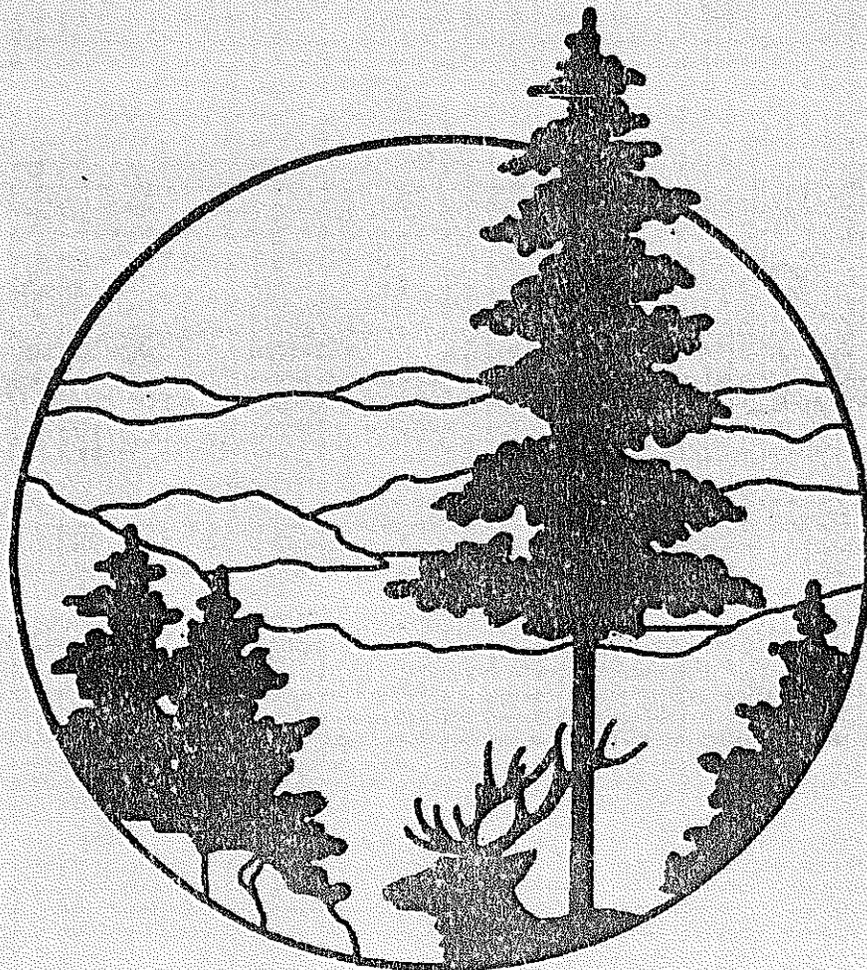


*Blue Mountain National  
Scenic Byway  
Interpretive Guide*



Umatilla National Forest  
USDA Forest Service



*"...it is not half so important to know as to feel. If facts are the seeds that later produce knowledge and wisdom, then the emotions and the impressions of the senses are the fertile soil in which the emotions must grow."*

*Rachel Carson  
The Sense of Wonder*

**This plan:**

1. outlines a recommended program of interpretive media and visitor services for the Blue Mountain Scenic Byway which are compatible with Recreation Opportunity Spectrum guidelines.
2. identifies a spectrum of accessible opportunities for interpretation and enjoyment of the landscape and culture associated with the Blue Mountain Scenic Byway.
3. encourages local communities to take advantage of economic opportunities, and identifies potential partnerships that may assist in realizing the recommendations of this plan.
4. proposes guidelines to influence the quality and nature of interpretation and visitor services along the Blue Mountain Scenic Byway.
5. provides direction for evaluation of interpretive services and visitor use, which may lead to necessary revisions of this plan in future years.

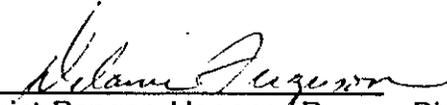
# Interpretation and Visitor Services Implementation Guide

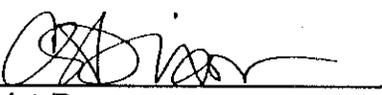
## Blue Mountain Scenic Byway Umatilla National Forest

The purpose of this document is to guide development of a logical sequence of complimentary interpretive services and visitor accommodations associated with the Blue Mountain Scenic Byway. Included in the plan are guidelines and recommendations to accomplish this ambitious endeavor.

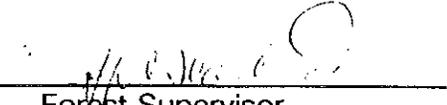
This interpretive plan meets the intent and guiding policies of USDA Forest Service Manual 2300, and the Umatilla National Forest Land and Resource Management Plan.

This plan is:

Recommended by:   
District Ranger, Heppner Ranger District

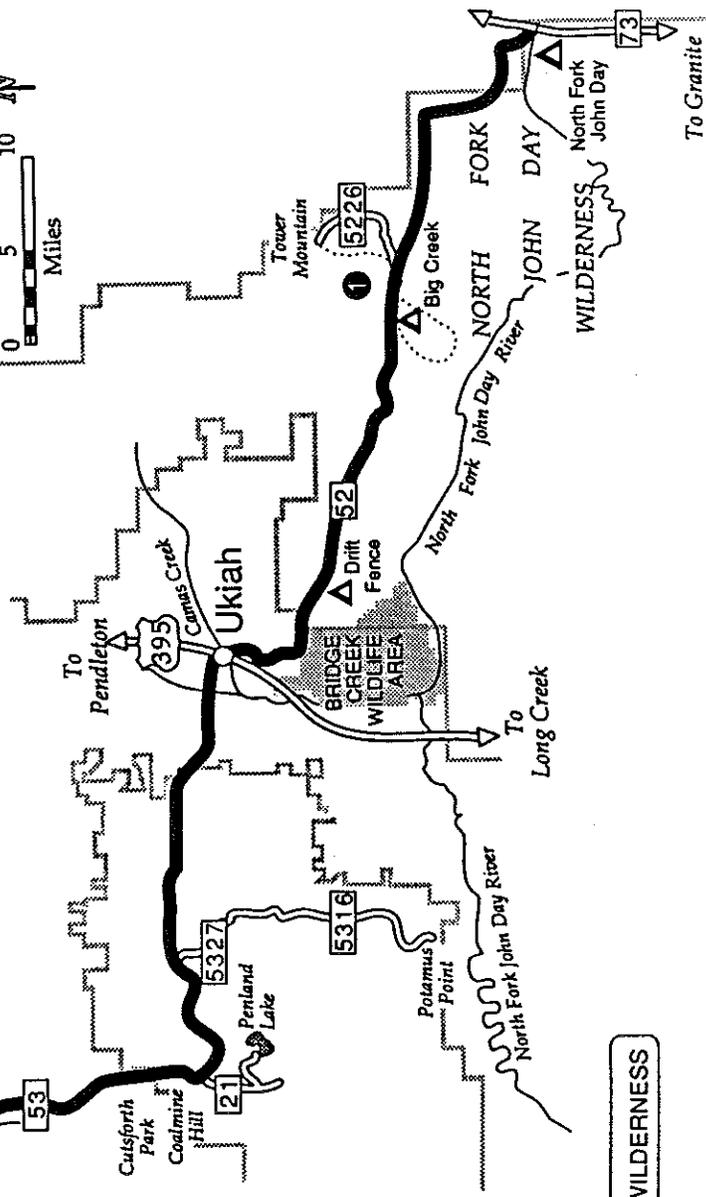
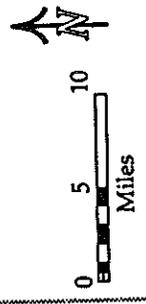
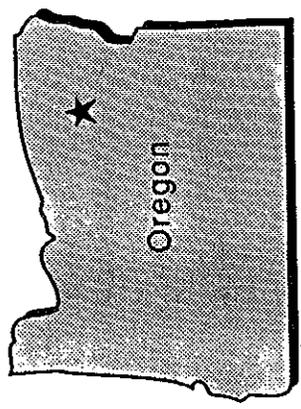
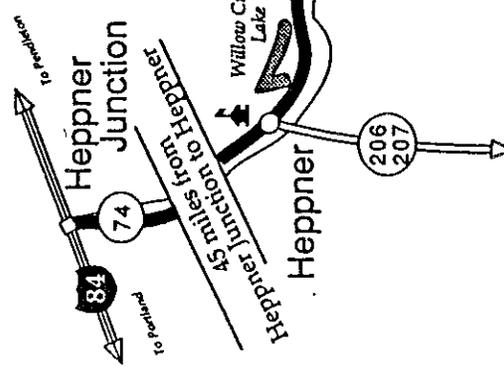
Recommended by:   
District Ranger,  
North Fork John Day Ranger District

Recommended by:   
RELM Staff Officer

Approved by:   
Forest Supervisor

Date: 11/7/93

# BLUE MOUNTAIN SCENIC BYWAY



# 1 NORTH FORK JOHN DAY WILDERNESS

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# Statement of Purpose

The goal of this document is to develop a management guide for providing touring services and facilities for the Blue Mountain Scenic Byway. This will serve as an overall "umbrella" guide with general standards, themes, examples, etc. Most individual projects will need site specific analysis prior to accomplishment.

Since the Byway was designated in 1989, interest in the area has increased. People have expressed an interest in traveling along the Byway, but want to know what they will encounter along the way. Presently, information is provided one-to-one with no particular resource identified.

The towns along the route have traditionally been resource based, commodity-oriented communities. With commodity resources becoming much more scarce, many of these towns are looking for tourism to assist in diversifying their economic bases. An interpretive plan will help in this effort.

This plan will provide a common thread to managers of the Byway by guiding development of various sites along the route. Without an organized sequence of information presented in a consistent manner, travelers will be left to fend for themselves. With the publicity the Blue Mountain Scenic Byway is receiving in guide books and the placement of directional signs, the lack of a cohesive interpretive program could leave visitors disappointed. People would be encouraged to travel the Byway without any information on the unique qualities of the area. In turn, this could create negative feelings which could cause unfavorable remarks and even cause future use to decline. In order to prevent this, the story of the area must be presented. Travelers need to know what they will find as they drive the Blue Mountain Scenic Byway.

Tourism is important for local economic diversity. Funding opportunities (e.g., USDA Rural Development Program) for the local agencies and the private sector sometimes depend on having a plan on which to base requests. This plan will also provide a basis of authority for the Umatilla National Forest to participate with other agencies and provide the private sector to plan and accomplish projects located outside the normal jurisdiction of the Forest Boundary. It will also be the mechanism for the non Forest Service entities and partners to have access to funds, grants, loans and other funds available through the State and Private Forestry Branch, or other Federal agencies.

# Goals for Interpretation

The Forest Service will, by implementing this plan for interpretation and visitor services strive to:

- 1) Improve public understanding of National Forest programs and activities.
- 2) Ensure recognition that the Scenic Byway is administered through the cooperative efforts of the Forest Service, adjacent landowners, and various state and local public agencies.
- 3) Help strengthen a positive image of the Forest Service as a multiple-use agency, by providing a variety of safe, quality interpretive sites and recreation opportunities associated with the Scenic Byway.
- 4) Encourage a land use ethic that provides for stewardship and sustainability in protecting the earth's resources.
- 5) Encourage an understanding and appreciation for cultural resources and history of the region adjacent to the Scenic Byway.
- 6) Provide a positive example for local communities, adjacent land managers, and the Forest Service of high quality, innovative interpretation, recreation opportunities and visitor services.

## Theme: Linking People and Resources

The Blue Mountain Scenic Byway offers a different and little-known alternate route through the Blue Mountains of Northeastern Oregon. Along the way travelers can be exposed to an abundance of resources and stories relating environment and culture to their lives. The theme will be used to organize the story of the environmental and cultural resources of the region to travelers of the Byway thereby *"linking people and resources through a natural and historical journey."*

There are a number of areas along the Blue Mountain Scenic Byway which offer tremendous views of some very spectacular scenery. This Byway possesses a beauty all its own. Views of very rugged, deep canyons and rivers will be highlighted along the route. About 50 percent of the Byway traverses private lands, 25 percent of the Byway traverses National Forest lands having received noticeable management activity such as timber harvesting, and about 25 percent of the Byway travels through National Forest lands appearing in a near natural state.

There are a variety of resources that can be interpreted (see Resource Inventory, pg 6). This variety can be classified into two major categories: culture and environment.

Cultural resources include a sequence of events leading to the settlement and development of the region. Interpretation of cultural topics should address the motivations, consequences and social impact of historical events. The cultural resources are further divided into two additional subcategories: events and places.

Environmental resources are a foundation to describe natural processes at work, and the human ability to influence, and need to use and manage them.

# Resource Inventory

## Environment

### *Geology*

The Scenic Byway geology from I-84 all the way up Willow Creek consists of many layers of lava flows. Lava flow thicknesses range from 10 to 100 feet. Individual flows rippled from fissures or cracks in the earth's surface and spread over tens of miles in a few hours. In the 10 million year period between 6 and 16 million years ago, sporadic outpourings of molten, highly fluid lava spread out over the landscape. In some cases, many thousands of years passed between lava flows. In other cases, successive flows occurred immediately.

What is seen now, as a result of six million years of erosion, are glimpses of lava flow outcroppings in roadcuts or steep banks carved by streams. Often, one, two, or more individual flow layers are visible. Sometimes, thin reddish colored layers are evident between successive lava flows. The thin beds are evidence of ancient soils that developed on the surface of the lower flow. It was later cooked and compressed when the next flow occurred. Iron oxides concentrated in the soil provide the reddish hues.

When lava cools, it sometimes forms columns that appear as hexagonal tiles if viewed from the top surface. From the side, flows often display a series of regular, parallel breaks in the rock that appear as a series of side-by-side columns. Geologists have determined that the columns form perpendicular to the direction of flow.

There are several locations along the road upstream of Willow Creek Dam that offer excellent opportunities to stop and look at the rocks closely.

At Cutsforth Park, the geology changes and lighter colored andesite flows are exposed. These rocks share an extrusive volcanic origin with the basalts but differ chemically. Just beyond sight from the road, large blocks of andesite lie in jumbled disarray with large trees growing out of cracks and between the large blocks. There are also small caves and tunnels formed by blocks lying next to and on top of each other.

Above Cutsforth Park the geology and topography change dramatically. From about the Umatilla National Forest boundary, the road and surrounding terrain steepens. Thin seams of coal can be found near Willow Creek, but the coal beds are too thin and sporadic to be of commercial value. Farther up the road, a variety of interbedded continental sedimentary rocks, including sandstone, siltstone, and shale are exposed in the streambed of a cascading waterfall.

From a short distance below to the summit of the Byway, basement rock of the Blue Mountains exist. The bedrock consists of altered sedimentary and igneous rocks about 150 to 200 million years old. Relative to the age of the earth, these rocks are very young. Rock types include argillite, chert, limestone, greenstone, and others.

At the junction of Forest Roads 53 and 21, intrusive igneous rocks underlie surface soils. Unfortunately for geologists and rockhounds, viewing of underlying bedrock is hampered by a two to five-foot layer of soil. This soil, commonly referred to as "ash soil," resulted when Mt. Mazama (Crater Lake) erupted. Fortunately for everyone, the soil is highly suited to growing trees and vegetation.

The Scenic Byway geology from Ukiah to the Pearson Guard Station consists of many layers of the Columbia River basalt lava flows. These sometimes columnar jointed rocks represent one of the largest outpourings of flood basalts in the world. Some flows extruded as much as 400 square miles of lava and some flows erupting from vents and fissures in NE Oregon made it all the way to the Pacific Ocean. These flood basalts filled the valleys and low spots in the Blue Mountains changing the landscape forever. The boulder-strewn meadows on either side of the 52 road contain shallow soils developed in the top of the lava flow. A panoramic view of the North Fork John Day River Canyon is located just east of the junction with the 55 road. The river has carved a deep canyon into the multiple bench-forming lava flows. Just east of the Pearson Guard Station, the somber blue-brown basalts give way to the older white, yellow, orange and pinkish-gray volcanic tuffs, rhyolites and platy andesite flows of the Clarno Formation. Layers of bouldery volcanic mud flows called lahars can be seen along the road and are similar to the hot mudflows that filled and destroyed the Toutle River in Washington during the 1980 Mt. St. Helens eruption. A glassy gray rock seen in the road cuts is called perlite and is used commercially in lightweight concrete.

As you cross the North Fork of the John Day River near the campground, you are driving over a terminal moraine left by a valley glacier. Piles of boulders called tailings can be seen along the road and were hand-stacked by placer miners in the 1800's.

The next road cuts reveal contorted, folded and faulted older rocks that originated as chains of islands and blocks of sea floor crust in the Pacific Ocean. These rocks, called exotic terranes, are a testimony of the driving power of plate tectonics.

Most of the rock seen between the NFJD Campground and the village of Granite is a dark metamorphosed mudstone called argillite. This argillite was originally deposited as a sedimentary mudstone in the Pacific Ocean basin, similar to conditions in the warmer western Pacific Ocean.

The higher mountains visible to the east are made up of the lighter-colored granodioritic rocks of the Bald Mountain Batholith. These intrusive rocks invaded and melted upward through the newly joined terranes of the Blue Mountains. These intrusive rocks provided some of the hot mineralized fluids that reacted with the older rocks forming mineral deposits of gold, silver, copper, lead and zinc. Much of the rusty stains in the argillite seen along the road are a result of the upward movement of mineralized hydrothermal fluids.

An estimated 5.8 million dollars of mostly gold and silver were produced from the Granite mining district. The ruins of the Cougar Mill can be seen three miles north of Granite on the west side of the road. This mine produced approximately \$670,000 worth of gold and silver in the 1930's. Just north of Granite, hand-stacked "walls" of placer tailings can be seen east of the road. Chinese miners carefully stacked these boulders to recover the gold located on top of the bedrock.

### *Wildlife*

The vast, undeveloped areas along the Byway provides a diverse variety of wildlife species. More than 300 species of vertebrate animals are found in the Blue Mountains. The distribution, as well as abundance, of wildlife populations is largely determined by habitat type and conditions. Several special habitat components are very important including riparian areas, meadows, dead/down trees (snags), and old growth timber.

The forest supports one of the largest Rocky Mountain elk herds in the country. Other game species include mule deer, white-tailed deer, black bear, Rocky Mountain and California bighorn sheep, mountain lion, turkey, quail, grouse, and several species of waterfowl. Non-game wildlife include many species of furbearers, songbirds, predators, and reptiles. The Bald eagle occurs as a late fall and winter migrant along the North Fork John Day River. Large snags along the river are used as roost or perching sites for these scattered migrants.

## *Vegetation*

The great diversity of the region is reflected by the occurrence of 10 of the 116 forest and range ecosystems identified by Kuchler (1964) in the United States. The diverse vegetative types are directly related to landform, climate, elevation and historic management practices employed on the land.

The area adjoining the Columbia River and the Columbia Plateau are dominated by range land vegetation (grasses and shrubs) with forested types virtually nonexistent; some tree species can be found along streams or near springs. These areas are characterized by low precipitation levels with high summer temperatures.

The mountainous region is characterized by forest trees and shrubs; these types range from heavily forested areas of dense vegetation to more open, park-like settings of Ponderosa pine. Mountain meadows are interspersed throughout the forested areas providing a variety of vegetative types. Wildflowers are common in these mountain meadows particularly in the spring.

Forest health is an emerging issue in the Blue Mountains of Oregon. Along much of the forested area between Heppner and Ukiah there is stark evidence of a severe Mountain Pine Beetle infestation. Most of the dead trees were removed by logging and the regeneration process is very visible as new lodgepole pine begins to dominate the sites. In addition, severe infestations of Western spruce budworm and Douglas-fir bark beetles have created large stands of dead and dying white fir and Douglas-fir. These epidemics have major impacts on water quality, fisheries, wildlife habitats, recreation opportunities, timber growth, visual resources, fire hazards, and other resources of the area.

## *Water*

The Byway travels through two major drainages of the Columbia River basin. Willow Creek lies along the western 70 miles of the route. It serves as a major source of irrigation for the Willow Creek valley.

The remainder of the Byway travels through many small drainages that drain into the North Fork John Day River. This river was designated a Wild and Scenic River in 1988. The North Fork John Day River's primary recreational uses are fishing, camping, hiking, and sightseeing. The North Fork John Day River Trail lies on the north side of the river in the North Fork John Day Wilderness. The area is rich in early gold mining sites where both placer and dredge mining occurred. Water quality is excellent. Stream improvement projects have rehabilitated fish habitat.

The river has the largest natural spawning population of anadromous fish in the Columbia River system above Bonneville Dam.

### *Fire*

Fire has played an important role in the evolution of natural ecosystems and is essential to the perpetuation of many plant communities in the Blue Mountains of eastern Oregon (Hall, 1977). Fire scars indicate that fires of varying intensities occurred on an average of at least once every ten years prior to fire protection. High intensity conflagration fires caused plant communities dominated by highly competitive lodgepole pine and western larch to be favored over ponderosa pine, while low intensity surface fires maintained open, park-like stands of mature ponderosa pine and larch by removing competition from less fire-resistant trees and new growth. Local lore has it that the frequency of fires in the area cast a "bluish" tint over the landscape; thus the name "Blue Mountains" was coined.

Since fire suppression programs began in the early 1900's, the exclusion of fire has changed the environment to one favorable to fire-sensitive white fir and other tree species. In a study of fire ecology in the Blue Mountains of eastern Oregon, it was noted that the change from ponderosa pine to white fir and Douglas-fir is gradually changing the Blue Mountain plant community from fire resistant to fire susceptible (Hall, 1977).

## Heritage

The 1804 Lewis and Clark expedition is considered the beginning of the historic period for eastern Oregon. The party came down the Columbia River reaching the eastern edge of Morrow County on October 19, 1805 (French, 1971).

Euro-American contact was limited from 1804 until the discovery of gold in the 1860's. Gold mining provided the impetus for the development of goods and services. Merchants, farmers, and stock raisers were attracted to the area. Gold mining reached its peak in the late 1890's. Several important lode mines were located in the Granite Mining District.

Immigration into the area was often by way of aboriginal trails. The practice has produced an overlapping pattern of trails, wagon roads, and highways. Oregon became a territory in 1849 and settlers wanted clear title to lands traditionally held by Indians. Consequently, by 1855 Indian lands were ceded to the U.S. Government, and the Umatilla, Cayuse, and Walla Walla tribes were placed on the Umatilla Indian Reservation. Homesteading of public domain land steadily increased until the early 1900's.

In addition to mining and homesteading activities, the use of range land for both cattle and sheep grazing became increasingly important between 1860 and 1900. From 1900 to the present, timber harvest has continued as one of the primary economic activities. Associated with the history of the area is development of the railroad and new means of transportation and communication.

## Sites

### *Oregon Trail*

The Oregon Trail shares a special place in the annals of history as it provided the main link for residents of the East wishing to move "out west!" Many enthusiastic pioneers began the long journey from Independence, Missouri, to the Oregon Territory via the Oregon Trail. It was a long and difficult journey lasting six months or longer. Many obstacles had to be overcome along the way; Indian attacks, disease, scarce supplies of food and water, floods, and breakdowns. Many lives were lost. The Oregon Trail crosses the Byway route about 15 miles south of the Columbia River. From 1841 to 1860 the wagon trains wore deep ruts as the westward movement gained momentum. People continued to traverse the route on foot for many decades later.

Oregon Trail ruts are visible today near Well Spring (13 miles east of Cecil). This Site was very important to the pioneers, serving as a watering hole in an otherwise desert-like landscape.

### *Cecil*

The town of Cecil was founded as a result of one migrant's misfortune along the Oregon Trail. William Y. Cecil had stopped to repair his wagon after leaving the Well Spring area. His skill became very sought after as other members of the same wagon train began coming to him for repairs. The Cecil's decided to stay along the banks of Willow Creek where William Cecil built the first store and the government established a Post Office at Cecil in 1867.(Griffith, 1982).

The 100-year old post office still stands among the family-owned buildings. The Oregon Trail is still visible descending the hillside from Well Spring.

### *Morgan*

The post office for the town of Morgan was originally located in the home of Ozwell Douglas two miles north of the present town site. The Kerr-Grifford grain company built a "sack house" grain warehouse at Morgan soon after the railroad was built up Willow Creek in 1888. Morgan became a shipping point for tremendous quantities of grain from both east and west of Willow Creek (Griffith, 1989). Morgan Road (located south of Morgan) provides access to the Four Mile Canyon Oregon Trail Site.

### *lone*

The eastern portion of the town site of lone was originally settled by sheepman Ed Cluff in 1872. Another stockman, George Emerick owned the western portion of the town site. In 1883, Elisha Sperry acquired the Emerick land and thought it would be a good spot for a town site. Sperry named the town after a little girl, lone Arthurs, living in the area with her parents. The residents of lone were content to live in a little country town with just enough merchants to provide the goods demanded by the Swedes who settled in the area. A post office was established in 1884 and a schoolhouse was built in 1885. It was incorporated in 1899 with Elisha Sperry serving as lone's first mayor (French, 1971). lone is a good access point for a side trip to the Well Spring Oregon Trail Site.

### *Lexington*

The town of Lexington can be traced to 1868 when William and Henry Penland drove a band of 1,000 sheep from Halsey, Oregon to where

Lexington now stands. The town sprang up without any real encouragement from Penland. The site was sheltered by the rolling bunchgrass hills and was close to abundant water and wood. Penland's sheep operation grew to such vast scale that the "home place" was almost a small town in itself. With an ever increasing population in the bunchgrass hills around its periphery, Lexington was the natural trading center for most of the area. Moreover, wanting schools and churches for their children, a group of energetic, civic-minded citizens were dedicated to building a town. The day came in 1885 when the town was platted. Jane Penland was given the privilege of naming the town; she named it Lexington after her birthplace in Kentucky. William Penland, having introduced sheep into the area, built the first great fortune in this part of Oregon (McMillan, 1974).

Lexington grew more rapidly than any other town in eastern Oregon. It never was a raw, struggling frontier town; it was a solid community from the very beginning. The business directory contained nearly 30 establishments. Then in November 1887, three blocks of the business district were reduced to ashes when a devastating fire swept through the town. This fire had far reaching effects on the history of Morrow County. Lexington was never again to achieve the growth pattern it had started. Some businesses were rebuilt but many were not (McMillan, 1974).

### *Heppner*

The town site of Heppner was founded when a squatter sold his claim to George Stansbury in 1870. The area was located "upstream" from William Penland's homestead (Lexington), and became known as Stansbury Flat. Stansbury had been postmaster at a small community on Butter Creek called Vinson, but in 1873 he was reappointed postmaster at a location known as Stansbury Flat. Before Stansbury moved his post office to its new location, an unidentified stockman persuaded Henry Heppner and Jackson Morrow to move to Stansbury Flat and build a store. The few stockmen settled in the area (journals list the number at about 25) had to haul their supplies from Umatilla Landing or Castle Rock along the Columbia River, a vast distance in those days. These stockmen wanted Heppner and Morrow to take over the job of bringing in supplies and distributing them (French, 1971). They decided to speculate on a store and in 1872, the store was opened for business. The settlement on Stansbury Flat grew rapidly, and before the year was out, it had been renamed for Henry Heppner, a suggestion, it is said, that came from Jackson Morrow. The town was platted in 1877.

### *Morrow County Museum*

This museum houses a wealth of articles and photographs from the early days in the area. Located in downtown Heppner, the museum brings the rolling hills of the surrounding area to life. In addition to thousand of historic and prehistoric artifacts, five different rooms of early settler life have been carefully recreated for visitor enjoyment.

### *Morrow County Courthouse*

This historic building continues to stand guard over the town of Heppner. It was constructed in 1902 and is listed on the National Record of Historic Places. It was designed by E. Lazarus and measures 52.5 feet by 82 feet with four fireproof vaults. It was made of blue stone at a cost of \$22,000. It remains one of the more impressive courthouses in Oregon (French, 1971).

### *Smith Ditch*

One trans-basin diversion ditch is present along the Byway. The Smith Ditch diverts water from Ditch Creek in the John Day Basin into Willow Creek in the Columbia Basin for irrigation in the mid and lower Willow Creek Valley. It was constructed in the 1930's under the Civilian Conservation Corps program. The nearby Ditch Creek Cabin is a good example of the cabin used by Forest Rangers in earlier years.

### *Ukiah*

This town was originally called Camas Prairie. The Native American Indians came to the area for many years to gather wild blue camas root. The name of the town was changed to Ukiah by E.B. Gamba who lived in Ukiah, California before moving to Oregon. The town site, formed in 1891, supported several churches, mercantile stores, a telephone office, a creamery, bakery, blacksmith, livery stable, hotels, dance halls, and other establishments. Grazing, mining, and logging have been the primary industries.

### *Fremont Powerhouse*

The Fremont Powerhouse, located near Granite, Oregon, is a remnant of the mining era during the early part of this century. It was built to provide electrical power to nearby towns and gold mines in the area. Its history dates back to 1903. About this time, the earnings of some of the local mines, principally the Red Boy, began to decrease drastically. Efforts were made to find more efficient methods of operation. Until 1905, the Red Boy had been operated by steam power. In an effort to operate the mine more economically, the owners decided to utilize local water power to generate low cost electrical power. The powerhouse was completed in 1907, but power was not produced until 1908. Olive Lake, located eight miles away, provided water for the powerhouse. The water was delivered to the powerhouse through a wood and steel pipeline (most of which is still in place) which dropped 1,068 feet in eight miles. The Fremont Powerhouse provided electricity to the area until it closed in 1967. In 1968, the California-Pacific Utilities Company donated the entire complex to the Forest Service. The powerhouse is listed in the National Register of Historic Places.

## Uses and Events

### *Settling the Willow Creek Valley*

There is no historical evidence that Willow Creek Valley was settled any earlier than 1859 when John J. Jordan drove his wagon and stock south from the Oregon Trail crossing at Willow Creek (which became Cecil in 1863) to his future homesite near the confluence of Willow and Rhea Creeks. Jordan built a log cabin from cottonwood trees growing along the creek. He brought cattle from the Willamette Valley (in western Oregon), thus becoming the area's first cattleman. He also maintained a freight station on his place until the completion of the railroad in 1888.

### *Heppner Flood*

In June, 1903, a devastating flash flood occurred. An intense storm passed through the area releasing a torrent of rain. When the runoff from Balm Fork and Willow Creek came together just upstream of Heppner, the wall of water was estimated to be about 20 feet high. Much of the city was destroyed; 250 people lost their lives in this flood which still ranks as the single event with the largest toll of human life in Oregon's history. The first roller compacted concrete dam in North America was constructed on Willow Creek in 1983 as a flood control device.

### *Grazing*

In the late 19th century, sheep grazing left a dramatic mark on the landscape. Early Western Oregon emigrants were originally from the prairie states and had difficulty getting used to the tall trees on the west side of the Cascade Mountains. In the early 1860's, they drove their herds of cattle and sheep across the mountains in search of drier, more desirable range lands. They found the area of the Blue Mountains very desirable with an abundance of feed. For years sheep grazing provided the economic lifeline of Morrow County. "The Heppner hills often smelled like sheep; they were every place; almost half a million of them." (French, 1971).

### *Irish Influence*

Very early in its history, St. Patrick was recognized as Heppner's patron saint. The first Irishman to live in Morrow County was William Hughes, who arrived in the area in time to be included in the 1870 census. He went into the stock business and other occupations so he could help finance fellow countrymen interested in sheep grazing. Hughes wrote to Irish families to recruit young countrymen for the sheep camps in

Morrow County. They were attracted to the sheep business. The greatest influx of Irish occurred around 1890 (French, 1971).

The Irish added an exuberance to life in Morrow County. They remembered St. Patrick through the years by flying the Irish flag and enjoying a community dinner. Today, St. Patrick is remembered each March with one of the largest celebrations in the State of Oregon. The town of Heppner goes "all out" for the St. Patrick's Day celebration as a reminder of the Irish history of the area.

### *Coal Mines*

Near the headwaters of Willow Creek, coal was discovered around 1879. Henry Villard, a prominent railroad promoter, came to Heppner to investigate the discovery. If sufficient coal was found, the railroad might come up Willow Creek into the mountains. In 1901, a number of prominent men in the Heppner area became interested in the venture and formed the Heppner Coal Mining Company. Sufficient coal was found and various pits were opened. Much excitement was created by this find. Work apparently progressed until the disastrous flood of 1903 in Heppner. Some of the backers lost their lives which may have caused the mine to close (Mitchell, 1982).

The Pendleton Railroad and Coal Company was the last company to be formed in the area. It wanted to construct a railroad to the mine, but it was becoming apparent that the coal discovered was not of high enough quantity or quality to make mining a profitable enterprise. The coal was not suitable for railroad steam engines. Needless to say, no major coal extraction took place; remnants of the exploratory work can still be seen in the area today.

### *Railroad*

The transcontinental railroads did not serve Oregon until the 1880's. The Oregon Railway and Navigation line along the Columbia River served the state's needs within its own confines, but there was no eastern connection with the Union Pacific until 1884. When the Oregon Short Line from Granger, Wyoming, to Huntington, Oregon was completed. The Northern Pacific had reached Portland the year before, and Southern Pacific had made its Oregon and California connection by 1887 (McMillan, 1974).

With the transcontinental lines completed, the railroad companies began to show interest in developing branch feeder lines. Oregon Railway and Navigation considered the northern Oregon area between Pendleton and The Dalles as its domain. However, the geography of the region made access difficult, because most of the communities of

eastern Oregon were separated by several deep canyons. Individual branch lines were built to reach them rather than one main line.

The Willow Creek branch line was built to Lexington by 1888, strengthening the economy of the area by allowing more people to homestead and providing easier access to the market (McMillan, 1974). The railroad was eventually extended to Heppner and is still used today.

### *Logging*

The history of logging in the Morrow and Umatilla County region can be traced back to the first timber survey notes of Alonzo Gegnon in 1874. C.K. Peck's 1942 thesis presented to the School of Forestry, Oregon State College states in part:

"The first cuts on the forests were made in the "1850's-60's" when packers, freighting in supplies to the mines in Grant County and in Idaho, built settlements at the various places along the route."

"Only the best of logs could be used from which to saw lumber. Each tree was necessarily felled on favorable ground so that the men could dig a trench below the logs in which to stand and pull the whip saw. Logs were often placed on skids and moved into positions over the pits so that the laborious work was made easier."

Several mills were located in the region as early as the 1870's. S.P. Garrigues built the first mill in the Willow Creek Valley in 1878. The mill was operated for several years with a ready market for lumber in nearby communities, including Heppner fifteen miles north. Logging was done by teams of oxen that skidded logs downhill in dirt chutes.

Today, Kinzua Corporation operates a mill near Heppner. Situated along the Byway, this is one of the most modern, computerized sawmills in the country. Kinzua also generates electricity in a co-generation plant; this plant uses sawmill waste materials that were not utilized historically.

## Byway Users

An effective interpretive plan must include an analysis of who will be using the facility and why (Coutant). This information serves as a basis for identifying the kinds of services to provide in order to enhance the experience of the user(s). Targeting the audience also makes it possible to link the theme to audience needs.

Driving for pleasure (sightseeing) is projected to increase 12.2 percent per year in the State of Oregon (SCORP, 1988). The Blue Mountain Scenic Byway travels through a relatively remote section of northeastern Oregon. Motel facilities are limited in number at the present time. A few Bed and Breakfast establishments are located in the Heppner - lone area. For this reason, people using the Byway will likely need to be self-sufficient if they plan to stay overnight along the route. A number of overnight camping facilities are available with several planned campgrounds also in the works.

A number of requests for information about the Byway have been received and a number of personal contacts have been made. These people are from all around the country.

Retirees will be one of the primary audiences for interpretation for several reasons. First, they represent one major segment of our population having the capability to travel in a self-contained mode. Second, most of the requests for information on the Byway have been from people looking for different routes between points of travel with time not being particularly important. Finally, the theme of the Byway focuses on natural and historical resources, and retirees are generally looking for information and experiences centering around these features (Bultena, et al., 1984).

Another audience group includes people living in the Northwest, particularly those living within three hours of the Byway. This includes the areas around Portland, Oregon, Tri-Cities, Washington, and Boise, Idaho. Populations in these urban areas have grown substantially in recent years. Many residents spend a significant amount of leisure time and disposable income on recreation activities (SCORP, 1978). Since the major population centers are in larger cities, one important component of their lives is the ability to "escape from an urbanized lifestyle" (Eastern U.P., 1981). The Byway offers such a retreat opportunity.

As with the retiree audience, urban visitors need to come equipped to spend time in one of the developed campgrounds, or dispersed sites. Car camping is one of the high-growth activities identified in Oregon. The Byway lends itself nicely to this activity.

## **Accessibility**

The Americans with Disabilities Act (ADA), signed into law by President Bush in June 1990, delineated accessibility standards for the nation. The ADA specifically addresses discrimination against individuals with disabilities in employment, telecommunications, public accommodations and services provided by the private sector.

The word accessibility has acquired a very specific meaning in reference to persons with disabilities. To be accessible, facilities and programs must offer persons with disabilities the opportunity to achieve experiences similar to those offered others. This means that facilities and programs must be designed so that they may be approached, entered and used by persons with disabilities. An accessible facility must provide persons with disabilities a place to park, accessible routes of entry and exit, restrooms, water, and all other services, programs or exhibits offered all other users. Central, accessible hubs can be designed as the core of facilities which provide various options for recreation and challenge beyond this hub.

The Umatilla National Forest and all partners working toward realization of the services outlined in this plan are committed to satisfying both the letter and spirit of the ADA. Facilities and programs developed under direction of this interpretive plan will be accessible and compatible with the Recreation Opportunity Spectrum. Application of guidelines contained in the "Design Guide For Accessible Outdoor Recreation" (USDA Forest Service), should be the standard for developments associated with the Blue Mountain Scenic Byway.

## **Economic Potential of the Byway**

Since the Blue Mountain Scenic Byway is relatively unknown, it is assumed most users will want to know about the area, i.e., what features exist along the route and even why they are important. The Forest Service looks at this Byway as an opportunity to invite users to the National Forest. Once on the Byway, visitors will be encouraged to enjoy the recreation opportunities afforded there. There are tremendous opportunities along the Byway to tell the story of nature and how people have interacted with the environment.

Local communities can look forward to increased travel through the area as a way to help stimulate their economies. Future development plans are keying into the exposure of the Scenic Byway program. Tourism is one of the main economic strategies local counties are promoting to stimulate future development of the area. The Byway is an integral part of these plans.

Merely telling people that a new route through the mountains is available will not be enough of a catalyst to encourage long-term use of the Byway. People will need a better reason and accommodations if they are to continue using the Byway. Services are currently available along or near the Byway, and are integral to the experience and opportunities Byway travelers will have.

# Byway Accommodations

## Existing Byway Accommodations

**East Portal:** Existing turnout needs paved to better serve parking. Need "Pack it home" message to reduce litter. (Proposed for 1993-94)

**Cecil:** People stop regularly seeking the Oregon Trail Site. Parking is needed in conjunction with the wayside exhibits. Specific location needs to avoid interference with the family farming operation.

**Ione:** The city park is well suited as a rest area and browsing stop. Parking and toilet facilities need improved.

**Morrow County Shop:** Adequate parking area is present for an information exhibit. Paving would expedite traffic flow thru the work area.

**Lexington:** lodging, fuel, food

**Heppner:** A large private antique collection of farm machinery is available. A museum and grounds is needed for display.

**Hinton Pocket Park:** Located on the outskirts of Heppner, an Oregon State Historic marker is planned. Improved parking is needed for benefit of travelers.

**Cutsforth County Park:** Camping, restrooms, showers, picnic, fishing, hiking, playground. Facilities need retrofitted to accommodate the disabled.

**Coalmine Hill:** Toilet and picnic facilities are needed to serve day use associated with the wayside exhibits and trailhead.

**Penland Lake:** camping, picnicing, toilets, fishing, swimming, boating (no water or garbage service)

**Divide Wells Camp:** This site can serve as an overnight stop for Byway visitors taking the side trip to Potamus Point. Improved camping facilities needed. (no water or garbage service)

**Ukiah:** lodging, fuel, food, park.

**Drift Fence Camp:** Popular hunting camp site. (no water or garbage service)

**Big Creek Meadows Camp:** camping (no water or garbage service)

**Winom Creek Campground:** This site is primarily a staging area for motorcycle trail riders, but accomodates Byway rest stops and overnight camping. Barrier-free toilets available. OHV trail access. Access road not recommended for large RV's. (no water or garbage service)

**North Fork John Day Campground:** camping, fishing, hiking, Wilderness access, barrier-free toilets, horse handling facilities. (no water or garbage service)

**Granite:** fuel, food, interesting historical building.

**Olive Lake Campground:** camping, fishing, boating, and Wilderness. Toilets available. (no water or garbage service)

## **Proposed Byway Accommodations**

Following are proposed accommodations that will enhance opportunities for use of the Byway. Further considerations need to be made in each case: the examples presented here are merely to identify a need and opportunity.

### *Kelly Prairie Campground*

This area is very popular for dispersed camping. However, no facilities exist and users often drive through the prairie to locate campsites. A dispersed use campground is proposed to confine use to an area which does not impact the prairie. Interpretive signing and an information board are appropriate for this proposed campground.

### *Divide Well Camp*

This site can serve as an overnight stop for Byway visitors taking the side trip to Potamus Point. Improved camping facilities needed.

### *Potamus Point Camp*

This site can be developed in conjunction with the Potamus Point Wayside. Further analysis to determine development scale, etc. will be needed prior to development of the facility.

### *Drift Fence Camp*

Primitive campsites. Improved camping facilities needed.

### *Big Creek Camp*

Dispersed camping is already occurring in this area. When popularity of the byway increases it will become necessary to consider additional facilities for travelers. If a campground is developed here, signing and other appropriate forms of interpretation should be considered as part of site planning.

### *Restrooms*

Accessible public restrooms are scarce along many sections of the Byway. The Forest Service should work with local communities to ensure that Byway users have access to these essential facilities. Restrooms in the National Forest are provided in the campgrounds and

in most cases need to be assessed in terms of accessibility. New restroom facilities should be considered for development at strategic locations for Byway travellers, especially between Ukiah and Granite.

# Media Overview

Visitors traveling the Blue Mountain Scenic Byway will need to be directed along the route to enjoy its offerings. They will also need to know where they are and what services to expect. Following are general descriptions of media proposed for the Byway. These media will comprise the core of orientation and interpretation for Byway travelers.

## Portals

Portals are "gateways" to the Byway. These facilities are essential for visitor orientation to services and opportunities available. Portals provide a sense of arrival, and establish the Byway identity and character. Portals should be located at both ends of the Byway, and similar facilities considered for major highway intersections with the Byway, i.e., U.S. 395 and Highway 244.

Each portal should provide general orientation to the Byway. A map of the entire Byway highlighting major points of interest, towns, services and a "You Are Here" arrow are necessary. Additionally there should be a welcome message, introduction of the Byway theme, and relevant safety and use information as part of the portal information. Portals may also serve as brochure distribution points.

## Information Boards

Information boards are similar to portals, yet provide more localized information, such as at trailheads and in campgrounds. Information boards at sites along the Byway should include a Byway map identifying local points of interest, and additional use and safety information. Legal notices will be posted as necessary. The information boards should be creatively designed for visual appeal and ease of use by visitors. Graphic design should avoid a cluttered "bulletin board" appearance, yet allow for current information to be posted as necessary.

A common architectural style for all information boards along the Byway will allow easy identification by visitors. A current design used for traveler information centers on the Byway should be considered as the architectural style to which all information boards proposed by this plan should conform.

## **Route Markers and Directional Signs**

There are several "side" entrances to the Byway. These entrances need to be clearly marked with directional signs to help travelers find their way. Additionally, as suggested above, information boards may be desired at some of the major highway intersections with the Byway. Furthermore, some "side trips" are recommended as part of the Byway experience. Directional signing for these side trips should be clearly marked so that Byway users do not become confused as to the Byway route, and side trip opportunities.

Confidence markers which identify the Byway route will be located along the route to assist travelers along the Byway and to serve as a reminder to travelers of the byway existence. It is recommended that these markers be placed not more than ten miles apart, and that they are placed where the Byway route may be in question, as at major road junctions. Byway route markers may also serve to identify stops that are part of a driving tour. The Byway markers should be introduced at portal and major intersection information boards. Any publication intended to guide visitors along the Byway should also display the route marker. Mileage can be noted on the Byway markers.

## **Interpretive Exhibits**

Interpretive exhibits are an important media because they are always on the job (Jones, 1990). Such exhibits will play a key role by highlighting many of the resources found along the Byway. These exhibits should be planned and designed as a group to promote continuity and consistency, and presents a recognizable appearance which distinguishes the Blue Mountain Scenic Byway. Because several exhibits are proposed for non-National Forest lands, coordination and the development of partnerships to implement this plan will help maintain a consistent appearance. Coordinating schemes of identification will reduce visitor confusion. Design criteria for exhibits are provided in the appendix and should be the basis for design of exhibits associated with the Byway.

## Brochures

Brochures are an effective means of providing interpretation, especially focusing on topics which have application over a large area, or for walking tours where signs may be inappropriate or undesirable. Brochures can provide more detailed information than signs, and can be combined with audio tapes as part of a driving tour. As with other interpretation, brochures should be thematic, and include graphics with text. Brochures for the Blue Mountain Scenic Byway should present a recognizably similar design.

This interpretive plan recommends three brochures as described below, and consideration of additional brochures to cover topics in the following list.

1. A brochure providing a general overview of the Blue Mountain Scenic Byway should provide brief descriptions of various points of interest along the Byway. This can be used in conjunction with other brochures available at Forest Service offices, portals and other distribution points along the Byway. This brochure can be the primary marketing piece, appropriate to use as a mailer when requested.
2. A self-guiding tour brochure is currently provided to interested persons. The traveler can use this brochure to learn more about the historic and natural resources along the Byway. Interpretation in the brochure needs to be correlated to markers on the ground for this publication to be most useful. This, or a similar brochure can be designed to accompany an audio tape, which provides additional information about the Byway.
3. A brochure detailing Rocky Mountain Elk in the Blue Mountains is already in the initial phase of planning through the Blue Mountain Elk Initiative. When complete, this brochure should be made available at the Bridge Creek Wildlife Area Overlook, Forest Service offices and other appropriate distribution points on the Byway.

*Additional Topics to consider for interpretation in brochures*

*Town Sites:*

Cecil  
Morgan  
Ione  
Lexington  
Heppner  
Ukiah  
Granite

*Historical Events and Uses:*

Lewis and Clark Journey  
Heppner Flood  
Grazing  
Mining  
Irish Influence  
Railroad Development  
Logging

*Natural Resources:*

Geology  
Wilderness  
Vegetation  
Wildlife  
Water  
Fire

*Historical Sites:*

Oregon Trail  
Morrow County Courthouse  
Morrow County Museum  
Fremont Powerhouse  
Pearson Guard Station  
Ellis Guard Station

## **Audio Messages**

An audio tape designed to accompany a driving tour brochure of the Byway will allow travelers to hear information as they drive along the route. This method is a friendly way to provide information while the visitor is "on the move." An audio tape is a useful tool where space is inadequate for roadside turn-outs. An audio tape can be produced for travel in both directions on the Byway, and should be referenced to ground markers. One disadvantage of audiotapes is availability. Byway travelers must be able to purchase or borrow them readily.

Similar audio messages can be provided through short-range radio broadcasts. These broadcasts have the additional advantage of a flexible message which can be updated via telephone from a distant office, and can address the most current issues of interest to Byway travelers. One disadvantage of these radio broadcasts is their limited range.

Audio message content can include any of the subjects noted for consideration through brochures. Audio messages should be thematic to avoid a "shotgun" approach to providing information catch-as-catch-can.

# Media Applications

## Interpretation and the Recreation Opportunity Spectrum

Interpretation and visitor services associated with the Byway should be compatible with Recreation Opportunity Spectrum (ROS) guidelines for interpretation as defined in the Umatilla National Forest Land and Resources Management Plan (LRMP page 4-51). Interpretation and visitor services provided at sites off the National Forest would benefit using these same guidelines, and the design criteria recommended in this plan.

Generally, the sector of the Byway corridor between I-84 and Cutsforth Park should be guided by standards for ROS of "Rural", while the sector from Cutsforth Park to the end of the Byway should be "Roaded Natural". Willow Creek Dam to Cutsforth Park could be a transition between Rural and Roaded Natural. Some side trips (e.g., Potamus Point) and specific sites should be at the "Semiprimitive" development level. The Umatilla National Forest Land and Resource Management Plan (pg. 4-51) gives guidelines for appropriate interpretive methods according to the ROS objective.

It is the intent of the Umatilla National Forest to provide leadership and support efforts to develop consistent, quality services for Byway users. All services and sites described in this section are proposed unless otherwise noted. In most cases the exact location of a site will differ slightly from mileage noted in this plan. Further consideration of subject matter proposed for interpretation is advised.

It will be important that the facilities and signs along the route have a common theme and logo to distinguish them as being associated with the National Forest Scenic Byway. The following design standards will be used to provide a consistent, professional appearance.

*Designs Standards for Blue Mountain Scenic Byway*

1. Facilities and signs will be designed to fit the site.
2. Sign panel material will normally be fiberglass embedded, or equivalent durable cost-effective material (e.g., lexan).
3. Signs will conform to standard colors for specific purposes and types.
  - A. Interpretive and information panels will normally be two or three color: using buff as a base color or reversed lettering and shades of the other color(s) from 5-100%. The solid color will vary to fit the setting.
  - B. Recreation site designation/directional, site approach signs, and informational signs will utilize international symbols when appropriate.
4. All new signs and facilities will be accessible to the disabled at the appropriate difficulty level.

# Planning and Development Concept Areas

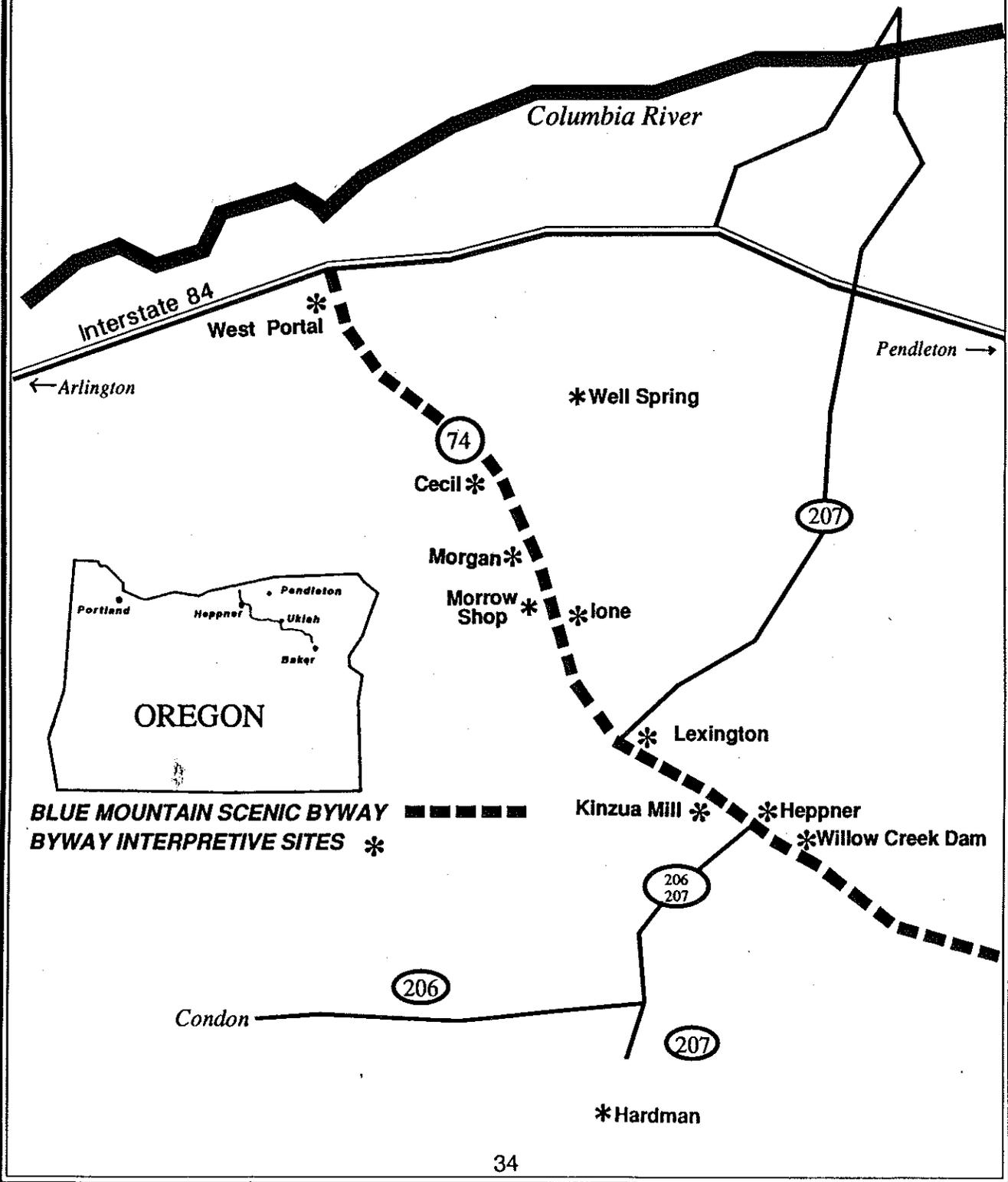
For purposes of organization and implementation of this plan, the Blue Mountain Scenic Byway has been divided into "Concept Areas." These Concept Areas reflect the differences in terrain, resources and administrative boundaries that exist along the Byway.

*Concept Areas for the Blue Mountain Scenic Byway are:*

<b>MAP #1</b> Mile 00-64	Columbia Basin	(I-84 to National Forest Boundary)
<b>MAP #2</b> Mile 64-85	Western Route	(west Forest Boundary to RD 53/5305 jct.)
<b>MAP #3</b> Mile 85-96	Camas Valley	(53/5305 jct. to Forest Boundary on Rd 52)
<b>MAP #4</b> Mile 96-125	No. Fk. John Day	(Rd 52 Forest Boundary to Umatilla/Wallowa-Whitman Forest Boundary)
<b>MAP #5</b> Mile 125-145	Mining District	(UMA/W-W Boundary to Fremont Powerhouse)

Maps of existing and proposed facilities, and descriptions of interpretation and visitor services for these Concept Areas are included in this section.

# COLUMBIA BASIN CONCEPT AREA



# COLUMBIA BASIN AREA MEDIA APPLICATION SUMMARY

SITETOPIC	PORTAL		INFORMATION BOARD		INTERPRETIVE EXHIBIT		INTERPRETIVE TRAIL		PUBLICATION		AUDIO TOUR		PERSONAL CONTACT	
	1 3x5'	2 3x3'							General Info.					
Mile 0.1 West Portal														
Mile 13.5 Cecil			1-2 signs 2' x 3'				X				X			
Mile 18.5 Morgan							X				X			
Mile 24.6 Ladd Ranch			X		Wheat Exhibit									
Mile 27.1 Ione							X				X			
Mile 34.2 Morrow Shop			1 3'x5'											
Mile 34.5 Lexington											X			
Mile 42.2 Kinzua Mill							X				X			
Mile 43.7 Heppner			1 3' x 5'		2 Panels Heppner Flood TBA				Community Walking Tour					Adminis- trative office
Mile 49.9 Willow Creek Dam							X							X

**MILE: 34.2 Morrow County Road Shop**

The County facility has an attractive front and ample parking. It is only 1/4 mile from Lexington, where SR 207 serves as an important intermediate entry point to the Byway. A wayside exhibit to provide area orientation and additional Byway information would be of benefit.

**MILE: 34.5 Lexington**

Provide a turnout for byway travelers to view the community. No structures or panels are currently proposed for this community. Lexington should be included in a driving tour. Appropriate markers and inclusion in a travel guide are recommended. A walking tour of the town may be developed in cooperation with the residents and businesses. If such a tour is desired, a brochure could be developed and made available to community visitors.

**MILE: 42.2 Kinzua Lumber Mill/Electric Cogeneration Plant**

An existing turnout should be used (or one developed) that allows visitors to view the Kinzua Mill and electric plant. No signage or structures are recommended at this time. Kinzua Mill can be included in a driving tour. If so, location of appropriate markers and inclusion in a driving guide are recommended. Mill operators do provide plant tours. This fact and information of how to arrange a tour should be provided. An identification sign would be helpful.

**MILE: 43.7 Heppner**

This community has several opportunities for interpretation. Inclusion in a driving tour is a minimum. The Ranger Station in Heppner allows additional options: a Byway related information board. Northwest Interpretive Association sales outlet, personal contact and service at the Forest Service office.

Additional interpretation in the community can include a walking tour guided by a brochure, or signs located along the route. A walking tour should have definite beginning and ending points just as a nature trail. Development of these proposals should involve community members.

A new pocket park is being developed at the confluence of Willow and Hinton Creek. A state historical sign about the 1903 Flood will be featured. A small wayside orientation exhibit to point out other tour opportunities could be added. A limited parking area is cause to encourage people with vehicles to get information and move on to the next feature.

#### **MILE 45 Highway Junction Signs**

Signing at highway junctions in Heppner should clearly direct Byway users to the route, both east and west bound.

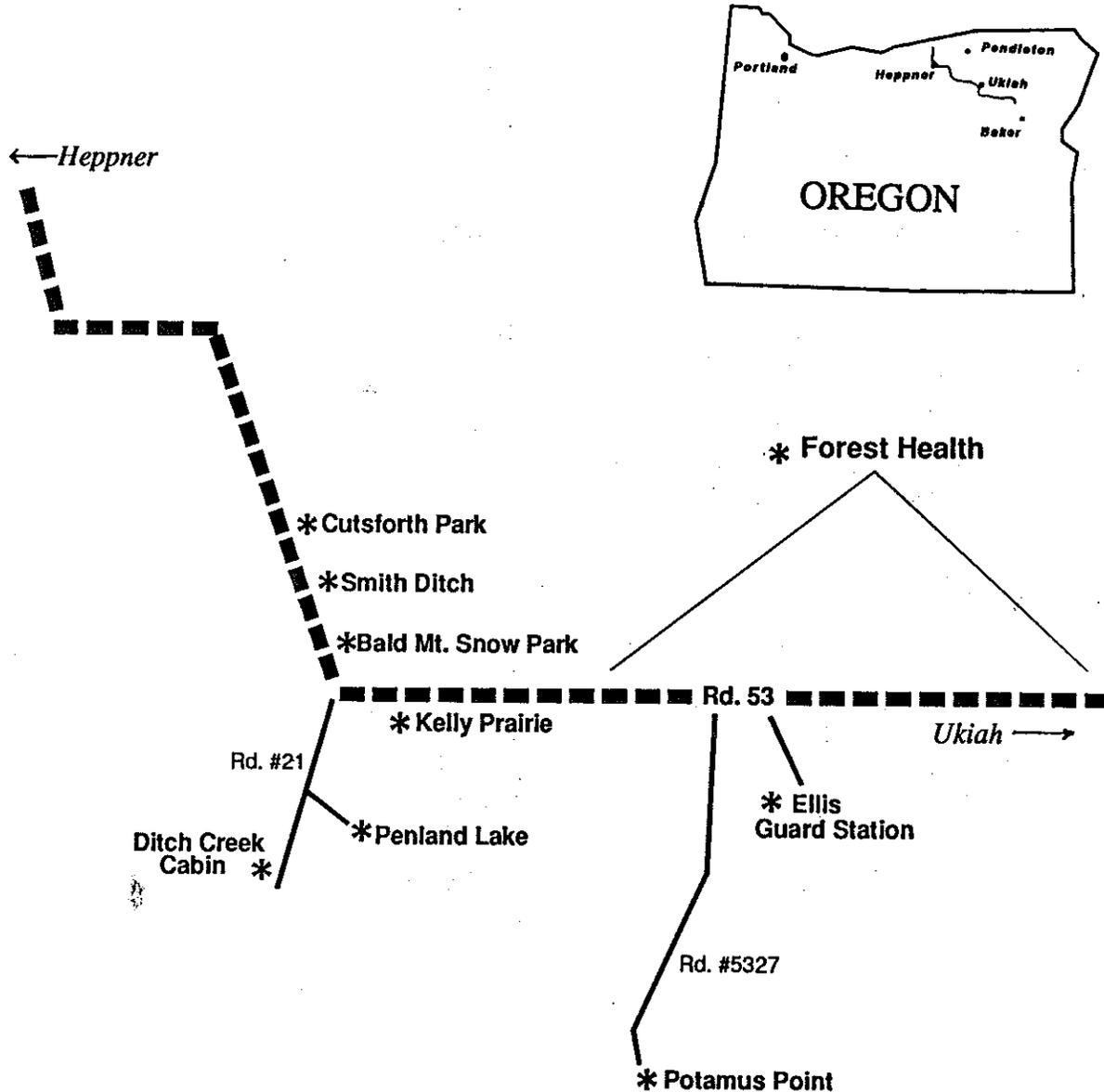
#### **MILE: 49.9 Willow Creek Dam, Corps of Engineers**

Potential for a partnership at this location to use an existing overlook of the Willow Creek Reservoir to provide interpretive signing. Interpretation here should focus on the dam and reason for its construction. This site is recommended as a driving tour stop. Appropriate signing and inclusion in a tour guide are necessary. Past signs have been heavily vandalized, caused COE to remove.

#### **MILE: 50 Confidence Marker**

#### **MILE: 60 Confidence Marker**

# WESTERN ROUTE CONCEPT AREA



**BLUE MOUNTAIN SCENIC BYWAY** ———  
**BYWAY INTERPRETIVE SITES \***

# WESTERN ROUTE CONCEPT AREA MEDIA APPLICATION SUMMARY

SITE/TOPIC	PORTAL		INFORMATION BOARD		INTERPRETIVE EXHIBIT		INTERPRETIVE TRAIL		PUBLICATION		RADIO		AUDIO TOUR		PERSONAL CONTACT	
		1 3' x 5'				Trail orientation and 5-9 panels, 18" x 24"	Brochure Distribution									By Park Personnel
Mile 65.8 Cutsforth Park																
Mile 67.4 Smith Ditch						Possible connection to Cutsforth Park	X					X				
Mile 68 Bald Mt. Snow Park		1 3'x5'													X	
Mile 71.9 Kelly Prairie																
Mile 75.1 Rd. 5327 to Potamus Point					1 2'x3'											
Mile 76 Rd. 5300140 to Ellis Guard Station																X
Mile 68-82 Forest Health																X

## **Western Route Concept Area Interpretive Site Descriptions**

### **MILE: 65.8 Cutsforth Park**

Cutsforth Park is a potential hub for several activities and opportunities for interpretation. The Forest Service should work closely with park managers to develop opportunities recommended for this site, including a fully accessible interpretive trail featuring forest ecology, and a Byway related information board. Other opportunities that could be developed as part of a Cutsforth Park "complex" include: a trailhead and trails to Bald Mountain, Smith Ditch, and CCC camp.

Parking space is a limitation of this site, especially if opportunities provided result in visitors remaining at the site for extended periods. Recommendations for interpretation and recreation facilities between Cutsforth Park and the informal sno-park near Forest Road 21 should be carefully planned to prevent congestion and parking problems.

### **MILE: 67.4 Smith Ditch**

This site can either be part of the Cutsforth Park "complex" with connecting trails to Bald Mountain, or it can provide parking and access solely for viewing Smith Ditch Falls, or both. A developed viewpoint for Smith Ditch should be accessible to all. The coal seam is plainly visible in the streambed. This site and related CCC activity should be included in a driving tour with appropriate markers and inclusion in a tour publication. Signing is not recommended here as the site is small. The road is scheduled to be reconstructed. Coordination between local, state and Federal road managers will be required to protect and enhance this site. Accessibility Level 4.

### **MILE: 68 Bald Mountain Snow Park/Trailhead**

This informal snow park should be considered for inclusion as part of a proposed Cutsforth Park "complex." The site is scheduled to be a trailhead for trails leading to Bald Mountain, "Jake the Snake's Cave," Gibson Cave, and the Cutsforth Park area described above.

The site is also a natural location for winter activity associated with the Byway. Snowmobile and cross-country ski enthusiasts use this parking lot as a base of activity in winter during years when the road is plowed beyond Cutsforth Park.

An information board with seasonally changing orientation and interpretation would help direct users to appropriate activities and points of interest.

#### **MILE: 68 Mallory Seed Orchard, FS RD #21, 2104, 2105**

Mallory Seed Orchard, located approximately 30 miles south of Heppner, was established in 1985 to provide a seed source for propagating Ponderosa Pine, Douglas Fir and Western Larch. Seeds from Phenotypic trees (trees exhibiting exceptional growth and form) around the District will be used to grow two year old seedlings that will be planted in the orchard. High quality seed collected from these trees will be used in future reforestation programs on the Heppner and North Fork John Day Ranger Districts.

With seed trees concentrated in one area, the orchard site will be easily protected from fire, disease and insects and will be less costly and easier to manage than trees scattered throughout the District.

#### **MILE: 70 Confidence Marker**

#### **MILE: 71.9 Kelly Prairie**

An existing pull-out can be used to develop an interpretive site at this location. One interpretive panel is planned for this site, to be designed in 1992. The focus for interpretation at this site is wet meadow ecology.

Additionally, a campground is also proposed near this site. The area is already popular for dispersed use camping. A campground near the meadow may help direct use and reduce impact on the meadow. Though a developed campground will likely increase use, the opportunity to educate visitors and thereby protect the meadow may offset any potential impacts. If a campground is located adjacent to Kelly Prairie, additional considerations for meadow protection via interpretation should be

included as part of facility plans. This site could serve as a snopark when roads are plowed.

**MILE: 71.9 - 85.6 5-LOCK Ecosystem Management Demonstration Area**

Working with the Blue Mountains Natural Resources Institute and Pacific Northwest Forestry and Range Sciences personnel, the North Fork John Day District has selected the 5-Lock Project Area as an "Ecosystem Management" Demonstration Area. The area is located 12 miles west of Ukiah, encompassing 54,000 acres.

This site has been selected to showcase ecosystem management since it is representative of much of the landscape of the Blue Mountains region. The primary purpose of the demonstration area is to show how forest health, riparian and wildlife habitat can be improved through ecosystem management. 5-Lock will provide the setting for research and demonstration through ecosystem management, with emphasis on sustainability and integration.

It's location along the Byway provides a variety of public interpretation opportunities. In addition, one or more of the sites could be developed as environmental education areas for local schools and communities.

**MILE: 75.1 Potamus Point Road #5327/5316**

Clear signing of the Byway and the road to Potamus Point are needed here. Visitors should be aware that Potamus Point is not *on* the Byway, but is a side trip worth the drive. The gravel roads to Potamus Point are narrow and dusty. Careful drivers should have no trouble driving passenger vehicles. Relevant traveler information regarding road condition, clearance limits, mileage to Potamus Point should be provided through signing, and any driving tour, as this site is recommended as an optional stop of such a tour.

An interpretive sign will feature the geology visible in the Potamus Point Area.

#### **MILE: 76 Ellis Guard Station Road #53-000140**

An historic Forest Service Guard Station and associated structures (located 1.7 miles off the Byway) provide an opportunity to interpret Forest Service history. The Guard Station is occupied seasonally by Forest Service employees, and may be available as a recreation rental cabin under Granger-Thye authority.

Interpretation through signage on site, or as part of a Forest Service history brochure are appropriate for Ellis Guard Station. Personal contact is also an option. If Ellis Guard Station becomes a recreation rental cabin, there are additional possibilities to interpret the facility and Forest Service history by outfitting the cabin with books, posters, and other publications. Access is via a low standard road not suitable for large vehicles.

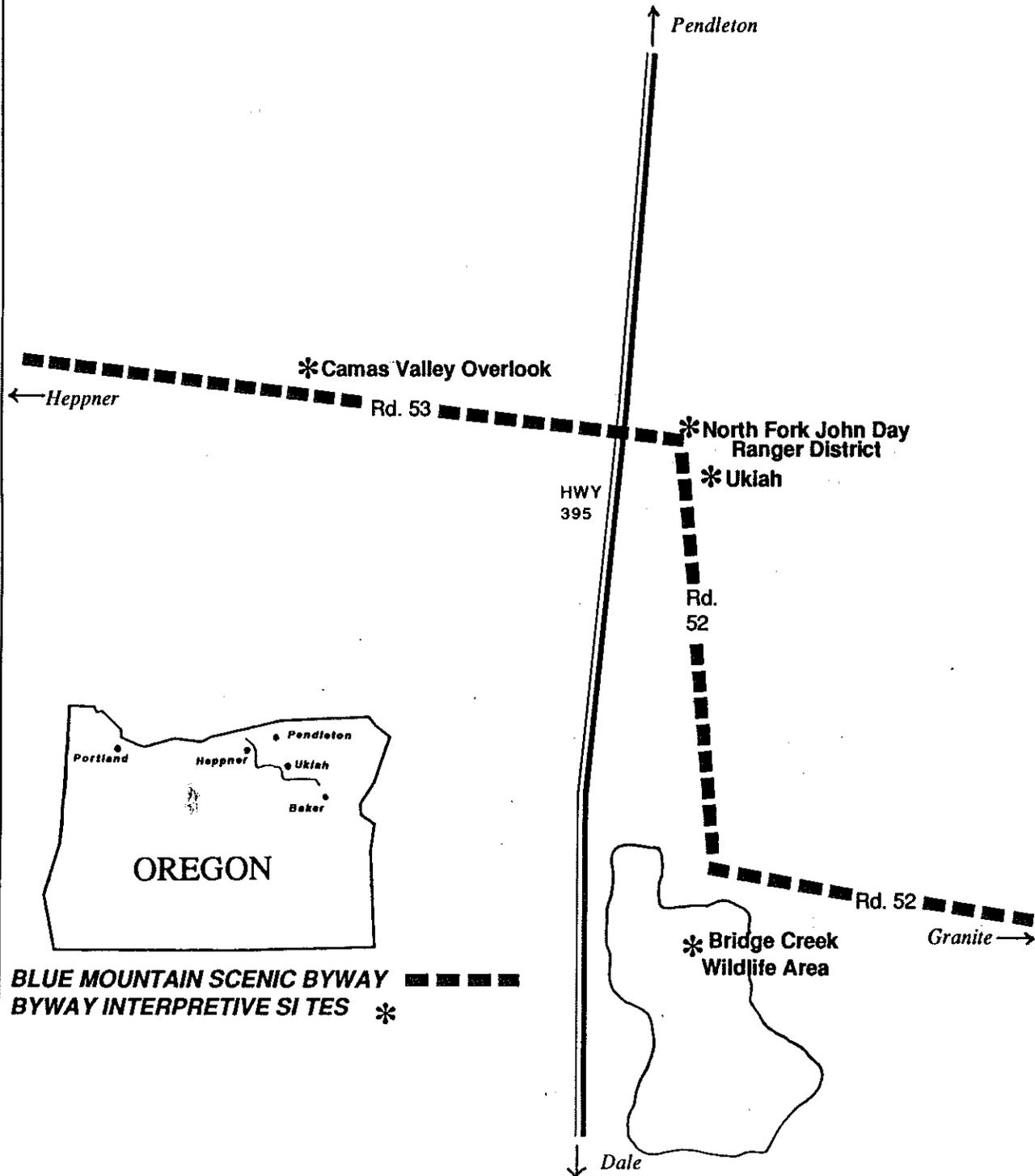
#### **MILE: 68-82 Forest Health**

A short range AM radio frequency can provide updated information to Byway travelers. The broadcast for this segment of the Byway should address Forest health and related resource management information. A radio system can be designed so the message can be transmitted to the broadcast station via telephone, allowing for ease of message change as necessary. Applications for a radio frequency require approximately one year for approval. Signs that alert Byway travelers to "tune in" should be located on both sides of the broadcast area.

Personal contact between Forest Service staff and Byway users will likely result in "Interpretation" of the forest health issue. For this reason, all staff who are likely to have contact with the public along the Byway should be confident, competent informers. Orientation of staff to forest health and management activities along the Byway is necessary.

#### **MILE: 80 Confidence Marker**

# CAMAS VALLEY CONCEPT AREA



# CAMAS VALLEY CONCEPT AREA MEDIA APPLICATION SUMMARY

SITE/TOPIC	PORTAL		INFORMATION BOARD		INTERPRETIVE EXHIBIT		INTERPRETIVE TRAIL		PUBLICATION		AUDIO TOUR		PERSONAL CONTACT	
Mile 85.6 Camas Valley Overlook		Existing	1-3	2x3'				Brochure Distribution			X			
Mile 90.7 North Fork John Day Ranger Station		1 3'x5'						NWIA Outlet Brochure Distribution					Adminis- trative Office	
Mile 90-91 Ukiah									X			X		
Mile 96.1 Bridge Creek Wildlife Area		Existing	2	Existing		Redesign and Construct for accessibility		Elk in the Blue Mtns Brochure				X		

## **Camas Valley Concept Area Interpretive Site Descriptions**

### **MILE: 85.6 Camas Valley Overlook**

An existing travel information board is located in a turnout beside the Byway. The site needs some additional work to meet accessibility standards. One to three interpretive panels could be developed for this site (preferably), or a nearby turnout which provides a view of Camas valley. The panel(s) should interpret the lake that once filled the valley, Native American use and habitation of the valley, and the seasonal occurrence of natural phenomena, i.e., elk migration, birds, vegetation changes. (One sign cannot interpret all these topics.)

### **MILE 89.7 Junction with U.S. 395**

A site should be selected near the Byway junction with U.S. 395 to provide general Byway information. This information station should include an orientation map and Byway overview similar to that provided at Byway portals. An alternate location for this information station is the Ranger Station or other site in Ukiah. Include directional sign to pointout information centers.

At a minimum, this junction must be signed so people enter the Byway at this point can determine which direction to go, and to establish Byway identity.

### **MILE: 90 Confidence Marker**

### **MILE 90.7 North Fork John Day Ranger Station (Ukiah)**

This administrative site is an alternate for the information station described above. Additionally, Byway travelers can receive personal service at the Ranger Station. A Northwest Interpretive Association outlet is located here.

A turnout located in Ukiah can be used for an auto tour stop, and maybe a site for an interpretive sign relating a story about the history, industry, or culture of the community. This recommendation should be implemented with community involvement.

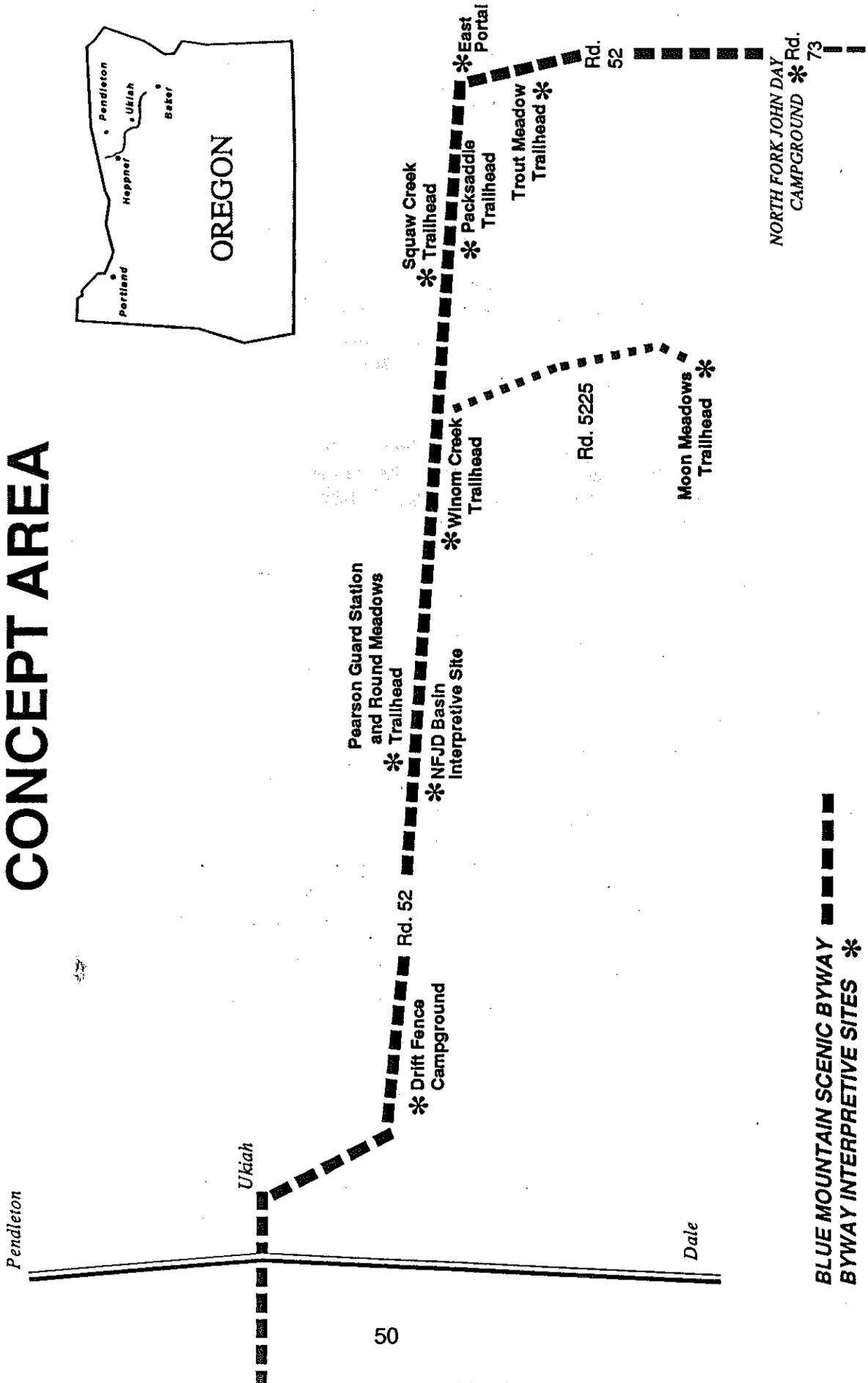
**MILE: 90.9 Directional Signing for the Byway at junction of  
FS 52 and Hwy 244**

**MILE: 96.1 Bridge Creek Wildlife Area**

An existing turnout is the site of a travel information board and a trailhead to a viewpoint of the Wildlife area. At the end of the 1/2-mile trail are picnic tables and two interpretive signs provided by the Oregon Department of Fish and Wildlife. The signs are graphically similar to those proposed for the Byway though material type and mounting differ from Byway standards recommended in this plan.

The facilities at this site meet Level 3 accessibility standards. The travel information board at this site should address the Byway traveler in addition to routine Forest visitors. The "elk brochure" should be available here..

# NORTH FORK JOHN DAY CONCEPT AREA



# NORTH FORK JOHN DAY CONCEPT AREA MEDIA APPLICATION SUMMARY

SITE/TOPIC	PORTAL		INFORMATION BOARD		INTERPRETIVE EXHIBIT		INTERPRETIVE TRAIL		PUBLICATION		AUDIO TOUR		PERSONAL CONTACT	
		13' x 5'												
Mile 98.5 Drift Fence Campground		13' x 5'												X
Mile 104.6 NFJD Basin Interpretive Site					Trail orientation dedication plaques added as requested									
Mile 105.7 Pearson Guard Station								X						X
Mile 106.2 Round Meadow Trailhead		13' x 5'												
Mile 112.2 Winom Creek Trailhead		13' x 5'												
Mile 100-120 Wilderness									X					X

# NORTH FORK JOHN DAY CONCEPT AREA MEDIA APPLICATION SUMMARY

SITE/TOPIC	PORTAL	INFORMATION BOARD	INTERPRETIVE EXHIBIT	INTERPRETIVE TRAIL	PUBLICATION	RADIO	AUDIO TOUR	PERSONAL CONTACT
Mile 120.4 Packsaddle Trailhead	1 3'x5' 2 3'x3'							
Mile 128.5 East Portal	1 3'x5'							

## **North Fork John Day Concept Area Interpretive Site Descriptions**

### **MILE: 98.5 Drift Fence Camp**

Byway information can be provided on an information board at this existing low-standard campground. Forest Service staff or campground hosts can provide additional personal contact to users of this campground.

### **MILE: 100 Confidence Marker**

### **MILE: 103.4 North Fork John Day Basin Viewpoint**

An existing turnout provides a view of the North Fork John Day Valley and Wilderness area with a photo-point sign.

### **MILE: 104.6 NFJD Basin Interpretive Site**

This proposed project will become a key stopping point along the scenic byway. With current issues like Forest Health and Scenic Rivers, this interpretive day-use area will exhibit areas of various forest managements. Designed for 20-minute to 1-hour visitations, this site proposes to provide a parking area, restroom, picnic tables, and several multi-length trails.

There is also the proposal to initiate a dedication plaque to memorialize loved ones via the Plant a Tree Program at this site. People interested in donating a tree in honor, thanks, or memory of a friend or family member may use this program.

### **MILE: 105.7 Pearson Guard Station**

This historic Forest Service facility is occupied seasonally by employees. There are also a few privately leased recreation cabins at the site. Pearson Guard Station should be considered for use as a recreation rental cabin. Interpretation at this site will occur through signing, a brochure, or Forest Service history and personal contact. If the Guard Station becomes a recreation rental under Granger-Thye authority, the potential for interpretation increases as the facility can be outfitted with posters, books, and other publications. This site has also been designated for OHV

Complex entrance information. Recommend a 3-panel bulletin board. ODOT to fund 75%.

**MILE: 106.2 Round Meadows Trailhead**

An existing trailhead for a motorcycle trail and a proposed trail to a white pine grove are features of this facility. A trailhead information board providing orientation and relevant use and safety information should be located at this site.

**MILE: 108.4**

An existing turnout at this location can be included in an auto tour of the Byway. No signage or other structure is proposed for this site.

**MILE: 110 Confidence Marker**

**MILE: 112.2 Winom Creek Trailhead**

The site is primarily a staging area for motorcycle trail riding, but has a trailhead information board providing relevant use and safety information. Toilet and camping facilities are available for use by Byway travelers. Possibility for Wilderness and OHV interpretation.

**MILE: 113.9 Big Creek Camp**

A proposed campground here can also double as a trailhead to the North Fork John Day Wilderness, and an interpretive trail. The campground lends itself to personal service of Byway users through one-on-one contact or structured activities. A wilderness trailhead information board should provide relevant use and safety information. An interpretive trail at this site should focus on forest ecology and other natural history topics. Such a trail should meet accessibility standards.

**MILE: 100-120 North Fork Day Wilderness**

A short-range AM radio frequency can provide updated interpretation of wilderness and other National Forest land-use to

Byway travelers. A radio broadcast system can be designed for the message to be revised through a telephone call from a nearby Forest Service office. This message should last from 1.5 to 3 minutes. The best location for the broadcast range needs to be determined based on topography and viewing while driving. Signs alerting travelers to "tune-in" will need to be placed on both sides of the broadcast area.

**MILE: 120 Confidence Marker**

**MILE: 128.5 East Portal**

This site will be the eastern gateway for the Blue Mountain Scenic Byway. The Byway identity and an overview of services and points of interest along the Byway should be provided here. A large map showing the route, towns, services, facilities and travel times, and distances between points should be provided. A welcome message to introduce the Byway theme and excite visitors, along with safety and regulatory information are integral components of this portal. Introduction of Byway "confidence markers" is essential here.

This Portal may also be a brochure distribution station. The facility should allow for parking of 2-5 cars with full accessibility to all information. An alternative design of this portal would allow visitors to drive through and receive information from inside their vehicles.

**MILE: 128.8 Junction of Blue Mountain Scenic Byway  
and Elkhorn Scenic Drive**

A combined info station with Elkhorn Byway will be planned and implemented with Wallowa-Whitman. Located near the NFJD Campground.

## **Mining District Concept Area Interpretive Site Descriptions**

Though not part of the designated Byway, descriptions for the Mining District planning concept area are provided here. The services proposed here can be developed concurrent to those of the Blue Mountain Scenic Byway, as a separate and district development area, or in coordination with the Wallowa-Whitman National Forest's Elkhorn Scenic Drive.

### *North Fork John Day Trailhead*

An information board matching design standards for the Byway should be located at this trailhead to provide use and safety information to trail users. Historic mining activities and structures located within the Wilderness can be interpreted.

### *North Fork John Day Campground*

Associated with the campground are day-use picnic facilities and river access. An information board should be located in the campground which conforms to the Blue Mountain Byway design guidelines. This information board can provide both Blue Mountain and Elkhorn Scenic Byway information, as well as for the local area.

This campground lends itself to personal contact of visitors by Forest Service employees or campground hosts.

### *Fremont Power House*

This historic site listed on the National Register has great potential for interpretation of the mining era and turn-of-the-century development and engineering. The site also includes a few residences used by Forest employees. Some of the buildings at Fremont Power House have potential as recreation rental cabins under Granger-Thye authority.

Interpretation at the Power House should occur through signing or a brochure. Signing should feature the historic use and architecture of structures, and the engineering involved in generation of electricity. A brochure relating Forest history should include this area.

Fremont Power House lends itself to live programming and personal contact. Tours of the Power House and surrounding

area could take form as living history. The Power House itself should be maintained in its historic condition with contents intact as if the facility were still in operation. Displays, labels, or signage inside the building should not detract from the artifacts presented. A short interpretive trail along the waterline and a 7-mile trail through the District to the water sources is planned. Additional information pertaining to development and interpretation of the the Fremont Powerhouse can be found in "Cultural Resource Evaluation and Management Plan for the Fremont Administrative Site" prepared by TMI Environmental Resources under contract by the Umatilla National Forest.

## Implementation

The Blue Mountain Scenic Byway is becoming widely known throughout the Northwest. There has also been a smattering of interest from other regions of the country. It has been described in several tour guides and has received wide publicity in local, regional and national news markets.

Directional signs have been installed, so travelers along Interstate 84 will become increasingly more aware of the Byway. Development of the interpretive media proposed in this plan should begin immediately. This prompt action will ensure travelers receive the service and experience described in this plan.

Without quality interpretive sites and media, the economic gain expected by small communities located on the Byway will rapidly disappear. The Byway Program is an important ingredient in the economic future of these communities. Partnership opportunities, commitment, and support are presently at extremely high levels.

The Byway traverses across two Ranger District on the Umatilla National Forest. The two District Rangers will be responsible for coordinating and implementation of activities and improvements within their administration areas. The Byway also connects with the Elkhorn Scenic Byway which is administered by the Baker Ranger District of the Wallowa-Whitman National Forest. It will be important that all three administrative sub-units provide consistent and efficient management. An annual coordination meeting will be held to discuss work activities, capital improvement needs, information services, and other business as necessary. The Forest Supervisor's recreation staff officer can serve to facilitate the meetings, provide planning assistance, and other strategic functions.

The National Recreation Strategy intends that improvements for special areas as scenic byways be accomplished by forming strong partnership relationships between the Forest Service, local/State agencies and the private sector. Partnership interests should be encouraged to attend the annual coordination meeting to be actively involved in management of the Blue Mountain Scenic Byway.

Much of the route traverses land outside the administrative boundary of the Forest. Although the Forest Service has no legal jurisdiction for the roads and adjacent land, it can serve to facilitate activities and projects associated with the Byway. The Forest Service will depend on local communities to initiate projects, but will provide planning and

administrative support as necessary to accomplish tasks which are of mutual benefit. For example, a local organization may wish to install an interpretive facility but lack the design and planning capability. The Forest Service could provide technical assistance to plan and design, prepare grant or fund requests, and other preparatory tasks. The local organization would then be responsible for championing and implementing the project.

In the final analysis, the Umatilla National Forest Land and Resource Management Plan and local County Comprehensive Land Use Plans serve as final authority for specific projects.

In addition to one-time improvements, reoccurring operation and maintenance activities are important for byway visibility. Much of the activities will be done in conjunction with other on-going tasks, but need emphasis to provide "curb appeal."

The following table summarizes an estimate of annual funds needed for the portion of the byway located within National Forest.

<i>Activity/Task</i>	<i>Frequency</i>	<i>Annual Cost</i>
Cleaning/Litter Patrol	Weekly	\$2,500
Visitor Contact/Field	Concurrent	1,000
Project Supervision	Concurrent	500
Information Service, Office	Continuing	1,000
Brochure Replacement	Annual	1,500
Support Services	Continuing	750
Program Management	Continuing	500
Overhead, Misc. Indirect	Continuing	1,000
Interpretive Exhibit Update	Annual	2,500
Radio Message and Maintenance	Weekly	1,000
Monitoring	Ongoing	300
Coordination Meeting	Annual	500
Miscellaneous		<u>450</u>
<b>** Total Annual Budget Needs</b>		<b>\$12,500</b>

Following is a five year implementation schedule which identifies potential projects. The intention is to allow Byway managers flexibility to take advantage of funding and partnership situations as they arise. The implementation schedule and cost estimates provides basic information to assist Forest Service and community managers in planning budgets and staffing in order to bring recommendations in this plan to fruition.

Projects have been placed in priority groupings based on concept areas, planning status, cost/fund availability, and other factors.

## Priority A IMPLEMENTATION SCHEDULE AND COST ESTIMATES

	KELLY PRAIRIE		POTAMUS POINT		FREMONT POWERHOUSE	
	MEDIA	COST	MEDIA	COST	MEDIA	COST
<b>INTERPRETIVE EXHIBIT</b>	1 2' x 3'	\$1,925	1 2' x 3'	\$1,925	1 2' x 3'	\$1,925
<b>TOTAL</b>		\$1,925		\$1,925		\$1,925

**Note:** Costs do not include F.S. staff time for text writing, research, contract administration, site visits, development of illustration or installation costs.

# Priority B IMPLEMENTATION SCHEDULE AND COST ESTIMATES

	WEST PORTAL		CECIL		HEPPNER		ROUTE MARKERS	
	MEDIA	COST	MEDIA	COST	MEDIA	COST	MEDIA	COST
<b>PORTAL</b>	1- 3' x 5' 2- 3' x 3'	\$3,000 \$3,700						
<b>INFORMATION BOARD</b>					1- 3' x 5'	\$3,000		
<b>INTERPRETIVE EXHIBIT</b>			2- 2' x 3'	\$1,450				
<b>INTERPRETIVE TRAIL</b>					Walking Tour Brochure (5,000)	\$750		
<b>RADIO</b>	1.7 Minute	\$5,300						
<b>CONFIDENCE MARKERS</b>							2- 30x36" 13-24x30" 40-8x12"	\$106 \$442 \$380
<b>TOTAL</b>		\$12,000		\$1,450		\$3,750		\$928

Priority B  
 IMPLEMENTATION SCHEDULE  
 AND COST ESTIMATES (Continued)

	N.F.J.D. RANGER STATION UKIAH		AUDIO TOUR		EAST PORTAL	
	MEDIA	COST	MEDIA	COST	MEDIA	COST
PORTAL					1 - 3' x 5' 2 - 3' x 3'	\$3,000 \$3,700
INFORMATION BOARD	1 - 3' x 5'	\$3,000				
PUBLICATION			Brochure (10,000)	\$1,500		
AUDIO TOUR			Cassette Tape	\$25,000		
TOTAL		\$3,000		\$26,500		\$6,700

# Priority C IMPLEMENTATION SCHEDULE AND COST ESTIMATES

	BALD MOUNTAIN		CUTSFORTH PARK		FOREST HEALTH		FOREST HISTORY	
	MEDIA	COST	MEDIA	COST	MEDIA	COST	MEDIA	COST
<b>INFORMATION BOARD</b>	1 3' x 5'	\$3,000	Interpretive Trail Intro Panel 3' x 3'	\$1,850				
<b>INTERPRETIVE TRAIL</b>			Maximum 9-panels 18" x 24"	\$7,200				
<b>PUBLICATION</b>							Brochure (5,000)	\$750
<b>RADIO</b>					3.5 Minute	\$5,650		
<b>TOTAL</b>		\$3,000		\$9,050		\$5,650		\$750

Priority C  
**IMPLEMENTATION SCHEDULE  
 AND COST ESTIMATES (continued)**

	CAMAS VALLEY OVERLOOK		DEDICATION GROVE		WILDERNESS	
	MEDIA	COST	MEDIA	COST	MEDIA	COST
<b>INFORMATION BOARD</b>			1- 3' x 5'	\$3,000		
<b>INTERPRETIVE EXHIBIT</b>	3- 2' x 3"	\$5,775				
<b>PUBLICATION</b>					Brochure (5,000)	\$7,500
<b>RADIO</b>					1.7 Minute	\$5,300
<b>TOTAL</b>		\$5,775		\$3,000		\$12,800

Priority C  
**IMPLEMENTATION SCHEDULE  
 AND COST ESTIMATES (continued)**

	DRIFT FENCE CAMPGROUND		BRIDGE CREEK WILDLIFE AREA	
	MEDIA	COST	MEDIA	COST
<b>INFORMATION BOARD</b>	1 - 3' x 5'	\$3,000	1 - 3' x 5'	\$3,000
<b>PUBLICATION</b>			Brochure (10,000)	\$15,000
<b>TOTAL</b>		\$3,000		\$3,000

# Priority D IMPLEMENTATION SCHEDULE AND COST ESTIMATES

	WINOM CREEK CAMPGROUND		N.F.J.D. CAMPGROUND	
	MEDIA	COST	MEDIA	COST
INFORMATION BOARD	1 - 3' x 5'	\$3,000	1 - 3' x 5'	\$3,000
TOTAL		\$3,000		\$3,000

Cost estimates for site development and media fabrication not covered by the implementation schedule. These are lower priority projects and support facilities (i.e. campgrounds) either proposed or located off byway.

	PENLAND LAKE C.G.	BIG CREEK C.G.	ROUND MEADOWS C.G.	MOON MEADOWS C.G.	SQUAW CREEK C.G.
	MEDIA COST				
INFORMATION BOARD	1 3' x 5' \$3,000				
TOTAL	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000

	PACKSADDLE T.H.	TROUT MEADOW T.H.	N.F.J.D. T.H.	BEAR WALLOW C.G.	LANE CREEK C.G.
	MEDIA COST				
INFORMATION BOARD	1 3' x 5' \$3,000				
TOTAL	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000

# Marketing The Byway

Marketing Scenic Byway opportunities will target the audiences identified in the Visitor Analysis section. Several means to accomplish this task including Automobile Association of America publications, tour guides, existing publications, regional news media, etc. In addition, descriptions in current references should be updated to include the theme ideas presented in this plan. The marketing effort has already begun; it should continue.

Additionally Byway managers and local communities should encourage use of the Byway by a variety of people and groups. Some potential ways to expose user various audiences to the Blue Mountain Scenic Byway include special events, i.e., bicycle rallies, snowmobile club events, and special events for the general population to enjoy which promote interest and use of the Byway.

Further consideration of the above suggestions and other attractions that stimulate interest in the Byway should occur. The Forest Service should coordinate with appropriate local representatives to develop and implement a marketing strategy.

## Tidbits from Oregon Trail Market Research

(Which are probably applicable to the Umatilla National Forest)

- \* The most common sources of tourist information are friends and relatives, and traveler's own experience.
- \* Auto and RV travelers comprise almost 3/4 of Oregon tourists.
- \* The most common activities of Oregon travelers consist of "relaxing" or "sightseeing" (79.6%). Almost half (44.8%) visit a historic site or area. About a third (35.7%) hike or (35.5%) picnic, and about a quarter (24.8%) view or study wildlife or (22.7%) camp.
- \* A significant portion of travelers would remain in the area another day or two to enjoy natural and scenic attractions, hiking or hiking trails, fishing, festivals, etc. A smaller portion would layover if they could not see all the attractions in one day.
- \* Oregonians are willing to drive an average of 200 miles one way on an overnight trip. For a day trip, urban travelers are willing to drive an average of 110 miles one way.
- \* "Experience" products being sought include knowledge, connection to the past, curiosity, learn to play together (family), beauty of nature, Indian history, architecture and construction, authentic/original/realistic exhibits.

Media	Material	Cost/Unit <sup>†1</sup>
Brochure	Paper <sup>†4</sup>	150/1000
Radio Message	AM Radio, 2.5 mi. AM <sup>†5</sup>	
	1.7 min.	5300
	3.5 min.	5650
	5.3 min.	5850
	Sound Design/hr. <sup>†6</sup>	150
Audio Tour	Cassette Tape	
	One way	20,000 <sup>†7</sup>
	Two way	25,000 <sup>†7</sup>
Byway Route Markers	Carsonite <sup>†8</sup>	
	8"x12"	10
	24"x30"	34
	30"x36"	53

*Additional cost estimate information*

<sup>†1</sup> Illustration, graphic layout, design and production of screen-ready artwork for fabrication of interpretive panels are the most variable cost factors related to producing exhibits. Estimates for these services which are essential to exhibit fabrication in any medium, and which the Forest Service lacks in capability to produce range from \$350 to \$1700 per panel depending on size, the amount and quality of reference material and artwork provided to the contractor. Even these cost estimates do not include provisions for site visits and meetings with the contractor which should be considered integral to any such contract. When determining budget needs for implementation of this interpretive plan, these pre-production costs must be considered.

<sup>†2</sup> Estimated cost for fiber glass embedded panels are based on average fabrication cost quotes provided by potential contractors. The actual quotes for 2' x 3' panels in this material ranged from \$920 to \$1800 each. Costs for the other sized panels in fiber glass embedment are based on catalogue prices.

↑<sup>3</sup> Frame and mounting system estimates here are for minimum acceptable structures. Wooden posts are more susceptible to vandalism than metal posts. Landscape design and installation of signs in selected mount/frame system are additional cost.

↑<sup>4</sup> Brochure cost estimate is based on 8 1/2" x 11", 20 lb. paper folded twice (3 panel brochure). All preproduction costs are not reflected in this estimate.

↑<sup>5</sup> Short range AM radio broadcast costs represent quoted price for all hardware delivered but not installed. The basic price includes 1.7 minutes of broadcast capability over a minimum range of 5 miles. Additional broadcast capacity increases price as shown (these are *total* costs, not additional).

↑<sup>6</sup> Sound design cost shown here is for studio recording of messages which can include human voice, music, and environment sound effects. Cost shown is for each hour of studio time. Finished product cost will vary depending on complexity of message produced.

↑<sup>7</sup> Audio tape driving tour estimate represents full production cost for a complex sound track including human voice, music, and environment effects. Cost estimate includes all phases of production from site visit through delivered finished product. An additional \$5000 is required to design a second tape for use in the opposite direction as the first. Foreign language tapes are an additional cost.

↑<sup>8</sup> Estimates for various sizes of route markers are derived from a current Carsonite, Inc. catalogue. This company is a sole source for this product and are under GSA contract.

## Planning and Design Process

The process described here should be adapted for use in developing signs and other interpretive media associated with the Blue Mountains Scenic Byway. A process similar to the one described below has been used for several other Forest Service interpretive projects.

*Select a Core Team* of individuals who will be involved in the planning, development and approval of interpretive media. This Core Team may include recreation and public affairs staff, resource specialists, an interpreter and graphic designer. It is most desirable to include those responsible for writing and design in this phase as they are ultimately responsible for creating the media.

*Tour proposed sites* where interpretive media are planned. Try to experience the site as a first time visitor: what is interesting, what questions do you have about the site, etc. Record everything the team says to capture the thoughts, questions and emotions of the visit. If there is previous experience with visitors at the site include those notes, or if visitors are present when the team visits the site, invite them to the discussion.

*Brainstorm the possibilities* for each site while impressions are still fresh. Record all input without judgement as to the validity of the comments. Use one-word descriptions and short phrases to trigger other similar words and phrases. Use a flip chart or other large board for all participants to see. Continue brainstorming and recording until all thoughts are exhausted. One person should facilitate this session to keep the participants focused and record thoughts.

*Consider all sites and potential subjects* for interpretation as a group to determine where is the best place to interpret each subject. The central purpose for each sign (or other media) should be determined, i.e.; exhibit "A" should focus on the fragility of meadow plant communities, or, exhibit "B" should describe how railroads changed local industry and settlement patterns. Core Team consensus should be reached.

*Research* the subjects to be interpreted. Writers and illustrators are probably the best people to do this as they will work most closely with the information. Create a file for each exhibit that includes reports, studies, book references, pictures, sketches, maps, etc. Contact

resource specialists and local experts for interviews relating to the sites and subjects selected for interpretation. Listen and read for analogies, metaphors and phrases that breath life into the subject. Highlight what appear to be the most interesting points and details of information gathered.

*Establish interpretive themes, and objectives* for visitor knowledge, attitudes and behaviors, based on the research for each exhibit. A theme should communicate in one sentence the main message visitors should receive from the interpretation. Objectives focus on what visitors should be able to demonstrate as a result of the interpretation, i.e.; "After viewing the exhibit on meadow ecology 50% of the audience should be able to list three factors that create or perpetuate the meadow plant community." The Core Team should reach consensus regarding these items, as themes are the central focus of interpretation, and objectives are the measuring sticks used to determine the success of the interpretation.

*Write a first draft* of text based on the theme and stated objectives for each exhibit. Sketch a rough concept of each exhibit including the type of illustrations proposed. Work with a graphic designer (best if the same person develops final art) to refine the concept. This is a circular process that may go back and forth several times to take advantage of what is best communicated through words, and what is best illustrated. Always keep in mind the theme and objectives. Arrange for any necessary reviews during this process. It is best if words and images can be reviewed together: one without the other is only half the story. Members of the Core Team responsible for approval, or concerned with accuracy should be included in any reviews.

If a design and fabrication firm has not already been involved, this is the time to use one. Preparation of silk screens and photo mechanical artwork should be done by professionals who can also manage the fabrication process. Preparation of contract documents for exhibit fabrication should be specific. Consult with Forest Service staff who have experience in this kind of contracting for assistance in preparing these documents.

*Allow time for this process to be completed.* From the time planning begins to the time of installation following the process outlined above allow one year-- even for one exhibit. It is most efficient to develop a series of exhibits as one batch. Graphic and material consistency are important for many reasons, therefore, it is desirable to contract all exhibits to the same firm if possible. This will also save time and money as much effort goes into developing a common vocabulary and working relationship with design and fabrication firms.

## **The Need for an Interpretive Specialist**

Implementation of this plan is complex and requires skills and knowledge currently lacking on the Umatilla National Forest. Strong leadership, a vision for the future, and the capability to follow through on this plan will require the full-time attention of at least one person. Presently, in the Region there are several people with the skills and knowledge required by this plan.

It is strongly recommended that a team be assembled to implement this plan. This team should at a minimum include one interpretive specialist with previous experience in leadership of capital investment projects of this magnitude. Additionally, the team should include people with various skills in landscape design, graphic arts, writing, cultural and natural history knowledge. These additional currently exist on the Forest, yet people with these skills are not assigned specifically to tasks supporting implementation of this Byway plan.

## General Design Criteria

Following are criteria which should be considered as interpretation and visitor services are planned, developed and provided. These standards are defined here to help insure quality experiences. It becomes the responsibility of planners, developers and providers of these services to meet the intent of these criteria.

### Interpretation and Visitor Services:

- 1) should conform to standards of the Americans with Disabilities Act to provide accessibility to all Byway users.
- 2) should be compatible with Recreation Opportunity Spectrum guidelines for the ROS classification where services are provided.
- 3) should be maximized, while potential impacts to cultural resources and the environment are minimized.
- 4) should be designed and marketed to specific user groups to take advantage of diverse audience interests and activities.
- 5) should be considered as part of all management activities along the Byway, such that opportunities to enhance public awareness of National Forest management are taken advantage of, and to meet changing needs of the agency, and new opportunities that arise in future years.
- 6) all facilities and exhibits should be designed for ease of use and maintenance and to minimize vandalism.

## **Exhibit Design Criteria**

Following are criteria to guide production and manufacture of interpretation and orientation media for the Byway. These criteria are applicable to all interpretive media and information boards recommended in this plan.

1. Exhibits and information boards should attract attention, yet not detract from the setting.
2. Use of colors, engaging graphics, and text messages should appeal to all learning styles (McCarthy), and consciously apply the principles of interpretation (Tilden).
3. Use positive language in regulatory messages, and descriptive jargon-free language in all interpretive media.
4. A consistent graphic design should be developed for all exhibits including use of color, art and diagrams, type style and size, and high contrast for readability.
5. Brochures and other printed media should conform to a common graphic design, and where appropriate, be coordinated with signage on the ground.
6. Graphics and text for exhibits and printed media should be coincidentally developed to ensure the most effective message.

## **Principles of Interpretation (Tilden, 1975)**

- I. Any interpretation that somehow does not relate what is being displayed or described to someone within the personality or experience of the visitor will be sterile.
- II. Information, as such, is not interpretation. Interpretation is revelation based upon information. But they are entirely different things. However, all interpretation includes information.
- III. Interpretation is an art, which combines many arts, whether the materials presented are scientific, historical, or architectural. Any art is in some degree teachable.
- IV. The chief aim in interpretation is not instruction, but provocation.
- V. Interpretation should aim to present a whole rather than a part, and must address itself to the whole rather than any phase.
- VI. Interpretation addressed to children (up to the age of twelve) should not be a dilution of the presentation to adults, but should follow a fundamentally different approach. To be at its best, it will require a separate program.

## **Levels of Information and Interpretation**

When visitors come to the Blue Mountain Scenic Byway they will have needs and interests that must be taken into account when planning services. If initial needs are not satisfied, then interpretation will not be as effective because visitors are not ready to receive some information or partake of some opportunities. The outline below summarizes four levels of visitor need and interest to consider when planning interpretation and visitor services for the Byway:

### **Level I: Orientation**

*Physical Comforts and Need* = Where is...the restroom, water, coffee, food, etc.? Where am I? How do I find my way to the next place?

These questions are nearly the same everywhere. Scenic Byway users (residents and non-residents) are unable to focus on interpretation if they are uncomfortable. This is basic to all public contacts. This level is not interpretation (see levels III and IV), but it must be satisfied before visitors will be interested in progressing further.

### **Level II: Information**

*Mental Involvement* = Once physical needs are met, visitors are ready to ask questions about an area (National Forest, points of interest). At this level visitor questions will be specific to the area, and some new ideas and concepts can be introduced. This information will form the basis for interpretation in levels III and IV.

### **Level III: Appreciation**

*Emotional Involvement* = As the interpretation is presented and the preliminary questions are answered, visitors begin to gain understanding of features, issues, topics. Appreciation develops out of understanding, and is thus the basis for the next level.

#### **Level IV: Commitment**

**Personal Involvement =** This level is what interpretation should strive to achieve. As Freeman Tilden stated, "The chief aim of interpretation is not instruction, but provocation." With physical needs met, questions answered and feelings of appreciation aroused, visitors are ready to become committed to involvement with cultural and environmental resources. At this level visitors can be inspired to want to care for and protect resources, understand management issues, and participate in decisions affecting National Forests.

## Media Definitions

**Brochure:** A general Byway guide, or other small publication which addresses a specific topic or area. Brochures should be made available to Byway travellers at several locations, including Forest Service offices, Portals, and Travel Information facilities along the route. These publications should be available for free or at low cost to visitors, and may be used together with an audio tape. It is desirable to maintain a consistent graphic style for all brochures specifically developed for use on the Byway.

**Newspaper:** The Blue Mountain Monitor, currently published once a year (Fall), could be published more times annually and made available to Byway travellers. Articles in the Monitor already focus on wildlife watching and big game hunting, and this could be expanded to other topics such as forest health, new recreation facilities, and cultural features.

**Books:** Several books are currently available through Northwest Interpretive Association (NWIA) outlets in Forest Service offices in Pendleton and along the Byway. Managers of these outlets should consider publications which relate to features and topics for interpretation identified in this plan. Some visitors will desire more information concerning topics of specific interest to them.

**Audio-visual Programs:** Currently none are available, however, it may be desirable to develop video or slide-tape programs which can be shown at Forest Service offices along the Byway, or for loan and presentation to groups interested in the Byway.

**Personal Contacts:** This includes visitor contacts with Forest Service staff at information desks, on trails and roads, and at facilities along the Byway. Visitor contacts may be the result of roving forest patrols, or at scheduled events and programs. Training for Forest Service staff who make regular public contacts is desirable. Personal contacts between Byway users and Forest staff can be one of the most effective forms of interpretation, and a positive reflection of the agency.

**Interpretive Panels:** Alone or in conjunction with other media, thematically designed panels can be an effective form of interpretation. Since much of the Blue Mountain Scenic Byway is remote, this method may comprise the bulk of interpretation available to Byway visitors. (See Design Criteria for Interpretive Panels and Sign Design Process)

**Portal Facility:** These are "gateways" to the Byway, and basic to visitors orientation to services and opportunities available. Portals provide a sense of arrival and should be located at both ends of the Byway, to provide general information about the Byway, introduce the main theme, and establish Byway identity and character.

**Confidence Marker:** This is a "trail of crumbs" that Byway travellers follow. Confidence Markers reassure visitors that they are following the right road. These markers should be located along the Byway at intervals of approximately ten miles or more often if necessary to avoid confusion and point the way. Confidence Markers should be identified at Portal Facilities, in driving tour brochures, at Forest Service offices and other locations where general information about the Byway is posted.

**Information Board:** Creatively designed boards which feature general orientation about a local area or facility, such as at trailheads and campgrounds. Forest Service offices may also provide Information Boards serving Byway users. These structures should conform to a common design, and provide similar information, though specific to different areas. (See Design Criteria for Information Boards)

**Interpretive Trail:** A short trail where visitors may guide themselves through a series of stops using a brochure or trailside interpretive panels. Interpretive trails should be designed to meet full accessibility standards.

**Radio Broadcast:** Short range, low powered, AM.

## Fabrication Design Contractors

This table is provided for those who want additional information regarding planning, design and development of interpretive media. Firms listed here can provide the type of services and information about materials recommended for interpretation along the Blue Mountain Scenic Byway. A listing in this table should not be construed as an endorsement of any firm or product nor is it inclusive of all possible providers. When contracting for development of interpretive media consider these and additional sources.

FIRM	PRODUCT/SERVICE
Dahn Design 1824 NE Ravenna Blvd. Seattle, WA 98105 206-525-9325	Illustration, graphic design, fabrication in various mediums
Sea Reach Ltd. P.O. Box 112 Rose Lodge, OR 97372 503-994-6903	Illustration, graphic design, publications, fabrication in various designs
Interpretive Exhibits Inc. 1865 Beach Ave. NE Salem, OR 97303 503-371-9411	Illustration, graphic design, specialize in fiberglass fabrication
Genesis Graphics 1717 N. Lincoln Rd. Escanaba, MI 49829 906-786-4913	Illustration, graphic design, specialize in lexan fabrication
Carsonite International 1528 Hwy 395, #250 P.O. Box 955 Minden, NV 89423 702-782-4393	Specialize in screen printing recreation and roadside signing
The Kestrel Design Group P.O. Box 910 Wheeling, IL 60090 708-520-0063	Illustration, graphic design, specialize in chromalin fabrication

(continued)

## Fabrication and Design Contractors (continued)

FIRM	PRODUCT/SERVICE
Information Station Specialists P.O. Box 51 Zeeland, MI 49464 616-772-2300	Radio Broadcast Equipment
Antenna P.O. Box 176 Sausalito, CA 94966 415-332-4862	Audio tour and sound track design and production
Interpretive Graphics 2469 East 7000 South Salt Lake City, UT 84121 801-942-5812	illustration, graphic design, specialize in etched aluminum signing

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