

# A Framework for Wayshowing:

## *Mount Evans Scenic & Historic Byway*

Clear Creek County  
Colorado



June 2013

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**Document Produced By:**  
Walden Mills Group  
Judy Walden, President  
Sally Pearce

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## Executive Summary

Wayshowing is a collection of maps, signs and other media that have been developed to aid travelers in their journey. A system of such information is critical to help travelers successfully choose a destination and plan their itinerary as well as to help them navigate once they arrive. As such, efforts to enhance a regional tourism economy must consider the strengths and deficiencies of existing wayshowing elements located along the full length of a byway corridor. The plan that follows assesses the current elements of the wayshowing system that exists throughout the Mount Evans Scenic and Historic Byway in Clear Creek County.

Utilizing a “front-seat back-seat” approach, travelers unfamiliar with the area took to the road with a list of significant historical, cultural and recreational sites to locate. Neophytes in the front seat searched for signs, used digital devices, studied maps and asked for directions. Meanwhile, transportation and tourism specialists in the back seat recorded the navigational challenges for those “new to the byway” travelers in the front. This four person team set out to assess the wayfinding system on the Mount Evans Scenic Byway.

An analysis of this formal assessment exercise, combined with the input of local officials, transportation and tourism specialists resulted in recommendations that can improve the ease of navigation for visitors and better capitalize on the potential for increasing travel-related revenues for the communities along the byway.

Recommendations include:

- A. As specified in the corridor management plan, byway signage needs to show that the byway begins at the east entrance to town off I-70 and passes through the historic downtown, and then continues up SH 103 past the US Forest Service Ranger District Office. Signs on I-70 should reflect this in both directions. Byway signs need to be installed on the extension from Bergen Park to Echo Lake.
- B. The Visitor Center in Idaho Springs needs to be clearly and consistently marked for travelers both east bound and west bound because the Center serves as a gateway to the byway for I-70 travelers.
- C. Interpretation can help keep people on the byway longer, pointing out more things to see and do, thus contributing potential customers for local businesses in the town itself. The byway needs to be presented as more than just a scenic drive. Improved interpretation can establish a clear link between Idaho Springs and the mountain, specifying recreational opportunities and overnight possibilities.

- D. Travelers want choices – navigational and interpretive information should convey that there are multiple decision points that go beyond just driving up and down the mountain. Upper Chicago Creek Picnic area should be developed with interpretive exhibits related to the historic road and CCC construction. In addition, both Upper Chicago Creek Picnic Area and Echo Lake Park can be developed as family oriented recreational destinations.
- E. Correct inconsistent place names on signage and brochures, i.e. the Oh My God Road is also called Virginia Canyon Road and Canyon Road; the M. Walter Pesman Trail is also called Upper Mt. Goliath on some signs; and the Idaho Springs Library is also called the Carnegie Library.



I-70 Signage

The Mount Evans Scenic and Historic Byway is incredibly important to Colorado tourism, hosting travelers with widely divergent interests. Domestic and international travelers who come to Denver on business or for sporting events shift their schedules to fit in a half day or full day excursion to the mountains. Bicyclists in the thousands head to the foothills to gain some altitude training, motorcyclists seek tight turns on mountain roads, and families from the Denver metro area use the Denver Mountain Parks for family picnics and get-aways.

Strengthening the existing wayshowing system can result in greater safety for cars, bicyclists, and motorcyclists alike. Enhancements to the excellent existing interpretive signage will deepen the understanding for visitors of historic and recreational assets. Finally, enhanced information will serve to connect travelers with local communities, thus giving local businesses more opportunities to sell their goods and services to travelers.

## Introduction

The deployment of an effective system of wayshowing is an essential component of successful regional tourism strategies. Wayfinding and wayshowing are related but distinct concepts. **Wayfinding** is the mental process performed by travelers in identifying and locating their travel destinations. **Wayshowing**, on the other hand, is the communication in the form of maps, signs, and other media intended to aid the traveler in their wayfinding.

The purpose of this document is to provide a preliminary plan for an enhanced wayshowing system along the Mount Evans Scenic and Historic Byway in the Central Mountains of Colorado. In achieving this purpose, the plan aims to:

- Provide an outline of key concepts of wayshowing and wayfinding
- Assess the inventory of existing directional signage to key sites along Interstate 70, State Highways 103 and 5, Clear Creek County Road 103, and Jefferson County Road 66
- Assess the inventory of designation signage along the same routes
- Provide recommendations for enhancing directional signage to key sites
- Provide an outline for subsequent action

## Keys to Effective Wayshowing

An effective system of wayshowing responds to the needs of travelers at all stages in their journey. At a minimum, effective wayshowing for the traveler must:

- Support how people find their way in unfamiliar travel environments
- Provide a guidance system of reliable and consistent components on the byway
- Respond to the unique characteristics of the byway
- Integrate pre-visit, visit, and post-visit stages of the byway experience
- Contribute to a safe roadway and travel environment
- Become a widely practiced body of knowledge among byway providers

### Stages of Wayshowing

Effective wayshowing is essential not only to ensuring good experiences for the visitor, but also in attracting that visitor in the first place. While wayshowing may seem to begin and end with the traveler on the road, it also plays an important role in attracting visitors, assisting in their trip planning, and in enhancing their recollections with others after their trip is complete. Consider the travel experience as five distinct stages:

#### **Choose**

The point at which the traveler decides his or her travel destination or destinations.

*Wayfinding Needs: What are the travel routes? What is there to see and do and where are these activities located? How much time is required for the trip?*

#### **Prepare**

This is the stage in which the prospective traveler plans and prepares for their trip, including making reservations or other advance travel arrangements. *Wayfinding Needs: How will we get there? Where will we stay, eat and stop? How much time should we allot to travel to and on the travel route? Where are the heritage, recreational, and cultural attractions of the area?*

#### **Go/Do**

This stage is the event itself as the visitor makes his or her way to or around their destination. *Wayfinding Needs: Where are the entry points to the route? How do we get back on track if we get off the route? Where are the attractions along the route? Where can we get information along the route? Where do we get gas, food, or lodging?*

#### **Recall**

This is the stage in which the memories of the trip extend its enjoyment beyond the time spent away from home. With travel completed, visitors typically want pictures, maps, souvenirs or other items to assist their recollection of a memorable trip. *Wayfinding Needs: What will help us recall the good times we had on the trip? Where were the sites we really enjoyed?*

#### **Do Again**

It is hoped that with an enjoyable and memorable trip, many visitors will return. *Wayfinding Needs: Where are those good maps from our last trip? We need to show our friends and family what they might like.*

With the assistance of an effective wayshowing system, successful travelers should be able to:

1. Identify origin and destination
2. Determine turn angles
3. Identify segment links and directions of movement
4. Recognize on-route and distant landmarks
5. Mentally embed or visualize the route in a larger reference frame: a cognitive map.

## Wayshowing Components

A successful wayshowing system includes multiple components that not only direct the traveler, but provide interpretive information. Wayshowing does not start and stop on the road, but exists to provide the traveler with information to plan their trip and assist in the recollection of it afterwards through maps, websites and other media that can be accessed away from the physical roadway. Essential elements of a wayshowing system include the following:

- Entrances, Exit and Gateway Signage- Identification of where to enter and exit a route or byway so that travelers know their position relative to accessing and leaving a byway or other route.
- Orientation Stops- Pull-offs, turn-outs and other places for motorists to stop and help them create, refresh, and expand their mental maps of a byway or other route, its intrinsic qualities, and overarching interpretive theme with exhibits, maps, and other means of communication.
- Repetitive Route Markers- A sequence of visual cues for motorists to follow along a byway or other route.
- Direction Signage to Planned Destinations- Signs that alert and guide motorists to featured stops and attractions along or near a byway or other route.
- A Portable Map- A carry-on map of a byway corridor or travel region and its various attractions and amenities.

## History of Wayfinding Development on Mount Evans

The Mount Evans Scenic and Historic Byway, from the town of Idaho Springs to the summit of Mt. Evans, was designated as a Colorado Scenic and Historic Byway in September 1991 and as a US Forest Service National Scenic Byway in July 1993. The route was extended from Echo Lake to Bergen Park in September 2005.

The byway uses the directional signage with the State scenic byway logo (the Columbine sign). The byway is signed on Interstate 70 in both directions at Exit 240, the SH 103 link. There are no byway signs at the east end of Idaho Springs at Exit 241A nor are there signs through the downtown district of Idaho Springs. There are no byway signs on the extension of the route from Echo Lake to Bergen Park, nor are there byway signs on the road from Echo Lake to the summit. Mount Evans is also designated as a US Forest Service National Scenic Byway but the US Forest Service agreed to use only the Columbine signs for directional purposes.

The Mount Evans Scenic Byway received a National Scenic Byways Program grant in 1993, administered by the Clear Creek County Tourism Board, to fund a variety of interpretive products including an audio tape, a brochure and map showing the byway with the mountain environment, a nature book with

illustrations and stories for children, and a video for inclusion in the region’s touch-screen video program.

A corridor management plan (CMP) was completed in 1998 outlining management, preservation, marketing and interpretive needs. The plan was divided into two separate sections – the Upper Mount Evans portion from Echo Lake to the summit and a Lower Mount Evans section from Idaho Springs to Echo Lake. The US Forest Service, which was responsible for directing the byway in the early days after designation, also developed and implemented a comprehensive interpretive plan beginning in 1999 and completed in 2002.

An interpretive master plan for the proposed Georgetown Interpretive Center was developed as part of the 1999 grant to feature interpretive exhibits about both Mount Evans and Guanella Pass byways at one location. A stand alone, tear-off recreation map to be available at both visitor centers (Idaho Springs and Georgetown) was also completed in 2001.

The Dos Chappell Nature Center at Mt. Goliath was built under a National Scenic Byways Program grant to Volunteers for Outdoor Colorado (VOC) in partnership with the US Forest Service. The Center was completed and dedicated in August 2003. More recent grant projects have centered on interpretive exhibits at the Idaho Springs Visitor Center and Heritage Museum, managed by the Historical Society of Idaho Springs.

On a regional scale, the Colorado Department of Transportation (CDOT) is responsible for signage along state highways throughout the area, including Interstate 70, and State Highways 103 and 5. Clear Creek County and Jefferson County share signage responsibilities along There is good signage for the major attractions, particularly in the national forest. Many of the trailheads, lakes, campgrounds, and picnic areas are signed using the standard brown or green recreational signage. There are a few point-of-interest signs but the usage is not consistent. Local signage was installed in Idaho Springs and directs visitors to several of the key attractions including the Narrow Gauge Train, the Water Wheel and the Visitor Center and Heritage Museum.



Directional Signage in Idaho Springs



Idaho Springs Visitor Center/Heritage Center

## Mount Evans Wayfinding Assessment

Often the difficulty in providing effective wayshowing lies in understanding where travelers require assistance and in what form. Additionally, maps, signs, brochures and other media from multiple sources can often provide conflicting information. In May 2013 an on-the-road experiment was conducted along the Mount Evans Scenic Byway to answer some of these questions. Specifically, the experiment sought to:

- Identify gaps in navigational clues for travelers by identifying points of certainty, and points of confusion; and
- Identify points of disconnect between what a traveler sees through the windshield and what they read from maps, brochures, mobile devices, web sites in their laps.

A list of significant historical, cultural, and recreational sites along the byway was developed for use during the Wayfinding Assessment. Many of these sites were identified by members of the Mount Evans Scenic Byway Committee at a meeting in early May 2013. A signage assessment survey of Committee members was also conducted. Representatives were asked to list the top ten heritage, cultural, and/or recreational sites in their respective counties and provide an assessment of the existing directional signage. Approximately 24 sites were chosen for the Wayfinding Assessment. The attractions and sites chosen for inclusion in this exercise appear in Table 1.

Table 1: Mount Evans Wayfinding Assessment Route

Wayfinding Sites	
Idaho Springs Visitor Center/Heritage Center	Chicago Forks Picnic Ground (Upper and Lower)
Idaho Springs Downtown Historic District	Ponder Point Picnic Area
Underhill Museum	Echo Lake Lodge
Carnegie Library	Echo Lake Campground/Park
Central Hose House	Devils Canyon Trail Head
Narrow Gauge Train	Juniper Pass Picnic Ground
Water Wheel	Dos Chappell Nature Center/Mt Goliath
Tommy Knockers Brewery	M. Walter Pesman Trailhead
Oh My God Road	Summit Lake Park
Clear Creek Ranger District Visitor Center	Chicago Lakes Overlook
Jackson Monument	Crest House
Idaho Springs Cemetery	Alpine Restaurant & Bar, Georgetown

A four member assessment team was assembled to travel the byway using a “front seat, back seat” approach. In the front seat were neophytes, new to the region with limited knowledge of the area. They were given the list of attractions and sites to locate using highway signage, verbal directions and printed materials such as brochures and maps available at Visitor Centers and other public outlets. The “front seaters” were also allowed to use any mobile devices available to them.

Transportation and tourism specialists occupied the backseat. The “back seaters” recorded the experience of the “front seaters” in detail. “Back seaters” recorded the exact locations where the “front seaters” encountered confusion or uncertainty in navigating the region. They also recorded any disparities between written information in maps, brochures and other media and actual conditions as observed through the windshield.

While the neophytes in the front seat navigated their way through unfamiliar territory, the specialists in the back seat were given the following assignment:

- Observe the actions and discussions of the “front seaters.”
- Record locations where “front seaters” expressed uncertainties and confusion and note apparent reasons.
- Quiz “front seaters” on effectiveness of signs, maps and other driving instructions.
- Note which wayshowing devices “front seaters” are using most often and which they are not.
- Resist giving any travel or driving advice unless an immediate safety issue warrants.
- Conduct post-trip discussion with “front seaters.”

After the conclusion of the wayfinding exercise, participants were asked to record observations and make recommendations based on their on-the-road experience. A full list of the comments and observations by the team is found in the Appendix.

## Summary of Key Observations from the Assessment Team

### Navigational signs overview

#### I-70 East Bound

- The only byway signs on I-70 are at the second exit
- No byway signs at the top of the ramps at the second exit pointing to the byway (name sign with arrow but no byway sign)

#### I-70 West Bound

- Distance signs do not show Idaho Springs until three miles out
- There are no scenic byway signs at first exit
- There is no directional sign to the historic district on Colorado Boulevard
- There is no sign for the Visitor Center once you exit
- Recommend distance sign to the Visitor Center at east exit off I-70
- No byway signs on SH 103 in either direction from Bergen Park to Echo Lake
- Cell phone coverage is spotty



Miner Street Signage

### Site specific navigational observations

- *Visitor Center* – no reassurance sign to VC along CO Blvd from first exit
- *Underhill Museum* – hard to find; small sign on building; larger sign across top of building not noticed – recommend museum re-evaluate signage
- *Jackson Monument* – couldn't find it
- *Dos Chappell Nature Center* – signage about leaving fee area confusing
- *M. Walter Pesman Trail* - signs not visible on way up the road, but are on the way down
- *Carnegie Library* – name on side street not Main Street
- *Idaho Springs Visitor Center* - signage needs to be standardized on the multiple signs in and around the building
- *Charlie Taylor Water Wheel* – trail goes to ranger district but there is no signage
- *Upper Chicago Creek Picnic Ground* – not well signed, especially coming down the road

### Interpretive signs overview

- Nothing to see or do between Idaho Springs and Echo Lake – no interpretation that ties road into town, to show how they relate to one another

### Site specific interpretation signs

- *Underhill Museum* – travelers not sure of the significance of this museum
- *Water Wheel* – great potential for picnic area, additional interpretation

### Inconsistencies in attraction identification: signs, printed materials such as maps and brochures, and mobile devices

- Map on byway brochure looks distorted, hard to read, not very useful
- Nomenclature – Carnegie Library, Central Hose House called different things  
Oh My God Road also called Virginia Canyon Road; Canyon Road; H. Walter Pesman Trail called Upper Mt. Goliath on US Forest Service signs
- Tear off map from Visitor Center showed picnic grounds with icons but did not show names of each
- Consistency between printed materials, apps, websites, road signs – need to tighten the system



Underhill Museum



Virginia Canyon Signage

## Recommendations and Action Plan

An analysis of this formal assessment exercise combined with the input of local officials, transportation and tourism specialists resulted in recommendations that can improve the ease of navigation for visitors and better capitalize on the potential for increasing travel-related revenues for the communities along the byway.

This document recommends the following:

- A. As specified in the corridor management plan, byway signage needs to show that the byway begins at the east entrance to town off I-70 and passes through the historic downtown, and then continues up SH 103 past the US Forest Service Ranger District Office. Signs on I-70 should reflect this in both directions. Byway signs need to be installed on the extension from Bergen Park to Echo Lake.
- B. The Visitor Center in Idaho Springs needs to be clearly and consistently marked for travelers both east bound and west bound because the Center serves as a gateway to the byway for I-70 travelers.
- C. Interpretation can help keep people on the byway longer, pointing out more things to see and do, thus contributing potential customers for local businesses in the town itself. The byway needs to be presented as more than just a scenic drive. Improved interpretation can establish a clear link between Idaho Springs and the mountain, specifying recreational opportunities and overnight possibilities.
- D. Travelers want choices – navigational and interpretive information should convey that there are multiple decision points that go beyond just driving up and down the mountain. Upper Chicago Creek Picnic area should be developed with interpretive exhibits related to the historic road and CCC construction. In addition, both Upper Chicago Creek Picnic Area and Echo Lake Park can be developed as family oriented recreational destinations.
- E. Correct inconsistent place names on signage and brochures, i.e. the Oh My God Road is also called Virginia Canyon Road and Canyon Road; the Walter Pesman Trail is also called Upper Mt. Goliath on some signs; and the Idaho Springs Library is also called the Carnegie Library.

## Partnerships and Financial Resources

Projects to be developed in partnership with the Colorado Department of Transportation

- Confirm designation of byway route starting at I-70 and Colorado Boulevard (Exit 241A) with State Byways Program Coordinator
- Install byway signage at east entrance to town starting at Exit 241A
- Relocate Start/End Byway sign from SH 103 to Exit 241A on Colorado Boulevard
- Install byway signs on WBI-70 and EB I-70 and along Colorado Boulevard in both directions

- Ensure directional signage for Idaho Spring Visitor Center and Museum is placed both east bound and west bound on I-70.
- Install byway signs on SH 74 at Bergen Park to direct travelers to Mount Evans Scenic Byway

#### Projects to be developed in partnership with County Government

- Clear Creek County - Install byway signs on extension from County Line to Echo Lake on Clear Creek County Road 103
- Jefferson County - Install byway signs on extension from Bergen Park to County Line on Jefferson County Road 66
- City and County of Denver - Develop Echo Lake Park as family oriented recreational destination.

#### Projects to be developed in partnership with the US Forest Service

- Develop interpretive signage to establish a clear link between Idaho Springs and the mountain – specify recreational opportunities and overnight possibilities.
- Develop Upper Chicago Creek Picnic area with interpretive exhibits related to the historic road and CCC construction.
- Develop Upper Chicago Creek Picnic Area as family oriented recreational destinations.
- Correct inconsistencies on signage, i.e. M. Walter Pesman Trail/Upper Mt. Goliath

#### Projects to be undertaken in partnership with the City of Idaho Springs

- Install byway signs along Colorado Boulevard and Miner Street in both directions to direct byway travelers through downtown
- Install directional signage for Idaho Springs Visitor Center both east bound and west bound on Colorado Boulevard and Miner Street
- Correct inconsistencies on signage, i.e. the Oh My God Road/Virginia Canyon Road, Central Hose House, and Idaho Springs/Carnegie Library

#### Additional Projects to be undertaken by the Byway Organization

- Correct inconsistencies on brochures, i.e. the Oh My God Road/Virginia Canyon Road, M. Walter Pesman Trail/Upper Mt. Goliath, Central Hose House, and Idaho Springs/Carnegie Library.

The recommendations included in this document represent only the first steps in the process of developing a more effective system of wayshowing. Recommendations concerning directional signage and interpretive signage can be acted upon in the short term by bringing together relevant stakeholders and CDOT officials. Representatives from the Mount Evans Committee can play a valuable role in working with relevant stakeholders and CDOT officials. Recommendations concerning interpretive signage will require additional effort to secure funding and achieve consensus on placement.

## APPENDIX

This section includes the list of sites identified by the Mount Evans Byway Committee as key heritage, recreational, and cultural attractions that are meaningful for travelers along the Mount Evans Scenic and Historic Byway. Also included are the notes and observations from the Wayfinding Assessment Teams during their tour on Mount Evans on May 30, 2013.

### Assessment Team

#### Sites to be located:

Idaho Springs Visitor Center/Heritage Center  
Idaho Springs Downtown Historic District  
Underhill Museum  
Carnegie Library  
Central Hose House  
Narrow Gauge Train  
Water Wheel  
Tommy Knockers Brewery  
Oh My God Road  
Clear Creek Ranger District Visitor Center  
Jackson Monument  
Idaho Springs Cemetery  
Chicago Forks Picnic Ground (Upper and Lower)  
Ponder Point Picnic Area  
Echo Lake Lodge  
Echo Lake Campground/Park  
Devils Canyon Trail Head  
Juniper Pass Picnic Ground  
Dos Chappell Nature Center/Mt Goliath  
M. Walter Pesman Trailhead  
Summit Lake Park  
Chicago Lakes Overlook  
Crest House  
Alpine Restaurant & Bar, Georgetown

### **FRONT SEAT OBSERVATIONS**

Idaho Springs Visitor Center

- Offered free maps, could buy others
- Good gift shop and museum
- Sold snacks
- Scenic byway book for sale
- Got directions to the road up Mt. Evans, mentioned fee

## BACK SEAT OBSERVATIONS

### Observer #1

Picked up map from Hotel in Lakewood; also used iMaps, Car GPS  
On I-70 – distance signs don't show Idaho Springs until 3 miles out  
Off I-70...no additional scenic byway signs in town  
Did not see directional signs to Historic District on Colorado Boulevard

1. Idaho Springs Visitor Center/Heritage Center
  - Sign on I-70 for visitor center/museum
  - No Scenic Byway sign
  - Recommend adding distance sign from exit to center or arrow signs
  - Easy to find – great resource
2. Idaho Springs Downtown Historic District
  - Easy to find from visitor center
3. Underhill Museum
  - Hard to find – sign pretty small (didn't notice name on building)
  - Across from Tommy Knockers
  - Only open on weekends
4. Carnegie Library
  - Easy to find but not signed Carnegie
5. Central Hose House
  - Next to library but not the same name as on this list
6. Narrow Gauge Train
  - East to find
7. Water Wheel
  - Easy to find - next to the train
8. Tommy Knockers Brewery
  - Found in historic district
9. Oh My God Road
  - Confusion because it's also called Virginia Canyon Road
  - No signs directing to Central City
10. Clear Creek Ranger District Visitor Center
  - Easy to find but closed
  - Bathrooms were open
11. Jackson Monument
  - Unable to find – looked on iMaps but were directed to location near Vail
12. Idaho Springs Cemetery
  - Easy to find off SH 103
13. Chicago Forks Picnic Ground (Upper and Lower)
  - Easy to find off SH 103
14. Ponder Point Picnic Area
  - Easy to find off SH 103
15. Echo Lake Lodge
  - Easy to find off SH 103

16. Echo Lake Campground/Park
  - Easy to find off SH 103
17. Devils Canyon Trail Head
  - Saw on map – did not have time to go to it
18. Juniper Pass Picnic Ground
  - Saw on map – did not have time to go to it
19. Dos Chappell Nature Center/Mt Goliath
  - Easy to find off SH 5
  - Signage saying “Leaving Fee Area” confusing – unsure what that means
  - Clarified on way back down through Fee Station
20. M. Walter Pesman Trailhead
  - Found pullout on way back down
  - No signs on SH 5 from either direction
21. Summit Lake Park
  - Easy to find off SH 5
22. Chicago Lakes Overlook
  - Located in Summit Lake Park
23. Crest House
  - Too much snow to make it to the top
24. Alpine Restaurant & Bar, Georgetown

## **Observer #2**

1. Idaho Springs Visitor Center
  - GPS on car is hard to work
  - No reinforcement sign as traveling down Miner Street to get to welcome center/museum
  - Great children’s books to buy (local artists, local stories, placed based information)
  - Once you are in town, no Scenic Byway sign to head up
2. Assumed downtown district
  - Front-seater (Deb) stated that the town and store fronts looked good
3. Underhill Museum
  - Passed then circled around, sign stated closed and tourists are not sure of the significance of this place
4. Carnegie Library
  - States Idaho Springs Library and name is on the side street instead of the main street
5. Central Hose House
  - Front seaters asked if this is the fire station.
6. Narrow Gauge Train
  - Adequate parking
7. Water Wheel Park
  - Short walk, paved (ADA), plenty of room for something to do while there (great interpretive sign looking back at town, Scenic Byway overview, picnic or benches? Debbie said they needed volunteers to pick up the trash along the fence and walkway.

8. Tommy Knockers Brewery
  - Grant knew location
9. Oh My God Road
  - Locals know, but no road signs, Virginia Canyon Rd, and just Canyon Road on Walking Map
10. Clear Creek Ranger District Visitor Center
  - Center closed, Interpretive Signs Outside stated byway by miles (should use time), Bathrooms Open
11. Jackson Monument
  - Apple App provided map to Vail – White River, Not found
12. Idaho Springs Cemetery
  - Bicyclists on Road, Up ahead was a Share the Road Sign, (Is there Bike Friendly Businesses and Facilities along the byway?)
13. Chicago Forks Picnic Ground
  - This is a great kid place to throw rock in creek and picnic for first timers – Could have some improvements for pull-through, restrooms where hard to spot and no restroom sign on road
14. Ponder Point Picnic Area
  - Missed
15. Echo Lake Lodge
  - Looked at it, did not get out because of wind chill
  - No scenic byway sign to turn up Mount Evans or continue to Bergen Park.
16. Echo Lake Campground/Park
  - Stopped by this on a previous trip and had lunch before heading up the hill.
17. Devils canyon Trail Head
  - Found on Map but didn't go
18. Juniper Pass Picnic Ground
  - Found on Map but didn't go
19. Dos Chappell Nature Center/ Mt Goliath
  - Front seaters wondered what leaving Mt Goliath Fee was? Mt Goliath had a trailhead on the turnout past the Nature Center. Did not cross over going up. No signs where to park or advance notice of pullout.
20. M. Walter Pesman Trailhead
  - Saw the term on an interpretive sign at the Mt Goliath pullout.
21. Summit Lake Park
  - Turned around in snow drifts
22. Chicago Lakes Overlook
  - There was signage at the parking lot for Chicago Lakes
23. Crest House
  - N/A

## Notes from the Debrief Session:

### Front Seat:

- Could not find map of the byway but did find local town sites
- Followed signs off the highway up to Echo Lake and the road to the summit
- Ranger District office was not open but restrooms were and information found outside
- Could not find Jackson Monument – Googled site and found a website that identified it as a site in Vail
- Tear-off map from Visitor Center showed correct roads but had icons for picnic grounds and those sites were not named so it was hard to figure out which was which.
- Picked up a USFS guidebook at the Gate House to the Summit
- Most everything on the mountain was well signed although there were different names on some sites (M. Walter Pesman trail vs. Upper Mt. Goliath)
- In Idaho Springs – Carnegie Library is not called that – it is the Idaho Springs Library
- Hose House also has a different name on the building
- Had trouble finding the Underhill Museum – didn't notice the name written across the top of the building and the small museum sign hanging out front didn't say Underhill
- Walking Tour – picked up tear off map from Visitor Center which had numbered sites
- Visitor Center staff very helpful – signage needs to be improved
- Map did not highlight parking
- Scenic byway signs are needed at the east end of town – need to clarify where the route starts and how it goes through town in both directions
- Water wheel was easy to find – great public space with nothing there – nothing to connect the visitor to its meaning; how to tie this site into the rest of downtown – CDOT right-of-way and they won't allow them to do anything at the site – would make a great picnic area
- There is a trail by the water wheel that goes to the Ranger Station but there is no signage
- “Oh My God Road” was not located until they found a local resident who told them where it was – not called that on any maps or signs – multiple names: Virginia Canyon, Canyon, Oh My God
- Map on brochure is hard to read – distorted and not very useful
- Found the cemetery was interesting - tour is available with self-guided map; would be good to have brochures out at the cemetery in a waterproof box
- Didn't feel there was much to see or do between Idaho Springs and Echo Lake – no interpretation, not much that ties the road to the town
- USFS Picnic Ground signage is right in the picnic area and there are no advance warning signs
- Upper Chicago Picnic area is not well signed – has interesting historic sites...CCC construction, Auto Tour, Stone cabins
- No signage coming down the road towards Idaho Springs
- Echo Lake Lodge has great signage
- Need to have better clarification of fee structure – it was confusing as to when to pay - would be good to have that information on the tear off map
- Should be marketed as a great day trip for tourists in Denver – but need to make them aware of mountain driving conditions
- Time gauge on the maps instead of mileage would be more helpful – not a half day trip – get a more positive experience if marketed as a full day trip

**Back Seat:**

- Found most things without too much trouble
- Some sign confusion
- More wayfinding signs needed – more advance warning signs especially
- Stopped at the Idaho Springs Visitor Center – impressed with the knowledge of the staff; with the variety of items available including local books, local artists, local themes, snacks, etc.
- Most important to use the visitor center as a gateway to byway
- Getting back on the highway from town – Mt. Evans signs not byway signs
- Bicyclists on road – noticed the Share the Road signs
- Chicago Creek picnic areas are great family places; would be a good place to provide an introduction to the byway without going too high (for the flat landers)
- No byway sign going up the road after Echo Lake
- M. Walter Pesman trail/Upper Goliath parking was confusing
- Idaho Springs needs to emphasize the byway signs

**General Comments/Wrap Up – One Critical Thought:**

- Scenic Byways are an economic driver to the county
- 50,000 – 60,000 visitors at the Idaho Springs Visitor Center a year
- Signage is important to both byways
- Get people up on byways and out of town to create a full experience and encourage overnight stays
- Consider what would bring people back to visit – develop different stories to attract people into coming back over and over
- We want tourists who get out of their car and not just drivers – don't want too many signs
- Need Visitor Center trainings for staff
- Signage and cutting edge apps needed
- Build regional connections to other byways – Guanella Pass, Lariat Loop, South Park Heritage Area – to connect a loop and demonstrate that they are not lost, avoid hesitation of should I or should I not drive this route?
- Consistency between printed materials, apps, websites, road signs – need to tighten the system
- Huge economic impact – give people more opportunities to stop
- Counties lack web based apps for younger visitors
- Walking tour book is not best guide for drivers
- Provide a supply of Dramamine
- Cell phone service can be spotty
- Market concept of “spend the night in a mountain town”; encourage people to get out of their car
- Improve services at USFS Visitor Center
- The mountain does not need more weekend travelers – encourage mid week visitors
- Get a visitor's perspective – put ourselves in the visitor's shoes! Don't put our rules on visitors
- No interstate signage for the byway at Exit 241A; WB-I70
- Signage at Exit 241A for Museum and Visitor Center but no byway sign or other directional sign once off the interstate and on the Frontage Road and Colorado Boulevard

- Mt. Evans Byway signage is located on WB/EB I-70 before and at Exit 240. No directional signage at the top of the ramp. There are signs to Mt. Evans, USFS Visitor Information and a Watchable Wildlife sign.
- No byway signage into downtown Idaho Springs
- Only byway signage is located on SH 103 past the USFS Visitor Center
- Idaho Springs Visitor Center/Museum – good orientation; byway needs to start here
- Because there are no byway signs directing visitor to the Visitor Center/Museum at Exit 241A, it feels like you have to know it is there – doubling back to find information.
- One Idaho Springs directional panel that shows direction to the visitor center at Exit 240 ramp but no reassurance through Miner Ave. It’s easy to drive right by the center.
- Four panel kiosk outside the museum plus mural map of byway and Clear Creek County map that shows both byways; does not show the extension of byway to Bergen Park
- Mining exhibit outside is incomplete
- “Oh My God Road” mural on side of building near road – only indication of this local name
- All other signage directs traveler to Virginia Canyon Road – mileage sign to Central City
- Train/Water Wheel – directional signs are illustrations, not words. Good parking – have to walk to the water wheel under the Interstate.



Joint Guanella Pass and Mount Evans Wayfinding Assessment Teams