F	1	W.B. US 93	W.B. 2nd Ave. Couplet
218.1	US 93	F	1	E.B. US 93	E.B. 2nd Ave. Couplet
218.7	US 93	F	2	E.B. & W.B. US 93	E. End of Twin Falls Couplet
218.8	US 93	F	1	W.B. US 93	W.B. 2nd Ave. Couplet
219.7	US 30	F	1	W.B. US 30	W. of Eastland Ave. - Twin Falls
220.5	US 30	F	1	E.B. US 30	E. of Eastland Ave. - Twin Falls
47.4	US 93	F	1	W.B. US 93	W. of North Five Points Intersection - Twin Falls
48.7	US 93	F	1	S.B. US 93	S. of Falls / Blue Lakes Avenue Int. - Twin Falls
50.3	US 93	B & C	1Ea.	S.B. US 93	North of Perrine Bridge
50.3	US 93	A	1	W. Side - US 93	North of Perrine Bridge
0.5	SH 50	F	2	E.B. & W.B. SH 50	US 30 / SH 50 Intersection
4.1	SH 50	B & C	2 Ea.	E.B. & W.B. SH 50	Hansen Bridge Turnout
4.1	SH 50	A	1	W. Side - SH 50	Hansen Bridge Turnout

* - Should be considered only if Idaho Power incorporates interpretive information at this site
** - Signage will be moved at some point in the future when the final, permanent visitor center site is located

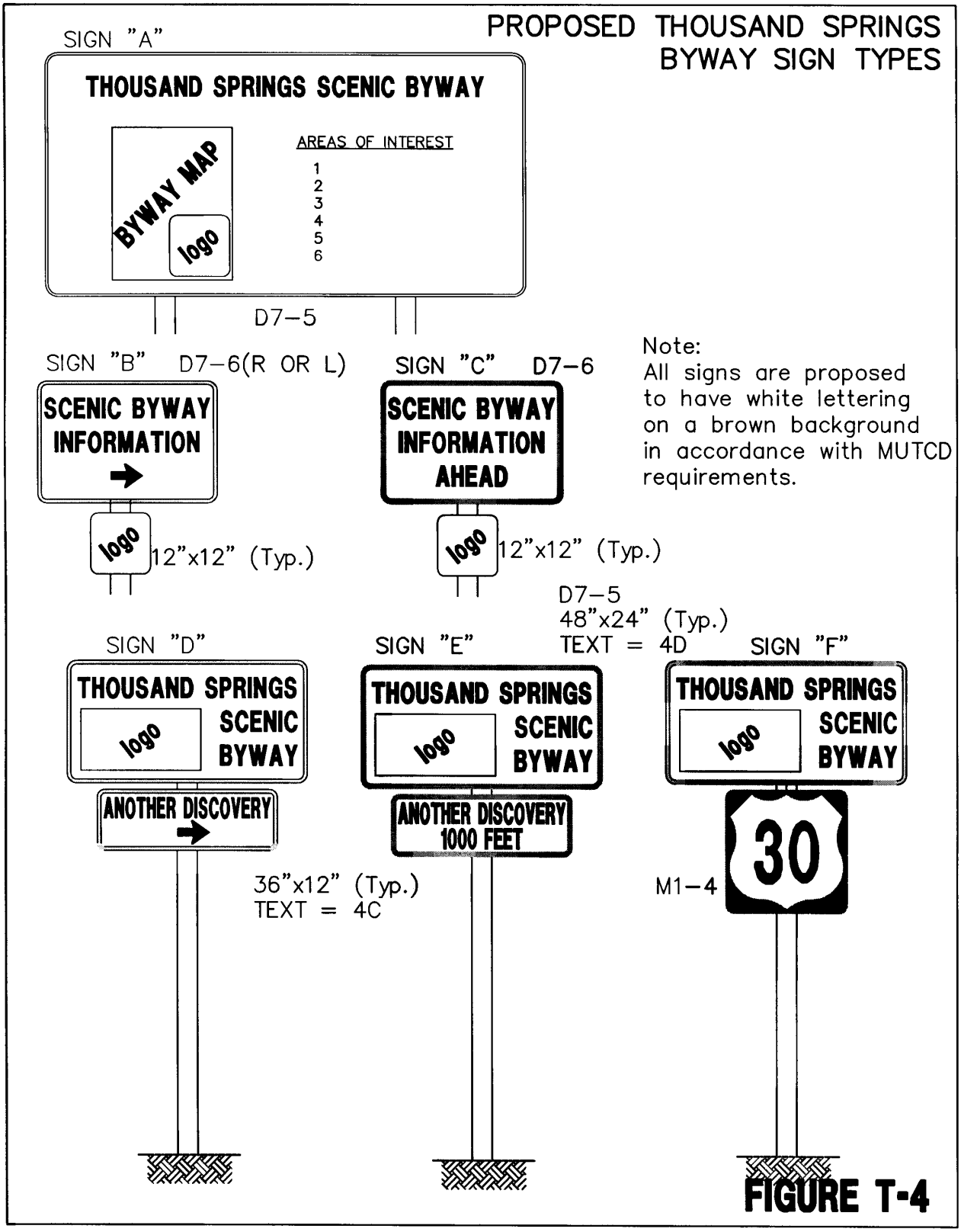
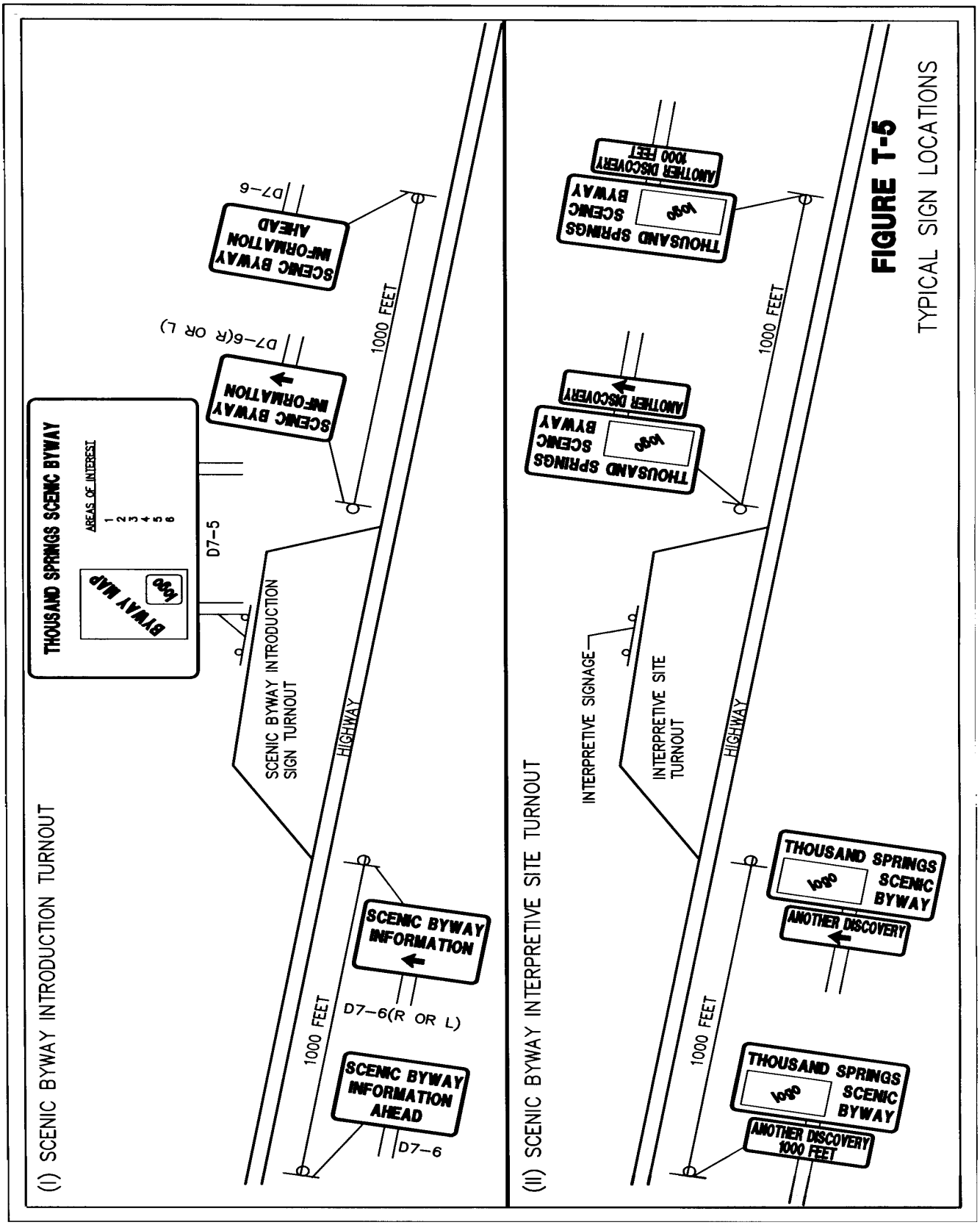

PROPOSED THOUSAND SPRINGS BYWAY SIGN TYPES
SIGN "A"
THOUSAND SPRINGS SCENIC BYWAY
BYWAY MAP
logo
AREAS OF INTEREST
1
2
3
4
5
6
D7–5
SIGN "B" D7–6(R OR L)
SCENIC BYWAY INFORMATION
logo
12"x12" (Typ.)
SIGN "C" D7–6
SCENIC BYWAY INFORMATION AHEAD
logo
12"x12" (Typ.)
Note:
All signs are proposed to have white lettering on a brown background in accordance with MUTCD requirements.
D7–5
48"x24" (Typ.)
TEXT = 4D
SIGN "D"
THOUSAND SPRINGS
logo
SCENIC BYWAY
ANOTHER DISCOVERY
36"x12" (Typ.)
TEXT = 4C
SIGN "E"
THOUSAND SPRINGS
logo
SCENIC BYWAY
ANOTHER DISCOVERY 1000 FEET
SIGN "F"
THOUSAND SPRINGS
logo
SCENIC BYWAY
30
M1–4

FIGURE T-4


(I) SCENIC BYWAY INTRODUCTION TURNOUT
THOUSAND SPRINGS SCENIC BYWAY
AREAS OF INTEREST
1
2
3
4
5
6
BYWAY MAP
logo
D7–5
SCENIC BYWAY INTRODUCTION SIGN TURNOUT
HIGHWAY
SCENIC BYWAY INFORMATION
D7–6(R OR L)
1000 FEET
SCENIC BYWAY INFORMATION AHEAD
D7–6
SCENIC BYWAY INFORMATION
D7–6(R OR L)
1000 FEET
SCENIC BYWAY INFORMATION AHEAD
D7–6
(II) SCENIC BYWAY INTERPRETIVE SITE TURNOUT
INTERPRETIVE SIGNAGE
INTERPRETIVE SITE TURNOUT
HIGHWAY
THOUSAND SPRINGS SCENIC BYWAY
logo
ANOTHER DISCOVERY
1000 FEET
THOUSAND SPRINGS SCENIC BYWAY
logo
ANOTHER DISCOVERY
THOUSAND SPRINGS SCENIC BYWAY
logo
ANOTHER DISCOVERY
1000 FEET
FIGURE T-5
TYPICAL SIGN LOCATIONS

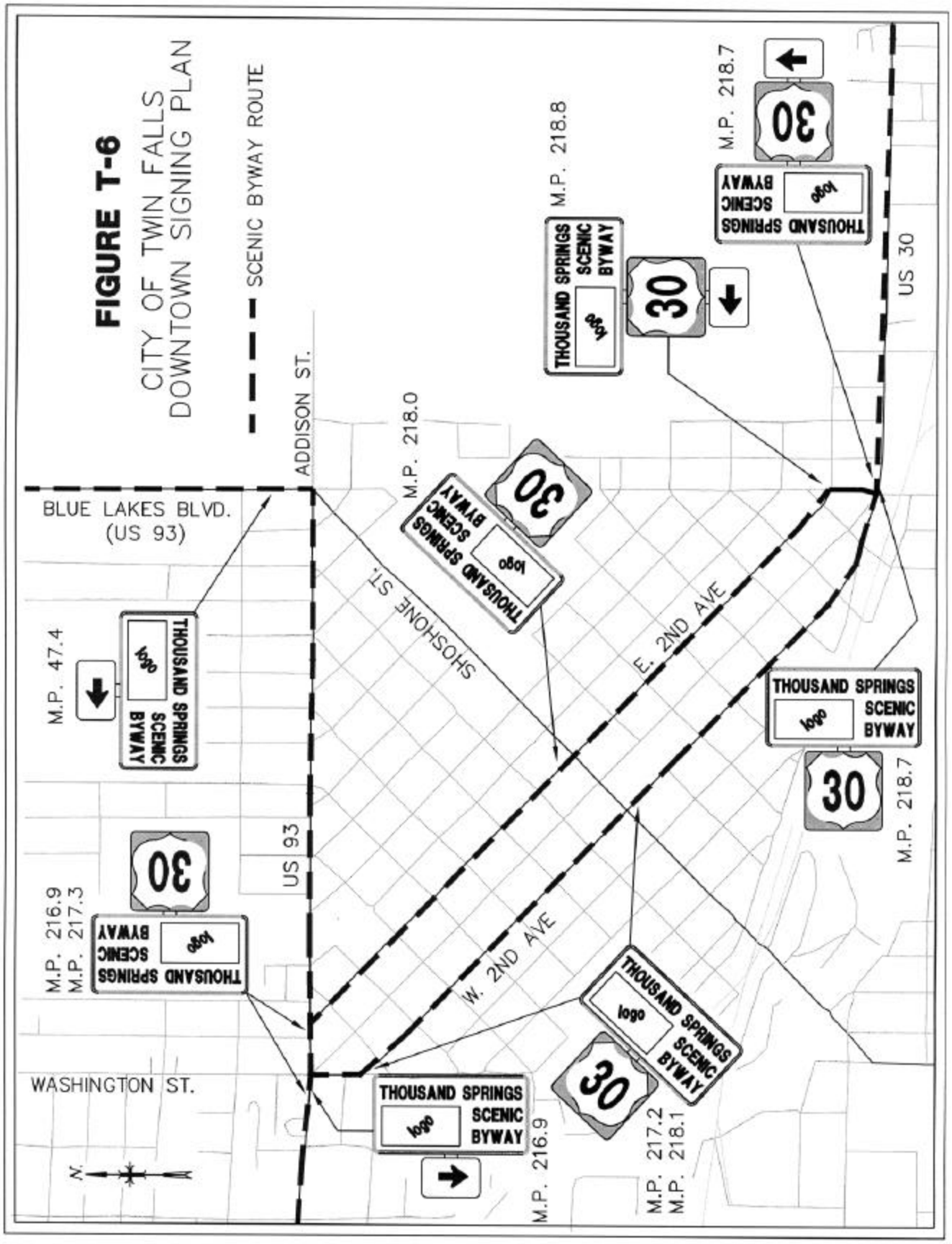


FIGURE T-6
CITY OF TWIN FALLS
DOWNTOWN SIGNING PLAN
SCENIC BYWAY ROUTE
BLUE LAKES BLVD.
(US 93)
ADDISON ST.
SHOSHONE ST.
E. 2ND AVE
W. 2ND AVE
US 93
US 30
WASHINGTON ST.
M.P. 47.4
M.P. 216.9
M.P. 217.3
M.P. 218.0
M.P. 218.8
M.P. 218.7
M.P. 216.9
M.P. 217.2
M.P. 218.1
THOUSAND SPRINGS SCENIC BYWAY
logo
30
N

G. Recommended Byway Transportation Improvements

The 1997 Highway Needs Report for ITD[1] shows that the District has not presently programmed any major reconstruction or realignment projects for any portion of the Byway, with the exception of replacing the narrow, load restricted bridge over Deep Creek. Instead, several minor maintenance and pavement rehabilitation projects are recommended to keep the roadways in acceptable condition to the traveling public.

A brief analysis, independent of the ITD study, was conducted at proposed major attraction points along the Byway to determine if left or right turn lanes were warranted to accommodate the new turnouts. The warrant analysis was based on ITD Traffic Manual section 454 and the following assumptions:

- 35% of ADT traffic is "non-area" traffic between Bliss and Buhl.
- 50% of "non-area" traffic will turn into the interpretive sites during the peak hour volumes.
- Peak Hour Volumes will be 10% of ADT.
- Directional split of traffic is 60/40 for analysis purposes.
- Interpretive sites adjacent to 4-5 lane roadways are excluded from the analysis and the turning movements are not anticipated to negatively impact through traffic due to the additional lanes.

The proposed major interpretive locations are listed below with recommendations for improvements if applicable.

MP 171.6 - Turn out at West End of Bliss
MP 171.9 - Picnic Table Turnout
MP 172.1 - Bliss Grade (across from the firehouse) – "Y" Area

The proposed locations are located adjacent to a three-lane section of US 30 and have the same average daily traffic projections due to their close proximity. Based on the estimated "non-area" turning traffic, a right turn lane is warranted at all three locations. The existing center lane is striped for turning movements in both directions and is adequate to accommodate the anticipated volumes of left turning vehicles into the interpretive location.

Recommendation: Construct right turn lane for the above listed interpretive site locations.

MP 175.7 - Scenic Overlook / Existing Turnout East of Bliss

An uphill passing lane is provided adjacent to this site along US 30, which provides the opportunity for westbound vehicles to turn left while allowing through vehicles to maneuver around them. Based on the anticipated traffic volumes, a right turn lane is warranted at this location. However, significant rock outcropping located immediately adjacent to the eastbound shoulder may limit the ability to construct a full width turn lane into the site.

Recommendation: Investigate the possibility of widening the eastbound shoulder in lieu of a full width right turn lane.

[1] 1997 Highway Needs Report, Highway Performance Monitoring System Analytical Process – 1996 Data; District 4 Rural/Urban

MP 177.4 - Idaho Power Park at Malad River Bridge

This location was designated as a potential safety hazard due to the relative obscurity of the turning location, which created last second breaking to make the left turn. Eastbound traffic is currently provided with an existing right turn lane. The left turn analysis shows that a left turn bay is warranted for projected traffic volumes at 60 mph, but is not needed if the speed is reduced to 40 mph through this location.

Recommendation: Due to safety considerations, investigate lowering the speed limit through this stretch of roadway to 40 mph, which will also eliminate the need for a left turn bay. If speed reduction is not acceptable, it is recommended that the westbound shoulder be widened to allow through vehicles an "escape" around left turning cars. The close proximity of the bridge and the hillside on the westbound lane limit potential for a full left turn bay at this location.

CITY OF HAGERMAN

MP 180.7 - Colthorp Park

MP 180.9 - Hagerman Fossil Beds National Monument Visitor Center

MP 181.4 - Public RV Dump Site – East end of Hagerman

Recommendation: The above listed sites are all within the City limits of Hagerman and are adjacent to a 4 lane section of US 30, which is assumed to be adequate to accommodate the anticipated volumes of turning traffic. A new Hagerman Fossil Beds Visitor Center is proposed for the future at a location to be determined outside of the City limits. Once the new center is constructed, signing will require modification within town to accommodate the new location.

Directional signs located around town are recommended to allow people to park in other areas of town and walk to the National Monument Center with aid of the signs.

MP 184.5 - Hagerman Wildlife Area / Rest Area

This site offers the dual advantage of a rest area as well as an area where thousands of waterfowl can be watched in a peaceful setting. The estimated total turning traffic for this site during peak hour traffic is 37 vph. Conversations with ITD reveal that rest areas of this nature typically attract between 10%-15% of total traffic on the roadway, which equates to turning movements of 21 to 32 vehicles per hour during peak traffic. Using the figures provided by ITD (assuming 26 vph turning), turning lanes in both directions are warranted.

Recommendation: Construct right turn lane for west bound traffic and construct either a left turn bay, or widen the shoulder for east bound traffic to maneuver around left turning vehicles.

MP 187.0 - Thousand Springs View Point Location

A traffic analysis for this location showed that a left turn lane was marginally warranted and a right turn lane was needed. The site is located near a long horizontal curve in the highway, which limits sight distance to the west. This site is anticipated to be a major attraction due to the pristine views of the springs above the Snake River and the plans to construct walking trails for pedestrians to access higher ground

.

Recommendation: Due to the limited sight distance for eastbound traffic, as well as the turning movement warrant analysis, it is recommended that a right turn lane be constructed adjacent to the eastbound lane. Since warrants for a left turn lane are marginal, it does not appear necessary at this time to construct an additional bay to accommodate left turning traffic. It is further recommended that the interior site be designed to channel traffic to a single access point, rather than allowing traffic to access the location along the full width of the turnout. Limiting the width of access should reduce some conflicts from ingress and egress movements that normally occur with higher volumes of traffic spread across wide access points.

MP 202.6 - Buhl Visitor Center

The Buhl Visitor Center estimates that roughly 1,350 vehicles visited the center between April and September 1997. Since the center is closed on weekends, the average daily traffic to the center equates to roughly 11 vehicles per day. This figure is anticipated to rise as additional traffic is generated from the Byway and the visitor center becomes more established in the area. The center is located adjacent to a wide section of pavement on US 30 that appears to include an acceleration lane from a nearby commercial development.

Recommendation: At this time, the anticipated traffic turning movements to the Center do not justify additional turning lanes. In addition, the existing acceleration lane for eastbound traffic will allow through traffic access around left turning vehicles without further modifications to the roadway.

MP 209.4 - Cedar Draw Park

The roadway (US 30) adjacent to the park currently contains a right turn lane for east bound traffic as well as an acceleration lane for right turning traffic exiting the park. The park has historically been used as a rest area by the public, even though there is currently no signage along US 30 specifically designating the site as a rest area. Conservatively assuming only 5% of the traffic stops at this site, a left turn bay is warranted based on ITD criteria.

Recommendation: Construct left turn bay for westbound traffic to enter the Cedar Draw Park Site.

MP 212.0 - Intersection of Highway 93 and Highway 30

This intersection location is a main entrance point to the byway and was recently reconstructed by ITD to allow free turning movements in all directions without stop control. The new interchange is located on fairly limited right-of-way with relatively strict access control. Several frontage roads are located along the new interchange to allow local property owners access.

Recommendation: Investigate potential for adding an interpretive turnout along US 93 between 3800 North Road and US 30. If a turnout location is feasible, it is unlikely that additional roadway construction would be required to accommodate the turning traffic. If a turnout is not feasible in this stretch of road, an interpretive location should be investigated further south, with the assistance of ITD, to provide Byway information prior to the interchange.

MP 215.8 - Rock Creek Park

The entrance to the park is located adjacent to a 5 lane section of roadway and currently includes a left turn bay for east bound traffic. No improvements to the roadway are recommended at this site.

MP 3.95 (SH 50) - Hansen Bridge – Proposed Introduction to Byway Site

This site is anticipated to be one of the major cornerstones of the Byway and will provide introductory information in addition to scenic views of the Snake River Canyon. The traffic volumes at this location warrant turn lanes in both directions and there is a relatively high volume of truck traffic adjacent to the site due to the close proximity to I-84.

Recommendation: Construct a right turn lane for west bound turning traffic and a separate left turn bay for east bound traffic.

MP 49.9 - Buzz Langdon Visitor Center

The existing visitor center is currently signed with blue directional signage along US 93 and has a right turn lane dedicated for south bound traffic to enter the site. No additional roadway improvements are recommended at this time.

MP 50.4 - North Side Perrine Bridge

This site currently is signed and provides a turn out for parking and viewing the canyon on both the east and west side of US 93. Increase tourist traffic in the future may warrant additional study regarding parking availability and access requirements. Expansion to the site is limited due to the canyon proximity and limited right of way, however, it appears that some future expansion to the north may be available at both sites. No additional roadway improvements are recommended at this time.

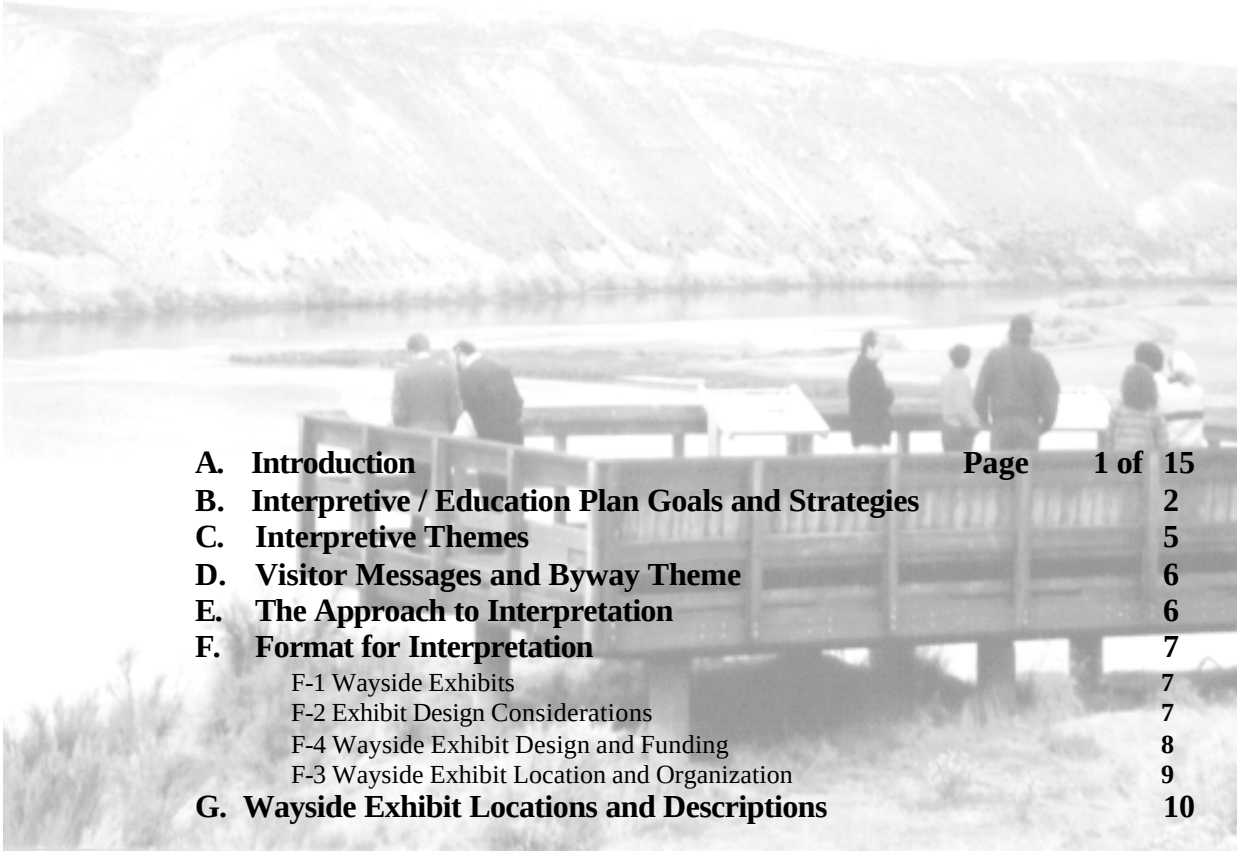
MP 54.0 – IFARM

The IFARM site is located immediately adjacent to the I-84 / US 93 interchange, which is in preliminary development for major reconstruction by ITD. It is anticipated that access to IFARM will be limited to the existing entrance of the PETRO 2 facility where a future signal is anticipated. Due to the anticipated improvements to US 93, including the interchange, no additional improvements are recommended specific to the IFARM site.

The recommendations listed above are based on projected traffic increases that *may* occur along the Byway as additional scenic attractions are developed. The projections are estimates based on available data from ITD and infrastructure studies on similar projects. Prior to completion of any of the above listed project improvements, a more detailed traffic analysis, beyond the scope of this report, should be conducted by ITD to verify the assumptions previously listed.

Thousand Springs Scenic Byway Corridor Management Plan

INTERPRETATION AND EDUCATION PLAN
Chapter Five



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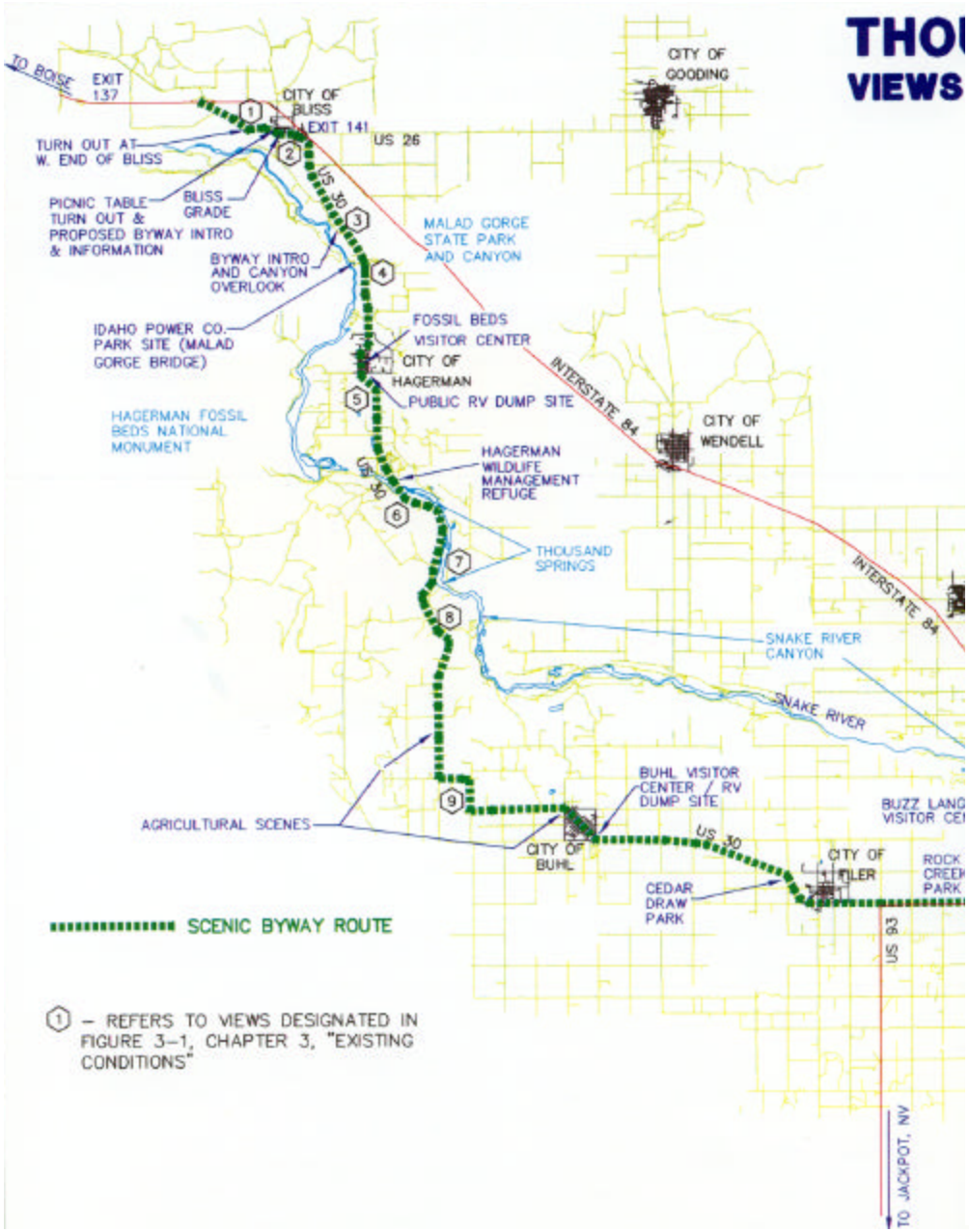
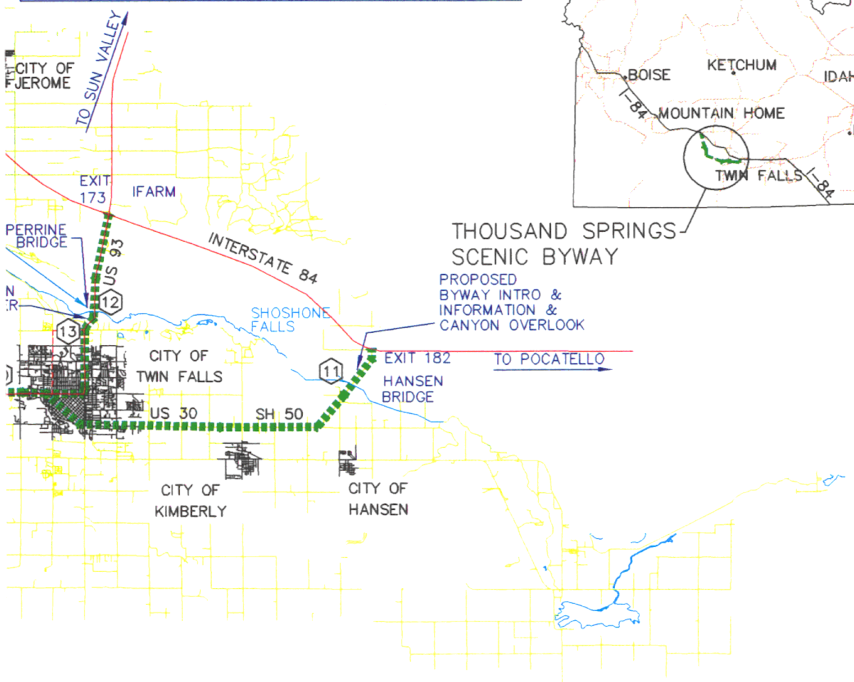
B. Interpretive / Education Plan Goals and Strategies **2**
C. Interpretive Themes **5**
D. Visitor Messages and Byway Theme **6**
E. The Approach to Interpretation **6**
F. Format for Interpretation **7**
F-1 Wayside Exhibits **7**
F-2 Exhibit Design Considerations **7**
F-4 Wayside Exhibit Design and Funding **8**
F-3 Wayside Exhibit Location and Organization **9**
G. Wayside Exhibit Locations and Descriptions **10**

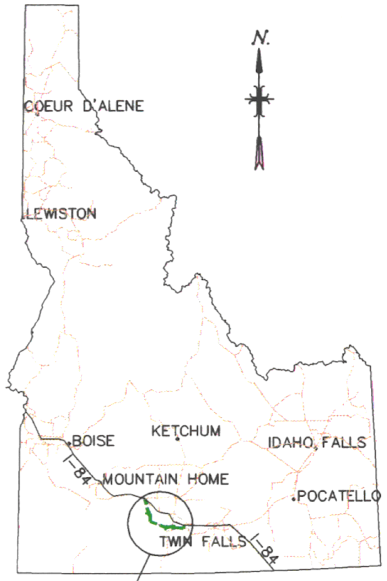
THOUSAND SPRINGS SCENIC BYWAY

VIEWS / INTERPRETIVE / EDUCATION WAYSIDE EXHIBITS



VIEW #	INTERPRETIVE/VIEW SITE	MILE POST
–	TURN OUT AT W. END OF BLISS	171.6
1	PICNIC TABLE TURN OUT – BYWAY INTRO.	171.9
2	BLISS GRADE	172.1
3	BYWAY INTRO. AND CANYON OVERLOOK	175.7
4	IDAHO POWER CO. PARK SITE – MALAD GORGE BRIDGE	177.3
–	HAGERMAN FOSSIL BEDS NATIONAL MONUMENT VISITOR CENTER	180.9
–	PUBLIC RV DUMP SITE	181.2
5	HAGERMAN VALLEY	181.7
–	HAGERMAN WILDLIFE REFUGE AND REST AREA	184.3
6	THOUSAND SPRINGS APPROACH	185.4
7	THOUSAND SPRINGS VIEW	187.0
8	SOUTH THOUSAND SPRINGS	188.7
9	AGRICULTURAL SCENES	191.0
–	BUHL VISITOR CENTER / RV DUMP SITE	202.6
–	CEDAR DRAW PARK	209.4
10	ROCK CREEK PARK	215.8
11	HANSEN BRIDGE	227.3
–	IFARM SITE	53.6
12	NORTH SIDE PERRINE BRIDGE	50.4
13	BUZZ LANGDON VISITOR CENTER	49.9





Thousand Springs Scenic Byway Corridor Management Plan

Chapter 5

Interpretive and Education Plan

A. Introduction

The Byway is fortunate indeed to boast some of the finest and most unique natural, cultural, historic and scenic resources in Idaho and the World and there are many exciting and interesting "stories" to tell and share with both travelers and residents. The Byway includes such historic sites as the Oregon Trail, the greatest peacetime migration in the history of the world. In fact, the first known description of the Byway namesake, "Thousand Springs" was noted in the wagon journal entry by P.V. Crawford in 1851 stating *"... the water pours out of a thousand springs and foams and tumbles down to the river."* (Cramer, 1974)

The Byway also involves the previous homesites, artifacts and history of the lives of the Native Americans, who lived here before the westward migration. The changes that occurred during settlement and affected the lives and future of these "first settlers" of the Byway area may not fully be visible, but are certainly important to the history and development of the Byway. These too, should be interpreted for the benefit of both residents and travelers through the Byway.

World-class geologic features also exist along the Byway. The Snake River Canyon, Shoshone Falls, Malad Gorge, a myriad of hot springs and the Snake River Aquifer. The geological phenomenon that created these features is also responsible for the creation of the *Thousand Springs* themselves, for which the Byway is named. Other amazing stories of development include the canyon-carving effects of the Bonneville Flood and the pre-history illustrated in the three million year old fossils in ancient lake and flood plain deposits, and volcanism, the primary site of which is now Hagerman Fossil Beds National Monument.

Modern day uses and activities along the Byway also present unique and interesting topics for interpretation and opportunities for discovery, as indicated in the Byway theme of ***"Trail to natural and cultural discovery".*** For example, the Magic Valley area along the Byway is home to some of the country's largest dairy and cheese production facilities and boasts one of the world's largest irrigation canal systems. In addition, thanks to the ever-present flowing waters of the Snake River Aquifer, the majority of the world's commercial rainbow trout production occurs here as part of the thriving Aquaculture industry.

Each of the Byway communities has opportunities for interpretation of their individual history, culture, and scenery. The communities also provide the greatest opportunity to learn about the people who live along the Byway, which is a separate, yet important assortment of stories to share with travelers.

The very best way to share these unique sites, attractions and stories is through a carefully designed and implemented interpretive education program; ***"The Interpretive Program"***.

Interpretation is thought by some to be the act of translating from one language to another. In this case, interpretation actually refers to the process of providing education and sharing information regarding the physical features or activities of the Byway. This interpretation, or sharing, can be done in

a variety of ways as appropriate for the particular resource and in the most appropriate way for the intended audience. It is not only important to understand the information presented but also to feel the natural occurrences that shaped the Byway's resources. Activities and experiences of the Byway's earlier residents could also be shared.

The specific goals, strategies and recommendations that follow are options for consideration by local entities interested in providing interpretation and education opportunities. They are designed to reflect ideas, desires and concerns identified during the planning process.

B. Interpretive / Education Plan Goals and Strategies

Goal #1 Byway resource interpretation and education could convey the significance of the all natural, cultural, historic, prehistoric and scenic resources and attractions along the Byway according to the wishes of the Byway residents

This is the basic principle of the interpretive program. First, to understand the resources of the Byway, their development and the significant activities that occurred here. Then, to design a program in keeping with the specific desires and limitations of the Byway residents.

Goal #1 Strategies

1. Complete a comprehensive review of the Byway's resources and activities to provide an overview of the available and appropriate interpretive topics. (See resource inventory in the appendix of this plan)
    - *Incorporate all interpretive topics and resource types, combining where appropriate*
    - *Organize interpretive topics by themes. See goal #2 for details*
2. Update and expand the inventory as needed to develop new interpretive topics, programs and themes
3. Interpret sites, information and opportunities based on the desires of the residents of the Byway as identified during the planning process. Exclude private and sensitive resources as identified during the resource inventory.
4. Respect private property rights; don't send travelers to areas not open to the public without the explicit permission and invitation of the property owner.
    - *Install appropriate signage as needed to mark and protect private property and resources*
5. Involve significant representatives and experts for each interpretive topic to participate in the design of the program and presentation approach.
    - *Consult related agencies, organizations and individuals in development and review of interpretive plan. See list in Plan appendix;*

Goal #2 Implement the Interpretive Plan in a coordinated approach throughout the Corridor that is appropriate for the resources and meets traveler needs.

Today's travelers expect clear and coordinated information. This concept guides the development and implementation of the program itself, and related signage, materials and referrals to related sites and information.

Goal #2 Strategies

1. Coordinate the program with the Byway theme, "Trail to natural and cultural discovery"
2. Utilize the connecting language of "another Byway discovery" wherever possible and appropriate to recognize an interpretive site or opportunity. This applies to signage, printed materials, audio information and personal presentations

3. Coordinate and organize the Byway interpretive program into themes wherever possible and appropriate; scenic, cultural, prehistory, historic, geologic and natural.
4. Incorporate a wide selection of appropriate Byway interpretation programs through a variety of mediums as needed for optimum education and traveler enjoyment. Options include:
    - *Visual; interpretive panels, related signage, billboards with related photos, etc.*
    - *Audio; a driving tour guide on cassette tape to interpret Byway resources and sites*
    - *Written; brochures, books, maps, news articles, feature stories and related materials. These could be issued to travelers and available at visitor centers and other community facilities.*
    - *Interactive; passport games, web site*
5. Identify the most appropriate locations for interpretive pullouts along the Byway; (see interpretive site pullout map at beginning of Chapter 5)
    - *Identify the location of interpretive sites, primary resources and related information sites by their relationship to highway mileposts and / or distances from the Byway gateways*
    - *Cluster interpretive panels wherever possible to describe more than one story, resource or event with common linkage between panels and information*
6. Develop a written brochure on the Interpretive Program to highlight the Byway's primary features and explains the overall interpretive and education opportunities
    - *Coordinate the brochure with the development of an audiotape to highlight the byway's history, culture and development*
    - *Develop related methods to support the written materials, such web sites, advertising, etc.*
    - *Provide referrals to the interpretive program through the marketing actions*

Goal #3 Incorporate consistent and coordinated signage for the interpretive education program throughout the Corridor

Signage is the most critical source of information to travelers and was identified as a key issue during the planning process. Existing signage is confusing, lacks coordination, and is not designed to support a new interpretive program, pullout locations, or referrals to related information sources.

Goal #3 Strategies

1. Create an interpretive program signage system that is easily identifiable and compliments both the transportation needs and the marketing strategy for the Byway. (see transportation plan)
    - *Include overall Byway mapping, location of key interpretive sites and resources as well as specific "you are here" orientation on Gateway interpretation panels.*
    - *Incorporate the Byway theme of "Discoveries" in interpretive panels and in advance highway signage for upcoming sites Interpretive sites*
    - *Coordinate the interpretive signage system with the Idaho State Highway Mileage markers*
2. Provide signs that include basic information about the location of the pullouts, resource sites and related information sources
    - *Include advance notice signs to alert travelers of upcoming interpretive sites and information. Include the wording "Another Discovery ahead".*
    - *Design signage to be easy to read and accessible to travelers; see Trans. Plan for examples*
    - *Coordinate Byway signage with interpretive signage to note panel or kiosk locations*

Goal #4 Design and provide the Byway interpretive education program with examples that the audience can relate to in a personal way to gain optimum understanding of the topic.

A successful interpretive education program will establish personal connections and feelings on behalf of the participants. Through this "connection", participants will come away with a clearer understanding of the topic being presented. This can be accomplished in a variety of ways to suit individual audience and resource needs.

Goal #4 Strategies

1. Research the quotes, diary entries, photos, drawings and artifacts of previous residents of the Byway to include in interpretive information when possible and appropriate.
   - ❑ *State and local historical societies, museums and resource managers have a variety of information and materials available*
2. Design interpretive information to be interactive wherever possible; Web Sites, passport guides, contact with Byway resource managers and attraction operators
3. Incorporate relative scale of activities, time of events and comparisons to today's norms to create better understanding of the topic
4. Develop interactive personal presentations wherever possible; use of park naturalists and interpreters in period clothing, skits or demonstrations, etc
5. Consider incorporating period clothing and demonstrations in community facilities, programs, themes and events.

Goal #5 Incorporate linkages to nearby and related resources and information sources in design and implementation of the Interpretive Program

Participants agreed that the Interpretive Plan would primarily address the resources, facilities, attractions and sites on the Byway. Then, to maintain sensitivity to the needs of local communities, the program could provide reference to community's side trips and local sources of information based on community's selection to support their local goals. Coordination with the marketing and signage plan is important

Goal #5 Strategies

1. Work closely with local communities, Chamber's and related organizations to understand and define the resources and information they plan to share with travelers. *See SIDE tours information included in Wayside Exhibit descriptions.*
2. Include routing information to related and adjacent resources and information opportunities to local communities, visitor centers, etc, where information regarding local sites and attractions is available.
3. Utilize Byway orientation maps, panels and brochures to illustrate the locations of local information sources, such as visitor centers, etc. based on the desires of local communities

Goal #6 Develop Byway interpretive education information and programs that are suitable for both youth and adults

Regional traveler statistics illustrate that approximately 84 % of travelers through the Byway are adults. [1] *However, in order to provide appropriate information and education opportunities that are suitable for adults and all education levels, such as part of school curriculums, it is suggested that materials be designed at the 5th to 7th grade level of understanding with opportunities for more advanced education*

Goal #6 Strategies

1. Design and offer interpretative programs that can be enjoyed by youth and adults together.
   - ❑ Develop interactive activities that are suitable for families
2. Consult professional educators to determine the appropriate text and wording for interpretive exhibits and materials that is suitable for the average adult
3. Coordinate the development and operation of the interpretive and education program with the local school districts and their related curriculums

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[1] Rural Tourism Development Plan; Travel Region IV; 1995, Idaho Department of Commerce, Division of Economic Development; figure 27; page 39, Party Composition

- *Involve local teachers and school district personnel in program design and ongoing review*
- *Develop tour programs for local schools which access the interpretive education program*
- *Develop related "summer school" curriculums and training sessions for local school personnel on the Byway's resources, development and related interpretive topics*
- *Provide interpretive education materials to local school teachers and related personnel*
- *Develop in-class presentations to local school children on the Byway's resources and activities*

Goal #7 Develop implementation strategies and identify possible partners and responsibilities to support and achieve the goals in the interpretive plan

These recommendations will only become reality with the cooperation and participation from a variety of related individuals and organizations. Basic suggestions for effective implementation of the Interpretive and Education Program are as follows. See also Chapter 8, Implementation Strategy.

Goal #7 Strategies

1. Provide opportunities for participation in the development of the interpretive program from a variety of related organizations and individuals with expertise in the Byway's resources.
    - *Create opportunities for review of the draft interpretive plan to develop the best final plan*
    - *Provide ongoing opportunities for evaluation and modification of the Interpretive Programs*
    - *Suggested representation to assist in development of the Interpretive Education Program*
        - *Schools*
        - *National Park Service*
        - *Idaho Department of Parks and Recreation*
        - *College of Southern Idaho Herrett Center*
        - *Universities*
        - *Historical Societies and Associations*
        - *Local artists, storytellers, photographers, etc*
        - *Native Americans*
        - *Local Experts and others as appropriate*
        - *Review the Committee and participant list in the appendix*
        - *Develop an interpretive education sub-committee s*
2. Insure participation with the marketing sub-committee and related professionals in the design and evaluation of the interpretive education program

C. Interpretive Themes

Themes describe the common thread among the subjects. Each individual site may differ, but a central theme is important to coordinate the exhibits. Sites, signage and exhibits could also reflect the Byway marketing theme of "Discovery".

GEOLOGY

- Geology is the single most contributing factor to the physical features of the Byway. The earth is constantly changing. The geologic past of this area is mostly volcanic as typified by the Great Rift, but there are also ancient flood plain deposits. Scientists say most of these events date from ten to three million years ago, and will occur again in the future.
- The Bonneville flood occurred 15,000 years ago and formed the Canyon's natural landscape

PALEO / PRE HISTORY

- Many of the animals that once lived here were influenced by changes in the environment and either had to adapt, migrate, or they become extinct. Paleo information and exhibits are available at both the Hagerman Fossil Beds National Monument and the College of Southern Idaho Herrett Center.

CULTURAL / OREGON TRAIL

- Different cultures of Native Americans have lived in the Snake River Plain over the past 10,000 years
- Fur trappers led the way for later emigrants along the Oregon Trail, the greatest peacetime migration .
- Life was not easy for the humans that lived here prior to modern developments.

NATURAL / DIVERSE RIVER USES

- The abundance of the Snake River and underground water sources enabled settlement of this land and varied uses of these water sources make it possible to live here.
- Hydraulic mining of the river gravel caused the construction of many canals now used for irrigation

HISTORY

- Historical activities and contributions to settlement are visible in all towns along the Byway.
- Transportation systems contributed to Byway settlement, including railroad and stage lines and pony mail.

SCENIC

- Scenic opportunities are present throughout the Corridor and contribute to many interpretive themes.

D. Visitor Messages and Byway Theme

The theme of the Byway is **"Thousand Springs Scenic Byway; trail to natural and cultural discovery"** which provides a natural connection to various interpretive topics and individual themes. From the "trail" in the Oregon Trail, to the natural features of Thousand Springs and the Snake River Canyon, the many cultural sites and activities of Native Americans, Chinese and early inhabitants, the Byway presents a myriad of interesting, unique and world-class features and stories to share with travelers.

There is also another important message that could be shared with visitors and incorporated into appropriate written and verbal interpretation materials and programs. "Visitors and modern emigrants are welcome; Enjoy your "discovery" of our Byway's spectacular and precious resources, but be sensitive to their need for protection and preservation. Please treat them with respect and help preserve the values that draw us all to this place".

E. The Approach to Interpretation

The Byway plan evaluated some of the options along its route based on the identified goals, strategies and actions. Only the general concepts are addressed because the process of developing effective "interpretation" is an art of its own, requiring technical knowledge, expert graphics design, and talented writers. The Interpretive and Education Program also does not detail the words that will be said or who will pay for the program. Those recommendations can be made as the programs are developed and could utilize partnerships, available grants, etc.

This is a process that will take time and attention. Many agencies have staff with such expertise that may be able to assist, such as the National Park Service, Idaho Department of Parks and Recreation, the Bureau of Land Management, or the USDA Forest Service. Native American tribal councils from Fort Hall and Duck Valley could be involved and Universities and the College of Southern Idaho Herrett Center may be able to participate. Private companies and foundations may potentially contribute their talents and funding. In particular, Idaho Power Company has plans for interpretation at some of their sites along the Snake River.

F. Format for Interpretation

Implementation of the Interpretive Program may include several types of media. Printed material such as brochures, newspaper articles, flyers, books and maps could be used and new and more unusual mediums could also be incorporated into the program as they are developed. To be effective, these materials could be distributed at all various related and appropriate public and private locations. Coordination of the overall effort is also critical to its success

Audiotape tours are one possibility; an example of which is the Audiotape Agricultural Tour being developed by Twin Falls Area Chamber of Commerce. For example, if a merchant at each entry to the Byway could be found to participate, tapes could be rented or purchased and turned in at the exit point. Tapes could be accompanied by a written script, such as the one now used by Hagerman Fossil Beds National Monument for self-guided tours.

Each community could participate in the Byway interpretive program and enhance the traveler experience by developing their own package of materials for distribution to travelers to direct them to specific sites and information centers or community designed Side tours. Chambers of Commerce might provide these services. Informational kiosks might be used, but is important to note that these require regular maintenance to insure the optimum results.

F-1 Wayside Exhibits

To truly appreciate the range and variety of resources and attractions in the Byway, one must travel the highway. Wayside exhibits are suggested to meet this need.

These exhibits usually offer interpretation on one or more interpretation themes, as described in the Wayside Exhibit Plan later in this chapter. These exhibits could be presented in clusters, coordinated around a central theme or themes and visible near the exhibit area. These exhibits usually consist of a panel, such as fiberglass or long wearing ceramic, mounted in a metal or anodized steel frame for longevity and then set in concrete. The exhibits may also include both larger vertical panels and lower angled panels to encourage easy viewing of a subject beyond the panel. Text needs to be tied to what the visitor is viewing.

Wayside exhibits allow people to the time they desire to read and reflect upon the subjects presented. Short descriptions and text usually accompany panels and their related graphics as appropriate for the specific site or topic. The general rule is to have text, visual, and blank space in equal proportions determined by skillful subject selection and presentation.

Public input suggested that these exhibits be clustered along the route to avoid creating too many unnecessary stops with several subjects (panels) considered for each site. It is important to coordinate this effort to avoid redundancy, although some duplication may be appropriate, particularly at the Byway entry points. For example, a common panel could be developed which includes a Byway map and illustrate the specific location of the site and the traveler; " You are here". These could be planned for installation at Bliss, the Hansen Bridge, the Idaho Farm and Ranch Museum at the I-84 Highway 93 junction in Jerome County, both sides of the Perrine Bridge and finally at the Highway 93 and US 30 highway intersection.

F-2 Exhibit Design Considerations

It is suggested that a common design be developed for the wayside exhibit structures and panels. In general this could include panels and or kiosks as appropriate to interpret the specific site or

activities. Several sketches of typical sites are included in the Wayside Exhibit Location and Organization section in this chapter. Also, design standards for the exhibits could be developed to insure consistency.

Panels and frames do not last forever due to weathering, accidents or regrettably, vandalism, thereby establishing a need for a replacement program. Replacement exhibits could be made available and installed as needed by the entity that installed the original exhibit.

Access to interpretive areas needs to be safe for both vehicles and pedestrians. The transportation section of this plan includes a review of each of the wayside exhibit sites and recommends improvements and modifications to insure safety. Handicap accessibility may be needed and should be incorporated if required by law and considered wherever feasible. Site design could also be developed in keeping with the natural surroundings of the Byway. For example, a parking area border of lava "melon gravel" boulders would provide a suitable vehicle boundary and provide consistent visual reference for the site.

F-3 Wayside Exhibit Design and Possible Funding

This document is not intended to provide detailed designs for the wayside exhibits or funding. However, the Byway Plan does recommend the distinction of three "classes" of Wayside Exhibits and pullout areas. These class descriptions and potential funding sources are shown in Table 5-1. The classification of Wayside Exhibit sites is shown in Table 5-2. Note that interpretive sites that are incorporated with existing visitor centers are not described here; their design could be determined by the individual facility operators to insure compatibility with their individual facilities.

Thousand Springs Scenic Byway
Wayside Exhibit Design and Funding
Table 5-1

Design Type	Description	Funding Options
Class I	Byway Orientation Panel with Map One to three "topic or view" related interpretive panels Picnic table(s) Trash receptacles Restrooms	National Scenic Byway Grant Funds, RV Funds, Private Business, Idaho Power at IPC Sites
Class II	Byway Orientation Panel with Map One to three "topic or view" related Interpretive panels Picnic Table(s) Trash Receptacles	National Scenic Byway Grant Funds, RV Funds, Private Business, Idaho Power at IPC Sites
Class III	One to three "topic or view" related interpretive panels Trash Receptacles	National Scenic Byway Grant Funds, Private Business

Thousand Springs Scenic Byway
Wayside Exhibits Description
Table 5-2

Wayside Interpretive Site	Milepost #	Exhibit Class Designation
Turn Out at West end of Bliss	MP # 171.6	Class III
Picnic Table Pullout	MP # 171.9	Class II
Bliss Grade	MP # 172.1	Class I
Canyon Overlook	MP # 175.7	Class II
Malad Gorge Overlook	MP # 177.3	Class I
RV Dump Site	MP #181.2	Class II
Hagerman Wildlife Mgmt. Rest Area	MP #184.3	Class I
Thousand Springs View	MP #187.0	Class III
Gravel Storage Area	MP #188.7	Class III
Cedar Draw Park	MP # 209.4	Class I
Rock Creek Park	MP #215.8	Class III
Hansen Bridge	MP #227.3	Class I
IFARM Site	MP # 53.6	Class I
North Side Perrine Bridge	MP #50.4	Class III
Buzz Langdon Visitor Center	MP #49.9	Class I

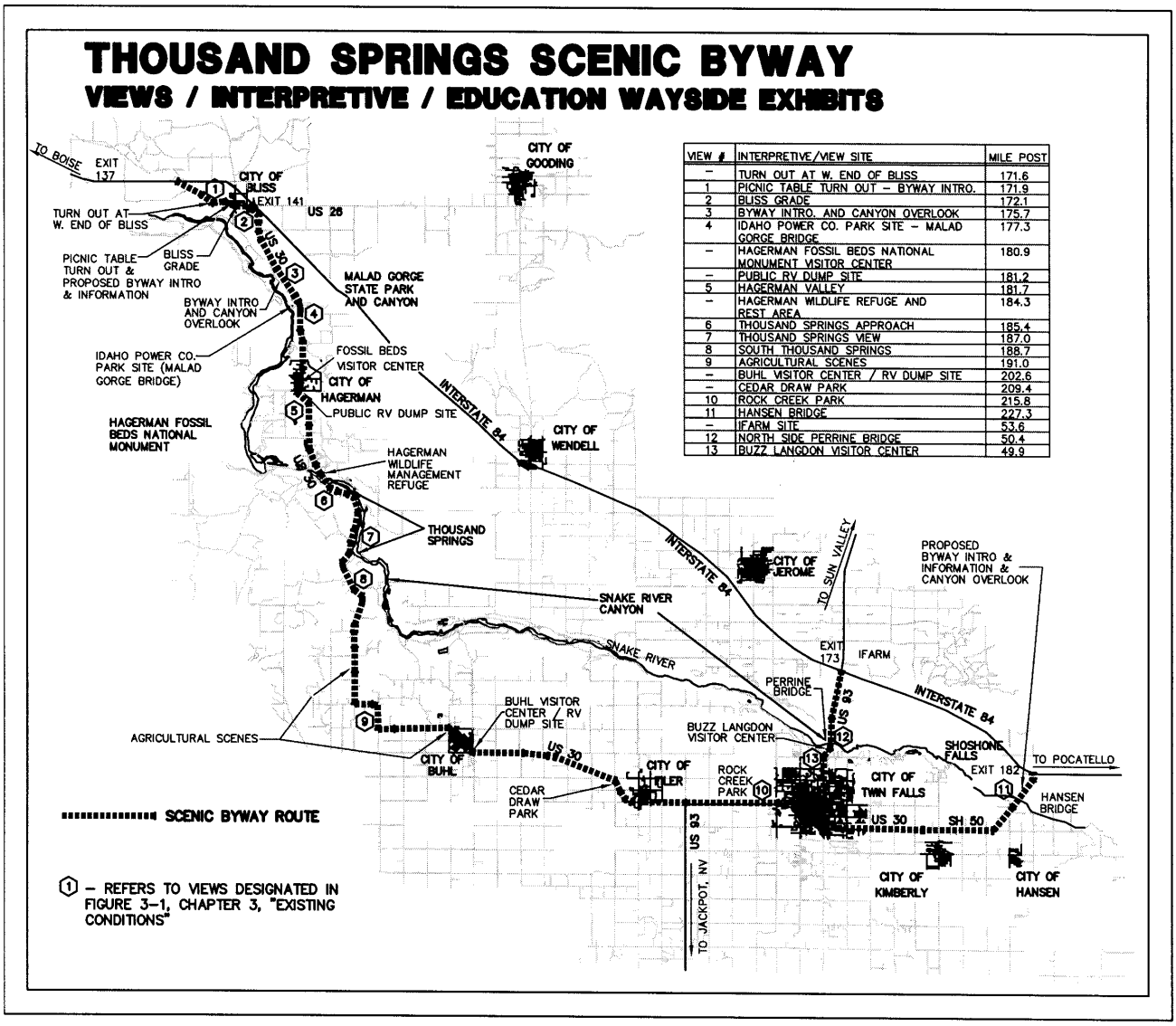
(Typical Interpretive Site with Educational Panels and Viewing area)

F-4 Wayside Exhibit Location and Organization

This component defines the location of the interpretive pullouts and waysides and includes some suggested interpretive topics for each site. The interpretive themes, or topics, are noted in capital letters and surrounded by brackets, e.g. [GEOLOGY]. The intention it to provide appropriate interpretation without unnecessary duplication. In many cases, the topics for each pullout are clustered for effectiveness.

Sites were selected with respect for private property rights, privacy considerations, safety and relationship to resources and views. The assigned site numbers correspond to Idaho State Highway Milepost #'s and will be used to designate the sites in interpretive materials. The notation of SIDE indicates the feature is not on US 30 and information regarding this site will be provided by local communities based on their interest in promotion, education and desired level of traveler impact. It is suggested that this related information be made available to Byway travelers upon request through a coordinated program.

G. Wayside Exhibit Locations and Descriptions



VIEW #	INTERPRETIVE/VIEW SITE	MILE POST
–	TURN OUT AT W. END OF BLISS	171.6
1	PICNIC TABLE TURN OUT – BYWAY INTRO.	171.9
2	BLISS GRADE	172.1
3	BYWAY INTRO. AND CANYON OVERLOOK	175.7
4	IDAHO POWER CO. PARK SITE – MALAD GORGE BRIDGE	177.3
–	HAGERMAN FOSSIL BEDS NATIONAL MONUMENT VISITOR CENTER	180.9
–	PUBLIC RV DUMP SITE	181.2
5	HAGERMAN VALLEY	181.7
–	HAGERMAN WILDLIFE REFUGE AND REST AREA	184.3
6	THOUSAND SPRINGS APPROACH	185.4
7	THOUSAND SPRINGS VIEW	187.0
8	SOUTH THOUSAND SPRINGS	188.7
9	AGRICULTURAL SCENES	191.0
–	BUHL VISITOR CENTER / RV DUMP SITE	202.6
–	CEDAR DRAW PARK	209.4
10	ROCK CREEK PARK	215.8
11	HANSEN BRIDGE	227.3
–	IFARM SITE	53.6
12	NORTH SIDE PERRINE BRIDGE	50.4
13	BUZZ LANGDON VISITOR CENTER	49.9

BLISS - Exit 137 from I-84 **(Note: Bold text designates a proposed interpretive site)**

<u>MP 171.6 - TURN OUT AT WEST END OF BLISS</u> - [RAILROADS] [HISTORY]

People love to watch trains, especially children. Trains were a major factor in the settlement of the west and the movement of goods prior to modern highways and trucks. Fossils from Hagerman were sent on trains to the Smithsonian Institution in Washington, D.C. during their excavations from 1929 through 1934. The Gridley family shipped desert mustangs from Bliss, and local ranches shipped sheep and cattle. The water tower in Bliss once used for steam locomotives is rare today.

<u>MP 171.9 – Picnic Table Turn Out</u> – Good View! – South side of US 30. [ORIENTATION] [GEOLOGY] including McKinney lava dam and [NATIVE AMERICANS] This would be a likely location for one of the duplicate information and orientation signs about the Byway.

MP 172.1 - BLISS GRADE (across from the firehouse)- south east side of intersection of US 30 and Old US30 [ORIENTATION, HISTORY and BYWAY INTRODUCTION]

A visitor rest area is proposed directly across the highway from the Post Office and could be a location for a Byway information sign and the City could provide local information. There are opportunities to interpret the, [GEOLOGY], [TRANSPORTATION] (Old US 30) from this site and may encourage people to access the sites described by the wayside exhibits. Input from the Bliss workshop indicated that people not be sent down the Bliss Grade due to unstable conditions and road surface. If the transportation wayside is included, signage could describe the road problem and discourage use by travelers. The city has identified the need for a possible bicycle camp area at this location to accommodate growing numbers of cyclists. Some travelers using exit #141 on I-84 may miss this location and enter US 30 at MP 172.6 towards Hagerman.

> SIDE: Malad Gorge State Park It is recommended because of highway safety and local resident concerns that visitors desiring to reach Malad Gorge State Park be directed via the interstate. The Idaho Department of Parks and Recreation has facilities, trails and interpretive exhibits in place. No camping facilities are provided at the park, but commercial sites are available nearby.

MP 173.3 - US 30 Existing Orientation Sign

It is suggested that the current Byway information site, approximately 1 mile from Bliss, on the plateau, is removed and the pullout eliminated.

MP 175.7 - CANYON OVERLOOK AND GRADE TURNOUT

After the highway starts down the grade, there is an existing turn out that could continue to be used. However, the existing Idaho Highway Historical Marker #300 about the Fossil Beds is causing confusion and could be modified to alleviate the problem; the National Monument which was created after this sign was installed is about 4 miles further north. A great site to interpret: [BYWAY ORIENTATION, SNAKE RIVER, BONNEVILLE FLOOD, GEOLOGY, BIRDS OF PREY, SALMON] and ancient Lake Idaho deposits in the rim rock across the river.

MP 177.3 - IDAHO POWER CO. PARK SITE Malad Gorge Bridge

[HYDROPOWER, FUR TRAPPERS] North side of the bridge, west of US 30, there is a small park / visitor rest site. The canal leading to a generator is adjacent. The Company could interpret hydropower and it's role in settling the area, plus the SIDE issues noted below.

> SIDE: Confluence - Snake River and Malad River (Idaho Power Company)
> On the south side of the Malad Bridge the Company provides public access to the rivers and is a potential interpretive site [HYDROELECTRIC production].
> SIDE: Lower Salmon Falls Reservoir West of US 30 (Idaho Power Company) A park and boat launch facility with docks are available. The company could add interpretation at the site [HYDROELECTRIC POWER, BOATING SAFETY, and SNAKE RIVER]
> SIDE: Billingsley Creek access – East of US 30, At the north city limits of Hagerman, there is signage for accessing Billingsly Creek. The Idaho Department of Fish and Game might like to provide some interpretation [WATER RESOURCES and the benefits to FISH & WILDLIFE].

HAGERMAN AREA

MP 180.8 – COLTHORP PARK – SW Cnr; [HISTORY], Whitman Monument to Oregon Trail

MP 180.9 - HAGERMAN FOSSIL BEDS NATIONAL MONUMENT VISITOR CENTER

(across from High School in downtown Hagerman, parking at Colthorp Park)
Fossil displays, audiovisual programs, and computer education programs are available. [ORIENTATION, FOSSILS, HISTORY, PALEO, CULTURAL]

SIDE: Hagerman Fossil Beds National Monument. Self-guided tour available for Monument lands, hiking trails and exhibits or Ranger guided tours depending on staff availability.

MP 181.2 - PUBLIC RV DUMP SITE FACILITY - south end of Hagerman [HISTORY].

Settlement of Hagerman Valley, historic buildings in sight and the Chamber of Commerce office is nearby. US Bank building was originally Colthorp Saloon.

SIDE: Bell Rapids Boat Dock – West of US 30 - Existing signs direct people to this public access. Could use clarification; this is now a reservoir, not rapids. Panoramic views of Fossil Beds [FOSSILS, GEOLOGY, BONNEVILLE FLOOD]. The local Transportation Committee may decide on access via the U.S. Bank road or near Buckeye Ranch; both are preferred.
SIDE: Thousand Springs Nature Conservancy - The Conservancy indicated it is not practical to handle a large number of visitors now due to limited access, facilities and staff. Although many visitors to Hagerman ask for directions, the Conservancy is not ready , but is considering boat access from across the Snake River further west. [AQUIFER, HISTORICAL, CULTURAL]

MP 184.3 - HAGERMAN WILDLIFE REFUGE AND REST AREA - The state rest area has a nice picnic area and toilets. There are hiking trails associated with the adjacent State Wildlife Refuge [MELON GRAVELS FROM BONNEVILLE FLOOD, WETLANDS, WATERFOWL]. Anderson Lakes are part of this complex accessible east of the rest area.

SIDE: Oster Lakes – National Fish Hatchery [FISHING, AQUIFER, WATERFOWL HABITAT]
SIDE: Idaho State Fish Hatchery Including Wildlife Management Area and Anderson Lakes. [AQUACULTURE, AQUIFER, COMMERCIAL TROUT PRODUCTION and FISHING]

MP 185.4 - GRIDLEY BRIDGE

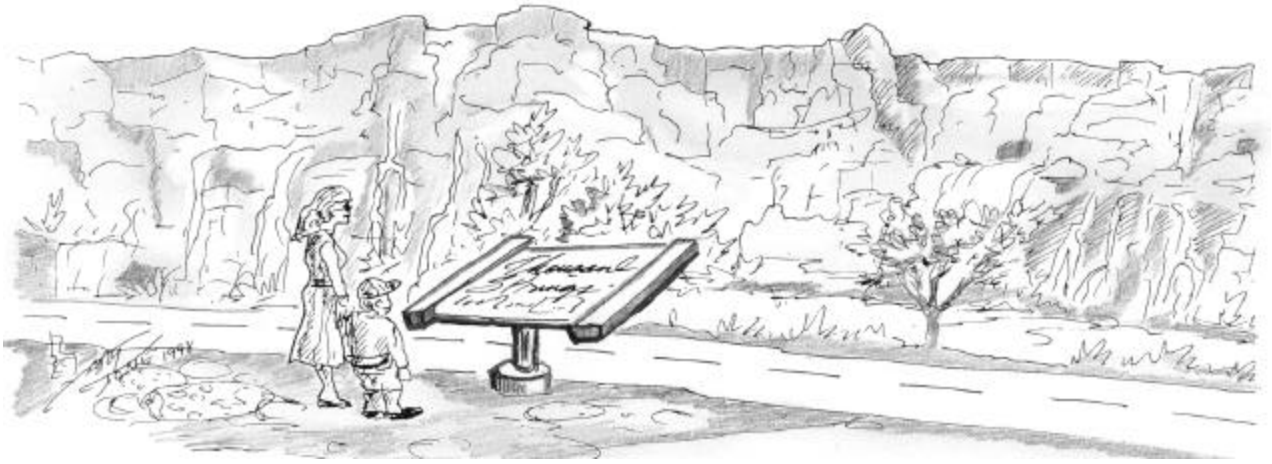
The Gridley Bridge crosses the Snake River close to the water surface of the Upper Salmon Falls Reservoir and provides views of Thousand Springs/waterfowl/boating/ and waterfront homes. Due to safety concerns, an interpretive site is not recommended here.

SIDE: Idaho Power Co. boat dock West of US30 at Owsley Bridge – [HYDROELECTRIC, SNAKE RIVER, NATIVE AMERICANS, MINING, CHINESE, TRANSPORTATION (Owsley Bridge)]. Public input recommended traffic not be encouraged on Owsley Bridge. Bridge history could be interpreted on Bell Rapids Rd.
SIDE: Hagerman Fossil Beds National Monument West of US 30; hiking, equestrian, and mountain biking trails and wayside exhibits that are wheelchair accessible. No developed vehicular access to the water. Hunting and fishing are allowed, consistent with Idaho Dept. of Fish and Game laws and regulations, from water level of the Snake River to 50 feet in elevation up the slope. [WATERFOWL, GEOLOGY, FOSSILS, OREGON TRAIL, NATIVE AMERICANS, BIRDS OF PREY HYDROELECTRIC,]

MP 187.0 - THOUSAND SPRINGS VIEW West of Sligars Resort Area

The existing Idaho Highway Historical Marker #166 for Thousand Springs and #204 for Salmon Falls, have some safety and visibility concerns. The access would be safer if a "Y" of a "T" entrance were constructed approximately 200 feet east of the existing turnout, with parking set further in from the highway. The site is on B L M property and the parking area can set further back from the road. There is an opportunity to build a short hiking trail to climb above the traffic and power lines for a good photography angle of the River and Springs. [THOUSAND SPRINGS, OREGON TRAIL]. This trail could also be connected to an old road grade further east where people could hike to the top of the lava bluff for a view. The existing state interpretive sign causes visitors to have their back to the subject and the suggested layout could alleviate that problem.

The Nature Conservancy manages the springs and would like to arrange for boat tours from a safe access. The site of the Paynes Ferry is also located on Conservancy property, but is accessed best from the next proposed site. It is best to interpret the things that people can see.



(Thousand Springs Interpretive Site and View)

MP 188.7 - GRAVEL STORAGE AREA, Idaho Transportation Department

a) An agreement with the State of Idaho Transportation Department is needed to allow for development of the wayside exhibit. The site could also benefit from a scenic easement with the property owners across US 30 to preserve the views. The interpretive opportunities are superb and there is a clear view of the Paynes Ferry site and old stage stop on the Nature Conservancy property. The Heron Rookery is visible on the island in the river and the remnants of an exploded volcano can be seen. [HOT SPRINGS, VOLCANOES, OREGON TRAIL CAMPSITE, U.S. CAVALRY AT FORT REED (cannot be seen well; should be part of an Oregon Trail panel), STAGE LINES, PONY MAIL, WAGON FREIGHTERS]

MP 189.5 – FISHING FALLS AND PAYNES FERRY

This is the existing Idaho Highway Historical Marker #330 for Fishing Falls and #206 for Paynes Ferry. However, neither site is in view from the pullout. It is recommended that the Ferry information be included at site #188.7

BUHL

MP 202.6 - BUHL CHAMBER OF COMMERCE VISITOR CENTER / RV Dump Site.

The visitor center could provide information on Side trips, barn tours, local City information and regional traveler information.[HISTORY, AGRICULTURE, AQUACULTURE]

SIDE: Balanced Rock [GEOLOGY]
SIDE: Clear Springs Visitor Center [AQUACULTURE]
Underwater view of a pond, including many species of trout and sturgeon. Clear Springs Trout Co. to determine desired visitor impact.
SIDE: River Road ; [ORCHARDS, RIVER ACCESS AND ISSUES]

MP 209.4 - CEDAR DRAW PARK AND REST AREA [AGRICULTURE, HISTORY, IRRIGATION] Site is already a nice stop but Twin Falls County is planning improvements - upgraded picnic facilities, restrooms and provide Byway information.

MP 210.3 - FILER

SIDE: Historical Tour opportunities for City of Filer [HISTORY]

MP 212.0 - INTERSECTION HWY 93 AND US 30 [ORIENTATION] Byway signage at approach to and at intersection.

SIDE: Nat Soo Pah; [AQUIFER, RECREATION]

US 30

Twin Falls County Museum - Exhibits of county memorabilia and photographs

TWIN FALLS

SIDE: Rock Creek Canyon and Park North Side of US30, [HISTORY, CULTURAL, GEOLOGICAL]
County Parks dept to determine signage of local and park features
SIDE: Old Towne Turn South on Shoshone St. [HISTORY] A variety of historic buildings, shops and access to Rock Creek Canyon is available in Old Towne.

HWY 30

SIDE: Kimberly [HISTORICAL] Note: this stop in Kimberly is
immediately adjacent to the Byway, but should still be considered a side trip
with the interpretation to be identified and developed by local organizations.
SIDE: Stricker Ranch [HISTORICAL, CULTURAL] A great side tour with existing interpretation and written materials available.

MP 227.3 - HANSEN BRIDGE Northwest side; needs development but provides a great view. Could include an overlook on the upper level with trails and access to the bench at the existing pullout below. The existing pullout is difficult to safely access by vehicles and could be eliminated when the new site is developed. [BYWAY ORIENTATION] (duplicate of Byway entrance signage at Bliss and at I-84 and 93), BONNEVILLE FLOOD, carving through the basalt, [CHINESE] (duplication of one at Perrine Bridge, [HUNT PARTY] (first white settlers to see canyon – could be part of another panel because it is a subject that cannot be seen), [CANALS], [RAPTORS], repeat of the Bliss overlook.

(Hansen Bridge Interpretive Site and Overlook)

SPUR ROUTE

MP 53.6 - IFARM SITE (I-84 and HWY 93 Intersection) [AGRICULTURE, IRRIGATION, CULTURAL and BYWAY INTRODUCTION INFORMATION] Site number may be more appropriate after the Hansen site, as this is both a spur and Byway entry site. Emigrant Road signage is available between the Perrine Bridge and the I-84 / HWY #93 interchange for northbound travelers

MP 50.4 - NORTH SIDE PERRINE BRIDGE [BONNEVILLE FLOOD / GEOLOGY, CHINESE, AQUIFER(S), VIEWING) Both this site and the Buzz Langdon Visitor Center provide opportunities for spectacular Canyon viewing and access to both sides of the bridge.

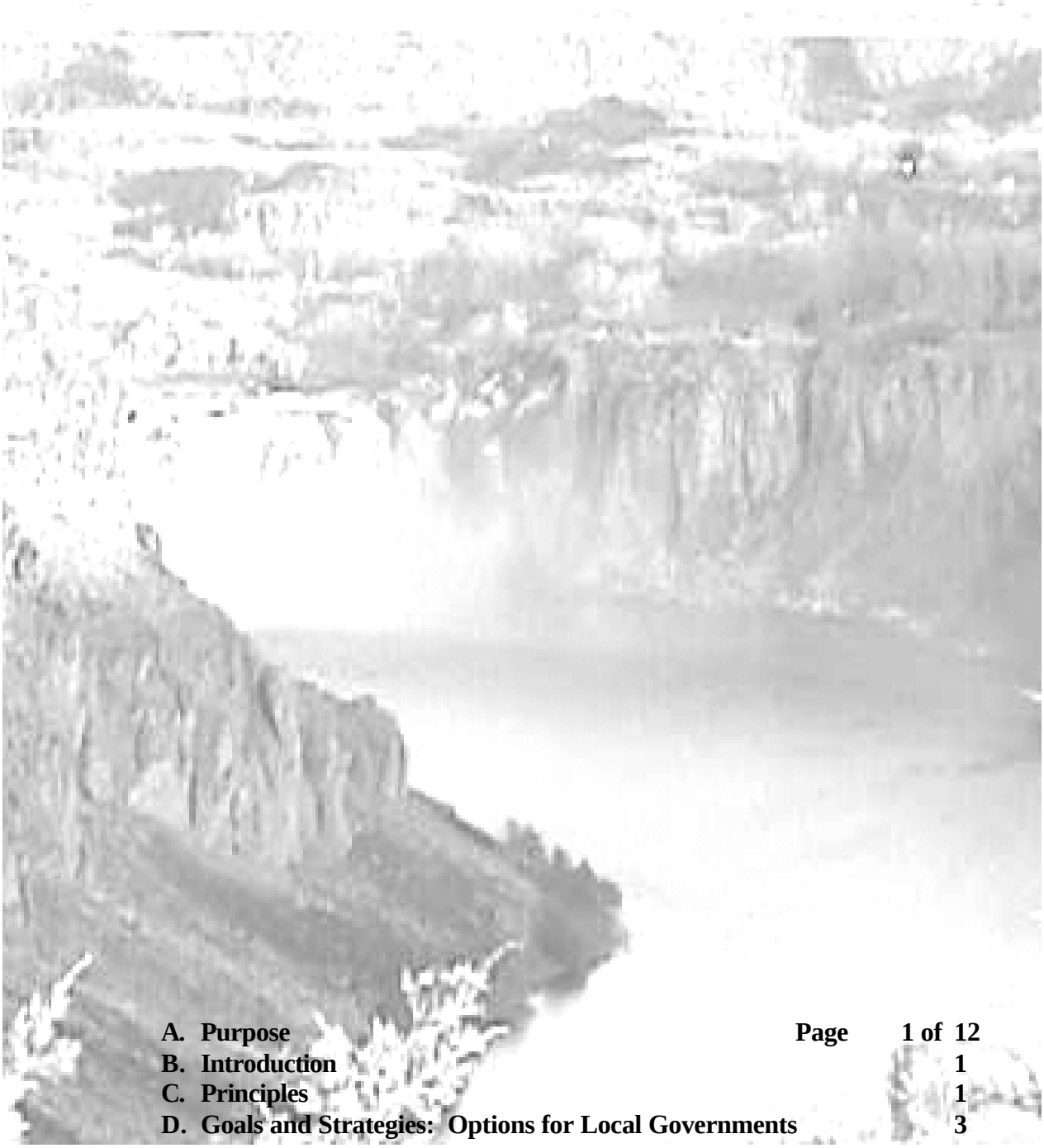
SIDE: Shoshone Falls; hydroelectric, geology, cultural, native American.
SIDE: Oregon Trail; historical emigrant trail and history

MP 49.9 - BUZZ LANGDON VISITOR CENTER [GEOLOGY, AGRICULTURE, CULTURAL, MINING, REGIONAL INFORMATION, BYWAY INFORMATION] Site could also include cultural exhibits to compliment the Byway interpretation and traveler information.

SIDE: Shoshone Falls; hydroelectric, geology, cultural, native American.
SIDE: Evil Knievel Jump Site, (LOCAL INTEREST)
SIDE: Pillar Falls Overlook at North end of Eastland; (GEOLOGY)
SIDE: Herrett Museum and Planetarium (CULTURAL, HISTORICAL, ARCHAELOLGICAL, ASTRONOMICAL)
SIDE: Airport Mural, (HISTORICAL)

Thousand Springs Scenic Byway Corridor Management Plan

PRESERVATION PLAN
Chapter Six



A. Purpose Page 1 of 12
B. Introduction 1
C. Principles 1
D. Goals and Strategies: Options for Local Governments 3

Thousand Springs Scenic Byway Corridor Management Plan

Chapter 6

Preservation Plan

A. Purpose

The purpose of this chapter is to inform local governments, land management agencies, and non-governmental organizations about the options they have for protecting the visual resources of the Thousand Springs Scenic Byway. Nothing presented here is required by state or federal law.

The options presented here should be evaluated and (if) implemented in a collaborative manner, involving governmental entities and private landowners to identify strategies and implement solutions that support the goals of both parties. These options should also be reviewed, based on the "Byway Plan Principles" identified in the Preface and Executive Summary.

B. Introduction

Will the Thousand Springs Scenic Byway make a positive contribution to the economies and civic pride of the counties and cities through which it passes?

The answer to this question depends, in large part, on the willingness of the communities along the Byway to ensure that its scenic qualities are not diminished by careless land development. This part of the Corridor Management Plan ...

... shows local governments the choices they can make to help maintain the Byway's visual appeal, keeping its historic, recreational, and other resources in a landscape setting that continues to attract visitors; and

... discusses the possible role of public agencies and nongovernmental organizations in protecting Byway resources through land acquisition, conservation easements, and other non-regulatory techniques.

This plan element begins with a statement of general principles and a brief explanation of the factual analysis on which it is based. That discussion is followed by a series of goals, each of which is accompanied by several strategies. The goals and strategies constitute options for consideration by the local governments, land management agencies, and nongovernmental organizations that have an interest in the byway.

C. Principles

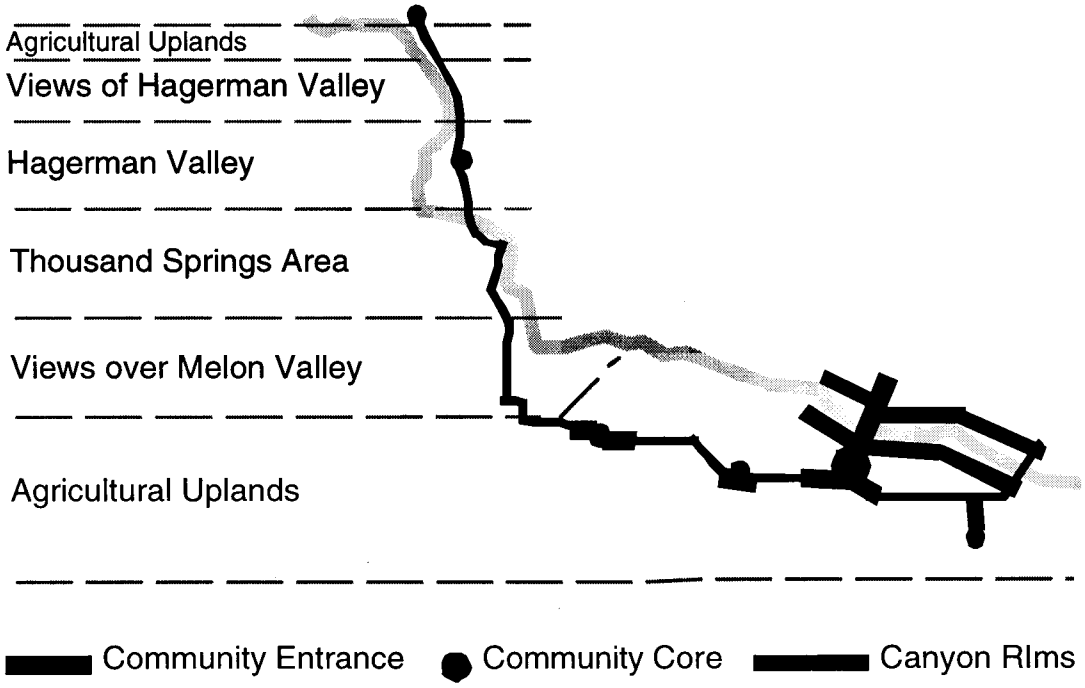
Preparation of this plan element was guided by the general principles explained here. The first is **adaptability.** There are definite differences between - and within - the communities along the byway and in their comprehensive plans and zoning ordinances. The options presented here do not attempt to make "one size fit all."

Instead, these recommendations are **layered** to give counties and cities choices to consider. Techniques that are reasonably easy to integrate into existing plans and ordinances are separated from more complex, but also more effective, planning tools.

- The techniques recommended in the first layer include ensuring safe access to the byway; buffering or screening conflicting uses; keeping buildings in scale with the surrounding landscape; continuing to require setbacks from the Snake River Canyon Rim, and controlling the type, number, size, and spacing of signs, while still providing for effective advertising by local businesses.

- The second layer features the regulatory and nonregulatory planning tools that could help communities derive maximum long-term benefits from the byway. These tools include the use of open space development patterns in rural landscapes, design review, and the acquisition of development rights in areas that are critical to the byway's continued scenic appeal.

Major Landscape Settings Along the Thousand Springs Scenic Byway



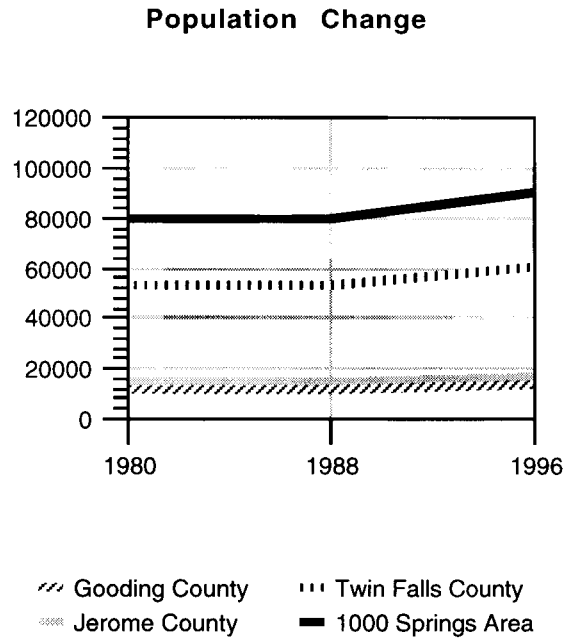
Sound planning also **responds to the land**. This plan element suggests that local governments tailor their byway preservation efforts to fit the different landscapes found along the route. Major landscape settings are shown on the map below.

All of the techniques described here can help cities and counties **accomplish multiple goals**. Protecting views along the byway can also promote local economic diversity, keep agricultural lands in production, help communities maintain links with their past by preserving historic sites, and advance other local planning goals.

Background

Before presenting the goals and strategies, it seems appropriate to briefly examine the need for action to protect byway resources. If little land use change is expected, byway protection will be relatively easy. If the local population continues to grow at an annual rate of over two percent — as the chart at right shows it has during the 1990's — there will be a growing demand for rural land for development. In fact, the American Farmland Trust's recent *Farming on the Edge* report classifies the farmlands of the Central Snake River Plain as among the Top 20 most threatened in the nation.

The options presented in this plan element are based on the principles set forth in Section II and background information presented in other elements of this Corridor Management Plan, including the inventory of byway resources that appears in the Appendix. They are also based on a field trip along the byway, the delineation of landscape settings mapped on page 2, and a review of the comprehensive plans and zoning ordinances presently in effect along the byway.



D. Goals and Strategies: Options for Local Governments

Goal #1 Counties and cities along the Thousand Springs Scenic Byway could add a Thousand Springs Scenic Byway policy to their comprehensive plans. That policy could be based on this Corridor Management Plan.

The Thousand Springs Scenic Byway policy could be added to the economic development, recreation, or special areas or sites components required by I.C. 67-6508. It could also be cross-referenced in related comprehensive plan components, including the policies on the Snake River Canyon Rims that are already found in the City of Twin Falls and Gooding, Jerome, and Twin Falls County comprehensive plans.

Goal #1 Strategy

A Thousand Springs Scenic Byway policy could have three parts. It could begin with background information, including the location of the byway and byway resources, and reasons why the byway is important to the community. Background information could be followed by a general policy statement and specific implementation strategies. A model for the first two parts is presented on page 4. The implementation strategies can be taken from this plan component, with any changes needed to fit the community.

Amendment Procedures

A Thousand Springs Scenic Byway policy must be amended into a comprehensive plan using the process spelled out in I.C. 67-6509. Idaho law limits amendments to every six months, so a city or county may want to make other updates at the same time it adds a byway policy. Zoning amendments must be made using the process established by I.C. 67-6511.

Model Comprehensive Plan Policy for the Thousand Springs Scenic Byway

Background. The Thousand Springs Scenic Byway passes through County/City of, as shown on Map ?.

NOTE: A map example is not provided here. The byway should be added to a plan's future land use map and/or separate maps showing recreational facilities and/or special areas and sites. The map should show byway resources, as well as the route. It may also be necessary to incorporate the landscape settings map. If so, be aware that the version on page 2 is rough, and should be refined for use in a particular jurisdiction.

The byway offers one possible basis for the diversification of our predominantly agricultural economy. Agriculture and related industries accounted for of X% of all economic activity in County in 199?. Providing improved facilities and services for the approximately 138,000 travel parties that currently use the byway, and promoting the byway so that it will attract more tourists, may provide a viable supplement to our local economy.

NOTE: This is an example only, although it seems pertinent to the communities along the Thousand Springs Scenic Byway. Information on the structure of local economies may be obtained from various sources, including University of Idaho Extension specialists, the Center for Business Research and Services at Idaho State University, and consultants. A local planning and zoning commission can also obtain guidance on how to conduct its own economic analysis by ordering Community Economic Analysis: A How To Manual *from the North-Central Regional Center for Rural Development at Iowa State University.*

Promoting the Thousand Springs Scenic Byway, and protecting the resources that also complements other goals of this plan ...

NOTE: Complementary goals, which may come from the economic development, land use, hazardous areas, recreation, and special areas or sites components of the plan should be listed.

Policy #. County/City of will strive to diversify its economy and achieve other planning goals (the other goals could be cited here) by actively participating in the promotion and management of the Thousand Springs Scenic Byway. County/City of hereby incorporates the *Thousand Springs Scenic Byway Corridor Management Plan* into this comprehensive plan by reference. County/City of will participate in the local committee for the byway and assist, as feasible, in implementing the interpretive, marketing, and transportation elements of the corridor management plan. County/City of will also amend its zoning ordinance and other land use regulations to be generally consistent with the recommendations of the preservation element of the management plan.

Strategies. Implementation strategies may be selected from among the strategies presented in this plan element, with modifications to fit the community.

Many of the options presented in this plan component would necessitate amendments to local ordinances. Italicized annotations will briefly expand on the strategies, but providing detailed examples of ordinance language is beyond the scope of this document. Examples of how the "Layer 1" strategies for implementing Goals 2 and 3 have been used in other communities are reasonably easy to find. Local governments should seek the assistance of a competent, certified professional planner in designing the "Layer 2" techniques needed to implement Goals 4-7.

The "Layer 1" recommendations for local governments begin here.

Goal #2 Counties and cities along the Thousand Springs Scenic Byway could ensure that new development is compatible with the safe functioning and continued scenic value of the byway.

The strategies that could be used to implement this policy constitute a minimal first "layer" of byway preservation measures. Adopting these options would have multiple benefits for any community, with or without a byway, that values its quality of life.

Goal #2 Strategies

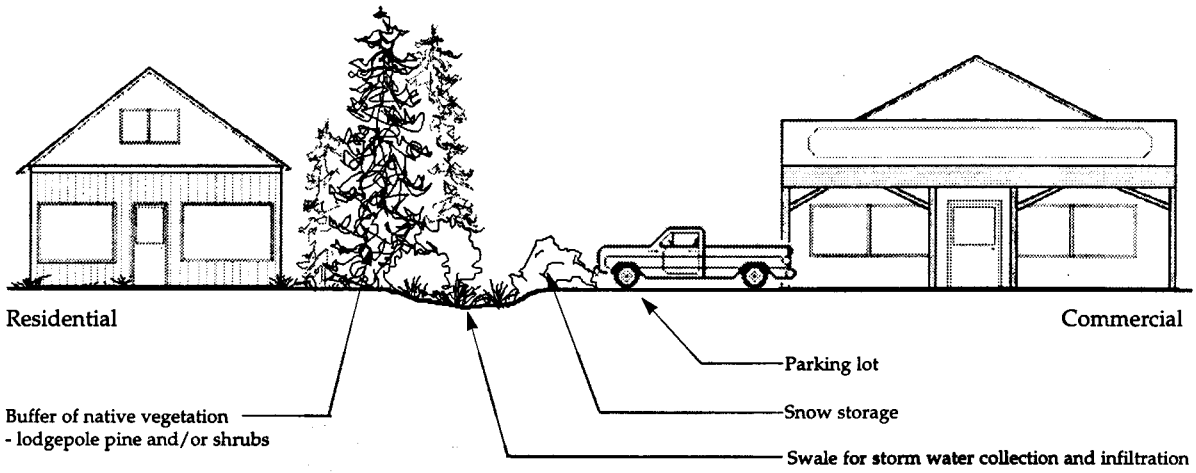
1. Require safe access to the byway. The comprehensive plan could provide a policy basis for standards that require the proper alignment and grading of access driveways and adequate sight distances at all points of access to the byway. Where required, approaches to the byway should be approved by the Idaho Transportation Department before the development receives a local permit. Local highway districts could be involved in developing access standards that will be used throughout the community.

Detailed model approach standards can be obtained from the Local Highway Technical Assistance Council in Boise (1-800-259-6841). Basic standards are available in sources like the Subdivision and Site Plan Handbook *by David Listokin and Carole Walker (published by the Center for Urban Policy Research: 1-732-932-3133).*

2. Mute the impact of parking and loading areas with landscaping. Byway travelers can see asphalt anywhere! New parking and loading areas could be buffered from the byway by a planting strip that is a minimum of eight feet in width, and contains at least four street trees for each 100 lineal feet of planting strip. Counties and cities could also require landscaping within large parking lots. This not only improves the community's appearance and appeal to travelers, but can have energy conservation benefits (reducing cooling costs for the adjoining buildings in summer) and make shopping more pleasant for local people.

A 'street tree' can be any of many deciduous species that are hardy in south-central Idaho and attain a height of at least 30-35 feet. The Green Ash and Norway Maple are common examples, but using a variety of species will combat insect and disease problems. Examples of parking lot landscaping standards can be found in Planning Advisory Service Report No. 335, Parking Lot Landscaping *(available from Planner's Book Service, 1-312-786-6344).*

3. Commercial and industrial development in Community Entrance settings and rural areas could be effectively buffered or, depending on its nature, screened from the byway and byway resources. Buffering and screening is generally not appropriate in the Community Core — where the historic land use pattern places businesses immediately behind a wide sidewalk — but could be required at Community Entrances or where isolated commercial or industrial uses are permitted in rural landscapes. Appropriate depth and density of a buffer, and the need for screening vary with the use.



Examples of buffering requirements can be found in the Twin Falls Zoning & Subdivision Regulations *(see 10-7-12, which sets a minimal requirement for landscaping along arterial streets); the* Parking Lot Landscaping *report cited under 2.B.; and other sources. Screening requirements should never rely on a fence or wall alone: accessible fences and walls can be very inviting to vandals with spray paint.*

4. Continue to protect the canyon rims. The City of Twin Falls and Gooding, Jerome, and Twin Falls Counties could continue to require substantial setbacks from the Snake River Canyon Rim.

Building near the canyon rim presents safety, as well as aesthetic, issues. These issues are already addressed in local comprehensive plans and zoning ordinances.

5. Keep buildings in scale with the surrounding landscape. Implementation of this strategy would vary with the landscape setting. Travelers will expect substantial buildings in the Community Core and large buildings with reasonable setbacks at Community Entrances. But bulky buildings — with the exception of elevators, granaries, and similar traditional farm structures — are not consistent with the rural landscape settings of the Thousand Springs Scenic Byway.

It is difficult to write effective bulk regulations for rural areas where there are large agricultural structures, like potato cellars. The best way to keep building in scale is to limit the uses permitted. Where that is not possible, counties could consider limiting building height within 1,320–2,640 feet of the byway to 35 feet of less. Deep setbacks and landscaped buffers (see 2.C.) would also help reduce the apparent bulk of commercial and industrial buildings.

6. Limit the type, number, size, and spacing of signs to be compatible with the scenic values of the byway. Off-premise signs along U.S. Highway 30 are regulated by the Idaho Transportation Department, but ITD's regulations interact with local zoning. Counties and cities should understand that extending commercial or industrial zoning along the U.S. 30 may result in a proliferation of billboards. On-premise signs — and off-premise signs along Idaho State Highway 50 — could be regulated by counties and cities. Signs are also addressed in Goal #12.

Most jurisdictions along the byway already regulate signs, but without recognizing that different standards may be needed along a scenic byway. Planning Advisory Service Report No. 419, Sign Regulation for Small and Midsize Communities, *provides a model for local sign ordinances.*

Goal #3 Re-development of sites along the Thousand Springs Scenic Byway could be required to comply with the Strategies for Goal 2.

Goal #3 Strategy

Counties and cities could require nonconforming uses to come into compliance with standards for safe access, landscaping, and signs in order to obtain a permit for any major expansion or change in use, or a new sign. Nonconforming uses have a right to continue (unless they constitute a public nuisance), but can be required to come into compliance with new standards when a change is proposed.

"Layer 2" recommendations for local governments begin here.

Goal #4 Agriculture should continue to be the predominant land use in the Agricultural Uplands, Hagerman Valley, and Views of Hagerman Valley landscape settings.

The Thousand Springs Scenic Byway will eventually lose much of its appeal to visitors if Gooding, Jerome, and Twin Falls Counties do not implement their comprehensive plan policies for the protection of agricultural lands. All three counties have policies that discourage conversion of agricultural lands to other uses, but none has adopted exclusive farm use zoning, or imposed more than minimal restrictions on residential development in their agricultural zoning districts.

Goal #4 Strategies

A. The Agricultural Uplands, Hagerman Valley, and Views of Hagerman Valley landscape settings should be zoned for farm use. Related industrial development and accessory uses, like home occupations, can be permitted, but residential and commercial development is generally not compatible with the long run viability of agricultural operations.

A complete explanation of agricultural zoning and related planning tools is beyond the scope of this document. Two helpful references are the American Farmland Trust's Saving American Farmland *(order from AFT at 1-800-370-4879) and* Holding Our Ground: Protecting America's Farms and Farmland *by Tom Daniels and Deborah Bowers (Island Press, order from a bookseller).*

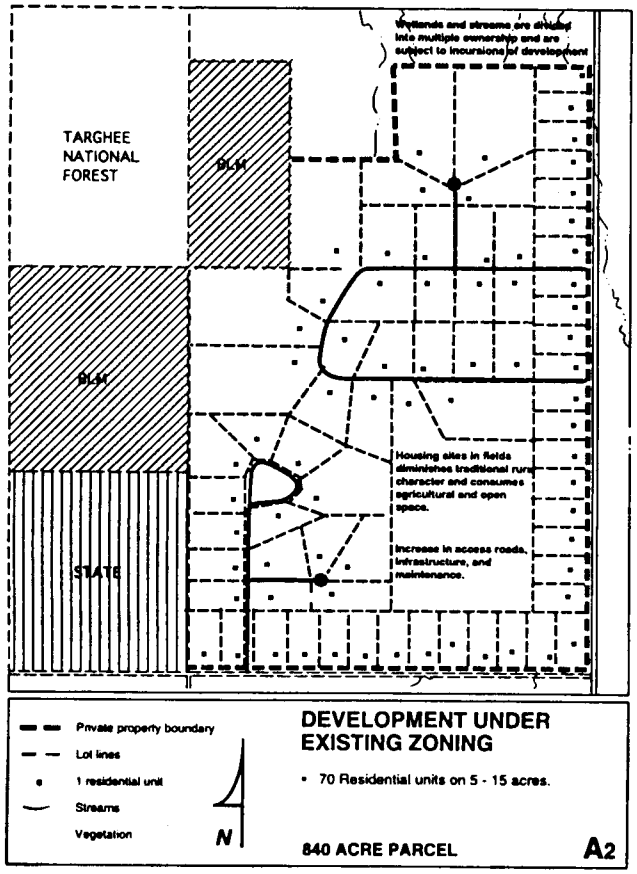
The Cost of Community Services

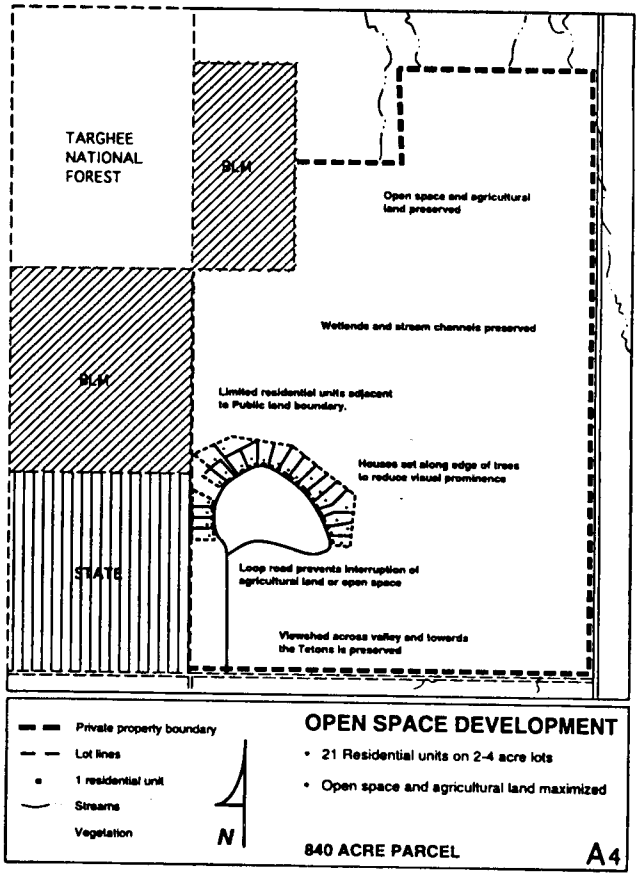
Rural residential development can be an expensive proposition for the general taxpayer. A recent study by the University of Idaho found that for every dollar in county revenues generated by residential uses in Cassia County, those uses required $1.40 in county services. Agricultural lands required only $0.45 in county services for every dollar in county revenues they generated. Ratios in Canyon County were $1.43:1.00 and $0.62:1.00, respectively. Similar results have been obtained in studies throughout the nation.

B. Where residential development is permitted in the Agricultural Uplands, Hagerman Valley, and Views of Hagerman Valley landscape settings, it could follow an open space development pattern.

An open space development pattern is one in which the development rights assigned to a farm or other rural property are used in a relatively small area. This can keep land in production, or at least open space; minimize development costs; and control the long run costs of providing public services It can also help preserve the character of the agricultural landscape, with small clusters of homes mimicking traditional farmsteads. The drawings on page 8 — which were originally prepared for the Clark County, Idaho comprehensive plan — show the contrast between a conventional subdivision

and open space development of the same site. A primer on open space development is Randall Arendt's Conservation Design for Subdivisions: A Practical Guide to Creating Open Space Networks *(Island Press, order from your bookseller).*





Open Space Development Examples

and open space development of the same site. A primer on open space development is Randall Arendt's Conservation Design for Subdivisions: A Practical Guide to Creating Open Space Networks *(Island Press, order from your bookseller).*

Goal #5 Rural residential development in the Melon Valley area could be designed to maintain scenic views from the byway. The county should work with landowners to develop cooperative solutions to meet the needs of the byway and landowners. Where necessary, the county use open space development patterns and techniques such as PUDs, which support Byway goals and meet the needs of landowners.

The Twin Falls County Comprehensive Plan designates much of the Views Over Melon Valley landscape setting for rural residential use. Rough terrain makes the valley marginal for agriculture, but residential development there could conflict with views from the byway toward the Snake River.

Goal #5 Strategy

The impact of rural residential developments in the Melon Valley area on views from the Thousand Springs Scenic Byway could be carefully evaluated. Where necessary, the county could require the use of open space development patterns to maintain view corridors.

Adoption of this recommended strategy would affect only a small portion of the Melon Valley. Most of the area is not visible from U.S. Highway 30.

Goal #6 Critical sites in the Thousand Springs Valley landscape setting could be protected with scenic easements. Design review may also be an appropriate planning tool in this landscape.

Local land use regulations will have limited effectiveness in ensuring that development, including the re-development of existing uses, is compatible with byway views and resources in the narrow Thousand Springs Valley. The relationship of the highway, the private lands, the river, and the springs in this landscape guarantees that development will be visible.

Goal #6 Strategies

1. Gooding, Jerome, and Twin Falls Counties could encourage interested organizations, including the Southern Idaho Land Trust and the Nature Conservancy — which already owns land in the valley — to acquire scenic easements in the Thousand Springs Valley, and other critical areas along the byway. See Goal #9 for more on scenic easements.

2. The landscaped buffer requirements and limitations on signs called for by Goal #2 could help mitigate the impact of commercial development in the Thousand Springs Valley. The counties could also consider the need for a design review process in this area. See Goal #7.

Goal #7 Design review could be used to help maximize the visual appeal of the Thousand Springs Scenic Byway. If used, the design review process should be based on the guidelines and character of the affected area as determined by the local entities.

Goal #7 Strategies

1. Design review could help cities obtain maximum economic benefits from the byway by maintaining the traditional rural and small town character travelers have come to see. A design review process that emphasizes preservation or restoration of historic structures — or the use of historic architectural themes in new structures — could also help maintain a community's sense of its own history.

The byway will do little for local economies if travelers are not attracted (in fact, invited!) to stop. Design review is a process in which the site planning and architecture of new developments, and new signs, are required to meet pre-adopted guidelines. This process could help maintain and, where necessary, restore an appealing small town image in Community Core settings. It could also improve the appearance of Community Entrances. Cities should seek professional assistance in tailoring useful, defensible design review guidelines to fit their needs.

2. Design review may also be an appropriate tool to use in the Thousand Springs Valley.

As noted in Goal #6, recreational development, or re-development, in the Thousand Springs Valley will have a major impact on the byway. Relatively simple design review standards could help retain the small-scale, rural resort character of the valley — a goal that is clearly in keeping with the results of the Fall 1997 public meetings held for the byway planning process.

Goal #8 Local elected officials, planning and zoning commission members, and staffs could receive training in the use of byway preservation techniques.

Strategy for Goal #8

Publication of this plan could be supplemented with a training session that helps local officials learn more about how they can build byway protection into their plans and ordinances. The Thousand Springs Byway Local Committee could also sponsor future trainings on specific planning tools.

Goals and Strategies: Recommendations to Nongovernmental Organizations

Goal #9 Important views and resources along the Thousand Springs Scenic Byway could be protected by scenic easements on adjoining lands.

A scenic easement is a type of conservation easement. It removes the right to develop from a parcel of land that has important scenic values. The owner grants the easement to a third party, which is usually a not-for-profit land trust, but could be a county or city. Scenic easements may be obtained by purchase or donation. Either way, the owner may qualify for federal and state income tax benefits. Grant of an easement also reduces the value of the property for inheritance tax purposes.

Goal #9 Strategy

The Thousand Springs Byway Local Committee could work with public agencies and nongovernmental organizations, including the Southern Idaho Land Trust, to acquire scenic easements along the byway.

This Corridor Management Plan can serve as a basis for setting priorities for the acquisition of scenic easements, with viewsheds from the interpretive sites identified in the interpretive element taking top priority. More information on conservation easements can be obtained from the Southern Idaho Land Trust or the farmland protection references cited under 4.B.

Goals and Strategies: Options for Federal and State Agencies

Goal #10 The Bureau of Land Management could protect byway views onto lands under its administration. BLM could also cooperate in the development and interpretation of byway resources.

Goal #10 Strategies

1. BLM could manage the Snake River Canyon rims visible from the Hansen Bridge as a Class 2 visual resource, except as provided by 10.B.

BLM's visual resource management program places land in one of five classes. The management objective for Class 2 visual resources is:

> *Changes in any of the basic elements (form, line, color, texture) caused by a management activity should not be evident in the characteristic landscape. Contrasts are seen, but must not attract attention. (Bureau of Land Management,* Visual Resource Program, *1980)*

2. BLM could work with the Thousand Springs Local Byway Committee and Jerome County to develop a scenic overlook on its land west of the Hansen Bridge.

Most of the Snake River Canyon rim west of the Hansen Bridge is in federal ownership. This includes a site on the northwest side of the bridge that offers excellent down canyon views. A scenic overlook at this spot would be an ideal entry point for the byway. Providing safe access to the BLM site will probably require acquisition of some adjoining private land.

3. BLM could manage its lands along the U.S. Highway 93 part of the byway as a Class 2 visual resource. BLM could also consider participating in land exchanges that would ensure permanent open space use of all lands along this part of the byway.

The public lands along U.S. 93 north of Twin Falls would ordinarily be managed as Class 3 or Class 4 visual resources, permitting more intense — or at least more visible — activities. Greater emphasis on scenic values is justified here by the traffic volume and because these lands include historic (Oregon Trail) and geologic (Bonneville Flood) resources, as well as the byway.

4. BLM could work with the Thousand Springs Byway Local Committee and Twin Falls County to develop an improved parking area, trail, and viewpoint on its lands in the Thousand Springs Valley.

The improvements recommended in this strategy would be at the existing pull-out for Idaho Highway Historical Marker 166 (MP 187), "Thousand Springs." See the interpretive element of this Corridor Management Plan for more details.

5. BLM could help protect the views across the lower Hagerman Valley by managing its lands west of the Snake River as Class 2 visual resources.

BLM lands provide the background for most of the views from the highway descending into the Hagerman Valley, including the excellent view from the pull-out for Idaho Highway Historical Marker 300 (MP 175.7), "Fossil Beds."

Goal #11 The Idaho Department of Lands could consider the impacts of potential development on the scenic qualities of the byway when deciding how to manage or dispose of state lands along U.S. Highway 93 north of Twin Falls.

Goal #11 Strategy

The Idaho Department of Lands could consider land exchanges and other means of leaving the lands along the U.S. 93 portion of the byway in permanent open space.

There are state lands on both sides of the first 1.5 miles of U.S. 93 north of Twin Falls. The Idaho Department of Lands is charged with maximizing revenues from these lands. In this case, that mission would be best accomplished by exchanging state lands along the byway for lands that are more suitable for development.

Goal #12 Businesses along the Thousand Springs Scenic Byway could be able to display on-premise signs within the framework of local sign regulations (see 2.F.), but off-premise signs are generally incompatible with a scenic byway.

Existing outdoor advertising along the rural portions of the byway appears to be either in compliance with Idaho Transportation Department rules and regulations, or "grandfathered" (nonconforming), with a right to continue.

Goal #12 Strategies

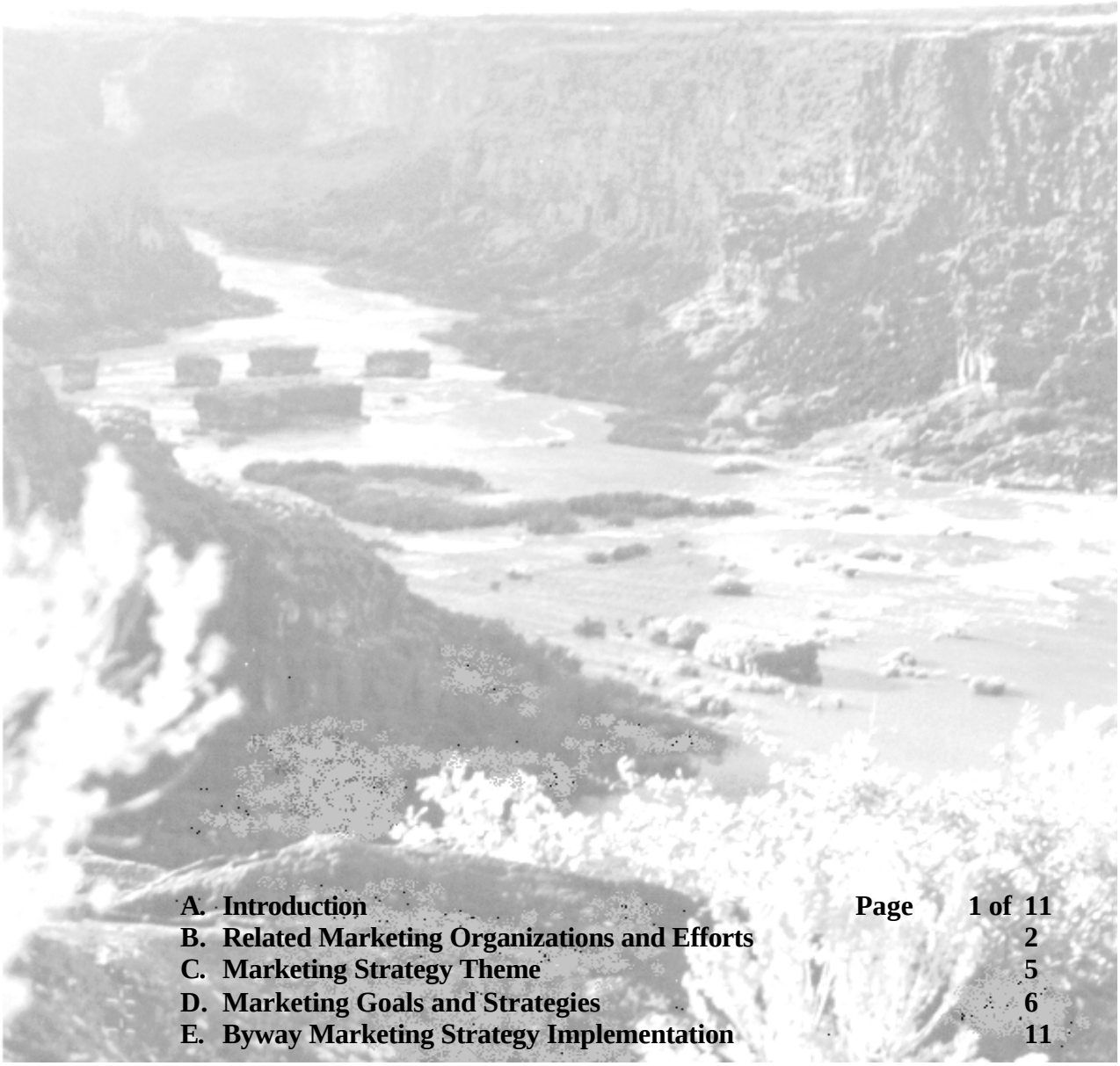
1. The Idaho Transportation Department could designate the rural portions of the Thousand Springs Scenic Byway Corridor as a "scenic area" within the meaning of its 'Rules and Regulations Governing the Control of Outdoor Advertising ... ." This will prevent new off-premise signs along the byway portion of U.S. Highway 30.

2. Jerome and Twin Falls Counties could prohibit off-premises signs along the byway portions of Idaho State Highway 50.

3. The Thousand Springs Scenic Byway Committee could work with ITD and other interested agencies or organizations to purchase and remove existing billboards in critical locations. Billboards are not a major distraction from byway values, but there may be places where acquisition and removal of a billboard would complement a particular view.

Thousand Springs Scenic Byway Corridor Management Plan

MARKETING STRATEGY
Chapter Seven



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Thousand Springs Scenic Byway Corridor Management Plan

Chapter 7

Marketing Strategy

A. Introduction

The Thousand Springs Scenic Byway presents an incredible array of scenic, natural, cultural, historical, paleontological and geological resources. The Snake River and Canyon, Thousand Springs, Hagerman Fossil Beds, Snake River Aquifer, Shoshone Falls, Oregon Trail, Thousand Springs Preserve, Malad Gorge and region's substantial agricultural development are just a few of the outstanding features in and along the Byway. Together, these resources attract thousands of visitors to Southern Idaho each year and the Thousand Springs Byway is the primary access to many of these resources. [1]

As part of the development of the Region IV Tourism Plan, the University of Idaho conducted a traveler survey in 1995. The results revealed that over 2 million travel parties passed through the region during the year and together they spent nearly 100 million dollars in traveler-related expenses. While these dollars were spent throughout the region, a proportionate amount was also spent at sites along the Thousand Springs Byway.

By comparison, of the 2,000,000 travel parties in the region, only 138,000 traveled the Byway and only 21% of all travelers to Idaho stopped in Region IV. Of those travelers visiting Region IV, 63 % were traveling to the Region to visit friends and relatives within the Region. [2] These facts illustrate some basic needs for an effective marketing plan.

- **First -** to identify the Thousand Springs Scenic Byway as a unique and world-class area with a variety of natural, cultural and scenic resources and opportunities
- **Second -** to educate area residents to the world class resources, opportunities and services available along the Byway so they might assist in the individual marketing and promotion
- **Third -** from the travelers, who are already passing through the region, increase the number of travelers who enter and stop along the Byway, at locations as determined by local residents.

The challenge for Byway marketing and promotion is to support the Byway's economic goals while managing the impact of Byway uses according to the desires of Byway residents and with respect for Byway resources. The most critical tool in achieving this difficult goal is an appropriate and effective Marketing Strategy.

The marketing strategy for The Byway is be designed to identify and present the Byway appropriately as it relates to it's location in South Central Idaho and the State of Idaho. The strategy will also be developed to coordinate with the goals and marketing strategy of the South Central Idaho Tourism and Recreation Development Association, which is the primary tourism

[1] Rural Tourism Development Plan: Travel Region IV; Idaho Department of Commerce, Division of Economic Development; April 1995; table #1 page 4.

[2] Rural Tourism Development Plan: Travel Region IV; Idaho Department of Commerce, Division of Economic Development; April 1995.

management organization in the region. Finally, it will include a series of specific goals and strategies based on input gathered as part of the Byway planning process.

To be truly effective, the marketing strategy is designed to coordinate with the Byway Plan's Interpretive and Transportation plans. The marketing plan will identify the Byway as a transportation corridor that provides access to many of the Region's resources, attractions and opportunities. It will also serve as the promotional interface to the variety of educational and promotional efforts offered to enhance traveler experiences while on the Byway.

Most importantly, the marketing plan will reflect the values and perspectives of the residents along the corridor and in the Region. In some cases, this may require de-marketing of some of the Byway's resources, as identified by residents along the Corridor.

Although the Byway marketing strategy will be coordinated with other marketing efforts in Region IV and the State, the Byway itself remains a separate and identifiable area and opportunity in South Central Idaho. Finally, effective and appropriate implementation of the marketing strategy is dependent upon the careful management of the Local Byway Committee and the cooperative implementation by resource managers, facility operators, private support service operators, elected officials, agencies and community residents.

B. Related Marketing Organizations and Efforts

The Thousand Springs Byway is fortunate to be located within perhaps the most cooperative and organized region in Idaho. There is a number of local, regional and statewide tourism planning and marketing organizations in the Byway area and their efforts both effect and create opportunities for the Byway marketing strategy and promotion program. In order to understand the background and justification for the Byway marketing strategy, it is important to understand the types and roles of these related organizations. A brief review is listed below and the contact names and addresses are included in the appendix.

South Central Idaho Tourism and Recreation Development Association: The most significant regional organization involved in planning and implementing marketing efforts for the region is the South Central Idaho Tourism and Recreation Development Association; "The Association". The Association is a private non-profit organization with public and private representation from thirteen counties across the Snake River Plain. It was created in 1995 as a recommendation of the Region IV Tourism Development Plan [3]. Their mission is to:

"Promote and support public and private partnerships, in order to provide tourism and recreational visitor services, ensure appropriate use of regional, cultural, and natural resources, stimulation of economic development and job creation."

Although the Association has no full-time permanent staff, it provides overall regional coordination and planning to develop and implement a managed system for tourism and recreation activities in the region. The Association's volunteer board of Directors meets monthly

[3] Rural Tourism Development Plan: Travel Region IV; Idaho Department of Commerce, Division of Economic Development; April 1995.

at various locations throughout the region to manage the activities of the Association and to coordinate with local groups, organizations and agencies.

The Association has developed an overall management strategy for the region's tourism and recreation services and a new theme for the expanded region**; "Ride the Great Rift, *the Snake River Plain*".** The theme depicts the region's common geologic resources and the variety of activities or "rides" that are available in the region.

Due to the Association's broad-based management approach, they could be viewed as the umbrella under which the other local and regional marketing and promotion efforts, including those for the Thousand Springs Scenic Byway, are planned and implemented. Coordination of the Byway marketing strategy and programs with the efforts of the Association will deliver a more effective marketing program for the Byway and help maintain coordination in the region.

Local Chamber's of Commerce:

Twin Falls: The largest and most active in the Region and the Byway, the Twin Falls Chamber of Commerce maintains a full-time staff, office and the Buzz Langdon Visitor Center. The visitor center, which operates seasonally, is located on the south rim of the Snake River Canyon adjacent to the north end of the city and on the Byway at U.S. Highway #93.

The Chamber implements a variety of specific City and "Greater Twin Falls" marketing efforts. They include Citywide and specific event brochures, billboards, and printed advertisement campaigns, radio announcements and special promotions. In addition, the Chamber is responsible for the production of a variety of special events, such as Summer Concerts, Art in the Park, OctoberFest, Annual Chamber Picnic and Auction, Car Show and the Agricultural Tour.

Kimberly: The City of Kimberly has no formal Chamber of Commerce office or staff. However, the City is active in promotion of the community and local events. The annual fireworks display, held at Christmas time each year is a local and regional favorite.

Buhl: The City of Buhl has a very active Chamber of Commerce and maintains a full-time staff, year-round programs and a new visitor center facility. Buhl Chamber services include business development and retention, coordination of many community activities, education programs and promotions for a myriad of special events such as Buhl Sagebrush Days in July. The Chamber utilizes printed materials, radio advertisements, brochures and specific event publications to assist in the promotion of the City and local events.

Filer: The City of Filer maintains a Chamber director position, although not on a full-time basis. They are primarily a volunteer organization with responsibilities in promoting community events, business development and coordination with the Twin Falls County Fair, due to the fairgrounds location in Filer.

Hagerman: Hagerman also maintains a very active and successful community Chamber of Commerce. They support business development, education, retention and several large community events, including Hagerman Fossil Days and the Hagerman Bird Festival. They maintain a chamber office and a part-time volunteer Chamber Director and Board to work

closely with many local businesses and organizations to assist in promotion, fund raising and other cooperative efforts.

Bliss: The City of Bliss does not maintain a formal Chamber of Commerce office or staff. Promotions for the community are done on a volunteer basis and in conjunction with other and related community groups.

Jerome: Although the City of Jerome is not technically on the Byway, the Jerome City area of Impact does include the Byway spur route of Highway #93 to I-84 and as a result is included in this review.

The Jerome Chamber of Commerce maintains a full time Executive Director and other volunteer staff. Their services include promotions, business education and retention and utilize radio, television, magazine and newspaper ads for promotion. They also sponsor a number of regular events and annual functions. Jerome also has a specific interest in the Jerome County Byway section, which is an entry to Jerome County and upcoming City services. Jerome may also benefit from an increasing number of travelers visiting resources on the North side of the Snake River Canyon.

Region IV Travel Committee: The Region IV Travel Committee is a private non-profit volunteer organization with 3 representatives from each of the six counties of Region IV; Jerome, Gooding, Twin Falls, Lincoln, Minidoka and Cassia. The Committee's focus is to coordinate the marketing and promotion efforts of the region through the administration of the Idaho Department of Commerce Travel Council (ITC) Grant Program.

The ITC funds are derived from the "bed tax" assessed by hotels, motel and campgrounds throughout the state. Approximately 50% of the funds are used by the Idaho Department of Commerce division of tourism development for statewide promotion efforts. The remaining 50% is distributed on a pro-rated basis back to each of the State's seven travel regions for their use in promoting local and regional events. In FY 1998, these funds provided approximately $135,000 in grant funds to Region IV, which must be matched with local cash or in kind services.

Some examples of promotional activities funded previously through the ITC grant program in Region IV include regional brochures, AAA and Sunset magazine advertising as well as joint funding of the "Exploring Idaho" TV show. ITC funds are also used for design and production of informational maps, educational video design and production, special event brochure design and production, traveler research, trade shows exhibits and radio and television promotional programs. Region IV's ITC grants funds are the primary source of funds for Byway promotional activities.

Idaho Department of Commerce; Division of Tourism Development: The Idaho Department of Commerce maintains a division of tourism development which is responsible for developing and managing a state-wide program of travel promotions, advertising and research to support the needs and interests of both local and non-resident travelers

State-wide promotional programs and projects include the Idaho State Travel Guide, "Exploring Idaho" Television Show, Idaho Travel Internet Home Page, as well as a myriad of printed promotional advertisements in magazines, brochures, newspaper, journals and television. The division also coordinates all statewide cooperative multi-region projects.

Related Agency and Organization Marketing: Several agencies and organizations along the Byway and in the Region, develop and implement marketing activities for their individual resources and facilities. These include, but are not limited to the National Park Service for Hagerman Fossil Beds National Monument, Idaho Department of Parks and Recreation for Malad Gorge State Park, Idaho Nature Conservancy for Thousand Springs Preserve, Idaho Power Company for their park facilities along the river, City of Twin Falls for Shoshone Falls and Twin Falls Parks, Twin Falls County for Centennial and Rock Creek Parks and the Jerome Historical Society for the Idaho Farm and Ranch Museum. Each of these agencies and organizations produce marketing pieces such as brochures, magazine articles, newspaper advertisements and various cooperative efforts to support their facilities and various programs.

Private Business: A key component of the Thousand Springs Scenic Byway Management Plan is the planning for appropriate economic development opportunities and services along the Byway, many of which are provided by Private business. For many communities, these businesses are a significant factor in the economic health of the community. For other communities, these traveler and tourism-supported businesses are the key to their future vitality. They include restaurants, motels, shops, gas stations and various related services such as outfitters, guides and tour operators.

These businesses utilize a wide variety of marketing activities such as brochures, newspaper advertising, radio promotions, television spots and special events and promotion activities. Many of these activities provide partnership opportunities for Byway marketing and promotion and would strengthen the efforts and results of both the individual businesses and the Byway promotional efforts.

C. Marketing Strategy Theme – *"The Thousand Springs Scenic Byway, trail to natural and cultural discovery".*

The Byway theme is designed to compliment these efforts and the Byway Interpretation Plan. This theme provides obvious connection to the many world class natural resources and cultural resources, as well as the opportunity for discovery of many new resources and attractions. It connects too with the overall regional theme of "Ride the Great Rift, *the Snake River Plain"* in the opportunities to discover the Byway's opportunities on the Snake River Plain through the many recreation opportunities, or ***"rides",*** available. As noted in the strategies, the Byway may even connect with the regional theme's animated character, "Rifty" to serve as the tour guide for the Byway; another way to ***"ride the great rift".*** Finally, the theme provides linkage and focus for the Byway Interpretive Plan, as the primary interpretive topics are natural and cultural in nature.

The Byway theme should be used both in conjunction with the interpretive plan as well as in marketing and promotional materials, advertising and coordinated with local events and attractions. For example, ***"discovery"*** at the Hagerman Fossil Beds, or ***"discover"*** our world class resources trough education, or ***"discover"*** the Snake River and Canyon via a guided float trip, etc. Many Byway ***"discovery"*** programs are possible; tours, audio tape guides, as events, with schools programs, youth activities, communities programs, etc.

D. Marketing Goals and Strategies

The successful organization and implementation of the marketing plan is based on appropriate goals and strategies as determined by the communities and resource managers along the Byway. The strategies balance the needs and desires for economic benefit with those of resource protection and management, and also compliment the overall marketing efforts of the region. They are also based on the results of public workshops and input from the Byway Local Committee, resource managers and service providers.

Finally, it is intended that the following goals and strategies are designed and implemented in coordination with the South Central Idaho Tourism and Recreation Development Association, wherever appropriate and possible.

Goal #1 Identify the Byway as a unique discovery experience in South Central Idaho and the State.

Until now, the Byway has not been promoted as a specific discovery opportunity within the overall region or the state. The 138,000 travelers through the Byway each year is relatively small compared to the region's 2,000,000 travel parties and could be increased if more information were provided on the Byway opportunities

The economic benefits to the Byway from increased awareness are obvious, yet somewhat difficult to attain. It is also important that promotion of the Byway be done according to the limits of the resources and desires of local residents. Finally, the recognition of the Byway in the region, state and beyond could be assisted by the South Central Idaho Tourism and Recreation Development Association in their efforts to carefully promote the region as a an overall destination.

Goal #1 Strategies

1. Design and produce new Byway brochures and materials which identify the Byway's location, theme, primary resources, attractions and major access points for travelers
   - *Distribute new Brochures to all related and appropriate organizations for their use and inclusion with their promotions*
   - *Review Idaho marketing efforts results and information sources as noted in the Rural Tourism Development Plan*[4]
   - *Review "primary and secondary purposes for travel in Idaho; Region IV*[5]
   - *Utilize the Association's Regional Brochure as a "container for the Byway brochure and local promotional materials*
   - *Consider incorporating the regional theme character "Rifty" as a promotional tour-guide for brochures and related materials*
2. Promote the development of a Thousand Springs Scenic Byway segment on "Exploring Idaho" television series to highlight the Byway, it's resources and opportunities
3. Work with the Idaho Department of Commerce to develop a special Scenic Byway Section in the Idaho Travel Guide to highlight the Thousand Springs route and other identified Scenic Byways
4. Work with the South Central Idaho Tourism and Recreation Development Association to develop promotional programs for the Byway, which compliment the regional theme and recognition of the overall regional identity.
5. Develop individual topic related resource promotions and packaged information for specific interests and resources along the Byway

[4] Rural Tourism Development Plan: Travel Region IV; Idaho Department of Commerce, Division of Economic Development; April 1995; Information Sources

[5] Rural Tourism Development Plan: Travel Region IV; Idaho Department of Commerce, Division of Economic Development; April 1995; Purposes for Travel, Table 5 Page 15

- ❑ *Create a Historical / Cultural site tour of the Byway. This "tour" should be supported with the development of specific materials and promotion efforts such as, "Oregon Trail sites and events on the Byway", or " A tour of the Native American sites and influence on the Byway". (development of these "tours" to be done with the participation and approval of all related and affected cultural and native American groups)*
- ❑ *Work with local resource managers, colleges, etc to develop a "Geological tour" along the Byway highlighting the geologic features and development of the Byway resources*
- ❑ *Work with the local Canal Companies, colleges, etc to develop an agricultural tour, including information about the Snake River Aquifer, canal system and the local agricultural industry*
- ❑ *Work with related private businesses such as aquaculture, dairy and power companies to develop and promote individual tours for each industry (note; these tours could be presented separately or together as needed and requested by travelers and Byway residents)*

6. Develop a comprehensive signage plan to utilize in marketing efforts to assist travelers in easy access to sites, resources and facilities. (note, this will be part of the transportation plan)

Goal #2 Develop appropriate marketing and education of the corridor's resources in accordance with Byway community's desires.

During the Byway planning process, one of the most important concerns expressed by Byway residents was the desire to maintain the qualities of the Byway as determined by each of the communities. This demonstrated great personal concern and investment in the Byway's resources and opportunities, as well as a pronounced desire to limit the promotions and Byway activities to those that reflect the personal character and values of the Byway communities and residents.

Goal #2 Strategies

1. Create marketing programs that encourage appropriate economic development while reflecting the culture and the local flavor of Byway communities.
   - ❑ *Develop a Byway marketing committee within the Scenic Byway Local Committee with representation from each of the Communities and Counties to develop and review all Byway marketing and promotion efforts (include local business operators and service providers)*
   - ❑ *Develop a calendar of Byway local events to support each community and resource's efforts and include in all appropriate Byway materials and promotions*
   - ❑ *Provide opportunities for review of the Marketing Strategy and promotion program; i.e. chambers of commerce, community groups, agencies and business operators*
2. Review resources identified during the planning process that should not be included in Byway or local marketing efforts (this could include either public or private resources or attractions).
   - ❑ *The Byway Committee could maintain this list and make it available to other local organizations to avoid marketing these and other special sites as they are identified.*
     - ⇒ *Thousand Springs Preserve (until facility and staff is ready)*
     - ⇒ *Frank Lloyd Wright House*
     - ⇒ *Sensitive Native American Cultural Sites*
     - ⇒ *Private Springs*
     - ⇒ *Twin Falls Falls and Park*
     - ⇒ *Vinyard Lake*

Goal #3 Provide local marketing and promotion of the Byway's resources and opportunities.

Nearly two thirds, 63%, of the visitors to the Region and the Byway are here to visit family and friends. [6] *With local residents being the primary contact and information source for travelers, it is critically important to provide marketing, promotion and education for local Byway residents. Local residents not only provide a key source of information to visitors as friends and families, but also as they interact with travelers in their day-to-day work.*

Also, as Byway residents implement the long-term management of the Byway, it is very important that they have a clear understanding and appreciation of the Byway and it's resources and opportunities. This understanding might enhance appreciation of the Byway and encourage appropriate management decisions, which support the desires of Byway residents and the limits of the resources. After all, residents not only have the most to gain from an appropriate and effective marketing strategy, but also the most at risk if the strategy is inappropriate.

Goal #3 Strategies

1. Develop a regular local newspaper series on the resources and opportunities available on the Byway.
2. Develop and incorporate Byway informational presentations at appropriate community groups and service clubs such as Kiwanis, Rotary, Sr. Citizen functions, etc
3. Arrange a Byway tour with reporter and cameraman to develop a Byway feature story.
4. Work with local school districts to organize field trips along the Byway and to specific resource sites
5. Coordinate with the Local Byway Committee Interpretive planning effort to develop a Byway educational materials for distribution to the local schools to augment their Idaho History curriculum
6. Develop and distribute a Scenic Byway newsletter to highlight the Byway's resources, attractions and opportunities (this could be used for both local and regional promotions)

Goal #4 Coordinate marketing, education and promotional efforts with other local, regional and statewide programs including state and federal Byway programs

Although the Thousand Springs Scenic Byway includes many unique and spectacular resources and scenic views, it is not widely known beyond the local area and the Region. One of the best opportunities for improving exposure and awareness of the Byway and resources is to coordinate marketing and promotion efforts with existing and future regional and statewide programs.

Coordination and partnerships not only expand awareness and visibility for the Byway, but leverage Byway promotion efforts as part of larger, more extensive and perhaps more elaborate marketing efforts. Partnerships will also be cost effective for the Byway and local communities.

Goal #4 Strategies

1. Identify and appoint a representative from the Local Scenic Byway Committee to the Region IV Travel Committee, South Central Idaho Tourism and Recreation Development Association, All Local Chamber's of Commerce, the Idaho State Scenic Byway Advisory Committee and the Idaho Department of Commerce division of Tourism Development / Idaho Travel Council.
   - *Research and develop a schedule of meetings of related organizations for attendance by Byway representative as possible*
   - *Request that the Byway Local Committee is listed on the mailing list for each of the related organizations for meeting notification, result, etc.*
2. Participate in the annual marketing plan development of related organizations to encourage appropriate representation of the Byway and it's resources
3. Provide copies of all Byway marketing and promotion materials to related organizations for their use and information and incorporate others with Byway promotions as appropriate

[6] Rural Tourism Development Plan: Travel Region IV; Idaho Department of Commerce, Division of Economic Development; April 1995; Purposes for Travel, Table 5 Page 15

4. Partner with local and regional organizations attending regional trade shows to include and disseminate Byway information; brochures, event calendars, flyers and other promotional materials
5. Develop and maintain a Thousand Springs Scenic Byway Internet site to provide resource, opportunity and traveler information on the World Wide Web. This may be a separate site developed by the Byway Committee or in partnership with other organizations along the Byway who have existing web pages. I.e. the South Central Idaho Tourism and Recreation Development Association, local chambers of commerce, outfitters and guides and the Idaho Department of Commerce division of Tourism.

Goal #5 Provide linkage information on related and adjacent resources and attractions

There are many unique and wonderful resources and attractions adjacent to the Byway. Although they are not technically Byway resources, thy are discussed in the Byway Plan due to their importance to the local Byway communities and because the Byway provides the primary, and sometimes only access to these sites.

During the Byway planning process, it was determined by the Local Byway Planning Committee that local communities could best develop information, marketing and promotional programs for these significant resources. It was agreed that the Byway Plan and its marketing and promotion efforts would provide the linkage between the Byway promotions and related resources and opportunities. These will primarily be a function of signage (see Byway Transportation Plan) and information referral to related resources and community organizations, such as local chambers' of commerce, and resource management entities

Goal #5 Strategies

1. Coordinate with local communities and organizations to assist in development and promotion of related and complimentary loop and resource tours
2. Include loop tour and resource information in all appropriate Byway promotional efforts and materials
3. Develop and implement a consistent and coordinated signage system along the Byway designed to direct travelers to adjacent resources, attractions and opportunities as identified by local communities and organizations (see Byway Transportation Plan)

Goal #6 Coordinate the Marketing Strategy with the Byway Interpretive Plan

In order to insure that the marketing strategy is both effective and appropriate, it must be closely coordinated with the opportunities identified in the Interpretive Plan. In fact, many of the resources that could be promoted will only be appealing and informative to travelers because of the educational opportunities developed through the interpretive plan. Interpretive sites, pullouts, educational opportunities programs, tours and related facilities may be the very attractions that will be highlighted in the marketing strategy and Byway promotions. By comparison, it is also important that resources and opportunities that are not adequately prepared for viewing and visitation are not included in the marketing and promotion program.

Goal #6 Strategies

1. Maintain sub-committees within the Byway Committee for Marketing and Interpretation / Education
2. Provide an opportunity in the Byway Committee for review of all interpretive education programs prior to developing marketing and promotion programs
3. Incorporate results of marketing and traveler surveys in the design of interpretive / education programs
4. Develop and utilize Byway "Discovery" programs in all appropriate materials, signage, etc.

Goal #7 Develop marketing programs and strategies to support desired uses and interests of travelers

The marketing and promotion of the Thousand Springs Scenic Byway is relatively new and therefore will involve new approaches and marketing programs. Much information is already known about the needs and patterns of travelers to Idaho and Region IV. The results of recent traveler surveys and market research compiled as part of the

development of the Rural Tourism Development Plan[7]*, and from the planning efforts of the Idaho Department of Commerce, both provide valuable insight as to the desires of travelers. As new information and evaluations are received from travelers, it too should be included in the planning for new and modified promotion programs.*

Goal #7 Strategies

1. Develop promotions for Byway recreation opportunities. (Results of the Rural Tourism Development Plan indicate that 49% of all visitors to Region IV participated in recreational activities.) These promotions should be in cooperation and in concert with the efforts of the South Central Idaho Tourism and Recreation Development Association; "the Association".
    - *Coordinate with the Association to promote and incorporate the "Ride the Great Rift" theme by expanding its application to recreational opportunities along the Byway.*
    - *With the permission of the Association, incorporate the use of the Association logo character "Rifty as the animated tour-guide for the Byway.*
    - *Develop a "recreational" guide to the Byway. Work with local outfitters and guides to develop cooperative recreation opportunities and promotional programs for travelers; such as partial day trips, river floats and educational tours. Specific brochures could be developed to include opportunities, locations, and related maps to locate recreation sites and services. These brochures could be provided to travelers at entry points to the Byway and related locations along the Byway*
    - *Provide information for travelers regarding the availability of individual and un-guided recreation opportunities such as hiking, bicycling*
2. Promote "driving tours" of Byway and related resources in cooperation with Byway communities and related organizations (25.3% of travelers to Region IV pursue driving as their activity of choice)[8]
3. Develop and promote specific Byway bus tours and side trip packages to capture existing bus tours traveling through Idaho and Region IV.

Goal #8 Keep the Byway marketing strategy current, appropriate and effective

The key to long term success lies in the ongoing review, evaluation and modification to meet current needs, changes or new goals. During the implementation of these programs, new information will be learned, community priorities may change and traveler's expectations will evolve. To maintain an effective marketing program, ongoing review and evaluation is needed.

Goal #8 Strategies

1. Develop and implement traveler surveys to evaluate existing programs and plan new strategies
    - *Written surveys, mail out surveys, Internet surveys and informal discussion by resource operators and businesses.*
    - *Surveys could be annual as a minimum or associated with special events and promotions*
    - *Issue "special bucks" to identify the location and spending of travelers in the Byway*
2. Contact local businesses, managers and organizations to determine results of marketing programs
3. Track internet web site hits

[7] Rural Tourism Development Plan: Travel Region IV; Idaho Department of Commerce, Division of Economic Development; April 1995.

[8] Rural Tourism Development Plan: Travel Region IV; Idaho Department of Commerce, Division of Economic Development; April 1995; Table 10, page 36, "Activities pursued by travel parties in Region IV".

E. Byway Marketing Strategy Implementation

Because the Byway Local Committee is volunteer and non-funded, implementation of Byway marketing programs can be accomplished more effectively through the development of partnerships and cooperative efforts wherever possible. This will facilitate improved promotional programs, with less confusion for travelers and encourage coordinated efforts along the Byway's 67-mile length.

The South Central Idaho Tourism and Recreation Development Association has developed an extensive marketing plan for the region. The marketing efforts for the Byway could be coordinated with the Association and the regional theme. Ideally, the Byway marketing strategy and program could be viewed as an opportunity to highlight the Byway's unique resources individually and as a component of the overall region.

(Note: *the specific role of the Association in relation to the Byway Local Committee is yet to be determined, but could have a significant impact on the methods to implement the Byway marketing strategy*)

Marketing Implementation Strategies

1. The Byway Local Committee could create a marketing sub-committee to be responsible for the marketing plan design, development and coordination with other entities

2. The marketing sub-committee could meet regularly with related groups and organizations in the Byway to discuss and develop appropriate marketing programs

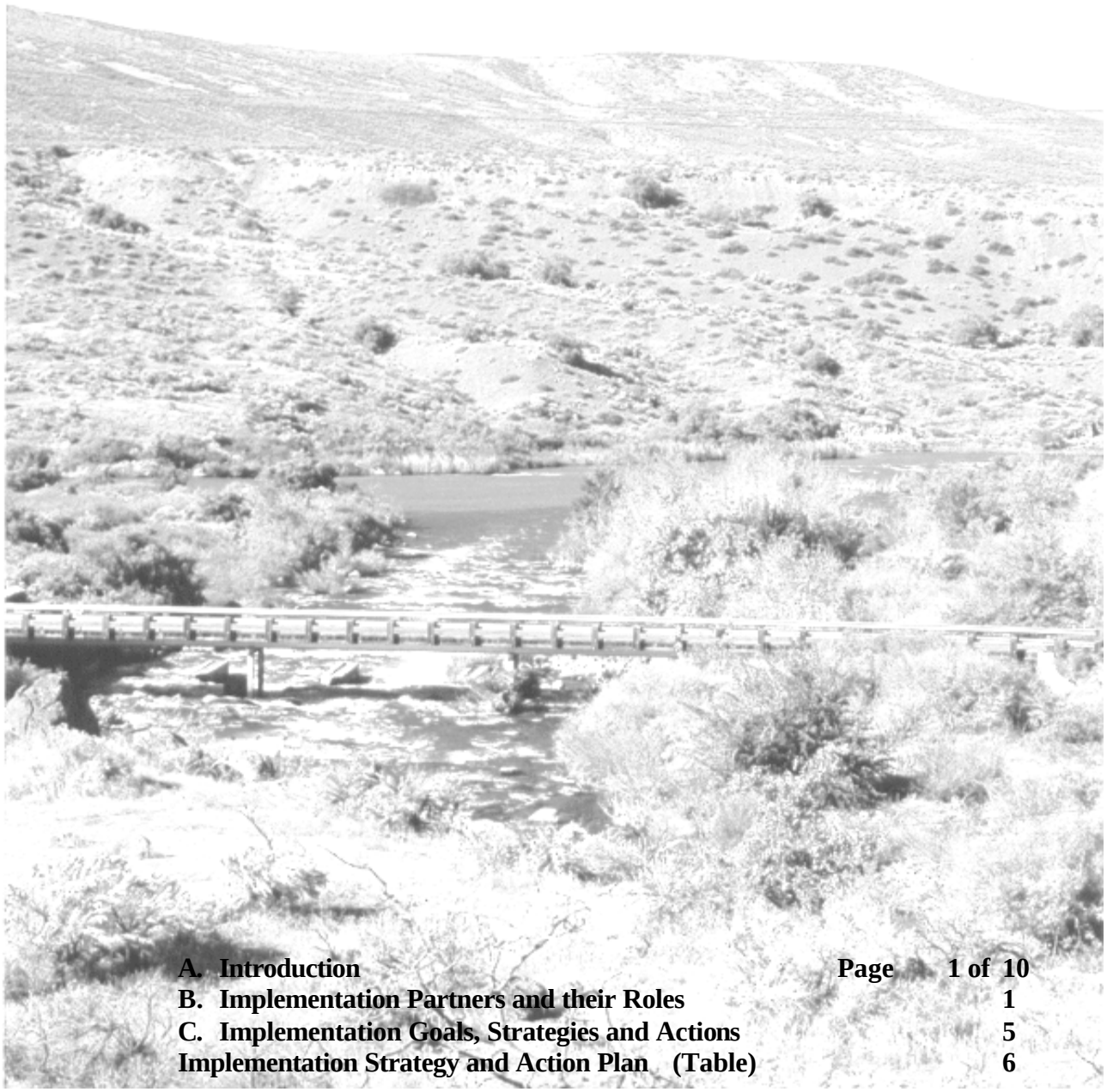
3. The Local Byway Committee could provide regular opportunities for review of the proposed marketing strategy and promotion program to insure it is in keeping with the needs and desires of the local communities, resource managers and businesses

4. Funding for development and implementation of the Byway marketing and promotion efforts could be developed from a variety of sources;
   - *Region IV Travel Committee grant funds available from the Idaho Department of Commerce (ITC Funds); contact Region IV Travel Committee, c/o Twin Falls Chamber of Commerce (see appendix for address)*
   - *Partnerships with state and local chambers of commerce, Outfitters and Guides, private businesses, service clubs, the Association, etc.*
   - *Public service announcement opportunities from local news media*
   - *Develop revenue from advertisement opportunities for local businesses associated with promotional materials, brochures and internet advertising*
   - *Grant funds available from private foundations and Idaho companies*

Note: See Chapter 8 for full listing of implementation strategies

Thousand Springs Scenic Byway Corridor Management Plan

IMPLEMENTATION PLAN
Chapter Eight



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Thousand Springs Scenic Byway Corridor Management Plan

Chapter 8

Implementation Plan

A. Introduction

The success of any planning effort lies in the implementation of the principles, strategies and actions outlined in the plan. The Byway Plan is no exception, especially due to the scope of its recommendations and the range of applications over the 67-mile Byway length. There are many existing partners whose participation is critical due to jurisdiction, such as the Cities, Counties, Planning and Zoning Commissions, local Highway Districts and of course the Idaho Transportation Department which is responsible for overall operation of US 30. In addition, there are many new partners that could be involved in implementation such as private businesses, local school districts, resource operators, facility managers, the Region IV Travel Committee and the South Central Idaho Tourism and Recreation Development Association. It's also very important that citizens maintain involvement in implementation of the Plan so that Plan activities meet their individual goals through local control.

It is the purpose of this chapter to present the possible roles and actions for consideration by local entities to implement the Plan. Many of these issues were addressed and developed by the Local Committee during the planning process and are reflected in several of the Plan's Goals and Strategies.

The implementation strategies and actions provided in this chapter are not a mandate. They are designed as voluntary options for consideration by local entities and to support local control in the management of the Byway. They are based on the "Principles of the Byway Plan" as outlined in the Preface and the Executive Summary.

B. Implementation Partners and their roles

Thousand Springs Scenic Byway Local Committee

The Thousand Springs Scenic Byway Local Committee, "The Local Committee", is designed to provide overall coordination of the Byway Management Plan. The Local Committee is not designed with authority, but rather to provide guidance, recommendations and assistance to local entities in their implementation of the Byway Plan as they choose to meet their local goals. However, the function of the Local Committee is important, as there is no other organization with the primary responsibility for management of this effort. The Local Committee is proposed to include representation from each of the communities, counties, local chambers of commerce, private business and Byway residents to support local control and encourage coordinated and balanced management of the Byway. The proposed structure and role of the Local Committee is described in the appendix of the Byway Plan.

Counties

As the largest local government entities along the Byway, the Counties have the broadest responsibilities for management of the Byway's adjacent land uses. This responsibility applies to the application of existing ordinances or regulations that may support the goals of the Byway Plan and to the consideration of any new actions they could agree are necessary to implement the Byway Plan. Regular communication and coordination with the Local Byway Committee is important in these functions, if the future management goals of the Byway Plan and local entities are to be achieved.

Counties may choose to implement some, none or all of the options presented in the Byway Plan depending on the needs of their specific organization. Initial options for consideration by counties include the appointment of a county representative to the Local Byway Committee, review of existing ordinances to evaluate their support for the Plan and incorporating the Byway Plan or its appropriate components, into their respective county comprehensive plans.

Cities

As official governing bodies of the Byway communities, the cities along the Byway have an important role in the effective implementation of the Byway Plan. Their appointment and support of qualified individuals to serve on the Local Byway Committee is critical to provide local input from their community and as a source of information to their community regarding the Plan implementation. Like counties, cities can also consider incorporating the Byway Plan or its appropriate components, into their respective city comprehensive plans to support their local goals and the Byway Plan.

During the planning process, communities all expressed individual levels of interest in economic development from travelers and tourism activities on the Byway. They also agreed that each community must retain their own flavor and identity in the development of traveler and tourism services. Ongoing community involvement and support as appropriate is key to success of the Byway Plan implementation and as importantly, to ensure that the Plan's activities meet the needs of the community.

Finally, cities are the primary service centers for Byway travelers and therefore have the ability to define and create the most appropriate opportunities to interact with Byway travelers on the community's terms. These activities can vary based on the needs of each community, but may include economic development, preservation of resources or community lifestyle, or simply to support Byway users. This is the heart of delivering "managed" tourism services and programs and suggests ongoing participation by cities through their Local Byway Committee representative and in Byway programs.

Idaho Transportation Department

Although the Thousand Springs Scenic Byway is actually a U S Highway, (excluding the short section of State Highway #50), the roadway is administered and managed by the Idaho Transportation Department. As a result, their participation is very important to the successful implementation of the Plan, especially those goals and recommendations that apply to the roadway and the area within the right-of way. As identified in the transportation plan, any recommended improvements to the roadway such as widening, construction of turn lanes, roadway re-alignment, speed limits, safety concerns and of course, signage will primarily be the responsibility of the Idaho Transportation Department.

The Idaho Transportation Department and grant programs they administer, are also key sources of funding for projects identified by communities. Maintaining communication with the Local Transportation Committees and the regional Idaho Transportation Department office is critical in these efforts.

Regional Travel Committee

The Region IV Travel Committee consists of representation from each of the six counties in Region IV, including chamber of commerce representatives, facility managers, agency representatives, resource managers and other private local business owners and operators. As noted in the marketing strategy, the Travel Committee coordinates many community and regional projects that can compliment and support the implementation of the Byway Plan. Ongoing coordination between the Travel Committee and the Local Byway Committee is important to effective results for both organizations and regional efforts. Also, ITC grant funds, which are administered by the Travel Committee, could be a source of funds for Byway promotional projects.

South Central Idaho Tourism and Recreation Development Association

The South Central Idaho Tourism and Recreation Development Association, "The Association", as described in the marketing strategy, is a broad-based private non-profit regional organization with the responsibility of implementing an overall system of tourism and recreation management for the thirteen counties in the Snake River Plain. Realizing that the Byway is part of the Association's planning region, it is important that the implementation of the Byway Plan, especially the marketing strategy and interpretation plan components, are coordinated with the Association's overall regional strategy. This applies especially to the promotional efforts that are provided by the Association in areas beyond the Region, as this will assist in the optimum effectiveness of the Byway promotional and marketing plan.

The Association may also be able to provide assistance in Plan implementation through the facilitation of partnerships to support the Plan goals and strategies. ***(Note: the specific role of the Association in relation to the Scenic Byway Local Committee is yet to be determined.)***

The Agencies

This section refers to the variety of local, state and federal agencies that provide services and or manage resources and facilities along the Byway. These may include the National Park Service, Idaho Department of Parks and Recreation, the Bureau of Land Management, Bureau of Outdoor Reclamation, USDA Forest Service as well as local agencies such as highway districts, local parks and recreation departments, local street departments and local law enforcement agencies. Each of these agencies has opportunities and in some cases, responsibility, to provide for the needs of travelers and local users of the Byway. Their overall role in Byway Plan implementation, could be as a partner in the planning, coordination and management of their services to be in concert with and support the needs of the Byway users as identified in the Byway Plan while meeting the goals of their specific organizations.

Private Business

Private businesses important to the implementation of the Byway Plan in providing needed traveler services while optimizing benefit to their business from the activities of Byway users. They include a wide variety of facility and service providers that may contact or provide

direct support for users of the Byway. Examples include hotels and motels, campgrounds, automobile services, restaurants, specialty and related shops, activity support services such as outfitters and guides, recreation facilities, tour operators and a variety of retail businesses.

Private businesses also include larger companies that operate along the Byway to deliver various products and services. These may include hydroelectric companies, the aquaculture industry, the dairy industry and many other related businesses. Their role could be to participate in the development and implementation of the Byway Plan and support the related activities of the Byway Plan in order that it meets their needs and business goals. Wherever possible, related businesses could also provide services to meet the expectations of Byway travelers.

Idaho Department of Commerce

The Idaho Department of Commerce has two primary divisions, the division of tourism development and promotions and the economic development division. Each of these divisions has responsibilities that relate to and support the goals and objectives of the Byway Plan. These departments could participate as appropriate in Byway Plan implementation by providing support services, opportunities for funding of promotional efforts and project development, technical expertise where needed and assisting in evaluation of the effectiveness of the Byway Implementation Plan.

Southern Idaho Land Trust

The Southern Idaho Land Trust is a private non-profit organization dedicated to the preservation and conservation of Southern Idaho lands and resources. The Trust, provides landowners with voluntary opportunities for conservation easements, donations, or transfers of land for conservation purposes. These opportunities can provide landowners with a variety of advantages with income and estate or property tax benefits, while retaining the land in private ownership. These opportunities are particularly appropriate for the needs of the Scenic Byway, as they allow for creation of scenic and other easements that will preserve and enhance the qualities of the Byway. It is important to reinforce that, like other options in the Byway Plan involving private property, agreements between landowners and the Trust are strictly voluntary.

Local Highway Districts

The vast majority of the Scenic Byway is a US Highway, managed by the Idaho Transportation Department. However, it is apparent that the use of the Byway also causes use of the adjacent roadways which, other than city streets, are operated and maintained by the local highway districts. As a result, highway district participation in the planning process, as well as the implementation and evaluation of Byway use is critical to its success and acceptable effect on the Highway District road systems.

Maintenance, signage, amount of desired use and control of appropriate use of adjacent roadways are some of the most significant issues that need participation and management consideration from Local Highway Districts.

C. Implementation Goals, Strategies and Actions

The Byway planning process identified several specific goals and many individual strategies and actions that address the implementation of the Plan. To obtain optimum success in the execution of these goals and strategies, it is the objective of this implementation plan to present the possible actions, responsibilities and schedule for strategies and actions that can be considered by local entities. Although the following table identifies tasks and responsibilities for the actions, it is intended only as a flexible guide and encourages coordination, cooperation and development of new partners to assist in the implementation effort.

Byway Plan Implementation Goals

- **To Implement the Byway Plan through voluntary options and guidelines**
- **To protect and preserve the integrity of Byway resources and intrinsic values**
- **To protect and respect the rights of private property owners along the Corridor**
- **To provide appropriate opportunities for economic development from Byway use in accordance with community goals and while preserving the corridor's intrinsic values**
- **To provide ongoing opportunities for community involvement and review in the implementation of the plan**
- **To encourage continuity among communities and resource managers to maintain the integrity and consistent management of the Byway.**

Thousand Springs Scenic Byway Corridor Management Plan
Implementation Strategy and Action Plan

Implementation Issue	Responsible Entity	Tasks Required	By When
Control the Implementation of the Byway Plan through Local agencies and organizations	Byway Local Committee Cities, Counties, P and Z, Agencies	1. Insure participation on the Local Byway Committee by agencies, cities and counties 2. Local Committee to participate at local P and Z functions, meetings; monthly and as needed. Etc 3. Local Committee to provide cities, counties, P and Z with ongoing information and timely requests for input into the Plan needs	Appointment by Sept 1, 1998 One representative from Byway to attend monthly P and Z, or as needed beginning Nov. 1998. Provide Byway Plan to all cities and counties including information on schedule for meetings of the Byway Committee, related projects, etc.
To Implement the Byway Plan through voluntary options and guidelines	Local Cities, Counties, P and Z's and the Byway Local Committee, ITD, Agencies	1. Meet with Cities, Counties, P and Z's to discuss and develop voluntary options, guidelines, recommendations, etc that will support the Byway Plan goals, etc 2. Develop and support recommendations rather than ordinances etc, wherever possible	Initial meeting by Oct 1, 1998 Follow-up meetings as needed; minimum of annual schedule for review and discussion
Protect and respect the rights of private property owners along the Corridor	Byway Local Committee, Landowners, Cities, Counties, P and Z's and related agencies with management authority	1. Invite local landowners to discuss and participate in the possible development of any options for land use and development to support Byway management. See Byway Preservation Plan to start 2. Develop compensation alternatives i.e. tax incentives, easements, related funding, for landowners whenever possible in exchange for their support in Byway Plan goals and actions regarding development and preservation objectives. 3. Work with landowners to identify specific sites, easements, etc as	Invite landowners for joint review of Byway Plan recommendations by June 1, 1998 Develop any new or revised recommendations by Jan 1, 1999 By July 1, 1999 and as needed Monthly, ongoing and as needed Monthly, ongoing and as needed

		needed to preserve Byway intrinsic qualities and implement Byway Plan. Note: Action to acquire private property, easements, etc, can only proceed with agreement of the landowner.	As sites and easements are proposed and as needed. See preservation plan section for specific land types for preservation, etc.
Develop and provide recommendations and options for local entities to support Byway Plan Goals and objectives	Byway Local Committee with professional technical support as needed	1. Review the Byway Plan, identify specific recommendations or actions for each entity and provide accordingly 2. Provide opportunities for training of local Cities, Counties, P and Z's and other related entities as requested, to support their decision to incorporate part or all the Byway Plan, or the development of new guidelines, recommendations, ordinances etc, to support the goals of the Byway Plan, as desired by the local communities.	By Oct 1, 1998 As requested
Encourage incorporation of some or all of the Byway Plan into local comprehensive plans, as desired by local communities and counties	Byway Local Committee, City and County P and Z's, the Association	1. Deliver presentations to local P and Z's on the Byway Plan and encourage the incorporation into local comprehensive plans, of Byway Plan components that also meet their Byway management goals 2. Consider adopting a Byway Policy that will support the implementation of the Goals, strategies and actions recommended in the Byway Plan 3. Review the "layer " options and identify those appropriate for individual communities, counties	By Nov 1, 1998 or as soon as possible within the Counties six months comprehensive plan review process Within six months of the adoption of the Byway Plan into the local comprehensive plans Recommend adoption of appropriate strategies from the layer necessary to support the Plan and community's goals
Provide Byway Plan to potential developers for consideration in managing development in support of Byway Plan.	Local Communities, P and Z's, Cities, Counties	1. Incorporate the Byway Plan as voluntary options for consideration during the local permit request process	As needed, but follow up on an as needed basis
Encourage cooperative partnerships with private businesses along the corridor in relation to signage, marketing and education	Byway Local Committee with assistance from the Association	1. Contact related private Byway businesses to discuss cooperative signage plan and marketing and signage efforts	By Jan, 1998

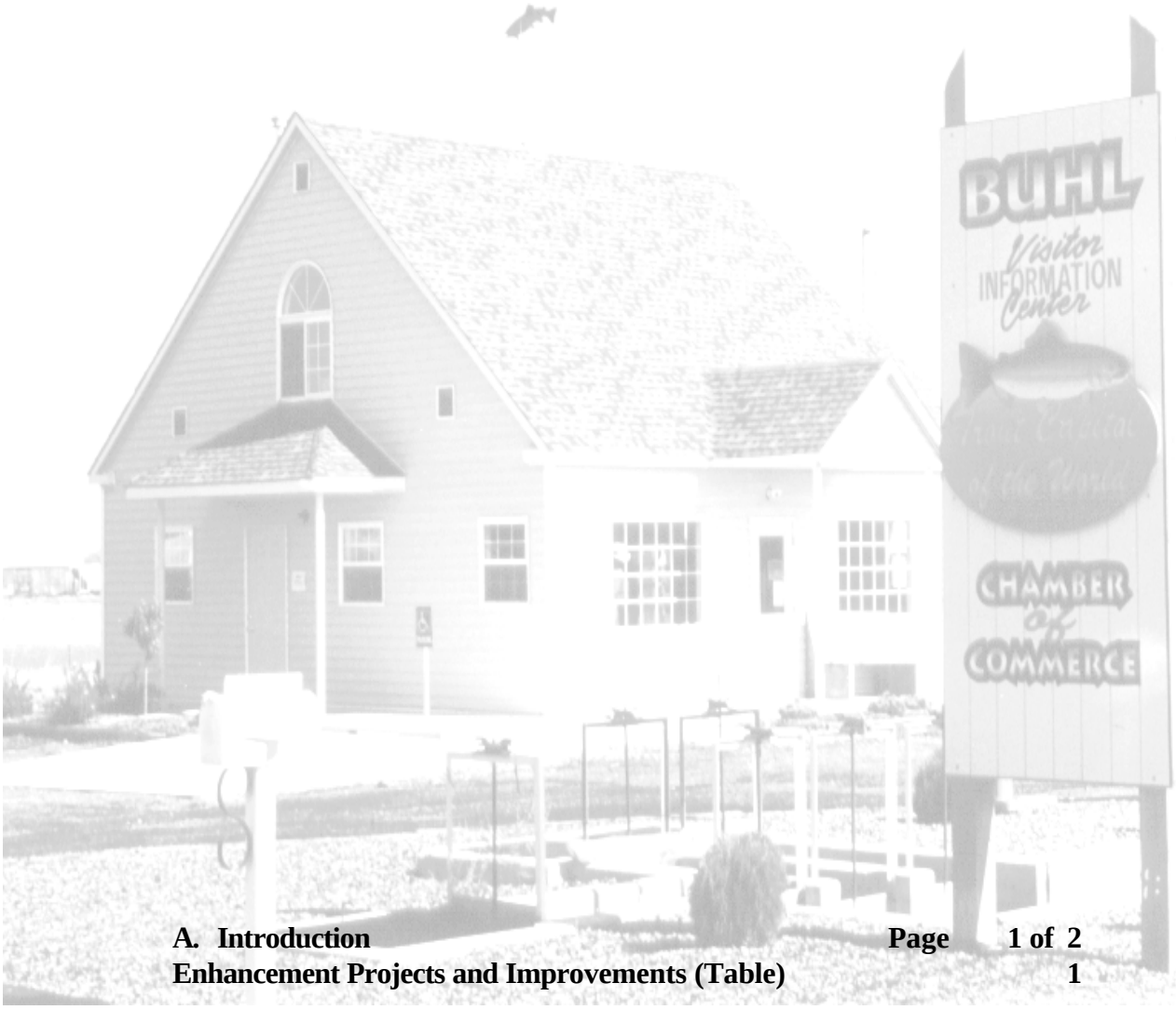
Provide ongoing opportunities for community involvement and comment regarding Byway Plan activities	Local representatives of the Byway Local Committee	1. Provide an annual written or verbal opportunity for public input on the activities and implementation of the Byway Plan; meeting, survey, etc	Schedule to be determined by local representatives to meet local needs
Review, identify and prioritize Byway and related local projects on an annual basis	Byway Local Committee with opportunity for local comment The Association Region IV Travel Committee	1. Conduct an annual planning meeting to review plan priorities, set new goals and identify projects for the upcoming year	Beginning January 1999 and each following year
Utilize local media on an ongoing basis to support the Byway Plan activities and implementation	Byway Local Committee; media and public relations sub-committee	1. Develop mailing list for all media sources along the Byway 2. Provide ongoing information of Byway events and promotional material to all media sources	By Oct 1, 1998 and as needed to support Byway implementation and activities
Encourage ongoing communication and compatibility among local communities in corridor use and management	Byway Local Committee, ITD, The Association and related agencies	1. Develop a mailing list for the Byway of cities, counties and related organizations and businesses 2. Develop a regular newsletter on the activities of the Byway and distribute to all local entities and related organizations	By July 1, 1998 Quarterly, begin with first issue in October, 1998
Encourage public and private partnerships in project development	Byway Local Committee Region IV Travel Committee The Association Private Businesses, Service Providers	1. Include both public and private entities on Byway Mailing list for newsletter and other Byway mailings 2. Review possible partnerships for projects during annual planning meeting	Quarterly and ongoing as needed Annually, beginning March each year
Encourage the public and local agencies to preserve views when making decisions regarding signage and future development along the corridor	Byway Local Committee, Cities, Counties and related management entities, such as P and Z's, Chambers, ITD, local Highway Districts	1. Provide support through written or verbal presentations or comments, regarding the possible voluntary implementation by local entities, those options identified in the Preservation Plan that preserve views along the Byway. 2. Track opportunities for comment and involvement by the Byway Local Committee	Ongoing and as needed Ongoing and as needed

Encourage use of conservation easements to preserve views, resources and intrinsic values, i.e. through Land Trusts, etc.	Byway Local Committee, Cities, Counties, Local P and Z's, Southern Idaho Land Trust, Landowners, Agencies	1. Make presentations of Byway Plan to SILT Board of Directors 2. Learn the basic voluntary operations and opportunities available through SILT which could benefit landowners in establishing scenic easements, etc. 3. Coordinate voluntary preservation efforts with SILT to offer benefits to private landowners to protect views and resources	By Nov 1, 1998 By Nov 1, 1998 Ongoing
Provide voluntary options with incentives for landowners in the development of scenic and conservation easements which support the Byway management and preservation goals	Byway Local Committee, Landowners, Cities, Counties, ITD, Southern Idaho Land Trust	1. Meet with SILT to develop draft language for conservation and scenic easements, etc 2. Work with landowners on a voluntary basis to meet their needs for land use, while supporting goals of the Byway Plan	By Dec 1, 1998 As needed
Provide appropriate opportunities for economic development from Byway use in accordance with community goals and while preserving the Corridor's intrinsic values	Local Chambers, Local Byway Committee, Cities, Counties, P and Z's, Idaho Department of Commerce, The Association, Private Businesses	1. Chambers to conduct planning and orientation sessions with existing and private businesses to design and develop appropriate support services to support business goals and Byway activities 2. The Association to facilitate partnerships and new services through training and info, newsletter, etc to local chambers and related private businesses 3. Cities and P and Z's, Counties to support appropriate development requests that agree with community goals and support Byway Plan goals 4. Chambers to sponsor community planning and visioning sessions to determine the Community's goals and perspectives regarding the theme, flavor and specific types of desired Byway development. Also, see Byway recommendations from public workshops. (included in Plan appendix)	One by Jan 1, 1999 and quarterly thereafter Training annually and as needed Distribute Newsletter semi-annually, or more frequently as available; first issue by Jan 1, 1999. Ongoing and as needed January to March, 1999 and annually thereafter

Develop and implement an effective and comprehensive signage program to support safe travel through the Byway and the Byway Interpretive Plan.	Byway Local Committee, ITD, Local Highway Districts	1. Review and recommend the implementation of the Byway signage plan to the Idaho Transportation Department and local highway districts, where appropriate	By Dec 1, 1998 and as needed to complete the implementation

Thousand Springs Scenic Byway Corridor Management Plan

ENHANCEMENT PROJECTS
Chapter Nine



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Thousand Springs Scenic Byway Corridor Management Plan

Chapter 9

Enhancement Projects

A. Introduction

Enhancement of the Byway experience can be accomplished in two primary ways. In some cases, these options may work together at the same site and may involve several separate entities as partners to complete the enhancement.

First, through the implementation of local ordinances and management tools that support the Byway's intrinsic values and scenic qualities. These are described in detail in the alternatives outlined in the Preservation Plan in Chapter 6.

Second, through improvements to existing facilities and addition of new facilities and infrastructure to support desired Byway use and activities.

During the planning process, the Local Committee and participants in the public workshops identified a number of projects, primarily infrastructure related, that would support and enhance the Byway experience. The following table presents an overview of these items, suggested responsible organizations and possible funding sources; excluding signage, safety and interpretation related projects. Signage and safety improvements are outlined in the Transportation Plan, Chapter 4. Location of interpretive and information panels and their related facilities are outlined in the Interpretive Education Plan, Chapter 5.

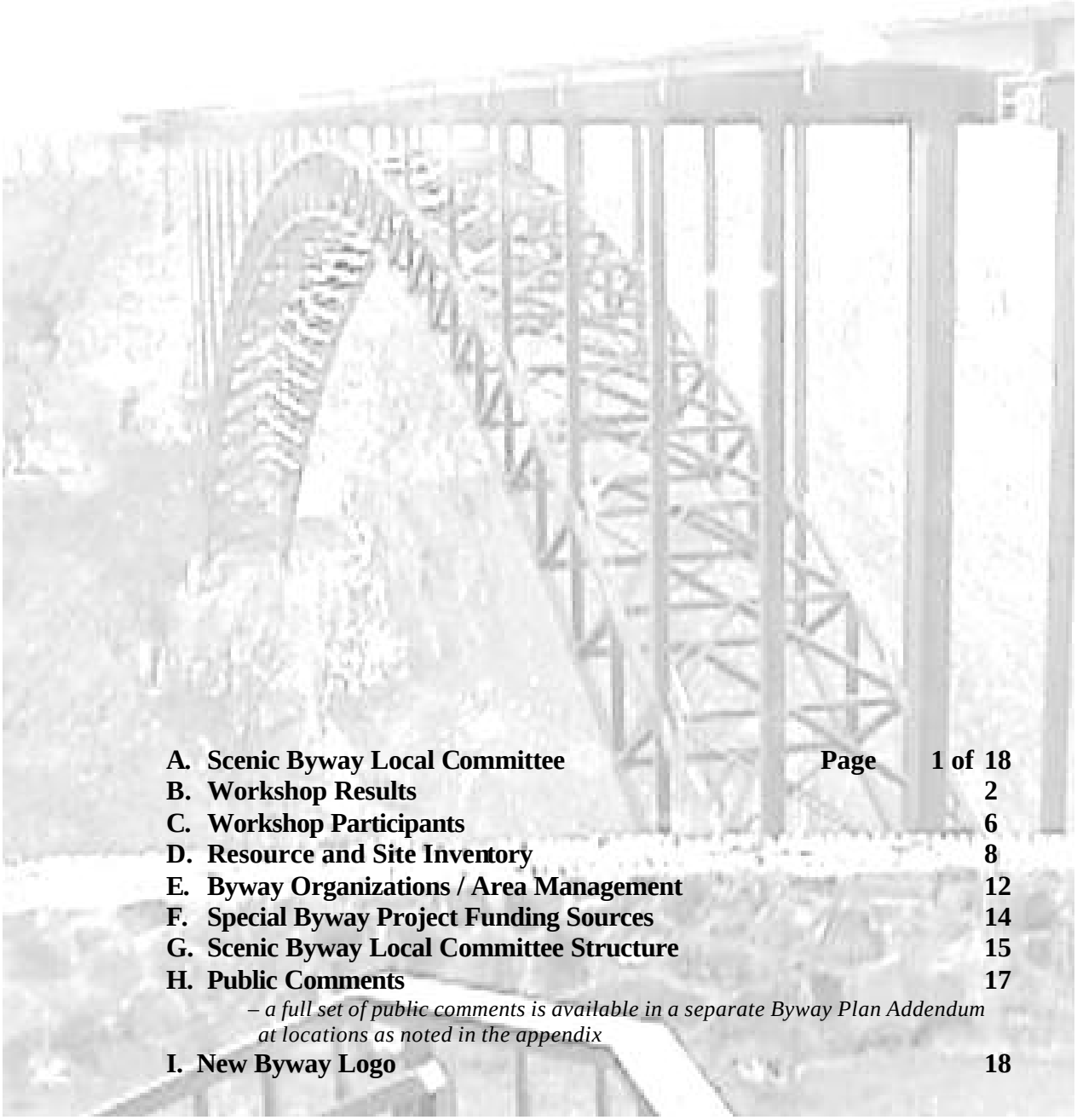
THOUSAND SPRINGS SCENIC BYWAY
ENHANCEMENT PROJECTS AND IMPROVEMENTS

Project / Description	Location	Suggested / Possible Entity(s)	Possible Funding Sources
RV Dump Station	In Bliss – intersection of US 30 and Old US 30	City of Bliss, ITD	IDPR Recreation Vehicle Grants National Scenic Byway Grant Funds, City of Bliss, IDOC Block Grants, Foundations
Public Restrooms	Same	City of Bliss	National Scenic Byway Grant Funds, City of Bliss
Bicycle Camping Facilities, including support; water, Restrooms, tables, trash receptacles, etc.	To be determined; recommend min. 2 sites along the Byway; could be combined with existing campgrounds and related facilities	Private Businesses, Counties, BLM, Idaho Power	Private, Counties, National Scenic Byway Grant Funds, Foundations, BLM

Project / Description	Location	Suggested / Possible Entity(s)	Possible Funding Sources
Bicycle Lanes	Throughout the Byway	ITD, Local Byway Committee to coordinate	ITD, ISTEA Enhancement Funds, National Scenic Byway Grant Funds, Foundations
RV Parking Area	Buhl; close to downtown	City of Buhl,	National Scenic Byway Funds, IDPR RV Grant Funds
RV Park	Outskirts of Buhl	Private Businesses, Twin Falls County, City of Buhl	Private Business, IDPR RV Grant funds, National Scenic Byway Grant Funds, Foundations
RV Dump Station	Kimberly	City of Kimberly, Private Business	City of Kimberly, IDPR RV Grant Funds
Canyon Overlook / Byway Information / Interpretation Site	NW Side of Hansen Bridge	BLM, Jerome County, SCITRDA, Local Byway Committee to Coordinate	ITD, BLM, National Scenic Byway Funds, Grant Funds, Foundations, ISTEA

Thousand Springs Scenic Byway
Corridor Management Plan

APPENDIX



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– a full set of public comments is available in a separate Byway Plan Addendum at locations as noted in the appendix
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Thousand Springs Scenic Byway Corridor Management Plan

Appendix

A. SCENIC BYWAY COMMITTEE

Scenic Byway Interim Local Committee

(Formally appointed by their respective organizations as voting members of the Committee)

Name	Representing
Dennis Maughan, Chairman	Commissioner, Twin Falls County
Johnny Andrew	City Clerk, City of Kimberly
J. Kent Just	Twin Falls Chamber of Commerce
Lamar Orton	Twin Falls City Planning and Zoning
Bud Sheridan	Mayor, City of Filer
Teddy Keaton	Twin Falls County; Research and Development
Barbara Phillips	Exec. Director, Buhl Chamber of Commerce
Bob Templeman	Councilman, City of Filer
Chuck Kline	Buhl Private Business
Steve Thorson	Jerome County by SCITRDA
Art Brown	Jerome County Planning and Zoning Admin.
Tom Faulkner	Commissioner, Gooding County
Mary Temple	Hagerman Private Business
Jim Norwood	Mayor, City of Hagerman
Judy Daubner	Gooding County Planning and Zoning
Stacie Butler	Gooding County Planning and Zoning
Jim Mason	Idaho Power
Bob Humphrey	Idaho Transportation Department
Dave Snelson	Magic Valley Ag. Advisory Group
Joni Malott	Twin Falls County Farm Bureau
Jimmy Pruett	Mayor, City of Bliss
Burt Holmes	Hagerman Retired Businessman
Bob Willhite	NPS – Hagerman Fossil Beds Nat. Mon.
Bob Vandewater	Councilman, City of Buhl
Roy Prescott	Commissioner, Jerome County

Additional Scenic Byway Local Committee Participants

(Participated with the Committee intermittently during the process)

Name	Representing
Kelly Murphy	Castleford School District
Janet Neel	Twin Falls Beautification Committee
Neil King	NPS – Hagerman Fossil Beds Nat. Mon.
Daryl Heider	Retired Twin Falls County Parks Director
Bob Luntey	Buhl Private Citizen
Julie Thomas	USDA Sawtooth Forest
Mike and Chris Obrien	Idaho Nature Conservancy – Thousand Spgs. Pres.
Jim Woods	CSI Herrett Center

B. WORKSHOP RESULTS

Public Workshops were held in Jerome, Buhl, Kimberly, Twin Falls, Filer, Hagerman and Bliss to gather input on the public's specific desires for management of the Byway. Input was requested in the areas of Views and Context, Roadway Right of Way, Tourism and Economic Development, Implementation and Management and Potential Byway Enhancement Projects. Participants also identified a number of issues specific to each of their communities. The following information represents a summary overview of the results for those workshops.

I. VIEWS AND CONTEXT

- Preservation of Byway resources and their scenic and intrinsic qualities is important. This includes local cultural resources such as agriculture as well as significant natural, historic and prehistoric resources
- The protection and respect for private property rights is very important to all communities along the corridor in the development, implementation and management of the plan
- Because many of the Byway resources are located on private land, implementation must be done in concert with the agreement of landowners and some private resources may not be involved at all if the landowner wishes them to remain private
- Incentives for private landowners should be utilized whenever possible to encourage and support their participation in preserving resources, views, and the Corridor's intrinsic qualities; i.e. conservation and scenic easements through the Southern Idaho Land Trust
- Most communities recognize the necessity of some type of ordinances and standards for preservation of views and intrinsic resources, however, the general feeling is to utilize them only as a last resort in implementation
- Mechanisms for preservation and management must be administered through local entities such as Cities, Counties, P and Z Commissions, etc.
- All communities are committed to preserving their individual character and qualities as development occurs
- It is generally agreed that development along the Byway will and should occur, but it should be designed so that it doesn't negatively impact the Byway resources or the traveler's experience

II. ROADWAY RIGHT-OF-WAY

- Pullouts at viewpoints, overlooks, or interpretive locations must be constructed at safe locations with safe access and egress for vehicles of all abilities; i.e. RV's and passenger vehicles
- Signage is a critical issue; signs must be located to provide clear information for directions, orientation in the region and to other major roadways, to resource sites, and provide linkage to related resources, attractions and services
- Signage should also include advance warning of turns, resources, attractions and services
- Signage must also include information for appropriate vehicle usage for the roadway; i.e., the Bliss grade is not suitable for RV use.
- Signage must be coordinated within the Corridor and the region
- The Byway should develop it's own logo for use in signage and route identification in the Corridor
- Signage should be provided on the interstate at and in advance of the Byway gateways at Kimberly, Bliss and intersection of I-84 and Highway #93

- Billboards should not be allowed on the Byway
- Roadway clean up and maintenance is important throughout the corridor and in communities

III. TOURISM AND ECONOMIC DEVELOPMENT

- General consensus across the Byway is "yes we want tourism and economic development, but on our terms, without sacrificing our local community's identity
- Growth and development to support tourism and use of the Byway must be balanced with the protection and preservation of local culture and resources
- Tourism programs should be coordinated with other local, regional and statewide tourism plans and efforts
- Support facilities are needed for current and planned use of the Byway (see attached project list)
- Development to support tourism and economic development should occur to compliment the "local flavor of the communities" and encourage
- Business development should be on a scale with the communities size and other related development
- Both an audio and written tour promotional program should be developed to provide travelers with accurate, informative and enjoyable Byway information
- Communities are generally in favor of tourism development to support local economies and increased use of the corridor, as long as it is on their terms
- Byway promotions should strongly support and enhance local events, facilities, services and opportunities and vice versa.
- The Byway should be promoted as a whole, with additional local tours and opportunities
- Promotional efforts should be coordinated with local chamber's of commerce
- Promotion of adjacent resources, attractions and opportunities will be developed by the communities, chambers and related organizations
- Promote only those resources which local managers and residents want promoted and are ready for increased usage and visitation.

IV. IMPLEMENTATION AND MANAGEMENT

- Plan implementation must be accomplished through local entities, such as local P and Z Commissions, Cities, Counties, and related management organizations
- Plan implementation must conform with and support local comprehensive plans
- New ordinances or changes in local comprehensive plans to support the Plan should only be created if absolutely necessary and if supported through a local development process
- Plan implementation must be based on the desires of local residents and without outside involvement of federal or state agencies
- Plan implementation must be accomplished through a coordinated effort with the continued involvement of local residents and organizations
- Plan and project implementation should be accomplished without additional local taxes if at all possible
- Requests for additional funding to support projects or plan implementation should only be made with local support
- A local Byway Committee should be created to assist in Plan implementation and coordination of efforts
- Develop a process for ongoing public involvement in the Plan implementation, review and modification as needed to insure the plan meets the needs of the public and the resources along the Byway
- Seek and develop partnerships to optimize plan implementation

- ❑ Involve all interested segments of the public in plan implementation; extend personal invitations for participation

V. PROJECTS AND IMPROVEMENTS

BLISS

⇒ RV dump station and information center in Bliss at corner of River Road and HWY # 30, or in an extension of the Bliss community Park
⇒ Public Restrooms in Bliss and at pullout locations
⇒ Bicycle lanes and camping facilities for bicyclists
⇒ New overlook signage and Kiosk at the current "Fossil Beds" sign to intro the Byway and appropriate resources in view from the overlook

KIMBERLY

⇒ Pullout, overlook and information / education facility, including Kiosk at the Hansen Bridge, preferably on the N.W. corner
⇒ More parking
⇒ RV dump station
⇒ Trash receptacles at all pullouts and viewpoints
⇒ New left turn lane for northbound travelers to enter the Hansen Bridge Overlook
⇒ Red Cap corner needs a light; flashing yellow for east / west traffic and a flashing red light for north / south traffic
⇒ Warning signage should be installed in advance of Red Cap corner, especially for travelers

TWIN FALLS

⇒ New signage through city to provide clear direction for Byway and to local attractions and services
⇒ New signage to clear up confusion with "Twin Falls" vs. the Twin Falls Falls
⇒ Interpretive panels at Hansen Bridge site for orientation to roadways and resources
⇒ Freeway signs to announce Byway

BUHL

⇒ New RV pullouts with informational signage
⇒ Parking area for RV's and other vehicles (in town)
⇒ Signage for orientation, education and to local loop tours and attractions
⇒ RV Park close to town
⇒ Hiking trails along canyon rim accessible from roadway
⇒ New overlook for the canyon and the Oregon Trail

JEROME

⇒ Information Kiosks on north side of Canyon at Perinne Bridge
⇒ New overlooks at end of golf course road, above Shoshone Falls and Auger Falls

HAGERMAN

⇒ New traffic signals to "break" traffic flow in Hagerman
⇒ Clear and consistent signage for byway orientation, directions and location of nearby resources (include warnings for appropriate vehicle usage)
⇒ Signage to Malad Gorge State Park via safe routes; from freeway
⇒ New viewpoint and overlook for Bliss landslide from ROW in Bliss (could be coordinated with the new RV station)
⇒ New and correct overlook signage at the current "fossil beds" sign location on top and entrance to the canyon
⇒ Advance warning signage for the Malad Bridge crossing
⇒ Pullout at the Billingsley Creek crossing
⇒ Bicycle paths / lanes from Miracle Hot Springs to Bliss
⇒ New pullouts with information kiosks in ROW throughout valley as defined in the interpretive and education plan

FILER

⇒ Information kiosk at Cedar Draw Park
⇒ New right turn lane / slow down lane at eastbound entrance to Cedar Draw Park
⇒ Coordinated Byway signage and signage to local attractions and services

NOTE: all communities need support for the development of tourism, local event and resource promotion activities as defined by comments and in the marketing strategy

VI. GENERAL COMMENTS AND ISSUES

1. All communities were explicit regarding the need to maintain local control in the implementation of the Corridor Management Plan. The Plan must be implemented in accordance with local comprehensive plans, zoning ordinances and through existing local agencies and commissions.

2. Several workshop participants expressed concern that federal designation for the Byway should not be requested if the designation created or caused any federal control or involvement in the implementation of the Corridor Management Plan. The final determination as to whether or not to request federal designation, will be made by the Local Committee.

3. Communities generally supported the need for a Local Scenic Byway Committee to coordinate the implementation of the Corridor Management Plan. Representation must be provided for all communities and counties along the Byway.

4. Any requests for grant funds to support project development will be left up to the discretion of the local city, county or other appropriate local organization.

C. WORKSHOP PARTICIPANTS

BLISS

Steve Goolsby
Julie Goolsby
Perry Pleyte
Clayton Pleyte
Robert Grubbs
Jimmy Pruett, Mayor
Bob Willhite

BUHL

Gene Pyles
Chuck Geska
Gordon Young
Bob Luntey
Sharon Sheets
Barbara Phillips

FILER

Jim Mason
Shirley Gailey
Tom Tappen
Bob Templeman
Rex Reed
Ryan Gailey
Bud Sheridan, Mayor
Carla Reed, Commissioner

HAGERMAN

Russ LeMoyne
John and Stacy Mavencamp
Mark and Tina Bolduc
Steve and Kathy Meckler
Virginia and Bill Nix
Jerry Veenendaal
Bryan Kenny
Lori Osborne
Gary Tussey
Jim Davis
Daniel Davis
Anita Andersen
Beman Woods
Don Rathburn
Vic and Mary McConnel
Ted Stouder
Judy Osborne
Linda Heinemann
Florence & Walfred Sandy
Mark Daily
Mike Miller
Pam Wascher
Tom Faulkner
Dwight and EllaJean Osborne
D.A. Heider
Kelly Kast
Geri Fenstel
L. Berkebile
Michael McCammon
Ray and Kim Westra
Matt McFadden
Walter “Butch” Bonning
Phil A. Gossi
Betty Johnson
Craig Laughlin
Betty Lindley
Walter Dixon
Penny Watson
Ruth Skokal
Vern Thomas
Ed Wickham
Pauline and Tre Thomas
Leroy Jazwick
Neil King
Jim Norwood, Mayor
Bill and Mary Temple
Kevin Lynott
Clyde Clifford

JEROME

Cheri Martin
Mark Brown
Roy Prescott,
Steve Thorson
Gerald Ostler, Mayor
Judy Prescott
Francis Egbert
Art Brown, P and Z
Jon Cecil, Admin.

KIMBERLY

Derald Glesia
Marilyn Attibury
Johnny Andrew, City
Bev Stone
Ted Attibury
Art Brown
Nancy Taylor
Jacquie Luff

TWIN FALLS

David Woodhead
Janet Neel
Art Brown
Lamar Orton
Rosalie Orton
Elaine Steele
Dennis Maughan,

D. BYWAY RESOURCE and SITE INVENTORY

(See Chapter 3, "Existing Conditions" for specific locations and descriptions of many of the following resources)

Scenic Resources and Sites	Ownership
1) Scenic Snake River Overlook (2 miles east of I-84 / U.S. Highway #30 interchange)	Public
2) New Highway; view of valley and north end of Hagerman Fossil Beds	Public
3) Old Highway; view of Frank Lloyd Wright Home	Public
4) Malad River and Gorge Overlook; Idaho Power Site including fountain	Private
5) Hagerman Fossil Beds National Monument Overlook (access is from top of grade) – including trails and interpretation	Public
6) Scenic Views of Gridley Island and Riley Creek	Private
7) Idaho Power Park Site and overlook	Private
8) River Road Scenic Road	Public
9) Thousand Springs; a variety of individual springs and scenic views	Private/Public / Private Non-Profit
10) Twin Falls Chamber / Buzz Langdon Visitor Center Overlook	Private Non-Profit
11) Perrine Bridge; views both sides of the Snake River Canyon	Public
12) Auger Falls	Public
13) Pillar Falls	Public
14) Shoshone Falls; park facilities and views	Public
15) Twin Falls	Public
16) Perrine Bridge	Public
17) Dierkes Lake; park facilities and views	Public
18) Hidden Lakes Area	Public
19) Snake River	Public
20) Snake River Canyon	Public / Private
21) Centennial Park	Public
22) Shoshone Falls / Pillar Falls Overlook; north side	Public
23) Hansen Bridge; scenic views and overlook site	Public
24) Caldron Linn and Star Falls	Public
25) Melon Valley	Primarily Private
26) Kanaka Rapids	Public w/surrounding private land
27) Milner Whitewater Stretch of Snake River	Public
28) Murtaugh Stretch of Snake River	Public
29) Upper Salmon Falls Dam	Private
30) Lower Salmon Falls Dam	Private
31) Jarbidge Dam	Private

Historic Resources and Sites	Ownership
1) Idaho State Historical Marker for Malad Gorge	Public
2) Legion Hall Historical Bldg	Private
3) U.S. Bank Bldg. - Hagerman; registered w/ Idaho State Historical Society	Private
4) Hagerman Historical Museum	Private
5) Owsley Bridge; on the National Historic Register	Public
6) Vardis Fisher House; no access	Private
7) Historic Masonic Hall	Private
8) Oregon Trail Overlook	Public
9) Payne's Ferry Site	Private
10) Kelton Road; Nature Conservancy	Private Non-Profit
11) Caroy House	Private
12) Twin Falls County Museum	Public

13) KTFI Radio Station (oldest building in Southern Idaho)	Private
14) Pony Express Routes	Public / Private
15) Twin Falls County Courthouse (historical bldg.)	Public
16) Twin Falls Old Towne	Private
17) Evil Kneivel Jump Site	Private
18) Oregon Trail	Public / Private
19) Walgamott Road	Private / Public
20) Emigrant Historical Sites	Primarily Public
21) IFARM Site	Private Non-Profit
22) Stricker Ranch and Store	Private
23) Children's Graveyard	Private
24) Milner Oregon Trail Ruts	Public
25) Hunt Relocation Camp	Public
26) Hagerman Historical Irrigation	Private
27) Jerome, Hagerman, Buhl Antique Trail	Private
28) Cedar Draw, Historical Schools	Public
29) Chinese Gold Mining Sites; Hansen	Public / Private
30) M.V. Regional Airport Mural by Gary Stone	Public
31) Currey Crossing	Private
32) Lily Grade	Public
33) Pioneer Cemetery	Private
34) Colthorp Park	Public
35) Bell Rapids Water Project	Private
36) Clover Lutheran School Project	Public

Paleontological and Archeological Sites	Ownership
1) Hagerman Fossill Beds National Monument	Public
2) National Park Service Visitor Center; Hagerman Fossil Beds With interpretation, site and visitor information and education opportunities	Public
3) Herrett Center	Public
4) Snake River Canyon Chinese Mining Camps	Public

Recreational Resources and Sites	Ownership
1) Billingsley Creek and Creek Crossing; fly fishing	Public / Private
2) Hagerman Wildlife Management Area	Public
3) Niagara Springs (Pugmire) Park	Public
4) Bell Rapids Boat Dock; This should include a description that explains there are no "rapids" here.	Public
5) Hagerman Fossil Beds National Monument Overlook (access is from top of grade) includes trails and interpretation	Public
6) Twin Falls County Park Boat Dock at Owsley Bridge	Public
7) CC Camp and fisherman's access	Public
8) Mountain Bike Sites	Public
9) Snake River White Water Boating; Hagerman Stretch	Public
10) Balanced Rock Park	Public
11) Sligars Resort, Boat Launch and Recreation Area	Private
12) Clear Springs Park / Visitor Center and Fish Hatchery	Private
13) Buhl Country Club	Private
14) Buhl City Park	Public
15) Buhl Rodeo Grounds	Public

16) Clear Springs Park / Visitor Center and Fish Hatchery	Private
17) Cedar Draw Park	Public
18) Twin Falls County Fairgrounds and Rodeo Arena	Public
19) Nat Soo Pah	Private
20) Twin Falls City Park	Public
21) Twin Falls Municipal Golf course	Public
22) Vano's Golf course	Private
23) Twin Falls Gun Club	Private
24) Twin Falls Park; boating, picnics, swimming, fishing	Public
25) Rock Creek Park (County and City); trails, picnic, playground and interpretation	Public
26) Canyon Springs Golf Course	Private
27) Blue Lakes Golf Course	Private
28) Daydream Ranch; fishing, picnics, etc.	Private
29) Milner Whitewater Stretch of Snake River	Public
30) Murtaugh Stretch of Snake River	Public
31) Kimberly City Park	Public
32) Pleasant Valley Golf Course	Private
33) Twin Falls Ranger District / Recreation Area	Private
34) Magic Mountain Area	Private

Natural Resources and Areas	Ownership
1) Balanced Rock	Public
2) Salmon Falls Creek Canyon	Public
3) Sligar's Hot Springs	Private
4) Banbury Hot Springs	Private
5) Miracle Hot Springs	Private
6) Ritter's Island / Nature Conservancy Property	Private Non-Profit
7) Minnie Miller Springs	Private Non-Profit
8) Cedar Draw Creek	Public / Private
9) Rock Creek Canyon	Public River w/ both Private and Public surrounding lands
10) Snake River Canyon	Public River w/ both Private and Public surrounding lands
11) Sinking Canyon	
12) South Hills; Forest Service Area	Public
13) Twin Falls Ranger District	Public
14) Miscellaneous Area Hot Springs	Primarily Private
15) Cedar Draw Wetlands Demonstration Area	Public

Cultural Resources and Sites	Ownership
1) Chinese Gold Mining Sites; Hansen	Primarily Public
3) Herrett Center	Public
4) IFARM Site	Private Non-Profit
5) Emigrant Historical Sites	Public / Private
6) Hagerman Historical Museum	Private
7) Twin Falls County Museum	Public
8) Stricker Store	Private

Commercial Resources and Sites	Ownership
1) Snake River Pottery	Private
2) Rock Lodge	Private
3) Rose Creek Winery	Private
4) Fish Hatcheries	Private
5) Idaho State Fish Hatchery	Public
6) Federal Fish Hatchery	Public
7) Alligator Farm	Private
8) "Prisms" stained glass shop	Private
9) Cactus Flats Produce and truck farm	Private
10) Emerald Valley Garden Center	Private
11) Pete's Shop; Hagerman Valley smoked trout	Private
12) Dragon Fly Pottery	Private
13) Saudmeyer Farms (Tillamook Cheese)	Private
14) Rangens Trout Hatchery	Private
15) Green Giant; tours	Private
16) Buhl Chamber Visitor Center; Visitor and Traveler Information	Private / Open to the Public
17) Smith's Dairy	Private
18) Kelly Orchards	Private
19) Clear Springs Park / Visitor Center and Fish Hatchery	Private
20) Federal Fish Hatchery	Public
21) Melina's Restaurant	Private
22) Greenhouses on River Road	Private
23) Magic Waters	Private
24) Herrett Center	Public
25) Planetarium	Public
26) College of Southern Idaho	Public
27) CSI Exposition Center	Public
28) Pristine Springs and Trout Farm	Private
30) Twin Falls Buzz Langdon Visitor Center	Private / Open to the Public
29) Horse's Mouth Pottery	Private
30) King's Pottery	Private
31) Jerome, Hagerman, Buhl Antique Trail	Private

E. BYWAY ORGANIZATIONS / AREA MANAGEMENT

The following agencies, government offices and related entities and organizations are resources that could be assist in the operation, planning, funding and general management of the Byway and it's resources. Additional resources may be defined as needed to meet specific project needs.

Counties

Twin Falls County / Cthse.
425 Shoshone St. North
Twin Falls, ID 83301

Gooding County / Cthse.
624 Main St.
Gooding, ID 83330

Jerome County / Cthse.
300 North Lincoln
Jerome, ID 83338

Cities

City of Bliss
140 Kentucky
Bliss, ID 83314

City of Buhl
203 Broadway Ave North
Buhl, ID 83316

City of Twin Falls
P.O. Box 1907
Twin Falls, ID 83303

City of Hagerman
110 West Main
Hagerman, ID 83332

City of Filer
300 Main
Filer, ID 83328

City of Kimberly
P.O. Box Z
Kimberly, ID 83341

City of Jerome
152 East Ave A
Jerome, ID 83338

Agencies

Bureau of Land Management
Shoshone District Office
400 West F
Shoshone, ID 83352

Bureau of Land Management
Jarbidge Resource Area
2620 Kimberly Rd.
Twin Falls, ID 83301

Sawtooth National Forest
2647 Kimberly Rd. East
Twin Falls, ID 83301

Idaho Department of Commerce
Division of Tourism Development
Division of Economic Development
P.O. Box 83720
Boise, ID 83720-0093

National Park Service
Hagerman Fossil Beds Nat. Mon.
221 North State
Hagerman, ID 83332

Malad Gorge State Park
1074 East 2350 South
Hagerman, ID 83332

Idaho Department of Lands
329 Washington
Gooding, ID 83330

Bureau of Reclamation
1359 Hansen Ave
Burley, ID 83318

Idaho Transportation Dept.
Region IV Office
216 South Date
Shoshone, ID 83352

Idaho Transportation Dept. Headquarters
P.O. Box 7129
Boise, ID 83707

Related Local Organizations and Support Entities

Hagerman Chamber of Commerce
P.O. Box 120
Hagerman, ID 83332

Buhl Chamber of Commerce
716 East US Hwy 30
Buhl, ID 83316

Twin Falls Chamber of Commerce
858 Blue Lakes Blvd North
Twin Falls, ID 83301

Kimberly Chamber of Commerce
C/O Kimberly City Hall
Municipal Bldg.
Kimberly, ID 83341

Filer Chamber of Commerce
C/O Filer City Hall
228 Main
Filer, ID 83328

Jerome Chamber of Commerce
101 West Main
Jerome, ID 83338

Idaho Power Co.
P.O. Box 70
Boise, ID 83707

South Central Idaho Tourism and Recreation Dev. Assoc.
P.O. Box 5155
Twin Falls, ID 83303-5079

Region IV Travel Committee
C/O Twin Falls Chamber of Commerce
858 Blue Lakes Blvd North
Twin Falls, ID 83301

Idaho Nature Conservancy
Thousand Springs Preserve
1205 Thousand Springs Grade
Wendell, ID 83355

Southern Idaho Land Trust
616 Blue Lakes Blvd. No. Suite #144
Twin Falls, ID 83301

Region IV Development Assoc.
P.O. Box 5079
Twin Falls, ID 83303-5079

College of Southern Idaho
Herrett Center
315 Falls Ave
Twin Falls, ID 83301

F. BYWAY PROJECT AND PROMOTIONAL FUNDING SOURCES

Scenic Byway Enhancement Funds
C/O Idaho Transportation Department
Headquarters
P.O. Box 7129
Boise, ID 83707
Planning and project funds

Idaho Travel Council
C/O Idaho Department of Commerce
P.O. Box 83720
Boise, ID 83720-0093
Promotional program and project funds

Region IV Travel Committee
C/O Twin Falls Chamber of Commerce
858 Blue Lakes Blvd North
Twin Falls, ID 83301
Promotional program and project funds

Idaho Community Foundation
P.O. Box 8143
Boise, ID 83707
Community project funds

Idaho Department of Commerce
P.O. Box 83720
Boise, ID 83720-0093
Block Grants, Downtown Revitalization, Community Development Funds

Idaho Department of Parks and Recreation
P.O. Box 83720
Boise, ID 83720-0065
Trails and Recreational Vehicle Grant Funds

United States Department of Commerce
Economic Development Administration
Jackson Federal Bldg.
915 Second Ave.
Seattle, WA 98174
Planning and project funds

Byway Area Chambers of Commerce
(see addresses listed above)

Private Foundations
(additional project funds are available from a variety of local and national private foundations depending upon specific project needs)

G. THOUSAND SPRINGS SCENIC BYWAY LOCAL COMMITTEE STRUCTURE

The Local Scenic Byway Planning Committee developed and adopted the following structure to provide a format for the organization and function of the permanent Thousand Springs Scenic Byway Local Committee. Formal appointments will be made within 60 days following the completion of the Byway Plan.

PUBLIC REPRESENTATION – (Made up of public representation)

(1 each, to be appointed by Commission or Council of each entity. Need not be an elected official. Can be city/county staff or from the private sector)

- Twin Falls County
- Jerome County
- Gooding County
- City of Bliss
- City of Hagerman
- City of Buhl
- City of Filer
- City of Twin Falls
- City of Kimberly

PRIVATE SECTOR REPRESENTATION - (Chosen by Chambers in those communities)

- Three - one each from Bliss, Buhl and Hagerman area
- Three - one each from Filer, Twin and Kimberly area

AT-LARGE REPRESENTATION - (To be determined by the Committee)

As determined by the Committee from individuals or organizations along the Byway

MISCELLANEOUS

- Need to have a Chair and Vice-Chair, and a recording Secretary. Suggest that if Chair is from private sector that vice-chair come from public (or vice-versa). Secretary can be from either.
- If sub-committees are needed (and they probably will be) the chair of each could come from this committee and membership could be made up of both committee and non-committee members.
- Quorum would be nine people as long as public and private sectors each have at least two representatives.
  (Quorum could be expanded to ten if the At-large representation is added)

PROPOSED COMMITTEE FUNCTIONS

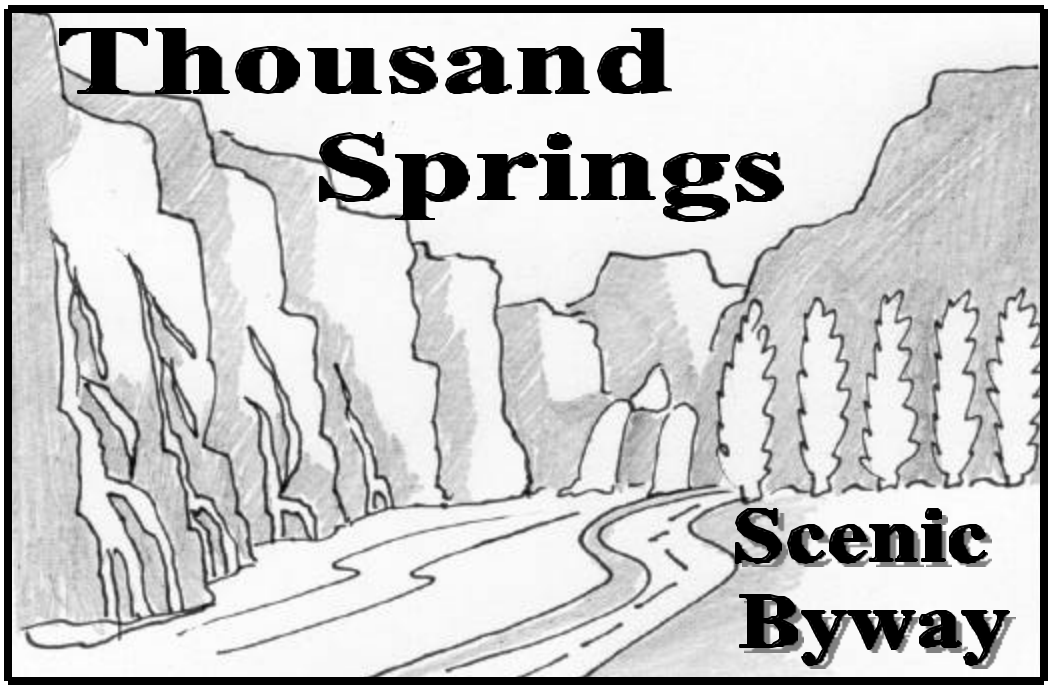
Note: *The Committee is designed to provide broad-based representation throughout the Byway for the coordination and voluntary implementation of the Byway Plan. The Committee and its members have no legal power or authority, but serve as advisors and representation to the entities, agencies, organizations and individuals along the Byway in the management of the Corridor.*

- Provide structured representation for Byway committee activities, plans and decisions
- Coordinate the implementation of the Byway Plan
- Representatives to serve as liaisons to Counties, Communities, organizations and individuals regarding Byway activities
- Monitor and revise Byway Plan activities as needed to meet the needs of Byway Counties, Communities, agencies and residents
- Support Byway enhancement projects
- Review Byway Plan periodically (suggest not less than bi-annually) to address committee representation, current needs of Byway use, counties, communities, agencies and residents
- Evaluate and determine desired future status of the Byway and take action accordingly to meet the needs of the Committee, local governments and residents.
- Represent the Byway Plan to related organizations, agencies and groups
- Develop and utilize sub-committees as needed to support the Byway Plan and the overall Committee
- Complete other tasks as needed to meet the needs of the Byway Plan
- Perform other functions as needed to support the Byway Plan, the efforts of the Committee and the Committee representation

H. PUBLIC COMMENTS

Many public comments were received during the comment period and are collected in a separate Byway Plan Addendum which is available at the following locations:

- Gooding County Courthouse – Planning and Zoning Office
- Twin Falls County Courthouse – Planning and Zoning Office
- Jerome County Courthouse – Planning and Zoning Office
- Bliss City Hall
- Hagerman City Hall
- Buhl City Hall
- Filer City Hall
- Twin Falls City Planning and Zoning Department
- Kimberly City Hall

I. NEW LOGO FOR THE THOUSAND SPRINGS SCENIC BWYAY

During the Byway planning process, the Committee agreed to create a new Byway Logo that more clearly depicted the unique resources along the Byway. The new logo should be used in all related roadway signage and promotional materials. Art work was provided by Gary Stone, Kimberly, Idaho.