

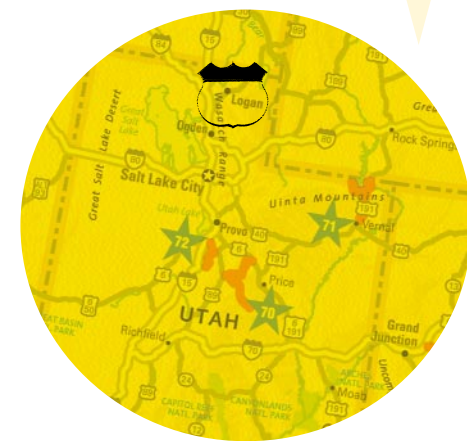


BYWAY LENGTH: 41 MILES

*Utah*  
 \* A total of 11 interpretive sites were developed, 8 new restrooms installed, 2 companion trail guides and restrooms placed, 2 companion trail guides exhibit was created, 2 companion trail guides were improved.

*Project began with a local partnership and other goals*  
 \* Many partners contributed financially and provided staff time to make the project a success

## BRINGING THE PLAN TO LIFE AND EDUCATING VISITORS



**IN UTAH, A BROAD BASED PARTNERSHIP AND WELL-DEFINED CORRIDOR MANAGEMENT PLAN HELPED FACILITATE THE FUNDING AND IMPLEMENTATION OF A PROJECT TO BRING THE HISTORY OF THE LOGAN CANYON SCENIC BYWAY TO LIFE.**



- PROJECT: Logan Canyon Scenic Byway: Portraits in Time
- BYWAY: Logan Canyon Scenic Highway (U.S. 89)
- STATE: Utah
- STARTED: 1995
- COMPLETED: 2000
- TOTAL COST: \$595,873
- FEDERAL SHARE: \$448,373
- UTAH DEPARTMENT OF TRANSPORTATION: \$80,000
- CACHE COUNTY: \$ 40,000
- BRIDGERLAND TRAVEL REGION: \$ 11,500
- GARDEN CITY: \$ 2,000
- RKR, INC.: \$ 1,500
- CACHE VALLEY HISTORICAL SOCIETY: \$ 5,000
- SONS OF THE UTAH PIONEERS: \$ 5,000
- RAVEN GRAPHICS: \$ 2,500
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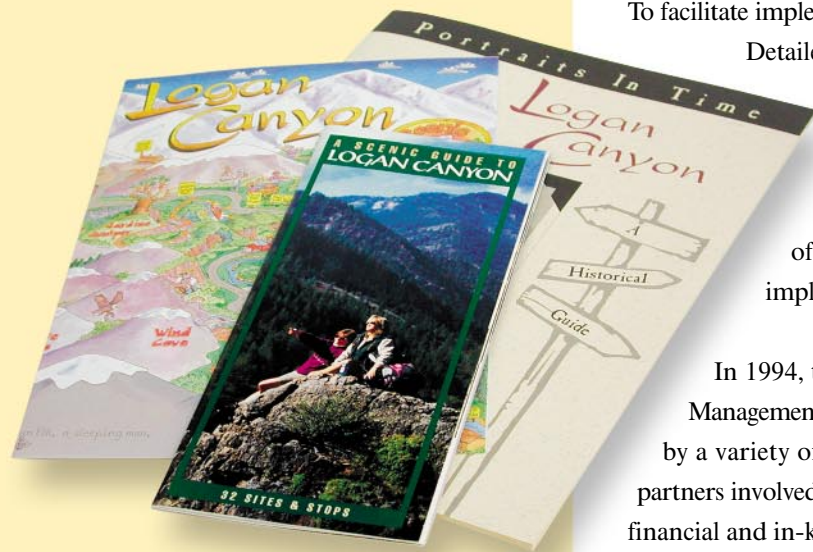
**DESIGNATED A NATIONAL FOREST SERVICE SCENIC BYWAY** in 1989, the Logan Canyon Scenic Byway has long been recognized as a gateway to spectacular scenic beauty and recreation. The beauty of the byway is enhanced by the unique geological formations dating back millions of years. Every year people flock to the Canyon's towering limestone cliffs, bursting meadows of wildflowers and famous crystalline trout streams in search of fun, adventure and relaxation.

The byway is located in northern Utah approximately ninety miles north of Salt Lake City, Utah, and one hundred eighty miles south of Jackson Hole, Wyoming. The route runs between the cities of Logan, Utah, on the west and the Utah-Idaho border at Bear Lake on the east.



### PROJECT FEATURES:

- A total of eleven interpretive sites were developed, eight new restrooms installed, two companion travel guides and restaurant place mats were printed, a traveling exhibit was created and traveler facilities were improved
- Project began with a broad partnership and clear goals
- Many partners contributed financially and provided staff time to make the project a success



### What Happened

Each year, thousands of visitors travel the Logan Canyon Scenic Byway to enjoy its natural wonders. Until recently, however, little interpretive information was available to tell its story. The Portraits in Time project was designed to share the stories of the natural forces and the people that defined the byway. It results from a well-crafted corridor management plan (CMP) that identified priority actions to protect the scenic values of the Canyon, provide visitors with interpretive services and promote recreational activities.

In 1991, work began on the Logan Canyon Scenic Byway Corridor Management Plan. From the outset, interest in the project was high. Individuals representing the local school systems, historical societies, environmental organizations, business community, university, tourist industry, and local, state and federal governments all came together to identify common values and define the plan. Over the course of its development, presentations, workshops and field trips were conducted to generate interest, solicit the advice of interested stakeholders and build support for the plan.

To facilitate implementation, ten priority projects were identified. Detailed information including the need for the each project, its location, elements, estimated cost, maintenance needs, and timetable were outlined. Projects were chosen based on their ability to meet the goals and objectives of the CMP and secure partnership support for implementation.

In 1994, the Logan Canyon Scenic Byway Corridor Management Plan was adopted. Project funding was provided by a variety of different sources representative of the many partners involved. Aside from federal, state and municipal funds, financial and in-kind support from number of private partners committed to the success of the project.

### PARTNERS

- U.S. Forest Service
- Wasatch-Cache National Forest
- Cache Valley Tourist Council
- Cache Chamber of Commerce
- Bear River Council of Governments
- Utah Travel Council
- Utah DOT
- Cache County
- Rich County

### IMPORTANT PEOPLE

- Nancy Brunswick
- Chip Sibbersen
- Fred Houston
- David Hatch
- Maridene Hancock
- Mike Van Horn
- Dave Baumgartner
- Rodney Terry
- Doug Thompson
- Margaret Godfrey

Today, visitors are invited to stop at eleven interpretive sites along the byway and discover the stories of the physical, cultural and historical forces that though the ages have sculpted Logan Canyon. At the main entrances, Lady Bird Park and Garden City Park, visitors are greeted by creative groupings of interpretive panels mounted on large timber poles that rise majestically from their rock bases. The signs have been carefully designed to inform visitors about the area without restricting their view of the spectacular landscape beyond.

To help visitors easily identify interpretive opportunities, the same design theme has been used for all of the interpretive panels. Six frames of standard construction allow the signs to be manipulated to accommodate a variety of locations and configurations based on current needs.

To complement the panels, a route guide and a historical booklet have also been developed. *A Scenic Guide to Logan Canyon: Thirty-Two Sites and Stops* provides a tantalizing glimpse into the Canyon's rich natural and cultural history. A multi-fold, pocket sized brochure easily stashed in a pocket or knapsack, the guide includes a map, mileage locator and a brief description of popular interpretive and recreation sites located along the Canyon. *Portraits in Time, Logan Canyon, A Historical Guide* brings the history of the Canyon to life through the use of historical vignettes to describe eighteen sites in the Canyon.

To promote the Canyon to visitors who may not have had a chance to visit or stop for any length of time, a traveling exhibit and placemat also have been developed. Designed to capture the imagination of the "windshield traveler," the place mat was created for use in local restaurants to encourage travelers to return to the area for a visit when they have more time. The traveling exhibit takes Logan Canyon out to the community and beyond. Illustrated with a large photograph of the Wind Caves, the exhibit beckons the would be traveler.

To better accommodate visitors, eight new restrooms have been built and picnic sites and parking areas have been improved, encouraging travelers to pull off the byway and spend some time to enjoy all the Canyon has to offer.

### Partners

From the beginning, this project was defined by the shared vision of the project partners and the development of a well-articulated corridor management plan. Early on, participants saw how they could, through proper planning, affect the future of the Canyon. This resulted in the development of a detailed CMP designed to facilitate the implementation of ten, high priority projects to protect the Canyon and tell its story.

Aside from educating visitors on the Canyon, the interpretive development of the byway offered an excellent opportunity to diversify and strengthen the local economy. Counties, cities, chambers of commerce and the travel region were all interested in working together to enhance tourism and recreation programs in the area. The project was funded by a grant from the National Scenic Byways Program and through partnerships with the Wasatch-Cache National Forest, the Bridgerland Travel Region, Cache County, Garden City, Utah State University, Utah Department of Transportation, local businesses and organizations. Many of the partners contributed either financially or with in-kind services to make the project a success. Thinking ahead, Cache County has passed a one-percent restaurant tax to fund similar projects to enhance the visitor experience.

A guiding principle of the project was to locate information at places that people were already known to congregate and draw them further into the site by creating strong structures that harmonize with the surrounding environment. The design, themes and topics for the project were substantially informed by the work of a graduate student at Utah State University whose work focused on the design of interpretive service scenarios that would increase the use and effectiveness of interpretation along the byway. This provided a starting point for the project. Based on this work and subsequent research, careful attention was given to the site location and design of the exhibit panels and structures.

The interpretive panels were developed with the help of the faculty of the Utah State University who lent their substantial expertise in a variety of fields. Yet another of the University's graduate students influenced the content of the panels through her work on the oral history of the region. Additional support was provided by the State Historical Society and local residents who shared their photographs and memories to bring the history of the Canyon to life.

## Project Benefits

**The partners in the byway project all feel a sense of accomplishment when they see visitors stopping to read the signs. Finally, we are able to share the incredible stories of the natural forces and the people that shaped the Canyon.**

— *Maridene Hancock, Tourism Director for Cache County*

The Portraits in Time project provides visitors the opportunity to learn about and develop a better appreciation for the Canyon. Self-guided interpretive signs permit visitors to travel at their own pace and take in as little or as much information as they want as they travel the byway. The scenic and historical guides provide visitors with information that they can use to explore the Canyon and take away to enjoy at another time. Each element of the project has enhanced or preserved portions of the byway by telling its story. Improved visitor amenities, accessible to people of all abilities, encourage visitors to take their time and explore all that the byway has to offer.

Based on the success of the Portraits in Time project, other projects identified in the initial byway plan have been funded that will further enhance visitor access and understanding of the area.

## Words of Wisdom

**BEGIN WITH A PLAN HAVING A CLEAR VISION OF THE STORY YOU ARE TELLING.** By identifying common goals and working together to develop a detailed, action-oriented corridor management plan, the project partners were able to implement the Portraits in Time Project.

*A grassroots study conducted in 1985 revealed that Utah's five national parks were experiencing overuse, while nearby scenic areas were being underutilized. Within three years of the study, a committee was formed with the goal of creating a statewide scenic byways program.*

## CREATE LOCAL OWNERSHIP THROUGH EARLY PARTNER INVOLVEMENT AND SECURE LOCAL FUNDING SOURCES.

Early involvement and commitment to the goals of the project instills a sense of ownership and facilitates funding. Commitment to funding at the local level often makes it easier to attract funding at the federal level.

## PUT YOURSELF IN THE SHOES OF THE TRAVELERS AND VISITORS.

Interpretive sites were chosen based on areas that people already tended to congregate.

**DON'T BE AFRAID TO TELL YOUR STORY.** People are interested in understanding what it is they are looking at. Tell your story and be proud of it. Know that there may not be another story just like it anywhere else.

## DESIGN STRUCTURES AND USE MATERIALS TO CREATE A COMMON VISUAL THEME REPRESENTATIVE OF THE AREA'S RESOURCES.

The interpretive signs were designed to harmonize with their setting and provide visitors with a means to readily identify interpretive opportunities. The signs are strapped to large timber poles that rise from stone bases that blend well with the limestone cliffs and forested slopes of the Canyon. The materials used are also indicative of the resources that the Canyon has provided to the local communities over time.

## USE THE ORIGINAL PROJECT AS SPRINGBOARD FOR GENERATING IDEAS, INTEREST, SUPPORT AND ACTION TO INITIATE NEW, RELATED PROJECTS.

As a result of the meetings on this project, Cache County passed a one-percent restaurant tax to help fund this project and similar projects in the future to encourage tourism to the area.

Interpretive signs were installed along the Bear Lake Trail and the walkway to the Lake. This project stemmed from the Logan Canyon project and involved many of the same people.

In 2000, a group was organized called the Bear River Heritage Area. The goal of this organization is to promote heritage sites, products, events, artisans and activities along Highway 89 and the entire Bear River area, which covers northern Utah and southern Idaho. This project ties into the Portraits in Time theme of the Logan Canyon Scenic Byway.

A brochure was developed with the help of many of the partners that worked on the Logan Canyon project entitled *Cache Valley: Heritage Driving Tour*. This project also reinforces the Portraits in Time theme.

