



**Memorandum**

**To:** Town Council  
**From:** Thomas Dansie, Director of Community Development  
**Date:** September 5, 2025  
**Re:** Resolution 2025-09: Adopting the Zion Scenic Byway Corridor Management Plan

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***Executive Summary***

The Zion Regional Collaborative (ZRC) has recently completed an update of the Corridor Management Plan (CMP) for the Zion Scenic Byway. Resolution 2025-09 adopts the CMP and confirms the Town’s commitment to participate in its implementation.

***Background and History***

The entire length of State Route 9 (SR9) from I-15 on the west to Mt. Carmel Junction and US89 on the east is a state scenic byway. Around 2009 the Zion Canyon Corridor Council (ZC3) started planning for the portion of SR9 from the SR17 junction in La Verkin to the East entrance to Zion National Park to be nominated as a National Scenic Byway. Part of that planning included developing a Corridor Management Plan (CMP) for that section of the road. A CMP is a non-binding and non-regulatory planning document intended to protect, preserve, and promote the unique intrinsic qualities found along the byway. That CMP was finalized and approved in 2011.

In 2021 the Zion Regional Collaborative (ZRC), the successor organization to the ZC3, successfully obtained National Scenic Byway designation for the section of SR9 between La Verkin and the East entrance of Zion National Park, excluding the length of the road in the Town of Virgin. Subsequent to this designation, Kane County, Hurricane City, and the Town of Virgin have all expressed interest in exploring National Scenic Byway designation for the sections of SR9 in their jurisdictions.

***Purpose of the CMP***

Because of the length of time since the original CMP was adopted and due to the renewed interest in the scenic byway program from Kane County, Hurricane City, and the Town of Virgin, the ZRC determined it was necessary to update the CMP for the byway. The ZRC obtained grant funding to hire a consultant to assist in this update.

The updated CMP contains goals and objectives to help manage visitation on SR9. The CMP states, “Rather than encouraging increased visitation, the plan focuses on managing tourism already present in the corridor and ensuring that byway travel is welcoming, safe, and beneficial to local communities.” In this way the CMP is intended to help the communities along the byway promote community character and enhance quality of life, and not necessarily attract increased tourism.

The CMP is a non-binding and non-regulatory document. By adopting Resolution 2025-09 the Town will be confirming our intent and commitment to implement the CMP. However, there is no binding

obligation to take any action based on the CMP. Further, the CMP is written in such a way to allow each organization to implement the Plan's action steps in a manner consistent with the organization's already existing policies and core values. Thus, adopting the CMP will not obligate the Town to take any definitive action that is not consistent with our existing vision.

### ***General Plan Support***

The General Plan incorporates the existing CMP by reference. It is listed as a "Supporting Document" in the General Plan Appendix A. This demonstrates the Town's historic support for the Scenic Byway program and the CMP.

In addition, the following General Plan goals and objectives are well aligned with the vision of the CMP update.

### ***Land Use and Town Appearance A2***

The Planning Commission will develop policies that discourage consumptive tourism. The Commission will seek to encourage commercial development that meets the needs of residents and visitors. In the context of the Town of Springdale, consumptive tourism is tourism that consumes resources (utilities, parking, etc.), creates the need for service (infrastructure, maintenance of roads / facilities, etc.), and impacts the community (noise, light pollution, traffic, etc.), but does not add to the quality of life for residents or help promote the Town's village character and community feel. Commercial development that perpetuates purely consumptive tourism is discouraged. In contrast, commercial development that benefits tourists, residents, and other community members and tourism that "gives back" to the community (with more than just tax revenue) is encouraged.

### ***Economic Development B***

Develop new amenities for residents and tourists that enhance the visitor experience as well as the quality of life for residents.

### ***Economic Development E2***

"Marketing" should emphasize quality, not necessarily quantity, of visitation. The Town should not seek to increase visitation, but rather to provide a quality visitor experience. Crowds, lines, and lack of restrooms provide a less-than-ideal experience for tourists.

### ***Council Action***

Staff recommends the Council adopt Resolution 2025-09 in support of the updated Corridor Management Plan for the Zion Scenic Byway.



**RESOLUTION 2025-09**

**A RESOLUTION OF THE TOWN OF SPRINGDALE, ADOPTING THE UPDATED ZION SCENIC BYWAY CORRIDOR MANAGEMENT PLAN**

**WHEREAS**, in accordance with the Utah Scenic Byways Program of the State of Utah, State Route 9 [between its junction with I-15 to the south entrance of Zion National Park, as well as from the east entrance of Zion National Park to its junction with US-89] is currently designated as a Utah State Scenic Byway; and

**WHEREAS**, Section 72-4-301 of *Utah Code Ann.* defines a Corridor Management Plan as a written document required to be submitted for a highway to be nominated as a National Scenic Byway or All-American Road that specifies the actions, procedures, controls, operational practices, and administrative strategies to maintain the scenic, historic, recreational, cultural, archeological, and natural qualities of a scenic byway; and adopted by each municipality or county affected by the corridor management plan; and

**WHEREAS**, an original Corridor Management Plan was completed for a portion of the roadway in 2011 with support from the Five County Association of Governments and Zion Canyon Corridor Council, which resulted in designation of the section of State Route 9 between the City of La Verkin and the east entrance of Zion National Park as a National Scenic Byway in 2021; and

**WHEREAS**, an updated version of the *Scenic Byway Corridor Management Plan* (known herein as “*the Zion Scenic Byway Corridor Management Plan*” or “*the Plan*”) has been prepared for the entirety of the roadway currently designated as a State Scenic Byway, plus the extension of the roadway running through Zion National Park (from the south entrance to the east entrance) which is not part of the State Scenic Byway; and

**WHEREAS**, the Plan has been prepared with (a) the active participation of and by the Zion Regional Collaborative (ZRC) and a Byway planning team assembled for that purpose (consisting of representatives of Washington County, Kane County, and all local municipalities situated along the Byway corridor, as well as individuals representing other agencies and interests); and (b) technical planning assistance provided by Corridor Solutions and Avenue Consultants; and

**WHEREAS**, public outreach activities, including public meetings and a survey, were held or otherwise provided to explain the Plan and to obtain input from the general public; and

**WHEREAS**, the Plan includes strategies to preserve, protect, and promote the intrinsic qualities of the Byway through actions that are neither regulatory nor mandated by the Plan; and

**WHEREAS**, successful implementation of the Plan depends on the cooperation, collaboration, and support of the municipalities and County governments with jurisdiction along the Byway; and



**WHEREAS**, the Town of Springdale supports the Plan and gives its commitment to collaborate in the process, as necessary and prudent, for its implementation.

**NOW THEREFORE BE IT RESOLVED** by the Town Council of Springdale, Utah, as follows:

1. That the Town of Springdale hereby (a) declares its support for – and hereby approves and adopts – the updated Zion Scenic Byway Corridor Management Plan; and (b) declares and otherwise affirms its intentions to participate in future implementation of the strategies set forth in the Plan.
2. That the Town of Springdale declares that (a) if any part of this resolution shall be declared invalid, such declaration shall not affect the validity of the remainder of this resolution; (b) all resolutions or policies in conflict herewith are hereby repealed; and (c) this resolution shall take effect immediately upon passage.

**PASSED, ADOPTED, AND APPROVED** this \_\_\_\_ day of \_\_\_\_\_, 2025.



# ZION

## SCENIC BYWAY

**Corridor Management Plan**



# **ZION**

## **SCENIC BYWAY**

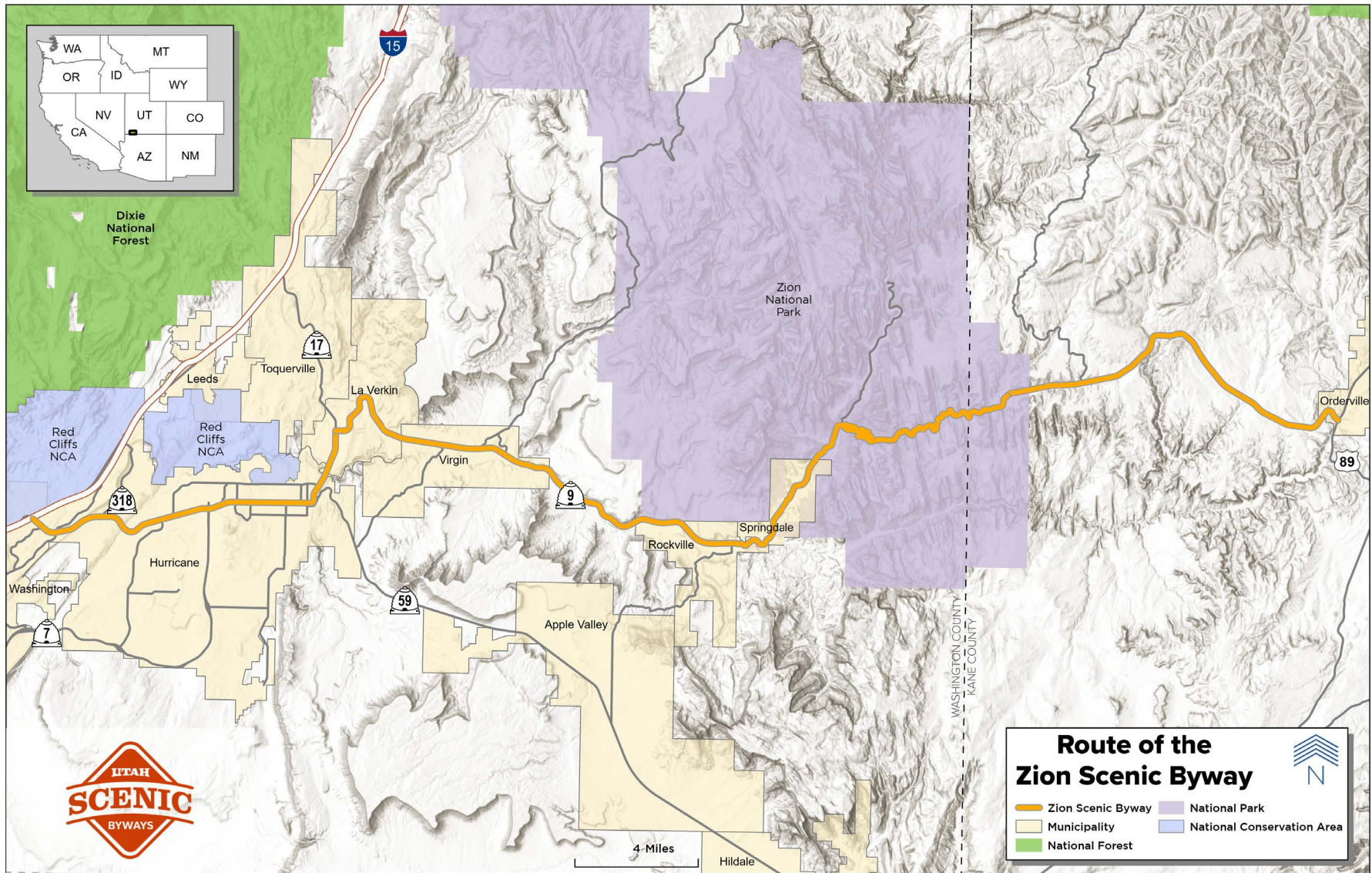
**Corridor Management Plan Update**  
Connecting Landscapes, Communities, and Stories

Prepared by:

**Corridor Solutions & Avenue Consultants**

Prepared for:

**Zion Regional Collaborative**  
**2025**



Map 1: Route of the Zion Scenic Byway

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## FEDERAL REQUIREMENTS

The table below identifies the Federal Highway Administration’s requirements for corridor management plans and the corresponding chapters of this document that address these requirements.

|     |  |                  |
|-----|--|------------------|
| 1.  | A map identifying the corridor boundaries and the location of intrinsic qualities and different land uses within the corridor.   | iii, 2           |
| 2.  | An assessment of such intrinsic qualities and of their context.  | 2                |
| 3.  | A strategy for maintaining and enhancing those intrinsic qualities. The level of protection for different parts of a National Scenic Byway or All-American Road can vary, with the highest level of protection afforded those parts which most reflect their intrinsic values. All nationally recognized scenic byways should, however, be maintained with particularly high standards, not only for travelers’ safety and comfort, but also for preserving the highest levels of visual integrity and attractiveness. | 2, 3,<br>4, 5, 6 |
| 4.  | A schedule and a listing of all agency, group, and individual responsibilities in the implementation of the corridor management plan, and a description of enforcement and review mechanisms, including a schedule for the continuing review of how well those responsibilities are being met.   | 2, 5             |
| 5.  | A strategy describing how existing development might be enhanced and new development might be accommodated while still preserving the intrinsic qualities of the corridor. This can be done through design review, and such land management techniques as zoning, easements, and economic incentives.  | 2, 4             |
| 6.  | A plan to assure on-going public participation in the implementation of corridor management objectives.  | 5                |
| 7.  | A general review of the road or highway’s safety and accident record to identify any correctable faults in highway design, maintenance, or operation.  | 4                |
| 8.  | A plan to accommodate commerce while maintaining a safe and efficient level of highway service, including convenient user facilities.  | 4                |
| 9.  | A demonstration that intrusions on the visitor experience have been minimized to the extent feasible, and a plan for making improvements to enhance that experience.   | 2, 3,<br>5, 6    |
| 10. | A demonstration of compliance with all existing local, State, and Federal laws on the control of outdoor advertising.  | 4                |
| 11. | A signage plan that demonstrates how the State will ensure and make the number and placement of signs more supportive of the visitor experience.   | 4                |
| 12. | A narrative describing how the National Scenic Byway will be positioned for marketing.   | 3                |
| 13. | A discussion of design standards relating to any proposed modification of the roadway. This discussion should include an evaluation of how the proposed changes may affect the intrinsic qualities of the byway corridor.  | 4                |
| 14. | A description of plans to interpret the significant resources of the scenic byway.   | 3                |

In addition to the information identified above, corridor management plans for All-American Roads must include:

|    |  |      |
|----|--|------|
| 1. | A narrative on how the All-American Road would be promoted, interpreted, and marketed in order to attract travelers, especially those from other countries. The agencies responsible for these activities should be identified.  | 3    |
| 2. | A plan to encourage the accommodation of increased tourism, if this is projected. Some demonstration that the roadway, lodging and dining facilities, roadside rest areas, and other tourist necessities will be adequate for the number of visitors induced by the byway’s designation as an All-American Road. | 3    |
| 3. | A plan for addressing multilingual information needs.  | 3, 6 |



*Credit: Wanda Maloney*

## Chapter 1: Introduction

Traveling the Zion Scenic Byway is an experience defined by contrast and transformation. The journey begins in wide, sunlit valleys where the desert stretches to distant horizons, offering never-ending views beneath a boundless sky. As the road climbs and winds eastward, the landscape gradually narrows — rugged cliffs rise on either side, and canyon walls begin to enclose the traveler in a world of stone and shadow. At the heart of the route, the towering formations of Zion National Park surround the byway, and the scale of the landscape becomes both humbling and awe-inspiring. Emerging from the canyon, the road opens once more to high desert plateaus, revealing the expansive western terrain in all its quiet beauty.

Threading through the corridor, the Virgin River serves as both a lifeline and a storyteller — shaping the land over millennia and sustaining generations of people who have lived, traveled, and built communities along its banks. From Native settlements and pioneer irrigation systems to modern towns and recreation sites, the river is inextricably linked to the region’s natural rhythms, cultural identity, and enduring stories.

This dramatic sequence of shifting views, geologic wonder, and cultural depth makes the Zion Scenic Byway one of the most compelling drives in the American West. It is a corridor that not only links landscapes, but also connects communities, traditions, and stories — offering travelers a layered experience that stays with them long after the road ends.



*Credit: Kyle Gubler*

## BRIEF HISTORY OF THE ZION SCENIC BYWAY

The Zion Scenic Byway, designated in 1990 by the Utah State Legislature, follows the entirety of Utah State Route 9 (SR-9), spanning approximately 57 miles between I-15 in Hurricane and US-89 in Mt. Carmel Junction.



*Credit: Kane County Office of Tourism*



*Credit: Utah Office of Tourism*

In 2008, a group of regional stakeholders came together to pursue National Scenic Byway designation for SR-9. This group, later known as the **Zion Canyon Corridor Council** (ZC3), secured funding to develop a Corridor Management Plan (CMP), which was completed and adopted in 2011. That plan covered the segment of the byway between La Verkin City and the East Entrance of Zion National Park, as the remaining sections of the route elected not to participate at the time. The CMP also received approval through a joint resolution of Utah's Senate and House of Representatives in 2011.

In 2015, an interpretive plan was developed for the route, and the Zion Regional Collaborative (ZRC) assumed responsibility for byway coordination. In 2021, the ZRC successfully sought National Scenic Byway designation for the route between La Verkin and the East Entrance of Zion National Park.

Following the national designation, the ZRC convened a Scenic Byway Committee to chart a path forward. Recognizing that the original CMP was more than a decade old, the Committee prioritized a comprehensive update. The process also presented an opportunity to engage Kane County and Hurricane City, the two jurisdictions not included in the original plan, who enthusiastically joined the effort. As a result, this updated CMP reflects a coordinated regional vision

for the full length of the Zion Scenic Byway and lays the groundwork for pursuing All-American Road designation, the highest level of recognition within the America's Byways program.

This CMP update was made possible through a Utah Department of Transportation Technical Planning Assistance grant, matched with local funds. The ZRC extends its appreciation to the Town of Virgin for serving as the fiscal agent for the project.

## PURPOSE OF THE CORRIDOR MANAGEMENT PLAN

The purpose of this updated Corridor Management Plan (CMP) is to guide the management and enhancement of the Zion Scenic Byway over the next five to ten years. Developed with input from stakeholders across the corridor, the CMP establishes shared goals, priorities, and strategies that support a high-quality visitor experience, preserve the byway's intrinsic qualities, and reflect community values. Rather than encouraging increased visitation, the plan focuses on managing tourism already present in the corridor and ensuring that byway travel is welcoming, safe, and beneficial to local communities. It also provides the framework for pursuing All-American Road designation - the highest level of recognition within the America's Byways® program.

The Corridor Management Plan (CMP) is a non-regulatory document and does not supersede any existing federal, state, or local land use or transportation plans. It does not impose regulations, mandate changes, or affect private property rights in any way.

## PLANNING PROCESS

The Zion Scenic Byway Corridor Management Plan (CMP) update began with a project kick-off meeting in fall 2024. Early in the process, the consultant team conducted corridor research and developed a series of technical memos to inform the planning effort. These documents established a foundation of baseline data, highlighted key issues and opportunities, and shaped the direction of stakeholder engagement. Reports included:

- » Visitor Experience Assessment
- » Relevant Planning & Key Areas to Address
- » Corridor Research & Data Aggregation

## VISION

Based on this research and extensive community input, a shared vision was developed to guide the future of the Zion Scenic Byway. The vision reflects the values and aspirations of corridor communities and the many stakeholders who care deeply about this unique place.

**Zion Scenic Byway is more than a road** — it connects iconic landscapes, welcoming communities, and the stories that define this remarkable region. From the desert vistas near I-15 to the sandstone canyons of Zion and the quiet beauty of East Zion, the corridor offers travelers a meaningful way to explore and experience the area's natural and cultural richness.

**Our vision is a byway experience** that is clear, cohesive, and engaging — where travelers can easily navigate, discover new places, and connect with the people and landscapes that make the journey worthwhile. Through coordinated signage, interpretation, and shared stewardship, the byway will lead visitors beyond park boundaries to the diverse experiences this region has to offer.

**We envision communities that thrive** while maintaining their character, landscapes that are protected for future generations, and a byway that strengthens both local economies and regional identity. The Zion Scenic Byway will leave travelers with a deeper appreciation of the area and a lasting desire to return, share, and care for what they've found.



*Biking the Zion Canyon Trail*

## STAKEHOLDER ENGAGEMENT PROCESS

### Public Meetings

To further engage local stakeholders, four public meetings were held to gather input from residents, business owners, and others connected to the byway, and to provide an opportunity for discussion. These meetings were organized and facilitated by a group of volunteer “Community Champions,” who met weekly with the consultant team to develop outreach materials and review engagement strategies.

The cities of Hurricane and La Verkin hosted a joint meeting, as did the towns of Springdale and Rockville in coordination with Zion National Park. Additional meetings were held in the Town of Virgin and Kane County. Each meeting was well attended and provided valuable feedback. Maps and presentation boards explained the purpose of the CMP and presented corridor information, while participants shared input via sticky notes and follow-up surveys. Representatives of the Paiute Indian Tribe of Utah were also consulted during the planning process, and their perspectives were considered in the development of the CMP.

### Stakeholder Survey

In spring 2025, a stakeholder survey was conducted to gather input from residents, business owners, and others across the SR-9 corridor. With 360 responses, the survey offered a broad view of local perspectives.

Respondents identified both challenges and opportunities related to growth, tourism, and quality of life. Key concerns included traffic congestion, infrastructure limitations, and development pressure. At the same time, many expressed optimism about improving connectivity, enhancing the visitor experience, and celebrating the region’s distinctive character. This feedback directly informed the CMP’s goals, strategies, and recommended actions.

### Working Group

As the CMP was being developed, a standing Working Group was convened to review and provide input on draft content. Meeting weekly, the group played an essential role in shaping the direction of the plan — offering local insights, identifying clarifications and corrections, and ensuring the CMP reflected on-the-ground realities and community values.

Together, these efforts created a strong foundation for a Corridor Management Plan that reflects shared values, addresses emerging issues, and identifies achievable actions for the future of the Zion Scenic Byway.



*The community meeting in Springdale was one of four held along the corridor to gather stakeholder input for the Corridor Management Plan update.*

*Credit: Wanda Maloney*



## **GUIDE TO CMP CHAPTERS**

This Corridor Management Plan is organized into six chapters, each addressing a key component of the Zion Scenic Byway’s planning and implementation framework:

### **Chapter 2: Intrinsic Qualities**

Documents the Zion Scenic Byway’s scenic, recreational, natural, cultural, and historic resources. It describes the corridor’s nationally significant landscapes and recreation and provides a foundation for protecting the qualities that make the byway unique.

### **Chapter 3: Visitor Experience**

Assesses how travelers experience the byway, from trip planning to on-the-ground navigation. The chapter presents findings from a visitor experience assessment and outlines enhancements that support orientation, storytelling, and tourism management.

### **Chapter 4: Existing Roadway Conditions**

Describes the physical characteristics, traffic patterns, crash history, and planned improvements along SR-9. This analysis provides context for infrastructure-related strategies and identifies constraints and opportunities related to mobility, safety, and growth.

### **Chapter 5: Stewardship**

Outlines the collaborative framework for implementing the CMP, including the role of the Zion Regional Collaborative and the Scenic Byway Committee. It highlights stakeholder engagement strategies, community participation tools, and regional partnerships.

### **Chapter 6: Action Plan**

Provides a clear roadmap for implementation. Organized around five goal areas - Intrinsic Qualities, Visitor Experience, Interpretation, Marketing, and Stewardship - the plan includes goals, strategies, and priority actions to guide collaborative efforts over the next five to ten years.

# Chapter 2: Intrinsic Qualities

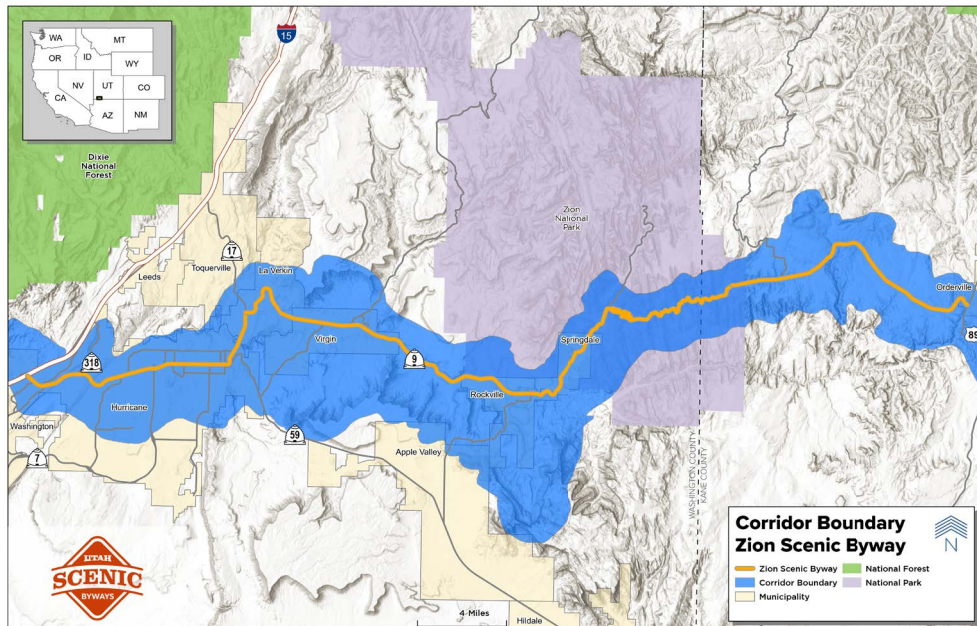
## ROUTE DESCRIPTION

The Zion Scenic Byway designated as a Utah Scenic Byway follows the entirety of Utah State Route 9 (SR-9) in southwestern Utah, beginning at Exit 16 of I-15 just north of St. George and traveling 57 miles east to the junction of SR-9 and US-89 in Mt. Carmel Junction. Through Zion National Park, the byway is officially Federal Route 3224 and is also known as the Zion-Mt. Carmel Highway.

The portion of the route designated as a National Scenic Byway is SR-9 between and including La Verkin to the East Entrance of Zion National Park, with a gap in the Town of Virgin.

### Corridor Boundary

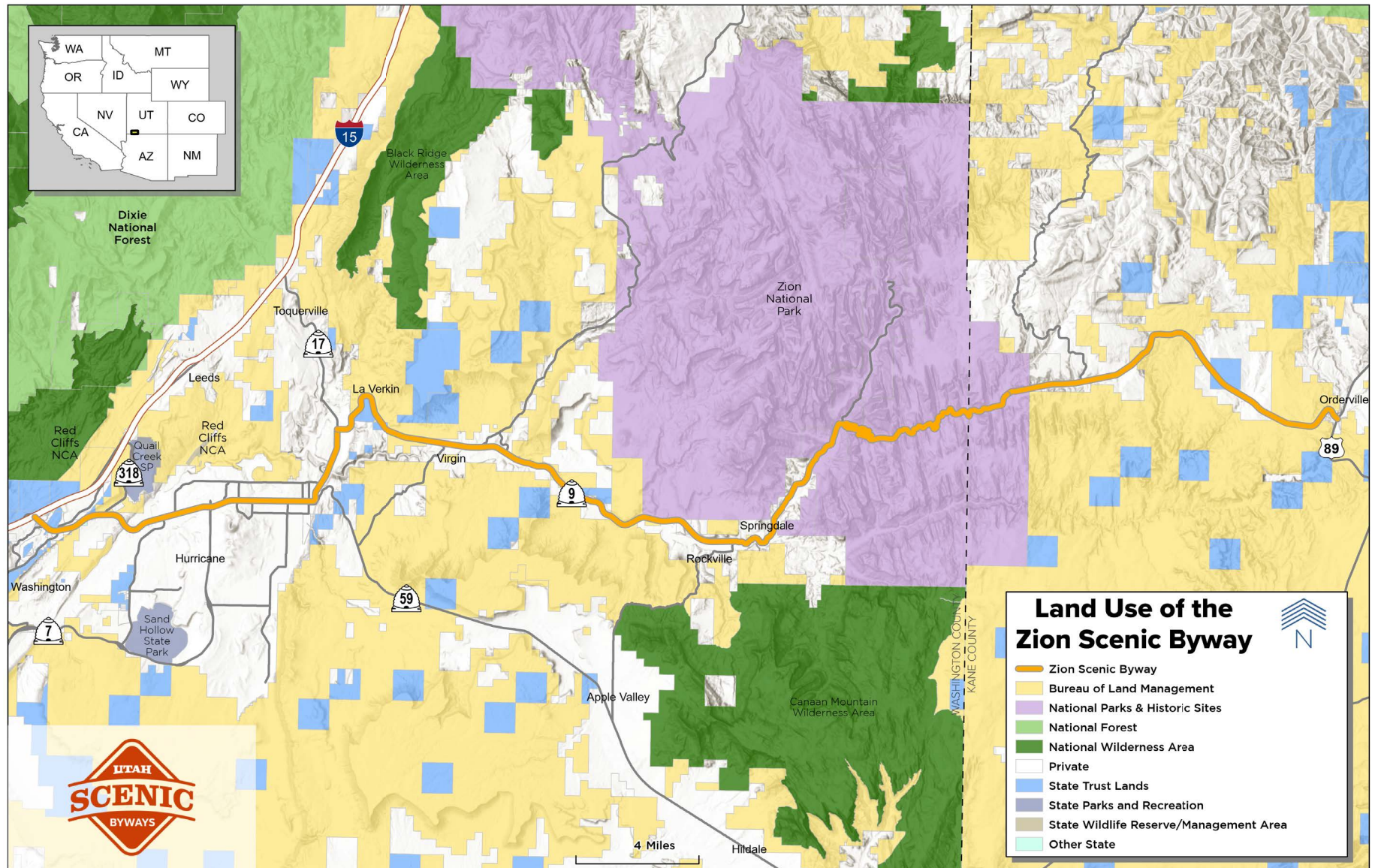
The corridor boundary generally follows the viewshed of SR-9, as shown in Map 2, reflecting what travelers experience along the route. However, this Corridor Management Plan is not intended to provide guidance or planning strategies for all lands and resources within that boundary.



Map 2: Corridor Boundary

## Land Use

Map 3 illustrates the land uses within the byway corridor.



Map 3: Land Use of Zion Scenic Byway

## INTRINSIC QUALITIES OF THE ZION SCENIC BYWAY

The Zion Scenic Byway offers one of the most visually dramatic and experientially rich landscapes in the American West. Among its many defining features, the scenic and recreational qualities are the most compelling indicators of the corridor's national significance. Travelers from around the world come to experience the stunning vistas, iconic geology, and extraordinary opportunities for outdoor adventure this route provides.

From the soaring cliffs and sculpted canyons of Zion National Park to the wide-open mesas, winding river valleys, and colorful desert landscapes, the byway is a continuous visual experience - captivating whether viewed from a moving vehicle, a scenic overlook, or a quiet trail. The landforms, vegetation, and flowing water throughout the corridor combine to create a landscape that is both beautiful and unforgettable.

This remarkable setting is also the backdrop for a wide array of recreational experiences. Visitors hike, bike, paddle, climb, camp, and explore throughout the corridor, often making memories that last a lifetime. The accessibility and variety of recreational opportunities, from high-adrenaline adventure to peaceful immersions in nature, make the byway an ideal destination for people seeking connection with the outdoors.

While the byway also holds deep natural, cultural, and historic value, it is the interplay of scenic splendor and high-quality outdoor recreation that makes the journey along this corridor so rewarding. The following sections explore each of the intrinsic qualities in detail, beginning with the striking beauty and engaging activities that define the Zion Scenic Byway experience.



*Credit: Wanda Maloney*

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

The Zion Scenic Byway corridor is one of the most visually arresting landscapes in the American Southwest. Here, the views are not only beautiful, they are immersive, ever-changing, and unforgettable. From towering cliffs and expansive mesas to tree-lined streets and historic structures, the byway presents a seamless blend of natural and human-made elements that collectively define its scenic character.

From the beginning of the byway near Hurricane, travelers are met with expansive views of the Pine Valley Mountains rising in the west. These green and forested highlands provide a vivid visual counterpoint to the red rock mesas and desert formations that characterize the region. The La Verkin Overlook offers sweeping panoramas of the Virgin River canyon and the towering ridgelines that mark the entrance into the Zion region.



*The byway is known as the Zion-Mt. Carmel Highway as it passes through Zion National Park.*

*Credit: Utah Office of Tourism*



*Westward view of the Pine Valley Mountains from the byway near Virgin, Utah.*

The pullout at the Sheep Corrals interpretive site between La Verkin and Virgin provides striking views of Hurricane Mesa soaring 1,500 feet above the valley floor with its multi-hued layers of red, orange, and tan rock revealing millions of years of geologic history.

Gooseberry Mesa and Pastry Ridge, visible from key vantage points near Virgin and Rockville, rise in dramatic contrast to the sky, with sharp edges and distinctive outlines that shift with the movement of the sun. Meanwhile, the quaint, tree-lined Main Street of Rockville with its 1930s-era Mulberry canopy and vintage streetlights adds a sense of timeless charm and cultural continuity to the scenery. Here, the built environment remains visually subordinate to the grand geologic formations of Zion, which tower above the rooftops and provide a powerful sense of place.

As the byway approaches Springdale, the view becomes even more dramatic. The jagged spires and crimson cliffs of Eagle Crags command attention, especially when aglow with morning or evening light. Entering Zion National Park, the byway climbs through the lower portion of the iconic Zion Canyon, revealing monumental formations



*The byway and its viewshed unfolding through La Verkin, Utah.*



*A heritage bison herd grazes along the East Zion segment of the byway.*

such as the West Temple, Mount Kinesava, and the Watchman. The scene is one of grandeur and scale - towering monoliths rising from the canyon floor, richly textured and deeply colored by layers of sandstone.

The eastern segment of the byway traverses slickrock country punctuated by unique features like Checkerboard Mesa, where erosion has etched a crosshatched pattern into the pale Navajo Sandstone. In the distance, the Paunsaugunt Plateau and White Cliffs form part of the Grand Staircase, their cream-colored faces rising in contrast to the surrounding red rock, signaling the geologic connection between Zion and other iconic destinations like Bryce Canyon.

Whether viewed from a moving vehicle, a scenic overlook, or a quiet trail, the landscapes along the Zion Scenic Byway are not only visually compelling, they are deeply memorable. This corridor offers more than beautiful views; it offers a continuous, immersive experience in one of the most scenic environments in the world.



*Credit: Wanda Maloney*

*A byway pullout between La Verkin and Virgin offers sweeping views of the vibrant, multi-colored Hurricane Mesa to the north (pictured) and Gooseberry Mesa rising to the south.*



*Credit: Kane County Office of Tourism*

*As the byway heads east from Zion National Park, panoramic views of the Paunsaugunt Plateau and White Cliffs unfold.*

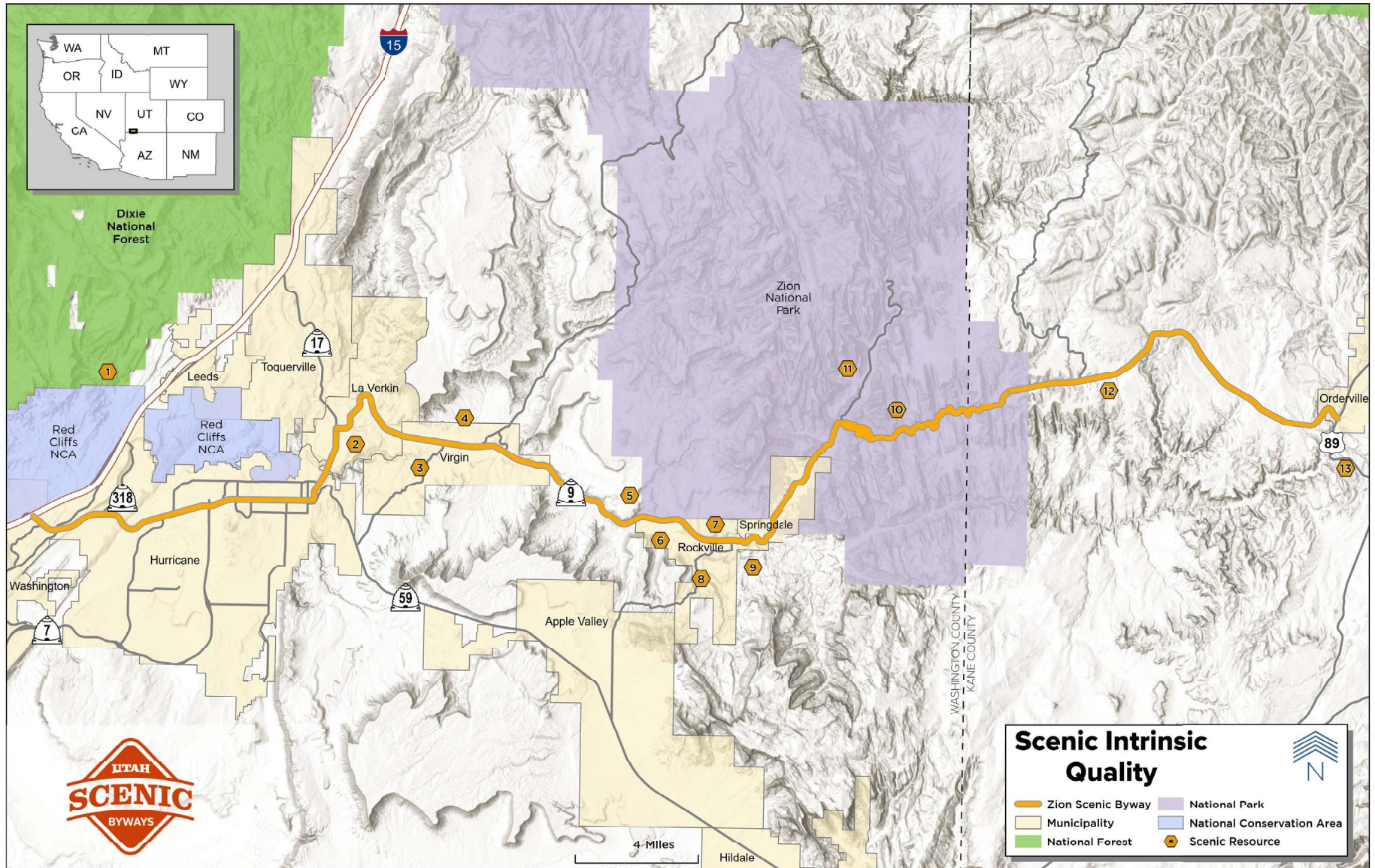


*Credit: Wanda Maloney*

*Westward views approaching Zion National Park reveal pinyon-juniper forests - a distinct contrast to the red and orange sandstone landscapes found along much of the byway.*

## UPDATED INTRINSIC QUALITY INVENTORY – SCENIC

|    | Resource                                   | Location              | Description   |
|----|--|-----------------------|---|
| 1  | Pine Valley Mountains                      | Hurricane/La Verkin   | The Pine Valley Mountains rise west of the byway, dominating the viewshed from Virgin to its western terminus. Signal Peak, the range's highest point, reaches 10,365 feet.   |
| 2  | La Verkin Overlook                         | La Verkin/Virgin      | The La Verkin Overlook offers sweeping views of the Virgin River canyon, the town of La Verkin, and the surrounding Hurricane Valley. Accessible via a short drive off the byway or a moderately strenuous 2.5-mile round-trip hike with about 650 feet of elevation gain.  |
| 3  | Hurricane Mesa from Sheep Corrals pullout  | La Verkin/Virgin      | Between La Verkin and Virgin, Hurricane Mesa rises 1,500 feet. Its dramatic, multi-colored layers of red, orange, and tan rock are stacked in striking bands, revealing the geologic history.   |
| 4  | Gooseberry Mesa from Sheep Corrals pullout | La Verkin/Virgin      | The pullout at the Sheep Corrals offers a sweeping panorama of Gooseberry Mesa, with its striking flat-topped profile rising above a broad expanse of desert scrub.   |
| 5  | West Temple                                | Virgin/Rockville      | Eastbound between Virgin and Rockville, SR-9 curves northeast, revealing a dramatic view of West Temple and the western wall of Zion National Park.   |
| 6  | Pastry Ridge                               | Rockville             | Pastry Ridge is located just south of Rockville. The ridge's undulating, banded appearance, which resembles the flaky layers of a pastry crust, results from the differential erosion of rock layers.   |
| 7  | Rockville Main Street                      | Rockville             | Main Street in Rockville is a charming rural streetscape shaded by historic mulberry trees planted in the 1930s as a means to cultivate silk. Simple single-bulb streetlights add to the character, and dramatic Zion geologic formations rise above the treetops.  |
| 8  | Smithsonian Butte                          | Rockville             | South of Rockville, Smithsonian Butte is a prominent scenic feature rising sharply with layered cliffs of red and cream-colored rock.   |
| 9  | Eagle Crags                                | Rockville             | Eagle Crags form a striking backdrop along the byway approaching Springdale, with jagged spires and rugged sandstone cliffs. Their distinctive silhouette and rich red hues create a standout feature in the viewshed, especially when illuminated by morning or evening light.   |
| 10 | Zion Mt. Carmel Highway/Zion Canyon        | Zion National Park    | Within Zion National Park, the byway passes through the lower portion of Zion Canyon along the Zion-Mount Carmel Highway. This scenic stretch offers views of several prominent landmarks, including the towering West Temple, the rugged profile of Mount Kinesava, and the distinctive spire of the Watchman, all rising dramatically above the canyon floor and framing the park's southern entrance. As the highway climbs to the east side of the park, the landscape transitions to sweeping expanses of slickrock and unique formations such as Checkerboard Mesa.                                 |
| 11 | Zion Canyon Scenic Drive                   | Zion National Park    | Built in the early 20th century, the Zion Canyon Scenic Drive (also known as the Floor of the Valley Road) begins at Canyon Junction and travels north to the Temple of Sinawava. The road follows the North Fork of the Virgin River, carefully designed to trace the natural contours of the canyon floor. Travelers along the route are treated to dramatic vistas of towering Navajo sandstone cliffs, lush riverbanks, and iconic formations such as Angels Landing and the Great White Throne.  |
| 12 | Ranchlands                                 | East Zion             | The ranchland east of Zion National Park offers a serene and memorable visual experience where natural and cultural elements blend in quiet harmony. Wide, open pastures framed by traditional wood fencing stretch toward the horizon, where White Cliffs rise dramatically in the distance. The muted tones of dry grasses and soft, rolling hills contrast beautifully with the vivid blue sky and the layered geology that defines the region.  |
| 13 | Paunsaugunt Plateau/White Cliffs           | East Zion/Kane County | The Paunsaugunt Plateau and White Cliffs form a distant yet impressive viewshed from parts of the Zion Scenic Byway. As part of the Grand Staircase, the White Cliffs mark a prominent geologic step composed primarily of Navajo Sandstone, with their pale, cream-colored faces sharply contrasting the surrounding red rock landscapes. The Paunsaugunt Plateau, capped by younger rock layers, rises beyond the cliffs and contributes to the layered grandeur of southern Utah's high desert scenery, offering a glimpse into the vast geologic story that connects Zion to Bryce Canyon and beyond. |



Map 4: Scenic Intrinsic Quality



*From scenic strolls to challenging climbs, the byway corridor is home to countless hiking trails, each with views as breathtaking as The Watchman.*

**RECREATIONAL QUALITY, as defined by the National Scenic Byways Program, 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.**

The Zion Scenic Byway is a globally recognized recreational destination, drawing millions of visitors each year to experience the region’s stunning landscapes and wide array of outdoor activities. In 2024, Zion National Park welcomed nearly 5 million recreation visits, making it the second most visited national park in the United

States. But the recreational value of the corridor extends well beyond the park’s boundaries. The byway itself, along with adjacent lands and communities, offers a rich diversity of recreational experiences accessible year-round.



Credit: Thomas Dansie

*The byway corridor offers a range of mountain biking trails, including the scenic and challenging Wire Mesa route.*

Outdoor enthusiasts can enjoy hiking, mountain and road biking, fishing, camping, swimming, river tubing, OHV and ATV riding, rock climbing, canyoneering, and scenic photography. For many, simply driving the byway is a memorable experience, with breathtaking views and opportunities to stop, explore, and connect with the landscape.

Trail systems like Hurricane Cliffs, Gooseberry Mesa, and Wire Mesa have earned the area a national reputation among mountain bikers and hikers. These non-motorized trail networks, many of which offer views into Zion National Park or traverse slickrock terrain, are accessible directly from the byway corridor.

Quail Creek and Sand Hollow state parks expand the spectrum of available activities. These parks offer warm-water reservoirs ideal for boating, paddleboarding, and fishing, along with adjacent lands for off-road adventure. Sand Mountain, adjoining Sand Hollow, is a premier OHV destination known for its red sand dunes and slickrock climbs.



Credit: Thomas Dansie

*A hub for outdoor adventure, Sand Hollow State Park features kayaking, boating, paddleboarding, and camping.*

For those drawn to the water, the Virgin River provides recreational experiences ranging from fishing and wildlife watching to tubing, a seasonal favorite from late spring through early fall. Confluence Park in La Verkin offers river access, hiking trails, and interpretive information in a natural setting where the Virgin River and La Verkin Creek meet.

Dark night skies are another treasured aspect of the recreational experience. Stargazing is popular throughout the corridor, where low light pollution allows for clear views of constellations and celestial events. Visitors and amateur astronomers alike seek out quiet, elevated locations for night sky viewing. The region's commitment to protecting this resource is evident in Springdale's designation as an International Dark Sky Community and Zion National Park's designation as an International Dark Sky Park, helping ensure that the visual and ecological value of the night sky remains a prominent and minimally disturbed natural feature of the corridor.



*Credit: Thomas Dansie*

*Tents nestled in Wildcat Canyon highlight the recreational opportunities like hiking and backcountry camping that offer an immersive wilderness experience along the byway corridor.*

Recreation in the Zion Scenic Byway corridor accommodates a wide range of physical abilities and time commitments. From leisurely river floats to challenging treks to Angels Landing or The Narrows, the corridor offers something for everyone. Local visitor centers serve as important hubs for up-to-date trail maps, safety information, and guidance, which is essential for navigating this dynamic landscape safely and responsibly.

With its dramatic cliffs, sculpted canyons, and ever-changing light, the Zion Scenic Byway offers a breathtaking backdrop for outdoor adventure in every season. Whether you're a seasoned explorer or a casual traveler, the byway delivers an unforgettable and immersive recreational experience. Its striking natural beauty and wide range of activities make it a premier destination for those seeking meaningful connection with the outdoors.



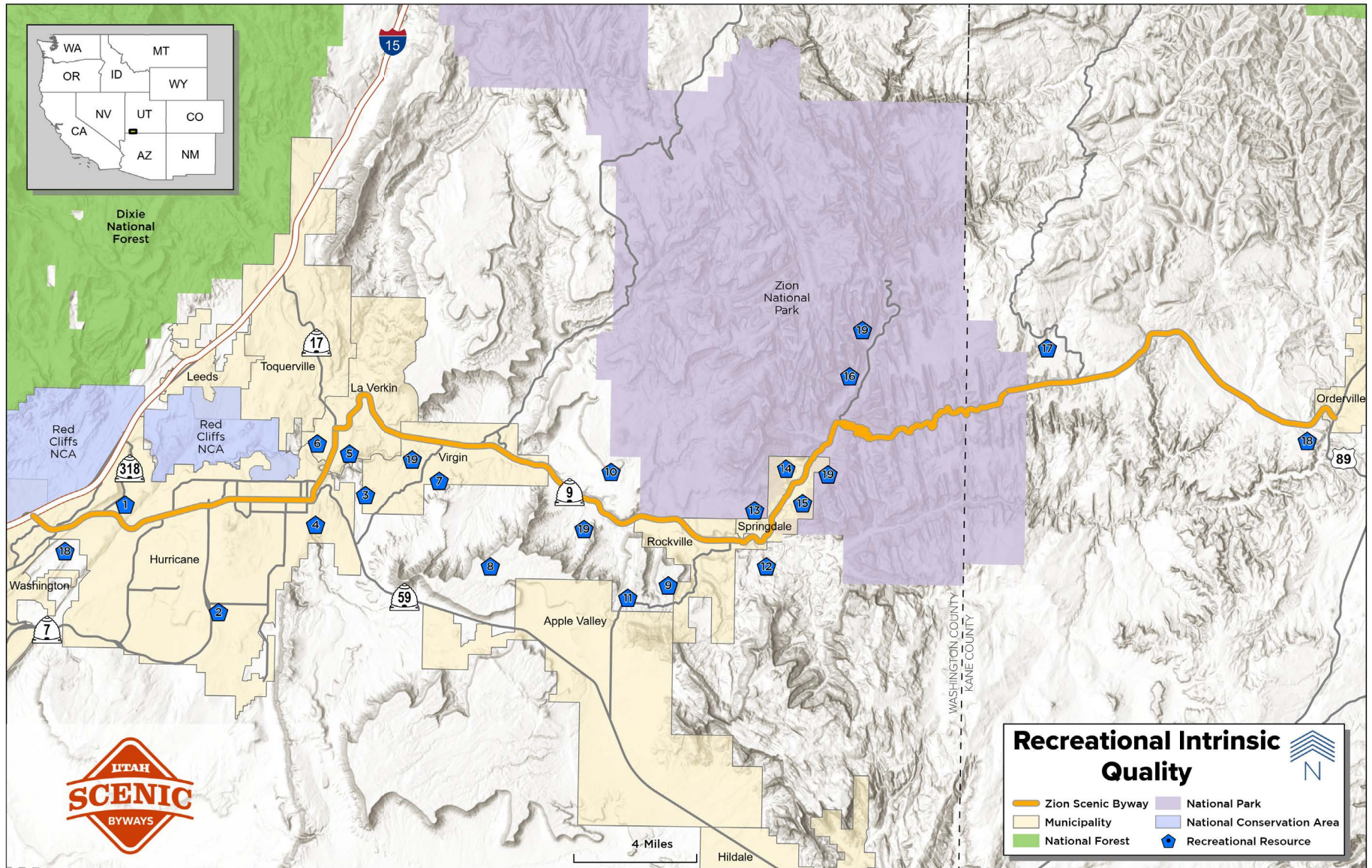
*Credit: Thomas Dansie*

*The Zion Scenic Byway corridor provides access to world-class rock climbing routes set against awe-inspiring canyon walls.*

## UPDATED INTRINSIC QUALITY INVENTORY — RECREATIONAL

|    | Resource   | Location         | Description   |
|----|--|------------------|---|
| 1  | Quail Creek State Park                             | Hurricane        | With scenic red rock backdrops, Quail Creek State Park is a premier regional recreation destination. Its warm, clear reservoir offers year-round boating, fishing, kayaking, and paddleboarding, while surrounding trails invite hiking and wildlife viewing.   |
| 2  | Sand Hollow State Park/Sand Mountain Open OHV Area | Hurricane        | Sand Hollow State Park and the adjacent Sand Mountain Open OHV Area form one of the Southwest's top recreation destinations. The park's expansive reservoir is ideal for boating, fishing, paddleboarding, and swimming, while the surrounding red sand dunes and slickrock trails attract off-highway vehicle (OHV) enthusiasts. With its dramatic scenery, Sand Hollow offers a unique combination of water and motorized recreation in a single iconic setting.  |
| 3  | Hurricane Cliffs Trail System                      | Hurricane        | Network of trails for non-motorized users. Trails include: JEM, Rim, Hurricane Canal, Gould's Rim, and Chinatown Wash.  |
| 4  | Three-Falls Canyon and Trail                       | Hurricane        | The Three Falls Canyon and Trail is a moderately challenging 2.1-mile out-and-back trail located near Hurricane, Utah. It follows Gould's Wash through a canyon, featuring cascades and small waterfalls (which may be dry in hot weather). The trail is known for its rugged terrain, including steep sections and rock scrambling, making it a good option for hikers seeking a more adventurous experience.  |
| 5  | La Verkin Overlook Trail                           | La Verkin        | The La Verkin Overlook Trail is a 1.6-mile out-and-back hike with approximately 200 feet of elevation gain. This short, moderately easy trail leads to a stunning viewpoint overlooking the Virgin River Gorge, the town of La Verkin, and the surrounding red rock landscape. From the overlook, visitors can enjoy expansive views stretching toward Zion National Park. It's a scenic and rewarding walk, especially at sunrise or sunset.   |
| 6  | Confluence Park                                    | La Verkin        | Confluence Park in La Verkin, Utah, offers a range of recreational opportunities including hiking, biking, and wildlife viewing along scenic trails that follow the Virgin River. The park's natural setting features riparian habitats, historic agricultural sites, and shaded paths, making it a popular spot for both active recreation and quiet nature walks. The Cities of La Verkin and Hurricane maintain a number of trailheads and connectors that tie into Confluence Park. These include Powerplant Park and the Rim-to-River Trail, which allow visitors to access the Park from the canyon edge.   |
| 7  | Falls Park   | Virgin           | Located on the Virgin River south of Virgin, the park offers swimming, tubing, and a picnic area.   |
| 8  | Gooseberry Mesa National Recreation Trail          | Virgin/Rockville | Perched at 5,200 feet in southern Utah's red rock country, the Gooseberry Mesa National Recreation Trail offers sweeping views from its mesa rims. To the north, the towering sandstone cliffs of Zion National Park dominate the horizon, while the west rim overlooks a vibrant landscape of desert mesas and deeply carved canyons. Rather than a single path, this trail is a network of interconnected routes that traverse the mesa, providing exceptional opportunities for hiking, mountain biking, and exploration. Developed in the late 1990s through collaborative local and federal efforts, the system was designated a National Recreation Trail in 2006 in recognition of its outstanding recreational value. |
| 9  | Wire Mesa Trail                                    | Virgin/Rockville | The Wire Mesa Trail is a scenic 7.6-mile loop located just south of Zion National Park. Traversing the edge of Wire Mesa, the trail offers expansive views of Zion's towering cliffs, neighboring mesas, and the Virgin River valley below. Popular with mountain bikers and hikers, the trail features a mix of slickrock, singletrack, and mild elevation changes, making it a rewarding yet accessible backcountry experience in the Zion region.  |
| 10 | Guacamole Trail                                    | Virgin/Rockville | The Guacamole Trail is a rugged and scenic loop trail located on top of a mesa near Virgin offering stunning views of Zion National Park's cliffs to the east. Known for its mix of slickrock and technical singletrack, the trail is popular with experienced mountain bikers and adventurous hikers. The route traverses varied terrain with rock features, juniper stands, and open desert, delivering a remote and rewarding backcountry experience.  |

|    | Resource                            | Location                       | Description   |
|----|-------------------------------------|--------------------------------|---|
| 11 | Smithsonian Butte Backcountry Byway | Rockville                      | Smithsonian Butte National Back Country Byway, designated by the Bureau of Land Management, travels for 9.25 miles between Rockville and Apple Valley, Utah, just south of Zion National Park. The Back Country Byway transports visitors from the Virgin River floodplain, through pinyon-juniper woodlands, to sagebrush desert at the Big Plain Junction of Highway 59. The byway offers spectacular views along the route including Smithsonian Butte, Eagle Crags, Vermilion Cliffs within the Canaan Mountain Wilderness, and the prominent sandstone pinnacles of Zion National Park for active and passive recreationists. The drive is most appropriate for OHV's, Jeeps, and other 4-wheel drive, high clearance vehicles.  |
| 12 | Eagle Crags Trail                   | Rockville                      | The Eagle Crags Trail is a 5.6-mile round-trip hike near Rockville offering striking views of towering sandstone formations and the southern edge of Zion National Park. The trail climbs gradually through juniper and pinyon forest, opening up to panoramic vistas of Eagle Crags—rugged spires that rise dramatically from the desert floor. Known for its solitude, scenic beauty, and opportunities to spot wildlife, this trail provides a quieter alternative to Zion's busier routes while still showcasing the region's iconic red rock landscape.  |
| 13 | Chinle Trail                        | Springdale                     | The Chinle Trail is a lesser-traveled route in the southwest corner of Zion National Park, beginning near Springdale. This 15.4-mile out-and-back trail traverses desert terrain rich in geology, including petrified wood, colorful Chinle Formation badlands, and sweeping views of the surrounding mesas. With gentle elevation gain and minimal crowds, the trail offers solitude and a unique perspective on the park's more arid, open landscapes. It is especially popular with hikers seeking a peaceful, off-the-beaten-path experience.   |
| 14 | Steamboat Trail                     | Springdale                     | The Steamboat Trail is a short but scenic mountain biking route located just outside of Springdale's downtown area. Offering views of Zion National Park's dramatic cliffs, the trail winds through slickrock and desert terrain with moderate climbs and technical features. Ideal for intermediate riders, it provides a quick, rewarding ride with a mix of flow and challenge, all set against the stunning backdrop of Steamboat Mountain and the greater Zion landscape.  |
| 15 | Zion Canyon Trail                   | Springdale                     | The Zion Canyon multi-use trail runs through the town of Springdale, providing a safe and scenic route for pedestrians and cyclists between local destinations and the entrance to Zion National Park. The paved trail enhances mobility while offering views of towering red rock cliffs and easy access to shops, lodging, and shuttle stops.   |
| 16 | Zion Canyon Scenic Drive            | Zion National Park             | Several of Zion National Park's most iconic trails can be accessed directly from the Zion Canyon Scenic Drive (also known as the Floor of the Valley Road), making it the gateway to a wide range of hiking experiences. These trails vary in length and difficulty and showcase the park's dramatic scenery, from towering cliffs to lush riverbanks. Key trails accessible from this corridor include: Angels Landing via West Rim Trail – One of Zion's most famous and strenuous hikes, known for its steep drop-offs and panoramic views of Zion Canyon. Permit required for final ascent. The Grotto Trail – A short, easy path that connects the Zion Lodge area to The Grotto picnic area, often used as a connector for other trails. Emerald Pools Trails – Starting near Zion Lodge, this network of trails leads to lower, middle, and upper pools, offering waterfalls, shady alcoves, and beautiful vistas. Kayenta Trail – Accessed from The Grotto, this moderate trail leads to the Emerald Pools and offers views above the canyon floor. Riverside Walk – A paved, accessible trail at the end of the Scenic Drive that follows the Virgin River to the mouth of The Narrows. The Narrows (via Riverside Walk) – A world-renowned river hike through a narrow slot canyon, where hikers wade through the Virgin River surrounded by soaring sandstone walls. Weeping Rock Trail – A short but steep trail to a lush, dripping alcove. (Note: Closed due to rockfall as of 2024 – check current conditions.) Observation Point (via East Rim Trail) – Formerly accessed from Weeping Rock, now primarily reached from outside the Scenic Drive via the East Mesa Trailhead. |
| 17 | East Zion Mountain Bike Trails      | East Zion/Kane County          | East Zion offers a significant and growing network of mountain bike trails, with the Applecross Trail System being a prominent feature. This system is designed to provide a range of trails, from beginner-friendly to more challenging options, with some trails incorporating well-built wooden features and berms.  |
| 18 | Golfing                             | Hurricane/East Zion-Mt. Carmel | Along the byway between Hurricane and Mount Carmel Junction, there are five golf courses open year round offering a range of experiences all set against the backdrop of southern Utah's stunning landscapes.   |
| 19 | Virgin River                        | Hurricane - Springdale         | Designated a Wild and Scenic River in 2009, the Virgin River provides numerous recreational opportunities within the byway corridor including fishing, rafting, and canoeing.   |



Map 5: Recreational Intrinsic Quality

**NATURAL QUALITY**, as defined by the National Scenic Byways Program, 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, landform, water bodies, vegetation, and wildlife. There may be evidence of human activity, but the natural features reveal minimal disturbances.

The Zion Scenic Byway reveals a living landscape shaped over millions of years by geologic and environmental forces, offering travelers a firsthand encounter with one of the most biologically and geologically diverse corridors in the American West. From its towering peaks to its river-carved canyons, the byway showcases an unspoiled natural world that continues to evolve before our eyes.

*Credit: Andrew Burr and Utah  
Office of Tourism*

*The jagged sandstone spires of the Eagle Crags rise above the byway near Rockville, one of many prominent natural landforms shaped by millennia of geologic forces.*



*Credit: Zion National Park*

*Checkerboard Mesa, with its cross-hatched Navajo sandstone surface, offers a striking example of weathering and erosion along the Zion Scenic Byway.*



*Credit: Thomas Dansie*

*Gooseberry Mesa, seen here as a backdrop for outdoor recreation, is also a natural landmark of the byway corridor. Its slickrock formations and sweeping views reflect the area's dynamic geological history.*

At nearly every turn, the corridor offers views of prominent landforms like the Eagle Crags - jagged sandstone spires that rise dramatically between Rockville and Springdale. These striking features dominate the skyline, a natural monument to the region's dynamic geological



*Credit: Kane County Office of Tourism*

*A symbol of the region's thriving wildlife, bighorn sheep navigate the rocky cliffs along the byway, part of a biologically rich corridor that supports more than 60 species of mammals.*

history. As you travel from La Verkin toward Virgin, the route climbs through the Kaibab Limestone, the oldest geologic formation in the area at approximately 270 million years old. The Kaibab Limestone forms the Hurricane Cliffs, created by movement along the Hurricane Fault, a major geologic boundary between the Colorado Plateau and the Basin and Range Province. This connection places the Zion area in regional context with the Grand Canyon, where the Kaibab Limestone is the youngest exposed layer. East of Virgin, vivid red, brown, and pink exposures of the Moenkopi Formation (about 230 million years old) line the buttes toward Rockville, marking the next chapter in a geologic journey through the corridor that spans nearly 150 million years of Earth's history.

This area of southern Utah is positioned at the intersection of two major physiographic provinces - the Colorado Plateau and the Basin and Range. This convergence has created an extraordinary ecological crossroad where desert, slickrock, riparian, and high plateau environments collide. Millions of years of sedimentation, uplift, and erosion have sculpted the region into a mosaic of canyons, mesas, and cliffs that support more than 900 species of plants, 291 bird species, 67 species of mammals, 13 species of reptiles, and multiple species of native fish.

The Virgin River is a defining feature of the byway and the primary force that carved its canyons. Along its banks, lush riparian corridors flourish with Fremont cottonwoods, wildflowers, and native grasses. Wetlands interwoven with the river are home to willows, cattails, and rushes, creating essential habitat for amphibians, birds, and fish. This thriving environment forms a green ribbon of life through the desert landscape.

Notable natural features visible from the byway include Gooseberry Mesa and Smithsonian Butte, each contributing to the corridor's unique sense of scale and drama. South of Rockville, Canaan Mountain and the Canaan Mountain Wilderness area exhibit towering pinnacles and dramatic balancing rocks, while the Kolob Terrace Road north of Virgin provides access to high elevation forests, lava flows, and lava tubes that represent an entirely different facet of the region's natural character.

From desert lowlands to forested uplands, the Zion Scenic Byway corridor offers a continuous and captivating natural experience. The landscape remains largely intact, allowing travelers to witness a region where natural processes are still the dominant force shaping the land.



*Credit: Thomas Dansie*

*Spring wildflowers brighten the landscape in Zion National Park.*



*Credit: Wanda Maloney*

*The Virgin River flows alongside the byway near Rockville, framed by the golden foliage of cottonwoods.*



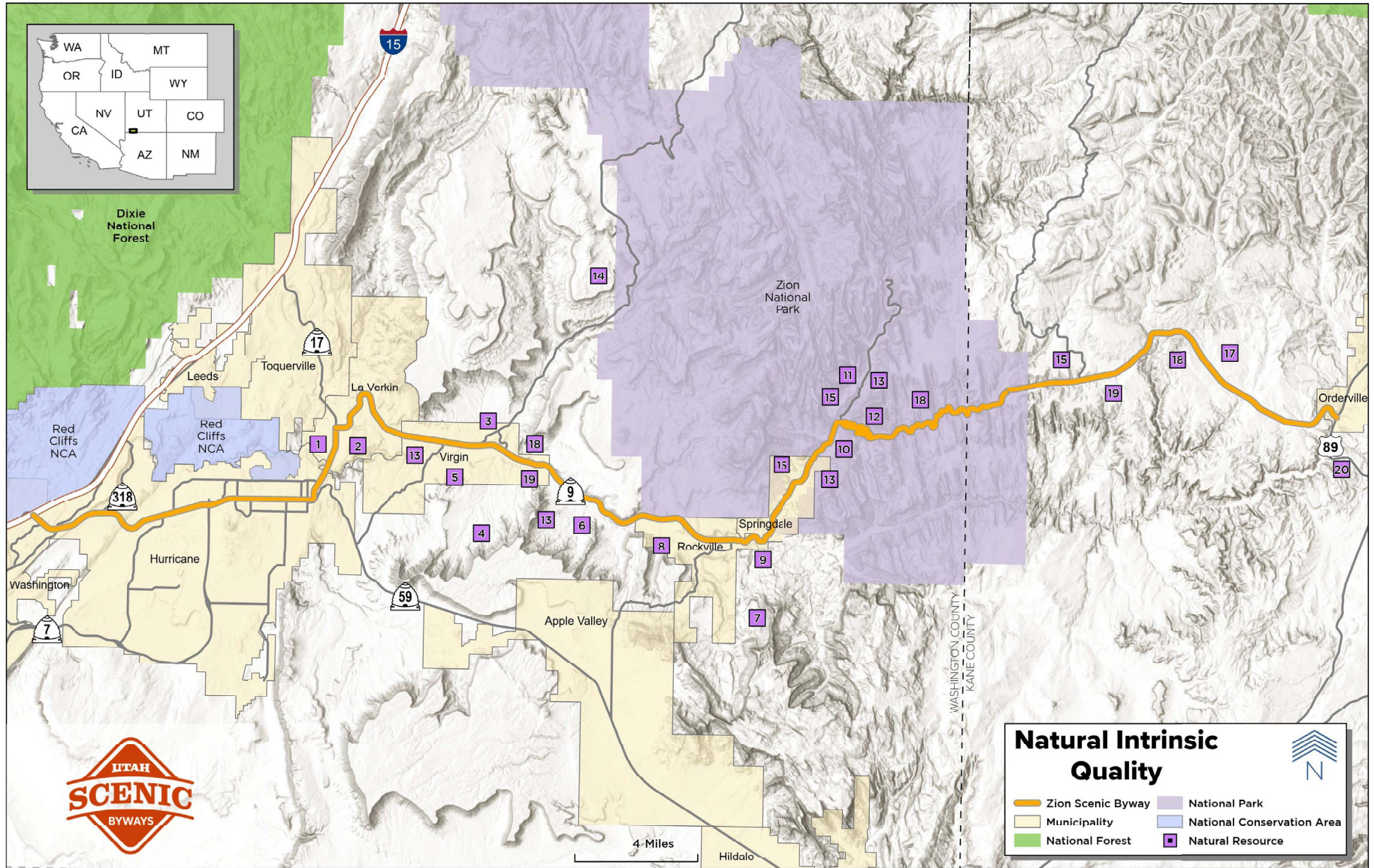
*Credit: Thomas Dansie*

*A cactus in full bloom near Springdale highlights the byway corridor's desert ecology, where plant life has adapted to thrive in arid conditions at the edge of the Colorado Plateau.*

## UPDATED INTRINSIC QUALITY INVENTORY – NATURAL

|    | Resource  | Location              | Description   |
|----|---|-----------------------|---|
| 1  | Black Ledges                                      | La Verkin             | The Black Ledges in Confluence Park, La Verkin, are prominent geological features composed of dark basalt lava rock formations. These steep, jagged outcrops rise from the canyon floor, creating a striking contrast against the surrounding landscape. Formed from ancient volcanic activity, the basalt's dark coloration and rugged texture add to the park's unique geological character. The Black Ledges are accessible via trails such as the LaVerkin Rim to River Trail, offering visitors an opportunity to explore these distinctive formations up close.   |
| 2  | The Cracks  | La Verkin             | The Cracks are a series of deep fissures and fractures in the limestone bedrock, formed by seismic activity along the Hurricane Fault. These geological features are remnants of ancient tectonic movements. Accessible via the unpaved road at the Sheep Corrals pullout, The Cracks offer a glimpse into the region's dynamic geologic history.   |
| 3  | Kolob Terrace Road                                | Virgin                | North of Virgin along Kolob Terrace Road, travelers can observe a remarkable cross-section of southern Utah's geologic history, particularly the Cenozoic Era. This area reveals three of the five Cenozoic layers commonly found on the Colorado Plateau, offering a vivid glimpse into the region's more recent geologic past.  |
| 4  | Gooseberry Mesa                                   | Virgin                | Gooseberry Mesa is located south of SR-9 near the town of Virgin, Utah. It rises prominently above the valley and can be accessed via Mesa Road, which branches off from Camino del Rio just east of Virgin. The mesa is a defining landform in the southern viewshed of the Zion Scenic Byway.   |
| 5  | Sheep Bridge Preserve                             | Virgin                | Located near the town of Virgin, this preserve protects two miles of lush Virgin River corridor which is critical habitat for neo-tropical birds like the endangered southwestern willow flycatcher, native fish such as the flannelmouth sucker, and diverse amphibians and reptiles. Visitors can enjoy easy, well-marked trails along the shady, cottonwood-lined river. This is one of the most pristine stretches of the Virgin River, a vital Colorado River tributary increasingly threatened by development and climate change.   |
| 6  | Smithsonian Butte                                 | Rockville             | Smithsonian Butte is located south of the byway between Virgin and Rockville. It is prominently visible from the byway, and stands out for its broad, flat summit and steep, colorful cliffs composed of Navajo Sandstone, capped with darker volcanic rock. This contrast in geologic layers makes it visually striking and geologically significant. The butte is part of the larger Colorado Plateau uplift and offers expansive views of Zion Canyon and the Virgin River valley.   |
| 7  | Canaan Mountain/<br>Canaan Mountain<br>Wilderness | Rockville             | Canaan Mountain, located south of Rockville, is a prominent natural feature within the Canaan Mountain Wilderness. This expansive mesa, measuring approximately 8 by 10 miles, is characterized by its towering Navajo Sandstone cliffs, some rising up to 2,000 feet, and a diverse landscape sculpted by wind and water over millions of years. The area showcases a variety of geological formations, including slickrock domes, hoodoos, natural arches, and slot canyons. The summit reaches elevations near 7,400 feet and is adorned with stands of ponderosa pine surrounded by cream-colored slickrock.                                  |
| 8  | Pastry Ridge                                      | Virgin/<br>Rockville  | Pastry Ridge is located just south of Rockville. The ridge's undulating, banded appearance, which resembles the flaky layers of a pastry crust, results from the differential erosion of rock layers.   |
| 9  | Eagle Crag  | Rockville             | Eagle Crag is a striking natural landmark located just south of Zion National Park, visible from the byway. This formation features a series of jagged sandstone pinnacles perched on a high ridge, forming part of the Canaan Mountain Wilderness. Composed primarily of Jurassic-era Navajo Sandstone, the crag rises prominently above the Virgin River Valley, offering a dramatic contrast to the surrounding landscape.   |
| 10 | Temples and Towers of<br>the Virgin               | Zion National<br>Park | This iconic cluster of sandstone monoliths in lower Zion Canyon offers one of the park's most famous views. These features are among the most photographed in Zion National Park and are visible from the Zion Canyon Scenic Drive and the Human History Museum.  |
| 11 | Zion Canyon Scenic<br>Drive                       | Zion National<br>Park | Built in the early 20th century, the Zion Canyon Scenic Drive (also known as the Floor of the Valley Road) begins at Canyon Junction and travels north to the Temple of Sinawava. The road follows the North Fork of the Virgin River, carefully designed to trace the natural contours of the canyon floor. Along the route, travelers are immersed in Zion's stunning natural features, including the soaring cliffs of Angels Landing, the sheer face of the Great White Throne, the dramatic spires of the Court of the Patriarchs, and the sculpted canyon walls that lead to the Temple of Sinawava and the entrance to the Virgin Narrows. |

|    | Resource                           | Location                                  | Description  |
|----|------------------------------------|---|--|
| 12 | Zion Mt. Carmel Highway and Tunnel | Zion National Park                        | The Zion-Mount Carmel Highway is the approximate 10 miles of the byway that traverses Zion National Park. It was constructed between 1927 and 1930 to create a direct route connecting Zion, Bryce Canyon, and Grand Canyon National Parks. A centerpiece of the project, the 1.1-mile Zion-Mount Carmel Tunnel, was completed in 1930 and, at the time of its dedication on July 4, was the longest tunnel of its kind in the United States. The highway offers access to striking natural features, including the Great Arch - a massive blind arch in Navajo sandstone spanning 600 feet across and rising 400 feet high, and Checkerboard Mesa - a prominent slickrock formation marked by distinctive crossbedding and jointing patterns carved by weathering and erosion. Beginning about 25 feet from the road, lands visible from the byway are designated wilderness. |
| 13 | Virgin River                       | Hurricane - Springdale                    | Carving through towering Navajo sandstone cliffs and shaping the dramatic landscapes of Zion Canyon, the river is a dynamic natural feature supports a rich diversity of native vegetation and wildlife. The Virgin River's central role in the region's unique geology and ecology make it a defining element of the corridor's natural character.  |
| 14 | Volcanic Activity                  | Corridor Wide                             | Volcanic activity in the Zion Region dates back millions of years. Eruptions occur for two primary reasons: extension of the Basin and Range region, and uplift of the Colorado Plateau. Today, visible features include cinder cones north of the Byway (eg: the Lamb Knolls and Crater Hill) and basalt flows stretching down towards the Virgin River. At the time, these flows dammed the river, dramatically impacting the ecosystem. Today, these features serve as a reminder of this region's dynamic landscape.   |
| 15 | Night Sky                          | Springdale, Zion National Park, East Zion | In many areas of Zion National Park and surrounding public lands, low levels of light pollution allow for remarkably clear views of stars, planets, and other celestial features. These dark skies, relatively undisturbed by human development, preserve a natural condition that has existed for millennia. The region's commitment to protecting this resource is evident in Springdale's designation as an International Dark Sky Community and Zion National Park's designation as an International Dark Sky Park, ensuring that the visual and ecological value of the night sky remains a prominent and minimally disturbed natural feature of the corridor.  |
| 16 | Wildlife                           | Corridor Wide                             | The Zion Scenic Byway corridor supports a rich diversity of wildlife that reflects the natural integrity of the region. Mule deer and desert bighorn sheep are commonly seen along the route, particularly near canyon walls and open desert slopes. The area is also home to raptors such as bald and golden eagles, which soar above cliffs and open valleys. In East Zion, a heritage herd of bison roams private lands near the byway, offering a glimpse into the area's historic wildlife presence.  |
| 17 | Pinyon-Juniper forest              | East Zion/ Kane County                    | This native woodland, dominated by pinyon pine and Utah juniper, is particularly common east of Zion National Park, where higher elevations and rocky soils support more extensive stands. These trees, many of them centuries old, provide essential wildlife habitat and contribute to the rugged visual character of the landscape.   |
| 18 | Wildflowers                        | Virgin - East Zion                        | The byway corridor between Virgin and Rockville and within Zion National Park offers a vibrant display of wildflowers that change with the seasons and elevation. In spring and early summer, colorful blooms such as desert marigold, Indian paintbrush, cliffrose, and primrose brighten the desert landscapes, canyons, and upland slopes. Higher elevations and riparian areas support a broader range of species, including penstemon, lupine, and columbine.   |
| 18 | Migration Corridors                | Virgin/East Zion Kane County              | These corridors support the seasonal movement of wildlife such as mule deer, elk, and desert bighorn sheep, allowing them to access critical habitats for breeding, foraging, and shelter. Stretching across relatively undeveloped landscapes, these routes maintain ecological connectivity between Zion National Park and surrounding public lands. Although some human development is present, the migration pathways remain largely intact, preserving a natural process that predates human settlement and sustaining the health and diversity of the region's wildlife populations.   |
| 20 | Paunsaugunt Plateau/ White Cliffs  | East Zion/ Kane County                    | The Paunsaugunt Plateau and White Cliffs, visible from eastern portions of the Zion Scenic Byway corridor, form part of the Grand Staircase's layered landscape, with the White Cliffs showcasing bright, nearly vertical Navajo sandstone formations that rise dramatically above the terrain. The Paunsaugunt Plateau, with its high-elevation forests and expansive vistas, supports diverse plant and animal life and remains largely undeveloped.   |



Map 6: Natural Intrinsic Quality



*The grand marshal leads the Peach Days Parade celebrating Hurricane's agricultural roots and honoring generations of community resilience.*

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

The Zion Scenic Byway corridor is rich in cultural expression, shaped by a tapestry of community traditions, public spaces, events, and storytelling that reflect the identity of the people who call this region home. Byway communities possess deep pride in their heritage and convey it through local festivals, seasonal celebrations, public landmarks, and place-based activities.

Annual events such as La Verkin Winterfest, Rockville Daze, and Springdale's St. Patrick's Day Festival demonstrate a strong sense of place and continuity, fostering connections among residents and visitors alike. Celebrations like Peach Days in Hurricane honor agricultural roots and pioneer resilience. The Butch Cassidy 10K/5K, linking Springdale, Rockville, and Grafton, not only promotes

recreation but also strengthens regional identity. These traditions are mirrored in the landscape through culturally significant spaces, such as hillside letters, local parks, schools, churches, and cemeteries, that serve as landmarks and gathering places central to community life.

The cultural character of the byway is also deeply intertwined with outdoor recreation. Activities such as hiking, horseback riding, rock climbing, and off-highway vehicle (OHV) riding are part of the local lifestyle and serve as meaningful expressions of the region's relationship to its landscape. These practices are both traditional and evolving, shaping and being shaped by the place over time.

Together, these cultural elements, which are rooted in tradition, storytelling, landscape interaction, and community pride, compose a living cultural landscape that is both locally distinctive and nationally significant.



*Credit: Darlene Pope*

*The original Sheep Creek Bridge, standing beside its modern counterpart, is a visual reminder of the region's long-standing sheep ranching traditions.*



*Credit: Wanda Maloney*

*These weathered corrals near Virgin built by the Civilian Conservation Corps (CCC) help preserve the story of sheep herding and shearing that is part of the cultural landscape of the byway.*



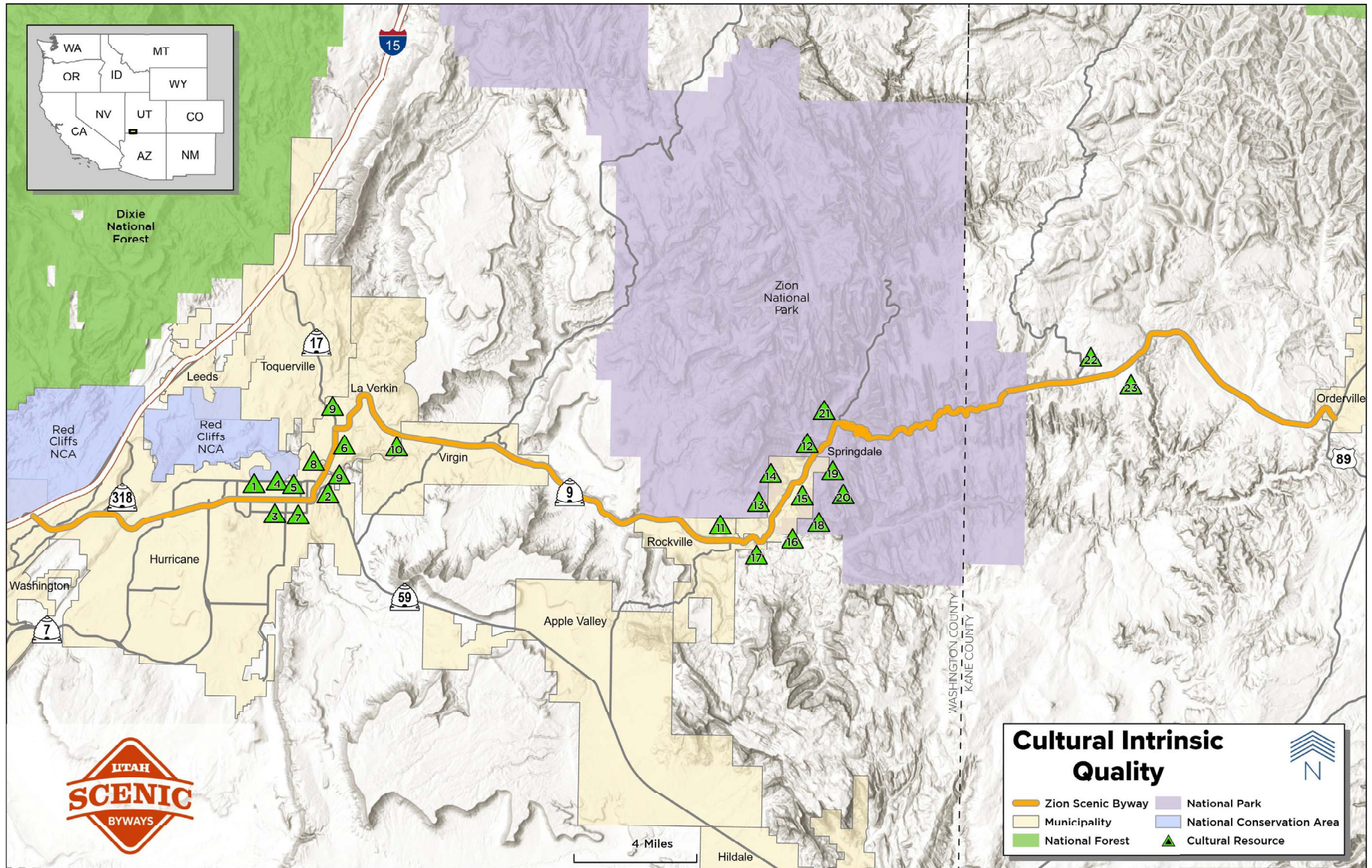
*Credit: Thomas Dansie*

*Runners in the Butch Cassidy 10K make their way through Springdale, where community, recreation, and red rock scenery converge in this uniquely local celebration.*

## UPDATED INTRINSIC QUALITY INVENTORY – CULTURAL

|    | Resource                                 | Location                 | Description  |
|----|--|--------------------------|--|
| 1  | Hurricane City Fall Fest                 | Hurricane                | The Hurricane City Fall Fest is a seasonal celebration that brings the community together through local crafts, food, music, and family-friendly activities. It showcases contemporary expressions of community spirit while drawing on the area's agricultural and small-town traditions.   |
| 2  | Hurricane Canal                          | Hurricane                | Constructed between 1893 and 1904, the Hurricane Canal brought much-needed irrigation water from the Virgin River to the Hurricane Bench, transforming arid land into productive farmland. This not only enabled agricultural settlement but also established patterns of land use and community life that continue to define the area.  |
| 3  | Hurricane Farmers Market                 | Hurricane                | The Hurricane Farmers Market highlights local agricultural traditions and community connections through the sale of regional produce, handmade goods, and locally prepared foods. The market is held every Saturday, March through November.   |
| 4  | Pioneer Day Celebrations                 | Hurricane                | Pioneer Day, also known as the "24th" or "Days of '47," is a state holiday in Utah that celebrates the arrival of Mormon pioneers to the Salt Lake Valley on July 24, 1847. It's a day of parades, fireworks, rodeos, and other festivities across the state. In Hurricane, Utah, the celebration often includes parades, fireworks displays, and community events.  |
| 5  | Ice Cream Socials                        | Hurricane                | Historically, fruit farmers in Hurricane would end their work early on Saturday afternoons to gather for homemade ice cream, soda crackers, and a game of baseball. These informal gatherings reflect enduring social traditions rooted in hospitality, neighborliness, and a strong sense of community identity.  |
| 6  | La Verkin Canal, Agriculture & Livestock | La Verkin                | The La Verkin Canal is a historic irrigation system that enabled early settlers to cultivate the arid land, laying the foundation for the area's strong agricultural and livestock traditions. This enduring heritage is reflected in the community's continued connection to farming, ranching, and land stewardship. These practices that have shaped local customs, values, and identity for generations.   |
| 7  | Peach Days                               | Hurricane                | Peach Days celebrates Hurricane's agricultural roots, particularly its history of fruit cultivation. With parades, food, games, and community gatherings, the event honors longstanding farming traditions and brings residents together in a shared expression of local pride.  |
| 8  | Winterfest                               | La Verkin                | Winter Fest reflects the community's seasonal traditions through festive lights, holiday activities, and family-centered events. It fosters social connection and preserves cultural customs that mark the rhythm of life in this small, close-knit town.  |
| 9  | "H" and "L" Hillside letters             | Hurricane & La Verkin    | The large stone "H" above Hurricane and "L" above La Verkin are longstanding symbols of community pride and identity, created and maintained by local residents. These hillside letters reflect a regional tradition practiced throughout Utah and serve as enduring expressions of local heritage, school spirit, and civic unity.  |
| 10 | Sheep Shearing Corrals                   | La Verkin/<br>Virgin     | The historic sheep shearing corrals near Virgin, Utah, are remnants of the region's once-thriving sheep ranching industry. These structures reflect traditional livestock practices that were vital to the local economy and way of life, serving as cultural landmarks that preserve the working heritage and seasonal rhythms of early ranching communities in the area.   |
| 11 | Rockville Daze                           | Rockville                | Rockville Daze, held each October in the Town Park and Pavilion, celebrates the town's distinctive historic, rural, and agricultural heritage. The event features a community barbecue, live music, and a Country Store offering fresh produce, baked goods, preserves, crafts, and local art.   |
| 12 | "Parkitecture"                           | Rockville,<br>Springdale | The birth of national parks in the late 19th century brought with it a unique and new style known as National Park Service (NPS) Rustic or, as it's more affectionately known, 'Parkitecture.' In and around Zion National Park, it refers to the distinctive architectural style developed by the National Park Service in the early 20th century to harmonize with the natural environment. Featuring native stone, timber, and handcrafted detailing, this style reflects cultural values of conservation, craftsmanship, and place-based design. |
| 13 | 4th of July Pancake Breakfast            | Springdale               | Springdale's 4th of July Pancake Breakfast is a beloved local tradition that brings residents and visitors together to celebrate Independence Day with food, music, and community fellowship. This annual event reflects cultural values of hospitality, patriotism, and small-town togetherness, continuing a custom that strengthens social bonds and community identity.  |

|    | Resource                           | Location                  | Description   |
|----|------------------------------------|---------------------------|---|
| 14 | O.C. Tanner Amphitheater           | Springdale                | The OC Tanner Amphitheater in Springdale, Utah, is a cultural venue that hosts concerts, plays, and community events in a dramatic red rock setting near Zion National Park. As a gathering place for artistic expression and shared experiences, it reflects the region's commitment to celebrating culture, creativity, and connection to place through the performing arts.  |
| 15 | Bumbleberry Theatre                | Springdale                | The Bumbleberry Theatre in Springdale, Utah, is a local performance venue known for its family-friendly productions and musical shows that celebrate regional stories and humor. As a hub for community entertainment and cultural expression, it contributes to the preservation of local traditions and the shared enjoyment of the performing arts in a small-town setting.  |
| 16 | Butch Cassidy 10K/5K Race          | Springdale                | The Butch Cassidy 10K/5K Race in Springdale is an annual event that combines recreation with local legend, honoring the region's colorful outlaw history. The race reflects the community's connection to its past and its ongoing celebration of shared heritage.  |
| 17 | Zion Chalk and Earth Fest          | Springdale                | Zion Chalk and Earth Fest is a vibrant celebration of art and nature that features chalk art, local crafts, and environmentally focused activities. Held in the inspiring setting of Springdale near Zion National Park, the festival reflects cultural values of creativity, place-based expression, and community appreciation for the natural environment.   |
| 18 | St. Patrick's Day Celebration      | Springdale                | The St. Patrick's Day Celebration in Springdale blends Irish cultural traditions with the town's unique small-town character through music, food, and festive community activities.   |
| 19 | Zion Canyon Community Center       | Springdale                | The Zion Canyon Community Center serves as a hub for cultural expression, hosting local events, classes, performances, and gatherings that reflect the community's values and creative spirit. By providing a space for residents and visitors to engage in arts, education, and shared traditions, the center supports the ongoing practice of cultural customs.   |
| 20 | Zion Canyon Music Festival         | Springdale                | Started in 2009, the Zion Canyon Music Festival is a vibrant celebration of music, art, and community featuring local and regional performers, artisan vendors, and family-friendly activities.   |
| 21 | Plein Air Zion National Park       | Springdale                | Plein Air Zion National Park is an annual event that brings artists to paint the stunning landscapes of Zion on site, in the open air. Celebrating both artistic tradition and a deep connection to place, the event fosters public appreciation for the region's beauty.   |
| 22 | Ranching & Agricultural Traditions | East Zion/<br>Kane County | The East Zion area of Kane County was settled by Mormon pioneers in the 19th century. Communities developed a way of life centered around livestock grazing, dry farming, and irrigation-based agriculture, relying on the region's creeks, fertile valleys, and cooperative labor systems. Today, many residents maintain ties to this agricultural heritage, and it continues to be honored through local events, land stewardship practices, and community identity.   |
| 23 | Movie Making Locations             |                           | Filmmaking along the Zion Scenic Byway reflects a rich cultural tradition tied to the American West. Research conducted by Dr. Gary Willden in 2007 identified 42 commercial films shot in the region surrounding SR-9 and Zion National Park, featuring iconic actors such as John Wayne, Paul Newman, and Robert Redford. Films like <i>The Appaloosa</i> , <i>Butch Cassidy and the Sundance Kid</i> , and <i>The Electric Horseman</i> contribute to a lasting cinematic legacy that has shaped national perceptions of the landscape and continues to reflect and reinforce American cultural identity through storytelling, place-based imagery, and popular media. |



Map 7: Cultural Intrinsic Quality

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

The Zion Scenic Byway corridor is deeply rooted in centuries of human presence and activity. From the ancient civilizations that first inhabited the area to the settlers and pioneers who shaped the region's built environment, the corridor offers a powerful window into the past. The area's layers of history are preserved in historic

structures, community landmarks, and patterns of development.

The region was first settled around 400 AD by the Virgin River branch of the Kayenta Pueblo. By 1200 AD, Southern Paiute people inhabited the region, continuing agricultural traditions that were

*Credit: Greater Zion Convention and Tourism Office*



*This 1930s stone-and-timber monument has welcomed travelers to Zion National Park for nearly a century and is listed on the National Register of Historic Places.*



*Credit: Natalie Ruffing – Getty Images*

*Completed in 1930, the Zion-Mount Carmel Tunnel is an iconic engineering feat that dramatically opened access to Zion's eastern plateaus while preserving the scenic integrity of the landscape.*

observed by the Dominguez-Escalante expedition in 1776. As the earliest Europeans to document the area, the expedition noted Paiute cultivation near present-day La Verkin, now the site of Confluence Park, a historically and ecologically significant location that preserves this cultural intersection.

By the mid-1800s, Mormon pioneers began establishing permanent communities along the Virgin River. The towns of Virgin (1859), Rockville and Grafton (1861), and Springdale (1863) emerged as part of a larger effort to settle southern Utah. These communities, and others like La Verkin and Hurricane, bear the marks of that history in their layout, architecture, and infrastructure.

Water shaped much of this development. The construction of the La Verkin Canal in 1898 and the Hurricane Canal in 1908 enabled settlement of the higher benches and remain iconic engineering achievements. The Hurricane Canal, listed on the National Register of Historic Places, is a testament to community ingenuity and cooperation. Remnants of pioneer-era rock ditches are still visible in



*Credit: Utah Tech*

*In this early photo of Sheep Bridge, sheep and herders cross the Virgin River using the narrow, rugged span*

Springdale and Rockville, where irrigation made survival possible in an otherwise arid landscape.

The corridor also includes rare and historically significant bridges, such as the 1937 La Verkin Arch Bridge and the 1908 Virgin River Bridge, both of which reflect early 20th-century transportation innovation. Historic cemeteries, like the La Verkin City Cemetery and those in Grafton and Springdale, serve as quiet reminders of the generations who lived and labored in these towns.

Public buildings and community landmarks continue to preserve and interpret the area's history. The Hurricane Historic District and Pioneer Museum, the Zion Human History Museum, and the Old La Verkin Chapel are examples of how communities maintain a living connection to their past. Grafton, now a ghost town, draws descendants and visitors each year to remember the challenges early settlers faced, particularly in the wake of devastating floods that ultimately led to the town's abandonment.



*Credit: Thomas Dansie*

*The historic tithing granary is one of Springdale's oldest surviving buildings. Local Church of Jesus Christ of Latter-day Saints members once stored tithing contributions here, with names and amounts still visible in pencil on the door. A 2024 preservation project by the Town ensures its continued protection and public access.*

Economic shifts over time, from subsistence agriculture and sheep grazing to oil exploration and now tourism, reflect the evolving story of the Zion Scenic Byway. The dedication of Mukuntuweap National Monument in 1909, which became Zion National Park in 1919, was a turning point, transforming the region into an internationally recognized destination. Today, the byway welcomes millions of visitors annually, many drawn not only by the natural grandeur but also by the history embedded in its communities and landscapes.

This long and layered history is visible, accessible, and cherished. The people of the Zion Scenic Byway corridor take pride in preserving the physical and cultural remnants of their past and in sharing them with future generations.



*Credit: Kane County Office of Tourism*

*The 1886 School House is part of the Grafton Historic District and listed on the National Register of Historic Places.*



*Credit: Wanda Maloney*

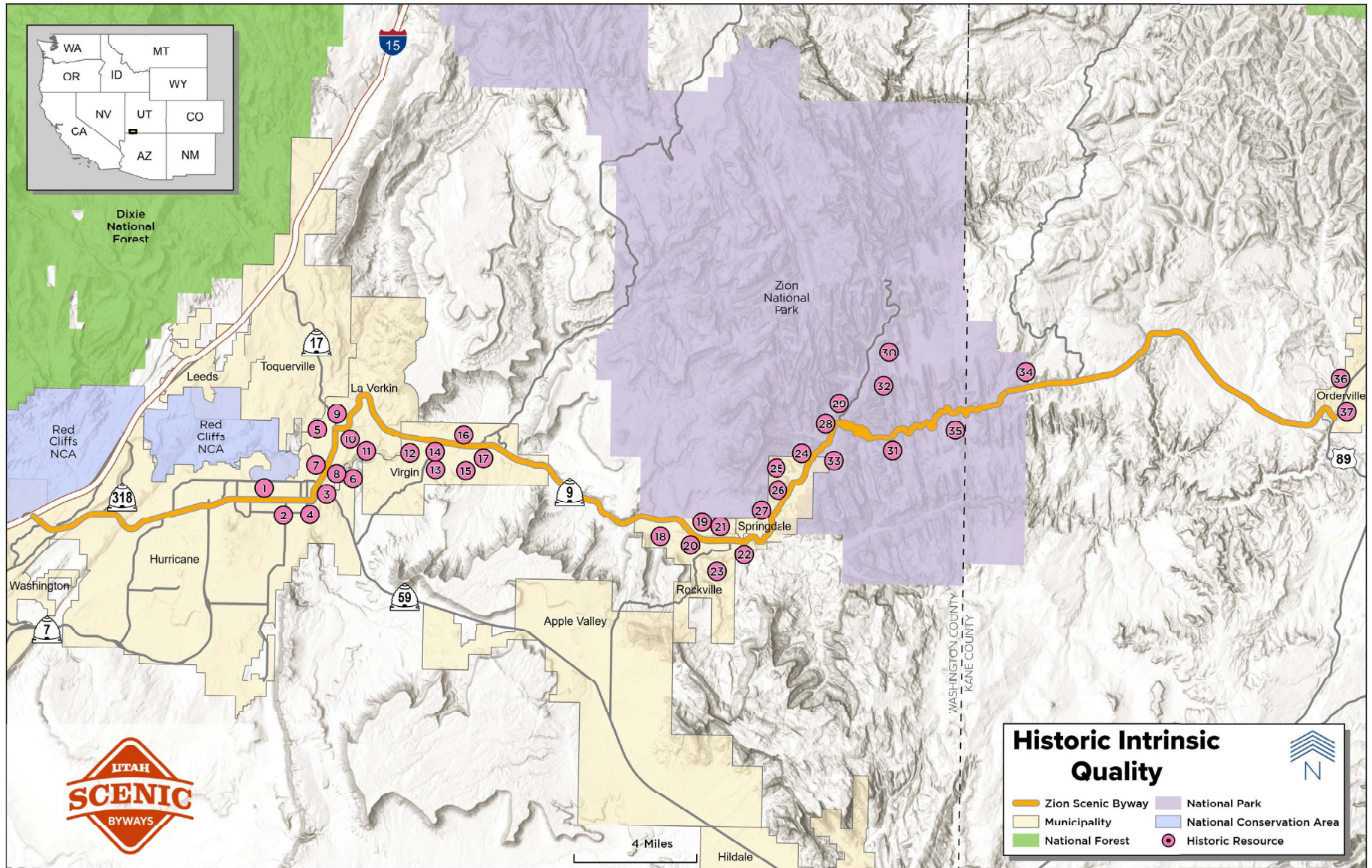
*The Rockville Bridge, built in 1924, is a significant historic structure that provided the first reliable vehicle crossing of the Virgin River in the area.*

## UPDATED INTRINSIC QUALITY INVENTORY — HISTORIC

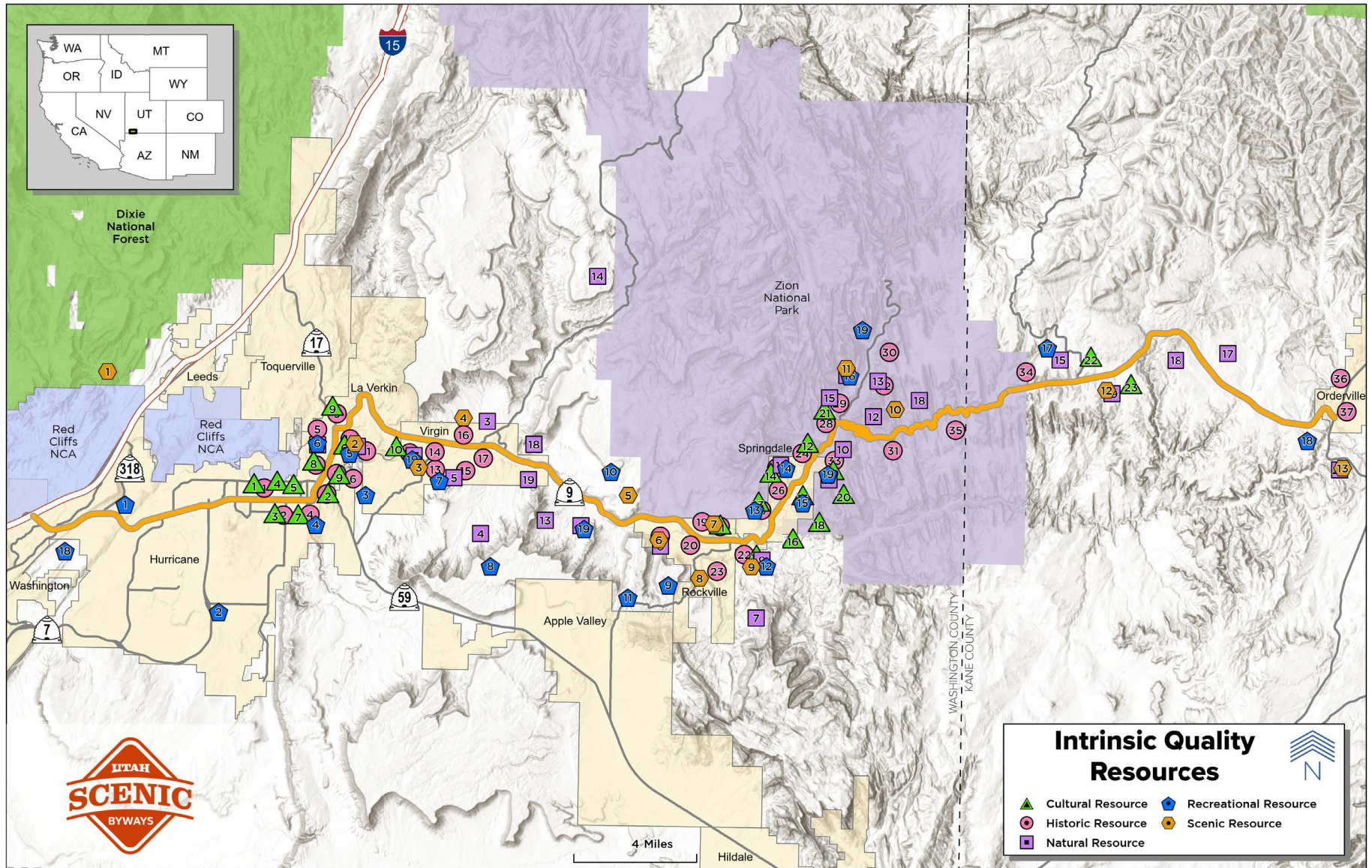
|    | Resource                    | Location  | Description  |
|----|-----------------------------|-----------|--|
| 1  | Hurricane Historic District | Hurricane | The Hurricane, Utah Historic District embodies the legacy of early 20th-century settlement in the Virgin River valley, showcasing the community's development following the completion of the Hurricane Canal in 1904. The district includes well-preserved homes, civic buildings, and churches that reflect the town's original layout, architectural styles, and pioneering spirit. These historic features provide a tangible link to the area's past and offer meaningful opportunities for education, interpretation, and appreciation of Hurricane's agricultural and cultural heritage. NRHP   |
| 2  | Hurricane Pioneer Museum    | Hurricane | The Hurricane Pioneer Museum, housed in a historic building that once served as the town's original library and meeting hall, preserves and interprets the early history of Hurricane, Utah. Through artifacts, photographs, and exhibits, the museum tells the story of the community's founding, agricultural roots, and everyday pioneer life. It serves as a vital cultural resource, connecting visitors to the region's heritage and the legacy of its early settlers.   |
| 3  | Hurricane Canal             | Hurricane | The Hurricane Canal is a remarkable historic engineering feat that enabled the settlement and agricultural development of Hurricane, Utah, in the early 1900s. Hand-dug through rugged terrain by local pioneers, the canal represents the determination and cooperative spirit of the community. Remnants of the canal, along with interpretive trails and signage, offer insight into the ingenuity and effort that transformed the desert landscape into a thriving farming community. NRHP   |
| 4  | Bradshaw House Hotel Museum | Hurricane | The Bradshaw House Hotel Museum in Hurricane, Utah, offers a window into the town's early hospitality industry and frontier life. Originally built as a hotel to serve travelers and settlers, the building now houses historical exhibits that showcase local artifacts, period furnishings, and stories from the community's formative years. NRHP   |
| 5  | Confluence Park             | La Verkin | Confluence Park in La Verkin, Utah, is a unique landscape where natural and historic features converge to tell the story of the region's past. The park includes the historic La Verkin Hydroelectric Plant (NRHP), an early 20th-century structure that brought electricity to the area and reflects the technological advancement and growth of the local community. A monument commemorating the Dominguez-Escalante Expedition of 1776 marks an earlier chapter of exploration and cultural exchange. Together, these features offer a layered historical experience that connects visitors to the enduring legacy of human activity in the Virgin River corridor. |
| 6  | Pah Tempe Hot Springs       | La Verkin | Pah Tempe Hot Springs is a geologic and cultural landmark where mineral-rich, sulfuric waters emerge from the rock walls of the Virgin River Gorge. Named by the Ute people Pah Tempe meaning "water from the rock," the springs were long regarded as a sacred and healing place by Native American communities. Used for centuries prior to European settlement, the springs have also seen intermittent operation as a resort during the 20th century. Though currently closed to the public, Pah Tempe remains a site of cultural and historic significance within the byway corridor.   |
| 7  | 1937 La Verkin Arch Bridge  | La Verkin | The 1937 La Verkin Arch Bridge is an enduring example of early 20th-century transportation infrastructure that played a vital role in connecting La Verkin to surrounding communities. With its elegant concrete arch design, the bridge reflects both the engineering advancements of its time and the region's growth in mobility and commerce. Still in use today for westbound traffic on SR-9, it stands as a testament to the craftsmanship and civic development that helped shape the Virgin River corridor.   |
| 8  | 1908 Virgin River Bridge    | La Verkin | The 1908 Virgin River Bridge is a significant historic structure that marked a pivotal improvement in regional transportation and access across the Virgin River. As one of the earliest permanent crossings in the area, the bridge facilitated settlement, commerce, and connectivity in southwestern Utah. NRHP   |
| 9  | La Verkin City Cemetery     | La Verkin | The La Verkin City Cemetery is a historically significant site that reflects the settlement patterns and heritage of the local community. As the final resting place for many of La Verkin's early pioneers and families, the cemetery offers a tangible connection to the people who shaped the town's development.   |
| 10 | Old La Verkin Chapel        | La Verkin | The Old La Verkin Chapel is a significant historic structure that once served as a central gathering place for worship, community meetings, and local events. Built in the early 20th century, the chapel reflects the town's early architectural character and the importance of faith and community life in La Verkin's development. Its preservation offers a meaningful connection to the cultural and civic values of the area's early settlers.  |

|    | Resource                          | Location             | Description  |
|----|-----------------------------------|----------------------|--|
| 11 | La Verkin Canal                   | La Verkin            | The La Verkin Canal is a historic irrigation feature that played a vital role in the agricultural development of the La Verkin area. Constructed by early settlers, it enabled the cultivation of farmland on the benches above the Virgin River. Unlike the Hurricane Canal, which traverses steep cliffs and was built to bring water to newly established townsites, the La Verkin Canal followed a more localized route, serving existing homesteads and reinforcing the area's long-standing agricultural roots. Its preserved alignment and visible remnants stand as a testament to the region's pioneering resilience.                             |
| 12 | Sheep Shearing Corrals            | La Verkin/<br>Virgin | The cedar-post Sheep Shearing Corral near Virgin was built by the Civilian Conservation Corps (CCC) to support livestock management in southern Utah. Constructed with closely spaced juniper posts and heavy wire, the corral featured dual crowding alleys, one designed for sheep and one for cattle, demonstrating its innovative design and adaptability. Serving as a central shearing and loading location for, it played a key role in the region's seasonal grazing economy. With its original layout and materials largely intact, the corral reflects the agricultural history that shaped the cultural landscape of the Virgin River corridor. |
| 13 | Sheep Bridge                      | Virgin               | In the 1850s, the narrow canyon walls in the present day Sheep Bridge Preserve supported the first "sheep bridge," a one-lane crossing that ranchers used to move sheep single-file across the river. Rebuilt several times over the years, a plank pedestrian bridge still stands today next to the modern bridge built in 2000 that now spans the river. The steep rock walls it spans were originally called Timpowep Canyon after a rock layer.  |
| 14 | Virgin Town Heritage Square       | Virgin               | Virgin, founded in 1858 is one of the oldest cities in Washington County. The structures in Heritage Square were built in the mid 1860s and include the Old Church, the Old School, and the first jail.  |
| 15 | Jepson House                      | Virgin               | The Jepson House built in 1880 is located near Heritage Square at 15 E 130 S Virgin. It is still a private residence and is listed on the National Register of Historic Places in Washington County. NRHP  |
| 16 | Pioneer Memorial Cemetery         | Virgin               | Historic pioneer cemetery.   |
| 17 | Virgin Canal                      | Virgin               | The Virgin Canal near Virgin, Utah, is a historic irrigation system constructed by early settlers to divert water from the Virgin River for agricultural use. Built through collective labor and simple tools, the canal made farming possible in the arid desert environment and supported the growth of the community.   |
| 18 | Grafton Historic District         | Rockville            | The Grafton Historic District near Rockville, Utah, is a remarkably preserved ghost town that offers a vivid glimpse into the challenges and resilience of early Mormon settlement in the Virgin River Valley. Established in the 1860s and later abandoned due to flooding and isolation, the site includes original adobe and wood-frame buildings, a schoolhouse, and a cemetery. NRHP  |
| 19 | Rockville Church                  | Rockville            | A historic church and chapel located on Main Street in Rockville, this building now serves as a community center, continuing its legacy as a gathering place for local residents.  |
| 20 | Rockville School House            | Rockville            | Historic schoolhouse built of native sandstone in the 1930s. Currently privately owned.  |
| 21 | Rockville Cemetery                | Rockville            | Historic pioneer cemetery.   |
| 22 | Rockville Bridge                  | Rockville            | The Rockville Bridge, built in 1924, is a significant historic structure that provided the first reliable vehicle crossing of the Virgin River in the area. As a single-lane steel truss bridge, it played a crucial role in connecting Rockville and surrounding communities, supporting transportation, commerce, and regional development. With its original design and materials largely intact, the bridge stands as a testament to early 20th-century engineering. NRHP  |
| 23 | Deseret Telegraph and Post Office | Rockville            | As part of the Deseret Telegraph system established by the Church of Jesus Christ of Latter-day Saints in the 1860s, the structure at 91 West Main Street in Rockville once served as both a telegraph and post office. The office operated from a frame addition to a rock house originally built by Edward Huber in 1864. The telegraph line was likely discontinued around the turn of the 20th century. NRHP   |

|    | Resource                            | Location                  | Description  |
|----|-------------------------------------|---------------------------|--|
| 24 | Bishop's Granary                    | Springdale                | The Springdale Bishop's Tithing Granary, built circa 1891, is a gable-entry log building. The building is significant as a rare example of a log building identified as a tithing granary used by the bishops of the Springdale Ward of the Church of Jesus Christ of Latter-Day Saints. The period of significance is estimated to be 1891 to approximately 1931, when the building was located near the church property.   |
| 25 | Hilltop Cemetery                    | Springdale                | Like many small towns in rural Utah, Springdale has a historic pioneer cemetery where some of the founders of the Town are buried. While no longer used for the interment of remains, the Pioneer Cemetery offers a fascinating look back at life in Springdale when it was first settled.   |
| 26 | Springdale Jail                     | Springdale                | The Springdale jail was built in 1935 by the Civil Conservation Corps (CCC). It is a one-story sandstone building with excellent integrity. The town of Springdale is preserving the structure and preparing a National Register of Historic Places nomination.  |
| 27 | Under the Eaves Inn                 | Springdale                | Originally built as the Christensen House, Under the Eaves Inn is a period revival cottage constructed between 1930 and 1936. Significant for its architecture, the framed house is an eclectic mix of stucco, cobblestone, and sandstone. It is Springdale's oldest operating Bed and Breakfast Inn. NRHP   |
| 28 | Zion Human History Museum           | Zion National Park        | The Zion Human History Museum features exhibits from the park's permanent collection that explore the region's cultural history and the powerful role of water in shaping both the landscape and human settlement. Topics include geology, wildlife, survival, and the development of community in Zion Canyon.  |
| 29 | Pine Creek Historic District        | Zion National Park        | The Pine Creek Historic District is located approximately between the Zion Human History Museum and Canyon Junction. Visible on the west side of the road, the buildings in this district include some of the earliest National Park Service structures constructed to house and support park ranger staff.  |
| 30 | Zion Lodge Historic District        | Zion National Park        | The Zion Lodge Historic District, located within Zion National Park, encompasses a collection of structures designed in the National Park Service rustic style to harmonize with the surrounding landscape. Originally constructed in the 1920s and 1930s, the district includes the main lodge, cabins, employee housing, and service buildings. NRHP   |
| 31 | Pine Creek Bridge                   | Zion National Park        | The Pine Creek Bridge, completed in 1930 as part of the Zion-Mount Carmel Highway, is a striking example of National Park Service rustic architecture. Constructed from locally quarried Navajo sandstone, the bridge blends seamlessly into the surrounding landscape.  |
| 32 | Zion Canyon Scenic Drive            | Zion National Park        | Built between 1916 and the 1930s, the Zion Canyon Scenic Drive (also known as the Floor of the Valley Road) holds historical significance as the original route developed to provide visitor access deep into Zion Canyon. The road follows the North Fork of the Virgin River, carefully designed to trace the natural contours of the canyon floor.  |
| 33 | Zion South Monument                 | Zion National Park        | Located just before the park's South Entrance, this stone and timber monument, built in the 1930s, is a historic landmark of Zion National Park. It remains an iconic photo spot where visitors often pause to mark their arrival. NRHP  |
| 34 | Zion East Monument                  | Zion National Park        | Located just before the park's East Entrance, this stone and timber monument, built in the 1930s, is a historic landmark of Zion National Park. It remains an iconic photo spot where visitors often pause to mark their arrival. NRHP   |
| 35 | Zion Mt. Carmel Highway             | Zion National Park        | The Zion-Mount Carmel Highway is the approximate 10 miles of the byway that lie within Zion National Park. It was constructed between 1927 and 1930 to create a direct route connecting Zion, Bryce Canyon, and Grand Canyon National Parks. A centerpiece of the project, the 1.1-mile Zion-Mount Carmel Tunnel, was completed in 1930 and, at the time of its dedication on July 4, was the longest tunnel of its kind in the United States. The highway offers access to striking natural features, including the Great Arch - a massive blind arch in Navajo sandstone spanning 600 feet across and rising 400 feet high, and Checkerboard Mesa - a prominent slickrock formation marked by distinctive crossbedding and jointing patterns carved by weathering and erosion. |
| 36 | Maynard Dixon House Museum & Studio | East Zion/<br>Kane County | The Maynard Dixon House Museum & Studio in Mt. Carmel, Utah, preserves the home and creative workspace of one of the American West's most iconic artists. Built in the 1930s, the property includes Dixon's original studio and residence, where he lived and painted some of his most celebrated southwestern landscapes. With its authentic architecture, setting, and association with Dixon's legacy, the site holds significant historic value and offers visitors a deep appreciation for the artistic and cultural history of the region.   |
| 37 | Mt. Carmel Church and School        | East Zion/<br>Kane County | Also known as the Historic Rock Church, the Mt. Carmel Church and School is located in the Mt. Carmel community. The log building was built in 1880 and used as a church, schoolhouse, and recreation hall. In 1890 it was converted into a stone structure. NRHP  |



Map 8: Historic Intrinsic Quality



Map 9: Intrinsic Quality Resources

## ARCHEOLOGY IN THE ZION SCENIC BYWAY CORRIDOR

The Zion Scenic Byway corridor is rich in archaeological resources that reflect thousands of years of human history and cultural continuity. Evidence of Desert Archaic culture has been found throughout southern Utah, including along the Virgin River corridor near Zion National Park. Their presence is part of the deep cultural history that precedes both the Ancestral Puebloan and Southern Paiute periods. By around 1200 AD, Southern Paiute communities had established a long-standing presence, maintaining deep cultural and spiritual ties to the land that continue to this day.

Archaeological sites within the corridor include habitation areas, agricultural features, rock art panels, and artifact scatters, many of which are considered sacred by Tribal Nations. These sites are non-renewable and highly sensitive to disturbance. To protect these fragile resources, no archaeological sites will be promoted or interpreted for byway travelers. Their locations remain undisclosed to prevent vandalism and unintentional damage. Responsible stewardship and respectful visitation practices are essential to preserving the cultural heritage embedded in the Zion Scenic Byway landscape.

## PROTECTION STRATEGIES

### Washington County

*The Scenic Byway Overlay Zone (SBOZ)* for the Zion Scenic Byway in Washington County functions as a land use and design tool that protects the corridor's intrinsic qualities, particularly its scenic and natural character, while still allowing for thoughtfully planned development.

The SBOZ applies exclusively to unincorporated areas along SR-9 within Washington County, Utah. It does not extend into incorporated municipalities such as Hurricane, La Verkin, or Springdale. According to the county's zoning ordinance, the SBOZ encompasses the segment of SR-9 beginning at the intersection with SR-17 in La Verkin and continuing eastward to the south entrance of Zion National Park.

The SBOZ regulations prioritize the preservation of the Zion Scenic Byway's dramatic landscapes, viewsheds, and natural features through several key mechanisms:

- » **Setbacks and Screening:** Development must be set back a minimum of 100 feet from the byway and 50 feet for surface parking. All visible structures and parking areas must be screened using native-style landscaping and berms, preserving uninterrupted scenic views.
- » **Grading and Siting Restrictions:** Natural land contours must be respected. Large-scale cut-and-fill operations are prohibited on slopes over 10%, and development must blend with existing topography to avoid visual scarring.
- » **Design Standards:** Architecture must reflect regional styles such as "Parkitecture" or "Desert Modern," using natural materials and earth-tone colors to harmonize with the environment. Structures cannot exceed 28 feet in height and must vary rooflines to reduce bulk.
- » **Dark Sky Protections:** Strict outdoor lighting standards are enforced to preserve night sky visibility, including limits on fixture brightness, shielding requirements, and temperature restrictions (3000K max).
- » **Landscape and Water Conservation:** Development must follow xeriscaping principles and protect existing native vegetation. Turf use is restricted, and irrigation systems must be efficient and climate appropriate.
- » **Key Viewing Areas:** The overlay specifically protects designated vistas, interpretive sites, and pullouts that offer signature views of the Zion landscape, requiring development in these areas to be especially unobtrusive.

The overlay zone creates a framework that allows existing development to be enhanced and new development to be accommodated, but only if done in a way that reinforces the corridor's unique character:

- » **Existing Uses:** Current developments that no longer conform to new standards are considered “nonconforming” but are allowed to continue. However, significant expansions (e.g., increases in building size or parking area by 20% or more) must comply with current overlay requirements, including setbacks, landscaping, and lighting.
- » **New Development:** Projects must undergo rezoning to a Planned Development-Scenic Byway Overlay Zone (PD-SBOZ) designation. This process encourages developers to create master-planned projects that account for visual, environmental, and recreational considerations from the outset. This flexibility allows for a mix of uses (residential, commercial, lodging, or civic) provided the design integrates with the byway's values.
- » **Use Restrictions:** Incompatible uses such as industrial or large-scale commercial development are prohibited along the byway. Neighborhood-scale services, lodging, and tourism-related enterprises are supported when designed to minimize visual and environmental impact.
- » **Infrastructure Coordination:** Development must align with county plans for trails and recreation, and projects near existing or planned public infrastructure may be required to build connections, fostering integration with broader outdoor recreation goals.

In sum, the SBOZ functions as a proactive planning strategy. It does not halt development but ensures that what is built complements rather than compromises the scenic and natural qualities that make the Zion Scenic Byway exceptional. It balances growth with stewardship, allowing the corridor to evolve in ways that honor its landscape, cultural significance, and appeal to travelers and residents alike.

## Town of Springdale

The Town of Springdale has established a comprehensive zoning framework designed to protect its small-town feel and the visual integrity of the Zion Scenic Byway. The town's zoning ordinance includes specific design standards that regulate building appearance, scale, and materials to ensure new developments harmonize with the natural surroundings. These standards are detailed in the Zoning Design Standards Manual.



## Zion National Park

The Zion National Park General Management Plan (GMP) serves as a long-term strategy to preserve the park's outstanding resources, including those visible along the Zion-Mount Carmel Highway, which is a core segment of the Zion Scenic Byway. Though much of the plan addresses backcountry and wilderness management, it includes significant measures that directly impact the scenic, natural, and cultural integrity of the byway corridor.

### How the GMP Protects Intrinsic Qualities in the Byway Corridor:

#### 1. Preservation of Visual Character and Viewsheds

The GMP emphasizes protecting scenic views, particularly those experienced from roads and developed areas. This includes managing vegetation, preventing visual intrusions, and ensuring that any facility improvements or additions remain visually subordinate to the surrounding landscape.

#### 2. Management of Park Infrastructure and Development

The plan guides where and how new facilities such as interpretive signage, pullouts, and parking areas can be located along the Zion-Mount Carmel Highway. Developments must be sensitively sited and designed using natural materials and low-profile construction to avoid disrupting scenic quality.

#### 3. Visitor Use and Transportation Planning

The GMP promotes alternative transportation strategies to reduce congestion, noise, and visual clutter along the byway. It also calls for enhancing visitor understanding and appreciation of the park's values through better signage and interpretation, without compromising the natural setting.

#### 4. Cultural and Historic Resource Protection

Historic resources, including the Zion-Mount Carmel Tunnel and associated features of the byway, are to be preserved as integral elements of the park experience. Their protection ensures the corridor's historical and cultural intrinsic qualities remain intact.

## 5. Sustainable Resource Management

Natural features such as geology, wildlife habitat, and riparian areas that contribute to the byway's intrinsic values are prioritized for protection, with limits on use intensity and mitigation strategies to prevent degradation.

The **Zion GMP functions as a protection strategy** for the Zion Scenic Byway by setting standards for visual integrity, sustainable development, and resource conservation along the Zion-Mount Carmel Highway. It allows for thoughtful enhancements to visitor infrastructure while ensuring that any new development reinforces the scenic, natural, and cultural qualities that define the byway.



*Credit: Wanda Maloney*

*A view of The Watchman from the Zion Canyon Visitor Center, one of Zion's most iconic landmarks.*

## Bureau of Land Management

### Kanab Field Office Resource Management Plan (RMP)

The Bureau of Land Management's (BLM) Kanab Field Office Resource Management Plan (RMP) includes several key strategies to protect the region's natural, scenic, cultural, and recreational resources, reflecting a comprehensive approach to landscape and resource stewardship.

#### Natural and Scenic Resource Protection

The plan designates Visual Resource Management (VRM) classes across the landscape, with VRM Class II areas prioritized for maintaining scenic quality by limiting visible changes to the natural landscape. These designations help preserve the visual integrity of public lands seen from high-use corridors and recreation areas. The RMP also identifies Areas of Critical Environmental Concern (ACECs) to protect unique ecological features, such as riparian zones, rare plant communities, and wildlife habitats. Surface-disturbing activities are restricted in these zones, and best management practices are applied to limit erosion, water contamination, and habitat fragmentation.

#### Cultural Resource Strategies

To protect cultural resources, the RMP emphasizes proactive inventorying and predictive modeling to identify high-probability areas for archaeological and historic sites. Development activities are subject to

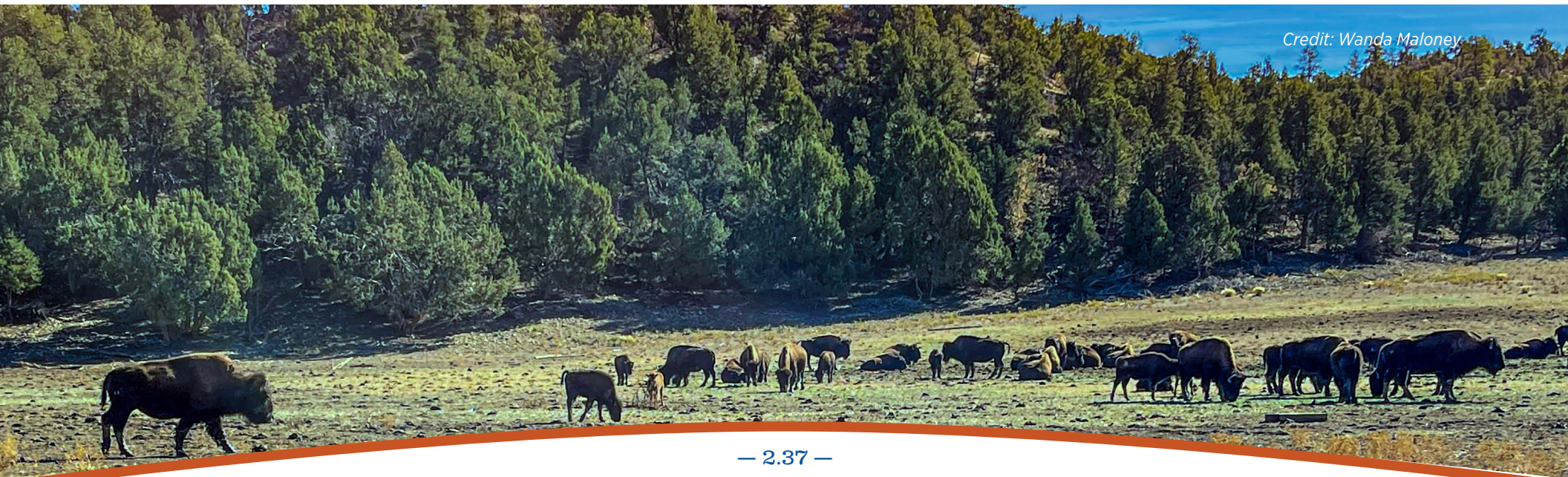
cultural resource surveys and avoidance requirements. The plan includes special stipulations for areas with high cultural sensitivity, ensuring that surface disturbances, recreational development, and infrastructure projects avoid or minimize impacts. It also promotes collaborative management with Tribal Nations, supports access for traditional uses, and encourages interpretation that reflects Indigenous perspectives.

#### Recreational Resource Management

The RMP divides the planning area into Recreation Management Zones (RMZs), which guide the type and intensity of recreational use. In high-use areas, infrastructure may be developed to support visitor needs while limiting environmental impact, whereas backcountry and primitive zones are managed for solitude and minimal development. Restrictions on off-highway vehicle (OHV) use, designated camping policies, and trail planning all aim to sustain high-quality visitor experiences while reducing user conflicts and resource degradation. Special Recreation Management Areas (SRMAs) are designated to concentrate and manage recreation around key destinations.

Together, these strategies establish a strong framework to balance public land use and conservation, ensuring that the natural beauty, cultural heritage, and recreational opportunities of the Kanab Field Office region are maintained for future generations.

*Credit: Wanda Maloney*



### Public-Private Land Conservation Efforts

Numerous organizations are actively engaged in land conservation within the Zion Scenic Byway corridor, with a shared goal of preserving the Virgin River's natural environment and the surrounding landscapes. Their efforts are largely focused on the use of conservation easements, land acquisition, and habitat management to maintain the scenic, natural, and ecological integrity of the region.

The Nature Conservancy (TNC) has played a leading role in conserving critical habitat along the Virgin River, including fee-title ownership of properties in Virgin and Rockville and facilitation of easements in areas adjacent to Zion National Park. TNC's primary interest is protecting riparian ecosystems that support native fish, bird species, and other wildlife. The Virgin River Land Trust (VRLT) is one of Utah's oldest land trusts, with over 30 years of experience preserving lands in Washington County. VRLT specializes in acquiring and holding conservation easements, especially along the Virgin River and in areas adjacent to Zion National Park, such as Smith Mesa. They provide long-term stewardship, monitoring, and support to landowners and partners pursuing conservation goals. Additional Partners include the Zion Forever Project, The Conservation Fund, Trust for Public Land, and the Forest Legacy Program.

Across the corridor, a mosaic of protected lands has been established through various conservation tools. The shared vision among partners is to limit development in sensitive areas, sustain ecological functions, and maintain open space that supports both wildlife and public enjoyment. Current and future conservation efforts will be informed by collaborative planning, mapping of priority lands, and a coordinated response to new opportunities.



*Invasive species removal along the Virgin River in Springdale.*

## Chapter 3: Visitor Experience

The Zion Scenic Byway visitor experience is shaped by a wide range of factors. Every interaction a traveler has with the byway, its communities, and its resources contributes to how the experience is remembered and shared.

This chapter brings together several interconnected elements that define and support the byway visitor experience. It begins with an overview of the byway journey in three key stages and includes findings from the Visitor Experience Assessment conducted as part of this Corridor Management Plan update. The assessment helped identify enhancements that can support a seamless, informed, and meaningful experience for byway travelers.

Building on those insights, the chapter highlights practical enhancements such as pullouts with map panels, comprehensive wayfinding signage, and local hospitality training - all designed to help communities manage tourism while enriching the traveler's connection to the place. It also underscores the importance of interpretation, drawing from the 2015 Zion Scenic Byway Interpretive Plan and showcasing existing resources that tell the stories of the corridor's scenic, natural, cultural, and historic assets.

Together, these strategies and tools support a visitor experience that is welcoming, intuitive, and memorable, ensuring the Zion Scenic Byway continues to inspire both exploration and stewardship.

### THE BYWAY VISITOR EXPERIENCE

The visitor experience of a byway involves both tangible elements like scenic views and historic buildings, and intangible elements like authenticity and hospitality all working together to meet travelers' needs and expectations. A good scenic byway accommodates these needs and interests to create a rewarding experience that travelers want to repeat and share.

Byway visitor survey data shows that word-of-mouth is the most effective form of marketing for scenic byways. It is not only how most travelers learn about byways, but also the most trusted source of trip-planning information. This underscores the importance of every visitor interaction with the byway - whether in person, online, or through community touchpoints - as each experience shapes future recommendations and traveler perceptions.



*Credit: Kyle Gubler*

## The byway visitor experience occurs in three stages:

### Stage 1: Trip Planning

Stage 1 begins as soon as a traveler decides to visit a byway and ends when they arrive somewhere along the route. Their decision to visit might be influenced by word of mouth, the byway website, a brochure, or an advertisement. A complete visitor experience is achieved when a traveler has the information necessary to plan what and where they want to travel before they arrive on the byway.

### Stage 2: Traveling & Experiencing

Stage 2 of the visitor experience begins when a traveler arrives on the byway. While driving, visitors must be able to navigate the route safely and have consistent reassurance that they remain on the route. Getting lost creates strong negative emotions that can become the lasting memories of a trip. Navigation on most byways is provided by road signs, but could also be assisted by phone apps, maps (printed or mobile), or a comprehensive wayshowing system. It should be noted, however, that survey data reveals at least one-third of byway travelers do not plan to drive the route in advance and arrive on the byway without printed or downloaded apps or materials. For these travelers, directional signage is essential.

Meeting travelers' basic visitor service needs is also required for a rewarding experience, which means providing adequate information about where to find fuel, food, restrooms, and lodging.

### Stage 3: Remembering and Sharing

Stage 3 begins when the traveler leaves the byway. Visitors will leave with memories of their experiences, and often photographs, mementos, and souvenirs. What visitors remember and for how long is linked to many factors including the tendency for visitors to talk about their experiences among those in their travel party, and later with friends, family, and co-workers. Current research indicates that 90% of Americans consider word-of-mouth recommendations from friends and family the most worthwhile form of promotion.

## The Byway Visitor Experience

# 1

### Trip Planning

Visitors learn about byways as a travel option through word of mouth, social media, websites, and other marketing.



They use these same sources to help plan their trip.

# 2

### Traveling & Experiencing

Visitors arrive on the byway, and rely on maps, directional signage and/or wayshowing systems to navigate the corridor.



Visitors access traveler services for comfort (food, lodging, restrooms) and additional trip-planning tools.



Through effective interpretation, visitor centers, and personal interaction, visitors come to appreciate the byway story and treasure the byway's intrinsic qualities.

# 3

### Remembering & Sharing

Visitors leave with memories of their experiences, photographs, mementos and souvenirs.



Visitors share memories of their experiences through word of mouth, and online media such as travel review websites, social media, and blogs.

Corridor Solutions

## ZION SCENIC BYWAY VISITOR EXPERIENCE ASSESSMENT

As part of the Zion Scenic Byway Corridor Management Plan update, a Visitor Experience Assessment was conducted in late 2024 to better understand the needs and expectations of byway travelers and to identify opportunities to enhance the overall visitor experience. The assessment focused on the three key stages of the byway visitor experience: Trip Planning, Driving and Experiencing, and Remembering and Sharing.

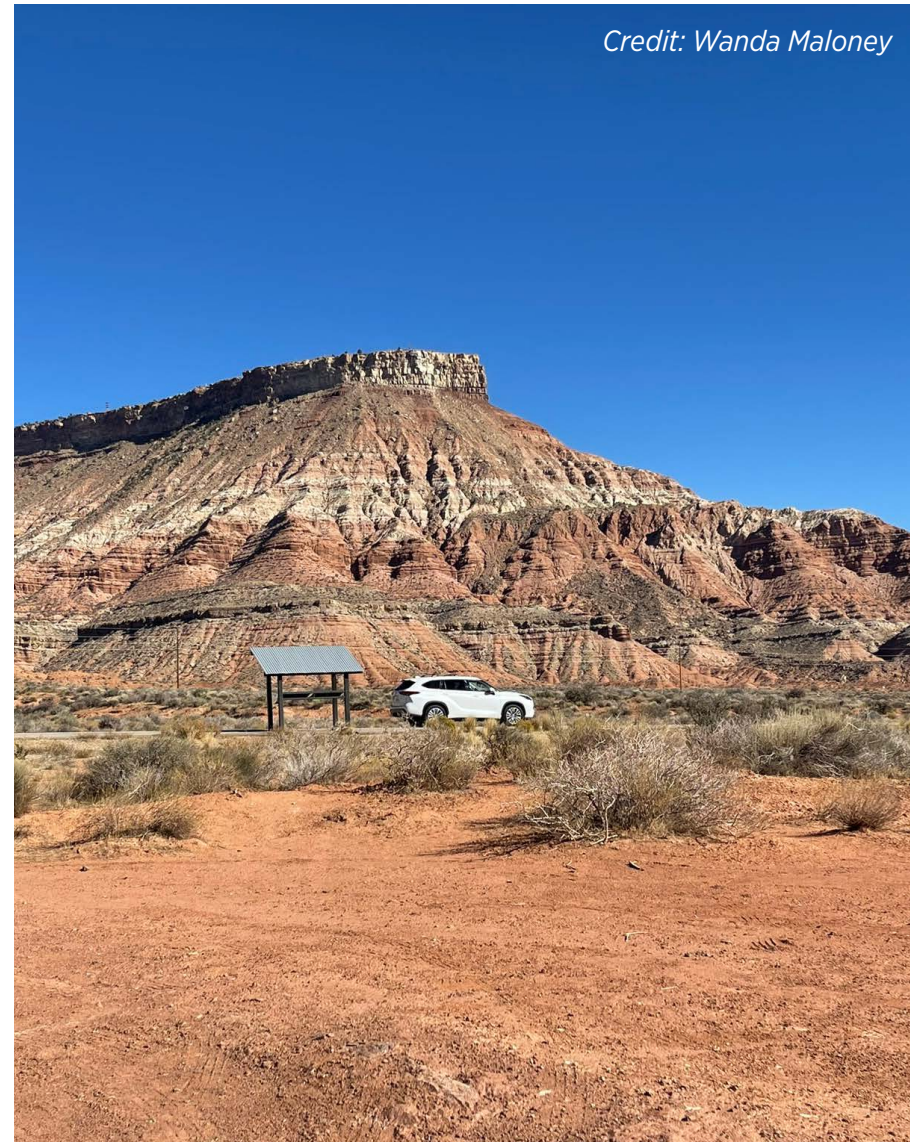
The assessment confirmed that the Zion Scenic Byway offers a distinctive and memorable travel experience, with abundant scenic viewsheds, opportunities for outdoor recreation, and cultural discovery. It also identified several areas where enhancements could further support a high-quality visitor experience and help ensure that travelers are well-prepared, informed, and engaged throughout their journey.

### Key recommendations include:

- » **Trip Planning:** Additional trip-planning information should be developed and made easily accessible through a centralized online presence. This includes updated maps, travel tips, and interpretive content that introduces travelers to the full range of experiences along the byway. Collaboration with partners to improve consistency and visibility of information across platforms is also encouraged.
- » **Driving and Experiencing:** Wayfinding and interpretation can be strengthened through comprehensive signage, consistent route markers, and the development of printed and digital visitor materials. Enhancing interpretive resources, such as brochures, kiosks, and digital tours, will help deepen travelers' connections to the byway's natural, cultural, and historic assets.
- » **Remembering and Sharing:** Providing more opportunities for visitor engagement and feedback, such as surveys, social media content, or digital review platforms, can help encourage word-of-mouth promotion and provide valuable insights into traveler experiences.

Many of these recommendations have been integrated into the CMP Action Plan in Chapter 6 and will be considered further as additional implementation strategies are developed. The assessment provides a helpful framework for ensuring that future improvements align with visitors' needs and support the long-term vision for the Zion Scenic Byway.

*Credit: Wanda Maloney*



## TOURISM MANAGEMENT AND VISITOR-FOCUSED CORRIDOR ENHANCEMENTS

In addition to the Visitor Experience Assessment recommendations, byway stakeholders explored a range of strategies during the CMP development. These strategies aim to help communities along the Zion Scenic Byway manage growing tourism, reduce pressure in high-use areas, and create a more seamless, cohesive visitor experience throughout the corridor. Enhancements that support visitor orientation, navigation, and engagement were identified to improve the overall quality of the byway experience while advancing sustainable tourism goals.

The following strategies were highlighted as practical, achievable actions that can be implemented over time by local communities and partners. Each supports a more informed, confident traveler and helps ensure that travelers and economic benefits are more evenly distributed along the route, while reinforcing the byway's unique identity and values.

### Pullouts and Map Panels

Well-designed roadside pullouts enhance the byway experience by providing safe areas for travelers to stop, enjoy the scenery, and access valuable information. Adding or improving pullouts along the Zion Scenic Byway, especially with interpretive elements and map panels, can help visitors orient themselves to the 57-mile route, discover attractions in byway communities, and feel more confident exploring the corridor.

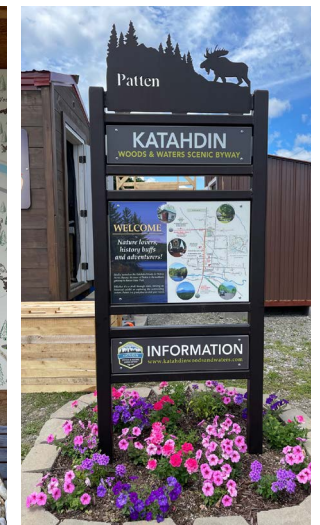
#### Map panels located at pullouts or other high-visibility areas can:

- » Reinforce that travelers are on a scenic byway
- » Help visitors locate services and attractions
- » Encourage exploration beyond Zion National Park
- » Provide QR codes linking to additional resources

These enhancements support both safety and storytelling, while expanding visitors' awareness of the byway's full range of experiences. As demonstrated by other byways, sponsored map panels can also help offset installation and maintenance costs.



*"The Lakes" pullout on the Katahdin Woods & Waters Scenic Byway highlights the route near Baxter State Park's entrance, encouraging park visitors to explore the 89-mile byway and its gateway communities—a model that could similarly help Zion National Park travelers discover the Zion Scenic Byway.*



*Accurate, easy-to-find maps help travelers navigate byways confidently, even without cell service, and ensure they don't miss key experiences in byway communities.*

Potential visitor sites were identified in the 2015 Interpretive Plan, and a paved pullout on the East Zion segment of the route (approximately two miles west of the US-89 junction) would also make an ideal location for a map panel.

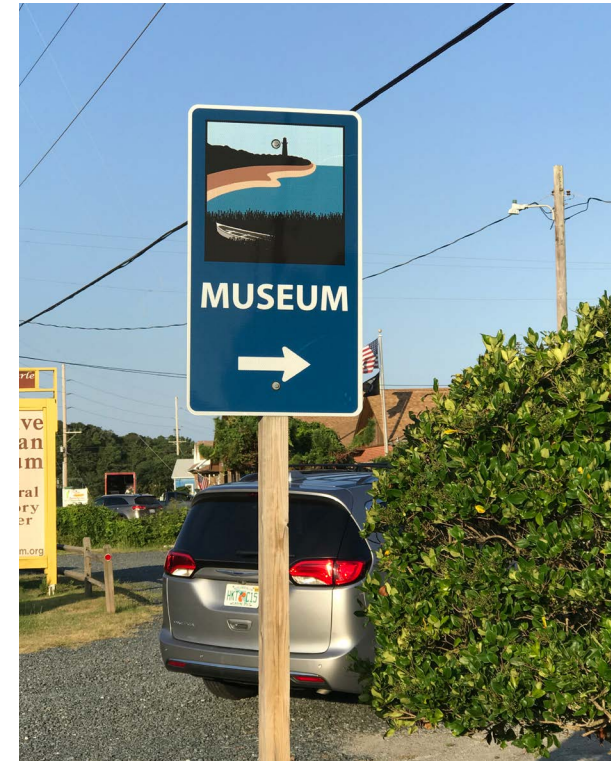
### Wayfinding Signage

Effective wayfinding signage helps travelers navigate the byway confidently, safely, and enjoyably. By clearly identifying the Zion Scenic Byway route and its key features, including scenic pullouts, recreational sites, and visitor services, wayfinding signage plays a vital role in supporting a seamless travel experience.

### Comprehensive signage along the corridor can:

- » Confirm to travelers that they remain on the byway
- » Reduce navigation errors and missed turns
- » Highlight attractions and services along the route
- » Reinforce the byway's identity through consistent branding
- » Improve safety through clear, timely directional cues

Wayfinding systems may include byway logo route markers, directional signs to attractions, and signage at pullouts or interpretive stops. The use of Tourist-Oriented Directional Signs (TODS) may also be explored to guide visitors to local businesses and amenities, modeled after programs in other states. Together, these elements help ensure that visitors can both find and fully appreciate all the Zion Scenic Byway has to offer.



*The Outer Banks National Scenic Byway in North Carolina incorporates its logo into comprehensive wayfinding signage, making traveler information easy to recognize and follow along the route.*

## HOSPITALITY TRAINING

Hospitality training equips front-line staff and volunteers at lodging, restaurants, attractions, parks, and visitor centers with the tools to provide welcoming, informed, and helpful interactions that enhance the overall visitor experience.

### Benefits of hospitality training include:

- » Improving the quality of visitor interactions through accurate, friendly guidance
- » Promoting lesser-known attractions and services along the byway
- » Encouraging shuttle use and better visitor flow, reducing congestion at high-traffic sites
- » Supporting local businesses and extending visitor stays
- » Increasing staff confidence and professionalism, especially when tied to recognized certifications

Whether delivered through grassroots community efforts or formal programs, these trainings help ensure that every visitor contact point reinforces a positive, well-informed impression of the Zion Scenic Byway and its surrounding communities.

Together, the strategies outlined in this section provide a clear framework for improving visitor orientation, navigation, and engagement along the Zion Scenic Byway. Initial steps for implementing these enhancements are included in the Chapter 6 Action Plan and will be considered further as additional implementation strategies are developed.

## INTERPRETATION

The Zion Scenic Byway Interpretive Plan (2015) provides a comprehensive framework to help travelers connect with the cultural, natural, historical, and recreational resources found along the segment of State Route 9 that includes the communities of La Verkin, Virgin, Rockville, and Springdale. Developed to support interpretation along this portion of the byway, the plan establishes storytelling themes and strategies that reflect the area's unique sense of place and enhance the visitor experience. It encourages travelers to view the byway not simply as a route to Zion National Park, but as a destination in its own right, rich with meaningful stories and diverse landscapes.

### The primary interpretive theme identified in the plan is:

*Experience the wonderful byway journey to Zion and explore the wealth of experiences the communities along the way have to offer.*

This central idea is supported by subthemes and key messages that focus on topics such as the Virgin River and canal systems, regional geology, the diverse ecosystem, and the distinct heritage and local stories of each byway community.

### Highlights include:

- » The Virgin River as both a life-sustaining natural force and a defining visual and ecological feature of the byway.
- » The area's geological significance including features like the Hurricane Fault and Moenkopi Formation.
- » The human history and settlement stories of each town, including pioneer irrigation systems, Civilian Conservation Corps (CCC) projects, and historic buildings like the Rockville Bridge and La Verkin Chapel.
- » The importance of Native American presence, particularly the Southern Paiute people, and their cultural contributions and traditional land use.
- » Recognition of the diverse plant and wildlife species, shaped by the meeting of the Colorado Plateau and Basin and Range physiographic provinces.



The plan emphasizes that interpretation should not only educate but also inspire stewardship and a sense of place. Subthemes and messages are tailored for community-specific content and coordinated across the corridor to ensure a cohesive, compelling visitor experience.

In support of this framework, the plan also outlines potential interpretive sites, identifies suitable media formats, and encourages collaboration between community stakeholders, land management agencies, and tourism partners.

Since its adoption in 2015, the Zion Scenic Byway Interpretive Plan has served as a valuable guide for enhancing interpretation and deepening the visitor experience along the corridor. While the plan outlines seven potential interpretive projects, only one has been implemented to date. This highlights both the complexity of implementing multi-jurisdictional interpretive efforts and the continued opportunity to use the plan as a foundation for future collaboration and investment.

This Corridor Management Plan update reaffirms the relevance of the original interpretive framework while also expanding its scope. It offers a timely opportunity to incorporate the City of Hurricane and the portion of the byway within Kane County into interpretive planning, creating a more unified, corridor-wide approach to storytelling, orientation, and

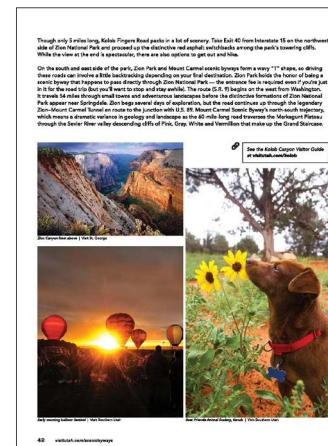
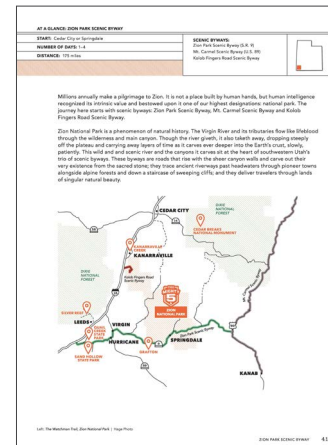


stewardship across the full length of the Zion Scenic Byway. As the interpretive plan is being revised and expanded as outlined in the Chapter 6 Action Plan, special effort will be made to connect visitors to existing interpretive materials.

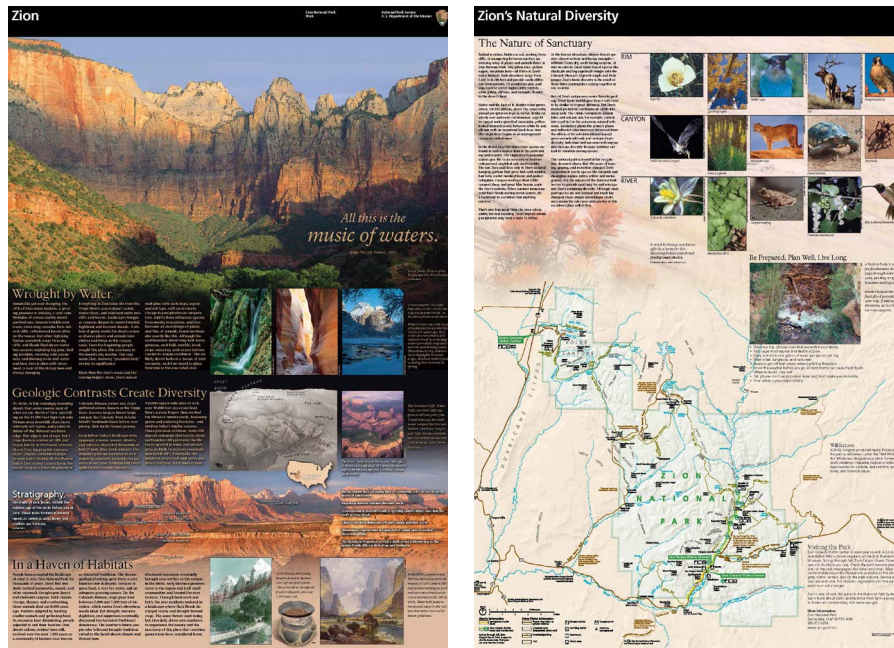
## Existing Interpretive Materials Utah Scenic Byways Guide

Published by the Utah Office of Tourism, the downloadable Utah Scenic Byways Guide is a statewide resource that highlights the unique stories, landscapes, and experiences offered along Utah's 27 designated scenic byways. For the Zion Scenic Byway, the guide serves as an

introductory interpretive tool that positions the route within the broader network of scenic drives across the state. It encourages travelers to explore the region beyond Zion National Park and introduces the natural, historical, and cultural richness of the byway corridor. By featuring the Zion Scenic Byway alongside other iconic routes, the guide helps reinforce the corridor's identity as a meaningful destination in its own right and supports coordinated marketing and storytelling efforts statewide.



## Zion National Park Brochure



Available in print and as a downloadable PDF, the official park brochure provides an overview of Zion's geology, the role of water in shaping the landscape, the area's human history, and its diverse plant and animal life. A detailed park map is also included.

### VisitUtah.com

This online guide highlights the scenic, geologic, and historical significance of the Zion-Mt. Carmel segment of SR-9, including the iconic 1920s-era tunnel and nearby trails like Canyon Overlook. It serves as a valuable interpretive resource by introducing travelers to the byway's eastern landscapes and encouraging exploration beyond Zion Canyon. The site offers orientation, storytelling, and planning tips that align with corridor-wide interpretive goals.

### NPS.gov

The Zion-Mt. Carmel Highway segment of the byway, located within Zion National Park, is featured on the National Park Service website. The site offers historical context for the highway and tunnel, along with practical information for travelers regarding tunnel access and

use. In addition, the site offers detailed interpretive content on the park's geology, diverse ecosystems, and rich human history. It explores natural features like canyons and cliffs, highlights native wildlife, and presents the cultural and archaeological legacy of Indigenous peoples and early settlers. This content supports a deeper understanding of the resources visible along the Zion Scenic Byway.

### Zion Canyon Visitor Center

Located just inside the Park's south entrance, the Zion Canyon Visitor Center offers trip planning information, the Zion Forever Project bookstore, outdoor exhibits, and ranger-led interpretive programs.



Visitors gather for a ranger-led interpretive talk at the Zion Canyon Visitor Center, gaining insights into the park's natural and cultural stories.

### Zion Human History Museum

The Zion Human History Museum features artifacts and exhibits from Zion National Park's permanent collection, highlighting the area's rich human history. It explores how water has shaped both the landscape and the lives of people in Zion Canyon for thousands of years. Topics include geology, wildlife, plant life, survival, and community.

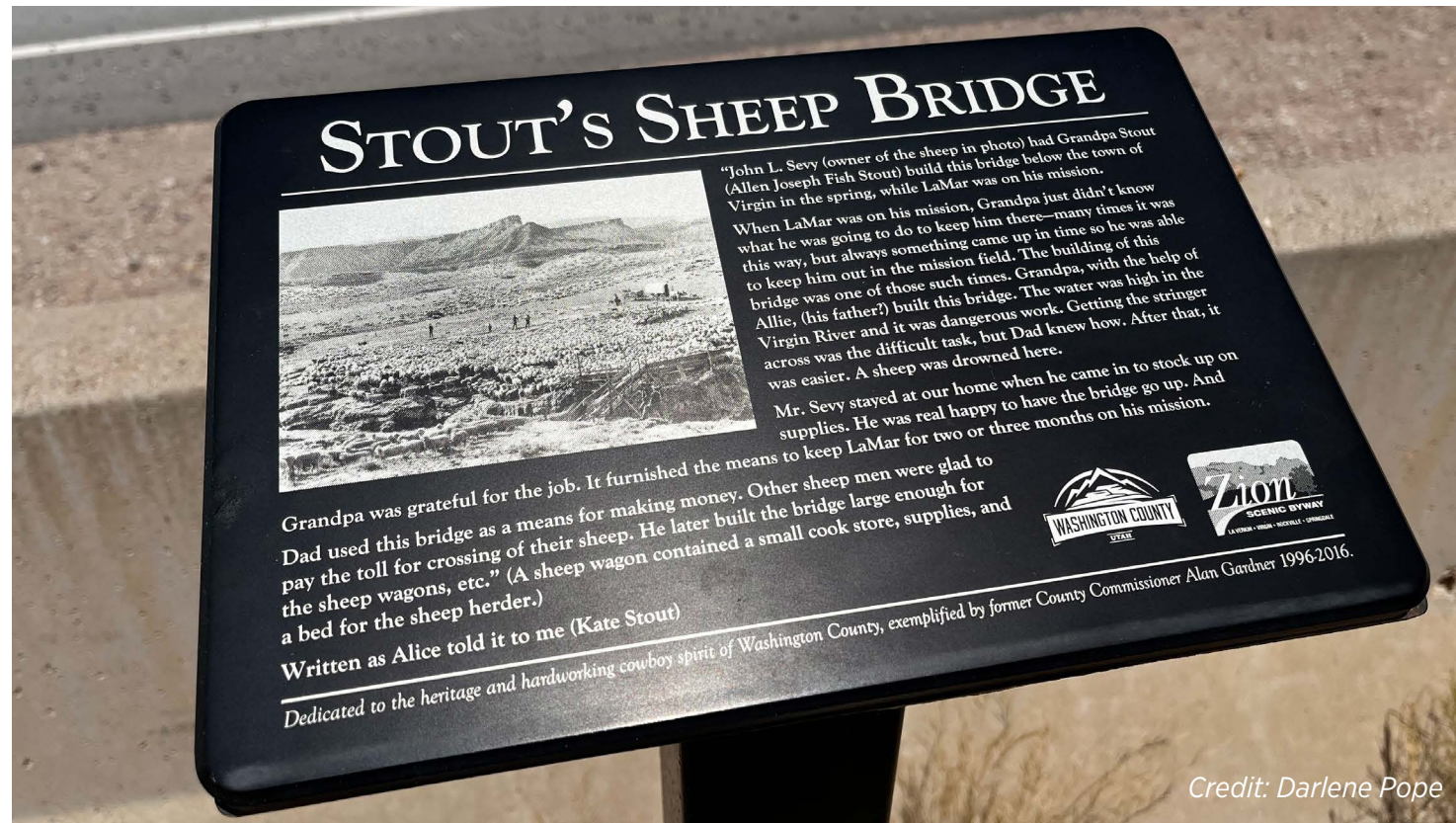
### CCC Sheep Corrals Interpretive Site

Located between La Verkin and Virgin, this site includes a paved pullout and two covered interpretive panels. The interpretive content includes the history of the corrals, sheep herding, and use of the historic corrals for both sheep and cattle herding. The second panel discusses Hurricane Mesa and the Hurricane Mesa Test Facility.

### Sheep Bridge Nature Preserve

A series of interpretive panels at the Sheep Bridge Nature Preserve feature information about rare and vulnerable species within the Virgin River corridor and relay a first-hand account of the building of the first “sheep bridge,” a one-lane crossing that ranchers used to move sheep single-file across the Virgin River. Rebuilt several times over the years, a plank pedestrian bridge still stands today next to the modern bridge that now spans the river.

*Additional interpretive information relevant to the Zion Scenic Byway is available at a variety of locations throughout the region including visitor centers, museums, parks, and trailheads. While these materials may not be specific to the byway corridor, they provide valuable context that deepens the understanding of many byway resources. The Corridor Management Plan supports efforts to better link these existing interpretive assets so that travelers can more easily access and engage with them, rather than having to seek them out independently. This coordinated approach will help create a more seamless and enriched visitor experience.*



*Interpretive panels at Sheep Bridge Nature Preserve share the area's ecological significance and ranching history, with views of the original sheep crossing and its modern replacement nearby.*

*Credit: Darlene Pope*

## MARKETING AND TOURISM DEVELOPMENT

Marketing efforts along the Zion Scenic Byway are focused on tourism management - encouraging visitors already within the corridor to explore more of what byway communities have to offer. With Zion National Park welcoming nearly five million visitors annually, the byway sees exceptionally high volumes of pass-through traffic. While some resources, destinations, and businesses are at or over capacity during peak seasons, other communities along the route have the ability and desire to welcome more visitors.

Zion Scenic Byway marketing will center on strategies to guide existing visitors toward experiences that align with their preferences and interests in places that are eager to accommodate them. By tailoring messaging to specific traveler segments, such as outdoor adventurers, heritage travelers, birders, and RV users, destinations with available capacity can invite deeper engagement. These travelers are likely to stay longer, spend more, and develop a stronger connection to the region when offered meaningful, interest-based opportunities beyond the park gates.

Developing a recognizable and trusted byway brand is critical to this effort. National park visitors are more likely to venture into surrounding communities when they feel confident in the quality and authenticity of the experience. A strong brand builds that trust - inviting travelers to explore beyond Zion, discovering each community's unique story, and connecting with the landscapes, people, and resources that make the corridor a one-of-a-kind experience.

By positioning the Zion Scenic Byway as a cohesive, story-rich linear experience, byway marketing can unify regional efforts, support local economies, reduce pressure on overburdened resources, and ensure high-quality, memorable visits that benefit both travelers and communities. Goals and tasks to advance these marketing strategies, including brand development, targeted messaging, and visitor distribution, are outlined in the Chapter 6 Action Plan.

### Existing Marketing Resources

#### Online Resources

- » Springdale.com  
<https://www.springdaletown.com/313/Zion-Scenic-Byway>
- » Visit Utah  
<https://www.visitutah.com/places-to-go/parks-outdoors/zion/zion-mt-carmel-road>
- » Utah.com  
<https://www.utah.com/destinations/national-parks/zion-national-park/things-to-do/scenic-drives>
- » Utah Scenic Byways Guide  
<https://travel.utah.gov/wp-content/uploads/UOT17-Scenic-Byway-Guide.pdf>

#### Visitor Centers

##### *Utah Office of Tourism*

St. George Welcome Center  
Dixie Convention Center, 1835  
Convention Center Drive  
St. George, UT

##### *Bureau of Land Management*

St. George Information Center  
4001 East Aviator Dr.  
St. George, UT 84790

##### *Greater Zion Visitor Center*

111 E Tabernacle Street  
St. George, UT 84770

##### *Kane County Office of Tourism*

Visitor Information Center  
78 South 100 East,  
Kanab, Utah 84741

##### *Zion National Park*

Zion Canyon Visitor Center  
1 Zion Park Boulevard  
Springdale, UT 84767

#### Printed Materials

*Utah Scenic Byways Guide*, Utah Office of Tourism ([downloadable](#))

## TARGET TRAVELER PROFILES

With nearly 5 million visitors to Zion National Park each year, it is highly likely that many of these “National Parks Travelers” also identify with one or more of the specific traveler segments profiled below. These travelers often extend their trips beyond park boundaries in search of stargazing opportunities, birding hotspots, scenic drives, RV-friendly stops, cultural experiences, and outdoor adventures. By understanding and targeting these overlapping interests, Zion Scenic Byway gateway communities and businesses can develop events, interpretive content, and visitor services that speak directly to their preferences, encouraging longer stays, increased visitor spending, and deeper engagement with the region.



### Stargazers / Dark Sky Enthusiasts

**Overview:** These travelers are drawn to the wonders of Utah’s night skies. With Utah boasting the highest concentration of certified International Dark Sky Places in the world (29), this group represents a booming tourism segment expected to contribute \$5.8 billion to the Colorado Plateau economy from 2019–2029.

#### Key Characteristics:

- » 62% of Utah park visitors participate in night sky recreation.
- » Take significantly longer overnight trips relative to other outdoor recreationists.
- » High interest in scenic driving, developed camping, wildlife watching, and visiting cultural/historic sites.
- » More active than non-night-sky travelers, engaging in a wider range of activities.
- » 80% desire more information about night sky viewing before their visit.



### Birders

**Overview:** Birding is among the fastest-growing outdoor hobbies in the U.S., attracting a passionate and affluent demographic. Zion National Park is home to 291 species and designated an “Important Bird Area” by Bird Life International.

#### Key Characteristics:

- » 43 million traveling birders in the U.S.
- » Average age: 49
- » Above-average income and education
- » Birders spend an estimated \$14.5 billion on trips



### Cultural & Heritage Travelers

**Overview:** These travelers are motivated to travel to experience local culture, cuisine, history, and heritage and are willing to spend more.

#### Key Characteristics:

- » Travel more frequently than non-cultural travelers.
- » Spend more and stay longer (average 6 nights).
- » Seek immersive, story-rich experiences tied to place.

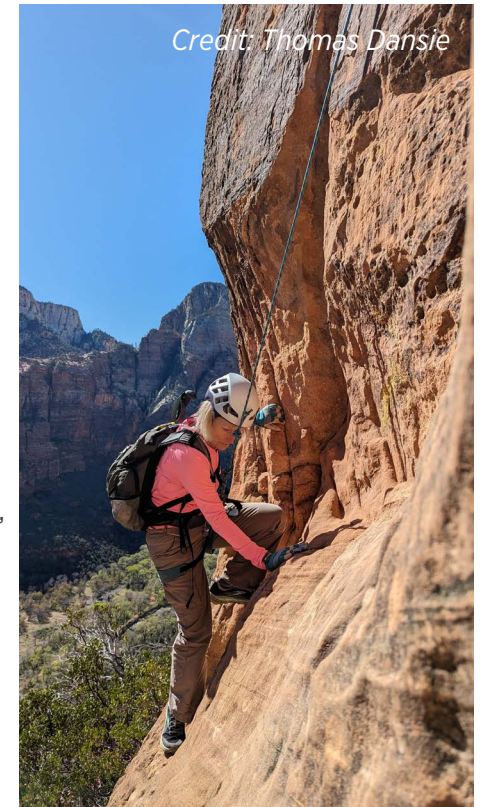


### Outdoor Recreationists

**Overview:** Outdoor recreation is a key driver of visitation to Utah, especially in the southern region.

#### Key Characteristics:

- » 27% of Utah visitors in 2023 reported outdoor recreation as their primary trip purpose.
- » Most common activities: hiking, backpacking, canyoneering, visiting national and state parks, and camping.
- » In Southern Utah, 35% say outdoor recreation is their primary trip purpose.



*Credit: Thomas Dansie*



### RV Travelers

**Overview:** RV travelers seek flexible, nature-based experiences with a mix of adventure and convenience.

#### Key Characteristics:

- » Seek unique camping experiences such as witnessing natural events.
- » 50% prefer locations with full-service amenities.
- » Generationally diverse: evenly split among Boomers, Gen X, and Millennials.
- » Preferred activities include fishing, hiking, taking scenic drives, bird watching, and star gazing.



### Glampers

**Overview:** Glampers enjoy comfort while still connecting with nature. Many blend leisure with remote work.

#### Key Characteristics:

- » 36% always or sometimes work during trips (vs. 28% of traditional campers), which adds six more days of camping/glamping annually.
- » More so than campers, glampers desire cultural experiences in their travel.
- » Tend to be more physically active than campers and are enthusiastic about local food experiences.
- » Value both connectivity and natural settings.



### Scenic Driving Enthusiasts

**Overview:** These are avid travelers who see the journey itself as the destination.

#### Key Characteristics:

- » Over 50% spend 3–5 nights per trip.
- » Over 50% take at least 3 overnight trips per year.
- » Hotels are the preferred lodging option.
- » Favorite activities: scenic driving, exploring small towns, cultural attractions, and dining in restaurants.
- » Outdoor recreation preferences: hiking, camping, and wildlife viewing.



*Credit: Wanda Maloney*

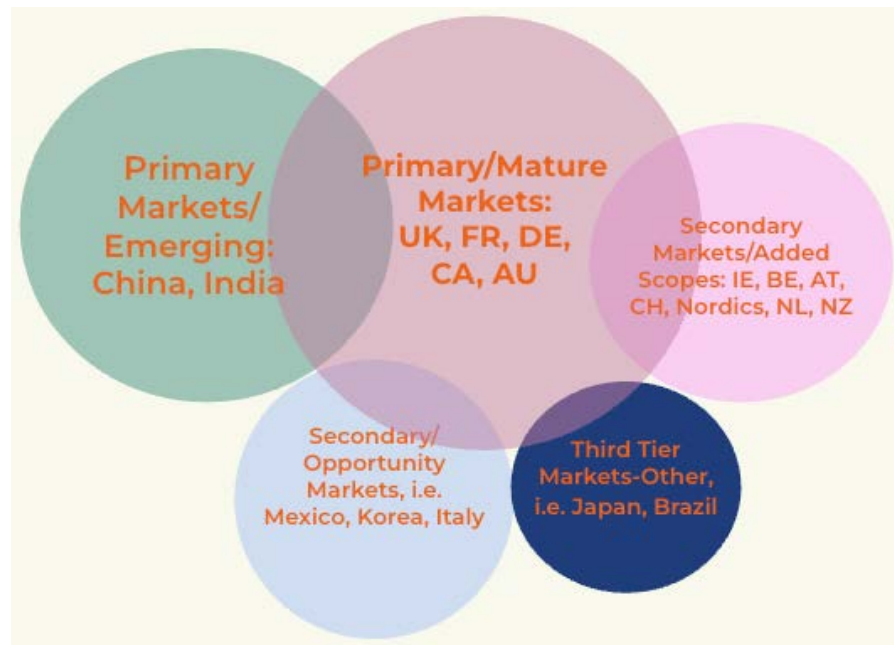
## INTERNATIONAL TOURISM & MARKETING

The Utah Office of Tourism (UOT) markets Utah byways on the VisitUtah.com website which is also available in French and German. The official Utah travel guide is also downloadable in seven languages.

In addition, the UOT demonstrates a clear and structured commitment to international marketing. The diagram below indicates that UOT segments its international efforts across multiple levels of priority:

- » **Primary/Mature Markets** such as the UK, France, Germany, Canada, and Australia receive sustained, strategic focus.
- » **Emerging Markets** like China and India are positioned for growth and long-term engagement.
- » **Secondary Markets** include both “Opportunity” (e.g., Mexico, Korea, Italy) and “Added Scope” countries (e.g., Austria, Switzerland, Nordics, New Zealand).
- » **Third Tier Markets** (e.g., Japan, Brazil) are not as heavily invested in.

This tiered approach reflects thoughtful resource allocation based on travel potential, market maturity, and alignment with Utah’s tourism offerings.



## MULTILINGUAL RESOURCES

The Visit Utah website offers a downloadable travel guide available in seven languages including Chinese, Dutch, French, Japanese, Korean, and Spanish. The International Team at the Utah Office of Tourism publishes the travel guides in-language for key international markets every other year. This effort is aided by international in-market representative firms, which offer translation services and editing for content accuracy. The Utah Office of Tourism offers a fee-based service for translating marketing materials.

The Greater Zion Convention & Tourism Office offers multilingual resources to accommodate international travelers. Their official website provides content in multiple languages, including Chinese (Simplified and Traditional), French, German, Spanish, Japanese, Korean, Italian, Portuguese, Russian, and more.

The Kane County Office of Tourism in Kanab, Utah, offers multilingual resources to assist international travelers. Their official website, [Visit Southern Utah.com](http://VisitSouthernUtah.com), can be translated into 18 languages, including French, Spanish, Japanese, and Arabic. Zion National Park provides downloadable Information Guides in French, German, Italian, Spanish, Japanese, and Mandarin.

This multilingual support ensures that visitors from diverse backgrounds can access information about attractions, accommodations, and activities in the Greater Zion area.

*The Utah Office of Tourism’s tiered international marketing strategy prioritizes resources across mature, emerging, and secondary markets based on travel potential and alignment with Utah’s offerings.*



*The official Visit Utah Travel Guide showcases the state’s scenic byways and is available in seven languages, including French.*

# Chapter 4: Existing Roadway Conditions

## FUNCTIONAL CLASSIFICATION AND ROADWAY CONFIGURATION

The Zion Scenic Byway is Utah State Route 9 (SR-9), a highway of regional and system priority and is classified as an Other Principal Arterial by the Utah Department of Transportation (UDOT). The roadway configuration varies significantly along its length, transitioning from a multi-lane urban arterial to a two-lane highway. This section describes the functional classification, lane configuration, and associated features along SR-9, providing context for subsequent analysis of traffic volumes, roadway safety, and corridor management needs.

From its connection with I-15 until the Hurricane city center, SR-9 has two through lanes in each direction and a center turn lane. Within the Hurricane city center, there is a landscaped median separating the two travel directions. SR-9 transitions back to having a center turn lane through La Verkin and the state route makes a right turn onto La Verkin 500 North/SR-9. As the route leaves La Verkin, it transitions to having one lane in each direction without a median. This two-way undivided highway configuration continues through the Virgin, Grafton, Rockville, and Springdale communities, with passing lanes located just east of Virgin city boundaries and another passing lane located within the west portion of Rockville. The two-way undivided highway configuration continues through Zion National Park, and then to the eastern terminus of the route at US-89, Mt. Carmel Junction.

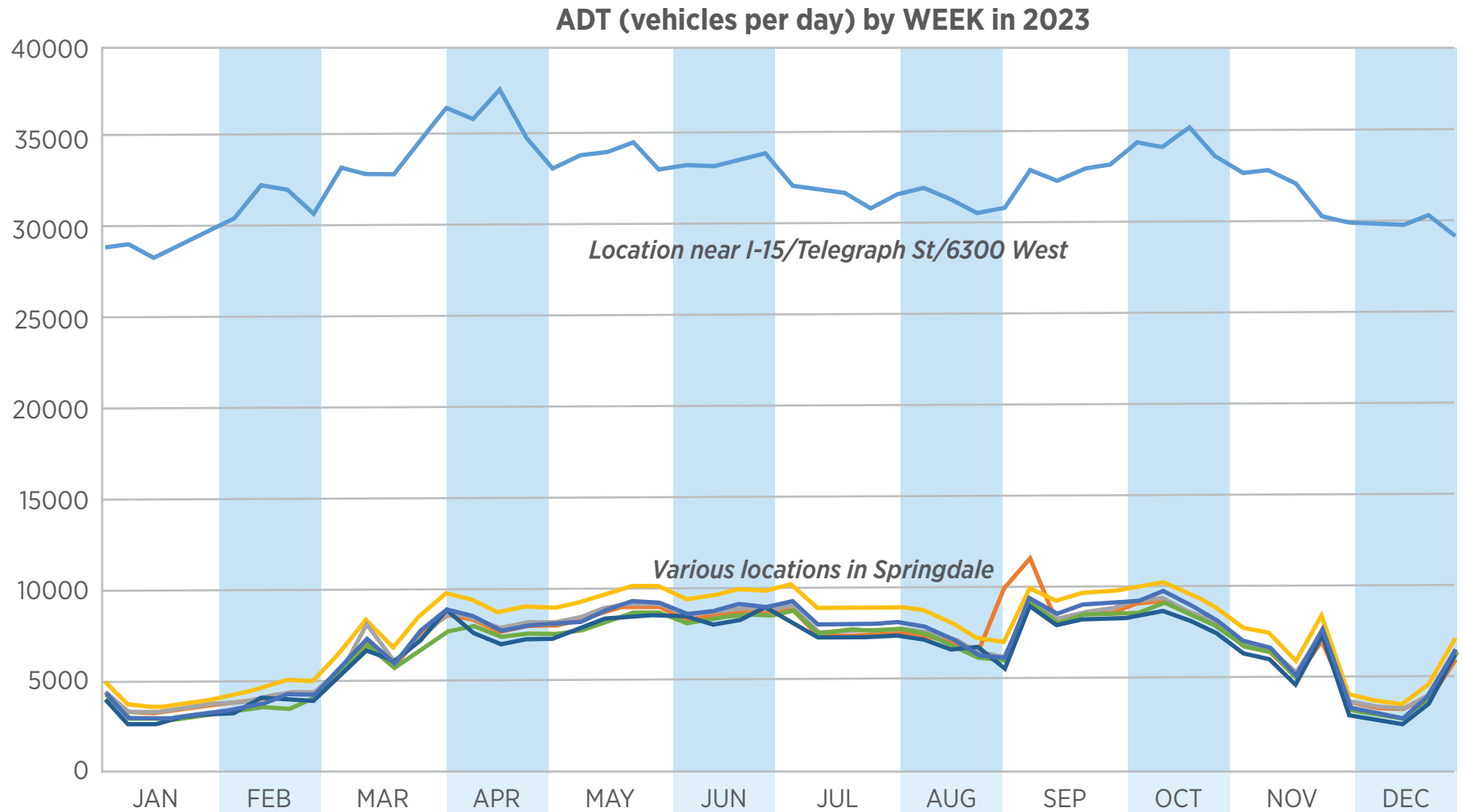
As shown in Table 1, the annual average daily traffic (AADT) is highest from the start of the route at I-15 through the city of Hurricane. The traffic drops a bit as SR-9 continues to La Verkin and then drops more dramatically at the turn onto La Verkin 500 North/SR-9 and continues at an even lower level as the road transitions to a more rural environment and picking up upon entering Springdale.

**Table 1. SR-9 AADT**

| Route   | Starting Milepoint | Ending Milepoint | Description   | AADT  |       |       |
|---------|--------------------|------------------|---|-------|-------|-------|
|         |                    |                  |   | 2021  | 2022  | 2023  |
| 0009PM  | 0                  | 0.512            | I 15 via State St - Coral Canyon Blvd                           | 29653 | 30157 | 30368 |
| 0009PM  | 0.512              | 1.109            | Coral Canyon Blvd via State St - Telegraph St                   | 29653 | 30157 | 30368 |
| 0009PM  | 1.109              | 2.77             | Telegraph St (Old SR 91) via State St - 5300 W *ATR 402*        | 31512 | 32048 | 32272 |
| 0009PM  | 2.77               | 9.782            | SR 318 (5300 W) via State St. - SR 59 (Main St)                 | 41335 | 42037 | 42331 |
| 0009PM  | 9.782              | 10.889           | SR 59 (Main St) via State St - 860 N Enchanted Way Hurricane    | 33946 | 34523 | 34765 |
| 0009PM  | 10.889             | 11.384           | 860 N (Enchanted Way) via State St - 300 S La Verkin            | 18434 | 18747 | 18878 |
| 0009PM  | 11.384             | 12.464           | 300 South via State St - 500 N La Verkin                        | 18355 | 18667 | 18798 |
| 0009PM  | 12.464             | 12.648           | SR 17 State St via 500 N - 100 E La Verkin                      | 8486  | 8630  | 8690  |
| 0009PM  | 12.648             | 18.59            | 100 East La Verkin - Mill St Virgin                             | 6992  | 7111  | 7161  |
| 0009PM  | 18.59              | 27.868           | Mill Street Virgin - Center St Rockville                        | 2346  | 2381  | 2443  |
| 0009PM  | 27.868             | 30.101           | Center St Rockville via Main St - Kinesava Dr Springdale        | 2822  | 2864  | 2938  |
| 0009PM  | 30.101             | 32.686           | Kinesava Dr Springdale via Zion Park Blvd - West Entrance       | 7635  | 7100  | 7356  |
| 3224PM* | 0                  | 11.407           | West Entrance Zion Natl Park via Zion Park Blvd - East Entrance | 5,012 | 4,661 | 4829  |
| 3224PM* | 11.407             | 12.112           | East Entrance Zion Natl Park via Zion Park Blvd - SR 9          | 1,064 | 989   | 1,025 |
| 0009PM  | 44.798             | 57.112           | East Entrance Zion Nat'l Park Via SR 9 - SR 89 Mt Carmel Jct    | 479   | 486   | 499   |

**\*Note:** Within Zion National Park boundaries, SR-9 is a federal road and known by the route number 3224. Source—Utah Department of Transportation

As shown in **Figure 1**, SR-9 experiences seasonal peaks in traffic during the spring and fall months.



**Figure 1. 12-Month variations in average daily traffic**

Source—Utah Department of Transportation

The entirety of SR-9 has no scheduled winter closures and is open year-round.

To facilitate discussing the roadway characteristics and crash history, the length of SR-9 is divided into six segments, labeled A through F on the map in **Figure 2**, based on the number of lanes and median type.



**Figure 2. SR-9 Segments Based on Roadway Characteristics**

**Segment A** has two lanes in each direction with a center turn lane. The shoulders are 8 feet or wider. No bike lanes are present. Sidewalks are present east of 2260 West.

**Segment B** has two lanes in each direction with a landscaped median. The shoulders are 2 feet wide. No bike lanes are present. Sidewalks are present on both sides of the roadway. The only marked crosswalks to cross SR-9 are at signalized intersections.

**Segment C** has two lanes in each direction with a center turn lane. The shoulders are 2 feet wide in most places. No bike lanes are present. Sidewalks are present on both sides of the roadway. The only marked crosswalks to cross SR-9 are at signalized intersections.

**Segment D** has one lane in each direction with no median, with an occasional passing lane. The shoulders vary in width along this section, sometimes as narrow as 4 feet and sometimes as wide as 15 feet. The portion leaving La Verkin and going through Virgin has shoulders approximately 4 feet wide. The portion between Virgin and Grafton

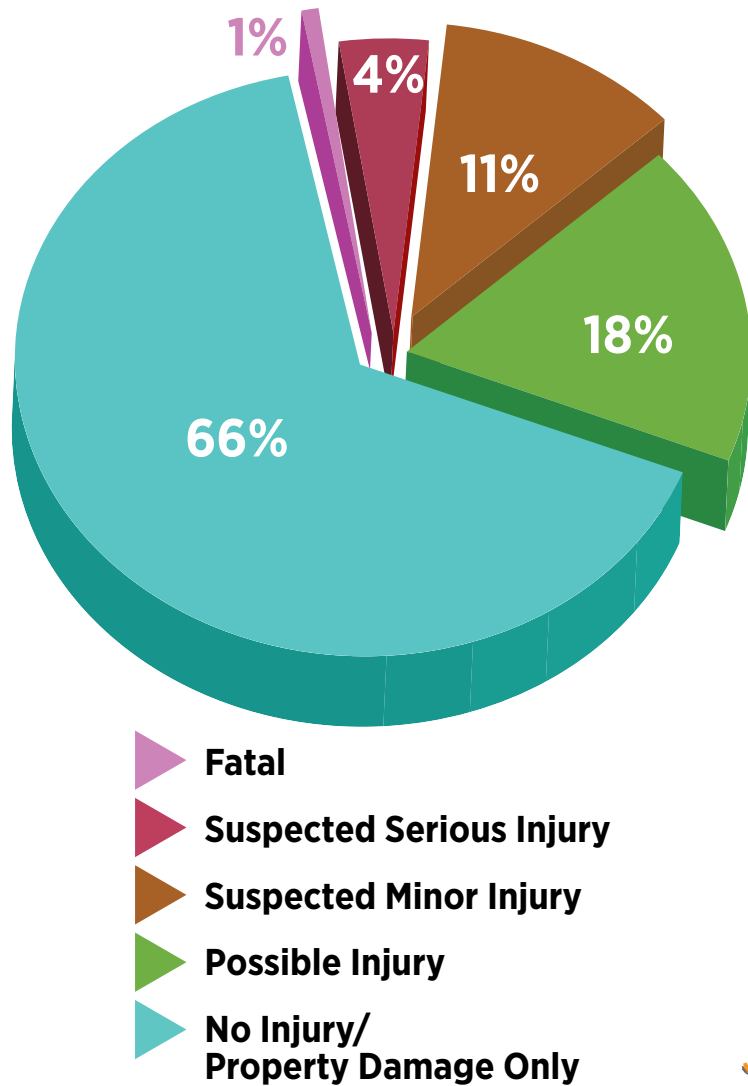
has the widest shoulders, ranging from 8 to 15 feet. Through Grafton and Rockville, the shoulders are approximately 8 feet wide. Leaving Rockville and heading into Springdale, the shoulders are replaced with bike lanes. A multi-use trail (Zion Canyon Trail) parallels the highway on the south/east side for approximately one mile in the south part of Springdale. In some parts of Springdale, there are designated parking spots on the edge of the road, with the bike lane running between the parking space and the vehicular travel lanes. In the heart of Springdale, there are a variety of pedestrian-friendly elements, including sidewalks, marked crossings with signs or flags, benches, and street lighting.

**Segment E** is within Zion National Park. There is one lane in each direction with no median. There are no roadway shoulders, sidewalks, or bike lanes.

**Segment F** has one lane in each direction with no median. The shoulders are 2 feet or narrower in most places. No sidewalks or bike lanes are present.

## CRASH HISTORY

Over the six-year period of 2019-2024, there have been a total of 1,195 crashes, nine of which were fatal. As can be seen in **Figure 3**, two-thirds of crashes resulted in no injury.



**Figure 3. Crash Severity Distribution**

*Note: Crash data for 2024 is provisional. Finalized figures may vary slightly as additional records are processed and verified.*

The length of SR-9 was divided into 6 segments, labeled A through F on the map, based on number of lanes and median type. The most common crash characteristics vary by segment.

**Segment A** experienced a higher-than-average percentage of older drivers involved in crashes than is typical in Utah. This is likely due to the high percentage of retirees in the Hurricane (and St. George area in general) population. Segment A also experienced a larger percentage of rear-end crashes than is typical in Utah.

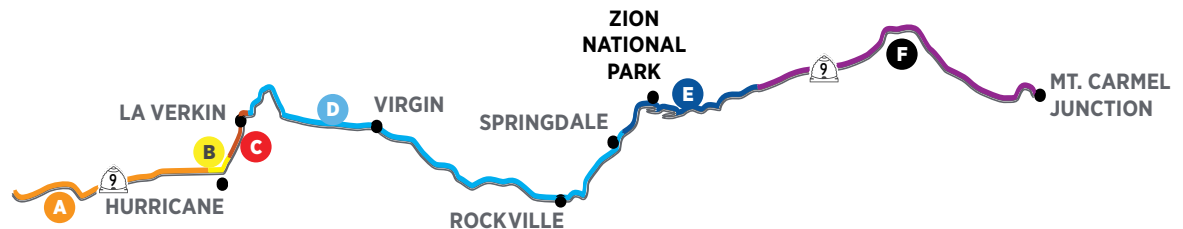
**Segment B** experienced a higher-than-average percentage of teenage drivers and older drivers in crashes. It also experienced a larger percentage of angle crashes than is typical in Utah.

**Segment C** experienced a higher-than-average percentage of teenage drivers involved in crashes. It also experienced a larger percentage of angle and head-on crashes than is typical in Utah.

**Segment D** experienced a larger percentage of rear-end crashes than is typical in Utah.

**Segment E** experienced only 10 crashes over the six-year period and thus cannot be compared to Utah averages. But the most common type of crash involved a single vehicle.

**Segment F** experienced a higher-than-average percentage of animal-related crashes. It also experienced a larger percentage of single vehicle crashes than is typical in Utah, likely due to the higher percentage of animal-related crashes (58% of which occurred during daylight hours).



## PLANNED PROJECTS

A planned project for State Route 9 (SR-9) from I-15 to State Route 7 (Southern Parkway) includes three interchanges and conversion to a freeway-style roadway, with completion planned by 2042. The same segment is planned to be widened to three lanes after 2042. These improvements will help ensure efficient traffic flow along the most developed section of the scenic byway, supporting both local and visitor travel, while the design will continue to provide easy access to essential visitor services, including lodging, dining, fuel, and recreational opportunities.

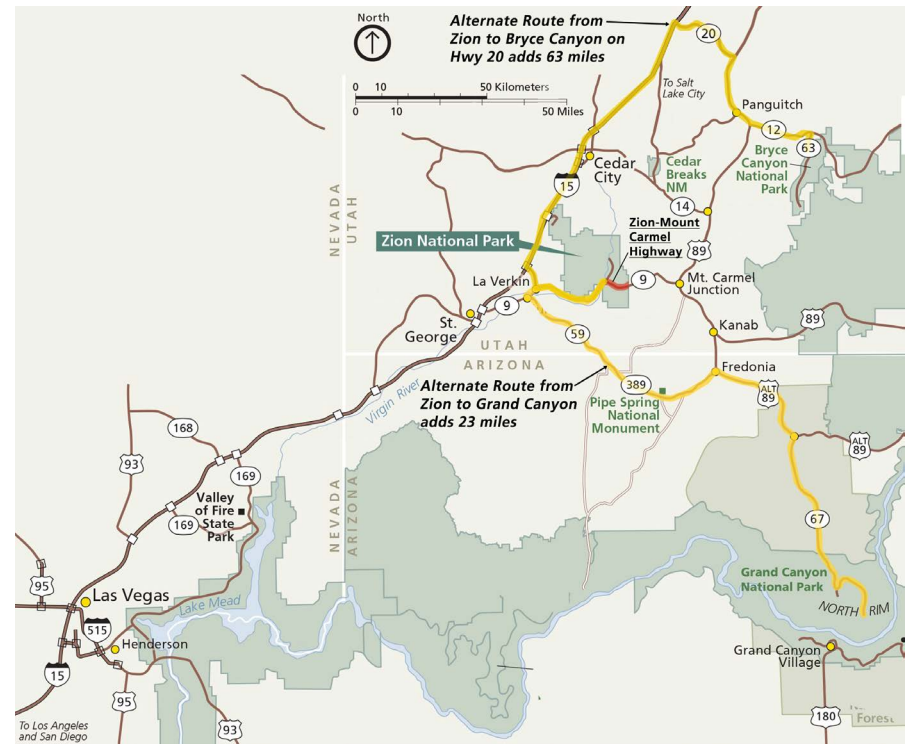
Additionally, road preservation (pavement maintenance that could include asphalt overlay, mill and fill, chip seal, or micro surfacing) is planned on SR-9 from I-15 to MP 9 and from La Verkin to Zion National Park. These are anticipated to be performed in 2025, 2026, or 2027. There are also plans within the same timeframe to install a Variable Message Sign (VMS) on SR-9 in La Verkin, as well as fiber optics installment in Zion Canyon, and bridge fencing over the Virgin River.

## VEHICLE RESTRICTIONS

Beginning in 2026, large vehicles (vehicles that exceed 11'4" tall, 7'10" wide, 35'9" long, or 50,000 pounds) will no longer be permitted on the byway within Zion National Park due to the tight turns, steep grades, tunnels, and bridges present on the roadway. The portions of SR-9 outside of the park boundary are not included in this restriction.

Visitors traveling in oversized vehicles will still be able to enjoy all that Zion National Park and the Zion Scenic Byway have to offer. While they'll need to use alternate routes to bypass the Zion-Mt. Carmel Highway, they can take advantage of the park's free shuttle system, which provides convenient access to many

of Zion's most popular sites, including scenic viewpoints and major trailheads. The shuttle operates seasonally and is designed to reduce congestion while enhancing the visitor experience. As a result, this policy change is not expected to negatively impact the overall quality of a visit to the park. In fact, it supports a safer and more enjoyable experience for all.



*An alternate route map is provided by Zion National Park to assist drivers of oversize vehicles in navigating planned restrictions.*

## TRANSIT SOLUTIONS SUPPORTING SAFETY, COMMERCE AND EFFICIENCY

### St. George to Springdale Shuttle

In 2024, the City of St. George and regional partners launched the Zion Route, a 42-mile public transit line operated by SunTran. The route connects St. George to Zion National Park, with stops in key communities along the Zion Scenic Byway corridor including Hurricane, La Verkin, Virgin, and Springdale. Service operates daily from 5:40 a.m. to 10:30 p.m., providing a reliable, affordable transportation option for workers, residents, and visitors.

The new transit route supports commercial activity by offering employees a low-cost and dependable way to commute to jobs in and around Zion National Park. By reducing the number of personal vehicles on SR-9, the bus service also eases congestion, improves safety, and preserves parking availability for customers.

Fares are five dollars per one-way trip, with unlimited monthly passes

available for \$100, making the service a cost-effective alternative to driving. This investment in transit infrastructure strengthens the regional economy, enhances visitor mobility, and contributes to long-term corridor management goals.



*SunTran route and designated stops along the Zion Scenic Byway.*

## **Zion Corridor Trail**

The Zion Corridor Trail is a paved multi-use path currently in development that will connect La Verkin to Springdale. Primarily following the SR-9 right-of-way, with some alignment variations where feasible, the trail is designed to enhance active transportation options throughout the Zion Corridor. It is currently undergoing design and environmental analysis, with phased construction beginning in 2026 and full completion anticipated by 2029.

The Zion Corridor Trail will support a range of goals, including reducing traffic congestion, improving safety along SR-9, providing an alternative means of access to Zion National Park, linking existing trail systems as part of a future regional network, and expanding sustainable travel and recreation opportunities for both residents and visitors.

## **Sheep Bridge Road Paving and Improvement**

Sheep Bridge Road serves as a vital connector between the Zion Scenic Byway (SR-9) and SR-59, facilitating access to the Hurricane Cliffs Recreation Area and numerous dispersed camping sites managed by the Bureau of Land Management (BLM). The paving and improvement are crucial for supporting local businesses, tourism, and outdoor recreation economies. By upgrading the road surface, the project aims to improve accessibility for commercial vehicles, service providers, and visitors, bolstering economic activity in the region.

The upgraded road will offer better access to recreational areas, including the 48 designated campsites along Sheep Bridge Road. The paving project is an example of a comprehensive approach to infrastructure development that supports commercial activity, enhances safety and efficiency, and provides convenient facilities for users.

## **ONGOING TRANSPORTATION PLANNING**

The SR-9 corridor is experiencing significant growth due to increasing tourism, residential development, and economic activity. To address the resulting challenges related to safety, congestion, and infrastructure demands, several transportation planning initiatives have been undertaken. These efforts aim to enhance the efficiency and safety of the corridor while supporting economic development and accommodating the needs of both residents and visitors.

Key planning projects include the 2025 Encouraging Car-Free Travel to Springdale Project, which promotes alternative transportation options to reduce vehicular traffic near Zion National Park. The 2023 SR-9 Virgin Solutions Development Study and the 2023 SR-9/SR-17 La Verkin Planning Study focus on identifying improvements to traffic flow and safety in rapidly developing areas. Additionally, the 2021 SR-9 and US-89 Solutions Development Study and the 2023 SR-9 and US-89 Kane County Active Transportation Plan aim to integrate multimodal transportation options, such as pedestrian and bicycle pathways, to enhance connectivity and promote sustainable travel modes.

Collectively, these initiatives demonstrate a comprehensive approach to managing the SR-9 corridor's growth. By prioritizing safety, reducing congestion, and supporting economic and tourism development, these planning efforts contribute to a more efficient and user-friendly transportation network that aligns with the region's evolving needs.

## **OUTDOOR ADVERTISING**

In accordance with 23 U.S.C. 131(c), which restricts outdoor advertising on designated scenic byways, there can be no new billboards erected on the Zion Scenic Byway (SR-9). Since its designation in 1990 as a Utah Scenic Byway, the Utah Department of Transportation has enforced this mandate. Additionally, each city/town along the byway has adopted sign ordinances that control signage within their boundaries. Washington County also has a zoning ordinance in place that addresses appropriate sign controls in the unincorporated areas along the Zion Scenic Byway.

## HIGHWAY SIGNAGE

Signage along the byway follows the Manual Uniform Traffic Control Devices (MUTCD) standards. Signs within the MUTCD include warning signs (e.g. rock fall zones, winding road, road narrows, bicycles on road, open range, curve advisory speeds), and guide/directional signs (e.g., direction signs, highway route numbers, mileposts, miles-to-destination signs, byway logo signs).

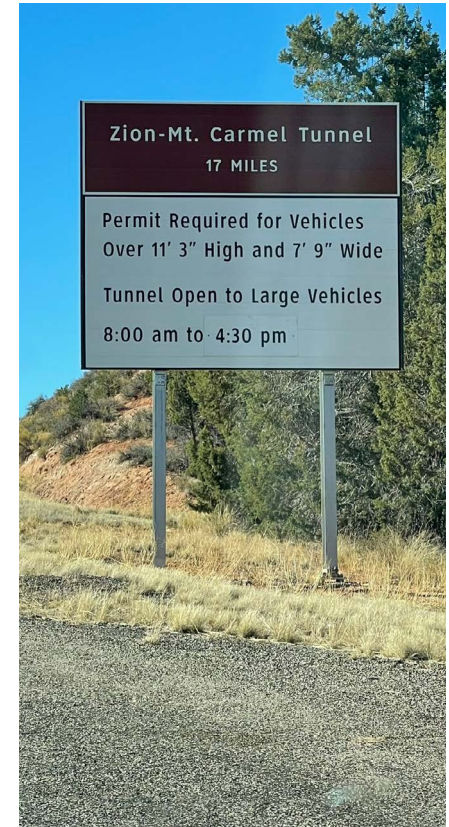
**Destination signs** include attractions (e.g., Zion National Park, O.C. Tanner Amphitheatre, Kolob Reservoir, etc.).

**Information signs** include facilities and services signs (e.g., camping, phone, gas, food, and lodging) and recreational and cultural site signs.

**Commercial signs** consist of on-site and off-site signs. On-site commercial signs are found within each community along the byway corridor and are regulated by each respective jurisdiction. Approximately 21 off-site signs (billboards) are found along the byway corridor. The billboards range in size from relatively small to standard full-size; however, the majority of these are standard full-size billboards.

## UTAH SCENIC BYWAY SIGNAGE POLICY SUMMARY (UDOT 06C-38)

The Utah Department of Transportation (UDOT) policy governs the placement of signs for National Scenic Byways, All-American Roads, State Scenic Byways, and State Scenic Backways. All signage must comply with the Utah Manual on Uniform Traffic Control Devices (MUTCD) and is considered secondary to other road signage. Requests must be submitted by the local byway committee or coordinator and are subject to review for feasibility and policy compliance. Sign and post installation costs are the responsibility of the requestor unless included in a planned construction project. UDOT maintains signage on state highways but not on non-state routes.



# Chapter 5: Stewardship

## CORRIDOR MANAGEMENT PLAN IMPLEMENTATION

The key to the successful implementation of a corridor management plan is a strong and diverse collaboration of organizations committed to accomplishing the plan’s goals. For the Zion Scenic Byway, many of the recommended projects and strategies, such as marketing, interpretation, and resource protection, are closely aligned with the existing missions and priorities of agencies and organizations already active in the corridor. This alignment not only supports efficient implementation but also reinforces ongoing efforts, making the CMP a natural extension of the work already underway.

### About the Zion Regional Collaborative

The Zion Regional Collaborative (ZRC) was established to support long-term planning in the Zion Region while protecting and enhancing its many assets, including community character, economic vitality, visitor experience, environmental health, recreational access, and the region’s historical, cultural, and archaeological resources. The ZRC brings together a broad coalition of stakeholders to collaboratively address regional challenges and opportunities. Participating entities include Zion National Park, the Bureau of Land Management, the Towns of Virgin, Rockville, and Springdale, the Cities of Hurricane and La Verkin, Iron, Kane, and Washington Counties, Trust Lands Administration, the Utah Office of Tourism, the Utah Division of Outdoor Recreation, the Zion National Park Forever Project, and others.

The ZRC’s Scenic Byway Committee will lead the implementation of the updated corridor management plan. This committee will coordinate efforts among local, state, and federal partners to carry out projects and strategies that reflect the plan’s goals. Because many CMP priorities, such as scenic resource protection, visitor experience, and responsible tourism, are already aligned with the missions of participating agencies and organizations, the committee is well-positioned to foster collaboration, build on existing initiatives, and advance the shared vision for the Zion Scenic Byway.



*Credit: Susan McPartland*

*Members of the Zion Regional Collaborative’s Scenic Byway Committee helped plan and participated in public meetings for the Corridor Management Plan update.*

### Agencies, organizations, and entities represented on the ZRC Scenic Byway Committee include:

- » Five County Association of Governments
- » Hurricane City
- » Kane County
- » La Verkin City
- » Town of Rockville
- » Town of Springdale
- » Town of Virgin
- » Utah Department of Transportation
- » Washington County
- » Zion Forever Project
- » Zion National Park

To support effective coordination and sustained progress, the committee will adopt several procedural updates specific to the implementation of this CMP:

The committee will meet on a quarterly basis and establish a working structure aligned with the CMP's five core areas: Intrinsic Qualities/Resource Protection, Visitor Experience, Interpretation, Marketing, and Stewardship. This structure will allow for focused discussions, clear accountability, and meaningful partner engagement across the range of recommended strategies and actions.

The committee will develop an annual work plan that assigns lead and supporting responsibilities for specific actions in the CMP. This work plan will serve as a roadmap for near-term implementation, ensuring that projects are prioritized, resources are leveraged, and progress is tracked. Each year, the committee will review accomplishments, identify emerging needs, and compile an annual report that documents progress and outlines goals for the coming year.

In addition to those outlined in the Action Plan in Chapter 6, the Scenic Byway Committee will also be responsible for developing more detailed objectives and additional strategies that respond to new opportunities, changing conditions, and stakeholder input. This ongoing planning will ensure that the Action Plan remains responsive, collaborative, and effective in achieving the CMP's long-term vision.

### Implementation Priorities

The following priorities will guide implementation of the Zion Scenic Byway Corridor Management Plan Update. While not ranked in order of importance, they reflect key areas of focus for coordinated action:

- 1. Foster a cohesive, corridor-wide visitor experience** that connects communities and sites along the byway.
- 2. Provide accurate, centralized, and comprehensive trip-planning information** to help visitors navigate the corridor with ease and make informed choices that align with their preferences.
- 3. Safeguard the corridor's intrinsic qualities** through thoughtful management and preservation strategies.
- 4. Support the economic vitality of byway communities** by advancing initiatives that align tourism management with local goals.
- 5. Maintain an up-to-date list of shovel-ready projects** to ensure the corridor is prepared to respond quickly to funding opportunities, partnerships, and other time-sensitive investments.

*Credit: Wanda Maloney*

## STAKEHOLDER ENGAGEMENT

### Community Participation Plan

The Zion Regional Collaborative (ZRC) Scenic Byway Committee will take the lead in developing and implementing a Community Participation Plan (CPP) to ensure consistent and meaningful engagement with stakeholders throughout the byway corridor. The CPP is a key strategy for building awareness, fostering collaboration, and aligning byway initiatives with community interests and priorities.

The first step in the process is to identify a broad base of stakeholders, including residents, business owners, elected officials, local government agencies, tourism organizations, nonprofits, and civic groups. The committee will then define appropriate communication methods for each stakeholder group, ensuring outreach is tailored and accessible. These methods may include email updates, presentations at local meetings, participation in community events and festivals, social media outreach, and scheduled briefings with key partners. For example, an annual presentation to local garden clubs or homeowners' associations could serve as a touchpoint to share updates and invite collaboration.

Implementing a strong Community Participation Plan offers several important benefits. It increases public awareness of the byway designation and fosters a sense of shared ownership among corridor communities. It also helps identify individuals and groups who support the byway's mission and may be interested in partnering on projects or volunteering in support roles.

Importantly, the CPP provides a structure for listening as well as informing. Through regular engagement, the Scenic Byway Committee can better understand local needs, adapt to emerging priorities, and build partnerships that enhance the relevance and success of byway initiatives. In contrast, efforts undertaken in isolation risk overlooking community priorities and may struggle to gain traction. By embedding community participation into the byway's ongoing work, the ZRC Scenic Byway Committee can ensure the corridor management plan remains grounded in local values and supported by a strong network of stakeholders.



### Community Participation Planning Tools

To support effective implementation of the Community Participation Plan, the Scenic Byway Committee may use simple planning and tracking tools like the sample tables shown below. These templates are designed to help organize outreach efforts, assign responsibilities, and monitor engagement activities over time.

The Festivals and Events table provides a framework for identifying key community events where the presence of byway representatives would be valuable through an information booth or special presentation. The sample helps track event dates, locations, intended audiences, participation goals, and follow-up needs.

The Speaking Engagements and Presentations table serves as a log for identifying groups and venues that may be receptive to learning about the byway, such as local civic organizations, neighborhood associations, or business networks. It includes fields for the target audience, topic, date, presenter, and outcomes.

These tools are flexible and can be adapted or expanded as needed to fit the goals, capacity, and partnerships of the byway committee. Used consistently, they provide structure and accountability for stakeholder engagement, help document progress, and ensure that the byway remains visible and connected within the corridor's communities.



Credit: Patricia Wise

|   | Group Organization         | Organization Contact Person | Meeting Date(s)/Time                     | Byway Committee Contact | Date Byway Speaker Scheduled to Attend | Follow-up Type | Follow-up Complete | Number of New Contacts (estimate) |
|---|----------------------------|-----------------------------|--|-------------------------|--|----------------|--------------------|-----------------------------------|
| 1 | County Chamber of Commerce | Carol                       | First Wed of the month/9:00 a.m.         | Bob                     | 5-May-25                               | Sign-up sheet  |                    |                                   |
| 2 | Historical Society         | Susan                       | Quarterly (Jan, Apr, Jul, Oct)/7:00 p.m. | Barbara                 | 21-Jul-25                              | Sign-up sheet  |                    |                                   |
| 3 |                            |                             |  |                         |  |                |                    |                                   |
| 4 |                            |                             |  |                         |  |                |                    |                                   |
| 5 |                            |                             |  |                         |  |                |                    |                                   |

|   | Festival/Event | Event Contact Person | Date            | Location  | Contact Phone | Contact Email     | Byway Rep Attending | Follow-up type               | Follow-up Complete | Number of New Contacts (est.) |
|---|----------------|----------------------|-----------------|-----------|---------------|-------------------|---------------------|------------------------------|--------------------|-------------------------------|
| 1 | Pioneer Days   | Jody                 | Jun 25-31, 2025 | Hurricane | 866-123-4567  | Janedoe@gmail.com | Don, James, Megan   | Sign-up sheet, business card | 18-Feb-25          | 25                            |
| 2 |                |                      |                 |           |               |                   |                     |                              |                    |                               |
| 3 |                |                      |                 |           |               |                   |                     |                              |                    |                               |
| 4 |                |                      |                 |           |               |                   |                     |                              |                    |                               |
| 5 |                |                      |                 |           |               |                   |                     |                              |                    |                               |

*Samples of the planning tools designed to help the Scenic Byway Committee organize outreach efforts, track events and presentations, and strengthen community engagement throughout the corridor.*

## Leveraging Community Support

The success of the Zion Scenic Byway Corridor Management Plan depends not only on agency leadership and funding but also on active community involvement. One key strategy is to build relationships with local organizations whose members may be interested in contributing volunteer hours, expertise, or other support to byway-related projects and activities. These contributions may range from assisting with clean-up events and planting days to helping with interpretive programs, distributing visitor information, or participating in community planning initiatives.

The Scenic Byway Committee will reach out to a variety of civic, recreational, educational, and service-oriented organizations within the corridor to explore opportunities for engagement and collaboration. Examples of potential partners include:

### Youth and Civic Groups:

- » 4-H Clubs (Washington and Kane Counties)
- » Boy Scouts of America – local troops and councils
- » Girl Scouts of Utah – Southern Utah Service Units
- » FFA (Future Farmers of America) chapters at local high schools
- » National Honor Society chapters

### Recreation and Outdoor Clubs:

- » Zion Area Hiking Clubs
- » Mountain biking groups
- » Local trail stewardship groups
- » Equestrian clubs
- » Rock climbing or bouldering groups

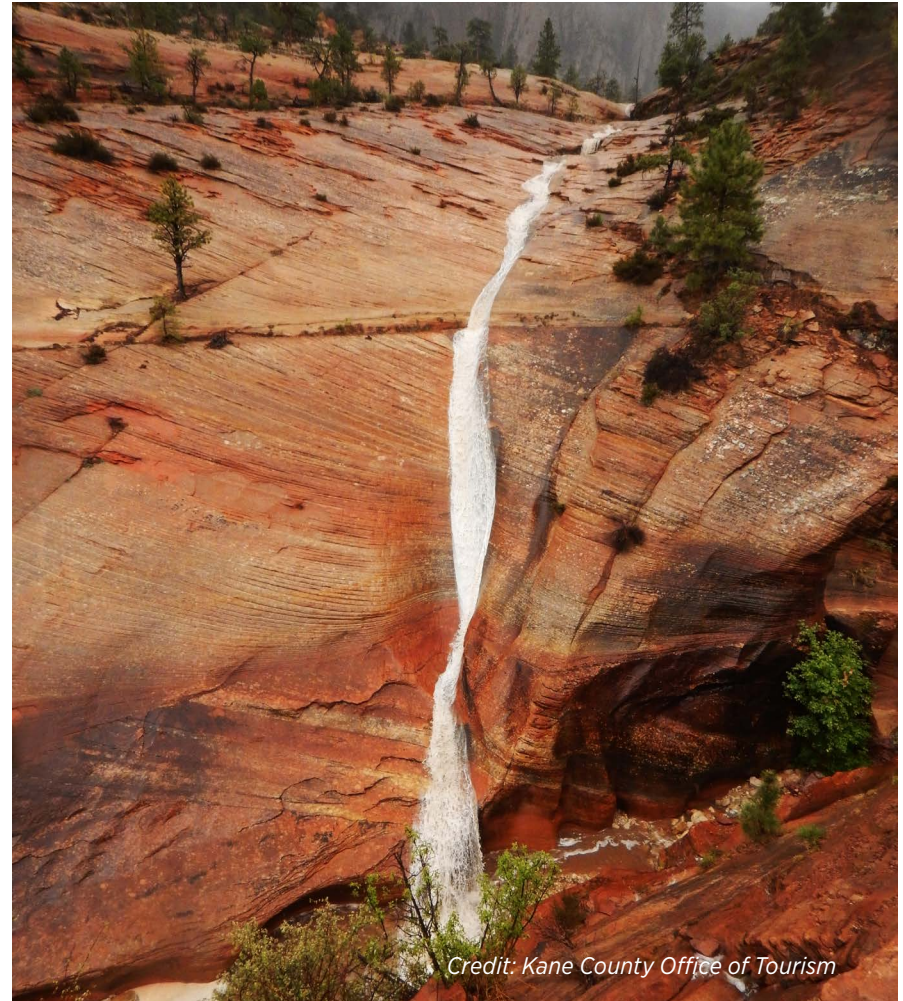
### Community and Civic Organizations:

- » Garden Clubs
- » Rotary Clubs
- » Historical societies and heritage groups
- » Lions Clubs
- » Local Chambers of Commerce

### Educational and Environmental Organizations:

- » Local school district environmental science or history programs
- » Utah State University Extension Offices
- » Local conservation nonprofits or “friends of” groups
- » Local chapters of national groups

Engaging with these organizations helps build grassroots support, strengthens local ownership of the byway, and fosters partnerships that can enhance both volunteer capacity and community visibility. As part of its Community Participation Plan, the Scenic Byway Committee will maintain and regularly update a database of potential volunteer partners and identify specific ways each group might contribute to the byway’s goals.



*Credit: Kane County Office of Tourism*

# Chapter 6: Action Plan

## 1.0 INTRINSIC QUALITIES

**Goal 1.1:** Protect the resources that contribute to the byway's intrinsic qualities for present and future generations.

- 1.1.1 Advocate for the protection of the byway's intrinsic qualities.
- 1.1.2 Support the efforts of organizations advocating for the protection of the byway's intrinsic qualities.

**Goal 1.2:** (S) Enhance the visual quality of the roadway corridor.

- 1.2.1 Support the protection of scenic viewsheds through local land use ordinances and agency land-use plans.
- 1.2.2 Encourage conservation easements and land stewardship practices that protect scenic resources.
- 1.2.3 Explore roadway materials, design treatments, and corridor enhancements that support and complement the visual character of the byway.
- 1.2.4 Support local agencies and communities in adopting sign ordinances that preserve scenic views and reduce visual clutter.
- 1.2.5 Enhance gateway features, scenic pullouts, and interpretive sites with design that supports scenic character.

**Goal 1.3:** (R) Promote the thoughtful management of recreational activities to ensure they align with the character, capacity, and conservation goals of the corridor.

- 1.3.1 Support regional recreation planning and implementation.
- 1.3.2 Strengthen appropriately scaled commercial recreation that complements the byway experience and supports local communities.

**Goal 1.4** (N) Support communities in adopting strategies that protect natural resources and sustain the integrity of the byway corridor.

- 1.4.1 Support community efforts to adopt ordinances or voluntary measures that protect water quality, vegetation, and wildlife corridors.

**Goal 1.5** (C) Promote awareness of cultural events, venues, and sites.

**Goal 1.6** (C) Encourage the promotion and preservation of heritage activities that highlight local traditions, handiwork, arts, and crafts.

**Goal 1.7** (H) Highlight, protect, and preserve existing historic resources.

**Goal 1.8** (H) Develop sites and interpretive materials that highlight historic resources along the corridor.

**Goal 1.9** (A) Advocate for the protection of archeological sites that are open and accessible to the public.

## 2.0 VISITOR EXPERIENCE

**Goal 2.1:** Identify and prioritize projects that enhance the quality of the visitor experience by accommodating traveler needs and interests to create a rewarding experience that travelers want to repeat and share.

- 2.1.1** Develop a primary, user-friendly byway website that serves as the central hub for trip planning, showcasing attractions, itineraries, travel tips, and stewardship messages.
- 2.1.2** Create and distribute a suite of consistent, high-quality visitor information materials, including maps, brochures, and guides, that highlight the byway's intrinsic qualities and travel experiences.
- 2.1.3** Coordinate with partner organizations to resolve mapping discrepancies and ensure that geographic information, route descriptions, and byway designations are accurate and consistent across platforms.
- 2.1.4** Develop comprehensive trip-planning tools and resources tailored to different traveler types and personas (e.g., families, outdoor enthusiasts, cultural tourists) to support diverse interests and encourage longer stays.
- 2.1.5** Prioritize visitor information projects based on traveler input, gaps in current resources, and opportunities to improve orientation, safety, and engagement.
- 2.1.6** Provide clear, accessible information to help visitors be respectful travelers, including guidance on protecting natural and cultural resources, practicing Leave No Trace principles, supporting local businesses, and engaging with communities in ways that honor local customs and values.
- 2.1.7** Create a collaborative approach with partner organizations to enhance the visitor experience by coordinating services, amenities, and programs, ensuring consistency and reducing gaps or overlaps across the byway corridor.

**Goal 2.2:** Encourage, support, and advocate for the ongoing enhancement and maintenance of infrastructure critical to the visitor experience.

- 2.2.1** Assess corridor signage to identify gaps, inconsistencies, or improvements needed to help visitors safely navigate the byway, locate key experiences and amenities, and support an overall high-quality travel experience.
- 2.2.2** Advocate for additional scenic pullouts and improve amenities to support comfort, accessibility, and resource protection.
- 2.2.3** Identify and prioritize shovel-ready projects and/or enhancements that can be integrated into scheduled infrastructure improvements.

**Goal 2.3:** Collect and distribute up-to-date information about visitor services and attractions along the byway and in gateway communities.

**Goal 2.4:** Advocate for upgrades and maintenance of roads and facilities to improve public safety and provide accessibility for visitors year-round.

## 3.0 INTERPRETATION

**Goal 3.1:** Develop, produce, and update interpretive materials that help travelers come to know and appreciate the byway story and support efforts of byway partners and stakeholders to do the same.

**3.1.1** Review primary interpretive theme from the 2015 plan and update interpretive subthemes to reflect current scholarship, diverse perspectives, and community stories.

**3.1.2** Develop interpretive content in multiple formats and languages to reach diverse audiences.

**3.1.3** Establish a collaborative framework with partner organizations to coordinate existing interpretive resources and plans, ensuring efficiency and minimizing duplication of efforts.

**Goal 3.2:** Identify barriers to successful implementation of interpretive planning and strategies to overcome them.

**3.2.1** Evaluate capacity gaps among partner organizations and develop targeted support resources.

Credit: Darlene Pope

# Sheep Bridge Nature Preserve

## A Flowing Oasis in Utah's Red Rock Country

Preserve protects a pristine Virgin River, one of the threatened rivers in the American Southwest.

**Water Treasure**

and partners at the Nature Preserve to ensure that it is rapidly recovering from development, as the age increase, we are the river for wildlife to enjoy.

so works with the health of the entire region, including agricultural and recreational water flows for

### Sheep Bridge Hiking Trail

**Preserve Etiquette**

The Nature Conservancy wants you to have a safe and enjoyable visit. Please adhere to the guidelines below.

- HIKERS WELCOME
- STAY ON TRAIL
- NO DOGS
- NO MOTOR VEHICLES
- NO RIDER ACCESS FROM THIS POINT
- DO NOT TOUCH

- Obey all posted signs.
- Park only in the designated parking spaces.
- For your safety and the protection of the fragile wildlife habitat, always stay on the designated trails.
- Do not attempt to touch or remove cacti or any other plants.
- Cyclists must begin their rides at the Bureau of Land Management Sheep Bridge trailhead, about 2 1/2 miles south on Sheep Bridge Road.
- Please pack out your trash.

THE PRESERVE IS OPEN 7 AM-8 PM, OR SUNRISE TO SUNSET.

### Join The Nature Conservancy

The Nature Conservancy is a leading conservation organization working in Utah and around the world to protect the land and water on which all life depends. Since 1984, we have protected more than 1 million acres of public and private land in Utah. We save habitat for our state's most vulnerable species—and for people too.

Volunteer email [utah@tnc.org](mailto:utah@tnc.org)  
 Donate visit [nature.org/donate](http://nature.org/donate)  
 Contact us call 801-531-0999

[facebook.com/natureconservancyutah](https://www.facebook.com/natureconservancyutah)  
[instagram.com/nature\\_utah](https://www.instagram.com/nature_utah)

*If there is magic on this planet, it is contained in water.*

— Loren Eiseley

## 4.0 MARKETING

**Goal 4.1:** Balance protection and conservation of intrinsic qualities with tourism management and economic opportunity, in collaboration with community stakeholders and visitors.

- 4.1.1 Develop a hospitality training program for front-line employees to provide visitor information and increase appreciation of the byway's intrinsic qualities.
- 4.1.2 Lead or support programs that encourage responsible travel like Leave No Trace.
- 4.1.3 Support development and implementation of Sustainable Destination Stewardship Plans.
- 4.1.4 Promote off-season travel and encourage visitation to lesser-known sites and communities with capacity, to reduce congestion and spread economic benefits.
- 4.1.5 Collaborate with stakeholders and partners to identify resources with available capacity.
- 4.1.6 Collaborate with stakeholders and partners to expand the capacity of key resources and sites where appropriate.
- 4.1.7 Develop a coordinated marketing approach with partner organizations to align messaging, leverage shared resources, and increase the overall reach and impact of promotional efforts.

**Goal 4.2:** Develop a recognizable and trusted byway brand that delivers reliable, comprehensive information with consistent content and design.

- 4.2.1 Revise the official byway logo and develop promotional branding.
- 4.2.2 Create a comprehensive brand guide that includes logo usage, color palette, typography, messaging tone, photography style, and sample layouts to ensure consistency across all materials.
- 4.2.3 Develop a byway tagline or messaging theme that captures the essence of the Zion Scenic Byway experience and resonates with target traveler segments.
- 4.2.4 Apply the updated brand identity across digital platforms, including the official byway webpage, social media, downloadable guides, and partner websites.
- 4.2.5 Design branded templates for use by local businesses, tourism offices, and community organizations (e.g., social media posts, brochures, event flyers).

4.2.6 Install branded gateway and wayfinding signage along the byway to reinforce identity and improve traveler confidence and navigation.

4.2.7 Integrate the brand into interpretive materials and visitor experiences to foster a cohesive story that connects people to place.

**Goal 4.3:** Understand Zion Scenic Byway traveler interests, preferences, motivations, and behaviors to inform targeted marketing strategies, enhance visitor experiences, and support community-based tourism development.

- 4.3.1 Conduct visitor surveys, interviews, or intercept studies along the byway.
- 4.3.2 Analyze social media engagement, travel reviews, and digital traffic data.
- 4.3.3 Collaborate with tourism offices, parks, and local businesses to share insights and align efforts.
- 4.3.4 Use traveler data to refine messaging, content, and product development for key segments.

**Goal 4.4:** Provide opportunities for visitors to share their experiences (promotes word-of-mouth recommendations).

- 4.4.1 Encourage byway partners and businesses to feature byway posts (original or shares of traveler posts) on their social media accounts to provide travelers additional opportunities to share their byway experiences.
- 4.4.2 Develop and promote a dedicated byway hashtag to encourage consistent branding and traveler engagement across social media platforms.
- 4.4.3 Create visually appealing, branded photo spots or interpretive signs at key viewpoints or community locations to inspire user-generated content.
- 4.4.4 Collaborate with local influencers, photographers, and content creators to showcase authentic byway experiences and amplify traveler stories.

## 5.0 STEWARDSHIP

**Goal 5.1:** Develop and implement plans that help preserve the intrinsic qualities of the byway and continue to enhance the quality of the visitor experience.

- 5.1.1** Identify a structure for the Zion Scenic Byway Committee that best supports collaborative, efficient, and effective implementation of adopted byway plans.
- 5.1.2** Collaborate with agency partners and local stakeholders to ensure the byway is incorporated into relevant transportation studies and planning efforts.
- 5.1.3** Update the Zion Scenic Byway Interpretive Plan (2015) to include the Hurricane and Kane County segments of the byway.
- 5.1.4** Routinely assess the need for new or updated plans to address emerging issues, changing conditions, or opportunities that support the byway's long-term preservation and visitor experience.

**Goal 5.2:** Empower byway partners and stakeholders to serve as ambassadors who promote, protect, and enhance the byway for the benefit of corridor communities.

- 5.2.1** Strengthen connections between byway visibility and local economic, cultural, and conservation goals.
- 5.2.2** Encourage local businesses, organizations, and residents to actively share the byway's story and values.
- 5.2.3** Recognize and celebrate contributions of byway champions who support preservation, education, and sustainable tourism.

**Goal 5.3:** Develop and implement a community engagement plan.

## **CONTACT US**

The Zion Regional Collaborative (ZRC) welcomes your questions, comments, and ideas. If you would like more information about this Corridor Management Plan or are interested in getting involved, please contact us at [zioncollab@gmail.com](mailto:zioncollab@gmail.com) or visit [zioncollab.org](http://zioncollab.org).

