Scenic Byway Planning

Eligibility, benefits, and process for completing a Scenic Byway Corridor Management Plan
What is a scenic byway?

From the traveler’s perspective, a scenic byway is typically a rural, lower speed road that offers a great travel experience—scenic views, opportunities for recreation, cultural activities, and interesting communities.
What is a scenic byway?

From an agency perspective, it’s an official designation at the tribe, state or federal level.

Many state roads are designated byways, but are not actively managed.

When an agency or corridor communities decide to plan for and manage the byway, there is potential federal support for planning, capital projects, and tourism marketing.

Corridor Management Plans are the primary documents for byways.
What’s a Scenic Byway About?

- A road
- A great place
- Quality of life for residents
- A quality experience for visitors
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- A quality experience for visitors - activities, information, welcome
What’s in a byway Corridor Management Plan?

In short - It depends on what you need.
- **Required elements**
- **Flexibility**
- **Content is community-driven**
What’s in a byway Corridor Management Plan?

- Inventory
- Stewardship
- Traveler experience
Typical byway plan topics:

Visitor services –
  Can visitors get the information they need? Restrooms? Other services?

Recreational access and opportunities –
  What can visitors do? What opportunities are there to improve access or activities?

Tourism management–
  How can you reduce negative impacts for residents? impacts to resources?

Regional themes and identity–
  How are you presenting yourself to visitors? How will you distinguish the region as a destination?

Byway group organization–
  What organization will work best to manage enhancement of the byway?

Project implementation–
  What are your priorities? How will get things funded?
The Cape Flattery Scenic Byway is a ten mile road from the entry of the Makah Indian Reservation to Cape Flattery—the northwest corner of the lower 48.
Planning the Cape Flattery Scenic Byway

- Tatoosh Island
- Cape Flattery
- Hobuck Peak Area
- Birdwatching and Viewpoints
- Neah Bay
- Shi Shi Beach Trail
- Fish Hatchery
- Hobuck Beach
- Soo’es Beach
- Cape Flattery
- Birdwatching and Viewpoints

The Makah Tribe

Parametrix
The byway is one of the Pacific Northwest’s great places...

Makah culture
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Makah culture

World-class museum
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Pacific coast and beaches

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- Makah culture
- Pacific coast and beaches
- Great fishing
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- Pacific coast and beaches
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...and that’s what byways are really about.
Planning the Cape Flattery Scenic Byway

The Makah Tribe
Planning the Cape Flattery Scenic Byway

The Makah Tribe

Parametrix
What are the key issues for the byway?
What are the key issues for the byway?

well, first things first...
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How do we find out the key issues for the byway?
• Byway committee - existing land use committee
• Formal and informal talks with Council
• Public meetings (bad)
• Visiting (good)
What did we find out?

• The plan was about tourism
• Tourism = jobs = good (perception that tourism did provide jobs)
• Concerns about impacts
  - privacy
  - resource impacts
  - hassle
  - cultural conflicts
What kind of tourism makes the most sense for the Makah?
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How could the byway support that kind of tourism?
Foundation idea –

Visitors are a hassle.
Foundation idea –

*Visitors are a hassle.*

*Guests are welcome, and enrich community life.*
Tourism Values

- The Makah culture emphasizes hospitality, and the Makah people are traditionally generous and welcoming hosts if you come as a guest. If you are not welcome, the Makah have also historically let you know that.
- Makah culture is not for sale. Certain aspects of traditional culture may be appropriate to share with guests, and some may not.
- The Makah culture is a living culture. It includes the Makah knowledge passed on from hundreds of generations in the past and the contemporary Makah culture that is seen in every aspect of today’s life.
- The Makah have lived on Makah lands for a long, long time, will live here forever. The natural resources of the Makah lands must be carefully protected, always keeping in mind generations of Makah to come.
Tourism Concerns

- Tourism needs to provide jobs for Makah and revenue for the tribe.
- Traffic congestion and overflow parking are a problem on busy fishing days.
- Visitors sometimes go where they shouldn’t go, intruding on residents’ privacy and damaging resources.
- Visitors sometimes behave badly, offending residents and damaging property and resources.
- There is insufficient tourism infrastructure (lodging, food, activities, information) to meet visitors’ needs.
- Visitors are often unsure about the differences between visiting public lands and reservation lands. They are not sure if they are welcome to visit, or what appropriate behaviors are for visiting Makah lands.
Tourism Goals

- Promote the economic well-being of the Makah Tribe through the creation of jobs, development of new businesses, and direct revenue to the Tribe.
- Reduce the negative impact of tourism, including trespass, traffic congestion, impacts to natural resources, and others.
- Improve the range and quality of services available to visitors, including lodging, dining, guide services, and retail opportunities.
- Maintain or improve revenue to the Makah Cultural and Research Center and the Makah Marina.
- Increase visitors’ understanding of the Makah people and culture.
CAPE FLATTERY SCENIC BYWAY GOALS AND OBJECTIVES

Goal 1
• Support effective tourism development for the Makah Tribe.

Objectives
• Improve tourism revenue and job creation
• Find the right fit between Makah tribal members employment preferences and tourism job opportunities
• Improve opportunities for entrepreneurs and small businesses
• Maintain or improve revenue support for the Makah Cultural and Research Center and the Makah Marina
• Promote byway opportunities that fill lodging and RV sites in all seasons.
• Position Makah lands as a unique and exclusive destination, with world-class opportunities to experience a living Native American culture, destination-quality fishing, and nature tourism.

Goal II
• Manage the impacts of tourism on residents of Neah Bay and tribal resources.

Objectives
• Improve visitor information to clarify Tribe’s expectations for visitors
• Reduce traffic congestion from trailer lineup on busy fishing days
• Reduce visitor use in areas reserved for Makah tribal members
• Educate visitors to promote protection of Makah natural and cultural resources
Goal III
- Improve the travel experience for visitors to Makah lands.

Objectives
- Clarify expectations for visitors to Makah lands.
- Improve wayfinding and travel information
- Enrich retail, guiding, dining, and lodging opportunities for visitors
- Simplify recreation permit process, and clearly communicate the benefits permit fees provide for visitors (including facilities development and maintenance.)

Goal IV
- Improve visitors’ understanding of Makah culture, sovereignty, and resource management philosophy.

Objectives
- Improve public education
- Train Makah public contact staff to clearly communicate expectations for visitors.
How did these goals translate into a plan?

- *Policy options for visitor management, revenue enhancement and business development*
- *Communications strategy for visitor information*
- *Capital projects*

For many issues, the plan offered alternatives with benefits and concerns, rather than a single recommendation.
Policy options

Protected Lands Access Control Example

Different access scenarios can balance tourism economic development, capital cost for providing access, and resource protection. Access to some areas could be completely restricted, other areas could be visited with a guide, and others might require a special permit in addition to the basic Recreation Permit.

NOTE: This map shows general areas where access control could be considered, however access control policies would be limited to trust lands within these general zones governed by the Makah Tribal Council.
**Policy options**

**RESIDENTIAL AREA**
RESIDENTS AND GUESTS ONLY

**Welcome to Makah Lands**
The public is welcome on this beach.
To protect our resources, no collection is allowed.

Please leave marine life, shells, driftwood, rocks, and all other beach objects as you find them, for others to enjoy.

The Makah People Thank You.

**MAKAH TRIBE NATURAL AREA**
NO PUBLIC ACCESS
Policy options

Shi Shi Beach Overnight Parking Permit Required

Shi Shi Beach Parking Permit

Valid Dates
6/2 - 6/6 2008

Permit #
2008 / 273

Place permit in visible location on dashboard

Makah Tribe Travel & Tourism

2008
Welcome to the Makah Nation.

To help us preserve this unique and wonderful place, we ask that you keep in mind the following requirements:

- Please limit your visit to designated visitor areas, or stop at the Makah Tribal Center if you are interested in access to other Makah lands.
- No collecting of any kind is allowed. Beachcombing, shellfish gathering, collection of forest products, or harvest of any other resources on the reservation is not allowed.
- All hunting and fishing requires a permit.
- Please respect residential areas.

Thank You!

Makah Tribe Travel & Tourism

2007

RECREATION PERMIT

ANNUAL

This permit provides the purchaser with specific privileges and obligations. Please contact the Makah Tribe at (360) 123-4567, the Makah Tribal Center or the Makah Tribe Visitors Center if you have any questions.

Makah Tribe Travel & Tourism

2007

RECREATION PERMIT

WEEKLY

This permit provides the purchaser with specific privileges and obligations. Please contact the Makah Tribe at (360) 123-4567, the Makah Tribal Center or the Makah Tribe Visitors Center if you have any questions.

Makah Tribe Travel & Tourism

2007

WILDERNESS BEACH PERMIT

This permit provides the purchaser with specific privileges and obligations. Please contact the Makah Tribe at (360) 123-4567, the Makah Tribal Center or the Makah Tribe Visitors Center if you have any questions.

Makah Tribe Travel & Tourism

2007

ALL VISITORS PAY REQUIRED ENTRY FEE.
Left 1/2 Mile
Individual Business

Guiding
Guide training
Equipment

Business Assistance Organization

Guide training
Marketing
Booking
Insurance
Equipment
web site management

Tribal Government

Land use/tourism
permit management

Individual Business

Guiding
Guide training
Equipment

Individual Business

Guiding
Guide training
Equipment

Individual Business

Guiding
Guide training
Equipment

Policy options

Individuals interested in providing tourism experiences have to overcome barriers including financing, insurance, and administrative support. A centralized organization to assist with these functions could encourage individual entrepreneurs to open tourism businesses. A business assistance organization could be operated by the tribal government, the Makah Cultural and Research Center, or by another organization similar to a chamber of commerce or visitors bureau.
Welcome to the Makah Nation. A land of crashing surf, rainforest, and wildlife that has been home to the Makah People for thousands of years.

You are invited here as our guest, to share the place that we cherish as our home, and to experience our living culture.

We are people of the sea and the forest. Join us to explore this special place at the Northwest tip of the continental United States.

For assistance planning your next vacation, call 1-800-NEAH BAY.
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PLACES TO VISIT

1. **Makah Museum**
2. **Downtown Neah Bay**
3. **Cape Flattery**
4. **Ocean Beaches**
5. **Shi Shi Beach**
6. **Makah Marina**

An information card describing the Tribe's expectations of visitors and a simple map showing areas open for tourism access could be useful tools when making first contact with visitors to Makah lands.

Introduction to Makah lands

Welcome to the Makah Nation. We hope you enjoy your visit here, and will return to visit us again. To help us preserve the unique and wonderful place, we ask that you keep in mind the following requirements:

- There are no public lands on the Makah Reservation. All lands are either owned by the Makah Tribe or are in private ownership. Purchase of a Recreation Pass allows visitor access to designated areas on the reservation. Please limit your visit to these designated visitor areas, or stop at the Makah Tribal Center if you are interested in access to other Makah lands.

- No collecting of any kind is allowed. The limited natural resources of the Makah Reservation are critical to our culture and economy. Please help us to preserve them for future generations. Collecting, including beachcombing, shellfish gathering, collection of forest products, or harvest of any other resources on the reservation is not allowed.

- All hunting and fishing requires a permit. Please ask for more information if you are interested in hunting or fishing on Makah lands.

- Please respect residential areas. Neah Bay can be a busy place during the tourist season. Makah tribal members live in all parts of the reservation. Please respect residents as they go about their daily lives.

Thank You!

Makah Tribe Travel & Tourism

Questions? Please visit the Makah Tribal Center or call 360-AAA-BBBB for more information.
Byway gateway signs are used only in very important locations. They are an opportunity to develop a distinct architectural style for the byway, in addition to providing visitor information.
Capital projects

LOCATION OPTIONS FOR A MAKAH TRIBE VISITOR CENTER

1. ACROSS FROM MARINA
2. MUSEUM & CULTURAL RESOURCE CENTER SITE
3. EAST SIDE OF WASHBURN’S PARKING LOT

1. across from marina
2. museum & cultural resource center site
3. east side of washburn’s parking lot
Travelers would benefit from increased signing at every decision point in the turn sequence, including the intersection of Bayview Avenue and Fort Street, Fort Street and 3rd Avenue, and the turn at Neah Bay Road near the community hall. To be most effective, signs should be improved for travelers going both directions, since many travelers also miss the turn from Neah Bay Road back onto Fort Street coming back into town.

Most of the signs should follow the scenic byway wayfinding sign standard, however, the sign at the turn in Neah Bay Road near the community hall might be an appropriate location for a landmark sign that draws visitors' attention and pulls them into the turn. Preferably, this sign would be large, visually prominent, and incorporate Makah art into the design to make it clear that it is a visitor-oriented sign. More significant structural changes to the intersection could also improve wayfinding, however improved signs should be considered with all options.

**Capital projects**

1. Neah Bay Road
2. 3rd Ave
3. 2nd Ave
4. Crown Z Haul Road
Planning the Cape Flattery Scenic Byway

The Makah Tribe

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