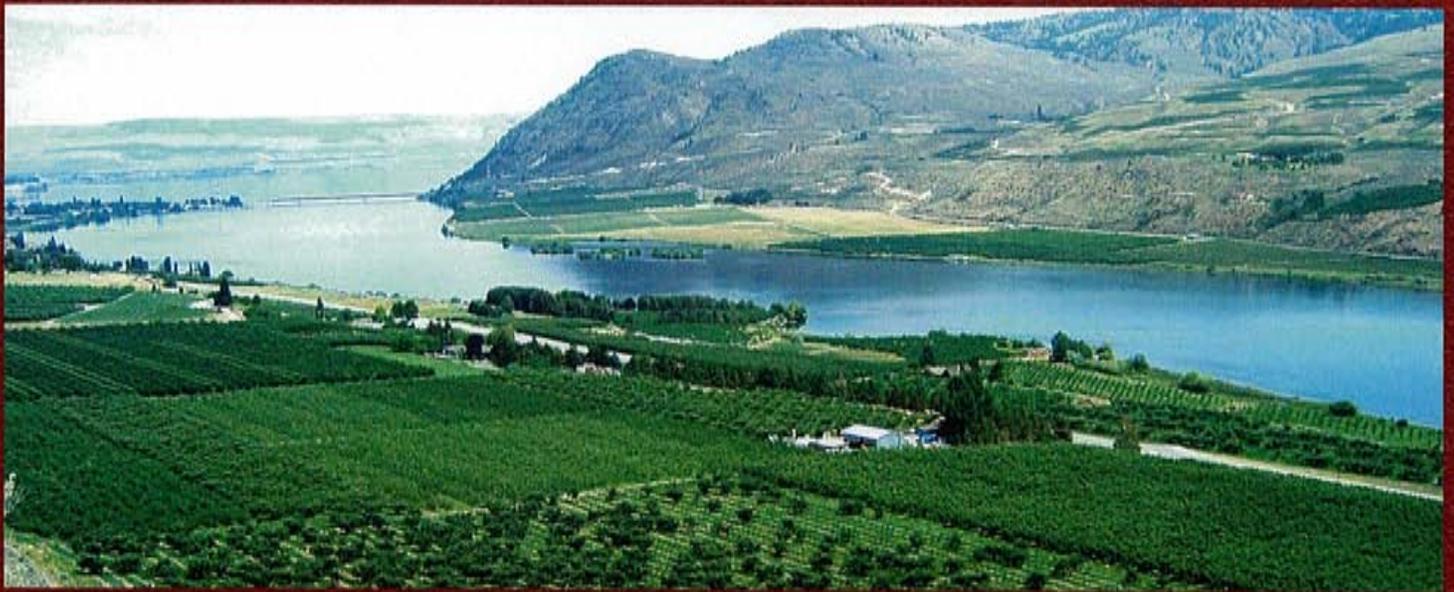
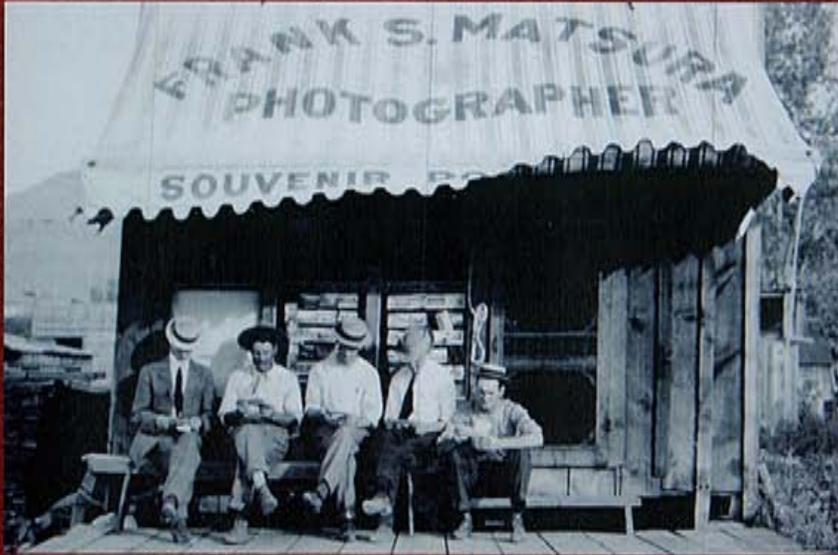
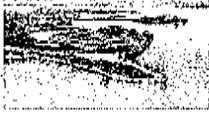


Okanogan Trails Corridor Management Plan



December 2005





ACKNOWLEDGEMENTS

We would like to thank the following individuals for all their hard work, time, energy, and dedication in developing the corridor management plan for the Okanogan Trails Scenic Byway:

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Very special thanks to the byway coordinator and committee chair:

Chris Branch Planning Director, Tonasket and Oroville

Thanks also goes out to the many community representatives who participated in the public workshops and provided information for the plan.

Consultant Team

Otak Inc.
Eden Valley Associates
Highlands Associates

Photographs and graphics in the corridor management plan have been provided by Otak, Inc. unless otherwise credited to another contributor.



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Overall Purpose

This corridor management plan (CMP) was developed for a portion of US 97, the state-designated scenic byway that extends from Pateros, Washington to the border between the United States and Canada, four miles north of Oroville, Washington. The CMP presents recommendations and strategies for enhancing visitors' experiences and tourism opportunities, while also preserving unique resources that contribute to the quality of life enjoyed by residents from the communities along the byway and throughout the surrounding region.

The CMP was developed based on a collaborative community approach. It is envisioned that this approach will continue as the plan enters the implementation stage. This plan was developed with a healthy respect for the cultural and historical heritage of all the communities and land holders along the byway, including the Confederated Tribes of the Colville Reservation and private property owners throughout the corridor. Development of the CMP was led by a community-based steering committee composed of citizens from the region, agency representatives, tribal members, and community leaders. The steering committee directed the development of this plan through a "grass-roots," community-driven process that included extensive public involvement.

Through public involvement and steering committee input, a formal name for the byway was adopted: "Okanogan Trails." Previous to this planning effort the corridor was informally known as the US 97 Scenic Byway. Refer to "What's In a Name" later in this section for the background and history of the byway naming process.

Refer to Figure 1.1 for the Okanogan Trails Scenic Byway and the surrounding region.

A Summary of the Byway

Following is a brief summary of the experiences the Okanogan Trails Scenic Byway offers travelers and visitors, as well as those who live and work in the region. More detailed descriptions of the unique qualities and rich history and culture of the byway can be found in other sections of this plan.

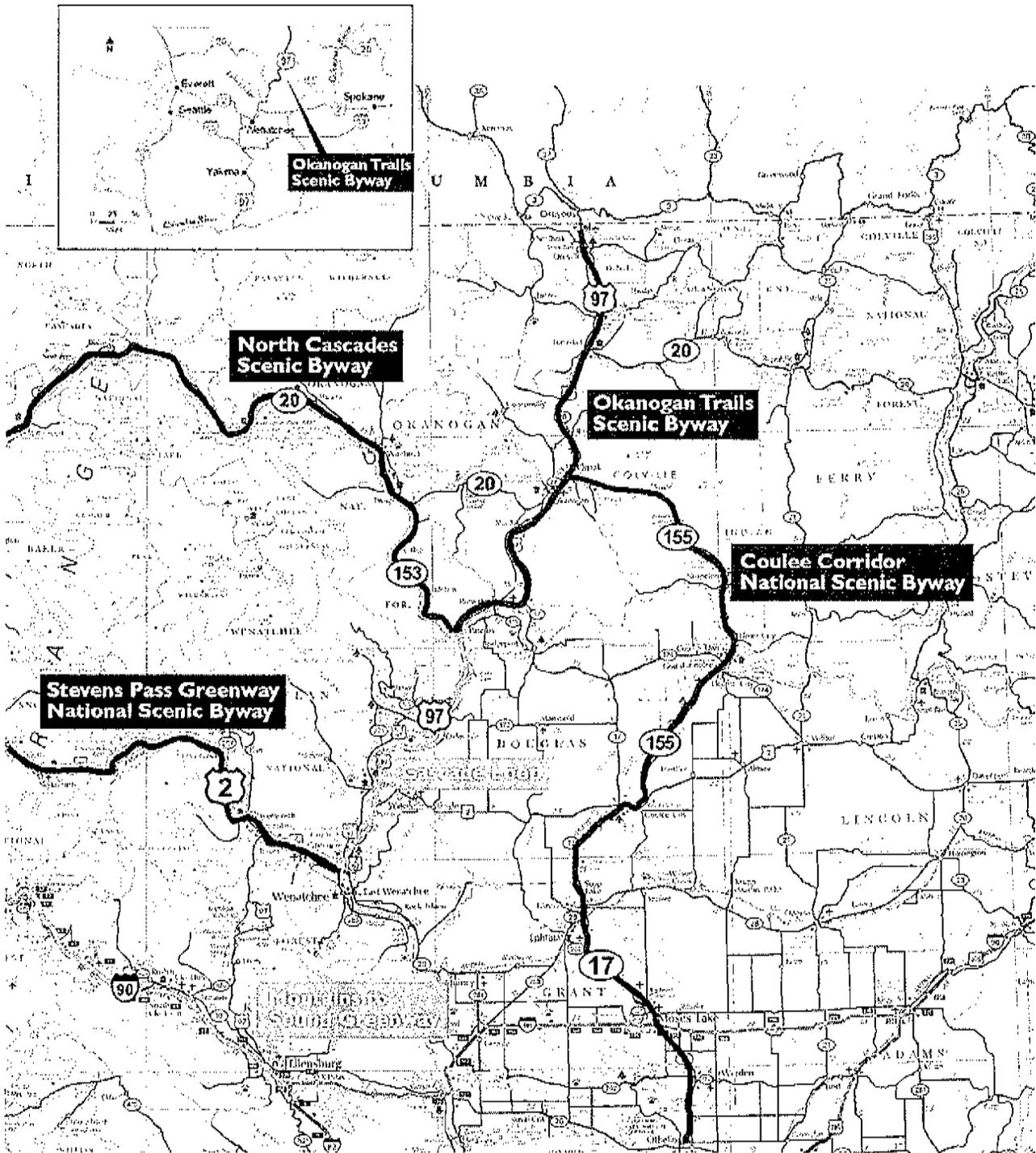
A drive along the Okanogan Trails Scenic Byway from south to north begins with impressive views at the confluence of the Methow and Columbia rivers. The unique and colorful town of Pateros greets byway travelers, providing glimpses of the scenic rivers and various public artworks throughout the community. Pateros is a gateway community that not only welcomes travelers to the Okanogan Trails Scenic Byway, but also to the Cascade Loop, via SR 153, which heads west into the Methow Valley.



The "Mountains that Lean" represent the natural and scenic beauty seen throughout the byway.

Courtesy of Mike McKee

Figure I.1 Regional Map



Upon departing Pateros, the Okanogan Trails Scenic Byway winds its way north through rural farmland. All the while, spectacular views of the Columbia River are prominent. As the byway enters Brewster, byway travelers can learn about Washington's apple industry and experience the true work of what goes into processing fruit once it leaves the farm.

North of Brewster, the byway comes to the confluence of the Columbia and Okanogan rivers where panoramic views and layers of history are present in the landscape. Upon crossing the Okanogan River, the byway enters the reservation of the Colville Confederated Tribes. The reservation lands offer impressive scenery along the Okanogan River valley that includes pine trees, sand dunes, rural farms and hillsides, and the uniquely Okanogan landforms rolling along before the traveler. Much of this land has remained the same over the past thousands of years, undeveloped and retained in a natural condition. Fort Okanogan State Park Interpretive Center, accessible from State Route (SR) 17, just east of the US 97 junction, is located on a bluff overlooking the Columbia River. The day use park offers interpretation and recreation opportunities for byway travelers, along with sweeping views of the confluence area.

From the confluence, the Okanogan Trails Scenic Byway follows the route of the Okanogan River, past the towns of Monse and Malott (located on the opposite side of the river from the byway). Monse was a historic trading post in the 1880s. Malott, named for its original settlers in the late 1880s, became known as a stopover place for travelers because the Malott's huge barn could hold 28 horses.



Brewster in 1911

Courtesy of Okanogan County Historical Society



Frank Matsura photographs are displayed throughout downtown Okanogan.

Traveling further north, the Okanogan Trails Scenic Byway enters the bustling cities of Okanogan and Omak, which collectively serve as a major commercial hub to the region. Travelers can choose alternative routes off the byway, following stretches of the old Highway 97. The stretch of the old highway that extends north through the main streets of Okanogan and Omak offers glimpses of the rich history and cultural diversity upon which these towns were founded. The region's moniker of "late frontier" reveals itself in the vernacular architecture of these cities, as well as the character and landscapes of the surrounding areas. Murals representing the historic works of Japanese photographer Frank Matsura, as well as other historic themes, can be found throughout the area. Travelers can access SR 20, which leads to the Methow Valley, from the old Highway 97. Along the way to Omak, at the north side of Okanogan, the Okanogan County Historical Museum provides a fascinating look at the Okanogan Country's past, along with many colorful stories.

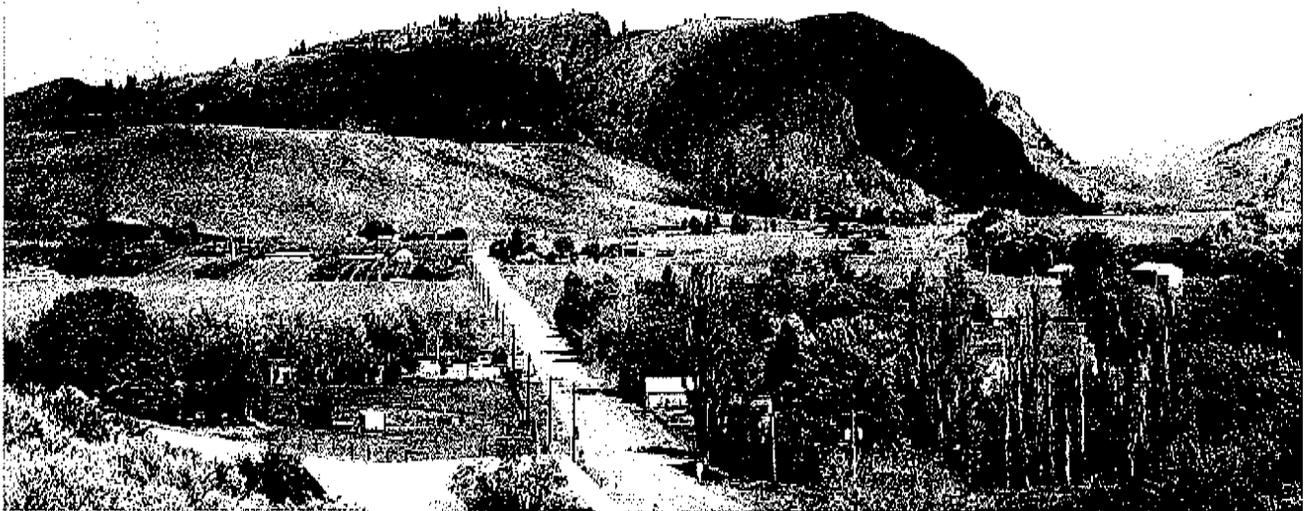
The City of Omak straddles the Okanogan River and adjoins with the east side in the reservation of the Colville Confederated Tribes. Omak offers travelers a variety of amenities, from restaurants and lodging, to stores, parks, fuel stations, repair shops, and other businesses. It is also the site of the famous "Omak Stampede and Suicide Race." Omak is a gateway community. Here, another scenic byway – the "Coulee Corridor" – connects to the Okanogan Trails Scenic Byway at the junction of SR 155.

1 Introduction

North of Omak, the byway offers an impressive variety of scenic, historic, cultural, and recreational experiences. Travelers can experience historic Riverside and the famous “Detros Western Store.” Various remnants of the Old West can be seen in this area. North of here, the byway becomes a portal to an extensive array of wilderness and recreational lands, as well as historic town sites and settlements from the mining era. Travelers can experience the picturesque towns of Tonasket and Ellisforde, where sweeping vistas of the Okanogan River with glaciated hillsides and mountains in the backdrop, as well as rural farmlands, apple orchards, and ranches dot the landscape. Roadside farm stands, diverse recreational adventures, and scenic loop opportunities abound in this section of the byway. Historic Oroville, the northernmost town of the byway and the gateway community for travelers from the north, serves as a threshold to the pristine scenic beauty and untouched landscapes of the Okanogan Highlands. While in Oroville, travelers have opportunities to view historic buildings, sample some of Okanogan’s best wines, and gaze out over Lake Osoyoos into Canada, where the experience of the Okanogan continues....

Okanogan Trails – A State Scenic Byway and Part of a Network of Byways

The Okanogan Trails Scenic Byway intersects two other major state scenic byways and numerous local scenic and historic routes. At the southern gateway community of Pateros, the byway is linked with the “Cascade Loop” at the junction of US 97 and SR 153. This byway follows SR 153 along the Methow River and then follows SR 20 through North Cascades National Park and Mt. Baker National Forest. US 97/SR 153 is a major intersection for access to the Methow Valley and the scenic towns of Winthrop and Twisp, where an abundance of recreational activities can be enjoyed year-round. The Okanogan Trails Scenic Byway also intersects with the Coulee Corridor Scenic Byway in Omak at the junction of US 97 and SR 155. Recently designated as a national scenic byway, the Coulee Corridor traverses the reservation of the Confederated Tribes of the Colville en route to Grand Coulee Dam and on through Soap Lake, Washington to Othello, the southern gateway of the byway. There are many opportunities for the byway organizations and communities of these connecting byways to partner, support, and promote each other’s efforts.



Picturesque Riverside

Courtesy of Mike McKee

Contents of Plan

This corridor management plan (CMP) establishes a long-term vision for the Okanogan Trails Scenic Byway. The CMP was developed in accordance with the Federal Highway Administration's (FHWA) criteria for scenic byways through a comprehensive, community-driven planning process that establishes a strong foundation for its ongoing management. In accordance with the FHWA's National Scenic Byway Program guidelines, this plan represents the vision, goals, and objectives of communities and interests along the byway.

This plan includes many elements required by the Washington State Scenic Byway Program and the FHWA National Scenic Byway Program. In addition to this Introduction, the plan includes the following sections.

- Vision Statement and Goals
- Existing Conditions
- Intrinsic Qualities Assessment
- Transportation Analysis and Recommendations
- Interpretive Master Plan – Telling the Byway Story
- Visitor Experience and Services Program
- Preserving and Enhancing the Byway
- Signing and Wayfinding
- Marketing and Promoting the Byway
- Action Plan
- Next Steps

Together, these components make up a cohesive document with strategies and recommendations for preserving and enhancing the byway's unique character.

Uses of the Corridor Management Plan

It is envisioned that this corridor management plan will be used for the following purposes.

- As a comprehensive description of existing conditions and intrinsic qualities - the description and assessment of these elements provide a basis for developing a unifying byway theme and

implementing interpretive programs that reflect the byway's unique natural, historical, cultural, and scenic qualities

- As a vision that will draw together people from all communities along the byway, helping to make the plan a reality
- As a tool that provides recommendations for specific strategies and actions that enhance, and sustain the byway's unique intrinsic qualities and the many enjoyable experiences it offers
- As a guide for recommending solutions to existing problems along the byway
- As a resource for the future byway organization to refer to and draw ideas and information from related to potential funding sources, coordination with stakeholders, public involvement, and project implementation processes and responsibilities
- As a document that broadly and generally addresses a diversity of interests throughout the byway – this is a community-based planning document
- As a resource for local organizations and a reference for residents and visitors alike to learn about the byway

This document does not create additional regulations or restrictions on private property, beyond those that already exist under federal, state, regional, and local plans and regulations. This plan is not a regulatory mandate, but a guide, with recommendations, based on the hard work of the steering committee members and many community representatives, stakeholders, and interested citizens. The CMP is intended to be a dynamic plan that will be updated and added to in the future as recommendations are implemented and new projects and needs are identified.

Benefits of Implementing this Plan

There are many benefits that will result from the implementation of the provisions of this corridor management plan.

- Increased tourism and marketing of byway resources
- Enhanced visitor facilities and services along the byway

1 Introduction

- Access to funding and resources for project implementation
- Increased safety for the diversity of byway travelers (freight, tourists, commuters, etc.), as well as pedestrians crossing the highway
- Enhanced community pride
- Opportunities for visitor education and environmental stewardship

Community Involvement Summary

Byway Steering Committee

The Okanogan Trails Steering Committee (SC), made up of about 15 local citizens, stakeholders, and agency representatives from throughout the region, worked closely with a consultant team to prepare this CMP in accordance with the FHWA guidelines for corridor management plans. The first step for the SC was the creation of the vision statement and goals for the byway. Next, the SC compiled an inventory of sites that were representative of the six intrinsic qualities that characterize unique corridors: historic, archaeological, recreational, natural, scenic, and cultural. Members of the SC inventoried the sites that were located in various areas along the byway, and the list soon grew to include over 100 locations. Of those identified, 26 sites that represent some of the most “outstanding” qualities of the byway were further assessed and reviewed. These intrinsic qualities are summarized in Section 4 of this plan.

Concurrently to the intrinsic quality inventory and assessment, existing conditions along the byway were analyzed. The SC then sub-divided all the elements of the byway management plan and contributed their ideas, thoughts, and suggestions for each element of the plan including: design guidelines, visitor experience, interpretive program, marketing and promotions, and signing and wayfinding. Once the ideas and strategies for each element were established, the SC began developing an action plan.



Unveiling of the draft corridor management plan elements at an open house meeting

Community Outreach and Public Involvement Activities

Extensive outreach to byway communities took place during the CMP process. Various elements related to public involvement and community outreach during the planning process are described below.

- *Project Information Sheet*

A “project information sheet” was created for the byway and can be seen in the Appendix – Public Involvement Tools and Notes. The project information sheet was periodically updated to reflect the latest information and progress throughout the CMP process. The first distribution of the project information sheet occurred before the June 2004 public workshops, discussed below. Project information sheets were distributed throughout byway communities. An updated project information sheet was distributed before and during the community open house series in April/May 2005.

- *Community Dialogue Workshops*

A “community dialogue” workshop series, called “Byway Week” took place during the week of June 21, 2004. During this week, the consultant team traveled to six communities along the byway,

including Pateros, Brewster, Omak, Okanogan, Tonasket, and Oroville to gather input and ideas for the CMP. The following objectives were achieved as a result of the workshop process.

- Build awareness of the byway planning effort and clarify the purpose of the project.
- Confirm general goals and objectives for the planning process, as well as for the byway.
- Report on the findings of the existing conditions analysis and inventory of intrinsic qualities and gain additional input from the general public.
- Inform the public on the development of strategies to enhance and preserve the byway's intrinsic qualities, residents' quality of life, and visitors' experiences.
- Engage the public in the planning process and build support for the project as a whole.

The consultant team and members of the SC met with various local agencies, community groups, and other interested stakeholders during the workshop sessions. This extensive effort resulted in broad participation and involvement of a diversity of community groups and organizations throughout the byway. The meeting notes are in the Appendix – Public Involvement Tools and Notes.

- *Meetings with the Confederated Tribes of the Colville Reservation*

Various representatives from the Confederated Tribes of the Colville Reservation attended monthly steering committee meetings during the plan development process. In addition, a presentation was made to the tribal council and several meetings were held with tribal staff on the reservation to gather input and comments on the plan.

- *Corridor Management Plan Questionnaire*

During the workshop week in June 2004, attendees and others interested in the CMP process completed questionnaires to help guide and inform the planning process. A copy of this questionnaire and a summary of responses is included in the Appendix – Public Involvement Tools and Notes.

- *Community Open House*

The consultant team and SC members participated in six community open house meetings during the

week of May 2, 2005. Presentation boards with the draft CMP elements and recommendations were displayed at the open house. Questionnaires and comments were received during the open house sessions.

- *Press Releases, News Articles, and Other Media Outreach*

Press releases for both Byway Week and the open houses were distributed to all the local media. Various newspapers ran articles on the process. Also, members of the steering committee participated in the local news radio program “Open Line” to build awareness about the byway and the corridor planning process. Copies of the press releases are in the Appendix – Public Involvement Tools and Notes.

- *Byway Naming Process*

The process of choosing a name for the byway was based on intensive public involvement as described below.

Help Name the Byway!
 The Steering Committee has prepared four options for the proposed scenic byway. How do you feel about your choice?
 The four options are:
 1. Okanogan Heritage Scenic Byway
 2. Okanogan Country Byway
 3. Okanogan Trails Byway
 4. Okanogan Trails

US 97 Scenic Byway Draft Corridor Management Plan to be Unveiled at Community Open Houses
 A copy of the draft corridor management plan, including descriptions and boundaries for the proposed US 97 Scenic Byway, has been distributed to the community. The plan is for US 97 from Pateros to the Canadian border.
 We are pleased to have the US 97 Scenic Byway plan as a vision of the future of the corridor. The plan is a draft and is subject to change. We are looking for your input and feedback on the plan. We are looking for your input and feedback on the plan. We are looking for your input and feedback on the plan.
Project Purpose
 The purpose of this project is to improve the quality of life and preserve the scenic and historic qualities of the corridor. The project will include the development of a corridor management plan, the implementation of the plan, and the creation of a scenic byway.
For More Information, Contact:
 Julie Vase -
 O.A. Inc.
 209-225-2221

Open House Dates and Locations:
 Tuesday, May 3rd - 1:00pm to 5:00pm
 Okanogan City Hall
 Tuesday, May 3rd - 6:00pm to 8:00pm
 Toussaint City Hall
 Wednesday, May 4th - 1:00pm to 5:00pm
 Omak
 Wednesday, May 4th - 6:00pm to 8:00pm
 Okanogan City Hall
 Thursday, May 5th - 1:00pm to 5:00pm
 Oroville City Hall
 Thursday, May 5th - 6:00pm to 8:00pm
 Brewster

Two project information sheets were distributed during the CMP development process.

1 Introduction

• *Special Meetings and Presentations*

Various members of the steering committee participated and continue to participate in special meetings and presentations related to byway activities. For example, multiple SC members have been involved in plans to renovate the exhibits at Fort Okanogan State Park. Other SC members have provided presentations to local organizations such as chambers of commerce, rotary clubs, and various recreational groups.

What's in a Name

A total of seventeen names were identified as potential candidates for the name of the byway. Out of these (listed below), the steering committee chose five based on input received during public meetings. These five (listed in bold) were then presented in local newspapers and the May 2005 open house series for further public input with the intent to select a formal name for the byway.

1. Cariboo Trail
2. **Okanogan Heritage Scenic Byway**
3. Okanogan Recreation
4. Stampede Trail
5. **Okanogan Country Byway**
6. Wagon Road
7. Okanogan Cariboo Trail
8. Sunny Okanogan Scenic Byway
9. **Okanogan Scenic Byway**
10. Three National Byway
11. Three Nation Vacation Byway
12. **Okanogan Trail**
13. Three Nation Crossing
14. Okanogan River Way
15. Okanogan River Route
16. Okanogan-Columbia River Way
17. **Okanogan Trails**

After the five names were chosen by the SC, the process was open to the public for input at the open

house sessions. The vast majority of the public was in agreement that "Okanogan" should be used in the name. The name Okanogan is derived from a Salish Indian word, "Ocanuckane," meaning "rendezvous." Sometimes called "The Late Frontier," the Okanogan Valley saw habitation by Native Americans for thousands of years, and belatedly compared to other regions of the country, saw a succession of explorers, prospectors, miners, trappers, cattlemen, settlers, loggers, farmers, missionaries and orchardists, providing in every respect a colorful history which carries forward to the present day.

Each name that was presented to the public is described in more detail below.

Okanogan Heritage Scenic Byway

Okanogan County (and Country) has a rich and rugged history, dating back to the use of the river and trail travelways by the native peoples who lived and traveled this area, to fur trappers, miners, and people who herded sheep and cattle, to the early settlers. We have several museums and centers that highlight that rich history along the byway. Even in the early 1930s, this region and lower British Columbia were known as popular places to recreate and visit.

Okanogan Country Byway

This name takes its lead from the name given to the area by the Okanogan County Tourism Council's tagline and theme for the area, "Okanogan Country - Open for Adventure." Okanogan Country promotes a region beyond the borders of Okanogan County. The name is already becoming synonymous with this area, and it would provide a good tie and connection to ongoing tourism promotion efforts.

Okanogan Scenic Byway

This is the simplest approach to identifying the byway with the Okanogan Region; the name Okanogan in itself is as unique as the landscape and its people.

Okanogan Trails

There are several historic trails within and leading to the byway (e.g., Caribou Trail, Okanogan Trail, Whiskey Trail and trails established by the native peoples); existing trails that are associated with the byway (e.g., Pacific Northwest Trail), and a system

of trails planned that connect the communities of Okanogan Country to, and within the byway, eventually incorporating the rivers as “water trails,” and possibly the airports above the byway as the Okanogan Skyway.

Okanogan Trail

The Okanogan Trail was one of the names applied to this historic route along the Okanogan River during the Hudson’s Bay Fur Brigade era connecting Fort Okanogan with the fur trading posts in present northern British Columbia.

During the open house series, the public and the steering committee voted for **Okanogan Trails** as the preferred byway name.

Completing this CMP is Only the Beginning

The completion of the Okanogan Trails Corridor Management Plan is only the first step toward future planning and management of the byway. The future of the byway planning and management efforts will evolve over time, but an important next step will be the formation of an expanded byway organization to carry the vision, goals, and action items forward.



Present-day and historical trails inspired the steering committee and public to choose the name “Okanogan Trails.”

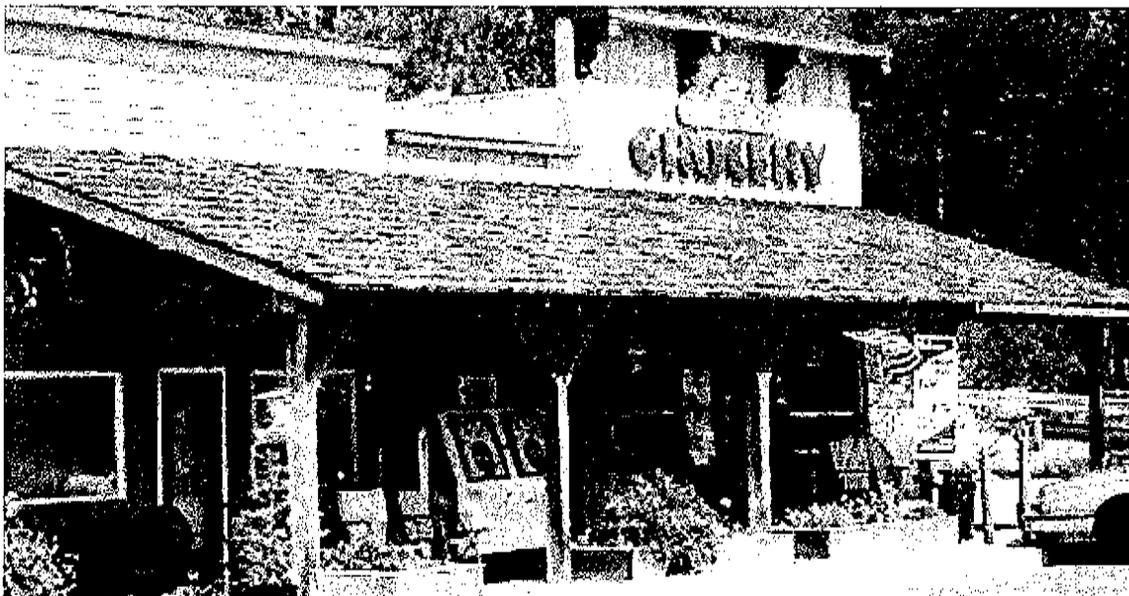


Vision Statement

The Okanogan Trails Scenic Byway will become a destination unto itself, providing visitors with memorable historical and cultural experiences, while enhancing and preserving the quality of life for residents throughout the region.

Goals and Objectives

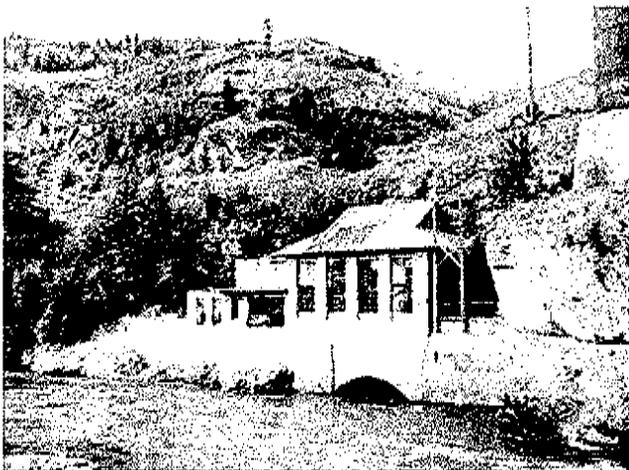
- Strengthen community and agency partnerships through collaborative programs and projects.
 - Partner with other agencies working on regional economic and marketing strategies (RC&D, Canadian tourism organizations, chambers, tourism council, and others).
 - Coordinate and collaborate with the Confederated Tribes of the Colville Reservation on all aspects of the plan and the byway's future.
 - Ensure that the corridor management plan is consistent with and reinforces adopted community visions, plans, initiatives and programs through plan objectives and implementation strategies. (Coordinate with ongoing and overlapping planning efforts.)
 - Develop reasonable and practical action items and assign responsibilities for implementation.
- Leverage funding and resources through collaborative planning and partnerships.
 - Promote and enhance existing visitor centers and services all along the byway.
 - Build and strengthen cooperative relationships between communities along the byway and increase a sense of community pride through planned programs and projects.
 - Broaden awareness of the need for preservation, protection, and stewardship of unique and sensitive byway resources and intrinsic qualities (natural, archeological, historical, scenic, recreational, and cultural):
 - Natural environments and wildlife habitats
 - Waterways
 - Cultural heritage
 - Rural farmlands, ranches, and orchards
 - Shrubs and trees that enhance the scenic quality and natural attributes of the byway
 - Historic settings and buildings
 - Enhance management of byway resources and intrinsic qualities, including the preservation and promotion of the byway's unique rural character and visible remnants of frontier/pioneer heritage.



*Tourism will increase revenues at locally-owned stores throughout the byway.
Courtesy of Mike McKee*

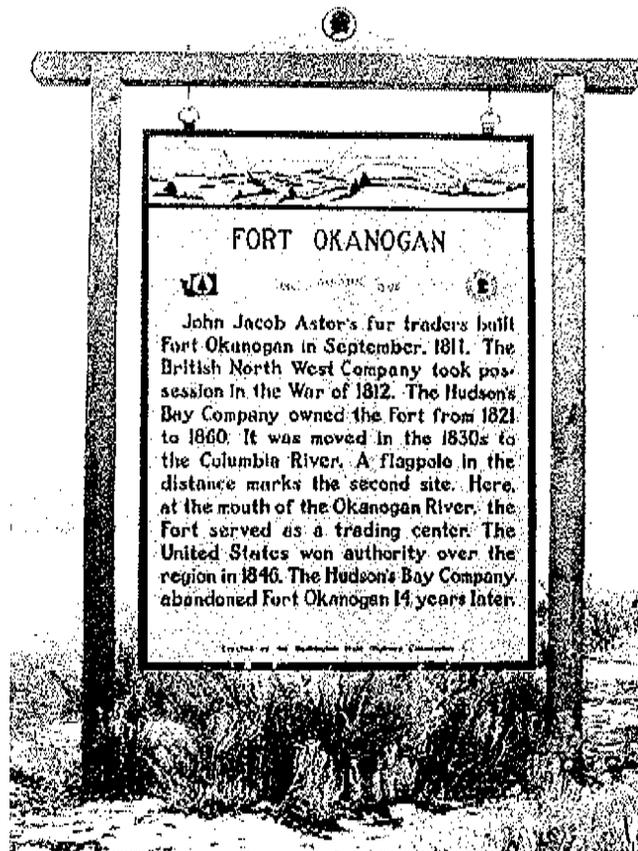
2 Vision and Goals

- Increase business, tax revenue, and jobs by enhancing tourism in areas along the byway that can adequately support increased visitation.
- Promote and manage tourism in ways that minimize impacts to citizens' daily routines, traditional cultures, and rural lifestyles, as well as impacts to sensitive natural resources.
- Promote year-round experiences of the byway to disperse visitation and expand economic benefits throughout all seasons.
- Encourage the use of scenic touring routes and alternate travel routes as a means for promoting available resources and services in byway communities, the rich history and the exquisite scenery and recreational experiences of surrounding regions (via loop routes that tie into the byway). Achieving this goal will also help to reduce tourism traffic congestion on the mainline (US 97).
- Increase safety and travel opportunities for the diversity of byway travelers including freight, tourists, commuters, bicyclists, and pedestrians, and balance the needs of these users without compromising the highway's function as a critical route for trade, commerce, and agricultural operations.
- Provide places for byway travelers to stop, rest, and experience the byway's natural beauty, rich heritage, and modern day offerings (i.e., scenic overlooks, interpretive waysides, pull offs, rest areas).
- Enhance views and vistas along the byway and the character of the byway overall (through selective removal of invasive plants, and development of overlooks).
- Maintain and enhance ways to offer citizens and visitors immediate access to wilderness, while also preserving and protecting sensitive resources.
- Identify the byway on state, federal, and auto club highway maps, leading to more tourism opportunities.
- Pursue National Scenic Byway designation immediately following the development of the corridor management plan.
- Expand educational and interpretive opportunities for citizens and visitors through interpretive exhibits and guides, historical markers, and other programs and projects.
- Provide linkages and connections to community and regional trails and support development of the regional trail system. Provide interpretive opportunities at trailheads and along trails.
- Strengthen the character of and visitor experiences related to gateway communities and disseminate byway information to travelers in gateway communities and at other recognizable locations.
- Enhance visitors' traveling experience (convenience, comfort, safety, etc.) through the creation of additional pull off areas, overlooks, trails, traffic calming techniques, information and interpretive centers, restrooms/rest areas, recreation improvements, and other services and amenities.
- Design and develop byway facilities, recreational features, transportation safety and mobility improvements, and other elements along the byway using methods and materials that enhance rather than detract from scenic qualities, views, and vistas provided as part of the byway experience.
- Build a cohesive "brand identity," creating a distinctive character of signing, logos, brochures, etc., for the Okanogan Trails Scenic Byway, blending with other marketing and branding campaigns of the region, state and National Scenic Byways Program.



This old power station is located on the Similkameen River and should be preserved as a historic interpretive opportunity.

- Develop byway specific promotional materials (driving tours, brochures, videos, etc.)
- Organize and conduct regularly sponsored byway events and celebrations and tie byway opportunities into events and celebrations already planned and held in the byway's communities.
- Sustain an enthusiastic, active byway committee over the long-term.
- Provide formal opportunities for ongoing public participation.
- Foster public interest, involvement, and "sense of ownership" in the health, welfare and success of the byway.
- Ensure compliance with design guidelines (existing and proposed), and applicable outdoor advertising and signing requirements. Create byway-specific design guidelines to ensure that the visible roadside elements along the byway maintain and enhance its unique character, are of lasting quality, and unobtrusive, blending in with the natural environment.



The existing Fort Okanogan overlook should be enhanced to provide additional amenities for byway travelers.



Existing Conditions

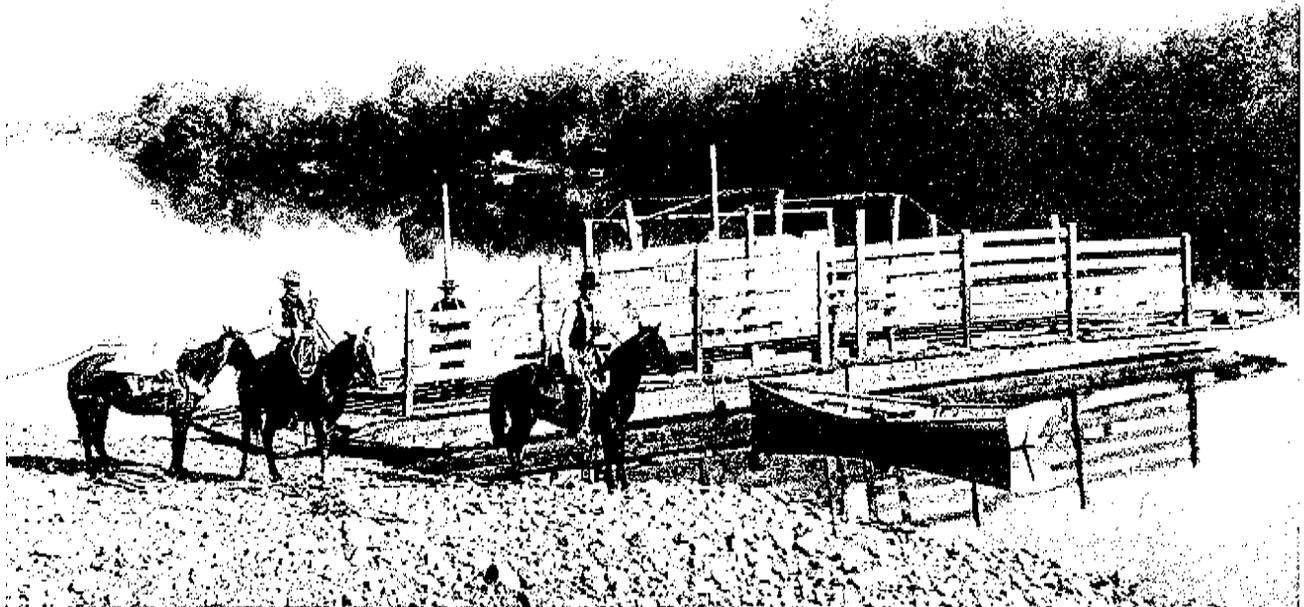
Introduction

The Okanogan Trails Scenic Byway has been part of an important travel route for thousands of years. Thousands of years ago, the first peoples lived and migrated throughout the area and remain here today on their aboriginal lands. Since the 1800s, generations of travelers have continued to rely on this corridor. Explorers, trappers and fur traders, miners, cowboys, immigrant workers, settlers and homesteaders came to the region, traveling by land and by river. Some settled here for good. Today, citizens, farmers, ranchers, freight-movers and tourists travel the highway. Every mile of the corridor bears testament to a rich, colorful past and a promising future.

As the byway weaves through the picturesque Columbia and Okanogan river valleys, travelers can experience a variety of scenic, historic, cultural, natural, and recreational opportunities. Many areas remain untouched. Some areas provide a window to past ways of life with remnants of the frontier

scattered throughout the landscape and small towns of the byway. Sweeping vistas of the rivers, surrounding hillsides and mountains, rural farmlands, ranches, and apple orchards, natural sage and ponderosa pine covered landscapes, historic towns, and centers of bustling commerce greet travelers along this segment of the important international route that extends from Canada to Mexico.

The byway threads through a mosaic of lands, including homelands of the Confederated Tribes of the Colville Reservation, the Okanogan National Forest, lands managed by Okanogan County, the State of Washington, and the federal Bureau of Land Management, privately owned agricultural operations, and various incorporated cities and towns. From Pateros to Oroville, and from the Columbia River to Lake Osoyoos, these lands along the byway give voice to nearly every group of people that helped mold the American West. Reminders of the corridor's role in the shaping of the West are still visible at every turn.



*Okanogan 1909 – some remnants of the “late frontier” are still evident along the byway today.
Courtesy of the Okanogan County Historical Society*

3 Existing Conditions

History

Before westward expansion of the United States, the Okanogan was home to the native peoples of the Interior Salishan, who shared similar languages and lifestyles within discrete tribes and bands. The history of these aboriginal peoples is intertwined with the landscape. For thousands of years, native peoples of the Okanogan moved their camps seasonally as they followed sources of food. Geographical locations of villages and encampments changed depending on the needs of the people and living conditions. Moving from summer to winter camps was a way of life. Tribes moved from place to place to occupy fishing sites, hunt for game, and harvest native plants and berries. During these times, native peoples knew no geographical boundaries, other than natural boundaries established by some bands or tribes in certain areas.

The isolation of the first peoples from European influence was broken in the early 1800s, when the first European and American explorers began to arrive and the first trading post was established on the Columbia River. In July 1811, David Thompson, fur trader for the North West Company, passed through the area. Traders of Astor's Pacific Fur Trading Company immediately followed Thompson, arriving at the confluence of the Okanogan and Columbia rivers to establish a trading post in August 1811. The British North West Company replaced the Pacific Fur Trading Company during the War of 1812, and the first Fort Okanogan was established near that site. The British maintained control of the fort until 1846 and used it as a checkpoint along the Hudson Bay Fur Brigade, which came from Canada using the Cariboo Trail through the Okanogan Valley. In 1820, Kettle Falls, an important native trading center upriver, was occupied by the Hudson's Bay Company.

After the United States assumed control of Washington Territory in 1846, Isaac Stevens, the first governor of the territory, rode through the Okanogan to survey a potential alignment for a transcontinental railroad crossing the northern states. During these decades in the early to mid 1800s, the constant flow of explorers, traders and trappers through the area changed the trading culture, dislocating the native peoples who had



The mighty Columbia River has been a travel route for thousands of years.

controlled all inland trade up until then. Native peoples' lives were changed forever with the influx of foreign traders, and later missionaries, miners, settlers and homesteaders in the mid to late 1800s.

In late 1854, Governor Stevens was directed by the US government and the Commissioner of Indian Affairs to negotiate with the tribes of the region "particularly in the vicinity of white settlements, toward extinguishment of the Indian claims to the lands and the concentration of tribes and fragments of tribes on a few reservations naturally suited to the requirement of the Indians, and located, so far as practicable, so as not to interfere with the settlement of the country."

In 1854, Stevens presided over the Walla Walla Council, a five-day gathering of the tribes of the Northwest, with nearly every tribe from present-day eastern Washington participating so that each tribal leader could mark and claim specific boundaries for the individual tribes or bands. Subsequently, treaties were negotiated in 1855 with the intent to divide up and designate land for the tribes without the need for sale or payment to them. The indigenous peoples who would later become the Confederated Tribes of the Colville Reservation were not overlooked. In a December 22, 1855 letter to the Commissioner of Indian Affairs, Governor Stevens told of meeting some Indians, as he had promised during the Yakama Treaty negotiations, but "they did not sign a treaty although they pledged to take no part in the Yakama War that broke out that year."

From 1859 until 1865, the federal government allowed the tribes of North Central Washington to

live without a treaty or an “Indian Agent” to oversee them. This changed in 1865, when George Paige was sent as the first Indian Agent. He traveled and visited tribes through 1868 and made periodic reports to the government. Based on these reports, which indicated that tensions were increasing between settlers moving in to establish claims on aboriginal lands of the region and the native peoples living throughout the area, the government took steps to establish a reservation. In 1872, a reservation was established by Presidential Executive Order of Ulysses S. Grant for the tribes of this region. This first reservation had different boundaries than today’s reservation. It covered several million acres of diverse lands including rivers, streams, timbered forests, grass lands, minerals, plants and animals. Aboriginal tribes of the Methow, Okanogan, San Poil, Lakes, Colvilles, Kalispels, Spokane, Palus, Coeur d’Alene, and other scattered bands who had not been part of any previous treaty were confined to the Colville Indian Reservation, as it was called then. Less than a month after the first reservation was established, another Presidential Executive Order moved the reservation to its present location and diminished its size to less than three million acres. In 1883, three years after their own reservation lands had been established, the Chief Moses bands consisting of the Columbia, Chelan, Entiat, and Wenatchi agreed to move to the Colville Indian Reservation.

In 1885, Chief Moses invited Chief Joseph and his band of the Nez Perce to live on the Colville Indian Reservation. Joseph and his people were never allowed to return to their former homeland in the Oregon Territory after their famous flight in 1877. Joseph died at Nespelem in 1904. The US government removed large portions of the reservation from tribal ownership and opened these areas (the North Half and South Half) to settlement and homesteading in the 1890s and early 1900s. Eventually in 1956, fifty years later, 800,000 acres were returned to the Colville Confederated Tribes in recognition of the federal government’s past failed policies.

Today, twelve aboriginal tribes (known as the Colville, Nespelem, San Poil, Lake, Palus, Wenatchi, Chelan, Entiat, Methow, southern Okanogan, Moses Columbia, and Chief Joseph’s Band) mark more than a century and a quarter of their survival

on reservation lands that were originally twice as large as they are now. The Confederated Tribes of the Colville Reservation currently manage 1.4 million acres of lands in North Central Washington, some of which are not owned by the tribes but held in trust. The Colville Confederated Tribes operate as a sovereign nation, striving to protect and enhance the quality of life for tribal members.

In the frontier era of the mid to late 1800s, miners, settlers, and ranchers made their way up the Columbia and Okanogan rivers in search of riches. One of the first non-native permanent residents of the Okanogan Valley was Hiram Francis (Okanogan) Smith, who established a ranch between 1856 and 1860 and planted the valley’s first apple orchard. His cattle went north on the Cariboo Trail to feed hungry miners in the boom towns around the Fraser River. In the Okanogan, the mining boom towns of Ruby, Conconully, and Loomis sprang up after the federal government reclaimed the Moses-Columbia Reservation and opened the lands for public use. Ruby was abandoned after the silver panic of 1893.

1893 also marked the beginning of surveying newly established Okanogan County, in the new state of Washington, enabling homesteaders to claim plots of land. Agriculture in the Okanogan exploded after large portions of the Colville Indian Reservation were opened by the US government for settlement and homesteading. Irrigation was undertaken by the US Reclamation Service (today’s Bureau of Land Reclamation, which built the Conconully Dam).



Flumes are still evident today near Loomis.

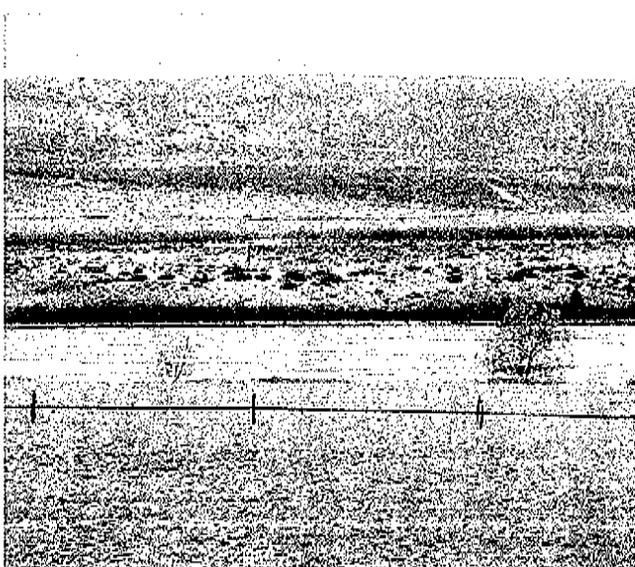
Courtesy of the Okanogan County Historical Society

3 Existing Conditions

In 1914, regular railroad service running from Oroville to Wenatchee ended the early frontier days of the Okanogan. It was hailed by local newspapers as a "new era for the Okanogan Valley." The Okanogan became more connected to the outside world, as travel by rail, highway, and air advanced. The communities of this valley, like many other areas throughout America, endured through the two world wars and the Great Depression. The modern agricultural industry, the construction of the third largest concrete structure in the world, the Grand Coulee Dam, tourism, and US 97's importance as an international travel route have shaped the region to its present geography. An historical timeline of events that occurred throughout Okanogan County is shown at the end of this section.

Climate

The Okanogan Trails Scenic Byway region is influenced by unique and diverse climatic conditions. The region experiences all four seasons, with year-round climate changes typical of spring, summer, fall and winter conditions of the northern inland US. Moisture-laden winds from the Pacific Ocean are caught by the Cascades, leaving the eastern slopes sunny and dry. Occasionally, arctic winds from the north will descend into the region, dropping winter temperatures. The surrounding mountainous areas typically receive about 18 inches of precipitation a year, and the passes are free enough from snow pack to be open from April to November.



Winter weather includes snow and icy rivers.

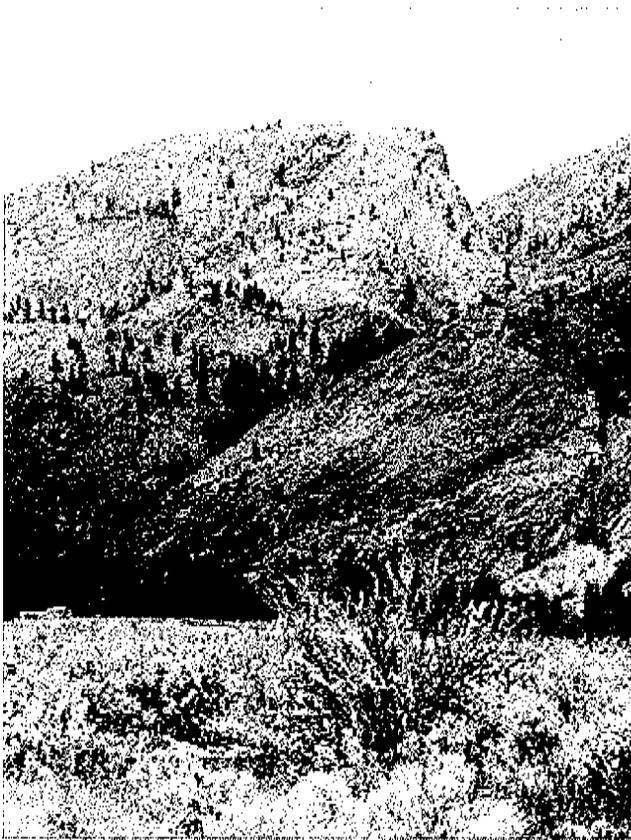
Temperatures on the valley plains can reach over 100 degrees Fahrenheit in summer. In winter, when the lowlands are impacted by arctic winds sweeping down from Canada, temperatures can dip as low as minus 30 degrees F. Precipitation is scarce in the lowlands, typically measuring about 10 to 14 inches a year in the main river valley, with some interior areas receiving even less. The warmest days usually occur in July and August, with temperatures in the 90s. The semi-arid climate of the valley and surrounding slopes contributes to a rich shrub steppe ecosystem that supports a wide variety of wildlife.

Geology and Physiographic Characteristics

The broad Okanogan Valley stretches from the head of the Okanogan River in Canada to the confluence of the Okanogan and Columbia rivers, following the river's route, as it carves its way south between the Cascades and the Rockies.

The geology and geomorphology of the region have been influenced by the Cascade Range, Northern Rockies, and Columbia Plateau systems that border it on the west, east, and south sides. Geologists believe that the Okanogan Highlands, east of the valley, were formed when the Okanogan sub-continent glided into the North American plate about 100 million years ago, and the North Cascades, west of the river, were the result of the North Cascades sub-continent joining the North American Plate 50 million years ago. As the edge of the North Cascades sub-continent was forced under the North American Plate, the tremendous pressure of the sub-continent's subduction melted its edge to produce magma. This magma hardened to form the Goldenhorn Batholith, which, after millennia of erosion, has created the granite peaks of the Cascades. Glaciers were the main source of this erosion.

During the Quaternary Period, glaciers sculpted landscapes below 5,000 feet, covering areas with glacial drift and fluviolacustrine sediments. The Okanogan lobe of the Wisconsinian glaciers left its mark in the hanging valleys, cirques, and sharp ridges that mark the Okanogan Highlands. It also deposited a thick layer of glacial till over the floor of the valley, which, combined with ash from an early



*The geology of the Okanogan is truly unique.
Courtesy of Mike McKee*

volcanic explosion of Glacier Peak, has formed the fertile soil of the region. Small alpine glaciers continue to be active at higher elevations of the region. Cascade volcanoes, more active during the Pleistocene and into the Holocene periods, continue to be active in present times. Deposits of volcanic ash from previous eruptions are widely found throughout the area. Due to glacial activity, rock outcrops were exposed in many areas and formed a complex pattern with materials deposited by glaciation. Much of the bedrock has been weathered to shallow soils in areas outside the valley floors, resulting in dramatic rock formations that enhance scenic qualities along the byway.

The Okanogan valley represents a northern extension of the western American deserts and serves as an important interior link between the arid regions of Washington and British Columbia. When the Wisconsinian glaciers retreated about 11,000 years ago, the broad, terraced valley was revealed. The valley was lined with fertile benchlands and intersected by a network of small streams that drained into a series of large Okanogan lakes. Given

the topography and geology of the broad, flat Okanogan River valley, it is likely that the river once meandered across the valley, forming an extensive mosaic of riparian habitats supporting a diversity of species.

The Okanogan River is an essential artery to the Columbia Basin, supporting extensive populations of vegetation, fish and wildlife within the Columbia-Cascade eco-province. This subbasin supports important contiguous habitats across the US-Canada border and surrounding the riparian/wetland river corridor that connect to other semi-arid and arid vegetative zones and landscapes to the south, including the Great Basin, Sonoran, Mohave, and Chihuahaun deserts.

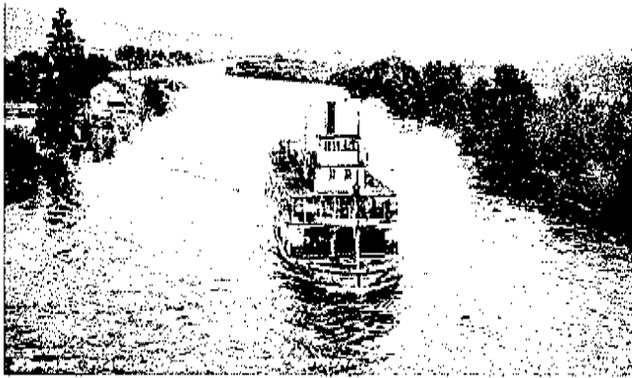
The complex habitats within the Okanogan corridor provide migration paths for wildlife and fish, including pine forests, shrub steppe, riparian, and herbaceous wetland communities and the rugged terrains comprised of cliffs, caves, and talus slopes. All of these habitats support a large number of fish, birds, mammals, reptiles and amphibians, including several sensitive, threatened, and endangered species. The combination of semi-arid/arid climatic conditions with hot summers and mild to cold winters and the complex physiography of the region supports a wide array of ecological communities.

Elevations generally range from 1,500 feet to over 5,000 feet in areas above the valley floor. Elevations of the valley floor range from 920 feet at the international boundary to about 780 feet at Lake Pateros. Lake Osoyoos covers the northernmost four miles of the valley floor in the US, extending several miles into Canada. As the largest county in Washington, Okanogan covers 5,281 square miles encompassing mountains, lowlands, marshes, prairies, scrubland, and deserts.

Hydrology

The most significant hydrologic features of the valley and surrounding highlands are the rivers and streams that drain into the Okanogan and Columbia basins. The Okanogan Subbasin is part of the overall Columbia Basin and enters the Columbia River between Wells and Chief Joseph Dams near Brewster. The subbasin is the third largest of the Columbia River Basin's 20 major subbasins, covering approximately 5,723,010 acres including areas in

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*The rivers have always been important to the region.
Courtesy of the Okanogan County Historical Society*

the US and Canada. Subwatersheds of the region include Chiliwist, Summit, Trail, Bonaparte, and Tallant. Numerous creeks, lakes and rivers are included in the drainage system, including the Similkameen River, Sinlahekin Creek, Spectacle Lake, Palmer Lake, and Omak Lake to name a few. There are hundreds of high lakes in the region that can be hiked into. Well-known Rainey Lake off the North Cascades Highway (part of the Cascade Loop that adjoins Okanogan Trails) provides a paved trail that is ADA accessible.

The broader region surrounding the byway, encompassing the Okanogan Subbasin, contains over 200 mountain lakes, 400 lowland lakes, and over 200 water and wildlife access areas. The region also contains over 310 miles of rivers. Water is an important resource, amenity, and attraction for the Okanogan Trails Scenic Byway.

In spite of the abundant surrounding rivers and lakes, the Okanogan is a dry farming area, experiencing low annual rainfall, and consequently relying on irrigation for much of its agriculture. The Okanogan watershed contains approximately 40,000 acres of irrigated areas in the US. 20 dams were constructed within the US portion of the Okanogan Subbasin between 1910 and 1986, including the Conconully and Enloe dams. Wells Dam, downstream several miles from the Okanogan-Columbia confluence was completed in 1964. Grand Coulee Dam, located outside the area but part of the experience of the adjoining Coulee Corridor National Scenic Byway, is the largest concrete structure in the US and a major tourist attraction of the broader region.

Vegetation

The Okanogan region is comprised of many complex ecosystems, from semi-arid plains and alpine tundra, to riparian and wetland habitats along rivers, streams and lakes and forested uplands in the surrounding mountains. The region's topographic and ecological diversity creates important niche opportunities for various plant life. Some of the trees typically found in the area include lodgepole, whitebark and Ponderosa pine, Douglas fir, Engelmann spruce, birch, willow, alder, aspen, cottonwood, and western larch. A "Big Tree Botanical Area" has been established in the Okanogan National Forest to provide opportunities to monitor large specimens of larch trees.

The plains and open, shrub steppe terrain of the region are dominated by three-tip and big sagebrush, bitterbrush, bunchgrass, wheatgrass, Idaho fescue, and understory forbs, as well as cryptogam soil crusts. Grasslands also support a variety of bunchgrasses and forbs.

Heather patches, containing pink, yellow, four-angled, Marten's, and crowberry mountain heather are found throughout lowland meadows of the valley floor. These meadows are also home to many species of wildflowers, ferns, and grasses, from the rosey pussytoes to Kruckeberg's swordfern. Many species of wildflowers grow throughout the shrub steppe and forested uplands as well, and wildflower watching is one of the most popular recreational activities in the area. Various species of mushrooms spring up from decaying plant matter and burned areas in the surrounding forests and mountains. Unwanted invaders such as the musk thistle, purple loosestrife, Dalmatian toadflax, and knapweed have also entered the area, creating difficult challenges for land managers.

Agriculturally, the area supports a mixture of croplands, orchards, vineyards, pastures, and grasslands and rangelands influenced by grazing and livestock migration. Various field crops, rotation hay and pasture, improved hayland, and summer fallow areas exist throughout the river valleys. Vegetables, berries and nuts are also grown. Some timber production in surrounding areas is managed by the USDA Forest Service and the Washington

Department of Natural Resources, but forest productivity is limited due to the arid climate and relatively short growing season at higher elevations.

Fish and Wildlife

The lands and waters that are part of the Okanogan Trails Scenic Byway region support a great abundance and diversity of wildlife and aquatic species. Some animals can be spotted frequently throughout the area, while glimpses of others can be a rare treat. Many wildlife species found in this region are seldom seen in other parts of the country. The Okanogan region is home to the largest lynx population in the lower 48 states (found mostly in high-elevation lodgepole pine forests). There are also abundant cougar, black bear, mule deer, and marten populations. Grizzly bear, wolverines, wolves, fishers, moose, and other species are rarely seen, but sometimes pass through the area. Other species including big-horn sheep, mountain goats, white-tail deer, marmots, hares, and various small mammals also exist in the area.

The variety of habitats in the Okanogan region support a wide array of birds. Birds of prey such as the golden eagle and the bald eagle have nesting populations, as do ospreys, kestrels, snowy owl, and many other hawks and owls. Birds such as the spruce grouse, ptarmigan, white pelican, boblinks, and northern waterthrush also can be viewed in the area. Others include the mountain bluebird, meadowlark, Lazuli bunting, canyon wren, and prairie falcon. Many other types of water and shore birds are found in the area including ducks, geese, loons, and others.

The rivers, creeks and lakes are home to a diversity of fish and aquatic species. The area's rivers are home to Coho, Sockeye, and Chinook salmon. The upper Columbia strain of steelhead occurs in both the Okanogan and Methow rivers. Current efforts are underway to rebuild the spring Chinook salmon, bull trout and steelhead runs, all of which are federally listed species. Hundreds of backcountry lakes provide habitat (and incredible fishing opportunities) for rainbow trout, cutthroat trout, and even golden trout in a few select lakes. Lower-elevation lakes and rivers support rainbow trout, largemouth and smallmouth bass, and other species.



*Wildlife is abundant in the region.
Courtesy of Mike McKee*

Many other species of fish, reptiles, amphibians, birds, mammals, and other wildlife exist throughout the area, too numerous to list. The above descriptions provide a summary. Spring and fall migrations make wildlife viewing in the area both interesting and challenging. There are many opportunities to view wildlife on public lands and waterways throughout the byway region. Some of these areas are shown on the Intrinsic Qualities Map in Section 4 and the Recreation/River Access Sites Map in Section 5.

Highway and Transportation Conditions

This is a river grade route along part of the Columbia River and the Okanogan River valley. The Okanogan Trails Scenic Byway travels 83 miles along US Highway 97 beginning in Pateros, Washington and ending at the U.S./Canadian border, about four miles north of Oroville, Washington. US Highway 97 is a major north-south highway in California, Oregon, and Washington. US 97 begins in Weed, California and ends at the Canadian border. At the border, US 97 changes to British Columbia Provincial Highway 97, which is the longest continuously numbered highway in the Province.

US 97 is a major regional and international corridor for tourism and recreation, and it is classified by the WSDOT as a strategic freight corridor. It connects

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the people and markets of eastern British Columbia with Washington's North Central Region and the east-west corridors of SR 20, SR 155, US 2, and I-90.

Most of this section of US 97 has a posted speed of 60 MPH except where it passes through communities. The majority of the US 97 is two-lanes, each 12 feet in width. Shoulder width along US 97 varies from 5 feet to 8 feet. A few places along US 97 have a center turn lane including US 97 through Pateros, Brewster, north Omak, Tonasket, and Oroville. According to the Okanogan County Transportation Element of the Comprehensive Plan, US 97 is in sound and reasonably good condition.

Refer to Section 5, Transportation Analysis and Recommendations for more detailed information on the highway and transportation conditions.

Land Use, Demographics, and the Regional Economy

Land Use

Okanogan County is the largest county in the state of Washington, in terms of land size, at 5,281 square miles. There are seven incorporated towns and cities along the Okanogan Trails Scenic Byway, including Pateros, Brewster, Okanogan, Omak, Riverside, Tonasket, and Oroville, as well as unincorporated communities such as Malott and Monse. According to the Okanogan County Transportation Element, the bulk of Okanogan County's land (70 percent) is classified as natural resource lands. This includes land in the Okanogan National Forest, Confederated Tribes of the Colville lands (700,000 acres), state and other federal land (Bureau of Land Management, Bureau of Reclamation, US Fish and Wildlife), and private land. 20 percent of land in the county is agricultural lands. The remaining 5 percent of land in the county is developed, mostly in the 13 incorporated towns in the county. Local jurisdictions, including the county and cities along the byway, manage land use and development through comprehensive planning and zoning requirements. Natural resource management is part of the comprehensive plan development for the local jurisdictions, as well as state and federal jurisdictions of the area.

A significant portion of the byway traverses the Confederated Tribes of the Colville Reservation. Reservation lands are being managed within fifteen resource management units further stratified into watershed management units. The Colville Confederated Tribes lands include private and tribal-owned properties with diverse natural resources, standing timber, streams, rivers, lakes, minerals, varied terrain, native plants and wildlife. The tribes manage their lands through adopted resource management and land use plans and policies adopted by their sovereign government.

Demographics

The 2000 US Census population of Okanogan County was approximately 39,564, with 60 percent of the population living in unincorporated areas. Table 3.1 shows population for each community along the byway according to the US Census Bureau.

<i>Community</i>	<i>Population (2000)</i>
Pateros	659
Brewster	2,179
Malott	562
Okanogan	2,498
Omak	4,600
Riverside	349
Tonasket	986
Oroville	1,638

The population of Okanogan County has risen at the average rate of 1.4 percent overall annually since 1970. Population density (persons per square mile) was 7.54 in Okanogan compared to an average of 89.74 in Washington State.

On the Confederated Tribes of the Colville Reservation, tribal members make up approximately 61 percent of the total population of over 8,000 residents within the reservation boundaries. Enrollment in the Colville Confederate Tribes overall includes over 9,065 descendants of the 12 aboriginal tribes.

Regional Economy

Okanogan County's natural resource based economy has remained remarkably constant since the area was settled in the mid to late 1800s. Even before settlement, native peoples made their living through fishing, trapping, hunting, and gathering plant foods, medicines, and materials from the land. After the early settlers arrived trading and commerce, mining, farming, logging, and ranching became the focus of the regional economy.

With the construction of the irrigation systems and dams in the region, including the Grand Coulee, Wells, and Chief Joseph dams, the area was able to support broader agricultural opportunities. Today, the county still has a large farming community as well as the largest ranching community in the state. Today's fruit crops include mostly apples, pears, cherries, and peaches. The National Agricultural Statistics Service ranks Okanogan County third in apple production in the state and number one in cattle production. The county is also one of the top hay producing regions in the state. There are 1,270 farms in Okanogan County, totaling 1.8 million acres.

Agriculture is the largest industry based on employment in the county, and local government is the second largest employment sector. Other top employment sectors include trade (fruit packaging, retail, and wholesale trade) and services (health and membership organizations).

According to the "Okanogan County Profile" developed by the Labor Market and Economic Analysis Branch of the Employment Security Department in 2002, the biggest growth in the county will occur in the services, finance, and government sectors by 2010. The report also states that employment based on services rather than goods production will increase over the next several years. The region has been experiencing a general decline in the agricultural industry over the last several years. Agriculturalists are starting to diversify to counteract this trend. Wineries, fruit stands, changes in crops grown, and organic farming and ranching are all examples of recent changes some agriculturalists are implementing to adapt to the changing market and economic conditions. Even



Agriculture is the largest economic base in the region.

with these shifts in focus, analysts predict that apples and cherries will continue to be an important part of the county's economy.

Omak is the regional leader in services and trade while Okanogan, the county seat, is the leader in government employment. The Colville Confederated Tribes is also a major employer in the county.

The Influence of Tourism

The Okanogan region attracts visitors from all over the world, with most coming from the Puget Sound region. The tourism industry is a major contributor to the region's economy, growing at a steady pace. The US portion of the Okanogan Valley benefits economically from its proximity to the Canadian Okanagan, known as a major vacation destination that attracts Canadians, as well as visitors from the US and other countries. As the growth of major metropolitan areas in the Pacific Northwest continues and families and retirees seek more leisure and relaxation time, tourism in the Okanogan will continue to increase.

Visitors and residents of the area enjoy the abundant year-round recreational activities including hiking, river rafting, mountain biking, fishing, bird and other wildlife watching, camping, horseback riding, hunting, snowmobiling, cross country and alpine skiing, snowshoeing and sailing and kayaking. Cultural and historical events and activities including agricultural tourism, museums, festivals, rodeos, the dams, back road touring and

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photography also draw visitors and residents and contribute to the region's economy.

National Visitor Use Surveys conducted in the Okanogan National Forest during the year 2000 provide an insight into the activities people most often participate in. Overall, 389,939 people visited the national forest in 2000, and the survey showed that primary recreation activities included:

- Viewing Wildlife/Nature 35 percent
- Driving for Pleasure 29 percent
- Cross-Country Skiing 14 percent
- General Relaxation 7 percent
- Hiking/Walking 8 percent
- Developed Camping 9 percent

There are more day hikers than overnight hikers and an increase in winter activities such as snowmobiling and cross country skiing. According to the study, the majority of the visitors were from the Puget Sound region.

A 2004 report to the Association of Washington Cities by Roger Brooks, Destination Development, documented the "Top Ten Tourism Trends of the Aughts" (2000-2010). This research and other recent studies indicate several interesting trends that should continue to encourage byway travel and tourism in the Okanogan region.

- 1 The "Great American Road Trip" is back. (Travel by RVs and other touring vehicles – including the family automobile – is growing more than 30 percent annually; fascination with history, culture, genealogy, and education is influencing family trip decision making.)
- 2 "Cheaper is Chicer" and last minute trips are now the norm rather than the exception. (Travelers are booking deals closer to their time of departure and more Americans are using discount travel services over the Internet.)
- 3 More people are using the Internet than ever before to make travel plans. (68 percent of all households have immediate access to the Internet and 94 percent of these people use the Internet as their primary travel resource.)



*The "Great American Road Trip" is back!
Courtesy of the Okanogan County Historical Society*

- 4 Grandparents prefer traditional lodging over staying with family. (Ambiance and amenities are critical and comfort is more important than money.)
- 5 Adventure travel is up – "cushy" adventure that is.
- 6 Convenience, comfort, and cost: the "Three C's" reign supreme in business travel.
- 7 Critical mass and "open air shopping" are now the most important element of successful tourism programs. (This includes county fairs, rodcos, farmers markets, and outdoor events.)
- 8 Activities are now far more important than scenery. (Visitors want things to do, not just things to look at; experiential learning is key.)
- 9 Branding and wayfinding are the keywords of the aughts. (Focus on what is unique and memorable about your destination.)
- 10 Product development is the key to a successful brand. (Capital projects are more important than marketing, and tourism is the number one diversification strategy for communities losing other primary industries such as agriculture, mining, timber, fishing, etc..)

For more information about tourism trends and statistics and recommendations related to marketing and promoting the byway, refer to Section 10.

Historic Timeline

First Peoples: The Sinkaietks, Methows, and Nespelems/Sanpoils along with some Northern Okanogans inhabited much of what is Okanogan County today.

1811	David Thompson of the North West Company reaches the mouth of the Okanogan River while canoeing down the Columbia River to Astoria, Oregon.
1811	David Thompson of the North West Company stops at a large permanent Indian Village at the mouth of the Methow River, now the City of Pateros.
1811	David Stuart is the first Euro-American to explore up the Okanogan Valley into Canada.
1811	Astor's Pacific Fur Company establishes a trading post at the confluence of the Okanogan and Columbia rivers. This was the first white settlement in the State of Washington under the American flag.
1812	Alexander Ross first trader along the "Okanogan Trail" from Fort Okanogan into Canada.
1813	Alexander Ross explores the Similkameen River Valley.
1813	The Pacific Fur Company turns over Fort Okanogan site to North West Company during War of 1812 in case the British were victorious.
1816	The Canadian North West Company builds Fort Okanogan near the original trading post.
1821	The North West Company merges with the Hudson's Bay Company.
1822	The fur trading route from Fort St James in British Columbia to Fort Okanogan becomes known as the Hudson's Bay Brigade Trail or simply the Brigade Trail.
1835	Fort Okanogan moves across the flat from the Okanogan to the Columbia River.
1847	The last Hudson's Bay Company fur brigade follows the Brigade Trail.
1858	Gold is discovered on the upper Frazier River Cariboo Mining District.
1858	Hostilities between Coeur d'Alene, Spokane and Palus tribes and miners in the area intensify.
1858	First commercial orchard planted on Lake Osoyoos by Hiram "Okanogan" Smith.
1859	Gold is discovered at Rich Bar on the Similkameen River.
1859	Joel Palmer constructed a freight wagon road up to the Okanogan Valley into Canadian Cariboo mining district.
1860s	Thousands of head of beef are driven up the Okanogan Valley to the Frazier River mining camps. The route became known as the Cariboo Cattle trail or simply the Cariboo Trail.
1861	Surveying of the 49th parallel (boundary between Canada and the US) is completed.
1871	Silver discovered in the Similkameen River Valley.
1872	Colville Reservation established by executive order of President Ulysses S. Grant; original eastern boundary was later shifted west to the middle of the reservation excluding prime agricultural land.
1877 – 1885	Chief Joseph led Nez Perce (NP) flight from present day Wallowa, Oregon; after surrendering, the Joseph Band of the NP was first incarcerated at Fort Leavenworth, Kansas and later settled in Oklahoma, but then eventually sent to the Colville Indian Reservation in 1885.
1879	Columbia (Moses) Reservation established by executive order of President Rutherford Hayes.
1880	Columbia Reservation expands to north shore of Lake Chelan.
1883	15 mile strip removed from the north side of the Columbia Reservation.

3 Existing Conditions

1884	Federal government reclaims previously allotted reservation lands from the Moses-Columbia tribes and opens the area for public domain/homesteading in 1886.
1885	St. Mary's Mission, including a boarding school, is opened near Omak Creek by French Jesuit Father Etienne de Rouge; log cabin was constructed in 1889.
1886	Mining camps of Ruby, Conconully, Loup Loup, Golden, Squaw Creek and Loomis are started.
1886	Silver discovered in the Salmon Creek and Sinlahekin River valleys.
1887	Dawes Act authorizes the division of tribal lands into individual allotments ranging from 40 to 160 acres and non-allotted lands to be sold, resulting in the winnowing of reservation acreage from 136 million acres (1887) to 73 acres (1911); Colville Tribes took very few allotments.
1887	Ulrich Fries one of the first homesteaders to settle in the lower Okanogan Valley.
1888	Okanogan County is formed from part of Stevens County, with the appointed county officials meeting in Ruby.
1888	The "City of Ellensburg" is the first steamship to come up the Okanogan River (about six miles).
1888	First steamship arrives at Ives Landing (now Pateros) at the confluence of Methow & Columbia rivers.
1888	First steamship arrives at Brewster Landing. <Bruster?>
1888	Plat filed for the Town of Loup Loup.
1888	Okanogan County voters elect to move the County seat to Conconully.
1889	Plat filed for the Town of Conconully.
1890	Federal day school opens in Nespelam, but chiefs Joseph and Moses discouraged parents from sending their children to it; the two leaders argued for a boarding school because long distances and limited transportation hindered the efficiency of a day school.
1890	A poorly situated federal boarding school for Okanogans is opened, but burns to the ground seven years later.
1890	Plat filed for the Town of Ruby.
1891	Colville Tribes ceded northern half of their reservation for \$1.5 million, although actual payment is not approved until 1906.
1891	First steamship arrives at Riverside Landing.
1892	Federal government restores North Half of previously allotted Colville Indian Reservation to public domain.
1892	Plat filed for the Town of Swansea.
1892	Plat filed for the Town of Oro.
1893	Plat filed for the Town of Virginia City.
1893	Price of silver drops dramatically; towns of Ruby and Loup Loup are abandoned.
1896	Federal government reclaims previously allotted North Half of Colville Indian Reservation and opens the lands to mining claims.
1896	Plat filed for the Town of Brewster.
1898	Federal government reclaims previously allotted South Half of Colville Indian Reservation and opens lands to mining claims.
1899	Chelan County is formed from part of Okanogan County and part of Kittitas County.
1900	Federal government opens previously allotted North Half of Colville Indian Reservation to homesteading.

1900	A telephone line was completed from Spokane to Pateros and Brewster. Another came from Rock Creek, BC down through Chesaw, Molson, Oroville, Loomis, Conconully and Malott, ending at Brewster. A branch line went to Riverside. The only switchboard and maintenance service was in Loomis.
1900	Plat filed for the Town of Pateros.
1900	Plat filed for the Town of Chesaw.
1901	First sheep arrive in the Okanogan Valley.
1902	Plat filed for the Town of Riverside.
1903	Curtis sheep slaughter - range war narrowly averted.
1903	Colville Indian Agent Major Albert M. Anderson is removed from office after the disclosure of several financial misdeeds, including forging names on an annuity payment and keeping the money.
1903	Frank Matsura, Japanese photographer, arrives in Concoolly.
1904	Chief Joseph dies.
1904	Plat filed for the Town of Alma.
1904	Plat filed for the Town of North Alma.
1905	McLaughlin Agreement affirms US government's \$1.5 million payment for the cession of the northern half of the Colville Reservation, but it still takes several years to dispense various allotments.
1905	Plat filed for the Town of Molson.
1905	State Road 10 from Pateros to Riverside established by Washington State Legislature.
1905	US Reclamation Service approves the Okanogan Irrigation project for construction.
1905	The first draw bridge to span the Okanogan River is completed at Riverside.
1905	Plat filed for the Town of Nighthawk.
1906	Six day schools open (four on the Colville Reservation and two on the Spokane Reservation) helping to boost overall attendance on the reservation and make the rate of school attendance higher than the average at reservation schools nationwide.
1906	Plat filed for the Town of Oroville.
1906	Spokane Falls and Northern Railway comes from Curlew to Molson - line abandoned in 1935.
1907	State Road 10 from Riverside to the Canadian Border established by Washington State Legislature.
1907	Alma and North Alma combined and the name changed to Okanogan.
1907	Plat filed for the Town of Omak.
1907	Spokane Falls and Northern Railway comes to Oroville from Molson - line abandoned in 1931.
1907	Annual fairs were held in Riverside from 1907 to 1916. Annual fairs were held in Chesaw from 1909 to 1914. Annual fairs were held at Oroville from 1923 until the 1940s then the site moved to Okanogan.
1908	State Road 10 bridge built across Methow River at Ives Landing (Pateros).
1908	First automobile arrives in the Okanogan Valley.
1909	Plat filed for the Town of Malott.
1910	The Conconully Dam and main distribution canals for the Okanogan Irrigation Project are completed.
1910	The steel "High Bridge" is completed at Okanogan.
1910	Plat filed for the Town of Tonasket.

3 Existing Conditions

1911	Nine day schools now open (six on the Colville Reservation and three on the Spokane Reservation).
1911	A steel draw bridge is constructed at Omak.
1911	Okanogan National Forest formed from Chelan National Forest land in Okanogan County; headquarters in Okanogan.
1912	Great Northern Railway begins construction in the Okanogan Valley.
1912	Road connecting Okanogan and Omak build at river level around Shell Rock Point.
1912	Plat filed for the Town of Loomis.
1912	Plat filed for the Town of Ellisfonde.
1913	Colville Agency headquarters moves from Fort Spokane to Nespelem.
1913	Rail freight and passenger service between Pateros and Oroville begins.
1914	Okanogan wins the vote to become the County seat.
1915	Draw bridge is completed at Malott.
1916	Plat filed for the Town of Monse.
1916	Federal Government now opens South Half of previous allotted Colville Indian Reservation to homesteading.
1916	Cold storage fruit warehouses start being built.
1921	Salmon Lake Dam completed.
1924	Native Americans acquire US citizenship.
1924	The Okanogan-Cariboo Trail Association is formed to promote auto touring over the historic Cariboo Trail.
1926	Start of US 97 designation.
1933	Grand Coulee Dam construction starts.
1933	First Omak Stampede
1934	Indian Reorganization Act encourages tribal sovereignty and self-administration.
1935	First Suicide Race is held in Omak (held in other locations before).
1938	Various Colville tribes (including the Colville, Nespelem, Methow, San Poil, Okanogan, Columbia, and Joseph Band of the Nez Perce) confederate under a new constitution.
1941	Grand Coulee Dam completed.
1942	Annual Chesaw Rodeo starts.
1944	Molson Grange coverts Molson Mercantile to Grange Hall.
1947	First County Fair at Okanogan - the fairgrounds were located about where Valley Lumber is today.
1949	Chief Joseph Dam construction starts.
1951	Fort Okanogan State Park is created.
1951	Sitzmark ski area opens.
1953	First County Fair at current location.
1955	Beginning of project to move US 97 to the present location.
1955	Chief Joseph Dam completed.
1960	Fort Okanogan Interpretive Center opens.
1965	Fort Okanogan Cemetery moved to Monse location.

1965	Pateros moved to higher ground.
1967	Wells Dam completed.
1968	North Cascades National Park is formed.
1968	Pasayten Wilderness created in the Okanogan National Forest.
1968	Old Molson ghost town opens.
1972	Historic Knob Hill Grange Hall donated and moved to Sitzmark site.
1973	Controlled atmosphere fruit storage begins.
1975	Okanogan County Historical Museum opens.
1980	Wild baby's breath becomes a commercial product.
1983	Molson Museum opens.
1985	Molson Chesaw Fire Department created for 111 square miles.
1986	Oroville Depot Museum opens.
1990	Omak Performing Arts Center opens.
2001	US 97 became only designation for the highway between Pateros and the Canadian border.
2002	US 97, from Pateros to Canadian border, designated a State Scenic Byway by Governor Locke.
2003	Development of the Corridor Management Plan for the US 97 Scenic Byway, later named the Okanogan Trails Scenic Byway, begins.
2005	Corridor Management Plan is completed for the Okanogan Trails Scenic Byway.

4



Intrinsic Qualities

What are Intrinsic Qualities?

Intrinsic qualities are the important attributes of the byway that make it special – the significant features and places that attract people and also may become the focus of some combination of enhancement, preservation, and promotion.

Typically, when these outstanding resources relate to the byway, the communities along the byway, and to each other, thereby contributing to an underlying theme or story, the byway may qualify for national designation.

Intrinsic qualities are not just landmarks and activities along the road, but rather the distinctive features that create an overall sense of the corridor's character, history, and culture. The Federal Highway Administration (FHWA) National Scenic Byways Program defines intrinsic qualities as the *“features that are considered representative, unique, irreplaceable, or distinctly characteristic of an area.”*

FHWA recognizes six primary categories of intrinsic qualities: natural, archeological, historic, cultural, recreational, and scenic. FHWA Policy 5.18.95 describes these categories as follows.

Natural

Natural quality applies to those features of the visual environment that are in a relatively undisturbed state. These features predate arrival of human populations and may include geologic formations, fossils, landforms, water bodies, vegetation, and wildlife. There may be evidence of human activity, but the natural features reveal minimal disturbance.

Archaeological

Archaeological quality involves those characteristics of the corridor that are physical evidence of prehistoric or historic human life or activity. These features may be visible and typically are capable of being inventoried and interpreted. The byway's archaeological features, as identified through ruins, artifacts, structural remains, and other physical evidence, may have scientific significance that can educate visitors and stir an appreciation for the past.

Historic

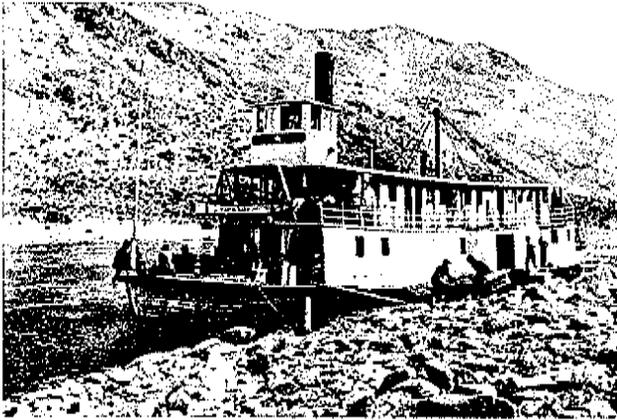
Historic quality encompasses legacies of the past that are distinctly associated with physical elements of the landscape, whether natural or developed, and that are of such historic significance that they educate the viewer and stir an appreciation of the past. The historic elements reflect the actions of



Many natural features provide scenic and recreational opportunities for byway travelers.

Courtesy of Mike McKee

4 Intrinsic Qualities



The byway contains many historic qualities.

Courtesy of the Okanogan County Historical Society

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.

Cultural

Cultural quality includes the evidence and expressions of the customs or traditions of a distinct group of people. Cultural features include, but are not limited to, crafts, music, dance, rituals, festivals, rodeos, languages, foods, special events, and vernacular architecture. The cultural qualities of the corridor may highlight one or more significant communities and/or ethnic traditions.

Recreational

Recreational quality involves outdoor activities directly associated with and dependent upon the natural and cultural elements of the corridor's landscape. Recreational activities provide opportunities for active and passive experiences, including, but not limited to, swimming, bird watching, boating, fishing, hunting, hiking, alpine and Nordic skiing, snowmobiling, snowshoeing and many others. Driving the byway itself also qualifies as a pleasurable experience. Recreational experiences may be seasonal, but the quality and importance of the experience as part of a seasonal activity must be well recognized.

Scenic

Scenic quality is the heightened visual experience derived from the viewing of natural and human-made elements of the visible environment. The characteristics of the landscape typically are strikingly distinct and offer a pleasing and most memorable experience. All elements of the landscape – landforms, water, vegetation, and human development – contribute to the quality of the corridor's visual environment. Everything present is in harmony and shares in the intrinsic qualities.

What is required for National Scenic Byway and All American Road designation?

For official designation as a scenic byway, the FHWA requires corridors to possess intrinsic qualities within one or more of the six categories: natural, recreational, scenic, historical, cultural, and archaeological. Although a candidate byway may possess qualities in more than one category, they are asked to highlight the qualities of the predominant category of the byway. An All-American Road (the highest level of America's byways) must possess intrinsic qualities in at least two categories.

Summary of Intrinsic Qualities along the Okanogan Trails Scenic Byway

The Okanogan Trails Scenic Byway possesses an abundance of intrinsic qualities within all six categories. In fact, the Steering Committee and the public inventoried over 100 examples along the byway. Out of the nearly 100 intrinsic quality locations inventoried, the list was reduced to 26 sites, selected for their specific importance to the byway. In some cases, these locations relate to one another. For example, unique natural qualities of the corridor contribute to the abundance of recreation opportunities and scenic qualities. Historic elements contribute to present-day culture. A single place may embody multiple qualities, so there may be overlapping categories as well. The matrix at

the end of this section lists each of these elements and places and the categories of intrinsic qualities found there. Figure 4.1 shows the locations of these features in the same order listed below, from south to north. The byway's intrinsic qualities are summarized in general below.

First Nations

The cultural influences of the Confederated Tribes of the Colville Reservation and their ancestors are present throughout the region and integral to the byway's stories. These native peoples have survived in this area for thousands of years and today still occupy some of their aboriginal homelands. Opportunities to interpret the tribes' culture and lifeways of the past and present and their vision for the future can be found throughout the byway. Their stories and legends, their languages, names, and meanings for places, events that have shaped their culture, and information about their leaders should be conveyed to byway travelers as part of their experience. Today, the Colville Confederated Tribes operate as a strong sovereign government representing twelve aboriginal tribes. For more information, refer to Section 6 – Telling the Byway Story - Interpretive Master Plan.

Pateros and the Methow and Columbia Rivers

Located at the confluence of the Columbia and Methow rivers, Pateros is the southern gateway to the Okanogan Trails Scenic Byway and the Okanogan Valley, as well as a gateway to the Methow Valley and North Cascades, via the Cascade Loop. Besides being an important gateway, Pateros is also an interesting byway destination. Boasting more than 300 days of sunshine per year, a variety of recreational and cultural opportunities, and an interesting history, Pateros serves as the perfect welcoming place for byway visitors.

Pateros became the third name of the town in 1900, a name that has held to this day. Livestock dealer and fur buyer Lee Ives staked his claim here in 1886, and later named the town for his wife, Nera. The name of the town was changed to Ives Landing in 1896. During the early days of the town, steamboats docked at the landing bringing supplies, mail, and people to the area. The town was renamed Pateros in 1900 by Army Lt. Charles



Pateros is a year-round paradise for residents and visitors.

Nosler because it reminded him of a place in the Philippines he visited after the Spanish American War.

Pateros was a principal stopping point between Wenatchee and Oroville for travelers by river and by land, and in 1914 after the railroad was built, the town became an important hub on the rail line.

Pateros was moved upland after the original town site was inundated by the backwater of the Wells Dam constructed in 1966.

Today, Pateros is a year-round paradise, offering impressive panoramic views of both the Methow and Columbia rivers. The community's linear waterfront park provides opportunities for camping, picnicking, fishing, covered shelters, as well as full restroom and shower facilities. Pateros provides access to many nearby recreational activities including fishing, hunting, river rafting, windsurfing, jet skiing, canoeing and boating, backpacking, rock climbing, horseback riding, bicycling, golfing, cross country and downhill skiing, snowmobiling and more. Pateros is also host to numerous cultural events including canoe races, art festivals, the Apple Pie Jamboree, and hydroboat races. The town also displays several public artworks. Sculptor Richard Bayer created an artwork located at the Pateros School that reflects the return of the salmon. The community is proud of its heritage and pleased to welcome new friends.

4 Intrinsic Qualities

Brewster on the Columbia River

As the home of the largest apple processing facility along the byway, operated by Gebbers Farms, Brewster has become known as the “apple capitol” of the byway. Access to the Columbia River at Columbia Cove offers a wide range of water activities including boating, fishing, jet skiing, and swimming.

Before apples and even before Brewster was established in 1910, local tribes fished in the area near Brewster along the Columbia, setting up fish traps and drying racks.

The town was a transfer point for steamers when they could not ascend the Okanogan River. Goods and passengers would unload in Brewster and transfer to freight wagons and stagecoaches to continue their journey upvalley.

Fort Okanogan Overlook and the Fort Okanogan State Park and Interpretive Center

In 1811, the Pacific Fur Company established the first American post in what today is Washington State at the confluence of the Okanogan and Columbia rivers. Fur brigades would forge north up the Okanogan Valley into the center of what is now known as British Columbia and bring back pelts to the Fort. The fur would then be transported down the Columbia River to Fort Vancouver and beyond. The existing Fort Okanogan overlook is located approximately four miles up the Columbia River from Brewster northbound along US 97 at the confluence of the Okanogan River with the

Columbia. The overlook provides sweeping views across the confluence delta, with its marshlands and river oxbows, to the Fort Okanogan State Park Interpretive Center. This overlook includes a historic marker, placed in 1967 by WSDOT, commemorating Fort Okanogan. The river delta was also the confluence of ancient and historic trade routes that extended into now northern Canada, south towards Mexico, west to Puget Sound, and east to the plains of Montana and the Dakotas. The river mouth is located immediately below the overlook, where during several months of high water each year in the late 1800s to 1914, large sternwheel steamboats turned out of the Columbia and passed by churning up the Okanogan River to the town of Riverside. The top of the stacks on those passing sternwheelers would have been eye-level with overlook visitors today. The overlook is also a natural platform for wildlife viewing of waterfowl, raptors, and other birds.

Present-day Fort Okanogan State Park, located on SR 17 just east of the junction with US 97, is a 45-acre day use facility with a recently upgraded interpretive center and picnic facilities. The Confederated Tribes of the Colville Reservation are important partners in the ongoing operation and development of this center. An overlook at the interpretive center offers panoramic views of both the Columbia and Okanogan rivers, as well as Washburn Island, a favorite spot to fish for bass and view over 200 species of birds (located below the Fort Okanogan Interpretive Center, at the river confluence).

Colville Tribal Fish Hatchery

The Colville Tribal Fish Hatchery is located on the bank of the Columbia River, downstream from Bridgeport. Located within a short driving distance from the byway, the hatchery annually produces approximately 50,000 pounds of trout, which are released into reservation waters including boundary waters. The fish produced at the hatchery support and enhance tribal fisheries and non-tribal sport fisheries.

Okanogan River

From its natural beauty to its recreational opportunities and its rich history, the Okanogan River offers something for every user. Impressive



Brewster is known as the “apple capitol” of the byway.

views of the Okanogan River can be seen along most of the byway, beginning with the confluence of Columbia River about four miles upstream from Brewster.

For hundreds of years, the Okanogan River was the primary transportation corridor for the area. The native settlers in the area used the Okanogan River to explore, move camps, and fish for salmon, trout, whitefish, and other species. Several places along the Okanogan River were used as summer fishing grounds and camps. When early western settlers arrived, the Okanogan was used primarily as a transportation route for fur traders, and later to move people and goods. The Okanogan River has played an integral role in shaping the valley that surrounds it. Today, the river is used for recreational transportation (boats, kayaks, canoes, etc) and fishing.

The Okanogan River is the prominent feature along the byway. Rich culture and history not only surround the Okanogan, but exist because of the Okanogan River.

SES-Americom Satellite Communications Center

This is one of the largest teleport facilities in the Western Hemisphere, featuring more than 40



Sand dunes and pine trees enhance the surrounding shrub steppe landscape

antennas operating on all major and domestic and international satellite systems. Global network projects are providing Internet, voice, and data services 24 hours a day to regions and cities all along the west coast. The facility provides 95 percent of the Internet service to Asia. The character of this site casts a distinct contrast in the rural landscape as its technological appearance stands out on the horizon.

Soap Mountain Sand Dunes/Pine Trees

This distinctive ecosystem of sand dunes and pines emerges from the surrounding sage/shrub steppe landscape along the byway between Brewster and Okanogan. There may be an opportunity to create a pull-off area with interpretation related to the natural history of the landscape here. Logs for construction of Fort Okanogan were cut from this area in 1812.

Malott

The quaint little town of Malott is located on the Okanogan River, approximately nine miles south of Okanogan. Malott was home to Chiliwhist Jim, one of the early spiritual leaders and a medicine man of the Methow Tribe. Throughout time, native peoples have lived, camped and fished in this area, one of the sites of the earliest fish traps on the river.

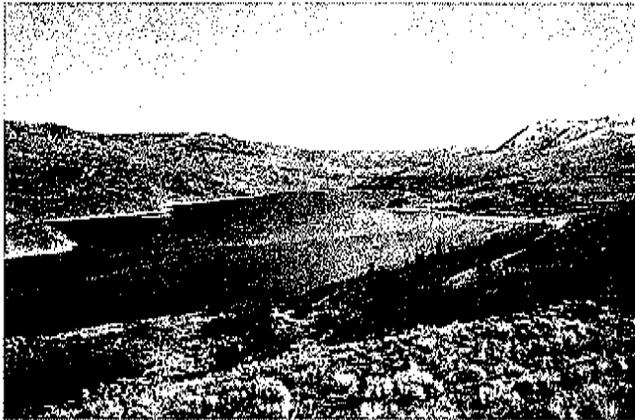
Homesteaders who settled in here planted some of the first apple orchards of the valley. Remnants of homesteading are still present in Malott today including original planted apple trees, irrigation flumes, and ditches. In 1938, a breached dam on the Loup Loup Creek flooded and destroyed over half the town's homes and businesses. Malott was named for the original settlers of the town and became known as an important travel stopover in earlier days because the Malott's huge barn could hold 28 horses. Modern-day Malott is a peaceful small town, nestled on the scenic Okanogan River with active orchards and farms.

Cariboo Trail

This trail route was used by native peoples for thousands of years as a main travel way through the Okanogan, extending between the US and Canada. The trail was a natural location for the travel route given that it follows the Okanogan River closely, which only drops 125 feet in 77 miles. The trail route was later used by fur brigades in the early 1800s and then by cattlemen, cowboys, and gold

4 Intrinsic Qualities

miners during the gold strikes in the Cariboo District of British Columbia in the 1850s-1860s when it became known as the Cariboo Trail. The Cariboo Trail was the longest cattle trail outside of Texas, beginning near Walla Walla, Washington and ending near Barkersville, British Columbia. The Cariboo Trail was also used by surveyors in 1861 to establish a boundary between the United States and Canada.



Omak Lake

Omak Lake

Omak Lake, located on the reservation of the Colville Confederated Tribes, is a site not to be missed. Located about seven miles off the byway, the vistas and lake views dominant the landscape. Omak Lake is the largest saline lake in Washington and includes public fishing access and a beach. Lahontan cutthroat trout are found here. (A record breaking 18.04 pounder was caught here in 1993.) The public beach and boat access are located at the north end of the lake. Most other areas on the lake are accessible only to tribal members. Check with the Colville Confederated Tribes for use and permit requirements.

St. Mary's Mission, Paschal Sherman Indian School, and Omak Longhouse

The St. Mary's Mission, Paschal Sherman Indian School, and Omak Longhouse are located on the reservation of the Colville Confederated Tribes. The Mission was established 1885 by Ercinnc de Rouge, a French Jesuit. In the early 1900s, the Mission became a "small city" with dormitories, an infirmary, gymnasium, barn, church, gardens, and a 500-acre farm and eventually, also the site of the Omak Longhouse and Paschal Sherman Indian School.

Today, the site is still rich in culture and history. The mission and longhouse are host to numerous cultural events including the Sun Flower Festival and tribal meetings. The newly constructed school building was designed to blend with the natural surroundings and serve as a reflection of Native American culture. The uniquely designed school includes cultural perspectives of each of the twelve tribes that comprise the Confederated Tribes of the Colville Reservation. Design elements include animal motifs, a solar clock, a map showing each tribe's route through the Okanogan region, tree trunks, and innovative sustainability features.

Colville Tribal Enterprises Site

The Confederated Tribes of the Colville Reservation are planning to develop the area east of Highway 97 and south of SR 155. Plans include development of the new Omak Industrial Park, as well as tourist and recreational facilities and activities. Eventually the tribe intends to originate visitor tours from this location, which is located at the junction of the Okanogan Trails Scenic Byway and the Coulee Corridor on reservation land.

Okanogan

A stroll down Main Street in Okanogan today is similar to the experience in the early 1900s. Historic buildings, including the firehouse (now a museum) and the Schaller building, still depict the architectural style of the early days of Okanogan. Murals of Frank Matsura's photographs taken between 1903 and 1913 can also be seen throughout the downtown area on various brick buildings. Matsura was influential in capturing the culture and spirit of the Okanogan area, photographing both natives and early settlers. The historic Okanogan River bridge, constructed in 1909, was recently replaced. A drive across the river leads to a refurbished historic flour mill that has been converted to a restaurant, game center, and skate park.

There are also several recreational opportunities in the vicinity of Okanogan including camping, picnicking, and fishing access at Legion Park, as well as public fishing access at Alma Park (named after the original town name of Okanogan).

Omak

The town of Omak is abound with cultural and recreational opportunities. Omak Park, located on the winding banks of the Okanogan River, is the site of the famous Omak Stampede, first formally held here in 1933. The Stampede is a traditional event of the tribes and local community. In the years before 1933, the event was held informally in other places. The Suicide Race, which began annually here in 1935, involves a dramatic horseback charge down a steep hillside (Suicide Hill) where racers plunge into the river below, swim across river, and then speed up a ramp for an exciting finish around the arena. A tribal encampment is set up annually during the Stampede with a tent for dances and over 100 tipis. Traditional native games, dancing, drumming, music, foods, and arts and crafts are highlights of the encampment.

Omak Park also offers an abundance of year-around recreational opportunities including camping, tennis, basketball, skate park, soccer, baseball, and walking trails. Cultural events also occur at Omak Park throughout the year including rodeos, art festivals, farmers market, dances, and craft fairs.

Omak is also the confluence of the Okanogan Trails and Coulee Corridor scenic byway. The Coulee Corridor traverses US 155 through many historical, cultural, and natural areas on the reservation land of the Colville Confederated Tribes.

Riverside

Located at the head of navigation on the Okanogan River, Riverside was the first metropolis along the Okanogan River in pioneer times. With over one million dollars worth of produce crossing the boat



*Riverside
Courtesy of Mike McKee*

dock in 1902, Riverside quickly emerged as the leading trade center in Okanogan County. Elements of “late frontier” and “wild west” culture still exist in Riverside today. Visitors from around the world visit the famous Detros Western Store to explore true western culture. Several other historical buildings are remnants of Riverside’s steamboat days.

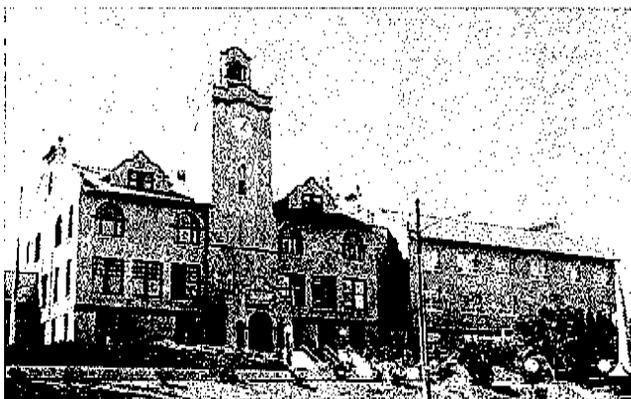
The natural beauty of Riverside rests in the unique backdrop of the historic town. Magnificent granite cliffs rounded by the scraping action of glacial activity create the background to this delightful town. The leaning appearance to the mountains has resulted in the informal place name “Mountains that Lean” with some local residents.

Okanogan National Forest

From craggy peaks to rolling meadows to old growth forests and groves of ponderosa pines, the Okanogan National Forest offers stunning views of geologic features as well as year around recreational opportunities. The national forest surrounds the byway (located along both sides of the corridor) and contains over 2,000 miles of trails for all uses including hiking, backpacking, horseback riding, biking, cross country skiing, and snowmobiling. The forest also contains numerous lakes, rivers, and streams for fishing, canoeing, and kayaking opportunities. The forest is also a favorite destination for a scenic drive and picnic overlooking some of nature’s most spectacular wonders.

Conconully

Conconully is nestled amongst lakes and forests and draped in history. After changing its name from Salmon City to Conconully in 1888, the fledgling town experienced three devastating events. In 1892,



Okanogan Courthouse

4 Intrinsic Qualities

a fire incinerated almost all of Conconully in two short hours. Conconully rebuilt only to experience the end of the silver mining boom in 1893. Then, in 1894, a flash flood swept through town, leveling over forty buildings in its wake. Despite these tragedies, Conconully survived and today is a peaceful, rural town eager to greet visitors.

With four distinct seasons, Conconully offers visitors recreational opportunities year-round. Deer, bear, pheasant and other game attract hunters from around the state. Winter brings out snowmobilers and skiers. Spring weather entices fishermen to the area's lakes and rivers, while bicyclists enjoy the beautiful wildflower displays. The hot summer weather encourages everyone to take a swim or go for a boat ride.

McLaughlin Canyon

McLaughlin Canyon is famous for the 1858 ambush of gold miners. Tensions between gold miners heading north for the British Columbia gold fields and Native American men from a local tribe in the Okanogan reached the breaking point on July 29, 1858. As 160 men, led by David McLaughlin, approached the canyon from the south, a conflict broke out. Several native people and three people in McLaughlin's party were killed.

With its narrow width and high vertical walls, McLaughlin Canyon is a natural and scenic beauty. The canyon varies from 40 feet to 100 feet in width. The Canyon's narrow width combined with its vertical walls reaching hundreds of feet into the air make it feel like the walls are caving in around you! Vegetation in the canyon is of the shrub steppe ecosystem, which includes sage, bitterbrush and rabbitbrush, to name a few.

Tonasket

Tonasket, nestled between the Okanogan River, Siwash Creek, and Bonaparte Creek, is named for Chief 'Tonasket. While not an inherited leader, he was officially recognized as the Chief of the Okanogan Indians in 1858 and proved himself to be a strong and able leader for his people. Present-day Tonasket was the site of his encampment.

The town has many historic elements and interesting features, including a major recreation

park and riverfront pathway system. Founded in 1910, Tonasket is a hub for agriculture and forest industries throughout the Okanogan region. Many of the present-day residents are descendents of the pioneer families, interested in preserving their way of life as well as share their unique stories. Tonasket is also the confluence of the Okanogan Trails Scenic Byway and US 20 where an abundance of recreational opportunities are available for adventure enthusiasts.



Aerial view of Tonasket

Courtesy of the Development Manual for Paddlesports

Loomis/Many Lakes Recreational Area/ White Stone Mountain

Loomis, situated among the Many Lakes Recreational Area, was once a boom town of the mining era and is rich in history. The town flourished in 1875 when two settlers, Phelps and Wadliegh, began their cattle production activity in Loomis, the largest beef cattle buyers in the Washington Territory. In 1895, the Palmer Mountain Gold Mining and Tunnel Company founded in Loomis, erected the longest mine tunnel on the western states and the largest concentrating mill in Washington (but the mill never operated). Evidence of early mining activities are still present in Loomis today, a sleepy town of just a handful of residents.

The Many Lakes Recreational Area offers a number of recreational opportunities. Set in the valley among the high peaks of Whitestone Mountain, this area includes several picturesque lakes such as Palmer and Spectacle that await exploration. Whether resting along the serene lakeside or boating and fishing, visitors experience some of the state's best natural features here. Glimpses of irrigation ditches and flumes are also present in this area.

State Lands and Wildlife Areas including Chiliwist and Driscoll Island

Thousands of acres of Washington State lands, including areas managed by the Department of Fish and Wildlife, exist throughout the county. Driscoll Island, Eyott Island, Teel Island, and other sites on the Okanogan River, as well as the Sinlahekin area, the Chiliwist, Scotch Creek, Methow Game Range, and the Pateros and Indian Dan sites on in the lower part of the county provide public recreation opportunities.

The diverse ecosystems and landscapes throughout these areas support an exceptional abundance and variety of flora and fauna. These areas offer public access and abundant recreational opportunities, including fishing, hunting, birdwatching, and sight seeing. Watch for birds such as pheasant, quail, osprey, heron, hawks, owls, eagles, and many others in this areas. The vast quantity and diversity of birds throughout the region have made this one of the premier birdwatching areas in the country.

As nesting habitat for Canadian geese, Driscoll Island State Wildlife Area offers visitors recreational and scenic opportunities. Located right off the byway, the wildlife area encompasses 220 acres and is bordered by the Okanogan and Similkameen rivers. Fishing is popular here due to the runs of Chinook salmon, sockeye salmon and steelhead, as well as other species. More passive recreational activities include bird watching. Driscoll Island State Wildlife Area offers memorable scenic views. Small streams and gravel bars are juxtaposed with the island, with Mount Hull forming the backdrop to the scene. Native vegetation such as snowberry, serviceberry, and cottonwoods round out the scenic postcard picture.

Mount Bonaparte

Rising to a height of 7,257 feet, Mount Bonaparte towers over the other mountains with its natural, recreational and scenic qualities. The highest point in northeastern Washington, Mount Bonaparte lies between the Kettle Range and Okanogan River. A picturesque mountain lake sparkles at the base of the mountain, and the highest fire lookout in Eastern Washington graces the peak. The original fire lookout built in 1914 from hand-hewn logs still resides at the top of the peak.

For hiking and camping enthusiasts, Mount Bonaparte should top their must-do list as the peak lies along the proposed Pacific Northwest Trail. The reward for the 5.6 mile climb is the incredible view of Bonaparte Lake, Mount Rainier and Mount Chopaka. The Mount Bonaparte area also offers boating, swimming, hunting, camping, and fishing opportunities.

Oroville

Located just four miles inside the United States border, Oroville is the gateway to the byway for visitors coming from Canada. Oroville's charming and historical downtown includes the Old Oroville Depot and McDonald Log Cabin House. A visit to the Old Depot Train Museum unveils the rich history and cultural activities of natives and early settlers. While mining is not as much of a present-day activity near Oroville as it once was, the town is still nestled between apple and cherry orchards, much like it was when Hiram Smith located the first apple orchard in Washington here, near Lake Osoyoos. Oroville is also home to the burgeoning wine industry in the stateside portion of the Okanogan Valley.

Similkameen River

As the largest tributary to the Okanogan River, the Similkameen River embodies natural, historic, recreational and scenic qualities. The river resides in both the United States and Canada. The directional flow of the river is unusual in that it begins in the Washington Cascades, then it turns north and flows into British Columbia only to turn south again and enter the United States near Nighthawk, Washington. The Similkameen flows past arid valleys and snow-capped mountain peaks, providing dramatic vistas for all that pass by.

The Similkameen has a 'rich' history as it was where gold was first discovered in Washington. Hiram 'Okanogan' Smith discovered gold on the river, which is said to have been the richest take of gold in the state. The Enloe Dam is another facet of the history of the river. The historic hydroelectric power plant at the dam provided power to the town of Oroville. Today, the power plant building still stands, providing a reminder to visitors of the unique history of the area. A project proposed by Okanogan County will involve development of the

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Canoeing the Similkameen

Courtesy of the Development Manual for Paddlesports

Similkameen River Trail in this area and restoration of some of the historic buildings and features of the power plant and dam. The Similkameen River also passes the historic village of Nighthawk, a once flourishing mining boom town that is now a quiet community in private ownership.

Water activities abound on the Similkameen River. From a lazy raft ride to a hair-raising kayaking trip, the Similkameen offers adventure to all types of boaters. Other recreational opportunities include swimming as well as fishing.

Gateway to the Okanogan Highlands/ Molson

Okanogan Trails is a gateway to the impressive Okanogan Highlands. Spanning an area of 14,000 square miles, the Okanogan Highlands stretches north to the Canadian border, east to Roosevelt Lake, south to the Columbia River Plateau and west to the Cascade Mountains. Forming the western edge of the Rocky Mountain system, the Highlands are a mix of glaciated gorges, rivers, and grasslands. Reminders of glacial activity and the Ice Age floods abound in the mountains, benches and imposing granite cliffs. The rivers support a plethora of fish including spawning salmon, and the grasslands are home to elk, deer, and a variety of birds. The Sidley Lake area provides excellent bird watching opportunities with more than a mile of continuous public access along the lake.

An enriching cultural experience awaits visitors at the Molson Schoolhouse Museum in Molson, Washington. The museum houses an array of artifacts and photographs that tell the story of pioneer days of the area. The historic building, a three-story brick schoolhouse built in 1914, is representative of Molson's unique history. The museum includes a restored classroom and the original school library.

Although a ghost town today, in 1900 Old Molson was a boom town in the Okanogan Valley. In its hey day as a lively mining camp, 300 people lived in Old Molson. All that changed in 1909 when a local farmer claimed that the 40 acres that Molson sat on were part of his homestead. He ordered all people residing or working there to move off his land. The enraged townspeople decided to move the entire town one-half mile north. Everything moved to New Molson - people, businesses, even the post office. The lively mining camp of Old Molson became a fond, but distant memory.

Osoyoos State Park

The 14-mile-long Osoyoos Lake lies mostly in the United States, but it also extends several miles into British Columbia. The park includes large lawn areas that stretch down to the sandy shore of the lake. Shady trees line the lake edge, providing respite from the intense summer heat.

Recreational opportunities abound throughout the year. In the summer, water activities such as boating, fishing, swimming and water skiing draw visitors. Bird watching also entices visitors to the park with the possibility of glimpsing eagles, herons, ospreys and Canada geese to name a few. In the winter, activities for visitors include skating, snow playing and ice fishing. Regardless of the weather, this state park has something for everyone.

Historically, native peoples came to the area as a campsite and for horse races. They called the lake "Soyoos" meaning "The Narrows." In 1858, Hiram F. Smith planted the first commercial orchard in the State of Washington on the east shore of the lake. The orchard encompassed 24 acres and contained 1,200 apple trees. Today, eleven of the original 1,200 apple trees still produce fruit, some of the finest in the country! In the 1800s, Osoyoos Lake

was a stopping point for fur trappers and traders, miners and cattle drivers as they followed the Cariboo Trail on their way to and from the Canadian Okanogan. Another layer of history to the park is its military ties. A portion of the land was donated to the state by the American Legion, and therefore the park contains a veterans memorial dedicated to all veterans who have served in times of war and peace.

US 97 Visual Analysis Discipline Report

In June 2002, a visual analysis of the US 97 corridor was conducted by a licensed landscape architect and a team from WSDOT's Heritage Corridors Program. At the time of the visual analysis, the corridor was not yet a state scenic byway. Through the use of this process, it was determined that US 97 should be classified as a Washington State Scenic Byway, because the visual analysis confirmed that 77 percent of the highway corridor possessed scenic qualities.

The analysis determined that the visual character of this byway is very much intact and exemplifies the characteristics of a scenic byway. The visual character of the byway was evaluated according to "Landscape Units." The corridor was divided into 15 units. Each unit was assessed using four criteria:

- not scenic
- scenic
- highly scenic
- exceptionally scenic



The majority of the byway is classified as "scenic."

Given that visual quality is subjective, the report used three factors to perform the appraisal of the visual landscape. These were: vividness, intactness, and unity. There were five categories in vividness that were rated: landform, vegetation, water form, ephemeral features, and human-built features. These categories were rated from very high (7) to very low (1). Intactness and unity were also ranked from very high (7) to very low (1). Each category in vividness, intactness, and unity were analyzed and averaged separately. Average ratings between 6 and 7 and cumulative scores greater than 30 were considered *exceptionally scenic*. Between 5 and 6 and cumulative scores of 25 to 29 were considered *high scenic*, and between 4 and 5 and cumulative scores between 20 and 24 were considered *scenic*.

Figure 4.2 shows the scenic rating classification for each unit as recorded on the "Visual Analysis Discipline Report." For more detailed information, the report is available on WSDOT's website: <http://www.wsdot.wa.gov/eesc/design/roadside/#via>.

The scenic characteristics of the Okanogan Trails Scenic Byway represent an important intrinsic quality that sets the corridor apart from others in the nation. The factors that contribute to the byway's scenic quality — unique land forms and topography, the rivers, the diversity of vegetation types, open-to-the-sky and panoramic views, and historic elements — should be preserved and promoted as part of the byway experience.

Intrinsic Qualities Matrix

The Intrinsic Qualities Matrix on the following page lists the exceptional places along the Okanogan Trails Scenic Byway and denotes the categories of intrinsic qualities that can be found in these places.

4 Intrinsic Qualities

Intrinsic Qualities Matrix

Note: Intrinsic Qualities are listed from south to north

No.	Feature	Natural	Archaeological	Historic	Cultural	Recreational	Scenic
1	Pateros/Methow and Columbia Rivers	X		X	X	X	X
2	Brewster/Columbia River	X		X	X	X	X
3	Fort Okanogan – State Park and Interpretive Center/Overlooks	X	X	X	X	X	X
4	Colville Tribal Fish Hatchery	X				X	
5	Okanogan River	X		X	X	X	X
6	SES-Americom Satellite Center			X	X		
7	Soap Mountain Sand Dunes/Pine Trees	X		X			X
8	Malott			X	X		X
9	Cariboo Trail			X	X		X
10	Omak Lake	X	X		X	X	X
11	St. Mary's Mission, Paschal Sherman Indian School, and Omak Longhouse		X	X	X		X
12	Colville Tribal Enterprises Site				X	X	
13	Okanogan			X	X	X	
14	Omak			X	X	X	
15	Riverside			X	X	X	X
16	Okanogan National Forest	X	X			X	X
17	Conconully			X	X	X	X
18	McLaughlin Canyon	X		X		X	X
19	Tonasket			X	X	X	
20	Loomis/Many Lakes Recreational Area/ Whitestone Mountain	X		X	X	X	X
21	State Lands/ Wildlife Areas	X	X			X	X
22	Mount Bonaparte	X				X	X
23	Oroville			X	X	X	
24	Similkameen River	X				X	X
25	Gateway to the Okanogan Highlands/Molson	X	X	X	X	X	X
26	Osoyoos State Park	X		X		X	X



Figure 4.1 Intrinsic Qualities

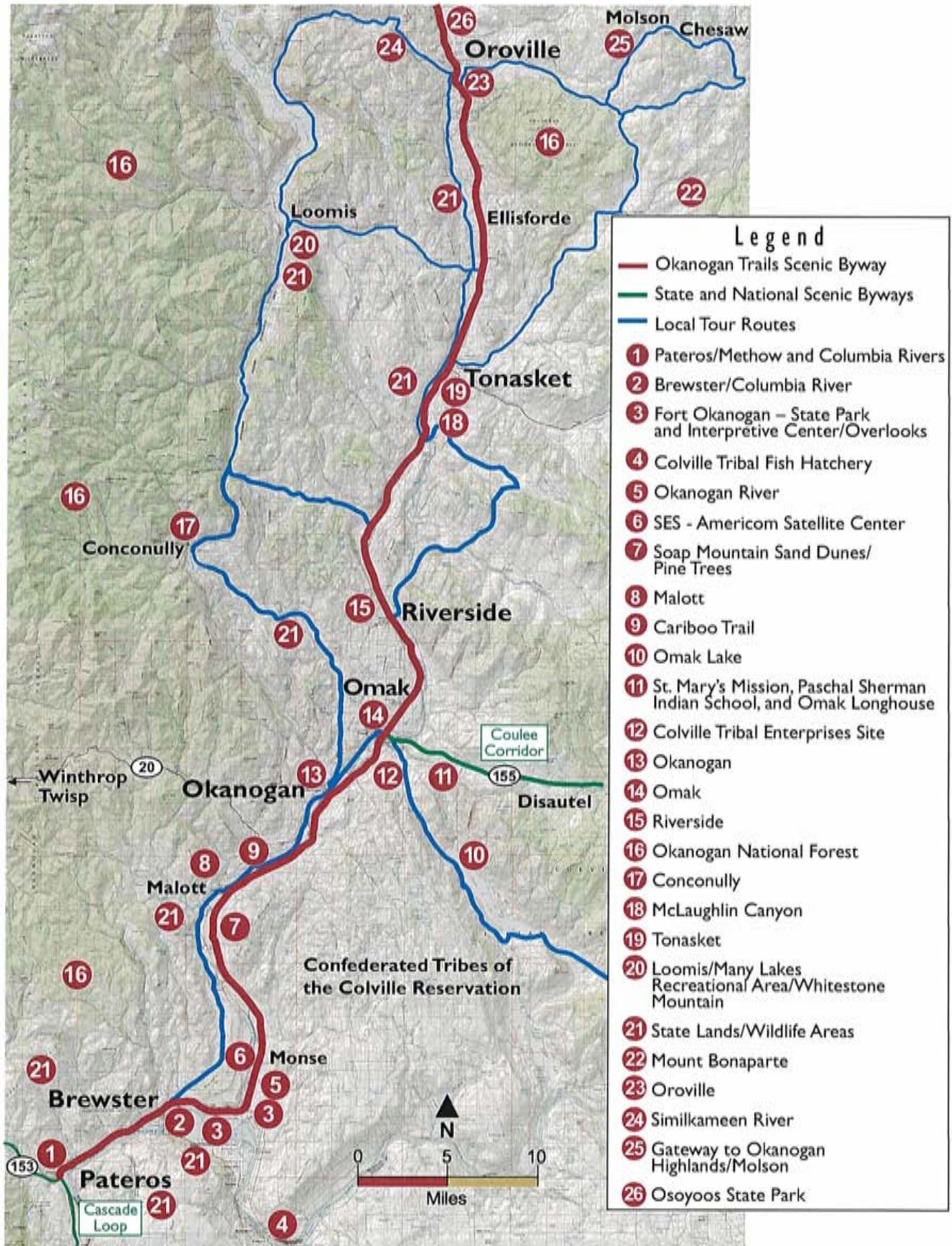
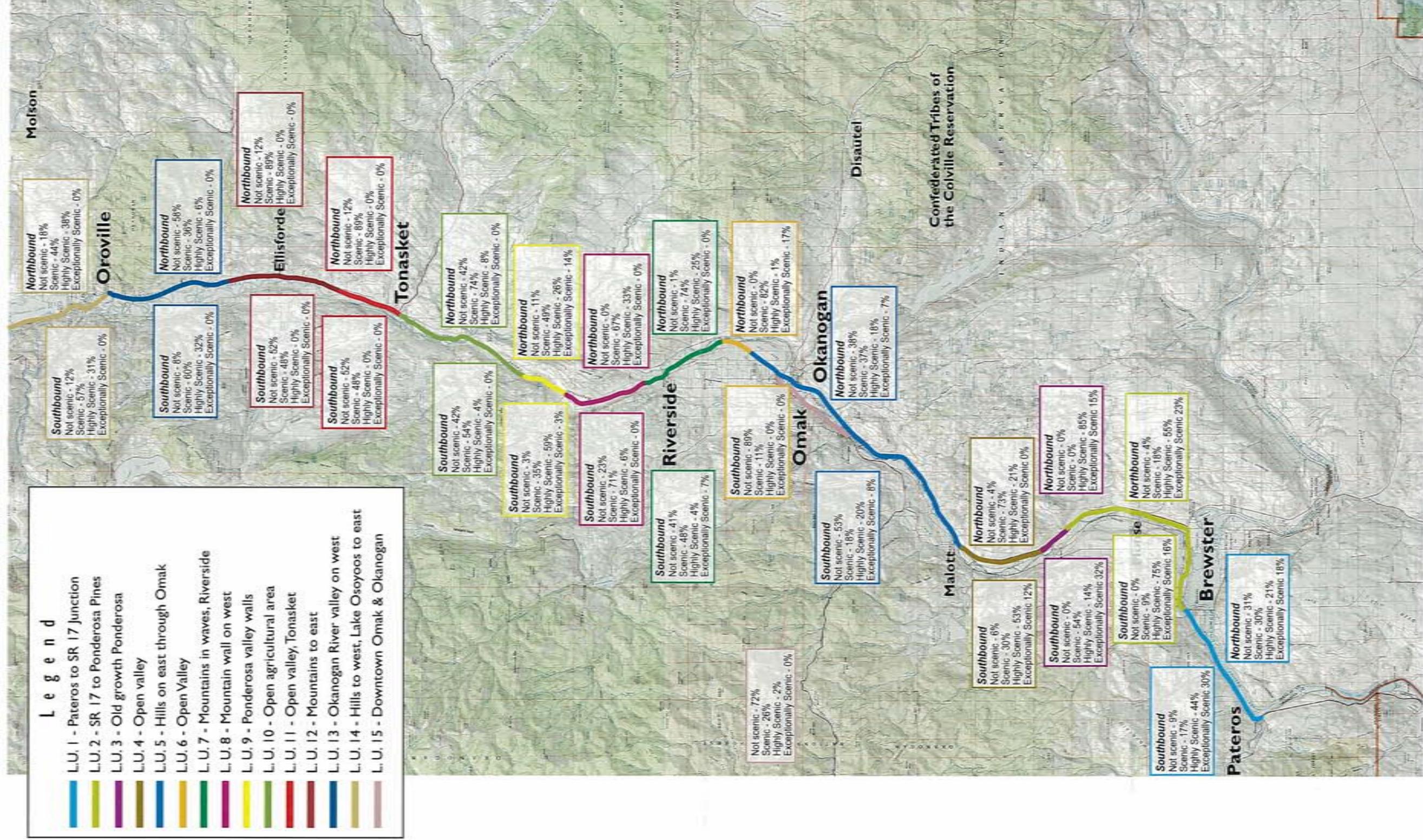


Figure 4.2 Visual Assessment



5



Transportation Analysis and Recommendations

Overview of Existing Transportation System

The Okanogan Trails Scenic Byway includes 83 miles of US Highway 97 beginning at Milepost 253.38 at the junction with SR 153 in Pateros, Washington, and ending at the United States/Canada border at Milepost 336.48, about four miles north of Oroville, Washington. US Highway 97 is a major north-south highway, beginning in Weed, California and ending at the US/Canada border. At the border, US 97 changes to British Columbia Provincial Highway 97 and is the longest continuously numbered highway in the province.

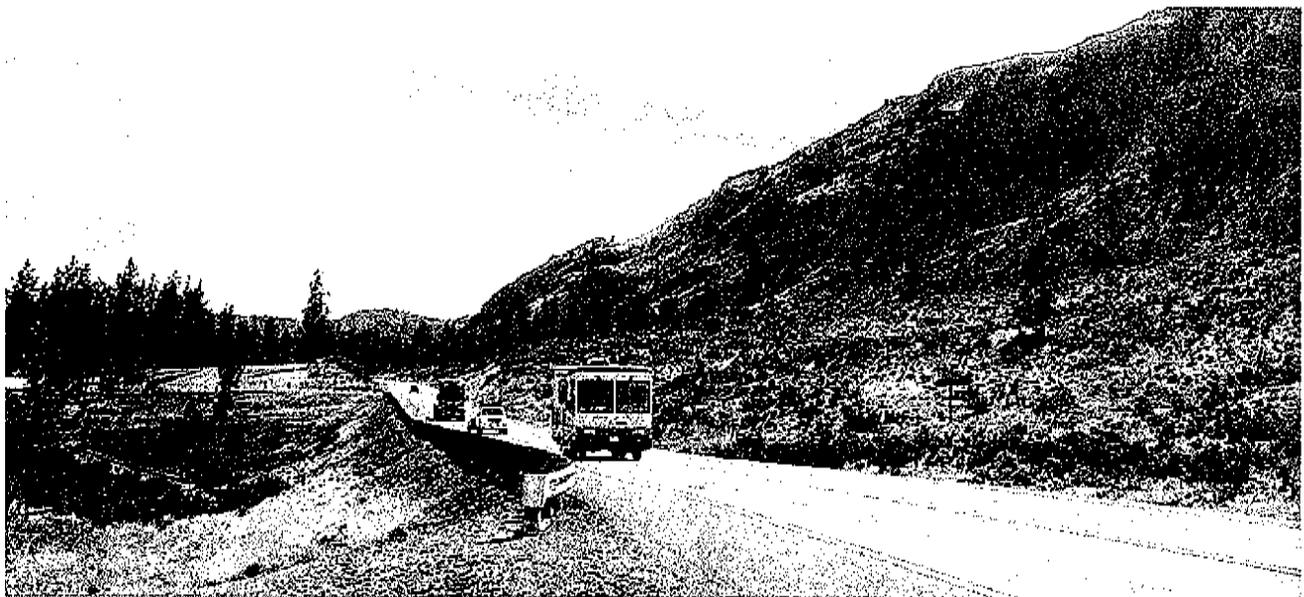
Okanogan Trails Scenic Byway (US 97) traverses through seven incorporated towns in Okanogan County. The byway crosses a variety of private and public lands, including the reservation of the Colville Confederated Tribes and lands managed by the Bureau of Land Management and Okanogan County. Other federal, state, and local agencies manage lands surrounding the byway, including national forests, wilderness areas, and fish and wildlife refuges. The byway passes through an array of land uses and settings that each have differing transportation needs, including developed communities, active farms and ranches, and scenic natural areas.

According to the “Visual Analysis Discipline Report” created in July 2002 by the Washington Department of Transportation (WSDOT), 77 percent of the US Highway 97 is classified as having scenic qualities. This means that the byway is visually impressive, with natural landscapes that are still intact, creating a harmonious visual pattern.

US 97 is a major regional and international corridor for tourism and recreation, and it is classified by the WSDOT as a strategic freight corridor. It connects the people and markets of eastern British Columbia with Washington’s North Central Region and the east-west corridors of SR 20, SR 155, US 2, and I-90.

US Highway 97 is part of the National Highway System (NHS) and is classified as a highway of statewide significance (HSS) by the WSDOT. The HSS classification can be used by the state to determine funding appropriation for roadway projects. US Highway 97 is also classified as a rural principal arterial.

The majority of US 97 is two-lanes, each 12 feet in width. Shoulder width along US 97 varies from 5 feet to 8 feet. A few places along US 97 have a center turn lane including through Pateros, Brewster, north Omak, Tonasket, and Oroville.



The byway accommodates a diversity of travelers.

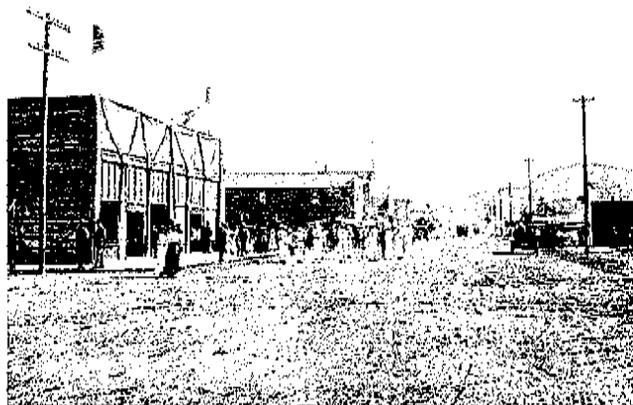
5 Transportation Analysis and Recommendations

Most of US 97 from Pateros to Tonasket is classified as a “Limited Access” right-of-way, meaning that the WSDOT purchased the access rights to the highway many years ago. Approaches onto the highway that existed then remain today as farm type approaches. Commercial businesses and additional residences can access US 97 at county road intersections. The purpose of Limited Access rights-of-way is to facilitate traffic safety and greater mobility through wider highways and higher posted speed limits.

US 97 from the south city limits of Tonasket to the Canadian border is classified as a “Managed Access” right-of-way, meaning that the WSDOT, the cities of Tonasket and Oroville, and Okanogan County coordinate to manage access onto the highway at spacing distances determined by state rules.

Highway Designation History

- 1905 State Road No. 10 from Pateros to Riverside was established by the Washington State Legislature.
- 1907 State Road No. 10 from Riverside to Canada was established by the Legislature.
- 1926 US 97 designation began with the affirmation of the American Association of State Highway and Transportation Officials (AASHTO). This designation has continued to the present and highway signs carry the shield.
- 1937 Primary State Highway (PSH) 10 designation began.
- 1964 Washington State Highway Department began using a dual number, designating the highway as State Route 97 (SR 97) in addition to the PSH 10 designation.
- 1970 Designation was officially transitioned from PSH 10 to SR 97.
- 1996 Highway was designated a National Highway System (NHS) route.
- 2001 The Washington State Department of Transportation began using the single designation of US 97.



*"State Road 10" in Tonasket (circa 1910) later became US 97 in 1926.
Courtesy of the Okanogan County Historical Society*

Existing Highway Characteristics

Highway Cross Section and Posted Speeds

Most of US 97 is a two-lane roadway, with lanes averaging twelve (12) feet in width. Paved shoulders align both the north and southbound lanes of US 97 and vary in width from five (5) feet to eight (8) feet. There are several places along US 97 that include either right or left turning lanes, and/or a center lane. Turning lanes along US 97 are present in Pateros, Brewster, northern Omak, Riverside, Tonasket, and Oroville. In Tonasket and Oroville US 97 is considered “Main Street.” In these areas, the speed limit is between 25-45 mph. In all other locations, the speed limit is 60 mph.

Bridges

There are thirteen bridges along US 97. Of these, twelve are owned by the Washington State Department of Transportation (WSDOT) and one is federally owned. The mileposts and location descriptions for each bridge are shown in Table 5.1.

Pull Off Areas

There are also several vehicle pull off areas located along the Okanogan Trails Scenic Byway. Some of these locations are more formal than others, with advance warning signs on the highway and improvements. The pull offs are widened roadway sections, paved or unpaved, that provide places for slower vehicles to exit the travel lane allowing vehicles to pass. They may also provide short-term parking for travelers to rest or to access points of

Transportation Analysis and Recommendations 5

Table 5.1 US 97 Bridge Locations

MP 253.49	Bridge BR97/508	Methow River	S. Pateros
MP 254.90	Bridge BR97/512	Watson Draw	N. Pateros
MP 259.55	Bridge BR97/515	C&CR RR UC	S. Brewster
MP 260.63	Bridge BR97/517	C&CR RR UC	N. Brewster
MP 264.03	Bridge BR97/520	Okanogan River (federally owned)	
MP 290.29	Bridge BR97/531	C&CR RR OC	S. Omak
MP 291.48	Bridge BR97/533	SR 155 OC	Omak
MP 291.90	Bridge BR97/534	Okanogan River	Omak
MP 310.61	Bridge BR97/540	Okanogan River/C&CR RR OC	Janis
MP 314.72	Bridge BR97/544	Bonaparte Creek	S. Tonasket
MP 315.47	Bridge BR97/547	Siwash Creek	N. Tonasket
MP 318.99	Bridge BR97/548	Antoine Creek	
MP 330.44	Bridge BR97/560	Okanogan River	S. Oroville

interest along the highway, such as scenic viewpoints and historic markers. One of the more formal pull off areas is located at milepost 282.43 on the southbound side of the highway. This gravel pull off area provides a picnic shelter and a historic marker that provides information about the Cariboo Trail. This marker is part of a series of roadside historic monuments designed and developed by the Okanogan County Historical Society in the 1980s and 1990s. Another more formal pull off area is located at milepost 333.44 northbound just north

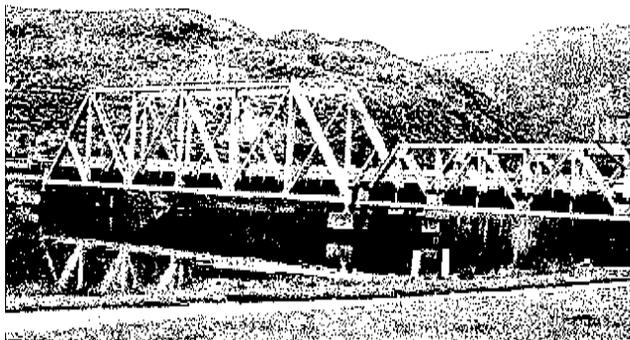
of Oroville. This large paved pull off area is located on the northbound side of the highway and provides a historic marker about Hiram (Okanogan) Smith.

Existing and Projected Traffic Volumes

According to WSDOT 2004 data, the average daily traffic (ADT) volume for the Okanogan Trails Scenic Byway varies from 4,800 to 2,800 along those sections of US 97 between communities and cities. In the vicinity of those more urban areas of communities and cities, the ADT varies from 8,300 to 4,500.

Based on the projected traffic volume growth rate trend of 3 percent for the byway, the 2024 projected ADT will vary from 7,700 to 4,500 along those sections of US 97 between communities and cities. In the vicinity of those more urban areas of communities and cities, the ADT will vary from 13,300 to 7,200.

Through trips are exceeding the growth rate as a result of a more mobile population, increased leisure time, tourism, and the presence of the border



Bridge in Pateros – gateway to the byway

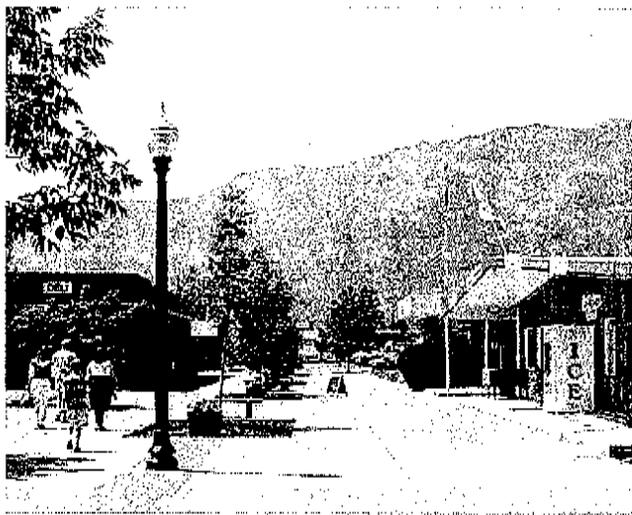
5 Transportation Analysis and Recommendations

crossing. Freight traffic is also increasing along the Okanogan Trails Scenic Byway. At the WSDOT Automatic Data Counter (ADC), located between Oroville and the US/Canadian border, semi-truck traffic increased from an annual daily average of 164 semis in 1998 to 217 semis in 2004 – a 32 percent increase. Some roadway improvements and safety measures are needed along the byway to accommodate the increased seasonal traffic congestion and increased freight traffic.

Existing Bicycle and Pedestrian Facilities

According to the Okanogan County Transportation Element, there are no stretches of roadway in the county restricted from pedestrian or bicycle usage. US 97 is listed as a Rural Designated Bicycle Route. The paved shoulders vary in width from mostly eight feet to short sections of five feet. Bicyclists currently use these shoulders to travel along the highway, but there are no official bicycle route signs along the highway. Pedestrian traffic occurs in several areas along the highway, but mostly in incorporated areas where posted speeds are lower.

Pedestrian crosswalks and signalized intersections are located in Pateros, Brewster, northern Omak, Tonasket, and Oroville. All of these communities have stated a need for enhanced safety and improvements where pedestrians cross the highway. At Milepost 291.90 in Omak, pedestrians, including children, cross the US 97 Bridge (BR 97/534) over the Okanogan River to access the



Pedestrian mall in Pateros

shopping mall and stores in north Omak. This is a Limited Access highway with a posted speed of 60 MPH. The existing bridge is 420 feet long with no sidewalks. These conditions create hazards and barriers for pedestrians in this area.

The “Transportation Recommendations” provided later in this section include projects and ideas to enhance pedestrian safety, access, and mobility where the highway passes through communities and, in some cases, functions as the “Main Street” of the town. The “Transportation Recommendations” also include suggestions for bicycle routes and safety programs to encourage bicycle travel on less traveled county roads.

Regional and Community Trails

The regional trail system in Okanogan County offers a world-class experience for byway travelers and visitors to the area. Various types of trails are currently open for public use, from flat, paved and wheelchair accessible paths to exhaustingly steep paths that lead to soaring summits and viewpoints. An extensive system of trails is available within the Okanogan National Forest, with 2,027 miles available for public use. These trails are used by hikers, equestrian users, mountain bikers, motorcyclists, ATV riders, snowmobilers, snowshoers, dog sledgers, cross-country skiers, and others. Other federal (BLM) and state agencies in the area also maintain a variety of trails. The Pacific Crest Trail, which extends from Mexico through the United States and into Canada, winds along Okanogan County’s western border for 62.4 miles and can be accessed from a variety of points.

Okanogan County commissioners adopted an outdoor recreation plan in 2004 that outlined plans for several trail projects, and the county also is in the process of updating its Trails Plan. Several existing trail routes will be enhanced and new trails will be built linking communities and popular recreation and tourism destinations. Once all projects are completed, county residents and visitors will have an array of easily accessible trails that lead to rivers, streams, lakes, wildlife watching areas, and other destinations. As the county moves forward with trail project development it is committed to working closely with ranchers, orchardists, and other private landholders to ensure their needs are met. The

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county's trail development plan will not only help to expand trail usage for visitors to the area, but also for regional and community transportation needs, such as children walking, bicycling, and horseback riding to school.

The Pacific Northwest Trail (PNT) is one of the major trail routes the county is helping to support development of. A segment of the PNT, beginning in Nighthawk and ending in Oroville, will run along the Similkameen River. This part of the PNT is important since much of it will be accessible to wheelchair users. It will be one of the few accessible trails in the United States of this length in such a scenic region. When the PNT is completed, it will be cover about 160 miles through Okanogan County alone and about 1,200 miles from the Puget Sound to Glacier National Park in Montana, becoming one of the most significant east-west trail routes in the United States.

The Okanogan County Connector Trail will serve as an important link and "linear park" connecting thirteen communities in the County, including Oroville, Nighthawk, Loomis, Conconully, and Winthrop. This connector trail will be about 130 miles in total length when completed. This trail system will be a great asset, not only to the communities, but also for tourists from around the world. The Okanogan River Trail will be Phase 1 of the community connector, linking Okanogan and Omak.



The Similkameen Connector Trail will follow the river to the Enloe Dam site seen here.

The Similkameen Connector Trail is another project underway in the county. This trail will involve acquisition and development along the old 1905 railroad grade. The trail will follow the Similkameen River through a primitive unlined tunnel and past the 1917 Enloe Dam built atop a waterfall. The dam site includes many historic features that would be preserved as part of the project.

Okanogan County is working closely with the Washington Department of Fish and Wildlife to develop an interpretive trail system at the Driscoll Island wildlife refuge.

Transit

Several areas of the Okanogan County region are served by limited public transportation. Okanogan County Transportation is a non-profit organization based in Omak that provides transit service through twelve buses. Many seniors and people with disabilities use the transit system, along with the general public. Okanogan County Transportation provides hourly service on routes in Omak, Okanogan, and Conconully. The organization also provides once-a-day round trip service from Omak to Oroville and from Omak to Brewster.

Northwest Trailways is another organization that provides transportation services. They provide daily service along US 97 from Omak to Wenatchee. According to the Okanogan County Comprehensive Plan, Transportation Element, the community has requested additional transportation services and better advertising of existing services. See "Transportation Recommendations" for ideas and projects related to improved transit service.

Airports

There are seven public use airports in the byway region. Airports are located in Brewster, Okanogan, Omak, Tonasket, Oroville, Twisp, and Winthrop. These airports provide an opportunity for increased tourism and economic activity in the region. Recreational flying is becoming more and more popular, and the Okanogan region will continue to be one of the major destinations in the western US for this activity. There is also the potential to expand commercial air transportation services in the valley to serve commuters and business travel between the region and major metropolitan areas

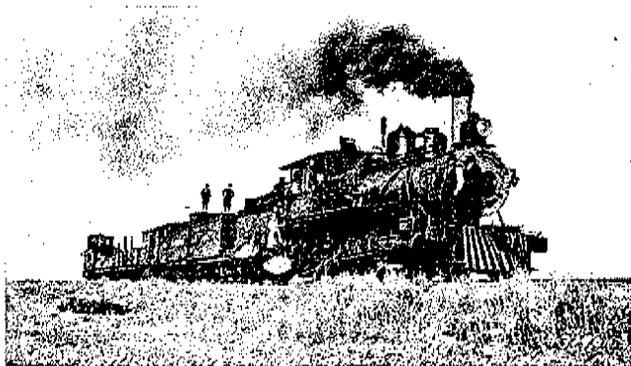
5 Transportation Analysis and Recommendations

such as Seattle-Tacoma, Portland-Vancouver, and Vancouver B.C. The Brewster airport is currently undergoing a major renovation that includes updating and expanding existing facilities.

The history of the region's airports and air travel could be promoted as part of the byway experience. The historic hangar at the Okanogan Airport could be interpreted to byway travelers, as well as other historical airport buildings and information. Okanogan Trails Scenic Byway could be one of the few corridors in the country that promotes visitor travel and experience via roadways, riverways, and airways.

Railroads

Railroads have played an important role in shaping the economy of the Okanogan region. The Great Northern Railway began construction in the Okanogan Valley in 1912. Since this time, the railroad was used to ship goods out of the Okanogan region to the rest of the country. The railroad helped define Washington as "apple country." Today, the Cascade & Columbia River Railroad continues to play an important part in the regional economy by serving the Okanogan Valley, hauling bulk wood products and mineral products to the Burlington Northern Santa Fe mainline in Wenatchee. There may be opportunities to use the existing rail line for passenger transportation and tourism purposes, such as dinner tours and excursions offering visitors opportunities to experience the scenic and historic qualities of the area.



*Railroads have played an important role in the region.
Courtesy of the Okanogan Historical Society*

Transportation Recommendations – Introduction

Below is a list of recommendations related to transportation for the Okanogan Trails Scenic Byway. Recommendations include the addition of passing lanes, safety rest areas/roadside pull offs, gateway enhancements, pedestrian improvements, bicycle routes, and promotion of local tourism routes and water routes. Implementation of these recommendations will improve transportation and recreation experiences for all byway users including commuters, tourists and recreationists, pedestrians, bicyclists, freight, and agricultural traffic. Many of these recommended enhancements are in addition to WSDOT identified North Central Region transportation system needs, and they will be costly to implement. The Washington State Legislature has not been supportive of allocating general state funding for construction of new safety rest areas/restrooms and other transportation related byway enhancements in recent years. So the Okanogan Trails Scenic Byway organization and partnering local communities and stakeholders will need to seek federal and state grants and other funding sources to fund many of the recommended byway enhancements, while encouraging the region's elected legislators and local officials to work towards providing some of the funds needed. Coordination the the WSDOT North Central Region and other affected stakeholders is essential for success in implementing these recommendations.

Implementation and Updating of Route Development Plan Recommendations

In 2000, a Route Development Plan for US 97 was created. This plan provided a thorough review of conditions on US 97 at that year, including a 20-year projection of traffic volume changes. WSDOT will periodically review and update the Route Development Plan to reflect changed conditions and changed future projections in response to the Region needs. The plan assessed existing highway

conditions, access management, traffic data, and also identified deficiencies and/or future needs along US 97. Funding sources and availability were not considered for the identified future needs. The projects identified in the 2000 Route Development Plan to address future needs should be implemented as funds become available. It is recommended that the Route Development Plan be updated to consider additional transportation needs recently identified as part of this byway planning process and Okanogan County transportation planning activities (refer to additional recommendations in this section of the Okanogan Trails Corridor Management Plan).

The following future needs were identified in the 2000 Route Development Plan for US 97:

- Bridge widening in Pateros – Milepost 253
- Rest area south of Okanogan – Milepost 280
- 4 lanes and interchange north of Okanogan – Milepost 290
- Pedestrian bridge/pedestrian crossing improvements in Omak – Milepost 292
- Bridge widening south of Tonasket – Milepost 310
- Rest area north of Tonasket – Milepost 318
- Bridge widening in Oroville – Milepost 330

Passing and Left-Turn Lanes

There are currently no passing lanes on the Okanogan Trails Scenic Byway from Pateros to the Canadian border. Many long, fairly level stretches of the highway in the unincorporated areas provide for passing opportunities, especially along the Limited Access section of US 97 from Pateros to Tonasket. However, local traffic congestion is increasing between the Crumbacher Lake residential areas and Tonasket. The addition of the left-turn lanes would improve safety and mobility on US 97. Left-turn lanes (pockets) provide a refuge for vehicles turning; thus vehicles do not impede traffic flow. Left-turn lanes should be located at major access and intersection points along US 97. WSDOT should evaluate the need for left-turn lanes along the byway as part of an updated Route Development Plan. In some cases, right-turn deceleration and acceleration lanes may also be needed.

Highway Access Needs

Access to Colville Tribal Enterprises Site South of SR 155 and US 97 Junction in Omak

With increasing use of US 97 as a result of increased freight traffic, agricultural uses, and tourism and recreational travelers, the need for new access points along the byway should be assessed. Tourism and visitor destinations, such as roadside fruit stands and scenic and historic overlooks and pull offs, provide a valuable asset to the region's economy and improve highway safety by providing travelers places to pull off and rest. These needs should be balanced with access management objectives that recognize the need to efficiently move people and goods through the corridor.

The Colville Confederated Tribes have expressed the desire for a new highway approach access near the existing intersection of Highway 155 and Highway 97. This proposed access point would serve the traffic using the new Omak Industrial Park, which is generally located at the southeast corner of the existing interchange. The existing intersection is non-supportive for this new development and from an engineering point of view, major modifications would be required to construct proper on and off ramps. In order for this to occur, it is likely that a new fully developed intersection with acceleration and deceleration lanes and turn pockets would need to be constructed at a suitable location near the site. Another option would be a frontage road along this area for the industrial park's new tenants, but a new



Existing Cariboo Trail overlook could be upgraded to include restrooms and other improvements.

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or relocated intersection point of access will still ultimately be needed to provide for the future vehicle and truck traffic generation. Refer to the Tribal Enterprises site plan (available from the Colville Confederated Tribes) for a detailed depiction of the potential access configuration for this location. The Steering Committee recommends that the Colville Confederated Tribes, WSDOT, and the City of Omak work together to explore options for making appropriate access and design changes to the Limited Access right-of-way of US 97 in this vicinity that will benefit the Tribes, the community, and the area transportation system. Public input will be integral to these discussions.

Comfort Station/Safety Rest Area

A comfort station/safety rest area should be located at a central point on the Okanogan Trails Scenic Byway. Analysis of the feasibility of developing a restroom and additional visitor accommodations such as picnic facilities along US 97 between Pateros and Oroville is recommended. A new comfort station potentially could be located in the sand dunes area (south of Wakefield), but other possible sites centrally located along the byway should also be considered. The sand dunes area is located on the Confederated Tribes of the Colville Reservation, so close collaboration and partnership will be needed with the WSDOT and the Tribes. The Cariboo Trail overlook could also be upgraded to include a restroom. There is a need for expanded visitor facilities and restrooms in several communities along the byway, including but not limited to Pateros, as the byway's southern gateway. Where available,



Pull offs should be located in each community, including Oroville.

visitors should be made aware of existing facilities in communities including visitor centers and parks. Comfort stations/safety rest areas should include additional facilities for visitors, such as picnic tables, trash receptacles, water fountains, and shade structures.

Travelers Rests: Roadside Pull Off Areas and Interpretive Waysides

Enhancing existing roadside pull offs and adding additional pull offs along the byway are recommended. There are several areas that could be further developed to enhance byway travelers' experiences and provide opportunities for travelers to rest during their journey on the Okanogan Trails Scenic Byway.

Improvements at Existing Roadside Pull Offs

There are several existing pull offs that could be enhanced, expanded, and improved.

Fort Okanogan Overlook

The existing Fort Okanogan Overlook/pull off northbound from Brewster at milepost 263.36 should be enhanced to provide additional amenities for byway travelers. This pull off includes an overlook and an historic marker, placed in 1967 by WSDOT, commemorating Fort Okanogan. The road access off the highway is in WSDOT right-of-way, but the overlook and commemorating panel are sited on private land. Issues of access to the existing overlook need to be addressed. It is recommended that a byway subcommittee meet with the landowner, Okanogan County Historical Society representatives, and Okanogan County officials to explore options for overlook access and site enhancements. One of those options may be an easement for access and use. This overlook could be expanded to include additional interpretive panels, picnic facilities, and other improvements. Additional panels should interpret wildlife viewing of waterfowl and raptors, as well as stories of the first peoples who lived below the overlook at this confluence of the Okanogan River with the Columbia River. A comprehensive site evaluation is needed. With increased use, improvements to the access road will be needed. Future improvements to the highway may include a left-turn lane and right-turn taper. It

is not recommended that this location be moved because the overlook affords an outstanding view of the river confluence and historic site of Fort Okanogan. If there is a need to include an historic marker and interpretation about Fort Okanogan at the state park, additional signs should be provided there, but the existing marker at Fort Okanogan Overlook should not be moved.

North of the Monse Bridge Road

The existing pull off is located on the southbound side of the highway, north of the Monse Bridge Road, at milepost 273.70. This existing informal pull off in the “sand dune and pine trees” area includes unique features that would make for an attractive pull off for freight traffic and visitors alike. See Section 6 – Telling the Byway Story - Interpretive Master Plan for interpretation themes for this area. It is recommended that the pull off here be expanded and improved to include more space for pulling off, picnic facilities, a restroom, and walking trails with interpretive exhibits. The Confederated Tribes of Colville Reservation own the land adjacent to the right-of-way. Coordination and partnership will be needed to enhance this site.

South of Okanogan

The existing formal pull off located on the southbound side of the highway, south of Okanogan, at milepost 282.43, could be improved. The existing historic marker addressing the Cariboo Trail could be enhanced or additional interpretive signs could be installed. New exhibits could include historical photos, illustrations, and additional text on the historical uses of the corridor for thousands of years. The pull off could also include picnic opportunities and restrooms.

New Roadside Pull Off Areas

There are several locations along the byway where additional pull offs would provide a place for slower traffic to pull over, as well as provide a location for interpretive and trail opportunities.

Communities

A new roadside pull off should be located in each community directly accessible from the byway: Pateros, Brewster, Okanogan, Omak, Riverside, Tonasket, and Oroville. The pull offs could be located at existing sites along the byway (visitor centers, parks, etc.) See Section 6 – Telling the



Features in downtown Omak including lighting, planters, and brick sidewalks provide a pedestrian-friendly streetscape.

Byway Story - Interpretive Master Plan for interpretive themes.

South of Riverside

A pull off could be located on the northbound side of the highway, south of Riverside. This pull off would allow people to enjoy majestic views of the “Mountains That Lean” and could include interpretation on the geological features of the cliffs and the natural forces that contributed to the differences in the geological features on the west and east sides of the highway.

South of Tonasket/Crumbacher Road

A pull off could be located south of Tonasket near Crumbacher Road. This pull off would offer opportunities for great views of the farming activities near Tonasket and could include an interpretive panel. Another pull off south of Tonasket could be located at the top of the descent to the Janis Bridge. This pull off would offer superb views of Whitestone Mountain as well as agricultural activities. This could also include an interpretive panel telling the story of and directing visitors to McLaughlin Canyon.

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Gateway Enhancements

Gateway enhancements are recommended for both the south and north entry points to the gateway. Enhancements could include a "Welcome to the Okanogan Trails Scenic Byway" sign, interpretation about the byway, maps on signs (see Signing and Wayfinding), and beautification treatments including plantings and other features. The gateways should be prominent, highly visible and inviting areas for byway visitors. Travelers should know that they are entering a unique, special, scenic place. The gateways also should be places where people can pull off the road safely to read maps learn about the area, and rest during their travels.

Pedestrian Improvements

Pedestrian improvements, such as enhanced crossings and pathways, are recommended in most of the communities along the Okanogan Trails Scenic Byway. Improvements such as traffic calming, beautification enhancements, clearly visible striping, pedestrian crossing signs, grade separated crossings, and other features should be considered.

Both residents and visitors alike should be encouraged to get out of their cars and explore the unique experience of portions of the byway on foot.

In Pateros, Brewster, Tonasket, and Oroville, the byway travels through areas where there is heavy pedestrian traffic. In Tonasket and Oroville, the byway is a "main street" through the towns. Both Pateros and Brewster have businesses and job centers located adjacent to the byway. Traffic calming measures are recommended to slow traffic through these areas. Often, residents walk between work and home in these communities. The addition of sidewalks, crosswalks, wider shoulders and/or walkways, along with additional "pedestrian zone" signs and pedestrian street lighting would help to improve safety. Additional street trees and plantings along these portions of the byway would also help to enhance the pedestrian environment. Trees, plantings, and other beautification techniques (colored paving and curb extensions) also improve the quality of the streetscape and narrow the perception of the roadway. Therefore travelers are likely to slow down. Mid-block crossings could also be provided to enhance pedestrian mobility.

In Pateros, there is a need for pedestrian improvements, such as sidewalks and crossing improvements on the railroad side of the highway.

Pedestrian access over the Okanogan River on US 97 at Milepost 291.90 in Omak is recommended to provide a safe pedestrian connection and a more active connection for east Omak residents. Extensive improvements in this area are needed to enhance pedestrian mobility and crossing safety while improving pedestrian and bicycle connectivity to East Omak. A multi-use path is recommended to connect the communities of Okanogan and Omak. A path would greatly enhance connectivity for the communities and encourage non-motorized travel. Another recommendation is to provide better pedestrian and bicycle access to the Okanogan sports complex adjacent to US 97.

With all of these recommendations, a close partnership between the local communities and the WSDOT will be needed to ensure that objectives related to livability, economic vitality, and pedestrian safety are carefully balanced with needs related to efficient movement of people, vehicles, and goods on the highway. The Okanogan Trails Scenic Byway organization should work closely with WSDOT and local communities to find the best solutions for enhancing pedestrian safety to improve the overall byway experience.



Old Highway 97 could be promoted as an alternate route for bicyclists and byway travelers.

Bicycle Routes

Improvements to enhance the viability of bicycling both on and off the Okanogan Trails Scenic Byway are recommended. Signs and promotional efforts could help reinforce and support the highway's rural bicycle route designation and make all travelers aware of the need to share the highway with bicyclists. Shoulder widening of a sufficient width to accommodate bicycling is recommended. State highways have a design standard of a minimum 4-foot shoulder for non-motorized use. Fortunately, all shoulders along US 97 on the byway meet or exceed the state highway minimum standard. Much of US 97 has 7-foot to 8-foot wide shoulders.

A specific bicycle touring brochure/map and web-ready information (accessible through multiple Internet sites) could be created for the byway area that includes a list of recommended bicycle touring routes. Refer to Figure 5.2 for recommending local touring routes. These routes could serve both motor vehicle and bicycle tourists, but some improvements are needed to ensure that the needs of all travelers are accommodated. Some of the county roads recommended as bicycle routes need shoulder improvements. These routes are scenic and carry less traffic than US 97, offering a more pleasurable bicycling experience than with on-highway travel. While bicycling is allowed on US 97, in areas where alternative routes are available, bicyclists should be encouraged to use these routes instead of the highway.

In addition to roadway bicycling, extensive off-road trails in the region provide opportunities for mountain biking. The Okanogan Trails Scenic Byway organization should work with local tourism and recreational organizations, as well as state, federal, and local agencies to improve conditions for on-road and off-road bicycling throughout the region. Further promoting and accommodating bicycling and mountain biking in the Okanogan region will help to increase tourism and related economic benefits.

Regional and Community Trails

Okanogan County is committed to providing a system of safe, enjoyable outdoor recreation and



Loomis is located along a recommended local touring route.

transportation opportunities for non-motorized travel to county residents. One of the county's main goals is to provide scenic and interesting routes that connect all thirteen communities of the county. The county is currently working on trail improvements and connections to national trails such as the Pacific Northwest Trail. The county also is working to acquire land and develop a trail between Oroville, Nighthawk, and Loomis. The project would provide local and visiting public with a non-motorized trail, accessible at both ends, as a safe and viable community connector. The trail would provide a beneficial and unique form of recreation and would include kiosks and interpretive signs describing the trail, local history, diversity of cultures, nature, unique scenic beauty, and wildlife. Development of this trail will help to fulfill the overall goals described in the county's comprehensive plan. The county is also working with the Washington Department of Fish and Wildlife on the development of a pull off and parking area near Driscoll Island and the junction of the Pacific Northwest Trail. These improvements will allow byway travelers to access the regional trail system and the island, where additional interpretive trails are proposed. There is also interest in use of the railroad right-of-way between Pateros and Brewster for a trail (pedestrian and bicycle access). For more information about existing and planned regional and community trails, refer to the earlier discussion in this plan.

The exceptional trail resources of the region offer an array of experiences for byway travelers and visitors to the area. As such, the Okanogan Trails Scenic

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Byway organization should continue to work closely with federal, state, and local agencies and the Colville Confederated Tribes to support trail development and enhancement projects throughout the region.

Promotion of Local Touring Routes

Promoting alternative touring and recreational routes on Okanogan County roads that connect into the Okanogan Trails Scenic Byway is a viable strategy for reducing tourism and recreation traffic on the US 97 mainline. Several local tour routes, some well known and others less known currently connect to the byway. Recommended touring routes are shown on Figure 5.1.

One of the most prominent alternate routes would be the route that follows the old US 97 and old 7 highways. Byway travelers can access old 97 from many locations. Beginning in Brewster, old 97 traverses the west side of the Okanogan River through historic communities and towns and the bustling downtowns of Okanogan and Omak. These routes allow travelers and visitors to experience Okanogan country at a leisurely pace and encourage stopping along the byway to dine and shop. Visitors would be able to enjoy glimpses of the area's rich history visible in some of the historic architecture and sites in the towns.

Several of the local touring routes provide opportunities for "loop" travel. (See Figure 5.1 for loop route recommendations.) Loop routes allow travelers to access intrinsic qualities and other scenic, natural, and historic sites not located directly on the byway and offer the advantage of tying back into the byway for traveler convenience. Promoting the local loop routes to Conconully, Loomis, Nighthawk, Okanogan National Forest, and Molson would greatly enhance byway travelers' experiences. Loop routes should be encouraged through various media including brochures, maps, websites, radio, television, word-of-mouth, and other means.

Before tour and loop routes are promoted, an assessment of roadway conditions and potential needs for improvements should be completed. Not all the routes currently meet federal roadway

standards. Some routes may not be suitable for use by larger RVs and buses. Further analysis of these routes would help determine the level of improvements needed to accommodate the full range of byway visitors.

Promotion of Water Routes

Some of the most important features of the Okanogan Trails Scenic Byway are rivers. The byway begins at a river confluence, the Methow and Columbia rivers, and ends at a river confluence, the Okanogan and Similkameen rivers. Visitors should be encouraged to experience the byway via these water routes. The rivers provide unique opportunities for experiencing the byway by boat and canoe. The rivers and river trailheads and launch sites should be promoted for recreation including boating, fishing, canoeing, and kayaking. There are several existing access routes along the Okanogan and Columbia rivers. Figure 5.2 shows the location of existing public access sites and recreation sites throughout the byway region. These sites should be promoted to the general public. Maps and brochures listing access sites, mileage of paddle routes, restroom, picnic, parking, and camping facilities should be created. Additional public boat launches and access points to the rivers are encouraged along the byway. Scenic river adventures should be promoted throughout the byway region while still protecting the property rights of those living on or near rivers.



Figure 5.1 Local Touring Routes

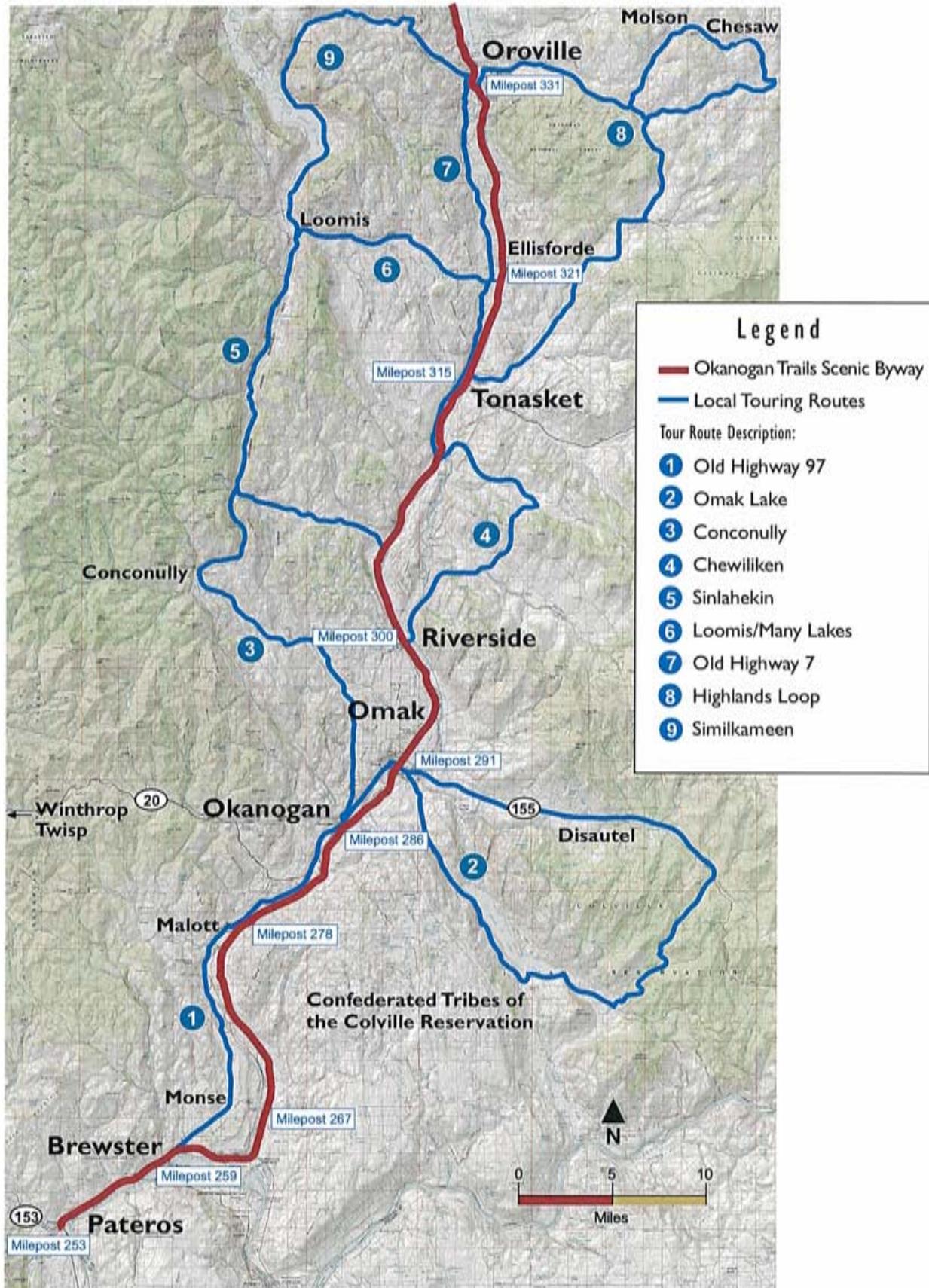
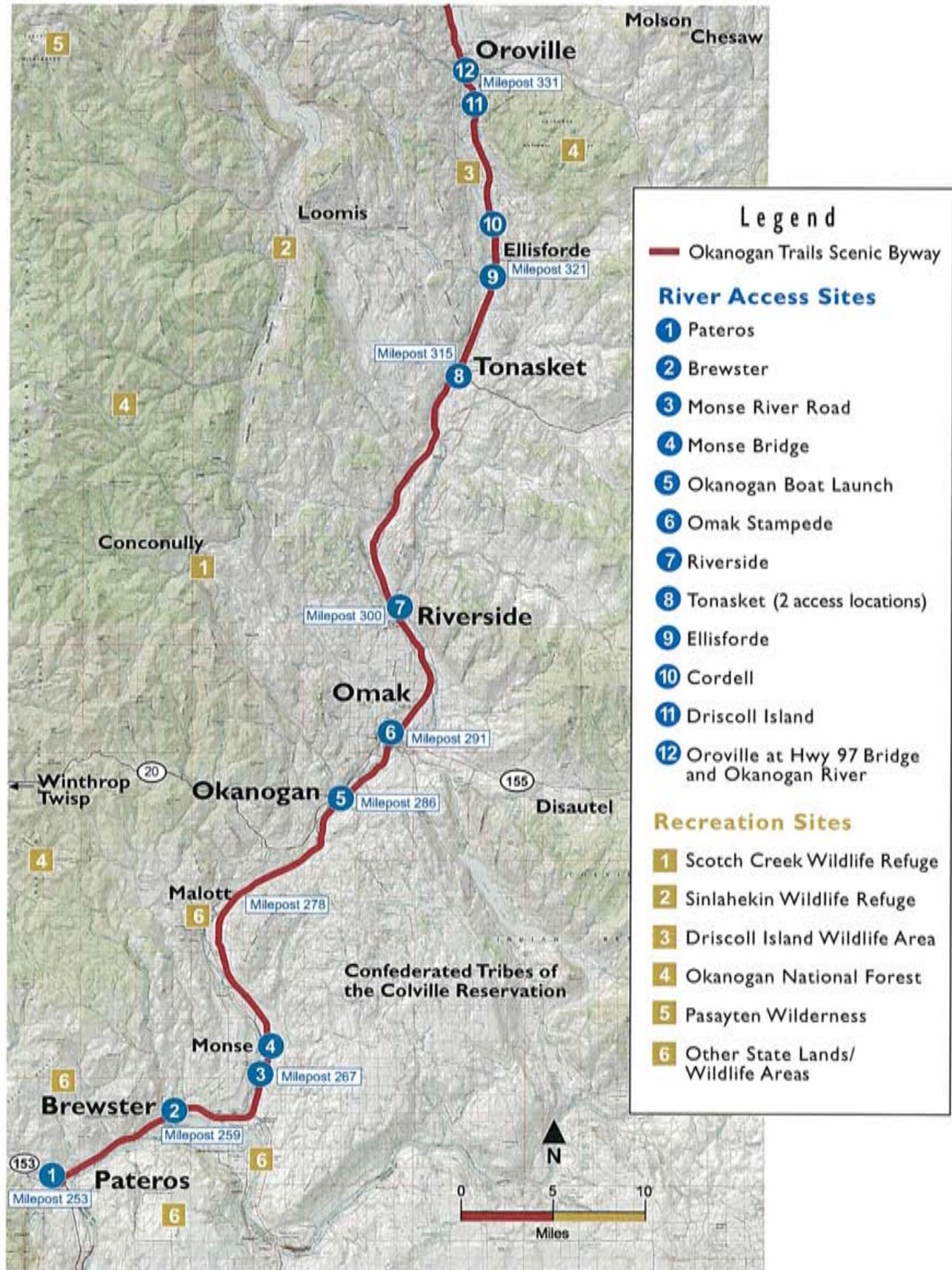
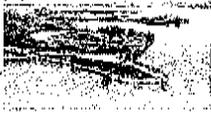




Figure 5.2 Public River Access and Recreation Sites





Telling the Byway Story — Interpretive Master Plan

Introduction

The Okanogan Trails Scenic Byway follows a historic travel route used for thousands of years by many different cultures. Intriguing history and significant natural resources offer unique interpretive opportunities for byway travelers, including residents of the area as well as visitors from other places. This interpretive master plan provides ideas for communicating the byway's stories – historic events, natural forces that have shaped the landscape, cultural ways and traditions, and other interesting aspects of the byway's past, present, and future.

The most significant stories related to the six intrinsic qualities (natural, scenic, historic, cultural, archaeological, and recreational) can be tied together by interpretive themes and presented through a variety of media. From the existing conditions analysis and intrinsic quality research, several potential interpretive topics have emerged related to unique aspects of the Okanogan Trails Scenic Byway. These topics represent the stories of the byway that can be woven together through a common theme-based approach to the story telling and design styles of interpretive exhibits. This section of the plan summarizes these story ideas and makes recommendations related to how they could be interpreted.

The Purpose of Interpretation

The purpose of interpretation along the Okanogan Trails Scenic Byway will be to broaden visitors' and residents' awareness of the significant stories of the region. Interpretation is a specific communication strategy that is used to translate information from the technical language of an expert to the everyday language of all age groups. With that goal in mind, interpretation should be creative and enjoyable. An effective interpretive program should educate, entertain, and elevate the experience for everyone. Interpretation has been defined as:

An educational activity which aims to reveal meanings and relationships through the use of original objects, by firsthand experience, and by illustrative media, rather than simply to communicate factual information.

(Francis Tilden, renowned expert and author on interpretation)

Interpretation can be accomplished through a variety of media including signs, exhibits, visitor centers, audio/visual productions, publications, and special programs such as guided hikes and tours, living history reenactments, lectures, and other special events. Interpretation of the byway's treasures will foster an appreciation of the area by educating



The vast Okanogan country is a land of many stories.

6 Telling the Byway Story — Interpretive Master Plan

people about the significance of the byway's important resources. Stewardship messages encouraging visitors to "tread lightly" on the natural environment and respect private property rights should be interwoven into the interpretive program.

Central Interpretive Topics

Some overall interpretive topics central to telling the story of the Okanogan Trails Scenic Byway have been identified and developed as part of this corridor management plan. These topics consist of elements that highlight the rich natural, cultural, and historical aspects of the byway – its past, present, and the vision for its future.

Natural Wonders

Dramatic natural forces have been at work throughout the Okanogan Trails region. The evidence lies in the unique rock formations, glistening mountain lakes and diverse landscapes throughout the area. Geologic events have sculpted the earth leaving behind extraordinary scenery. A variety of flora and fauna have adapted to the area over the years. Forests of pine trees juxtaposed with the arid shrub steppe ecosystem demonstrate the diversity of the area, which accommodates a wide variety of wildlife. Many species of waterfowl and other birds, fish and aquatic animals, and mammals live in the region.



*The mountains are part of the Okanogan's natural wonders.
Courtesy of Mike McKee*

The Call of the Okanogan

With its abundant natural resources, the region surrounding the Okanogan Trails Scenic Byway has attracted a diversity of peoples from different cultures and ethnic backgrounds throughout time. Native Americans were the first peoples of this land, and native people from several tribes still live throughout the area today. The earliest peoples of this land depended on the rich resources of the rivers and mountains. They fished the rivers for salmon, sturgeon, and other species, hunted for game throughout the area, and gathered berries, roots, and other plant foods and medicines. Until the mid-1800s, tribes of the region were nomadic, following the seasons and sources of food, moving from summer and winter camps was a way of life. There were many native villages and encampments throughout the region. Frequently, the locations of these places would change depending on the needs of the tribes and living conditions. For thousands of years, indigenous native peoples of different speech and cultural practices traveled across each others' homelands. Today's understanding of geographic boundaries did not exist then.

Eventually in the early to mid-1800s and later, trappers, traders, miners, settlers, farmers, and ranchers from many cultures came to the area to establish mining camps, towns, and homesteads. Their influence on the area remains today, with remnants of abandoned mines such as the Palmer Mountain Gold Mining and Tunnel Company, historic towns, and original orchards such as the one at Osoyoos State Park. Japanese photographer Frank Matsura left a vivid record of the late frontier settlement of the area. His collective works provide an extraordinary look back at the region's settlement era, and several of his photographs have been replicated in murals throughout the area. Despite fires, floods and the end of the Gold Rush era, population growth and settlement have continued in the area to this day and succeeding generations have built lifestyles around farming and ranching and other industries.

The course of history forever changed the lives of native peoples. The first nations of this region survived many trials and tribulations with the influx of foreign traders, settlers, and missionaries. Today, the Confederated Tribes of the Colville Reservation

maintains a strong sovereign government in the region, representing twelve aboriginal tribes. The reservation of the Colville Confederate Tribes covers 1.4 million acres in North Central Washington. A significant portion of the Okanogan Trails Scenic Byway traverses the western border of the reservation. The native traditions, events, and ways of life of the Colville Confederated Tribes continue to contribute to the diversity of the region today and are integral to the byway's story. For more information about the history of the Confederated Tribes of the Colville Reservation, refer to discussion later in this section and in Section 2, Existing Conditions, and Section 3, Intrinsic Qualities.

Native American Leaders

Many prominent Native American leaders have lived in the Okanogan Trails area and influenced its history. Among the Interior Salish-speaking tribes, authority was traditionally decentralized and responsive to tribal needs. The Salish tribes of the region did not have a single chief, but rather a "head man" for each village (although this was not always the case with the Sahaptin-speaking tribes, the Chief Joseph Nez Perce and the Palus). The head man received and retained his authority through consensus. He was not a leader who ruled by giving orders, but rather someone who assumed responsibilities. He worried about the winter food supply and kept track of where families went to dig roots or hunt. He made decisions about where to camp.

If the village were large enough, there might also have been separate "chiefs" for salmon fishing, deer hunting, or other activities. When a head man failed to perform satisfactorily, he was replaced. The office was not hereditary. If son succeeded father, it was because as the boy got older, he accompanied his father and learned. He began assuming a share of the responsibilities and became a natural successor. However, leadership was not limited to males; some females also fulfilled a variety of leadership roles within a village or band. The concept of "chief" did not exist in its modern interpretation until contact with foreign powers, such as the Hudson's Bay Company and Governor Isaac Stevens. Appointing a chief was a political maneuver used by foreign governments to manipulate the desired outcome of dealing with Native Americans. Often, the "chief"

identified was clearly the most influential leader of his people, but if they could, Euro-Americans would choose a man who seemed most likely to be persuaded to their aims, appoint him "chief," and then refuse to deal with anyone other than their "official chief." The term "leader" is a more appropriate and relevant description of persons of authority in Interior Salish culture.

Representatives from the Colville Confederated Tribes are interested in providing interpretation about the different types of leaders who have lived in the region throughout time. The following list includes some of the various leaders of the tribes, from hereditary, to spiritual, to political. Additional research about tribal leaders is ongoing and future interpretation could include other important men and women who helped shape the region's history. Coordination with the Colville Confederated Tribes will be important with future development of interpretive topics, themes, and text.

Chief Chiliwhist Jim (La-ka-kin)

Chiliwhist Jim, from Malott, was a medicine man and spiritual leader of the Methow Tribe.

Chief John Harmelt

1853-1937 – John Harmelt was the last chief of the Wenatchi Tribe officially recognized by the Federal Government. He once said that he would never leave his old hunting grounds; and true to his word, Harmelt (and a few others) kept their homes near the Wenatchapam Fishery. However, between 1900 and 1930, many other Wenatchis moved to the Colville Reservation. Harmelt continued to petition the government to protest the mistreatment of his people and in 1899-1900 traveled twice to Washington D.C. to protest the lost reservation. When he died in 1937, the Wenatchis' fight for their lands seemed to have died with him, yet this struggle continues today. Chief Harmelt's granddaughter, Celia Ann Dick, was forced to move to the Colville Reservation after her grandfather's death. As an adult, Celia Ann passed on to her children the history of the Wenatchis' ancestral homeland and how their tribe's reservation was taken from them. Those children made a promise to their mother that they would fight for the return of the Wenatchi Tribe's reservation and treaty rights. Today her children carry on the fight.

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Chief Moses (Sulktalthscosum)

1829-1899 – An early party of Presbyterian missionaries at Lapwai, gave Sulktalthscosum the name of “Moses.” Chief Sulktalthscosum, born in 1829, was the chief of the tribe of Native Americans inhabiting the Columbia Basin area. They were called Sinkiuse and Columbias. This chief was one of the most influential leaders in Eastern Washington and Northern Idaho in the mid to late 1800s. Moses Columbia bands were well known for their fine horses. Moses’ people roamed the Basin in the late 1800s until he was unfairly accused of murder. In 1878, a couple was murdered near Rattlesnake Springs by a band thought to be connected to Chief Joseph. The military, however, blamed the incident on Chief Moses. He was captured near present-day O’Sullivan Dam and ordered to stand trial in Yakima, where he was found innocent. Chief Moses went to Washington D.C., talked to President Rutherford B. Hayes and turned control of the Columbia Basin over to the government, which opened the basin for homesteading in exchange for the Moses or Columbia Reservation. Moses then moved to the Columbia Reserve. The Columbia Reserve encompassed the west side of the Columbia and Okanogan rivers to the crest of the Cascades, north to the Canadian border and south to the south shore of Lake Chelan. A few years after its establishment by Presidential Executive Order, the “Moses Agreement” returned the Columbia Reservation back to the public domain. Moses moved to Nespelem on the Colville Reservation.

Chief Sarsarpkin

d.1887 – Sarsarpkin was chief of the Sinlahekin band of Okanogans or sometimes identified as a Moses Columbia chief. He traveled to Washington D.C with Chief Moses and Chief Tonasket and signed the Moses Agreement which gave the Columbia Reservation back to the public domain. Native Americans had their choice of a square mile allotment on the former reserve or could move onto the Colville Reservation. He died in 1887 when his horse went over a cliff between Conconully and Loomis. Sarsarpkin’s gravesite is just north of Loomis.

Long Jim (Innomosecha)

1859-1930 – Long Jim was a Chelan chief that opposed the establishment of the Columbia Reserve and subsequent allotting of the Columbia Reservation when it was returned to the public domain. For many years, Long Jim refused to move from his home near Lake Chelan to the Colville Reservation or to take a Moses Agreement allotment. He went through a series of hearings and court battles about his land, which he won, and eventually he did take an allotment on the former Moses Reserve. Long Jim ultimately relocated to the mouth of the Okanogan River after leaving his lands in the Lake Chelan vicinity. He provided a ferry service across the Columbia between Bridgeport and Brewster. He was one of a group that opposed allotting the South Half of the reservation and wanted the southwest corner to be left open for traditional life ways. Long Jim was the father of Indian Princess Jessie Jim. Long Jim’s dugout canoe can still be seen at the Fort Okanogan Overlook (more details to come).



Fort Okanogan overlook

Courtesy of Robin Stice

Chief Charley Swimptkin

Charles Swimptkin was an Okanogan chief in league with Long Jim in opposition to allotting reservation lands and in agreement with keeping of traditional ways. He was said to be a “visionary leader.” He was one of three Native American judges who held court at St. Mary’s Mission.

Chief Silahkosasket

d.1913? – Silahkosasket was an Entiat chief who was half-brother to Chief Wapato John.

Chief Coxit George (Lahoom)

1850-1922 – Son of Silahkosasket, Coxit George, also known by his native name Lahoom, was an Entiat chief who settled in the Kartar Valley and became a very successful cattleman.

Chief Alexander Smitkin

d.1919 – Smitkin was a Wenatchi or Moses Columbia chief who settled north of Omak Lake and donated a portion of his land to Father de Rouge who established St. Mary's Mission. He was a very devout spiritual leader in the Catholic Church.

Chief Joe Aeneas

?-1905 – Aeneas Valley, on the North Half of the reservation, is named for Joe Aeneas, an Okanogan chief who settled there in 1863 with his family and livestock, forsaking his ancestral lands and chiefly role in the forested region west of the Okanogan River. Aeneas could not control young men under him who wanted to kill invading white miners and settlers, yet he knew their course was futile. Chief Aeneas lived on his ranch until his death in about 1905.

(Reference for the above information: Confederated Tribes of the Colville Reservation, History Department)

A Landscape of Salish Words

Many of the original Interior Salish language words for places throughout the region remain as names today. The names for places such as Okanogan, Omak, Sinlahekin, Similkameen, Conconully, Tonasket, and Osoyoos were derived from Salish terms. Travelers along the Okanogan Trails Scenic Byway and throughout the region, should be made aware of these native place names and should have opportunities to learn about their meanings.

This interpretive idea would involve placement of a series of similar style signs or markers depicting the native names and meanings for places along the byway. Native names and meanings could also be provided on interpretive panels at waysides and pull off areas. This project could become part of a continuous experience for travelers of the Coulee Corridor, Okanogan Trails Scenic Byway, and local touring routes on the Colville Confederated Tribes reservation and throughout the region.



Similkameen River, a Salish word

Courtesy of the Development Manual for Flatwater Paddlesports

Native Stories and Legends

There are many stories and legends connected with places along the Okanogan Trails Scenic Byway. Some of these stories and places are sacred, but some stories and places could be shared with byway travelers. The Okanogan Trails Scenic Byway organization, working closely with the Colville Confederated Tribes, should collect all the stories and legends related to places along the byway that can be shared through interpretation. This work should include a geographic inventory of the places, the stories related to native language names and meanings for these places, and native stories and legends known about these places (transcribed from oral histories or other accurate sources). An example of this idea exists at the Omak Visitor Center with the monument known as "How the Animals Got their Names." There are many potential stories and legends related to animals, rivers, rock features, islands, and other places that could be told to byway travelers. Such stories, interpreted from tribal perspectives, would help broaden awareness of the cultures and traditions of the tribes of the area.

By Land and Water – Historic Transportation Routes through the Area

Because of the mountainous terrain of the area, people often traveled along river or by watercraft to get from one point to another throughout the valley. Early native people of the area traveled by canoe and eventually horseback, as did the explorers and settlers that came after them. The main overland route through the region was the Cariboo Trail, stretching from Walla Walla, Washington to near Barkersville, British Columbia. While only traces of the trail can be seen today, its history is still etched in the landscape. The Okanogan and Columbia

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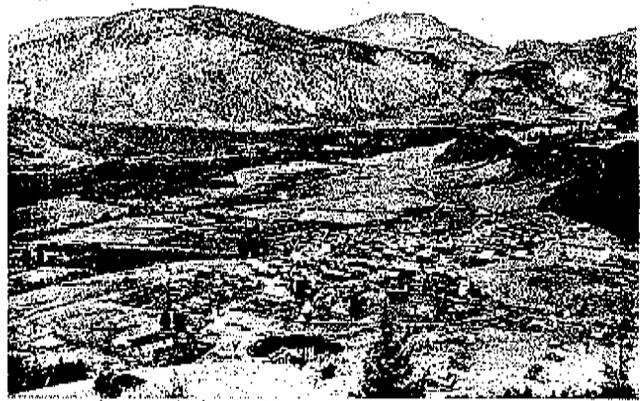
rivers were major transportation routes for steam boats carrying passengers and goods to destinations throughout the valley. Today, the byway corridor paves the way through the valley providing glimpses of and access to the rivers and the historic Cariboo Trail route.

Land of Exploration and Adventure

The Columbia and Okanogan rivers and surrounding lands have always been places for exploration and adventure. Early explorers and traders passed through here on their way to other lands. Others came to stay, making the valley their home. Today, many people seek the beauty and solitude of the area to escape the rigors of modern-day life. Come explore this rustic region, far from fast-paced cities, and find your own adventures. Known as “Okanogan Country Vacationland” the region has always been a destination, whether for a day visit to a festival or rodeo, or for a lifetime for those who fall in love with the area. The scenic byway brings recognition of the special attributes the area has to offer, inviting more people to experience what locals already know. This central interpretive idea would involve developing a series of interpretive exhibits that tie modern-day exploration and adventure opportunities to explorations and adventures of the past.

A Place for All Time – Stewardship and Preservation of the Okanogan

Residents within the Okanogan Valley and surrounding areas know how lucky they are to live here. They cherish, respect, and take pride in the beautiful, natural environment that surrounds them: streams, rivers and lakes, geological wonders, wildlife, vegetation, ghost towns, and numerous historic buildings and structures. These characteristics also provide unique experiences for byway travelers. Building a strong partnership between the byway organization, the Colville Confederated Tribes, local communities, and state and national agencies will help to ensure that this unique landscape is well-managed and preserved so that residents and visitors have opportunities to enjoy the area and all of its attributes for many years to come.



Loomis (photographed in 1905) was a historic boom town during the mining era.

Courtesy of the Okanogan County Historical Society

Respect for Private Properties and Rural Lifestyles

Along with interpretation about the importance of stewardship and resource management to protect sensitive and unique areas, where necessary, interpretive exhibits should encourage viewers to respect private property rights and rural lifestyles of the area's residents, and to enjoy the Okanogan Trails Scenic Byway's wonders from publicly accessible sites available throughout the area.

Recommendations for Interpreting the Byway Story

This section outlines potential interpretive messages, themes, and ideas for many of the places along the byway that travelers visit and enjoy. The following ideas can be conveyed at these sites through a variety of media, including wayside signs and exhibits, brochures, kiosks, maps, special programs, audio/visual media, and other means (living history demonstrations at appropriate locations such as Fort Okanogan State Park for example). The collective stories of these places come together to represent the overall tale of the byway. These elements of interpretation should be organized around the central themes previously presented in order to provide a cohesive interpretive program that educates people about the multi-faceted history of the area and expresses the byway's unique story. Figure 6.1 geographically keys these interpretive ideas to the places described on the following pages.

Pateros/Methow-Columbia Confluence

Interpretive Messages, Themes, and Ideas:

- Located at the confluence of the Columbia and Methow rivers, this area was an important meeting place for the tribes of the region during fishing season. The rapids of the river made this a great place for fishing, and today many people still come to this area for the great fishing.
- As a principal location between Wenatchee and Oroville, Pateros was originally known as Ives Landing in 1896. The name was changed to Pateros in 1900.
- Take a walk and go back in time on the historical walking tour and learn about the town's colorful past: Ives Landing (originally established for trading furs and horses), the old hotel, the steamboat stop, and information about how construction of Wells Dam downriver created a reservoir that inundated the old town site. Pateros had to be completely rebuilt on higher ground.
- The rivers and surrounding areas offer abundant recreational opportunities ranging from water activities such as fishing, windsurfing, water skiing and jet skiing, to land activities such as horseback riding, hunting, birdwatching, hiking, bicycling, and golfing. Parks on the river provide boat launches and public access opportunities to the Methow and Columbia rivers.
- Pateros is an important gateway to the Methow Valley and Cascade Loop/North Cascades, as well as the Okanogan, and as such, a new visitor center/interpretive center is recommended here, along with

interpretation throughout the town and expanded signing on the highway to encourage byway travelers to stop in town for visitor information and wayfinding to orient visitors to the interpretive sites.

Brewster on the Columbia River

Interpretive Messages, Themes, and Ideas:

- Native Americans lived here long before Brewster became a bustling settlement and apple industry town, and many still live here today. They fished the Columbia River using fish traps and then dried the fish on fish drying racks. Native peoples made seasonal excursions throughout the region to take advantage of fishing, hunting, and food gathering opportunities.
- Brewster was the transfer station for steamboats that could not ascend the Okanogan River.
- Brewster is known as the “apple capitol” of byway – home of the largest apple processing facility along the byway, operated by Gebbers Farms. Develop maps identifying apple orchards to visit, where to buy fresh apples, stores to buy apple products, along with information about other types of fruit orchards, wineries, and farms open to visitors. Cultural diversity continues to be an important part of the community and surrounding region today with the large population of Hispanic workers and their families supporting the agricultural industry and regional economy.
- The Heirloom Bisbee apple variety was developed in Brewster, which could inspire a ‘taste and see’ type of interpretation.
- The Columbia River is accessible here providing a plethora of recreational activities especially in Columbia Cove Park.



Existing sign in Pateros, near City Hall

Fort Okanogan – State Park, Interpretive Center, and Overlook Sites

Interpretive Messages, Themes, and Ideas:

- Before Fort Okanogan was established, native peoples set up annual encampments here for fishing, trading, and social activities.
- Steeped in history, Fort Okanogan was the first inland Euro-American settlement in the Oregon Territory and functioned as a trading post and

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transfer point for fur traders from British Columbia down through the Okanogan Valley and along the Columbia River to Fort Vancouver and beyond.

- Today, Fort Okanogan is a state park with a recently upgraded interpretive center. The center is surrounded by beautiful scenery, including views of the surrounding shrub steppe habitat and the Cascade Range downriver. Nearby lands at the river confluence provide birding opportunities.

Malott

Interpretive Messages, Themes, and Ideas:

- Home of Chilliwhist Jim, medicine man and spiritual leader of the Methow Tribe.
- Site of early Native American fish trap.
- Named for the original settlers of the town, Malott became known as a stopover place for travelers since the Malott's huge barn could hold 28 horses.
- Homesteaders settled here to grow and harvest apples. Johnny Appleseed was based here. Remnants of the original apple trees, irrigation flumes and ditches are still visible today.

Okanogan River

Interpretive Messages, Themes, and Ideas:

- Not only did the Okanogan River provide a transportation corridor for Native Americans, fur traders, settlers and cattle drivers, but it also provided them a source of food in the form of fish and game.
- The Okanogan River was a major transportation route for steam boats carrying passengers and goods into the Okanogan Valley.
- Recreational activities on the river range from fishing to kayaking to boating.

SES-Americom Satellite Center

Interpretive Messages, Themes, and Ideas:

- SES-Americom operates one of the largest teleport facilities in the Western Hemisphere at this site. The facility provides 95 percent of the Internet service to Asia.
- The landscape is dominated by more than 40 dishes and antennas operating on all major and domestic

and international satellite systems. Good opportunity for a byway wayside explaining the purpose of the facility since people will be curious about the structures there.

Soap Mountain Sand Dunes/Pine Trees

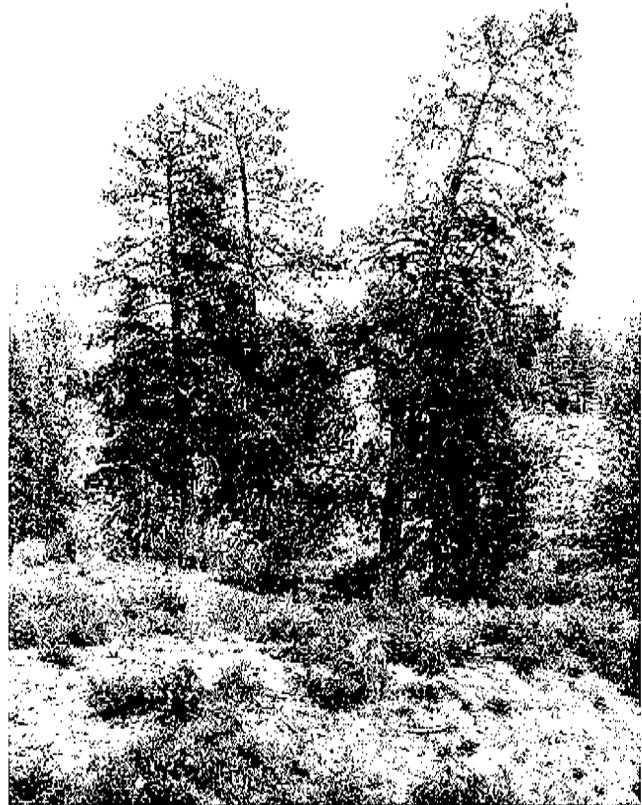
Interpretive Messages, Themes, and Ideas:

- A unique ecosystem exists here with sand dunes and pine trees emerging from the sage/shrub steppe landscape.
- The river and surrounding lands are precious resources to the people of this area, and Native Americans have been sustained by these resources for thousands of years (could interpret a tribal story here about this area, as well as nearby towns of Monse and Malott).

Cariboo Trail

Interpretive Messages, Themes, and Ideas:

- A historic travel route used by Native Americans for thousands of years, and later by fur brigades, cattlemen, cowboys, miners and surveyors.



Pine trees in the sand dunes

- The Cariboo Trail was used by surveyors who were searching for the latitude lines to map the American and Canadian border along the 49th parallel.

Okanogan

Interpretive Messages, Themes, and Ideas:

- The Okanogan of the early 1900s is still visible today with the firehouse (today's historical museum), and Schaller building. Other historic buildings include the courthouse, old flour mill, and the Cariboo Hotel. Historic architectural styles from the early 1900s through the 1950s are visible throughout town.
- Murals of Frank Matsura's photographs of the town and countryside (1903-1913) capture the culture and spirit of early 1900s life.
- Irrigation ditches promoted development of the cattle, timber and fruit industries.
- Okanogan has been the county seat from 1915 to the present.
- Recreational opportunities abound from fishing at local parks to picnicking and camping in the Okanogan National Forest.

Omak

Interpretive Messages, Themes, and Ideas:

- Omak's name is derived from a Salish Indian word, "Omache," meaning "good medicine."
- Omak is filled with a variety of cultural opportunities: residents and visitors can attend the annual Stampede and Suicide Race, view an event at the state-of-the-art Performing Arts Center, or kick back in a lawn chair at Art in the Park held in June at the Civic League Park (see more information below).
- Omak is an important commercial hub for the area. There are shops, stores and services that cater to residents and as well as visitors.
- Glimpses of history are provided by landmark buildings such as the Old Omak Hotel and other historic structures throughout town.
- Fossil outcroppings can be viewed from the overlook/pull off area at Shell Rock Point.

- The Omak Visitor Center at East Side Park is an idea location for displaying interpretation and information about the Okanogan Trails Scenic Byway.

Omak Stampede and Suicide Race, Tribal Encampment, and City Parks

Interpretive Messages, Themes, and Ideas:

- Omak Stampede and Suicide Race have been a community tradition for over 70 years. Invite visitors to return and experience the race in person if they aren't visiting while it is taking place, usually during the second weekend in August. Suicide Hill is an astounding spectacle that shouldn't be missed as part of a visit to the byway.



Suicide Race at the Omak Stampede

Courtesy of www.lfr123.com/recreation/

- East Side Park is a 72-acre site in Omak that provides spaces for tent and RV camping, a swimming pool and play area, tennis and basketball courts, playfields, horseshoe pits and hosts the Stampede at the rodeo arena annually.
- During the Stampede, a tribal encampment is set up with a tent for dances and over 100 tipis. Traditional native games, dancing, drumming, music, foods, and arts and crafts are highlights of the encampment.
- Civic League Park provides a band shell, playground, and picnicking facilities and is the site of community events such as the Tuesday Farmer's Market (summer and fall), concerts, Cinco de Mayo in May, Art in the Park, and other activities.

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St. Mary's Mission, Paschal Sherman Indian School, and Omak Longhouse

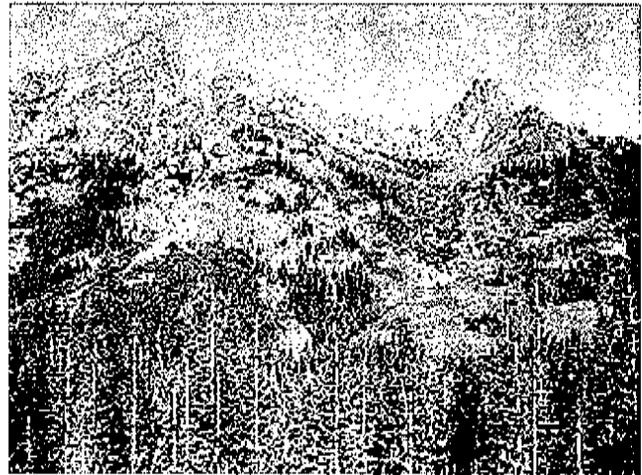
Interpretive Messages, Themes, and Ideas:

- In 1885 French Jesuit Frienne de Rouge opened the boarding school near Omak Lake. The St. Mary's log cabin building was constructed in 1889. Chief Joseph and Chief Moses attended services at the mission where the priest spoke predominantly in the Salish language. The mission survived several fires and reconstructions over the years and remains known today as the Paschal Sherman Indian School.
- Today, cultural events that occur at the site include the Sun Flower Festival held at the school and tribal meetings and events held at the beautiful Omak Longhouse.
- Stories told by tribal members and local residents about their time spent at St. Mary's Mission could be interpreted at the site, along with other information about the sites history and uses over time.

Omak Lake

Interpretive Messages, Themes, and Ideas:

- The natural beauty of the area glistens with the stunning lake views and sweeping mountain vistas visible at Omak Lake.
- Lahontan cutthroat trout live in the lake – an 18.04 pounder (record breaking size) was caught in 1993.
- The geology of the lake is significant, as it is the largest saline lake in the state of Washington.
- The lake is a spiritual place to native people of the area.
- Fishing and beach access are among the many recreational activities available at the lake. A public beach and boat access are located at the north end of the lake. Some parts of the lake shore are private property and some portions are accessible only to tribal members. Check with the Colville Confederated Tribes for permit requirements.



*Jagged peaks in the Okanogan National Forest
Courtesy of the Okanogan National Forest*

Okanogan National Forest

Interpretive Messages, Themes, and Ideas:

- The Okanogan Trails Scenic Byway is a gateway to the vast Okanogan National Forest.
- Geological wonders within the national forest are nestled between craggy peaks, rolling meadows, old growth forests and ponderosa pines.
- The Okanogan National Forest is a recreational paradise with hiking, horseback riding, cross country skiing, fishing and canoeing as just a few of the activities available.
- There are many opportunities to learn about and appreciate the history of the area and historic sites and structures, including old cabins and bridges.

Riverside

Interpretive Messages, Themes, and Ideas:

- A town rich in history, Riverside was the first metropolis along the Okanogan River.
- With its location on the Okanogan River, Riverside was a popular steamboat stop at one time. Over one million dollars of produce passed through the dock in 1902.
- Capitalizing on the 'wild west' persona, world-famous Detros Western Store sells western apparel and goods and welcomes visitors from around the world.
- The power of Mother Nature is visible in the cliffs that surround Riverside that have earned the name 'Mountains that Lean.'

Conconully

Interpretive Messages, Themes, and Ideas:

- Conconully’s Salish Indian name means “beautiful land of the bunch grass flats.”
- Conconully’s mining past was mired by natural and economic disasters, but the town survives today as a quaint, peaceful rural community.
- Okanogan county seat from 1889 through 1914
- Conconully boasts one of the first hydraulic-earth-filled dams in the nation. It was completed by the US Reclamation Service (now US Bureau of Reclamation) in 1910.
- The current Conconully community center is located at the site of the historic Elliot Hotel and is constructed of timber salvaged from the 1889 courthouse.
- A plethora of recreational opportunities await enthusiasts in every season, including water activities at Lake Conconully, a clear blue lake surrounded by mountains, and amazing scenery.



Conconully Lake and Dam

Courtesy of the Bureau of Reclamation

McLaughlin Canyon

Interpretive Messages, Themes, and Ideas:

- The canyon is brimming with history – a conflict between miners and men from a local tribe took place within its walls in 1858.
- A steep-walled, narrow box canyon, McLaughlin is famous for Whitestone Butte, the Riverside Wall,

and tremendous granite cliffs rounded by the scouring of glaciers.

- The dramatic canyon and surrounding formations within the picturesque shrub steppe landscape exemplify the scenic beauty of the area.

Mount Bonaparte

Interpretive Messages, Themes, and Ideas:

- Recreational activities run the gamut here from hiking and camping on Mount Bonaparte to boating and swimming in the lake at the base of the mountain.
- Geologic wonders abound throughout the “Highlands.” Interpret the natural history and scenic beauty of the vast Okanogan Highlands.

Tonasket

Interpretive Messages, Themes, and Ideas:

- Tonasket is rich in Native American history with its name adopted from Chief Tonasket, prominent leader of the Okanogan Tribe in 1858.
- The town’s roots are based on agriculture and forestry activities. Modern-day dude ranches surrounding the town offer opportunities for visitors to live out their dreams of life in the Old West.
- Recreational opportunities are abundant within the town itself with parks and a developed riverfront pathway system.
- Tonasket is a gateway to the frontier mining communities of Loomis, Nighthawk, Palmer Lake, Molson, and Conconully. Interpretation at byway waysides and publicly accessible locations can enlighten travelers about these boom towns that attracted thousands of people during the mining era. Today, some consider a few of these places to be “ghost towns.” Boom towns in their heyday, today these quiet communities offer visitors a window to the past within a peaceful and scenic setting. Some sites, such as Nighthawk are privately owned, so interpretation and tourism promotion efforts will require coordination with the owners.

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Wildlife Areas in the County Including Chiliwist and Driscoll Island

Interpretive Messages, Themes, and Ideas:

- Thousands of acres of Washington State Department of Fish and Wildlife lands are available throughout the county, including Driscoll Island, Eyott Island, Teel Island and other sites on the Okanogan River, as well as the Sinlahekin area, the Chiliwist, Scotch Creek, the Methow Game Range, and the Pateros and Indian Dan sites in the lower part of the county. Available for public access, these areas offer abundant recreational opportunities, including fishing, hunting and birdwatching. Chiliwist, located in the foothills west of the Okanogan River, provides habitat for many mammals, birds of prey, and upland birds. Birding is one of the most popular activities at these wildlife areas, including Chiliwist and Driscoll Island.
- The abundance of native plants and animals at the wildlife areas in the county provides great opportunities for identification and interpretation of the wide variety of species that exist throughout the area and their characteristics.

Loomis/Many Lakes Recreational Area/Whitestone Mountain

Interpretive Messages, Themes, and Ideas:

- Loomis was a boomtown of the 1890s as a destination for mining prospectors and investors and the location of a successful cattle operation.
- The Many Lakes Recreational Area nearby is a prime location for recreational activities and a picturesque setting tucked into the valleys below the high peaks of the Eastern Cascade Mountains.

Similkameen River

Interpretive Messages, Themes, and Ideas:

- As the largest tributary to the Okanogan River, the Similkameen River provides an abundance of recreational opportunities to visitors.
- The river is worth its weight in gold as it is where gold was first discovered in Washington as well as where the largest take of gold in the state was.

- Try to visualize Nighthawk as a once bustling mining community where thousands of people sought their fortunes during the town's heyday. (Today the town is privately owned, but can be viewed from the river and the local county road.) Interpretation about Nighthawk could be provided at another site in the area, where there might be a general theme related to the mining era and the frontier boom towns that were established then.

Gateway to the Okanogan Highlands/Molson

Interpretive Messages, Themes, and Ideas:

- Diverse geology of the area is unique in that the Highlands are a mix of glacial gorges, rivers and grasslands stretching north-south from the Canadian border to the Columbia River Plateau and east-west from Roosevelt Lake to the Cascade Mountains.
- The pioneer spirit comes to life at the Molson Schoolhouse Museum with displays of daily life in the early 1900s as well as a restored classroom and school library.
- Learn about the colorful history and personalities of the past in Old Molson, once a boom town.
- Birdwatching is popular in the Sidley Lake area, where abundant bird populations are found in the overlap, and upper Washington in the United States. More than a mile of continuous public access provides incredible birding opportunity.
- Connections to the Pacific Northwest Trail via the Okanogan County/Similkameen Connector Trail and preservation of historic features of the Enloe Dam provide extensive interpretive opportunities in this area.

Oroville

Interpretive Messages, Themes, and Ideas:

- Located only four miles away from the Canadian border, Oroville has the unique opportunity of welcoming foreigners to the United States.
- Oroville's name literally means "gold town" and mining activities were a key component to Oroville's economy and culture in the early 1900s.

- You can still pan for gold at the NW Gold Miners Rally, typically held annually in August. Interpretation about panning for gold — the process, equipment, typical yield of a day's work, and other information could be provided at a wayside in Oroville.
- Historic Oroville Train Depot Museum and once the home of a large tomato cannery, remnants of Oroville's frontier and agricultural roots are a treat to visitors here just as they are in other towns along the byway.
- Today, Oroville is making its name in the wine industry that is sweeping the Okanogan Valley.

Osoyoos State Park

Interpretive Messages, Themes, and Ideas:

- From the original Native American name of the lake, "Soyoss," meaning "the narrows" to the traditional

use of the lake area as a campsite and for horse races, the Native American influence in the area is important.

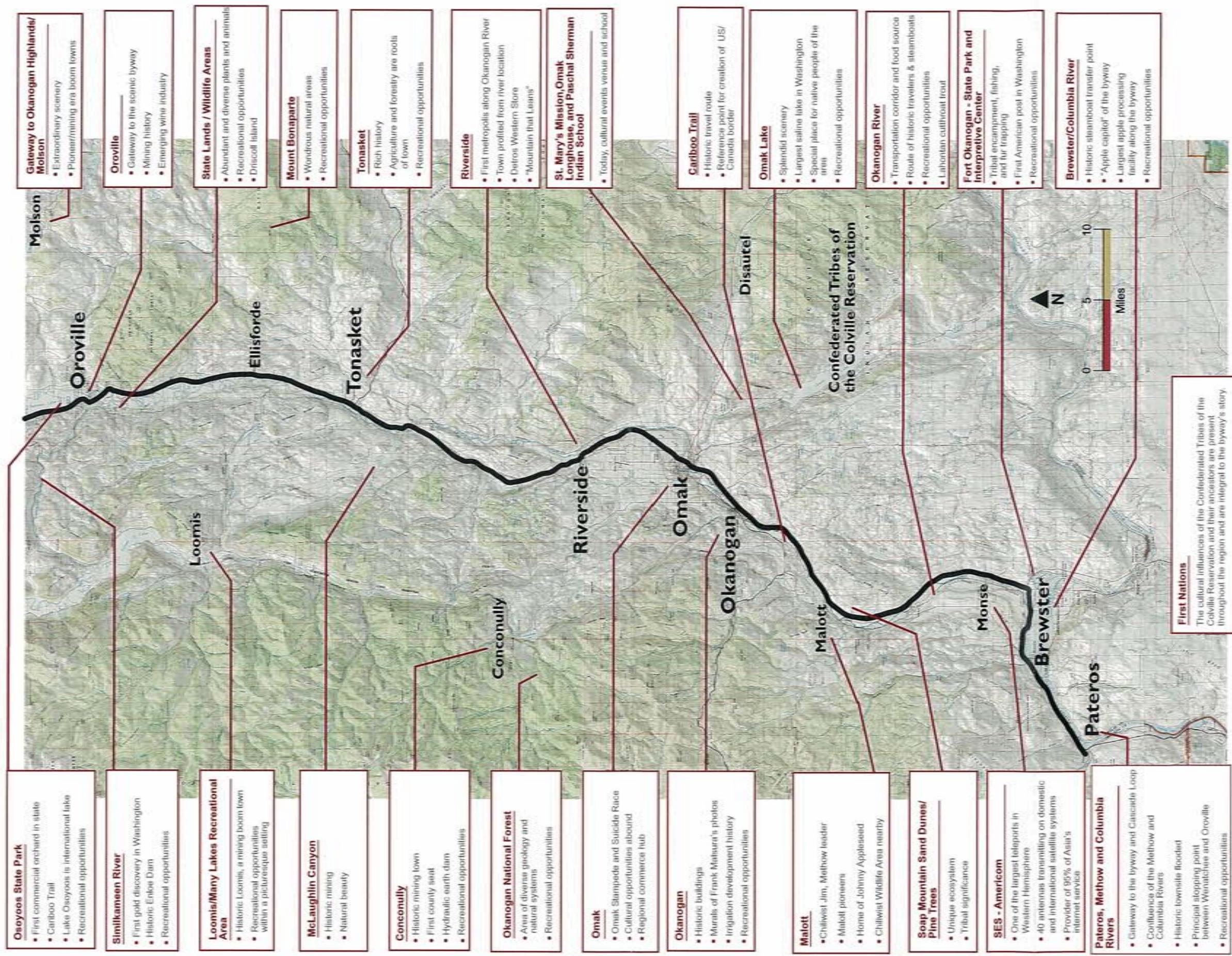
- The first commercial orchard in the State of Washington was planted here in 1857 by Hiram F. Smith with 11 of the original apple trees planted still producing fruit.
- People following the Cariboo Trail utilized the lake as they made their way to the gold fields in Canada.
- The US-Canada border crosses the 14-mile-long Osoyoos Lake, making it an international lake. Although the lake is known as the "warmest lake in Canada," it is very cold during winter months — ice fishing and skating replace summer swimming and boating.
- Year-round recreational opportunities cater to almost any sports interest.



Osoyoos Lake



Figure 6.1 Telling the Byway Story





Visitor Experiences and Services

Introduction

One of the basic purposes of this plan is to identify opportunities to promote, educate, and direct visitors to unique and interesting places along the byway. Each year, hundreds of thousands of people travel along US 97 to enjoy the numerous activities offered throughout Okanogan Country and the surrounding region, such as sightseeing, hiking, skiing, snowmobiling, camping, bicycling, fishing, hunting, wildlife watching, kayaking, attending rodeos, and other recreational and cultural events. The visitor experience related to the Okanogan Trails Scenic Byway should be enriching and memorable, as well as safe and enjoyable. Visitors should be provided with a variety of opportunities to relish the beauty of the Okanogan and learn about the rich history and culture of the peoples who have lived and traveled through here in centuries past. Businesses should accommodate visitor needs through friendly, hospitality-driven service.

This section of the corridor management plan assesses existing visitor facilities, as well as websites and information that serve the needs of visitors.

This section also provides recommendations for improving these services for both residents and visitors.

A Review of Existing Visitor Services and Facilities

The Okanogan Trails Scenic Byway currently offers several visitor services, such as visitor information centers and facilities at existing parks and private businesses. However, there are no public rest areas along the byway and several of the visitor centers are in need of improvements and enhancements. Below is a list of existing visitor services located in the communities along the byway.

- Pateros City Hall/Visitor Information Services
- Brewster Chamber of Commerce
- Fort Okanogan State Park Interpretive Center
- Okanogan National Forest Office
- Okanogan Chamber of Commerce
- Omak Visitor Center and “How the Animals Got Their Name” Monument



The existing visitor center in Omak provides valuable information to byway travelers and visitors throughout the year.

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- Tonasket Visitor Center
- Tonasket Ranger Station
- Oroville Visitor Center

These existing facilities provide visitors with information and brochures on entertainment, accommodations, eateries, events, recreational opportunities, and other items of interest to visitors. There are several tourism publications pertaining to the region that are printed each season including the Okanogan County "Info Book," "Okanogan Country" brochures including guides on seasonal activities, and "Okanogan Country" seasonal magazines. Each publication includes interesting facts and information about various places and communities in the area, as well as information about recreation and tourism opportunities.

The World Wide Web is increasingly becoming a research tool for visitors from all over the world. Millions of people use the web to gather information about vacation destinations and to plan travel activities. There are several websites that promote Okanogan Country and areas accessible from the byway. The Colville Confederated Tribes, Okanogan County Tourism Council, Okanogan National Forest, and the Okanogan County Historical Society maintain websites, as do many private businesses and organizations in the region. Information about lodging and accommodations as well as restaurants, wineries, farms, shopping, and other tourism destinations can be found at many of these websites. Before visitors arrive in Okanogan Country, they can access most all of the information they need to plan their visit on the web. Some of the websites most often used by visitors for travel planning include:

- <http://www.okanogancountry.com/>
- <http://www.colvilletribes.com/>
- <http://www.okanoganwash.com/>
- <http://www.couleecorridor.org/>
- <http://www.experiencewashington.com/byways/>
- <http://www.omakchronicle.com/infobook/infobook.htm>
- <http://www.omakchronicle.com/omakvic/>
- <http://www.okanoganvacation.com/>
- <http://www.via97.com>

- <http://www.fs.fed.us/r6/okanogan>
- <http://www.pateros.com/>
- <http://www.brewsterchamber.org/>
- <http://www.omakchamber.com/>
- <http://www.tonasketwa.org/>
- <http://www.orvillewashington.com>

Preserving and Enhancing the Visitor Experience

Visitors are drawn to the Okanogan region to experience the rich history and culture, agri-tourism (such as orchards and wineries), extensive recreation opportunities, and the distinctive rural character of the area defined by the lifestyles of the people who live there.

There would be little tourism flow without the preservation of the "intrinsic qualities" that exist along the Okanogan Trails Scenic Byway (discussed in Section 3 of this plan). Many of the intrinsic qualities are already maintained and preserved through land management and land use plans. However, some of these qualities are at risk. It is imperative that the preservation of these characteristics be viewed as a high priority by the region's local, state, and federal governments, as well as the Colville Confederated Tribes and citizens in the communities along the byway. More information on specific guidelines for preserving and enhancing the byway's character are discussed in Section 8, Preserving and Enhancing the Byway.



Preservation of the byway's resources is important for the visitor experience. Courtesy of the Development Manual for Flatwater Paddlesports & Wildlife Viewing

An Emphasis on Stewardship and Education

It is necessary for visitors to understand what makes areas along the Okanogan Trails Scenic Byway special. Thus, part of the visitor experience should include stewardship and educational messages that help visitors appreciate the sensitivity of the byway's unique features. The exceptional beauty of the region's geological features, historical structures and stories, cultural events and activities, and diverse natural resources all contribute to the byway area's uniqueness and attractiveness as a destination. Below is a list of some of the messages that should be conveyed.

- A visit along the Okanogan Trails Scenic Byway is a step back in time. History is preserved throughout the region. Please respect this area's unique heritage so the experience can be preserved for all time.
- The geology, climate, and the river and shrub steppe ecosystems of the Okanogan region create habitats for an abundance and diversity of wildlife. Please preserve these habitats and be good stewards of this unique landscape and the needs of these diverse species.
- You are traveling a very special, unique byway; let's keep it beautiful and litter-free.
- Agriculture is very important to the region. Please honor private property rights and the needs of farmers and their crops and ranchers and their livestock.
- As you travel through the lands of the Confederated Tribes of the Colville Reservation, respect natural resources and native customs.

Recommended Improvements and Enhancements

While there are existing visitor facilities and services located along the Okanogan Trails Scenic Byway, there are several locations where additional facilities and services (such as visitor centers and restrooms) are needed to serve the traveling public and visitors to the area.

Gateways

An upgraded visitor information and education center should be located in Pateros, the southern gateway community to the byway. Currently, the city hall serves as an informal visitor information center. Visitors may have a difficult time finding the city hall and thinking of it as a visitor center. The hours of operation are also an issue with visitors, because they can not always access information when needed. A new visitor information center could be located in the center of town near existing visitor services including restaurants, cafes, gas stations, and shops.

The visitor center in Oroville, the northern gateway community to the byway, could also be improved by including longer staffed hours and an outside kiosk with information. The gateway visitor centers could be self-guided and self-sufficient and provide visitors with education, interpretation, and information about lodging, recreational opportunities, historic sites, and other items of interest for visitors.



The Oroville Visitor Center is an important gateway to the byway, especially for international travelers.

These centers should also provide information about transportation options, such as bike maps and loop tour opportunities. It is important to also use adequate signing to direct visitors to the information centers. For instance, several signs should be placed near the Canadian/US border so visitors coming into the US will know where to stop for information.

Signs should also be placed on US 97 south and north of Pateros directing visitors to the new information center when it is developed. These signs should be placed before the turn-off to SR 20 to alert visitors to stop in Pateros before heading out to the Methow Valley, the Cascade Loop Scenic Byway and North Cascades. The gateway pull off could also include a graphic-oriented map that shows

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visitor services available along the byway. Examples of these maps can be seen on Highway 97 near Osoyoos in Canada.

Comfort Station/Rest Area

A comfort station/rest area should be located at a central point on the byway. More detailed assessment of the feasibility of developing a restroom and additional visitor accommodations such as picnic facilities along the byway, centrally located between Pateros and Oroville, is recommended. More than one new rest area/comfort station may be needed as byway visitation increases.

A new comfort station (a smaller-scale rest area with restroom facilities) potentially could be located in the sand dunes area, but other possible locations centrally located along the byway should also be considered. The sand dunes area is located on the reservation lands of the Colville Confederated Tribes, so close collaboration and partnership will be needed. This facility could also include interpretation about the area.

Another possible location for a comfort station along the byway would be in Riverside. There is an existing pull off on the southbound side of the highway in Riverside near the cemetery, and this could potentially be developed to include a small comfort station.

Also, the Cariboo Trail overlook and other pull offs and sites along the byway could be upgraded to include a restroom.

Visitors should also be encouraged to use existing facilities, including visitor centers and parks, where available. Although there is a restroom at the Pateros park on the river, a new visitor center (with restrooms) is recommended for Pateros to serve as a gateway to the byway. The Omak visitor center also needs to upgrade its restroom facilities. The Tonasket Chamber of Commerce currently has plans to provide restroom facilities in the park next to the chamber office. Chief Tonasket Park should also include a public restroom facility. These places should be adequately signed for visitors.

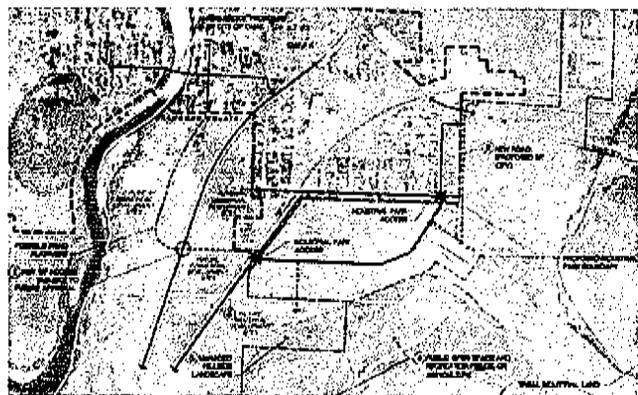
Even if all these improvements are made, there would still be a need for a formal rest area/comfort

station to serve travelers on the highway, centrally located somewhere between Pateros and Oroville.

Interpretive Centers and Museums

The Fort Okanogan Interpretive Center, located at the confluence of the Okanogan and Columbia rivers, is an ideal place for visitors to learn about the history, culture, wildlife, and natural resources of the area. The indoor facility has been renovated with updated exhibits. Additional indoor and outdoor exhibits at the site could include more detailed interpretation about native peoples, traders, and present-day uses of the confluence. Information could also address species of birds and wildlife and agricultural uses of the area.

The Confederated Tribes of the Colville Reservation are currently evaluating opportunities to develop a new major cultural center, as well as the potential for additional smaller visitor and interpretive facilities along the Coulee Corridor and Okanogan Trails scenic byways, as well as other byways on the reservation. A new museum/cultural and interpretive center on the reservation of the Colville Confederated Tribes is something that has been in the planning stages for a long time and is highly supported by this corridor management plan. The provision of educational and interpretive facilities where there are opportunities to learn more about historic and modern activities of the tribes would provide interesting and memorable experiences for visitors to and residents of the area. It is envisioned that the new cultural center would provide information about the history and culture of all the tribes and bands of the reservation. The tribes currently are evaluating potential sites in Nespelem,



Possible site of tribal visitor facilities at the junction of US 97 and SR 155. Courtesy of the Confederated Tribes of the Colville Reservation

Omak, and other locations for visitor and interpretive facilities. There is the potential to develop a visitor facility at the new Tribal Enterprises site in Omak (at the junction of US 97 and SR 155), as a headquarters for tours of tribal lands.

Continued funding and staffing and periodic upgrades to exhibits are recommended for the existing museums near the byway, including the Okanogan Historical Museum and the Molson Museum. The museums are important places where visitors can learn about the history of the region as well as the people who lived and continue to live in the area.



The Molson Museum attracts hundreds of visitors each year.

Other Interpretive Facilities

Interpretation was discussed in Section 6 – Telling the Byway Story - Interpretive Master Plan, which included recommended interpretation throughout the byway. The themes of the byway should focus on site-specific interpretation that addresses the history, culture, and natural aspects of the location. Similarly, sensitive areas should include environmental and stewardship messages.

Interpretive Pull Offs/Waysides

Creating recreational pull off areas or waysides along the byway will provide visitors the opportunity to leave the highway and enjoy the history, cultural,

and scenic beauty along the byway. Formalized pull off areas should be developed to create sufficient space for a small number of cars or a bus. Pull offs should have interpretive signs, as well as advance warning signs on the byway directing people to them. The interpretive signs should be designed to blend with the character of the setting and other features along the byway, including existing Okanogan County Historical Society signs and historical markers. Below is a list of potential pull off sites and interpretive wayside opportunities.

- Each byway community should have an interpretive sign and/or historical marker that addresses the history and interesting facts about that community. Each sign should be consistent in design with the signs in the other communities. Refer to Section 6 – Telling the Byway Story - Interpretive Master Plan, for interpretive themes for each community and Section 9, Signing and Wayfinding, for recommendations related to sign design.
- Tribal Messages and Interpretation: Include legends and stories about animals and natural features, native language words for these elements, information about famous past leaders of the tribes, and various messages in native languages to visitors in the interpretive panels and historic markers at each site where suitable.
- Pateros: An interpretive wayside could be located in the existing city park or town center. This wayside should include interpretation about Pateros as well as information and opportunities along the byway given that Pateros is the gateway to both the Okanogan Trails Scenic Byway and the Methow Valley/Cascade Loop/North Cascades. An additional interpretive panel could also tell the story of the byway name and include a list of the past and present trails in the area. The “Okanogan Trails” interpretive panel could also include pictures of various transportation modes along the “trails” such as horses, buggies, modern cars, bicycles, trucks, etc.
- Brewster: Create a pull off near the apple production facilities to interpret the importance of the apple industry as well as a stewardship

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message about the need to preserve the region's agricultural industry.

- Fort Okanogan Overlook: Upgrade existing pull off to include additional signage to the site as well as other facilities including picnic benches.
- SES-Americom Satellite Center: Add pull off near the SES-Americom facility on US 97.
- Sand Dunes and Pines Area: Improve existing pull off near the sand dunes and pine trees. This area is located on land owned and managed by the Colville Confederated Tribes, so partnership and coordination will be important.
- Cariboo Trail Pull Off: Upgrade existing pull off including picnic facilities, and possibly provide restroom facilities if feasible. Additional signage and graphics about the Cariboo Trail could be added to the site.
- Okanogan: An interpretive wayside should be located in Okanogan. The wayside should include a map of the Matura murals. This would give visitors an opportunity to learn about Matura and to locate the murals around town, thus spending more time in Okanogan.
- Omak: An interpretive wayside should be located in Omak, near the Omak Stampede. The wayside should include interpretation about the Colville Confederated Tribes as well as information about the Coulee Corridor Scenic Byway.
- Riverside: Provide a pull off just south of Riverside on US 97. The pull off should include interpretation on the "Mountains that Lean." This should include geology and the native story about the rock feature.
- Tonasket: An interpretive pull off could be located near Tonasket. (An ideal location would be the site just south of town on the west side of the highway.) This pull off could interpret the rich agriculture of the area. This pull off should also include a map with loop opportunities to Loomis, Many Lakes Recreational Area, Chesaw, and other locations accessible from US 97. The map should also include opportunities accessible from Highway 20.

- Driscoll Wildlife Area: Provide a pull off area for access to the wildlife refuge. Birding opportunities and species should be interpreted. A wildlife-viewing platform including telescopes should be included as part of the pull off development.
- Oroville: An interpretive pull off could be located in Oroville. This pull off could interpret the history of mining in the area, the story of the historic boom towns, and could include a map with loop opportunities off the byway including Molson and other historic towns and sites. This wayside could also include a trails map encouraging visitors to hike or bike in the area.

Existing Historic/Interpretive Markers and Story Boards

There are several existing interpretive panels throughout the byway area that have been created and are maintained by the Okanogan County Historical Society. These signs could be upgraded to include photos and graphics of the story being interpreted. The panels could also be upgraded to include roofs (for shade/shelter) and landscaping improvements around the signs. Access and advanced warning signs such as "historical marker ahead" could also be improved and added at most of the locations. When adding new interpretive signs and historical markers, as recommended above, it will be important to coordinate closely with the designs of these existing signs and markers to ensure visitors are provided with a cohesive and attractive overall byway experience and to avoid overlaps.

Brochures

There are many existing brochures for the Okanogan Trails Scenic Byway region and surrounding areas. Some provide information about museums, visitor services, and attractions along the byway, while others provide information about where to recreate. Educational and informational brochures could be made available for byway travelers to learn about the many unique aspects along the byway, including history, geology, wildlife, and cultural events. These brochures could be available at the gateway kiosks and visitor centers as well as libraries, museums, and cafes for locals. Brochure information should be designed to be easily posted on web sites, where possible. Potential brochure topics are described

below. In addition to, or in lieu of, a multitude of brochures, information related to these topics could be made available in displays, posters, and other types of media.

The Okanogan County Historical Society invites you to

The -
YOU
MIGHT
THINK
THAT
NOTHING
EVER
HAPPENED
AROUND
HERE -
HISTORY
TOUR

Free to
the
Public

Fort
Okanogan
State Park
Interpretive
Center

1/4 mile east
of Hwy. 97
& Hwy. 17
junction

"Bring your lawn-
chairs-coolers-
picnic lunch for a
casual afternoon
on the lawn"

See back
for details

Summer 2005

Coville
TRIBAL CASINOS

Wenatchee
Valley
College
Omak

Humanities

Still Washington's Best Bar!

Flyers help promote and educate visitors about upcoming events.
Courtesy of the Okanogan County Historical Society

History of the Region – The history of the Okanogan Trails Scenic Byway area is rich, beginning with the native peoples of the area as well as those who moved here from other areas. A brochure with chronological history could be made available for visitors. This brochure could also be made available to visiting school groups. A map could also be included identifying the locations of all the existing Okanogan County Historical Society interpretive panels.

Geology – Geological formations near and surrounding the Okanogan Valley are very unique. A brochure explaining the glacial periods and other natural forces that influenced the area's geology would be educational and informational for visitors and school groups.

Wildlife – Wildlife watching and tours are becoming ever more popular. A brochure identifying "Watchable Wildlife" locations as well as a list of wildlife found in the area would be useful for tour groups and visitors interested in birding. Also, a brochure targeted to fishers and hunters would be a useful guide to these recreationists and would enhance management of access to the river and recreation sites.

Cultural Events – One brochure should continue to include all the cultural events that take place along the byway, including community festivals, celebrations, and rodeos, and other activities. This brochure would need to be updated annually to include the dates of each event. All cultural events are distinct and are linked to the history of the area.

Loop Drives – A brochure showing all the loop drive opportunities along and near the byway should be created. This brochure could educate visitors on the use of US 97 by freight and farm vehicles and encourage travelers to use the alternate loop routes if time allows. Brief descriptions of each route could also be provided in the brochure, including information about towns, sites, services, recreation opportunities, and road conditions.

Multi-lingual Provisions

Multi-lingual information and interpretation should be provided for byway travelers where feasible. Byway information should be designed to be easily

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understood by a broad audience. Graphics, maps features, symbols, and universally recognized words can help to better guide international travelers. Some signs and symbols used throughout the world are internationally recognized and should be used when possible and appropriate to identify places and features along the byway. These provisions will be especially important for international travelers expected to use the byway during the 2010 Winter Olympics that will take place in British Columbia. The Okanogan Trails Scenic Byway should be prepared to entertain and educate visitors from around the world during this time. Japanese travelers interested in visiting Frank Matsura history would also benefit from multi-lingual provisions. Potential languages that could be featured in information brochures include, at a minimum, Japanese, Spanish, and German since many visitors who speak these languages travel along the byway. Also messages and information in Native American messages and languages (Salish and Sahaptian – various dialects) could be provided where suitable (including “welcome” and stewardship messages).

Visitor Surveys

Understanding visitor needs and characteristics will aid in planning for the types of facilities needed and the information visitors are interested in obtaining. It is useful to know why visitors are traveling the byway and what activities they are interested in. An annual or bi-annual survey would assist the byway steering committee in planning for increased visitor service. The survey could be conducted at each visitor information center, chamber of commerce offices, Fort Okanogan Interpretive Center, Okanogan County Historical Museum, the Omak Stampede, and other locations to capture the opinions of a wide variety of byway users. It would be beneficial for the byway organization to partner with Okanogan County Tourism Council, Okanogan County, and others on visitor survey efforts.

Lodging, Accommodations, and Other Services

Various lodging opportunities are available along the byway, including hotels and motels in most communities, as well as bed and breakfast establishments, lodges, camping (including RV) opportunities, and other facilities. Many restaurants and eateries also are located in communities along

the byway. Market demand typically dictates the need for these facilities, but many attendees at public meetings stated the need for more hotels and restaurants along the byway that could cater to the diverse variety of visitors visiting the Okanogan region. Fuel services, auto repair shops, grocery and convenience stores also are available throughout the byway. Byway visitors/travelers should continue to be made aware of lodging, accommodations, and services generally available throughout the area. This information should continue to be published on websites and in brochures and visitor guides.

Touring Routes

Several local touring routes should be further promoted to enhance the visitor experience. (See Section 5, Transportation Analysis and Recommendations, for more information about these touring routes.) These routes will not only help to disperse visitor traffic, but also provide additional opportunities to experience the Okanogan region “off the beaten path.” Destinations such as Monse, Conconully, Loomis, Okanogan National Forest, Nighthawk, Molson, Chesaw, Nespelem, and several other attractions can be accessed using alternative routes. The old 97 and SR 7 routes provide potential opportunities for byway travelers to divert from and rejoin US 97 for enjoyable side trips.

Recreational Opportunities

The region surrounding the Okanogan Trails Scenic Byway offers an abundance of recreational opportunities. People from all over the world participate in a variety of activities from fishing



Loomis (in 1905) is not the boom town it used to be, but visitors can learn the interesting story of the area's past.

Courtesy of the Okanogan County Historical Society

(including steelhead and salmon), hunting, hiking, camping, bicycling, horseback riding, bird watching, canoeing, rock climbing, skiing, and many other year-round sports. There are activities for all ages and levels in the byway region. Just in the Tonasket area alone, there are over 25 lakes. These lakes provide extensive fishing opportunities. The “Watchable Wildlife” activities throughout the region are becoming more popular and will continue to attract visitors from around the state. Rock climbing and geological hikes are a unique opportunity in this region that could attract visitors from around the world. Fly fishing is another activity that if promoted, could draw thousands of additional tourists. Refer to Figure 5.2 in Section 5 for a map of the areas major recreation destinations, as well as wildlife watching and river launch sites.

Local Resident Involvement

Local residents are very knowledgeable about the cultural and historical stories of the Okanogan region. Local community representatives should be involved in enhancing visitors’ experiences. For example, local residents could provide historical tours of the Okanogan and Omak area, showing visitors treasured structures and the Matura murals while also educating them on the importance of historical preservation. Residents also could provide tours of wildlife opportunities or river trips and education about the principles of protection of valuable natural resources. Residents are the “stewards” of the byway and should pass along important messages about preservation, stewardship, and protection of cultural and natural resources to visitors.

Partnerships

There are many opportunities to partner with existing visitor information centers and businesses that exist along the byway to enhance the visitor experience. Travelers should be encouraged to use existing services provided by these partners, including visitor centers, chamber of commerce offices, and other locations for information. The Okanogan County Tourism Council (OCTC) in particular, is an important partner to the Okanogan Trails Scenic Byway because of the organization’s commitment to promoting tourism and recreation opportunities of the region. OCTC’s subcommittees on marketing, branding, and ag-tourism in particular, could provide support to byway tourism opportunities. Partnerships with other byway organizations such as the Cascade Loop Association and the Coulee Corridor organization are also encouraged to share resources and make the visitor experience seem as seamless as possible through each byway corridor. The Okanogan Trails Scenic Byway organization should also partner with Osoyoos tourism organizations and the Via 97 corridor efforts. There are many efforts occurring simultaneously to increase tourism throughout the region and internationally, and the Okanogan Trails Scenic Byway organization should coordinate and partner with these efforts. The Confederated Tribes of the Colville Reservation are also an important partner. Continued and ongoing tribal involvement in the planning, design, and development of byway projects, programs and features will be essential.



*The Okanogan landscape provides numerous recreational opportunities.
Courtesy of Mike McKee*



Preserving and Enhancing the Byway's Character

Introduction

The abundant historical, cultural, scenic, natural, and recreational attributes of the area make it desirable to visitors and residents alike. Since it is these attributes that draw people to the Okanogan Trails Scenic Byway and surrounding area, it is these attributes that must be preserved and enhanced.

This section of the plan offers recommendations related to preserving the character of the byway for future generations to enjoy. The recommendations of this section are NOT intended to be regulatory requirements, but rather a set of suggestions and guidelines for retaining the unique and special character of the byway setting that has come to define it.

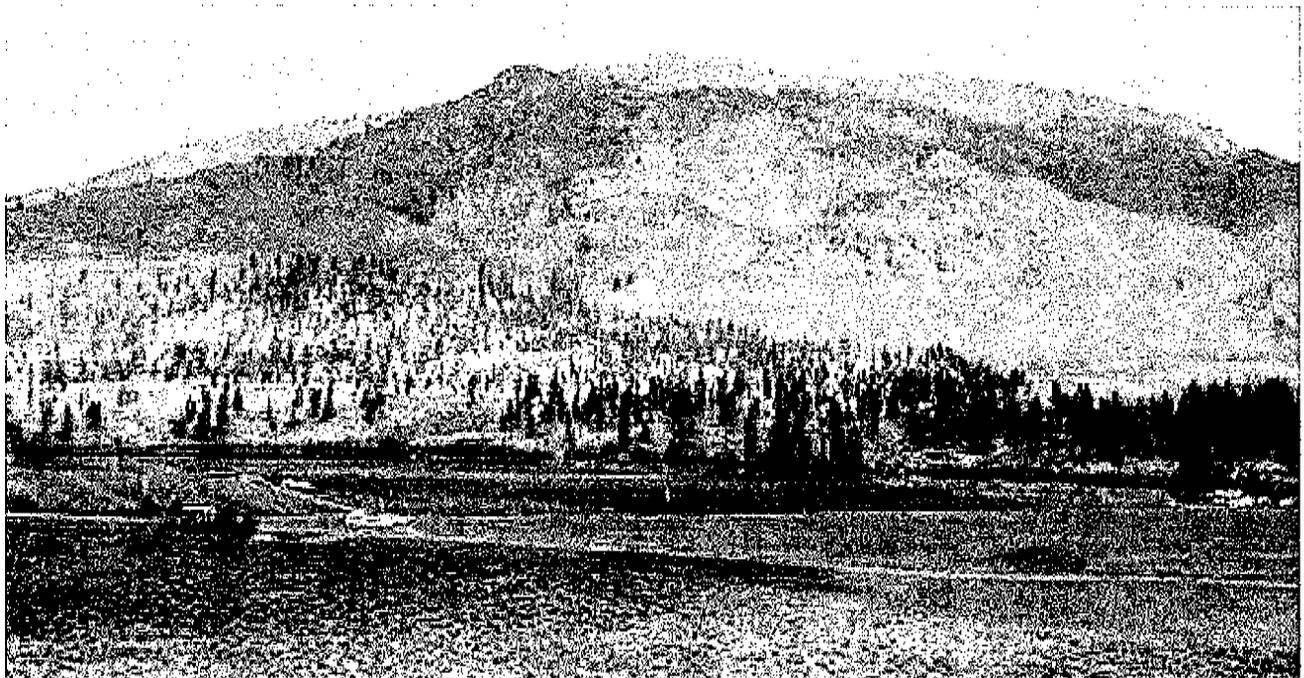
As the landscape and people change along the byway, it will be important to consider ways to preserve and enhance the character of the byway and those aspects that make for a unique experience. Implementing the suggestions in this section of the plan is one way to ensure that preservation and enhancement of byway features occurs throughout the future.

The story of this area is told in large part through features along the byway, as well as its overall character. From the breathtaking views of the mountains and valleys to the legacy of historic buildings, ranches and farms, Mother Nature and humans have worked together to develop a rich and interesting history. This landscape of the West has attracted many people and cultures throughout time.

Today, people continue to be drawn to this area by its beauty and unspoiled rural character. Preserving and enhancing the byway's character will ensure that it continues to be a place for citizens to cherish and people to visit, and will leave visitors with an unspoiled, memorable experience.

Land Use and Growth

Given that much of the byway is surrounded by public lands, preservation of the adjacent natural landscape already occurs along many stretches of the corridor. The Colville Confederated Tribes own land along the byway between Brewster and Okanogan, and some of this land is already being actively managed for the protection and preservation of



Much of the landscape along the byway consists of rural farms and ranches with mountainous terrain in the background.

Courtesy of Mike McKee

8 Preserving and Enhancing the Byway's Character

natural resources and scenic qualities. For example, the Confederated Tribes of the Colville Reservation is in the process of adopting a new sign ordinance and signing guidelines for reservation lands. County and city adopted comprehensive plans and zoning codes also include similar provisions, as well as designations for land uses.

The modern character of the byway setting is a true reflection of its past. Glimpses of the "late frontier" and the many cultures and eras throughout time that have influenced the landscape are clearly a part of the byway experience of today. The rural character of the ranches, farms, and small towns along the highway offer opportunities to step back in time. Comparisons can be drawn between the current rural character and vernacular of the Okanogan Trails Scenic Byway highly valued and cherished by citizens of the area, and other rural areas around the country that have grown and changed over time.

Citizens of the Okanogan region have an important opportunity to preserve and enhance what is special, while still accommodating inevitable growth and change. As the area continues to grow and develop, it is recommended that the Okanogan Trails Scenic Byway organization work closely with county and city regulators on updates to land use provisions for areas visible from the byway to ensure that the character of the byway setting is preserved and enhanced. When the Okanogan County Comprehensive Plan is updated, it may be advisable to review land use and zoning requirements in direct proximity to the byway to ensure consistency with the goals and objectives of this scenic byway corridor management plan.



Pateros in 1914

Courtesy of the Okanogan County Historical Society

Design Guidelines

While the suggestions below provide some general guidance related to retaining and enhancing the character of each stretch of the byway, detailed design guidelines for the byway have yet to be developed. As a follow-on project to the development of this corridor management plan, it is recommended that a specific set of design guidelines be developed for public roadside features such as signs, historical markers, and other elements. Currently, each city and town has varying degrees of adopted guidelines for architectural development. Byway-wide design guidelines would help to ensure a consistent and cohesive aesthetic becomes part of the traveler's experience at every stop. These design guidelines could include specific recommendations for architectural styles, themes, materials, colors, and other elements. This could be a near-term project eligible for funding through the federal byways program or other sources.

When developed, the byway-wide design guidelines should address town character present along parts of the byway, as well as the overall agricultural, historical, and geological nature of the byway. The use of natural, rustic materials such as stone and rock, rugged timbers, weathered/rusted metals, and other elements would help to reinforce the rural, western character the byway conveys. Suggestions for consistent methods for displaying the byway logo on interpretive panels and a consistent color palette for interpretive elements and other byway features also should be included in the design guidelines. Special tribal symbols and aesthetic themes also could be integrated into the design guidelines for byway roadside features. Encouraging public art installations, appropriate native plants for revegetation and resource enhancement, and opportunities for screening and buffering through trees, shrubs, fencing, and other elements also can be addressed in the design guidelines.

Features adjacent to the byway such as rest area structures and display areas, comfort stations, picnic shelters and tables, trash receptacles, historical markers and monuments, interpretive signs, wayfinding signs, and other elements should be addressed in the guidelines. With close cooperation and collaboration with the Washington State

Department of Transportation, it may be possible to expand the guidelines to include other roadside features WSDOT is responsible for maintaining, such as guard rails, slopes and grading features (retaining walls), etc. If the guidelines are successfully developed and broadly supported, local governments (county and city) may wish to adopt them for expanded use, beyond the byway and public roadside areas.

Stewardship of Scenic Resources and Cultural/Historic Sites

According to the "Visual Analysis Discipline Report" prepared in July 2002 by the Washington State Department of Transportation (WSDOT), 77 percent of the US Highway 97 is classified as having scenic qualities. These qualities consist of visually impressive, natural landscapes that are still intact and that create a harmonious visual pattern. Significant historical and cultural resources exist along the byway as well. In order to preserve the character of the byway over the long term, it is important that these resources be retained to the maximum extent possible.

There are a number of tools and resources available for the preservation and stewardship of scenic resources and rural landscapes. Grants and funding are available through a number of sources for the establishment of scenic easements or the purchase of scenic areas. Trusts and land preservation entities can assist the byway organization in coordinating the purchase of private properties by willing sellers or in obtaining easements for public use and dedication. For example, The Okanogan Valley Land Council (OVLC) is a local organization dedicated to enhancing wildlife, fish, agricultural, and forestry values in Okanogan Valley through land conservation efforts. OVLC would be a good organization to work with on land conservation opportunities in proximity to the scenic byway. In some cases, private landholders choose to seek out these resources themselves because they wish to leave a legacy of public use or natural resource preservation. In a few situations, they may be willing to donate their land or sell it at a reduced price. Having an easement may reduce property values,

but this also reduces the property and estate taxes. Scenic easements can increase property values in some areas, depending on the location.



*The Gallaber House will be a future welcome center and museum in Pateros, a gateway to the Okanogan Trails Scenic Byway.
Courtesy of the City of Pateros*

As a follow-on project to this corridor management plan, it is recommended that the byway organization revisit the 2002 Visual Analysis and complete an update of the inventory. Scenic qualities inventoried in 2002 should be confirmed and specific scenic resources and view corridors to be considered for long-term preservation should be identified. Also as part of this project, the byway organization should identify potential opportunities for preserving these areas through various funding sources or other resources.

Respect for Property Rights

This corridor management plan has been developed with a healthy respect for private property rights and special consideration related to land owners and managers and agricultural operations. As future opportunities for scenic and natural resource area conservation and enhancement are identified, the byway organization will be fully committed to pursuing cooperative arrangements that involve willing sellers. Continued public involvement and community outreach will be a part of ongoing byway management and implementation efforts.

Recommendations for Preserving and Enhancing the Byway

The suggestions below offer some general ideas for preserving and enhancing the character of various stretches of the byway.

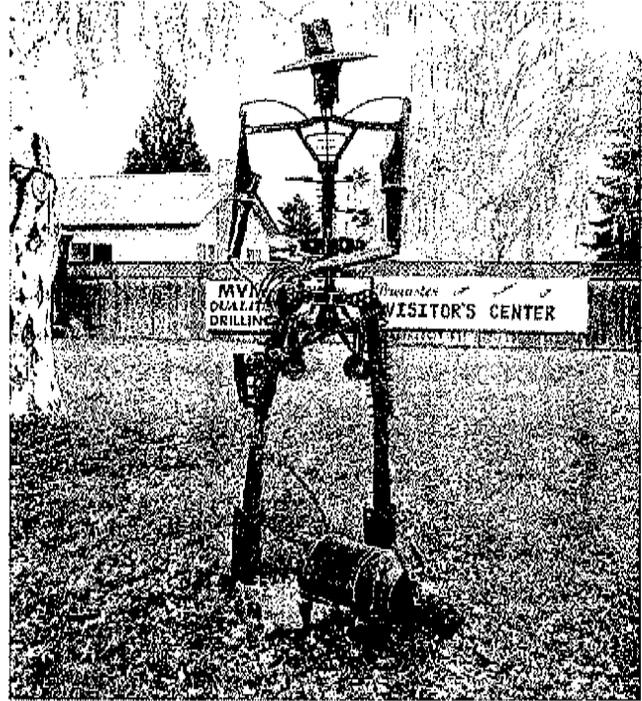
Pateros

As a gateway to the scenic byway, new improvements should reflect the overall character of the byway. For example, a new gateway sign and a new visitor center visible from the byway are recommended by this plan. The sign and visitor center building, designed in the rustic Cascadian style, accented by characteristics of the river (river rock piling accents), would represent other features found along the byway. Native vegetation such as shrub steppe plants (including sage and native grasses) at the base of the sign would highlight the flora visitors will see as they continue their journey. Pateros has its own unique features and history and should incorporate the steamboat in its character. Native landscaping and tree plantings (strategically planted to preserve views) along the highway through the town would help to enhance byway travelers' experiences.

The Okanogan Trails Scenic Byway through Pateros could also be enhanced with additional trees, landscaping and traffic calming features that would help to reduce speeds and allow residents and visitors to enjoy the quaint and friendly character of the community. Additional enhancements at crosswalks of the main highway would also help to improve safety for pedestrians.

Pateros displays a unique collection of public art, offering glimpses of color and innovation throughout the town. Additional public art would help to reinforce the creativity already expressed in several pieces of art throughout the town.

Since Pateros is located at the confluence of the Methow and Columbia rivers, opportunities to preserve scenic views and enhance public access to the riverfront are important. Extensive public access to the river is provided at multiple parks and public waterfront sites and boat launches in Pateros. These areas should continue to be preserved and



Existing public art in Brewster

maintained for public use. Additional recommendations include: supporting the town's plans for ongoing enhancements to the Business District Mall, development of a new gateway visitor center, and other projects underway.

Brewster

In an effort to promote the business loop in Brewster, directional signs, designed with a distinctive character, could direct visitors to downtown and its shops. Brewster's visitor information center should also play a prominent role in the community. Better signs would direct visitors to the center. Brewster's visitor information center, signs, and other features could include graphics and artwork that recognize the town/area as the "apple capitol" of the byway. Better signage to Columbia River access points is also recommended. Brewster's path along the Columbia, as well as the public dock at the Brewster Cove, are major assets.

Tree plantings along the byway would help to screen industrial buildings, storage yards, and parking lots in Brewster, encouraging the scenic experience that the byway should convey. Potential improvements to US 97 in Brewster also could include traffic calming, plantings (in addition to the trees noted above), and wider sidewalks and crosswalks to encourage

walking. Public art and other improvements could reflect the multi-cultural community of Brewster and the apple industry's contribution to the area.

Fort Okanogan

Enhancements to the interpretive center at Fort Okanogan State Park were recently completed. The Confederated Tribes of the Colville Reservation have been important partners in the enhancements made at Fort Okanogan. The tribes should continue to be involved in all aspects of the project, including ongoing management, interpretive programs, and visitor hospitality. Improvements to the interpretive center include updated exhibits related to the rich culture and history of Native American tribes, as well as the use of the Fort by early fur trapping companies. Ongoing indoor and outdoor upgrades at the interpretive center and state park site should continue to reflect and enhance the character of the landscape. Styles related to the era of the fort, as well as tribal and pioneer settlements could be integrated into the building and site design as appropriate. Additional directional signs should be provided to aid visitors in finding the interpretive center. Additional outdoor improvements, such as hiking trails, overlooks with interpretive signs, and other features would also enhance the attractiveness of the park. Development of a replica of Fort Okanogan is also recommended. Close coordination with the Colville Confederated Tribes and the Okanogan County Historical Society is recommended.



A Frank Matsura photograph in a mural on the side of a building in Okanogan depicting the photographer's studio.

From Brewster to Okanogan

Preservation of scenic views is important throughout the byway, particularly along this segment. With the unique sand dunes and pine trees, scenic Soap Mountain in the distance, and the ribbon of the Okanogan River in the forefront, it is an important place for visitors to experience the byway's scenic natural beauty and unique ecology. Maintaining the scenic and historic viewsheds of the byway over the long-term will be important in helping to preserve and interpret to visitors the legacy of the Cariboo Trail. Roadway improvements should strive to retain, restore, and enhance natural landscapes along the byway to the maximum extent possible.

Okanogan to Omak

Prominent historical structures such as buildings and remnants of the High Bridge still stand in downtown Okanogan and should be preserved. Not only are the buildings valuable in that they provide a living record of the architectural style of early town development, but they are also valuable for the murals displayed on their sides. These murals are replicas of Frank Matsura photographs. Woven together, the buildings and the murals tell the story of the town in a unique way. Historical elements, artifacts, and stories can also be seen at the Okanogan Historical Society.

Similarly, preservation of downtown Omak's historical buildings such as the Old Omak Hotel will provide visual remnants of the rich history of the town. The continuation of traditional community events such as the Omak Stampede, Suicide Race, and tribal encampment, provide community members and visitors with an important link to the past and contribute to reinforcing the byway as an international attraction.

The small town, rural lifestyle and character evident in Okanogan and Omak make both places special. The rich history lives on today. The small town charm and rural character should be retained through economic development and planning projects through these cities, including the trail being planned to connect the two towns.

8 Preserving and Enhancing the Byway's Character

Omak to Riverside

Encompassing over 1.5 million acres, the Okanogan National Forest contains diverse flora, fauna and geology. Nearly a quarter of a million acres of state lands and a significant portion of Bureau of Land Management lands are also located adjacent to the corridor. Most of these areas are already preserved and provide a stunning natural backdrop for the byway.

The spectacular scenery surrounding Riverside deserves consideration as enhancements to and development within the town occurs. New construction should minimize impacts to scenic viewsheds of geologic features and the river. Low-profile interpretive panels could explain to visitors the geological and tribal significance of the "Mountains that Lean," while also providing a photo opportunity to help them remember their visit.

The international draw of Detros Western Store provides a springboard for other marketing efforts of the town. The byway organization and town representatives could create a walking map focused on the unique history of the town, including its important role in frontier settlement. The walking route could begin at Detros Western Store and then take visitors by some more historical attributes of Riverside. Today, the town still conveys a sense of the "Wild West," and this experience should be reinforced when interpreting events of the past and developing promotional literature.

Riverside to Tonasket

Visitors and residents alike enjoy the scenic beauty visible while driving from Riverside to Tonasket. These views should be preserved and minimally impacted. Roadside pull offs and low-profile interpretive panels could be located at key locations along the byway, such as near the McLaughlin Canyon Road. Interpretation on panels could address cultural history topics as well as the agricultural significance of the area. The agricultural land use designation in this area also should be preserved. The farmland in this area contains historical barns and sheds that help to portray the area much like it was 100 years ago.

Recommended improvements for downtown Tonasket include midblock crossings, street trees, and plantings near the sidewalk. Curb extensions or "bulb-outs" may also be appropriate near the library and a planned park in downtown to provide better conditions for pedestrians crossing the main highway. Traffic calming or a reduction in the speed limit is recommended near the north end of Tonasket. The Chief Tonasket Park will become a main attraction in Tonasket. A fish-viewing platform is being installed in the park. Educating visitors and residents about the importance of salmon and other fish species will be important to encourage preservation of wildlife.

Additional signs directing visitors to Havillah and the Okanogan Highlands also need to be provided.



Riverside's scenic beauty is a treasure of the byway.

Courtesy of Mike McKee

Preserving and Enhancing the Byway's Character 8

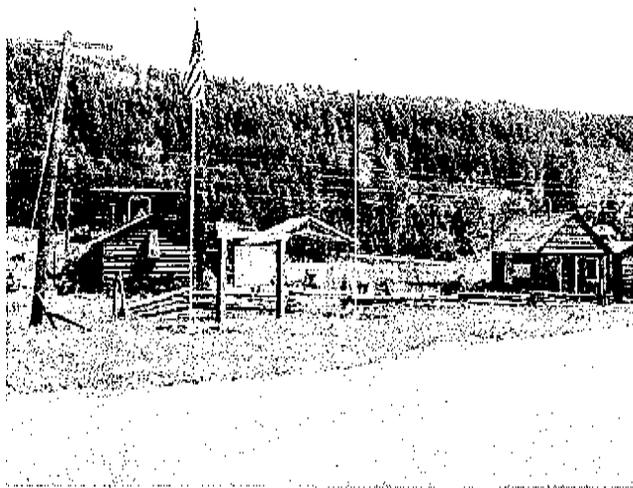
This area also includes a major intersection with Highway 20, and access and recreational opportunities available along Highway 20 should be promoted to byway travelers.

Tonasket to Oroville

The drive between Tonasket and Oroville encompasses an array of natural beauty accompanied by a variety of recreational opportunities. The natural beauty seen along the drive should be preserved. It may be desirable to limit the extent of development and building construction along the byway in this area.

With Driscoll Island State Wildlife Area located a short distance off of the byway, interpretive panels and directional signs could be added to the existing pull offs to enhance visitors' experiences.

Similarly, directional signs should be added along the byway to direct people to the Loomis/Many Lakes Recreational Area. Loomis is an area that



Molson is a unique setting that provides opportunities for learning about late frontier history.

should be preserved. Although it is located off the byway, Loomis is one of the oldest towns in Washington State and is still an inhabited relic of the 1890s mining boom.

Just four miles from the Canadian border, Oroville serves as the northern gateway to the Okanogan Trails Scenic Byway. As such, new gateway signs and features, such as landscaping and/or artworks reflecting the overall byway character should be installed here. The signs both here and in Pateros should be of similar character to help communicate to travelers the beginning and the end of the byway. Native plantings around the base of the signage would help visitors notice the flora indigenous to the area as they travel the byway.

Not only does Oroville serve as the northern gateway to the byway, it also serves as the gateway to Molson, Chesaw, and the Similkameen. It is important that directional signage be provided and made visible for these locations and historic towns in the Oroville area. Historic towns and sites not only help to convey the past, but they also provide a sense of mystery and excitement that draws visitors young and old alike. It is also important to preserve the rich history and spectacular scenery of the Okanogan Highlands. The Molson Museum should continue to be preserved and promoted as a unique attraction that provides visitors with an authentic experience of the area's history.

Oroville itself encompasses a broad history, which should be communicated to visitors. Mining, trading, and the railroad all shaped Oroville's history. Preservation and interpretation regarding these aspects of Oroville are crucial in maintaining the town's unique character and enhancing byway visitors' experiences.



Introduction

A major objective of signing and wayfinding along the byway is to effectively communicate information to travelers and citizens, while at the same time minimizing impacts on the scenic and natural values of the corridor. Signs serve many different functions. They identify, inform, warn, advertise, direct, describe and explain. The purpose of this section of the corridor management plan is to provide recommendations for reinforcing a uniform identity and approach to signing along the Okanogan Trails Scenic Byway.

Signs should be easy to read and clearly convey the intended information. Signs must be carefully designed and installed in accordance with all applicable requirements to avoid creating hazards to drivers and bicyclists. Additional signs added along the byway should be carefully designed and placed to minimize intrusions on the scenic experience. Signs along the byway should be attractive and informational. Redundant signs should be avoided. Where possible, signs should be consolidated to one location.

Signs should identify and provide direction to points of interest and intrinsic qualities of the byway, but not necessarily all places and businesses along the corridor. Signs also should be used to educate and inform. Attractive interpretive and wayfinding signs will provide visitors with useful and interesting information about the intrinsic qualities and other features along the byway.

This section includes recommendations for cohesive signing and wayfinding to enhance the traveler's experience. All aspects of signing and wayfinding should be closely coordinated with the Washington State Department of Transportation (WSDOT), North Central Region, as well as with other state, county, and local agencies as appropriate. All signs located within the US 97 highway right-of-way are regulated by WSDOT. Signing on the reservation of the Colville Confederated Tribes also should be coordinated with tribal government staff. The Colville Confederated Tribes are in the process of adopting a sign ordinance that provides guidance for signs along roads on the reservation and restricts billboards. Refer to Section 8 – Preserving and Enhancing the Byway's Character, for additional suggestions related to where these various types of signs could be located.



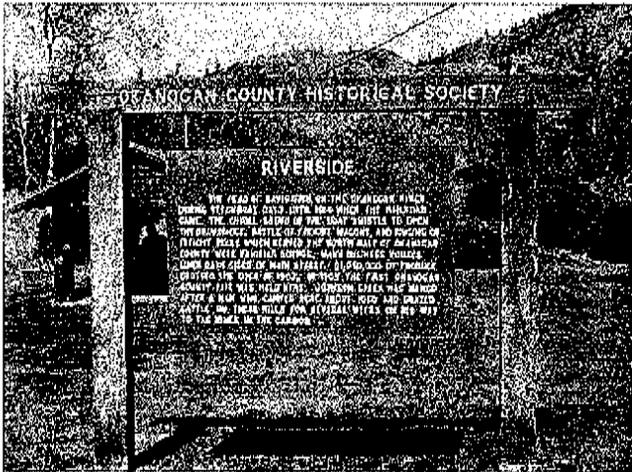
Existing "gateway sign" in Pateros

9 Signing and Wayfinding

Types of Signs

The following types of signing and wayfinding features are addressed in this section of the plan:

- Gateway signs
- Scenic byway logo signs
- Guide signs
- Motorist Information signs
- Interpretive panels, historical markers, and information kiosks with maps
- Special feature/place name signs



Riverside historical marker

Courtesy of Mike McKee

Regulatory signs that serve traffic safety purposes are regulated by federal and state agencies and organizations, including the Federal Highway Administration, the American Association of State Highway Officials (through the Manual on Uniform Traffic Control Devices – MUTCD), and the Washington State Department of Transportation (WSDOT). This plan does not address regulatory types of signs, other than to request that the agencies responsible for these signs consider opportunities to minimize visual intrusions and consolidate signs as much as possible.

Scenic byway signs and gateway signs are regulated by WSDOT through the MUTCD (as adopted by FHWA and WSDOT) and the WSDOT Scenic Byway Logo Signing Guidelines. Approval by WSDOT North Central Region Traffic Engineer is required for the design and location of Okanogan Trails Scenic Byway signs.

The Byway organization or others pay for the construction and installation of Scenic Byway logo or wayfinding signs and gateway signs. WSDOT provides guide signs at appropriate locations as state funds are available. Motorist Information Signs are provided by WSDOT through a permit and annual fee process. Space is limited. A business may make application for a permit and pay an annual fee for space on the blue and white sign.

Signing Recommendations

Gateway Signs

Locating gateway signs and accompaniments such as landscaping and public art at the northern and southern entrance points to the scenic byway is essential in reinforcing the byway identity and enhancing travelers' experiences. Gateway signs not only help to make motorists more aware that they are traveling along a scenic byway, but also help to establish the identity and character of the byway to visitors immediately upon entering the byway. Besides a visible welcome sign, gateway markers typically include the byway logo, which may be oversized at the entry points for emphasis.

Gateway signs vary from byway to byway. Some byways utilize a larger version of the standard green background highway sign. This is not recommended for the Okanogan Trails as it would result in a missed opportunity to build a brand identity. One design look suggested for the Okanogan Trails would be to reinforce a rustic Cascadian/mountain theme through a combination of rough-hewn timber, native rock and stone (such as river rock), and weathered/rusted metals for signs and other features. The use of these materials also would help to reinforce the existing "Western" and rural character evident throughout the byway. These are the prominent natural materials found along the byway, and use of these would help incorporate the built structures into the landscape. Gateway signs could be back-lit, bottom-lit, or reflectorized for night visibility. Refer to WSDOT's Scenic Byway Logo Signing Guidelines for requirements and additional design considerations. Gateway signs in the right-of-way must be located outside the highway clear zone for the safety of the traveling public. Refer to the WSDOT Design Manual. Coordination with WSDOT on the design and location of gateway signs is required. An Air-Space Lease or General Permit may be required.

Design of gateways could be taken a step further through the use of native plantings around the base of the structures. Native flora would be the most appropriate for the plant palette at the base of signs. Besides providing an opportunity to highlight native flora of the area, the use of native plantings is an environmentally-friendly, low-water-use, low maintenance solution and increases the chance of survival and longevity of the vegetation.

Gateway signs for the Okanogan Trails Scenic Byway should be placed at the northern and southern gateways to the byway: Oroville and Pateros. Smaller signs with complementary design features could also be placed with the logo, name, and tagline on county roads intersecting with the byway and upon entrances to the towns along the byway. Typically, gateway signs provide an introduction to the byway so it is crucial that the design leave a positive, memorable impression.

Scenic Byway Logo Signs

Scenic byway logo signs, or wayfinding signs, communicate to the traveling public the importance of the corridor as a scenic byway. The logo signs can also distinguish the route as one having scenic, historical, recreational, cultural, and/or educational significance.

The typical byway logo consists of the byway logo depicted on a shield or plaque attached to a standard post sign. Other highway route markers or directional signs may be adhered to the same post. At a minimum, the logo sign should be a maximum of 24 inches by 24 inches and should be reflectorized for night visibility.

With appropriate placement of the logo sign along the byway, travelers receive repetitious reminders that they are continuing along the byway route. Appropriate spacing typically involves locating a byway logo sign at least every 10 to 15 miles and at major entrance points from other routes. Due to their size, logo signs can be affixed to existing sign posts that currently hold directional signs to help minimize visual intrusion within the corridor.

Since the scenic byway logo represents the entire length of the byway, the design should include elements that convey the sense of the byway's full experience. For the Okanogan Trails Scenic Byway,

preliminary designs were developed and reviewed by the byway steering committee. The committee first selected a list of appropriate graphic elements that the byway should convey. Among these, the following elements were considered to be the most important to be graphically reflected in the logo:

- Rivers
- Geology and landscape of the region
- Native American tribal imagery
- Frontier settlement and historic western imagery
- Apples/orchards/farms and ranches

After review of conceptual design, the byway steering committee selected a preferred scenic byway logo design to be further refined (refer to Figure 9.1). This design was enhanced with tribal imagery by local artist, Smoker Marchand, as seen in Figure 9.2. The artist's enhanced version provides an example of how the byway logo can be embellished to reflect local history and cultural elements. Varying logo enhancements like these can be added on a segment-by-segment basis.

Placement of the byway logo design should be coordinated with the other byway efforts in the region, including the Cascade Loop and Couleec Corridor. The Via 97 International Alliance promotes trade, transportation, and tourism along the US 97 route from Wenatchee through Canada to Penticton, British Columbia. Close coordination with these other efforts is encouraged so logos and logo signs are complementary to one another.

Recommended locations for logo/wayfinding signs to be placed along the Okanogan Trails Scenic Byway provided by WSDOT are shown in Table 9.1 at the end of this section.

Guide Signs and Motorist Information Signs

Guide signs show route designations, destinations, directions, distances, services, points of interest, and other geographical, recreational, or cultural information. Guide signs aid the traveler with wayfinding and identifying points of interest both along the main corridor and off of the main route. Typical points of interest highlighted on directional guide signs include recreational opportunities, visitor services and facilities, cultural and historic sites,

9 Signing and Wayfinding

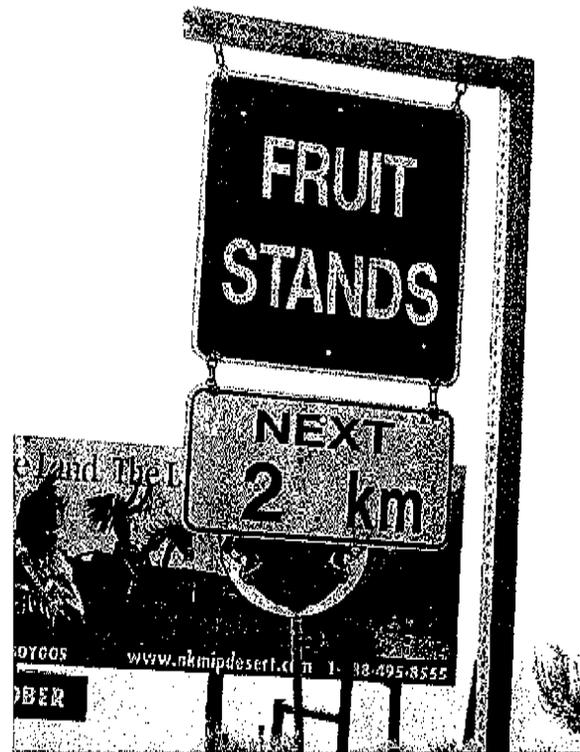
among other destinations and attractions along the corridor. Since these signs serve a vital role in helping visitors find attractions, the directional guide signs should be highly visible and constructed for long-term durability in accordance with all applicable standards.

Advance notice and motorist information signs include the blue and white information signs and brown and white recreational signs found along highways. These signs are typically placed no less than one-quarter mile away from the attraction. One example would be "Historic Marker – Rt ¼ mile" with an arrow indicating the direction of the turn ahead.

Along the Okanogan Trails Scenic Byway, there are a few Motorist Information Signs, blue and white signs that provide an "advertising" function, aimed to direct visitors to various businesses and the services they offer (i.e., lodging, food, fuel, etc.). In order to minimize visual intrusion along the scenic byway, these signs should be consolidated so all businesses are on one sign when the businesses are in the same general direction (where possible). These signs are encouraged when approaching towns along the byway. For example, motorist information signs currently encourage travelers to visit downtown Okanogan and Omak. These signs help to guide visitors to the services offered in downtown. However, potential negative consequences of these signs to be aware of include: visual intrusion, increased competition among businesses (adding more signs), and redundancy in signs (some businesses may have multiple signs). Overall though, the byway committee would like to encourage signing near towns to inform visitors of businesses and services in byway communities and as such, increase tourism and economic benefits that might result from increased tourism.

A balance must be achieved between advertising services and attractions and minimizing visual clutter. Too many signs along the byway will detract from the visitor experience, potentially creating a negative impression of the byway.

Also, the overall size of the blue and white sign is large in scale compared to other highway signing. In some cases, there are large blank areas on the blue signs that are unused because not enough businesses



Advance warning signs help orient visitors to attractions. Here is an advanced warning sign on Canadian 97.

are advertising. Close coordination with WSDOT is encouraged to make sure the blue and white signs are effective for all businesses in the area including areas off of the byway (Main Street Brewster, downtown Okanogan, downtown Omak, Pateros, etc.)

In the Pateros vicinity specifically, additional directional guide signs are needed (south of the Methow Bridge) to guide visitors to the city parks, restrooms, and boat launches, as well as to inform visitors of lodging, food, fuel, and services.

It is recommended that the Byway Sign Subcommittee become familiar with the MUTCD and WSDOT sign policies and obtain a current inventory list of guide signs and motorist information signs along the byway. They should drive the byway in both directions looking for sign clutter and areas that need signing. Through this process, the subcommittee will learn the types of guide signs allowed and placement guidelines. After completion of this study, the subcommittee could draft a list of sign recommendations and meet with the WSDOT North Central Region Traffic Office to explore options for implementing the recommendations.

Interpretive Panels, Historical Markers, and Information Kiosks with Maps

Interpretive panels, historical markers, and information kiosks with maps help to tell the story of the byway. These signs may commemorate the byway's past or notify travelers about important places to visit and events to attend. Interpretive information can provide more detailed information related to the stories of the byway and important natural resources.

It is highly recommended that a unified design be developed for these types of signs (interpretive panels, historical markers and information kiosks with maps) along the Okanogan Trails Scenic Byway. Any traveler along the 83-mile stretch of byway should be able to quickly and easily recognize these elements as being part of the byway experience. These signs should function as a system or "family" of graphically and aesthetically cohesive elements tied to the identity of the byway.

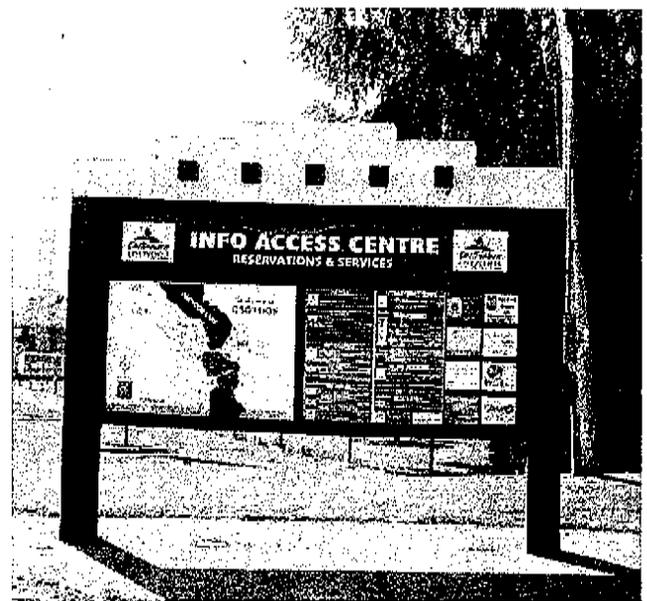
Designed to be responsive to context, setting, and special qualities of the sites, these types of signs should blend with the natural setting and not detract from it. Using natural materials such as timber, rock faced bases/accents, and weathered metal would reinforce the character of the byway and the surrounding landscape. A theme incorporating native peoples' artwork and tribal symbols, river features, and/or pioneer elements could help build byway identity. Using the same materials and design style at the gateway signs would help to further reinforce the overall character of the byway.

Historical markers and monuments commemorate historic events and places along the byway. These signs differ from interpretive panels in that they may be solely text, depicted on vertical sign boards or monuments of varying styles. Interpretive panels are usually more graphically oriented, with text and illustrations and can be produced in a variety of sizes and displayed vertically or horizontally. Interpretive panels usually provide more detailed information than historical markers and the information is typically educational and theme-based.

Several existing historical markers along the byway, originally installed by the Okanogan County

Historical Society could be upgraded to include photos, graphics, art, and other features to help blend with the new character of other byway signs and features. For example, existing markers could be enhanced with river rock foundations and roofs to match designs of other byway signs. It may be possible to replicate the gray and white historical markers for use in other locations along the byway and to include complementary interpretive panels to further illustrate the historical information presented in the markers. Interpretive wayside exhibits offer the opportunity for travelers to pull off the highway and enjoy specific stories and events, enabling them to learn about the intrinsic qualities of the corridor. Interpretive panels may also include resource stewardship and protection messages.

Information kiosks, typically larger, vertical structures, display more overarching information and may include maps and general information about byway destinations. An information kiosk with a map showing the entire byway or portions of the byway is recommended at gateways and at least two central locations along the byway. The map would display directional information to byway features, visitor information centers, visitor services, and other activities in the area. The map could be modeled after the informational map found in Osoyoos, BC (shown in the picture below.)



Canadian informational map



Existing sign in the Okanogan Highlands

Various sites along the byway could be linked together with historical markers and interpretive exhibits designed according to a strong theme with consistent character, style, and materials. To achieve further unification of the various sites, a small version of the scenic byway logo should be placed on kiosks, historical markers, and interpretive exhibits. Regardless of the stories and information being presented, all displays should use a consistent color scheme, format and type style. It may be desirable to replace or enhance existing interpretive elements to tie into the new byway design. Durable, lasting materials that are cohesive in design to the byway logo and with the overall character of the byway and other byway elements should be used in these signs. Designs should consider minimizing maintenance and should ensure that signs can be replaced easily and cost effectively in the event of damage or vandalism.

It is recommended that byway interpretive panels be located, at a minimum, in towns along the byway including Pateros, Brewster, Okanogan, Omak, Riverside, Tonasket, and Oroville. Interpretive panels should also be located at existing and proposed pull off areas, rest areas/comfort stations, visitor information centers, and historic and recreational sites, where possible. As mentioned above, these panels should be cohesive in design and contain the byway logo. Interpretation at each site should be theme-based and site-specific, with a relationship to the particular context or setting in which the sign is being placed. Refer to Section 6 – Telling the Byway's Story - Interpretive Master Plan, for more information about where interpretation should be located along the byway.

Special Feature/ Place Name Signs

Where appropriate, identification of special features and place name signs would greatly enhance the byway experience. Such signs could include identification of various native plants and trees that can be seen along the byway. Names of important lakes, rivers, creeks, wetlands, mountains, and other natural features, as well as historic geographic features (i.e., old flumes), could also be provided. With the importance of agriculture along the byway, identification of various crops also would be appropriate. Placement of these specially designed, discrete, small signs could be within the right-of-way (outside the clear zone) or on private property, with the permission of the property owners. In some cases, it may be appropriate to include the native language name of the place or geographical feature on the sign. The Confederated Tribes of the Colville Reservation are interested in being involved in a native place names project.



*A place name sign for the old flumes is recommended.
Courtesy of the Okanogan County Historical Society*

Implementing the Signing and Wayfinding Recommendations

Overall Benefits

Implementation of the signing and wayfinding recommendations of this section will ensure that travelers and residents experience an informative and attractive sequence of signs along the corridor. In some instances, implementation will involve replacement of existing signs. In other instances, new signing will supplement existing signs proposed to remain. Consistent use and placement of the byway logo on gateway signs, historical markers, and interpretive signs and consistent design approaches for signs and markers, will reinforce a cohesive experience for travelers along the Okanogan Trails Scenic Byway.



Existing Fort Okanogan State Park sign

Wherever possible, the byway organization and WSDOT should look for opportunities to consolidate existing signs and minimize the quantity of future signs so that 'sign clutter' does not become an issue.

Signing Process

The basic steps for designing and installing the types of signs described earlier in this section are as follows:

1. Assign a "Signing and Wayfinding" subcommittee for the byway with members who can focus on signing analysis, needs, and design suggestions.
2. Develop a coordinated signing plan that includes more detailed analysis of existing signs and recommendations for additional signs.
3. Confirm identity, logo, and design styles to be used on the corridor. Develop designs for signs that can be forwarded to applicable agencies for review and approval.
4. Pursue funding from the Federal Highway Administration's National Scenic Byway Program and/or other sources to implement the signing and wayfinding plan.
5. Coordinate and work with WSDOT and local agencies on the addition and/or consolidation of signs. Receive applicable permits and approvals for signing.

6. Finalize design of new signs and markers to be placed along the byway; coordinating final design with WSDOT (see WSDOT's Scenic Byway Logo Signing Guidelines).
7. Manufacture and fabricate signs and coordinate installation with WSDOT (if signs are located in WSDOT right-of-way).
8. Continue on-going coordination with WSDOT and other agencies and organizations involved during sign maintenance.

Signing Design Regulations

All signing located within the US 97 right-of-way will need to be coordinated with WSDOT. The WSDOT Scenic Byway Logo Signing Guidelines contain design ideas that can be used for the corridor. Some types of signs, including directional guide signs and supplemental guide signs will need to be designed and installed in accordance with the Manual on Uniform Traffic Control Devices (MUTCD) and the WSDOT Traffic, Design, and Sign Fabrication manuals.

Compliance with Outdoor Advertising Controls

The Federal Highway Administration requires outdoor advertising controls for nationally designated scenic byways. The Washington Scenic Vistas Act of 1971 (Chapter 47.42 RCW and Chapter 469-66 WAC) was enacted to promote and protect the natural beauty of areas adjacent to officially designated state scenic and recreational highways, as well as primary and interstate highways. This act specifically prohibits billboards along scenic and recreational highways in Washington. The purpose of the Scenic Vistas Act was to promote the public health, safety, welfare, convenience, and enjoyment of public travel. The existence of the Scenic Vistas Act ensures that the Okanogan Trails Scenic Byway will automatically be in compliance with the FHWA requirements for outdoor advertising controls and billboard restrictions along scenic byways. Local regulations at the county and city level also regulate outdoor advertising. In addition, the Colville Confederated Tribes are in the process of adopting sign regulations for reservation lands that will restrict placement of billboards.

9 Signing and Wayfinding

Specific Outdoor Advertising Controls of the Scenic Vistas Act

On-premise advertising signs are specifically regulated by the Scenic Vistas Act. An on-premise sign advertises an activity conducted on the property on which the sign is located. This type of sign is limited to identifying the establishment or the principal or additional products or services offered on the property. All signing must comply with applicable governmental regulations and signs must be located in accordance with WSDOT standards for clear zones adjacent to the highway.

Other Applicable Regulations

In addition to the Scenic Vistas Act requirements, state, scenic, primary and interstate highways must comply with the Highway Beautification Act, Title 23 U.S.C., Section 131.

In addition to the federal and state laws related to the placement of outdoor advertising that are administered by the Washington State Department of Transportation, tribal and local governments along the corridor regulate signing and advertising through local ordinances. All property owners are expected to comply with local, state, and federal regulations for outdoor advertising control along the corridor.

Representatives from Okanogan County envision the potential for a county-wide signing program

that might aid orientation and wayfinding for local residents and visitors alike. This program could include signing along the byway to assist byway travelers in finding recreational and historical sites, trailheads, and other destinations.

Compliance with outdoor advertising requirements, in accordance with the provisions of the Scenic Vistas Act and other signing regulations, is verified on a regular basis by local authorities and WSDOT outdoor advertising inspectors and maintenance workers.

For more information related to existing advertising and signing controls and guidelines refer to the following publications.

- WSDOT Highway Advertising Control: Scenic Vistas Act of 1971
- WSDOT Highway Advertising Control: Motorist Information Signs
- Okanogan County Comprehensive Plan
- Okanogan County Zoning Code
- Confederated Tribes of the Colville Reservation Sign Regulations
- Local jurisdictions (Pateros, Brewster, Okanogan, Omak, Tonasket, Riverside, Oroville) Sign Regulations



Outdoor advertising controls help protect scenic views.

Courtesy of Mike McKee

Table 9.1 WSDOT Recommended Wayfinding Signing Locations
Proposed Wayfinding Sign Locations for US 97, from Pateros to Canadian Border

Exist WSDOT Sign ID Num	State Route	Milepost	Traffic Direction	Wayfinding Auxiliary Sign	Wayfinding Sign Mounting Comments	Geographic Location
142802	97	253.28	SB	END	mount below existing M1-401 South 97 marker	SB Leaving Pateros
99872	97	253.41	NB		mount on existing Luminaire behind guardrail	NB Entering Pateros
99926	97	254.32	NB		mount below existing M1-401 North 97 marker	NB Leaving Pateros
99955	97	259.85	SB		mount below existing M1-401 South 97 marker	SB Leaving Brewster
	97	260.30	SB		mount below existing M1-701 South 155 marker	SB in Brewster
99958	97	260.37	NB	up arrow	mount on Lt. Post below existing D1-701 South 173 Brewster Bridgeport A90 marker. Move existing D5-0000SP Visitor Info ARW from left post over to right post.	NB in Brewster
99961	97	260.43	SB	double-head arrow	mount below existing D1-701 South 97 North A270 Wenatchee Okanogan ARW 90	SB in Brewster opposite SR 173 Junction
99983	97	260.90	NB		mount below existing M1-401 North 97 marker	NB Leaving Brewster
100044	97	265.09	SB		mount below existing M1-401 South 97 marker	South of SR 17 Junction
100048	97	265.15	NB	upper-left arrow	mount on Lt. Post below existing D1-701 17 South A45 Bridgeport Grand Coulee Dam	NB at SR 17 Junction / Weigh Station
100057	97	265.20	SB	double-head arrow	mount below existing D1-801 ARW 270 97 South Brewster Wenatchee 97 North ARW 90 Okanogan Pentiction	SB opposite SR 17 Junction
100061	97	265.32	NB		mount below existing M1-401 North 97 marker	North of SR 17 Junction
100081	97	267.69	SB		mount below existing M1-401 South 97 marker	South of Monse intersection
100086	97	267.79	NB		mount below existing M1-401 North 97 marker	North of Monse intersection
100131	97	278.37	SB		mount below existing M1-401 South 97 marker	South of Malott intersection
100138	97	278.50	NB		mount below existing M1-401 North 97 marker	North of Malott intersection
100193	97	286.12	NB	up arrow	mount on Rt. Post below existing D1-701 West 20/ Business Loop 97 Okanogan Twisp A270	NB approaching SR 20 Junction
100196	97	286.13	SB		mount below existing M1-401 South 97 marker	South of SR 20 Junction
100204	97	286.20	NB	double-head arrow	mount below existing D1-801 97 North 20 East ARW270 Pentiction 97 South ARW90 Wenatchee	NB opposite of SR 20 Junction at Okanogan
100208	97	286.27	NB		mount below existing M1-701 North 97 East 20 marker	North of SR 20 Junction
100227	97	287.80	SB		mount below existing M1-45P South 97/West 20 marker	South of Cameron Lake intersection
100240	97	288.01	NB		mount below existing M1-45P North 97/East 20 marker	North of Cameron Lake intersection
100270	97	291.17	SB		mount below existing M1-45P South 97/West 20 marker	South of SR 155 Junction in Omak
100271	97	291.22	NB	up arrow	mount on Rt. Post below existing D1-701 ARW 270 155 South Omak Grand Coulee Dam	NB approaching SR 155 Junction
100272	97	291.28	NB	double-head arrow	mount below existing D1-801 North 97 East 20 A270 Tonasket Oroville South 97 West 20 Okanogan Wenatchee A90	NB opposite SR 155 Junction
100273	97	291.34	NB	up arrow	mount on Lt. Post below existing D1-701 155 South ARW 90 Omak Grand Coulee Dam	SB approaching SR 155 Junction
100278	97	291.44	NB		mount below existing M8-101 North 97/East 20 marker	North of SR 155 Junction
100303	97	292.22	SB		mount below existing M1-45P South 97/West 20 marker	South of Riverside Drive in Omak (SR 215 Junction)
100310	97	292.32	NB	double-head arrow	mount below existing D1-801 North 97 East 20 A270 Tonasket Oroville South 97 West 20 Okanogan Wenatchee A90	NB opposite SR 215 Junction on Engh Road in Omak
100313	97	292.42	NB		mount below existing M1-45P North 97/East 20 marker	NB Leaving Omak
100375	97	298.69	SB		mount below existing M1-45P South 97/West 20 marker	SB Leaving Riverside
100415	97	299.88	NB		mount below existing M1-45P North 97/East 20 marker	NB Leaving Riverside
100451	97	304.56	SB		mount below existing M1-45P South 97/West 20 marker	South of Pine Creek Road intersection
100456	97	304.76	NB		mount below existing M1-45P North 97/East 20 marker	North of Pine Creek Road intersection
100487	97	309.61	SB		mount below existing M1-45P South 97 West 20 marker	South of Old Highway 7 intersection
100489	97	309.73	NB		mount below existing M1-45P North 97 East 20 marker	North of Old Highway 7 intersection
100543	97	314.55	SB		mount below existing M1-45P South 97/West 20 marker	SB Leaving Tonasket
100559	97	314.78	NB	up arrow	mount above existing D9-25P on sign bridge post	NB approaching SR 20 Junction in Tonasket
99527	20	261.96	WB	double-head arrow	mount on Rt. Post below existing D1-801 ARW 270 97 South Omak 97 North Oroville ARW 90	WB on SR 20 approaching US 97 Junction in Tonasket
100566	97	314.86	SB	up arrow	mount below existing M8-101 on sign bridge post	SB approaching SR 20 Junction in Tonasket
100610	97	315.52	NB		mount below existing M8-101 North 97 marker	NB Leaving Tonasket
100657	97	321.36	SB		mount below existing M1-401 South 97 marker	SB Leaving Ellisforde
100666	97	321.53	NB		mount below existing M1-701 North 97 marker on luminaire post	NB Leaving Ellisforde
100737	97	330.34	NB		mount below existing M8-101 North 97 ARW 330	NB approaching Okanogan River Br. South of Oroville
100767	97	331.36	SB		mount below existing M8-101 South 97 marker	SB Leaving Oroville
100792	97	331.77	NB	double-head arrow	mount below existing D1-201 ARW270 Pentiction Wenatchee ARW 90	NB opposite Old Highway 7 Junction in Oroville
100835	97	332.45	NB		mount below existing M8-101 North 97 marker	NB Leaving Oroville
100905	97	336.35	SB		mount below existing M8-101 South 97 marker	SB entering US just south of Canadian Border



Marketing and Promoting the Byway

Introduction

The Okanogan Trails Scenic Byway and the surrounding region cover an expanse of miles larger than some states. The immense size of the region offers unlimited scenery and recreational opportunities. The byway runs along the Columbia and Okanogan rivers showcasing its own unique geology compared to the basalt plateau south of the region. Within the next few years, the products available for visitors will support the byway region as a world class draw with the volume of numerous destinations and adventures. The majority of the surrounding areas are public lands that provide an exceptional diversity of recreational opportunities.

The region surrounding the Okanogan Trails Scenic Byway offers wide-open spaces abundant with wildlife, spectacular scenery, and rural charm. The area features a diverse blend of snow covered peaks, small towns, frontier history, art galleries and museums, live theatre, farmers markets and fresh-from-the-field produce stands, music festivals, rodeos, country fairs and two famous hydroelectric dams. The area is dotted with hundreds of lakes, rivers and streams.

The region experiences sunny and clear days and star-filled nights. Visitors from the more heavily populated and rainier regions west of the Cascade Mountains are drawn to the drier climate and scenic rural and natural landscapes. Throughout the region, whitewater rafting, flat-water sports, boating, fly-fishing, hiking, mountain biking, rock climbing, horseback riding, wilderness packing, hunting and more are available from spring through fall. Award-winning wineries and challenging golf courses are just off the byway. Winter offers cross-country and downhill skiing, snowboarding, snowmobiling,

snowshoeing and dog sledding. The colorful and bustling region has a diverse economic base supported by timber, mining, agriculture and ranching, recreation, tourism, and hydroelectricity. The business climate is becoming even more diverse with some new business relocation and the influence of the Internet.

The 1999 Okanogan Country Study by RJR Associates documented a comprehensive approach to regional marketing and presented findings on tourism activities. This study reported the tourism impact to Okanogan County at \$83.6 Million, providing nearly 3,500 full or part-time jobs.

Target Markets

The US 97 corridor is a very important north-south route extending from Canada traveling through Washington, Oregon, California and finally into Mexico. The Okanogan Trails portion of this route hosts international, regional, state, and local travelers. Recent and historic marketing efforts and the typical target markets for the byway are described below.

Recent Marketing Efforts

In recent years, the largest target market for regional tourism marketing efforts has been the Puget Sound. Canadians have always comprised a significant portion of the region's visitors, although marketing budgets have been small for this market. Major factors that tend to impact Canadian visitation are the exchange rate and close proximity to a milder spring, fall, and summer climate. Approximately 74,000 vehicles crossed the US/Canada border in 2003. This number is growing annually. With the approach of the 2010 Winter Olympics in Whistler, BC and the significance of US 97 as one of the major



The Okanogan Trails Scenic Byway offers spectacular scenery.

Courtesy of Mike McKee

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routes, it is expected the byway will be highlighted in media from news programs to state tourism efforts. The level of outside visitors and people wishing to relocate is already having an impact on the region.

The 1999 Okanogan Country Study by RJR Associates reported research for four events selected to collect data. Although not similar events, they represented a small sample for the large area. The events included:

Event	Attendees
Roots Mt. Reggae, Tonasket area	1,750
Omak Stampede, Omak	8,000
Pateros Hydro Classic, Pateros	1,100
Methow Mt. Bike Festival, Methow	900

The visitor origins were only identified for eastern Washington, rural central Washington, and western Washington. Visitors were attending an event from the first to the third time. The survey results provided insight into other activities visitors participate in Okanogan Country while attending these events, including camping, fishing, sightseeing, hiking, skiing, boating, mountain biking, hunting, golfing, bird watching, and/or staying at retreats. An overview of the survey results are provided in the table below.

Table 10.1. Visitation Survey Results

Visits per Year: 33% = 1 Visit, 33% = 2-3 Visits, 33% = 4+ Visits
Visit Duration: 33% = 1 Day, 28% = 2 Days, 19% = 3 Days, 20% = 5+ Days.
Lodging: Camping = 42%, Personal Home = 30%, Motel = 21%, 2 nd Home = 7%, B&B = <1%.
Party Size: Bike Fest = 3.9, Stampede = 4.9, Hydro = 3.9.

Current Okanogan Country Marketing

The I-5 corridor of the Puget Sound area is the primary geographic market for tourism to the Okanogan Trails Scenic Byway region. Secondary geographic markets for the byway include British Columbia, the Spokane region and North Central Washington. Visitors from Germany, France,

England, Australia and nearly 20 other countries were included in recent guest registers from regional museums and visitor centers. Many visitors are outdoor recreationists or have cultural or history interests. Shopping is a travel motivator for locals and for some from British Columbia when the exchange rate is favorable.

Camping, fishing and hunting remain strong draws to the region. However, it is believed that niche markets bring people from greater distances. Niche markets include unique activities not widely available in other areas and therefore tend to draw more visitors.



The byway region offers activities for "niche markets" including flat water sports on the Okanogan River.

Courtesy of the Development Manual for Flatwater Sports

Niche markets in the Okanogan Trails Scenic Byway region include: agri-tours, antiques, art galleries, boating, casinos, charming rural tours, country fairs, cross-country skiing, dog sledding, downhill skiing, famous dams, farm and other auctions, farmers markets, fishing derbies, flat water sports, fly-fishing, fresh produce stands, garlic and other festivals, golf, hiking, horseback riding, hundreds of lakes, rivers and streams, hunting, hydro races, ice fishing, Native American celebrations, lavender festivals, live theatre, mountain biking, museums, music festivals, photography, rock climbing, rodeos, salmon celebrations scenery, snowboarding, snowmobiling, snowshoeing, spectacular scenery, sunny days and clear, star-filled nights, thousands of miles of trails, watchable wildlife, western history, whitewater rafting, wilderness packing, wild flowers, and wineries.

The byway offers access to world-class trails, culture, history, geology and watchable wildlife opportunities. Local events such as the Omak Stampede and Suicide Race and agriculture-tourism are regional, national, and international draws.

Marketing Goals and Objectives

Commitment to Sustainability

The core group forming the byway steering committee was initiated with the proposal to form the byway in 2002. The committee strengthened and grew in early 2004 with the beginning of the effort to develop a corridor management plan. This group has been meeting monthly through 2004 and 2005 to develop this plan and coordinate on other byway-related efforts.

The general structure of the byway organization will develop over the course of the upcoming months through numerous activities. Developing a more formal structure with representatives from geographic areas and representing multiple partners will be beneficial. The structure may address responsibilities for planning, projects, meetings and relationships, resources (funding, in-kind donations), marketing and promoting the byway, and other coordination activities. The steering committee may also develop partnerships for specific projects or activities as described further in this document under General Strategies.

Goals and Objectives

The Okanogan Trails Scenic Byway steering committee recognizes that the relatively undeveloped areas of Okanogan County are fundamental to the region's heritage. These are areas that should be preserved and enjoyed by current and future generations. The byway committee is committed to developing and managing tourism in these undeveloped areas in a sustainable manner. Responsible use and stewardship of resources and respecting personal property rights are important issues in Okanogan County. The byway committee discussed adopting goals to reflect the regional tourism and outdoor recreation philosophies. The County Recreation Plan and Okanogan County Tourism Council (OCTC) have similar goals.

OCTC's mission is to bring together the many individual tourism promotion efforts to achieve greater focus, effectiveness, and economy in promoting tourism for all of Okanogan County.

Management of tourism in balance with the needs of the environment, local residents, local businesses, and all resource based businesses (timber, mining, livestock, orchards, etc.) will be critical to the success of the byway. Recreational activities are managed through the Okanogan County Outdoor Recreation Plan, as well as other plans of local, state, and federal agencies that have jurisdiction over lands along the byway. The Confederated Tribes of the Colville Reservation also have adopted plans for managing recreational uses on tribal lands. In addition to the goals and objectives in these management plans, the scenic byway committee also identified the following important objectives:

1. To involve all Okanogan County residents and organizations with potential interests in the scenic byway and tourism in development and management of the scenic byway.
2. To provide all visitors with a high quality experience in all aspects of their visit to Okanogan County.
3. To prepare and implement a sustainable tourism strategy and action plan, through the scenic byway corridor management plan and back-roads comprehensive plan.
4. To encourage specific tourism products that enable discovery and understanding of Okanogan County.



*The byway committee is committed to preserving the region's heritage.
Courtesy of Mike McKee*

10 Marketing and Promoting the Byway

5. To communicate effectively to visitors about the county's special qualities.
6. To increase knowledge of rural, resource-based and sustainability issues in Okanogan County, among all those involved in tourism.
7. To ensure that tourism supports and does not reduce the quality of life enjoyed by local residents.
8. To protect and enhance the county's natural and cultural heritage, for and through tourism.
9. To increase benefits from tourism to the local economy.
10. To monitor and influence visitor flows to reduce negative impacts.
11. To strengthen networking, marketing cooperation and partnerships between local towns, chambers of commerce, county, state, regional, tribal agencies, and other organizations, businesses, and individuals.
12. To identify funding and in-kind service opportunities and to procure financial assistance where possible from federal, state, and local agencies and non-profit and private organizations to support projects.
13. To develop byway promotional materials.
14. To perform planning and actions with data collected from other byway partners.
15. To strengthen community relations through one-on-one presentations to city councils, chambers, and other organizations.
16. To develop and reinforce a brand identity for the byway.

General Strategies

Networking

Networking with and building on current marketing efforts will greatly benefit the Okanogan Trails Scenic Byway. Marketing and promotional strategies and efforts have been performed independently in the region by a number of organizations and individuals. The most dedicated to regional tourism for over 20 years has been the OCTC representing the whole county. Others have included chambers of



Tourism should support the quality of life enjoyed by local residents.

commerce, individual businesses, and organizations, which include lodging and trail groups and independent event marketing. VIA 97 and the Economic Development District also assist with regional and international marketing efforts.

Byway Partners Program

Develop a formal "byway partners" program to develop a simple database of all marketing efforts in the corridor area of influence to identify where efforts overlap or need to be strengthened. Depending on the project, the partnerships could include various mixes of people from Okanogan County staff, OCTC, US Forest Service, Colville Confederated Tribes, Washington State Parks, historical societies, schools, chambers, Okanogan Trails Coalition, WSDOT, Washington Department of Natural Resources, Bureau of Land Management, Washington Fish and Wildlife, VIA 97, Okanogan Nation Alliance, Canadian tourism, conservation organizations, Washington State Tourism, Audubon, and other organizations, as well as local businesses and individuals.

A large part of marketing is already done in and around the byway under the auspices of other groups. Currently their efforts are independent and in some cases redundant. Formalizing a cooperative effort to coordinate the byway partners would minimize oversights, inefficiencies, and redundancy in regional marketing efforts. Identifying a comprehensive list of possible partners would be a first step. Developing descriptions of responsibilities, activities, and projects would follow. A simple

memorandum of understanding could verify commitments. The byway partners program would provide ownership to each partner. Another benefit would be a better use of regional resources, lessening the work for any one individual or group. A risk would be losing continuity to subgroups, so it will be important for the byway steering committee to maintain a lead role.

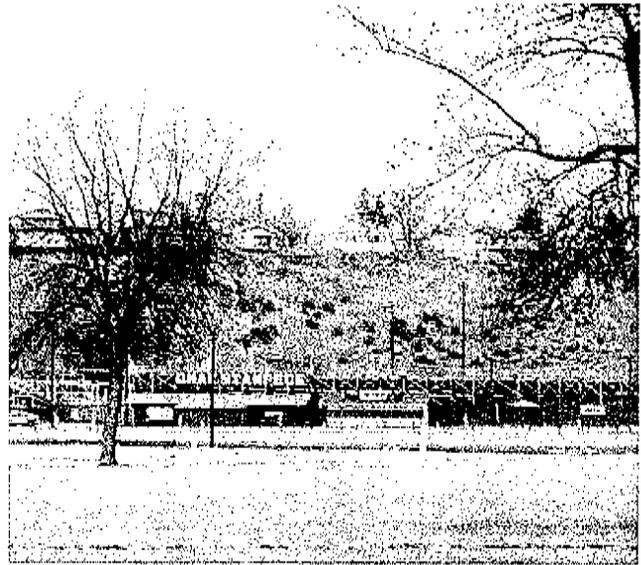
Building Awareness through Signs and Information Sites

Although there is an abundant array of sites, adventures, food and lodging in the Okanogan, many opportunities are generally unknown or underdeveloped. More signs strategically placed in accordance with applicable sign regulations would help to better identify public access areas that exist today. More sites are needed with parking, interpretive information, restrooms in some cases, and information kiosks displaying services and a map of the byway. Although other regions have developed similar opportunities over the years, changes are happening at an accelerated rate in the Okanogan. Other methods of getting the word out include internet postings and links, newspaper and magazine articles, media relations, and other ideas (see below for more detail). It is necessary that as appropriate public sites and activities become available, that they are properly marketed with necessary support for maps and other visitor aids. See other sections of this plan, including Section 9 – Signing and Wayfinding, for more information.

Promotional Coordination

Promotional efforts should be coordinated with the byway partners (the organizations mentioned above) in addition to individuals and businesses. The vast byway is many things to different people and promotional strategies should address the many attributes the byway offers:

1. The Okanogan Trails Scenic Byway region is a vast land with thousands of miles of trails, hundreds of places to camp, hundreds of water resources, history and culture, desert to mountainous topography with distinct geological differences, and accommodations ranging from 5-star resorts to B&B's where the wildlife outnumber the human population.



Cultural events play an integral role in the byway experience.

2. Okanogan County is larger than some states and is one of the largest counties in the nation with a small population, 7.6 people per square mile.
3. The year-round availability of adventure in a four-season climate allows a diversity of recreation opportunities, including trails for hiking during times of warmer weather and paths for cross-country skiing and other snow sports during the winter. The region will soon have a world-class network of trails. The Okanogan Trails Coalition is a partnership representing all trail users and their organizations.
4. The long list of the byway's intrinsic qualities should be promoted, while at the same time educating residents and visitors of the special features about reasons for preservation and enhancing resources.
5. Maintaining and expanding the byway steering committee will help in accomplishing byway goals and future evaluation, planning, reprogramming, budgeting and marketing.
6. Two ideas for celebrating the personality and needs of this byway include:
 - a. A celebration of the byway in a central location.
 - b. Organizing an annual "Byway Travel Party" in the south, central and north portions of the byway to promote the byway, its size and diversity. The invitation list should include

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the byway partners as well as elected officials for local, state and federal positions, yet the fiestas could also be linked together with a theme.

7. All potential information dissemination opportunities need to be identified, including possible website links, printed materials, kiosks, roadway radio spots, other guides and maps and visitor information locations.
8. Identify and submit grant applications for funding to implement byway projects and let the public know about projects that are being funded and implemented.
9. Work with byway partners on their projects where the byway element may only be one piece of a larger project.
10. Seek funding from byway partners as well as in-kind services and technical assistance for project support.

Marketing Strategies and Tools

The list of strategies above is more general in nature. Specific strategies and marketing elements in addition to the major list of intrinsic qualities are discussed below:

1. **Teaming** – The steering committee could take advantage of the population of visitors drawn to the region by destination, location, and marketing from the byway partners and the business communities. These visitors are driving to a pre-selected destination. This will require a heavier marketing presence at the north and south ends of the byway as well as the junction of the Cascade Loop/North Cascades Highway and US 97.
2. **The Interpretive Journey** – Development of interpretive exhibits at pull off areas will help travelers understand how people of this frontier lived and traveled over the last few hundred years and that this area is still a frontier today and will be into the future. The interpretive information can also lure visitors to other information sites or adventures along the Okanogan Trails Scenic Byway, as well as provide information about its year-round intrinsic qualities. These products will be available to people



The byway character is scenic year-round.

passing through the corridor to get to somewhere else. The Okanogan Historical Society and Okanogan County Tourism Council have conducted projects of this nature. There is a need to develop a regional approach and identify sign structure and format for future projects.

3. **Crop Signs** – Currently the Okanogan County Tourism Council has been producing and coordinating placement for agricultural crop signs along the Okanogan Trails Scenic Byway. The byway committee could assist with this program in the future as needs arise.
4. **Strengthen the Slower Times** – The early spring and late fall are slower tourism times in the region. It will be important to feature adventures available at these times, like arts and culture, watchable wildlife, road tours, fishing and hiking, and coordinate with other efforts to enhance the visitor population. The winter provides an abundant playground and some areas of the regions are unknown to visitors. It will be necessary to work with the byway partners to identify winter action activities, places, and lodging.
5. **Web Presence** – The Internet has become the largest and most economical marketing tool in the 21st century. It will be important to maintain the Okanogan Trails Scenic Byway section of the National Scenic Byways (NSB) website directly. See www.byways.org. This allows local control and a means of keeping time sensitive information current. This does not require a “webmaster.” It will be necessary to set up an account on the NSB website with “information contributor” privileges and establishing a procedure for updating the data.

Marketing Plan Elements

Byway partnerships will create opportunities to participate in other marketing efforts and leverage marketing budgets for all concerned. Promoting the major intrinsic qualities along and near the byway will have a monumental scope. Developing a comprehensive approach to understanding the byway will require cooperation and teamwork with various mixes of the byway partners. The elements below will greatly aid byway marketing efforts.

Branding

Building an identity for the byway and the byway organization is important. The National Scenic Byway Program links to other local visitor centers, chambers of commerce, and other tourism organizations.

In developing the byway name, a short story was important. The name "Okanogan Trails" relates to the past, present, and future of the region. "Trails" symbolizes the use of the region for thousands of years as a "trail" route. Routes followed the rivers and the byway today can be considered a trail. A logo is also in the process of being developed for the byway. These tools need to be shared with all byway partners, especially the businesses along the way like lodging and restaurants.

The byway's identity should be promoted at all levels with all byway partners. The story, logo, and other information as needed, should be shared with all byway partners and used for all marketing materials concerning the Okanogan Trails Scenic Byway.

Public Relations

1. People need to be informed regularly about byway meetings. A standard notice should go to newspaper and radio media throughout the corridor. A short overview of activities should be sent monthly or quarterly to the same media. Media reporters should be invited to all events and meetings of regional significance.
2. Public relations and story-telling through newspaper and magazine press releases, radio spots and shows developed for television similar to the "Washington Back Roads" Show, will be helpful in branding the Okanogan Trails Scenic Byway and



Connecting with highways which go farther north than any other continuous system west of Rocky Mountains.

Several "Trails" define the byway.

Courtesy of the Okanogan County Historical Society

helping people find information about their interests. The byway contacts list will need to be regularly updated and maintained.

3. Celebrations of the byway and accomplishments of the organization should be on-going.
4. The series of information kiosks described in Section 9, Signing and Wayfinding, should be implemented along the byway. Temporary traveling displays highlighting the byway, also could be created and hosted by various public and private locations throughout the year. If more kiosks could be developed, and numerous businesses could display them, the effect would have greater magnitude. Once again, the network of byway partners could not only show the displays, but help create them.
5. Developing a "byway toolkit" to travel within the byway and be used by many byway representatives would help develop more community support and educational tools for locals and visitors.

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Printed Materials

1. A map guide of the byway would balance well with other regional marketing efforts. It would serve to introduce many other informational tools (sites, web site, adventures) to readers.
2. In the last four years, OCTC has planned, collected data, designed and printed map based guides. These include: the Highland Historic Loop, Winter Adventures, Spring/Summer/Fall Adventures, Camping and Fishing, and an Agriculture Guide. As a byway partner, OCTC could feature byway information on these products.

Audio Programs

1. Story-telling audio CDs could be developed for visitors to use in their vehicles. Topics could cover numerous features of the byway. Topics might include:
 - History
 - Native American stories
 - Geological formations and natural history; climate and topography differences from the Okanogan Valley floor east or west ten miles into mountains, with elevation changes of 2,000-3,000 feet; the geologic forces that brought three separate lands together 400 million years ago to create the Okanogan Valley
 - Agricultural tourism, timber, and mining
 - Festivals and events and how to find them
 - Arts and culture, including museums and how to find them
 - Birds and wildlife to see along the route, stating site locations
 - Adventures – where to go for fun, from water sports to narrated hikes
 - Rivers and lakes – the mighty Columbia has rolled on for many millennia, providing a home and transportation to diverse peoples and numerous fish and animal species. This massive river still teems with life while providing power and recreation. The Okanogan, Methow and Similkameen rivers provide incredible scenery, fishing, water sports, and in places, gold mining.



*The Okanogan River provides an abundance of recreational activities!
Courtesy of Mike McKee*

2. Byway Interactive Electronic Boards (BIEB) depicting a map for a section of the byway could highlight special intrinsic qualities at certain sites. Again, the byway partners could help design, develop and place these BIEBs.

Internet Products and Linking

1. A specific Okanogan Trails Scenic Byway website should be developed and maintained. Internet presence has now become of paramount importance. The website developed for the Coulee Corridor is an excellent example of what to strive for. The website can be simplified by establishing specific links with certain byway partners. For example, OCTC maintains a stellar website with a regional calendar. Linking into that particular page for regional events would save resources and strengthen marketing for both organizations.
2. Partnering with the Via 97 organization is another Internet opportunity. Via 97 is a portal for the area that extends from Wenatchee, Washington to Penticton, British Columbia. While the byway only covers a portion of the Via 97 area, it can still be a part of the website and portal of information.
3. It will be important to conduct a general reciprocal linking exercise with all byway partners.

Beyond the Region

Working with byway partners on regional tourism efforts will provide effective results. However, other opportunities to leverage marketing activities and resources beyond byway partners and outside the region should be identified. In order to reach the primary and secondary target markets, it will be necessary to outreach to media and newspapers for

those markets. Information displayed at airports and travel hubs (train terminals, convention centers, etc.) will also help in reaching a broader audience. The Okanogan Trails Scenic Byway organization should work with the state tourism division, as well as national marketing and tourism resources like the National Scenic Byways Program to leverage existing resources and to identify specific strategies for increasing tourism.

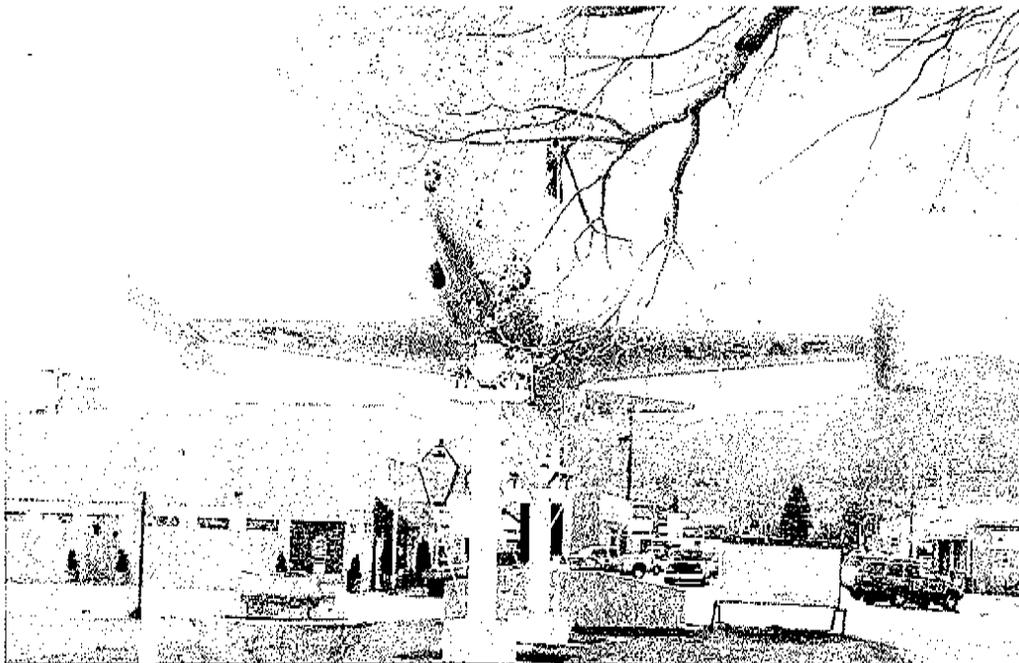
National Scenic Byways Program

A current feature of the National Scenic Byways Program website, www.byways.org, is a section entitled Branding America's Byways. This section contains information about brand building, and most importantly a *marketing toolkit*. The toolkit covers over 300 pages of helpful ideas covering topics such as:

- Moving from Product Development to Marketing
- Planning Your Party - a Checklist for Marketing Your Byway (includes fun and helpful advice on "what kind of party should we have? Toga? Luau?")

- Key Marketing Terminology
- Positioning Your Byway Through Interpretation
- Profiling Your Byway
- Your Guest List (Identifying Your Target Market through Research)
- Byway Market Planning: Developing Strategies for Marketing Your Byway (includes advertising suggestions)
- Implementing Marketing Plans
- Media Relations
- Community Awareness
- Case Studies

The full toolkit can be downloaded from the website above, or is available by calling the National Scenic Byways at 1(800)4Byways. A telephone answering system will direct you to marketing or publications.



Marketing should be a focus for all travel hubs along the byway and connecting byways.

11



Action Plan

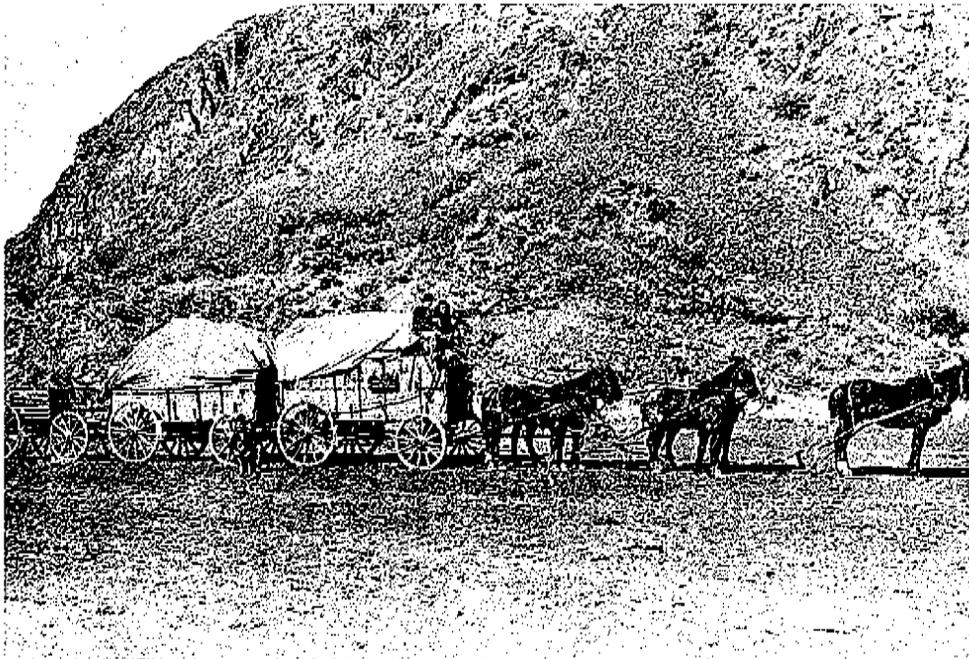
The Action Plan on the following pages provides a list of the activities, programs, and projects the byway organization plans to implement in the coming years. These actions will serve many purposes, including protecting and enhancing the unique qualities of the byway, providing memorable experiences for byway travelers, and helping to preserve the quality of life that residents of the area enjoy. The keys below indicate timeframe priorities and expected outcomes of each action item. Funding opportunities that could be pursued for these actions, including federal and state funding programs as well as private sources, are listed in the Appendix.

Time frame goals for implementation of each action item are identified according to the following categories:

- O = *Ongoing*: The action/strategy would occur continuously throughout the duration of corridor management and implementation
- I = *Immediate and Near Term*: Initiate action within 1 to 3 years
- M = *Mid Term*: Initiate action within 3 to 6 years
- F = *Far Term*: Initiate action within 6 to 10 years

Type of Action for each action item is identified by the following categories:

- T = *Transportation*
- O = *Organizational*
- VE = *Visitor Experience*
- S = *Signing*
- M = *Marketing*
- I = *Interpretation – Telling the Byway Story*
- PE = *Preserving and Enhancing the Byway's Character*



Loomis, 1900

Courtesy of Okanogan County Historical Society

11 Action Plan

Action Plan

<i>Name of Action Item</i>	<i>Description of Actions to be Accomplished and Steps to Implementation</i>	<i>Roles and Responsibilities</i>	<i>Time Frame Goal</i>	<i>Type of Action</i>	<i>Current Status</i>
Organizational and Programmatic Actions:					
Create and develop formal "Byway Organization"	Through the existing byway committee seek additional groups, organizations, and individuals to expand the organization. Organization could become a 501C3 non-profit.	Byway organization, chambers of commerce, OCTC	I and O	O	Underway; byway group pursuing affiliation with NCW RC&D
Establish a byway partners program	Develop a formal "Byway Partners Program" and through the partnership, develop a simple database of all marketing efforts in the corridor's area of influence to identify where efforts overlap or need to be strengthened.	All partner organizations, See "Marketing" section of Corridor Management Plan	I and O	O	Pursuing relationships with regional partners
Develop scenic byway logo and logo signs	Create scenic byway logo for byway signs. Place byway signs throughout the region. Provide logo to WSDOT scenic byway program for next update of state map and use logo on any byway-related communications and publications.	Byway organization, WSDOT, Colville Tribes	I	S, M	Logo concept design developed; seeking funding for final design/sign installation
Gateway improvements	Gateway enhancements for both the south and north entry points to the gateway. Enhancements could include a "Welcome to the Byway" sign, interpretation about the byway, map signage (See Signing and Wayfinding), and beautification treatments including plantings, etc.	Pateros, Oroville, WSDOT, byway organization	I (apply for funding) M (design & development)	VE	Seeking funding for design and installation
Develop corridor-wide design guidelines	Design guidelines for roadside elements and byway features that enhance the byway and create a cohesive aesthetic should be developed. Rustic-Canadian and Western themes are recommended.	Byway organization, local jurisdictions, Colville tribes, WSDOT	I to M	PE, VE	Ideas in CMP
Create a web presence	Create a website or partner with an existing website to become a well-known destination. Post newsletters, information about the status of byway projects, meeting invitations, and other information on your web presence.	Byway organization	I	O	Could occur as part of NCW RC&D affiliation

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Organizational and Programmatic Actions, Cont'd:					
Strengthen regional and international partnerships	The byway is traveled by regional and international visitors. It will be important to maintain a partnership with other organizations including Via 97 and Canadian organizations.	Byway organization	O	O	Byway organization member are involved in regional and international efforts
Plan a kick-off event	Tentatively planned for 2006 to celebrate the success of completing the plan and to kick-off plan implementation activities.	Byway organization	I	O	In process
Pursue national designation	The Okanogan Trails Scenic Byway is eligible to become a national scenic byway and the byway organization is interested in pursuing national designation. National Scenic Byway. National designation should be pursued.	Byway organization	I	O	
Strengthen tourism during slower seasons	Promote tourism during the "shoulder seasons" of the byway to strengthen year-round regional economic vitality. The early spring and late fall are slower tourism times in the region, and tourism opportunities and adventures available at these times should be promoted more intensively (such as arts and culture, watchable wildlife, road tours, fishing, hunting and hiking). Creating a new byway-related event such as a music festival or bike race could also help to promote tourism during the shoulder seasons.	Byway organization, working closely with byway communities and Okanogan County Tourism Council (OCTC)	I and O	M	
Create and strengthen the byway's brand identity	Develop a brand identity for the byway to be used all around the country (could be part of the byway logo creation above). Build strength around the brand identity through published materials, newsletters, business cards, t-shirts, mugs, and other items.	Byway organization	I and O	O	Byway name and logo concept confirmed

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Action Plan (continued)

<i>Name of Action Item</i>	<i>Description of Actions to be Accomplished and Steps to Implementation</i>	<i>Roles and Responsibilities</i>	<i>Time Frame Goal</i>	<i>Type of Action</i>	<i>Current Status</i>
Organizational and Programmatic Actions, Cont'd:					
Implement ongoing community participation program	Coordinate with and inform community representatives, special interests, and citizens on a regular basis. Stakeholders need to be kept informed throughout the process.	Byway organization	I and O	O	
Byway communications subcommittee and send out regular newsletter/web notices	Establish a byway communications subcommittee and put the subcommittee in charge of regular communications to the byway partners organization and other interests. Communication could be in the form of a quarterly newsletter, monthly or regular postings on a "list serve" email service, press releases, and other items.	Byway organization – subcommittee role	I and O	O	
"Customer Service" workshop	Develop a training workshop for people in the service industry. This workshop would inform people about the byway and educate them on what is going on in the area, what activities could be promoted, etc. This course could be taught once every year.	Byway organization, OCTC	O	M	
Scenic Vistas Act workshop	Develop and teach a short course on the Scenic Vistas Act throughout the byway. This will help each community understand the Act and what can be done to protect the scenic views.	Byway organization, WSDOT	O	M	
Visitor brochures and interpretive guides	Provide interesting brochures and interpretive guides about the area for byway travelers include information on history, geology, wildlife, and cultural events. Focus on the development of one overall byway brochure first.	Byway organization, Okanogan County Historical Society, OCTC, chambers of commerce, cities/towns	I and O	VE,M	

<i>Name of Action Item</i>	<i>Description of Actions to be Accomplished and Steps to Implementation</i>	<i>Roles and Responsibilities</i>	<i>Time Frame Goal</i>	<i>Type of Action</i>	<i>Current Status</i>
Organizational and Programmatic Actions, Cont'd:					
Promote byway loop routes/loop tour route maps	Promote scenic loop route experiences (drives through historic towns, scenic and recreational areas, etc. that link into the byway) through brochures, maps, kiosk displays, information on websites and through other means. Additional maps related to the byway could be developed to further promote the tour routes in the area.	Byway organization, OCTFC, chambers of commerce, cities and towns, Okanogan County	I and O	VE, M, T	
Promote byway and byway loop routes as a bicycling experience/bike route maps/signage	Encourage visitors to experience the byway and byway loop routes through bicycling tours – to be promoted in brochures, on websites, maps, kiosk displays and through other means. A specific map showing bicycling routes on, linking into, and near the byway could be created and published. Bicycle route signs will also be important.	Byway organization, cities and towns, WSDOT, Okanogan County	I and O	VE, M, T	
Promote water routes and experiences	Develop a specific byway map and brochure listing access sites for boat, kayak, and canoe routes. Mileage of routes, and locations of restrooms, picnic areas, water route trailheads, parking, camping facilities and other information should be displayed.	Okanogan County, local jurisdictions, state lands, BLM, DNR	M	T, VE	
Review and update CMP	The Corridor Management Plan and Action Plan will need to be updated as projects develop and new project are added. The byway organization should update the CMP every two years or as necessary.	Byway organization	O	O	

11 Action Plan

Action Plan (continued)

<i>Name of Action Item</i>	<i>Description of Actions to be Accomplished and Steps to Implementation</i>	<i>Roles and Responsibilities</i>	<i>Time Frame Goal</i>	<i>Type of Action</i>	<i>Current Status</i>
Actions Throughout the Corridor:					
Kiosks displaying byway map	Kiosks showing a map of the entire byway and destinations beyond should be installed at gateways and at least two central locations along the byway. The map would display directional information to byway features, visitor information centers, visitor services, and other activities in the area.	Byway organization, OCTC	I to M	S, M, VE	
Historic markers in each byway community	Develop large signs/markers (similar to current Okanogan County Historical Society markers) that describe and illustrate historic events associated with each byway community and install signs at public locations. Tie/key signs to byway map. This project may also involve replacement of some of the older signs.	Byway organization, Okanogan County Historical Society, OCTC, Okanogan County, cities and towns	I to M	S, M, VE	
Special feature name signs	Design, fabricate and install special feature name signs along the corridor. These signs would identify various flora along the byway, names of lakes, rivers, creeks, wetlands, mountains, and other natural features, as well as historic features. Tribal names of these features and places also could be featured.	Byway organization, OCTC, BLM, Okanogan County Historical Society, Okanogan County, cities and towns	I to M (and O)	S, M, VE	
Left turn lanes	Turn lanes should be located at major access and intersection points along US 97. Turn lanes are more of an economical option than passing lanes. WSDOT funding for turn lanes is and has been competitive based on safety considerations. Refer to Section 5 of the CMP for turn lane recommendations.	WSDOT, local jurisdictions	I, M and F	T	

<i>Name of Action Item</i>	<i>Description of Actions to be Accomplished and Steps to Implementation</i>	<i>Roles and Responsibilities</i>	<i>Time Frame Goal</i>	<i>Type of Action</i>	<i>Current Status</i>
Actions Throughout the Corridor, Cont'd:					
Passing lanes	Passing lanes are needed throughout the corridor – specifically, the need for a passing lane between Brewster and Okanogan has been identified. Refer to Section 5 of the CMP for passing lane recommendations.	WSDOT	I, M and F	T	
Use of Intrinsic Land Assessment Tool/Identify Scenic/Historic/Cultural Preservation needs	This tool can provide guidance to the County for development standards within the byway corridor. This tool will help the byway work towards preservation and stewardship. This action includes a specific effort to identify scenic, historic, and cultural resources and lands to be preserved.	Byway organization, WSDOT	M	PE	
Incorporate Corridor Management Plan into County Comprehensive Plan	Incorporate this plan into Okanogan County's Comprehensive Plan update as part of the Economic Development Element with a connection to the Land Use Element.	Byway organization, Okanogan County	I	PE	
Wine route map	Encourage and promote wine industry objective to create a wine route by identifying wineries on maps and working with WSDOT to install signs.	Wine industry, Okanogan County, WSDOT	I	VE, M	
Actions at Specific Locations:					
Pateros Visitor Center and Museum	Support the visitor center in downtown Pateros. Pateros has been selected for a grant to acquire the Gallaher House and it will be moved to the center of town. This structure will be the "gateway" to the byway and provide visitors with information about the byway as well as provide historical interpretation. Continued funding will be needed to staff the center.	City of Pateros, OCTC	I	VE	City selected to receive grant to purchase and move Gallaher House; action item underway

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Action Plan (continued)

<i>Name of Action Item</i>	<i>Description of Actions to be Accomplished and Steps to Implementation</i>	<i>Roles and Responsibilities</i>	<i>Time Frame Goal</i>	<i>Type of Action</i>	<i>Current Status</i>
Actions at Specific Locations, Cont'd:					
Enhance existing overlook/pull off at Fort Okanogan	This overlook could be expanded to include additional interpretive panels and picnic facilities.	WSDOT, Okanogan County Historical Society, private property owners, Colville Confederated Tribes	I	VE	Subcommittee formed; discussions with property owner underway
Enhance existing pull off south of Wakefield	Picnic facilities, a restroom, and walking trails could be developed at this pull off.	WSDOT, Colville Confederated Tribes	I	VE	
New overlook/pull off south of Riverside	This pull off would allow people to enjoy majestic views of the "Mountains That Lean."	Riverside, WSDOT	I (apply for funding) M (design & development)	VE	
New overlooks/pull offs - one in each community along the byway	A new roadside pull off should be located in each community along the byway: Pateros, Brewster, Okanogan, Omak, Riverside, Tonasket, and Oroville. The pull offs could be located at existing sites along the byway (visitor centers, parks, etc.).	Local jurisdictions, WSDOT	M	VE	
Streetscape improvements in Oroville	Streetscape improvements to enhance the town's identity, calm traffic and improve pedestrian safety. Could include midblock crossing improvements.	City of Oroville, WSDOT	M	T, PE	
Improvements to Driscoll Island Wildlife Area	Acquire easement to provide a parking area, interpretation, and a pedestrian/access bridge to Driscoll Island. This will also allow visitors to access Driscoll Island's future trail system.	Washington State Department of Fish and Wildlife, Okanogan County	M-F	VE	
Streetscape improvements in Tonasket	Streetscape improvements to enhance the town's identity, calm traffic and improve pedestrian safety. Could include mid-block crossing improvements.	City of Tonasket, WSDOT	M	T, PE	
A new overlook/pull off south of Tonasket near Crumbacher Road	This would include an interpretive panel telling the story of and directing visitors to McLaughlin Canyon.	Tonasket, WSDOT	M	VE	

<i>Name of Action Item</i>	<i>Description of Actions to be Accomplished and Steps to Implementation</i>	<i>Roles and Responsibilities</i>	<i>Time Frame Goal</i>	<i>Type of Action</i>	<i>Current Status</i>
Actions at Specific Locations, Cont'd:					
Enhance existing overlook/pull off south of Okanogan (Cariboo Trail)	Additional interpretive exhibits and site improvements could be installed to accompany the Cariboo Trail historic marker at this location. Interpretive panels could include historic photos, illustrations and text related to the historic uses of the trail. The pull off could also be upgraded to include paved parking, native landscaping, and a comfort station. Long-term maintenance of comfort stations "by others" would probably be needed. WSDOT does not have resources for this.	WSDOT, Okanogan County Historical Society, Colville Confederated Tribes	I (apply for funding) M (design & development)	VE, T	
Pedestrian improvements in Omak	A pedestrian underpass is needed to provide a connection from East Omak to Omak.	WSDOT, City of Omak, Colville Confederated Tribes	M to F	T, VE	
Improvements to the Fort Okanogan State Park/Museum	Continued funding and staffing and periodic upgrades to exhibits.	Colville Confederated Tribes, Historical Society, Washington State Parks	I and O	VE	
Okanogan Community Connector Trail System	The county is embarking on an exciting plan to connect all 13 communities in Okanogan County. This connector trail system will provide invaluable transportation and recreation opportunities throughout the entire county. The project will be completed in phases expanding many years.	All communities throughout the region, Okanogan County Public Works	O	VE, T	
Okanogan River Trail	The Okanogan River Trail is a portion of trail between Omak and Okanogan.	City of Okanogan, County of Okanogan	M	VE, T	

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Action Plan (continued)

<i>Name of Action Item</i>	<i>Description of Actions to be Accomplished and Steps to Implementation</i>	<i>Roles and Responsibilities</i>	<i>Time Frame Goal</i>	<i>Type of Action</i>	<i>Current Status</i>
Actions at Specific Locations, Cont'd:					
Streetscape improvements and landscaping in Brewster	Streetscape enhancements to calm traffic, strengthen the town's identity and improve pedestrian safety are recommended. Better signs to direct visitors to the center are needed. Better signage to the Columbia River access points is also recommended. Potential screening of industrial buildings, storage yards, and parking lots also could be included in one or multiple projects. Potential improvements to US 97 in Brewster also could include traffic calming, trees, plantings, and wider sidewalks and crosswalks. Public art and other improvements to reflect the multi-cultural community of Brewster and the apple industry's contribution to the area. Additional "pedestrian zone" signs and pedestrian street lighting to improve safety.	Brewster, WSDOT	M	T, PE	
Streetscape improvements in Pateros	Additional trees, landscaping, streetscape and traffic calming features to reduce speeds, enhance the town's identity and improve pedestrian safety. Additional enhancements at crosswalks of the main highway help to improve safety for pedestrians. Additional "pedestrian zone" signs and pedestrian street lighting to improve safety. Additional public art could also be installed along the byway. Any proposed enhancements across or along US 97 in Pateros should first be discussed with WSDOT North Central Region.	Pateros, WSDOT	M	T, PE	City applied and was selected for TIB grant for funding of pedestrian improvements



Introduction

This section of the plan outlines the next steps for the byway and byway organization now that the corridor management plan has been completed. In addition to implementing the recommendations of the plan, including the projects and programs listed in the Action Plan (Section 11), the byway organization should consider pursuing national designation for the byway. The byway organization also should expand and strengthen, establishing broader membership and continue to involve important stakeholders and the public-at-large in byway activities. Most importantly, a core group of people with support from a variety of resources needs to come forward and make the commitment to steer the byway through these next steps. In some cases, byway groups have been helped along by other established tourism, economic development, or resource management organizations and agencies. While still community-based and led by local citizens, these byway groups have benefited from resources available through the supporting organizations and agencies. Strong leadership and organizational structure will be critical to the success of the byway's future.

National Designation

One of the first steps the byway steering committee will want to proceed with is the decision about pursuing national designation through the Federal Highway Administration (FHWA). With help from their state's Scenic Byways Coordinator, local citizens can nominate byways for national designation by the US Secretary of Transportation through applications submitted to FHWA. A byway can be designated as either a National Scenic Byway or an All-American Road (the "cream of the crop" of national byways). Careful thought and a significant amount of effort goes into each nomination. National designation is based on a review and recognition of the intrinsic qualities of the byway. Currently, America's Byways (the umbrella term used for marketing National Scenic Byways and All-American Roads) include a collection of 126 distinct and diverse corridors with exceptional qualities. Visit www.byways.org and www.bywaysonline.org/nominations for more information, including a full description of the benefits and responsibilities that come with national designation.



The Okanogan Trails Scenic Byway possesses all six intrinsic qualities. It is exceptionally scenic and historic.

Courtesy of Mike McKee

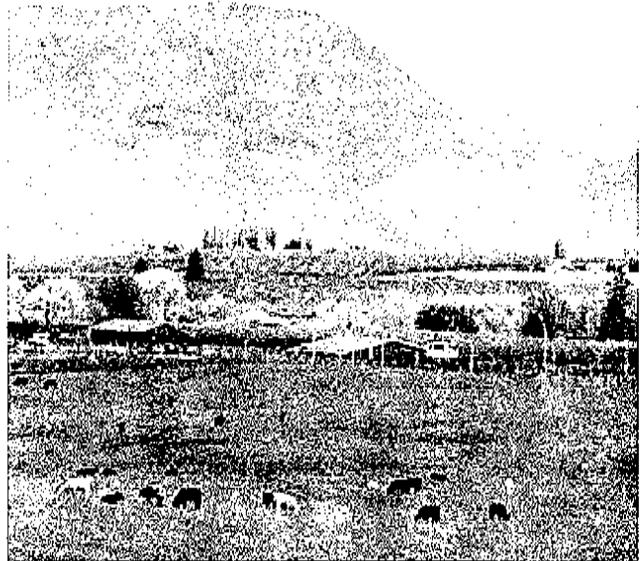
There is a lot of support within the Okanogan Trails Scenic Byway steering committee and the general public for pursuing national scenic byway designation. The potential pros and cons of national designation are described further below. Taking all of these factors into consideration, it is recommended that the byway be nominated at the time of the next invitation. The next opportunity for national designation likely will be coming up in 2007. The Federal Highway Administration will first solicit nominations and then proceed to review applications and make formal designations. The Okanogan Trails Scenic Byway committee should begin developing application materials as soon as possible in 2006 since the nomination process is fairly comprehensive and time-consuming.

Eligibility for National Designation

As “a destination unto itself,” possessing intrinsic qualities within all six categories recognized by FHWA, the Okanogan Trails Scenic Byway qualifies for national designation, as well as “All-American Road” status. The adjoining Coulee Corridor recently was designated as a national scenic byway. Although connectivity with another national scenic byway is not a formal requirement for eligibility and does not guarantee national designation, there is precedent throughout the country for designating connected byway systems in recognition of the benefits they bring through combined resources and the broader experiences offered for byway travelers.

The National Scenic Byways Program publishes a “Designation Readiness Worksheet” (available online at www.bywaysonline.org/nominations/docs.html). The following criteria are listed in the worksheet. Based on a review of this worksheet, it appears that the Okanogan Trails Scenic Byway is ready for the next step of preparing an application for nomination as either a National Scenic Byway (NSB) or All-American Road (AAR):

- State Designation
- Vehicles Accommodated
- Provisions for Bicycles and Pedestrians
- CMP Available for Submittal
- Continuity (experience is as continuous as possible)



*The Okanogan Trails Scenic Byway is “a destination unto itself.”
Courtesy of Mike McKee*

- Intrinsic qualities – highlighting one category for NSB or two for AAR. Intrinsic qualities for the specific byway must:
 - Be clearly identified, inventoried, documented and mapped
 - Have regional significance
 - Be distinctive from those of other byways in the region so as to add value to the existing collection of America’s Byways
 - Be easy for travelers to identify in terms of value and integrity
 - Have a relationship to the stories of the byway
 - Be supported by strategies and interpretive information in order to reinforce America’s Byways tagline: “COME CLOSER . . . We Have Stories to Tell.”

Additional Requirements for All-American Road status:

- Intrinsic qualities must have national significance and represent the best in the nation; they include one-of-a-kind features that do not exist elsewhere.

The Omak Stampede and Suicide Race would be an example of a cultural intrinsic quality that fits this qualification. The byway's "Late Frontier" history also fits this requirement.

- The byway must be a destination unto itself.
- The byway can accommodate tour buses.
- There is demonstration that outdoor advertising controls are being enforced and that there is a commitment to implement the byway's corridor management plan.
- There are facilities and services available for travelers.
- There is a clear plan for promoting, interpreting, and marketing the byway.
- There are strategies in place for accommodating increased tourism.
- Multi-lingual needs are addressed in the corridor management plan and information about the byway is available for visitors whose primary language is other than English.

Pros of National Designation

- The FHWA National Scenic Byways Program grants are competitive and nationally designated byways are weighted higher in the application process.
- Nationally designated byways receive free marketing and promotion on the National Scenic Byways Program website (www.byways.org) and national map.
- Increased tourism would be expected with national recognition.
- Economic benefits would occur through increased tourism.
- Increased recognition and public awareness through national designation would result in greater opportunities to preserve and enhance the byway, including more support for resource protection.
- National Scenic Byways can apply for \$25,000 annual "seed" grants for ongoing byway planning, management, and programs.

Cons of National Designation

- While increased tourism is a pro for some, it can also be a negative for others. Some people may be

concerned that increased visitation will impact the quality of life for local residents and increase traffic along US 97. (However, an important objective of this plan is to provide tools and recommendations so that increased tourism can be more easily managed.)

- Increased tourism could result in overuse of and impacts to the byway's intrinsic qualities and resources if they are not sufficiently protected and managed.

Nominating the byway for national designation would provide many positive benefits for the communities and the region surrounding the Okanogan Trails Scenic Byway. Ongoing public involvement and partnerships will be important as part of the decision-making and support process for national designation.



National designation would increase tourism and bring awareness to the byway's preservation and enhancement needs.

Expanding and Strengthening the Byway Organization

Completing the corridor management plan for the Okanogan Trails Scenic Byway is only the beginning. Ongoing management and coordination efforts associated with the corridor will require strong commitment by local community representatives. In order for the goals associated with the byway and the recommendations in this plan to be fully achieved, a well-organized and enthusiastic group of people will need to continue to work together to coordinate and manage ongoing byway

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activities and implement this plan. Corridor “champions” will need to persist in bringing their energy and enthusiasm toward implementation of this plan, just as they have towards its creation.

FHWA recognizes that those most “in touch” with the existing conditions and needs of a scenic byway are the local communities surrounding it. As such, FHWA strongly encourages management of scenic byways by “grass roots” citizen-based organizations. Along with citizen-based management efforts, FHWA recommends building local support through active community involvement at every stage of the corridor planning and management process.

The Okanogan Trails Scenic Byway already has an excellent start with the assistance of a group of strongly committed supporters and partners. The resources and the depth of experience of state, regional, and local agencies has helped to set the byway on a successful course. Fostering of specific byway partnerships has already occurred through the development of this plan. The ability to successfully build on and strengthen these partnerships will be critical in determining the future direction of the byway. See Section 10 – Marketing and Promoting the Byway, for the list of byway partners and agencies that should be involved and stay involved in the byway organization.

It is anticipated that the core group (existing byway steering committee) involved in ongoing corridor planning and management will grow and evolve over time. From the outset, it is important that the core group continue to include a diverse representation from the entire corridor.

The primary objective of the byway organization will be to guide the work of planning and implementing the enhancements and interpretation along the corridor. The byway organization should also sponsor special programs and events to promote the corridor. Members of the byway organization should consider the types of skills and interests most needed in the organization as it grows and evolves. Here is a suggested process for expanding the core group:

- Identify skills and interests needed (i.e., newsletter writing/editing, web design, speaking, marketing, stewardship, etc.).
- Identify key community people who have the skills and who have demonstrated interest in community affairs.
- Develop funding commitments to provide supporting resources to help the byway organization.
- Talk to those interested in person and discuss the corridor, including the visions, goals, future prospects, and the importance of community involvement.
- Try and reach a broader audience for participation. Often, those interested are involved in other organizations and can only dedicate a small amount of time.
- If the group is still too small, go directly to community organizations and solicit participation and leadership as needed.

The existing byway steering committee could also become a sub-organization of an existing larger organization. For example, the steering committee could become the Okanogan Trails Scenic Byway committee under the umbrella of the Okanogan County Tourism Council.

Below is a summary of the steps involved in expanding the organization and consolidating efforts:

- Continue to include interests and organizations from entire byway - from Pateros to the Canadian border.
- Involve regional and international interests when appropriate, this could include representatives from VIA 97, Destination Osoyoos, and the Coulee Corridor.
- Select the byway board or other leadership entity and set a regular meeting schedule (may be more frequent during the initial stage – monthly meetings through the byway nomination process are recommended). It may be beneficial to establish structure, including election of a chair, consistent meeting agendas, meeting minutes, etc.
- Determine the appropriate subcommittees for the organization (see suggestions later in this section).

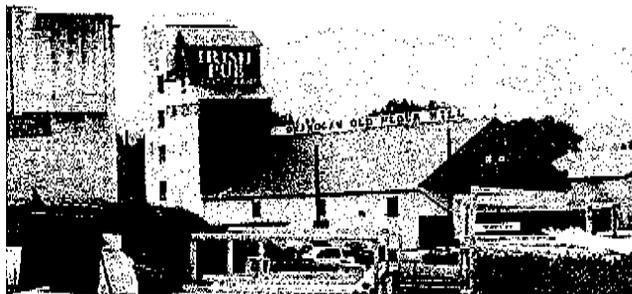
- Reach a consensus about next steps – What should the byway organization focus on first?

Confirming the Identity of the Byway Organization

The byway already has an identity: the Okanogan Trails Scenic Byway. This name should continue throughout future planning and project implementation, helping to reinforce the “brand identity” of the byway. The byway organization could build on this brand identity by using the name of the byway in the name of the organization, such as “Friends of the Okanogan Trails Scenic Byway” the “Okanogan Trails Scenic Byway Organization,” the “Okanogan Trails Partnership,” or other names.

The identity of the byway should be promoted and reinforced at the local, regional, state, and national levels. Activities that will reinforce the corridor include the following:

- Finalizing and proceeding to use the byway logo
- Distributing a poster or flyer with the name and logo
- Developing and distributing a map and brochure with the name and logo
- Sending out a quarterly or monthly newsletter with the name and logo
- Writing articles for the local newspapers
- Creating letterhead that includes the name and logo on stationary used for official purposes (such as letters for grants applications or special programs)



Local businesses are key byway stakeholders.

- Working with WSDOT and local communities to install scenic byway logo signs and gateway signs and improvements

Broadening Interest – Bringing in More Stakeholders

It is important to know who the stakeholders are along the byway and to involve them in corridor planning and implementation activities as much as possible. Who has not been involved to date but should be? There may be some valuable and important partners out there ready and waiting to help. Major stakeholders that should continue to be involved in the activities of the Okanogan Trails Scenic Byway include the following:

- Confederated Tribes of the Colville Reservation
- Washington State Department of Transportation
- Other supporting local, state, and federal agencies and interests responsible for management activities for lands along the byway
- Local tourism organizations, chambers of commerce, visitors bureaus, and other community organizations dedicated to promoting business, quality of community life, or tourism, such as the Okanogan County Tourism Council
- Local business people, especially those whose businesses would be affected by increased tourism; businesses should be key stakeholders in the byway organization
- Organizations dedicated to specific intrinsic qualities of the corridor (such as historical societies, local museums, outdoor recreational organizations, local or regional festival organizers, garden clubs, and scouting groups)

These stakeholders will play an important role in the partnership. These groups can become valuable, integral partners in the byway’s future. Involve them in the process by:

- Asking about their interests and concerns
- Asking the question: What can the Okanogan Trails Scenic Byway do for you?

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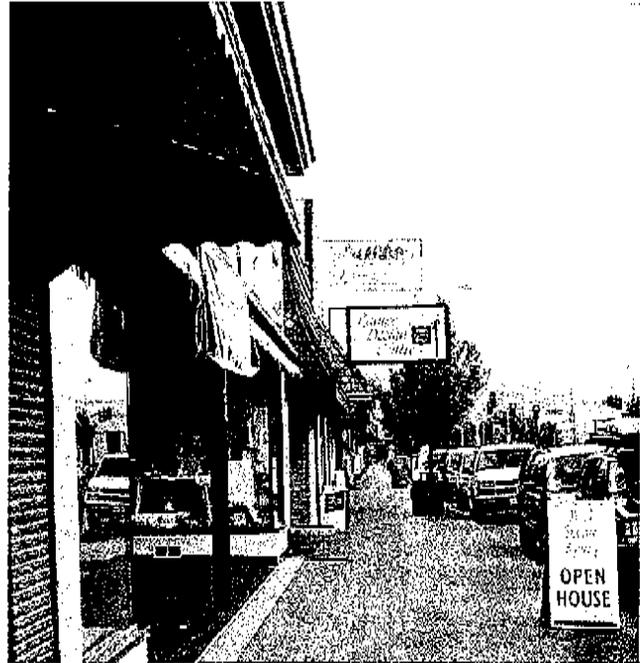
- Responding to their questions, fears, dreams, and anxieties without judging or taking sides
- Learning about the byway from them
- Listening to their ideas and integrating them into the plan
- Clearly understanding what is desired from them and what the best role is for them
- Looking for common ground between their concerns and the concerns of others
- Showing them how some of their needs can be met through the enhancement of the corridor
- Showing them ways they can be involved and how their involvement will benefit them
- Inviting them to join the corridor project and work together to achieve commonly desired goals

Potential Subcommittees/ Focus Groups

The working subcommittees of the byway organization or partnership will play important roles. These subcommittees will be the “engines” behind the overall byway organization, making things happen on a daily basis. Subcommittees should be structured so that individuals are assigned appropriate responsibilities that match their special skills and interests. For example, someone with word processing and desktop publishing skills would be an ideal member of a “communications” or “newsletter” subcommittee. Subcommittees should meet independently from and possibly more often than the core leadership board and the overall corridor organization, depending on their assignments.

Here are some of the potential subcommittees that may form out of the overall “umbrella” byway organization:

- Communications/Media Relations (responsible for newsletters, meeting invitations, flyers, press releases, etc.) This is a very important subcommittee!
- Grant Writing/Funding Research/Fundraising
- Marketing and Promotions
- Project Implementation



Continued public involvement will be important.

- Signing and Wayfinding
- Maintenance and Operations
- Government/Political Liaison
- Business and Industry Liaison (This group would meet regularly with important industry representatives - including agricultural interests, and other important stakeholders.)
- Membership
- Community Involvement

There may also be a need to have subcommittees from various regions of the byway. It is recommended that the byway organization work as one entity, but it may be necessary to create subcommittees based on geographic location and project interests. For instance, it may be difficult for someone in Pateros to coordinate on a monthly basis with someone from Oroville. In reality, a project, such as streetscape improvements, could be completed by forming a subcommittee in Pateros or in the southern byway region.

The Contact List

It is important to put someone in charge of the byway contact/ mailing list. An initial list has been developed as an outcome of the corridor management planning process and should continue

to be updated and expanded on a regular basis. The person assigned to maintain the byway contact list should be skilled with data base management so that he or she can maintain and update the list and produce mailing labels. This will be one of the most important tools to be maintained in order to keep people involved in ongoing planning and management. Creating a byway listserve or “group” e-mail is an important task as well. The e-mail list can reach a broader audience without the cost associated with mailing. As people are identified by the core group, place them on a mailing list. At minimum, obtain their name, address/phone/e-mail, and organization or agency.

To maintain the e-mail/ mailing list, keep up with changes in the leaders of community organizations so that mailings are received by the current leaders. Remove people who move or who indicate that they are not interested.

Keep all established community organizations, partners, and stakeholders on the e-mail/ mailing list. Getting announcements, newsletters, and meeting notices out to community organizations is an easy way to keep interested people aware of the partnership activities and progress. An organization may want to contribute to the corridor or to a special project or program they have read about by donating funds or providing in-kind services.

Building a Volunteer Support Base

To successfully build a volunteer support base for the byway:

- Register volunteers and record their time (volunteer time is often an eligible in-kind matching source for grants).
- Identify their interests, skills, and availability.
- Thoughtfully match project needs and volunteers.
- Make the work sessions enjoyable.
- Build “esprit de corps” by making the work parties fun; plan food and music by local people; plan time for socializing and making friendships.

Productive projects, where one can see the physical results when one is finished, such as building trails,

planting trees, landscaping, and other activities, are typically very rewarding and can help build a strong, active volunteer organization.

Ongoing Activities/ Measuring Success

There are various ongoing activities on which the expanded byway organization should focus on a continual basis:

- Focus on incremental implementation of the Action Plan. Seek funding for and implement projects in accordance with how they’ve been prioritized. Choose a few select projects to start with and as each project is completed, celebrate your success!
- Coordinate with appropriate agencies to pursue funding for projects and to manage planning, design, and implementation of these projects.
- Coordinate with agencies and jurisdictions to adopt the recommended strategies and projects from the Corridor Management Plan. Strategies and projects can be adopted into local comprehensive plans and community plans of the local jurisdictions and communities along the byway, as well as Okanogan County, and into the Statewide Transportation Plan, as appropriate.
- Provide continual outreach and regular communications of progress in meeting byway goals and completing action items through newsletters, possibly a website, newspaper articles (press releases), or other means.
- Sponsor and support activities and projects that reinforce the goals for the byway, such as stewardship programs, community clean-up events, and volunteer tree-plantings.
- Remember to look for fun and interesting ways to keep members of the organization enthused and active. Try to avoid adding too much complexity and formality to operations. This might discourage people from getting involved and staying involved.
- The Corridor Management Plan and Action Plan should be “living documents” – updated, modified, and expanded periodically as planning efforts progress and the corridor expands.

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- As part of the regular process of updating the corridor management plan, the byway organization should measure the success of its efforts. Are the goals and objectives for the byway being achieved? Is project implementation on track? Is the organization thriving and continuing to be effective in managing the byway?

Potential Funding Opportunities

The byway is eligible for various types of grants and government funding. One of the responsibilities of the byway organization and leadership board will be to continue to investigate possible funding sources and to pursue funding for byway projects and programs on an ongoing basis. Here are some ideas related to various funding sources and opportunities for which the Okanogan Trails Scenic Byway programs and projects may be eligible:

- Federal Highway Administration Scenic Byway Grants
- Transportation Enhancement Grants
- Public Lands Highway Grants
- Other federal grant programs
- State grant and capital funding programs
- Regional and local governmental and nonprofit organization funding opportunities
- Public/private partnerships
- Private foundations and corporate giving programs (do some internet searching – there are lots of programs out there that contribute to the administration, programs, and projects of nonprofit organizations)
- Private donations and development projects
- Community fund-raising – community clubs/organizations (i.e. Optimists, Elks, Rotary Clubs, etc.)
- Volunteers and in-kind resources

For more detailed information about funding opportunities, refer to the Appendix for a list of public and private funding sources.

The Importance of Ongoing Public Participation

The Need for Broader Input

Ongoing public participation is essential to the success of future byway planning and project implementation. The byway organization will represent the views of local communities and interests, but at key decision-making points and important milestones in the future there also will be a need for broader community input and involvement. Citizens and special interest groups throughout the byway can provide valuable information and input. They are the local experts – they can describe in detail the existing conditions, problems, and potential solutions that are best suited to their specific situations.

Tools for a Successful Public Involvement Program

There are several successful tools to inform and involve the public. It is recommended that the public involvement tools and corresponding schedules be used with long-term planning and management of the byway.

Recommendations about how and when to use these public involvement tools are guidelines only. The ongoing program for the Okanogan Trails Scenic Byway should be tailored to fit the preferences and needs of the byway organization and communities.

Depending on events taking place within the byway at various times, it may be necessary to adjust meeting schedules and/or press release publishing dates. If there is a period of heavy activity it may be a good idea to hold meetings more frequently or to look for other ways to engage the interest of the communities. Table 12.1 describes various public involvement tools for a byway organization.

Advantages of Public Workshops and Charettes

It may be necessary to help certain community groups see the points of view of other community groups or stakeholders. One of the best methods to accomplish this is bringing all interested groups together for planning and design charettes

Table 12.1 - Public Involvement Tools

<i>Public Involvement Tool</i>	<i>Purpose Most Often Used For</i>	<i>Suggested Time Interval</i>
Newsletters	To provide information on a regular basis to corridor organization and others who are interested in corridor activities.	Monthly or Quarterly
Press Releases	To announce upcoming events, recent accomplishments, and engage public interest.	As Needed
News/Radio Announcements	Same as press releases.	Same as Press Releases
Corridor Board Meetings	Hold meetings regularly to conduct corridor business activities, direct planning and management efforts, and appoint committees.	Monthly or Bi-Weekly as Needed
Corridor Organization Meetings	Hold regular meetings to inform and involve the entire organization, vote on important actions, solicit support, and gain input.	Quarterly or Semi-Annually (1 Half-Yearly)
Outreach Meetings (go to them!) with Special Interest Groups, Local Elected Officials, and others	To discuss special topics, resolve issues that are specific to the group, town, or area.	As Needed
Traveling Displays	To illustrate ideas; set up in public places; gets the word out.	At Key Points/For Events
Open Houses	To provide informal opportunities for input.	As Needed
Workshops	To engage the community in decision-making efforts and hands-on approaches to problem solving.	As Needed
Ceremonies, Celebrations, Special Events	Special events build community consensus and pride and also provide an opportunity to celebrate success and take a break before moving on to the next milestone.	Often!
Websites	Electronic posting to announce upcoming meetings, recent accomplishments, provide information to those interested in corridor activities, and receive input via e-mail.	As Needed
Talking to People	Talking to people in person is by far the most effective method for bringing them into the organization. Talk to them on the phone, meet them for coffee or lunch. Share your vision and enthusiasm about the opportunities and possibilities for the corridor. Let them know that their support is needed, and that they can make a difference by helping to preserve the region's heritage for present and future generations. Assure them that the corridor's vision will not take away private property rights, a common concern related to scenic corridors.	As Much As Possible

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workshops to discuss issues and work together on resolutions. In a “forum setting” people are able to better understand the concerns and perspectives of others. It is still important to understand and address the specific needs of each person or group, and it may be necessary to hold separate meetings with special interests, but the workshop setting is best for broad community participation.

It may be necessary to hold various public meetings along the Okanogan Trails Scenic Byway, given that people live in different communities. Workshop announcements should be placed in local and regional newspapers, and workshops should be held at convenient and accessible locations within the community. Inviting the general public to participate through workshops will help ensure that community members and stakeholders are not left out of the process.

Reaching Out to the Community

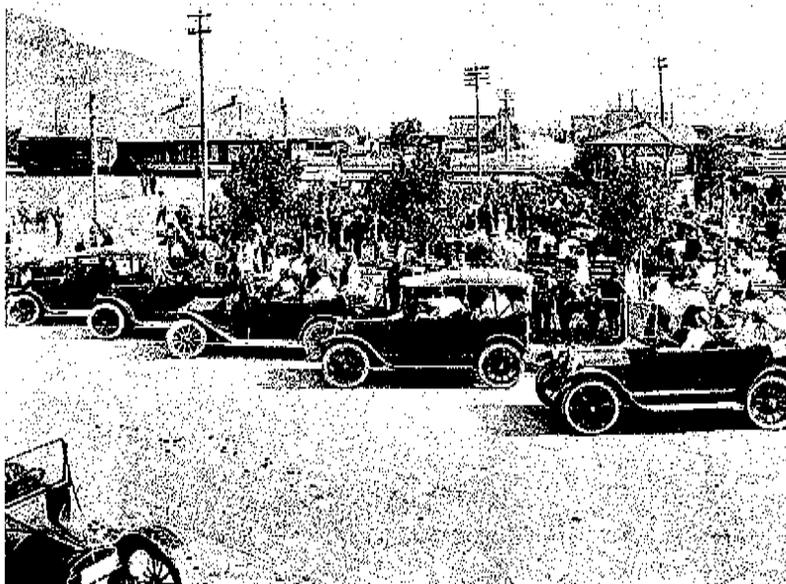
People lead busy lives, and it is often difficult to attend public meetings and workshops because family and personal schedules take priority. Often, public meetings and workshops are not well attended if the issues being discussed are not controversial. Time is a precious commodity and, with that in mind, sometimes it may be necessary to reach out to the public in other ways besides meetings. Websites and e-mail lists are a good way

to keep people informed and to encourage dialogue through e-mail correspondence.

A successful way to foster participation is to attend meetings that are already set-up through local chambers, tourism groups, environmental organizations, etc. This method could be successful because information can be obtained through meetings that are already attended by a group of devoted volunteers or community representatives, rather than adding another meeting to their busy schedules.

Presentations to elected officials and commissions can also provide opportunities for input and involvement in byway activities, as well as building awareness and gathering support for needed improvements. Work sessions with senior citizens and school groups provide another opportunity for community outreach and obtaining insightful input. Byway projects could be incorporated into school projects for students, or preservation projects could be a part of high school curriculum or after school activities.

There are many resources in the community including volunteers, in-kind support, gifts of materials, printing costs, etc. that can be “tapped into” as part of a strong program of community involvement and outreach.



*Reaching out to all the byway communities is important.
Courtesy of the Okanogan County Historical Society*