

STATE ROUTE 89A

Mingus Mountain Scenic Road;
Jerome, Clarkdale, Cottonwood Historic Road;
Dry Creek Scenic Road

CORRIDOR MANAGEMENT PLAN



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The SR 89A Citizen Advisory Group and Stakeholders.

FOREWORD

Sept. 1, 2006

The State Route (SR) 89A Dry Creek Scenic Road; Jerome, Clarkdale, Cottonwood Historic Road; Mingus Mountain Scenic Road Corridor Management Plan (CMP) was created during a two-year process that involved extensive public involvement and guidance. Community comments and concerns were collected via a series of public meetings, announcements and a project website. A dedicated Citizen Advisory Group was instrumental in gathering the information, documenting all aspects of the route and reviewing and approving the CMP.

The purpose of this plan is to identify the intrinsic qualities most revered by the communities along this corridor, as well as the most appropriate ways to protect and preserve them for future generations. This document will serve as a guiding mechanism for the people who live, work and play along SR 89A.

The SR 89A CMP team would like to thank the participants who volunteered their time and resources to help shape and craft this document and their passion for this roadway. Without their energetic support and devotion, the creation of this planning document would not have been possible.

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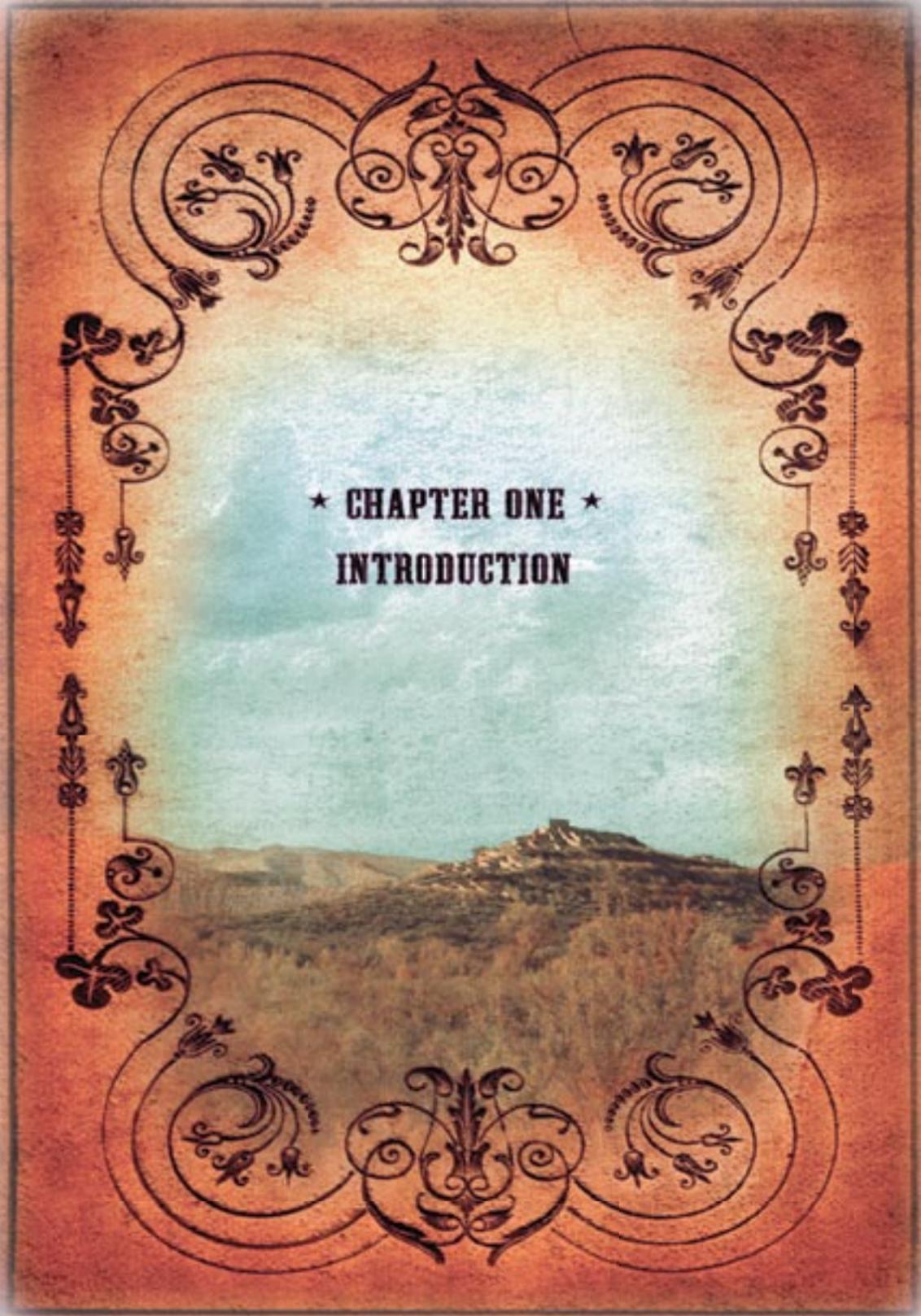
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The book cover features a central landscape illustration of a hill under a cloudy sky. This illustration is framed by a decorative border of black ink scrollwork and floral motifs on a reddish-brown background. The title is centered over the sky portion of the landscape.

★ CHAPTER ONE ★
INTRODUCTION

INTRODUCTION

SR 89A in the Verde Valley of central Arizona can be called a main route to one fascinating encounter after another.

Three segments of this roadway – Mingus Mountain Scenic Road; Jerome, Clarkdale, Cottonwood Historic Road; and Dry Creek Scenic Road – combine to offer travelers a magical mix of history and culture, as well as recreational and scenic experiences.

Splendorous vistas of remarkable Red Rock Country landforms can be enjoyed from the cushioned ease of an air-conditioned tour bus or personal car. The same can be said for the perched haunts of Cleopatra Hill and for the glistening energies of Deception Canyon. However, the real power of this region is best experienced on foot. Whether it is along the trails that crisscross through jagged cliffs and colorful canyons, beside winding arroyos and creeks, or on the well-worn sidewalks and back streets of Jerome, Clarkdale, Cottonwood or Sedona – this area is best enjoyed up close and personal.

The area is easily accessible off of Interstate 17 and is approximately 90 miles north of Phoenix and 50 miles south of Flagstaff.

THE BYWAY STORY

The Mingus Mountain Scenic Corridor begins at milepost (MP) 332, on the Prescott Valley side of SR 89A in Yaeger Canyon at the base of the Black Hills.

As the roadway begins its climb up Mingus, Ponderosa Pine hug the roadway and can be seen dotting the sides of the mountain among pockets of basalt. Mingus Mountain is the most significant

outcropping in the Black Hills range and is the dominant background view as the highway meanders through the canyon formed by the Hickey, Woodchute and Mingus Mountains. At the summit, travelers have views of the Mogollon Rim, the Verde Valley, plateaus, mountains and river valleys. A steep drop down the hillside brings motorists to the town of Jerome. This once booming mining town, now a thriving art community, clings to the hillside, appearing as if it is about to slip off the side of Cleopatra Hill.



VIEW OF MINGUS MOUNTAIN * PHOTO BY JUDY MILLER

As travelers continue driving the route, they make their way through Clarkdale and Cottonwood, in the heart of the Verde Valley. Scenic views still abound. A gap in the rim marks the gateway to Sycamore Canyon to the North; and the Black Hills overlook the valley in the South. A riparian ribbon of green follows the Verde River through the heart of the valley. The valley is framed by red rock escarpments, Mingus Mountain and ancient House Mountain, a shield volcano.



OAK CREEK IN OAK CREEK VALLEY NEIGHBORHOOD ★ PHOTO BY JUDY MILLER

Natural open spaces, clean air and starlit night skies are qualities that enhance the scenic appeal of this corridor.

From Cottonwood, SR 89A continues to cross the Verde Valley as it makes its way to Sedona's Red Rock Country. Past MP 361, SR 89A crosses Spring Creek. A few miles ahead at MP 363, Page Springs Road joins the highway. The rural communities of Page Springs, Oak Creek Valley and Cornville lie along lower Oak Creek and are accessible primarily via SR 89A.

Between MPs 366 and 367 the roadway crosses

Dry Creek, the namesake of this segment of the corridor. While it remains dry most of the year, early spring brings fresh melted snow from the back country between Flagstaff and Sedona. Looking east toward Sedona, the red rock vistas begin to inch closer and emerge, becoming more and more dominant. Looking back toward the west, the view of Cottonwood and Clarkdale and finally Jerome, clinging to the side of Mingus Mountain, can be seen by travelers one last time.

WHAT IS A CMP?

A CMP is:

- The vision for the byway & the surrounding area
- An inventory of the characteristics, features & resources
- Documentation of the byway's special qualities
- An interpretation of the byway's special qualities
- A summation of the goals & strategies
 - ▣ A planning effort
 - ▣ A vision & blueprint for corridor improvements
 - ▣ Ideas for incentive-based participation
 - ▣ A plan that regulates land only within the ADOT right-of-way
 - ▣ A plan that opens up new possible funding sources
 - ▣ Suggestions to enhance the natural views & scenery

A CMP is not:

- A top-down land use regulation plan
- A mandated document that supersedes local authority
- A plan that restricts private property rights
- A plan that mandates regulations for viewsheds

- A plan that allows ADOT or the Federal Government to regulate land use outside of the DOT right-of-way
- A list of mandated new taxes

Benefits of a CMP

- Economic Diversity
 - ▣ Facilitate movement of people & goods
 - ▣ More diverse business & commerce opportunities
 - ▣ Increased tourism
- Resource Stewardship
 - ▣ Identify valued public resources
 - ▣ Develop a community-based plan for conservation & interpretation
 - ▣ Preserve the defining features of the region
- Partnerships
 - ▣ Jurisdictions can work together & with ADOT to identify & prioritize improvements
 - ▣ Establish local goals & priorities for the highway right-of-way
 - ▣ Establish long-term investment strategies

PROJECT DESCRIPTION/PURPOSE

This SR 89A CMP is intended to assist the various agencies, private land owners and the public in managing, developing, conserving and interpreting these three unique routes. The process used to develop this plan required a coordinated effort that allows the communities to consider how to use and benefit from the road and its intrinsic qualities and promote the intrinsic qualities of the roadway from an economic standpoint while maintaining the integrity and value of those qualities.

This corridor is approximately 28 miles long and encompasses two scenic and one historic state designated sections of roadway: the Mingus Mountain Scenic Road from MP 332.0 to MP 343.5; the Jerome, Clarkdale, Cottonwood Historic Road from MP 343.5 to MP 353.5 (includes Main Street in Cottonwood); and the Dry Creek Scenic Road from MP 363.5 to MP 370.0. The roadway through Prescott National Forest is owned by the Forest Service; ADOT has an easement to maintain and improve the road. A 10-mile gap exists between Cornville and Cottonwood that is not included in these designations because it is not considered unique by FHWA standards. However, federal designation would close the gap, and this area would be included. National designation could also mean additional funding opportunities for projects along the corridor.

The mixed land use and high demand for recreation make this a popular area in the state for tourists and locals alike. Rapid urbanization and economic development, both in communities along SR 89A and in areas outside the immediate extents of the corridor are likely to have significant impact on its intrinsic qualities as well as the roadway. These concerns have united those who care about this corridor. Because the concerns cross several jurisdictions and ownership patterns, a coordinated effort must form the basis of viable solutions.

VISION STATEMENT

The Citizen Advisory Group collaborated with interested members of the public to create the following vision statement for this corridor:

Provide a safe, multi-modal corridor and a variety of recreational and historic opportunities while preserving sustainable economic benefits for residents and visitors.

ROADWAY CORRIDOR DESCRIPTION

Portions of the roadway right-of-way (R/W) are easements through Prescott and Coconino National Forests. As the roadway passes through downtown Jerome, Clarkdale and Old Town Cottonwood, the roadway R/W is owned by the municipality, which was turned back to them during the 1970s. As it passes through other private parcels, the roadway R/W is owned by ADOT. The roadway R/W through state land parcels within the corridor is an easement maintained by ADOT.

On the Prescott Valley side, the 38-mile corridor begins at MP 332.0 in Yaeger Canyon, located at the base of the Black Hills. The roadway consists of two lanes with no standard shoulder or cut ditches. Many stretches of guardrail line the roadway as it winds through narrow canyons between Mingus Mountain and Woodchute Mountain. The roadway contains some pullouts and many switchbacks.



WOODCHUTE WILDERNESS * PHOTO BY JUDY MILLER

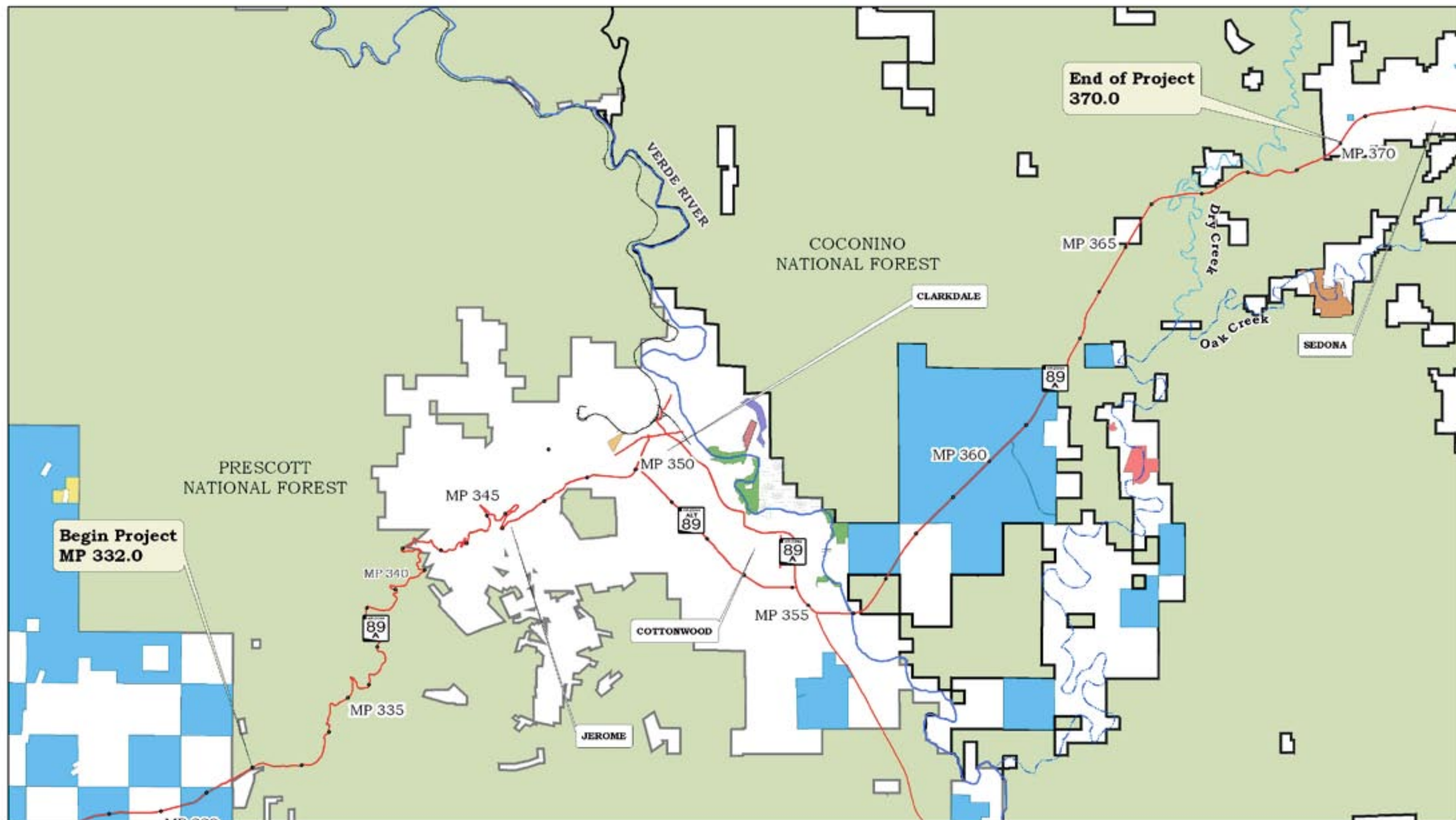
The Town of Jerome, an old mining town gone ghost town, is the first community encountered on this route and is now a popular artist village that clings to Cleopatra Hill. When the roadway enters Jerome at approximately MP 343.5, the two-lane road is bounded by sidewalk, curb and gutter. As the road leaves Jerome, the sidewalk, curb and gutter return to a paved shoulder as it winds through Deception Gulch, exposing spectacular views of the Mogollon Rim and the Colorado Plateau. As the road enters the Town of Clarkdale – which is on the National Register of Historic Places as a successfully planned mining company town – sidewalk, curb and gutter in the historic downtown section bound this two-lane roadway. Recent transportation enhancement projects, totaling approximately \$1.5-million, were completed in March 2005.



JEROME FROM GREENWAY * PHOTO BY MAX CASTILLO, ARIZONA STATE PARKS

Between downtown Clarkdale and the downtown section of Cottonwood, the roadway returns to a rural two-lane section. Within Old Town Cottonwood, which was once the main crossing place of the Verde River, the roadway is two lanes with sidewalk, curb and gutter. Cottonwood also completed a transportation enhancement project at a cost of \$1-million in the historic Old Town on Main Street (Historic SR 89A) in 2005. The project has spurred noticeable revitalization in the Old Town commercial district.

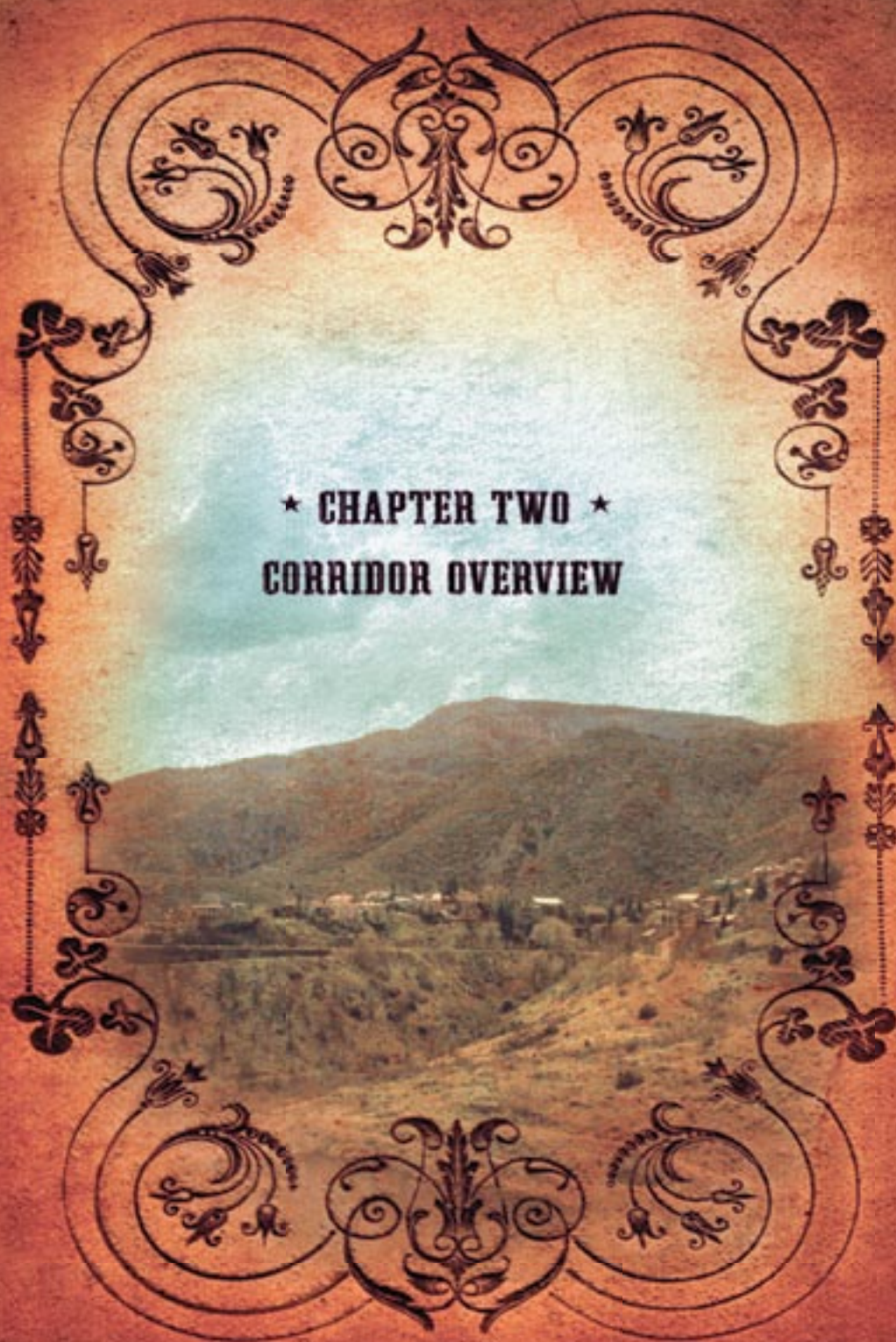
As the roadway leaves Old Town, the road becomes five lanes: two travel lanes in each direction, with a center turn lane. Sidewalk, curb and gutter bound the road on both sides. As the roadway leaves Cottonwood at about MP 360.5, the roadway section changes into a four-lane, divided roadway with wide eight-foot shoulders to MP 370 in Sedona. The roadway continues on its way over rolling terrain into Red Rock Country. This portion was rebuilt in 2001-2002. The only guardrail sections are located at the two major bridge structures, Dry Creek and Spring Creek, and one small box culvert crossing that is just north of Cornville Road. All features on this section of the corridor are up to current design standards, and there are no plans for future improvements through 2010.



MAP 1: CORRIDOR BOUNDARIES



★ CHAPTER TWO ★
CORRIDOR OVERVIEW



EXISTING CONDITIONS

Natural Qualities

Within this corridor there are two national forests, Coconino and Prescott National Forests (NF). Within the national forests are three wilderness areas, Woodchute Wilderness area and a portion of Sycamore Canyon Wilderness area within Prescott NF; and Red Rock Secret Mountain Wilderness area and a portion of Sycamore Canyon Wilderness area within Coconino NF. Because the natural landscape dominates this corridor there are many natural unique features that are described below.

Distinctive Landforms

With so much natural beauty all around, the outdoors beckons in all seasons. Arizona SR 89A traverses three distinct geological provinces.

- Basin and Range. The western end of SR 89A begins on the west face of Mingus Mountain at the western boundary of Prescott National Forest. At a maximum altitude of approximately 7,800 feet, Mingus Mountain is the most prominent peak of the Black Hills formation, which could be considered to be the first ridge line of the extensive Southwest Basin and Range formation sandwiched between the Colorado Plateau and the Sierra Nevada block. Mingus Mountain exposes Precambrian, Cambrian, Devonian, Mississippian, Pennsylvanian and Tertiary rocks.



RED ROCK COUNTRY IN THE MOGOLLON RIM

- Mogollon Rim. The east end of the SR 89A corridor begins in Red Rock Country on the west side of Sedona, a world famous tourist destination. Sedona, average elevation of about 4,200 feet, is situated among the canyons and cliffs of the Mogollon Rim.

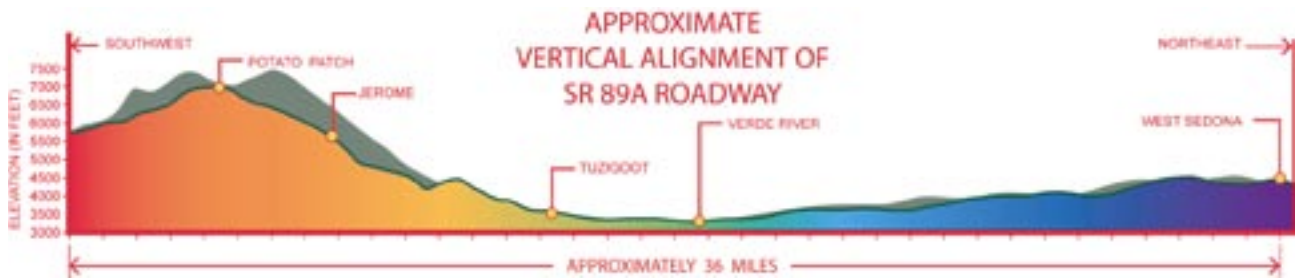


VERDE RIVER RIPARIAN AREA

- Transition Area. The basin of the Middle Verde River occupies the area between the west facing escarpment of the Mogollon Rim and east facing slopes of the Black

Hill range formation. The Verde Valley is a structural basin bounded by faults on its southwest and northeast margins. The faults dropped the bottom of the valley down, relative to the Colorado Plateau to the north and the Black Range and Bradshaw Mountains to the south. Central Verde Valley consists of Miocene and Pliocene sedimentary rocks that filled the basin as it subsided. The center of the valley is just above 3,000 feet elevation.

All three provinces are unique. Each makes a significant contribution to the experience of corridor travelers.



LATERAL SECTION OF ARIZONA SR 89A ROADWAY CORRIDOR (VERTICAL SCALE EXAGGERATED)

Corridor Viewsheds Mogollon Rim Red Rock Country

The Mogollon Rim is a major escarpment extending almost 400 miles along a northwest-southeast diagonal through Central Arizona. Elevations along the escarpment extend from about 4,000 feet above sea level to peaks, ridges and mesas as high as 7,000 feet above sea level. According to scientists who specialize in the area, the escarpment fold may have been formed about 30 million years ago when the Pacific Plate collided with that segment of the southwestern edge of the North American Plate now referred to as the Colorado Plateau. Geologists claim the Pacific Plate lifted the Colorado Plate upward, generating volcanic magma heat in the area below. This would account for volcanic activity northeast of the escarpment. It produced basaltic deposits and major landforms such as the San Francisco Peaks, some 50 miles away to the northeast. Subsequent faulting and erosion of the margin of the fold exposed sedimentary layers of limestone and sandstone as it created steep walled, often dramatic canyons. Among these canyons can be counted the highly revered Sycamore Canyon and the widely praised Oak Creek Canyon. Both of these exceptionally beautiful wilderness areas are readily accessible from SR 89A.

Climate

The Mogollon Rim plays a critical role in climate patterns for Central Arizona. Most precipitation for the areas occurs during two seasons. During the winter, storms originating in the Pacific bring snow to mountain regions of northern and north-central Arizona – usually between December and March. Snow accumulation may reach depths of 100 inches or more during the winter, particularly around Flagstaff. The gradual melting of this snow during the spring produces most of the usable surface water supply for the Verde Valley. During the summer – usually during July and August – southeastern and central Arizona experience a

“monsoon” season. Warm, moist air currents from the Sea of Cortez and the Gulf of Mexico flow northward across Arizona. When they reach the Mogollon Rim escarpment, they rise, cool and release the moisture on its slopes. Summer precipitation often occurs in the form of short, isolated, often violent downpours. Water from these downpours may cause short, sometimes hazardous runoff known as flash floods.

Mean annual precipitation in the watershed of the Verde River ranges from 10 to 20 inches in the valleys and plateaus to more than 25 inches in the higher mountain areas. Temperatures in Verde Valley communities at 3,000 feet elevation or higher are generally pleasant during summer months, with temperatures ranging from the upper 80s to lower 90s and an occasional period in the low 100s with low humidity. Virtually all the precipitation runoff in the vicinity of Red Rock Country finds its way to the Verde via Sycamore Creek, Dry Beaver Creek or Oak Creek.

Water

Two main perennial streams flow through this corridor, the Verde River and Oak Creek. The Verde River within this corridor is a natural free-flowing river with lush riparian vegetation and abundant wildlife.

The Verde River is one of the few rivers in the State of Arizona with perennial flow. Its watershed drains several thousand square miles before it joins the Salt River just south of Fort McDowell, which is located



VERDE RIVER ★ PHOTO BY MAX CASTILLO, ARIZONA STATE PARKS

Oak Creek is the other perennial drainage and is a tributary to the Verde River. Oak Creek is free flowing and also fosters lush riparian vegetation along its route as well as abundant wildlife. The creek is designated by



RELIEF TOPO OF THE WATERSHED OF THE MIDDLE VERDE RIVER

northeast of Phoenix. Technically, the Verde River is said to rise near Ashfork, approximately 65 miles from the South Rim of the Grand Canyon. But the actual perennial flow now begins in an intercept canyon south of Sullivan Lake on the Morgan Ranch. At this point, the river runs to the east toward Perkinsville. As the water course rounds the north base of Mingus Mountain, it meanders to the southeast, this time toward Cottonwood, Clarkdale, Bridgeport and Cornville.

the Arizona Department of Environmental Quality as a “unique water”, which is defined as “a water of exceptional recreational or ecological significance or which constitutes an outstanding public resource.”

The creek is not to be changed by human activities and is subject to specific water quality standards and road construction requirements. Oak Creek joins

the Verde about 2.5 miles southwest of Cornville. The riparian environment created by the Verde supports a spectacular array of wilderness flora and fauna. One of the best popular accounts of wildlife along the river was published by the experienced Verde River guide Jim Slingluff in 1996. A tributary to Oak Creek is Spring Creek in which a portion of the creek is spring fed. The spring fed portion is near its crossing of SR 89A near Spring Creek Ranch within the Coconino National Forest. The stream features a spectacular natural cottonwood-sycamore-willow riparian area that is rare in Arizona.



**VIEW FROM VERDE VALLEY BASIN TOWARD COTTONWOOD
AND MINGUS MOUNTAIN**

Also within the corridor is Peck’s Lake, which is a Phelps Dodge property in Clarkdale and currently closed to public access, and Tavasci Marsh, both near Clarkdale.

Mingus Mountain (Black Hills Range) and the Prescott National Forest

Mingus Mountain is the most significant outcropping in the Black Hills range. It dominates the background view for travelers entering the corridor, whether they enter from the east at Sedona or from Prescott Valley from the west. After motorists reach the summit heading east toward Jerome and Clarkdale, it also provides spectacular overlook panoramas of the Verde Valley and the Red Rock Country beyond. Switchbacks and overlooks provide spectacular panoramas framed by the gleaming stone walls of Deception Canyon.

Rich mineral and ore deposits, partly exposed by ruptures and faults in the canyons, have attracted miners to Mingus Mountain for centuries.

Indigenous peoples used these minerals for jewelry and dyes. In 1582 and 1598 Spanish explorers visited the deposits and located claims, though they did not work them. The deposits remained unnoticed and undeveloped until their rediscovery in 1875 by U.S. Army troops. In 1876 prospectors entered the area, and by 1882 the now famous United Verde Copper Company began consolidating the numerous claims. Both gold and silver have been produced as byproducts of copper mining from the two major mines in this district—the United Verde and the United Verde Extension.



**VIEW FROM MINGUS MOUNTAIN ACROSS THE VERDE VALLEY
TO RED ROCK COUNTRY**

Total gold production from 1883 through 1959 was about 1,507,640 ounces. The ore yielded 1,959,098,900 pounds of copper, 1,009,800 ounces of gold, and 34,586,000 ounces of silver. In the mid 1980s, Budge Mining took \$33-million worth of gold out of the Little Daisy Mine, although it cost them \$35-million to mine it.

Mining continues to support the economy of the region. But now the production is for construction materials, namely gypsum and calcium for Portland cement, and crushed stone for aggregate.

Wildlife and Fish

With two national forests, three wilderness areas and two major perennial waters, wildlife abounds within this corridor. Mammals such as black bear, mountain lion, bobcat, fox, coyote, javelina, rabbit, raccoon, squirrel, bat, mice, woodrat, skunk, ring-tailed cat, mule deer and antelope inhabit the mountains and grasslands



PHOTO COURTESY OF "BEACH'S ON LOCATION"

along this corridor. River otter and beaver are occasionally seen in the Verde River.

The Verde River and Oak Creek riparian areas as well as Peck's Lake and Tavaszi Marsh within this corridor provide habitat for many local bird species, as well as migrating birds. Herons, bald eagles, flycatchers, hawks, warblers, tanagers and many other bird species can be seen in these areas. The Verde provides habitat for the threatened and endangered bald eagle

and southwestern willow flycatcher and is a major birding area (See Table 1). Both the Verde River and Oak Creek with the Page Springs Fish Hatchery maintain a wide variety of native and non-native fish.

In his *Verde River Recreation Guide*, Slingluff points out that the Upper Verde habitat supports three species of hawks, eagles, falcons, loon, geese, mallards and teals, heron, fish-eating ducks, kingfishers, swallows, snipes, sandpipers, dippers, cardinals, quail, doves and roadrunners. The variety of bird species that can be observed in the upper reaches of the Verde River explains why Dead Horse Ranch State Park has become the hub of an annual Verde Valley Birding and Nature Festival. Activities at the annual festival include a "Red Rock Geology" tour and a "Bat Watch and Owl Prowl" as well as instruction in nature writing and photography. The Audubon Society recently recognized Tavaszi Marsh (near Tuzigoot) and the Verde River Greenway as parts of the Tuzigoot Important Bird Area. Smallmouth bass, largemouth bass, flathead catfish, channel catfish, yellow bullhead, and roundtail chub are plentiful. Rainbow trout are stocked seasonally from about November to March in the Verde River within the Verde Valley. Within the Verde River there are the following threatened and endangered fish; spikédace (a native minnow), razorback sucker and Colorado pikeminnow (See Table 1).

Page Springs Fish Hatchery, located adjacent to Oak Creek, has been in operation since 1932 by the Arizona Game and Fish Department. The 82-acre site is Arizona's largest coldwater fish production facility,

producing nearly 700,000 trout each year.

Water for the site comes from several natural springs that produce a constant flow of 68-degree water year round. The site also includes a smaller warm water hatchery and bubbling ponds, which support bluegill, largemouth bass and walleye and endangered species such as the razorback sucker and Colorado pikeminnow used by the department in native fish conservation and recovery efforts.



PAGE SPRINGS FISH HATCHERY • PHOTO BY JUDY MILLER

Amphibians and reptiles within the corridor include several species of toads, frogs, lizards and snakes. Amphibians include the lowland leopard frog and the Sonoran desert toad. There are numerous species of lizards that occur in the area and they include whiptail lizards, earless lizards, alligator lizards, fence lizards, collard lizards and skinks. Some of the snake species present are rattle snake, king snake, gopher snake and the garter snake.

Table 1 below is the list of U.S. Fish and Wildlife Threatened and Endangered Species for Yavapai County, some of which occur within the corridor. The Verde River is considered Designated Critical habitat for eight of the listed species below.

Table 1. Threatened, Endangered and Candidate Species List for Yavapai County

Common Name	Scientific Name	Status
Arizona cliffrose	<i>Purshia subintegra</i>	ESA LE
Bald eagle	<i>Haliaeetus leucocephalus</i>	ESA LT
California brown pelican	<i>Pelecanus occidentalis californicus</i>	ESA LE
Chiricahua leopard Frog	<i>Rana chiricahuensis</i>	ESA LT
Colorado pikeminnow	<i>Ptychocheilus lucius</i>	ESA LE
Desert pupfish	<i>Cyprinodon macularius</i>	ESA LE
Gila chub	<i>Gila intermedia</i>	ESA LE
Gila topminnow	<i>Poeciliopsis occidentalis occidentalis</i>	ESA LE
Mexican spotted owl	<i>Strix occidentalis lucida</i>	ESA LT
Razorback sucker	<i>Xyrauchen texanus</i>	ESA LE

ESA=Endangered Species Act, LE=Listed Endangered, LT=Listed Threatened, PE=Proposed Endangered, C=Candidate.

Source: U.S. Fish and Wildlife Service list of threatened, endangered, proposed, candidate, and conservation agreement species for Yavapai County, AZ. List Date: July 25, 2006(<http://www.fws.gov/arizonaes/>).

Table 1 Continued. Threatened, Endangered and Candidate Species List for Yavapai County

Common Name	Scientific Name	Status
Southwestern willow flycatcher	<i>Empidonax traillii extimus</i>	ESA LE
Spikedace	<i>Meda fulgida</i>	ESA LT
Headwater Chub	<i>Gila Nigra</i>	ESA C
Page springsnail	<i>Pyrgulopsis morrisoni</i>	ESA C
Yellow-billed cuckoo	<i>Coccyzus americanus</i>	ESA C

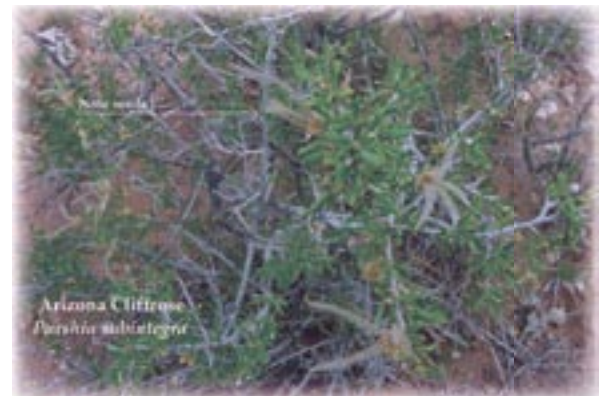
ESA=Endangered Species Act, LE=Listed Endangered, LT=Listed Threatened, PE=Proposed Endangered, C=Candidate.

Source: U.S. Fish and Wildlife Service list of threatened, endangered, proposed, candidate, and conservation agreement species for Yavapai County, AZ. List Date: July 25, 2006(<http://www.fws.gov/arizonaes/>).

Plants

The SR 89A corridor extends through several rich and diverse plant communities: beginning at the base of Mingus Mountain, the first biotic community one encounters is the Plains & Great Basin Grassland. As travelers make their way up Mingus Mountain the next biotic community includes Interior Chaparral. Chaparral is a dense shrubland community that is fire adapted. Shrub live oak is the most common species; this typically borders the Ponderosa Pine found at the summit of Mingus Mountain in the Petran Montane Conifer Forest Biotic Community. As SR 89A traverses into Jerome, Clarkdale and Cottonwood, Semidesert Grassland is the next biotic community surrounding the Verde River Valley with dominant vegetation. Finally as the scenic corridor comes to an end near Sedona, the last biotic community is the Great Basin Conifer Woodland, typically referred to as the Pinyon-Juniper Woodland. Vegetation in this area consists of Juniper and Pinyon.

The Verde Valley Botanical Area, 1,509 acres set aside for the protection of the endangered Arizona cliff rose, is located near Cottonwood and the junction of SR 89A and Cornville Road/Mingus Avenue. 369 acres were purchased from the AZ State Land Department as mitigation for the construction of the Mingus Extension Roadway and Bridge and is managed by Yavapai County. Most of the Verde Valley Botanical Area is managed by the USFS Coconino National Forest and encompasses the Tertiary lake bed deposits above the Verde River. The Botanical Area extends from the White

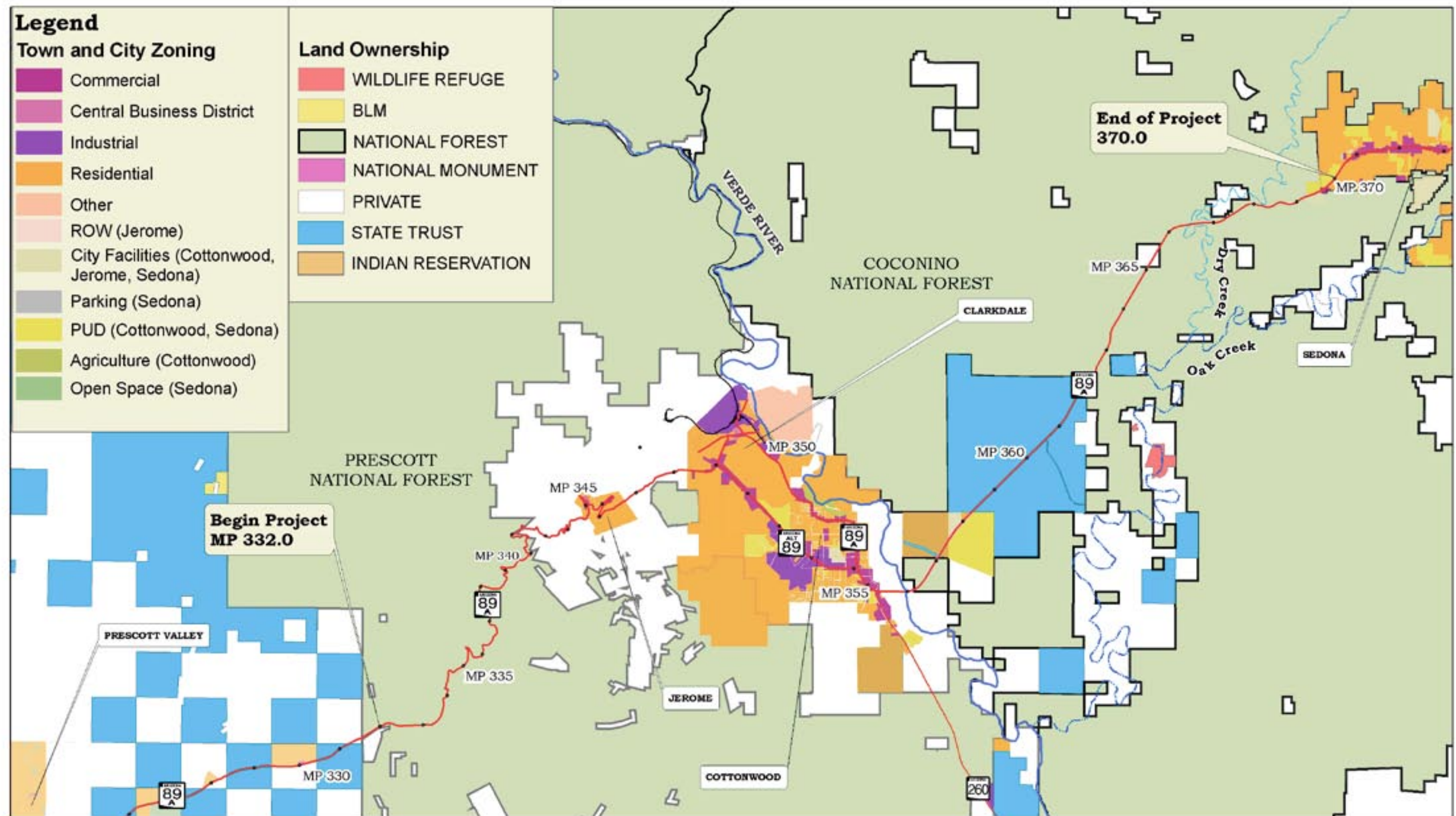


PURSHIA SUBINTEGRA SEEDS * PHOTO BY MAX CASTILLO, ARIZONA

Hills north of Dead Horse Ranch State Park to the Bridgeport Ruins in Bridgeport. The area, currently owned by Yavapai County, is adjacent to the Coconino National Forest and is protected as a natural botanical area in accordance with U.S. Fish and Wildlife Service requirements.

LAND USE

Below in Map #2 is the land use and land ownership of the corridor. Nearly 80% of the land in the Verde Valley is publicly owned and managed by the USFS. The Coconino National Forest is generally located north and east of the Verde River while the Prescott National Forest is south and west of the river. The region includes 20 square miles of State Trust Land. The State of Arizona owns land on approximately 4 miles of the corridor in the Cornville-Bridgeport area. The R/W through this segment is an easement. This land is held in trust by the State Land Department. The National Park Service (Department of the Interior) manages a short stretch of frontage at the entrance to Tuzigoot National Monument. Most of the privately held land situated next to corridor R/W lies within the municipal boundaries of Cottonwood, Clarkdale and Jerome. Only about 17% of the Verde Valley is privately owned (<http://www.ci.cottonwood.az.us/about.htm>, accessed 3/8/2006).



MAP 2: LAND USE AND OWNERSHIP



SAFETY CONSIDERATIONS

Traffic

Table 2 located below illustrates annual average daily traffic (AADT) volumes within certain segments of the corridor. In addition, the table shows a forecast of AADT for the year 2025. The Verde Valley Regional Economic Development Council states that State Routes 260 and 89A By-pass are all scheduled for widening to four- or five-lane divided highways within the next five years. This will result in more development pressure along these corridors. Traffic circulation improvements, such as alternate routes/road connections, bike lanes/routes and pedestrian paths and trails will require significant regional cooperation and planning to determine need, feasibility and methods of implementation (<http://www.vvredc.org/verdevalley/issues.htm>, accessed 3/8/2006).

Table 2. ADOT Traffic Data

Beg MP	START	End MP	END	LENGTH	AADT 2002	AADT 2003	AADT 2004	<i>Forecast Years</i>	
								AADT 2005	AADT 2025
330.10	Fain Rd	344.32	Jerome Ave	14.11	1700	1300	1900	2300	2960
344.32	Jerome Ave	346.50	Dundee Mine Rd	2.09	2600	3400	3600	3900	5291
346.50	Dundee Mine Rd	348.40	Verde Valley Tower Rd	1.88	4700	3500	3600	3950	5536
348.40	Verde Valley Tower Rd	349.05	SR 89A	0.65	7500	3400	4200	5400	5991
349.05	SR 89A	351.22	Verde Heights Dr / Black Hills Dr	2.17	12600	11500	11700	11950	18201
351.22	Verde Heights Dr / Black Hills Dr	352.30	6 th St	1.09	7500	12500	24600	25300	36400
349.05	6 th St	353.09	Main St / Cottonwood St	0.79	7500	24100	27100	28500	46089

Forecast Years									
Beg MP	START	End MP	END	LENGTH	AADT 2002	AADT 2003	AADT 2004	AADT 2005	AADT 2025
353.09	Main St/ Cottonwood St	355.23	SR-260 (Cottonwood)	0.65	33600	36000	37100	37950	57700
355.23	SR-260 (Cottonwood)	357.08	Cornville Rd	1.80	20100	24200	27400	30010	46600
357.08	Cornville Rd	362.70	Page Springs Rd	5.50	12000	11700	13600	14300	19100
362.70	Page Springs Rd	371.01	Dry Creek Rd	8.16	11400	11700	12000	12300	18400
			K Factor = 13%	1998 Factor Derivation					
			D Factor = 50%						
			T Factor = 12%						

Please note that these are rough estimates, as the new projections have not been calculated utilizing 2004 AADTs. Source: ADOT Traffic Records Section, October 2005. (Cottonwood Area Transportation Plan, 2001) Level of Service (LOS) F in 2003 on SR 89A from SR 260 to Main Street. LOS F in 2003 during PM peak hour at the SR 89A/SR 260 intersection.

Table 3 illustrates the number of crashes and the types from June 2000 to May 2005 and is separated into four segments. In addition, the crash severity is categorized into three categories from fatal to non-injury collisions. Approximately 700 accidents were documented from 2000 to 2006 (ADOT summary of motor vehicle crashes). The majority of the crashes (404) were collisions with other vehicles. The second highest (141) were collisions with fixed objects such as guardrail, trees, etc. Other crashes included overturning, collisions with bicyclists, animals and other vehicles on another roadway.

Table 3. Crash Summary, June 2000 to May 2005.

Crash Type	Crash Severity	Number of Crashes by Segment			
		Mingus Mountain Scenic MP 332 – 343.5	Jerome, Clarkdale Cottonwood Historic MP 343.5 – 353.5	The gap MP 353.5 – 363.5	Dry Creek Scenic MP 363.5 – 370
Single Vehicle	Fatal or Incapacitating Injury	6	3(2)*	6(3)*	11(4)*
	Other Known or Possible Injury	43	10	13	19
	Non-Injury	64	17	41	70
Multiple Vehicle	Fatal or Incapacitating Injury	4	25(4)*	19(4)*	9(2)*
	Other Known or Possible Injury	10	173	133	58
	Non-Injury	33	223	228	112
Total		160	451	440	279

*Number in parenthesis is number of fatal accidents per incident.

Source: ADOT Traffic Records Section, October 2005.



**SEDONA CENTURY * PHOTO COURTESY OF
"BEACH'S ON LOCATION"**

Currently, other safety issues within this corridor include cyclists that use SR 89A over Mingus Mountain frequently, and no future accommodations (bicycle lanes, signage) are planned. The segment over Mingus Mountain contains many sections of guardrail due to the steep terrain and winding roadway. During severe weather (ice and snow) ADOT uses variable message signs (VMS) for this segment. Within Jerome, there are segments of sidewalk that are in need of repair. In addition, some of the existing sidewalk is at the same elevation as the roadway, and thus vehicles are driving onto the sidewalk and not staying on the roadway, causing potential danger to pedestrians.

There are proposed roadway improvements to the corridor all of which are described below. There is a project proposed on Mingus Mountain from MP 334.1 to MP 334.2 to widen the curve in the

roadway, extend a box culvert and place concrete barrier instead of guardrail. According to ADOT Prescott District, the guardrail in this section gets damaged and has to be repaired or replaced at least once a month. There is also a truck turn-around proposed on SR 89A at Fain Road. These projects were tentatively scheduled for FY 07 but are currently on hold. Jerome is currently awaiting the construction of a rest area with parking at MP 344. Design is complete, but it is unknown when construction will start. Currently in design is the segment of SR 89A from MP 349.0 to 351.2, Cement Plant Road to Black Hills Drive. The proposed scope of work would reconstruct the highway to a four-lane urban section of roadway.

Public Transportation

The Cottonwood Area Transit System (CATS) serves destinations in Cottonwood, Clarkdale, Bridgeport and Verde Village (an unincorporated community popular among retirees). CATS provides fixed and deviated route service. The “Catch-A-Ride” service, a deviated fixed route service, was added in January of 2002. This service operates on a schedule with more than two dozen stops at conveniently located areas. It stops at school campuses, major apartment housing locations, senior centers, shopping plazas and medical facilities. Catch-A-Ride provides riders the flexibility to schedule shopping, medical appointments and/or library trips at their own convenience. CATS also provides a “Dial-A-Ride” door-to-door service for all residents of the communities of Cottonwood, Clarkdale, Bridgeport and the Verde Villages. Rides for this service must be reserved with the CATS office at least 48 hours in advance.

Sedona is the latest addition to the Arizona Rural Public Transportation Program. Beginning in the summer of 2006, the city will offer a free “circulator” service connecting the gallery area to Uptown Sedona (seven stops with 8-10 minute frequency from 9 a.m. to 7 p.m.) and an inter-city route from midtown Cottonwood through Sedona to Oak Creek Village. Inter-city buses will leave Cottonwood at 8 a.m. and 9 a.m. and return at 6:30 p.m. and 7:30 p.m.

There is no regular public transportation service for Jerome, Cornville or Prescott Valley. However, aware that some of its residents cannot make the trip down the mountain for basic shopping and medical attention, the Town of Jerome has assigned its service van to make one trip to Cottonwood each week.

A recently executed Inter-Governmental Agreement (IGA) between Cottonwood, Sedona, Flagstaff and Yavapai and Coconino Counties promises to serve as the foundation for a more extensive public transit system for the region.

Disability Access - Americans with Disabilities Act (ADA)

Access for disabled populations must be considered in relation to destinations and modes of travel along the corridor.

● Pedestrian Access on Public Streets

Cottonwood and Clarkdale recently completed all the curb and sidewalk improvements – ramps and rails – needed to bring street side pedestrian routes into compliance with ADA standards. Both communities relied on 2005 TEA grants to accomplish this objective.

ADA compliance is problematic in Jerome. Because it is a comparatively new structure, the fire station and the public restroom housed in the same building comply with applicable ADA regulations. Jerome State Park (grounds of the old Douglas Mansion) also complies with minimum ADA standards. The town planning department estimates, however, that less than 20 percent of the street corners along SR 89A in Jerome have been ramped in compliance with ADA standards, and only 10 percent of the rails needed have been installed. Explanations are not hard to find. Grades on Cleopatra Hill are steep. Construction is more expensive here than elsewhere in the region. With fewer than 500 adult residents, the tax base is very limited. Many private owners resist imposition of the ADA rules, based on the mistaken opinion that living in a federally designated historic district should exempt them from compliance with ADA requirements.

A 1994 Town of Jerome ordinance imposed the cost of sidewalk improvements on private property owners whose land abuts the sidewalk. Therefore ADA compliance demands have been shifted to private owners at the time they make application for a building permit for renovations or improvements. Nevertheless, the Town has been held liable in “slip and fall” accidents involving sidewalk maintenance. The Town Council recently directed its attorney to prepare appropriate revisions to the 1994 ordinance.



ADA and Access to Parks and Recreation Areas

The SR 89A R/W passes through two national forests, each of which offers a wide array of opportunities for hiking, climbing and other forms of outdoor recreation. It provides primary access to the Tuzigoot National Monument (National Park Service), and the only paved access to three state parks – Dead Horse Ranch State Park (in Cottonwood), Red Rock State Park (on Red Rock Loop southeast of Sedona) and Jerome Historic State Park (on a hill overlooking the Little Daisy Mine in Jerome). State parks officials indicate improvement in ADA compliance at park facilities – flat parking areas, appropriate curb cuts, ramps, sidewalks, access to shaded rest areas, ADA toilets, etc. They also have begun to implement projects to improve “access to the outdoors” for guests suffering from sight or hearing loss or chronic illnesses such as diabetes and multiple chemical sensitivities (MCS). They rely on the pioneering trails access assessment work done by Beneficial Designs, which identifies trail characteristics that would allow hikers of all abilities to decide whether to undertake a particular trail and make necessary safety or equipment preparations beforehand. These characteristics include trail grade, cross slope, width, surface firmness and the presence of obstacles.



Coconino National Forest

Six and one-half miles of SR 89A corridor R/W lies within the Coconino National Forest.
Additional information pending



Prescott National Forest

Approximately 12 miles of SR 89A lie within the Prescott National Forest.
Additional information pending.



Red Rock State Park

Facilities at Red Rock include a Visitor Center with Ramada and ADA restrooms, field trips, video and slide programs at Red Rock Theater, hiking, picnicking and nature observation. Natural areas on the unimproved south side of Oak Creek are often used for private weddings and other small nature-centered ceremonies. ADA improvements here are now limited primarily to curb cuts, ramps and hardened trails between parking bays, visitor facilities, picnic areas and restroom facilities. Visitors also can seek relief under the plentiful shade provided by cottonwood and sycamore tree canopies. A new “universal access” trail is now under construction. It is scheduled for completion late in 2006.



Dead Horse Ranch State Park

State park authorities have made considerable effort to increase access for disabled visitors to this park. Two ADA campsites are located near the restroom facilities, and three campsites include platform tent sites, which the park ranger describes as more accessible by wheelchair than regular tent sites on the ground. All paved parking areas are properly ramped and connected with paved pathways to restroom facilities and primary shaded rest areas. Significant efforts have been made to remove pathway obstacles along major trails. There are two lagoons with wheel chair access. The new trout fishing pond includes a pathway to fishing piers accessible to wheel chair and power chair users. The park ranger says one power chair user frequents the trout pond for fishing on a regular basis. He travels to the park via a CATS vehicle and moves to various fishing spots around the pond without requiring assistance of any kind.

Dead Horse has created a special trail for MCS users (no pesticides or herbicides in the trail maintenance program, for instance). Dead Horse also appears to be a likely site for creating “challenge” trails. These are special trail loops with varying degrees of difficulty for athletic wheel chair users.



Jerome Historic State Park

Except for the possible need for an elevator to the second story, the grounds and structures of the old mansion of mining magnate James Douglas are well manicured and afford optimum access for physically impaired visitors. Completed in 1916, the old mansion is now a museum. Exhibits include photographs, artifacts and minerals in addition to a video presentation and a 3-D model of the town with its underground mines. One room, the Douglas library, is restored as a period room. There are more displays outside along with a picnic area offering a panoramic view of the Verde Valley. State access specialists recommend installation of a video display tour of second story exhibits, with superimposed captions for hearing impaired guests.



Old Lime Kiln Trail

Plans for a 15-mile trail connection between Dead Horse Ranch State Park and Red Rock State Park do not presently include universal access specifications or proposed ADA Accessibility Guidelines for Recreation Trails. Arizona State Parks officials explain that grades and surfaces along the route make it impractical to apply these standards for the entire length of the trail. Furthermore, access for the physically impaired are more appropriately situated close to paved access points with fully ADA compliant rest areas and ADA toilets.



LIME KILN TRAIL * PHOTO BY JUDY MILLER



Traditional Trail Heads and Community Paths

Officials in Cottonwood, Clarkdale and Jerome have recognized the need to improve access to signed trailheads and well traveled pedestrian paths at several places accessible from SR 89A. The Old Jail Trail in Old Town Cottonwood and a frequently used dirt path from Main Street in Clarkdale toward the Tuzigoot are obvious examples. The Town of Jerome reports some opposition to proposals for paving certain dirt roads leading away from the corridor R/W to significant historic sites.

UTILITIES

Electricity

Arizona Public Service (APS) is the main provider of electric service for all the communities along the corridor. APS owns and manages power grid and distribution lines serving the area. In spite of the growing trend favoring underground power lines across the country, all electric power transmission and most distribution lines serving users in this region are above ground, overhead lines. In 2005, community representatives explored the idea of providing underground service for a new transmission line in the R/W of the 89A bypass between Cottonwood and Clarkdale. When they learned from APS that an underground installation would add \$300,000 to the cost of the project, they abandoned the idea and agreed to a new overhead line.

Natural Gas Service

Tucson-based UniSource Energy Service (UES) owns and maintains major natural gas pipelines running out of Cottonwood to Sedona and Camp Verde. It distributes natural gas to Verde Valley users through its operating subsidiary UNS Gas (sic). Two years ago the Forest Service (Red Rock District, Coconino National Forest) approved a UES application for expedited construction of the final link in a new 6-inch distribution loop in the R/W of SR 179

from the Village of Oak Creek into Sedona. UES justified the request by pointing to the risk of pressure losses due to large increases in natural gas consumption in the larger area, especially during winter months.

Water and Wastewater

The City of Cottonwood, the Town of Clarkdale and the Town of Jerome now provide water service for all residential, commercial and industrial uses in the Verde Valley, including the unincorporated Verde Village and Verde Santa Fe communities near Cottonwood. Cottonwood, Clarkdale, Jerome and Sedona each operate public wastewater systems in the valley. Many valley residents outside municipal service areas rely on septic systems for wastewater handling.

The Town of Jerome gets water to its own residents from springs owned by Phelps-Dodge. The town operates and maintains the equipment, storage tanks and distribution lines. No external pumping stations are needed for service into Jerome because the storage tanks are situated high on Mingus Mountain. Town of Jerome officials test the quality of the water on a regular basis. The Arizona Department of Environmental Quality (ADEQ) also monitors water quality at the site. The Town of Jerome also operates a wastewater system for its residents. The system is old, and major repairs are required from time to time. Water availability and water quality are issues of ongoing concern throughout the Verde Valley. Water control controversies could have an impact on the recreational and scenic values accessible by the SR 89A corridor.

Communications

Qwest is the only telephone service provider in the entire area. Jerome customers complain about periodic phone service failures. Major cellular service providers are active in the area. Signal relay facilities however appear inadequate to sustain reliable cellular service for users at Jerome and at higher elevations in the Prescott Forest. USFS rangers and field crews must rely on private radio communications in the network of park facilities radiating from Potato Patch.

SIGNAGE AND BILLBOARDS

Sign Management Along the Corridor

Signs visible from the roadway strongly influence the visual quality of traveler experience. In some contexts, vintage signage adds authenticity to a visit through a historic district.

In other contexts, large signs can interfere with enjoyment of scenic vistas. Off-premises billboard installations have proved offensive to public sensibilities in many communities. Most communities in north central Arizona have found it appropriate to regulate all kinds of signs visible from the public R/W, including the lighting systems illuminating them at night.



ON THE WAY TO MINGUS MOUNTAIN



NO BILLBOARDS



NO BILLBOARDS ON PUBLIC TRUST LANDS

Billboard Advertising

The visual experience of travelers along SR 89A has not significantly been impaired by roadside billboard advertising. This may be attributed largely to the fact that much of the land on either side of the roadway is managed by public agencies, mainly the USFS. Although Arizona Land Department regulations allow property abutting state R/W to be leased for off-premises advertising, their records show that no state land lying along that stretch of road has been leased for billboards. SR 89A is a “federal-aid” highway, and ADOT can object to any proposed lease for billboard advertising. About one mile of R/W frontage falls within the Dead Horse Ranch State Park, which does not allow off-premises commercial signs. One billboard exists on private land in Clarkdale. It is an older installation used primarily by community agencies to advertise upcoming events. Two older commercial billboards are visible from the roadway in Old Town Cottonwood.

Control of Identification and Way finding Signs in the Right of Way

National state and local rules and standards all have an important bearing on signage within the corridor of SR 89A. The State of Arizona has a Highway Beautification Program that requires oversight of outdoor advertising signs placed along state highways and some other roads. This program is in addition to programs and ordinances of local governments to control and oversee placement of signs within their jurisdictions.

State law requires the director of ADOT to develop rules and regulations to administer a sign control program. Daily operations and coordination of the enforcement program were delegated in 1974 to Maintenance Permits Services, a part of the Intermodal Transportation Division. The State Outdoor Advertising Control Laws and Regulations are consistent with laws and regulations promulgated by Congress and the U.S. Secretary of Transportation. The Federal Highway Administration provides oversight of the state program based upon the federal-state agreement.

State Right of Way Areas Signage

(a) Designated Scenic Corridors. This CMP combines three previously designated state scenic byways covering a total of 28 miles. They have been designated as Dry Creek Scenic Road (6.5 miles running southwest out of Sedona), Jerome-Clarkdale-Cottonwood Historical Road (10 miles, running from the east side of Cottonwood through Clarkdale to the west end of Jerome),



FADED HISTORIC ROAD SIGN

and the Mingus Mountain Scenic Road (11.5 miles through the Prescott National Forest to a point just outside its western boundary). The east limit of the Mingus Mountain Scenic Road ends where the west limit of the Jerome-Clarkdale-Cottonwood Historical Road begins. Thus the only segment of the corridor not previously included as a scenic byway is the 10-mile segment between the City of Cottonwood and the western boundary of the Coconino National Forest. Federal Highway Administration and ADOT Scenic Byway signage rules apply in the R/W of all these federal-aid highways.

(b) Segments within State R/W outside designated Scenic Corridors. ADOT standard R/W sign rules apply to the 10-mile segment of SR 89A roadway lying between the Dry Creek Scenic Byway and the Jerome-Clarkdale-Cottonwood Historical Road.

- (a) *Sign Control on United States Forest Service Land.* Except for signs directing travelers to facilities operated by permitted concessions, the USFS does not permit the use of national forest land for commercial signage. Signs without USFS permits, and non-conforming signs, will summarily be removed. Way finding in these areas is limited to more-or-less uniform USFS sign systems and icons, which direct visitors to various recreational and camping facilities.



SUMMIT CAMPGROUND ENTRANCE SIGN

- (b) *Sign Control in State Trust Lands.* Private interests holding leases on state land are permitted to erect signs advertising their use(s) of the leased premises, but they must get Land Department approval beforehand. The Arizona Land Department also allows state land to be leased for off-premises lighted and unlighted billboard advertising. However, the department requires applicants to seek a permit for such uses. The permitting process requires that state and county agencies, including ADOT and Yavapai County, be given advance notice and an opportunity to object. Knowing trespass by billboard companies is punishable by a fine that is equal to three times the annual lease value of the land.
- (c) *Sign Control in Arizona State Parks.* State parks land may not be used for signs other than necessary for traffic management, park operations and services.
- (d) *Sign Control in the Town of Jerome.* The Town of Jerome has enacted a sign control ordinance. Town officials indicate it has been met with public approval. Its provisions may be waived by the Design

Review Board in favor of maintaining a sign that is determined to be of historical significance. A copy of the ordinance has been included in the appendix .

- (e) *Sign Control in the Town of Clarkdale.* The town of Clarkdale has enacted a sign control ordinance. A copy of the ordinance is included in the appendix.
- (f) *Sign Control in the City of Cottonwood.* The City of Cottonwood has enacted a sign control ordinance. A copy of the ordinance is included in the appendix. Sign placements in the rights of way are not controlled by this ordinance. They are wholly owned and placed by the Public Works Department or permitted by that department.
- (g) *Sign Control in West Sedona.* The sign regulation ordinance adopted for use in uptown Sedona applies with equal force in west Sedona. Sedona has adopted and diligently enforces the “Dark Sky” ordinance included in the appendix.
- (h) *Sign Control in Unincorporated Areas of Yavapai County.* Yavapai County has adopted a sign control ordinance. Restrictions vary according to the current zoning of any property next to a public R/W.

Way finding and Tourism

Effective way finding is recognized to be a factor that impacts public interest in every community located along the SR 89A corridor. Leaders in every community understand that economic stability and growth depend to a significant degree upon the coherence and reliability of way finding systems serving visitors who come here every year from around the world. They are, in a variety of ways,



VERDE RIVER CANYON SIGN

searching for workable solutions to balance community aesthetic and economic interests with the needs of individual property owners.

The citizens of Sedona, for example have imposed comparatively restrictive limits on location, design, color, illumination, height and size of all types of signs, with the express purpose of protecting the primary assets of their community: “...unique natural beauty and small town character” (Article 11 – Sign Regulations, Sedona Land

Development Code). These rules apply to west Sedona as well as to older “uptown” Sedona. Following the lead of privately operated excursion tour providers and hotel concierge services, the Sedona City Council has also made specific provision for information kiosks to support way finding for visitors, both within Sedona itself and into the surrounding Red Rock Country.

The Town of Jerome has adopted a different approach to local way finding and sign management. Much of old Jerome can be experienced by pedestrians on foot. The Town of Jerome recognizes the need to protect and enhance the colorful flavor of the old “three shift [per bed]” mining town clinging to the steep slopes and narrow ledges of Cleopatra Hill. Their ordinance allows sign regulations to be waived by the town’s Design Review Board if they determine that a sign is of historical significance.

Clarkdale takes a more traditional “property values” approach that reflects some sensitivity to differences in various areas within their community. Cottonwood provides standards aimed at protecting property values and promoting a “desirable aesthetic character” for the city, as well as the enjoyment of travel and free flow of traffic.

Several communities in the region share a similar preference for a “dark sky” atmosphere after sunset. Following the initiative driven by Lowell Observatory in Flagstaff, Sedona has enacted significant restrictions on the use of lighting to illuminate signs. Cottonwood, Cornville, Clarkdale and Yavapai County also have adopted “dark sky” lighting controls. In fact, some Verde Valley residents now complain about the apparent lack of cooperation on the part of the casino and casino-related establishments located as far south of the corridor as Camp Verde.

What appears to be lacking, however, is a shared regional awareness of the value of an improved comprehensive way finding system for the corridor as a whole. Sedona promotes way finding into the Red Rock Country. References to the Tuzigoot Monument or Montezuma’s Well, or the Montezuma’s Castle pueblo, are not as well supported with way finding services. Cottonwood promotes way finding to recreational and archaeological venues in the immediate vicinity of the Verde Valley. Signs in Jerome promote back road mining excursions from old town center, but visitors are expected to find their own way by following the signs. The Prescott National Forest provides trailhead facilities and maps for experiences with nature. None of them suggests a trip over the Mingus to Lonesome Valley and Prescott. Nor do Prescott Valley promoters actively discuss the range of tourist venues available beyond summit campgrounds at Potato Patch and the campground at the summit.



JEROME ENTRANCE MONUMENT



NEAR CLARKDALE



OLD TOWN COTTONWOOD SIGN W/LOGO



COTTONWOOD ENTRANCE MONUMENT W/WAYFIND ★



POTATO PATCH ENTRANCE SIGN

Summary of Primary Way finding Issues

Way finding and Tourism issues along the corridor of SR 89A may be summarized as follows:

- Although each community acknowledges the tourism and recreation destinations in other communities within easy reach along the corridor, local marketing efforts – and support of way finding services – tend to emphasize *local* destinations. Local perspectives are not parochial, but practical way finding systems do better to serve local than regional interests. Uptown Sedona caters to visitors seeking spectacular vistas and “new age” encounters in Red Rock Country.

Jerome emphasizes first-hand exploration of old mining town haunts and its immediate surroundings.

Except for the increasing number of hotels, motels and eating establishments located along major streets leading into town, Cottonwood seems less accommodating for tourism than Sedona or Jerome. Routes through downtown Cottonwood to Old Town and historic Clarkdale are not well marked as appropriate destinations for visitors coming from out of town.



PARK WAYFINDING SIGNS

- Significant touring destinations with direct primary access from the corridor of SR 89A are not well marked for travelers. In some instances they are not marked at all. In other instances the marking is not obvious. Examples include Red Rock State Park, Tuzigoot National Monument, Dead Horse Ranch State Park, southern access routes to Sycamore Canyon wilderness, fishing and vinery facilities at the end of Page Springs Road and significant historic sites at Clarkdale and Clemenceau. Except in uptown Sedona and Jerome, interpretive displays are not visible from the roadway.

- With two major exceptions, which will be discussed below, directional and way finding signage along the corridor of SR 89A appears to comply with applicable ADOT or USFS standards. The difficulty here is that these standard signage systems were developed for purposes and contexts other than curb appeal to support regional tourism. Standard USFS signs and icon systems, for instance, appear to have been developed for pedestrian way finding in wilderness areas, rather than for easy identification from the road by motorists traveling at modern speeds through crowded urban and semi-urban roadway corridors. The standard colors and icons are useful primarily to those already familiar with the system, who began their trip with a particular destination in mind. The ADOT “logo” sign program appears to have been devised to reduce commercial pressure for off-premises advertising at major highway interchange ramps, rather than to provide ready way finding



DRY CREEK BLAZER SIGN

information for travelers seeking cultural, historic, scenic or recreational venues. Standards applied to state scenic byway marker signs appear not to have been sensitive to the needs for legibility at modern roadway speeds. At best, they mark scenic byway areas for those already familiar with the meaning of the symbols. Several of these “blazer” signs within the corridor are too faded to read from approaching roadways.



MINGUS MOUNTAIN SCENIC ROAD SIGN

- Directional signage at the intersection of the highly traveled SR 260 with a new SR 89A “bypass” is inadequate to allow northbound motorists time to maneuver for a turn in the direction of Historic SR 89A. In fact, significant community destinations along Historic SR 89A have been altogether omitted from the way finding menu for motorists approaching that intersection.



TRAFFIC CONTROL ON SR260

- The standard identification signs for the “bypass” SR 89A and “historic” SR 89A are so similar that they create confusion. Unfortunately the “Historic SR 89A” identification does not yet enjoy the icon power of “historic” Route 66.



INCREASING SIGNAGE COMPLEXITY • COTTONWOOD

- The planned introduction of traffic roundabouts along the “bypass” SR 89A – coupled with new directional sign standards applicable to roundabout traffic interchanges – could improve way finding difficulties through Cottonwood. The physical layout of a roundabout itself adds visual emphasis to the intersection. Traffic control and directional signage are combined to facilitate accurate choices. Signs are necessarily larger. Larger white lettering will be more visible against the standard green background.
- One of the proposed roundabouts would replace the difficult intersection discussed above. Unfortunately, this roundabout will be expensive as it is located in the heart of an extensive retail commercial district. Furthermore, it is not scheduled for public review and approval for some time.
- Another of five proposed roundabout installations is scheduled to be located at the western intersection of Bypass SR 89A with Historic SR 89A, immediately southwest of Clarkdale. This roundabout, which would offer motorists a clear choice between routes leading directly to Jerome, Clarkdale or Cottonwood, is scheduled to be completed first. Public sentiment about this new traffic interchange alignment may be inflamed by the presence of a steady stream of material haul trucks coming from the cement plant.

REGIONAL PATTERNS

The Verde Valley receives 5 million tourism visits per year, the same number as the Grand Canyon. The Verde Valley Regional Economic Development Council envisions that how these visits are accommodated in the communities and on the national forest lands are critical to preserving the quality of life in the Verde Valley. Communities should not grow into each other, regardless of corporate boundaries, but should maintain significant open space and/or rural uses along the highways between communities. We must know, respect and help preserve the special places and character of each community (<http://www.vvredc.org/verdevalley/issues.htm>, accessed 3/8/2006).

SR 260 is an access to the City of Cottonwood and connects to the SR 89A corridor. Currently, Yavapai County and ADOT have entered into an IGA to upgrade SR 260 to four lanes. The county has agreed to front \$41-million to ADOT, and ADOT will repay the county. An Access Management plan is currently being created for this segment. Discussions between the communities as to the level of access management needed within this section are delaying the project.

The most prominent regional pattern appears to be housing and commercial growth along this corridor. In the unincorporated community of Cornville, the Davinci Mountain Estates on Page Springs Road includes 81 new homes, and the Mingus Panorama on Mingus Road includes more than 80 1-acre home sites. Currently, Cottonwood has four subdivisions in the process that combine to 2,000 single-family lots. Bella Montana, also within Cottonwood, will add a 3,400 new home subdivision off of Cornville Road. This will have dramatic traffic implications for SR 89A. Within Cottonwood, both commercial and residential growth has been very strong for the past several years.

Within Clarkdale, there is the Highlands Subdivision located off of SR 89A and Scenic Drive that includes a 224 lot mixed-residential and neighborhood-commercial development that will bring three parks to the western side of town. There is also a 3,000-square-foot building that will be built adjacent to the neighborhood commercial area and dedicated to the town. Other developments in Clarkdale include 234 new homes for Pine Shadows Part 2 and 600 new homes near the new roundabout on Historic SR 89A just east of alternate SR 89A.

Table 4. Population Data and Projections.

	1990 Census Population ¹	2000 Census Population ²	Estimated 2005 Population ³	Projected 2030 Census Population ⁴	Projected 2050 Census Population ⁴
Arizona	3,665,228	5,130,632	6,044,985	8,621,114	11,170,997
Yavapai County	107,714	167,517	205,105	278,426	331,456
Prescott Valley	1,1671	23,535	33,575	56,427	72,336
Jerome	403	329	330	847	953
Clarkdale	2,144	3,422	3,680	5,531	6,571
Cottonwood	5,918	9,179	10,860	19,053	24,109
Cornville	2,089	3,335	3,607 ⁴	6,101	7,300
Sedona	7,720	10,192	10,935	16,546	19,591

Source:

¹U.S. Census Bureau, 1990 Census Population: Data Set 1990 Summary Tape File 1 100% data

²U.S. Census Bureau, 2000 Census Population: Data Set 1990 Summary File 2 (SF 2) 100% data

³Arizona Department of Economic Security, Population Statistics Unit; Population Estimates for Arizona, July 2005.

⁴Arizona Department of Economic Security, Projected Population Trends, August 1997.

Development Trends Likely to Impact Physical Conditions

Rapid urbanization and economic development, both in communities along SR 89A and in areas outside the immediate extents of the corridor, are likely to have significant impacts on its intrinsic qualities as well as the roadway itself. The most important of them can be identified as follows:

- Explosive population growth in communities all along the corridor
- Major gaming installations and commercial development pressures in Prescott Valley and Camp Verde
- Continuing increases in tourist traffic in and around Sedona
- Increased local mining activity to meet demands for building products elsewhere

Each one of these trends will be discussed in turn below.

Explosive Population Growth

The population of nearly every community from Sedona to Prescott Valley has more than quadrupled during the last 20 years. Only the resident population of Jerome has remained stable. This growth has increased demand for land and community services, as well as water and energy consumption.

One recent regional economic analysis indicated that the primary employers are in government services (schools and county government), tourism and travel services and services for senior populations. Cottonwood is the primary retail center for the region between Sedona and Prescott Valley.

Gaming Establishments and Commercial Development Pressures at Camp Verde and Prescott Valley

Increasingly popular gaming facilities have been established at two of the three primary approaches to the corridor. Both are comparatively new establishments. One is the Cliff Castle Casino at Camp Verde. The other is Yavapai Downs, which is located on SR 89A just northeast of Prescott Valley.

- (1) *Development Pressure at Camp Verde.* Cliff Castle Casino is situated on tribal lands abutting Interstate 17 that lie between I-17 junctions with SR 260 (to Cottonwood) and SR 179 (to Sedona). It offers slot machine gambling and poker games with off-track betting service. Casino gaming is supported by an onsite hotel (four star) and three-fork restaurant services. Three other major restaurants and a small convenience mall are located nearby. The entertainment complex is visible from I-17. The interstate exit also feeds into entrance roads for Montezuma's Castle and the Cliff Dwellings national monuments.

Camp Verde promoters who own private land along the westbound alignment of SR 260 have initiated a plan for open access via traffic signals. Planners and business interests in the Cottonwood area prefer a controlled access roadway to facilitate traffic movement toward the central service district for the SR 89A corridor.

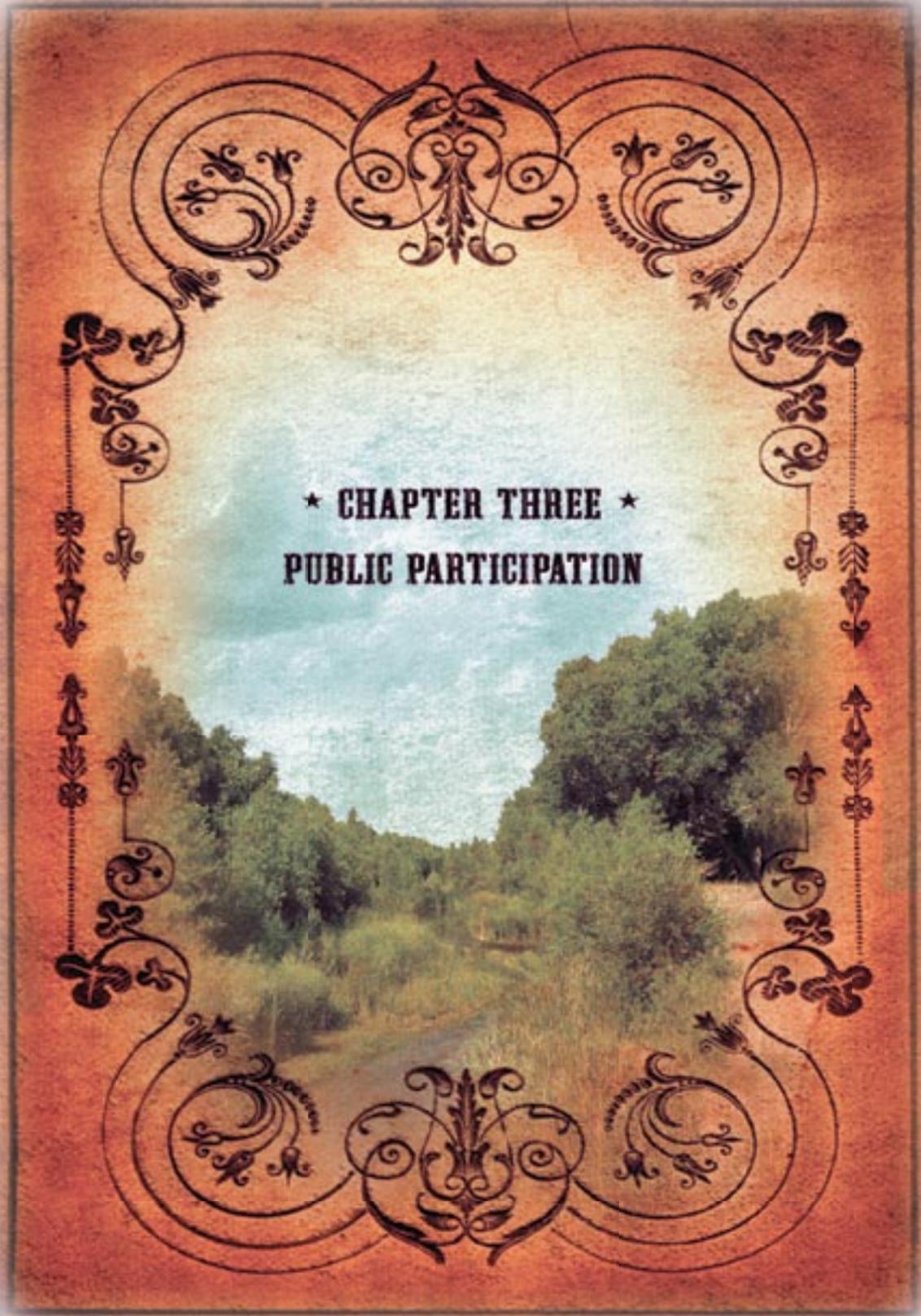
- (2) *Traffic Congestion at Prescott Valley.* Yavapai Downs is located at the intersection of SR 89A and Fain Road, about seven miles from the western border of Prescott National Forest. Lying east of Prescott Valley, Fain Road makes a short cut to the track off of SR 69 from I-17 at Cordes Junction. Quarter horse racing fans flock to Yavapai Downs in increasing numbers from Friday through Tuesday every week during the race season. Most of them leave I-17 at Cordes Junction and take SR 69 over to Fain Road and the Yavapai County Fairgrounds. The county owns the new race track.

Mining Operations and the New Roundabout at SR 89A and Historic SR 89A

The Prescott District of the Arizona Department of Transportation has proposed a roundabout traffic management installation at the west intersection of Historic SR 89A and the SR 89A “bypass” road. This intersection lies in Clarkdale north of Jerome. Phoenix Cement Company facilities are visible one mile to the northwest of the intersection. All trucks hauling cement must leave the plant through this intersection. They return empty to pick up another load through the same intersection. Phoenix Cement Company doubled its automated cement production capacity two years ago, apparently in response to a building boom in metro Phoenix and in north central Arizona. The boom has not yet showed signs of slowing. Cement trucks continue to roll out of the plant and return with increasing frequency.

The ADOT proposal offers promise of easing traffic congestion and way finding confusion at this intersection. Because the roundabout traffic management layout eliminates stop signs and signals, it permits a smoother flow of vehicles, particularly at times when traffic flows come predominantly from one direction. It also encourages more informative and effective way finding signage and provides a central platform for landscape and/or art improvements.

However, the presence of large trucks in these traffic circles tends to intimidate motorists who are not experienced with the roundabout traffic patterns. A public hearing on the proposal is scheduled to be held during the summer of 2006. Subject to public approval, construction of this significant roadway corridor improvement will be complete in 2007.

The book cover features a central landscape illustration of a dirt path leading through a dense forest towards a bright, hazy horizon. The path is flanked by tall grass and various trees. The entire scene is framed by a decorative border of black ink scrollwork and floral motifs on a reddish-brown background. The title text is centered within the landscape's sky area.

★ CHAPTER THREE ★
PUBLIC PARTICIPATION

A series of six public meetings and accompanying agency meetings were held during the fall of 2004 in Sedona, Clarkdale and Prescott Valley. A public meeting was also held in Clarkdale in the fall of 2005. These meetings helped to define what elements were important to the communities, businesses and agencies along the route. In addition, four Citizen Advisory Group (CAG) meetings were held between the fall of 2005 and summer of 2006 to assist ADOT in drafting the final CMP document.

ON-GOING PUBLIC PARTICIPATION

Public participation will be vital to continuing efforts to implement and revise the Corridor Management Plan. The CAG, consisting of public and private partners working to implement the Corridor Management Plan, should create a sub-committee with the specific task of ensuring that sufficient effort is made to keep the public involved. This sub-committee can take advantage of the following suggested ongoing community education and outreach programs to keep the community informed and active:

Maintain Regular Contact with Local Media:

Newspapers, radio and television should be kept informed of activities and progress related to the Corridor Management Plan and its implementation. Local media may also be encouraged to do occasional stories highlighting specific aspects and/or developments along the corridor. Work with local media to establish regular coverage of updates when they occur on the Corridor Management Plan.

Partner with Educational Institutions:

Implement educational campaigns within local schools at all levels to teach students about the corridor and the Corridor Management Plan. Offer regular public educational opportunities as well.

SR 89A Website:

Maintain the project web site. The CAG will need to take over this task from the ADOT consultant team. Post all information pertaining to the Corridor Management Plan, activities of the CAG, regular progress reports, a calendar of upcoming opportunities to become/remain involved, etc.

Public Meetings & Open Houses:

Regularly invite the public to in-person updates on the progress of the Corridor Management Plan. Encourage public participation in all major decisions regarding the corridor. Request to be on City Council and other community group agendas to provide updates and seek input.

Newsletter/Progress Reports:

Widely distribute quarterly or bi-annual updates on the progress and activities of the Corridor Management Plan and the CAG.

Annual Festivities:

Invite the public to come together and celebrate their unique corridor once a year with a day of fun and exciting events focusing on the history, qualities and communities along SR 89A.

Marketing and Publicizing the Corridor:

A separate sub-committee should be created with the specific task of coordinating marketing efforts between all entities with an interest in the corridor: residents, businesses, public and private community organizations and public agencies responsible for managing resources. Marketing efforts should be coordinated to maximize efficiency and to ensure that the interests of the various entities are not overlooked. Following are suggested activities for promoting the route:

Develop a Marketing Plan That Incorporates the Following:

Identify enhancement and name branding; road design elements for tourists; a method for evaluating the experiences of tourists; a system to track tourists' information sources about the Route.

Create Partnerships:

Businesses and public agencies should be encouraged to promote each other to a reasonable extent by providing information to the public about each other's services and activities. Share information about the Route with other regional tourist attractions, and offer to do the same for them.

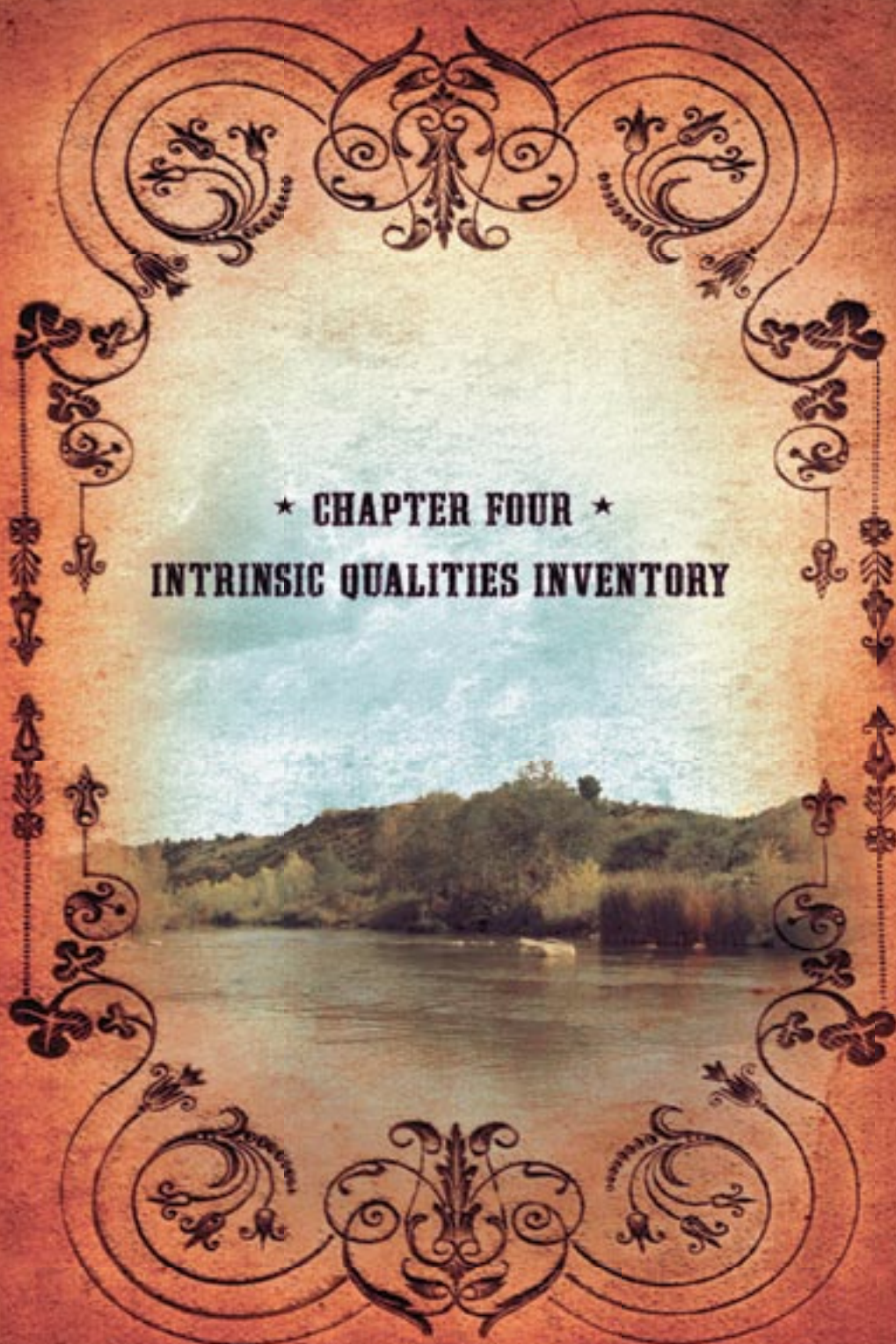
Tourist Oriented Publications:

Create a book or pamphlet highlighting the history and intrinsic qualities of the Route as well as tourist attractions and activities.

Media Relations:

Keep regional media and tourist information outlets informed of SR 89A activities and offerings.

★ CHAPTER FOUR ★
INTRINSIC QUALITIES INVENTORY



INTRINSIC QUALITIES

Intrinsic qualities are the six qualities that make the road special or outstanding. A prerequisite for inclusion in the inventory is that the place or event is also valued by people who live outside the region. The following is a list and definition of each:

SCENIC

Scenic Quality is the heightened visual experience derived from the view of natural and manmade elements of the visual environment of the scenic byway corridor. The characteristics of the landscape are strikingly distinct and offer a pleasing and most memorable visual experience. All elements of the landscape — landform, water, vegetation and manmade development — contribute to the quality of the corridor's visual environment. Everything present is in harmony and shares in the intrinsic qualities.

ARCHAEOLOGICAL

Archaeological Quality involves those characteristics of the scenic byways corridor that are physical evidence of historic or prehistoric human life or activity that are visible and capable of being inventoried and interpreted. The scenic byway corridor's archeological interest, as identified through ruins, artifacts, structural remains and other physical evidence have scientific significance that educate the viewer and stir an appreciation for the past.

CULTURAL

Cultural Quality is evidence and expressions of the customs or traditions of a distinct group of people. Cultural features including, but not limited to, crafts, music, dance, rituals, festivals, speech, food, special events, vernacular architecture, etc., are currently practiced. The cultural qualities of the corridor could highlight one or more significant communities and/or ethnic traditions.

HISTORIC

Historic Quality encompasses legacies of the past that are distinctly associated with physical elements of the landscape, whether natural or manmade, that are of such historic significance that they educate the viewer and stir an appreciation for the past. The historic elements reflect the actions of people and may include buildings, settlement patterns and other examples of human activity. Historic features can be inventoried, mapped and interpreted. They possess integrity of location, design, setting, material, workmanship, feeling and association.

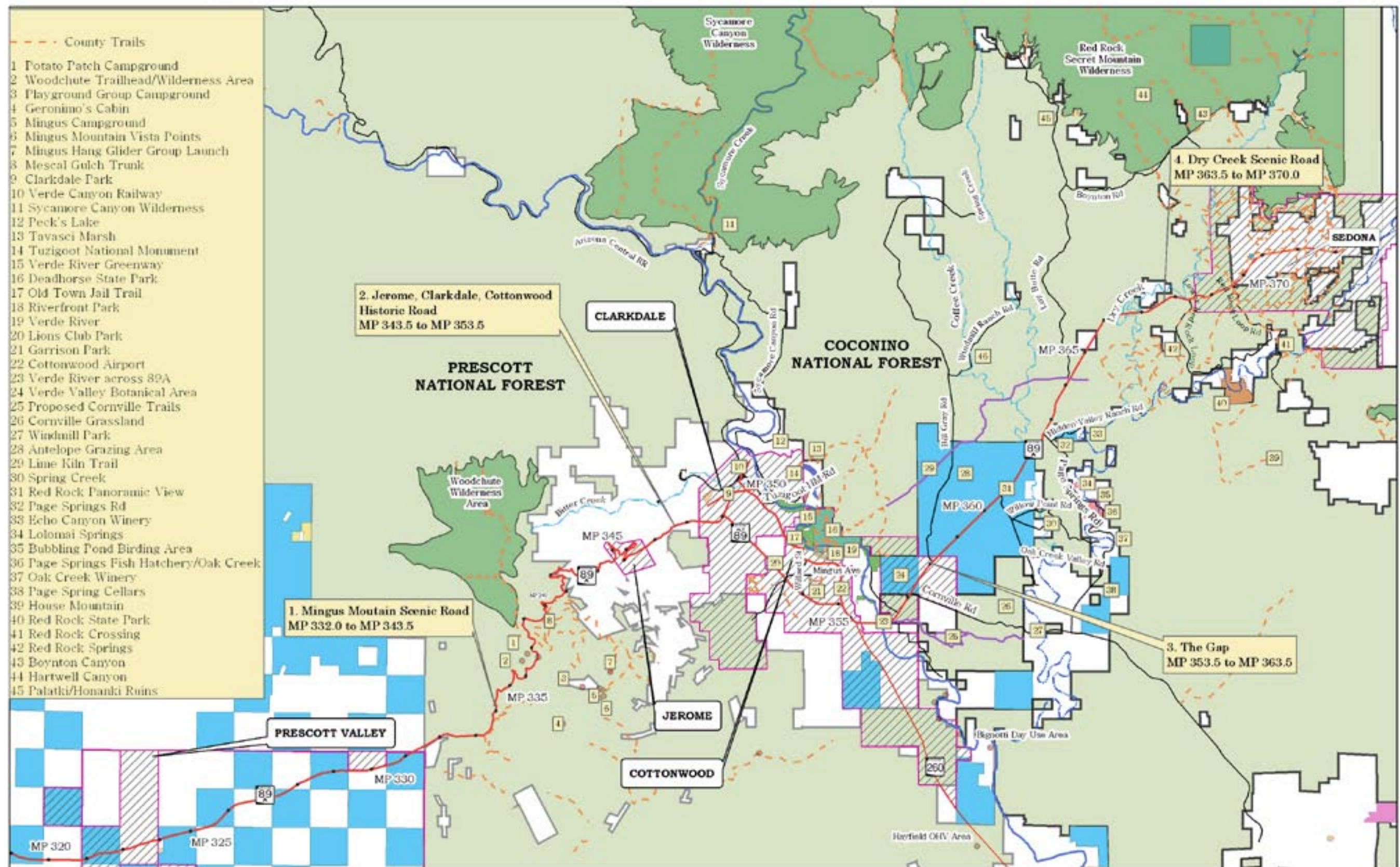
NATURAL

Natural Quality applies to those features in the visual environment that are in a relatively undisturbed state. These features predate the arrival of human populations and may include geological formations, fossils, landforms,

water bodies, vegetation and wildlife. There may be evidence of human activity, but the natural features reveal minimal disturbances.

RECREATIONAL

Recreational Quality involves outdoor recreational activities directly associated with and dependent upon the natural and cultural elements of the corridor's landscape. The recreational activities provide opportunities for active and passive recreational experiences. They include, but are not limited to, downhill skiing, rafting, boating, fishing and hiking. Driving the road itself may qualify as a pleasurable recreational experience. The recreational activities may be seasonal, but the quality and importance of the recreational activities as seasonal operations must be well recognized.

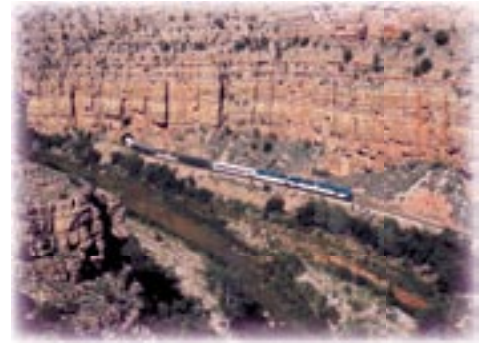


MAP 3: NATURAL AND SCENIC QUALITIES INVENTORY

NATURAL AND SCENIC QUALITIES INVENTORY

Below are brief descriptions of places within the SR 89A corridor that have heightened natural and scenic qualities. Refer to Table 5 for the complete Intrinsic Qualities List.

- **Red Rock Secret Mountain Wilderness** has a setting of scenic red rock pinnacles, arches and buttes, outstanding photo opportunities, wildlife viewing and cultural features as well.
- **Sycamore Canyon Wilderness**, the second largest canyon to emerge from the area's red rock country, is lesser known than Oak Creek Canyon, but it is just as scenic. No roads, campgrounds or crowds are found in Sycamore Canyon, just 55,937 acres of wilderness marked by colorful cliffs, soaring pinnacles and a desert riparian area. The canyon is home to black bears and mountain lions. The area was the first in Arizona to be designated a Primitive Area and became a Wilderness Area in 1984.
- **Verde Canyon Railroad** provides train rides on the historic rail route from Clarkdale to the ghost ranch of Perkinsville and back into the Verde Canyon (Arizona's "other" Grand Canyon) is an unforgettable experience. A ride on the Verde Canyon Railroad takes you on a journey through unique geological features and breathtaking scenic views. The distinctive confluence of desert and wetland makes it ideal for a variety of wildlife, which thrives among the indigenous trees, scrubs, cacti and wildflowers. One of the special events is eagle watching. Spotting a bald eagle in the shallow water of the Verde River or soaring above the cliffs ranks among the greatest pleasures that passengers experience while riding the railroad.
- **Verde River Greenway State Natural Area**, a diverse natural riparian corridor, is home to more than 20 threatened or endangered species, including river otter, bald eagles, lowland leopard frogs and southwest willow flycatchers. It is 6-miles long, following the Verde River from Tuzigoot Bridge in Clarkdale to Bridgeport Bridge in Cottonwood.
- **Woodchute Wilderness**, at an elevation of 5,500 to 7,800 feet, covers 5,923 acres on Mingus Mountain, with scenic views of both sides of the mountain. Ponderosa pine is the dominant vegetation located at the upper elevations, gradually changing to pinon pine and Utah juniper at the lower, relatively drier elevations.



DISTANT TUNNEL * PHOTO BY VERDECANYONRR.COM

- **Tuzigoot National Monument** offers a chance to view the preserved remains of dwellings occupied by the Sinagua from approximately 1076 AD to 1425. At one time the settlement was lived in by about 150 people and had up to 110 rooms atop a 100 foot high ridge on the banks of the Verde River. Tuzigoot is an Apache word meaning “crooked water.”

Two self-guiding trails exhibit the cultural and natural history of the site. While its main qualities are cultural and historic, the monument offers scenic views overlooking the Verde River Corridor and Tavasci Marsh, an important birding area.



ON TOP OF TUZIGOOT • PHOTO BY JUDY MILLER



SPRING CREEK • PHOTO BY JUDY MILLER

- **Spring Creek** has a source spring just south of Highway SR 89A. Where it crosses SR 89A it is dry most of the year, but right in the area of the **Historic Spring Creek Ranch** the underground spring surfaces and winds through a unique riparian area for about two miles to Oak Creek (most of which has been sold for development, except for 40 acres of the original ranch soon to be a gated housing development).
- **Spring Creek Crossing** is a small USFS area located along Willow Point Road about 3 miles from SR 89A (Forest Road 796). There is a small low water crossing in the dirt road at this point and a small parking area for public access. It is a popular water play area in the summer. This is a small perennial stream that provides a good riparian area in a very steep rocky canyon area.
- **Hidden Valley Stone Yard** is located off of Page Springs Road just south of SR 89A. The Stone Yard was established in the 1920s and is still in operation.
- **Echo Canyon Vineyards and Winery** is also in Hidden Valley. All the wineries are open to the public. Three wineries are located in close proximity to SR 89A, accessible from Page Springs Road: **Echo Canyon Vineyards & Winery, Page Springs Cellars and Vineyards and Oak Creek Winery**. Others are planned and local landowners are beginning to grow vineyards to support a burgeoning industry.
- **Page Springs Road** is a very scenic drive that goes seven miles from SR 89A past Bubbling Ponds Bird Area and Page Springs Fish Hatchery and then on to Cornville. You can get back onto SR 89A by turning west or right at Casey’s Corner, driving through Cornville and back to the intersection of SR 89A and Mingus Avenue. A local citizen’s group is beginning work to nominate the road as a State Historic Road.

- **Mormon Crossing** is the low water crossing on Oak Creek located at Willow Point Road about five miles from SR 89A. It is a scenic USFS Day Use Only area and a very popular fishing spot. It is one of only three public access points on Oak Creek in the Cornville area. A trail winds up the creek from the parking area. This is an area where Oak Creek is crossed in a steep canyon of volcanic rock. This is also a great riparian area.
- **Sugar Loaf Heritage site** (Indian Ruins, possibly Sinagua) is located on Loy Road near Lower Oak Creek Estates in Cornville; it would be accessed from SR 89A by way of Cornville Road. This area was/is private land and was going to be developed for housing, but public outcry stopped the development and resulted in the Arizona State Burial Act of 1990.
- **Antelope Habitat** is the area west of SR 89A from the Sedona sewage treatment plant all the way to Cottonwood. AGFD transplanted antelope there from the Prescott Valley herd. There are times when you can see antelope herds along the highway or bedded down on Bill Gray Road.
- **Bridgeport Ruins** (Indian Ruins, possibly Sinagua) is located right on SR 89A behind the Rio Verde RV park. The walking trail is located off of Rocking Chair Ranch Road from SR 89A. These ruins are in the Coconino National Forest and are located at the southern end of the Verde Botanical Area.
- **Waddell Sculpture Garden** is the residence of renowned sculptor John Waddell, whose works are on display throughout America and beyond. His home is about two miles off SR 89A on Willow Point Road. He hosts tours of his sculpture garden by appointment.
- **Coffee Creek** is an historic Forest Service Ranger Station Site. Only foundations remain. It is located along the Bill Gray Road FR 761 about 9 miles from SR 89A.

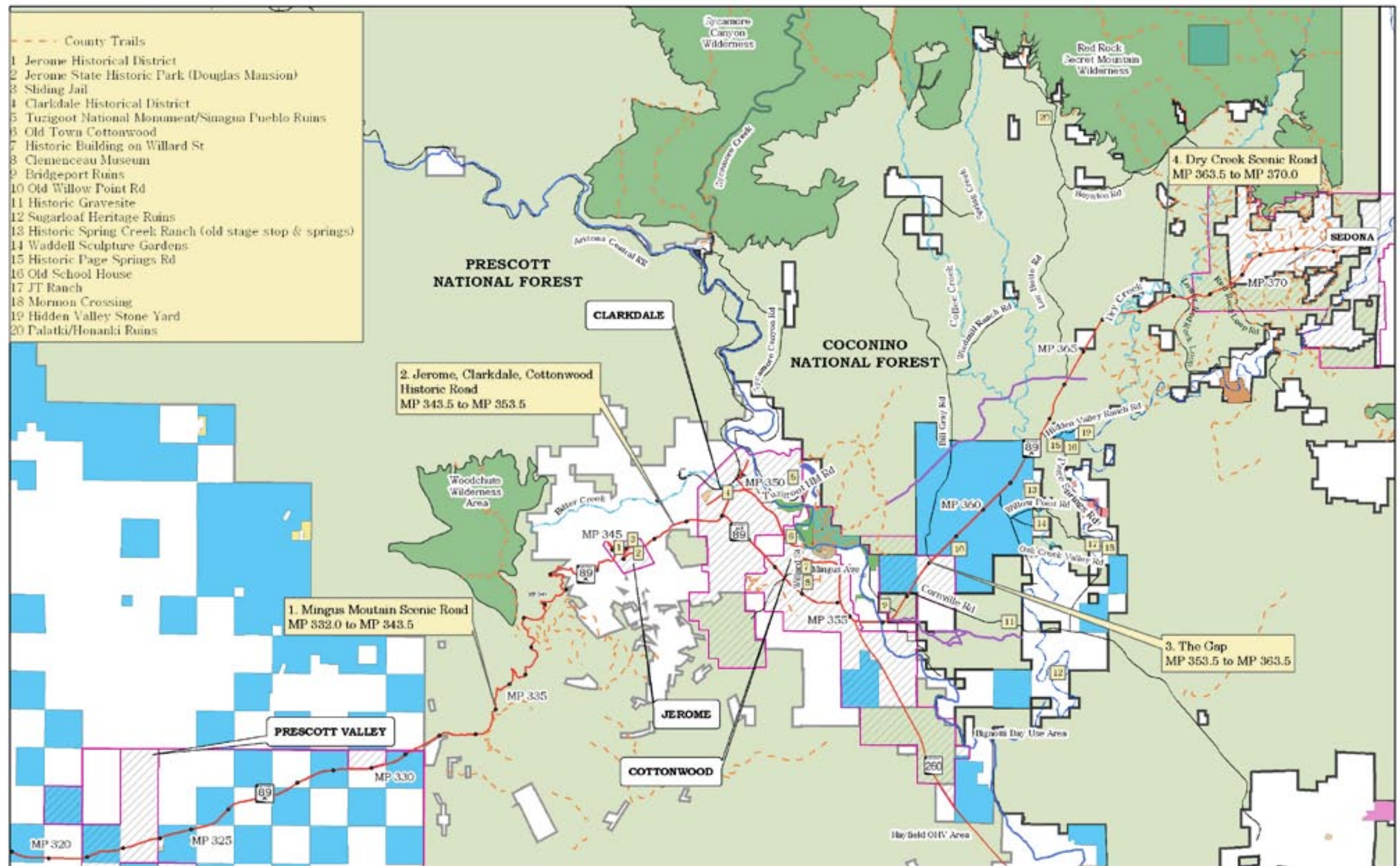
Table 5: Intrinsic Qualities Inventory

Segment	Intrinsic Quality	Archaeological	Cultural	Historic	Natural	Recreational	Scenic
1	Mingus Mtn Vista Points						X
1	Mingus Mountain Campground				X	X	X
1	Potato Patch Campground				X	X	X
1	Woodchute Trailhead/ Wilderness Area				X	X	X
1	Mescal Gulch Trunk						X
1, 2	Sycamore Canyon Wilderness Area	X		X	X	X	X
1	Mingus Hang Glider Group Launch					X	X
1	Geronimo's Cabin			X			
2	Jerome Historic District		X	X			
2	Jerome State Historic Park (Douglas Mansion)		X	X		X	
2	Sliding Jail, Jerome			X			X
2	Clarkdale Park		X	X		X	X
2	Clarkdale Historic District		X	X			
2	Verde Canyon Railroad	X	X	X	X	X	X
2	Peck's Lake (Closed to the public at this time)				X	X	X
2	Tuzigoot National Monument	X		X		X	X

Segment	Intrinsic Quality	Archaeological	Cultural	Historic	Natural	Recreational	Scenic
2	Tavasci Marsh (Birding Area)	X	X		X	X	
2	Dead Horse Ranch State Park	X	X	X	X	X	X
2	Verde River Greenway	X	X	X	X	X	X
2	Old Town Cottonwood		X	X			
2	Riverfront Park				X	X	X
2	Cottonwood Airport					X	X
2	Verde Valley Botanical Area		X		X	X	X
2	Sinagua Ruins Visitor Center	X	X				
2	Lions Club Park					X	X
2	Garrison Park					X	X
2,3,4	Lime Kiln Trail		X	X	X	X	X
2,3	Red Rock Panoramic View				X	X	X
2,4	Bald Eagle Habitat				X		
2,3	Windmill Park					X	X
2,3	Cornville Grasslands						X
2, 3	Verde River			X	X	X	X
3	Lolo Mai Springs				X	X	X

Segment	Intrinsic Quality	Archaeological	Cultural	Historic	Natural	Recreational	Scenic
3	Hidden Valley Stone Yard			X			
3	Echo Canyon Winery					X	
3	Page Springs Rd				X	X	X
3	Bubbling Ponds Birding Area				X	X	X
3	Oak Creek Winery					X	
3	Page Springs Cellars					X	
3	JT Ranch			X			
3	Mormons Crossing			X	X	X	X
3	Old Stone School House			X			
3	Waddell Sculpture Garden		X	X			
3	Spring Creek Crossing				X	X	X
3	Historic Spring Creek Ranch			X			
3	“Sugarloaf” Heritage site	X		X			
3	Bridgeport Ruins	X					X
3	Antelope grazing area				X		
3, 4	Page Springs Fish Hatchery and Lower Oak Creek Important Birding Area				X	X	X
3, 4	Spring Creek				X	X	X

Segment	Intrinsic Quality	Archaeological	Cultural	Historic	Natural	Recreational	Scenic
3, 4	Coffee Creek (Old FR Station, only Foundations remain)			X			
4	Palatki Heritage Site and Honanki Ruins	X		X	X	X	
4	Red Rock/Secret Mountain Wilderness	X		X	X	X	X
4	Red Rock State Park	X		X	X	X	X
4	Oak Creek “Unique Waters”				X	X	X
4	Red Rock Crossing				X	X	X
4	Red Rock Springs				X	X	X
4	House Mtn					X	X
4	Boynton Pass & Hiking Area		X		X	X	X
4	Hartwell Canyon Nature Conservancy area				X	X	X



MAP 4: ARCHEOLOGICAL/CULTURAL PLACES

INTRINSIC ARCHAEOLOGICAL QUALITIES

Arizona SR 89A cuts through the heart of a vast archaeological treasure. The chronicler for the Espejo expedition of 1583 is said to have made the first written observations about the presence of ancient ruins in the area. Perhaps, however, it was a wandering 19th Century American journalist named Charles Lummis who first caught the spirit of the place for Americans when he wrote:

All across that strange area of forbidding wildernesses, threaded with small valleys that are green with the outposts of civilization, are strewn the gray monuments of a civilization that had worn out antiquity; and had perished and been forgotten before ever a Caucasian foot had touched the New World. The heirlooms of an unknown past are everywhere. No man has ever counted the crumbling ruins of all those strange little stone cities whose history and whose very names have gone from off the face of the earth as if they had never been. Along every stream, near every spring, on lofty lookout-crags, and in the faces of savage cliffs, are the long-deserted homes of that mysterious race Charles F. Lummis, Some Strange Corners of Our Country (1891, reprinted by the University of Arizona Press in 1989).

Professional archaeologists have explored the area for new discoveries and better understanding ever since Mindeleff and Fewkes published findings about the region in 1896. The intrepid Jesse Fewkes (Bureau of American Ethnography for the Smithsonian Institution, 1895-1928) anticipated the archaeological significance of the area for professional archaeologists almost a century ago when he reported in 1912 that:

The country between the Verde Valley, north of Oak Creek, and Flagstaff, Arizona . . . although now uninhabited . . . was once the site of a considerable population which has left ruins of uncommon size

Since that time, hundreds of significant finds have been reported. Coconino Forest Archaeologist Peter Pilles maintains a master bibliography of published articles, manuscripts and reports pertaining to the Verde Valley. By 2002, the master bibliography itself was more than 43 pages long. His annotated bibliography of Southern Sinagua Archaeology provides an informative guide to almost 100 significant references.

As of 1989, the Prescott National Forest had identified 1,050 significant prehistoric and/or historic sites within its boundaries (McNeider, Effland and Ford, Cultural Resources Overview: The Prescott National Forests, 1989). Of that number, 146 sites were reported for the Black Hills area (eastern half of the forest). Scatter gram data suggest that most of these sites are clustered in the Upper Verde, immediately north of Mingus Mountain and the Black Hills range. About 10 percent of the sites in the McNeider report refer to groups of prehistoric “rock art” petroglyphs (marks in stone) or pictographs (marks on stone). Prescott Forest researchers indicate scores of “rock pictures” have

been found in the western half of the forest. They have appealed to visitors to report any new sightings to national forest authorities.

The following archaeological treasures are either situated immediately next to SR 89A or are accessible primarily from SR 89A:

- (1) Tuzigoot National Monument. The ancient hilltop pueblo at Tuzigoot serves almost literally as the ‘tip of the iceberg’ for pre-Columbian artifacts, trails, ruins, burial grounds and campsites in the Verde Valley region. The main entrance to the Tuzigoot National Monument is located on Historic 89A between Clarkdale and Cottonwood. The ancient pueblo is located on a 42-acre site just above the Verde River.

It consists of 110 rooms, including second and third story structures. Said to be the best restored ancient pueblo in North America, archaeologists indicate it was constructed around AD 1100 by an agricultural and trading culture known as the Sinagua. They occupied it until about AD 1400. Tuzigoot was excavated and reconstructed with WPA project support in 1934. It was designated as a National Monument in 1939. The United States Park Service advises travelers that “The approach road from the south is badly sign-posted and a little difficult to find”



TUZIGOOT * PHOTO BY MAX CASTILLO, ARIZONA STATE PARKS

- (2) The Palatkwapi Trail. Remains of an ancient trail now referred to as the Palatkwapi-Chavez Trail run northeast to southwest roughly parallel to the current alignment of SR 89A. With evidence dating use as far back as the 8th century AD, it appears to be the oldest trail in the region. Nationally prominent zoologist Harold Colton, who with his wife Mary-Russell Colton founded the Museum of Northern Arizona in 1928, was the first to publish an account identifying the Palatkwapi Trail as the route for an ancient Hopi migration from the Verde Valley to the Four Corners region (Colton, 1964). In 1988, Jerome-born James Byrkit, NAU Professor of Interdisciplinary Studies, published documentation for a plausible theory that the Palatkwapi-Chavez trail knits together the stories of many ancient peoples as well as early Spanish and Arizona territorial exploration (“The Palatkwapi Trail,” Plateau, Volume 59, Number 4). Byrkit claims elements of this ancient trail once tied together a vast trade route that connected pre-Columbian civilizations in Mexico with indigenous peoples living on the Pacific Coast. The primary route through the Verde Valley region goes from Prescott to Camp Verde, where the spectacular Montezuma Castle Cliff dwellings and legendary Montezuma Well are located. It then heads north toward Red Rock Country and Sedona, but ultimately winds eastward again, this time toward Winslow. This trail, despite the generally rough and rugged terrain though which it passed, enjoyed a relatively even and straight 125 miles from Winslow to Prescott.

One major spur of the Palatkwapi runs west across the Verde Valley to Jerome. It crosses the SR 89A alignment in the Cottonwood-Clarkdale-Jerome area. Here, ancient Hopi traders are said to have found copper ores that could be ground into red, blue and green powders for ceremonial and other cosmetic and decorative purposes. Hopi legends point to the Red Rock Country and the verdant Verde River Valley as primary places of Hopi origins. The legends also indicate Hopi clans migrated northeastward along the Palatkwapi Trail to their present homeland in the Four Corners area. Hopi guides led Espejo to the mines near Jerome in 1583. About 15 years later, Hopi guides led Marcos Farfán de los Godos to the same area.

Army records indicate that soldiers learned the virtues of the ancient trail in the 1860s by way of difficulties they encountered with an alternative route, the Old Whipple Trail. The Whipple route ran northward to the base of the San Francisco Peaks at Flagstaff and then eastward toward New Mexico, passing around the north edge of the treacherous Diablo Canyon. Noted 19th century journalist Martha Summerhayes followed the Palatkwapi (then known as the Chavez Trail) part of the way on a trip from Fort Whipple to Fort Apache with General Crook and his staff in 1875. Her memoirs in *Vanquished Arizona* support the idea that the Palatkwapi-Chavez route had by that time become well traveled by American traders and travelers, as well as U.S. Army troops.

- (3) Red Rock State Park. The corridor of SR 89A covered by this CMP begins at the intersection of Red Rock Loop Road, at the primary access route to Red Rock State Park. No less than 19 significant archeological sites have been excavated along Red Rock Loop Road and in Red Rock State Park. Evidence unearthed there shows these sites were used by Early Archaic, Southern Sinagua, Yavapai and historic Euroamerican peoples. The evidence includes cooking pits, masonry, petroglyphs and an old road.

- (4) The Main Pueblo at Fitzmaurice Ruin. A 23-room pueblo on the south bank of Lynx Creek a few miles east of Prescott. This site was excavated in two primary phases. Its location and layout suggest it was a defensive site with views toward Mingus Mountain and Lonesome (Prescott) Valley north and northeast, and a commanding view of the nearby countryside. Petroglyphs have been found at three lookout positions set away from the main structure. This site is within the boundaries of the extensive Fain Ranch property, part of which abuts SR 89A.



PHOTO BY MAX CASTILLO, ARIZONA STATE PARKS

- (5) An ancient ball court at an undisclosed location in the vicinity of Clarkdale – Cottonwood. Prehistoric ball courts have intrigued archaeologists and ethnographers since they were first discovered.

They are associated with Hohokam cultural settlements, and might have been derived from ancient civilizations of Mexico. Variations in dimensions and configurations have excited considerable speculation and debate among professionals. Their discovery adds to the depth of Loomis' haunting interpretations.

Petroglyphs and pictographs have become a captivating avenue for archaeological exploration in the Verde Valley region. In 2005, a group of professional and amateur researchers called the Sinagua Sunwatchers conducted an "archeoastronomy" study of the V-V (pronounced "V-Bar-V") Heritage Site in Red Rock Country (about 12 miles southeast of Sedona / near the intersection of SR 179 and I-17). Their exciting findings about the role of rock pictures in ancient cultural astronomy has sparked renewed interest in the study of these ancient markings on stone.

Long time residents of areas west of Prescott National Forest claim to have visited scores of ancient campsites on the western slopes of Mingus Mountain and in the Lonesome Valley area (Prescott Valley), between Prescott National Forest and Prescott Valley. The sensitivity of prehistoric sites in this area – known and yet to be discovered – presents a significant challenge for access, interpretation and preservation in the public interest. One environmental awareness group, for example, imagines a special learning facility at the intersection of several ancient trails and a historic irrigation ditch near Camp Verde at the I-17 / SR 260 interchange (about 10-12 miles south of Cottonwood).

Archaeological qualities and interests in the area are ably served by no less than three major institutions and three major public agencies:

- The Museum of Northern Arizona (MNA) (Flagstaff, AZ). MNA maintains a nationally significant archive of artifacts, maps and research reports on the ancient civilizations of the Southwest, particularly for the Colorado Plateau area. Its staff includes professional archaeologists who lead an active cadre of volunteer researchers and archivists. MNA sponsors major exhibits and multicultural events, in addition to a program of scientific research.
- Sharlot Hall Museum (Prescott, AZ). The Sharlot Hall Museum is dedicated to providing educational adventures in human and natural history. It was founded in 1928 by historian and poet Sharlot M. Hall. Today, the Museum explores the rich diversity of regional heritage through festivals, living history events, outdoor theater performances, changing exhibits, publications and research services.
- Arizona Archaeology Society (AAS) (Tempe, AZ). Verde Valley Chapter of the AAS claims a membership of 130 individuals who are active in all aspects of regional archaeology. The Chapter provides opportunities for people to volunteer for survey, excavation, analysis, helping at Museum of Northern Arizona and other activities. The members volunteer for projects that need help, whether for the Museum of Northern Arizona, Coconino and Prescott National Forest Service archaeologists or for private contract firms.

- Coconino National Forest (Flagstaff, AZ). Coconino National Forest maintains a well organized and indexed catalog to a magnificent archive. The chief archaeologist is well published, well regarded in the profession and active in research for the region.
- Prescott National Forest (Prescott, AZ).
Additional information pending
- Arizona State Historic Preservation Office (SHPO) (Phoenix, AZ). The State of Arizona exercises an enviable diligence over the preservation of archaeological and historic sites all across the state of Arizona.

HISTORICAL QUALITIES

Pre-Historic Period

Roughly ten thousand years ago, mammoth feasted on the lush grasses covering the Lonesome Valley area. Prehistoric horses and camels also roamed there. Proof of their existence was discovered in the Aqua Fria Wash in 1984 when a hiker noticed bones protruding from the banks of the wash. Excavations of the Fitzmaurice ruin (began in the 1930s), the Lonesome Valley Ruin and, more recently, the Coyote Spring site, all attest to the existence of an early Prescott Culture. They, like the Sinagua of Verde Valley, appear to have abandoned their settlements before Columbus discovered America.

During the early historic period (1700-1860), the Middle Verde area was occupied by Yavapai and Tonto Apache groups. They were organized primarily into “hunter-gatherer” clans that followed a pattern of seasonal encampments located near ripening food plants. Subsistence depended upon freedom of movement over a fairly large, isolated area of land. According to Granger (1960), Mescal Gulch (located on the east slope of Mingus Mountain) was used by the Apache as a place to roast Agave. During this period various groups used a trail through Yeager Canyon to travel between the Agua Fria Valley and the Verde Valley (E.W. Gifford, “Northwestern and Western Yavapai.” University of California Publications in Archaeology and Entomology, Vol. 34, No. 4, Berkeley). The old trail through Yeager Canyon is said to lie approximately along the current alignment of SR 89A between Jerome and Lonesome Valley.

Euroamerican Historic Periods

The history of the American West simply cannot be told without reference to Argonauts, Robber Barons and a fierce struggle for control of land and water. The corridor of SR 89A passes through a tiny region located at the heart of it all. There are few other places in the American west where well preserved historic sites draw all the major themes together. Visitors to the area are free to explore a colorful old west mining town (Jerome), all of which was declared by Congress in 1966 to be an Historic District. The first planned community in Arizona

(Clarkdale, established in 1911) is just down the mountain from Jerome. The best archive of Territorial Arizona history (Sharlot Hall, Prescott) is less than an hour away.

Estimates of tourist visits to the various communities located within the corridor reflect the power of historic sites located in this region to attract visitors from all over the world. The Town of Jerome estimates that well over a million visitors come there every year. The Clarkdale Chamber of Commerce puts the estimate of visitors to the railhead at Clarkdale at 150,000 per year. Cottonwood officials estimate annual tourist visits to Cottonwood at no less than 12,000, noting that hotel-motel “bed tax” revenues have been increasing at the rate of 10%-15% per year over the last three years.

The Argonauts

The prospect of great mineral riches brought the Spaniards to the Middle Verde and Mingus Mountain during the last years of the sixteenth century. First came a wealthy Mexican miner named Juan Espejo (1583). The Hopi brought him to the Verde Valley, where he said he found silver. Province Governor Onates read the reports, and in 1598 he dispatched his Captain of the Guard, one Maros Fáfán de los Godos, to explore the area on behalf of the Spanish Crown. The chronicler for the expedition wrote as follows:

“And after they had wandered many leagues, suffering very great trials, Quesada [another member of the expedition] did return, very content, saying much good about the land and that it was abundant in metals, with beauteous pastures, mountains, springs, Rivers and Glens, meadows, small camps, and Plains, where they had come upon a quantity of the wild chickens of the land, Lizards and Spanish Partridges, And pearl shells, for they had been near that land of pearls which mighty god has wished to be kept in silence. And many people, all of them friendly, Extremely beautiful.”



The rich ore found in these mines impressed Farfán and his companions. They staked out some fifteen claims near Jerome. The Spanish, however, did little to follow up on their discoveries in this area. The long haul and the comparatively low value of copper undoubtedly account for their lack of interest. Most Spanish mining activity in Arizona took place several hundred miles away to the south where gold and silver had been found.

At least one mining history specialist claims the first American prospectors to arrive at Cleopatra Hill in 1876 found ancient diggings and implements, along with a crumbling wooden cross (Jack Williams, From the Ground Up: Stories

of Arizona's Mines and Early Mineral Discoveries, Douglas AZ: Phelps Dodge Corporation, 1981). As with several other significant American mining finds in Arizona, a U.S. Army scout filed the first claim. But mining did not begin in earnest until a couple of other prospectors enlisted the support of Territorial Governor Tritle and a couple of New York financiers. One of them was Eugene Jerome, who claimed Sir Winston Churchill was his cousin. Jerome agreed to "buy in" only if the new mining site would bear his name.

The Era of the Robber Barons

A significant cast of financial tycoons, mining magnates, transportation barons, real estate promoters, enterprising soldiers and freebooting politicians – not to mention a dynamic supporting cast of lesser-known, or infamous characters (including a character called Pancho Villa) – from the era of the "robber barons" figured prominently in the history of this frothing, turbulent outpost of nineteenth century America. In many instances the mark is unmistakable, sometimes enshrined at a public attraction such as the old Douglas Mansion, the House of Joy (a brothel) at Jerome or the United Verde Scenic Railway at Clarkdale. In other cases, the footprints have all but faded away, as with the Chinese who operated most of the restaurants in town for miners. Some of the restaurants are still in service. The Chinese disappeared long ago.

The early years of the Arizona Territory, particularly for the Verde Valley and Prescott area, were shaped by unseen influences from far away. At first the area was isolated from the rest of the territory. There was steamboat service up the Colorado from the Sea of Cortez. Butterfield stagecoach mail and passenger service crossed the state, but passed south of the area. Freight to and from central Arizona had to be moved by mule train or wagon through the rough terrain of the Mogollon Rim or through the parched desert expanses east of the Colorado River basin. Mainstream American interests lay more toward the south along the Gila River and the corridor running from Tucson to Yuma (there were already significant mining sites in that southern part of the state). Mormon settlements were concentrated along the Little Colorado in the northeast part of the state.

The Civil War, however, would change everything. In 1862 one Col. James Carleton led a column of 1,800 California volunteers eastward out of Yuma to join a Union force from New Mexico led by Col. Canby, to secure Arizona for the Union. Outnumbered and outflanked, Confederate forces in Tucson withdrew to Texas. Carleton proclaimed martial law when he reached Tucson. Then he set about the chore of securing the Arizona frontier for American settlement and commerce. He directed Kit Carson to lead seven hundred volunteers against the Navajo in the North. He assigned regular army troops the task of subduing various Apache groups – primarily the Mimbreno and the Chiricahua – in the South. Carson succeeded. By 1864 most of the Navajo had surrendered. The Mimbreno were broken by the murder of their captured leader Mangas Coronadas. But the Chiricahua were not to be so easily subdued. It was not until 1871 that they agreed to peace and accepted a reservation of land called the San Carlos.

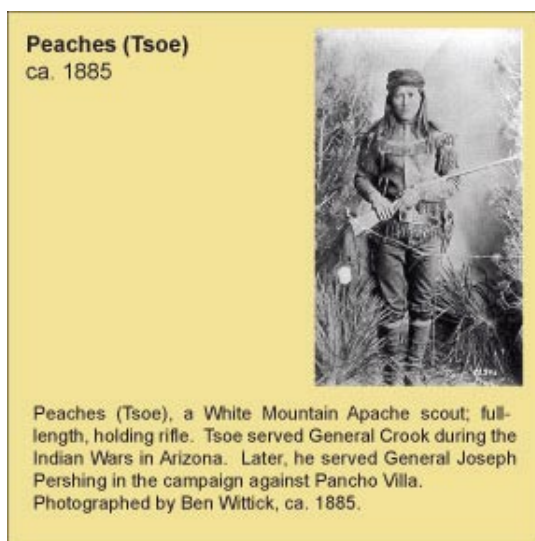
Historians have note that congressional interest in extending territorial status for Arizona was led by the Ohio delegation. Several members of that delegation held interests in Arizona mining operations. There appears also

to have been some concern that failure to extend territorial status would encourage secessionist sentiments heard primarily in Tucson. After territorial status was granted in 1863, the Army began to build a network of forts and roads to secure the frontier for mining and settlement.

There are two ways to account for the early establishment of Prescott as the territorial capital. Both involve the discovery of gold near Prescott and Civil War hostilities. One historian claims that like many other soldiers in the West, Col. Carleton apparently hoped to profit from mining. On a trip to New Mexico in 1862 he met and formed a partnership with an adventurer named Joseph Walker. Carleton permitted Walker and his associates to venture into Yavapai country along the Agua Fria River. They struck gold on Hassayampa Creek, about five miles from Prescott. Other prospectors heard about the discovery and rushed into the area. Carleton immediately created the District of Northern Arizona and established Fort Whipple. Another interpretation of the sequence of events is that Carleton suspected Walker of being a Southern sympathizer and decided to establish Fort Whipple in the vicinity of Lynx Creek to prevent the gold from being seized by the Confederacy. The two interpretations are not incompatible. Fort Whipple was originally located near expansive grasslands at Chino, which is located on SR 89 between Ashfork and Prescott Valley. SR 89 connects with SR 89A about 10 miles south of Chino. Fort Whipple was subsequently moved to Prescott for use as headquarters for the new Territorial government. The Sharlot Hall Museum now maintains some of the original buildings on its Prescott campus.

As in other parts of the State, the presence of the U.S. Army attracted more settlers, ranchers, freight haulers, prospectors, entertainers and entrepreneurs. Many of them depended upon miners and military procurement and hauling contracts for a livelihood.

The bloody struggle between Native American peoples and American settlers for the ground and water of the Upper and Middle Verde and Agua Fria watershed lasted for nearly a decade. Some of the miners (the Walker group, for example) and early ranchers such as King Woolsey of Prescott initiated or were directly engaged in military action against the Indians. Most historians, however, claim the success of Army operations in Arizona was largely the result of a decision by General Crook to rely on Apache scouts and combatants in his wide-ranging campaigns against raiders, insurgents and renegades. Both the Tonto Apache and the Yavapai surrendered to General Crook at Fort Verde in 1873. They were placed on the old Rio Verde reservation near Cottonwood. Supplies contractors for the Bureau of Indian Affairs demanded that remnants of the Yavapai-Apache groups be relocated to the San Carlos Agency in southeast Arizona. In spite of General Crook's protest, the forced transfer took place in 1875. More than 100 Native Americans died in the forced march to San Carlos



(Klera and Mariella, 1983, in Southwest, Handbook of North American Indians, Vol. 10. Smithsonian Institution).

After the deportation, Anglo settlers occupied the land originally set aside for the Rio Verde Reservation. Yavapai were allowed to return to the Verde Valley toward the end of the nineteenth century. Many of them went to work in copper mines (McNeider, et. Al.,1989).

Ranching and the Struggle for the Land

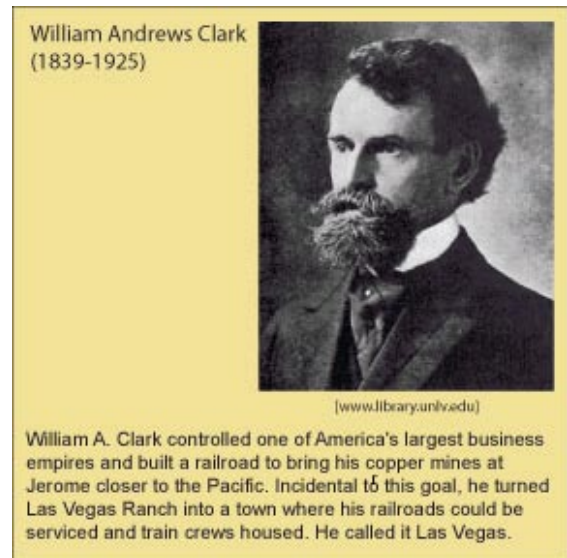
By 1875, cattle ranching had become the primary industry in the region. Cattle herds grew to “immense” proportions under the open range system until a draught decimated the herds in 1893 (Randall H. McGuire, The Copper Canyon- McGuireville Project, 1977). The western half of Prescott National Forest (PNF) was established as a Preserve in 1898; to protect the Prescott watershed, which had already been overgrazed and heavily cut. Over-grazing appears to have prompted Prescott National Forest (PNF) to establish a Range Management program in 1905. Nevertheless, over-grazing continued to be problematic for a number of years. Steady Forest Service management gradually decreased cattle inventories from 74,300 in 1920, to less than 15,000 in 1993. Sheep and goats on the preserve numbered over 128,000 in 1918. Now they are not permitted to graze on PNF lands. Most of the mature timber had already been stripped from mountains and hillsides for mining construction and boiler fuel by 1898. Enforcement of new rules for lumbering on the public domain allowed forested areas to begin recovery. The greatest danger at the present time is the threat of wildfires in areas with smaller trees growing too close together.

Railroads

The planning, building, use and extension of the transcontinental railroads had a powerful and enduring impact on the history of all of Arizona. The first survey of the western territory obtained from Mexico via the Mexican Cession (1848) was completed by four teams of army surveyors in 1853. Prompted by the Gold Rush and the subsequent demand for transcontinental communication and freight connections, U.S. War Department dispatched them to explore four different routes for a transcontinental railroad from points east of the Mississippi to California. Lt. Amiel Whipple and his team were assigned to explore a route along the 35th parallel. They recommended the route through northern Arizona (through towns now called Holbrook, Winslow, Flagstaff, Williams, Ashfork, Seligman, Kingman – now lying along Historic Route 66) partly because of abundant timber and water along the way. It was the route ultimately used for the Atchison, Topeka & Santa Fe Railroad. But it was delayed due to the unscrupulous opposition of the owners of the Central Pacific Railroad (Collis Huntington, Leland Sanford, Charles Crocker and Mark Hopkins, later known as the “Big Four”). Having successfully connected rails with the Union Pacific at Ogden, Utah in 1869, the Big Four were determined to “recoup” their investment by monopolizing all the railroad business into and through California. Plan “A” was to delay completion of a southern transcontinental line. Plan “B” was to own both southern and northern routes. They accomplished both objectives by active lobbying and bribery.

The central (Whipple's 35th Parallel) route was more practical. But the Big Four did not hold the development right for the route. Completion of the AT&SF was frustrated until 1882.

William A. Clark and James A. Douglas are perhaps most prominent among those larger than life figures in the history of the Southwest. When the news about the copper ore deposits on Cleopatra Hill reached New York, Phelps Dodge dispatched its famous mining engineer James A. Douglas to explore opportunities for investment. Douglas reported the ore body was good but the costs of importing smelter coke, plus the costs of shipping out the copper matte "ingots" would jeopardize profits. Coke came from Wales, England, by boat around the Horn to San Francisco, and by rail (AT&SF rails extended across Arizona by 1882) to Ashfork, where it was dumped into wagons and freighted 60 miles over the mountains to the mines. But William "Montana Midas" Clark liked what he saw in the United



Verde Mine. He had connections to good coal in New Mexico, and he saw an opportunity to use a new AT&SF spur from Ashfork down to Prescott to suit his plans in Jerome. He would build his own railroad. So he acquired the United Verde Mine from then Arizona Governor Tritle and his two New York partners, and implemented his plan for the United Verde & Pacific, a narrow gauge railroad that snaked 26 miles from the copper smelter at Jerome over the mountains to Jerome Junction.

United Verde & Pacific (1895-1920) vs. Verde Valley Railroad (1920-Present)

Clark decided to build a narrow gauge railroad from the Jerome smelter to the nearest point of connection with rail service to California and New Mexico. The nearest connection at the time was the Santa Fe line running from Ash Fork down to Prescott. But that line was on the west side of the Black Hills. The connection alignment would have to cross rugged terrain. A narrow gauge railroad (rails 36" apart, instead of standard gauge at 56 1/2") could be built for less. It required less bedding material and used lighter steel rails. The narrower width also made it possible to create curved alignments with shorter turning radii. Shorter turning radii made it feasible to wind through the canyons situated around the north end of the Mingus complex, particularly at Horseshoe Canyon.

The United Verde & Pacific Railroad was completed in 1894. It started at the smelter northwest of Jerome and wound around the north side of Woodchute Mountain thru Horseshoe Canyon to Bodkin and Russell. From Russell it headed down hill to Davis. At Davis it turned west and made a bee line to Jerome Junction (now Chino Valley) where it connected to the Santa Fe, Prescott & Phoenix (SFP&P)

line in Chino Valley. The UV&P picked up coke and coal (as well as passengers and commercial freight) from the standard gauge SFP&P. Then it steamed off to Jerome. It loaded copper ingots from the smelter at Jerome and returned to Jerome Junction. With 186 curves in only 26 miles of track, the UV&P had the reputation of being the “crookedest” railroad in the world. As the train traveled across the arroyo at Horseshoe Bend, for example, passengers in the rear car could see the locomotive rounding the bend at the front and of the train. The average trip lasted about 2 ½ hours.

Railroad facilities at Jerome Junction were complete by 1895. The railroad complex included side tracks for both standard gauge and narrow gauge cars, a three-bay roundhouse, a turning wye, transfer loading facilities, joint station platforms and fuel and water storage structures. Passengers from Jerome headed for Prescott or Ash Fork could make a connection with the SFP&P there. Some found it necessary to stay at a hotel overnight while waiting for the next train to appear.

When Clark realized a rich vein of ore lay directly under the Jerome smelter, he decided to build a new smelter down in Clarkdale. But for this he would need a new rail connection. So he financed a new Santa Fe spur out of Drake. It would run along the banks of the Verde River, past the mouth of Sycamore Canyon down to Tuzigoot.

The Verde Valley scenic rail tour service (VRR) uses the standard gauge Santa Fe line that ran south out of Ash Fork to Drake and then on to Clarkdale. It follows the middle Verde River past its confluence with Sycamore Creek down to Tuzigoot and the terminal depot at Clarkdale.

The Fortunes of Jerome

Jerome thrived. By 1899 it had become the fifth largest city in Arizona. Jerome had schools, churches, an opera house, restaurants, laundries, saloons, hotels, dental services, automobiles, gambling houses and brothels. In time Jerome would even have electricity from a couple of hydro-electric plants at Fossil Creek. Their transmission lines still exist, crossing the alignment of SR 89A. But Jerome did not have a reliable source of fresh water. During the early years it was necessary to haul water in by mule train. It has been said that one of the more adept providers of fresh water was a burro master who called himself Pancho Villa.

“Montana Midas” Clark prospered. The United Verde would become the richest individually owned copper mine in the world. He built a gaudy mansion for himself. He also built a stone dormitory to house a thousand men, and planned and supervised the construction of the Clarkdale community. There Clark would provide wood frame houses and hardwood floors for miners with families and key company employees.

Clark's good fortune notwithstanding, all did not always go well for the residents of Jerome. Due mainly to the shortage of water, the town burned to the ground three times in the period from 1897 to 1899. One of the big fires drew jeers from a Prescott newspaper:

***JEROME BURNS AGAIN! ENTIRE BUSINESS DISTRICT OF
24 SALOONS AND 14 CHINK RESTAURANTS DESTROYED!***

That same fire consumed the big stone dormitory, the gambling houses and the brothels. Furthermore, in spite of Clark's paternalistic "concern" for the miners of the United Verde, conditions in the mines were not favorable. The shafts were dirty, hot and gaseous. The fatal accident rate at the United Verde was higher than for some of the larger mines in Arizona. Job safety became a labor-management issue. Though employment was open to workers without regard to nationality or ethnicity, the Mexican workers maintained a separate union, whose membership typically declined to participate in work protests. This caused resentment among other union workers, who saw their bargaining power diluted by lack of solidarity. Clark steadfastly refused to agree to a closed shop union, hired detectives to infiltrate the workforce to identify trouble makers that should be discharged, and always found some excuse to shut down the mine in the face of some threatened sanction by the labor groups. Thus it is not hard to understand why in retrospect one miner said "This is a tough place to work" (Thomas J. Dorisch "This is a Tough Place to Work": Industrial Relations in the Jerome Mines, 1900-1922" Journal of Arizona History, Volume 38, Number 3 1997). The UV&P line was used in the famous deportation of the "Wobblies" from Jerome in 1917. That year, several hundred townspeople rounded up over sixty members of the "radical" United Workers of the World (UWW) and forced them on a side car under armed guard headed for points west. Law enforcement officials from Prescott and Kingman appeared to prevent downloading of these "troublemakers" in their communities. But the Needles police and a court order spoiled the deportation plan at the California border. A handful of the men were allowed to return to their homes in Jerome.

In spite of his good fortune, Clark did experience one significant disappointment with the United Verde. It had to do with an extension of the original claim area, aptly called the United Verde Extension (UVE). Apparently Clark and his advisors failed accurately to understand the geology within the extension area. So they declined to add it to their holdings when they had the opportunity to do so. But "Rawhide" Jimmy Douglas (son of James A. Douglas of Phelps Dodge) studied the fault lines and mineral layering carefully. He concluded the best vein of ore was within the extension and decided to acquire it. His \$400,000 investment paid off in 1916 when subsequent exploration of the UVE vindicated his assessment. His Little Daisy Mine (UVE) would net profits of \$42,000,000. Both the UV and the UVE continued to produce copper, albeit at lower volumes, throughout the Depression. In the end Clark would net \$60,000,000 in profits. Phelps Dodge would also later pay \$20,800,000 for the Clark interests in the United Verde Mines (in 1930!).

Douglas built a comparatively tasteful mansion just below Cleopatra Hill. It overlooks Clarkdale and the Verde Valley. It has been preserved, and is now maintained as the grounds of the Jerome State Park. He also started a new community. He called it Clemenceau because he claimed personally to be acquainted with the Prime Minister of France with the same name. The community was really only a post office and a few scattered buildings. It has been annexed into the City of Cottonwood. After Phelps Dodge acquired the United Verde, Jimmy Douglas was allowed to purchase 10% of the stock. He served as President of Phelps Dodge for several years. Phelps Dodge closed copper mining operations at Jerome, but continued mining operations elsewhere in the state, particularly at the open pit copper mine at Morenci in southeastern Arizona. The Morenci Mine has the distinction of being the largest open pit mine on the North American Continent. Phelps Dodge is recognized as a world class mining company.

The Contemporary Period

1935 – Yavapai Apache Tribe gets 75 acres out of Fort Whipple lands at Camp Verde for tribal lands

WW II – Cottonwood & Clarkdale selected as site for basic flight training for Naval Cadets. Dances held on weekends at Cornville for these flight cadets

1956 – Yavapai Apache Tribe gets additional 1,320 acres at Camp Verde for tribal lands

ca. 2000 – Yavapai Apache buys land outright in Clarkdale

ca. 2000 – Yavapai Apache start working on a new tribal consciousness – being the same people.

ca. 2000 – Yavapai apache start mining gravel for export to construction sites

ca. 2000 – Yavapai Apache start doing an annual ceremony of “1875 Removal – 1900 Return” events

2006 – Clarkdale iron pipe company starts reclamation of copper slag to get out the iron; Reformation of the Yavapai Apache Tribal Identity and Presence in the Region

Historic Places

Places listed on the National Historic Register include Tuzigoot National Monument, Jerome Historic District, Jerome Historic Park, Clarkdale Historic District, Cottonwood Commercial Historic District and other individual mining era properties located in Cottonwood on Willard Street.

- The Spirit Room Bar (Jerome) – Dave Connor built the Stone Saloon in the late 1880s. Because mining towns were not known for their permanency, people thought Connor was crazy to build this building out of stone instead of the usual wood and canvas structures that were far more common at that time. Connor's Corner was to burn six times in the coming years, always to be rebuilt with Connor's ingenuity and insurance money. The stone building and later the brick hotel were credited more than once with saving the town from the fire menace. The corner space where the Spirit Room is today has been many things over the years. After the Stone Saloon it became the Connor Cafe, one of the finest eating establishments in the territory. The Connor Cafe was run by several different women until 1928 when Harry Parker took over the running of the hotel. He ran a soda fountain, bus stop and Western Union office from this space until it was leased out as a jewelry and Mexican import store in the late 1940s. After the mine closed in 1953, George and Jean's Cigar Store opened on this site. It became a favorite spot for refreshments and socializing. It was renamed the Spirit Room Bar in 1961 and became the place to go for local color. The Spirit Room Bar still features regular live music performances.
- Connor Hotel (Jerome) – Built in 1898 by David Connor, the Connor Hotel of Jerome has a colorful past, ranging from the heights of luxury to the depths of squalor and back again. Originally designed with 20 rooms upstairs, this first-class lodging establishment also offered a barroom, card rooms and billiard tables on the first floor. Rooms were rented on the "European plan" for the princely sum of \$1.00 per night. The Connor's telephone number was 8. The stone foundations were quarried from the hills around Jerome, and the brick was fired in nearby Cottonwood in the yard of Messrs. Britton and Sharp. Before the turn of the century, David Connor's hotel had burned to the ground twice, along with many other fine buildings in Jerome's crowded downtown. After it reopened in August of 1899, it enjoyed a heyday of being one of the finest lodging establishments in the booming mining towns of the West. The hotel had its own bus for delivering guests to the train depot and was full to capacity much of the time. It was one of the earliest buildings in Jerome to be fully wired for electricity, and each room had a call bell for service.
- The Liberty Theater (Jerome) – One of Arizona's finest historic landmarks, the Liberty Theatre of Jerome is open for tourists and locals to enjoy again. A variety of old cameras and movie making equipment highlight the Cinema Museum. Curious visitors as well as movie buffs can step back in time and see some of what went into making and viewing movies in the golden era of film making. Deep inside the Liberty resides the restored and fully functional theater. Movies can be viewed in the same atmosphere they were in the 1920s.
- Jerome Grand Hotel (Jerome) – The United Verde Hospital was built in 1927 as a state of the art modern hospital, serving the copper mining town Jerome, Verde Valley and surrounding communities. It was

considered the “most modern and well equipped hospital in Arizona and possibly the Western States.” It was built to be sturdy and withstand dynamite blasts of up to 260,000 pounds felt from the mines and was fire-proof. It was closed in 1950 because the mine activity was being phased out, but held out for use as a hospital in case it was needed in an emergency. Then, around 1971, hardy artists (some called them hippies) began to come to Jerome to join the remaining population of 100 folks. They set up various arts and crafts shops and over the next 20 years Jerome began to attract tourist dollars. Bed and Breakfasts and hotels became profitable. The time had come for the vacant old hospital building to transform into a new existence as a high-class hotel. The building had a reputation for being haunted even during the time that The United Verde Hospital was still up and running. A variety of manifestations became evident to the patients, visitors and the personnel working there, which still occur today. It is said that ghosts and manifestations can be seen throughout the building and don’t plan to leave anytime soon! The hotel has been investigated by ghost hunters, and paranormal activity has been recorded on film. This very haunted hotel is home to entities willing to share the building with the living, who come to visit Jerome as tourists. About half of the guests of The Grand Hotel come to hopefully experience the ghosts as well, though it isn’t guaranteed.

- Sliding Jail (Jerome) – The Sliding Jail in Jerome was originally built around 1928. Built on a clay slick, it soon began to slide and now sits 2,500 feet from its original location
- The Douglas Mansion (Jerome) – The Douglas Mansion has been an eye-catching landmark in Jerome since 1916 when James S. Douglas built it on the hill just above his Little Daisy Mine. Douglas designed the house as a hotel for mining officials and investors as well as for his own family. It featured a wine cellar, billiard room, marble shower, steam heat and, much ahead of its time, a central vacuum system. Douglas was most proud of the fact that the house was constructed of adobe bricks that were made on the site. He also built the Little Daisy Hotel near the mine as a dormitory for the miners. The concrete structure still stands. This former home is now a museum devoted to history of the Jerome area and the Douglas family. The museum features exhibits of photographs, artifacts and minerals in addition to a video presentation and a 3-D model of the town with its underground mines. One room, the Douglas library, is restored as a period room. There are more displays outside along with a picnic area offering a beautiful panoramic view of the Verde Valley. Jerome State Historic Park is located in the town of Jerome just off SR 89A on Douglas Road. Archival collections also include newspapers on microfilm, correspondence, publications, manuscripts and ephemera. A hands-on collection consists of materials expected to be used and consumed in interpretive and educational programs.
- The Mile High Inn and Grille (Jerome) – The Mile High Inn and Grille is located in the Clinkscale building which was constructed in 1899 and has been in continuous operation since that time. Formally the Jerome Grill, the new owners of the restaurant completely remodeled the kitchen and restaurant and are now offering an evening menu as well as a full bar.

- Sugar Loaf Heritage site (Indian Ruins, possibly Sinagua) – The Sugar Loaf Heritage Site is located on Loy Road near Lower Oak Creek Estates in Cornville; it would be accessed from SR 89A by way of Cornville Road. This area was/is private land and was going to be developed for housing, but public outcry stopped the development and resulted in the Indian Burial Act of 1990.
- The House of Joy (Jerome) – Propped up with stilts over a precipitous slope, it is considered by many to be one of the very best restaurants in the state. The “House of Joy” was originally a brothel.
- Coffee Creek – A historic Forest Service Ranger Station Site. Only foundations remain. Located along the Bill Gray Road FR 761 about 9 miles from SR 89A.
- Boyd Hotel (Jerome) – The Boyd Hotel was built in 1897 as a wooden building. After the big fire in Jerome when the building burned down, it was rebuilt with brick. Kitty Christian Boyd Crain owned this building and was known to be the most successful female hotel proprietor in Jerome. The lower level of the Boyd has housed a variety of shops throughout its lifetime, including The Independent Meat Market, The Club Bar, photography studio and mortuary. The top two floors of the building have been used as a hotel and boarding house. The restoration of the Boyd Hotel is now complete and nearly totally rented.
- Jerome Historical Society’s Mine Museum (Jerome) – Located on Main Street, the museum has numerous displays depicting life in Jerome from its beginnings to its present time. With over 11,000 photos, numerous maps, newspapers and documents all filed and easily accessed with the assistance of our Archivist, researchers are welcome.
- Clemenceau Heritage Museum (Cottonwood) – Located in the Historic Clemenceau School in the Upper Verde River Valley, the museum specializes in early history of Verde Valley, its mining industry, farming and ranching. The school was built for the children of the copper smelter workers in the company owned town of Clemenceau, now part of Cottonwood. A classroom from 1923 is preserved and the 1919 Clemenceau Bank and Post Office is also part of the museum.
- Verde Canyon Railroad (Clarkdale) – The Verde Canyon Railroad (formerly the Verde Valley Railroad, operated by the Santa Fe, Prescott and Phoenix Railroad), was financed by Senator William A. Clark for a hefty \$1.3-million. A miracle of engineering, the 38-mile line was built in just one year, from 1911 to 1912. It took 250 men using 200 mules, picks and shovels and lots of Dupont black powder explosives to lay these rails. Today, the same railroad would cost in excess of \$38-million. During the last century, the railroad, laid from Clarkdale to Drake, Arizona was often referred to as the “Verde Mix” because it carried such a diverse mixture of product and people. Today, the same transportation corridor still hosts both freight and excursion trains on its rails.

- Gold King Mine & Ghost Town (near Jerome) – The mine and the town of Haynes came to life here in 1890–1914, when miners dug a 1,200-foot deep shaft to extract a modest amount of gold and silver. Among the hoists, pumps, engines, five-stamp mill and ore cars, look for the prospect tunnel, a blacksmith shop, a schoolhouse and an assay office. For a small fee, you can see and hear “Big Bertha” run; it’s a three-cylinder, 10,154-cubic-inch engine that once powered a mine; the flywheel alone weighs 13,000 pounds! A small petting zoo attracts the kids. You can watch an antique sawmill in operation daily. More than 100 trucks and other historic vehicles line the streets. Many are Studebakers, including a 1902 electric that still runs. An antique truck and equipment show takes place here in May on the weekend before Mother’s Day, and there’s a VW bus show in mid-September.
- Clarkdale Memorial Clubhouse and Public Library (Clarkdale) – The Clarkdale Memorial Clubhouse and Memorial Library formally opened on October 19, 1927. The Clubhouse is now listed on the National Register of Historic Places and is the official meeting place of the Town Council. The entire original town site, including Upper and Lower Clarkdale, is on the National Register as the Clarkdale Historic District.
- Hidden Valley Stone Yard (Cornville) – Stone Yard was established in the 1920s and is still in operation. It is located off of Page Springs Road just south of SR 89A.
- Additionally, an important museum will be opening in Clarkdale’s Historic District, The Copper Art Museum. The first of its kind in the world, the museum will feature copper art and works from throughout history. Clarkdale was selected as the best place in the USA for a Museum of Copper Art due its one of a kind company town, its copper mining history and Arizona being the Copper State.

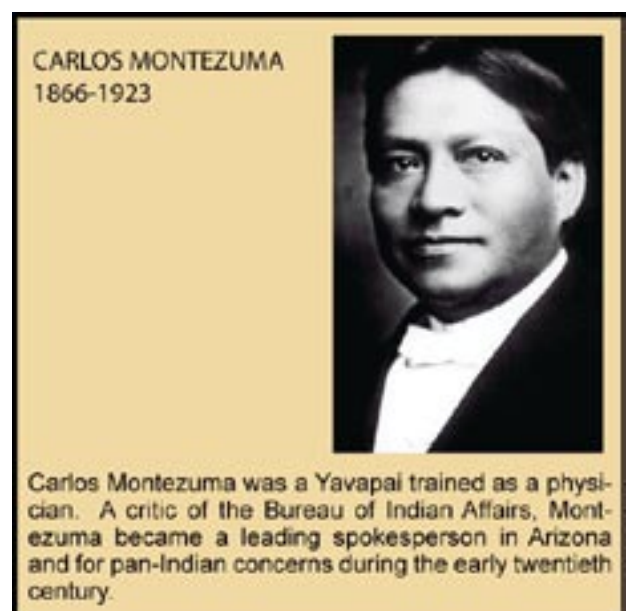
CULTURAL/RECREATIONAL QUALITIES

Cultural Values

Two trends in cultural development in the region can be discerned. A third regional issue of primary cultural significance appears to be taking shape.

Reformation of the Yavapai Apache Tribal Identity and Presence in the Region

The peoples of the Yavapai Apache nation have begun an effort to consolidate the identity of their traditionally distinct cultures into a common cultural identity and to reassert their presence on the lands of the Verde Valley. They have explored fundamental cultural understandings



and traditions of their peoples, apparently looking for common ground. One of the primary events used to forge the new consciousness is an annual ceremony held every February. It recalls the 1875 Removal to the San Carlos and the 1900 Return to the Verde Valley. They have also determined to reacquire as much of their original tribal lands as tribal resources will permit. To that end they have invested in new gaming and entertainment facilities at Camp Verde and have begun surface mining of limestone and gravel from tribal owned property. Tribal resources have already been used to acquire land for tribal housing in the Clarkdale area.

Critical Mass of Retiree Community in Verde Villages

The way of life of senior citizens who relocate to the Southwest after they retire from jobs held in the Midwest or the East Coast appears to be becoming a distinctive one. And in the unincorporated “Verde Villages” subdivisions near Cottonwood and Cornville, the numbers of people of similar circumstance has become quite significant. Will this critical mass of people develop institutions separate and apart from the social and cultural matrix of the greater community? Or have they become insular and marginally involved?

Sustainability of a Way of Life that Depends Upon a Verdant Riparian Environment

Water access and use issues for the region appear to be reaching a critical stage. Without a careful assessment of ways to accommodate growing water needs, the situation could demand a significant change in social behaviors and / or produce struggle and conflict.

Table 6. SR 89A Special Events

Month	Event
January	<ul style="list-style-type: none"> Eagle Watching in the Canyon (Clarkdale, Verde Canyon Railroad) Balloon Festival (Sedona/Verde Valley)
February	<ul style="list-style-type: none"> Eagle Watching in the Canyon (Clarkdale, Verde Canyon Railroad) Sedona International Film Festival (Sedona)
March	<ul style="list-style-type: none"> Gem and Mineral Show (Cottonwood) Eagle Watching in the Canyon (Clarkdale, Verde Canyon Railroad) St. Patrick’s Day Parade (Sedona)
April	<ul style="list-style-type: none"> Verde Valley Birding and Nature Festival (Cottonwood, Dead Horse Ranch State Park) Verde Mingus Blowout 10K & 2 mile Fun Run (Cottonwood)
May	<ul style="list-style-type: none"> Horse Racing Begins (Prescott Valley, Yavapai Downs) Sizzlin’ Salsa (chili cook-off) (Cottonwood) Verde Valley Auto, Aeroplane and Cycle Show (Cottonwood) Verde Valley Fair (Cottonwood) Sedona Sculpture Walk (Sedona) Sedona Century Bike Ride (Sedona)

Month	Event
June	<ul style="list-style-type: none"> • Horse Racing (Prescott Valley, Yavapai Downs) • Prescott Valley Days (Prescott Valley) • 5K Run (Prescott Valley) • Jerome Home Tours (Jerome) • Grape Train Escapes, wine tasting (Clarkdale, Verde Canyon Railway) • Sedona Taste (Sedona)
July	<ul style="list-style-type: none"> • Horse Racing (Prescott Valley, Yavapai Downs) • Grape Train Escapes, wine tasting (Clarkdale, Verde Canyon Railway) • 4th of July Celebration (Sedona, Clarkdale, Cottonwood, Jerome)
August	<ul style="list-style-type: none"> • Horse Racing (Prescott Valley, Yavapai Downs) • Central Yavapai Rodeo (Prescott Valley, Yavapai Downs) • Grape Train Escapes, wine tasting (Clarkdale, Verde Canyon Railway) • Moonlight Madness Street Festival (Sedona)
September	<ul style="list-style-type: none"> • Horse Racing at Yavapai Downs Ends (Prescott Valley) • Yavapai County Fair (Prescott Valley, Yavapai Downs) • Verde River Days (Cottonwood, Dead Horse Ranch State Park) • Grape Train Escapes, wine tasting (Clarkdale, Verde Canyon Railway) • Fiesta de Tlaquepaque (Sedona) • Sedona Ecofest & Sedona Jazz on the Rocks Festival (Sedona)
October	<ul style="list-style-type: none"> • Halloween on Mainstreet (Clarkdale) • Ales on Rails (Clarkdale, Verde Canyon Railroad) • Sedona Arts Festival & Artist Invitational (Sedona)
November	<ul style="list-style-type: none"> • Valley of Lights begins (Prescott Valley, Fain Park) • Red Rock Fantasy (Sedona)
December	<ul style="list-style-type: none"> • Valley of Lights Continues (Prescott Valley, Fain Park) • Chocolate Walk, Christmas Parade (Cottonwood) • Made in Clarkdale Art Show (Clarkdale) • Eagle Watching in the Canyon (Clarkdale, Verde Canyon Railroad) • Festival of Lights (Sedona) • Holiday Bed & Breakfast Tour (Sedona)

OUTDOOR RECREATION & ECOTOURISM QUALITIES

Public and private entities provide recreational and some ecotourism within this corridor (See Table 6, SR 89A Special Events). With all the public land in this corridor, outdoor recreation and ecotourism opportunities are plentiful. Some of the more passive recreation opportunities include sightseeing, scenic driving, fishing, photography, birding, picnicking, environmental education and ecotours, and wildlife viewing. More active recreational activities include hiking, backpacking, biking (road and trail), horseback riding, kayaking, canoeing, skydiving, ultra-light and small aircraft flying, hunting and four-wheel driving.



PHOTO BY GORDON GODDARD

While most recreational users are local residents, visitors from nearby areas like Prescott and Flagstaff as well as tourists from other parts of the state and country and foreign visitors also make extensive use of these opportunities. The 89A corridor carries most of these visitors as they sightsee from Sedona to Jerome and on to the top of Mingus Mountain. Because the year-round climate is mild, the visitation is constant, although Easter seems to be the busiest time.

Areas of recreation and ecotourism

See Table 7, SR 89A Trails and Recreation Areas for trails and their location and opportunities within the corridor.

Table 7. SR 89A Trails and Recreation Areas

Trail	Type	Length	Location	Season	Degree of Difficulty
Great Western Trail (A)					
Mingus Mtn Downhill - Starts from near the top of Mingus Mountain and runs down into the Verde Valley, it's a steep, almost completely downhill trail.	Biking	21 miles, one-way	Top of Mingus Mtn., access near Cottonwood, in PNF	Year round	Moderate/Advanced
Robber's Roost - This has outstanding views and traverses beautiful rolling, red sand hills covered in cactus and yucca. Located 6 miles southwest of Sedona off SR 89A	Biking	20 miles, round-trip	6 miles SW of Sedona off SR 89A	Year round	Intermediate/Moderate
Black Canyon - panoramic views of the Verde Valley, Red Rock Country above Sedona, and as far as the San Francisco Peaks. Open fall and spring	Hiking/ Biking	6.4 miles	8 miles SW of Cottonwood in PNF	Fall to Spring	Intermediate
Gaddes Canyon Trail - Popular to campers on Mingus, it provides an easy day hike from the campground to the points overlooking Gaddes Canyon	Hiking	2.5 miles	Few miles south of Jerome off SR 89A in the PNF	Spring to Fall	Intermediate
Little Yeager Trail - Is a portion of a system of trails that can be used as a round-trip loop	Hiking	2 miles	South of Jerome off SR 89A in the PNF	Year round	Intermediate

Trail	Type	Length	Location	Season	Degree of Difficulty
Martin Canyon Boarders - Woodchute wilderness. Starts near Turkey Tank trail and descends down a small drainage to the Northwest till it reaches the bottom of Marin Canyon. Most of the trail is in the canyon heading Northwest and finally ends at James Tank.	Hiking	10 miles, roundtrip	8 miles SW of Jerome in the PNF	Fall to Spring	Intermediate
North Mingus Trail - Used with TR #106 and #105A, it makes for an attractive loop route, allowing day trips that return to the Mingus Mtn. Campground area	Hiking	4.25 miles	South of Jerome off SR 89A in the PNF	Spring to Fall	Intermediate
Packard Trail - Serves mainly as access to other Sycamore Canyon Wilderness trails	Hiking	10 miles, roundtrip	12 miles north of Cottonwood	Fall to Spring	Difficult
View point Trail - One of a number of well-maintained trails serving the Mingus Mountain recreation area and campgrounds	Hiking	2 miles	South of Jerome, at the Mingus Mountain Campground	Spring to Fall	Intermediate
Woodchute Trail #102 - Trail begins on the south side of Woodchute Mountain. The trail leads to the top of Woodchute Mountain where there is an open stand of second growth ponderosa pine trees	Hiking	4.6 miles	Few miles south of Jerome off SR 89A in the PNF	Spring to Fall	Intermediate
Yeager Cabin Trail – Mainly in ponderosa pine vegetation in the drainage of Little Yeager Canyon. Used mainly as a connection between Yeager Canyon Trail and Little Yeager Trail.	Hiking	1.9 miles	Few miles south of Jerome off SR 89A in the PNF	Spring to Fall	Intermediate

Trail	Type	Length	Location	Season	Degree of Difficulty
Yeager Canyon Trail #28 - located on the west slope of Mingus Mtn, it offers views of Lonesome Valley, the Prescott Valley area and the Bradshaw Mountains	Hiking	2 miles	Few miles south of Jerome off SR 89A in the PNF	Year round	Difficult
Sycamore Trail - Is the main access to the Sycamore Canyon Wilderness	Hiking	11.7 miles, one-way	15 miles north of Cottonwood	Fall to Spring	Intermediate
Fay Canyon Trail #53 - Located in Red Rock/Secret Mountain Wilderness	Hiking	1.1 miles	2.5 miles west of Sedona	Year round	Moderate
Palatki Heritage Site - Two trails at the site, one goes to the Sinagua Cliff Dwellings and the other goes to the rock art pictograph.	Hiking	.25 miles	Near Sedona	Year round	Moderate
Honaki Trail – Loop trail that is located in Red Rock/Secret Mountain Wilderness	Hiking	.5 miles	Near Sedona	Year round	Moderate
Thumper Trail #131 - Best Mountain bike trail in Dead Horse Ranch State Park. Thumper is one leg of an 8-mile roundtrip. The Thumper leg of the trail system is 2.3 miles long, Raptor Hill is 2.9 miles and the portion of the Lime Kiln Trail that makes up the loop is 2.1 miles long.	Hiking/ Biking/ Equestrian	8 miles, roundtrip	North of Cottonwood, accessed through Dead Horse Ranch State Park	Year round	Intermediate/ Moderate
Coleman Trail #108 - Offers great good views of the Verde Valley, the Cottonwood Area and Red Rock country above Sedona	Hiking	2 miles	Mingus Mountain	Spring to Fall	Difficult

Trail	Type	Length	Location	Season	Degree of Difficulty
Jail Trail – Connects Cottonwood’s Old Town area with the River Front Park/ Dead Horse Ranch area.	Hiking/ Biking/ Equestrian	.5 mile	Cottonwood	Year round	Moderate
Lime Kiln Trail #82- (Designated a National Millennium Trail in 2000) - retraces a historic and scenic route used by produce farmers to supply the mines at Jerome. The hiking and equestrian trail is partially reconstructed and ultimately will extend from Dead Horse Ranch State Park to Red Rock State Park, then on to Fort Verde State Park, and loop back to Cottonwood. The trail crosses SR 89A at a scenic overlook east of Page Springs Road and is accessible from the highway by way of Bill Gray Road. Along the trail is the lime kiln used to make mortar for the brick homes in Cottonwood.	Hiking/ Biking/ Equestrian	15 miles	Coconino National Forest	Year round	Difficult

Prescott Valley

- Antelope viewing
- Fair grounds

Prescott National Forest

- Sightseeing
- Camping
- Hiking
- Wildlife viewing
- Fishing and hunting

- Horseback riding
- Biking
- Four-wheeling

Mingus Mountain

- Hang glider launch
- Scenic Vistas – panoramic sightseeing
- Mingus Lake – fishing
- Campgrounds – Potato Patch, Mingus Mountain and Playground Group
- Woodchute Mountain – There is one trail (#102) for hiking, backpacking, mountain biking and equestrians. The trailhead is accessible from SR 89A and FR 106.
- Wilderness area
- Four wheel drive trails
- Four wheeling – Great Western Trail
- Hayfield Draw Off Highway Vehicle Recreation Area – access off SR 260

Clarkdale

- Downtown park – picnicking, concerts in the park, playground, bandstand
- Verde Canyon Railroad – sightseeing, wildlife viewing
- Tuzigoot National Monument
- Prehistoric pueblos
- Hiking trails
- Scenic overlook of the Verde River Corridor and Tavaschi Marsh, which is an Audubon Important Birding Area (IBA) – birding and wildlife viewing
- Pecks Lake, which is adjacent to Tavaschi Marsh, is owned by Phelps Dodge and also an IBA.
- Access to Sycamore Canyon Wilderness – hiking, backpacking, sightseeing, wildlife viewing, swimming, fishing, photography and cultural sites



DEAD HORSE RANCH
PHOTO BY MAX CASTILLO, ARIZONA STATE PARKS

Dead Horse Ranch State Park

- Verde River Greenway-kayaking & canoeing, fishing and birding
- Verde River – fishing, swimming and canoeing
- Access to the rare freshwater Tavaschi Marsh for birding
- Access to Coconino National Forest for hiking, biking and horseback riding
- Verde Valley Birding and Nature Festival and Verde River Days

- Weekly ranger-led hikes and interpretive programs
- Access to the Verde River for kayaking, hiking, birding and canoeing

Cottonwood

- Lions Park-picnicking
- Garrison Park-picnicking, playground, swimming, tennis, ball field
- Riverfront Park-softball, playground, soccer, skate park, hiking, fishing, wildlife
- Cottonwood Airport – skydiving, ultra-light and small aircraft flying
- Jail Trail – hiking, wildlife, river access, Dead Horse Ranch State Park
- Skidmore Lane, Prairie Lane, Bignott Beach and Black Canyon River Access Points
- Wild & Scenic section
- Verde River – SR 260 Access

Cornville

- Windmill Park – picnicking, playground, Oak Creek access
- Grasslands – hiking, biking and horseback riding

Page Springs Area

- Fish Hatchery – interpretations, fishing in Oak Creek
- Lower Oak Creek IBA – birding



BIRD AREA TRAILHEAD • PHOTO BY JUDY MILLER

Coconino National Forest

- Sightseeing
- Camping
- Hiking
- Wildlife viewing
- Fishing and hunting
- Horseback riding
- Biking
- Four-wheeling

Secret Mountain Wilderness

- Hiking
- Backpacking
- Birding
- Horse-back riding
- Camping

Red Rock State Park

- Oak Creek – hiking, biking, nature tours, birding, horseback riding
- Environmental education and ecotourism events by park rangers

Red Rock Crossing

- Hiking, birding, picnicking and access to Oak Creek.



PHOTO BY CHERYL VICTORY

Ecotourism fits nicely into the spectrum of outdoor recreation facilities accessible from the corridor, since nearly every outdoor recreational opportunity available in the Valley has potential for ecotourism and the vast majority in the Upper Valley are accessed from SR 89A. All the trails for hiking, bicycling, horseback riding, and a limited number for ATVs, between Lower Red Rock Loop Road south of Sedona and Shiloh Road in eastern Prescott Valley lend themselves to ecotourism, as do the attractions of state parks and national monuments, city/town parks and ball fields and the developing equestrian center, all accessible from SR 89A.

One opportunity for ecotourism would be to create a nature center for the Verde River Greenway to interpret the Verde River ecosystem and its importance to the area. Arizona State Parks would logically build the Greenway Nature Center, which would entail convincing the Board it is a worthy project and obtaining funding for design and construction.

Kiosks at each end of the corridor and strategic viewpoints in between could describe/explain what is being viewed, suggest recreational opportunities and teach good eco-stewardship. Possible sites include the view point immediately before entering Red Rock Country (and another one on the other side for traffic going south), the new view point above Jerome, the top of Mingus Mountain and a small one at the west foot of Mingus telling about the antelope. Kiosks might be obtainable thru this corridor study; all would be on forest land and might be provided by the forests.

Also badly needed is a bicycle lane over Mingus Mountain, since this seems to be a favorite challenge. A bicycle lane, as well as a few pullouts and passing lanes, would be a function of ADOT. Lastly is to determine facilities that are possibly over utilized like campgrounds or trails or underutilized like the Mingus Mountain hang gliding launch.

★ CHAPTER FIVE ★
AGENCIES AND ORGANIZATIONS
THAT INFLUENCE THE CORRIDOR VISION



AGENCIES AND ORGANIZATIONS THAT INFLUENCE THE CORRIDOR VISION

Federal Highway Administration

FHWA provides guidance and funding for highways, highway safety and transit for state department of transportation and local governments.

Arizona Department of Transportation

ADOT is responsible for managing the portion of SR 89A that is an easement or is owned by the department. This corridor spans two Districts, Prescott and Flagstaff; the Prescott District encompasses milepost (MP) 332.0 to approximately MP 345.0, and Flagstaff District encompasses approximately MP 345.0 to MP 370.0. Due to this corridor having two designated state scenic sections and one designated state historic section, SR 89A is managed to preserve and enhance those intrinsic qualities.

USDA Forest Service

National Forest System lands along this corridor are governed by federal laws, specifically applied to portions of this corridor through policies set forth in the Prescott National Forest Land and Resource Management Plan and the Coconino National Forest Land and Resource Management Plan.

Other State Agencies

Other state agencies that have management responsibilities along this corridor include Arizona State Parks and Arizona Department of Environmental Quality (ADEQ). Arizona State Parks manages Dead Horse Ranch State Park, Jerome State Historic Park and Red Rock State Park. ADEQ regulates air and water quality.

Arizona Game and Fish Department

AGFD manages state wildlife and fisheries resources. Management activities include hunting/fishing regulations and licensing, monitoring and research of wildlife populations as well as law enforcement. Currently, Page Spring Fish Hatchery, located off of Page Springs Road, is managed by AGFD.

Arizona State Trust Land

Arizona State Trust Land owns a large parcel adjacent to the SR 89A corridor. The goal of trust lands is to provide for Arizona's growth, open space, and trust resources through responsible and well considered land management strategies.

Yavapai County

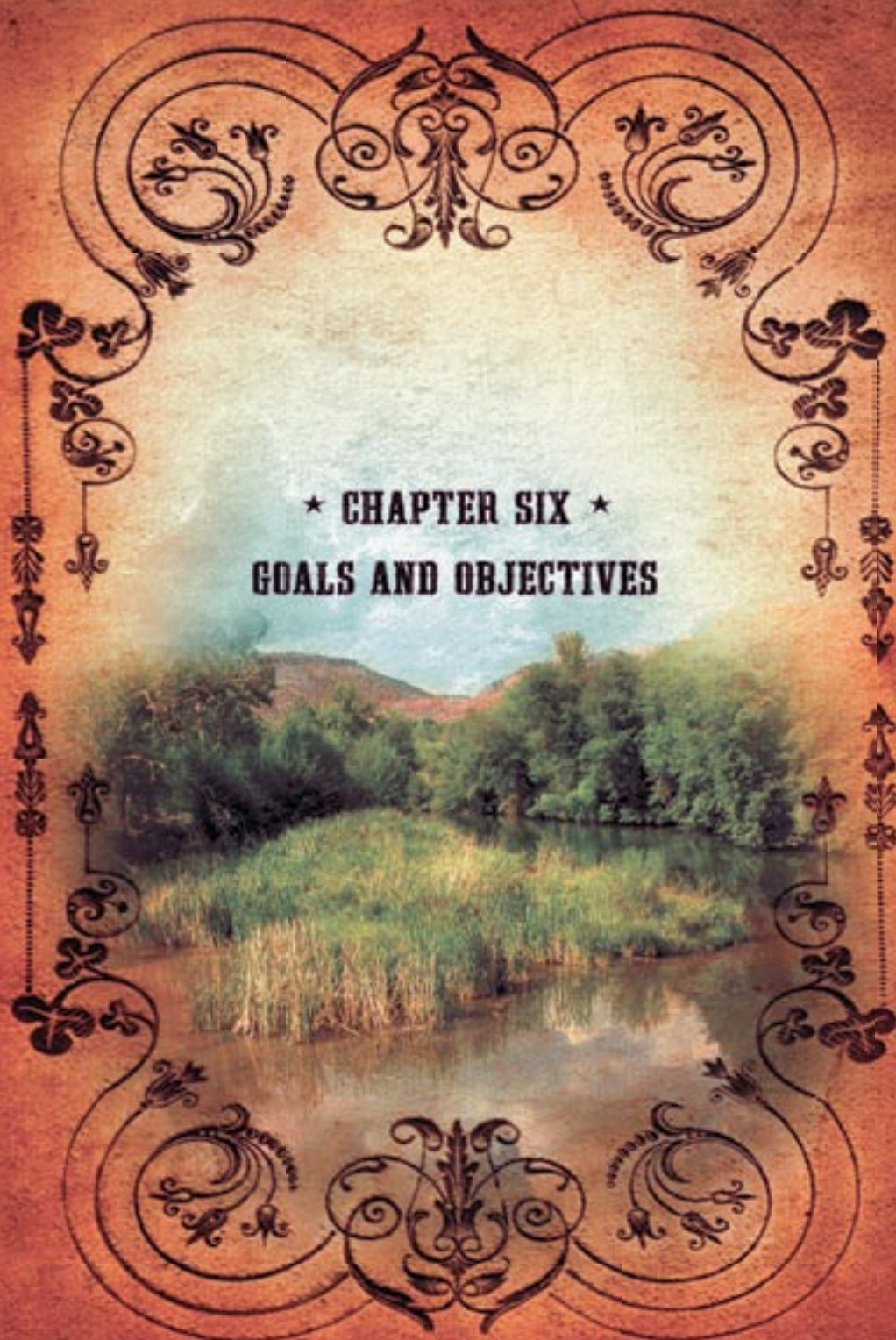
Land development in unincorporated areas along the corridor is under the jurisdiction of Yavapai County. The county is in the process of preparing a Verde Valley Regional Land Use Plan. With the cooperation of municipal jurisdictions and citizens of the Verde Valley, the focus of this plan is to establish a Regional Plan that enhances the shared qualities

of these special places to live and enjoy the outdoor environment. A Trails Committee is responsible for the Master Trails Plan and also the Verde Valley Transportation Planning Organization that addresses transportation issues within the Verde Valley from local streets within communities and alternative modes of transportation to regional transit and public transportation.

Municipalities and Communities

Town of Prescott Valley, Town of Jerome, Town of Clarkdale, City of Cottonwood, Cornville Community, the City of Sedona and Chambers of Commerce are involved in strategies surrounding existing and new development and the economic impacts involved.

★ CHAPTER SIX ★
GOALS AND OBJECTIVES



GOALS AND OBJECTIVES

Way finding

Objectives:

1. Form a consortium of agencies to develop and maintain a comprehensive and coherent wayfinding system with the following features:
 - a. A comprehensive approach to wayfinding that includes signage, kiosks, maps and marketing materials that can be made available to touring agencies, chambers of commerce, visitors bureaus, resource managers, and event sponsors.
 - b. Provide a geographic focus that includes all three major roadway entrances to the corridor: Prescott/ Prescott Valley, Sedona and Camp Verde.
 - c. Adapt or create way finding graphics that are authentic, distinctive and consistent throughout the corridor. This probably includes creation of a corridor logo that can be used on signs as well as maps and letterhead.
 - d. Adapt or create a system of icons that can be used to identify specific routes to recreational, ecotourism, scenic, historical and archaeological values accessible from the corridor.
This system of icons could be similar to the USFS icon system, but greater emphasis would be placed on roadway legibility and colors or forms specific to the corridor.
2. The consortium would work for general dissemination and adoption of the way finding system by local and regional tourism and visitors bureaus from all impacted communities, as well as resource management agencies and event sponsors. Resource management agencies whose participation would be essential to this effort are the Prescott National Forest, the Coconino National Forest, the United States Park Service, the Arizona State Parks Department, Jerome Historical District and Clarkdale Historical District. Transportation authorities that manage the corridor right-of-way should also be included.
3. The Community Advisory Group (CAG) for the SR 89A CMP should initiate, sponsor and provide general direction and continuity of effort for such a consortium.

Issue: No easily identifiable symbol or logo representing SR 89A and this corridor.

Goal: Develop a logo for use along SR 89A. The logo should be simple and easy to identify, yet be clearly associated with SR 89A. Create a logo or common look/theme to ‘brand’ the route as special and unique and to be easily identifiable.

Issue: No single integrated source of information exists concerning the attractions accessible from SR 89A.

Goal: Develop a webpage with information on the attractions available from SR 89A. Information should be grouped by topic areas: Archaeological, Cultural, Historic, Natural, Recreational and Scenic.

Issue: No integrated plan or standard format for the presentation of information to travelers on SR 89A.

Goal: Develop or use existing standard icons and associated information bulletins or interpretive signing for resources accessible off SR 89A. Topic areas include: Archaeological, Cultural, Historic, Natural, Recreational and Scenic. Information presented here as well as icon should be integrated with the webpage.

Issue: The difference between SR 89A and SR 89A Bypass is not clear in terms of signing, destinations or attractions. The old 89A is referred as Historic 89A or Main St. in Cottonwood and Broadway in Clarkdale.

Goal: Develop clear information on differences between the roads. Develop clear signing identifying the two routes utilizing the new SR 89A logo.

Issue: No clear vision, purpose or integrated plan to market the attractions associated with SR 89A.

Goal: Once this plan is finished, use it to guide the development of a marketing strategy.

Note: Interpretive materials should be available in multiple languages, including English, Spanish, French and German.

Natural and Scenic Resources

Goal: Increase the number of scenic pullouts along the corridor, with possible access to trails.

Objectives:

1. Allow motorists to safely pull off the side of the road to enjoy the views.
2. Install interpretive panels at viewpoints to highlight scenic and natural features.
3. Consider the possibility of a shared-use trail on old US 89 route from Bill Gray Junction to old Willow Point Road.
4. Consider interpretive stop at junction of Historic Page Springs Road and/or scenic viewpoint at MP 350.5.
5. Include clearly marked pedestrian, bicycles and ATV lanes along roadway.
6. CAG to work with the local jurisdictions to help determine the best locations.
7. Seek grant funding or cooperative partnership funding among jurisdictions to see that the goal and objectives are met.

Goal: Preserve and enhance the natural and scenic resources of the corridor, while still allowing economic and tourism development that is appropriate for the corridor and communities.

Objectives:

1. Apply invasive species control along the corridor; initiate best management practices (BMPs).
2. Add landscaping features to medians and/or roadsides using native plants and materials.
3. Include 10-mile gap from MP 253.5 to 363.5 as part of scenic road.
4. Maintain natural buffers along road, free from development.

5. CAG to develop a plan/strategy.
6. Work with Yavapai County and local jurisdictions; ask to review plans/ideas from developers.
7. Seek National Designation to fill in the “gap”.

Goal : New interpretive and way-finding signage along the corridor and along adjacent roadways.

Objectives:

1. Attract tourists who may not be aware of the scenic road from I-17 and SR 260.
2. Improve Scenic/Historic signage.
3. Work with the appropriate jurisdictions to develop the best locations for the signage.

History, Cultural, Archaeological Resources

Goal : Cultural - Find ways to develop partnerships and coalitions with the Latino Community and the Yavapai-Apache Nation.

Objectives:

1. Meet with the Tribal Chairman of the Yavapai-Apache Nation to discuss events, programs and activities that could be shared with other community groups or the community at large.
2. Meet with the Cultural Diversity Council in the Verde Valley to discuss events, programs and activities that could be expanded to include other community groups.
3. Contact the Latin American Center in Cottonwood to educate ourselves about programs and events important to the Latino community.

Goal: Archaeology - Sharlot Hall in Prescott and Northern Arizona University (NAU) have been the institutions that have the most information on the archaeology of central and northern Arizona. Both institutions have some information on the Verde Valley, but it has not been a focus of their work. Develop a Verde Valley focus to the archaeology of the region.

Objectives:

1. Make contact and work with local archaeology organizations on projects that cover the Verde Valley.
2. Contact retired Prescott National Forest district ranger (Tom Bonomo) and talk with him about key archeological areas in the Verde Valley.
3. Develop a program that focuses on the key archeological events in the Verde Valley and find ways to share it with residents and visitors.

Goal: History - Find ways to support the historical societies with joint marketing, planning and visibility.

Objectives:

1. Facilitate meetings with historical societies, tourism committees, chambers of commerce and other interested organizations to talk about programs, events and activities that can be jointly planned and marketed to residents and visitors.

Outdoor Recreation & Ecotourism

Goal: Develop a nature center to showcase the Verde River eco-system. The old White Horse Inn would be a possible site, except it would counter our recommendation that tourist traffic be routed onto the Mingus extension. However, it might be a good location to capture the interest of local residents. Another possibility would be where the Mingus extension crosses the Verde River - a retention basin that might be creatively used.

Objectives:

1. Meet with the local stakeholders (i.e., Verde River Citizens Alliance and Prescott Creeks Preservation Association) to gather support and ideas for additional funding opportunities.
2. Seek sources of funding .

Goal: Develop an active support group (based on Verde River Citizens Alliance or Prescott Creeks Preservation Association, Prescottcreeks.org) that would provide volunteers and docents.

Objectives:

1. Work with Arizona State Parks, since the center will be an intrinsic part of the Greenway, and their interest and support will help with funding, property acquisition and operation.

Wherever the Center is located it should:

- Educate both local residents and visitors on the values and benefits of riparian areas, especially in a desert, with an emphasis on the Verde River and its tributaries.
- Raise and sustain interest in the protection of our river and riparian area. “Keep the river flowing!”
- Promote good stewardship of all natural resources.
- Promote and guide visitors to eco-tourism opportunities in the Verde Valley/SR 89A corridor areas.
- Have a naturalist or trained volunteers who can give talks or programs or lead walks describing and explaining the value of animals, plants and birds to the riparian area and answer questions.

Goal: Provide kiosks at either end of the SR 89A Corridor and strategic locations in between to provide information to help travelers enjoy and appreciate the opportunities offered by this special road.

Objectives:

1. At Milepost 370 (Red Rock Loop Road) heading south and at Milepost 332 in Prescott Valley. Kiosks outlining the special designations (scenic, historic) of SR 89A:
 - Maps showing the length of the Corridor with special attractions labeled and locations of other kiosks noted.
 - Locations of sources of further information, museums, visitor centers, etc. pointed out.
2. At Page Springs Road intersection: kiosks (one each direction) telling about the fish hatchery and wineries.
3. Traffic directional signs at SR 89A and Mingus extension and at Mingus extension and Main Street directing traffic to Historic SR 89A, Old Town Cottonwood, Dead Horse Ranch Park, Tuzigoot National Monument, Clarkdale and Jerome. Probably also needed at the same intersections for traffic traveling north on SR 89A.
4. Reassurance signs pointing to SR 89A Corridor (whatever its name will be) at the intersection of the SR 89A by-pass and Historic SR 89A coming from Clarkdale - one on the by-pass directing both to Jerome and to Clarkdale, and one on Historic SR 89A directing straight ahead to Jerome. Coming from Jerome, a sign pointing straight on Historic SR 89A to Clarkdale, Tuzigoot, Old Town Cottonwood and Dead Horse Ranch.
5. A kiosk at the new viewpoint above Jerome would serve both north and southbound traffic.
 - The same full-length map of SR 89A Corridor.
 - Information about what is visible in the valley below.
 - Brief information about Jerome's mining history and directions to Jerome State Park for further information.
 - Brief information about pre-history in the area and directions to Tuzigoot Monument.
 - Brief information about Verde River riparian area and directions to Dead Horse Ranch Park (until a Nature Center is completed).
 - General information about treasuring our natural resources and how to help in conserving them.
6. A kiosk in the parking area at the summit of Mingus Mountain describing Prescott Forest recreational opportunities: trails for hikers, mountain bikers, horseback riders, four-wheel drive vehicles, wilderness areas, hang gliding area, fishing and camping.
7. A kiosk at the foot of Mingus Mountain (southbound) giving information about the antelope habitat and efforts to preserve it.
8. At the intersection of SR 89A and Roberts Road (in Prescott Valley), northbound, better signage

directing tourists to the SR 89A Corridor, historic and scenic highway, Jerome, Clarkdale and Sedona.

Goal: Bicycling facilities - Develop bike lanes over Mingus Mountain for safer travel for both the bicyclists and motorists. Develop connector bike trails to create a trail system between towns and within towns for alternative transportation needs and to appeal to bike riding tourists.

Objectives:

1. Coordinate with municipalities and the county to create a bike plan to fit the needs of all interested. Existing planning documents need to be reviewed for bike plans. Expand on existing plans and ensure that new bike plans are incorporated into new planning documents and guides.
2. Research funding sources.

Community Networking and Consensus Building

Goal: Develop and enhance an SR 89A identity throughout corridor communities and share with locals and tourists alike.

Objectives:

1. SR 89A community events are developed for locals and tourists. Aim for one event per year.
2. SR 89A corridor and CMP educational campaigns are developed and targeted at locals and tourists. Aim for 2 to 4 educational events/presentations per year: 1 to 2 in local schools, and 1 to 2 for public or private organizations.
3. Build and enhance relationships between communities, businesses and agencies along corridor.
4. Encourage community participation in corridor and CMP. Aim for 6 to 12 new community residents, business owners or agency representatives on the CAG each year.
5. Maintain open pathways of communication between CAG and local communities, businesses and agencies regarding corridor and CMP.

Goal: Promote the route as a tourist destination keeping local community concerns in mind.

Objectives:

1. Consult local communities, businesses and agencies regarding all SR 89A marketing efforts and tactics.
2. Whenever possible, coordinate marketing efforts among local communities, businesses and agencies.
3. Always acknowledge contributions of local communities, businesses and agencies in marketing material regarding corridor and CMP.

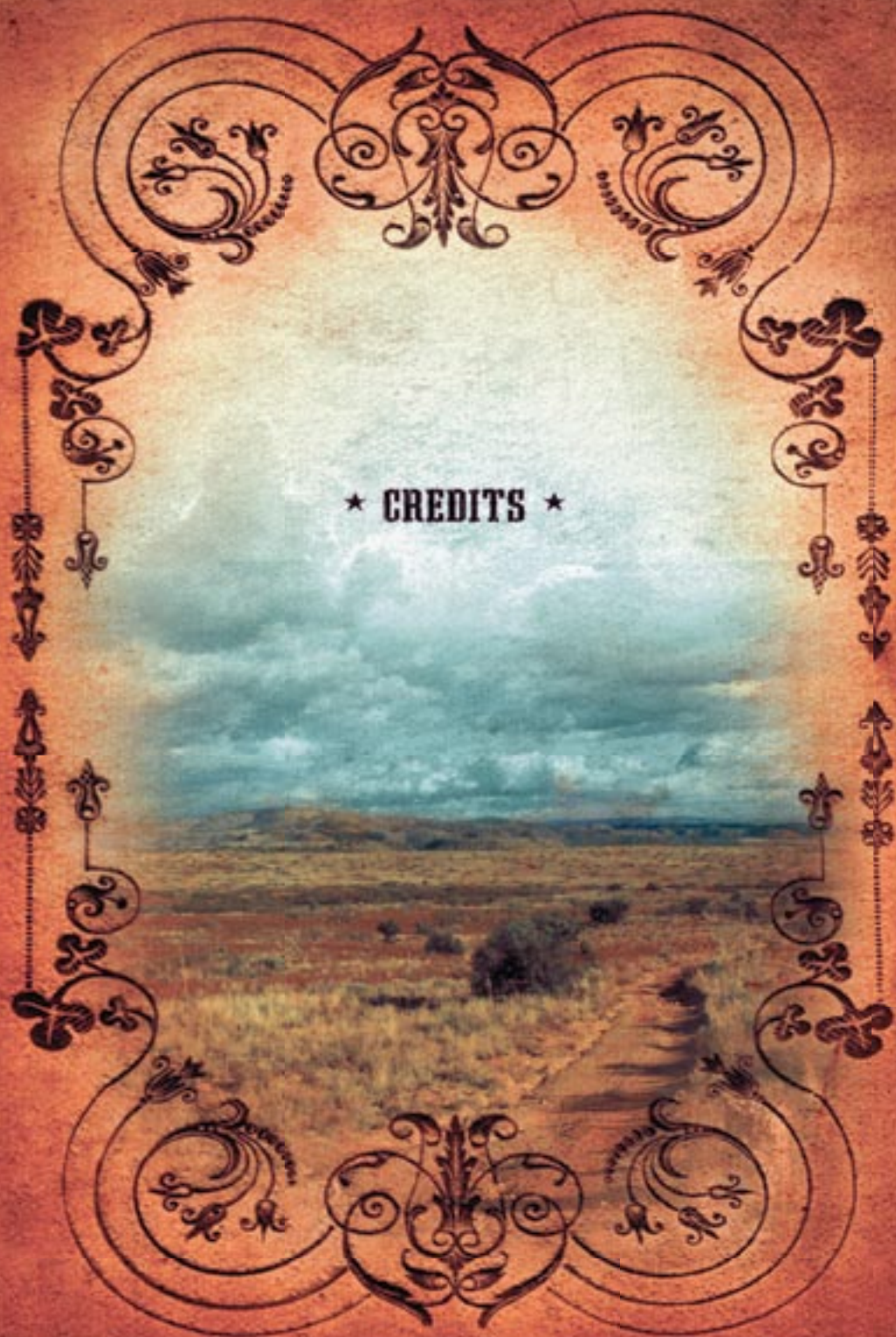
4. Create marketing partnerships to the extent possible between local communities, businesses and agencies.
5. Maintain regular contact with local communities, businesses and agencies along corridor regarding CMP developments. Aim for 2 general updates per year and more as special needs arise.

SHORT ★ TERM ACTION PLAN

If the vision and goals for the three segments of this SR 89A Corridor – Mingus Mountain Scenic Road; Jerome, Clarkdale, Cottonwood Historic Road; and Dry Creek Scenic Road – are to be realized, these goals must be accomplished. To achieve the objectives, the Citizen Advisory Group must enlist the assistance of new and continuing group members to implement the strategies to protect, preserve and promote the corridor’s scenic, natural, recreational, historic, cultural and archaeological resources.

The Citizen Advisory Group should continue to consist of public and private partners working together to implement the Corridor Management Plan. Upon approval of this CMP, a meeting should be held with interested stakeholders to confirm Citizen Advisory Group membership. The action plan should be reviewed and approved, and specific tasks should be assigned to groups and individuals to achieve.

★ CREDITS ★



CREDITS

Citizen Advisory Group Members

Name	Affiliation
Frances Whetten	Verde Valley Horseman's Council
Pete Sesow	Cottonwood Chamber of Commerce
Robyn Prud'homme-Bauer	Clarkdale Chamber of Commerce
Sherry Bailey	Clarkdale
Normalinda Zuniga	CLK
Randy Victory	Verde Valley Cyclists Coalition
Renee Tavares	Jerome
Steve Monroe	ADOT- Flagstaff District
Bev Sass	Dead Horse Ranch Trails Coalition
S. Max Castillo	Arizona State Parks - Verde River Greenway
Carole Mackler	Cornville Planning & Zoning
Dee Hines	USDA Forest Service – Prescott National Forest
Doug Von Gausig	Town of Clarkdale
Charles Mosley	City of Sedona
Tim Costello	City of Cottonwood

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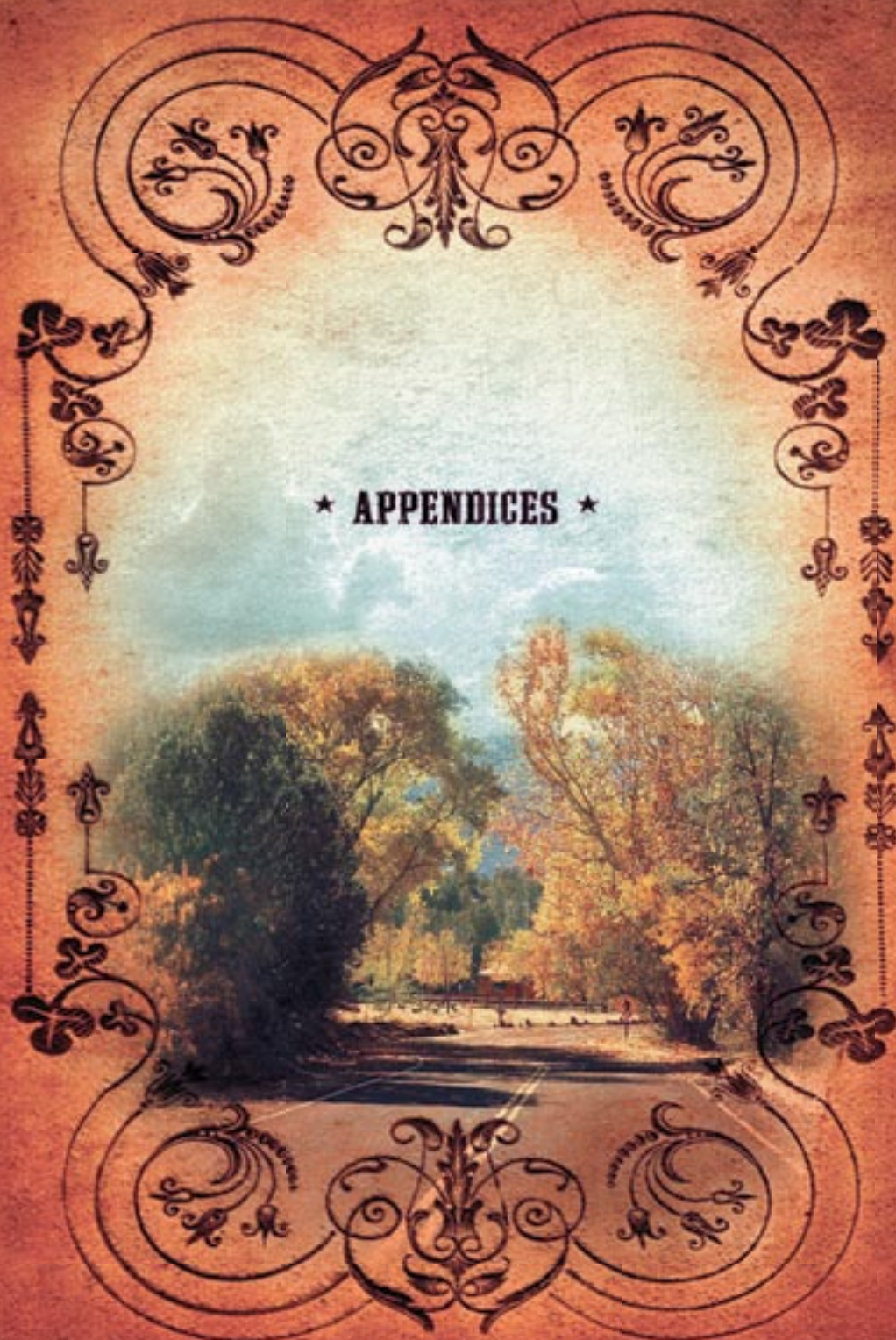
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★ APPENDICES ★



APPENDICES

- Corridor History Timeline
- Public Involvement Information
- Petitions and Letters of Support
- Funding Sources
- National Scenic Byways Program
- Sign Control Ordinances
 - Town of Jerome
 - City of Sedona
 - Town of Clarkdale
 - City of Cottonwood

SR 89A CORRIDOR HISTORY

10,000 years ago: Mammoth and prehistoric horses and camels roamed the Lonesome Valley area.

A.D. 700: Migrating from the south, the ancient Hohokam people are thought to be the first people in the Verde Valley. Ball courts, a hallmark of Hohokam culture, are found in both the Verde Valley and Flagstaff areas.

1150 – 1325: Prehistoric farmers, known as the Sinagua, migrated from the north into the Verde Valley area and established large settlements, small pueblos and cliff dwellings. Palatki and Honanki ruins near Sedona and Montezuma Castle near Camp Verde are examples of the southern Sinagua. The southern Sinagua farmed the mesas along the Mogollon Rim, using rocks as garden mulch to moderate soil temperatures and lengthen growing seasons. They had frequent contact with the Hohokam to the south, with whom they exchanged goods and from whom they learned irrigation technology.

ca. 1200: The Sinagua began construction of Tuzigoot, Montezuma Castle and numerous cliff dwellings. They also began to build “forts” overlooking canyons in the uplands. The function of these structures is unknown, but may have been trading outposts or distribution centers. No evidence of warfare has been found. After A.D. 1300 the southern Sinagua population concentrated primarily in large sites such as Tuzigoot and Montezuma Castle.

1300 – 1400: Early Prescott Culture inhabitants and Sinagua of Verde Valley abandoned their settlements. As of 1989, the Prescott National Forest had identified 1,050 significant prehistoric and/or historic sites within its boundaries. At least three significant sites have been found within the corridor of SR 89A. One is a small pueblo at Lynx Lake near Prescott Valley (occupied in the 1200s). The other two are ancient ball courts found in the Clarkdale/Cottonwood area.

1500s: First contact between Spanish explorers and the Yavapai people occurred in the late 1500s.

1583: Juan Espejo, a wealthy Mexican miner, found silver in the Verde Valley.

1598: Governor Onates dispatched his Captain of the Guard, Marcos Farfan de los Godos, to explore the Verde Valley area on behalf of the Spanish Crown. His company found rich veins of ores and staked out some 15 claims near Jerome. The Spanish, however, did little to follow up on their discoveries in this area.

1700 – 1860: Middle Verde area was occupied by Yavapai and Tonto Apache groups. They were organized primarily into hunter-gatherer clans who followed a pattern of seasonal encampments located near ripening food plants. Various groups used a trail through Yaeger Canyon, approximately along the current alignment of SR 89A between Jerome and Lonesome Valley, to travel between the Agua Fria Valley and the Verde Valley. The Yavapai say that they

have always lived in Arizona's highlands. Opinions differ as to their origin ranging from descendants of the Sinagua (A.D. 500-1400) to maintaining that the Yavapai are from the Colorado River area after A.D. 1300.

1848-1853: Prompted by the Gold Rush and the subsequent demand for transcontinental communication and freight connections, the U.S. War Department dispatched surveyors to explore routes for a transcontinental railroad from points east of the Mississippi to California. They recommended a route through northern Arizona, a route ultimately used for the Atchison, Topeka & Santa Fe (AT&SF) railroad.

1875: As with several other significant Arizona mining finds, an army scout filed the first claim. But mining did not begin in earnest until a couple of other prospectors enlisted the support of the governor and a couple of New York financiers. One of them was Eugene Jerome, who claimed Sir Winston Churchill as a cousin.

1860s: First Settlers came to Cornville, attracted to Oak Creek. Cornville was also a stop along a post route from Fort Verde to Jerome.

1861: Col. James Carleton led a column of 1,800 California volunteers into Arizona to secure it for the Union. Having forced the Confederate forces in the area to withdraw to Texas, Carleton set about the chore of securing the Arizona frontier for American settlement and commerce. Like a great many other soldiers who came to Arizona, Carleton hoped to profit from mining. As in other parts of the State, the presence of the U.S. Army attracted more settlers, freight haulers, entertainers and entrepreneurs.

1862: Col. James Carleton met and formed a partnership with an adventurer named Joseph Walker. Carleton allowed Walker and his associates to venture into Yavapai country along the Agua Fria River. They struck gold on Hassayampa Creek, about five miles from Prescott. Other prospectors heard about the discovery and rushed into the area.

1870s: Large copper deposits were discovered near Jerome. Smelters in Jerome, Clarkdale and Clemenceau brought more settlers to the area.

1863-1873: Organized hostilities began after gold was discovered at Lynx Creek near Prescott in 1863. The fierce struggle between Native American peoples and American settlers for the ground and water of the Upper and Middle Verde lasted for nearly a decade. Both the Tonto Apache and the Yavapai surrendered to General Crook at Fort Verde in 1873. They were placed on the Rio Verde reservation where they developed irrigation and harvested crops.

1875: Concerned reservation provisions contractors demanded that the Tonto Apache and the Yavapai be moved to the San Carlos Agency in southeast Arizona. The forced transfer took place in 1875 in spite of General Crook's protests. More than 100 Native Americans died in the forced march, a trek now called "The March of Tears" by the

Prescott Yavapai Indian Tribe. Many of the Yavapai were allowed to return toward the end of the nineteenth century and went to work in copper mines.

1875: Cattle ranching became the primary industry in the region. Cattle herds grew to “immense” proportions under the open range system until a drought decimated the herds in 1983.

1876: At least one mining history specialist claims the first American prospectors arrived at Cleopatra Hill in 1876 and found old diggings and implements, along with a crumbling wooden cross. Mining claims organized by Arizona Territorial Governor Frederic Trittle and a mill were located near the present site of the Town of Jerome.

1879: Cottonwood was founded with 300 residents. The area became a farming settlement until World War I. Cottonwood appealed to the more adventuresome, those who wanted their own home and business. It also had a certain reputation for lawlessness. Some who settled in Cottonwood had been run out of the nearby company towns. It was known to have the best bootlegging booze within hundreds of miles, attracting people from Los Angeles and Phoenix.

1882: News of copper ore deposits on Cleopatra Hill reached New York, and Phelps Dodge dispatched their famous mining engineer James A. Douglas, who reported the ore body was good but the costs of bringing in good smelter coke and shipping out the copper would jeopardize profits. But William “Montana Midas” Clark saw an opportunity to use the new transcontinental Atchison, Topeka & Santa Fe railroad at Ashfork, and a new spur from there to Prescott. So he acquired the United Verde Mine from then Arizona Governor Trittle and his two New York partners, and implemented his plan for the development of the United Verde & Pacific, a narrow gauge railroad that snaked 26 miles from the copper smelter at Jerome over the mountains to Jerome Junction (Chino Valley).

1883: The camp of the United Verde Copper Company was named Jerome after Eugene Jerome, a major financier of the copper company.

July 9, 1885: The Cornville Post Office was established. There are various stories about how Cornville got its name. One reference, *Arizona Place Names* (Barnes 1960), says the original name for the area was the Pitchner Place, and, as settlements formed in the area, residents suggested that it be named Coaneville for a pioneer family named Coane. The name was submitted to the post office department in Washington, but was returned as Cornville.

1885 – 1895: William Clark built a narrow gauge railroad, the United Verde and Pacific Railroad (UV&P), from Jerome to the nearest point of connection, the Santa Fe line running from Ash Fork to Prescott. But that line was on the west side of the Black Hills, and the connection alignment would have to cross rugged terrain. A narrow gauge railroad made it possible to create curved alignments with shorter turning radii, which made it feasible to wind through the canyons of the Mingus complex, particularly at Horseshoe Canyon. The UV&P was completed in 1894

With 186 curves in only 26 miles of track, the UV&P had the reputation of being the “crookedest” railroad in the world. As the train traveled across the arroyo at Horseshoe Bend, for example, passengers in the rear car could see the locomotive rounding the bend at the front end of the train. The average trip lasted about two and-a-half hours. Railroad facilities at Jerome Junction were complete by 1895.

1894: A fire started in the upper levels of the United Verde Copper Mine and eventually worked its way down as far as 900 feet. All attempts to control and put out the fire failed. It was decided that the only way to deal with the situation would be to create the open pit that we see today. To accomplish this task everything on top of the mine (which consisted of the smelter, business offices, shops and homes) had to be moved. The smelter was relocated to the newly built town of Clarkdale and was connected to the mining operations by an underground railroad line known as the “Hopewell Tunnel” system.

1898: The western half of Prescott National Forest was established as a preserve to protect the Prescott watershed, which had already been overgrazed and heavily cut. Most of the mature timber had already been stripped from mountains and hillsides for mining construction and boiler fuel.

1899: Jerome had become the fifth largest city in Arizona, and William Clark prospered. The United Verde would become the richest individually owned copper mine in the world. Jerome soon had schools, churches, an opera house, restaurants, saloons, hotels, gambling houses and brothels. In time Jerome would even have electricity from a couple of hydro-electric plants at Fossil Creek. But it did not have a reliable source of fresh water. During the early years it was necessary to haul water in by mule train. It has been said that one of the more adept providers of fresh water was a burro master who called himself Pancho Villa.

1897 – 1899: Due mainly to the shortage of water, Jerome burned to the ground three times during this period. One fire drew jeers from a Prescott newspaper:

**JEROME BURNS AGAIN! ENTIRE BUSINESS DISTRICT OF
24 SALOONS AND 14 CHINK RESTAURANTS DESTROYED!**

One of the fires also consumed the big stone dormitory, the gambling houses and the brothels.

1905: Over-grazing appears to have prompted Prescott National Forest to establish a Range Management program. Nevertheless, over-grazing continued to be problematic for a number of years. Forest Service management gradually decreased cattle inventories from 74,300 in 1920 to less than 15,000 in 1993. Sheep and goats on the preserve numbered over 128,000 in 1918. Now they are not permitted to graze on PNF lands.

1911 – 1912: A miracle of engineering, the 38-mile Verde Canyon Railroad from Clarkdale to Drake (formerly the Verde Valley Railroad, operated by the Santa Fe, Prescott and Phoenix Railroad) was built in just one year. The railroad, referred to as the “Verde Mix” because it carried such a diverse mixture of product and people, was financed by then Senator William A. Clark for a hefty \$1.3-million. It took 250 men using 200 mules, picks and shovels and lots of Dupont black powder explosives to lay these rails. The same transportation corridor still hosts both freight and excursion trains on its rails.

1911 – 1915: Following the fire of 1894, the search for a new smelter site led to the founding of Clarkdale, which William Clark built as a monument to himself. As a “company town,” everything remained the property of the United Verde Copper Company. Employees paid rent and were expected to abide by the rules whether they were on or off duty. By 1920 the Clarkdale smelter was one of the largest in the world.

1912: Clarkdale was founded as Arizona’s first planned community and company town. Today, Clarkdale has more than 386 buildings on the National Register of Historic Places, and outside of Phoenix and Tucson it is the largest district in the state.

1916: In spite of his good fortune, Clark did experience one significant disappointment with the United Verde (UV). Apparently Clark and his advisors failed to accurately understand the geology within the United Verde Extension (UVE) area and declined to add it to their holdings when they had the opportunity to do so. But Rawhide Jimmy Douglas (son of James A. Douglas of Phelps Dodge) concluded the best vein of ore was within the extension and decided to acquire it. His \$400,000 investment paid off in 1916 when subsequent exploration of the UVE vindicated his assessment. His Little Daisy Mine/UVE would net profits of \$42-million. The UV and UVE mines were once earning a million dollars a month making Jerome the “Billion Dollar Mining Camp.” Both the UV and the UVE continued to produce copper, albeit at lower volumes, throughout the Depression. In the end Clark would net \$60-million in profits. Phelps Dodge would also later pay \$20,800,000 for the Clark interests in the UV Mines. Douglas built a comparatively tasteful mansion just below Cleopatra Hill overlooking Clarkdale and the Verde Valley, which has been preserved and is now maintained as the grounds of the Jerome State Park. He also started a new community, which he named Clemenceau because he claimed to be personally acquainted with the Prime Minister of France. Clemenceau was a townsite with a post office and a good number of scattered buildings, many foundations of which still exist. Clemenceau was annexed into the City of Cottonwood through their original incorporation in 1960.

1917: In spite of Clark’s paternalistic “concern” for the miners of the United Verde, conditions in the mines were not favorable. The shafts were dirty, hot and gaseous. The fatal accident rate at the United Verde was higher than for some of the larger mines in Arizona. Job safety became a labor-management issue. Clark steadfastly refused to agree to a closed shop union, hired detectives to infiltrate the workforce to identify trouble makers that should be discharged, and always found some excuse to shut down the mine in the face of threatened sanctions by the

labor groups. In 1917 several hundred townspeople rounded up over sixty members of the “radical” United Workers of the World and forced them on a UV&P side car under armed guard headed for points west. Law enforcement officials from Prescott and Kingman appeared to prevent downloading of these “troublemakers” in their communities, but the Needles police and a court order spoiled the plan at the California border. A handful of the men were allowed to return to their homes in Jerome.



MARION • PHOTO COURTESY OF JEROME STATE HISTORIC PARK ARCHIVES

1918: The Marion 300 steam shovel, which had been built for use on the Panama Canal, was brought to Jerome to help dig out the open pit and load the railroad cars with ore after the 1894 fire.

1920s: People from all over the world came to work in the mines of Jerome. “In a workforce of 2,200 the following nationalities were represented: American, Austrian, Bulgarian, Canadian, Dutch, English, Finnish, French, German, Greek, Irish, Italian, Mexican, Portuguese, Russian, Scottish, Scandinavian, Serbian, Slavic, Spanish, Swedish, and Welsh.”

1920s: Cottonwood was called the “Biggest Little Town in Arizona.” According to statistics compiled for the State Directory in the late teens, Cottonwood was represented by 64 businessmen who operated seven pool halls, five dry-goods stores, four general mercantile stores, three restaurants, two garages, two blacksmiths, two hotels, two shoe shops, a barbershop, a movie picture theater, an amusement hall, a drugstore, a bakery, a confectionery, a lumber yard, a butcher shop, a furniture store, a service station, an ice plant, a jewelry shop, a cleaning shop, a root beer stand, a novelty store and an ice cream parlor. There was not another town in the U.S. that could boast of so many businesses for a population of about 1,000.

1920: The UV&P became obsolete after Santa Fe completed standard rail gauge service from Drake to the new smelter at Clarkdale. The last UV&P train departed Jerome in May, 1920. All the rail and rolling stock were sold. The Verde Valley scenic rail tour service uses the standard gauge Santa Fe line that ran south out of Ash Fork to Drake and then on to Clarkdale. It follows the middle Verde River past its confluence with Sycamore Creek down to Tuzigoot and the terminal depot at Clarkdale.

November 23, 1926: The dipper of the Marion 300 steam shovel struck part of a tunnel blast which had failed to fire. The explosion was instantaneous, and the shovel was transformed into a useless, mangled piece of steel. Large, heavy pieces of the machine were blown as far as a half-mile away.

1966: Prescott Valley was founded. It was incorporated in 1978 with a population of 1,520.

1973: Arizona State Parks acquired Dead Horse Ranch from the Ireys family. The story of the park's name begins with the Ireys family, who came to Arizona from Minnesota looking for a ranch to buy in the late 1940s. At one ranch they discovered a large dead horse lying by the road. After two days of viewing ranches, Dad Ireys asked the kids which ranch they liked the best. The kids said, "The one with the dead horse!" The Ireys chose the name "Dead Horse Ranch" and made retaining the name a condition of sale.

1986: Arizona State Parks began a process of property acquisition known as the Verde River Greenway. The plan calls for public ownership of the Verde River floodplain from the Tuzigoot Bridge to the Bridgeport Bridge (SR 89A). The acquisition is on-going.

ca. 2000: The people of the Yavapai Apache nation have begun an effort to consolidate the identity of their traditionally distinct cultures into a common cultural identity, and to reassert their presence on the lands of the Verde Valley. They have explored fundamental cultural understandings and traditions of their peoples, looking for common ground. One of the primary events used to forge the new consciousness is an annual ceremony held every February, which recalls the 1875 forced removal to San Carlos and the 1900 return to the Verde Valley. They have also determined to reacquire as much of their original tribal lands as resources will permit. To that end they have invested in new gaming and entertainment facilities at Camp Verde, and have begun surface mining of limestone and gravel from tribal owned property. Tribal resources have already been used to acquire land for tribal housing in the Clarkdale area.

May 2004: The Cornville Community Association established a History Committee to explore possibilities in support of bringing back an old post office (ca. 1910), which still exists in the Camp Verde area. Initial steps are being taken to gather historical artifacts, documents, photos and memories and to establish a Cornville Historical Society.

Current: The way of life of senior citizens who relocate to the Southwest after they retire from jobs held in the Midwest or the East Coast appears to be becoming a distinctive one. And in the unincorporated "Verde Villages" subdivisions near adjoining and partially in Cottonwood, the number of people of similar circumstance has become quite significant. Will this critical mass of people develop institutions separate and apart from the social and cultural matrix of the greater community? Or have they become insular and marginally involved?

Current: Water access and use issues for the region appear to be reaching a critical stage. Without a careful assessment of ways to accommodate growing water needs, the situation could demand a significant change in social behaviors and/or produce struggle and conflict.

PUBLIC INVOLVEMENT INFORMATION

PETITIONS AND LETTERS OF SUPPORT

FUNDING SOURCES

NATIONAL SCENIC BYWAYS PROGRAM

SIGN CONTROL ORDINANCES

