RED ROCK SCENIC ROAD CORRIDOR MANAGEMENT PLAN

(SR 179, MP 302.5 to 310.0)

Sponsored by:

U.S. Department of Transportation
Federal Highway Administration

ADOT

MARCH 4, 2005

Red Rock Scenic Road Corridor Management Plan

(SR 179, MP 302.5 to 310.0)

March 4, 2005

Sponsored by:

U.S. Department of Transportation
Federal Highway Administration

ADOT

Prepared by:

DMJM HARRIS
AN AECOM COMPANY

In Association with:

KDA

TABLE OF CONTENTS

LIST OF FIGURES

LIST OF TABLES

LIST OF ABBREVIATIONS

ADOT	Arizona Department of Transportation
BPCP	Big Park Community Plan
BPRCC	Big Park Regional Coordinating Council
CMP	Corridor Management Plan
CNF	Coconino National Forest
COG	Council of Governments
DAP	Design Advisory Panel
EB	Eastbound
FEA	Final Environmental Assessment
FHWA	Federal Highway Administration
I	Interstate
ISTEA	Intermodal Surface Transportation Efficiency Act
JPA	Joint Project Agreement
KSB	Keep Sedona Beautiful, Inc.
LTAF	Local Transportation Assistance Fund
MP	Milepost
MPH	Miles per Hour
MPO	Metropolitan Planning Organization
MUTCD	Manual on Uniform Traffic Control Devices
N	North
NB	Northbound
NBIP	Needs Based Implementation Plan
NRHP	National Register of Historic Places
NSA	National Scenic Area
PHSRAC	Parkways, Historic and Scenic Roads Advisory Committee
RPTA	Regional Public Transportation Authority
S	South
SB	Southbound
SR	State Route
TE	Transportation Enhancements
TEA-21	Transportation Equity Act for the 21st Century
US or U.S.	United States

1.0 INTRODUCTION

1.1 Definition of Corridor Management Planning

Initiated by the Federal Scenic Byways Program, corridor management planning is the process in which a community develops a plan to manage a state-designated scenic road and make it eligible for federal designation as a National Scenic Byway. The Corridor Management Plan (CMP) is the resulting document that describes the route's existing conditions, presents the intrinsic qualities that draw residents and visitors to the corridor, and enumerates strategies to preserve and enhance these qualities.

1.2 State and Federal Scenic Road Programs

1.2.1 State

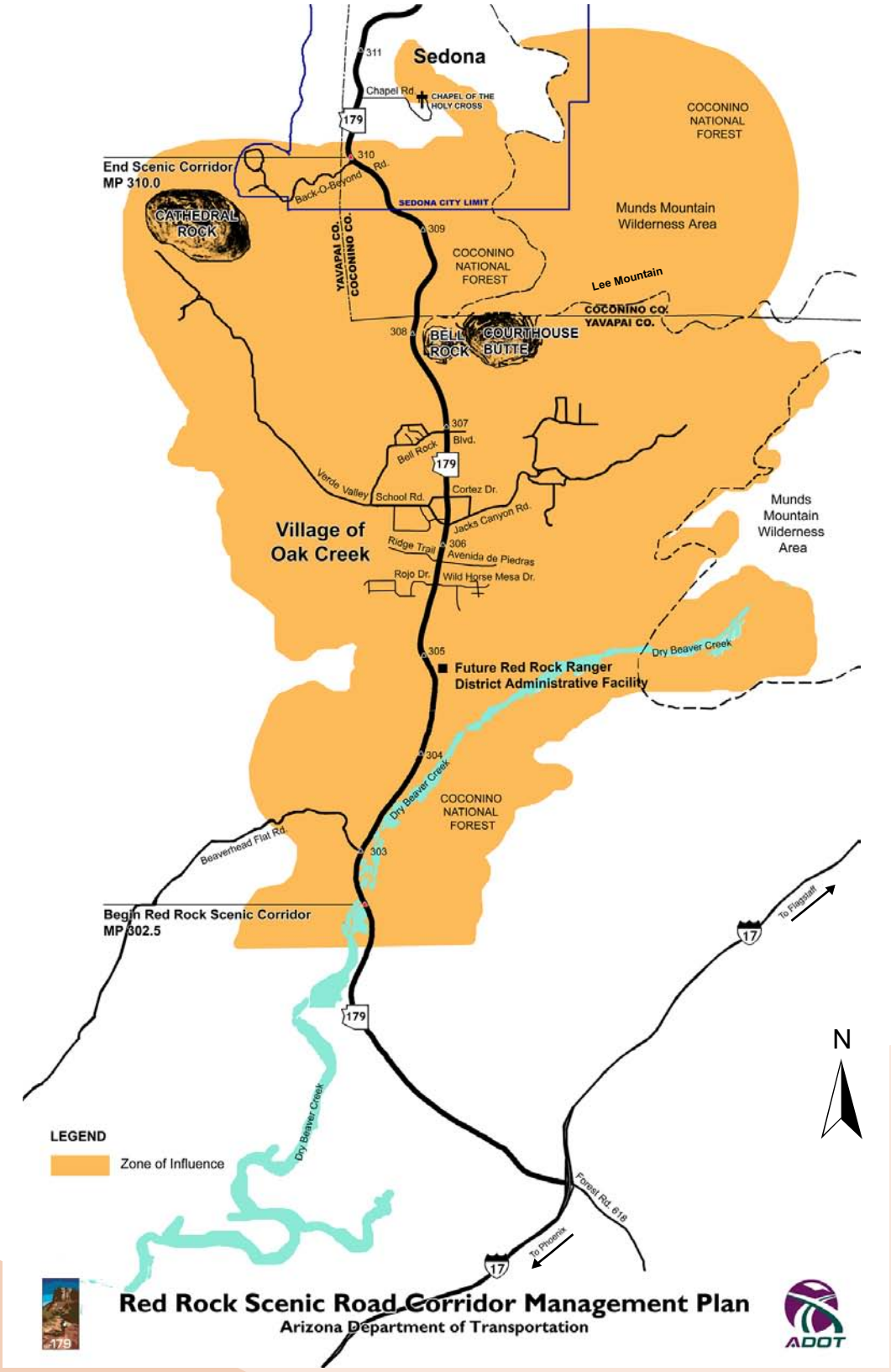
The varied scenery and dramatic vistas along Arizona's highways inspired the development of one of the first scenic road programs in the United States. In the mid-1960s, the State Highway Commission (precursor to today's State Transportation Board) established Pinal Pioneer Parkway and Joshua Forest Parkway on portions of US 60 and US 93 as scenic roads. Legislation passed in 1976 gave the State Parks Board administrative authority to designate scenic roads. Six years later, Arizona Revised Statutes 41-512 through 41-518 authorized a Parkways, Historic and Scenic Roads Advisory Committee (PHSRAC) to develop criteria and provide recommendations for designation of scenic roads to the Transportation Board. Designation may apply to city, county, Indian, state or federal routes.

The PHSRAC sought to identify those Arizona roads whose unique scenic or historic resources were most at risk. Since its inception, the PHSRAC has established 15 scenic roads, 3 historic roads and 3 parkways. The 7.5-mile Red Rock Scenic Road, from Milepost (MP) 302.5 to MP 310.0, was the fourth scenic road designated by the PHSRAC, and the second (after the Sedona-Oak Creek Scenic Road on SR 89A) in the Sedona area. Figure 1-1 illustrates the corridor and its principal features.

1.2.2 Federal

The National Scenic Byways Program was established by the Intermodal Surface Transportation Efficiency Act (ISTEA) in 1991 and continued under the Transportation Equity Act for the 21st Century (TEA-21), which in 1998 authorized $148 million for technical assistance and grants to states to develop byway programs and related projects. The Scenic Byways Program recognizes and protects roads that have outstanding intrinsic qualities. As of June 2002 there were 20 All-American Roads and 75 National Scenic Byways, including one Scenic Byway in Arizona—SR 67, the Kaibab Plateau-North Rim Parkway. The vision of the program is to create a distinctive collection of American roads, their stories and treasured

Figure 1-1: Red Rock Scenic Corridor Map



places. These specially-designated roadways are eligible for the National Scenic Byways Grants Program administered by the Federal Highway Administration (FHWA). Nominations for National Scenic Byways and All-American Roads are typically accepted every two years.

The FHWA website, http://www.bywayson-line.org, characterizes the benefits of National Scenic Byway designation as the "four Ps": promotion, preservation, partnerships and pride. *Promotion* of the America's Byways™ brand and logo, much of which occurs through the FHWA website, increases visitor recognition and encourages travelers to include byways in their trip plans. It can thereby support local and regional marketing efforts in areas dependent on the tourist trade. *Preservation* of the byway is essential to its integrity and sustainability, and federal grants may be available to help preserve intrinsic qualities of the road. *Partnerships* are needed to begin and sustain a byway, with national designation offering the opportunity to expand partnerships (and therefore potential resources) beyond local or state boundaries. For example, the America's Byways Resource Center provides technical assistance and education to designated National Scenic Byways. *Pride* in a National Scenic Byway or All-American Road designation can yield benefits for both the roadway and the community it serves.

1.3 CMP Elements

The CMP provides a comprehensive understanding of the scenic route, and of plans to preserve and enhance it. The FHWA lists 14 components that are required in any CMP submitted for designation as a National Scenic Byway, and recommended even if the applicant does not seek national designation. These elements are:

1. A map identifying the corridor boundary, location of intrinsic qualities and land uses in the corridor. The six intrinsic qualities are: archaeological, cultural, historic, natural, recreational and scenic. *To be designated as a National Scenic Byway, a road must possess at least one of these qualities to a significant degree. The characteristics associated with the intrinsic qualities are those that are distinct and most representative of the region. The significance of the features contributing to the distinctive characteristics of the intrinsic qualities must be recognized throughout the multi-state region.*
2. An assessment of the intrinsic qualities and their context; i.e., the area surrounding them.
3. A strategy for maintaining and enhancing each intrinsic quality.
4. The agencies, groups and individuals in the team that will carry out the plan, including a list of their specific, individual responsibilities. Also, a schedule and process for monitoring how well these responsibilities are being met.
5. A strategy of how existing development might be enhanced and new development accommodated to preserve the intrinsic qualities of the byway.

6. A plan for continuing public participation.
7. A general review of the road's safety record to locate hazards and poor design, and identify possible corrections.
8. A plan to accommodate commercial traffic while ensuring the safety of sightseers in smaller vehicles, as well as bicycles, joggers and pedestrians.
9. A listing and discussion of efforts to minimize anomalous intrusions on visitors' experience of the byway.
10. Documentation of compliance with all existing local, state and federal laws controlling outdoor advertising.
11. A plan to make sure that the number and placement of highway signs will not interfere with the scenery, but will be sufficient to help tourists find their way. This includes, where appropriate, signs for foreign tourists who may not speak English fluently.
12. Plans for how the byway will be marketed and publicized.
13. Any proposals for modifying the roadway, including how proposed changes may affect the byway's intrinsic qualities.
14. A description of what will be done to explain and interpret the byway's resources to visitors.

2.0 CORRIDOR OVERVIEW

2.1 History

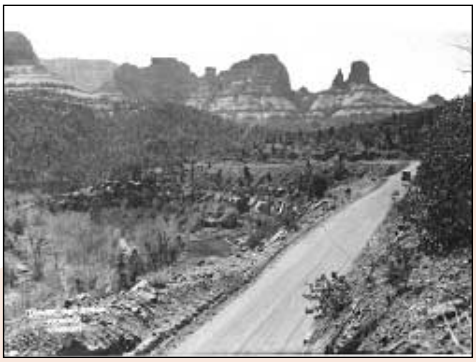
The Oak Creek-Sedona area has been occupied for millennia. Evidence from excavations in the Verde Valley indicates that an Archaic period people inhabited this land as much as 4,000 years ago. These peoples were probably nomadic hunters and gatherers, who apparently had no knowledge of pottery or agriculture. Lithic scatters, pit houses and various tools are the most common and numerous archaeological sites in the area and occur mostly along washes.

Prehistoric Indian ruins
(Source: Sedona's Best website)

Around AD 700, the Hohokam (Pima for "people who have vanished") entered the region from the south and settled along the Verde River and its tributaries. The Hohokam were a farming people who irrigated their crops. They farmed the river floodplains for maize, beans, squash and cotton. They lived in clusters of pit houses dug partially into the earth and roofed with brush.

James Homestead on Oak Creek 1879
(Source: City of Sedona website)

During this same period, the Sinagua (Spanish for "without water") settled in the upper Verde and began a conversion to agriculture. They prospered with the aid of a rich, water-holding soil deposited by the eruption of Sunset Crater around AD 1065. Their influence began to predominate as the Hohokam people vanished. Sinagua sites consist of pit houses and pueblos. Their earliest villages are found along the lower flanks of the Mogollon Rim, while their later pueblos occur along streams and the nearby Verde River. Some late cliff



Highway 1930s
(Source: City of Sedona Website)

dwellings also occur away from permanent watercourses. Evidence of prehistoric fields and farming structures can be identified atop mesas. By AD 1425, for reasons not entirely clear, the Sinagua abandoned their settlements and disappeared. They were succeeded by the hunting and gathering Yavapai and Apache tribes, who populated the area until the 1800s.

Thompson clan 1913
(Source: Sedona's Best website)

In the late 1800s, soldiers from Fort Verde rode to this remote area to fish and relax. John Jim Thompson established the first recorded white settlement in Oak Creek Canyon in 1876. Four years later, at the confluence of the West Fork and main channel of Oak Creek, C.J. "Bear" Howard built his cabin, which was eventually enlarged and converted to become Mayhew's Lodge. Other settlers began arriving in the 1880s, establishing farms and ranches along the creek. The former site of Beaverhead Station, a stop along the stage route from Prescott to Santa Fe, lies near SR 179 between Mileposts 301 and 302, just south of the scenic corridor limits. A wooden sign west of the highway identifies the site as "Stage Stop Coconino National Forest" but provides no other information.

Bear Howard 1900
(Source: Sedona's Best website)

T.C. Schnebly moved into the area from Missouri in 1902 and established a post office, which he named for his wife Sedona. SR 179, the modern connection from Sedona to I-17 (then known as SR 79), was completed in December 1961. The State Transportation Board designated SR 179 from MP 302.5 to MP 310.0 as the Red Rock Scenic Road on February 20, 1987. Sedona was incorporated as a city in 1988, straddling the Coconino/Yavapai county line.

Schneblys 1897
(Source: Sedona's Best website)

The settling and development of Big Park (today's Village of Oak Creek) started as a series of homesteads and small ranches in the late 1920s and early 1930s. Most of the present-day community was open rangeland as late as the 1960s and provided the backdrop for movie Westerns. The Village was created and planned as a 920-acre residential-recreational resort community in 1967. It has experienced vigorous growth, including extensive commercial development, since the 1970s. The population nearly doubled from approximately 2,700 in 1988 to 5,200 in 2000.

Current SR 179 corridor

2.2 Jurisdictional Responsibility

The Red Rock Scenic Road lies within the Coconino National Forest (CNF), administered by the Forest Service of the U.S. Department of Agriculture, except for the segment from approximately MP 305.55 to 307.1. This segment traverses the unincorporated Village of Oak Creek in Yavapai County. The northernmost 0.7 miles, from MP 309.3 to 310.0, is in the National Forest but also within the Sedona corporate limits. The public streets that intersect SR 179 in the Village of Oak Creek are operated and maintained by Yavapai County. SR 179 crosses the Yavapai/Coconino county line at MP 308.19.

2.3 Roadway Character

According to the 1998 *Arizona State Highway System Log*, SR 179 in the scenic corridor is predominantly a two-lane, undivided roadway with asphaltic concrete pavement, 12-foot travel lanes and shoulder widths ranging from 5 feet south of the Village of Oak Creek to 1 foot north of the Village. The width of the traveled surface is 24 feet, except in the Village of Oak Creek where the roadway flares out to a width of up to 60 feet to provide turn lanes at intersections. Commercial areas of the Village also have a left turn lane at some locations between intersections to provide access to businesses along the highway. Because of horizontal or vertical curvature that makes passing maneuvers hazardous, the majority of the roadway outside the Village is striped for "No Passing" northbound and southbound.

SR 179 is functionally classified as a rural minor arterial south of the Yavapai/Coconino county line and as an urban principal arterial north of that point. These high functional classifications reflect the fact that the highway is much more than a scenic road: it also serves as a key regional link for general and commercial traffic between Sedona, the Village of Oak Creek, the Verde Valley and the rest of the state, including both Phoenix and Flagstaff.

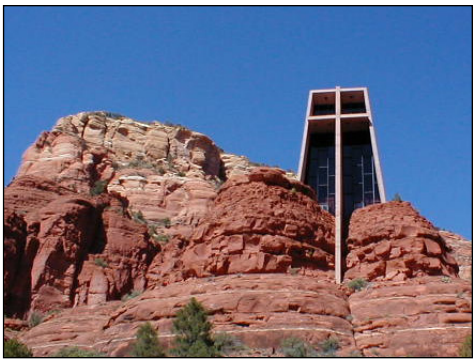
2.4 Zone of Influence

The zone of influence of the Red Rock Scenic Road, as defined in the November 1986 *Scenic Road Application Report,* is illustrated in Figure 1-1. The boundaries shown on the map indicate the lateral limits (viewshed) of one's view from the highway. The area within these boundaries is the zone containing the natural resources that provide the scenic quality as viewed from the highway. This is the area that should be protected from damage or encroachment. The SR 179 viewshed ranges from approximately 1,000 feet to over three miles. Vegetation and landforms restrict views in some areas. The zone of influence was originally determined by on-site evaluations, field mapping, aerial photo studies, and evaluation of the visual quality objectives of the Coconino National Forest.

Current SR 179 corridor

2.5 Man-Made Features

The Village of Oak Creek (Big Park) presents areas of residential, commercial and recreational use for a distance of nearly 1.5 miles along the SR 179 corridor. Major utility lines and structures are also



Chapel of the Holy Cross

visible in this area. One of the most encroaching elements throughout the corridor is the service roads and pullout areas on the highway edge. The pullouts are used by motorists wishing to stop and photograph the surrounding landscape. The northern end of the scenic segment (near MP 310) features numerous residential structures situated at prominent locations, including high on the mountainsides. The Chapel of the Holy Cross is a dominant feature located high in the red rock cliffs. Other man-made elements include the bridge over Dry Beaver Creek, several culvert structures and numerous road cuts of various sizes. Signage is discussed in Section 2.9.

2.6 Existing and Planned Land Use

2.6.1 Village of Oak Creek

SR 179 serves as the main thoroughfare of the Village of Oak Creek, with most of the Village's hotels, restaurants, retail and other commercial establishments located along or just off the highway. Development is governed by county zoning regulations that have allowed various degrees of development to mix along the highway. Existing

land uses within the Village of Oak Creek are illustrated in Figure 2-1, *Existing Land Use and Residential Character*, and Figure 2-2, *Existing Land Use and Commercial Character*.

According to the 1998 *Big Park Community Plan*, the planned land uses adjacent to existing SR 179, from south to north, are: Low Density Single-Family Residential, Single-Family Residential and Mobile Home, Planned Area Development, Commercial, and Low Density Single-Family Residential. There are also smaller parcels earmarked for High Density Multi-Family Residential use. Recent land use data from Yavapai County indicates that the adjacent land is approximately 60 to 70 percent developed at this time, so many of these residential and commercial uses are already in place. The potential for future development is high, especially in the southern part of the Village. Figure 2-3, *Corridor Community Planning*, depicts planned uses in the Village of Oak Creek.

2.6.2 Coconino National Forest

The planned uses for the Forest segment of the corridor do not differ from the current uses, which are predominantly oriented toward recreational and scenic values. The National Forest encompasses the entire Red Rock Scenic Road except in the Village of Oak Creek.

2.6.3 City of Sedona

Although the 0.7-mile segment of SR 179 at the north end of the corridor (MP 309.3 to 310.0) has been annexed by the City of Sedona, this area remains under Coconino National Forest management. The Sedona Community Plan indicates that it will remain open space within the Coconino National Forest.

2.7 Socioeconomic Growth

The greater Sedona/Red Rock area has consistently experienced rapid growth, and as Table 2.1 shows, this is expected to continue over the next two decades. According to the Arizona Department of Economic Security, the population of Arizona is projected to grow by 42 percent from 2003 to 2025. The 22-year growth rate is expected to be even higher in Sedona and the Village of Oak Creek, at 44 percent in both communities.

Table 2.1: Sedona/Village of Oak Creek Population Projections

PLACE	POPULATION		
	2003 Total*	2025 Total*	Percent Growth, 2003-2025
Arizona (state)	5,629,900	7,993,000	42%
Sedona (city)	10,700	15,400	44%
Village of Oak Creek	6,100	8,800	44%
Sedona/Oak Creek total	16,800	24,200	44%

*Rounded to nearest hundred

Sources: Arizona Department of Economic Security, 1997 projections (for statewide data); Lima & Associates, 2003-04 Verde Valley Multi-Modal Transportation Study Update (for Sedona and Village of Oak Creek)

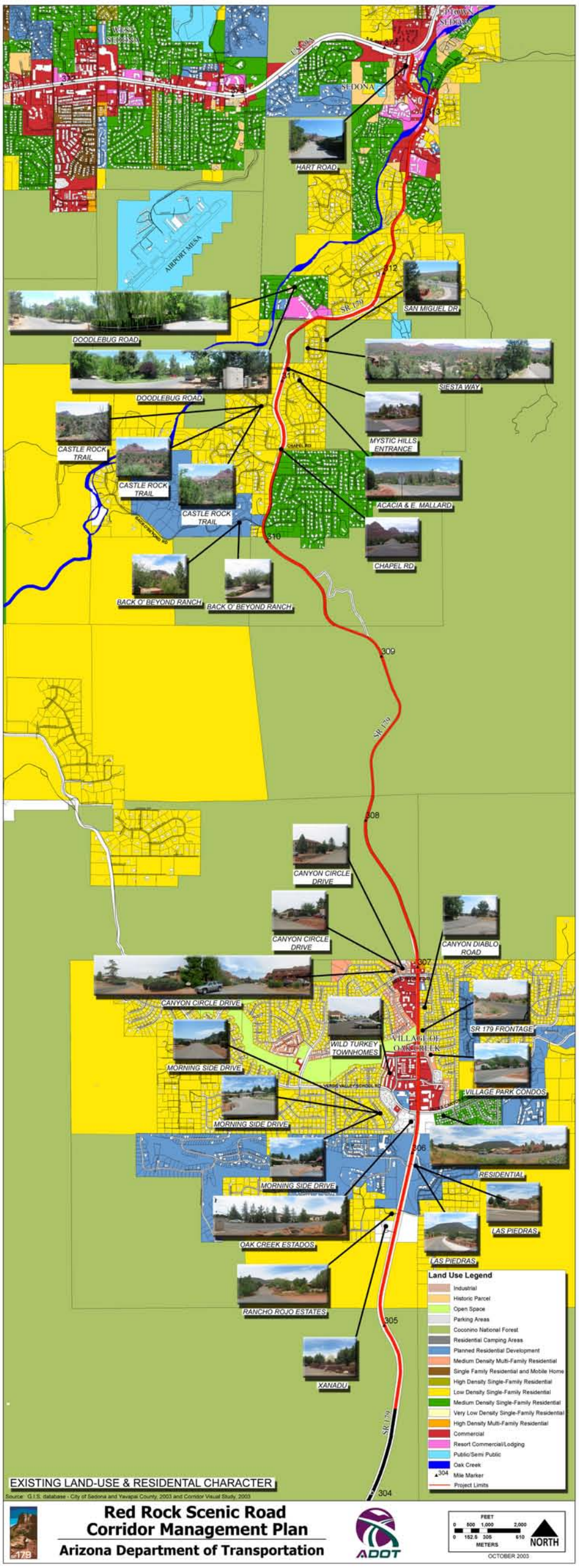


Figure 2-1: Existing Land Use and Residential Character

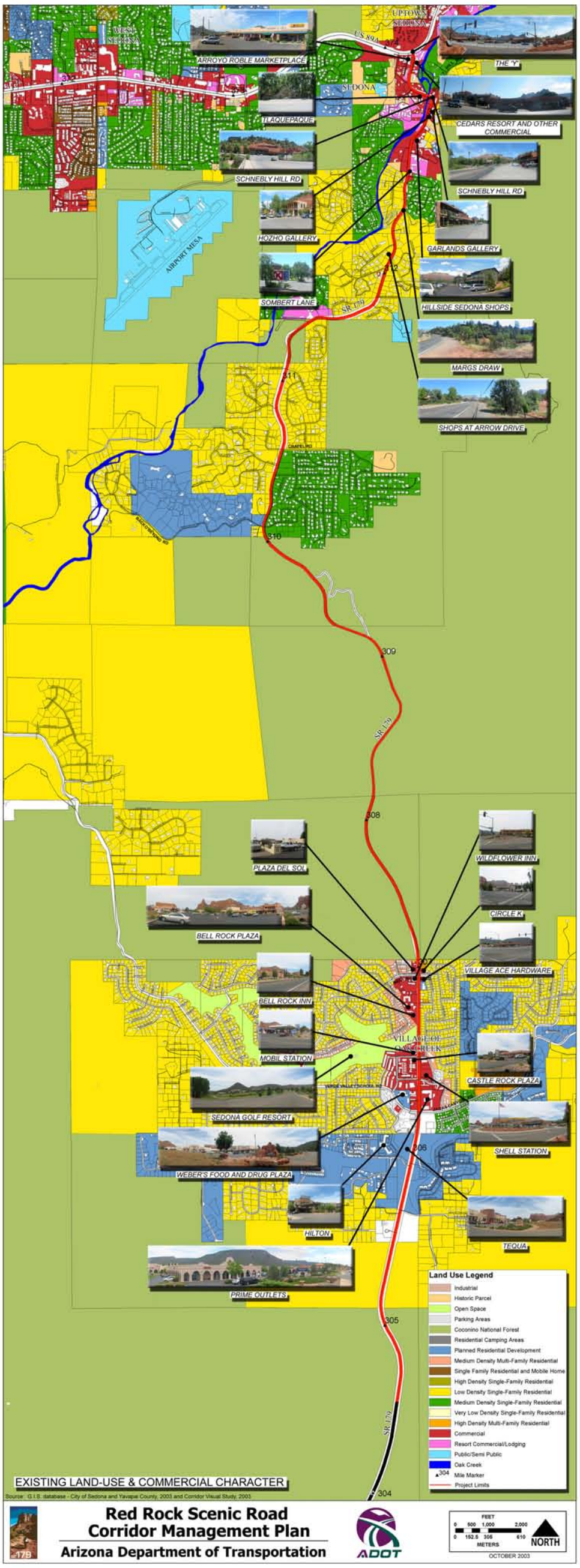


Figure 2-2: Existing Land Use and Commercial Character

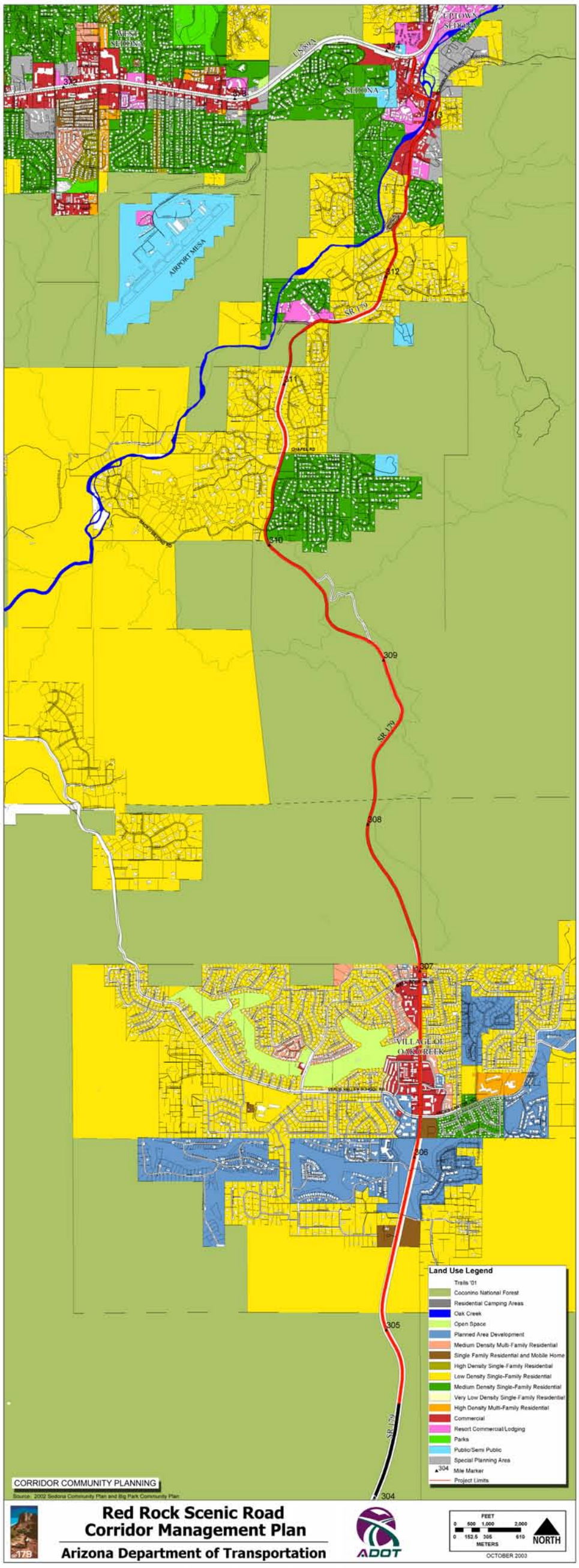


Figure 2-3: Corridor Community Planning

SR 179 serves as a gateway for visitors to nearby recreational and scenic attractions, and for guests of the world-class resorts around Sedona and Oak Creek Canyon. The steadily increasing population has stimulated residential and supportive commercial development, but tourism is the main driver of the entire area's economy, with recent estimates of annual visitation in the 3 million to 4 million range. According to the *State Route 179 Scenic Road Application Report*, services and trade account for more than 70 percent of employment, with proprietor-owned and –operated businesses predominating. The *Big Park Community Plan* states that the Village of Oak Creek experienced a thirteen-fold increase in tourist accommodation units just from 1988 to 1998. The tourism that supports the local economy would not exist without the corridor's unique scenic, natural and recreational qualities.

2.8 2003 Traffic Volumes

Automated, directional traffic counts on SR 179 were conducted monthly from August through December, 2003, north of Castle Rock Road in the Village of Oak Creek. Over the five-month period, average daily two-way traffic was highest on Saturday (15,400 vehicles), lowest on Sunday (13,000), and intermediate on weekdays (14,500).

2.9 Signage

Numerous traffic control and informational signs are posted along the Red Rock Scenic Road. These include regulatory signs, such as speed limits, exclusive turn lane signage, and "no parking" signs. Examples of warning signs are advance warning of roadway curvature and geometry, chevrons at locations where sharper horizontal curves exist, crossroad intersections, traffic signals, merging lanes, pedestrian crossings, and crossings for deer and other animals.

The posted speed limit varies from 55 MPH at the south end to 40 MPH in the National Forest north of the Village of Oak Creek, as Table 2.2 shows. The speed limit is lowest (35 MPH) in the Village.

The segment of SR 179 that runs through Coconino National Forest has many recreational and informational signs. These include camping and hiking locations, trailheads, visitor information and "no parking." General information signs include Sedona City Limits, Village of Oak Creek boundaries, the Coconino/Yavapai county line, tourist information for the Village of Oak Creek (food, fuel and lodging), truck restrictions, and guide signs to emergency services and I-17.

Two jurisdictions, ADOT and CNF, post signs along the Red Rock Scenic Road.

Table 2.2: Existing Speed Limits on Red Rock Scenic Road

FROM MILEPOST	TO MILEPOST	POSTED SPEED LIMIT (MPH)
302.50	305.57	55
305.57	307.11	35
307.11	310.00	40

Source: ADOT records and field reconnaissance

ADOT has installed regulatory, warning, traffic control and informational signs, which follow statewide ADOT standards conforming to the Manual on Uniform Traffic Control Devices (MUTCD). These include six "Red Rock Scenic Road" signs that bear the standard Arizona scenic road logo with a saguaro, mountains, pine trees and Spanish mission. One sign is posted northbound at the south end of the corridor (MP 302.5) and another southbound at the north end (MP 310.0), to advise travelers that they are entering the scenic segment. An additional sign is posted in each direction at the south end of the Village of Oak Creek, between MP 305 and 306. These signs serve as a reminder that the traveler is still within the scenic corridor despite the urban development lining the highway in this area. The fifth and sixth signs mark the end of the official scenic road in each direction.

Within the Village of Oak Creek, ADOT has posted 17 regulatory and warning signs, or roughly 11 per mile. In the National Forest to the north, however, there are only 10 such signs, or between 3 and 4 per mile. Evidently ADOT has attempted to minimize signage along the pristine rural portion of the Red Rock Scenic Road.

The Coconino National Forest has posted several signs along the roadway, using the standard Forest Service white-on-brown rustic design scheme. These include notices that a "Red Rock Pass [is] Required for Parking in the National Forest" and identification of the two Bell Rock Pathway trailheads. ADOT and the National Forest share signposts for the South Gateway

Coconino National Forest signage

Coconino National Forest signage

Visitor Center at Tequa Plaza. The CNF appears to have kept its signage to a minimum, to avoid interfering with the visual experience of roadway users.

2.10 Traffic Safety and Crash Record

Data on traffic crashes (accidents) that occurred on the 7.5-mile Red Rock Scenic Road from May 1, 1998 through April 30, 2003 were provided by the ADOT Traffic Records Unit. During this five-year period, 255 crashes were reported in the corridor. As Table 2.3 indicates, 96 of these, or approximately 38 percent, occurred on the

1.5-mile segment through the urbanized Village of Oak Creek. The remaining 62 percent occurred along the 6 miles in the National Forest. The larger number of accidents per mile of roadway in the Village reflects the many conflict points and opportunities for side friction in a built-up urban area with numerous cross streets and driveways.

Roughly one-third of the crashes were single-vehicle incidents (e.g., rollovers, collisions with animals or fixed objects, and one pedestrian struck by a vehicle) and the remaining two-thirds involved more than one vehicle. The two types occurred with approximately equal frequency in the National Forest, but multi-vehicle collisions predominated in the Village. Approximately 35 percent of single vehicle crashes and 31 percent of multi-vehicle crashes were reported as known or possible injury accidents. Eleven incidents, or four percent of the total, caused at least one fatal or incapacitating injury.

Although there were slightly more multi-vehicle than single-vehicle crashes in the National Forest, four of the five incapacitating injury accidents there involved just one vehicle. A possible reason for this is that single-vehicle crashes often occur when the driver loses control of the vehicle, which usually happens at high speeds. Both of the fatal accidents were angle collisions in the Village of Oak Creek.

2.11 Walkways and Bicycle Facilities

Some short segments of sidewalk have been built as a result of commercial development on the east side of SR 179, north and south of Jacks Canyon Road in the Village of Oak Creek. The sidewalks that do exist are generally four feet wide and adjacent to the curb. Pedestrians have been observed walking behind the painted lines along the roadway edge at locations in the Village of Oak Creek where no sidewalks exist. There are walks leading into

Table 2.3: Crash Summary, May 1, 1998 to April 30, 2003

Crash Type	Crash Severity	Number of Crashes by Segment		
		Coconino National Forest (MP 302.5-305.54 and 307.03 to 310.0)	Village of Oak Creek (MP 305.55-307.02)	Total
Single Vehicle	Fatal or Incapacitating Injury	4	0	4
	Other Known or Possible Injury	24	1	25
	Non-Injury	49	5	54
Multiple Vehicle	Fatal or Incapacitating Injury	1	6*	7
	Other Known or Possible Injury	27	19	46
	Non-Injury	54	65	119
Total		159	96	255

*Includes two fatal accidents.
Source: ADOT Traffic Records Unit, 2003-04

resorts from the SR 179 intersection with Ridge Trail and Avenida de Piedras in the Village. These walks are of colored concrete, meandering, and five feet in width. (For information on trails, including Bell Rock Pathway in the Coconino National Forest, see the discussion of the recreational intrinsic quality in Chapter 4.)

Bicycles on SR 179 share the road with motor vehicles. No designated bicycle facilities exist in the corridor. The ADOT Bicycle Suitability Map shows SR 179 as "less suitable" for bicycles, reflecting its narrow cross-section, relatively heavy traffic and steep grades, especially north of the Village of Oak Creek.

2.12 Road Crossings

Traffic signals exist along SR 179 at three intersections in the Village of Oak Creek: Ridge Trail/Avenida de Piedras, Jacks Canyon Road/Verde Valley School Road, and Bell Rock Boulevard. These intersections have pedestrian-actuated WALK signals and marked crosswalks. However, most approaches to the crosswalks are unpaved and do not meet the accessibility requirements of the Americans with Disabilities Act. As stipulated in the Preferred Planning Concept selected by the community in May 2004 (see Chapter 3), all three signals will be replaced with modern roundabouts, and an additional roundabout will be constructed at the SR 179/Cortez Drive intersection. As noted in Chapter 4 under "Trails," underpasses in the National Forest are associated with the Templeton and HT Trails.

2.13 Existing Transit Service

Existing public transportation in the scenic corridor is limited. A privately operated service known as Gator's Sedona Village Shuttle provides a combination of scheduled and demand-responsive service between the Village of Oak Creek and central Sedona, approximately seven miles to the north, between 9:00 AM and 6:30 PM daily. The fare for this unsubsidized service is $9.00 as of September 2004. Several companies shuttle air travelers between the Village of Oak Creek and Phoenix Sky Harbor International Airport.

2.14 Planned Transit Service

In June 2004, the Sedona Transit Project, conducted by Coconino County Transportation Services for the City of Sedona, completed a phased transit plan for the Sedona/Village of Oak Creek area that won approval from the Sedona City Council. Phase 1 of the transit system, which has secured funding for start-up in the second half of 2005, consists of circulator service in Sedona's main tourist district and a few daily commuter runs between Sedona and Cottonwood. Phase 2, however, would add scheduled daily service along the Red Rock Scenic Road from the Village of Oak Creek through the Sedona Gallery District to West Sedona. Northbound and southbound service would operate every 30 minutes for approximately 12 hours a day, at an estimated fare of $1.00 per ride.

The planned southern terminus of the Phase 2 route is Tequa Plaza in the Village of Oak Creek, although an extension to the

new Red Rock Ranger District administrative facility near MP 304.7 has been suggested. ADOT, the City of Sedona, Coconino County and Yavapai County have identified the following additional bus stops along SR 179 in the Village of Oak Creek:

- Southbound on the far side of Verde Valley School Road (approximately 200 feet south of the intersection)
- Northbound approximately 600 feet north of Jacks Canyon Road and 400 feet south of Cortez Drive
- Both northbound and southbound approximately 350 feet north of Navajo Trail and 550 feet south of Bell Rock Boulevard

Each on-road stop will include a bus bay (also called a bus pullout) to allow motor vehicles and bicycles to pass stopped buses. These bays will be designed to allow unimpeded passage by bicyclists.

Phase 2 of the Sedona Transit Plan also shows several proposed bus stops at scenic pullouts and trailheads in the Coconino National Forest. Implementation of these stops will require further cooperative work involving the City of Sedona (or its designated transit operator), Coconino National Forest and ADOT.

The implementation date of Phase 2 will depend on funding availability and the performance of Phase 1 service. The entire transit system will rely on public funding from sources such as the City of Sedona, the two counties and the federal Section 5311 small urban and rural transit program. In December 2004, Congress passed and the President signed an appropriations bill that earmarks $2.6 million in capital startup funds for the Sedona transit system.

Current scenic pullout

3.0 SR 179 CORRIDOR PROJECT

3.1 Needs Based Implementation Plan

ADOT began the SR 179 Needs Based Implementation Plan (NBIP) in the spring of 2003. Its purpose was to work with the community to plan improvements for design and construction of SR 179 from MP 304.5 to MP 313.44 (the junction with SR 89A in Sedona), in a context sensitive manner. The NBIP corridor includes all but the southernmost two miles (MP 302.5 to MP 304.5) of the Red Rock Scenic Road, and extends nearly 3.5 miles beyond it to the north. It was studied in four segments with logical endpoints based on topography and land use. Segments 1 and 2 lie within the Red Rock Scenic Corridor. The break between these segments occurs at MP 307.1 near the north edge of the Village of Oak Creek.

The NBIP process consisted of a collaborative effort in which a team of professionals worked closely with the community to develop plans for improvements that would best meet the community's needs. ADOT solicited input from the community using many methods, such as advisory panels, focus groups, workshops, a website and three multi-day planning charrettes, to name only a few. The NBIP method was a "Context Sensitive Solutions" approach that balanced safety, mobility, and the preservation of scenic, aesthetic, historic, environmental, and other values as expressed by the community. A key component of the approach was that citizens

SR 179 project newsletter

SR 179 project website

Charrette #1
Bike Banter

played an active role in the planning of the corridor. Community information and involvement will continue throughout design and construction.

To oversee the NBIP process and guide the project, an Executive Team was established to represent the major stakeholders: ADOT, the Big Park Regional Coordinating Council (BPRCC, on behalf of the Village of Oak Creek), Yavapai County, Coconino National Forest, FHWA, City of Sedona and Coconino County. The Executive Team simultaneously provided general oversight of the CMP. ADOT felt that efficiencies could be gained by combining the CMP and NBIP efforts. Community input and feedback obtained during the project's public outreach activities were used to inform the CMP. This also maximized opportunities to coordinate CMP recommendations with the physical roadway improvements currently under design in most of the scenic corridor.

3.2 Preferred Planning Concept and Segment Concept Design

In May 2004, after the third charrette for the SR 179 Corridor Project, the community recommended a preferred planning concept for each of the four segments. From June through November, this concept was refined in a process known as segment concept design, led by ADOT and its consultants with advice and support from a Design Advisory Panel (DAP) for each of the four segments. The four DAPs consisted of citizen volunteers representing a wide range of interests, organizations and

Design Advisory Panel meeting

viewpoints throughout the corridor. Each DAP met monthly in a facilitated session designed to elicit comment on a wide range of design elements and features. Immediately after each set of DAP meetings, the Executive Team met to discuss the recommendations and instruct the ADOT/consultant team regarding next steps in the conceptual design process.

The DAPs first assembled in late July 2004 for an orientation and introduction to the segment concept design process. Subsequent meetings focused on specific design topics:

August: Pedestrian and wildlife crossings, scenic pullouts, median breaks, access management

September: Lighting, pavement, medians, railings, transit facilities, walls and bridges

October: Landscaping, signage, construction issues including timing

November: Report back from ADOT/consultant team on input from DAPs, recommendations and next steps; two concluding prioritization exercises

Table 3.1 summarizes the preferred planning concept for the SR 179 segments (1 and 2) within the Red Rock Scenic Road corridor, as it emerged from segment concept design. These improvements are scheduled for construction from March 2006 to mid-2008. As no major projects are currently planned from MP 302.5 to 304.5, the table shows existing conditions for that portion of the scenic road. Figure 3-1 schematically illustrates key features of the preferred concept for Segments 3 and 4 (which are outside the Red Rock Scenic Corridor) as well as Segments 1 and 2.

3.3 Final Environmental Assessment

The Final Environmental Assessment (FEA) approved by FHWA in December 2002 remains the governing environmental document for the corridor from MP 304.5 north. Pursuant to provisions of the National Environmental Policy Act, the document contains mandatory mitigation measures that must be taken as part of any improvements to SR 179 within the FEA boundaries. Appendix A lists those measures that pertain to the Red Rock Scenic Road, relate to one or more intrinsic qualities, and address potentially long-lasting (beyond construction) impacts.

3.4 Enhancement of Intrinsic Qualities

In addition to providing a safer, more reliable and more enjoyable corridor for travelers, the SR 179 improvements to be constructed in the next four years will enhance the intrinsic qualities of the Red Rock Scenic Road. The *scenic* quality of the corridor will be improved by constructing new scenic pullouts screened from the roadway, bifurcation of the roadway in the National Forest to minimize the roadway footprint at any one location, landscaping (e.g., in the Village of Oak Creek), safety

Table 3.1: SR 179 Preferred Planning Concept, MP 304.5 to 310.0

Roadway Design Element	Existing Condition, MP 302.5-304.5	Preferred Concept by Roadway Segment		
		Coconino National Forest, MP 304.5 to Village of Oak Creek (Segment 1A)	*Village of Oak Creek (Segment 1B)*	*Coconino National Forest, Village of Oak Creek to MP 310.0 (Segment 2)*
Lanes	2	2		
Shoulders	5 feet	8 feet		
Pavement type	Asphaltic concrete	Black rubberized asphalt		
Edge of Pavement (EP)	Ditches	Curbs with underground storm drains/scuppers		
Median	None	4-foot raised	16-foot raised	Bifurcated (separated directional roadways)
Passing lanes	None			-- NB: 0.75 mile starting just north of Bell Rock Vista -- SB: 0.5 mile starting south of new Bell Rock bridge

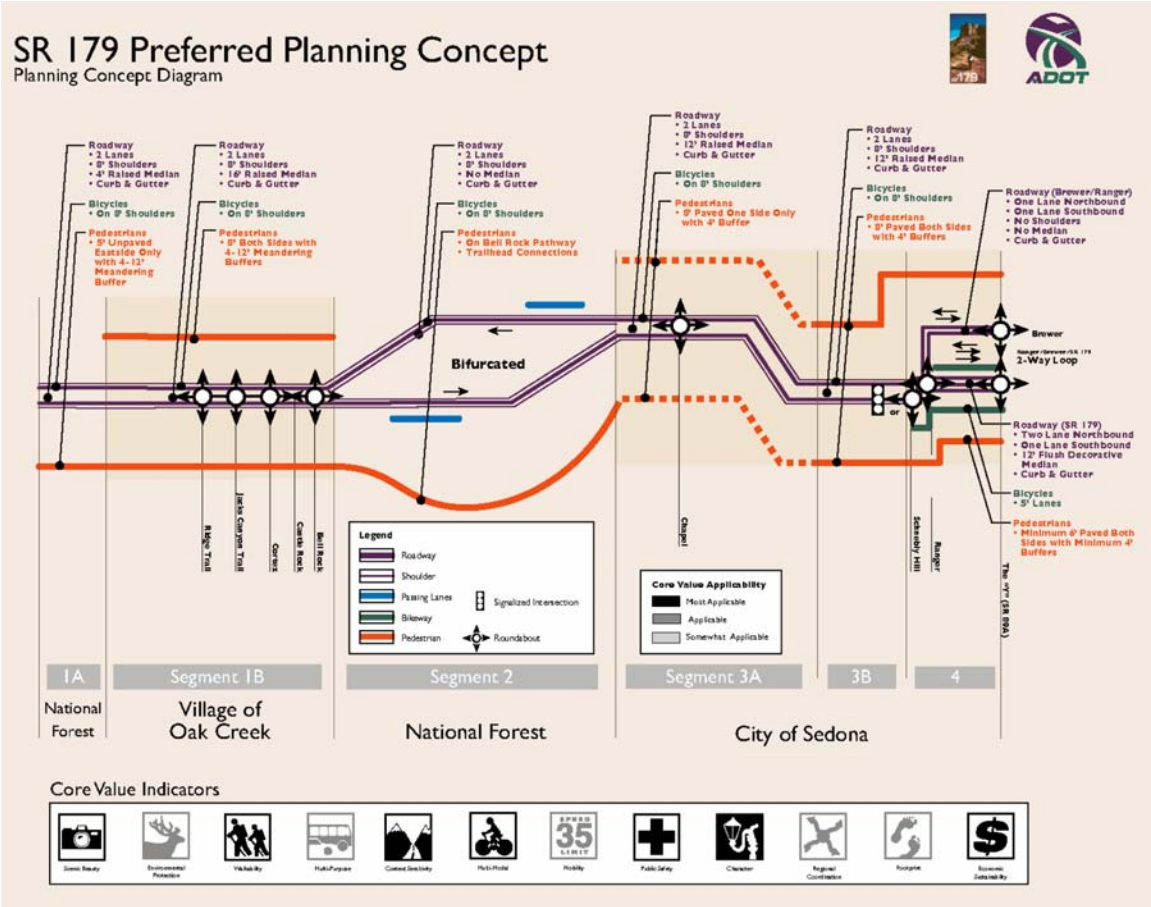
Table 3.1: (Continued)

Roadway Design Element	Existing Condition, MP 302.5-304.5	Preferred Concept by Roadway Segment		
		Coconino National Forest, MP 304.5 to Village of Oak Creek (Segment 1A)	*Village of Oak Creek (Segment 1B)*	*Coconino National Forest, Village of Oak Creek to MP 310.0 (Segment 2)*
Accommodates pedestrians	No special accommodation	5-foot unpaved, east side only	8-foot paved, both sides	Bell Rock Pathway with trailhead connections
Accommodates bicycles	5-foot shoulders	8-foot shoulders		
Landscape buffer between EP & pathway	None	4-12 foot meandering		Not applicable (existing Bell Rock Pathway)
Maximum total section width	34 feet	78 feet	96 feet	52 feet
Major intersection types	STOP on minor approach to Beaverhead Flat Rd intersection	No major intersections	Roundabouts: Ridge Trail, Jacks Canyon Rd, Cortez Dr, Bell Rock Blvd	No major intersections
Other marked pedestrian crossings	None		Castle Rock Rd (both sides), Navajo Trail (south side)	None
Pedestrian undercrossings	None			Templeton and HT Trails
Wildlife crossings (under roadway)	Several near south end of corridor	Between MP 305 and 306 (12-foot x 11-foot culvert)	None	Existing corridors: near MP 308.8, 309.2, 309.4
Left turn accommodation	Left turn bays NB and EB at Beaverhead Flat Rd intersection	Widen intersections	In median island	Widen intersections
Intersection realignment	None	None	Realign Wild Horse Mesa Dr/Rojo Dr to a single 90° intersection	None
Scenic pullout locations	None	MP 304.7 (at new Red Rock Ranger District administrative site tentatively scheduled to open in 2007)	None	Bell Rock Vista NB MP 308.3 NB MP 308.4 SB Little Horse
Potential future scenic pullout locations	None	None		MP 307.3 SB MP 309.1 NB MP 309.1 SB
Planned transit stops	None	None (but possible future extension to Red Rock Ranger District administrative site)	-Tequa Plaza* --Verde Valley School Rd SB --Between Jacks Canyon & Cortez NB --Between Navajo & Bell Rock NB, SB	To be established by transit operator and Coconinio National Forest
Posted speed limit	55 mph	45 mph	35 mph	

*Off-road in parking lot

Sources: *SR 179 Final Corridor-Wide Framework Report, SR 179 Corridor Study I-17 to US 89A*, SR 179 project team

Figure 3-1: SR 179 Preferred Planning Concept Diagram



improvements that allow motorists to view the scenery more safely enroute, pathways for pedestrians in and south of the Village, and shoulders that will facilitate greater scenic appreciation by cyclists. The *natural* environment will be preserved through careful plant salvage and revegetation of the National Forest following construction, and retention of existing wildlife corridors. *Recreational* opportunities will be enhanced by connecting the new scenic pullouts to trailheads, and by the new pedestrian and bicycle pathways from Bell Rock Vista near MP 307.1 to the planned Red Rock Ranger District administrative site near MP 304.7.

4.0 EVALUATION OF INTRINSIC QUALITIES

4.1 Definitions and Standards

The National Scenic Byways Program defines intrinsic qualities as "features that are considered representative, unique, irreplaceable, or distinctly characteristic of an area." The CMP describes the intrinsic qualities of the corridor, resources that contribute to these qualities, and how they are to be managed and interpreted. Table 4.1 presents the federal definitions of the six intrinsic qualities from FHWA's *Interim Policy for National Scenic Byways*, published in the *Federal Register* on May 18, 1995.

Table 4.1: Definitions of Intrinsic Qualities

INTRINSIC QUALITY	DEFINITION
Archaeological	Involves those characteristics of the scenic byway 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 archaeological interest, as identified through ruins, artifacts, structural remains, and other physical evidence have scientific significance that educate the viewer and stir an appreciation of the past.
Cultural	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	Encompasses legacies of the past that are distinctly associated with physical elements of the landscape, whether natural or man made, that are of such historic significance that they educate the viewer and stir an appreciation of the past. The historic elements reflect the actions of people and may include buildings, settlement patterns, and other examples of human activity. Historical features can be inventoried, mapped, and interpreted. They possess integrity of location, design, setting, material, workmanship, feeling, and association.
Natural	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	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.
Scenic	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 is in harmony and shares in the intrinsic qualities.

Source: FHWA National Scenic Byways Program, "2002 Nominations—Intrinsic Quality Summary"

ADOT has adopted a set of standards and guidelines for parkways, historic roads and scenic roads on the Arizona state highway system. They address the following issues:

- Vegetation Protection
- Access Permits
- Development
- Utilities
- Interpretive Sites and Scenic Pullouts
- Roadway Construction and Maintenance

While the guidelines reflect all six intrinsic qualities, they pertain especially to the scenic and natural attributes of the corridor. Appendix B presents them in full. The SR *179 Scenic Road Application Report* supplements these generic guidelines with the following recommendations for the Red Rock Scenic Road:

- For the health, safety and welfare of the traveling public, remove and rehabilitate unnecessary roadside pullouts.
- Locate, designate and construct appropriate roadside areas for the location of scenic pullouts that provide adequate safety standards and interpretive information.
- Provide highway signing to alert motorists of designated pullouts, scenic overlooks and historic sites. Rehabilitate the Bell Rock Vista Point and relocate Beaverhead Stage Station Historic Marker for easier access. (*The Forest Service notes that because this is a historic marker, its relocation may not be feasible; relocation of access may need to be considered instead.*)
- Enhance the appearance of existing buildings and obtrusive structures through selective screening with native vegetation.
- New construction and maintenance activities should be conducted in a manner that will maintain a natural roadside appearance. Construction scars should be mitigated by revegetation with indigenous vegetation.

4.2 Archaeological

This intrinsic quality consists of visual evidence of the unique customs, traditions, folklore or rituals of a no longer existing human group. During preparation of the SR 179 FEA, cultural resource surveys for prehistoric and historic sites were taken within the study corridor from MP 304.5 to SR 89A. Several artifact scatters were recorded. These sites were investigated further and found not to be eligible for the National Register of Historic Places. To protect the resources, their locations were *not* mapped.

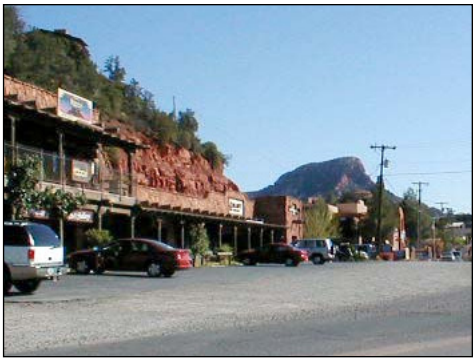
The FEA does not cover the southern two miles of the Red Rock Scenic Road, from MP 302.5 to 304.5. However, the "General Location of Cultural Resources" map in the 1992 *SR 179 Corridor Study* shows no prehistoric sites along this segment. Within approximately 25 miles, the well-preserved Sinagua ruins at two national monuments—Montezuma Castle (including Montezuma Well, a detached section) and Tuzigoot—are major tourist attractions that can easily be combined with the Red Rock Scenic Road in a day trip from Phoenix or Flagstaff.

Rock art is one of the legacies left behind by the Sinagua. Petroglyphs (stone on stone carvings) and pictographs (figures and symbols painted on sandstone walls) are found on rock panels throughout Red Rock Country. The meaning of the rock art is unknown, but several theories exist. The depictions could be clan signs, spiritual messages, calendars or hunting stories. Sites under the jurisdiction of Coconino National Forest and open to the public include Palatki and Honanki (northwest of Sedona) and V-V Cultural Site (south of the Red Rock Scenic Road, accessible via Forest Road 618 that extends south from the I-17/SR 179 interchange). Visitors to these sites need a Red Rock Pass and, in some cases, reservations.

Montezuma Castle

4.3 Cultural

The Red Rock Scenic Road is the principal gateway to Sedona, with its abundance of galleries, boutiques, restaurants and resorts. Lining both sides of SR 179 between Sombart Lane and SR 89A, the Gallery District offers many art galleries and upscale shops that constitute both a cultural and a recreational experience. The Sedona area also hosts many special events that draw thousands of visitors year-round. Table 4.2 lists only the highlights; it is not all-inclusive and schedules are subject to change.



Galleries along SR 179

New Age devotees have enhanced the appeal of Red Rock Country to many visitors through their interest in "vortexes" (or "vortices") that are said to generate great spiritual power and facilitate its harnessing. The following brief discussion, condensed from *What Is a Vortex?* by Dennis Andres,

Galleries along SR 179

Table 4.2: Annual Events in the Greater Sedona Area

MONTH	EVENT
March	Sedona International Film Festival and Workshop St. Patrick's Day Parade
April-May	Sedona Art and Sculpture Walk
May	Annual Fine Arts Festival Cinco de Mayo Folklorico Celebration Community Theater Productions Southwest Theater Productions
June	Sedona Chamber Music Festival Sedona Heritage Days
August	Annual Woodcarver's Exhibition
September	Village of Oak Creek Local Artisan Fair* Arizona Indian Living Treasures Exhibition Jazz on the Rocks Festival Fiesta del Tlaquepaque (arts, food)
October	Annual Arts Festival Village of Oak Creek Community Theater* (new event; through May)
November	Festival of Lights (late November-early January)
December	Annual Tree Lighting Holiday Model Train Exhibit* Red Rock Fantasy (designer holiday light competition)
Year-round	Sedona Arts Center (many artistic and cultural activities)

*Event held in the Village of Oak Creek near Red Rock Scenic Road

Sources: "Experience Sedona Recreation and Activity Map," Thorne Enterprises Publications; Tom Dongo, "Everything You Wanted to Know About Sedona in a Nutshell," 1998; SR 179 NBIP project team; community members

summarizes basic vortex information and guidance from a publication sold at local bookshops, the Uptown Sedona Visitor Center and elsewhere. It does not pretend to represent the full depth or range of beliefs that may exist about vortexes and their powers.

According to the author, the discovery of vortexes arises from the insight—among ancient peoples and modern environmentalists alike—that the planet Earth is a living organism. (This belief is sometimes referred to as the Gaia Hypothesis, although the book does not use the name.) A vortex is a place where the earth is exceptionally healthy, and where this health and vitality are manifested in spectacular natural beauty. This vitality, in turn, translates into increased natural energy that we can tap as an amplifier to effect positive changes in our physical, mental, emotional and spiritual state. But the meaning of a vortex is also profoundly individual, because each person is different. One's experience of vortexes will be reflected in one's total experience of Sedona and Red Rock Country.

Sedonans credit Page Bryant as the first to use the word "vortex" with this meaning in 1980. Vortexes (whether so called or not) are said to exist at several other places around the world, including Macchu Pichu (Peru), Mount Everest (Nepal) and Stonehenge (England), as well as near Egyptian and Mayan pyramids. Some say that Native American peoples who consider Red Rock Country sacred land may have incorporated the power of vortexes into myths about the area. According to Yavapai Indian mythology, Sedona's red

Vortexes in Red Rock Country

Macchu Pichu, Peru

Mount Everest, Nepal

Stonehenge, England

rocks are the bodies and blood of monsters. Skatakaamcha, a shaman and hero, slew the monsters, including a giant bird that lived on a mountaintop and attacked passers-by below. With the aid of a dove, a mouse and other small creatures, Skatakaamcha enticed the bird into carrying him to its nest, where he was able to kill it.

View from Airport Mesa

Because of the individuality of each visitor's perceptions and experiences, there is no single comprehensive list of vortexes. The most popular and widely recognized sites, however, are the so-called "Big Four": Airport Mesa, Bell Rock, Boynton Canyon and Cathedral Rock. Of these, Bell Rock adjoins the Red Rock Scenic Road and Cathedral Rock lies within the zone of influence. Both Bell Rock and Cathedral Rock are reached via SR 179.

Bell Rock

Other locations, such as the Chapel of the Holy Cross and the Schnebly Hill area, are also regarded as vortexes by many. According to the author, a vortex is wherever one senses the underlying energy. It's important to trust one's intuition and "find the place that feels right to you." For this reason, signs giving directions to or marking the exact location of a vortex would be pointless. The author suggests getting out of one's car, walking a bit, and then finding a pleasant place to rest and meditate. If the effects of the vortex are not immediately apparent, this may be because they are subtle and often make themselves felt as a generalized sense of peace and well-being. On the other hand, some people have reported healing and even (seemingly) miraculous experiences. The author con-

Chapel of the Holy Cross

Center for the New Age, Sedona

cludes the book with meditation techniques and exercises to help the reader tap vortex energy.

More generally, Sedona has become a center for many New Age beliefs and activities. The area has a large and growing "metaphysical community" that attracts seekers from throughout the world. Many of these visitors have chosen to settle in Sedona. The start of the New Age movement in Sedona is generally credited to Mary Lou Keller, a realtor who opened her home to New Age workshops and speakers in the 1960s. A "Harmonic Convergence," or convergence of certain energies and frequencies capable of changing the direction of thoughts and beliefs on earth, was said to have occurred on August 16 and 17, 1987. This event was also known as the Planetary Awakening. Thousands of New Agers gathered at sacred sites throughout the world, including Sedona where an estimated 5,000 participated. Numerous "holistic" healing practices and methods, such as reiki, tai chi, acupressure, Swedish massage, regression therapy, acupuncture, aromatherapy, herbals, jin shin jyutsu, johrei, trager, homeopathic and hypnotherapy have become established in the area.

The alleged healing power and regenerative energy of crystals is also a pervasive theme in the New Age subculture.

About a dozen retail stores (as of 1998) specialize in New Age products and services. The Sedona area also has a number of well-known channelers and psychics. Finally, many UFO sightings have been reported in the vicinity.

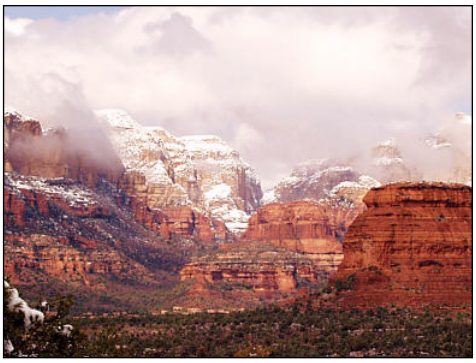
4.4 Historic

Features that possess this intrinsic quality are landscapes, buildings, structures or other visual evidence of the past. A historic resource is something that can still be seen, not the mere site of something that once existed. The SR 179 FEA researched the area north of MP 304.5, including the Village of Oak Creek, and found no sites eligible for the National Register of Historic Places (NRHP).

The FEA does not cover the southern two miles of the Red Rock Scenic Road, from MP 302.5 to 304.5. The "General Location of Cultural Resources" map in the *SR 179 Corridor Study* of 1992 shows no historic sites along this segment. However, one historic structure is clearly visible from the south end of the designated scenic road: remnants of the old Beaverhead roadbed and wooden bridge over Dry Beaver Creek, located just north and east of the current crossing. This feature has not been evaluated for possible NRHP eligibility. Historic attractions within 30 miles of the corridor, and easily accessible via I-17 or SR 89A, include Fort Verde State Historic Park and Jerome State Historic Park.

4.5 Natural

ADOT guidelines summarize this intrinsic quality as "minimal human disturbance of the natural ecological features associated with the corridor." The following paragraphs identify natural elements of the Red Rock Scenic Corridor that help make it a unique place. Geological formations are mentioned under the scenic intrinsic quality. Wayne Ranney's book, *Sedona Through Time*, provides a detailed geological history of the Sedona area.



Winter in Red Rock Country

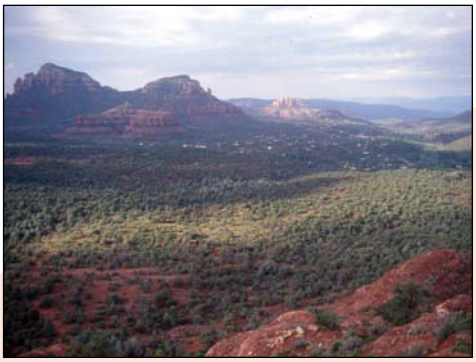
4.5.1 Hydrology

The area traversed by SR 179 is hydrologically dominated by Oak Creek, Jacks Canyon and Dry Beaver Creek. These streams and their many tributaries drain a large area south of the Mogollon Rim, and eventually find their way to the perennial flow of the Verde River. Watercourses north of Bell Rock generally flow east to west toward Oak Creek, while those south of Bell Rock generally flow west to east toward Jacks Canyon and eventually Wet Beaver Creek. Flooding and erosion occur occasionally as flows increase from snowmelt or heavy rainfall, but the roadway embankments and bridge over Dry Beaver Creek appear unaffected.

The Piñon-Juniper vegetation in Red Rock Country

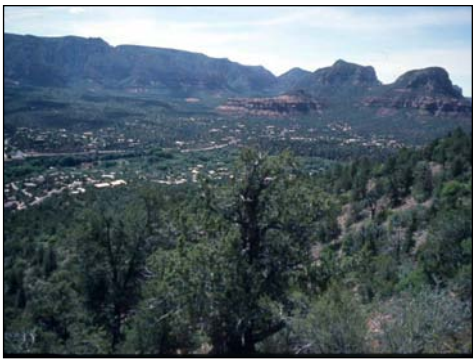
4.5.2 Climate

At 3,500 to 7,000 feet in elevation, the climate of Red Rock Country is moderate but varies from creekside to canyon to slope, depending on orientation to the sun and precipitation amounts. Summer high temperatures along SR 179 range from 75 to 105 degrees Fahrenheit and lows from 45 to 70. Winter highs range from 45 to 70 and lows from 15 to 45.



Vegetation in Red Rock Country

Winter and summer are the rainy seasons, while spring and fall are generally dry. The Sedona area averages 17 inches of rainfall annually. Summer rains are associated with tropical air entering Arizona from the Gulf of Mexico. These storms form almost daily in late afternoon and occasionally bring heavy rain rarely lasting more than a half-hour. Winter rain and snow are associated with middle latitude storms originating in the Pacific Ocean and moving east. Snowfall normally totals less than 10 inches per year.



Vegetation in Red Rock Country

4.5.3 Soils and Vegetation

With the variation of geology, climate and vegetation, soils are highly variable. The majority are shallow to moderately deep and have low to moderate fertility. Deep soils occur in alluvial bottoms and are generally of recent origin. The main source of soil is sand from the surrounding cliffs. These soils are poorly developed, but support normal desert flora, luxuriant grasses, juniper, piñon, Arizona cypress and various other shrubs.

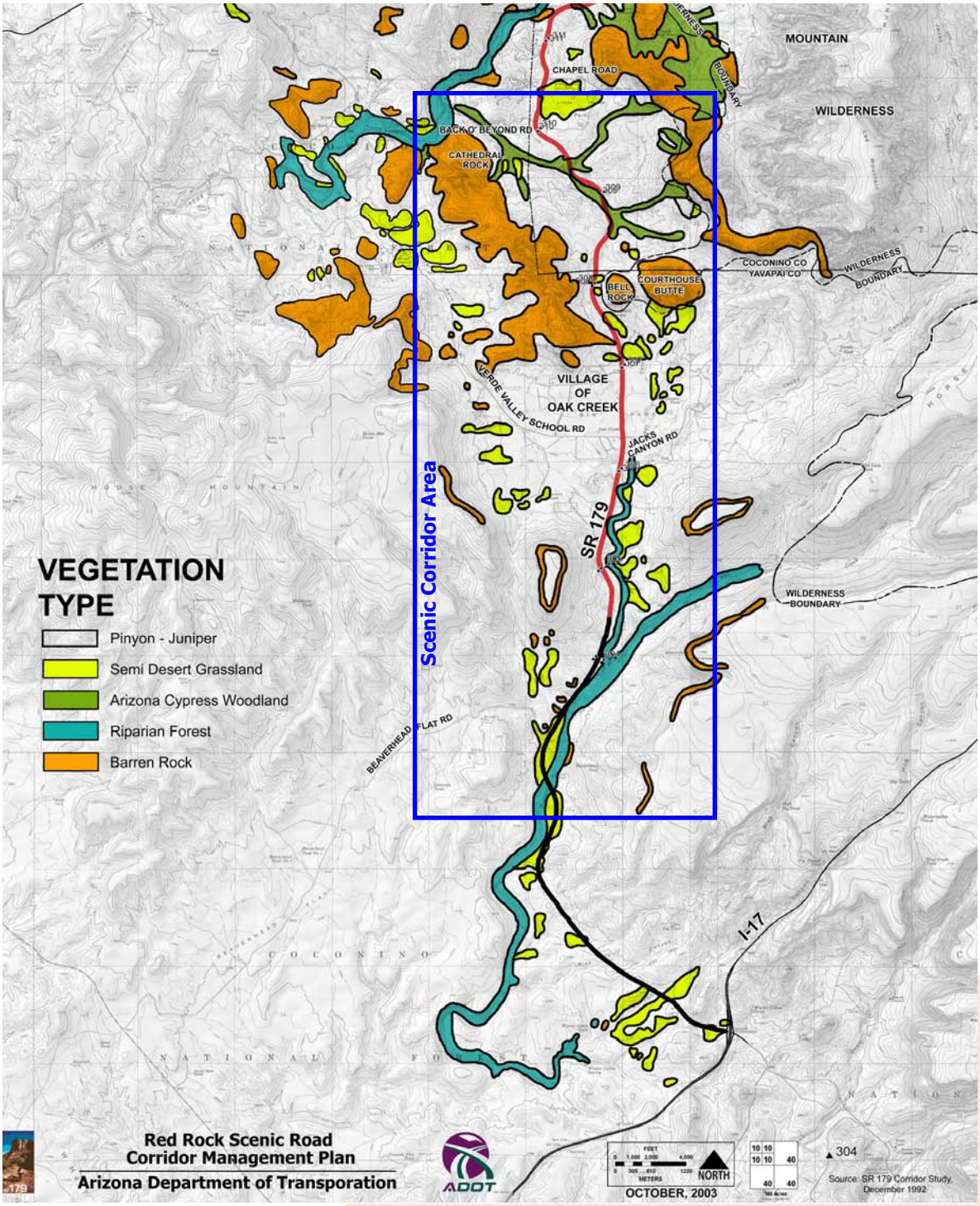
Vegetation around Bell Rock

Different plant and animal communities reflect differences in terrain, elevation and soils. Along the roadside, spiky soaptree yucca, crucifixion thorn, grama grass and prickly pear provide habitat for lizards, snakes and roadrunners. On higher slopes, grassland intermingles with piñon-juniper woodland, where round-shaped, one-seed juniper predominates.

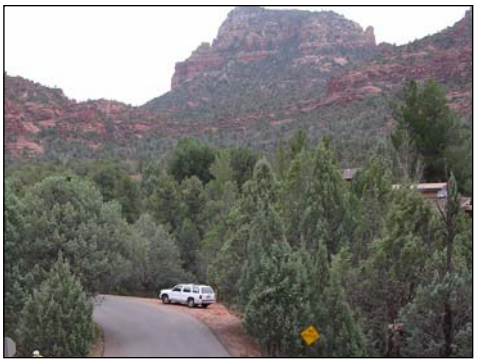
The corridor offers several rich and diverse plant communities: Semidesert Grassland, Piñon-Juniper, Riparian Forest (also called Riparian Woodland) and Arizona Cypress Woodland. Figure 4-1, *Vegetation Type,*

Vegetation along SR 179 corridor

Figure 4-1: Vegetation Type



shows the locations of each community along the Red Rock Scenic Road. Characteristic species of the Semidesert Grassland include a mixture of grasses, principally gramas, three awn, beard grass, tobosa and curly mesquite. Large amounts of velvet or western honey mesquite are also evident. Semidesert Grassland exists in the corridor on either side of Dry Beaver Creek and also in the Village of Oak Creek. Development has altered the character of the Village, however, by the planting of other vegetation not native to the area.



Juniper, Pine and Arizona Cypress

The majority of the Red Rock Scenic Corridor contains the Piñon-Juniper vegetation type. Common species here include the Colorado piñon, one-seed juniper, Rocky Mountain juniper and Alligator juniper. Junipers are more abundant than piñons at these elevations (below 6,500 feet). Characteristic shrubs include scrub oak, manzanita, sugar sumac, mountain mahogany and wait-a-minute bush.

Sycamore

Riparian Forest occurs along Dry Beaver Creek, which passes under SR 179 near MP 302.5, and Jacks Canyon Wash, a tributary of Dry Beaver Creek that generally parallels the highway from approximately MP 304.5 to 305.5. Although naturally ephemeral (normally dry), Jacks Canyon Wash now runs year-round in this area due to treated sewage from the Village of Oak Creek. The Riparian Forest community contains broadleaf trees that shed leaves seasonally. The trees are often large, with some species reaching heights of 50 to 100 feet. The primary species of trees are cottonwood, sycamore and ash. Other plants include net-leaf hackberry, one-seed juniper, mesquite and catclaw acacia. Dry

Ash

Beaver Creek is perennial south and west of SR 179, and ephemeral north and east of SR 179. The creek is lined by cottonwood trees and Arizona sycamores. These taller trees mark a semi-riparian pocket surrounded by mixed grassland and woodland.

Arizona Cypress Woodland, like Riparian Forest, typifies ephemeral and perennial watercourses in the area. SR 179 traverses a drainage of Arizona Cypress Woodland slightly south of MP 309 and again between MP 309 and MP 310. Arizona Cypress trees often exceed 30 feet in height.

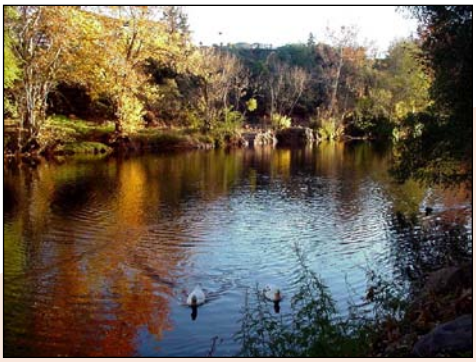
Coyote

4.5.4 Wildlife

Coconino National Forest provides habitat for many species of mammals, birds, reptiles, amphibians and fish. Specific wildlife groups are well adapted to specific vegetative faunal zones. Numerous wildlife species use the Dry Beaver Creek riparian area, including raptors, songbirds, deer, javelina and small game. The U.S. Army Corps of Engineers has delineated wetlands along a limited segment of Jacks Canyon Wash near MP 305.

Mule deer
Source: Arizona Game & Fish

Wildlife movement corridors that cross SR 179, identified by the Arizona Game and Fish Department, are used by wildlife such as javelina, mule deer, coyote, small mammals, and reptiles. These corridors cross SR 179 near MP 305.7, MP 308.8, MP 309.2 and MP 309.4. To continue to accommodate wildlife movement, the SR 179 FEA contains a commitment that any newly constructed box culverts at these four locations will be at least four feet high



Ducks

by four feet wide. Moreover, wildlife water collection sources will be constructed on the east and west sides of SR 179 at MP 308.3 and 308.4. (See Appendix A).

About 180 recorded species of birds inhabit the Sedona/Red Rock area, due in part to the large elevation changes and different environments. Each vegetative community has its own characteristic avian fauna.

4.5.5 Special Status Species

Special status (threatened, endangered or "forest-sensitive") animal and plant species are known to be present in the vicinity of SR 179. The Arizona Game and Fish Department lists three special status animals: the Common Black Hawk, Roundtail Chub and Narrow Headed Garter Snake. Coconino National Forest sensitive animal species include these three plus the Lowland Leopard Frog, Mexican Garter Snake, Bald Eagle, Swainson's Hawk, Gila Woodpecker and Southwestern Cave Bat. The American Peregrine Falcon may also occur in the corridor. Sensitive plant species are the Ripley Wild Buckwheat and Verde Valley Sage.

Of these species, the reptiles, amphibians and (obviously) fish tend to occur in aquatic or riparian environments; the birds of prey may nest on cliff faces or in riparian habitats; and the two plant species are largely limited to outcroppings of the Verde formation, which occur mostly south of Dry Beaver Creek and hence outside the scenic corridor. According to the *SR 179 Corridor Study*, the Roundtail Chub has been sighted at the south end of the scenic corridor in Dry Beaver Creek. The Narrow Headed Garter Snake has been sighted in the Back-O-Beyond Road vicinity, roughly one mile west of the north end of the scenic road.

4.5.6 Paleontological Resources

Recent excavations for a new gas line near SR 179 have revealed fossil ferns at least 275 million years old near the Red Rock Scenic Road. During geotechnical work for the SR 179 roadway improvements, additional monitoring for fossils will be performed by experts in the field. Meanwhile the ferns are being photographed and the Forest Service is cooperating with the Museum of Northern Arizona to remove and preserve the best specimens, which are of high quality and may be deposited in a museum. The chief technician of the Smithsonian Institution's Paleobotany Department has said that these fossils, found in Permian Hermit Shale, are extremely important from a scientific standpoint. To protect these unique resources, their location is not disclosed in this document. If a source of funding can be found, specimens might be displayed at scenic pullouts near the finds, or at other locations in the community. This would enhance visitor enjoyment, appreciation and understanding of the scenic corridor.

4.6 Recreational

This intrinsic quality exists where the roadway corridor is used for recreation such as jogging, cycling or roadside picnics, or for direct access to recreational sites like campgrounds, lakes, ski lodges or trails. This section summarizes the recreational opportunities and facilities that help make the corridor a special place.

4.6.1 Trails

The Red Rock Scenic Road connects with a variety of trails in Coconino National Forest. The trails offer hiking, riding and biking experiences with a wide range of lengths, changes in elevation and levels of difficulty. Bicycles are prohibited in the Munds Mountain Wilderness (e.g., much of Hot Loop and Jacks Canyon trails, as well as the popular Courthouse Loop). Two existing underpasses, near MP 308.4 and 309.4, carry the Templeton and HT Trails under SR 179. To accommodate the trail crossings, the SR 179 FEA contains a commitment to maintain at least the current dimensions of the culverts at these locations (Appendix A).

Trail entrance off Red Rock Scenic Road

A key part of this system, the popular Bell Rock Pathway east of SR 179, largely parallels the highway from approximately MP 307 (Bell Rock Trailhead) to Indian Cliffs Road at the north end of the scenic corridor. The adjacent Courthouse Loop around Bell Rock and Courthouse Butte cuts through the wilderness area. Federal funding under ISTEA allowed Bell Rock Pathway to be constructed as a 10–feet-wide multi-use trail, with a stabilized (hardened) surface, drainage and a bridge crossing. The adjacent Courthouse Loop around Bell Rock and Courthouse Butte cuts through the wilderness area. Secondary pathways connect to the network of trails in the National Forest, such as Templeton Trail to the Cathedral Rock area and Little Horse Trail to the Broken Arrow and Margs Draw Trails.

Cyclist using trail

The Woods Canyon, Bell Rock Pathway and Little Horse trailheads are located near SR 179 within the Red Rock Scenic

Hikers on trail

Corridor. Table 4.3 lists these and other National Forest trails that connect with the Red Rock Scenic Road, either directly or indirectly. The trails are listed generally from south to north, with the length and difficulty indicated.

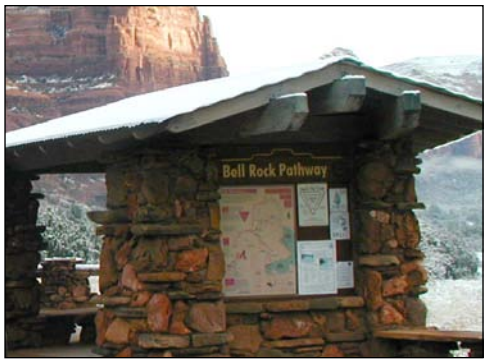
Table 4.4 lists the facilities currently available at the three trailheads near the Red Rock Scenic Road. There is no signage along SR 179 for the Woods Canyon trailhead, and reaching the trail requires use of a primitive road. The Bell Rock Vista and Little Horse trailheads, on the other hand, have guide signs and paved parking lots near the highway. At the Bell Rock Vista trailhead, a large, two-sided Coconino National Forest sign says "Bell Rock Vista and Pathway." The Little Horse trailhead has much smaller signs showing "Little Horse Trail Bell Rock Pathway" and the MUTCD symbol for hiking trails.

Table 4.3: Major Coconino National Forest Trails Accessed from Red Rock Scenic Road

Trail	Length (miles)	Elevation Change (feet) and Difficulty	SR 179 Access
Kel Fox	N/A	N/A (Easy)	Via Beaverhead Flat Road and Forest Road 9501L
Woods Canyon*	4.3	400 (Moderate)	Trailhead off east side of highway (via primitive road beyond closed gate) near MP 304.5
Hot Loop*	9.8	1,000 (Strenuous)	Via Woods Canyon Trail
Jacks Canyon*	8.0	2,000 (Strenuous)	Via Hot Loop Trail, or Jacks Canyon Rd to trailhead
Munds Mountain*	2.8	400 (Moderate)	Via Jacks Canyon Trail
Bell Rock Pathway	3.5	50 (Easy)	Trailheads on east side of highway near MP 307.1 (Bell Rock Vista) and MP 309.9 (Little Horse); also parking area near MP 308.2
Courthouse Loop*	2.0	250 (Moderate)	Short walk from south Bell Rock Pathway trailhead
Templeton	2.5	200 (Moderate)	From Bell Rock Pathway using underpass
Cathedral Rock	0.6	600 (Moderate)	Via Templeton Trail or Templeton and HT trails, or Back-O-Beyond Rd to trailhead
Baldwin	1.5	100 (Easy)	Via Templeton Trail or Templeton and HT trails
HT	0.5	100 (Moderate)	From Bell Rock Pathway using underpass
Little Horse	1.6	300 (Easy)	From north end of Bell Rock Pathway
Broken Arrow	2.1	300 (Easy)	Via Little Horse Trail
Margs Draw*^	2.5	150 (Easy)	Via Broken Arrow Trail

*At least partly in Munds Mountain Wilderness Area
^Connects with other trails to points north and east, including Oak Creek Canyon
Sources: http://www.redrockcountry.org/rec-trails, Sedona Hiking & Mountain Biking Map (Beartooth Publishing), Coconino National Forest Map, http://www.sedonamonthly.com, *Final Corridor-Wide Framework Report*

The trails and trailheads within the corridor are designated recreational facilities protected under Section 4(f) of the U.S. Department of Transportation Act of 1966. Section 4(f) states that FHWA may approve a transportation project requiring the use or disturbance of public parks or recreational resources only if there is no feasible or prudent alternative to using that land, and the project includes all possible planning to minimize harm to the Section 4(f) lands/resources.



Ramada at Bell Rock Vista trailhead

Table 4.4: Facilities at Trailheads along Red Rock Scenic Road

Facility		Trailhead		
		Woods Canyon (MP 304.5)*	Bell Rock Vista (MP 307.1)	Bell Rock Pathway North/Little Horse (MP 309.9)
Turn Lanes from SR 179			X	X
Parking (paved)	Auto	*	X	X
	Recreational vehicle		X	X
	Horse trailer			X
	Tour bus		X	
	Bicycle		X	
CNF Identifying Signage Visible from Highway			X	X
CNF Trail Signage			X	X
Posted Trail Maps, Information and Regulations			X	X
Posted Interpretive Information on the National Forest and Red Rock Country			X	
Red Rock Pass Vending Machine			X	X
Restrooms				X

*No facilities except dirt parking area accessible using primitive road from SR 179
Sources: Field reconnaissance and Scenic Resource Management

4.6.2 Other Recreational Opportunities

In addition to scenic photography, hiking and trail riding, numerous "back country" recreational opportunities are available in the National Forest; many are accessible by trail from the Red Rock Scenic Road. Examples are rock climbing, cross-country skiing, visiting Sinagua Indian sites, bird observation, stargazing and primitive camping. The nearest campground to the Red Rock Scenic Road is Chavez Crossing (for groups only) located off SR 179 between MP 311 and 312. A number of companies offer popular jeep tours through the back country. Air tours, including hot-air ballooning, are also available in the Sedona area. The resorts along SR 179 in the Village of Oak Creek (as well as north of the corridor within Sedona) offer their guests many recreational activities such as golf, tennis and swimming.

Many more recreational sites and activities, including camping, picnicking, fishing and swimming, are available a short distance outside the corridor along Oak Creek, especially in the Oak Creek Canyon Recreation Area of Coconino National Forest. Oak Creek Canyon is one of Arizona's best-known and most popular tourist destinations. It contains five campgrounds, one of which is open year-round. Oak Creek is stocked frequently with trout; fishermen must have the appropriate license.

Campground in Sedona area

Fly fishing on Oak Creek

Jeep tour in Sedona area
(Source: Pink Jeep Tours)

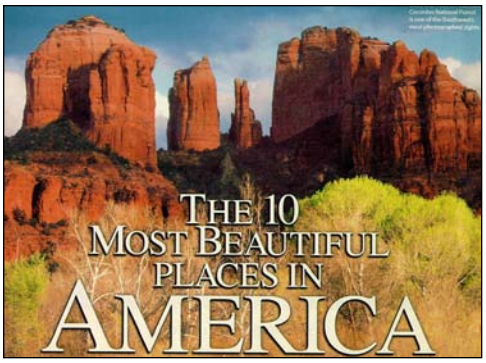
4.7 Scenic

According to ADOT CMP guidelines, the scenic intrinsic quality consists of natural or artificial beauty, whose quality is meas-

ured by the degree to which it is memorable, distinctive, uninterrupted and unified. Section 4.7.1 gives a general description of the scenic corridor as a visitor would experience it, beginning south of the corridor's southern end and preceding north on SR 179.

4.7.1 Corridor Overview: Red Rock Country

SR 179, a generally north-south route from I-17 to SR 89A in Sedona, traverses the beautiful Red Rock Country, which *USA Weekend* (May, 2003) named the most beautiful place in America. The Red Rock Country is Arizona's second leading tourist attraction (after Grand Canyon National Park) and also attracts many New Age believers who are convinced of its spiritual energy. The drive provides panoramic and spectacular views of eroded monuments, promontories, cliffs and buttes. SR 179 traverses four vegetative life zones and elevations ranging from approximately 3,600 to 4,300 feet. The terrain varies from rolling, undulating valley basins and alluvial bottoms to rugged, sharply broken, nearly vertical cliffs and canyons.



The headline from *USA Weekend*, May 2003

Aerial photo of Red Rock Scenic Corridor

Sedona's Red Rock Country encompasses approximately 500 square miles carved from the southern edge of the Colorado Plateau, a vast upland extending around the Four Corners area of the southwest. SR 179 winds through the center of the eroding southern margin of the plateau. The south edge of the plateau, known as the Mogollon Rim, forms the escarpments bordering the Sedona area to the north and east. Mingus Mountain marks the western horizon. Major geologic features that create outstanding visual interest along the corridor include Bell Rock, Courthouse Butte, Horse Mesa, Cathedral Rock and House Mountain. The red rocks themselves are sedimentary, but the area also contains large basaltic features of volcanic origin, such as House Mountain and Wilson Mountain.

Traveling toward Sedona from the I-17 interchange at MP 298.95, the first glimpse of Courthouse Butte is visible just past MP 300. The scenic road officially begins at

MP 302.5 as SR 179 crosses Dry Beaver Creek. Remnants of the old Beaverhead roadbed and its wooden bridge are visible on the east side of the roadway.

Near MP 303, SR 179 intersects Yavapai County Route 78 (Beaverhead Flat Road), which was recently improved to provide an all-weather connection from SR 179 to Cornville Road. Between this point and the Village of Oak Creek, there are several (unofficial) places to pull off the road and view the red-rock panorama ahead. The brilliantly colored sandstone buttes, spires and cliffs were formed by a succession of ancient seas, deserts and rivers beginning in the Paleozoic era. More than 200 million years ago, rivers carrying debris from an ancient mountain range near the modern Rocky Mountains created a large floodplain. The resulting Hermit formation of mudstone, sandstone and conglomerate forms the "floor" of Red Rock Country. Nearby road cuts expose deep red Hermit shale.

Rising above this shale floor are castle-like buttes and spires carved from the Schnebly Hill formation, a 700-foot thick series of mudstone, sandstone and limestone. This formation makes up the bulk of the red rocks. Its horizontal layers of red and orange have been shaped by water and wind into fantastic shapes. Coconino sandstone, formed from ancient wind-blown sand dunes, rises above the reddish layers in tilted stacks of buff and gold. Because dune formation was continuous as the coastline shifted about 265 million years ago, Coconino sandstone merges in places with the reddish Schnebly Hill for-

Bell Rock with Mogollon Rim in the background

Courthouse Butte

Bell Rock Vista and Pathway

mation layers below it, leaving a striped and blended landscape.

The most colorful sedimentary rocks consist of Red Supai sandstone, yellowish Toroweap sandstone, buff-crossbedded Coconino sandstone and white Kaibab limestone. They were deposited in layer cake fashion during the Paleozoic, between 250 and 300 million years ago. A complex joint system facilitates disintegration of the freestanding monuments, while weathering and wind erosion contribute to the slow wasting of the cliff faces.

View of Red Rocks

The scenic road continues north through the unincorporated Village of Oak Creek. The South Gateway Visitor Center, operated jointly by the CNF and Chamber of Commerce, is located in Tequa Plaza just north of the Ridge Trail/Avenida de Piedras intersection at the south end of the Village. Visitor information, orientation and National Forest use passes are available at this location. Just north of the Village, SR 179 hugs the base of Bell Rock after serving Bell Rock Vista, the heavily used south trailhead of Bell Rock Pathway. The long red and gold curtain of cliffs to the east forms Sedona's "backbone," a rugged peninsula separated from the Colorado Plateau by Jacks Canyon. The highest points, Lee and Munds mountains in Munds Mountain Wilderness Area, exceed 6,500 feet in height.

Tequa Plaza

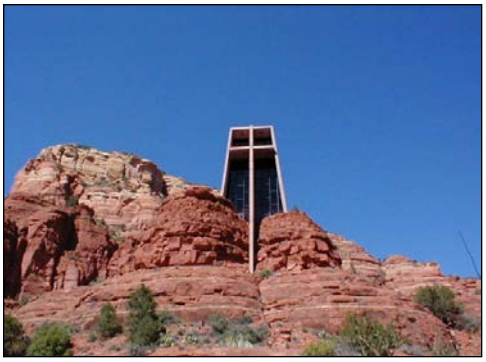
Munds Mountain Wilderness Area lies within the National Forest between SR 179 and I-17. This 18,150-acre wilderness comes within approximately 260 feet of

Indian ruins in Munds Mountain Wilderness Area

the highway near Bell Rock (MP 307.8 to 308.3). It offers magnificent scenic views, hiking, horseback trails, riparian zones, wildlife watching and Indian ruins. Courthouse Butte and Bell Rock lie within it. To maintain this area in a primitive and pristine state, all forms of mechanized transportation are prohibited.

Chapel Road

At MP 310, a sign marks the end of the official scenic route, although scenic vistas continue as the highway continues north for approximately 3.5 miles to SR 89A in Sedona. Just south of this point, a large parking area on the east side of SR 179 offers access to Little Horse Trail and Bell Rock Pathway, along with excellent views back to Courthouse Butte. The Chapel of the Holy Cross, reached by turning onto Chapel Road near MP 310.5, is a major tourist attraction that seems to grow from the surrounding rock. Completed in 1956, it required 18 months to construct. From the walkway curving up to the chapel's entrance, the three rock spires known as the Nuns and the Madonna and Child are visible. Back on SR 179, the basalt-crowned 7,122-foot Wilson Mountain, Sedona's tallest peak, lies directly ahead. To its left is the long green expanse of Tabletop, also known as Airport Mesa because the Sedona Airport is located there.



Chapel of the Holy Cross

A community-based lobbying effort led by Keep Sedona Beautiful, Inc. (KSB), and recently endorsed by the Sedona City Council, is attempting to have approximately 160,000 acres of National Forest land officially designated as a "National Scenic Area," which would be the first of its kind in the United States. The proposed

The Nuns

federal legislation would codify the Forest Service's current policy of exchanging federal land in the area only for private land also located in scenic Red Rock Country. Appendix C provides details of the KSB proposal.

4.7.2 Maps of Existing Scenic Resources

According to an analysis recently conducted by Scenic Resource Management, two major objectives for maintaining a high degree of scenic beauty in the Red Rock Scenic Corridor are (1) to have the transportation facilities pass through areas where scenic impacts are minimized, and (2) to have them pass through areas that provide outstanding views to the users. The ideal scenic resource solution for the corridor would be to reduce scenic impacts to a minimum, while also achieving the highest levels of scenic viewing opportunities.

Figure 4-2, *Existing Visual Condition*, illustrates the degree to which man-made features have affected the scenic natural landscape. Negligible visual impact exists in the Coconino National Forest both north and south of the Village of Oak Creek, because the forest has been left as much as possible in its natural state. Within the Village, on the other hand, man-made elements have had an impact ranging from low to very high. SR 179 through much of the Village traverses areas where extensive commercial and residential development have had a very high impact on the visual environment.

Figure 4-3, *Overall Scenic Sensitivity*, provides a gross measurement of the potential for negative scenic impacts due to transportation improvements along various portions of the corridor. This map represents an aggregate of the following basic resource inventories: slope, landform diversity, existing visual condition, visual magnitude (apparent visibility of the landscape), vegetation type, inherent scenic quality, and visual absorption ability. Ideally, SR 179 would thread its way through the areas of least potential scenic impact. When SR 179 traverses areas of high scenic value or importance, corridor transportation improvements must be designed with extra care, and with the application of appropriate and creative mitigation measures if needed. The map shows that the highway primarily passes through areas of low to intermediate scenic sensitivity. The principal exception occurs near MP 308, where SR 179 passes just west of Bell Rock in an area of high scenic sensitivity.

The *Scenic Viewing Opportunities* map, Figure 4-4, indicates where the most scenic views can now be seen, or could be seen through the application of sensitive and creative design. The potential of various portions of the corridor to provide scenic enjoyment is rated from minimal to outstanding. Scenic viewing opportunities are especially high in the Village of Oak Creek, as this area is generally level with minimal vegetative cover, and offers outstanding unobstructed vistas of the Red Rocks. Such opportunities are also high in portions of the National Forest between Bell Rock and the north end of the scenic road.

Figure 4-2, Existing Visual Condition

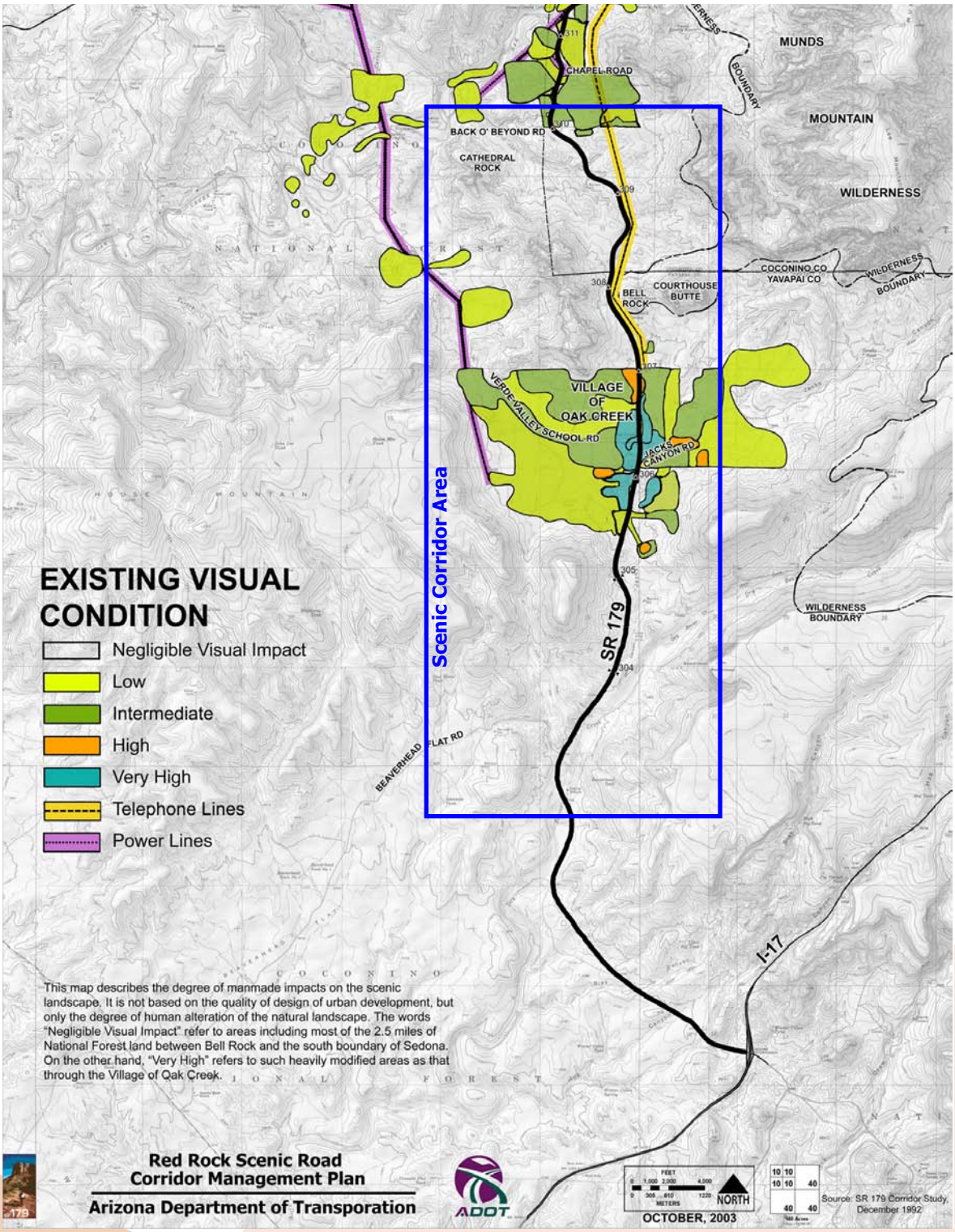


Figure 4-3, Overall Scenic Sensitivity

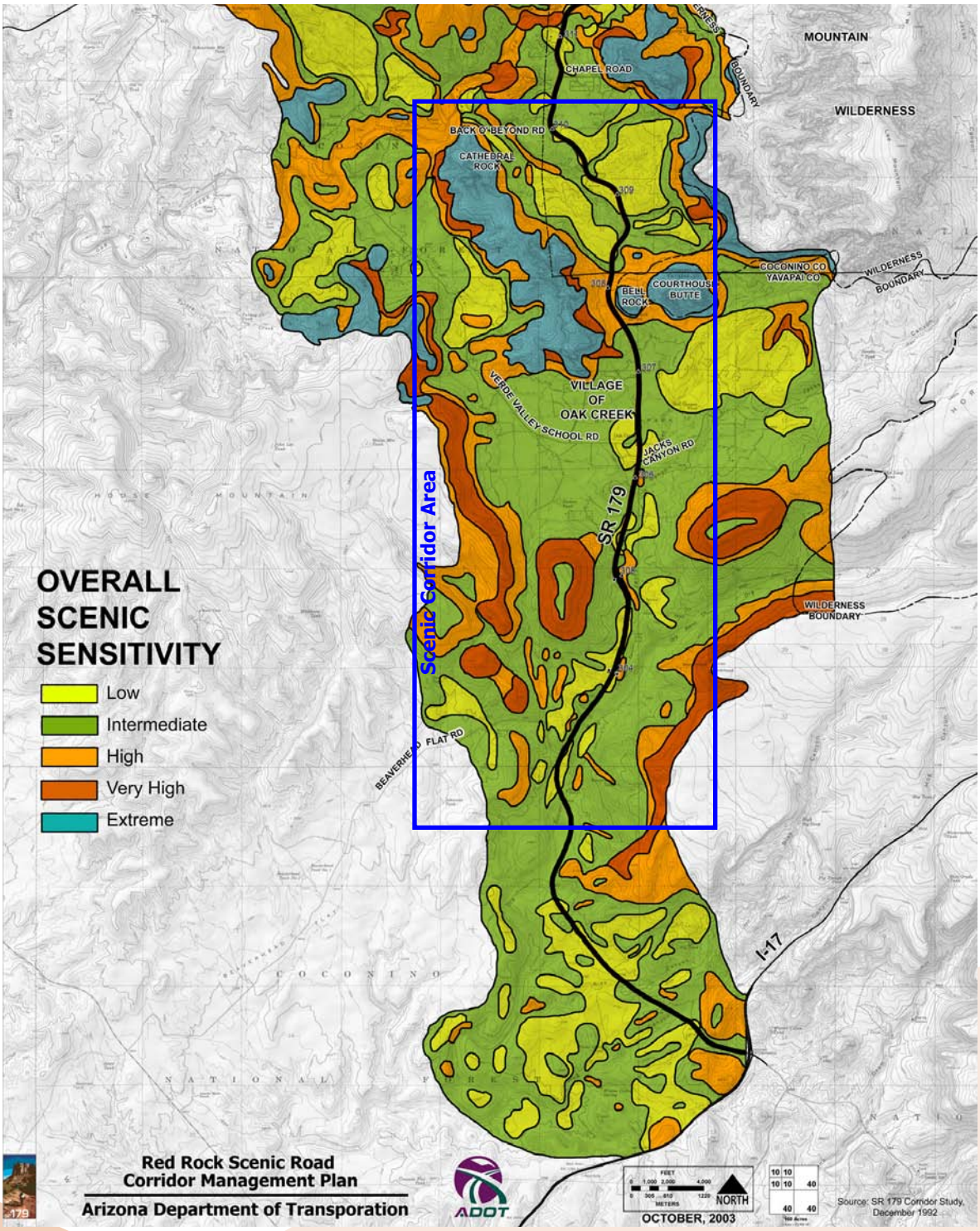
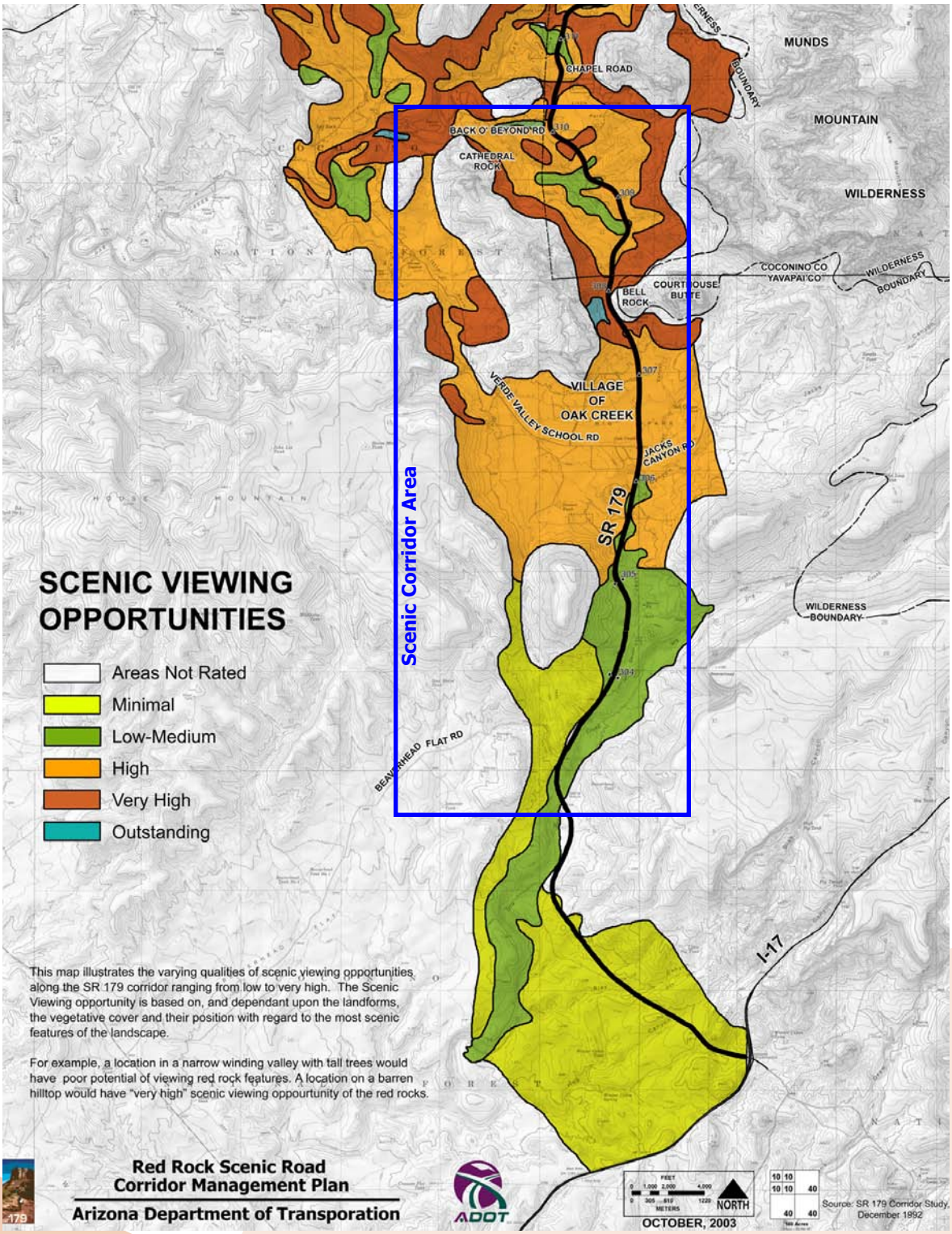


Figure 4-4, Scenic Viewing Opportunities



4.7.3 Visual Assessment from 1986 Scenic Road Application Report

As part of the application process that resulted in designation of the Red Rock Scenic Road, photo samples of SR 179 were taken at one-mile intervals from MP 300 to 310. The visual quality of the scene in each slide was rated for uniqueness, vividness, intactness and unity on a scale of 1 to 7, with 1 representing low quality and 7 very high quality. These ratings were then calculated and averaged to give an overall visual quality rating for the entire corridor. *This assessment was performed some 19 years ago (in 1986), and some of the underlying scenic qualities of the landscape may have changed. Most notably, development in the Village of Oak Creek has continued, affecting the qualities of intactness and unity.*

Uniqueness

This criterion rated 5 on the 1 to 7 scale. Scenes along this highway represent a moderately scarce visual resource. The vegetative patterns and communities are typical of many regions of the state. The spectacularly colorful eroding red rock buttes are the primary visual attractions and a truly unique element of the landscape. The uniqueness of the landscape at the north end of the route (i.e., north of the Village of Oak Creek) rated significantly higher than the southern portion. The northern portion offers excellent views of the red rock buttes contrasting with the dark green piñon-juniper vegetation.

Vividness

This criterion rated 6 on the 1 to 7 scale. The visual resources are highly distinct, prominent and offer exceptional interest, as demonstrated by the number of photo seekers on the edge of the roadway. The patterns of form, line, color and texture are distinct and offer a variety of contrasts. Forms are strongly dominated by the blocky, triangular and square shapes of the mountains, ridges and cliffs. Line is strongly defined in the horizontal silhouettes of the buttes, rock layers and vegetation patterns. Color is the most striking element and varies from brilliant reds to brownish reds, greens, blues, yellows, grays and purples. Riparian vegetation displays seasonal color contrasts in some areas. Changes in foreground vegetation type provide contrasting textures. Vividness, like uniqueness, increases as one travels north and the forms, lines, colors and textures become more distinct.

Intactness

This criterion rated 5 overall. The natural condition of the landscape has been moderately altered by human settlement. [One could argue that since 1986, the degree of alteration has increased in the Village of Oak Creek because of continuing development.] The Village effectively splits the scenic corridor in two and contains many visually distracting elements in the landscape that tend to become the focus of attention. Residential and commercial development line the highway, with accompanying signs, utility lines, contrasting architectural styles and colors. This distracting visual encroachment dominates only about one mile of the route, limiting the amount of time motorists spend in a visually disturbed environment.

Unity

The unity criterion also rated 5 on the 1 to 7 scale. The roadway alignment fits the rolling topography and creates a sequential visual experience. Considering the compositional harmony of the roadway and the natural topography, however, man-made elements imposed on the landscape create visual features that lack compatibility with the environment. The variety of architectural styles, colors and textures maximize contrast with the natural features. Nevertheless, many excellent visual features are concentrated in the Village of Oak Creek, keeping the corridor from a lower rating for overall unity.

View from Red Rock Scenic Road

4.7.4 U.S. Forest Service Visual Quality Objectives

To protect and manage visual resources, the U.S. Forest Service has established visual quality objectives. These objectives identify the visual characteristics of the landscape and analyze the visual effects of resource management actions. Visual quality objectives are assigned to the landscape to describe the degree of acceptable alteration of the natural landscape based on aesthetics and measured by visual contrast.

View from Red Rock Scenic Road

The visual quality objectives, from most to least restrictive, are *preservation, retention, partial retention, modification* and *maximum modification*. Preservation allows for ecological changes only and applies to wilderness areas and other specially classified areas. Retention provides for management activities that are not visually evident. Partial retention indicates that management activities are to remain subordinate to the characteristic landscape.

View from Red Rock Scenic Road

Modification may visually dominate the original landscape; however, vegetative and landform alteration must borrow from established form, line, color and texture so that its visual characteristics are compatible with the natural surroundings. Maximum modification activities may dominate the characteristic landscape. The visual quality objective established for the SR 179 corridor, including the Red Rock Scenic Road, is retention, except in the Munds Mountain Wilderness where preservation is required. The wilderness area is managed for primitive experiences; the use of motorized or mechanized equipment is prohibited.

View from Red Rock Scenic Road

4.7.5 Pullouts

A survey of the portion of SR 179 north of MP 304.5, carried out in October 2003, found 87 scenic pullouts—both authorized and informal. The latter are unpaved and undesignated shoulder areas that tourists use for scenic viewing and photography. Approximately 44 of the pullouts (half the total) are along the Red Rock Scenic Road. A previous survey in the early 1990s identified 9 additional pullouts in the southernmost two miles of the corridor (MP 302.5 to 304.5). Thus, the total number of pullouts in the corridor is at least 53. Official or semiofficial pullouts, with National Forest signage or direct trail access, exist at the following locations, from south to north:

Parking at scenic pullout

- Bell Rock Vista, on the east side of SR 179 near MP 307.1, just north of Bell Rock Boulevard.
- A narrow, paved pullout on the east side just south of the county line (MP 308.2) with access to Bell Rock

Parking at scenic pullout

Pathway and a sign: "Parked Vehicles Must Display Red Rock Pass," plus a sign about the recent trail restoration project.

- A gravel pullout on the east side just north of the county line (MP 308.2), with access to Red Rock Pathway and a sign: "Parked Vehicles Must Display Red Rock Pass."
- A paved but unstriped parking area on the west side of the highway near MP 308.3, with a signboard displaying maps and other Coconino National Forest information, plus a "Parked Vehicles Must Display Red Rock Pass" sign. There is also a vista point with signage, and a locked building that historically housed restroom facilities.
- A gravel parking area on the west side near MP 308.6 and adjacent to a pedestrian trail underpass of SR 179. The only signage is another advisory of the Red Rock Pass requirement.
- A small parking area on the east side near MP 308.8, with a signed gate that appears to provide access to the trail system.
- Little Horse/Bell Rock Pathway (north) trailhead, on the east side near MP 309.9.

All of these pullouts except the first and the last will be obliterated during construction of the upcoming ADOT improvements to SR 179. Three new pullouts serving northbound and southbound traffic in the National Forest will replace them. Unlike the old roadside parking areas, these will be paved and well screened from the road-

Red Rock Passes

Red Rock Pass requirement for parked vehicles

New pullouts, unlike this one, will be paved and well screened from the roadway

Table 4.5: Existing and Planned Scenic Pullout Facilities

Pullout	Location	Status	Facilities*	Proposed Parking	Trail Connections
Lower Jacks Canyon (new)	MP 304.7, at new Red Rock Ranger District administrative site (east)	ADOT will construct as part of highway improvement project	Restrooms, visitor information, possible Red Rock pass vending	Amount to be determined; will include RV and tour bus	Woods Canyon, pathway to Village of Oak Creek
Bell Rock Vista (existing)	MP 307.3 (east)	ADOT will expand as part of highway project	Information kiosk, benches, Red Rock Pass vending	--Existing: 19 + 2 RV +2 tour bus --Planned: 50 including 5 RV	Bell Rock Pathway, Courthouse Loop
Red Rock Vista (new)	MP 308.3 (east)	ADOT will construct as part of highway project	Restrooms, information kiosk, wildlife guzzler tank	20 + 2 RV; tour buses prohibited due to wilderness proximity	Bell Rock Pathway, Templeton
Yavapai Vista (new)	MP 308.4 (west)	ADOT will construct as part of highway project	Information kiosk, wildlife guzzler tank	13 + 2 RV + 2 tour bus	Bell Rock Pathway, Templeton
Little Horse (existing)	MP 309.9 (east)	ADOT will improve access as part of highway project	Restrooms, info kiosk, horse trailer parking, Red Rock Pass vending	--Existing: 17 + 2 RV/horse trailer --Future: 2 tour bus	Bell Rock Pathway, Little Horse, HT, trails to Sedona

*To be provided by the Forest Service, except guzzler tanks, which are an ADOT construction and Arizona Game & Fish maintenance responsibility as specified in the FEA. At Red Rock Vista, restrooms will be constructed by the Forest Service but funded by ADOT per the FEA.
Source: http://www.scenic179.com

way, with deceleration and acceleration lanes provided as appropriate. Table 4.5 provides information on parking and other facilities at the existing and planned official pullouts on the Red Rock Scenic Road.

4.8 Opportunities and Constraints

Table 4.6 lists key opportunities and constraints related to the three most prominent intrinsic qualities of the Red Rock Scenic Road: Natural, Scenic and Recreational. Most of these opportunities and constraints were identified during the inventory of existing conditions for the SR 179 Corridor Project.

Table 4.6: Key Opportunities and Constraints Related to Intrinsic Qualities

Intrinsic Qualities	Opportunities	Constraints
Natural	- Use the bifurcated alignment in the National Forest north of the Village to enhance wildlife habitat and wildlife movement corridors across the highway. - Develop new interpretive displays at new scenic pullouts and the CNF facility in the corridor.	The project must avoid or mitigate impacts on: - Riparian areas (Dry Beaver Creek, Jacks Canyon Wash) - Wetlands (Dry Beaver Creek, Jacks Canyon Wash) - Existing wildlife movement corridors - Munds Mountain Wilderness Area - Rock outcrops
Recreational	- Promote community identity and visitation as part of the corridor design, through entry monuments and wayfinding elements. - Improve management of access to and from the roadway. - Promote identification of visitor-oriented businesses and facilities (such as Chamber of Commerce and Forest Service). - Create commercial destination areas, to support recreational shopping, dining and entertainment directly, and other recreation indirectly. - Opportunities for aesthetically appealing and unobtrusive noise buffering may enhance recreational activities. - Create new pedestrian linkages through the Village of Oak Creek, connecting with trails and pathways in Coconino National Forest.	- Right-of-way acquisition for corridor transportation improvements may affect adjacent recreational land uses. - The roadway may need buffering and screening from adjacent recreational areas. - Vehicle noise may affect recreational experiences nearby. - Tourism-related commercial and residential growth and development may impair intrinsic scenic qualities, through visual clutter and distraction. (I.e., the recreational and scenic qualities may conflict indirectly.) - There is a lack of safe crossing points between west and east side destinations in the Village for trail and resort access. - Bicycles and other mechanized transportation are prohibited in the Munds Mountain Wilderness. - Multiple trail user types may be difficult to accommodate in constrained terrain.
Scenic	- Bury overhead utility lines. - Reduce the number of highway signs by developing a new signing plan. - Coordinate with local planning agencies and businesses to reduce garish commercial signs. - Reduce raw pullouts on dirt or disintegrating pavement by creating sufficient scenic pullouts of appropriate design. - Add scenic pullouts to bring choices among short hikes from these locations, with differing views rather than a single view near the parking. - Relocate or screen roadside parking areas. - Use plantings to screen large buildings whose colors contrast with the scenic backdrop. - Remove ragged ditches through improved drainage plans, new grading and seeding, and red rock linings.	- Clear zone requirements can necessitate more tree removal from the roadway edges. - Signing requirements can result in distractions from scenic viewing. - Lack of adequate right-of-way for well-separated pedestrian and bicycle pathways can add to roadway user distractions and vitiate the scenic experience for everyone. - The property rights and economic interests of adjacent landowners can constrain improvement of the visual environment in developed areas such as the Village of Oak Creek. - The Yavapai County Planning and Zoning Ordinance may limit the county's ability to control lot development and building design in the Village of Oak Creek. - Vista point access for trail users is limited.

Table 4.6: (Continued)

Intrinsic Qualities	Opportunities	Constraints
Scenic (Continued)	- Replace galvanized guardrail with Corten (rusted), steel-backed wood, red rock masonry, or colored concrete or red rock curbs. - Create a more curvilinear or meandering roadway in a few places that would provide a more interesting variety of views. - Improve intimate views of nearby rock outcrops for pedestrians and bicyclists by selective alignment design. - "Edit" views from the roadway by providing studied sequences of variety. - Create more "surprise views" and vast panoramas, more intimate enclosures, filtered "teaser" views, and longer axial views of major rock features. - Create planting pockets in existing rock cut faces so as to reduce their scenic impacts. Similarly, construct retaining walls of native rock designed with planting pockets. - Use different colors on shoulder pavements to reduce the psychological massiveness of the pavement, while helping to calm traffic. - Create new opportunities to view the red rock formations. - There are a few opportunities to open up great views screened by vegetation, by judicious plant thinning or slightly raising the roadway profile. There may be more opportunities to screen off views of scenic impacts by earthen berms and new plantings, or by slightly depressing the roadway. - Additional well-placed scenic pullouts could reduce illegal parking and stopping by viewers and photographers. - Investigate alternative materials for sign posts and sign panels that will be more conforming to the natural environment, while adhering to MUTCD guidelines and ADOT standards, as well as considering maintenance limitations. - Develop an intergovernmental agreement permitting the two counties to install and maintain traffic control devices that do not adhere to standard ADOT materials.	- Commercial uses may need to be buffered and screened to preserve roadway views of the red rocks. - ADOT limits signs and traffic control devices (e.g., signal poles, mast arms, light poles) that do not conform to standard materials. - Sign legends and background colors must adhere to MUTCD and ADOT guidelines.

Source: *SR 179 Needs Based Implementation Plan Final Report,* December 14, 2004

4.9 Eligibility for Designation as a National Scenic Byway

To be eligible for designation as a National Scenic Byway, a road must possess at least one of the six intrinsic qualities, and the significance of such qualities must be recognized throughout the multi-state region. Designation as an All-American Road requires at least two intrinsic qualities. The Red Rock Scenic Road clearly meets this standard by virtue of its spectacular and renowned natural scenery, along with its outstanding recreational opportunities. It also meets the following requirements from the FHWA *Interim Policy for National Scenic Byways*:

State Designation—Any highway or road submitted for designation under the National Scenic Byways Program should be designated as a state scenic road.

Vehicle Accommodation—The road must safely and conveniently accommodate two-wheel-drive automobiles with standard clearances.

Bikes and Pedestrians—Roads considered for National Scenic Byway designation should accommodate, wherever feasible, bicycle and pedestrian travel. (Within the next five years, much of the Red Rock Scenic Road will be transformed into a much safer and more pleasant route for non-motorized users than it is today.)

Corridor Management Plan Submittal—A scenic byways Corridor Management Plan, prepared in accordance with Paragraph 9 of the FHWA *Interim Policy*, must be submitted with the nomination for National Scenic Byway status.

Continuity—Candidates for consideration as National Scenic Byways should be as continuous as possible and minimize intrusions on the visitor's experience. (The Red Rock Scenic Road is physically continuous, although the urban characteristics of the Village of Oak Creek do interrupt the rural and natural environment experienced by travelers.)

Regional Significance—The characteristics associated with the intrinsic qualities of the corridor must be those that are distinct and most representative of the region. Their significance must also be recognized throughout the region. (This is clearly the case for SR 179, whose Red Rocks are widely recognized as the symbol of the Sedona area and the main reason for its worldwide appeal to visitors.)

The FHWA website bywaysonline.org contains a "Designation Readiness Worksheet" for the use of communities that are considering nomination of their roads for National Scenic Byway or All-American Road status. The CMP document, and especially this chapter, are intended to address each item on the checklist and thereby prepare the community for initiating the nomination process.

5.0 COMMUNITY INVOLVEMENT ACTIVITIES

Throughout the NBIP process described in Chapter 3, the ADOT project team worked to elicit comment related to the CMP from both visitors and residents of the community. This chapter describes activities especially pertinent to the CMP

5.1 Community Interviews

One of the first tasks of the public outreach team for the SR 179 Corridor Project was to conduct "key community interviews" in August and September 2003, to more fully understand the range of community issues from various individual viewpoints. The interviews were conducted one-on-one by a professional facilitator to encourage candid dialogue.

The public outreach team, which included citizen representation, developed the following selection criteria for the individuals invited for interviews:

-- Ability to provide a "global" or big picture perspective.

-- Recognized as a leader that represents a larger constituency.

-- Individuals who are "above reproach."

-- Interviewees provide a diversity of opinions and longevity within the area.

-- Persons who were not on any formal teams and not involved in project activities to date.

The interviewees were also selected because they of their connections to the following interest categories:

- Retail/Services
- Transportation
- Lodging and Hospitality
- Real Estate/Development
- Arts and Culture
- Public Safety
- Medical
- Resident/Homeowners Associations
- Education
- Media
- Outdoor Enthusiasts/Naturalists
- Bicyclists/Pedestrians

The intent of the community interviews was to understand the range of comments, and to identify both common themes and divergent opinions. Common themes related to the Red Rock Scenic Road that appeared throughout the interviews include:

-- The current state of the road is bad.

-- SR 179 is not pedestrian-friendly.

-- The scenic beauty of the area must be preserved.

-- The project solution should be unique and tailored to the area.

-- Roadway reliability is uncertain.

-- It is not about cutting one or two minutes off the time it takes to travel SR 179.

-- Emergency vehicles must be accommodated.

-- The project should be a model.

-- The long-term needs of the area should be addressed.

-- SR 179 is more than "just a road."

At the same time, many divergent viewpoints were expressed in the interviews. These typically had to do with the solutions to widely recognized problems and needs in the corridor. Examples of issues on which interviewees expressed widely differing views include:

-- The function of SR 179—a designated scenic byway, a four-lane limited-access highway, or something between the two.

-- The desirable width of the roadway.

-- What should be done to improve public safety.

-- The role of alternative modes of transportation, especially public transit.

-- How best to accommodate bicycles in the corridor.

-- Which users of SR 179 (e.g., residents, visitors, businesses) should receive primary consideration when improvements are planned, designed and constructed.

-- Intersection controls.

Other issues identified during the interviews included:

-- ADOT's property acquisition policy.

-- Growth issues in the area and their impact on the corridor.

-- Sound walls and noise mitigation.

-- Unintended consequences of increasing the speeds in the corridor.

-- The impact of construction timing on the area.

-- Signage to divert traffic from SR 179 to SR 260/89A into Sedona.

-- Better wayfinding (directional/distance) signage along the corridor to inform travelers.

-- More visitor pullouts.

-- How the corridor affects the economic vitality of the area.

5.2 Focus Groups

Another early activity of the public outreach team was a set of eleven focus groups led by professional facilitators in September 2003. The following groups were intended to include and represent a broad range of interests in the SR 179 corridor:

- Arts Community
- Economic Vitality
- Emergency Response
- Institutions
- Lodging

- Outdoor Enthusiasts
- Parents and Youth
- Residents
- Retail/Services
- Tourism/Tourists
- Transportation

Prior to each focus group, the participants received a handout that explained the process and outlined some potential discussion topics. Each group met for approximately two hours, with the discussion subsequently summarized by the facilitator.

Charrette #1–Bike Banter

The intent of each focus group was to understand a range of viewpoints, not to reach consensus. However, the reports from the focus groups reveal some common themes, including:

Charrette #1–Youth Forum

-- Solutions must be developed to deal with accidents and emergency response.

-- There is a wide range of opinions on how to address safety issues.

-- Pedestrian facilities are needed for safety and economic reasons.

-- Scenic beauty must be maintained.

-- Signage could be important in improving the roadway.

-- Hiking and biking facilities need to be integrated into planning.

-- The construction process must be well conceived.

Charrette #1–Trolley Talk

-- There is a disparity between those who are willing to live with traffic back-ups and those who feel they cannot.

-- Focus group participants desire continued involvement in the NBIP process.

5.3 CMP Postcard Survey

5.3.1 Overview

As part of the SR 179 Corridor Project, a postcard survey of the community was distributed and posted on the SR 179 website (http://www.scenic179.com) from mid-January through June 11, 2004. Six of the eight questions were designed to obtain public input for the CMP. (The remaining questions addressed the SR 179 Access Management Plan.) This survey, called "Comment Card #2" because it was the second postcard survey conducted as part of the SR 179 project, was distributed to the community by the following means:

-- SR 179 website (118 responses received)

-- Charrette No. 2, January 14-22, 2004 (40 responses)

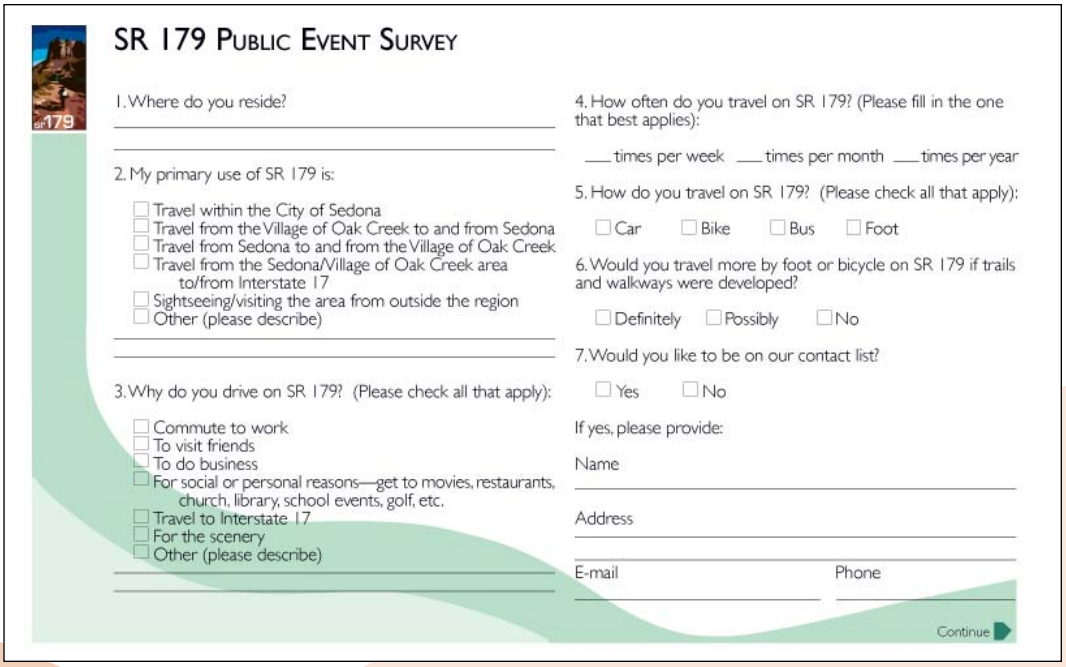
-- SR 179 project office (36 responses)

-- Charrette No. 3, May 22-27, 2004 (18 responses)

-- Other (16 responses)

-- Source not recorded (1 response)

A total of 229 completed postcards were returned to the SR 179 project team. It should be emphasized that this survey was unscientific. Its respondents do not necessarily constitute a representative sample of the community.



SR 179 Public Event Survey

1. Where do you reside?

2. My primary use of SR 179 is:
- ☐ Travel within the City of Sedona
- ☐ Travel from the Village of Oak Creek to and from Sedona
- ☐ Travel from Sedona to and from the Village of Oak Creek
- ☐ Travel from the Sedona/Village of Oak Creek area to/from Interstate 17
- ☐ Sightseeing/visiting the area from outside the region
- ☐ Other (please describe)

3. Why do you drive on SR 179? (Please check all that apply):
- ☐ Commute to work
- ☐ To visit friends
- ☐ To do business
- ☐ For social or personal reasons—get to movies, restaurants, church, library, school events, golf, etc.
- ☐ Travel to Interstate 17
- ☐ For the scenery
- ☐ Other (please describe)

4. How often do you travel on SR 179? (Please fill in the one that best applies):

___ times per week ___ times per month ___ times per year

5. How do you travel on SR 179? (Please check all that apply):

☐ Car ☐ Bike ☐ Bus ☐ Foot

6. Would you travel more by foot or bicycle on SR 179 if trails and walkways were developed?

☐ Definitely ☐ Possibly ☐ No

7. Would you like to be on our contact list?

☐ Yes ☐ No

If yes, please provide:

Name

Address

E-mail Phone

Continue

Postcard Survey

5.3.2 Survey Questions and Summary of Responses

Question #1: What does SR 179 being a scenic route mean to you?

Option	Indicated	Not Indicated	Percent Indicated
Red Rocks	185	44	81%
Natural vegetation	156	73	68%
Lack of commercial development lining route	138	91	60%
Color (green/red) combination	121	108	53%
Curves	107	122	47%
Slow speed	101	128	44%
Oak Creek	74	155	32%
Wildlife	71	158	31%

The most frequently cited characteristics defining SR 179 as a scenic route were the Red Rocks, natural vegetation and lack of commercial development along the route. Roadway design features and other elements were selected by fewer respondents. Unlike the landscape, wildlife is usually seen fleetingly if at all, especially by motorists.

Question #2: What defines small town character?

Option	Indicated	Not Indicated	Percent Indicated
Scenic	161	68	70%
Rural	127	102	56%
Nature	122	107	53%
Slow pace	122	107	53%
Artistic community	66	163	29%
Western	47	182	21%
Native American culture	42	187	18%
Tourist town	39	190	17%

Scenic, rural, nature and slow pace were the most common responses to this question. Elements that are clearly man-made (artistic community, western, Native American culture, tourist town) drew fewer positive responses.

Question #3: What man-made enhancements should/should not be added to the corridor?

The man-made enhancements desired by the most respondents were scenic pullouts, natural landscaping (revegetation) and pedestrian crosswalks. Transit stops, red pavement,

Option	Should	Should Not	No Response	Percent Indicated "Should:
Scenic pullouts	205	2	22	90%
Natural landscaping (revegetation)	192	2	35	84%
Pedestrian crosswalks	154	32	43	67%
Transit stops/shelters	116	51	62	51%
Red pavement	97	61	71	42%
Intersection lighting	86	88	55	35%
Public art	63	95	71	28%

intersection lighting and public art ranked lower. These responses continue the trend observed in Questions 1 and 2, where scenic and natural elements of the corridor generally take precedence over others.

Question #4: What type of interpretive signage could be incorporated into the SR 179 corridor improvements?

Option	Indicated	Not Indicated	Percent Indicated
Scenic	85	63	57%
Recreational	78	70	53%
Natural	70	78	47%
Historical	70	78	47%
Archaeological	54	94	37%
Cultural	43	105	29%

The types of interpretive signage important to the most respondents were scenic, recreational, natural and historical, rather than archaeological and cultural. The responses directly reflect the intrinsic qualities of most interest to those who completed the survey.

Question #5: What type of signage design theme could be incorporated into the SR 179 corridor improvements?

Option	Indicated	Not Indicated	Percent Indicated
Natural elements	142	87	62%
Rustic	82	147	36%
Artistic	42	187	18%
Traditional	34	195	15%
Cultural	28	201	12%

The most popular signage design theme for incorporation into corridor improvements was "natural elements." "Rustic" came in a distant second, followed by "artistic," "traditional" and "cultural."

Question #6: In 10 years, once the award-winning SR 179 improvements are in place, how will a first-time visitor describe his/her experience in traveling through the "Gateway to the Red Rocks"?

Most responses to this open-ended question were related to the themes listed below. Representative comments are quoted or paraphrased for each theme. With respect to intrinsic qualities of the corridor, respondents emphasized the scenic, natural and (to a lesser degree) recreational rather than the archaeological, historic and cultural.

Natural Scenic Beauty
-- Beautiful/breathtaking/awesome scenery (by far the most responses)
-- Red Rocks and natural vegetation
-- Unobstructed views; ample vistas; visually uncluttered
-- "Refreshing visual treat that would cause a person to want to return"
-- "The story of the red rocks should unfold before you as you approach Sedona"
-- "Enjoyed the scene and didn't really notice the road"

Roadway Design Elements and Aesthetics
-- "The road will be a destination in itself due to scenic design and beauty"
-- Safe on/off access
-- A road that shows respect for the land
-- Slow speed provides time to take in the views
-- A low-speed parkway
-- Scenic pullouts and photo opportunities
-- Safe, with many places to pull off and enjoy the view
-- Beautiful landscaping
-- Hills and curves
-- "Each curve should present a new and continually expanding view of red rock country"
-- Blends into the landscape
-- All man-made elements enhance natural beauty of the landscape
-- The road is a piece of art
-- Impressed with designers' imagination

The Travel Experience
-- Relaxing experience; not frustrating like before
-- Easy to travel
-- Reasonable travel time (to Sedona)
-- Uncongested (no bumper to bumper congestion or traffic jams)
-- "Smooth, uninterrupted travel with minimal visual interference"
-- Full of surprises
-- "Being in nature" feeling

-- "An Arizona Highways masterpiece emphasizing the natural beauty, history, and culture of Sedona"
-- "Stunning, yet efficient"
-- "A sacred pathway accessible in autos"

Wayfinding
-- Good directions; hard to get lost
-- "Easy to navigate without fear of being run over or tying up traffic"
-- Interpretive signage for wayfinding

Gateway
-- Beautiful natural entry
-- Gateway that preserves vortex energy and respect for nature
-- Users feel they're entering a special place

Multi-Modal
-- People enjoying pedestrian trails/paths
-- Multi-modal, inviting people to get out of cars and providing opportunities to do so
-- Easy walking, biking, hiking
-- Separate bike and walking pathway

Community Character and Quality of Life
-- Small town character and charm
-- The feeling that this is one of earth's greatest treasures
-- Artistic community within a national park-like setting
-- A friendly environment
-- "A pleasurable amble with low-key shops to explore"
-- Not commercial at all
-- Shopping, outdoor restaurants, picnicking
-- Excellent outdoor activities
-- "A great place to stay and enjoy recreational activities for the entire family"
-- Whole community seems to live its life outside among nature

Overall Impression of the Corridor
-- Intimate
-- Memorable
-- Majestic
-- Thrilling
-- Serene/restful/peaceful
-- Timeless, not dated

5.4 "Keep Sedona Beautiful" Public Open House: November 13, 2004

In November 2004, the ADOT project team members preparing the CMP were invited to participate in an open house sponsored by Keep Sedona Beautiful, Inc., a local grassroots organization that organizes a number of environmentally-oriented activities, including citizen-led trash collection along SR 179 and other roads. The open house was designed to highlight numerous efforts in the community to preserve the natural beauty of the area. Members of the SR 179 project team, as well as the State Scenic Roads Coordinator, attended this Saturday daytime event and provided information to community members about the CMP and National Scenic Byway Designation. ADOT issued a news release and e-newsletter to publicize its participation in the event and inform the community about the formation of a Red Rock Scenic Road Advisory Committee. A PowerPoint presentation with general information about the CMP process played continuously. Attendees were asked to fill out a questionnaire pertinent to the marketing plan element of the CMP. The questionnaire was subsequently posted to the project website, http://www.scenic179.com, so that it could be completed and submitted on line.

Also at the November 13 event, community members were invited to sign a sheet expressing their interest in joining a community-based action team that would assume responsibility for carrying out the vision and recommendations articulated in the CMP. Nine people signed up to be on the CMP mailing list; six of these expressed interest in serving on the Scenic Road Advisory Committee.

5.5 January 21, 2005 Organizational Meeting of National Scenic Byway Application Committee

After the November 2004 open house, several community members began expressing interest to ADOT and the SR 179 project team in assisting with CMP implementation, particularly in applying for national designation (All-American Road, National Scenic Byway) in 2005. These community members began meeting informally in December to prepare for the application process. At these meetings, attendees established an executive committee and three subcommittees specializing in the three sections of the All-American Road/National Scenic Byway application: traveler experience, designation justification and technical data. In response, ADOT and FHWA planned an informational meeting to enable these people and others interested in the CMP process to gather and organize. The meeting was publicized by an e-newsletter and news release. A special notice was e-mailed to local organizations and individuals who had expressed an interest in the committee, and the January 19, 2005 edition of the *Red Rock News* (the Sedona newspaper) carried a front-page story about the citizen committee under formation, the proposed National Scenic Byway designation and the January 21 meeting.

Approximately 20 members of the community attended this meeting on January 21, 2005. Kathie Knapp, ADOT Scenic Roads Coordinator, and Layne Patton, FHWA Arizona Program Manager for Scenic Byways and Transportation Enhancements, presented information about the CMP and about application for National Scenic Byway and All-American Road designation. They also noted that continuing implementation of the CMP will require a Red Rock Scenic Road Advisory Committee, and suggested that the membership could be drawn from the Scenic Byway Application Committee. Agency staff then responded to questions from community members. These questions focused on the geographic limits of the state-designated Red Rock Scenic Road, details about the national application process, the difference between a National Scenic Byway and an All-American Road, and future funding opportunities. The participants then split into small groups focused on the three areas of the All-American Road/National Scenic Byway application.

5.6 SR 179 Final Design Open Houses

On January 25 and 26, 2005, ADOT hosted two open houses at the SR 179 project office in the Village of Oak Creek to inform the community of progress on the final design phase of the SR 179 improvement project. One area of the open house was designed to disseminate information about the CMP, and also to gather input for the marketing plan and elicit interest in the Red Rock Scenic Road Advisory Committee.

6.0 CORE VALUES, VISION AND GOALS

6.1 Core Values

At the first planning charrette held as part of the SR 179 Corridor Project in November 2003, members of the Greater Sedona/Red Rock community established a set of core values for the corridor. Core values are defined as:

> *"…the reasons we live and do business in the area, and without [which], it would not be the place we care about. Values are things that are so important to the community that, no matter what, the community will not compromise. The values of the community are attributes that must be preserved."*

Many of the core values adopted for SR 179 are closely related to the intrinsic qualities evaluated in Chapter 3, while others pertain to prescribed elements of the CMP. In alphabetical order, the twelve core values are:

1. ***Character*** (the unique "look and feel" of the corridor)
2. ***Context Sensitivity*** (compatibility with the unique context of the SR 179 corridor)
3. ***Economic Sustainability*** (contribution of the corridor to the continuing economic vitality of the area)
4. ***Environmental Preservation*** (maintaining the natural and physical environment)
5. ***Mobility*** (the ability to provide efficient and reliable transportation service)

Charrette #1–public comments on snow cards

Charrette #1–small group discussion

Charrette #1–Corridor Visual Characteristics Survey

6. ***Multi-Modal*** (provisions for "alternative" forms or modes of transportation, such as bicycles and public transit)
7. ***Multiple Purposes*** (e.g., commuting, tourism, commercial traffic, shopping and social trips)
8. ***Public Safety*** (preventing crashes, reducing their severity and providing efficient emergency services)
9. ***Regional Coordination*** (involving ADOT, federal and local agencies, and other stakeholding organizations throughout the Greater Sedona area and the larger Verde Valley)
10. ***Roadway Footprint*** (the width and cross-section of transportation facilities in the corridor)
11. ***Scenic Beauty*** (preserving scenic features of the corridor and opportunities to enjoy them)
12. ***Walkability*** (ability of pedestrians to circulate in the corridor and reach points within it)

The SR 179 project team helped the community distill these core values from hundreds of comments collected before and during Charrette No. 1. Table 6.1 summarizes those comments that are especially pertinent to one or more of the intrinsic qualities evaluated in the CMP. The four columns are separate lists of problems, needs, resources/opportunities and community suggestions.

Charrette #1–Trolley Talk

Charrette #1–Bike Banter

Charrette #1–interest group work session

Table 6.1: Charrette No. 1 Public Comments Related to Intrinsic Qualities

Cultural Intrinsic Quality

Problems	Needs	Resources/Opportunities	Community Suggestions
		Signage would benefit from a theme that fits the area.	Incorporate art and culture in the corridor. Make signage part of the public arts process.

Historic Intrinsic Quality

Problems	Needs	Resources/Opportunities	Community Suggestions
		Opportunity to celebrate the corridor's history with artwork.	

Natural Intrinsic Quality

Problems	Needs	Resources/Opportunities	Community Suggestions
Wildlife has no place to go. People swerve to avoid animals but there's no escape route.	Non-intrusiveness on landscape and wildlife.	The FHWA book has good examples of context sensitive design.	Use rubberized asphalt and speed reduction and enforcement to keep road noise down.
Landscaped medians draw animals to the road, making it unsafe for them and people trying to avoid them.	Wildlife corridors and protected trails from wilderness area.		Preserve trees along the corridor. They produce oxygen.
Air pollution is a problem with all the stopped cars.	Noise reduction techniques (e.g., rubberized asphalt) but not soundwalls.		Accommodate wildlife that crosses SR 179.
Noise.	Tree planting to shade sidewalks and act as buffer to road.		Consider environmental factors (e.g., dust) during construction.
			When purchasing private property for highway construction, dedicate unused portions to open space. Cut as few trees as possible.
			When any structure is built, require that an equal amount of open space be left surrounding it.
			Look at the whole area and the environment, not just roads.

Table 6.1: (continued)

Natural Intrinsic Quality

Problems	Needs	Resources/Opportunities	Community Suggestions
			Coordinate any improvements with Unisource natural gas pipeline installation.
			Maintain unique rural character while fixing problems.

Recreational Intrinsic Quality

Problems	Needs	Resources/Opportunities	Community Suggestions
Pullouts have been reduced on CNF land; buses and cars pull over and it's dangerous as people get out of vehicles.	A landscaped recreation corridor with designated photo points and visitor stops.	People come to experience red rocks in a pedestrian environment, not to drive on a road.	Integrate non-vehicular options into the solution.
People must drive everywhere due to unsafe pedestrian environment.	A walk-friendly corridor.	The small number of routes to and from Sedona is conducive to transit, since choices are limited.	Include a bicycle path, but not on the roadway.
The road is not pedestrian-friendly.	Better pedestrian mobility, and pedestrian crossings not at roadway level (bridges or underpasses).	In the future bikes could use box culverts to cross the highway.	Transit should be considered a last resort; most tourists wouldn't use it.
It's insane to bike on SR 179.	Current road is not bikeable. Walkabouts with good signage.	Mountain biking in the area is world class. Road biking is not as well known.	Develop consistent bike lanes and pedestrian facilities with no choke points.
Mountain biking from trailhead to town is nearing impossible.	Meandering sidewalks.	Road cyclists would ride if it were provided for.	Consider underpasses or box culverts for grade-separated crossings.
Rumble strips are a problem for cyclists.	Hiking trails and bike paths.	Tourists will take transit if it's economically reasonable.	Develop bike paths internal to the Village and connecting to the regional system. Connect CNF trailheads along SR 179.
Maintenance of wide shoulders is an issue. Glass and other debris on the road make cycling dangerous. Cleaning is critical.	Sidewalks and bike lanes in the entire corridor.	Trails are being created informally through use. Recognize and develop them.	Trails need to respect and be sensitive to private property rights. Security can be a problem with trails adjacent to the back of properties.
To get to a trail, must get in the car.	Scenic pullouts and bike/pedestrian ways.	The area is becoming known as a place for hiking and biking.	Use shuttle to coordinate travel on Bell Rock Pathway.
An inherent conflict between people using the road for transportation and tourists using it for recreation; incompatible travel speeds.	Safe bike/pedestrian crossings.	Make pathway project a draw for tourism through enhanced identity and amenities.	Deal with golf carts. Verde Valley School Road handles them well.

Table 6.1: (continued)

Recreational Intrinsic Quality

Problems	Needs	Resources/Opportunities	Community Suggestions
The lack of information for highway users is appalling.	Connectivity for mountain bikers.	Opportunity to develop recreation in the Village with pathways and wilderness trails.	Eliminate or at least don't add parking at vista points and trailheads. These should be for shuttle use only.
Advance signage for visitors is "inadequate," "deplorable" and "ridiculous."	A multi-use path for walkers, in-line skaters, joggers, bikers. Go the entire length of the route.	Paths around and through our scenery such as in Telluride and Durango will give us more return visit potential of tourists.	Set up rest places for bicyclists and hikers.
Lack of designated areas for visitors to pull off road.	Bike paths and pedestrian trails separate from shoulders.	If the trail system near the road is destroyed during construction it must be replaced in its natural state. Consider using TRACS and other experts to assist in the replacement.	Red Rock Ranger District administrative site should be accessible and visible from the highway.
	A pathway to connect crossings of SR 179 in the Village.	Good signage can prepare people for pull-outs.	There should be areas where people don't have to worry about the Red Rock Pass.
	A separate bike path between the Village and Sedona.	Information kiosks at pullouts would familiarize visitors with the area and its attractions.	Expand Bell Rock Trail.
	Bike paths that tie into existing paths next to SR 179. Connect with Red Rock Pathways Plan and Arizona Trails Plan.	Great opportunity to do something unique with signage.	Incorporate the CNF headquarters, with bike parking.
	Shuttles to trailheads and parking along SR 179; also handicapped facilities along the highway and bike racks on shuttles.		Install more tourist-friendly signage.
	Separation of bikes and pedestrians.		Design for the first-time visitor, with clear signage with advance notice for turnouts.
	Wildlife corridors and protected trails from wilderness area.		
	A rest area near Bell Rock. It needs to accommodate buses and larger vehicles. Should be considered part of the Red Rock Ranger District administrative site.		
	Better signage for tourists—show places of interest and shopping areas.		
	Better advance signage and larger signs to guide unfamiliar motorists to points of interest.		

Table 6.1: (continued)

Recreational Intrinsic Quality

Problems	Needs	Resources/Opportunities	Community Suggestions
	Well-marked scenic pullouts with plenty of advance warning, for slower traffic as well as sightseers.		
	Parking for tourists along the road with signage.		
	Well-marked scenic points with trailheads and public restrooms.		
	Better signage for Visitor Center, at Outlet Mall and at Bell Rock parking for trailhead.		
	Emergency phones.		
	Improved lettering signs for pullouts.		
	Room at pullouts for RVs to pull out and safely re-enter.		
	More turnouts between Wild Horse Mesa Drive and I-17.		

Scenic Intrinsic Quality

Problems	Needs	Resources/Opportunities	Community Suggestions
Ugly buildings mar the beautiful environment.	A road that echoes the beauty of the environment.	Splitting the highway through the Forest could create some great views.	Protect the first impression of Sedona.
Aesthetics: ugly overhead power lines, dead trees.	Maintain beauty of the environment while balancing economic vitality issues.	If the road is expanded, it could be designed to open up more scenic views and vistas.	"Art" exists in the natural beauty. Do not impact this.
The Village is a soul-less strip of ugliness at the moment.	Preservation of the scenic highway.	Want to see a scenic byway. We have an opportunity…this is why people come to the area.	Make the road a slow, thoughtful approach that slowly unfolds the beauty of the area, like a Japanese garden.
Visitors slow down or stop in the middle of the road to view the scenery or take pictures.	A road that meets community needs while maintaining scenic beauty.	Gorgeous entrance to Sedona.	Focus on keeping the road "down" and the scenery "up."
Sound barriers will be problematic.	Non-intrusiveness on landscape and wildlife.	Major rock formations are the draw.	Don't sacrifice beauty to safety.
	Meandering path in red to blend into environment.	People come to experience red rocks in a pedestrian environment, not to drive on a road.	Design of SR 179 should be calming.

Table 6.1: (continued)

Scenic Intrinsic Quality

Problems	Needs	Resources/Opportunities	Community Suggestions
	Noise reduction techniques (e.g., rubberized asphalt) but not soundwalls.	Corridor is a beautiful environment that deserves different treatment from other roadways to ensure its protection.	Protect scenic qualities, but not by continuing a 1950s road concept.
	Trash cleanup.	One of the beauty spots in the nation.	No commercial signage.
	Preserve the dark night sky.	Unobstructed views. Incorporate red rocks into design.	Incorporate red rocks into design. Use them to camouflage built environment. The community may need to help pay for this.
	Well-marked scenic pullouts with plenty of advance warning, for slower traffic as well as sightseers.	Winding road gives multiple views of the rocks.	Bury power and gas lines.
	Good landscaping, including in the Village of Oak Creek.	The FHWA book has good examples of context-sensitive design.	Designate SR 179 a scenic highway.
	A landscaped median.	Cuts through previously unexposed red rock can be beautiful—e.g., SR 89A.	Provide adequate trash cans.
	Keep rolling nature of the roadway.	Sound walls can be artistically designed.	Avoid sound walls because of their appearance; they are contrary to small town character.
		The community will beautify the roadway, but ADOT must provide the opportunity for it to happen.	Make sound walls attractive and as low as possible if done at all.
		Winding profile adds to character of the road.	When purchasing private property for highway construction, dedicate unused portions to open space. Cut as few trees as possible.
		Some want to see it become a scenic byway. If the road is straightened with higher speeds, the ambience will be lost.	Don't allow clearing of trees for safety zone.
		Sedona doesn't look like anywhere else—the road shouldn't either.	No deep cuts that block views; no noise barrier walls. When any structure is built, require that an equal amount of open space be left surrounding it.
		Great opportunity to do something unique with signage.	Village can be Gateway to Sedona with a monument and greenbelt treatment.

6.2 Corridor Vision

To complement the core values, the community also developed a comprehensive long-term vision for the SR 179 corridor. The overarching vision describes an ideal future that the community aspires to achieve for the corridor. The following vision overview of the corridor, as well as the vision component for each core value, are written as if a resident of the Greater Sedona Area in the year 2025 were speaking about the SR 179 Project. (A few passages not relevant to the Red Rock Scenic Road are omitted.)

Overview

"When the planning and design process for improvements to the SR 179 corridor first began, the community debate was basically confined to one issue. Through speaking with hundreds of citizens and agency stakeholders, the inescapable fact surfaced that the SR 179 project was much, much more.

"Community members of the Greater Sedona Area came together by putting aside their differences, personal opinions, and egos to design a truly remarkable point of community pride—the SR 179 multi-modal transportation corridor. This unprecedented spirit of collaboration is still called upon today to tackle tough community issues. The level of community ownership is evidenced by the many partnerships that have been developed to create something that is uniquely Sedona.

"The theme was 'Connecting Communities' and this was accomplished, but this charge has gone well past the transportation system to all facets of the community.

"Their foresight and wisdom have allowed SR 179 to endure as one of the finest transportation and community amenities in the nation. They started with a blank sheet of paper considering all options, and this philosophy of openness continues today as the corridor evolves within this dynamic region."

Character

"The SR 179 corridor serves as an important connection linking communities, and provides a seamless transition between urban and rural areas. The facilities along SR 179 are complementary and integrate into the stunning natural surroundings. The arts and culture of the region are reflected in the landscape features, signage, street furniture, bridge treatments, retaining walls, lighting, paving, and other amenities. Local indigenous architectural themes, such as the use of red stone facing, are celebrated as defining elements of the area's character.

"The roadway is 'easy on the land' and transparent, providing a respite as you leave I-17, allowing the unique character of the communities and the natural environment to be showcased. The lines, forms, colors and material textures of the transportation facilities have been drawn from those in the natural environment. The small town character of the region is a 'state of mind' and way of life reflected in the natural vegetation, meandering movements, and 'national park-like feel' of the corridor."

Context Sensitivity

"The SR 179 corridor is a reflection of the unique setting of the area, core values, users' needs, and challenges/ opportunities of the region. The multi-modal improvements are the end product of a holistic and collaborative community involvement and decision-making process that has recognized the scenic beauty of the Red Rock Country, as well as the needs of all users. These improvements address the distinct needs and character of each corridor segment, while providing the flexibility for each community to further define its unique qualities and identity."

Economic Sustainability

"The SR 179 corridor supports the regional economy by providing both an enjoyable and relaxing route to one of the world's greatest destinations and an efficient means to distribute goods and services for local commerce within the region. In fact, the corridor has evolved into a 'destination' because of its innovation and unique design. The award-winning improvements made to the corridor have contributed to similar enhancements within the local business communities.

"The corridor features opportunities for active engagement of visitors (e.g. hiking, bicycling), passive observation of scenic resources and a variety of other recreation activities. It offers convenient and safe multi-modal movement between the community's many quality destinations and activity centers. It is complementary to adjacent businesses, respects residential neighborhoods, and provides an inviting gateway to the urban areas."

Environmental Preservation

"The SR 179 corridor respects the natural environment through which it passes, acknowledging the local geology and natural ecosystem. The roadway accommodates wildlife corridors and crossings. Corridor improvements offer ample viewing opportunities and an appreciation of the natural topography, vegetation and wildlife.

"The qualities of the human and natural environment along the roadway are less affected by noise, air, and light pollution because of careful stewardship. Transportation features are blended with the natural landscape to incorporate an environment reflecting the community's own value for the land."

Mobility

"SR 179 is a reliable transportation corridor for all users. When traveling the corridor, one can depend on how long it will take to get to a destination. Improvements to the roadway, and the development of readily usable and easily understandable multi-modal enhancements, accommodate travel via the automobile, transit, bicycles and walking. Traveling along the corridor has become a journey that is relaxed and delivers users smoothly to their destinations. The focus is not on getting through the corridor as fast as possible, but on arriving at one's destination safely and within a reasonably dependable timeframe. Improvements have also been made to ensure safer ingress and egress from neighborhoods, churches, and businesses along the SR 179 corridor."

Multi-Modal

"The SR 179 corridor is designed to support a variety of transportation modes for users of all ages. The facility serves as the spine supporting a comprehensive and integrated transportation system that includes transit, tour biking, off-road mountain biking, leisure recreational biking, pedestrian movements, and the motor vehicle. The multi-modal focus of the region allows residents to continue to enjoy the leisure lifestyle, climate and beauty of the Red Rocks.

"Transportation support facilities, such as bus stops and shelters, are developed within the context of the corridor and have been designed with character to reflect their unique setting. Transit services link neighborhoods and activity centers along SR 179 and serve the visitor population who may want to enjoy an auto-free vacation.

"An important accomplishment of this multi-modal vision is that it has lessened congestion and is an option for residents as well as visitors. People have embraced the economic and community development role that multi-modal transportation plays in the region's success."

Multiple Purposes

"The SR 179 corridor creatively responds to the wide variety of transportation demands by those who use the facility. Past impatience and frustration have been replaced by tolerance and harmony among residents of the Greater Sedona Area, commuters, business travelers, recreational motorists, cyclists, and pedestrians. The design provides for those who want to efficiently travel to their destination and those who are making a journey out of their trip."

Public Safety

"Safety is a key feature of the SR 179 corridor as users travel at appropriate speeds, and the frequency and severity of crashes are kept to a minimum. Users have confidence in the corridor's transportation function. Signage efficiently guides all users safely to their destinations, as well as to connect with multi-modal transportation options. Pedestrians and cyclists safely travel within and across the corridor. Special care has been given to areas with a high level of travel activity, as well as where multiple modes connect.

"Emergency response, law enforcement, and maintenance functions operate more efficiently and safely for personnel and the public as a result of the improvements made. Motorists have a 'margin for error' and places to exit the road in case of an emergency.

"The corridor safely handles contingencies such as inclement weather and high demand, and is a model for safety among the state's transportation systems."

Regional Coordination

"The SR 179 corridor and the regional transportation network have responded effectively to the changing demographics, economics, and social environment as a result of holistic, multi-modal transportation planning. The SR 179 corridor is recognized as the statewide model for regional collaboration and coordination in the planning and design of transportation proj-

ects, as well as the integration of such projects into their contextual environment. Because the SR 179 corridor has been so successfully integrated into and embraced by the community, ADOT and the local communities have established a solid working relationship that has led to other important transportation enhancements within the region."

Roadway Footprint

"The amount of land required for the SR 179 transportation facility improvements created a minimal disturbance to the environment and the communities through which it passes. The community and users are satisfied with the ability of the corridor to meet their travel needs while respecting its environmental context."

Scenic Beauty

"The SR 179 corridor is situated in one of the most scenic areas in the world, a tremendous visitor destination and a wonder of nature in color and form. The red rocks ARE Sedona, and the SR 179 corridor is the gateway to experience them. The curves and hills of the roadway lend vistas and viewpoints that surprise and present a visual thrill. The natural vegetation and red soil contribute to a dramatic scene. Scenic pullouts provide a great way for visitors to access trailheads and indescribable photographic opportunities with friends and family. The roadway traverses close enough to the unique vegetation of piñon pine, juniper and manzanita to lend an intimate feel to the driving experience. Through the trees, one can catch a glimpse of hikers and mountain bike riders, inviting participation in an activity that puts you in the middle of the landscape.

"The SR 179 corridor is now known as a destination in and of itself, and is nationally considered as an example of how best to nestle a roadway into the natural environment. Common roadway elements such as guardrails, drainage culverts, and bridges reflect the character of their surroundings, whether in the urbanized areas or the Coconino National Forest. As various users travel within the corridor, they can now appreciate the differences in views and vistas at every turn."

Walkability

"The SR 179 corridor is known for a diversity of walking opportunities, providing connectivity to many activity centers and varied destinations along its length.…In the Village of Oak Creek, the Central Business District is known for its 'people friendly' streetscape, which slows traffic and provides crossing opportunities that connect the various hotels, restaurants, retail establishments and surrounding neighborhoods. Ample places have been incorporated along the walkways to dine outside, sit and visit with neighbors, or take in the variety of vistas. Children find it easier to walk to school and visit friends due to safer intersections that alert drivers to their presence. At the new Coconino National Forest Ranger District Office, where a variety of information and visitors' services is provided, day visitors to Red Rock Country have the choice of parking and riding transit to access all the popular trails and sights through a variety of transportation modes."

6.3 Community Goals

A second SR 179 corridor planning charrette, held in January 2004, included the establishment of evaluation criteria to compare alternative planning concepts for improving the transportation corridor. These evaluation criteria were phrased as statements of desirable outcomes, and this CMP adopts them as goals governing the protection, enhancement and development of the corridor. Each goal relates specifically to several core values endorsed at the first charrette and listed in Section 6.1 above.

Charrette #2

Goal #1: Retain and enhance the natural appearance of the landscape, and the ability to enjoy scenic views from the corridor.

Charrette #2–gaming session

Goal #2: Provide a distinctive corridor identity and a unique experience for the user.

Goal #3: Provide effective and attractive wayfinding aids (signage and informational features) for tourists and others who may be relatively unfamiliar with the corridor.

Goal #4: Provide safe vehicular and emergency access to, from and across the corridor.

Goal #5: Provide safe bicycle crossings and circulation.

Goal #6: Provide safe pedestrian crossings and circulation.

Goal #7: Provide accessibility and longevity for maintenance (ADOT, other agencies, utilities).

Charrette #2–community-generated planning concepts

Goal #8: Minimize noise impacts in a context sensitive manner.

Goal #9: Provide accommodations for wildlife.

Goal #10: Minimize light pollution of the night sky.

Goal #11: Minimize the disturbed area and contours within the corridor, including disturbance of habitat and waterways.

Goal #12: Minimize right-of-way requirements.

Goal #13: Minimize air quality impacts: (a) motor vehicle emissions and (b) dust impacts.

Goal #14: Provide motorists with a reliable transportation system and reasonably predictable travel times, within the constraints of the external transportation network.

Goal #15: Accommodate a public transit system.

Goal #16: Provide ease in transfer between transportation modes.

Charrette #3–traffic simulations

Charrette #3–Urban Design Studies

Charrette #3–typical cross-sections

7.0 RED ROCK SCENIC ROAD ACTION PLAN

7.1 Action Plan Development Matrix

Table 7.1 summarizes the community input from the SR 179 Corridor Project that was used to develop many of the CMP recommendations that follow in Section 7.2. The first column of the table lists the 14 CMP elements from Section 1.3. The second and third columns list related community core values and goals from Chapter 6. The fourth column contains community input compiled from various sources in Chapter 5 and from Table 6.1. The fifth column consists of opportunities and constraints from Table 4.6. Finally, the sixth column presents key input and recommendations from the DAPs. Some of this input applies to the Village of Oak Creek, some to the National Forest, and some to the entire Red Rock Scenic Road. In columns 2 through 6, items are repeated if they apply to more than one CMP element.

This matrix is the source of most of the recommendations for roadway and roadside development in Section 7.2. The community input shown in Table 7.1 deals with some CMP elements in more depth than others. The first, second and thirteenth CMP elements have been addressed in earlier chapters of this report. The marketing plan (element 12) is discussed in Chapter 8.

7.2 Roadway and Transportation Recommendations

7.2.1 Hardscape

Hardscape consists of permanent, built elements of the roadway such as pavement, bridge structures, walls, railings, walkways and transit passenger facilities. Most of these items apply throughout the Red Rock Scenic Road. Signs, lighting, scenic pull-outs and pedestrian facilities are treated in separate sections.

Most of the following recommendations focus on the desirability of "natural" colors and materials. Because of funding constraints, some of these items will most likely be long-term improvements, although in other cases ADOT may be able to use appropriate colors and textures at little or no additional cost in its upcoming construction project. These hardscape elements address primarily the scenic intrinsic quality.

H1. Use materials compatible with the natural environment—e.g., stone and stone facing instead of exposed concrete or unit masonry.

H2. Prefer natural and subdued colors to bright colors.

H3. Where retaining walls are necessary, use native rock with planting pockets.

Table 7.1: SR 179 CMP Action Plan Development Matrix

CMP Element (abridged description)	Related Community Core Values	Related Community Goals [1]	Community Suggestions [2]	Opportunities & Constraints [3]	Related DAP Input
1. Map of corridor	Not applicable				
2. Assessment of the intrinsic qualities and their context	Assessed in Chapter 4 of this report				
3. A strategy for maintaining and enhancing each intrinsic quality[4]	All, but especially Character, Context Sensitivity, Environmental Preservation, Multi-Modal, Scenic Beauty, Walkability	All, especially 1-6, 8-11, 13	- Preserve winding road to maintain multiple views. - Better wayfinding signage. - Interpretive signage, especially for scenic (57% of survey respondents)[5] and recreational (53%) features. - Incorporate natural elements into signage (62%). - Consider a theme for signage. - More scenic pullouts (supported by 90% of survey respondents—partially to discourage stopping or pulling over at unauthorized locations). - Include and integrate pathways, walkways and bicycle facilities as a continuous and connected system. - Revegetate with natural landscaping (84%). - Pedestrian crosswalks (67%). - Transit stops/shelters (51%). - Provide shuttles to trailheads and bike racks on buses. - Rest areas and facilities for hikers, cyclists, etc. - Separate bikes from pedestrians. - Maintain low speeds (to preserve intrinsic qualities, enhance viewing experience and reduce noise). - Incorporate art in the corridor. - Use rubberized asphalt to keep road noise down. - Preserve and plant trees. - Maximize open space in the corridor. - Provide a landscaped median. - Accommodate wildlife crossing the highway. - Consider grade-separated pedestrian crossings (e.g., underpasses at culverts). - Meandering sidewalks. - Develop a pathway system in the Village of Oak Creek to connect with National Forest trails. - Information kiosks at pullouts. - Make the Red Rock Ranger District administrative site accessible and visible from roadway; provide bike parking. - Avoid soundwalls. - Preserve the dark night sky (through minimal and sensitive lighting). - Bury utilities. - Control commercial signage. - The Village can be a gateway to Sedona with a monument and greenbelt treatment.	All those listed in Table 4.6	*Village of Oak Creek* - Use native, drought-resistant plants for medians and landscaped buffers, with some ornamental plantings. - Consider colored pavement with texture changes on meandering walkways. - Consider special pavement treatments (e.g., stamped concrete, imprinted asphalt) at crosswalks. - Use no embedded lighting in pavement. - Use shielded, soft-colored, high pressure sodium lighting with cut-off fixtures at roundabouts. - Roundabout lighting should be consistent through the corridor. - No lighting is necessary between controlled intersections. - Consider some sidewalk (pathway) lighting as well. - Roundabouts will serve as character focal points and their aesthetics are important. - Consider monument signs, trees and public art in roundabouts (divergent viewpoints exist). - Don't overplant. *Coconino National Forest* - Maximize joint crossing opportunities (e.g., wildlife, pedestrians, equine). - Use "forest colors" (reddish brown) on signs and light poles wherever possible. Use native materials, natural colored wood and rusted metal. - Use rustic, southwestern style and native materials (wood and stone) at pullouts. - Provide amenities at pullouts, such as restrooms, bike racks, picnic areas, fire danger information, maps of trails and attractions. (There are divergent viewpoints regarding the appropriate level of amenities.) - Make bridges subordinate to the surroundings—use simple materials, natural colors. Use horizontal railing elements rather than vertical, to enable viewing of creeks and washes. - Do not light the roadway. - Walls should be subordinate to the landscape. Simulate sandstone and natural surface type. - Salvage and restore with plant pattern, density and size reflecting the natural environment (per FEA).

Table 7.1: (continued)

CMP Element (abridged description)	Related Community Core Values	Related Community Goals [1]	Community Suggestions [2]	Opportunities & Constraints [3]	Related DAP Input
3. A strategy for maintaining and enhancing each intrinsic quality[4]					*Throughout* - Avoid clutter; combine signs (on one post) to preserve views where possible. Keep presentation simple. - Paint backs of signs. - Prefer natural and subdued colors to bright colors. - Provide connections with existing trails. - Railings should use natural materials and colors (e.g., weathered steel, darker natural colors). - For transit facilities, prefer simple design reflecting historic building form; use native colors and materials (e.g., stone facing, wood, painted metal, weathered steel) in shelters. Avoid bright colors and standard shelters. - For walls, natural materials (such as stone facing) and colors are preferred to blend with the background. - Wall texture is important, reflecting the environment. - Use landscape treatment in a contextual manner—more lush in commercial areas. Minimize water use and mix trees, shrubs and groundcover of different textures. Use native plants and natural appearing treatment - Put utilities underground.
4. The agencies, groups and individuals that will carry out the plan, with a schedule and monitoring process	Regional Coordination and others	Same as above	None	Not applicable	Consider "Adopt a Spot" program for specific landscape and public space maintenance.
5. A strategy for accommodating development so as to preserve the intrinsic qualities	Economic Sustainability, Mobility, Multi-Modal, Public Safety, Regional Coordination, Walkability	Primarily 1, 3, 5, 6, 9, 12, 15	- Maximize open space in the corridor. - Revegetate with natural landscaping. - Maintain low speeds. - Provide a landscaped median. - Incorporate art in the corridor. - Include and integrate pathways, walkways and bicycle facilities as a continuous system. - Meandering sidewalks. - Preserve the dark night sky (through minimal and sensitive lighting). - Bury utilities. - Control commercial signage. - Develop a pathway system in the Village of Oak Creek to connect with National Forest trails. - The Village can be a gateway to Sedona with a monument and greenbelt treatment.	*Opportunities* - Bury overhead utility lines. - Coordinate with local planning agencies and businesses to reduce garish commercial signs. - Relocate or screen roadside parking areas. - Use plantings to screen large buildings whose colors contrast with the scenic backdrop. - Promote community identity and visitation through entry monuments and wayfinding elements. - Improve management of access to and from the highway. *Constraints* - Tourism-related commercial and residential development may impair intrinsic scenic qualities, through visual clutter and distraction. - The property rights and economic interests of adjacent landowners can constrain improvement of the visual environment in developed areas such as the Village of Oak Creek. - The Yavapai County zoning ordinance may limit the county's ability to control lot development and building design in the Village. - Commercial uses may need to be buffered and screened to preserve roadway views of the Red Rocks.	*Village of Oak Creek* - Use roundabouts for U-turns, allowing more right-in right-out (only) access points. - Roundabout aesthetics are important and will serve as character focal points. - Provide joint and cross access where possible to reduce median breaks. - Low-level, soft-colored lighting is preferred. - Lighting should enhance pedestrian ambience (in commercial areas). - Put utilities underground.

Table 7.1: (continued)

CMP Element (abridged description)	Related Community Core Values	Related Community Goals [1]	Community Suggestions [2]	Opportunities & Constraints [3]	Related DAP Input
6. A plan for continuing public participation	Regional Coordination and others	All	Keep community members, stakeholders and interest groups (e.g., the focus group members) involved in future corridor planning.	Not applicable	None
7. A safety review to locate deficiencies and identify possible corrections	Economic Sustainability, Mobility, Multi-Modal, Public Safety	3-7, 14	- Ensure rapid access and space to pull off the road for emergency vehicles throughout the corridor. - Maintain low speeds. - Provide scenic pullouts and photo opportunities. - At pullouts, provide adequate sight distance, turning radii and acceleration/deceleration lengths for large vehicles - Should be easy to navigate (improve signage). - Separate bike and walking pathway(s); existing road is not pedestrian friendly or bikeable. - Safe bike and pedestrian crossings; consider grade separation. - Shoulders must be cleaned and maintained. - Make turns to and from the highway safer. - Traffic control at Cortez Drive (in Village of Oak Creek). - Maintain the road better and increase maintenance frequency. - Provide better information on traffic conditions.	*Constraints* - Clear zone requirements can necessitate more tree removal from the roadway edges. - Signing requirements can result in distractions from scenic viewing.	*Village of Oak Creek* - Use shielded, high pressure sodium lighting at roundabouts. - Provide pedestrian refuge islands, possibly raised, at roundabouts. - Provide advance warning of pedestrian crossings (at uncontrolled intersections). - Use textured paving to warn motorists (of pedestrian crossings) and delineate crosswalks. - Use pavement to delineate uses (roadway, roundabout, pedestrian). - Install crosswalks at Navajo Trail and at Wild Horse Mesa Drive. - Use roundabouts for U-turns, allowing more right-in right-out (only) access points. - Provide joint and cross access where possible to reduce median breaks. - Don't overplant.
8. A plan to accommodate commercial traffic while ensuring the safety of other corridor users	Economic Sustainability, Environmental Preservation, Mobility, Multi-Modal, Multiple Purposes, Public Safety, Walkability	4-6, 8, 13, 14	- Passing lanes, particularly in the National Forest. - Use other corridors to relieve congestion.	*Opportunities* Opportunities for aesthetically appealing and unobtrusive buffering from noise (much of which is generated by trucks) may enhance recreational activities in the corridor. *Constraints* Vehicle noise may affect recreational experiences nearby (including walking and cycling in the corridor).	None
9. A discussion of efforts to minimize anomalous intrusions on visitors' experience	All, especially Character, Context Sensitivity, Environmental Preservation, Mobility, Multi-Modal, Scenic Beauty, Walkability	1, 2, 4-8, 10-14	- Incorporate natural elements into signage. - Consider a theme for signage. - More scenic pullouts (partially to discourage stopping or pulling over at unauthorized locations). - Revegetate with natural landscaping. - Maintain low speeds. - Use rubberized asphalt to keep road noise down. - Preserve and plant trees. - Maximize open space in the corridor.	*Opportunities* - Bury overhead utility lines. - Coordinate with local planning agencies and businesses to reduce garish commercial signs. - Reduce raw pullouts on dirt or disintegrating pavement by creating sufficient scenic pullouts of appropriate design. - Relocate or screen roadside parking areas. - Use plantings to screen large buildings whose colors contrast with the scenic backdrop.	*Village of Oak Creek* - Use native, drought-resistant plants for medians and landscaped buffers, with some ornamental plantings. - Use shielded, soft-colored lighting with cut-off fixtures at roundabouts. - Don't overplant.

Table 7.1: (continued)

CMP Element (abridged description)	Related Community Core Values	Related Community Goals [1]	Community Suggestions [2]	Opportunities & Constraints [3]	Related DAP Input
9. A discussion of efforts to minimize anomalous intrusions on visitors' experience			- Provide a landscaped median. - Consider grade-separated pedestrian crossings (e.g., underpasses at culverts). - Trash cleanup/trash cans. - Avoid soundwalls. - Preserve the dark night sky (through minimal and sensitive lighting). - Bury utilities. - Control commercial signage.	- Remove ragged ditches through improved drainage plans, new grading and seeding, and red rock linings. - Replace galvanized guardrail with Corten (rusted), steel-backed wood, red rock masonry, or colored concrete or red rock curbs. - Create planting pockets in existing rock cut faces so as to reduce their scenic impacts. Similarly, construct retaining walls of native rock designed with planting pockets. - Use different colors on shoulder pavements to reduce the psychological massiveness of the pavement, while helping to calm traffic. - Improve management of access to and from the roadway. ***Constraints*** - Tourism-related commercial and residential development may impair intrinsic scenic qualities, through visual clutter and distraction. - The property rights and economic interests of adjacent landowners can constrain improvement of the visual environment in developed areas such as the Village of Oak Creek. - The Yavapai County Planning and Zoning Ordinance may limit the county's ability to control lot development and building design in the Village. - Commercial uses may need to be buffered and screened to preserve roadway views of the red rocks.	***Coconino National Forest*** - Use "forest colors" (reddish brown) on signs and light poles wherever possible. Consider use of native rock and wood. - Paint backs of ADOT signs to blend into the background. - Use rustic, southwestern style and native materials (wood and stone) at pullouts. - Walls should be subordinate to the landscape. - Walls should simulate sandstone and natural surface type. ***Throughout*** - Avoid clutter; combine signs (on one post) where possible, to preserve views. - Use colors and materials compatible with the natural environment—e.g., stone and stone facing instead of exposed concrete or unit masonry. - Natural and subdued colors are preferred to bright colors. - Avoid use of concrete caps on stone faced walls. - Put utilities underground. - Limit "slogan signs."
10. Documentation of compliance with laws on outdoor advertising	Character, Context Sensitivity, Environmental Preservation, Regional Coordination, Scenic Beauty	1, 2	To be certified as part of National Scenic Byway application process		
11. An appropriate signage plan	Character, Context Sensitivity, Economic Sustainability, Mobility, Multi-Modal, Public Safety, Regional Coordination, Scenic Beauty	1-6, 14	- Better wayfinding signage. - Interpretive signage, especially for scenic (57% of survey respondents) and recreational (53%) features. - Incorporate natural elements into signage (62%).	***Opportunities*** - Reduce the number of highway signs by developing a new signing plan. - Investigate alternative materials for sign posts and sign panels that will be more conforming to the natural environment, while adhering to MUTCD guidelines and ADOT standards, as well as considering maintenance limitations.	***Village of Oak Creek*** Provide advance warning of pedestrian crossings (at uncontrolled intersections). ***Coconino National Forest*** - Use "forest colors" (reddish brown) on signs and light poles wherever possible. Consider use of native rock and wood. - Paint back of signs.

Table 7.1: (continued)

CMP Element (abridged description)	Related Community Core Values	Related Community Goals [1]	Community Suggestions [2]	Opportunities & Constraints [3]	Related DAP Input
11. An appropriate signage plan			- Consider a theme for signage. - Information kiosks at pullouts. - More scenic pullouts. - Rest areas and facilities for hikers, cyclists, etc.	- Develop an intergovernmental agreement permitting the two counties to install and maintain traffic control devices that do not adhere to standard ADOT materials. - Promote community identity and visitation through entry monuments and wayfinding elements. ***Constraints*** - ADOT limits signs and traffic control devices (e.g., signal poles, mast arms, light poles) that do not conform to standard materials. - Sign legends and background colors must adhere to MUTCD and ADOT guidelines.	***Throughout*** - Present signs in a simple and uncluttered manner using appropriate scale. - Provide wayfinding signage. - Combine signs (on one post) where possible, to preserve views. - Use natural colors and materials compatible with the environment. - Coordinate with Main Street Program architectural and signage design guidelines. - Limit "slogan signs." ***General*** Provide advance information at McGuireville Rest Area and Red Rock Ranger District administrative site.
12. A marketing plan	Context Sensitivity, Economic Sustainability, Multi-Modal, Multiple Purposes, Regional Coordination, Walkability	2, 15	- Make pathway project a draw for tourism through enhanced identity and amenities. - Design for the first-time visitor, with clear signage. - Paths around and through scenery, such as in Telluride and Durango, will provide more return visit potential for tourists. - Use better signage for tourists with points of interest and shopping areas. - Involve tourist interests throughout the process as solutions are developed, to protect and enhance the tourist experience. - Promote serenity of the area. - Continue efforts to attract destination tourists, as opposed to "day trippers" who generate lots of traffic but little revenue. - A good public relations campaign during construction to counteract any negative publicity. - Databases of [resort] clientele could be used to send out a survey of how visitors feel about SR 179 and their travel experiences in the area.	Not applicable	None
13. Any proposals for modifying the roadway, including how proposed changes may affect the intrinsic qualities	All	All	Incorporated in preferred planning concept for context sensitive design of the corridor (north of MP 304.5), as refined through the DAP process		

Table 7.1: (continued)

CMP Element (abridged description)	Related Community Core Values	Related Community Goals [1]	Community Suggestions [2]	Opportunities & Constraints [3]	Related DAP Input
14. A description of what will be done to explain and interpret the byway's resources to visitors	See under #11 and #12	2, 3	- Better wayfinding signage - Interpretive signage, especially for scenic and recreational features. - Consider a theme for signage. - More scenic pullouts. - Information kiosks at pullouts. - Make the Red Rock Ranger District administrative site accessible and visible from roadway; provide bike parking.	*Opportunities* - Develop interpretive displays at new scenic pullouts and the planned Red Rock Ranger District administrative site. - Promote community identity and visitation through entry monuments and wayfinding elements. *Constraints* Vista point access for trail users is limited.	*Coconino National Forest* At scenic pullouts, post maps, fire danger and other information for visitors. *General* Provide advance information at McGuireville Rest Area and Red Rock Ranger District administrative site.

[1] See the list of community goals in Section 6.3 above.
[2] Includes input from community interviews, focus groups, the CMP survey and comment cards. They are repeated where appropriate. Any one item may encapsulate several similar comments.
[3] From Table 4.6.
[4.] Focuses on the three principal qualities of this corridor: scenic, natural and recreational.
[5] All percentages in this column refer to responses to the postcard survey that addressed the CMP (see Chapter 5).

Source: SR 179 Corridor Project

H4. Make walls subordinate to the landscape; simulate sandstone and natural surface types and textures. Use natural materials such as stone facing and colors that blend with the background.

H5. Avoid the use of concrete caps on stone-faced walls.

H6. Use simple materials and natural colors for bridge structures.

H7. Use natural materials and colors (e.g., weathered steel, darker natural colors) for railings.

H8. The design of transit facilities (e.g., passenger shelters) should reflect historic building form. Use native colors and materials (e.g., stone facing, wood, painted metal, weathered steel); avoid bright colors. (The entity primarily responsible would be the owner/operator of the transit system, in conjunction with the Coconino National Forest.)

H9. Consider using pavement (e.g., changes in color and material) to delineate uses (e.g., vehicular, pedestrian, intersections). This is more of a short-term strategy for consideration by ADOT, and it concerns safety as well as visual appeal.

7.2.2 Pedestrian Pathways and Crossings

The following recommendations deal with pedestrian pathways and crossings in the Village of Oak Creek. These affect the recreational quality and will enhance the level of safety, which is currently less than desirable for pedestrians using SR 179 in the Village. (In the National Forest north of the Village, pedestrians and cyclists will be able to cross under both sections of the bifurcated roadway, at or near the existing Templeton and HT trail crossings.)

P1. Make the pathways along SR 179 a draw for tourism through enhanced identity and amenities. Meandering pathways with landscaped buffers would offer pedestrians a more pleasant experience than they now have along the Village of Oak Creek's main thoroughfare. Additional future amenities, such as artwork, informational kiosks, benches, drinking fountains and perhaps pathway lighting, could further enhance the appeal of the Village as a place to stop rather than simply pass through. Construction and maintenance of such facilities would need to be funded by community or business organizations, in partnership with Yavapai County (which sets local planning and zoning guidelines) and ADOT (which controls the SR 179 right-of-way). The design scheme should fit the spectacular scenic background and incorporate any theme that is ultimately adopted for the scenic corridor.

P2. Consider special pavement treatments, such as stamped concrete or imprinted asphalt, at crosswalks. ADOT is currently considering such treatments for its upcoming construction, depending on the cost, maintainability and potential contributions from partners. Therefore, this could be a short-term action.

P3. Consider colored pavement with texture changes on meandering pathways. The comment made on the preceding item applies here as well.

P4. Provide crosswalks across SR 179 in addition to the ones at the four controlled intersections (roundabouts). This is a DAP recommendation that ADOT will follow by constructing crosswalks at Castle Rock Road and Navajo Trail. All crosswalks will meet accessibility guidelines under the Americans with Disabilities Act. Also, ADOT will provide pedestrian refuges at the "splitter islands" separating traffic streams at roundabouts.

P5. Develop a separate pathway system in the Village of Oak Creek to connect with National Forest trails. This strategy would enhance the corridor's recreational value and contribute to the economic sustainability of the entire Sedona/Red Rock area. It would most likely be implemented over a period of years by community groups such as Red Rock Pathways and Keep Sedona Beautiful, in collaboration with Yavapai County and Coconino National Forest. Meanwhile, the locations of existing trails and trailheads in and near the Village could be better publicized. The community could partner with other entities and ADOT in the installation of inconspicuous signage along the new multi-use paths in the Village, providing distances and directions to trail access points.

7.2.3 Bicycles

B1. Provide bike parking facilities at the new Red Rock Ranger District administrative facility and at the scenic pullouts. This will enhance recreational access, expand scenic viewing opportunities and provide equitable treatment of alternative modes.

B2. Install bike racks on transit buses serving the corridor. This will help achieve some of the same objectives as bicycle parking. It will need to be coordinated through the owner/operator of the transit system.

B3. Maintain and clean shoulders frequently to remove hazards to bicycles and other vehicles. This general traffic safety measure is particularly important to cyclists, who are the most vulnerable to roadside debris. The issue was raised not only by the community at large, but also in the "Statement on the SR 179 Improvement Project" prepared by the Verde Valley Cyclists Coalition in February 2004. While shoulder maintenance is fundamentally an ADOT responsibility, ADOT's maintenance resources are such that partnerships with community or volunteer groups are necessary to ensure that this happens.

B4. Consider changing the Arizona Bicycle Suitability Map to show the portion of SR 179 north of MP 304.5 as "More Suitable" instead of "Less Suitable" for bikes. This action will be timely as soon as the highway shoulders have been widened as

part of the upcoming SR 179 improvements.

7.2.4 Lighting

The following roadway lighting recommendations apply to the Village of Oak Creek and address the scenic intrinsic quality. (Lighting should continue to be avoided within the Coconino National Forest.)

LI1. Use shielded, soft-colored, high pressure sodium lighting with cut-off fixtures at roundabouts. The roundabout lighting should be consistent throughout the corridor. ADOT will follow this recommendation during the construction project in the Village of Oak Creek. All roadway lighting along SR 179 will comply with local "dark sky" ordinances.

LI2. Do not light the roadway between controlled intersections (roundabouts). This is a short-term recommendation that ADOT will follow during construction.

7.2.5 Signage Design, Presentation and Density

The following recommendations relate to the scenic intrinsic quality of the corridor. They are meant to apply to the entire Red Rock Scenic Road, but may be more important in the National Forest where signs are more intrusive than in the Village of Oak Creek. With the possible exception of item SI1, they are short-term recommendations. Wayfinding signage is addressed in a separate section, in part because public input favoring more and better wayfinding aids may appear inconsistent with DAP recommendations to minimize the number of signs and avoid sign clutter.

SI1. Use "forest colors" (reddish brown) on signs and light poles wherever possible. Use native materials, natural colored wood, native stone, weathered steel, rusted metal, etc. The Coconino National Forest already does this on its signs within the National Forest boundaries. ADOT faces two constraints in implementing this recommendation on its highway signs. First, all signs must be in conformance with the MUTCD and *Standard Highway Signs* manual, which govern sign dimensions, colors and materials. Second, as noted above under hardscape, natural materials are often more costly than conventional materials. Opportunities to implement this recommendation, even in the long run, may therefore be limited. Some actions are feasible, however. DAP members have suggested painting the sign backs and posts in more subdued natural colors, which has already been done at some locations in the National Forest and Sedona. This requires an intergovernmental maintenance agreement between ADOT and the local jurisdiction. There may also be opportunities to modify the design of supporting posts and the setting of the sign. Finally, as indicated in Table 4.6, in some cases Yavapai and Coconino counties could enter into an intergovernmental agreement permitting them to install and maintain signs that do not use standard ADOT materials.

SI2. Keep signs simple and uncluttered in their presentation to the public. State the message clearly and succinctly, and maintain an appropriate scale respecting the greater environmental interest. Along the Red Rock Scenic Road, clarity and succinctness include the use of symbolic and numerical information that can readily be understood by an international visitor population.

SI3. Use back-to-back signs for bicycle (and possibly other) signs to minimize sign clutter. For example, ADOT currently uses two-sided milepost signs, and the National Forest has back-to-back signs near MP 310 identifying "Little Horse Trail Bell Rock Pathway."

SI4. Avoid bright, obtrusive colors.

SI5. Combine signs on one support post whenever possible, to reduce the clutter of numerous individual signs. An existing example consists of signposts for the Tequa Plaza Visitor Center with a blue tourist information sign and a brown Red Rock Pass/National Forest information sign.

SI6. Consider adopting a theme or logo for signage in the corridor.

7.2.6 Landscaping

Because the area adjacent to the roadway in the National Forest is to be revegetated and restored to its natural condition per the FEA, the following recommendations apply specifically to the Village of Oak Creek.

LA1. Use native (or native-adapted), drought-resistant plants in medians and landscaped buffers. Mix trees, shrubs and groundcovers of different textures and use context sensitive treatments, such as lusher landscaping in commercial areas. Make the landscaping as "natural appearing" as possible. Installation and maintenance will require partnerships between ADOT and local agencies, community groups, volunteer organizations and private property owners. Proper maintenance of landscaping is essential for scenic and safety reasons.

LA2. Use plantings to screen large buildings whose colors contrast with the scenic backdrop. This strategy was noted as an opportunity during the NBIP corridor inventory and assessment. The landscaped buffers may achieve this to some degree. The DAPs noted, however, that it is important to avoid overplanting, which can result in excessive maintenance needs, obstruct motorists' visibility and in some cases cause its own visual clutter.

7.2.7 Access Management

The following access management recommendations, which ADOT will implement during construction, will enhance traffic safety along the Red Rock Scenic Road. They are listed here because of their relevance to CMP element 7, which calls for a plan to correct safety deficiencies. Better access management, particularly in the Village of Oak Creek, will complement the new eight-foot shoulders to alleviate safety concerns within the scenic corridor.

ADOT has prepared an Access Management Plan that contains more detailed guidelines and recommendations for SR 179 from MP 304.5 to the SR 89A intersection in Sedona.

A1. Use appropriate placement of median breaks to limit the number of "left turn in" and "left turn out" movements that result in conflicting vehicle paths. In the Village of Oak Creek, median breaks will be provided at six or seven locations in addition to the four roundabouts: south of Rojo Drive, Rojo/Wild Horse Mesa Drive (realigned intersection), Castle Rock Road, the Bell Rock Inn, Navajo Trail, Bell Rock Plaza, and possibly the Prime Outlets.

A2. Use roundabouts for U-turns, allowing more right-in/right-out (only) access points. The four roundabouts that ADOT will install in the Village will not only tend to slow down traffic and perhaps provide a more attractive environment than signalized intersections, but will also facilitate U-turns to reach side streets and driveways located away from median breaks.

A3. Implement the remaining recommendations of the SR 179 Access Management Plan, in both the Village of Oak Creek and Coconino National Forest.

7.2.8 Scenic Pullouts and Red Rock Ranger District Administrative Facility

Within the Red Rock Scenic Corridor, all scenic pullouts will be located in the National Forest. While ADOT is responsible for constructing the paved access driveways and parking areas (including trailer and bus parking), the CNF has responsibility for amenities at these facilities. The new Red Rock Ranger District administrative facility, tentatively scheduled to open in 2007, will be located on the east side of SR 179 near MP 304.7. The scenic pullout recommendations address both the scenic and recreational intrinsic qualities.

SC1. Post maps, interpretive displays, regulatory information and fire danger notices at scenic pullouts. This should include at least the level of information currently displayed at Bell Rock Vista, which has the most posted information of any existing pullout. In addition to a trail map of Red Rock Country, a map of the entire Coconino National Forest could be displayed, as at the existing roadside parking area near MP 308.3 on the west side of SR 179. The greatest amount and variety of information could be provided at the new Red Rock Ranger District administrative facility.

SC2. If feasible, interpret samples of the area's unique geology (rock strata) and paleontology (fossils) at scenic pullouts and Ranger District administrative site. Such displays would greatly enhance the interpretive and educational benefits provided by text, drawings and photographs.

SC3. Provide other amenities at pullouts to the extent appropriate, affordable and compatible with the natural environment. Based on community

input, the two new pullouts could contain restrooms, trash receptacles, pass vending machines, trail signs, and areas set aside for future transit stops. Some DAP members have suggested picnic areas at the pullouts—although these may be inappropriate, as they could lengthen stays and thus overload parking. It is also important to make a taste of the Red Rock experience available to travelers whose personal mobility limitations may keep them close to their vehicles, by providing viewing areas as close to and accessible from the parking lots as possible.

SC4. Provide additional scenic pullouts. Some 90 percent of respondents to the postcard CMP survey (see Chapter 5) agreed that more scenic pullouts should be added along SR 179. In addition to the three pullouts that ADOT and the Forest Service will provide by 2008 along with the roadway improvements, the FEA calls for three pullouts to built sometime in the future when the Coconino National Forest decides that demand warrants them. One pullout will be located on each of the one-way roadways near MP 309, and the third slightly north of Bell Rock Vista to serve southbound traffic. The three future pullouts are again likely to be joint projects of ADOT and the CNF.

SC5. Use a rustic style and native materials such as wood and stone at pullouts. This recommendation from the DAPs is consistent with existing practices of the Coconino National Forest.

7.2.9 Wayfinding Signs

Wayfinding signage, which directs visitors to popular attractions, was a common theme of public input throughout the SR 179 Corridor Project. Widespread sentiment exists in the community that existing signage is inadequate to help visitors find their desired destinations quickly and safely. At the same time, the signage discussion earlier in this chapter clearly shows that DAP members prefer to keep signage simple, uncluttered and unobtrusive throughout the corridor. In other words, there is a tradeoff between the scenic and recreational intrinsic qualities. The following recommendations, intended for consideration by ADOT and Coconino National Forest, are intended to take into account the need to balance these qualities.

The CMP element pertaining to signage (item 11 in Section 1.3 of this document) says that "where appropriate, signs for foreign tourists who may not speak English fluently" should be used. Although the MUTCD does not refer specifically to common international signage, many of the signs prescribed in the MUTCD and used by ADOT contain pictorial representations designed to be readily understandable to non-English-speaking drivers. The MUTCD symbols are typically similar enough to common international symbols to make their meanings apparent. Websites such as http://www.geocities.com/jusjih/roadsigns.html#c illustrate the most widely used international highway signs.

W1. Post advance signage for each designated scenic pullout. Following completion of ADOT construction in 2008, there will be three designated pullouts north of the Village for

northbound traffic and two southbound (including Little Horse, which will continue to serve both directions), plus the Red Rock Ranger District administrative site accessible from both directions at MP 304.7. Appropriate advance signs will assist motorists unfamiliar with the area, reduce their stress level, enhance safety by giving them preparation time, and discourage attempts to stop at unauthorized locations. Pending further study by ADOT and Coconino National Forest, it is recommended that advance signs be posted in the following areas:

- Northbound between Beaverhead Flat Road and MP 304, showing the distance to the Ranger District administrative site. The availability of National Forest information and Red Rock passes should also be indicated. (Signage for the existing South Gateway Visitor Center at Tequa Plaza may or may not remain, depending on the future disposition of this facility.)
- Similar signage southbound for the new Red Rock Ranger District facility, between Wild Horse Mesa Drive and MP 305. (The existing signage in both directions for visitor information at Tequa Plaza will be removed when the new visitor center is available.)
- Northbound at an appropriate location between Jacks Canyon Road and Bell Rock Boulevard, showing the distance to all three northbound pullouts. The location should be chosen to avoid sign clutter and driver "information overload," especially near roundabouts in the Village of Oak Creek.
- Northbound in Coconino National Forest between Bell Rock Vista and MP 308, showing the distance to both the new northbound pullout and the existing Little Horse facility.
- Northbound in the National Forest between MP 308.4 and MP 309.4, showing the distance to the Little Horse/North Bell Rock Pathway pullout. Trailheads located at this facility could be included in the signage.
- Similar signage southbound between Chapel Road and the beginning of the Red Rock Scenic Road. This sign should show distances to both the Little Horse facility and the new pullout farther south.
- A sign on the southbound roadway between Little Horse and MP 308.8, showing the distance to the new southbound scenic pullout. ADOT and the CNF should also consider signage indicating that Bell Rock Vista is not accessible to southbound traffic.

Thus, a total of seven advance wayfinding signs for the scenic pullouts are envisioned. The most important are the two signs for the new CNF administrative site south of the Village, and the first sign in each direction showing the distance to each designated pullout. The last two signs northbound and the second southbound are less critical. For those pullouts that

lack tour bus parking, a "no buses" diagram should be considered. ADOT and Coconino National Forest will need to develop jointly a uniform format and design consistent with existing signage, while respecting the signage recommendations listed earlier in this chapter.

W2. Include the three additional pullouts in the advance signage system when they are added to the Red Rock Scenic Road in the more distant future. (A fourth pullout, proposed near the Radisson Poco Diablo Resort beyond the north end of the designated scenic road, could also be included.)

W3. Mark the entrances to the new scenic pullouts with clear but unobtrusive signage, and improve signage at the Little Horse/North Bell Rock Pathway pullout. This is another joint responsibility of Coconino National Forest and ADOT. The existing, two-sided "Little Horse Trail Bell Rock Pathway" sign on the east side of the highway is easy to overlook; it should be considered for replacement with more visible signs on both sides of the road.

W4. Consider an advance sign northbound, indicating distance, for the Chapel of the Holy Cross and the Gallery District. These major tourist attractions north of the scenic road are far more conspicuous than the scenic pullouts, and their locations are known to more visitors. Hence, this should be considered an optional recommendation. If included, the sign should be located either within or just outside the Village of Oak Creek, to minimize artificial intrusions on the National Forest.

7.2.10 Miscellaneous Scenic Mitigations

MI1. Bury overhead utilities underground. Overhead utilities that detract from the scenic landscape are a community concern not only within the Red Rock Scenic Corridor, but in Sedona as well. Funding for burying the utilities would most likely need to be raised by the local jurisdictions. The Big Park Community Plan suggests that burial of utilities affecting scenic sight lines or constituting an eyesore could be a Yavapai County requirement, to be paid for by the utility companies and implemented during county road work. The county could also adopt a policy requiring all new development to bury utility lines.

MI2. Control commercial signs in the Village of Oak Creek and limit their impact on scenic quality. This item will be discussed in the next section on community planning and development. It should be noted, however, that some businesspeople in the Village feel that adequate commercial signage is necessary to call attention to their businesses, and that variable sizes and colors are desirable.

7.2.11 Divergent Viewpoints

This section would be incomplete without a short list of divergent viewpoints expressed by members of the Design Advisory Panels for the SR 179 NBIP. The

following are roadway features on which the DAPs were unable to reach a consensus. Their common element is a tension between maximizing scenic and natural preservation, and the desire for man-made embellishments and amenities.

- Provision of shade at scenic pullouts.
- The level of amenities to be provided at pullouts.
- The size and color of business signs in the Village of Oak Creek.
- Use of monument signs or displays in roundabouts. While some DAP members felt that roundabouts are a logical place for major signing identifying the community and "branding" it with a theme, others expressed concern about safety and visibility issues, and possible driver distractions.
- Use of public art in the Village of Oak Creek. This is a related issue about which no consensus appears to exist. Again, the question arises of the extent to which artwork may distract motorists and compete with the natural scenic backdrop.

7.3 Community Planning and Development (Village of Oak Creek)

According to the *Big Park Community Plan* (BPCP), the predominant "community style" in the Village of Oak Creek has been inspired by the surrounding geology, views and vegetation. It has strong horizontal patterns and stone bases rooted to sculptural forms using native materials and incorporating natural patterns, colors and textures. The most prevalent architectural style in the area is Southwestern, reflecting the influence of the Spanish mission style and the extended sloping roofs of California. The use of native building elements alludes to prehistoric cliff dwellings. Natural colors of umber, sienna and terra cotta in medium to dark tones are encouraged, and even mandated by some homeowners associations in the community plan area.

The following "general goals and objectives" of the BPCP directly relate to the preservation of scenic attributes of the Village:

- "Establish guidelines to identify and recommend land uses in order to provide for orderly, desired growth, *and to serve the interests of the local residents by maintaining the rural small town character such as low density and low profile uses."* (Emphasis added.)
- Encourage future development to be "compatible with the small town atmosphere *enhanced by the extraordinary beauty of the surroundings* by promoting the predominantly single-family character of the community plan area." (Emphasis added.)

The recommendations presented below are designed to preserve and enhance the scenic intrinsic quality along the Red Rock Scenic Road in the Village of Oak Creek. Their principal source is the *Big Park Community Plan*, adopted by the Yavapai

County Board of Supervisors in June 1998. The existing BPRCC could take the lead in working to implement these recommendations. The BPRCC was formed in 1997 and originally consisted of 16 homeowners associations and one business association. It prepared the 1998 BPCP as an amendment to the 1988 community plan.

CP1. To "preserve the integrity of the Arizona Scenic Road Status of the SR 179 corridor," new development on parcels adjoining SR 179 should be site-planned to ensure at least 30 feet of open space and landscaping along the highway. The location and height of structures should protect natural scenic vistas and background beauty.

CP2. Implement a design review overlay zone, as defined in the Yavapai County Planning and Zoning Ordinance, to establish an overlay zone permitting enforcement of building design and development requirements that preserve the scenic corridor. Specifically, the BPCP recommends formation of a committee of residents and business owners to develop a commercial design review overlay. The use of an overlay zone can help maintain existing land uses and densities, and at the same time ensure that new construction will maintain the scenic character of the surrounding environment. Such zones are authorized in Section 470 of the 2003 Yavapai County Planning and Zoning Ordinance. The Village of Oak Creek has more than three times the required minimum of 1,500 year-round residents and therefore qualifies for designation as an "urbanizing" overlay zone. A placeholder in the zoning ordinance is reserved for additional types of overlay zones to be adopted in the future to address special issues. Yavapai County may wish to consider adding provisions for a scenic overlay to the ordinance.

This recommendation would help achieve several allowable purposes of an overlay zone as stated in the county ordinance, such as ensuring that developments conform with the aesthetic character of their surroundings, protecting environmental qualities (e.g., natural vegetation, scenic vistas), and enhancing economic values in the community.

CP3. Develop and enforce building design guidelines with a committee including business owners and residents in the Village of Oak Creek, to ensure harmonious integration of man-made elements with the natural environment. The BPCP identifies several problems with existing commercial uses, including inappropriate lighting designs that undermine the intent of the Yavapai County Dark Sky Ordinance, tall parking lot lights that generate unnecessary reflected and peripheral light, county commercial sign guidelines permitting heights, size, color and brightness that do not conform to a small town environment (or scenic corridor), and some existing buildings and landscaping that do not harmonize with the scenic background. During the SR 179 Corridor

Project, community comments and DAP input were especially critical of some existing signage in the Village, which many consider unattractive and even garish. While existing structures, parking and signage along SR 179 within the Village of Oak Creek tend to be relatively unobtrusive by contemporary urban standards, it is clear that many roadway users expect more from a scenic road. Certainly, any deterioration of existing visual conditions in the Village should be considered unacceptable.

Visually-oriented design guidelines recommended in the BPCP include:

- Encourage the designers and developers of building sites to minimize adverse visual impacts on view corridors and take advantage of natural terrain.
- Protect and enhance the beauty of the landscape by retaining natural topographic features, such as watercourses, drainageways, floodplains, slopes, ridge lines, rock outcrops, vistas, native vegetation and trees.
- Minimize construction of building pads in hillside or on hilltop development areas.
- Place roads and driveways so as to follow natural topography wherever possible, and minimize cutting and grading.
- Promote the location, height, bulk, number of stories and size of commercial buildings that are compatible with the natural and build environments. For example, building designers for large projects should consider avoiding large blocks of structure, thereby reducing the visual impact. In addition, multi-storied buildings should be tiered or at least balconied.
- Use the commercial signage standards of the Village of Oak Creek Homeowners Association as a model for commercial signage height, size, color, brightness and impact.
- Promote the use of native rocks and wood as building accents.
- Discourage the use of architectural styles specific to other areas of the country.
- Discourage franchise/monoculture (corporate signature) buildings and shallow imitations of Southwestern architectural styles.
- Use the Village of Oak Creek Homeowners Association color guidelines as a model for painting structures.

The BPCP recommends that voluntary compliance with the design guidelines be encouraged until a design review overlay zone can be implemented.

CP4. Enforce, and if necessary strengthen, the Yavapai County Dark Sky Ordinance to reduce unnecessarily bright nighttime commercial lighting. The nighttime visitor experience, in which motorists suddenly emerge from the dark National

Forest into bright yellow light from roadside signs, is especially disconcerting and incongruous. It ranks high as an "anomalous intrusion on visitors' experience" that requires alleviation.

7.4 Summary: Proposed Responsibility and Phasing Chart

Table 7.2 summarizes the recommendations described in preceding sections of this chapter. It shows the locations (Village of Oak Creek, Coconino National Forest, or both) to which each recommendation applies, identifies the locus of responsibility, and suggests the most probable timeframe—short-term, mid-term or long-term—for implementation. Many of the proposed actions require partnerships in which ADOT's cooperation is required, but other agencies or organizations must take the lead, particularly in funding. The next chapter notes the roles of the Red Rock Scenic Road Advisory Committee in promoting partnerships and coordinating CMP iimplementation. Chapter 8 also discusses potential funding sources and the marketing plan.

Table 7.2: Proposed Responsibility and Phasing Chart

Recommendation	Type	Location		Responsibility	Timeframe or Phasing**
		VOC*	CNF*		
HARDSCAPE RECOMMENDATIONS					
H1. Use materials compatible with the natural environment—e.g., stone and stone facing instead of exposed concrete or unit masonry.	Hardscape	X	X	Community/local agency partnerships with ADOT	Short- to long-term, depending on non-ADOT funding
H2. Prefer natural and subdued colors to bright colors.	Hardscape	X	X	ADOT with support from CNF and Yavapai County	Short-term
H3. Where retaining walls are necessary, use native rock with planting pockets.	Hardscape	X	X	Community/local agency partnerships with ADOT	Short- to long-term, depending on non-ADOT funding
H4. Make walls subordinate to the landscape; simulate sandstone and natural surface types and textures. Use natural materials such as stone facing and colors that blend with the background.	Hardscape	X	X	ADOT (colors/textures); community/local partnerships with ADOT (natural materials)	Short- to long-term, depending partially on non-ADOT funding
H5. Avoid the use of concrete caps on stone-faced walls.	Hardscape	X	X	Community/local agency partnerships with ADOT	Short- to long-term, depending on non-ADOT funding
H6. Use simple materials and natural colors for bridge structures.	Hardscape	X	X	Primarily ADOT	Short-term; largely implementable during upcoming construction
H7. Use natural materials and colors (e.g., weathered steel, darker natural colors) for railings.	Hardscape	X	X	Similar to H4 above	Similar to H4 above
H8. The design of transit facilities (e.g., passenger shelters) should reflect historic building form. Use native colors and materials (e.g., stone facing, wood, painted metal, weathered steel); avoid bright colors.	Hardscape	X	X	Owner/operator of new transit system (to be determined), with cooperation from ADOT and CNF	Mid- to long-term, depending on timing of Sedona transit system Phase 2 implementation
H9. Consider using pavement (e.g., changes in color and material) to delineate uses (e.g., vehicular, pedestrian, roundabout).	Hardscape	X		ADOT, possibly with community/local partnerships	Short- to mid-term

Table 7.2: (continued)

Recommendation	Type	Location		Responsibility	Timeframe or Phasing**
		VOC*	CNF*		
PEDESTRIAN PATHWAY AND CROSSING RECOMMENDATIONS					
P1. Make the pathways along SR 179 a draw for tourism through enhanced identity and amenities.	Pedestrian	X		Community/local partnerships with ADOT	Mid- to long-term
P2. Consider special pavement treatments, such as stamped concrete or imprinted asphalt, at crosswalks.	Pedestrian	X		ADOT, possibly with community/local partnerships	Short- to mid-term
P3. Consider colored pavement with texture changes on meandering pathways.	Pedestrian	X		ADOT, possibly with community/local partnerships	Short- to mid-term
P4. Provide crosswalks across SR 179 in addition to the ones at the four controlled intersections (roundabouts).	Pedestrian	X		ADOT	Short-term (part of upcoming construction)
P5. Develop a separate pathway system in the Village of Oak Creek to connect with National Forest trails.	Pedestrian	X		Community organizations and Yavapai County	Long-term
BICYCLE RECOMMENDATIONS					
B1. Provide bike parking facilities at the new Red Rock Ranger District administrative facility and at the scenic pullouts.	Bicycles		X	Coconino National Forest	Short- to mid-term
B2. Install bike racks on transit buses serving the corridor.	Bicycles	X	X	Transit system owner/operator	Mid- to long-term, depending on timing of Sedona transit system Phase 2 implementation
B3. Maintain and clean shoulders frequently to remove hazards to bicycles and other vehicles.	Bicycles	X	X	ADOT and community/volunteer groups	Short-term
B4. Consider changing the designation of SR 179 north of MP 304.5 to "More Suitable" on the Arizona Bicycle Suitability Map.	Bicycles	X	X	ADOT	Short-term (immediately after upcoming construction)

Table 7.2: (continued)

Recommendation	Type	Location		Responsibility	Timeframe or Phasing**
		VOC*	CNF*		
LIGHTING RECOMMENDATIONS					
LI1. Use shielded, soft-colored, high pressure sodium lighting with cut-off fixtures at roundabouts. The roundabout lighting should be consistent throughout the corridor.	Lighting	X		ADOT	Short-term (part of upcoming construction)
LI2. Do not light the roadway between controlled intersections (roundabouts).	Lighting	X		ADOT	Short-term (part of upcoming construction)
SIGNAGE DESIGN, PRESENTATION AND DENSITY RECOMMENDATIONS					
SI1. Use "forest colors" (reddish brown) on signs and light poles wherever possible. Use native materials, natural colored wood, native stone, weathered steel, rusted metal, etc.	Signage	X	X	Community/local partnerships with ADOT	Short- to long-term, depending on non-ADOT funding and intergovernmental agreement(s)
SI2. Keep signs simple and uncluttered in their presentation to the public. State the message clearly and succinctly, and maintain an appropriate scale respecting the greater environmental interest.	Signage	X	X	ADOT and CNF	Short-term
SI3. Use back-to-back signs for bicycle (and possibly other) signs, again minimizing unnecessary sign clutter.	Signage	X	X	ADOT and CNF	Short-term
SI4. Avoid bright, obtrusive colors.	Signage	X	X	ADOT with support from CNF and Yavapai County	Short-term
SI5. Combine signs on one support post whenever possible, to reduce the clutter of numerous individual signs.	Signage	X	X	ADOT with support from CNF and Yavapai County	Short-term
SI6. Consider adopting a theme or logo for signage in the corridor.	Signage	X	X	Community and local partners to take the lead with cooperation from CNF and ADOT	Short- to mid-term

Table 7.2: (continued)

Recommendation	Type	Location		Responsibility	Timeframe or Phasing**
		VOC*	CNF*		
LANDSCAPING RECOMMENDATIONS					
LA1. Use native (or native-adapted), drought-resistant plants in medians and landscaped buffers. Mix trees, shrubs and groundcovers of different textures and use context sensitive treatments, such as lusher landscaping in commercial areas. Make the landscaping as "natural appearing" as possible.	Landscaping	X		ADOT to construct, community and local agency partners to maintain	Short-term
LA2. Use plantings to screen large buildings whose colors contrast with the scenic backdrop.	Landscaping	X		ADOT to construct, community and local agency partners to maintain	Short-term
ACCESS MANAGEMENT RECOMMENDATIONS					
A1. Use appropriate placement of median breaks to limit the number of "left turn in" and "left turn out" movements that result in conflicting vehicle paths.	Access Management	X		ADOT	Short-term (part of upcoming construction)
A2. Use roundabouts for U-turns, allowing more right-in/right-out (only) access points.	Access Management	X		ADOT	Short-term (part of upcoming construction)
A3. Implement the remaining recommendations of the SR 179 Access Management Plan.	Access Management	X	X	ADOT	Short-term (part of upcoming construction)
SCENIC PULLOUT AND RED ROCK RANGER DISTRICT ADMINISTRATIVE FACILITY RECOMMENDATIONS					
SC1. Post maps, interpretive displays, regulatory information and fire danger notices at scenic pullouts.	Scenic Pullouts and Ranger District facility		X	CNF	Short-term (longer-term at future pullout locations)
SC2. If feasible, interpret samples of the area's unique geology (rock strata) and paleontology (fossils) at scenic pullouts and the visitor center.	Scenic Pullouts and Ranger District facility		X	CNF, possibly with financial and technical assistance from other federal and state agencies	Short-term (longer-term at future pullout locations)
SC3. Provide other amenities at pullouts to the extent appropriate, affordable and compatible with the natural environment.	Scenic Pullouts and Ranger District facility		X	CNF	Short-term (longer-term at future pullout locations)
SC4. Provide additional scenic pullouts.	Scenic Pullouts and Ranger District facility		X	ADOT and CNF cooperatively	Mid- to long-term
SC5. Use a rustic style and native materials such as wood and stone at pullouts.	Scenic Pullouts and Ranger District facility		X	CNF	Short- to long-term

Table 7.2: (continued)

Recommendation	Type	Location		Responsibility	Timeframe or Phasing**
		VOC*	CNF*		
WAYFINDING SIGN RECOMMENDATIONS					
W1. Post advance signage for each designated scenic pullout.	Wayfinding Signage	X	X	ADOT and CNF cooperatively	Short-term
W2. Include the three additional pullouts in the advance signage system when they are added to the Red Rock Scenic Road in the more distant future.	Wayfinding Signage	X	X	ADOT and CNF cooperatively	Mid- to long-term
W3. Mark the entrances to the new scenic pullouts with clear but unobtrusive signage, and improve signage at the Little Horse/North Bell Rock Pathway pullout.	Wayfinding Signage		X	ADOT and CNF cooperatively	Short- to long-term (depending on location)
W4. Consider an advance sign northbound, indicating distance, for the Chapel of the Holy Cross and the Gallery District.	Wayfinding Signage	X	X	ADOT	Short-term
MISCELLANEOUS SCENIC MITIGATIONS RECOMMENDATIONS					
MI1. Bury overhead utilities underground.	Miscellaneous Scenic Mitigations	X	X	Utilities and local jurisdictions, with cooperation from ADOT	Long-term
MI2. Control commercial signs in the Village of Oak Creek and limit their impact on scenic quality.	Miscellaneous Scenic Mitigations	X		Local jurisdictions with business and community organizations	Mid- to long-term

Table 7.2: (continued)

Recommendation	Type	Location		Responsibility	Timeframe or Phasing**
		VOC*	CNF*		
COMMUNITY PLANNING AND DEVELOPMENT RECOMMENDATIONS					
CP1. New development on parcels adjoining SR 179 should be site-planned to ensure at least 30 feet of open space and landscaping along the highway. The location and height of structures should protect natural scenic vistas and background beauty.	Community Planning and Development	X		Yavapai County (primary responsibility), BPRCC	Short- to mid-term
CP2. Implement a design review overlay zone, as defined in the Yavapai County Planning and Zoning Ordinance, to establish an overlay zone permitting enforcement of building design and development requirements that preserve the scenic corridor.	Community Planning and Development	X		Yavapai County (primary responsibility), BPRCC	Short- to mid-term
CP3. Develop and enforce building design guidelines with a committee including business owners and residents in the Village of Oak Creek, to ensure harmonious integration of man-made elements with the natural environment.	Community Planning and Development	X		Yavapai County (primary responsibility and enforcement power), BPRCC	Short- to mid-term
CP4. Enforce, and if necessary strengthen, the Yavapai County Dark Sky Ordinance to reduce unnecessarily bright nighttime commercial lighting.	Community Planning and Development	X		Yavapai County	Short-term

*VOC = Village of Oak Creek; CNF = Coconino National Forest
**Short-term = 2005-2009; Mid-term = roughly 2010-2014; Long-term = 2015 or later

8.0 CMP IMPLEMENTATION

8.1 Red Rock Scenic Road Advisory Committee

Community members interested in preparing an application for national designation (i.e., All-American Road, National Scenic Byway) of the Red Rock Scenic Road began forming an Advisory Committee in late 2004 and early 2005. As noted in Section 5.5, ADOT sponsored an organizational meeting on January 21, 2005 for the committee and others who had expressed interest in being involved, to provide more detailed information from ADOT's Scenic Roads Coordinator and also from FHWA.

It is anticipated that the Advisory Committee will meet regularly to continue work on its priorities, including applications for grant funding for implementation. Because long-term preservation and enhancement of intrinsic qualities is so important—especially if the corridor achieves designation as a National Scenic Byway or All-American Road—the committee should remain in existence permanently. It will work closely with public agencies, business interests, civic groups and community organizations to achieve its objectives.

8.2 Potential Funding Sources

8.2.1 Overview

The active pursuit of funding opportunities will be a key responsibility of the Red Rock Scenic Road Advisory Committee. Possible funding sources include grants from government and private non-profit organizations, as well as donations from individuals and for-profit businesses. Contributions may be either in cash or in kind (e.g., materials, supplies or labor). The selection of a funding source will depend on the type of project or activity being funded. In some cases, partnering with other local organizations for specific projects can broaden fund-raising opportunities. Formation of a non-profit organization can also improve opportunities for funding and establish an organizational structure for fund-raising efforts.

Table 8.1 lists selected federal, state and private sources of funding for specific purposes. All of these programs are competitive and many require matching funds from the local sponsor. Some grantors require "hard cash," while others accept in-kind match. Some programs will provide funds up-front, while others operate on a reimbursement basis. Two of the most potentially important programs for the Red Rock Scenic Byway—Transportation Enhancements and the National Scenic Byways program itself—are discussed subsequently in greater detail.

In addition, the following resources offer general funding resource advice, examples of grant applications, grant search engines and fundraising ideas:

Table 8.1: Potential Funding Sources for Projects to Preserve and Enhance Intrinsic Qualities

Funding Source	Program	Description and Website	Eligibility
Federal	National Scenic Byways	- Financed as a discretionary grant program through TEA-21.* - $26.5 million was authorized nationwide for fiscal year 2003. (See Section 8.2.3 for detailed description.) http://www.bywaysonline.org, http://www.fhwa.dot.gov/tea21/factsheets/scenic.htm	States, COGs, local governments (Arizona applications through ADOT)
Federal	Transportation Enhancements	- Financed through TEA-21.* - Consists of 10% of Surface Transportation Program funds. - Helps finance aesthetic, cultural and environmental improvements to surface transportation projects. - Federal government distributes money to states, including ADOT, which makes a portion of its funds available to local jurisdictions on a competitive basis. (See below under "Arizona Transportation Enhancement Program.") http://www.enhancements.org, http://www.fhwa.dot.gov/tea21/factsheets/te.htm	States, COGs, local governments
Federal	Transportation Infrastructure Finance and Innovation Act	- Created through TEA-21* and run by the U.S. Department of Transportation. - Provides direct federal loans, loan guarantees or credit. - Focus is on projects that support international, national and regional transit and trade and that help protect the environment. - Credit assistance for a project may not exceed 33% of total project costs. Other parties (e.g., public-private partnerships) should contribute to the project costs. - Non-refundable application fee of $30,000. http://www.tifia.fhwa.dot.gov	Open to all parties that represent a significant transportation corridor
Federal	Recreational Trails Program	- Created through TEA-21* and run by the U.S. Department of Transportation. - Administered at state level, with roughly $450,000 in federal funds available each year for Arizona. - Used for maintenance, restoration and development of trailside and trailhead facilities, acquisition of easements for trails, construction of new non-motorized trails. - Maximum federal share is 80% for each project. http://www.fhwa.dot.gov/environment/rectrail.htm State contact: http://www.pr.state.az.us	Private organizations, municipal, county, state or federal agencies

Table 8.1: (Continued)

Funding Source	Program	Description and Website	Eligibility
State	Arizona Transportation Enhancement Program	- Administered by ADOT through TEA-21* funding. (See Section 8.2.2.) - Provides funding for 12 transportation enhancement activities including several involving scenic routes and beautification. - Applicants pay for the project and then receive reimbursement through this program. - Maximum federal funding is $0.5 million on local projects and $1.5 million on state projects. - Applicants for local projects must match 5.7% of project costs in cash. - Applicants for state projects must match 5.7% of project costs in state funds. http://www.adotscenicroads.com	Any party may apply, but must be sponsored by a governmental body. Partnerships between private organizations and government agencies are encouraged.
State	Highway Expansion and Extension Loan Program	- Administered by ADOT. - Grants and loans through a State Infrastructure Bank. - Road must be a state route or part of the state, national or federal highway system. - Project must also be listed in either the state or regional transportation improvement plan. - Minimum amount of loan is $250,000; no cap is specified. - Loan duration is 5 years or less. http://www.azdot.gov/about/help/helpbook.htm	Any political subdivision, state agency or Indian tribe
State	Local Transportation Assistance Fund (LTAF I and II)	- Funded through lottery proceeds and vehicle license tax. - Capped at a total of $38.4 million per year statewide (LTAF I + LTAF II). - Dedicated specifically to public transportation projects and services. http://www.azdot.gov/about/fms/fndorce.htm, http://www.azleg.state.az.us	Cities and towns (LTAF I); regional public transportation authorities, metropolitan planning organizations, and cities and counties without RPTAs or MPOs (LTAF II)
State	Highway User Revenue Bond	- Issued by State Transportation Board - Funded through various motor vehicle taxes and fees (e.g., fuel tax, vehicle license tax) that have been distributed to the State Highway Fund via the Highway Users Revenue Fund. The state constitution restricts these funds to street and highway purposes. - The applicant pays interest that accrues on the bond. http://www.azdot.gov/about/fms/fndorce.htm	Cities, towns and counties

Table 8.1: (Continued)

Funding Source	Program	Description and Website	Eligibility
State	Grant Anticipation Notes	- State will advance funds on projects that have secured federal funding. - Speeds up the funding process and allows a community to start the project earlier. - Applicant is charged interest on the note.	Cities, towns and counties
State	State Parks Grant Program	- Trails (Heritage Fund). - To support non-motorized trail acquisition, construction and improvements. - Up to $500,000 available annually. - Grants awarded on a matching basis. Applicants must provide at least 40% of the total project cost. http://www.pr.state.az.us	Municipalities, counties, state agencies, federal agencies and Indian tribes
Foundation	Pegasus Foundation	- Based in Boston - Focus issues include wildlife protection and land conservation - Primarily funds projects in the western and southwestern U.S., Florida and Cape Cod http://www.pegasusfoundation.org	Does not accept unsolicited proposals at this time—must work with foundation's existing partners
Foundation	The Lodestar Foundation	- Based in Phoenix - Has a very general focus http://www.lodestarfoundation.org	Partnerships of non-profit organizations who collaborate on a joint venture project
Foundation	Arizona Community Foundation	- Based in Phoenix - Focus issues include environment and natural resources http://www.azfoundation.org	Non-profit organizations
Foundation	New Earth Foundation	- Based in Sedona - Typically funds new or small non-profit organizations - Focus issues include educational outreach and environmental protection http://www.newearthfoundation.org	Non-profit organizations

*The term of TEA-21 has expired, and successor legislation is expected to be enacted during the 2005 congressional session. Although many existing programs are likely to be retained in substantially their current form, the new law may modify, replace or discontinue them.

Sources: ADOT Corridor Management web page, FHWA website, Arizona State Parks website, ADOT Scenic Byways Coordinator, *Corridor Managment Plan for the Patagonia-Sonoita Scenic Road* (January 2003)

http://www.byways.org/community/program (funding advice, examples of grant applications)

http://www.sonoran.org/cat (grant search engine)

http://www.nonprofit.about.com (information about becoming a not-for-profit organization)

http://www.fdncenter.org (information about foundations)

http://www.npxpress.com (information for non-profit organizations)

http://www.azgrants.org (grant information)

http://www.fund-raising.com (fundraising opportunities)

http://www.fundraising-ideas.com (fundraising directory)

8.2.2 Arizona Transportation Enhancements Program

The following information on the Transportation Enhancements program in Arizona was compiled from the web page, http://www.azdot.gov/highways/EEG/enhancement_scenic_roads/enhancement/index.html.

Purpose

The federal Transportation Enhancement (TE) program was developed to enhance surface transportation activities by developing projects that go above and beyond what transportation departments typically do. The estimated TE funds available to Arizona through this FHWA program are currently about $10 to $14 million annually. The program is authorized under TEA-21 and administered in Arizona by the ADOT Transportation Enhancement and Scenic Roads Section.

Eligible Projects

All construction projects must be related to surface transportation. They must belong to one of 12 types to be eligible for federal funding through ADOT. (Non-eligible elements can be included in a project if they are identified as separate in the cost estimate, and a funding source other than TE is identified and used.) The following six categories are the most relevant to the Red Rock Scenic Road.

Category 1: Provision of Facilities for Pedestrians and Bicycles

Includes walkways, pedestrian bridges, multi-use pathways, sidewalks, and support facilities for pedestrian and bicycle use.

Category 2: Provision of Safety and Educational Activities for Pedestrians and Bicyclists

Includes enhancements such as safety displays and educational activities related to surface transportation. The activities must have a broad and preferably regional target audience.

Category 3: Acquisition of Scenic Easements or Historic Sites

Supports the acquisition of property to protect scenic views or historic sites associated with surface transportation. The properties acquired should possess significant aesthetic, natural, visual or open space values. Historic properties must be

eligible for, or listed in, the National Register of Historic Places.

Category 4: Scenic or Historic Highway Programs (including provision of tourist and welcome center facilities)

Tourist and welcome centers are fundable if they are located on, or within two miles of, a state-designated parkway, scenic or historic road (e.g., the Red Rock Scenic Road on SR 179). The facility must relate to the scenic, historic, cultural, archaeological, recreational or natural qualities that contribute to the highway's designation as a scenic road. The facility must be publicly owned, open to the public free of charge, and have information available (e.g., in outdoor displays) 24 hours a day. This funding is separate from the federal Scenic Byways grant program.

Category 5: Landscaping and other Scenic Beautification

Includes landscaping and site furniture (e.g., benches and trash receptacles). Maintenance of landscaping does not qualify.

Category 11: Environmental Mitigation to Address Water Pollution Due to Highway Runoff, or to Reduce Vehicle-Caused Wildlife Mortality While Maintaining Habitat Connectivity

May include treatment for highway runoff, or the construction of wildlife underpasses, bridges or fences.

The TE program may pay for artwork, signs, lighting, parking and utility burial, with the following conditions:

- Artwork must be an integral part of the project (e.g., artistic benches, complementary pavement designs), not stand-alone public art. TE funds also can be used to design and construct supporting structures for artwork, such as concrete footings, support brackets and walls, based on FHWA guidelines. All ADOT construction standards must be met.
- TE funds can be used to pay for permanent welcome, gateway and interpretive signs accompanying other project elements that serve a surface transportation-related function. They can also be used to pay for stand-alone interpretive signing projects if on a state-designated parkway, scenic road or historic road. Such projects should be endorsed by the Corridor Management Plan Advisory Committee.
- The intent of lighting must be solely to provide safety and security for pedestrians and bicyclists.
- Stand-alone parking lots are not fundable. Parking areas are fundable if they are essential to the transportation facility; e.g., with a scenic overlook or visitor center.
- Placing utilities underground is fundable only if ancillary to a project element that is eligible for reimbursement. The cost of utility work shall not exceed 25 percent of the federal share of the project cost.
- Restrooms are not fundable except in welcome centers.

State and Local Projects

In addition to the 12 types of projects eligible for funding, there are two administrative categories: state and local. State TE projects are defined as projects located on, adjacent to or associated with the state highway system. Proposed projects that share right-of-way between the state system and another jurisdiction must be located on a minimum of 75 percent of ADOT right-of-way to be considered a state project. The federal funding cap per state project is $1.5 million.

Local TE projects are defined as projects outside ADOT right-of-way, sponsored by an MPO or COG member agency and incorporating a local funding contribution. To receive consideration and be awarded funding, a proposed project must be sponsored by an appropriate government agency: usually a town, city, county, tribe or federal land management agency. The people who initially develop the ideas—whether a government entity, group or individual—must first submit their ideas to their local Council of Governments (COG) or Metropolitan Planning Organization (MPO) representative. The COG evaluates the idea and provides advice regarding appropriate sponsorship of the project. ADOT encourages private non-profit and civic organizations to work with governmental agencies to develop applications, with which the COG can assist.

Evaluation of TE Project Applications

Each COG or MPO has its own deadline for TE applications from sponsoring agencies—usually during the summer. ADOT in turn requires COGs and MPOs to submit their applications in early September. The Transportation Enhancement Review Committee reviews applications for compliance with published selection criteria, then selects and recommends projects to the State Transportation Board for funding. This 12-member committee represents the Transportation Board, ADOT, MAG, PAG, the other seven COGs and MPOs (three seats on a rotating basis), Arizona Historic Advisory Committee, Arizona Commission on the Arts, Arizona Office of Tourism, State Parks Board, and statewide bicyclists. There is also a non-voting member from FHWA.

The evaluation process allows each project proposal to receive up to 117 points: a maximum of 77 points in the "General Merit" scoring process and 40 in the "Activity-Specific" scoring. All projects are scored by the same "General Merit" point system. "Activity-Specific" scoring is based on the 12 categories of eligible enhancement activities; each category has its own process. If a proposal could theoretically receive points within more than one of the 12 categories, points from only the highest scoring category are awarded. In other words, no project can receive Activity-Specific points from more than one category.

The scoring values under General Merit are as follows:

1.	Regional and Community Enhancement	52 points
2.	Cost Effectiveness/ Reasonable Cost Factors	10 points
3.	Project Need/One Time Opportunity	5 points
4.	Meets More than One Objective of Legislation	10 points
		77 points possible

Scoring for Regional and Community Enhancement depends on the degree to which the project benefits quality of life, environment, safety, etc.; improves multi-modal access, handicap access and system connectivity/continuity; meets goals in adopted transportation and other plans; enhances availability, awareness and protection of resources; demonstrates regional or community support and commitment; and benefits economic development and tourism (especially for minority or low-income populations). The other three factors are scored on a simple low-to-high scale.

Administration, Funding and Project Development

TE is a reimbursement program. Sponsors of local projects must pay all costs and then request reimbursement as specified in the Joint Project Agreement between ADOT and the funded sponsor. In addition, all local projects require a "hard cash" match of at least 5.7 percent. The sponsor must pay for its own environmental and project assessment work, which is not reimbursable. A TE project can occur on private or government land, but the sponsor is responsible for all right-of-way clearance prior to bid advertisements.

Joint Project Agreements (JPAs), formerly known as Intergovernmental Agreements, are required from all project sponsors that do not have Certification Acceptance from ADOT and FHWA to bid and administer their own projects. (Currently, the cities of Phoenix, Tempe and Tucson and the counties of Maricopa and Pima have such certification.) JPAs are legally binding agreements between the local government and ADOT regarding particular aspects of a project. For local projects, the JPA states that the sponsor is responsible for any cost overruns (over the federal aid cap) and for maintaining the project area as it was designed. Cost overruns on state projects are resolved by the ADOT project team and management.

Once a project is awarded, it must follow the National Environmental Policy Act process and the established ADOT process for federally funded projects. The project timeline normally includes scoping, environmental clearance, final design, right-of-way and utility clearance. This typically takes 36 months from the date of the initial TE workshop to the beginning of project construction. TE money cannot be used to maintain improvements after their completion.

The following timeline is prescribed for TE projects that have received approval from the State Transportation Board:

- A TE Workshop with the team and ADOT project manager initiates the development process.
- The project scoping kick-off meeting must occur within 3 months of the initial TE Workshop.
- Project scoping must be completed within 12 months of the workshop.
- Environmental clearance must be obtained within 18 months of the workshop. No project will be allowed to proceed past Stage II (30 percent) design without environmental clearance, if federal funds are used for project design.

- Design must be completed and bid-ready, with utility and right-of-way clearances, 36 months from the TE Workshop.
- Project bid award must be completed within 6 months of bid-ready date.

Documents Available for Download

The following documents are available for download from the ADOT website:

- Transportation Enhancement Program Handbook
- Location of Transportation Enhancement Projects (state map)
- Round 12 Application
- Round 12 Evaluation Criteria
- Task Order for Transportation Enhancement Projects
- Typical Development Process
- Project Assessment Format for TE Projects
- Sample Initial Project Assessment
- Environmental Determination Completion Guidelines and Format for Local Governments
- Joint Project Agreement Template for Local Projects

8.2.3 National Scenic Byways Program

The information in this section was extracted from the federal and state websites on scenic roads (http://www.bywaysonline.org and http://www.adotscenicroads.com), which should be consulted for more detailed information, particularly on the nomination process, application requirements and timeline for the 2005 nomination/grant cycle.

Nomination for National Scenic Byway Designation

Nomination materials are submitted online through ADOT to FHWA. The application material consists of three parts. Part 1 captures the traveler experience, requiring the applicant (e.g., a pre-existing community-based organization, or a group established especially to oversee the CMP) to describe what the byway is like today and what travelers will find when they visit. Part 2 captures information specifically related to the FHWA's *Interim Policy* for National Scenic Byways published in the *Federal Register* on May 18, 1995. Part 3 includes other technical and factual information about the byway. Much of the information required for all three parts can be found in this CMP document.

Part 1, The Traveler Experience, requests information on the following topics:

- Map Description
- Intrinsic Qualities (including selection of the primary intrinsic quality of the proposed Scenic Byway)
- Primary Photo
- Overview Description
- Traveler-oriented Facts
- Features—points of interest, activities and events
- Itinerary (offering a view of what it is like to travel along the road)
- Preparedness (demonstrating that the byway is ready for travelers—services, wayfinding, interpretive facilities, etc.)
- Media Ready Photos (illustrating the intrinsic qualities)

- Unique Features (any not described previously)

Part 2, Designation Justification, requests:

- Designation Type (National Scenic Byway or All-American Road; the latter has several additional requirements)
- Description of Intrinsic Qualities
- Route Significance (what is unique or different about this byway versus others, both in the region and nationwide?)
- Community Involvement and Support
- CMP Information (i.e., supporting information for the 14 required planning elements; see especially Table 7.1 in this document)
- Byway Contacts (byway leader, marketing contact, byway organization, up to five other partners, Arizona Office of Tourism)

Part 3, Technical Components, requests:

- Route Description
- Route Map

Each application for National Scenic Byway or All-American Road status will be evaluated by a panel of experts. The next group of successful candidates is expected to be announced in September 2005.

Federal Grants for Specific Byway Projects

FHWA recommends that states and byway groups ask themselves the following questions about projects for which they are considering federal grant applications:

- How will your byway travelers benefit from the proposed project?
- What part of the byway's story will the project help tell or enhance?
- How will the project help strengthen the byway organization?
- To what extent does the proposed project reflect: established multi-year priorities, a coordinated effort among public and private entities, alternative sources of funding obtained to further leverage byway funds, a coordinated effort among all stakeholders, and objectives in the CMP?

Once proposed projects have been submitted for consideration, the law requires the Secretary of Transportation to give priority to:

- Each eligible project associated with a highway that has been designated as a National Scenic Byway or All-American Road and that is consistent with the CMP for the byway;
- Each eligible project along a State-designated scenic road that is consistent with the CMP and is carried out to make the byway eligible for designation as a National Scenic Byway or All-American Road; and
- Each eligible project associated with development of a state scenic byway program. (Such a program already exists in Arizona.)

These three priorities are treated equally; the list does not represent order of importance. The Secretary also has the discretion to use additional administrative criteria. The following criteria will be used in 2005:

1. *State and Byway Priorities*: For states that submit multiple projects, consideration is given to the state's own priorities. FHWA encourages states to give priority to applications for "seed grants" that strengthen a byway organization's capacity to implement its CMP for a designated National Scenic Byway or All-American Road.
2. *Project Benefits*: A project should improve the byway traveler's experience. This can take the form of enhanced management of intrinsic qualities, improved interpretive resources or facilities for visitors.
3. *Funding Expenditure*: A pattern of timely use of scenic byway funds by the state or byway group, demonstrating both efficiency and readiness to undertake new projects.
4. *Leveraging of Private or other Public Funding* (beyond the minimum matching requirements).
5. *Complete Applications*.
6. *Other Considerations* (e.g., national geographic distribution of funding across all FHWA discretionary programs).

The National Scenic Byways program has eight eligible grant categories. The six that apply to the Red Rock Scenic Corridor are listed below. Information to be included in the application for funding differs somewhat by category.

- *Safety Improvements*—to the extent that such improvements are necessary to accommodate increased traffic and changes in the types of vehicles using the highway due to its designation as a state scenic road, National Scenic Byway or All-American Road.
- *Byway Facilities*—construction along a scenic byway of a facility for pedestrians and bicyclists, rest area, turnout, highway shoulder improvement, passing lane, overlook or interpretive facility.
- *Access to Recreation*—an improvement to a scenic byway that will enhance access to an area for recreational purposes.
- *Resource Protection*—protection of scenic, historical, recreational, cultural, natural and archaeological resources in an area adjacent to a scenic byway.
- *Interpretive Information*—development and provision of tourist information to the public, including interpretive information about the scenic byway.
- *Marketing*—development and implementation of a scenic byway marketing program. National Scenic Byways funds may not be used for ongoing administrative or operating expenses of such a program.

The federal share of a National Scenic Byways project is limited to 80 percent, except that, in the case of a project along a public road that provides access to or within federal or Indian land, a federal land management agency (e.g., the U.S. Forest Service) may use authorized funds as the non-federal share. Thus, there must be a minimum of 20 percent in matching funds for the project. This requirement can be satisfied with state, local government,

private sector, or (where appropriate) federal land management agency funds. Certain third-party, in-kind donations may be credited toward the state's share of the project cost.

8.3 Corridor Marketing Plan

A plan to market and promote the intrinsic qualities of the SR 179 corridor is a key element of the CMP. In addition to the numerous avenues for promoting the Red Rock Scenic Road to potential visitors through the National Scenic Byways and All-American Road programs, the Red Rock Scenic Road Advisory Committee may apply for grant funding to develop a detailed marketing plan that supports the objectives outlined in this CMP. Effective byway marketing starts with the byway's intrinsic qualities, builds local support, then reaches out to attract visitors, as an integral link both to the travel and tourism industry and to the traveling public.

Marketing activities consistent with the goals of the CMP will make the corridor "come alive" for visitors, inviting them in a simple, uncluttered manner to exit their vehicle safely and take photographs, walk or bike. Because the Red Rock Country is already a major attraction for tourism, any CMP marketing would serve to enhance efforts already in place to market the region, providing important information about the road itself to enhance the visitor experience. The Scenic Road Advisory Committee will work to carry out the following recommendations and ideas put forth by the community:

- A signage plan identifying a graphic theme, wayfinding elements and possibly monument signage at the "gateways" to the scenic corridor
- Better information for visitors, including interpretive, wayfinding and traffic information, as well as maps and possibly multilingual brochures (especially if All-American Road designation is sought and achieved)
- Bicycle parking at key locations, such as scenic pullouts and transit stops
- Burial of overhead utility lines
- Landscaping
- Art, where consistent with preservation of the corridor's natural and scenic values
- Maintenance and trash removal

These recommendations can be categorized in two groups: the first three are focused on ease of use of the SR 179 facility, while the remaining items are more aesthetic. All, however, focus on the experience of visitors as they use the corridor to move through the area and experience the richness of its intrinsic qualities. The SR 179 project team received community input during development of the CMP through community interviews and other outreach techniques described in Chapter 5, as well as responses to a short questionnaire that focused specifically on the CMP. Input gathered from this questionnaire, which was distributed at the November 13, 2004 open house (described in Section 5.4) and then posted on the SR 179 website, is summarized as follows:

- Make the pathway project a draw for tourism through enhanced identity and amenities.
- Design for the first-time visitor, with clear signage.
- Use better signage for tourists with points of interest and shopping areas.
- Promote serenity of the area.
- Continue efforts to attract destination tourists, as opposed to "day trippers" who generate lots of traffic but little revenue.
- Consider using databases of [resort] clientele to issue a survey of how visitors feel about SR 179 and their travel experiences in the area.
- Ensure that existing agencies (Sedona/Oak Creek Chamber of Commerce, Coconino National Forest, Arizona Office of Tourism) have photos of the Red Rock Scenic Road with accompanying text accessible through their websites.
- Work with these agencies to link their websites to a future web page about the Red Rock Scenic Road, and to bywaysonline.org once the roadway has achieved designation as a National Scenic Byway or All-American Road.

These elements are fully consistent with the objectives of the CMP that will be implemented by the Red Rock Scenic Road Advisory Committee. The marketing plan should be developed to target those ease-of-use and aesthetic priorities outlined for the CMP, in cooperation with other tourism- and business-focused organizations in the community, such as the Sedona-Oak Creek Chamber of Commerce, the Sedona Village Business Association and Keep Sedona Beautiful. While all of these play a key role in promoting the entire Sedona area to the outside world, the marketing plan that supports this CMP and the designated scenic road will provide an opportunity to focus specifically on the Red Rock Scenic Corridor as a destination unto itself, with an emphasis on its scenic, natural and recreational intrinsic qualities.

SR 179, while a fabulous visitor destination, also is a vital corridor that connects two communities. The route carries commuters and locals, who often express frustration with the slow, relaxed, and often "lost" pace of a visitor. The current absence of pedestrian and bicycle facilities compounds this problem, with pedestrians and bicyclists in the road sometimes impeding vehicular traffic.

This all said, it is important to remember that local support is key to creating an environment that contributes to tourism. Common understanding of intrinsic qualities should encourage community ownership and pride; with better wayfinding, scenic pullouts, and pedestrian/bike paths, visitors should cause less and less frustration to locals. Add to this a portion of the marketing plan dedicated to local support, and the atmosphere will be greatly enhanced for visitors and locals alike, with greater mutual appreciation through effective messaging about the economic importance of tourism and sharing special qualities of the area.

Some specific marketing advice from the National Scenic Byways Program: avoid the temptation to create brochures first. It is essential to first create a full and detailed marketing plan that systematically links with other resources locally and regionally to communicate about SR 179's intrinsic qualities. Brochures and other printed materials may be an important part of the marketing strategy, but too often are prepared in advance of thorough, strategic planning and messaging. Often early brochures are printed in the thousands and widely distributed, but many copies end up being thrown away because subsequent finalization of a marketing strategy alters the message. It is also important to effectively advertise the sources of information about the scenic byway and how to access this information, and to establish marketing links with other nearby tourism attractions.

An Internet presence is essential. At http://www.arizonaguide.com, the Arizona Office of Tourism's website, information about the road is and will be available through the link to the State Scenic Roads site (http://www.arizonascenicroads.com) and also the link to the Sedona-Oak Creek Chamber of Commerce (http://www.sedonachamber.com). In addition, information will be available nationally on bywaysonline.org, assuming achievement of All-American Road or National Scenic Byway designation. The National Scenic Byways program also offers marketing assistance and advice to communities with designated roads.

Appendix A

Pertinent Mitigation Measures Required by SR 179 Final Environmental Assessment

Mitigation Measure	Type	Responsible Parties	Intrinsic Qualities
If previously unidentified cultural resources are discovered during construction, the contractor shall stop work immediately at the location, take all reasonable steps to secure the preservation of these features, and notify the ADOT Engineer. The ADOT Engineer will, in turn, notify the appropriate agency or agencies to evaluate the importance of the resources.	Cultural Resources	ADOT, contractor	Archaeological, Historic
All removed riparian woody vegetation (such as cottonwood, sycamore, and ash trees) 10 centimeters (4 inches) or larger in caliper will be replaced with five-gallon container-grown plants or pole plantings of commensurate native species and will be shown on the landscape plans prepared for the project during final design.	Vegetation	ADOT	Natural
Existing invasive species will be treated prior to construction according to the ADOT Natural Resources Section's invasive species management plan. ADOT will continue any necessary treatments following construction completion according to the invasive species management plan.	Vegetation	ADOT Natural Resources Section	Natural
In accordance with the Arizona Native Plant Law the ADOT Roadside Development Section will submit a Notice of Intent to the Arizona Department of Agriculture to clear protected native plants at least 60 days prior to any construction activity, and efforts to salvage, if appropriate, will be delineated. Any salvage efforts on National Forest lands will be coordinated with the Coconino National Forest prior to the Notice of Intent.	Vegetation	ADOT Roadside Development Section	Natural
Any tree or shrub planted will be irrigated for a two-year establishment period.	Vegetation	ADOT (including Flagstaff Engineering District), contractor	Natural

Mitigation Measure	Type	Responsible Parties	Intrinsic Qualities
Revegetation will occur in a progressive manner once a portion of the roadway improvements has been completed.	Vegetation	ADOT (including Flagstaff Engineering District), contractor	Natural
The revegetation and soil protection efforts on National Forest lands will be examined by the Coconino National Forest and ADOT one year after construction. If needed, revegetation efforts will be repeated after this first year.	Vegetation	ADOT Flagstaff Engineering District, Coconino National Forest	Natural
On National Forest lands, the following plant species will be salvaged and transplanted within the project limits: piñon pine, juniper, turbinella (scrub) oak and manzanita. The plant quantity per plant species and plant sizes to be salvaged will be agreed to during final design by ADOT and the Coconino National Forest.	Vegetation	ADOT, Coconino National Forest	Natural
Vegetation shall be preserved and protected outside the specified clearing limits. The contractor shall remove trees only when specifically authorized to do so by ADOT and shall avoid damaging vegetation that is to remain in place.	Vegetation	Contractor	Natural
In compliance with Executive Order 13112 regarding invasive species, all earth-moving and hauling equipment shall be washed prior to entering or leaving the construction site to prevent invasive species seed from leaving the site. The contractor shall contact the ADOT Natural Resources Section to inform it of the wash site location(s). Any fill, seed, or mulch material brought in from off-site shall be free of invasive species, and construction equipment shall be free of invasive species and toxic materials.	Vegetation	Contractor	Natural
The contractor shall notify the Arizona Department of Environmental Quality before project construction begins.	Vegetation, Wildlife, Geology	Contractor	Natural

Mitigation Measure	Type	Responsible Parties	Intrinsic Qualities
A resource protection plan will be included in the construction documents to identify sensitive areas such as riparian areas and natural rock outcrops within the project limits that will need to be protected from construction impacts.	Vegetation, Wildlife, Geology	ADOT	Natural, Scenic
To minimize ground disturbance, construction access on National Forest lands will be pre-approved by the Coconino National Forest and shown on the project plans.	Vegetation, Geology	Coconino National Forest	Natural
Slashings (tree trunks, branches, stumps, cacti and other vegetation) and excess rock and soil material resulting from clearing operations on National Forest lands will be deposited in sites approved by the Coconino National Forest. Brush or roots shall be chipped and spread at the approved sites in a natural, unobtrusive manner.	Vegetation, Geology	Coconino National Forest, contractor	Natural
To minimize ground disturbance, construction access on National Forest lands shall be pre-approved by the Coconino National Forest and shown on the project plans. Any equipment yards, batch plants or other construction-related activities shall occur within the designated limits of disturbance. No construction vehicle movement shall occur on National Forest lands outside the construction access limits. On non-National Forest lands, the contractor shall obtain written permission from the ADOT District Engineer for construction-related activities outside the designated limits of disturbance.	Vegetation, Geology	Contractor	Natural
The contractor shall comply with all Coconino National Forest requirements including providing maintenance commensurate with the contractor's use of the National Forest roads and trails. In addition, the contractor shall not deface, injure or destroy trees, shrubs or private property except as required to complete the construction.	Vegetation, Geology	Contractor	Natural, Recreational
Wildlife water collection sources will be provided on both the east and west side of the project near MP 308.3 northbound and MP 308.4 southbound. The Arizona Game and Fish Department will maintain these collection sources after construction.	Wildlife	ADOT	Natural

Mitigation Measure	Type	Responsible Parties	Intrinsic Qualities
To accommodate wildlife movement in the four Arizona Game and Fish Department-identified wildlife movement corridors, newly constructed box culverts will be at least 1.2 meters (4 feet) high by 1.2 meters wide.	Wildlife	ADOT, contractor	Natural
The ADOT Environmental Planning Group will conduct surveys for the Arizona agave 30 days prior to any ground-disturbing activities. If any Arizona agaves are found, consultation with the U.S. Fish and Wildlife Service will be initiated and the Coconino National Forest will also be notified if any plants are found on National Forest lands. All Arizona agaves located within the disturbance area will be salvaged and transplanted to a location designated by the Coconino National Forest.	Special Status Species	ADOT Environmental Planning Group	Natural
The ADOT Environmental Planning Group will conduct surveys for the Tonto Basin agave 30 days prior to any ground-disturbing activities. The Coconino National Forest will be notified if any Tonto Basin agaves are found. All Tonto Basin agaves located within the disturbance area will be salvaged and transplanted to a location designated by the Coconino National Forest.	Special Status Species	ADOT Environmental Planning Group	Natural
If blasting is required during construction, no blasting will occur between March 1 and August 31 within the 1.6-kilometer (1 mile) radius of the Gibraltar Rock or Cathedral Rock locations to minimize potential impacts to the peregrine falcon. The no-blast area will be identified on the resource protection plans developed during final design and approved by the Coconino National Forest.	Special Status Species	ADOT, Coconino National Forest, contractor	Natural
A retaining wall will be constructed to prevent any encroachment of the improvements from disturbing the wetlands associated with Jacks Canyon near MP 305.	Wetlands	ADOT	Natural
The ADOT Environmental Planning Group will process any required Section 401/404 permits through the U.S. Army Corps of Engineers.	Hydrology	ADOT Environmental Planning Group	Natural

Mitigation Measure	Type	Responsible Parties	Intrinsic Qualities
The ADOT Roadside Development Section will determine who will prepare the Storm Water Pollution Prevention Plan.	Hydrology	ADOT Roadside Development Section	Natural
ADOT will monitor all mitigation measures encompassing sedimentation and erosion control measures to affirm that these measures are being followed correctly and are providing the appropriate protection to sensitive areas.	Hydrology	ADOT Flagstaff Engineering District	Natural
The terms and conditions of the U.S. Army Corps of Engineers' Nationwide 404 Permits will be followed for work affecting Jacks Canyon and any of the unnamed washes within the study area that are under the jurisdiction of the Corps.	Hydrology	ADOT, contractor	Natural
The "temporary" erosion control measures will be left in place until ADOT determines that the site is stabilized as identified in the Storm Water Pollution Prevention Plan.	Hydrology	ADOT, contractor	Natural
Because 0.4 or more hectares (1 or more acres) of land will be disturbed, a National Pollutant Discharge Elimination System permit will be required. The District Construction Office will submit the Notice of Intent and the Notice of Termination to the U.S. Environmental Protection Agency and copies to the Arizona Department of Environmental Quality.	Hydrology	ADOT Flagstaff Engineering District, contractor	Natural
During construction, care shall be taken to ensure that construction materials are not introduced into washes.	Hydrology	Contractor	Natural
Excess waste material and construction debris shall be disposed of at sites supplied by the contractor. Disposal shall be made at either municipal landfills approved under Title D of the Resource Conservation and Recovery Act, Construction Debris Landfills approved under Article 3 of Arizona Revised Statutes Annotated 49-241 (Aqua Protection Permit) administered by the Arizona Department of Environmental Quality, or Inert Landfills.	Hydrology	Contractor	Natural

Mitigation Measure	Type	Responsible Parties	Intrinsic Qualities
The following visual mitigation measures will be incorporated in the final design: -- ADOT/U.S. Forest Service Guidelines for Highways on National Forest Land (1994) will be followed on National Forest lands. -- ADOT will use the FHWA Visual Prioritization Process (1994) to determine priorities for mitigating visual impacts on National Forest lands. Minimally, disturbed areas that are determined to be a high priority area will be replanted with 24-inch to 80-inch box piñon pine and juniper trees salvaged from the construction area or from local nursery stock, except in rock formations where planting this size of tree may not be feasible. -- Retaining walls, sound barriers, bridge piers and abutments will be treated with a patterned or textured surface or faced with native stone accents in critical visual locations as appropriate to the site-specific location. Retaining walls, sound walls, concrete headwalls, bridge piers and abutments, bridge girders, the underside of the bridge deck, the exposed outward-facing exterior surfaces of the bridge barriers and metal handrails on the bridges will be colored with an approved coloring agent that will blend with the natural surroundings. The colors and patterns or textures to be used on concrete surfaces will be coordinated with the Coconino National Forest, ADOT, the City of Sedona, the Village of Oak Creek, and other appropriate organizations during final design. -- A depth of 0.3 meter to 0.6 meter (1 to 2 feet) of porous fill will be provided around trees adjacent to the toes of slopes. Tree wells and/or other techniques will be used to extend the preservation of vegetation at the edge of the clearing limits as agreed upon by ADOT, the Coconino National Forest and the City of Sedona.	Visual	ADOT, Coconino National Forest, contractor	Natural, Scenic

Mitigation Measure	Type	Responsible Parties	Intrinsic Qualities
-- Signing and other roadside elements such as reflectors, delineators and object markers will be limited to those absolutely essential. -- Any riprap used in the project will blend with the surrounding rock and exposed soil color. -- To blend with natural rock features, newly exposed rock faces will incorporate characteristics of the adjacent natural rock to include scale, shape, slope and fracturing to the extent that is practical and feasible as identified through geotechnical testing and constructability reviews. Exposed rock cuts will be evaluated for chemical staining to blend with adjacent natural rock. -- Fill slopes will be 1:2 (vertical to horizontal) with guardrail (weathering steel) in densely vegetated and sensitive areas to provide the least visual impact and to retain as much natural vegetation as possible. Sparsely vegetated and non-sensitive areas will have 1:4 or flatter fill slopes. All fill slopes will be revegetated with native plant species as part of the project using densities similar to adjacent undisturbed areas. The Coconino National Forest will identify the limits of the densely vegetated and sensitive areas. -- Cut and fill slopes will simulate the terrain of the surrounding area. Such slopes will be constructed with varied slope ratios to leave an irregular, undulating or roughened appearance rather than a uniform grade. The slope ratios will vary from the top to the bottom of the slope face and from station to station. -- Boulders excavated during construction will be considered for use as riprap and facing accents on structures if the rock is competent and as approved by the Coconino National Forest for barrier rock in off-road locations. Boulders not needed for construction needs will be placed beyond the errant vehicle recovery zone in areas where natural rock outcrops exist. These boulders will be placed in random patterns and be partially buried to simulate natural boulders in the landscape.	Visual	ADOT, Coconino National Forest, contractor	Natural, Scenic

Mitigation Measure	Type	Responsible Parties	Intrinsic Qualities
-- Natural tone metals such as weathering steel with non-contrasting finish will be used for guardrails. -- Either planting pockets will be created in cut slopes or stepped retaining walls with plantings will be used at a number of approximate locations (specified in the FEA). Exact locations will be determined during final design. -- All asphalt not reused as part of the project will be removed from site or incorporated into roadway embankments, and the roadbed reshaped, scarified and revegetated. All abandoned sections of old highway will be obliterated and made to blend with the existing landscape. -- Rock outcrops within the project limits will be left in place if stable and do not create a hazard to the traveling public, interfere with construction, or look out of place in the natural landscape. -- The clearing limits within National Forest lands will be irregular and staked by the contractor for approval by the Coconino National Forest and ADOT prior to the start of clearing. Limits of clearing will generally extend from the top of slope cuts (including rounding) to the toe of fills. Straight clearing lines will be avoided where possible by varying the width of the area to be cleared or by leaving selected clumps of vegetation near the edge of the clearing limit. -- The roadway medians and all fill slopes (including material waste areas) and cut slopes flatter than 1:2 (vertical to horizontal) will be planted with drought-tolerant native species using densities similar to adjacent undisturbed areas. No trees will be planted in the median. The medians and fill slopes will not have permanent irrigation systems. ADOT will maintain the median plantings from MP 304.5 to 305.1, and from MP 307.2 to MP 309.6. In the bifurcated roadway, ADOT will maintain plantings within the highway right-of-way/easement area.	Visual	ADOT, Coconino National Forest, contractor	Natural, Scenic

Mitigation Measure	Type	Responsible Parties	Intrinsic Qualities
Any extensions of the existing concrete box culverts at MP 308.4 and 309.9 will be constructed at the same size or larger to accommodate the existing trail crossings.	Trails	ADOT	Recreational
The extensions of the existing culverts at MP 308.4 and MP 309.9 and the new culverts that will be constructed along the bifurcated section for these drainages will be sized to accommodate pedestrian and mountain bike use.	Trails	ADOT	Recreational
The majority of the construction activities adjacent to the Bell Rock Pathway on the roadway (near MP 307.3 and 309.9) shall be conducted during weekdays and not on weekends or holidays.	Trails, Scenic Pullouts	Contractor	Recreational
Temporary signs and flashing lights shall be placed at the HT Trail culvert near MP 309.9 and at the Templeton Trail culvert near MP 308.4 (during construction) to warn motorists of pedestrians crossing the highway. Signs shall be posted at the Templeton and North Bell Rock Pathway trailheads alerting the public on either side of this portion of the trail about the construction activities. During active construction, traffic control personnel shall be present to assist trail users who want to cross SR 179 at these locations.	Trails, Scenic Pullouts	Contractor	Recreational
ADOT will maintain pavement and drainage structures within the scenic pullouts.	Scenic Pullouts	ADOT Flagstaff Engineering District	Recreational
Bell Rock Vista multi-use facility will be replaced by constructing two scenic pullouts, one near MP 308.3 northbound and second near MP 308.4 southbound. The former will include replacement of the restroom facilities. The restroom facility will be appropriately sized, sited and designed to accommodate the expected use of the scenic pullout as well as to complement the scenic and other site characteristics.	Scenic Pullouts	ADOT, Coconino National Forest	Recreational
The Coconino National Forest will be responsible for use management, signs, and the maintenance of the restroom facility at MP 308.3 and of other facilities at the scenic pullouts.	Scenic Pullouts	Coconino National Forest	Recreational

Mitigation Measure	Type	Responsible Parties	Intrinsic Qualities
The expansion of the parking areas at the two Bell Rock Pathway trailheads (near MP 307.3 and MP 309.9) shall not be done at the same time. Construction activities at the trailheads/scenic pullouts shall take place between November 1 and April 1. Information signs shall be placed along SR 179 to inform people of the closure of the trailheads/scenic pullouts.	Scenic Pullouts	Contractor	Recreational

Source: *Final Environmental Assessment and Section 4(f) Evaluation for SR 179 (Village of Oak Creek to Sedona)*

Appendix B

Standards and Guidelines for Scenic Roads on the Arizona State Highway System

Standards of Operations

Vegetation Protection

All vegetation within the designated zone of influence should be protected against destruction or unauthorized removal.

All planting by state forces or others within designated scenic roads should be revegetative purposes or to enhance unattractive roadside conditions. All plant material used for these purposes should be similar plant material indigenous to the area.

The ADOT District's landscape vegetation management should be alert for major plant pests which may substantially harm existing growth. They should initiate control of plant pests before excessive damage occurs to the existing vegetation.

Access Permits

All applications for access permits shall be reviewed by the ADOT Roadside Development Section for possible negative environmental and visual impacts before the permit is issued. If said negative impacts are found to occur due to access point locations, recommendations will be made by the Roadside Development Section on possible locations, where their construction shall:

- Cause the least damage to existing vegetation.
- Cause least visual impact from the traveled roadway.
- Require the least amount of earthwork and cause a minimal amount of erosion.
- Provide adequate safety standards for traffic passing, entering and departing the access point.
- Include revegetation of disturbed areas and appropriate mitigations.

The PHSRAC shall be informed of the permit request and recommendation.

All permit applicants shall, if possible, conform to the Landscape and Irrigation Design Guidelines for ADOT Encroachment Permit Applications as developed by the Roadside Development Section and other appropriate department standards.

Development

Development along all scenic roads should be environmentally compatible. The PHSRAC recommends that local and county planning and zoning departments implement protective zoning regulations or design review overlay zoning along designated roadways.* These types of zoning regulations are necessary to protect, maintain and enhance the scenic quality along the highways. These regulations should also be incorporated in urban areas along the designated routes to help unify development patterns and enhance the visual quality.

Utilities

Permits for utility crossings on designated scenic roads shall be reviewed by the Roadside Development Section for possible negative environmental and visual impacts.

Recommendations will be made by the Roadside Development Section to mitigate these impacts. Utility permit applicants should, if at all possible, conform to the following recommendations:

- The utility should cross the scenic road in the shortest possible distance, i.e., at a right angle to the roadway.
- The utility shall place all pipe, lines, wire, etc. underground if possible. If above ground structures are necessary, they should be painted to blend into the environment to soften the visual impact.
- The utility shall conduct its construction activities so as to disturb a minimum amount of vegetation and soil.
- All disturbed areas should be re-seeded after completion of construction activity with indigenous or adapted species specified by the Roadside Development Section.

Interpretive Sites and Scenic Pullouts

The Roadside Development Section, in cooperation with the District Engineer, shall evaluate potential sites for historical markers, scenic pullouts and interpretive sites on all scenic roads. All potential sites shall provide adequate safety standards for traffic entering, departing and passing the site.

Roadway Construction and Maintenance

Construction of any nature shall be done in a manner that will cause the least disturbance to the visual or historic resources of a scenic road. Construction and maintenance activities shall, if at all possible, conform to the following recommendations:

- Construction equipment shall not be allowed to move at random on and off the roadway. The limits of construction shall be clearly marked and a minimum amount of access roads to the construction site should be used to efficiently complete proposed work. Access roads should also be clearly marked.
- All construction scars shall be re-seeded with appropriate species determined by the Roadside Development Section.
- The project should be designed to minimize long-term impacts detrimental to the unique visual or cultural resources of the road's environment. For example, slopes should be designed suitable for effective revegetation.
- Roadway appurtenances such as fences, bank protection, traffic barriers, retaining walls, etc., should be of a design, color and texture compatible with surrounding natural and cultural features.
- Maintenance activities should encourage and protect the existing values of the scenic road designation.

- Mowing operations should be timed so as to take advantage of the maturing seed crop of existing grasses and wildflowers, to foster their propagation.
- Maintenance foremen should consult the Roadside Development Section before beginning any work which, in their opinion, may jeopardize the visual quality of the scenic road.

*Also included in "Staff Recommendations" for SR 179 (in the Village of Oak Creek) in the Scenic Road Application Report.

Appendix C

Proposed Sedona-Red Rock National Scenic Area

Overview

Keep Sedona Beautiful, Inc. (KSB), a community-based organization, has launched a congressional lobbying effort to enact legislation that would give lands in Red Rock Country under National Forest designation special status as a National Scenic Area. The proposed Sedona-Red Rock National Scenic Area would be the first such designation in the nation, and a possible model for scenic conservation of federal lands elsewhere. On October 6, 2003, an ad hoc committee of KSB issued the following statement on conserving Sedona's Red Rock legacy:

"Preservation of Sedona's incomparably beautiful Red Rock Country is a high priority to the community's citizens and has been for many years. A dramatic increase in forest use by residents and visitors over past decades, however, threatens to degrade this National treasure and destroy the ambience of our uniquely scenic and inspirational area.

"Addressing this threat, in 1998, the Forest Service, with the cooperation of the community, created an amendment to the Coconino Forest Plan for the management of 160,000 acres of the most spectacular Red Rock lands in the Sedona area. In a campaign lasting over two years, with community-wide input, an amendment to the Coconino National Forest Management Plan dealing specifically with National Forest lands in the Sedona area was produced and implemented. This plan, known as Amendment 12, delineates conservation and protection of these most spectacularly scenic lands in America.

"A significant element of this management plan is conservation of forest lands in the greater Sedona area. The amendment allows exchange of forest land in the area only for privately owned land within the area. Forest management plans, however, are often amended. While current Forest Service staff is supportive of the proactive policies of the present plan, this could change and a less protective plan could be adopted. A National Scenic Area (NSA) designation by Congress would help to insure that the provisions of Amendment 12 would be more durable.

"NSA designation would apply only to Coconino Forest lands in the area. It does not affect any private, State or municipal lands. The Forest Service would continue to manage this area in accordance with their management plan and no new administrative authority would be required.

"As citizens, we have a special opportunity to protect this uniquely beautiful area. Furthermore, the local economy depends upon conservation of the area's natural beauty. Congress will act on this issue only if there is a clear mandate from the community. Surely this is an initiative to which we can give our unqualified support. In coming months, public meetings

will be held to present and discuss this proposal for NSA designation of these specific National Forest lands."

In short, the proposed legislation would maintain the environmental health and sustainability of Red Rock Country and thus ensure a healthy economic base for Sedona, by allowing Forest Service lands within the NSA to be exchanged only for high quality, privately owned property also within the NSA. Draft legislation proposed for introduction by U.S. Representative Rick Renzi is partially reprinted below.

Partial Text of Proposed Draft Legislation: "Establishment of a Sedona-Red Rock National Scenic Area"

Designation and Purposes
For the purpose of protecting, restoring and enhancing the natural and cultural/historic values of certain Federal lands in the Coconino National Forest, there is hereby established the Sedona-Red Rock National Scenic Area.

(a) Lands Included in the Scenic Area
The Scenic Area shall consist of approximately one hundred and sixty thousand acres of Coconino National Forest land as generally depicted on [an attached map] dated June 1998 and included in a document titled "Decision Notice and Finding of No Significant Impact" for an amendment to the Coconino National Forest Plan for the Sedona area.

The Planning Area outlined on this map is hereby designated the Sedona-Red Rock National Scenic Area.

This legislation shall apply only to the National Forest land within the Scenic Area, and does not apply to any State, Municipal or privately owned land.

(b) Land Trade Restrictions
Land exchanges that dispose of National Forest in the Sedona-Red Rock National Scenic Area will occur only if they result in acquisition of National Forest lands in the Sedona-Red Rock National Scenic Area. Before any actual land exchange takes place environmental analysis, including public comment and involvement and site-specific decision, must occur to address issues and to disclose the site-specific impacts of such an exchange.

(c) Scenic Area Management Direction/Prescription
At the establishment of the Scenic Area the existing Coconino National Forest Land and Resource Plan (Coconino Forest Plan) goals, objectives, standards, and guidelines applicable to the Scenic Area will be adopted as its initial management direction/prescription.

BIBLIOGRAPHY

ADOT Scenic Roads and Transportation Enhancements web pages, at http://www.adotscenicroads.com

ADOT SR 179 Project website, http://www.scenic179.com

Andres, Dennis, *What Is a Vortex? Sedona's Vortex Sites a Practical Guide*, Meta Adventures, 6th printing, December 2003

Arizona Bicycle Suitability Map at http://www.tpd.az.gov/gis/maps

Arizona Department of Commerce, "Sedona Community Profile"

Arizona State Highway System Log, 1998

Arizona State Parks website, http://www.pr.state.az.us

Big Park Community Plan, adopted June 15, 1998 by the Yavapai County Board of Supervisors

BRW et al, SR 179 Corridor Study I-17 to US 89A, Final Corridor Report December 1992

Bryant, Kathleen, "Red Rock Scenic Road," at http://www.arizonascenicroads.com/main.aspx

Coconino National Forest main web page at http://www.fs.fed.us/r3/coconino

Coconino National Forest Red Rock Country web page at http://www.redrock-country.org

Coconino National Forest official map, U.S. Department of Agriculture Forest Service, revised 2000

Corral, Edward C., *State Route 179 Scenic Road Application Report, M.P. 300.00 to M.P. 310.00*, presented to the Parkways, Historic and Scenic Roads Advisory Committee, November 1986

DMJM+HARRIS, *SR 179 Project, Village of Oak Creek to Sedona, Needs Based Implementation Plan Final Report*, December 14, 2004

Dongo, Tom, "Everything You Wanted to Know About Sedona in a Nutshell," Hummingbird Publishing, 1998

"Experience Sedona Recreation and Activity Map," Thorne Enterprises Publications, Inc.

Federal Highway Administration website, http://www.fhwa.dot.gov

Federal Highway Administration, National Scenic Byways Program, "2002 Nominations—Intrinsic Quality Summary"

Federal Highway Administration, Scenic Byways website, http://www.bywayson-line.org

Functional Classification Map at http://www.tpd.az.gov/website/funclass

Lima & Associates, *Verde Valley Multi-Modal Transportation Study Update*, 2003-2004

Logan Simpson Design for Arizona Department of Transportation, *Final Environmental Assessment and Section 4(f) Evaluation for SR 179 (Village of Oak Creek to Sedona)*, December 2002

Ranney, Wayne, *Sedona Through Time, Zia* Interpretive Services, 2001

Sedona Hiking & Mountain Biking Map, Beartooth Publishing, 2nd Edition, 2002

"SR 179 Corridor Study Comment Card #2," various summary reports of responses compiled by SR 179 Public Outreach Team for the SR 179 Corridor Project

Turner, Mark et al, *Arizona Historic Route 66 Corridor Management Plan*, August 25, 2004

U.S. Forest Service, "Recreation Guide to Your National Forest," Red Rock Country-Coconino National Forest-Sedona, Arizona

Verde Valley Cyclists Coalition, "Statement on the SR 179 Improvement Project," February 25, 2004

Wheat Scharf Associates, *Corridor Management Plan for the Patagonia-Sonoita Scenic Road*, January 200

Yavapai County 2003 Planning and Zoning Ordinance

U.S. Department of Transportation

Federal Highway Administration