

DRAFT

Oregon's Outback Scenic Byway
MANAGEMENT AND MARKETING PLAN

FOR

STATE HIGHWAYS 31 AND 395 CORRIDOR



NOV. 15, 1996

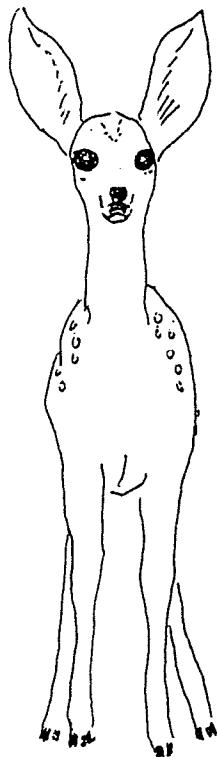
PRELUDE

I have attempted to keep my commitment to those local residents who have provided me with their concerns and ideas on the proposal to designate this route to the State's new Scenic Byway program. That commitment is to keep the plan easy to read and understand, and above all, with no restrictions on private rights. To meet that commitment, readers will not find a lot of motherhood statements or flimflam. Most of the folks I talked to supported the proposal, as long as it did not impose restrictive regulations on their efforts to earn a living or their day to day way-of-life. There was a strong message: We are rural America; we welcome visitors.

To quote Popeye;

"I yam what I yam, and that's all that I yam".

In other words, we like what we are and intend to maintain that lifestyle. Come visit us as we are, stay, learn and understand why we love this high desert country.



PREFACE

"Between the Cascade Mountains and the Continental Divide, there exists a land of magic and of mystery, a place where rivers run every which way but never to the sea. This is the Great Basin Country, a star-spangled landscape of marsh and mountain, of reflection and rim rock, of seamless vistas and sage-scented dreams."

Jonathan Nicholas,
President,
Cycle Oregon, Inc.



ACKNOWLEDGEMENT

I would like to acknowledge the following people who took time to discuss the possible idea of a "Scenic Byway" through south central Oregon. These people have given their ideas and concerns that have gone into the draft management plan.

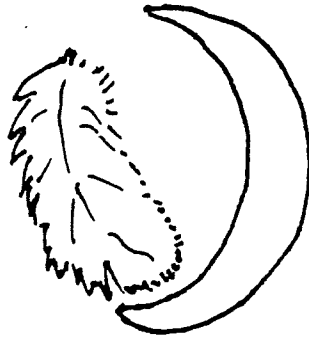
Dan Napier-----Summer Lake
Dale Chiono-----Summer Lake Store
Marty St Louis-----Summer Lake Wildlife Refuge
Roger King-----Paisley
Scott Florence-----Lakeview
Mary Jo Hedrick----ODFW - North Lake District
Yvonne LeBarre----Paisley - Rainshadow
Anne Richards-----Summer Lake Enhancement Group
Dan Seven-----Summer Lake Bed and Breakfast
Jeremiah O'Leary---Paisley
Lyle Negus-----Summer Lk. Enhancement Group
 Summer Lk. Trout Farm
Gil Faust-----Summer Lk. Enhancement Group
 Lodge at Summer Lake
Gary Brain-----Summer Lk. Enhancement Group
 Lodge at Summer Lake
George Carlon-----Summer Lake
Doug Uran-----Silver Lake
Swede Barber-----State of Oregon - Highway Department for
 Highway 31
Ron Earle-----Valley Falls
Oliver Spires-----Paisley
Cal Young-----Major, Paisley
Butch Dougherly---Homestead Restaurant - Paisley
Ron Reggs-----Paisley
Bob Davis-----Paisley
R. E. McAllister---Paisley Mercantile
Kilton Butler-----Paisley
Lee Bowers-----Summer Lake
Jeff Sullivan-----Valley Falls
Ed Perkins-----New Pine Creek
Betty Perkins-----New Pine Creek
John Forbes-----Goose Lake State Park
Ed Henry-----Lakeview - State Highway Patrol
Carol Raebel-----La Pine - Chamber of Commerce
Keven Harrison-----Bend - Deschutes Co. Planner
Pepper Withers----Lake County Sheriff
Nancy Thompson----Post Master, New Pine Creek



Many more people's ideas and comments were used, but names were not recorded. Sometimes just listening to casual discussions at gatherings not specific to the byway provide ideas that were used.

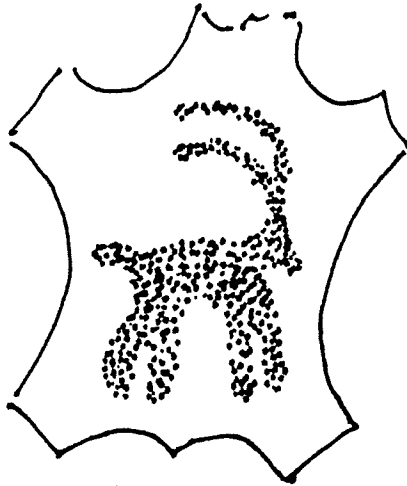
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OREGON'S OUTBACK SCENIC BYWAY

MANAGEMENT PLAN



EXECUTIVE SUMMARY

"Oregon's Outback Byway" runs between the junctions of State Highways 31 and U.S. Highway 97, just south of La Pine to the Oregon/California state line on U.S. Highway 395, at New Pine Creek. The total mileage is 145 miles. The largest town along the route is Lakeview, population 2800. These two highways take visitors from the eastern flank of the Cascade Mountains, along the rain shadow of the Cascades, into the northwestern part of the Great Basin. Visitors will travel through the green of lodgepole/Ponderosa pine forest and agricultural pastures to the bold gold shades of the rim rock and sagebrush country of Oregon's Outback. Outback in terms of a land with a natural ruggedness, and remote rural America, with its agriculture and timber industry; where life is tied to land and heritage values, where people seek independence but know each other by first names, and community is paramount.

Visitors will find massive basalt cliffs, wet and dry lake beds, lava flows and rim rock, wildlife and waterfowl, historic trails and sites, with uncrowded recreation opportunities. The route takes visitors through sagebrush steppe, desert lakes and sinks, along massive fault blocking that rise 2000 feet above the highways and into eastern Oregon's "Outback". In addition to these natural geographic wonders, the visitor will see ranch agri-economics, ancient civilizations, paleontological resources, and retrace historic routes that put Oregon on the map. The byway brings visitors in close proximity to five national designations: Gearhart Wilderness, Christmas Valley National Back Country Byway, Lake Abert Area of Critical Environmental Concern, Hart Mountain National Wildlife Refuge, and the Lakeview to Steens Mountain National Back Country Byway. One of the prize attraction on the byway is the world class bird watching found at the Summer Lake Wildlife Area.

In addition, rarely will visitors travel this route and fail to see one or all of the following wildlife: mule deer, antelope, sandhill cranes, raptors including bald eagles, waterfowl and shore birds.

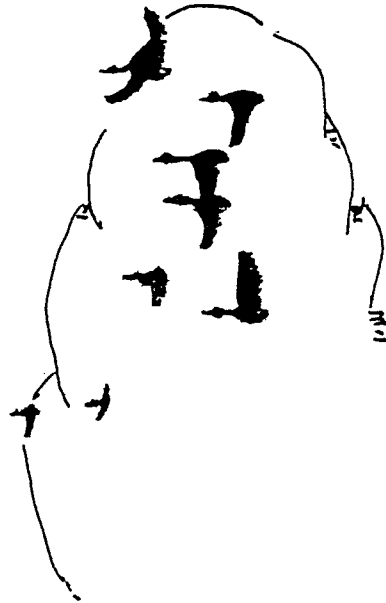
The overall guiding management principles are:

Private rights of land owners within the byway corridor will be recognized, honored and achieved through the application of traditional tools such as: local land use plans, local zoning codes, and citizen involvement process through local County Commissioners.

Public lands in the corridor will be managed to achieve a balance to allow economic development while protecting the natural resource processes.

VISION

The Outback Scenic Byway provides visitors with a memorable experience based on appreciation of the rural life style, the natural and cultural history and the Great Basin landscapes. The byway will become the preferred route for travel between Portland and Reno as the following marketing techniques will attract visitors to this byway: colorful brochures, world-wide-web and internet, attractive signing and wayside displays to explain the local points of interest. While traveling the byway, visitors will be encouraged to stay and explore due to the numerous "Tour Routes" and recreational opportunities available along the byway. Visitors will be educated to rural economics provided by the agriculture and timber industries. Visitors will return and will recommend the byway to friends because it has not become over-developed and they have enjoyed the outback hospitality and the room to roam.



MANAGEMENT GOALS

Management goals are:

- GOAL I. PRESERVE THE RURAL ATMOSPHERE.
- GOAL II. PROMOTE ECONOMIC STABILITY.
- GOAL III. SHOWCASE THE OUTBACK HOSPITALITY.
- GOAL IV. ENHANCE THE ATTRACTIONS.
- GOAL V. HAVE FUN, BUT MINIMIZE IMPACT.

OBJECTIVES

(listed by Goals)

GOAL I. PRESERVE THE RURAL ATMOSPHERE. That is: maintain the existing rural lifestyle and landscape characteristics.

OBJECTIVE 1. Obtain County Commissioner's approval of the Outback Scenic Byway Management and Marketing Plan and submit the plan to gain official designation by the Oregon Department of Transportation.

OBJECTIVE 2. Appoint a citizen working group to act as a forum for management and marketing issues raised along the byway. The citizen working group would formulate recommendations to the County Commissioners.

OBJECTIVE 3. Allow no change to existing county ordinances that would prevent private land owners from using or developing private property as a result of the byway designation.

OBJECTIVE 4. Approve a policy that will allow the County Commissioners to withdraw from the byway program should new restrictive regulations be passed that affect private property rights.

OBJECTIVE 5. Initiate byway marketing efforts that are within the capability of the communities existing or planned infrastructures.

OBJECTIVE 6. Design byway marketing efforts to be within the physical capacity of existing recreation facilities. Increase marketing efforts when new facilities are built to handle additional use.

GOAL II. PROMOTE ECONOMIC STABILITY. That is, use tourism to help diversify the economic base of the region.

OBJECTIVE 1. Promote the byway as outlined in the marketing plan.

OBJECTIVE 2. Encourage and support the commercial development of full service RV parks at the: Silver Lake area, the Summer Lake area, and the Paisley area.

OBJECTIVE 3. Maintain Oregon State Park management of:

A. Goose Lake State Park; encourage the retention and expansion of the special environmental education program,

B. Chandler Picnic Area; allow overnight use and add a RV sewage dump station. In addition, continue plans to bring the Fremont National Recreation Trail to the area and use Chandler as a trailhead, and

C. Fort Rock State Monument; encourage expansion of the interpretation at the monument and at Fort Rock Homestead Village. Continue efforts to acquire the Fort Rock Cave from private interests.

OBJECTIVE 4. Designate the following routes as State Highway official Byway "Tour" Routes:

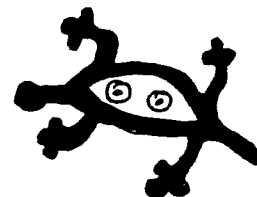
A. Christmas Valley National Back Country Byway.

B. Forest Road 2901 near Picture Rock Pass to Fremont Point. Incorporate use of the Fremont National Recreation Trail for hiking, lookout rentals and equestrian use.

C. Forest Road 33 from Paisley up the Chewaucan River to Dairy Creek.

D. State Highway 395 at Valley Falls past Abert Lake Area of Critical Environmental Concern to Highway Well Rest Stop at Coleman Flats.

E. The Lakeview to Steens Mountain National Back Country Byway.



GOAL III. SHOWCASE THE OUTBACK HOSPITALITY. That is: welcome and help visitors by educating and showcasing: agriculture, timber and tourist industries, as well as informing them on the natural, historical and recreational attractions and opportunities.

OBJECTIVE 1. Develop an interpretive plan to identify topics and themes to bring attention to the points-of-interest for visitors. Details on each point-of-interest and there enhancement needs are found in the following section of this plan. The points-of-interest are also located on maps at the end of the plan. The interpretive plan will:

A. Portray a consistent "Outback" image, to include: kiosks, signs, and marketing materials,

B. Identify safe roadside parking pull-offs where interpretive panels are provided,

C. Design a brochure that is tied to State Highway mile post markers placed along the byway,

D. Approve the marketing logo for the Outback Scenic Byway; see cover of this plan for the recommended design for the logo.

OBJECTIVE 2. Provide information kiosks to welcome visitors and show them where facilities, services and attractions are along the route. Two types of kiosks are planned, one a large kiosk for prominent locations and mini-kiosks for more local and smaller sites.

A. Suggested locations for the kiosks are:

- La Pine Junction, large kiosk.
- Silver Lake or at the BLM kiosk east of town, small mini-kiosk.
- Summer Lake rest stop, large kiosk.
- Paisley, small mini-kiosk.
- Valley Falls, small mini-kiosk.
- Highway Well Rest Stop on Highway 395, large kiosk.
- Chandler State Wayside, small mini-kiosk.
- Lakeview at or near the State Welcome Center, large kiosk.
- New Pine Creek, large kiosk on highway 395 and a small mini-kiosk at Goose Lake State Park.

B. The design for the large kiosk is found in Appendix C.

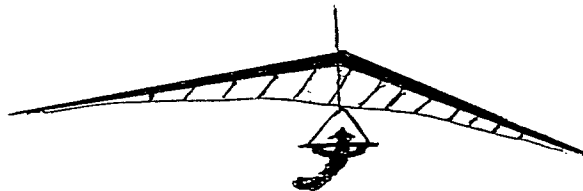
C. The design for the mini-kiosk is a kiosk designed and being used by the Klamath, Modoc, Lake Outdoor Recreation Working Group in and around the region and at the Calif. Department of Transportation highway rest stops.

OBJECTIVE 3. Prepare a sign plan that helps visitors see and enjoy the special features along the byway.

A. Sign plan should dovetail with the interpretive plan and its Oregon Outback design theme: that is, same image, colors and style.

B. Sign plan will include: Points-of-Interest, Agriculture activities/plantings, timber management activities, fire occurrences, distance and direction to towns and recreation opportunities, historic sites and trails, services ahead, and safety considerations, such as "Open range watch out for livestock".

C. Sign plan should utilize the Forest Service sign shop at Silver Lake, signs available through the BLM sign shop or the Lake County sign shop in Lakeview. Seek formal agreements that the signs can be created and erected through volunteer or partnership programs.



GOAL IV. ENHANCE THE ATTRACTIONS. That is: maintain the natural and manmade landscape values that make this route unique.

OBJECTIVE 1. Maintain the current reliance on County zoning, development, and building codes with changes as approved by County Commissioners.

OBJECTIVE 2. Follow the existing land use management policies established in the Forest Service Fremont Management plan and the Bureau of Land Management management framework plans for federally managed lands within the corridor.

GOAL V. HAVE FUN, BUT MINIMIZE IMPACT. That is: provide visitors with good facilities in safe and sound impact-free settings.

OBJECTIVE 1. Encourage visitor use, within and adjacent to the scenic corridor, but try to distribute that use to areas that can absorb additional visitation. Develop an easy-to-update map brochure that identifies recommended visitor service, recreation opportunities, restaurants, gas stations, emergency services, RV parks, etc. Distribute these along the byway.

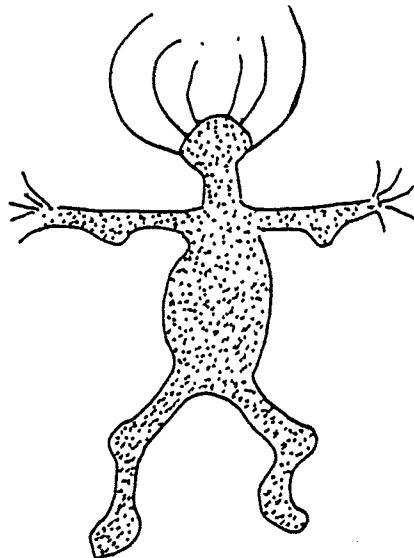
OBJECTIVE 2. Improve existing highway rest stops to be full service facilities, (that is at Summer Lake and Chandler). Full service facilities have: campsites for trailers and RV (recreation vehicles), odor-free toilets, (water where possible), RV sewage dump stations; or build new commercial recreation facilities where needed to protect private land and existing public recreation facilities from overuse or damage (that is at Silver Lake and Summer Lake areas).

OBJECTIVE 3. Improve road net to be user friendly (that is, smooth out surface, build passing lanes, add signs and widen wayside pull-offs).

OBJECTIVE 5. Develop a visitor safety plan that covers issue such as: passing lane locations, emergency services notification, gas availability, redesign and reconstruction of unsafe intersections at Valley Falls and Lakeview.



MARKETING
OREGON'S OUTBACK SCENIC BYWAY



MARKETING OREGON'S OUTBACK SCENIC BYWAY

The following is an outline of major actions that will be used to market the Outback Scenic Byway; that is, establish actions leading to the promotion and advertizing techniques:

I. First Priorities:

A. First, and of the utmost importance, the Lake County Chamber of Commerce will continue as the proponent of the byway and must appoint a citizen committee specifically for the byway actions and management. Although Klamath and Deschutes Counties are along the byway it is suggested that Lake County has the lead responsibility for the byway as it has the vast majority of the route. Current adhoc committee is: Ed Perkins (New Pine Creek), John Forbes (Goose Lake State Parks), Larry Frazier (Lakeview), Doug Uran (Silver Lake) and Robert Lund (Lakeview)

B. Obtain official State Scenic Byway designation and have the route shown on the State Department of Transportation's free handout highway map and the State Travel Promotion Council's publication of a State Scenic Byway brochure and public awareness campaign.

C. Print and distribute a low cost brochure on the points-of-interest found along the byway.

D. Approve a marketing logo for the Outback Scenic Byway; see cover of this plan for a possible design for the logo.

E. Request Federal and State agencies assistance in meeting the goals and needs of the byway. For example: solicit the Forest Service and BLM to formally "adopt" the byway and take the lead in accomplishing the management plan with their staff expertise.

II. Second Priorities:

A. Publishing a 4 color brochure for the byway.

B. Adding mini-visitor contact and brochure outlets along the route.

C. Publishing travel and RV stories in leading magazines.

D. Access the World Wide Web and the internet systems to promote the byway outside Oregon.

ENHANCEMENT STRATEGIES:

(POINTS OF INTEREST)

The following points of interest provide the best opportunities for visitor information and enhancement. They form the focus of the management plan. They are categorized by the criteria found on the Oregon Scenic Byway checklist. Strategies for enhancement and interpretation are discussed in the management plan. Site specific existing and future enhancements are summarized for each point of interest. In addition to the categorization, the numbers of the points of interest are referenced to route maps found at the end of the plan.

POINTS OF INTEREST (POI) ENHANCEMENT STRATEGIES:

The following list the points of interest (POI) along the Oregon Outback Byway. They are listed start at the north end near La Pine going south to the Oregon/California border. There is a map on the last two pages of this plan for fold-out reference.

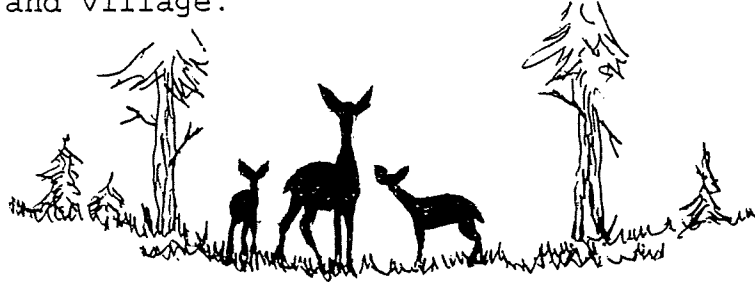
HISTORY: POI #1 - Is the 1902 Summit Stage station and the 1942 railroad town of Shevlin, at approximate mile post 7 on highway 31. Existing enhancements, wide pull-off and a wood routed name-the-site-sign. Future enhancement, gravel surface parking area and expanded interpretation.

LANDFORM: POI #2 (north side of highway about a 1/4 mile away) - Interesting old weather volcanic rock outcrop with interesting vegetation community at Mile Post 10. Existing enhancements, none. Future enhancements, parking area and self guided nature trail. This volcanic feature is about a quarter of a mile off the byway. It would make an excellent, take-a-break walk to learn about volcanism and associated vegetation.

VEGETATION: POI #3 - A giant Ponderosa Pine park stand. Existing enhancements, none. Future enhancements, point out and discuss on the self guide route brochure, tie to mile post system.

LANDFORM: POI #4 - Hole in the Ground, volcanic maar that's one mile in diameter and 300 feet deep. Existing enhancements, a directional sign, poor 4 mile gravel road and a wood painted interpretive sign. Future enhancements, improve road to the feature and replace the directional sign with a larger sign and expand interpretation.

LANDFORM, HISTORY AND AGRICULTURE: POI #5A - View of Fort Rock volcanic formation, site of earliest man-made garments found in Oregon. Existing enhancements, poor roadside widened pull-off and a State Beaver Board geologic marker sign. Future enhancements, widen pull-off to be safe and replace sign with a new version of the beaver board. Expand interpretation to include an invitation to: the Christmas Valley National Back Country Byway, Fort Rock State Park, Fort Rock Homestead Village, and inform visitors that Oregon's Outback Scenic Byway has a side spur 7 mile to the park and village.



HISTORY, LANDFORM AND AGRICULTURE: POI #5B and 5C - Scenic side route to Fort Rock Homestead Village and Fort Rock State Park. Existing enhancements, relocated and restored 1906 homestead structure open to the public as a living history museum, and Fort Rock State Park with a day use area and modern flush toilets. Future enhancements, additional interpretation on: a. the geology of the area, b. Native American history, c. the Christmas Valley National Back Country Byway and d. the agriculture industry resulting from homesteading in the valley.

VEGETATION: POI #6 - Cascade Mountain Rain Shadow. Existing enhancements, a small fenced off area. Future enhancements, improve the fenced off area with safe access, interpretive panel that points out the sudden loss of tree cover is due to the rain shadow effect of the Cascade Mountains resulting in an ecologic change from the forest to the sagebrush steppe.

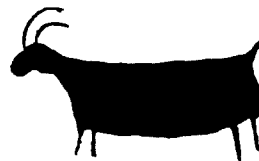
NATURAL - WILDLIFE: POI #7 - Interstate deer herd. Existing enhancements, road side pull-off and watchable wildlife signage. Future enhancements, interpretation on the herd and its summer to winter movement.

HISTORY: POI #8 - Silver Lake and its commentary. Existing enhancements, roadside pull-off and wood interpretive sign on the Christmas Eve tragedy. Future enhancement, level pull-off and expand interpretation to cover history of Silver Lake area. Also, invite visitors to the Fremont National Forest, forest highway #28 and the wonderful fishing and camping at Thompson Reservoir.

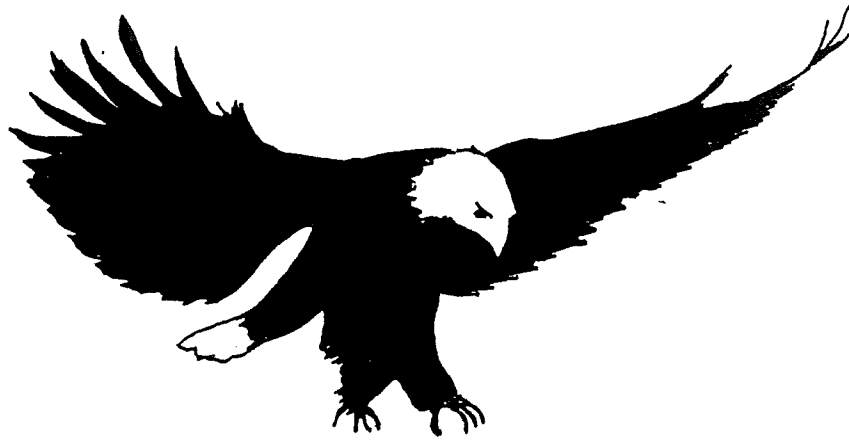
LANDFORM AND HISTORY: POI # 9 - Table Rock. Existing enhancements, large parking area and a new visitor kiosk and interpretive panels on the recreation opportunities on the Christmas Valley Back Country Byway. This kiosk was built in 1996 by BLM. Future enhancements, add interpretation of Table Rock, Native American religious history of the formation, and on Silver Lake, (yes, some times it is a lake visible from the highway).

WATER AND LANDFORM: POI #10 - Anna Reservoir and white bands of tuff (volcanic ash) high on Dead Indian Mountain, a fault scarp 2000 feet above the byway. Existing enhancements, new boat ramp, toilet and excellent year-round fishing (State record White Bass caught here in 1995.) Beautiful setting and view of Winter Rim 2000 feet above valley floor. Future enhancements, a full service RV park to support destination recreation visitors. Full service facility should be managed as a commercial venture, with laundry, showers, dump stations and evening tours to the fish hatchery, Fremont Point, the Summer Lake State Wildlife Area or to the proposed Diablo Wilderness Area on the east shore of Summer Lake.

MODIFICATIONS: POI #11 - Summer Lake rest stop. Existing enhancements, nice grassy off the road rest stop with a toilet and safe parking. Two interpretive sign are present, one a State of Oregon Beaver board on Capt. Fremont and a large fiberglass embedded sign on Big Horn Sheep. Future enhancements, the toilet needs to be modernized and one of the new kiosks is proposed to cover pioneer and Native American history of the area, the geology, recreation opportunities found on the public lands to the west and east, such as fishing, foot and horse trails, wilderness experience, and Native American history.



NATURAL WILDLIFE: POI #12 - Summer Lake State Wildlife Area. Existing enhancements, a self-guided driving tour to see waterfowl and shorebirds. World class bird watching area. View of Jack's Lake and Fremont Point. Future enhancements, modern toilet for visitors and expanded interpretation on the different waterfowl and shore birds found at the Wildlife Area, including the identification of the waterfowl feeding on Jack Lake. The Jack Lake site will require a new wayside pull-off and possibly a photo blind.



HISTORY AND LANDFORM: POI #13,14 & 15 (along the west edge of Summer Lake) for - Summer Lake restored one room school house (POI #13), private property. Also, POI #14, Fremont Point and POI #15, Summer Lake (actually a sink with no outlet). Existing enhancements, 1995 newly constructed roadside pull-off at an excellent photo distance from the school house. Private efforts have restored the school house; however it is to remain closed to the public. Future enhancements, raise level of wayside to be level with new highway and widen pull-off to be safe for larger RV's. Interpretation possibilities are: pointing out the location of Fremont Point, and how to find the forest road to Fremont Point, a very significant Capt. Fremont 1844 historic site. Fremont Point is an excellent photo view point of Summer Lake, a world class picnic site, and an opportunity to rent an old Forest Service fire lookout. This is also an excellent spot to tell about Summer Lake and the wet/dry cycle it goes through, the dust storms that blacken the sky from time to time, and the rich ranching history of the valley. This would also be a place to interpret the fire occurrences along the west side of Summer Lake, date, size, cost, property lose, etc.

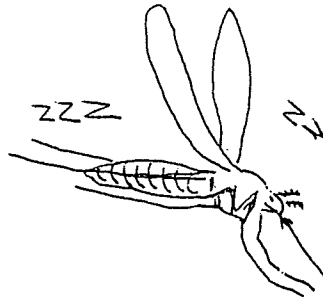
LANDFORM AND SCARCE FEATURE: POI #16 - Slide Mountain geologic feature and POI # 17 Summer Lake Hot Springs (Scarce feature) baths and RV park. Existing enhancement, none. Future enhancement, build a new wayside pull-off and interpret the gigantic earth slide and the privately developed Summer Lake hot springs baths.

HISTORY AND WATER: POI #18 town of Paisley and POI #19 the Chewaucan River. Existing enhancement, all visitor services available: food, gas, motel, swimming, fishing, hiking and hunting. One excellent interpretive kiosk is provided telling about Native American history and the Pluvial Lake Chewaucan and its Ice Age inhabitants: bison, camels, horses, and even elephants. Also of interest is the Paisley Ranger District's old CCC buildings. Future enhancements, kiosk for information of local and regional recreation opportunities and services.

HISTORY: POI #20 - The ZX ranch a 17 million acre ranch, one of the 10 largest ranches in the USA. Also, the J-Spear Ranch - historic Lake County ranch is in totally restored condition. Existing enhancement, none. Future enhancements, with permission of the owner these ranches are excellent opportunities for ranch and livestock operation tours or roadside pull-off interpretive sites. Many old farm houses and equipment available to see and appreciate.

LANDFORM: POI #21 - Tucker Hill and an easily visible ancient Lake Chewaucan shore line. Also, possible future perlite mining operation of interest. Existing enhancements, none. Future enhancements, a new wayside pull-off with interpretive panels.

LANDFORM: POI #22 - Abert Rim looms up before the visitor. Existing enhancement, an old State Beaver Board geologic feature sign. Future enhancement, widening of the current pull-off and replacement of the Beaver Board. Also, possible expanded interpretation for Abert Rim, Lake Abert Area of Critical Environmental Concern and a new agriculture pivot and alfalfa field.



HISTORY: POI #23 - Valley Falls, an interesting old-time store with groceries, small cafe, gifts and gas. Existing enhancements, none. Future enhancements, State Police suggest the highway junction needs to be rebuilt with user safety in mind. This would be a good place to provide a visitor kiosk with information about: a. the byway, b. recreation opportunities in the region and about hang gliding off Tague's Butte. If built, permission to locate the kiosk is needed, or the design of a new junction could incorporate a pull-off. This is the end of highway 31 and the start of highway 395.

HISTORY: POI #24 - Chandler Stage Coach stop. Existing enhancements, small painted wood sign. Future enhancements, because this restored historic site is private property interpretation should be covered in the self-guided tour brochure. There is no economically safe place for a wayside pull-off.

AGRICULTURE: POI #25 - Crooked Creek Valley. Existing enhancements, none. Future enhancements, new roadside pull-off is needed and interpretive panels on the agricultural ranching in this high desert valley of such beauty.

UNIQUE FEATURE: POI #26 - Holstein House, you won't believe it? This home north of Lakeview has everything painted in a holstein cow black and white pattern; we mean everything: house, fence, barn, out building, gate and even the tractor. The flag pole and holstein flag with udder bag hang down on the lower edge. Existing enhancement, it is debatable that this is an enhanced feature but it is there, with a sign identifying it, and people do stop and take pictures. Future enhancements, a safe roadside pull-off for photo opportunities needs to be built.

HISTORY/MODIFICATIONS: POI #27 - Lakeview "Tallest Town in Oregon" and the "Hang Gliding Capital of the West" Existing enhancement, all visitor services available, new State of Oregon Welcome Center and Chamber of Commerce office, outlet for state wide visitor information. Three museums, RV parks, emergency services. Above town Black Cap hang gliding launch site is a short side trip to a scenic view of the Goose Lake Valley. Old Perpetual Geyser at Hunters Hot Springs Resort is a major visitor attraction, (it spouts-off every 90 seconds 70 feet up in the air). Future enhancements, kiosk to inform visitors on local and regional recreation opportunities and services. A special display is proposed inside the new State Welcome Center showing visitors the attributes of Oregon's Outback Scenic Byway.

LANDFORM/HISTORY/AGRICULTURE/NATURE: POI #28 - View of Crane Mountain, highest point in the Warner Range, also site of a T & E plant species and the Crane Mountain National Recreation Trail. Existing enhancements, none. Future enhancements, new wayside pull-off and interpretive signs on Crane Mountain, geothermal energy, agriculture in the valley, the railroad history and rockhounding for geodes and obsidian on Crane Mountain. The wayside will also invite visitor to hike the Crane Mountain National Recreation Trail.

UNIQUENESS/HISTORY. POI #29 - Oregon/Calif. State line and Goose Lake State Park, end of Scenic Byway. Existing enhancements, town of New Pine Creek, some visitor service, Goose Lake State Park with full service RV facilities, newly erected interpretive panels for the California National Historic Trail, (the Applegate trail in Oregon). Future enhancements, visitor kiosk that informs and invites visitors to the "Oregon Outback Scenic Byway" and the recreation opportunities in the region. Interpretive panels could be place to inform visitors on the history and historic structure of New Pine Creek, the ferry Lakeview that opened up the valley and on Goose Lake itself, (that is, no fishing, its very shallow, and it has a T and E species, the redband trout).

APPENDIX A

OREGON'S OUTBACK SCENIC BYWAY CORRIDOR MANAGEMENT AND MARKETING PLANS

CHECKLIST CHECKOFF OUTLINE

I. ADDITIONS TO THE PRE-APPLICATION:

History: The idea of a "Scenic Highway" along highway 31 originated with Lake County Commissioner Bob Pardue's approval of the Tourism in Lake County Strategic Plan for Economic Development and Sustainability, February 1994. In the strategic plan, under Goal 1 of Infrastructure, Strategy C says, "Nominate highways 31 and 395 from La Pine junction to the Oregon and California state line as a scenic highway". The plan also supports increased signing for services, attractions and accommodations, improvement of rest stops, and the interpretation of wildlife, historic and geological sites. The plan further supports the development of drive-up display maps for visitor orientation to the region, (we now call these displays kiosks).

The Lake County Chamber of Commerce followed the strategic plans and nominated the route to the new State Department of Transportation Scenic Byway program. The Chamber agreed to be the sponsor and the Bureau of Land Management assigned Robert Lund to assist the Chamber in the application. Several meetings and one-on-one small group sessions were held up and down the byway corridor. A small adhoc committee was established to review planning efforts. Those on the committee are: Ed Perkins, New Pine Creek; John Forbes, Goose Lake State Park; Larry Frazier, Fremont National Forest Supervisor's office, and Doug Uran; Silver Lake. Additional support and ideas came from meeting with the Summer Lake Enhancement Group. The pre-application was approved by the State on Dec. 12, 1995.

A draft management and marketing plan effort was started in the spring of 96, with additional small group meetings and review by the adhoc committee. A final management and marketing plan will be submitted to the State's Scenic Byway committee for approval in the fall of 96, after additional public review is achieved.

Roadway Name: Oregon's Outback Scenic Byway

Beginning and Ending Points: The proposed byway route runs along State Highway 31 and U.S. Highway 395 between the junction of State Highway 31 and U. S. Highway 97 to the Oregon/California State Line on U. S. Highway 395, south of Lakeview, at the Goose Lake State Park. One spur to Fort Rock and the homestead village museum is included. Total Mileage, 152 miles.

General Route Description: The byway takes a visitor from the east slope of the Cascades along its rain shadow through forest, sagebrush steppe, desert lakes and sinks, along massive fault blocking that rises 2000 feet above the highways and into eastern Oregon's outback. In addition to these natural geographic wonders the visitor will see or be exposed to ranch agri-economics, ancient civilizations, paleontological resources and historic routes.

The scenic byway will open the visitor to three National designations: Gearhart National Wilderness, the Christmas Valley and the Lakeview to Steens National Back County Byways and one State Wildlife Area at Summer Lake. In addition, rarely will someone traveling the byway fail to see one or all of the following wildlife: mule deer, antelope, sandhill cranes, raptors including eagles, waterfowl and shore birds.

Changes to pre-application:

Additional effort has gone into better locating potential interpretive road side displays. Some of the original points of interest have been dropped and a couple added. An additional 7 miles has been added to the byway to include Fort Rock State Park and the Fort Rock Homestead Village.

Considerable work has already gone into enhancement of the byway corridor. The Oregon Department of Transportation has resurfaced the road along the west side of Summer Lake, added some of the proposed road side pull-offs and greatly improved the safety of the roadway. ODOT also resurfaced 10 miles of U.S. Highway 395 near Valley Falls and 20 miles of highway 31 north of Valley Falls.

The State Parks manager, John Forbes has put considerable effort in upgrading the quality of maintenance at both Goose Lake State Park and Chandler Rest Stop. In addition, in partnership with the Lake County Chamber of Commerce, a California National Trail interpretive display has been built at Goose Lake State Park. Lake County and the Summer Lake Water Users Association have built a new boat ramp and toilet at Anna Reservoir. This facility enhances access to the trout and white bass fishing.

Perhaps the most progress has been achieved by the construction of the new State Welcome Center and Lake County Chamber of Commerce office. Now visitor can receive personal directions to the byway in a refurbished historic building in downtown Lakeview. It is proposed that a special display be built in the Welcome Center inviting visitors to the byway and the associated 5 tour routes that satellite the byway.

Finally, the Bureau of Land Management has assigned Robert Lund to continue to work on the byway planning. He will be preparing draft interpretive and sign plans that include details for action and contracting in the fall of 1996.

Overall Corridor Vision:

The vision, goals and objectives are clearly stated in the management plan.

II. MANAGEMENT STRATEGY

The point of interest or significant values that are proposed for enhancement are found under Enhancement Strategies of the management plan. In general terms the management plan covers what is needed to provide visitors information on the various features along the byway. A detailed interpretive plan will be developed this fall and requests for project proposal costs will be solicited to formulate solid figures for grant applications.

III. TRANSPORTATION FACILITY

1. Existing and Future transportation function:

Highway 31 is a two-lane paved roadway under State program management and is considered a minor arterial function classification. The highway is an all season road. The current and anticipated near future work will be mainly as maintenance preservation. No major project funding is planned after the 1996 improvements, except for some guardrail installations, in the Statewide Transportation Improvement Program for 1995 - 1998. The State Division of Highways has the capability to use annual maintenance funds to reach some of the identified byway enhancement projects, such as, additional widening of roadside pull-offs when maintenance crew are working in the area.

Highway 395 is a two-lane paved roadway on the National Highway System. It is considered a principle arterial as a function classification. The highway is an all season road. The current and anticipated near future work will be mainly as maintenance preservation. No major project funding is planned in the Statewide Transportation Improvement Program for 1995 - 1998. Because this roadway is on the National Highway System, the enhancement project being proposed for the Oregon Outback Byway can qualify for funding under the federal Intermodal Surface Transportation Efficiency Act of 1991 (ISTEA).

2. Scenic byway portal and trailblazer signs will go at:

1. La Pine junction,
2. the junction of highway 31 and the road to Fort Rock,
3. at Fort Rock, to redirect visitors back to highway 31,
4. the junction of highway 31 and 395 going both ways,
5. the junctions of highway 140 East with highway 395,
6. at the intersection of highways 140 and 395, and,
7. the Oregon/California State line on highway 395, going north.

The official Trailblazer sign will go along both highways at lower traffic volume route that intersect the byway, such as: the Lake County road 5-10 going to Fort Rock, Lake County road 4-10 coming in from Klamath Marsh, and Lake County road 5-14F coming in from Christmas Valley. This will give enough reassurance that visitor are still on the byway. The State Department of Transportation will be asked to increase the number of mile post markers and permission to place the Oregon Outback Byway logo stickers on the mile post markers. This will increase visitor awareness of the byway. The mile post signage will also be used to tie points of interest along the route to a free visitor brochure on Oregon Outback Byway.

IV. LAND USE

The existing land use patterns contiguous to the 152 mile byway are in generic terms: forest, high desert, pastoral and rural. Only in the town of Lakeview would the term industrial or urban be appropriate. Ownership is approximately: 71% private or 102 miles, and 29% public under federal management or 43 miles. Of that portion under federal management, 16 miles is managed by the Forest Service (one mile in the Klamath and 15 by the Deschutes) and 27 miles by the Bureau of Land Management. However, within the corridor, that is within view, a high percentage of the land is public land managed in the Deschutes, Klamath and Fremont National Forest, the Lakeview Resource Area for the Bureau of Land Management and the State of Oregon at the Summer Lake Wildlife Area. County jurisdictions along the byway are: Deschutes, 14 miles; Klamath 1 mile; and Lake the remaining 137 miles. The road right-of-way for highways 31 and 395 is totally in the States name.

County zoning regulations that will be applied to the management of the byway are under two County statues; solid waste and sign control. Under the solid waste ordinance the County can take action, and has done so along highway 31, to require land owners to remove unsightly conditions. Sign along the state and federal roads are controlled through cooperative action with the Oregon Department of Transportation and Lake County Commissioners. No billboards or commercial type sign are allowed.

State special management controls of interest are for the Summer Lake Wildlife Area where lands are protected for waterfowl.

Federal land management prescriptions for the corridor are found in the Fremont Forest Management Plan and the BLM Management Framework Plan for the High Desert area.

The Forest Service has established a special Management Area 6 for visual resources for management of the scenic viewsheds. Management Area 6 covers Highway 31 to Government Pass road # 29, to Slide Lake, for the Fremont National Recreation Trail and the Crane Mountain National Recreation Trail. A full set of standards

and guidelines can be found in the forest plan, pages 114, and 153 to 158. The standards and guideline protect visual resources in future management actions. The write-up is to lengthy to copy here.

The BLM's Management Framework Plan approved a straight-forward decision, "Design all developments, land alterations, and vegetative manipulations within 5 miles of all major travel routes and recreation sites to minimize visual impacts." In addition, decision R-2.2 further states, "Use Visual Resource Management expertise and manual procedures to develop measures on all land disturbing activities within 5 miles of State and County roads to blend projects into the landscape, minimize visual intrusions, and to produce neat and workmanlike products."

V. FUNDING COMMITMENTS:

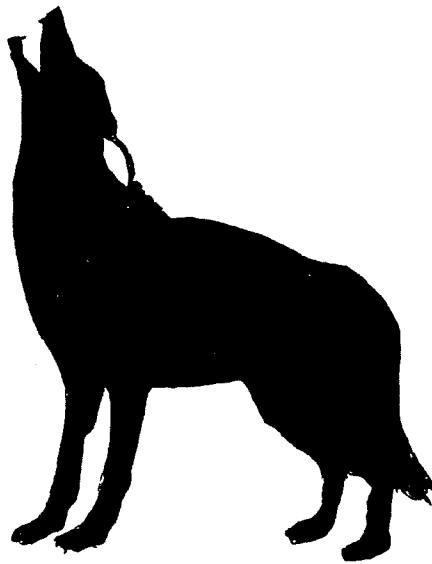
The BLM has assigned Robert Lund to help the Lake County Chamber of Commerce in the preparation of the pre-application. In the fall of 1996 Mr. Lund has been assigned to draft the management plan and the interpretation plan for the Lake County Chamber of Commerce. He will also provide briefings to potential partners. Estimated funds expended for the byway preapplication and drafting the first draft of the management and marketing plan is: \$5000.00. Future commitments by the BLM to finish the management plan and draft the interpretive in the fall of 96 is \$14,000.

The interpretive panels for the California National Historic Trail at Goose Lake State Park have been funded. Total funds committed: Lake County Chamber of Commerce, \$500.00, Lake County Historic Society, \$300, BLM, \$2000.00, Oregon Trail Coordinating Council, \$5000.00 and the Oregon State Parks, \$1200.00. These interpretive panels have been purchased and will be available in the spring of 1997.

A new visitor information kiosk will be built in the fall of 1996 by the BLM at the Highway Well Rest Stop. Construction cost for side walk and kiosk is \$3500.00 and the interpretive panel costs are \$10,000. The kiosk will have a map showing the Oregon Outback Byway, along with other recreation opportunities in the region. This rest stop serves as an introduction to the recreation and history of the region to visitors coming from the north into Lake County on highway 395. This is the principle route of travel for visitors from Canada. The kiosk being built is being constructed as a proto-type of the design found in the Appendix C at the end of this report.

No other funding commitments have been made at this time until there is an approved management plan and formal commitments can be arranged. If the byway management and marketing plan is approved and the byway designated the interpretive plan, request for proposals, and grant applications will be started.

Funding requests will be made to the: Forest Service, BLM, State Parks, the La Pine Chamber of Commerce, and Lake County by the Lake County Chamber of Commerce. The Forest Service and BLM will be requested to continue their support and adopt the byway as an on going project for economic development of Lake County. Grant proposals will be made to the Regional Strategy Board of Lake, Klamath and Harney Counties, to the Rural Assistance Fund of the Forest Service, to the Land and Water Conservation Fund or its revision, to private grants and foundations, and to the special grant programs frequently set up by the Governor of Oregon. The basis of the grant request will be set on submissions from Requests For Proposals solicited by the Lake County Chamber of Commerce to professional graphic and interpretation corporations. Request for Proposals will be circulated in the fall of 1996.



APPENDIX B

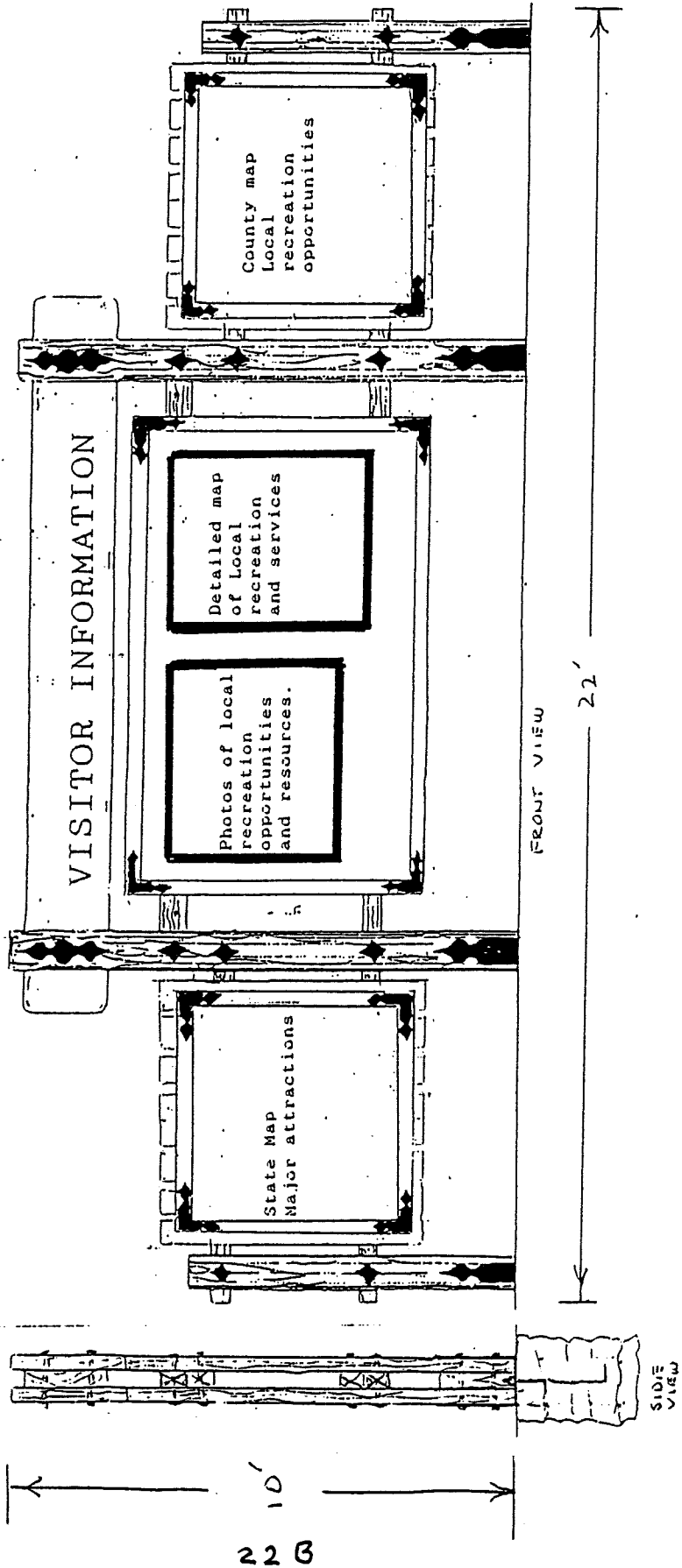
LETTERS OF SUPPORT:

Due to the request to forward the management plan to the review committee by Oct. 10th, we unfortunately have not had a chance to meet with the interested parties and request letters in a timely manner. Such letter will be forth coming. Briefings are being scheduled with the Bureau of Land Management, the Forest Service, and Lake County Commissioners.

APPENDIX C

OUTBACK KIOSK (Friendly Place)

One sided, facing road,
at major highway rest stops.



WWD - 1996

APPENDIX D

ACTION PLAN

(Planning for Success)

Minimum needs or first priorities for the first year are listed below. These are not based on funding but on management, marketing and safety needs. Organization/s who should have lead responsibility in accomplishing each need are listed also.

1996 TO 1997

I. MANAGEMENT NEEDS:

A. Appoint the Outback Byway Committee. Lead; Lake County Chamber of Commerce.

B. Approve the interpretive plan for the byway. Lead; Lake County Chamber of Commerce.

C. Approve the sign plan for the byway. Lead; Lake County Chamber of Commerce.

D. Circulate a Request for Proposal for fabrication and construction of the interpretation along the byway. Lead; Lake County Chamber of Commerce.

E. Prepare grant applications for funding; such as Regional Strategy grants available to Lake, Harney and Klamath Counties. Lead; Lake County Chamber of Commerce.

II. MARKETING NEEDS.

A. Gain official State designation of byway so the route will be shown on the next publication of the free State Highway map. Lead; Lake County Chamber of Commerce.

B. Support the State Travel Promotion Council publishing a state-wide brochure on the State byways. Lead; Lake County Chamber of Commerce.

C. Approve a marketing logo for the Oregon Outback Scenic Byway. Lead; Lake County Chamber of Commerce.

D. Publish and distribute a low cost free distribution brochure on the Outback Scenic Byway that is tied to points of interest and utilizes state mile posts along the byway. Lead; joint effort by the Lake County Chamber of Commerce, and the Lakeview Merchant Committee.

E. Develop a partnership between the Lake County Chamber of Commerce and the State and Federal agencies to assist Lake County in meeting the goals and construction needs of the byway. Lead; Lake County Chamber of Commerce.

III. CONSTRUCTION NEEDS:

A. Build a byway kiosk, with supporting byway information in Lakeview.

B. Put up official Scenic Byway portal and trailblazer signs.

C. Warning signs that tell visitors about the open Range policy, that is cattle are allowed to graze without fencing off the highway. Signs are needed near the Horse Ranch, north and south of Valley Falls and north of Lakeview and north of New Pine Creek. Lead; joint project for ODOT and BLM.

D. Additional warning signs at deer crossing locations.

1998 TO 2001

Following the first years efforts the list below outlines the needs for the next 4 years for a successful visitor service program:

I. Management:

A. Update the management plan to incorporate local and regional needs gathered during the first year of byway operation and adjust to grant and partnership commitments. Lead; Lake County Chamber of Commerce.

B. Brief agency and local county official on the accomplishment to date and on future actions. Lead; Lake County Chamber of Commerce.

II. Marketing:

A. Publish a 4 color brochure for Marketing and promoting the Oregon Outback Byway. Distribute this brochure throughout the State to the Oregon Welcome Centers, to other Chamber offices, and to government visitor contact sites.

B. Publish travel and RV related stories in leading magazines.

C. Access the World Wide Web and the internet systems to promote the byway outside Oregon.

D. Develop and publish a series of "thing specific" (that is: Camping, fishing, mountain biking, etc.) brochures for visitor attractions and opportunities within easy reach of the byway. Use

the established brochure design developed by the Klamath, Modoc and Lake Outdoor Recreation Working Group.

III. Construction:

A. Visitor kiosks at:

1. La Pine. Lead; joint project for La Pine and Lake County Chamber of Commerce.
2. Lakeview. Lead; joint project for Lake County Chamber of Commerce and the BLM.
3. New Pine Creek. Lead; New Pine Creek citizens State Parks and the Lake County Chamber of Commerce.

B. Rest Stop improvements at:

1. Summer Lake. Lead; ODOT and Summer Lake Enhancement Group.
2. Chandler State Park. Lead; State Parks Division.

C. Wayside pull-off improvements at:

1. Widen and add fill to the existing wayside at the State's Travel Information Council beaver board that is located just east of the Horse Ranch on highway 31. Lead; ODOT.
2. Widen and add surface material at the new wayside where there is a good view of both Summer Lake and the restored school house. Lead ODOT.
3. Widen the existing wayside at the geologic beaver board just north of Valley Falls. Lead ODOT.
4. Add new wayside pull-offs at: mile post 10 on highway 31, mid Summer Lake, and south of Paisley. Lead; ODOT.

D. Recreation facilities at:

1. Anna Reservoir area; a full service campground and RV park. Preferred to be a private commercial operation. Lead; Summer Lake Enhancement Group and the Summer Lake Water Users Association.
2. RV sewage dump stations at Summer Lake, Silver Lake and Paisley.

E. Signs: the following signs will be needed:

1. Byway portal and trailblazer signs. Lead; ODOT.
2. Special visitor service facility signs; such as, RV sewage dump station locations, recreation sites, environmental education sites, hiking and horse trails, etc. Lead; ODOT and Lake County Road Department.
3. Signs that point to and name major features; such as, Mount Scott that is bull-eyed on the highway 31 horizon near the La Pine junction, Table Mountain, Fremont Point, Slide Mount, Abert Rim, and Tague's Butte.
4. What services are available ahead signs, one mile north and south of the communities of Silver Lake, Summer Lake, Valley Falls, and New Pine Creek. Lead; ODOT.
5. Information sign showing there is an existing interpretive kiosk one block east, at the junction of the road leading east to the Paisley Post Office. Lead; ODOT and citizen of Paisley.

F. Interpretive panels at:

1. Mile Post 10 south of La Pine on highway 31. Expand the existing interpretation to cover more of the history of the Summit Stage Station and the 1942 railroad town of Shevlin. Lead; Deschutes National Forest.
2. State of Oregon Beaver board sign just east of the Horse Ranch on the geology of Fort Rock. The beaver board sign needs to be rehabilitated. Lead; ODOT and The Travel Information Council.
3. The watchable wildlife wayside north of Paulina Marsh on the interstate deer herd. Lead; joint State Fish and Game, Forest Service and BLM.
4. Silver Lake Commentary on the Christmas eve tragedy and the history of the community of Silver Lake.
5. Highway 31 and the Christmas Valley road. At the existing BLM kiosk add interpretation on: Native American culture, geology of Table Mountain and Silver Lake (yes, at times there is a lake) ranching and wildlife. Lead; BLM, and Silver Lake Lions.
6. Summer Lake rest stop on history, wildlife, fishery, geology, springs at Anna Reservoir and ranching. Lead; joint project of ODOT, Summer Lake Refuge, BLM, and Forest Service.

7. South of Paisley to inform visitors on the ranches and agriculture visible along the road and the reclamation project. Lead; Citizens of Paisley, the Stock Grower Association and the Bureau of Reclamation.

8. At the existing State of Oregon Beaver board sign just north of Valley Falls on the geology of Abert Rim. Add interpretation on the old lake geology, and the wildlife, waterfowl, shorebirds and photography and hunting in the area. The beaver board needs to be rehabilitated. Lead; ODOT, Oregon Travel Information Council, and ODOT.

9. Lakeview, (downtown someplace or on highway 395 at Hunter's Resort), that tell about the hang gliding in the area and the thermal that make Lakeview the "Hang Gliding Capitol of the West". Lead; Lake County Chamber of Commerce and local hang glider pilots.

10. New Pine Creek on: the California National Historic Trail (Applegate Trail crossing the south end of Goose Lake); the Fremont National Forest opportunities, the history of New Pine Creek (oldest community in Lake County and on Goose Lake Ferry. Lead; State Park, citizen of New Pine Creek and the Lake County Chamber of Commerce.

IV. SAFETY NEEDS:

A. Highway related:

1. Start efforts to redesign and rebuild the road junctions at Valley Falls and Lakeview. Lead; ODOT.

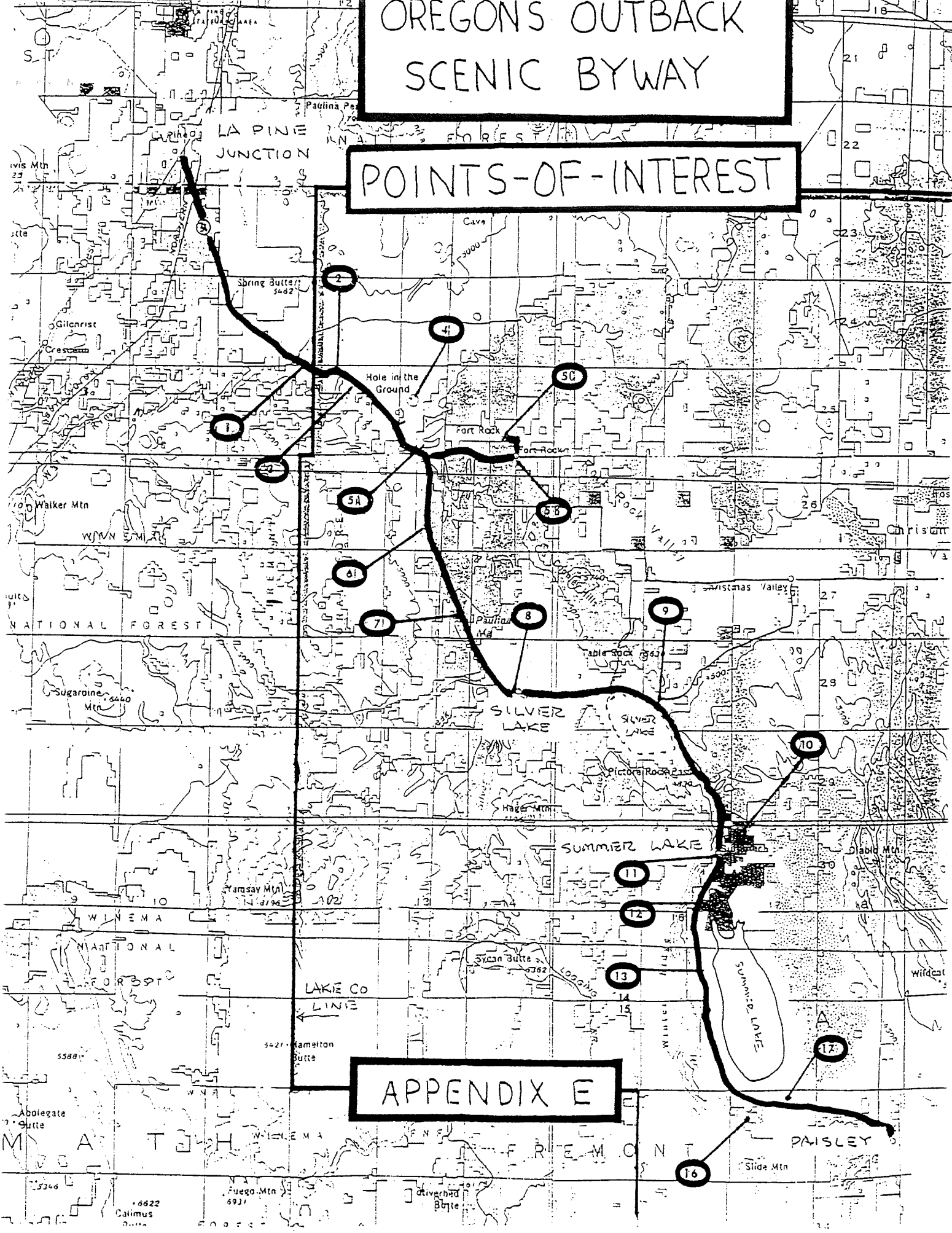
2. Start efforts to design and build a passing lane at Picture Rock Pass area. Lead; ODOT.

APPENDIX E

The Oregon Outback Scenic Byway route and the points-of-interest are found on the following two pages. Please refer to pages 10 to 15 for specific information on what is at each point-of-interest as numbered on the maps.

OREGONS OUTBACK SCENIC BYWAY

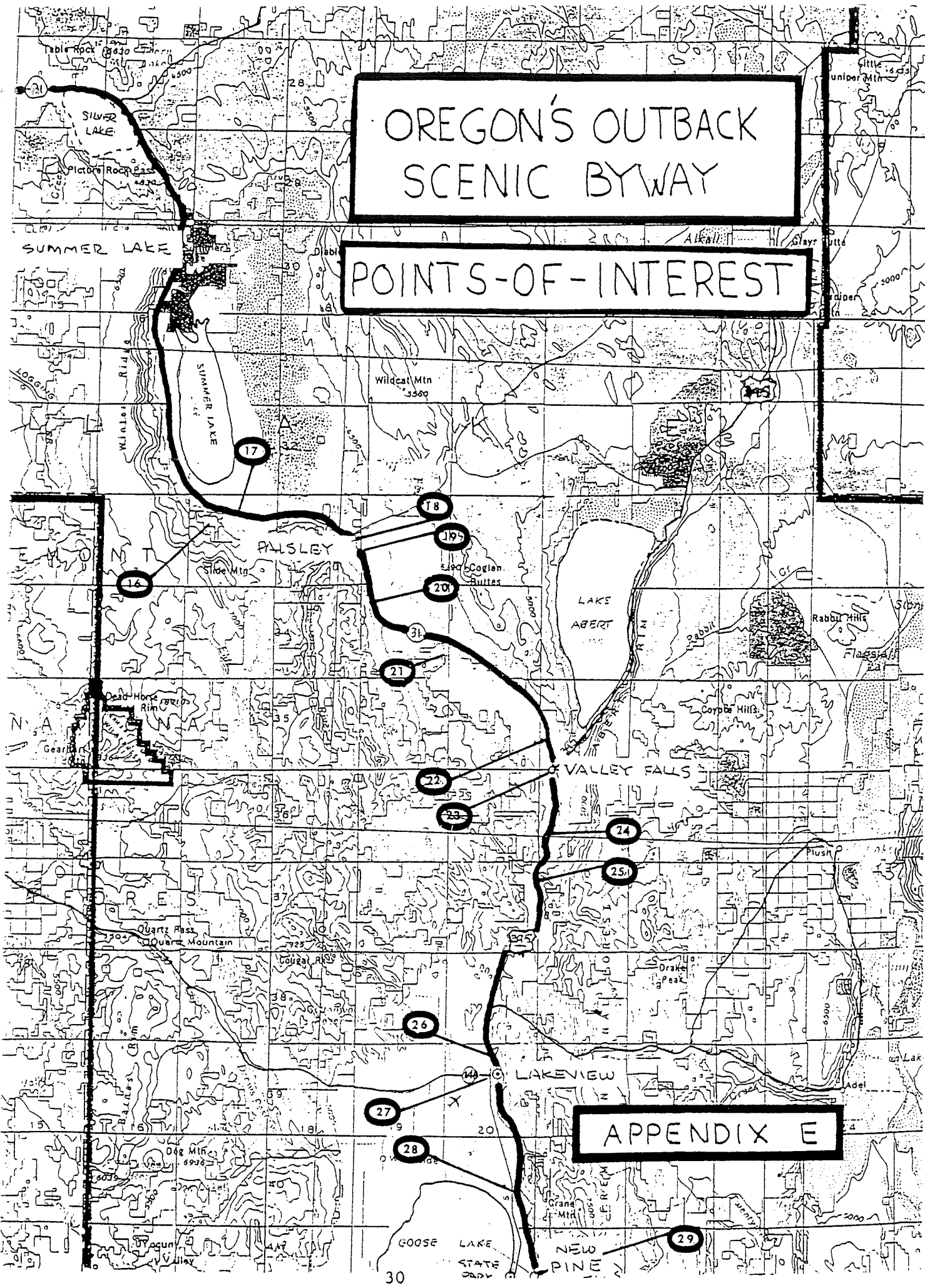
POINTS-OF-INTEREST



APPENDIX E

OREGON'S OUTBACK SCENIC BYWAY

POINTS-OF-INTEREST



APPENDIX E