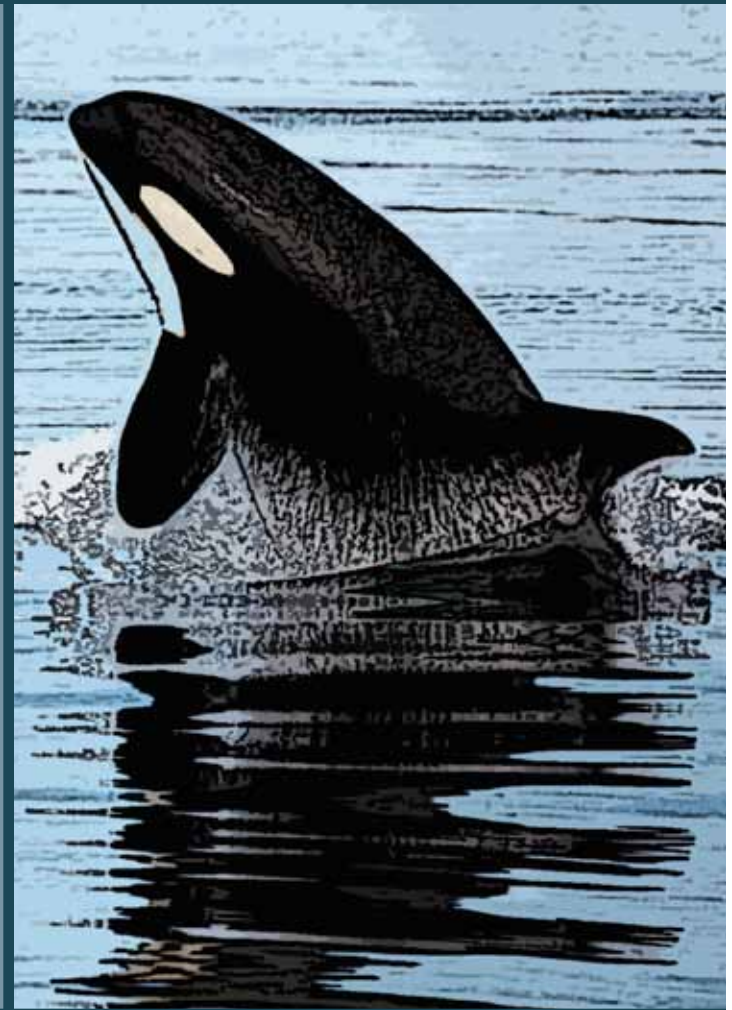


# THE VISION FOR THE SAN JUAN ISLANDS SCENIC BYWAY

# 2





Judd Cove, Orcas Island, Courtesy of Kurt Thorson ([kurtthorson.com](http://kurtthorson.com)) and San Juan County Land Bank



## ***A strong vision and mission...***

supported by specific values and goals will guide future planning, management, and implementation efforts for the San Juan Islands Scenic Byway. This section presents the vision, mission, values, and goals that set the foundation for the corridor management plan.

## **Vision**

A vision statement provides direction and inspiration. For example, the vision of America's Byways® (the National Scenic Byways Program) is "to create a distinctive collection of American roads, their stories, and treasured places."

The San Juan Islands Scenic Byway Partnership committee members worked collaboratively to develop this vision for the byway, based on input from the public and byway communities.

## **Vision for the San Juan Islands Scenic Byway**

*The San Juan Islands Scenic Byway will provide access to a unique marine and island environment. Byway-supported actions will protect sensitive resources, promote ecologically-sustainable tourism, and preserve the culture and quality of life in the islands. Here, visitors will encounter a place like no other, where they can learn about stewardship while building lasting memories from their extraordinary experiences.*

## Mission

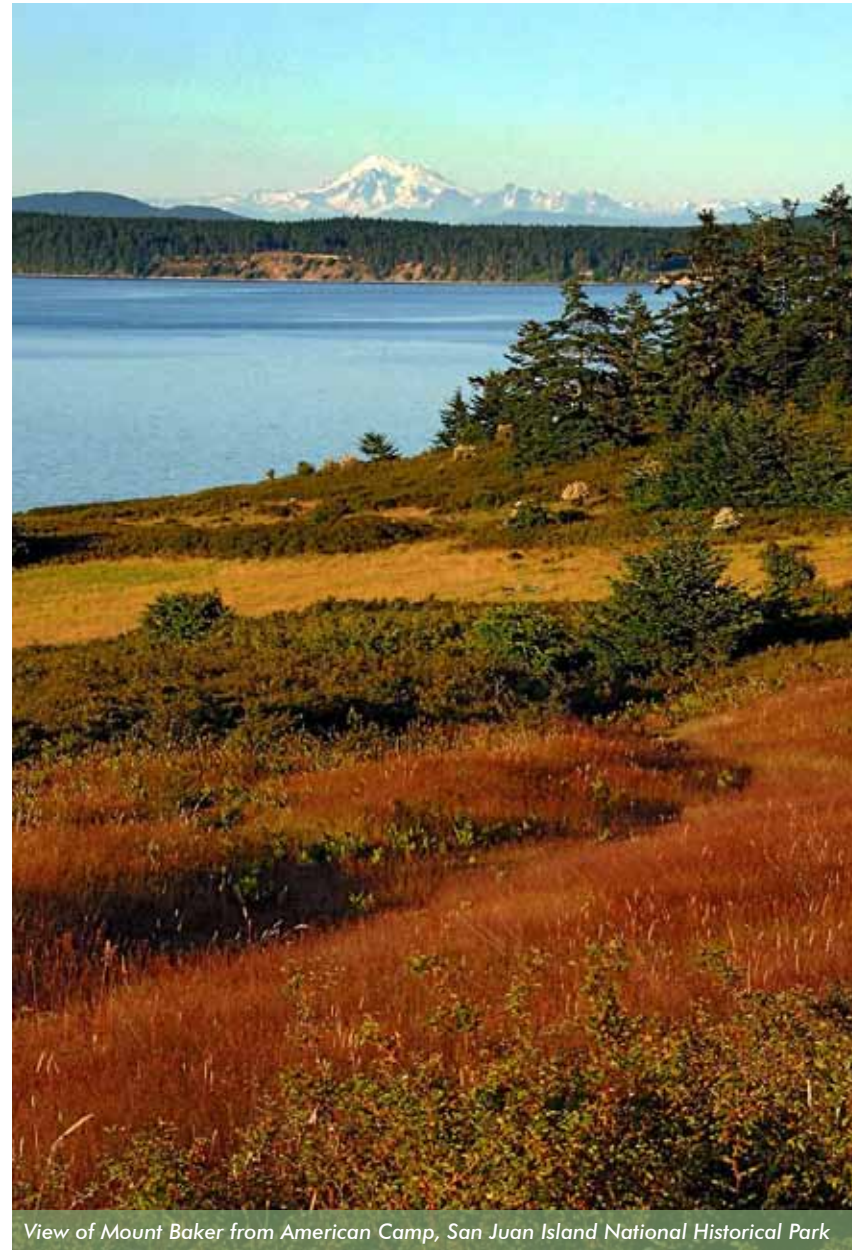
The vision statement on the previous page is the “what” – what the byway organization, byway communities, and public desire for the San Juan Islands Scenic Byway. The following mission statement is the “how” – how the byway organization, partners, and supporters will work to achieve the vision.

### ***San Juan Islands Scenic Byway Mission Statement:***

Through programs, projects, and initiatives, we will foster a strong sense of stewardship and pride in the byway and work collaboratively to protect unique and sensitive resources, preserve the local quality of life, and enhance facilities and opportunities for visitors so that the San Juan Islands experience of today can continue to be the experience of future generations.

***Developing a “vision” is about defining  
the byway’s dreams for the future.***

***A “mission” is about making those  
dreams come true.***



View of Mount Baker from American Camp, San Juan Island National Historical Park

## Values and Goals

Values and goals that support the vision and mission for the byway are presented below. These values and goals provide a basis for the objectives in Section 11, the Action Plan, which lists the proposed actions of this plan. Values and goals are ambitious, broad statements of desired conditions. Objectives (tangible, measurable outcomes) are more specific action statements that address how values will be realized and goals will be achieved. Objectives are the actions (see Section 11), including proposed programs and projects that the byway organization, partners, and supporters will work to implement in order to achieve the values and goals.

### VALUE:

#### ***Protecting and Preserving Natural and Cultural Resources and the Local Quality of Life***

### GOALS:

- Broaden awareness of the need for conservation, protection, and stewardship of sensitive and unique byway resources and intrinsic qualities (scenic, natural, archaeological, historical, cultural, and recreational).
- Promote actions (programs and projects) that preserve and protect:
  - Natural resources of the marine, wetland, shoreline, upland, and forest environments;
  - Endangered, threatened, and sensitive wildlife;
  - Unique vegetation and habitats;
  - Agricultural resources; and

- Historic buildings, objects, and sites, as well as cultural traditions, settings and resources of human interaction with the land and sea going back thousands of years.
- Enhance views and vistas (scenic resources) along the byway and the character of the corridor overall.
- Develop new byway facilities, recreational features, wayfinding signage, interpretive improvements, and other elements along the byway that do not detract from but rather enhance the scenic qualities, views, and vistas along the byway experience.
- Integrate and support local planning goals and objectives relevant to the byway.
- Ensure that byway projects and programs respect local interests and retain and enhance the quality of life and local culture of the islands.

### VALUE:

#### ***Managing Tourism and Inspiring Stewardship***

### GOALS:

- Promote and manage tourism in ways that minimize impacts to residents' daily routines, cultural traditions, favorite locales, and island lifestyles, in addition to minimizing impacts to sensitive resources.
- Promote year-round experiences to byway visitors in order to spread visitation out and expand economic benefits across all seasons.
- Provide stewardship and educational information to byway visitors in multiple ways that convey key messages related to the sustainable, green tourism, and "voluntourism" practices expected on the islands.





Orcas Village, Orcas Island





"Circle of Life", by Shirley Erickson, steel and fused glass, San Juan Islands Museum of Art & Sculpture Park

- Coordinate with other regional tourism interests and hubs to emphasize the green tourism practices desired for the San Juan Islands (e.g. Sidney in British Columbia, Anacortes, Cascade Loop, and other tourism hubs).
- Lead by example: residents of the islands should be encouraged to practice and show the sustainable actions expected of visitors.

#### VALUE:

### ***Enhancing Visitor Experiences and Creating Lasting Memories***

#### GOALS:

- Expand educational and interpretive opportunities for residents and visitors through wayside exhibits, historical markers, and other programs and projects.
- Enhance the character of visitor portals, activity hubs, and communities along the byway (Anacortes, Friday Harbor, Roche Harbor, Orcas Village, Eastsound, Deer Harbor, Olga, and others) to enhance visitor experience.
- Enhance the presence of the byway by strengthening its character, brand identity, and wayshowing functions along all three segments – Salish Sea, Orcas Island, and San Juan Island; implementation of design guidelines for the byway will help to facilitate this goal.
- Disseminate byway information to visitors in gateway/portal communities, hub communities, and at other recognizable locations.
- Enhance visitors' traveling experiences (convenience, wayfinding, comfort, safety, etc.) by providing additional

pull-off areas, scenic overlooks, interpretive waysides, information hubs, restrooms/rest areas, recreation improvements, and other services and amenities suitable to the scale and context of the islands. (Also see multi-modal transportation goals, below).

#### VALUE:

### ***Expanding Multi-modal Transportation Options to Reduce Environmental Impacts, Enhance Community Livability, and Improve Visitor Access***

#### GOALS:

- Expand and enhance opportunities for multi-modal travel along the byway (bicycle and pedestrian facilities such as trails, paths, sidewalks, bike lanes, sharrows, etc., transit/shuttle service, pull-offs and turning lanes for safety, and crosswalks).
- As transportation options expand, encourage visitors to come to the islands without their automobiles, and along with this, continue to support local businesses that rent bicycles, scoot cars and other smaller vehicles, mopeds and scooters, and other vehicles for visitor use.





Historic Roche Harbor Resort on San Juan Island



- Emphasize transit and touring programs as a means for reducing traffic congestion and impacts on resources.
- Maintain and enhance ways to offer residents and visitors access to nature, while also preserving and protecting sensitive resources.
- Enhance transportation safety and mobility while also ensuring that improvements to county roads do not detract from the scenic quality of the byway and visitors' experiences.

**VALUE:*****Strengthening the Byway's Identity and Promoting its Value as a Tourism Destination*****GOALS:**

- Build a cohesive "brand identity" for the byway, creating a distinctive character of signing, logos, gateways, and other features along the byway.
- Connect the San Juan Islands Scenic Byway experience to other nearby experiences such as the Whidbey Scenic Isle Way, Cascade Loop, and Olympic Peninsula/Coastal Corridor.
- Develop byway-specific promotional materials (walking, bicycling and driving tours, brochures, website content, videos, social media, new marketing technology, and others).
- Identify the byway on various regional, state, and national touring maps (such as Americas Byways® publications and the Audobon Birding Trail Guide), leading to more tourism opportunities.
- Increase business, tax revenue, and jobs by enhancing marketing and tourism promotion in locations (towns, villages, and sites) that can adequately support increased visitation.
- Coordinate with and support events, festivals, and celebrations held annually throughout the islands.

**VALUE:*****Providing Effective, Ongoing Management and Organizational Support to the Byway*****GOALS:**

- Strengthen community and agency partnerships through collaborative programs and projects.
- Ensure that the corridor management plan is consistent with applicable local, state, and federal regulations as well as local community visions, plans, initiatives and programs.
- Increase cooperative relationships between communities and residents along the byway.
- Sustain an active and engaged byway committee over the long-term.
- Leverage funding and resources through collaborative planning and partnerships.
- Provide formal opportunities for public participation in ongoing plan implementation and foster public interest as well as a "sense of ownership" in the health and welfare of the byway and its potential to provide broad-reaching community benefits.
- Ensure compliance with byway design guidelines (Section 9) to ensure that the visible roadside elements maintain and enhance the byway's unique character, are of lasting quality, are unobtrusive, and blend in with the natural environment.