



Fire & Ice Scenic Loop Corridor Management Plan

Washington Transportation
Commission
April 21, 2015

CWCOG
COWLITZ-WAHKIAKUM
COUNCIL OF GOVERNMENTS

CONCEPT



- Attract Visitors
- Interpret Natural Resources
- Increase Access to Recreational Opportunities
- Discover History and Culture
- Enhance Economic Vitality

FHWA GUIDELINES

14 Points

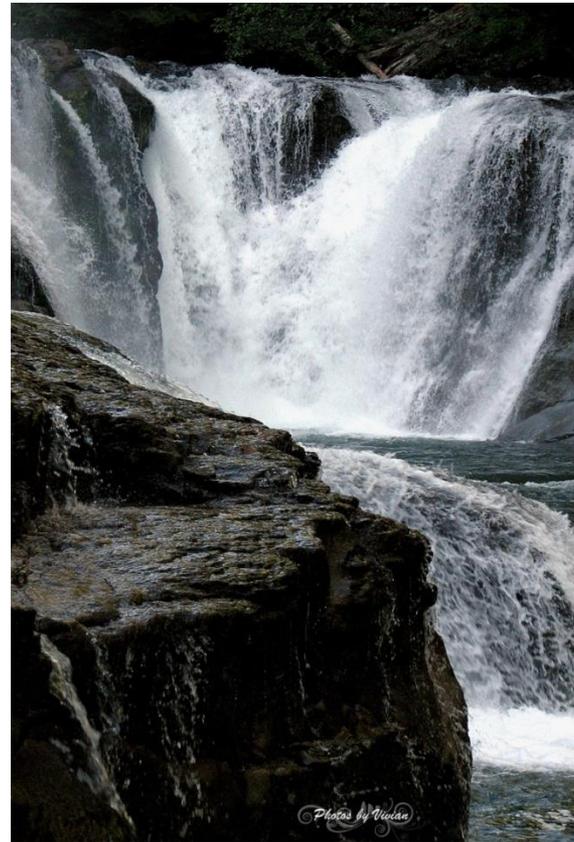
1. Map
 - a. Boundaries
 - b. Intrinsic Qualities
 - c. Land Uses
2. Assessment of Intrinsic Qualities
3. Maintenance of Intrinsic Qualities
4. Partners
5. Accommodation of New Development
6. Public Participation
7. Road Safety Review



FHWA GUIDELINES

14 Points

8. Multimodal Safety
9. Minimization of Anomalous Intrusions
10. Outdoor Advertising
11. Wayfinding
12. Marketing
13. Context-Sensitive Design for Roadway Modification
14. Resource Interpretation



INTRINSIC QUALITIES

- Scenic
- Cultural
- Historic
- Archeological
- Recreational



PROJECT GOALS

- Increased number and length of visitor stays
- Enhanced user experience and safety
- Preservation of natural resources
- Increased opportunities for place-based education
- Increased recognition of our natural and cultural heritage



HISTORY



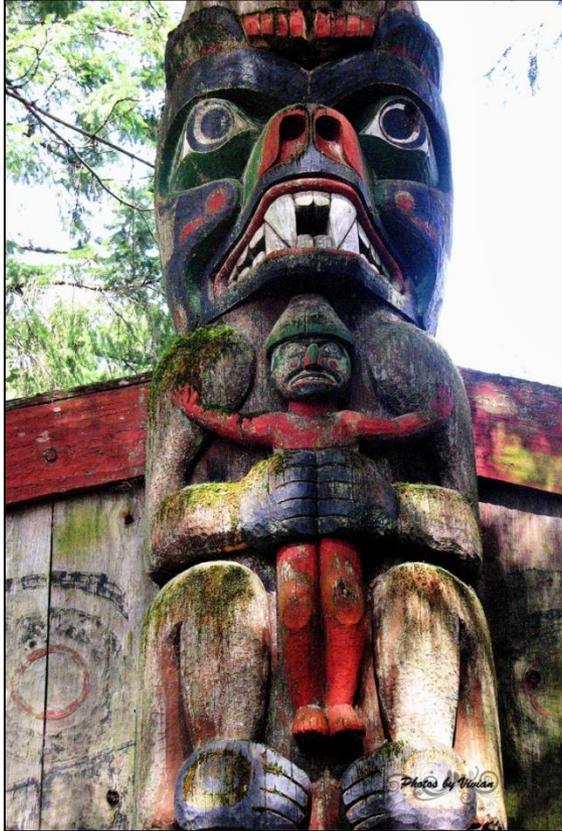
- 2009: Mount St. Helens Advisory Committee identified a scenic loop around Mount St. Helens as a way to expand tourism
- Ring of Fire Committee created to follow this recommendation
- Ring of Fire Committee identified key elements:
 - Geology
 - Recreation
 - Nature
 - Communities
 - Cultural resources
- 2010: Identification of needs for:
 - Regional marketing
 - Expanded visitor services
 - Website coordination
 - Visitor maps
 - Promotional events

FIRE & ICE ROUTES



1. Spirit Lake Memorial Highway, SR 504
2. Lewis River Road, SR 503
3. Lewis and Clark Trail, State Scenic Byway, SR 14
4. White Pass National Scenic Byway, US 12
5. National Forest Road 90
6. National Forest Road 25
7. Curly Creek Road
8. Wind River Road

PLAN DEVELOPMENT



Funded by: Federal Highway Administration

Steering Committee
Technical Teams

- Transportation
- Tourism & Marketing
- Culture, History & Outdoor Recreation

Advisory Team, Draft Review
General Public

Staff: Cowlitz–Wahkiakum
Council of Governments

KEY PARTNERS

- ▶ U.S. Forest Service, Gifford Pinchot National Forest, Mount St. Helens National Volcanic Monument
- ▶ Cowlitz County Tourism
- ▶ Skamania County Chamber of Commerce
- ▶ Cowlitz Economic Development Council
- ▶ White Pass Scenic Byway



PLAN COMPONENTS

- Gateways, Communities and Destinations
- Visitor Experience
- Intrinsic Qualities
- Tourism
- Roadway Safety and Wayfinding
- Governance
- Recommendations

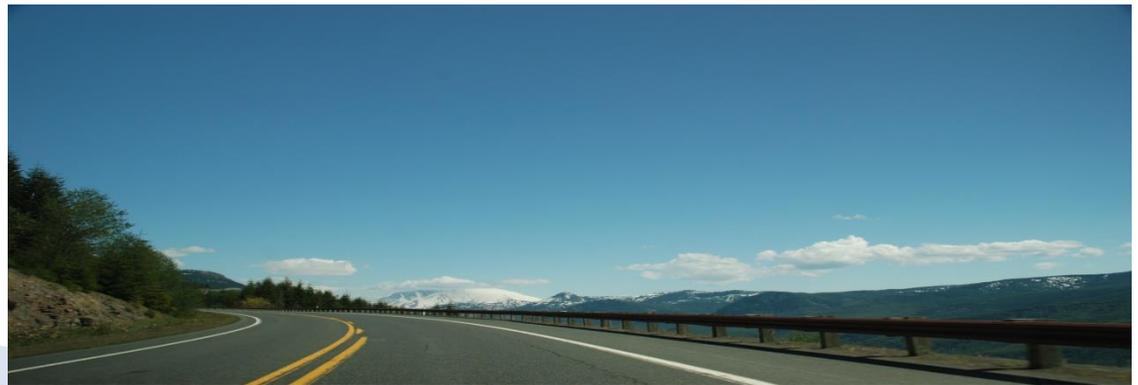
Fire & Ice Scenic Loop
Corridor Management Plan



RECOMMENDATIONS

Transportation

- Specific safety recommendations for each route
- Develop new signage for directions, distance, travel times, and safety warnings
- Explore a standardized rustic design for signage and guardrails



RECOMMENDATIONS

Culture, History and Outdoor Recreation

- Increase access to routes with recreational potential
- Expand walking and bicycling infrastructure
- Encourage winter recreational activities



RECOMMENDATIONS

Tourism and Marketing

- Create awareness of locally available resources for visitors
- Collaborate on a marketing formula to create excitement and provide a consistent message for the region
- Secure stable funding sources for management and promotion of the scenic loop



WHY?

- Draw attention and create excitement
- Celebrate the inherent beauty of the region
- Increase services for visitors
- Increase visitor stays
- ECONOMIC DEVELOPMENT



Toledo area barn, off SR 505

TIMELINE



Public Open House	April 22
Comments Due Back	May 3
Adoption by CWCOG Board	May 28

NEXT STEPS

Governance:

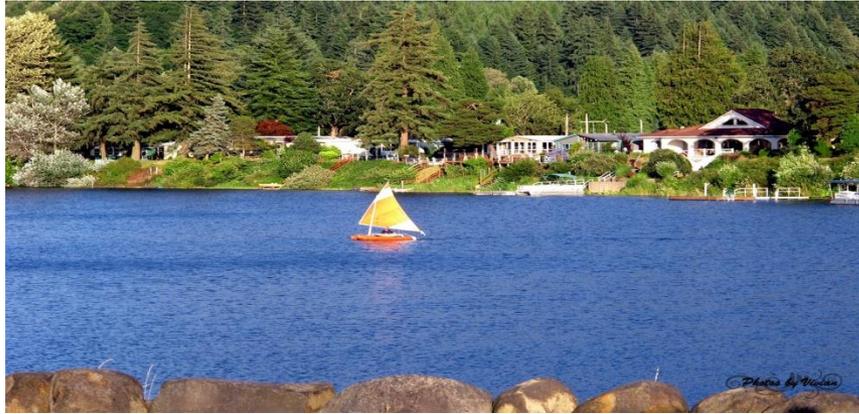
- Public and private
- Encompassing all jurisdictions
- Related to funding sources

Plan Implementation:

- Identify funding sources
- Create a website
- Projects:
 - Identification
 - Prioritization
 - Project Implementation



For More Information:
www.cwcog.org/fireice



Thank you for attending