



Eastern Sierra Corridor Enhancement Program

US 395 & SR 14 Corridors in Kern, Inyo, and Mono Counties

February 4, 2010

Prepared For:
Kern Council of Governments
Inyo County Local Transportation Commission
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CHAPTER ONE: CORRIDOR MANAGEMENT

THE CORRIDOR

This plan establishes the vision for aesthetic enhancements for the Eastern Sierra Corridor (Corridor). The vision synthesizes historic, current, and future conditions into a comprehensive guide to improve the visual appearance of US Highway 395 (US 395) and State Route 14 (SR 14) through communities, rural landscapes, and scenic environments. The Enhancement Plan describes the vision, not the promise, for highway enhancements and serves as a planning tool to promote short- and long-term context sensitive goals for communities along the corridor. Implementation of the vision will be achieved through the combined efforts of local governments, private citizens, civic groups, and the business community.

As shown in Figure 1 on the following page, the Eastern Sierra Corridor Enhancement Plan (Enhancement Plan) addresses US 395 and SR 14 in Kern, Inyo, and Mono Counties. The Corridor includes US 395 from Johannesburg to the Nevada state line at Topaz Lake and SR 14 from Rosamond to the US 395 interchange at Inyokern.

District 9 of the California Department of Transportation (Caltrans) serves the majority of the Corridor, but the Corridor's boundaries include more than just the rights-of-way along the highways. It refers to the total area which impacts the visual impression of the highway. First, this includes elements associated with the road itself – e.g. bridges, slopes, drainage swales. Second, it incorporates built features which serve the highway – e.g. rest areas and viewpoints. Third, it includes the adjacent streetscapes, land uses, and development serving the highway as it travels through towns. Fourth, it addresses the highway's viewsheds – what can be seen by motorists along the routes.

The plan is a useful management tool for designing highway projects because it provides recommendations for improvements and descriptions of the intended result. This information can be coordinated with other planning efforts, but it does not dictate the development of other plans. Additionally, it does not supersede local jurisdiction's land use authority. Overall, the vision and intent of the Enhancement Plan should be considered as the guide throughout future individual design processes.

The Enhancement Plan is a public/private partnership initiative. Local communities, the public, other permitting agencies, and the private sector are encouraged to be involved in planning, design, construction, and maintenance of transportation projects to express the unique heritage, culture, and environment of the Corridor.

The Enhancement Plan is a method for maintaining, improving, and unifying the aesthetic qualities of the Corridor, particularly in relation to adjacent communities. As current and future projects move forward, towns, agencies, and organizations can use the Enhancement Plan as a starting point for finding context-sensitive solutions. Aesthetic treatments may be funded from a variety of sources. Fostering partnerships is encouraged and a list of potential funding sources and implementation strategies is provided.

As a whole, the Corridor is one of the most visually stunning settings in California. The Enhancement Plan identifies major design themes, opportunities, goals, and objectives to be used in landscape and aesthetic treatments and to provide corridor connectivity and regional distinctiveness. It also describes individual communities and opportunities for addressing aesthetics at a local level.



Walker River

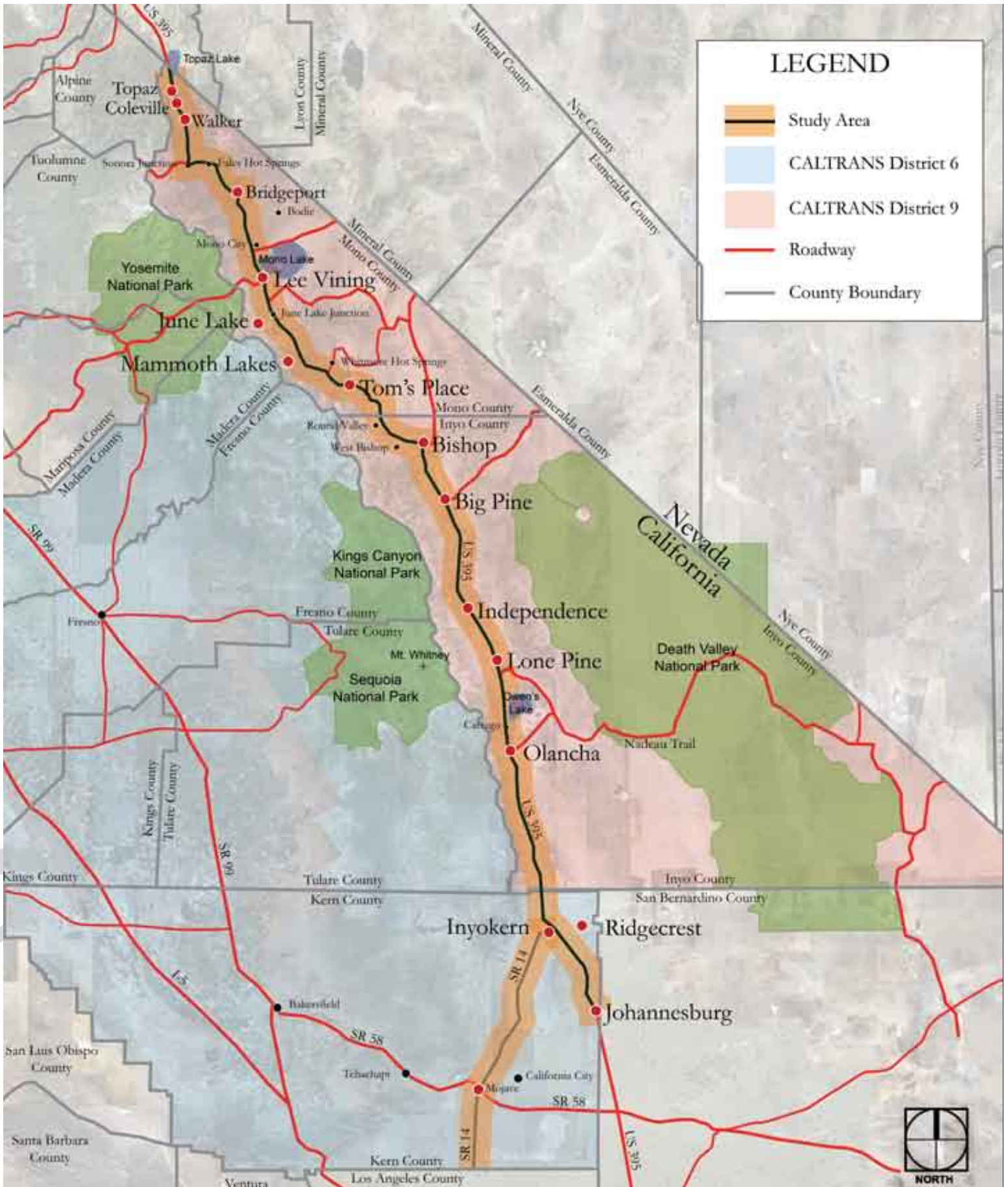


Figure 1 - Project Study Area

THE OPPORTUNITY – WHY A PLAN IS NEEDED

As the primary route through the Eastern Sierra, US 395 and SR 14 connect Los Angeles and Reno and provide access to numerous tourist destinations along the Eastern Sierra. The area today is heavily dependent on tourism, making the highway’s function and appearance incredibly important to the economic vitality and growth of the region.

The area’s scenic quality gives traveler’s a desire to return to the Corridor either to visit or to have a more scenic drive between northern and southern California. Highway aesthetics and town character can improve a visitor’s impression of a community and increase the likelihood for stopping. Therefore, the Corridor provides not only a transportation function, but a community-building function as it serves as the Main Street for many communities. Both needs must be recognized and accommodated.

A majority of corridor visitors come from within California and secondarily from Nevada. As other California destinations become more well-known and provide visitor services, the need for a unified Corridor becomes increasingly important. Travelers may be familiar with some of the more highly visited destinations such as Mammoth, Yosemite, and Mount Whitney, but few are aware of the many other destinations and treasures of the region. Working together to create a coordinated, corridor-wide approach creates a regional identity which strengthens the area’s ability to promote itself and show the diversity of available opportunities.

Highway 395 and SR 14 carry an ever-increasing number of freight trucks. The routes connect Los Angeles and Reno and connect to US 6 to serve other parts of the western US. The development of the Tahoe Reno Industrial Center may potentially add to these impacts. Truck traffic impacts one’s overall enjoyment of a town Main Street by increasing noise and decreasing air quality and the sense of safety. Roads bear the burden of the weight of more and more trucks, but limited funding is available due to the area’s small population numbers. In a region dependent on tourism and with limited funding for highway maintenance, these impacts can be damaging to the area’s economy if visitors have a bad experience. Adequate services need to be made available to allow for highway safety. A separate study should be conducted that focuses on identifying and addressing the impacts of truck traffic on communities. The report should provide a forecast of future truck traffic and recommendations for addressing the impacts that are in line with the community goals and objectives.

COMPLETE STREETS

In October 2008, Caltrans’s Director issued a Deputy Directive regarding the need to develop Complete Streets for the State highway system. This executive order shows that at the highest levels, the department is increasingly more understanding of the need for transportation facilities to help create walkable communities and allow for safe mobility for all users, including motorists, bicyclists, pedestrians, and transit riders. This view is intended to be implemented with their complete streets policy and should be reinforced at local levels. As stated in the Caltrans introductory guide to implementing complete streets, “Complete streets play an important role in livable communities, encouraging walking and bicycling for health, and providing a safe walking and bicycling environment is an essential part of improving public transportation.” Additionally, their web site states that economically, complete streets can help revitalize communities.

Caltrans has the primary responsibility for US 395 through the Corridor and the complete streets policy indicates their recognition of the need to work with counties, cities, and towns to create a transportation system that meets traffic and community needs. Although the program is still fairly new in its development, its principles should reflect the department’s desire to identify deficiencies and opportunities. The Enhancement Plan discusses some of these modifications and dovetails with the policies in order to establish communities where the highway helps be part of the place-making solution.



Devil's Postpile



Lone Pine

THE VISION

Kern Council of Governments (COG), Inyo County Local Transportation Commission (LTC), Mono County LTC, and Caltrans are committed to working together as the Eastern California Transportation Planning Partnership (ECTPP) to address regional issues and develop a coordinated approach to transportation planning. Additional members include San Bernardino Association of Governments and Southern California Association of Governments. They work together to ensure that vital tourism, public transportation, and freight movement interests are properly addressed for the Corridor. Local transportation issues are also addressed at a city level for incorporated cities such as Ridgecrest and Bishop.

The ECTPP recognizes the importance of aesthetics and scenic beauty for the region’s vitality, as evidenced by their commitment to creating a corridor enhancement program. The intent is to foster a highway corridor that is aesthetically pleasing, as well as safe and cost effective. Furthermore, the ECTPP recognizes that successful projects result when local communities, the public, other permitting agencies, and the private sector participate in the planning, design, construction, and maintenance of transportation projects.

A variety of public outreach and visioning workshops have been previously conducted along the Corridor. Therefore, the basis of this plan is founded on understanding the vision that was previously established for the region and verifying and updating that vision through public outreach efforts.

RESULTS OF PREVIOUS VISIONING EFFORTS

A number of regional and local studies were reviewed to glean the vision, values, and issues previously identified throughout the corridor. A complete list of the reports and their key points can be found in the Appendix. Overall, there are goals which apply to each of the three counties as well as a few specific desires that are more location specific.

Across the region, residents value their rural community character and family-oriented atmosphere. They desire a balance between maintaining the existing quality of life and allowing for some development and growth. This may take the appearance of a clearly defined edge between towns and open spaces, preserving scenic views and visual resources, and expanding tourism opportunities into the off-season. The wish is for a diverse, vibrant, and stable economy that recognizes the region’s agriculture base and does not rely solely on tourism.

The lack of private land makes it difficult for towns to grow or have commercial development. This issue is discussed in more detail on pages 9 and 10. County leaders are looking for opportunities to consider and evaluate land transfers which will be supported by the public. A separate land tenure study is evaluating this issue.

Residents have also requested methods to reduce travel speeds through communities. Locals recognize the importance of US 395 for their town and its economic health. That is why residents want to make the highway more inviting and their town a more attractive place to visit, walk, live, and work. This includes improving pedestrian facilities and keeping on-street parking. It is also one reason why there is a typical push-back against bypasses due to concerns that they would negatively impact the vitality of the downtown Main Streets. An exception is the City of Bishop where a separate truck route is more readily recognized as a step to help improve Main Street issues.



Working Landscape in Northern Mono County North of Bridgeport

RESULTS OF CORRIDOR PLANNING WORKSHOPS

Public involvement is critical to the success of any planning effort. The public participation process provided community members and stakeholders with a forum for verifying and adding detail to the Corridor vision, sharing knowledge of their communities, and identifying opportunities for enhancing Corridor aesthetics. Fostering a public dialogue engages communities and develops local support.

The public participation process ensured:

- Identification of issues and concerns;
- Discussion of community and Corridor strengths and improvement opportunities; and
- Release of full information about the Enhancement Plan through public meetings and the Enhancement Plan web site.

The public process involved a multi-layered approach to encourage participation. The following meetings were conducted:

- A stakeholder group composed of a broad range of agency, organization, and citizen representatives provided feedback and direction to the process;
- The public and stakeholders were engaged to identify issues, ask questions, and discuss opportunities at public meetings;
- A corridor planning web site was developed to keep the public informed about the process;
- Meeting announcements were placed in local newspapers, on radio stations, and distributed to stakeholders and clubs and organizations to encourage even greater participation;
- A series of workshops were held along the Corridor to reduce travel time and give residents multiple opportunities for involvement; and
- Meetings were held in Ridgecrest, Lone Pine, Bishop, Lee Vining, and Walker. Additional informational meetings were conducted in Mammoth and Bridgeport.

A complete summary of each individual workshop is provided in the Appendix. The regional vision previously established through other public processes was verified. Maintaining the area’s rural quality of life, providing opportunities for commercial growth in towns, and slowing traffic and enhancing the aesthetics of US 395 through communities are still highly valued and desired. In fact, there is a heightened sense of need to better understand land tenure issues and opportunities.

Attendees discussed opportunities for gateways, signage, and viewpoints. Locations for wildlife crossings and potential tourism enhancements were marked on a series of maps or captured on flip charts. Suggestions also included providing a bike route along US 395 and methods for promoting the corridor as a whole. Residents want to find ways to encourage travelers to stop and explore their town and area.



Lee Vining Public Workshop



Bishop Public Workshop



CHAPTER TWO: BACKGROUND INVENTORY

CORRIDOR HISTORY AND CULTURE

The Eastern Sierra offers a trove of historical and cultural stories from Native American lifestyles to miners, ranchers, trappers, and military influences. The region is remarkable not only for its naturally spectacular landscapes but also for its history of how human activities such as mining, water export, forestry, and recreation have helped shape how it is viewed today. Many of the Corridor’s historical monuments speak of these connections and highlight resources such as the Cottonwood Charcoal Kilns, Cerro Gordo Mines, and Bodie State Historic Park. There is a layer of Native American history, mining history, and ranching history that is then modified by the China Lake Naval Weapons Center in Ridgecrest, the water holding and land acquisition in the Owens River drainage and the Mono Basin, and the rise of tourism and its associated traffic over most of the Corridor.

Highway 395 and parts of SR 14 follow routes formerly used as American Indian trading routes. Later the corridors provided prospectors passage along the eastern foot of the Sierra Nevada during the California gold rush and Comstock Lode, and early stage-coach roads were built along the alignment to haul gold from the Cerro Gordo mines. In response, ranchers and farmers settled in the area and sold goods to the travelers. The mining history has remained strong in Red Mountain, Trona, and Johannesburg. Ranching and agriculture is seen in pockets along the Corridor and especially in the Bridgeport and Antelope Valleys.

Native Americans still help shape the corridor today through their culture, history, and community participation. Five reservations or colonies are located along US 395, including tribes around Lone Pine, Independence, Big Pine, Bishop, and Bridgeport. The Utu Utu Gwaitu Paiute Tribe is in the Benton area off the corridor. The Paiute Shoshone Indian Cultural Center in Bishop serves as a gentle reminder that Native Americans are a contemporary living culture and very much a part of the valley’s past, present, and future.

The Los Angeles aqueduct generally followed the alignment of Bullion Road – a route used to bring bullion to Los Angeles from the Inyo County mines. Rail lines constructed in the 1880’s brought economic development to the areas. Even in the early 1900’s, Southern Pacific Railroad promoted the area’s scenic value and offered special side trips to the region. Today, most of the rail has been abandoned or removed. The Southern Pacific Railroad that loosely follows the route of SR 14 through Mojave is still active. Visitors and travelers now use US 395 and SR 14 to access the area’s historical, cultural, natural, and recreational opportunities.

HISTORICAL AND CULTURAL RESOURCES

In addition to the historical context associated with the region’s towns, many other historical points of interest can be found along the corridor. A few of which include:

- Rand and Rosamond Mining Districts,
- Death Valley historic sites,
- Law’s Railroad Station,
- Mount Whitney Fish Hatchery,
- Winnedumah Hotel,
- Little Petroglyph or Renegade Canyon,
- Upside-Down House,
- Mono County Courthouse, and
- Manzanar National Historic Site,
- Los Angeles Aqueduct,
- Cottonwood Charcoal Kilns,
- Alabama Hills,
- mining camps,
- Cerro Gordo Mines,
- Bodie State Historic Park,
- Mono Mills.



Bodie State Historic Park



Cerro Gordo

CORRIDOR HISTORY



Manzanar National Historic Site



Native American Pow Wow in Ridgecrest



Mojave Air and Space Port

Chambers of Commerce and local and regional museums and visitor centers provide resources for additional sites of interest. A number of museums and visitor centers, such as those listed below provide opportunities to learn about the region and the area's historical context.

- Mono County Museum in Bridgeport
- Mono Basin Scenic Area Visitor Center in Lee Vining
- Bodie State Historic Park Museum and Visitor Center in Bodie
- Mono Basin Historical Museum Old Schoolhouse Museum in Lee Vining
- Mono Lake Committee Information Center in Lee Vining
- Mammoth Lakes Welcome Center in Mammoth Lakes
- Top of the Sierra Interpretive Center in Mammoth Lakes
- Mammoth Ski Museum in Mammoth Lakes
- Hayden Cabin/ Mammoth Museum in Mammoth Lakes
- Laws Railroad Museum and Historic Site north of Bishop
- Paiute Shoshone Cultural Center in Bishop
- Bristlecone Pine Forest Visitor Center east of Big Pine
- Eastern California Museum and Bookstore in Independence
- Manzanar National Historic Site south of Independence
- Beverley and Jim Rogers Museum of Lone Pine Film History in Lone Pine
- Eastern Sierra Interagency Visitor Center in Lone Pine
- Naval Museum of Armament and Technology in Ridgecrest
- Maturango Museum in Ridgecrest
- Desert Museum in Randsburg
- Mojave Air and Space Port in Mojave

IMPLICATIONS TO THE CORRIDOR

Locating visitor centers close to or within a community area increases the likelihood of travelers spending time in the Eastern Sierra towns. Consideration should be given regarding partnerships with the County, Town, City, or Chambers to facilitate development of visitor centers or information areas within the community. Corridor promotion and management should recognize the historical and cultural resources along the Corridor which are critical to supporting a region's cultural identity.

The Corridor currently has a number of plaques and informational signs that describe the Corridor's history, landscape, and how humans have made use of the region's resources. The signage and kiosks associated with the Eastern Sierra Scenic Byway program was developed by the Coalition for Unified Recreation in the Eastern Sierra (CURES). The Roadside Heritage compact disc shares similar stories relating to humans and their interaction with the land.

These materials can be incorporated into the Corridor theme or branding strategy. Rather than recreating the wheel with completely new signage and travel information, the region can get more bang for their buck by capitalizing on the existing resources and folding them into the over-arching Corridor program. Consistent directional signs can be used to guide travelers to the plaques and kiosks, but if the existing signs are in good condition they should remain as-is.

Native American history should also be incorporated into the messages shared along the Corridor. Additionally, the reservations are the areas which probably have the greatest potential for development. This is due to the lack of privately-owned land in the region. Reservations can provide commercial development and use design elements to share their history and culture.

LAND OWNERSHIP

The corridor’s land use patterns and potential growth opportunities are largely influenced by land ownership, topography, and airspace zones. Typically development is concentrated in small towns along the valley floor with ranching and agricultural lands surrounding the communities. Mining, grazing, and timber harvesting occur in the mountains along with a wide range of recreation uses. Access to recreation sites is currently being evaluated in a Mono County study.

Population centers are within incorporated towns such as California City, Ridgecrest, Bishop, and Mammoth Lakes. The region is isolated which allows it to maintain its rural character, but limits growth opportunities. Overall, the region’s population estimates remain relatively low and some have decreased over the years. For 2009, Mono County’s estimated population is 13,504 and Inyo County’s is 18,049. Within Kern County, Ridgecrest’s population is 28,353 and California City’s is 14,828. (Population Estimates for Cities, Counties and State, 2001-2009, state demographer). Population growth estimates tend to be inaccurate, however, as they tend to not account for the lack of private land.

The biggest constraint for development is the lack of private land. Approximately 92% of Mono County and almost 98% of Inyo County is publicly owned. Within Mono County federal ownership makes up 85% of the land area, while state ownership comprises 4%, and the City of Los Angeles owns 3%. Ownership in Inyo County includes 92% federal ownership, 2% state ownership, and 4% City of Los Angeles ownership (see Figure 2). More private land is available in the western portion of Kern County. However, the Naval Air Weapons Station China Lake in Ridgecrest has large land holdings as well as associated airspace restrictions that affect potential growth. The Inyo and Humboldt-Toiyabe National Forests (USFS) and Bureau of Land Management (BLM) are the area’s major federal land administrators; managing over 2 million acres. The Los Angeles Department of Water and Power (LADWP) owns 310,000 acres.

Figure 2 Land Ownership

	Federal Ownership	State Ownership	City of Los Angeles Ownership	Private Ownership
Mono County	85%	4%	3%	8%
Inyo County	92%	2%	4%	2%



Inyo County Landscape



Pines Cafe in Independence

Difficulties are most keenly felt in and around community areas where there is a limited amount of private parcels available for development because of LADWP and public land holdings. Inyo County is concerned about constraining what little undeveloped private land there is in the County. The majority of which is in the southeast part near the Nevada border. The current General Plan calls for concentrating growth within and contiguous to existing communities and expanding infrastructure to accommodate growth. This policy is challenging given the existing ownership pattern.

The lack of available private land was a concern expressed strongly at the public workshops. It has also led to decaying local infrastructure as there are few infill opportunities. Owners are hesitant to re-invest because of the growth limitations. This can leave empty and blighted buildings that create a sense of neglect, or the buildings are torn down, leaving empty lots which gives the impression of decline.

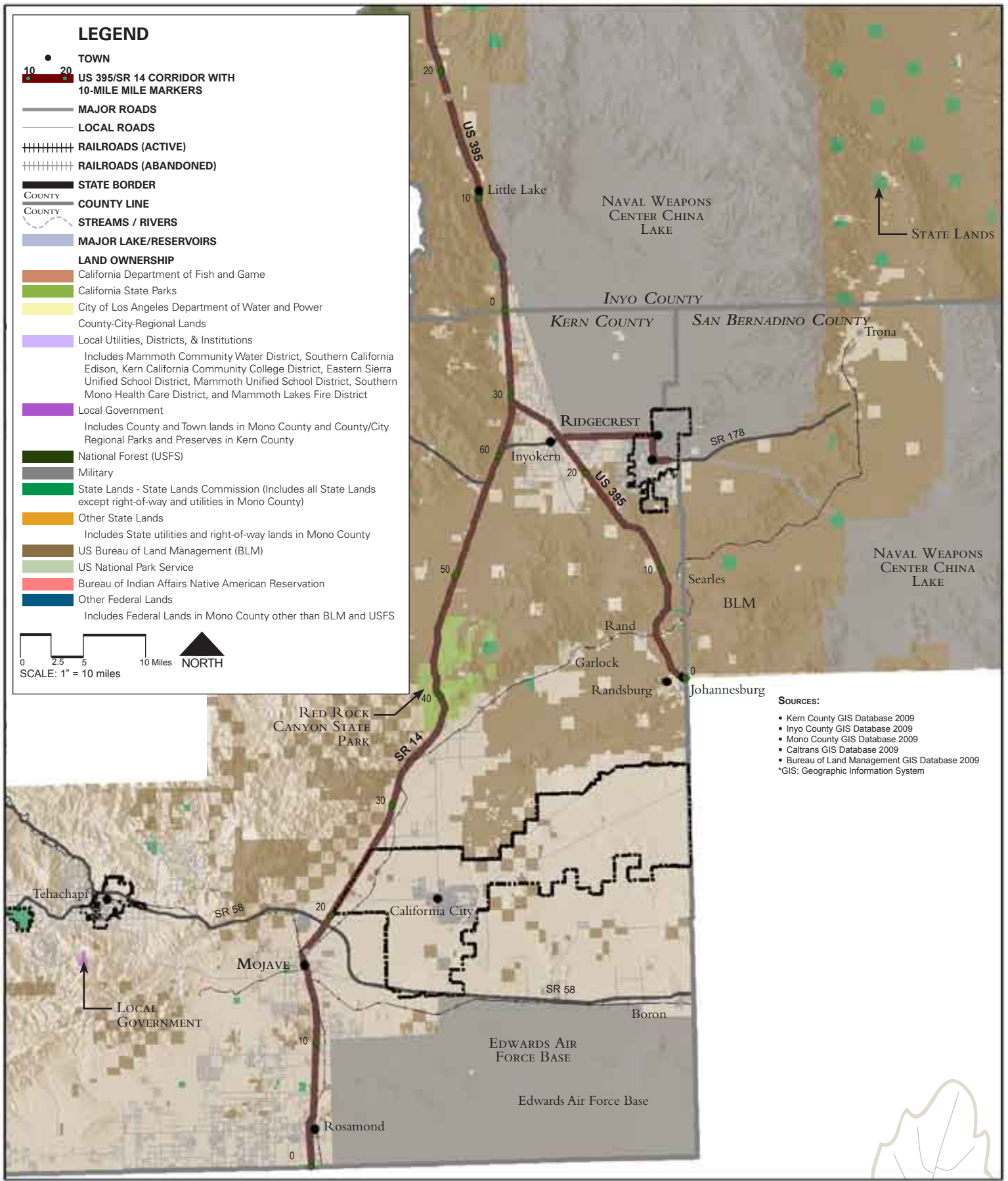
IMPLICATIONS TO THE CORRIDOR

Existing land use patterns could be affected by USFS and BLM policies through land exchanges, by future proposals for land banking or land conservation, by potential new town developments, and by policies concerning agricultural preservation and community expansion. Inyo and Mono counties are working with the Sierra Business Council and Sierra Nevada Conservancy to address potential solutions to the region’s land tenure issues. The outcomes of the study will give greater direction to how land exchanges and other land tenure scenarios may benefit the local communities and existing land holders. Stakeholders include federal, state, and LADWP land holders along with designated community members and county and local representatives.

The study will help determine future community growth areas and patterns which should be considered when designing aesthetic enhancements. For example, gateway locations should respond to where future growth might occur in order to be properly located, and scenic overlooks might be sited according to where the open vista is preserved.

Overall, the limited availability of private land constrains the growth potential for permanent residents, but it also provides the foundation for the County’s tourist-based economy. Scenic viewsheds, recreation areas, and working landscapes are more easily preserved when they are publicly-owned. Land exchanges could focus on swapping parcels of publicly-owned land in community areas for more sensitive lands with limited development potential. This would allow for improved aesthetics in communities as development and reinvestment would concentrate on improving Main Street character. It also improves opportunities for resource management of more sensitive lands and may allow recreation or access opportunities on newly acquired public lands.





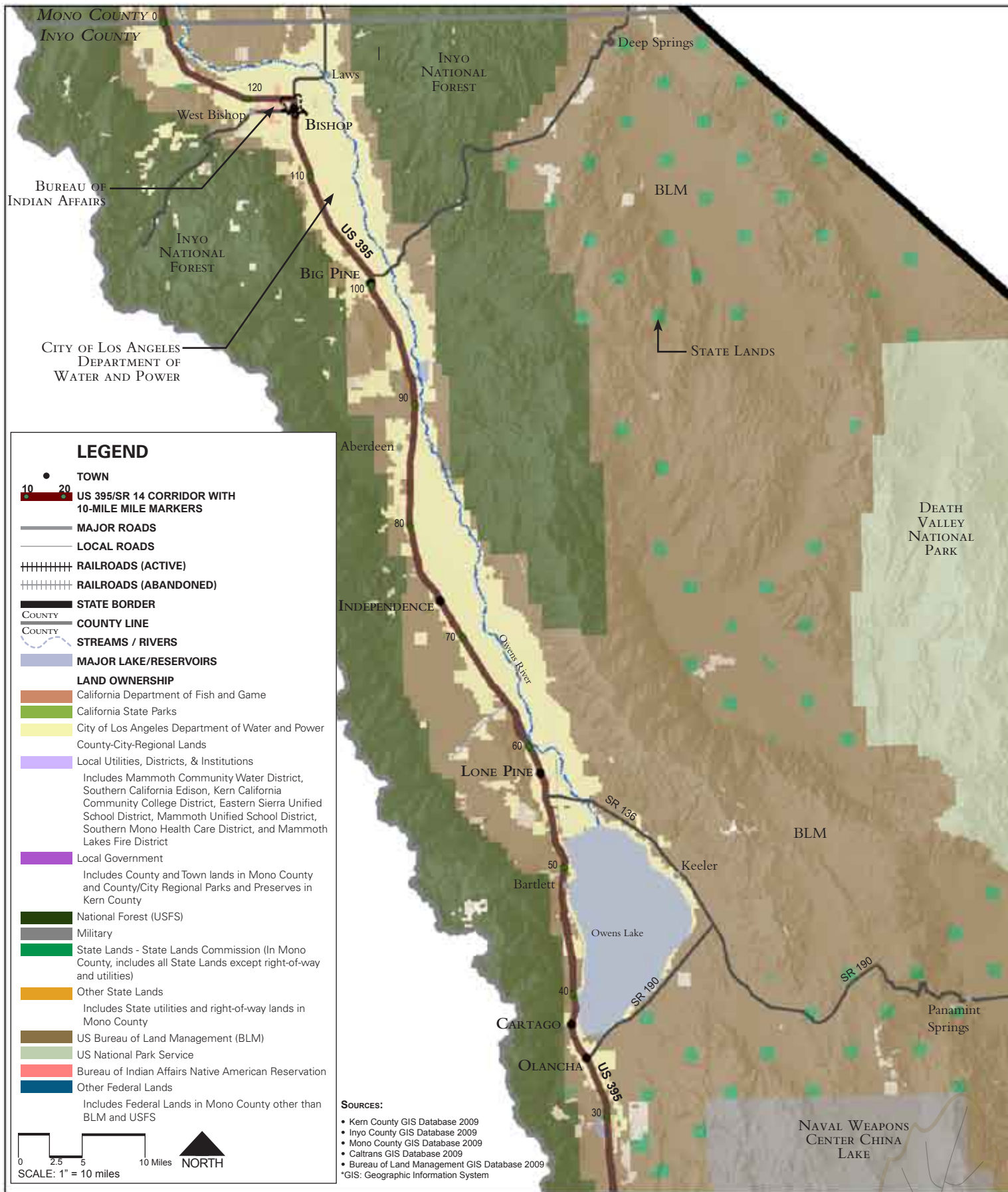
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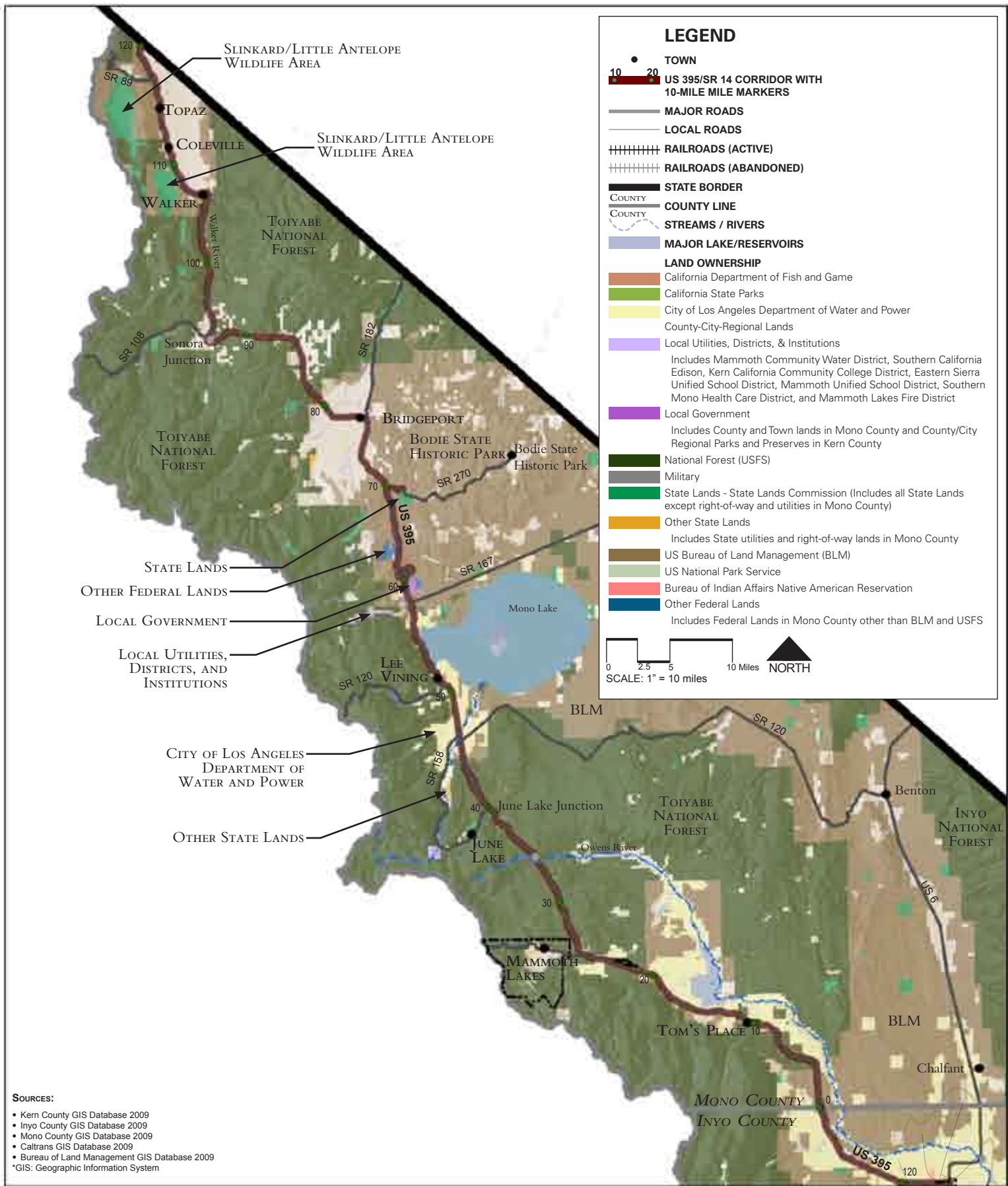
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Ownership**

February 4, 2010



Eastern Sierra Corridor Enhancement Plan
 Kern, Inyo, and Mono Counties, California

Design Team:
 Design Workshop
 LSC Transportation Consultants
 Sierra Business Council

Dynamic Competence
 CURES

Mono County
Ownership

February 4, 2010

ENVIRONMENTAL RESOURCES

The Eastern Sierra region is a vast and rugged mountainous area extending some 380 miles along California’s eastern side and largely contiguous with Nevada. Named for the Sierra Nevada mountain range it borders, the region includes magnificent forests, lakes, and rivers that generate much of the state’s water supply. It features three national forests, four national parks – Yosemite, Kings Canyon, Sequoia, and Death Valley – numerous state parks, Devils Postpile, historical sites, wilderness, special recreation and scenic areas, and mountain peaks that beckon climbers, including 14,495-foot Mt. Whitney. It neighbors many other environmental resources and recreational destinations.

Geology

Residents and visitors of the Eastern Sierra region recognize the incredible vistas and visual resources the land holds. The landscape holds a trove of spectacular landforms shaped and molded by geologic and volcanic forces. Jagged mountains, hot springs, cinder cones, lava flows, and other geologic formations endow the corridor with richness and diversity. The region contains so many resources several college geology classes use the corridor as a resource and field-trip destination.

From the tufa formations of Mono Lake to Red Rock Canyon’s volcanic flows, a traveler can view a range of sites. The following list of destinations represent just a sampling of the resources.

- Mono Lake tufa and volcanic islands
- Mono Craters
- Panum Crater
- Obsidian Dome
- Lookout Mountain and a view of the Long Valley Caldera and numerous mountain peaks
- Inyo Craters
- Geothermal springs at the Mammoth Fish Hatchery
- Hot Creek with hot springs and fumaroles
- Horseshoe Lake tree kill area near Mammoth Mountain illustrating rising levels of magma in the area
- Earthquake Fault in Mammoth area
- Faults and mountain formations viewed from Convict Lake
- Knopf’s Knob in the Long Valley Caldera
- Hilton Creek fault scarp off McGee Creek Road
- Owens Valley Gorge
- Volcanic Tableland outside of Bishop
- Big pumice cut at the junction of US 395 and Lower Rock Creek Road
- Big Pine volcanic field
- Earthquake Scarp along the Lone Pine fault
- Alabama Hills
- Darwin Plateau, Darwin mines, and Rainbow Canyon
- Red Hills cinder cone
- Fossil Falls
- Coso volcanic field, including the Indian Wells Valley volcanic flow
- Trona Pinnacles tufa formation in Searles Dry Lake
- Red Rock Canyon State Park and the Ricardo Formation



Mono Lake Tufas



Alabama Hills

Wildlife

The Eastern Sierra is rich in biodiversity, containing over half the plant species found in California and more than 400 of the state’s terrestrial wildlife species, or about two-thirds of the birds and mammals and half the reptiles and amphibians. The variety of habitat types include annual grassland, chaparral, ponderosa pine, mixed conifer, red fir, riparian, alpine meadow, Jeffrey pine, sagebrush, and bitter brush.

Animals that inhabit the study area include lodgepole chipmunk, mountain beaver, California mountain king snake, black bear, wolverine, California big horn sheep, Pacific fisher, mule deer, mountain lion, Mohave ground squirrel, and desert kit fox. The California Golden Trout – the state fish – is native to the southern Sierra. Rivers and streams also boast brookies, browns, rainbows, and cutthroats. Hundreds of bird species are found, including the northern goshawk, mountain chickadee, pine grosbeak, California spotted owl, mountain quail, willow flycatcher, bald eagle, and great grey owl.

The Desert Tortoise Natural Area is located northeast of California City and sets aside prime habitat for the state’s official state reptile. As such, special fencing may be found along the highway corridor to minimize tortoise crossings of the roadway.

As shown on the wildlife maps in the Appendix, deer emphasis areas are designated west of US 395 through Inyo County and northeast of Mammoth Lakes and around June Lake in Mono County. Intensive use areas are illustrated throughout Mono County, with a large concentration in the Antelope and Bridgeport Valleys. This corresponds with residents’ desires for improved deer crossings to reduce vehicular conflicts in these areas. Bighorn sheep areas are located at multiple locations in Inyo and Mono counties.

Many special status species are found in the study area. Some of which include the Amargosa vole, California wolverine, Mountain yellow-legged frog, Sierra Nevada red fox, and several bird species.

National Forests and Wilderness

The area’s three national forests provide ample recreation and open space for residents and visitors. Inyo, Sequoia, and Toiyabe are the primary national forests for the corridor. Stanislaus and Sierra also lie close by. Together, they make up over 300,000 acres of land in the region. Currently the study area hosts 36 wilderness areas, 9 potential new areas, and identified additions to the Death Valley Wilderness.

National Parks and State Parks

Corridor travelers mainly access Death Valley National Park from Ridgecrest along SR 178, from Olancho along SR 190, or from Lone Pine along SR 136 and SR 190. The desert draws almost 800,000 visitors a year to recreate in the sand dunes, canyons, and salt pans. Yosemite National Park can be accessed during the late spring, summer, and early fall via SR 120 over Tioga Pass. Sequoia and Kings Canyon National Parks border the west side of the corridor but can only be accessed via a roundabout drive or on foot via hiking trails from Eastern Sierra trailheads. Red Rock Canyon State Park is north of California City along SR 14 and Bodie State Historic Park lies south of Bridgeport off US 395.

Water Resources

The study area falls within two of California’s ten hydrologic regions. The majority of the corridor from Kern County north to Lee Vining lies within the South Lahontan region, and the northern portion of the corridor transitions to the North Lahontan region. Average precipitation rates vary between the regions, with the South Lahontan region averaging 7 inches per year and the North Lahontan region averaging 22 inches per year. The latter average is misleading, however, since most of the communities in the region average a typical 9 inches per year. Additionally, China Lake averages only 3.5 inches per year.



Mule Deer



Convict Lake

ENVIRONMENTAL RESOURCES

Water bodies such as Bishop Creek, West Walker River, Mono Lake, Owens River Gorge, Owens River, Convict Lake, June Lake, Lake Crowley, and several reservoirs provide scenic, recreational, and water supply resources along the corridor. Numerous tributaries and mountain lakes can also be found in the mountain areas off US 395. Dry lake beds dot the region – adding a defining visual quality. Among these are Koehn and Owens. Dust from Owens Lake is especially visible during wind events as the dust rising from the dry lake bed can be seen for miles and causes much of Inyo County and northern Kern County to be in non-attainment for dust particles smaller than 10 microns. It also demonstrates the impact of water diversion from the Owens Valley to Los Angeles.

The City of Los Angeles owns 3% of the land in Mono County and 4% of the land in Inyo County. The LADWP diverts about 570,000 acre feet of water from the Owens Valley per year. This water provides about 40% of Los Angeles’s water supply. The Lower Owens River Project serves as a mitigation measure for some of the resulting impacts on the area’s watershed and wildlife. It is the largest river restoration effort of its kind in the western United States. LADWP has begun returning millions of gallons of water back to the Valley to reestablish meadow and wetland habitats. However, before the river’s terminus at Owens Lake, most of the water is pumped back into the aqueduct.

IMPLICATIONS TO THE CORRIDOR

The region’s environmental resources work in concert to create the spectacular landscape viewed from US 395 and SR 14. Future projects and planning efforts must recognize the importance of these assets for both the area’s ecosystem and residents. Potential corridor enhancements include making travelers more aware of the abundant geologic wonders and how they shaped and formed the landscape before them. Viewpoints, rest areas, and interpretive sites can be sited in coordination with Corridor resources and provide informative displays. Findings from Mono County’s inventory of access points to natural resources will help direct the need for and location of improvements.

Additional efforts to minimize wildlife/vehicular conflicts may be evaluated in portions of Mono County and Inyo Counties where crossing areas have been noted. In some instances, underpasses may be warranted in order to maintain habitat connectivity. Private property issues may restrict the ability to create underpasses in some locations.

Proposed landscaping improvements should respect the region’s low annual precipitation rate and limited water supplies. Plant materials should require minimal supplemental watering and focus on the use of native or adapted-native plant species. Minimizing maintenance requirements should be a key consideration along with reestablishing native plant communities and habitat areas. Plant selections within community areas may require supplemental water. Such situations should still focus on minimizing water use and promoting water conservation.



Owens Lake

SCENIC RESOURCES

Extraordinary scenic quality sets the Corridor apart from other highway systems. Plant communities and local character vary along the routes, but the Sierra Nevada and adjoining mountains to the east are ever present. The visual impact of the mountains decreases in the southern part of the corridor, especially south of Indian Wells Valley. But they are the consistent, defining element of the central and northern areas.

The majority of visitors experience the region from the highways, and 84% of visitors to Mono County report being satisfied with their trip due to the scenic beauty (Lauren Schlau Consulting. Economic and Fiscal Impacts and Visitor Profile of Mono County Tourism for FY 2008). The corridor is replete with fascinating and diverse visual resources. Many are the results of geologic forces which formed the landscape and left the Sierra Range, Great Basin Mountain Range, and volcanic flows and craters as evidence.

The rich landscape includes geographic features such as thermal springs, volcanic flows, jagged mountains, lakes, geologic formations, and winding rivers. Vegetation varies from desert wildflowers and ancient bristlecone pines, to sage-filled valleys. The southern portion of the Corridor varies between lowland Mojave Desert with predominant Creosote scrub and upland Mojave Desert with Joshua Trees. North of Dunsmovin, the Corridor transitions into the Great Basin desert with Saltbush and Sagebrush scrub. At the Sherwin Grade, north of Bishop, US 395 climbs up into the Pinyon-Juniper woodland and then the Jeffrey Pine forests. Although the Sierra range frames the western viewshed, working landscapes punctuated by rural communities add character and interest to the overall scene.

Because of the large percentage of publicly-owned lands, vistas are relatively untouched by development. This makes man-made intrusions such as utility corridors and maintenance facilities stand out more than they do in urban areas. Places such as Pearsonville, “the Hubcap Capital of the World”, are readily noticeable; although some may debate whether it adds or detracts from the region’s visual interest. The large wind farm west of SR 14 is also visible as numerous wind turbines dot the mountain desert landscape and disappear over the horizon.

VISUAL DISTANCE ZONES

Understanding what areas are most clearly seen can guide planning decisions regarding what portions of the landscape are most sensitive to change and what areas are critical to maintaining the highway’s visual character. Landscape features are perceived by drivers with varying levels of detail depending upon the distance between the driver and the feature. Distance zones, including foreground zones, middle-ground zones, and background zones, combine to create the visual composition that affects how much detail a driver typically sees.

Management of these areas through multi-jurisdictional cooperation can protect them from billboards and other land uses that obstruct views and detract from the travel experience. Currently Mono County prohibits off-site billboard advertising and on-site advertising must be compatible with surroundings and meet permit requirements. Within Inyo County, billboards are only allowed as a conditional use in commercial-4 and m-1 (general industrial) and m-2 (light industrial) zoned parcels. Off-site advertising signs are allowed with a conditional use permit in most commercial and industrial zoning designations. Kern County does not prohibit off-site advertising, but signs must comply with zoning ordinances.



View of Owens Valley from Mt. Whitney



Walker River Canyon



Red Rock Canyon State Park

Corridor-wide billboard management would need to be addressed by the three counties in conjunction with the region's Native American tribes. For example, the majority of billboards in Inyo County are on Native American reservations. Signage on tribal lands is under the jurisdiction of sovereign tribal governments. Therefore, these governing bodies must be engaged to create a corridor-wide billboard management plan. Some areas may be more appropriate for this type of outdoor advertising than others. In these locations, design guidelines for the billboards can address height and size to minimize their visual intrusion into the landscape.

Foreground Zones: Viewers can perceive details such as forms, lines, and colors within a one-quarter mile distance. Changes to the landscape are most significant within the foreground view because they are most immediate to the viewpoint. This zone can be easily manipulated through screening and aesthetic enhancements, in part because it includes the highway right-of-way.

Middle-Ground Zones: Viewers can perceive details such as forms, lines, and colors in masses located from one-quarter mile to three miles away.

Background Zones: Background is the area beyond the middle ground, extending to the horizon or limit of the area that is seen. Viewers can perceive broad forms, lines, wide valleys, distant hills, and mountains.

IMPLICATIONS TO THE CORRIDOR

Managing the corridor's visual quality means identifying projects that might enhance the scenic quality and mitigating projects that might detract from it. Visual improvements include those that remove or screen undesirable features or create new, harmonious resources. Visual impacts can be caused by elements which block a viewshed or are out of character with their surroundings. Potential enhancements include screening or relocating maintenance facilities and defining community entries and Main Street areas.

Efforts to preserve viewsheds and scenic vistas should also be considered, as scenic beauty is an important driver for tourism and therefore the local economy. Scenic byway designations promote and give recognition to the corridor's aesthetic qualities and can help bring new visitors to the region. Major visual disturbances, such as large rock cuts, should not be visually evident. Additional viewpoints and vista areas could be considered to promote the area's scenic resources.



SCENIC HIGHWAY AND BYWAY DESIGNATIONS

EASTERN SIERRA SCENIC BYWAY PROJECT

The Eastern Sierra Scenic Byway is a partnership sponsored and supported by the Coalition for Unified Recreation in the Eastern Sierra (CURES). This is separate from the scenic highway designations described below. The project identifies scenic, cultural, historic, and environmental resources along the corridor and highlights them through a coordinated signage program. It includes US 395 from the Nevada State line to southern Inyo County by Little Lake and Highway 120 in Lee Vining Canyon. The byway is marked by entry monument signage at the state line and at Little Lake and by pole signage directing travelers to interpretive locations.

At the public workshop, it was requested that the northbound entry monument sign at Little Lake be moved south to include Indian Wells Valley. This would increase the connectivity of Ridgecrest and other southern towns to the rest of the corridor. It also emphasizes the role the Sierra range still plays for the more southern communities.

SCENIC BYWAY AND HIGHWAY DESIGNATIONS

Different scenic designations are available for California roadways. Federal programs include those run through the BLM, the USFS, and the Federal Highway Administration (FHWA). The BLM's Back Country Byways and USFS's Scenic Byways focus on infrequently traveled, paved, unpaved, and four-wheel drive roads that access back country or wilderness areas. FHWA's National Scenic Byway Program recognizes roads and highways that safely and conveniently accommodate typical two-wheel drive automobiles. All-American Roads are administered under the same program and require that the roadways should safely accommodate conventional tour buses. Currently none of the corridor's highways have a National Scenic Byway or All-American Road designation, although Mono County is preparing a Corridor Management Plan to request designation of US 395 as a National Scenic Byway in Mono County.

State designations are managed through Caltrans' Scenic Highway program. To be eligible for consideration, state highways must be on the statutory list of highways eligible for scenic designation in the State Scenic Highway System. Any nominated County highway believed to have outstanding scenic values is also considered qualified. Roadways not currently identified on the list can be nominated for scenic designation and included on the list by a legislative amendment if the route meets the criteria.

The statutory list includes US 395 from SR 14 near Inyokern to SR 89 near Coleville, and SR 14 from SR 58 near Mojave to Highway 395 near Inyokern. Other neighboring routes on the list include:

- SR 108: from SR 49 to US 395;
- SR 120: from the east boundary of Yosemite National Park to US 395;
- SR 168: from Camp Sabrina to US 395 and from US 395 at Big Pine to SR 266 at Oasis; and
- SR 178: from the east boundary of Death Valley National Park to SR 127 near Shoshone.

Existing Designations

Within the corridor the following highways currently have state scenic highway designations:

Mono County

- SR 89: between post mile 3.2 and the Alpine County line and
- US 395: from the Inyo County line to the Nevada state line with breaks at Lee Vining, Bridgeport, and Antelope Valley.



Eastern Sierra Scenic Byway Sign at Little Lake



View Around Mono Lake



Viewshed Outside of Bishop

Inyo County

- SR 168 from Camp Sabrina to Brockman Lane at Paiute Shoshone Indian Reservation near Bishop;
- SR 395 from Fort Independence to Fish Springs Road; and
- SR 190 from the west boundary of Death Valley National Park to the east boundary.

Comparison of Designations

The two (2) primary scenic designation programs are California’s State Scenic Highway and FHWA’s Federal Scenic Byway programs. There are similarities and differences with both programs. The following information is provided to help decision-makers’ choose which designation is right for their area. Additionally, elements of this plan may be used to satisfy some of the nomination and management plan requirements for either the State or Federal designation. Refer to the Appendix for tables listing the two programs’ nomination requirements, management plan requirements, and designation benefits.

For each program, nomination requirements require that the highway represents an intrinsic quality such as scenic beauty, be as continuous as possible, and provides a management plan. California’s State program requires that the appropriate governing body adopt the plan, whereas the Federal program expects the proponent to show how management mechanisms are being implemented by communities.

The type of methods for controlling the route’s scenic quality is the primary difference between the two management plans’ requirements. The State program includes land use, grading, and development recommendations, whereas the Federal program describes how the intrinsic qualities will be maintained and potential improvements made. Both programs contain design standards or review methods and the intent to minimize off-premise outdoor advertising.

Corridor promotion is the principal benefit of both programs. Scenic designations provide tourism advertising opportunities for the region and the communities. The Federal program provides access to funding sources.

IMPLICATIONS TO THE CORRIDOR

Currently, Mono County is pursuing federal scenic byway designation for those parts of US 395 not adjacent to existing communities. Inyo County is not seeking a federal or state scenic byway designation because of a concern over further development restrictions. A federal designation is beneficial in creating a corridor promotion opportunity and making grant funds available to local groups such as the CURES. The value of creating a scenic byway has been experienced by other communities who find that the increased exposure provides additional tourism opportunities. As Mono County pursues and potentially obtains the national scenic byway designation, Inyo County may be able to use Mono County’s firsthand experience and results to determine if they want to consider such a designation through their county.

Each of the four primary communities along US 395 in Inyo County includes Native American reservations whose approval would be required to make the byway continuous. Given the restrictions on outdoor advertising and the lucrative nature of billboards, this is likely not feasible on tribal land.

The different positions of governmental entities along the corridor make it problematic to have a unified state or federal scenic highway branding for the entire corridor, it might be most productive to continue with the CURES Eastern Sierra Scenic Byway project and expand it to include the entire corridor in order to brand the roadways and their associated tourist activities.



Mountainscape Near Convict Lake

TOURISM RESOURCES

The largest private economic generator for the majority of the corridor is tourism. Although this may not be true for communities such as Ridgecrest, Rosamond, and Mojave, the influence of tourism and travelers making their way either to or through the Eastern Sierra is important. Highway 395 serves visitors from areas such as Los Angeles, Reno, and San Francisco who travel to and through the region. Because of tourism’s economic impact on communities, creating a unified corridor theme and promotional strategy may help strengthen the region’s draw. Additionally, aesthetic enhancements which allow the corridor and community to create a positive impression increase the likelihood of motorists stopping to explore the area’s resources.

DESTINATIONS AND VISITOR PATTERNS

The Eastern Sierra hosts numerous recreational, historical, and cultural destinations. Each is typically associated with a nearby community or base from which the resource can be accessed. Many campgrounds, trailheads, and towns serve as jumping-off points. Currently, a study is being conducted in Mono County to assess recreational access points to better understand what is available and what is needed. This study is important as it will assist decision-makers in allocating resources to improve or develop appropriate traveler facilities and signage for accessing or entering a recreation area.

Mono County’s Economic and Fiscal Impacts and Visitor Profile of Mono County Tourism for FY 2008 provides a summary of the economic impacts of tourism activity and typical trip characteristics. The study’s findings can be extrapolated for other areas such as Inyo County where tourism is also a primary economic source. Overall, almost 80% of US-based visitors were from California and 7% were from Nevada. International visitors make up about 11% of the overall guests. Sixty-four percent of tourists have visited previously and 65% noted Mono County as their primary destination. Central and southern California tourists were most likely to be repeat visitors.

Primary motives for visiting the region include the following: vacation (39%), outdoor recreation (29%), passing through (13%), and sightseeing (10%). Other destinations include Yosemite, Reno, Tahoe, and Las Vegas. Notably, 48% of tourists visited other Eastern Sierra areas along US 395. Within Mono County, almost half of the visitors stopped in Mammoth, 32% visited Lee Vining, 26% visited the June Lakes area, and 21% visited the Mono Lake area. Southern Californians were more likely to visit the June Lakes area and northern Californians and day visitors were more likely to visit Lee Vining. Overall day visitors were more likely to come from Nevada.



Walker River



Ancient Bristlecone Pine Forest

CORRIDOR GUIDES AND PROMOTIONS

According to the Economic Study, personal experience or a recommendation from a friend appears to be the best source to make someone aware of and plan a trip to the Eastern Sierra. Almost 29% of visitors used internet web sites to gather information about their trip. Currently, Ridgecrest and Mono, Inyo, and Kern counties have internet web sites providing visitor information on places to visit, lodging, and things to do. A few of the towns and cities such as Bishop and Mammoth Lakes also have internet visitor information. Following is a list of the available corridor guides.

- Ridgecrest: <http://www.visitdeserts.com/>. Visitor’s Packet and 5-day Self Guided Tour;
- Kern County: <http://www.visitkern.com/>. Visitor’s Guide book with driving tours and local information about communities and destinations;
- Inyo County: <http://www.theothersideofcalifornia.com/>. Travel guides include Movie Road Tours, Inyo County Visitor’s Guide, Eastern Sierra Birding, and an Inyo County Fall Color Guide;
- Bishop: <http://www.bishopvisitor.com>. Motor touring guide;
- Mono County: <http://www.monocounty.org>. Travel guides include Visitor’s Guide, Motor Touring Guide, and Fall Colors Guide; and
- The Town of Mammoth Lakes: <http://www.visitmammoth.com>.

Many local Chambers of Commerce also distribute travel information and have web sites listing tourism opportunities. The Roadside Heritage 395 compact discs (CD) are also available at visitor centers, chambers, and museums or by download via internet. Two different CDs contain stories of the corridor’s history and will be part of a series of CDs and MP3 downloads telling stories of the Corridor’s heritage.

The Eastern Sierra Scenic Byway project developed a signage program tied to interpretive displays. The scenic turnouts provide information ranging from the corridor’s wildlife, geology, recreation, history, and culture. Although the signs are still noticeable along the highway, maps with the interpretive information are not readily available.

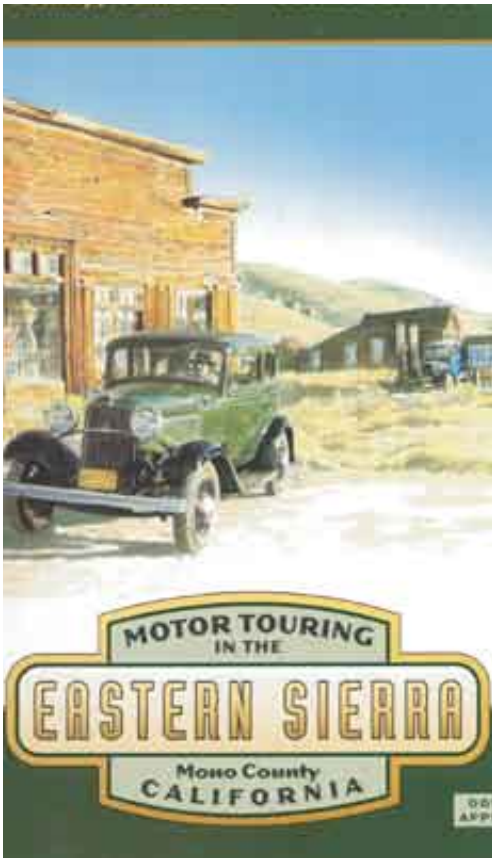
REST AREAS AND VIEWPOINTS

Three rest areas and nine viewpoints are located directly off US 395. Two rest areas are in Inyo County and one in Mono County. All of the viewpoints along US 395 are concentrated within Mono County, although the northbound and southbound viewpoints on Sherwin Grade both overlook Owens Valley in Inyo County.

Caltrans recognizes the importance of rest areas to travelers. They provide a clean, safe place to rest and take a break from driving in order to be more alert and minimize the need for unsafe roadside parking. The facilities typically include parking areas, drinking water, restroom, tables, benches, telephones, pet areas, and information panels.

Recommended spacing is about every 60 miles. Although the rest areas along the corridor exceed this spacing, communities fill in the gap to provide additional stopping points. The Caltrans rest area system master plan was developed in 2000 and includes locations for new rest areas. Identified new developments include the following:

- Red Mountain near Johannesburg,
- Jawbone Canyon off SR 14,
- Southbound location at Coso Junction,
- Lone Pine,
- Southbound location at Division Creek,
- Northbound location at Crestview,
- Bodie, and
- Topaz.



Mono County Tourism Guide



Coso Junction Rest Area

The Enhancement Plan envisions a system of rest areas that welcome visitors and encourage exploration, support the local and regional economy, showcase state-of-the-art building practices, and utilize partnerships with public and private entities to create cost-effective solutions.

As truck traffic increases along the corridor, providing adequate parking for these vehicles is important not only for the driver’s safety, but also for community aesthetics. Formalized parking and truck stop locations are much more appealing than trucks parked randomly along the highway. Partnerships with private entities may be an opportunity to provide attractive stopping locations that also reinforce the impression of a community that cares about how it looks and what it provides for the traveling public.

SIGNAGE

Corridor signage can have two functions – making visitors aware of corridor resources and access points and notifying travelers of community businesses. Both are important to the economic health and vitality of the corridor. Gateway signage exists for the Eastern Sierra Byway, Mono County, and many of the communities. Some of the community signage appears dated and worn. Billboards are not typically observed along the corridor, especially in Mono County. They become more prominent in Kern County, especially along SR 14. Because of the scenic quality of the corridor, billboards can easily detract from the pristine visual quality and can also block views of scenic resources.

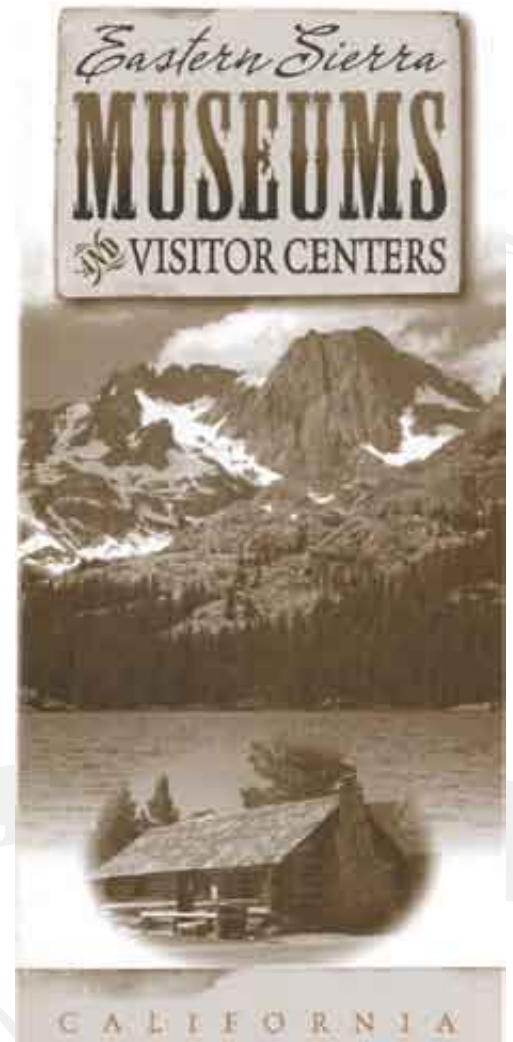
Service signage programs include Specific Service Signage and Tourist Oriented Directional Signage (TODS). Specific Service Signage includes symbols for typical services found along the highway. This can be important for small towns located off the main highway such as Randsburg and June Lake. TODS establishes a program of signage for businesses with primarily “out-of-town” visitors. Signs can highlight cultural, recreational, or historic points of interest and provide direction to restaurants, B&B’s, gifts shops, bike rentals, etc. Both programs conform to the Manual for Uniform Traffic Control Devices (MUTCD) and can be used instead of numerous private individual business signs and billboards. The signs are visually less obtrusive and create a unified look for the corridor signage. Logos can also be added to Specific Service Signs to direct drivers to a specific business.

Road closures during winter months present a significant issue for residents and visitors, especially in Mono County. The closure of SR 158 (June Lake Loop) can confuse visitors not familiar with the area. It is not easily understood that June Lake is still accessible. Improved entry signage off of US 395 may define the gateway to June Lake and provide information about which roads are closed and how the town can be accessed. ITS applications can also be used to more quickly notify travelers regarding avalanche closures and when roads are passable.

It has also been suggested that the existing traffic information sign located near the California/Nevada border be moved south to the mouth of Walker Canyon to allow motorists to stop in Antelope Valley for supplies or an overnight stay. However, if conditions exist in Walker Canyon that require travelers take an alternate route, the appropriate sign location would be near the junction of Nevada State Route (NV) 338 and US 395. This would allow motorists to use NV 338 to SR 182 as an alternate route. There is also interest in attempting to keep the mountain passes (Tioga, Sonora, and Monitor) open as long as possible and as early as feasible in order to increase access from the west and provide an economic boost to local communities.



Eastern Sierra Scenic Byway Kiosk Sign



Corridor Museum Guide



Roadside Historic Marker

DESIRE FOR DIVERSIFICATION

Although tourism will most likely remain one of the region’s main economic generators, thought is also being given to providing for other revenue generators. In addition to continually looking for opportunities to extend the tourist season, promoting other businesses helps establish a vibrant economy. A balance should be created between attracting other businesses and not detracting from the qualities which attract people to the region – rural lifestyle, scenic quality, recreation opportunities, etc. The transition from open, undeveloped areas into a town feels most appropriate when it is supported by adjacent commercial uses that front the roadway and reduce the visual scale of the highway. Therefore, industrial uses should be located in areas not readily visible from the Corridor or appropriately screened.

IMPLICATIONS TO THE CORRIDOR

Because of the impact tourism plays with the Corridor’s regional and local economy, providing appropriate traveler facilities and signage as well as creating a strong first impression increases in importance. Efforts should be made to increase awareness of the Corridor and its resources. The majority of people visit the area based on previous experience or recommendation. Therefore promotions and enhancements could focus on retaining existing visitors and making young people aware of and appreciative of the Corridor so they will provide a new generation of visitors.

As recreational use continues to expand, visitation and travel to points of historic, cultural, and scenic beauty will increase proportionately, creating a need for additional specialized transportation facilities. Development of pedestrian and bicycle facilities, turnouts/vista points, rest areas, information kiosks, and parking for recreational vehicles will need to be considered. These developments should be coordinated with the results of the recreational access study being completed by Mono County.

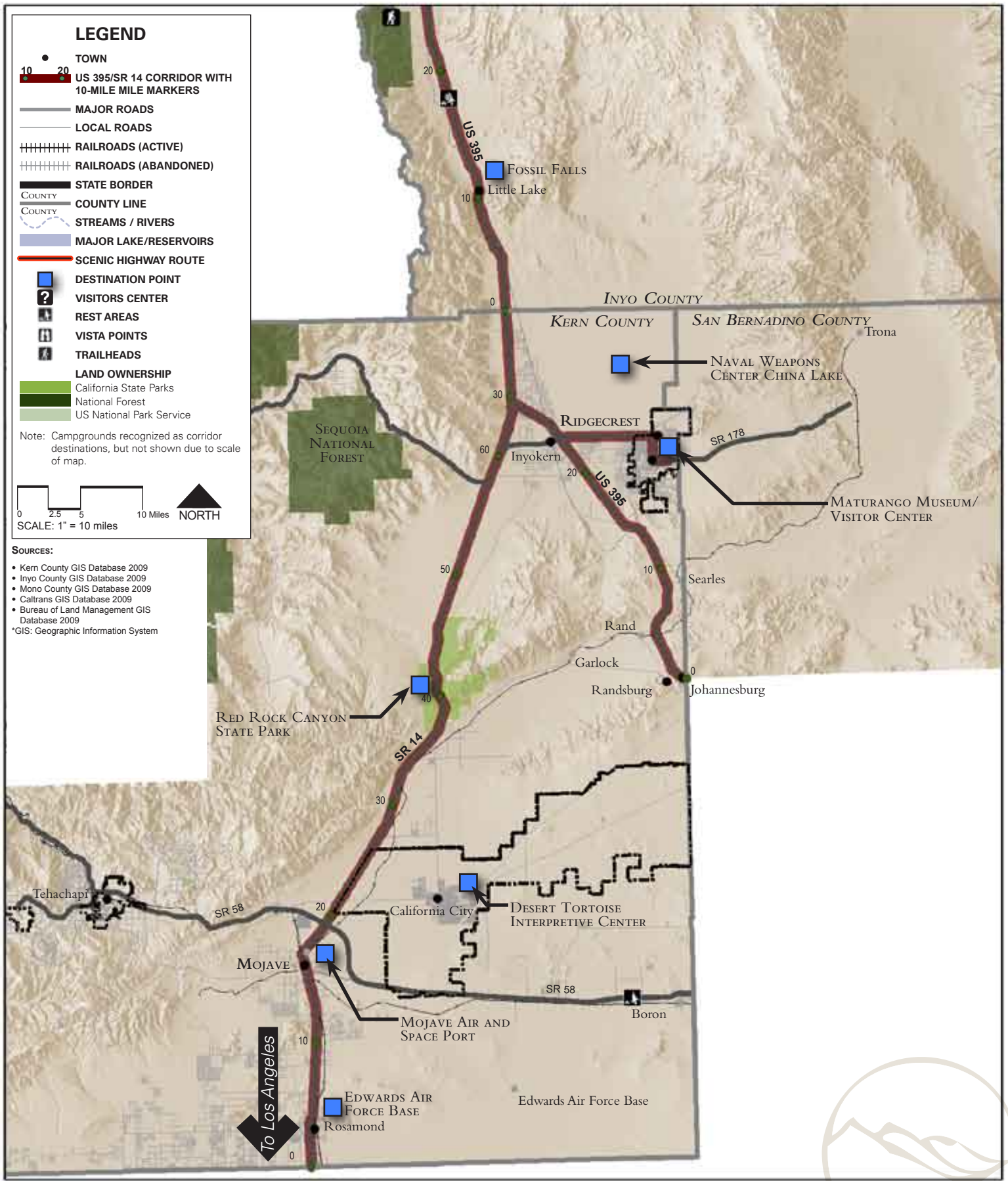
Recreational travelers also create safety concerns on local and state highways and roads. Sightseers often travel slowly, disrupting the traffic flow, and may stop along the road to enjoy the view or take photos, creating a hazardous situation. Recreational vehicles travel slowly on the many steep routes in the area. This also disrupts traffic flow, particularly in areas where the road is only two lanes. In community areas, recreational vehicles often have difficulty parking.

Communities should be engaged to identify the best location for new rest areas and viewpoints. In some instances, this could be within the town itself in order to promote stopping and exploring the local area. Private and public partnerships should be further explored to reduce maintenance costs and ensure that facilities are up-to-date and attractive to motorists. Locating a rest area in town can have the dual benefit of serving as a town park and engaging travelers with local businesses.

Signage can quickly add or detract from a traveler’s impression of the corridor. Gateway signage should be maintained and evaluated on a regular basis to ensure it is giving a positive impression. Larger towns such as Ridgecrest and Bishop can also consider identifying both the town entries and downtown areas to emphasize the transition and reinforce the sense of a “heart” of the community. Overall, a coordinated system of signage can unify the corridor and better inform visitors of available resources and businesses. Additionally, extraneous signs can be eliminated and signs can focus on directing travelers to where they want to go and the available community facilities. Future signage to access points should be directed by the inventory of access points currently being studied.



View of Owens Valley



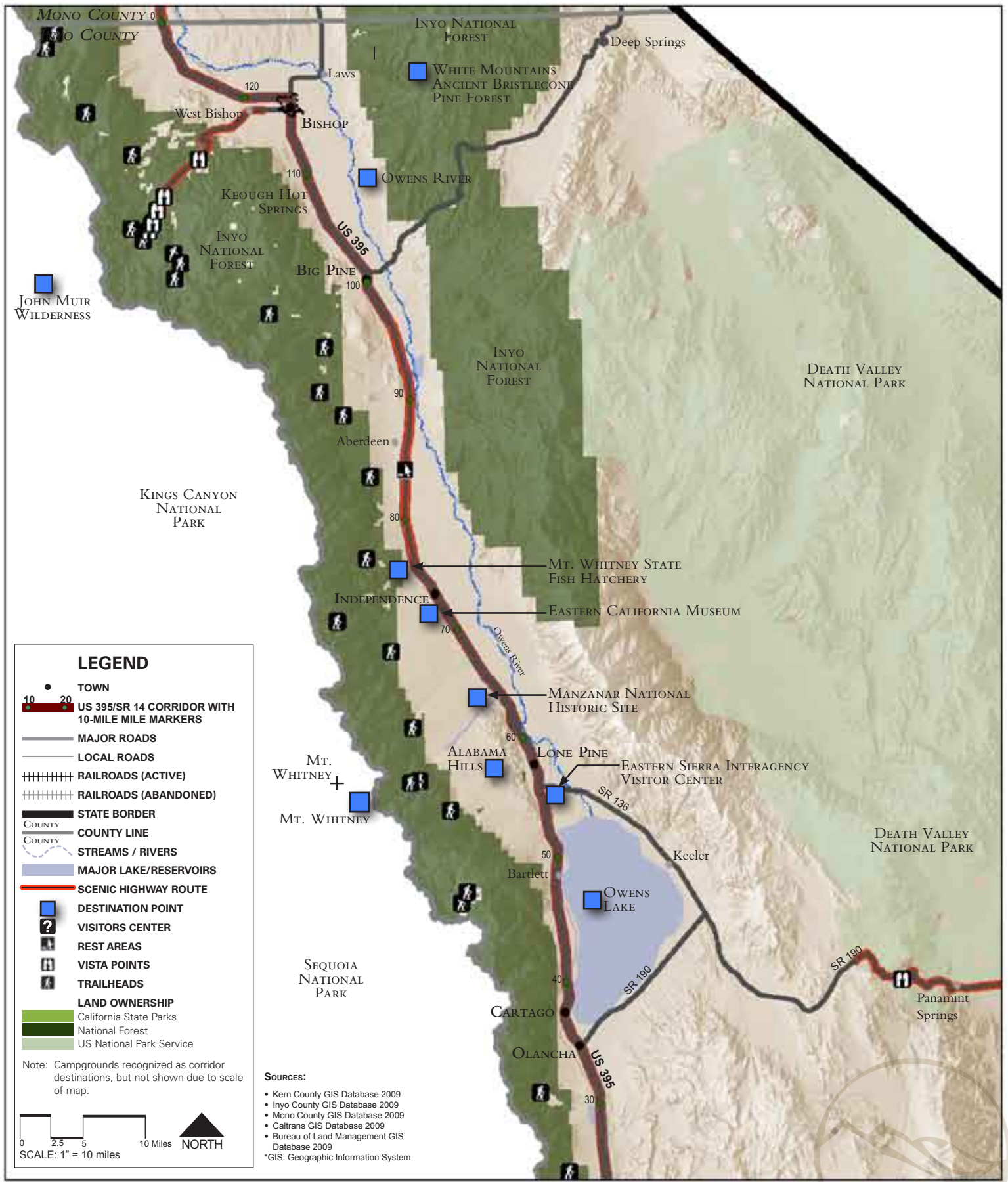
Eastern Sierra Corridor Enhancement Plan
 Kern, Inyo, and Mono Counties, California

Design Team:
 Design Workshop
 LSC Transportation Consultants
 Sierra Business Council

Dynamic Competence
 CURES

Kern County
Tourism and Road Services

February 4, 2010



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EXISTING AND PLANNED TRANSPORTATION CONDITIONS

The Eastern Sierra Corridor is a key element of the surface transportation network for California and the nation. It also serves as the key transportation corridor for Mono, Inyo, and Eastern Kern Counties, as well as the “Main Street” for the communities it passes through. The roadway configuration varies throughout the corridor from a four-lane divided freeway to a two-lane undivided conventional roadway. Figure 3 summarizes the roadway configuration along the corridor. As shown, there is one section on US 395 in Inyo County where Caltrans is currently converting two-lane sections into four-lane cross-sections. Additionally the section of US 395 in Inyo County between mile posts (MP) 31 and 41 is planned to be converted into a four-lane cross-section but has not begun construction.

The speed limits vary from a maximum of 65 miles per hour to a minimum of 25 miles per hour. Most open roadway sections have a speed limit of 65 miles per hour except where sharp curves lower the speed limit (mostly in the northern part of Mono County). The speed limit is lowered to at least 45 miles per hour when passing through towns and cities and is occasionally as low as 25 miles per hour.

Figure 3 - Corridor Roadway Configuration

Road/County	Mile Post Start-End	Roadway Type
14-Kern	0-17	4 Lane Freeway
	17-45	4 Lane Divided
	45-65	2 Lane
395-Kern	0-28	2 Lane
	28-36	4 Lane Expressway
395-Inyo	0-31	4 Lane Expressway
	31-41	2 Lane
	41-65	4 Lane Expressway
	65-75	2 Lane*
	75-77	4 Lane Expressway
	77-129	4 Lane Expressway
395-Mono	0-52	4 Lane Expressway
	52-55	2 Lane
	55-66	4 Lane Expressway
	66-120	2 Lane

* Note: Caltrans is currently converting this section to 4 Lanes



US 395/US 395BR Interchange West of Ridgecrest

The highest traffic volumes are in the Bishop area around MPs 115 and 116 on US 395 in Inyo County. The ratio of these volumes to those on either side of Bishop (roughly 2 to 1) reflects the proportion of through traffic to local traffic in Bishop. Traffic trends along the Corridor are mixed. Overall, the data indicates relatively strong growth in traffic volumes on US 395 between Bishop and Mammoth Lakes and on SR 14 between Mojave and Freeman Junction. Additionally, the ratio of peak month average daily traffic (ADT) to annual (ADT) has declined considerably over the last ten years. This indicates that volumes in the off seasons have been increasing faster than in the peak seasons.

The corridor provides access to many recreational activities and vacation spots. These two aspects can cause major traffic volume shifts throughout the year. From Lee Vining south, traffic in the northbound direction peaks on Fridays in both the summer and the winter, with winter being significantly higher. Additionally, the southbound traffic peaks for both seasons on Sundays. This represents a pattern of residents from the greater Los Angeles area leaving their homes on Fridays to visit destinations along the Corridor and returning on Sundays.

North of Lee Vining the day of the week variation pattern changes. Here, the northbound and southbound traffic is very similar each day during the week. In the winter the traffic peaks on Friday, Saturday, and Sundays. In the summer there is a slight decline in volume on Saturday and Sundays. This relatively consistent pattern reflects that this area is too far from greater Los Angeles, the Bay Area, or other large metropolitan areas to be within range of a weekend trip.

Recreational traffic creates specific problems for the interregional and local transportation and circulation system, due both to the amount and type of traffic. Peak days can simulate recurrent congestion patterns found in more urban areas. This is of particular concern in community areas. Additionally, there can be safety concerns with slow-moving recreational vehicles, particularly on two-lane sections of roadways. County communities are concerned about maintaining the livability of communities while providing for smoothly flowing traffic and safe traffic speeds through their communities.

The annual forecast growth in traffic volumes on SR 14 in the southern part of Kern County is about 2% compared to a 0.5% growth rate in the northern part of the County. On US 395 from the San Bernardino County line to the Nevada state line, the Caltrans Transportation Concept Report, 2000, states an estimated growth rate of 1.5% per year.

The primary needs for Highway 395 are completing the four-laning to Lee Vining; providing safe winter access; increasing passing opportunities outside of towns; adding adequate shoulders to enable safe pedestrian and bike use, as well as increased motorist safety; improving system safety and maintenance; providing adequate Flexible Congestion Relief programs; and developing sufficient revenue sources to meet these needs.

EXISTING TRAFFIC SAFETY

The majority of accidents in each county are single vehicle accidents, which includes overturned vehicles and vehicles that hit an object. In total, about 67% of accidents in the corridor were of this type. Sideswipes, rear-ends, and broadsides were the next most common type of accidents. Head-on, bicycle/vehicle, and pedestrian/vehicle type of accidents were all less than 2% each.

A majority of the analyzed highway segments have a fatality rate higher than the statewide average, but a total accident rate that is usually lower than the average. This means that fewer accidents occur in this corridor but they usually result in more fatalities than average. This can be attributed to higher speed single vehicle accidents such as running off the road.



Divided Highway Section in Southern Inyo County



Four-Lane Highway in Inyo County

EXISTING & PLANNED TRANSPORTATION CONDITIONS

CURRENT PLANS AND PROJECTS

A number of plans and projects are currently being conducted or recently finished along the Corridor. These are plans and projects that guide transportation decision-making or that may impact the corridor in coming years. A summary of the plans can be found in the Existing Transportation Conditions Report.

Major planned improvements include expanding the highway to four lanes from the San Bernardino County line to Lee Vining in Mono County. Level of Service (LOS) B is to be maintained on these highway segments. LOS C will be accepted north of Lee Vining due to topographic constraints and lack of funding and public support. Other improvements include widening shoulders, constructing passing lanes, and curve corrections. Many of the route concept improvements have already been completed. A list of pertinent planned projects is shown in Figure 4.

Figure 4 - Corridor Capital Improvement Projects List

Community	EA #/ PPNO	Project Name/ Location	Work Description	Cost Estimate (x 1,000 \$s)	Estimated Construction Date	Funding Source	Information Source
Bishop	09-34070	Bishop - Grove St, PM 115.61	Sidewalk improvements for ADA curb ramp program	\$147,000	2009	SHOPP Minor B	Caltrans District 9 web site
Bridgeport	09-32900	Bridgeport from Hayes St. to Kirkwood St.	Replace existing sidewalks as needed	\$120	2009	SHOPP Minor B	Caltrans District 9 web site
Bridgeport	09-30430	10.3 miles south of Bridgeport from 2.5 miles north of Virginia Lakes Road to 1.8 miles south of 395/270 separation	Widen shoulders & construct pullouts	\$11,058	2013	SHOPP	Caltrans District 9 web site
Bridgeport	09-31960	Near Bridgeport from 0.9 mile north of Green Creek Road to 1.3 miles south of Huggans Lane	Curve correction	\$10,360	2015	STIP	Caltrans District 9 web site
Bridgeport/ Walker	09-31420	14.5 miles north of Bridgeport from 0.7 mile south of Burcham Flat Road to 0.7 mile south of Little Walker River Road	Curve correction/ realignment	\$5,252	2017	STIP	Caltrans District 9 web site
Coleville	09-23770	Mono- High point curve correction: 6.4 miles north of Coleville from 0.9 mile north of 395/89 separation to 1.1 miles south of CA/ NV State Line	Realign curves	\$2,090	2012	SHOPP	2008 STIP
Coleville	09-28010	Turn Pockets- near Coleville from 0.2 M south to 0.3 KM north of Larson Lane and from 0.5 KM south 0.4 KM north of Topaz Lane	Construct left turn pockets and right turn pockets	\$1,000	2009	SHOPP Minor A	Caltrans District 9 web site
Entire Corridor including SR 14	09-33400	Various locations on SR 14 in Inyo/Kern/Mono counties; and on US 395 from San Bernadino Co line to NV State Line	Historic alignment pullouts	\$0	2011	TE, IIP	Caltrans District 9 web site

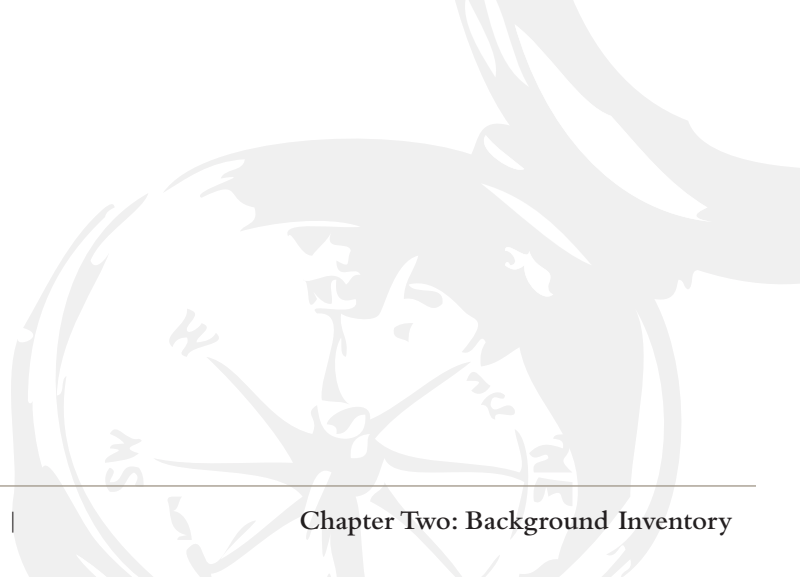
EXISTING & PLANNED TRANSPORTATION CONDITIONS

Independence	0454	Independence Historic Lighting	Lighting	\$263	2009	TE	ITIP
Independence/ Manzanar	09-2144U	Manzanar/Independence four lane, PM 65.2 - 76.1 - 1 km south of LA Aqueduct Bridge to 0.7 km north of Shabbel Ln.	Construct 4 lane expressway	\$60,000	2008	STIP, Prop 1B	2008 STIP
Inyo/Mono County Line	09-26901	South Sherwin Summit Rehab, PM 128.6 - 129.5	Rehabilitate roadway and widen shoulders	Not available	2009	SHOPP	Caltrans District 9 web site
Inyokern/ Ridgecrest	8539	From China Lake Blvd to SR 178	Construct 4 lane expressway	\$186,600	2019	STIP, FTIP	Kern COG FTIP, PSR
Lee Vining	09-26410	4 Lane - 6 miles north of Lee Vining from 0.4 mile south of SR 167 to 0.2 mile north of Conway Ranch Road	Widen to 4 lanes	\$5,860	2010	IIP	Caltrans District 9 web site
Little Lake	09-31660	North Little Lake Rehab - PM 8.6 - 11.8	Rehabilitate roadway, widen shoulders and realign curve	Not available	UCC	SHOPP	Caltrans District 9 web site
Olancha	09-31450	Coso Safety Roadside Rest Area Rehab - 17 miles south of Olancha at Gill Station-Coso Road	Rehab rest area and upgrade for ADA compliance	\$4,934	2009	SHOPP	Caltrans District 9 web site
Olancha/ Cartago	09-21340	Extends from 4.2 miles south of Olancha to 3.9 miles north of Cartago.	Construct 4 lane expressway (11 miles)	\$89,643	2021	STIP, FTIP	2008 STIP
Sonora Pass (SR 108)	09-32710	Sonora Wildlife Crossing	Construct deer fencing with undercrossings	\$0	2010	TE, IIP	Caltrans District 9 web site
SR 14 - Mojave		Freeman Gulch South - SR 58 to Cal City Blvd	Widen to 4 lanes	\$84,000	2010	FTIP	Kern COG RTP
SR 14 - Ridgecrest		Freeman Gulch North - SR 178 to Redrock Inyokern Rd	Convert to 4 lane expressway with controlled access	\$42,000	2013	STIP	Kern COG FTIP

Note: SHOPP road rehabilitation only projects not included.

UCC = Under Construction Currently

Source: Inyo, Mono, Kern County Regional Transportation Plans (RTP)s



TRUCK TRAFFIC

Highway 395 provides regional transportation connections and truck access between southern California and Reno, Nevada. Trucks represent a higher than average proportion of the total traffic in the study area. They account for between 5% and 24% of total traffic, with most locations having over 10% truck traffic. Truck traffic is a particularly high proportion of total traffic in the northern portion of Kern County and around Big Pine. The majority of trucks have five or more axles and 23% have two axles.

Use of the corridor for goods movement has increased by 32% between 1997 and 2007. This indicates a much greater proportionate growth in truck traffic than in non-truck traffic. By number, the greatest increase was in Big Pine while the greatest percentage increases were in Randsburg (223%) and Bridgeport (163%).

Approximately two-thirds of truck drivers responding in the Goods Movement Study for US 395 Corridor (June 2006, Katz, Okitsu and Associates) survey reported taking US 395 in the south versus one third using SR 14. To the north, approximately two-thirds used US 395 versus one-third using SR 6.

As Reno continues to develop the Tahoe Reno Industrial Center, additional increases in truck traffic can be anticipated. The Nevada Department of Transportation completed a cost-benefit risk analysis for the USA Parkway extension to US 50 and looked at forecasting traffic impacts from the development. The lack of existing data for the roadway means the department had to create assumptions from which to estimate impacts. It was also noted that the department's preliminary 2030 traffic estimates for significantly lower than those determined by Fehr & Peers in 2008. The differences between the estimates have yet to be addressed, but there are plans to do so in the future. Until that time there are no estimates of the impact the Industrial Center may have on the US 395 Corridor.

Additionally, there are concerns from residents of Inyo County about long term parking of semi-trailer trucks adjacent to residential and commercial areas. Inyo County LTC has plans to develop a survey of truck parking needs in the corridor. Unauthorized truck parking has been noted near most communities.



Truck Traffic along US 395 near Johannesburg

TRANSIT

A variety of public and private transportation services are available throughout the Corridor. The primary provider for interregional transit is the Eastern Sierra Transit Authority (ESTA). They operate the Carson Ridgecrest Eastern Sierra Transit (CREST) bus service that provides inter-city service between Mammoth Lakes and Lancaster and between Bishop and Reno. ESTA also provides inter-city service between Lone Pine and Bishop, Bishop to Benton, Bishop to Mammoth Lakes, Bridgeport to Carson City, and Tecopa to Pahrump.

Kern Regional Transit also operates routes within Kern County. Inter-city service is provided between Mojave to Boron, Lancaster to Bakersfield, Mojave to California City, and Mojave to Ridgecrest.

The Yosemite Area Regional Transit System (YARTS) provides service to Yosemite National Park and its gateway communities to the east and west. During the summer months YARTS runs daily between Mono County and Yosemite National Park. The SR 120/US 395 route departs Mammoth Mountain Inn and serves stops in June Lake, Lee Vining, Tuolumne Meadows, and White Wolf Lodge and terminates in Yosemite Valley. In the months of June and September, this route operates only on weekends.

Intercity routes are available in Mammoth and Bishop. In winter months, Mammoth Mountain Ski Area (MMSA) offers a free shuttle system through Mammoth. Other communities use Dial-A-Ride services. These include Rosamond, Mojave, Ridgecrest, Lone Pine, Bishop, Mammoth, and Walker/Antelope Valley.

The importance of transit is being recognized more and more, especially as it relates to being able to serve visitors of the area. Connecting people to the places they want to go will help promote the corridor as an environmentally responsible destination.

BICYCLE AND PEDESTRIAN ACTIVITY

There are significant levels of bicycle activity in the corridor in the form of both recreation and transportation. Recreational cyclists include mountain bikers who use the many trails and dirt roads in the area as well as road bikers who tend to use the low volume paved roads throughout Kern, Inyo, and Mono Counties, but may ride along US 395 as well. Cyclists may use the wide, paved shoulders along all of US 395 through Inyo County. Through Mono County, Class II bike lanes run from McGee Creek to Lee Vining and bike route signs are from McGee Creek to the junction with Highway 203. Caltrans is widening shoulders for bike facilities along the highway with current road improvement projects.

Bicycling is relatively common in small towns because of the short distances between home, work, and other areas of interest. Even Bishop, the largest town in the corridor, can be crossed by bicycle in less than 20 minutes. The Inyo County 2008 Collaborative Bikeways Plan states that 2.4% of all commute trips to work occurred via bicycle in Inyo County and 3.2% in the City of Bishop. These bicycle commuting rates are three to four times the statewide average of 0.8%. There are currently about 350 miles of paved and unpaved proposed bikeways in Inyo County with very little (only 1.4 miles) existing Class I bike paths.

Sidewalks are available in almost all downtown areas along the corridor, along with marked crosswalks and some overhead pedestrian warning signs. But no community has extensive pedestrian facilities. Walking as a form of transportation is common for residents of a small town due to the short distances between locations. One limiting factor for pedestrian activity is the very hot temperatures in the summers, especially in the southern part of the corridor, and the snowy cold winters in the northern corridor. Pedestrian trips to and from work are summarized in the Inyo County 2008 Collaborative Bikeways Plan. Nearly 9% of all work trips are made by foot in Bishop. This does not include combi-



Transit Bus in Walker



Cyclists Entering Bishop Along US 395 from the North



On-street Parking in Bridgeport

nation walk/transit trips, which are considered transit trips. Throughout Inyo County pedestrian trips make up 7.2% of all work trips. It is assumed this level of pedestrian activity is similar throughout the corridor. This level of pedestrian activity is well above the national and statewide average of 2.9% walking trips.

COMMUNITY MAIN STREETS

While the corridor is a vital link in the statewide and national intercity highway network, it also serves as the “Main Street” to many of the key communities along the Eastern Sierra. The need to efficiently and safely accommodate through traffic in these communities can conflict with multi modal goals to improve pedestrian and bicycle conditions, reduce the noise and safety impacts, and to enhance the overall economic and community design conditions in these communities. Balancing the highway’s traffic and transportation needs with the communities’ Main Street goals is of key concern. A more detailed look at Main Street enhancement opportunities for each community along the Corridor is discussed in Chapter Three.

As evidenced in a Caltrans District 9 presentation of Highway as Main Street & Context Sensitive Solutions, Caltrans and the Eastern Sierra communities have some competing interests when it comes to US 395 as Main Street. Caltrans’ top priority is to improve safety. They also focus on reducing congestion, creating efficient traffic circulation, reducing maintenance, and reducing exposure to traffic for workers. Slowing traffic is a repeated concern for the Eastern Sierra towns. The communities would like to see improvements such as median landscaping, roadside trees, traffic calming, continuity of sidewalks, more crosswalks, and other improvements that make each community an improved commercial activity center. Such measures would also need to address snow removal issues, maintain highway capacity and allow for the safe and efficient movement of freight and other vehicles along this key artery. Caltrans is making an effort to incorporate design standards into improvement projects that are consistent with community values as long as exceptions to standards do not violate sound engineering judgment and safety.

PARKING MANAGEMENT

Whether perceived or actual, lack of adequate parking can be an issue in communities along the corridor. Limited parking aggravates traffic flow, increases traffic hazards, and may limit the economic health of an area. Parking for buses and large trucks is a problem in some areas. Future development, particularly of recreational areas and associated commercial uses, will greatly increase the demand for parking facilities.

On-street parking can also be a problem and create safety concerns. In the winter, on-street parking may hinder snow removal operations. In some communities, on-street parking of large trucks creates a nuisance. Opportunities for community parking areas can be explored instead of requiring individual business parking areas. There is also a need to consider developing or designating sites for large truck parking in communities such as Lone Pine, Independence, Lee Vining, and Bridgeport.

IMPLICATIONS TO THE CORRIDOR

Overall, the Eastern Sierra communities have a fragile economic environment. Maintaining the rural characteristics of their communities while promoting economic growth is important to most residents. Although Caltrans predicts a slight increase in traffic volumes in the future, improvements such as landscaping, traffic calming, and pedestrian facilities should be considered along with increasing the capacity and safety of US 395. Coordination between the communities, Caltrans, and other stakeholders to develop context sensitive solutions that benefit all parties is an important part of any transportation improvement project along US 395 in the Eastern Sierra. Transit improvements should also be continually sought out. Providing public transportation methods to bring people to the area and to recreation access points brings enormous tourism opportunities for region without adding additional cars to the road.



Parking Signage in Bishop

CHAPTER THREE: ENHANCING THE CORRIDOR EXPERIENCE

INTRODUCTION

This chapter establishes the design direction and discusses the opportunities for highway enhancements through individual communities and for the Corridor as a whole. The chapter is organized into four sections. The first section describes unifying corridor characteristics and development and promotion of a corridor theme or branding strategy. The second section describes enhancement opportunities for individual community main streets. The third section discusses the goals associated with the different roadway design categories which make up the Corridor, and the fourth section maps specific locations of Corridor enhancements opportunities for open areas. More specific details for each opportunity should be provided and worked out with stakeholders during project level design as the individual opportunities move forward into implementation stages.

The corridor design concept can be divided into two categories: communities and open areas. Road facilities and the surrounding built environment play an integral role in establishing aesthetic character for Corridor communities. The highway serves not only a transportation role, but it also functions as the “Main Street” and is part of the town’s social and aesthetic fabric. Therefore, the primary design approach for both the roadway and its adjacent buildings, street furnishings, lighting, and landscaping is to create an inviting, pedestrian-friendly streetscape that helps builds unity in the community fabric. Landscape treatments and signage should be used to soften the overall built environment and reveal community identity.

The transition between open areas and towns creates a pattern emphasized by community gateways and the surrounding open spaces. These transition zones are key, as they provide the best opportunity to slow traffic entering a community. Development that spreads out and stretches along the highway without clearly defined starting and stopping points makes it more difficult for motorists to recognize the need to slow down. Motorists are much more likely to slow in response to the character and scale of the surrounding built environment. Long block lengths and vehicular-oriented uses such as retailers with large areas of surface parking fronting the highway and drive-thru restaurants do not strongly reinforce the need to reduce speed because the emphasis is on the vehicular environment and not the pedestrian environment.

Communities must provide enticing and visually pleasing places to stop. This means efforts must be made to keep the commercial areas clean and inviting. Shade and places to rest and hang-out in the town can help improve the town’s image. People are more likely to stop in communities with an active, vibrant street life. Storefronts must be attractive and interesting as pedestrians enjoy looking at window displays and are therefore more likely to walk up and down a street in which there are places to easily explore. Additionally, land use patterns should be planned to create compact town centers and clear transitions into those centers.

In order to achieve many of the opportunities described in the document, a community’s local street network needs to function well. These roadways impact the functionality of the main street. Their enhancement can often lead to a better overall circulation system. This means that improvements might be needed to other major and minor streets off the highway system in order to provide a highway that can be enhanced to incorporate place-making opportunities. As the overall transportation infrastructure is improved, communities may be able to revisit their options for modifications to the main street environment.

In open spaces or predominately undeveloped areas, the highway should blend into the natural landscape. Road facilities are secondary to the patterns of the land. Thoughtful integration of the highway with these patterns results in an attractive corridor that avoids the distinct separation between road and land. Focus is on restoring and repairing disturbance back to its natural condition.



Scenic View from Division Creek Rest Area in Inyo County



Ranch Outside of Bridgeport



Mountains of the Sierra

CORRIDOR THEME

One Enhancement Plan objective is to unify the Corridor and its communities with the goal of increasing promotion opportunities and coordinating management efforts. A consistent aesthetic style can have a positive influence on the region's tourist-based economy because the result is a recognizable destination. The Corridor's design theme or brand establishes the unifying design concept that is expressed through signage and specific project implementation efforts.

A traveler's comfort level and ability to enjoy the scenery can increase with the clarity of wayfinding signs noting available travel facilities. A coordinated signage program can unify the Corridor and allow for individual community expression. Consistency should create simplicity in order to not only provide a positive visitor's experience but also improve the highway's visual quality by establishing Corridor-wide continuity while allowing communities to express their distinctive qualities. It should be communicated to the state-level tourism board so a consistent message is presented to the public.

EASTERN SIERRA SCENIC BYWAY

The land and the people are the stand-out elements of the Corridor's identity. In the public workshops, attendees spoke about what made the Corridor and their community special. The primary response was that the Corridor theme is primarily about the land and recognizing and celebrating the Eastern Sierra in terms of its scenic quality, recreational opportunities, and unique communities. Therefore, the over-arching design approach is one that highlights the area's geologic wonders, rugged mountains, history, and culture.

Currently the majority of the Corridor is branded as the "Eastern Sierra Scenic Byway", and it is recommended that this theme be continued and applied throughout the Corridor. The message could also be expanded for regional marketing campaigns to include a tag-line such as Eastern Sierra Scenic Byway – Explore the Other Side. Other ideas include "Explore, Experience, and Unwind", "The Land of Valleys and Vistas", or "Discover the Treasures". The slogan can evoke various images of the Corridor and set an expectation for the travel experience. In addition to providing state level promotional opportunities, the theme also speaks to the types of design features to be used. Improvements such as rest areas, viewpoints, bridges, median barriers, and walls should all reflect the essence of the Eastern Sierra and reinforce the theme of the Eastern Sierra Scenic Byway. The following list includes elements which evoke this spirit.

- Working landscape
- Old weathered facades
- Majestic mountains
- Volcanic formations
- Mining
- Recreation (fishing, biking, skiing, hiking, camping, rock climbing, etc.)
- Rural communities
- Native American culture
- Geologic formations
- Isolation
- Water export
- Ghost towns
- Scenic views
- Night skies
- Personal freedom
- Forestry

The Corridor is a land of many authentic experiences. The theme and journey through the Eastern Sierra landscape is revealed in moments of transition between open landscape vistas and towns. The towering mountains and geologic wonders establish a sense of isolation/protection from the outside world, giving travelers the freedom to explore. Man's dependence on the land and the human activities that helped shaped the region, such as mining, water export, forestry, and recreation, are evident. Each community shares special secrets of their history, heritage, and culture to magnify the wonders of the region.

The images shown in Chapter Four show how the theme can be interpreted. These are meant to guide designers in applying the theme during project designs. The Corridor's overall unity can be strengthened by selecting enhancement treatments which reinforce the theme and character. Finding ways to express the theme should be considered during the design of every Corridor-level enhancement project. Examples include Corridor signage, regional trail systems, viewpoints and rest areas, and transit stops.

INDIVIDUAL COMMUNITY MAIN STREET OPPORTUNITIES

A large part of what makes the Corridor interesting and attractive to travelers is the individuality of its communities. The Enhancement Plan recommends maintaining and highlighting the unique qualities of each town. Some areas, such as Mammoth Lakes, June Lake, and Lone Pine, have design guidelines discussing their aesthetic appearance. This document does not supersede such guidelines, but describes the vision for the community as it relates to Corridor enhancement possibilities.

The Corridor Enhancement Plan describes each town along the corridor using three sections. The first section provides a quick summary of its visual appearance, transportation and pedestrian facilities, and surrounding land uses. Second, the vision is portrayed. It is written in present tense to express what the town could look like and how motorists might function through the town. The descriptions are based on ideas generated through the public workshops, previous visioning and planning processes, general plans and Regional Transportation Plans, and recommendations generated from site analysis and reconnaissance work. Third, suggestions of possible methods to address specific issues and achieve the vision are provided.



Streetscape in June Lake



Streetscape in Lone Pine

OPPORTUNITIES

- Highlight town entries.
- Notify travelers along SR 58 of the Mojave business district.
- Highlight Mojave Desert landscape with streetscape plantings.
- Strengthen streetscape character with lighting, street furnishings, and public art.
- Leverage aerospace history in gateway treatments and public art in the streetscape.
- Create a shared-use path west of SR 14 through the business district with appropriate crosswalks where needed.

MOJAVE

EXISTING CONDITIONS

Mojave is located on SR 14 in Kern County about 20 miles north of the Los Angeles County line at mile post (MP) 19. As the highway passes through town it widens from four-lanes to five-lanes (two northbound, two southbound, and a center turn lane). The posted speed limit is 35 miles per hour (MPH). Due to the fact that SR 14 runs east of and parallel to train tracks through Mojave, only the east side of the highway has been developed. The commercial development includes non-descript businesses with adjacent surface parking. The result is very little pedestrian traffic along the street or crossing the highway.

Additionally, there are limited vehicular crossings of the Union Pacific Railroad and Burlington Northern Santa Fe Railway tracks. Oak Creek Road crosses both SR 14 and the rail lines with an elevated structure.

The annual average daily traffic (ADT) through Mojave is about 9,800 vehicles per day with a peak month ADT of 11,700 vehicles per day. This is the highest ADT in the corridor other than in the City of Bishop. Over the past 10 years the annual ADT increased 26%.

Truck traffic comprises about 25% of total traffic volume and substantially contributes to traffic delays. Illegal truck parking has been noted for areas located on SR 58 and SR 14 around Mojave. Several privately-operated truck stops are located in town and provide facilities.

VISION

The Mojave Specific Plan describes the community’s vision, as follows. Overall, the community recognizes its main economic generators and builds upon their foundation to attract solid, job-creating and job-sustaining employment through numerous well-financed businesses and industries. The economic base builds off the services provided to the traveling public along SR 14. It also grows from the Mojave Airport, which is the world’s only civilian aerospace test center and home to talented tenants who bring world-wide recognition to the community.

Positive economic benefits are realized from the SR 58 Freeway as businesses and residences in central Mojave are revitalized and rehabilitated. The transportation system facilitates alternative modes of transportation. Bikeways, pedestrian facilities, and transit are available to minimize the need for personal vehicular use.

ENHANCEMENT OPPORTUNITIES

Community Character and Recognition

Currently, the streetscape does not have a strongly defined character and lacks place-making elements such as lighting, street furnishings, or public art, which help create a memorable experience for passing motorists. Mojave should leverage its rich aerospace history and interface with the nation’s two largest railroads as part of future gateway treatments and streetscape design elements. The streetscape elements can also relate to the SR 58 scenic route between Mojave and Boron. The road traverses through desert landscapes punctuated by Joshua tree groves and spring wildflowers. These elements can be incorporated into town aesthetics to help the community set itself apart as a jumping off point to explore the beauty of the Mojave.

Travelers currently enter Mojave with little introduction. Traveling from the north along SR 14, the highway seems to end at the rail line even though it continues to the south towards the business district. Potential enhancements should focus on highlighting the town entry and directing travelers to the business district area.



SR 14 Entering Mojave from the North

MOJAVE

Mojave is also located about 5 miles from the SR 58 Freeway, which potentially provides the community some economic benefits from those motorists. Investments into SR 58 improvements may also include enhanced community signage at the interchanges to help make motorists aware of the community and increase the likelihood of their stopping in town. Mojave's location at the edge of the Mojave Desert should be emphasized by promoting the town as the crossroads for entry into the Eastern Sierra to the north and the Mojave Desert to the south.

Pedestrian and Cyclist Mobility

Bike lanes can be incorporated into the right-of-way to promote non-vehicular use. A separated shared-use path can be studied to see if it can be developed west of the highway through the business district. Appropriate crosswalks should be provided if a separated path is built.



Mojave Streetscape Before Enhancements



Mojave Streetscape After Enhancements

OPPORTUNITIES

- Provide simple landscaping and revegetation at SR 14 interchange.
- Provide community identity as part of interchange enhancements, either integrated into the structure or a separate monumentation sign.

CALIFORNIA CITY

EXISTING CONDITIONS

Located off the main trunk of SR 14, the Corridor does not have a strong direct influence on California City. From SR 14, the town is primarily accessed from the California City Boulevard interchange. This four-lane road enters the town’s central core area and turns south to connect to SR 58 as a two-lane road. Neuralia Road provides access from the north as it connects to Redrock Randsburg Road and SR 14.

The most prominent entryway is the grade separated interchange off SR 14. Signage from the highway includes a standard highway sign directing travelers to California City. No enhanced signage, plantings, or structures are provided. California City Boulevard is a four-lane road with a wide landscaped median. The town has gateway signage along the boulevard. It is located a few miles from the interchange.

VISION

The City’s general plan states their vision to be the creation of a livable, viable, and visually attractive community through efficient and effective continued growth and sustainable development that will result in a model city within eastern Kern County.

ENHANCEMENT OPPORTUNITIES

Community Character and Recognition

Recommendations for the town include providing town recognition at the SR 14 interchange. Although the community is not a tourist destination or attraction, providing simple community identity along the Corridor may have place-building benefits for the town itself. Town pride can be reinforced as residents feel their community is important enough to be recognized by others in the Corridor, County, and State.

Currently, the town’s presence along the highway consists of standard signage directing motorists to the exit. Town identification could be improved with subtle interchange enhancements. Landscaping could include a native desert landscape palette with monument signage worked into the landforms. Other options include using bridge aesthetics to emphasize the town entry roadway. Embossed lettering or other signage could be incorporated into the bridge structure.

Located in the Mojave Desert, California City has an interesting history and is surrounded by undeveloped desert, including the Bureau of Land Management’s (BLM) 25,000-acre Desert Tortoise Preserve. A range of design themes could be used at the intersection if the community desires to work with Caltrans for more substantial enhancements. Themes could include mining and the Twenty Mule Team Trail, a National Historic Trail, which provided a route for borax ore to be hauled from Death Valley to Mojave. The natural environment and the City’s vision for being a model of sustainability is another concept. Enhancements could relate to the wonders of the Mojave Desert as well as the surrounding wind energy generators. Overall, the town’s image could be captured and expressed.



California City Entrance Along California City Boulevard

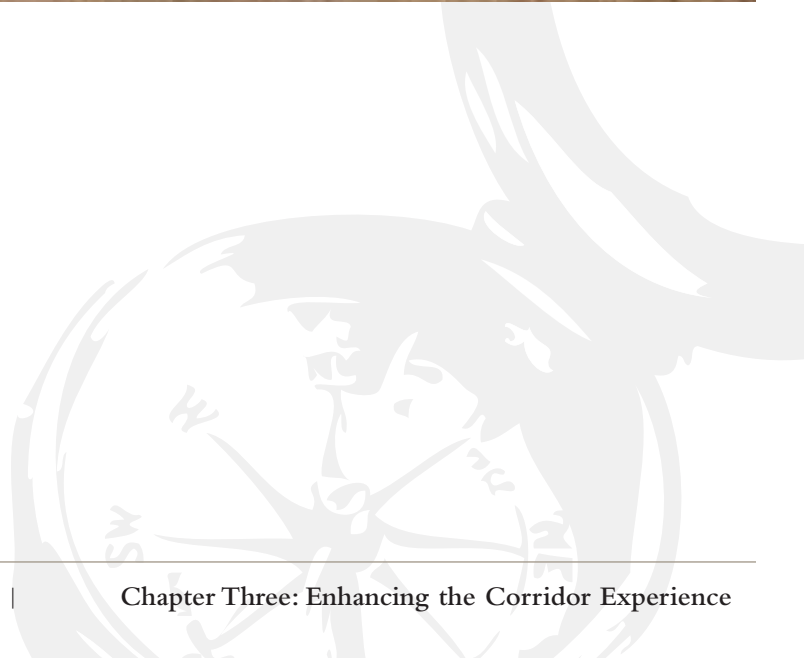




California City SR 14 Interchange Before Enhancements



California City SR 14 Interchange After Enhancements



OPPORTUNITIES

- Provide simple landscaping and revegetation at SR 14 interchange.
- Provide community identity as part of interchange enhancements, either integrated into the structure or a separate monumentation sign.

JOHANNESBURG

EXISTING CONDITIONS

Johannesburg is a small community located on US 395 just north of the San Bernardino County line in Kern County. The highway consists of two lanes near Johannesburg and a center turn lane for several blocks in the downtown area. The posted speed limit is 45 MPH. The annual ADT in the town is about 4,200 vehicles per day which increases to 5,200 vehicles per day in the peak month. The rural town has a few service commercial businesses and several homes scattered along the four blocks of street frontage. The area is becoming an off-highway vehicle (OHV) destination which helps support the limited businesses.

VISION

Johannesburg’s vision is not specifically described in the county general plan or other regional plans. Therefore, the following vision statement represents ideas from the public workshop and from the study team’s site reconnaissance.

Johannesburg welcomes travelers and represents the transition out of the Mojave Desert into the Eastern Sierra Corridor. The town park is better utilized and offers motorists an inviting resting area with picnic benches, shade, and restrooms. The area’s mining history is evident and regional recreational opportunities such as off highway vehicle (OHV) destinations are shared with visitors. Although Johannesburg is unlikely to be many travelers final destination, its location along the highway makes for a convenient jumping-off point for exploring nearby resources.

ENHANCEMENT OPPORTUNITIES

Community Character and Recognition

The town and corridor entry should be defined with gateway signage that is not over-powered by the adjacent billboards. Adding pockets of trees or other low-maintenance landscaping would emphasize the gateway and enhance the aesthetic character.

Traveler Facilities

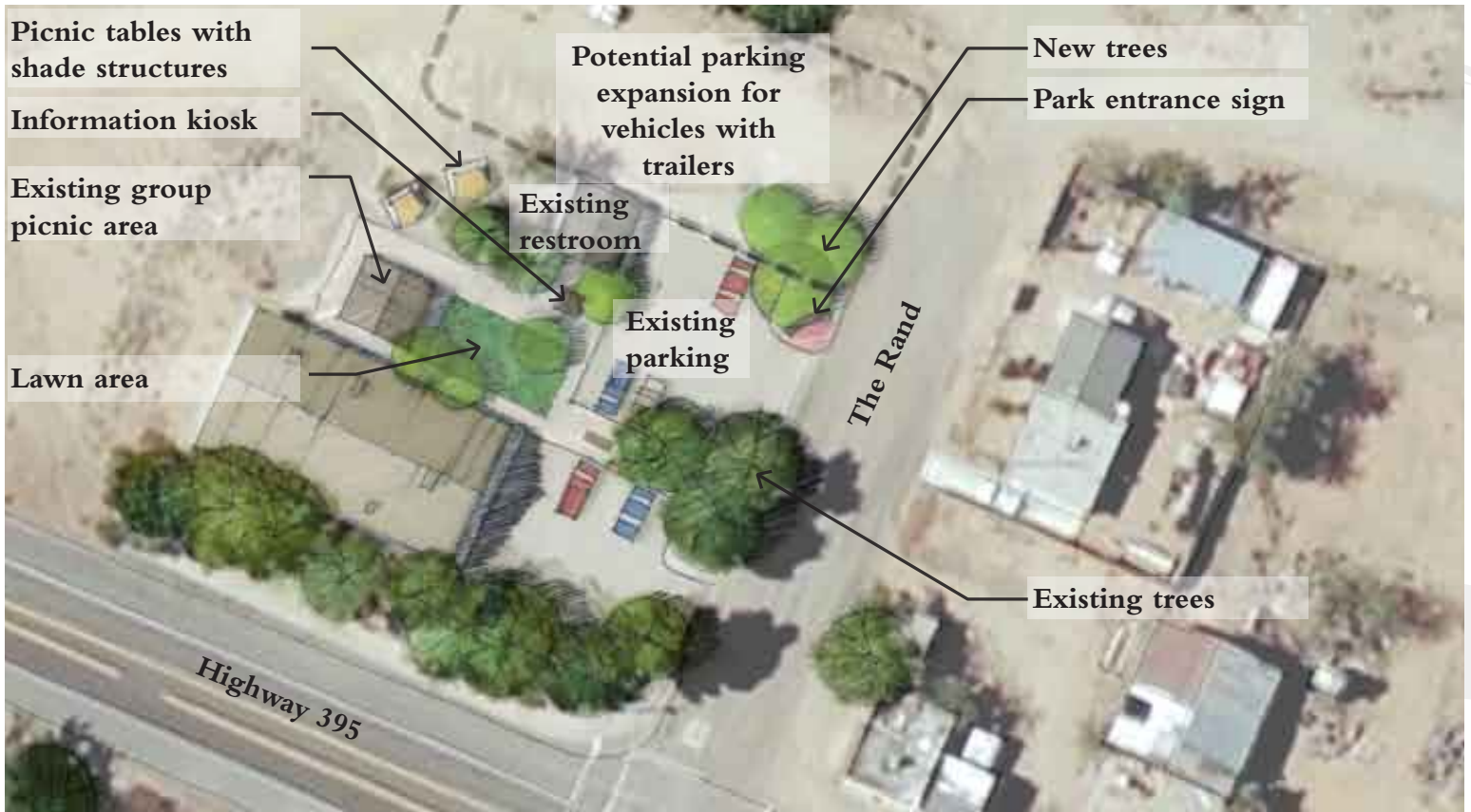
Town park enhancements could include adding trees to soften the amount of paving and rock used at the site and to offer more shade. Improved signage along the highway could inform travelers of the facility’s resources and welcome OHV recreationists. The history and culture of mining and the surrounding rangeland can be highlighted at the gateway and with the road side facility improvements. Commercial opportunities increase as the area becomes an OHV destination.



Johannesburg Streetscape Along US 395



Johannesburg Park/Rest Area Before Enhancements



Johannesburg Park/Rest Area After Enhancements

OPPORTUNITIES

- Highlight the community entries.
- Develop a Class I bike path along US 395BR/SR 178 with landscaping.



US 395BR Entering Ridgecrest from the North

RIDGECREST

EXISTING CONDITIONS

The business route of US 395 (US 395BR/SR 178) runs through Ridgecrest. US 395BR/SR 178 connects to the two-lane US 395 with a grade-separated interchange. Close to the interchange, the business route is a four-lane road with a center turn lane. Large transmission lines cross the highway and connect to a sub-station on the north side of the road.

Further south along the business route, the turn lane transitions to a dirt median with turn pockets located at intersections. This treatment continues until Mahan where the median is continuously paved. After the Wal-Mart/Albertson’s shopping center the road is two-lanes with a paved median. This stretches to Yorktown Street where the median is removed until the business route connects back to US 395 to the south.

Ridgecrest is the largest town influencing the Corridor, and many Corridor residents travel to the city for shopping. Its location off the main highway keeps heavy traffic and the majority of freight movement away from downtown. However, the entry into the community from US 395 is distinctly suburban with large blocks and parking areas fronting the roadway. It does not feel like it has a core, walkable downtown area.

China Lake Naval Air Warfare Center Weapons Division borders the community to the north and is involved in discussions regarding the development of aesthetic and sidewalk opportunities along US 395BR as it enters Ridgecrest.

VISION

The Kern Regional Blueprint Program provided a means to capture the city’s vision and values for the future. During public workshops for the Blueprint process and the Enhancement Plan, locals described themselves as being well-educated and supportive of art, music, and theatre. It is not just a cowboy community, but one that values and respects education, family-values, and the surrounding environment. The following description summarizes their vision for the community as it relates to the Corridor.

The friendly nature of the community is preserved, and growth is planned for in a way that emphasizes walkability with mixed-use, infill-focused development. The transportation network provides safe, improved, and efficient roadways with improved community entrances. Public transit options are expanded and connect to Antelope Valley, Mammoth, Bakersfield, Los Angeles, and the Bay Area.

ENHANCEMENT OPPORTUNITIES

Community Character and Recognition

An entry statement along US 395BR/SR 178 has been an interest of the city. As the highway comes into the intersection with the Base, a Class I bike path with landscaping could be developed along the northern part of the roadway.

Alternatively, Ridgecrest could designate the main city entry as Bowman Road instead of US 395BR to increase enhancement opportunities currently not available along US 395BR due to limitations imposed by the neighboring China Lake Division. This would require road improvements, however, that would not be completed by Caltrans. The City of Ridgecrest could explore this opportunity as it would most likely be funded and maintained by their City departments.

Regardless of the location, developing entry gateways along US 395 would strengthen the town’s connection to the Corridor. The gateway experience should be reinforced with internal town signage and wayfinding that announces the arrival into downtown or other city districts.



Ridgecrest Entry Along US 395BR (SR 178) Before Enhancements



Ridgecrest Entry Along US 395BR (SR 178) After Enhancements

OPPORTUNITIES

- Work with the community regarding bypass options and opportunities to maintain or replace trees if the highway is widened through the hamlets and therefore requires tree removal.
- Develop a Class I bike path to improve the walking environment through the area.
- Work with the County and other agencies and organizations to create a land tenure plan with strategies and action steps to help achieve goals.

OLANCHA AND CARTAGO

EXISTING CONDITIONS

Olancha and Cartago are hamlets that have developed around US 395 in southern Inyo County. Scattered homes and ranchlands parallel the highway along with a restaurant, post office, motels, gas station and mini-mart, and recreation vehicle park. Industrial uses such as the Crystal Geyser water bottling plant and other light industrial facilities are close to the highway or in the area. In 2006, ADT through Olancha was 6,400 with 21.5% of the traffic volume comprised of trucks.

The highway consists of two-lanes within the hamlets. The speed limit reduces slightly to 55 MPH from south of Olancha to north of Cartago. Through Olancha, the road is lined with large trees and wide shoulders.

A 12.7 mile widening project proposes to expand the road from two-lanes to four-lanes from the four-lane segment just south of the Los Angeles Aqueduct north to the four-lane segment at the Ash Creek Bridge. A 100' median would be incorporated into the majority of the alternatives except for the alternative that uses the existing alignment. Alternatives include options designed to improve the road's level of service through the area in order to meet existing and future traffic demands and connect the two existing four-lane highway segments. Some of the alternatives propose that the existing highway through Cartago and Olancha become a frontage road and a separate four-lane facility be constructed west of the existing highway. Other alternatives would use the highway's existing alignment and widen the facility as it passes through the hamlets.

Land ownership in the Olancha/Cartago area constrains future development. Even though the limitations are less than other Owens Valley communities, there is a limited amount of undeveloped private property. Overall the area does not have a large supply of private land available for development.

VISION

Caltrans conducted a series of public meetings to discuss the widening project with community members. They provided feedback at the community meetings, but currently there is no prevailing sentiment regarding the alternatives. During the meetings, community members have voiced a desire to see vehicle speeds reduced and provisions made that would ensure solvency of businesses along the highway.

The following vision describes the future state of the highway through the communities. Motorists easily recognize the agricultural heritage of Olancha and Cartago as they reduce travel speeds at the town entries. Travel facilities reinforce the small-town appearance and ranching atmosphere.



US 395 Through Olancha

ENHANCEMENT OPPORTUNITIES

Community Character and Recognition

The trees lining the highway through Olancha help increase town recognition and can aid in slowing traffic. Motorists notice the trees from a distance and as they enter and exit the town. Roadway improvements such as expansions vary in the amount of tree removal required. Ideally, one would want to keep these trees to the extent feasible. Some tree mitigation may be possible with the existing alternative one, and the other alternatives do not require any tree removal. Successional tree planting programs can be explored to ensure the longevity of the tree-lined viewshed and replace trees removed through expansion projects. Planting additional trees along connecting roadways or fence lines could be discussed with local property owners to give the town greater visual presence to approaching motorists.

Although community members typically are not supportive of bypasses, such developments can benefit the community. Visual, noise and traffic impacts associated with the proximity of truck and other traffic can be reduced. This provides opportunities to enhance the existing roadway through town and create more pedestrian-friendly environments. This document does not make a recommendation either in support or against the bypass. Rather, this decision will be made by the appropriate agencies in coordination with a public involvement process.

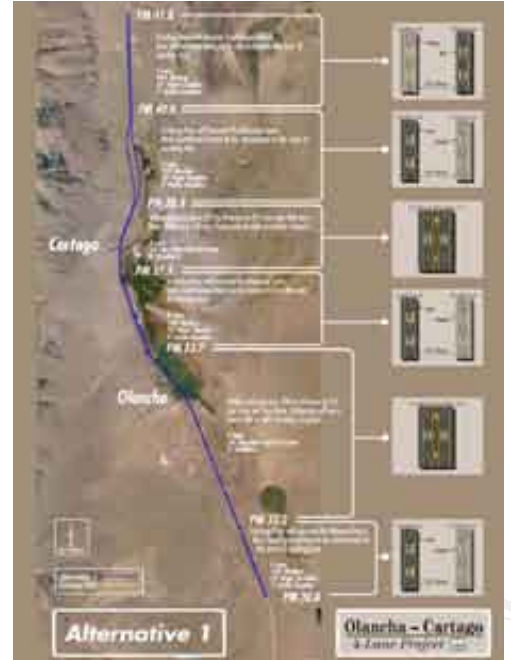
In the event a bypass is developed, considerations for gateway connections back to the communities should be included. The gateways can be coordinated with informational pull-offs to let motorists know of the community resources, history, and recreation opportunities.

Pedestrian and Cyclist Mobility

Developing a separated Class I bike path along the highway through the hamlets can improve the overall walking environment while fitting in with the hamlets' character. Sidewalks may not seem contextually appropriate, but a path system with landscaping can enhance community recognition while moving pedestrians off the highway.



Cartago Streetscape Along US 395



Bypass Alternative



Bypass Alternative



Bypass Alternative



Bypass Alternative

LONE PINE

EXISTING CONDITIONS

Lone Pine is the largest unincorporated community in Inyo County. Located on US 395 north of Owens Lake, it is a staging area for people visiting Mount Whitney and the Alabama Hills. It also serves as a gateway to Death Valley National Park along SR 136. A multi-agency visitor center is located near the SR 136 intersection a few miles south of town.

In the north and south portions of town US 395 is a five-lane roadway with four travel lanes and a center turn lane. In the community downtown area, or business district, the turn lane is removed in exchange for on-street parking and sidewalks. The town has one signalized intersection, which is notable since most communities of this size do not have any. School-operated overhead pedestrian crossing signs are located near the school crossing area. The posted speed limit in Lone Pine is 25 MPH.

Traffic volumes are typical for the Corridor with 2008 annual ADT volumes of 6,700. Traffic is significantly higher in the summer and winter with peak month volumes of 8,800. Truck traffic comprises about 16.6% of the overall volume, the majority (77%) of which are trucks with five or more axles.

On-street parking is available in the business district and off-street parking is provided behind most developments as well as being available at the county park. Residents comment that there is a lack of available parking. This may be a result of both a lack of facilities and inadequate signage directing people to off-street parking areas.

The Lone Pine Paiute-Shoshone Reservation borders both sides of US 395 immediately south of town. Four streets edge the reservation: East Inyo Street/Sub Station Road on the north, Esha Street on the east, Teya Road on the south, and Quing-Ah Road on the west. Residential driveways front directly on to the highway and there are no sidewalks.

Travel speeds are generally higher around the reservation with a 45 MPH speed zone. The density of surrounding development is lower than the density typically associated with main street areas. This may reinforce the perception of not having arrived into town and therefore not needing to slow down yet. Southbound motorists leaving Lone Pine have exited the business district and therefore tend to speed back up as they leave the more developed area.

US 395 cuts through the reservation which means cyclists and pedestrians must cross the highway when traveling east-west within the reservation. The higher travel speeds make this more difficult.

Within the Lone Pine business district, bike and pedestrian crossings are safer due to relatively low traffic volumes and the recent implementation of operational improvements recommended by the Institute of Transportation Studies' (ITS) traffic safety evaluation for Lone Pine during 2005. At that time, it was noted that the crash rate in town was 2.84 crashes per million vehicles miles. This is significantly higher than the statewide average of 1.09 and includes incidents such as sideswipes, rear-ends, and broadside collisions.

Based on the evaluation, Caltrans recently improved intersection sight distance with additional intersection approach and red curbing. Uncontrolled cross walks were consolidated and enhanced by adding horizontal striping, shark teeth stop bars, advanced warning signs, and "stop here" signs. Unnecessary curb cuts were filled in to increase on-street parking.

The report documented that drivers do not typically slow down as they enter the downtown area, especially those entering from the south. This reflects the fact that northbound motorists typically experience an uninterrupted flow of high speed traffic for about 120 miles before arriving in Lone Pine. They may reduce their speed to 45 MPH but not the posted 25 MPH.



Existing Lone Pine Gateway



Lone Pine Streetscape

LONE PINE

The town has adopted design review guidelines for development in the business district. The intent is not to limit development but to promote architectural styles that will mesh with the natural environment, express regional identity, and preserve the area's historical western high desert culture by promoting development that generally conforms to the currently prevalent architectural style.

The existing streetscape is bounded by one- to two-story commercial buildings with eight- to ten-foot sidewalks. Shade is provided where buildings incorporate awnings. Landscape is limited to pots with flowers and shrubs. Some businesses are set back from the roadway and incorporate pockets of plantings in their street frontage. Buildings use wood, stone, stucco, and brick to create an eclectic mix of structures that remind people of the wild frontier. Bold signage adds a distinctive, expressive element to the street scene.

Lone Pine is an example of a Corridor community affected by the Los Angeles Department of Water and Power's (LADWP) land holdings. Land ownership in the Lone Pine area constrains future development. There is only a small amount of undeveloped private property. Within the business district, development is limited as several of the properties that are vacant or have dilapidated and vacant structures are owned by LADWP. Community members have expressed a desire to evaluate the potential for land swaps for these commercial properties. In addition to creating difficulties with developing land, property owners of dilapidated buildings tend to let the structures continually deteriorate rather than re-investing. Empty lots and abandoned structures create a feeling that the town's economic energy is dying. Transferring these types of properties to private ownership will give more incentive for development.

VISION

Lone Pine's vision for the future has been consistently discussed in different public forums, such as the public workshops for the Enhancement Plan and for the Inyo 2020 Forum. The description below presents the vision of the community's future as developed through the study of these and other community involvement efforts.

A clean, safe, pedestrian-friendly downtown is desired that invites both locals and visitors to stop and spend time at local businesses and gathering spots. The town expresses an original personality steeped in western history, film, and access to the outdoors.

This individuality is evident in building architecture, streetscape, public spaces, and signage. Enhanced gateway elements create an entry statement reinforced by the town's streetscape and built environment. This includes visually distinctive and creative pole signage and structures which help distinguish the town from other Corridor communities.

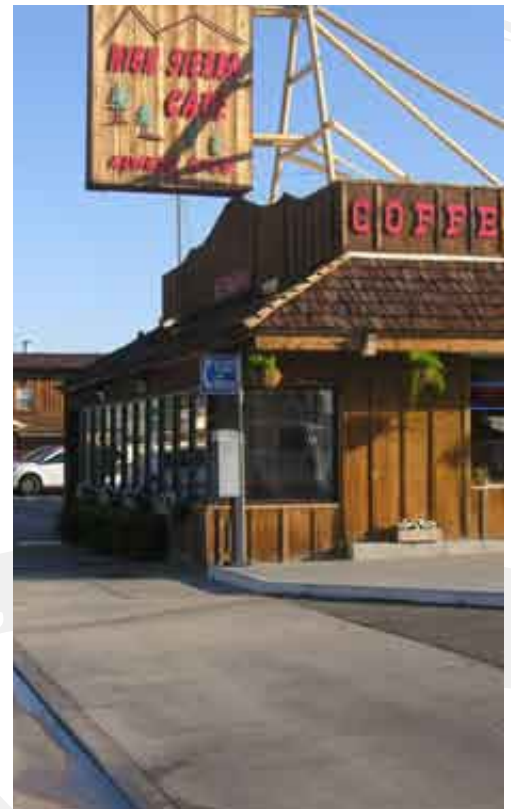
A coordinated wayfinding system provides signage for motorists and pedestrians. Access to public off-street parking areas are easier to locate and appropriate pockets of on-street parking are maintained to emphasize the presence of an active streetscape. Visitors are more aware of community resources and destinations such as the movie museum, Alabama Hills, Mount Whitney, Horseshoe Meadow, trails, and birding at Owens Lake.

Overall, the community has nicely balanced the demand for new development with the desire to preserve a relaxing rural lifestyle. The meadows outside of town are conserved and development is focused on in-fill and growth opportunities in the existing business center and/or commercial and industrial zones. The town would also like for there to be some private land on the east edge of town to allow for some small growth. Furthermore, the process and principles for accommodating land exchanges creates an atmosphere of cooperation and partnership that stimulates reinvestment into the community and economy. There is leadership in place to help move programs forward, assist in finding funding sources, and promote new tourism opportunities.

Trails and public transportation have become an increasingly popular means to travel to and within Lone Pine and the surrounding sites. The town is a hub for local and regional



Views Toward Mt. Whitney at Connecting Streets



One Architectural Style in Lone Pine

OPPORTUNITIES

- Implement the Heritage Trail and its associated streetscape enhancements.
- Connect the airport, Inter-Agency Visitor Center, and reservation to the town business district with sidewalks or separated paths.
- Consider options for raised medians, refuge islands, and bulb-outs at select streets.
- Provide shade and improve scale of streetscape by incorporating street trees.
- Consider use of large planters or hanging baskets.
- Incorporate enhanced street lighting.
- Improve entries and gateway signage to reflect town character.
- Use signage to distinguish the different zones throughout the developed area.
- Underground utilities.
- Enhance connecting streets with landscaping and parking. Consider using the side streets for community functions and activate the overall streetscape.
- Improve community signage associated with the kiosk at the Inter-Agency Visitor Center.
- Consolidate curb cuts.
- Enhance traffic operations on parallel streets to allow for more Main Street improvements.
- Evaluate effectiveness of existing off-street parking signage and adjust to provide clear direction to parking locations.
- Support the development of a truck stop outside of the central business district with appropriate screening and landscaping.
- Work with the County and other agencies and organizations to create a land tenure plan with strategies and action steps to help achieve goals.

trails connecting people to sites within and around town and to other communities and nearby resources. Regional transit is continually improved and provisions are in place to allow for bike and pedestrian access along the old narrow gauge rail lines.

ENHANCEMENT OPPORTUNITIES

Action steps to reach the vision must be coordinated with and supported by the various agencies, stakeholders, and business owners. The majority of recommendations are currently documented in other plans such as the Collaborative Bikeways Plan, the County’s general plan, and the Regional Transportation Plan. The opportunities listed here reinforce the goals listed in those and other documents.

Pedestrian and Cyclist Mobility

Making the Heritage Trail and the Lower Owens River Project trail a reality would not only provide alternative transportation options but also expand the community’s recreation resources. The Heritage Trail would provide several benefits to the town as it would connect Lone Pine to Alabama Hills, Pangborn Lane, Foothill Trailer Park, and the Lone Pine Reservation.

A portion of the Heritage trail is tentatively aligned along the Southern Pacific Railroad corridor pending cooperation with land owners. Using the corridor for the trail will help keep the easement undeveloped and available in the future for potential conversion to a historic narrow gauge rail corridor. A trail system would then be in place to allow visitors to come to Lone Pine via rail so that they could have the opportunity to bike or walk to town.

Sidewalks and paths connecting the airport to town would further expand the visitor’s ability to stay in Lone Pine without needing a car to get to town. The infrastructure accomplishes other goals as well since it most likely means sidewalks would be constructed through the reservation along US 395. The walkways would provide safer pedestrian access, connect the Inter-Agency Visitor Center to the business district, and improve the roadside aesthetic as motorists enter Lone Pine from the south.

A trail along the Owens River would provide natural vistas. The walking path would provide access from the town to Owens Lake and bird watching opportunities without making residents and tourists drive. The path also could connect Lone Pine, Independence, and Bishop and allow the communities to work cooperatively to promote the area resources such as Manzanar and the Mount Whitney Fish Hatchery.

Community Character and Recognition

Heritage Trail plan components are not limited to just a paved cycling/walking path. They include kiosks along Main Street to highlight the natural and historic points of interest. Traffic calming strategies and pedestrian refuge islands are also proposed. Existing, active crossings such as Lone Pine Narrow Gauge Road, Whitney Portal Road, Muir Street, Burkhardt Road, and Teya Street should be considered for the refuges. Although snow removal operations do occur in Lone Pine, they are not as frequent as the more northern Corridor communities. Therefore, raised medians at a refuge island or bulb-outs at select streets might be more reasonable for Lone Pine than other towns.

Other traffic calming strategies could include streetscape enhancements such as street furniture, landscaping, and architectural streetlights. Currently, there is not a street tree program and landscaping is limited to individual businesses. A regular pattern of street trees is probably not appropriate for the town character, but pockets of landscaping and trees could be provided where there is adequate room. Areas in front of large surface parking lots are great opportunities, such as in front of the Dow Villa Motel. The purpose of the trees is not only to provide shade but also to reduce the visual scale of the highway in relation to the buildings fronting it.

The use of planters can be increased to bring color and variety to the streetscape. These can include hanging baskets and large pots of shrubs or annuals/perennials. In keeping with the town character, a variety of planters and street furniture should be used along the street rather than one uniform style. The emphasis is on subtly reinforcing the town’s eclectic nature.

Along with sidewalks, street lighting should also be incorporated along US 395 through the reservation. The improvements would provide visual enhancements and improve the entry experience into Lone Pine. Currently travelers entering from the south pass pockets of scattered development after going by the Inter-Agency Visitor Center at the SR 136 intersection. The town welcome sign is placed just south of the reservation, but the lack of concentrated business development through the reservation does not signal that a driver should slow down significantly. Street improvements such as lighting and sidewalks can help improve this perception.

Overall the entry experience from both the south and the north can be enhanced. Signage can be used in a coordinated fashion to introduce the town, the reservation, and central business district. The existing signage is dated and the southern town sign does not correspond with the northern sign. Gateway signage should be designed to reflect the town’s unique character and distinguish the different zones within the community.

Undergrounding utilities would provide significant aesthetic benefits. Power lines parallel and cross the highway breaking up the viewshed. In particular, views toward Mount Whitney are disrupted. Undergrounding efforts would need to occur not only on Main Street but also on B Street including at least the area between Post Street and Mountain View Street.

These connecting blocks could also include pockets of landscaping and pedestrian amenities to be more visually inviting and encourage parking along the side streets. They can also provide seating opportunities for views toward Mount Whitney and the surrounding mountains. Carson City, Nevada is a nice example of how side street improvements benefit Main Street itself. The community is able to use the side streets for community functions that invigorate both Main Street and overall community life.

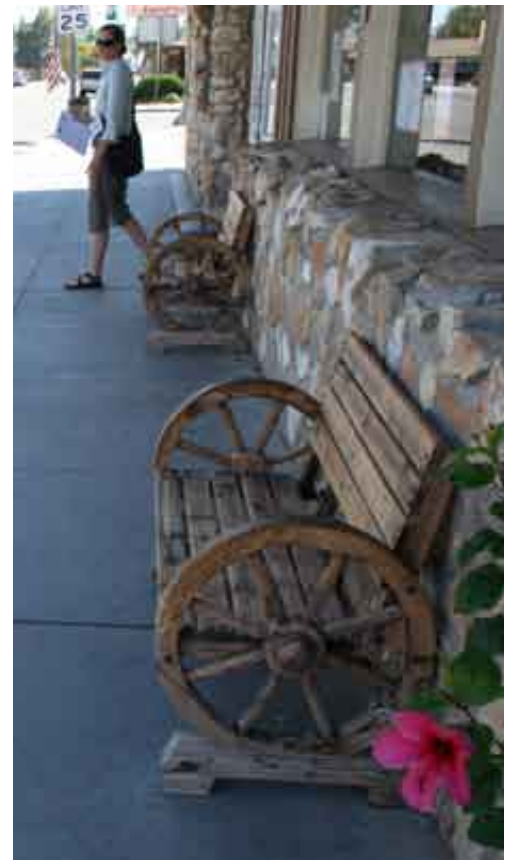
Signage associated with the Inter-Agency Visitor Center’s kiosk should be improved. There is little incentive for motorists to stop at the kiosk near the road when it appears that the visitor center would have all the information that is desired. There should be better signage letting motorists know that the kiosk provides town information and why they might want to stop and read the boards. Otherwise one would assume the panels simply include more interpretive information that could be found in greater abundance at the actual center itself.

Vehicular Circulation

Streetscape improvements, such as maintaining on-street parking, may be facilitated by enhancing traffic operations along parallel streets and by consolidating curb cuts. Parallel streets can accommodate local traffic needs and remove some of the conflicts with parking and traffic movement. Curb cut consolidation reduces the number of locations vehicles may enter and exit the highway. Thereby lowering the chances for related rear-end or broad-side collisions.

Parking

Parking is consistently discussed as an issue for the town even though there are spaces located on side streets and behind some commercial properties. Off-street parking is also available in the southern portion of town and at the Lone Pine Park. Signage informing motorists of parking locations should be evaluated and implemented. This would serve not only to direct drivers to appropriate parking locations but also to alleviate concerns



Lone Pine Street Furnishings



Lone Pine Street Furnishings



Lone Pine Commercial Signage

residents have about the lack of parking. In addition, a parking study should be conducted to identify and recommend potential locations to provide a centralized off-street public parking area(s), if needed.

Truck parking issues may also be addressed by developing a truck stop outside of the central business district. If located along US 395, the facility should implement guidelines described in the town design guidelines to maintain the community character. Landscaping and trees should also be used along the street frontage to reduce the visual impact of the parking from the Corridor. Development of a facility should be supported by the permitting agencies.

Property Ownership

Overall, the town does not have a large supply of private land available for development. The Sierra Nevada Conservancy is working with Inyo and Mono Counties to complete a land tenure study. This project will help bring key players to the table to develop viable strategies for housing and economic development inside of and adjacent to town. Working towards the action steps identified through that process could open doors for development opportunities and for Lone Pine to reinvest in existing properties along Main Street and provide an opportunity for some growth.

Energizing the town’s economy can also be accomplished not just by building on undeveloped parcels but more so from developing existing property and thereby reducing the amount of vacant properties.

Community members should work with the County and other agencies and organizations to create a land tenure plan with strategies and action steps to help them achieve their goals. Land tenure issues are often discussed as a major limiting factor for the region. Support needs to be provided to understand what solutions are viable in order to discover the balance between development and conserving the rural quality of life enjoyed by residents.



Lone Pine Vacant Commercial Property



Lone Pine US 395 Main Street Before Enhancements



Lone Pine US 395 Main Street After Enhancements

INDEPENDENCE

EXISTING CONDITIONS

Independence has been the county seat of Inyo County since 1866. Located in the central Owens Valley, it lies 16 miles north of Lone Pine and 26 miles south of Big Pine. The highway splits the land uses of the town nearly in half, causing a significant need for residents to cross the highway. Overhead flashing pedestrian crossing signs are provided near the school crossing area at Market Street. A crossing guard helps pedestrians cross the roadway during school hours.

Highway conditions in Independence are very similar to those in Lone Pine, with a four-lane cross section, on-street parking, and a posted speed of 25 MPH. Traffic counts are lower than those for Lone Pine and are average for the Corridor. The 2008 annual ADT volume is 6,150 with a peak month count of 7,600.

The Fort Independence Reservation is located on both sides of US 395 about 3 miles north of the town of Independence. The tribe operates a travel center which includes a gas station, casino, and truck stop on the west side of the highway. The tribe intends to increase economic development along a frontage road in the future and is currently working with Caltrans on access issues to the development.

Land ownership by the LADWP includes properties that sandwich the town at both ends, limiting future growth and presenting the town with a challenge typical of other Corridor communities. Land ownership constrains future development as there is only a small amount of undeveloped private property. Residents have worked with local and regional agencies to facilitate land exchanges and create land sale opportunities for business and housing development.

Caltrans is completing the Manzanar/Independence four-lane project to widen the highway from two- to four-lanes from south of the Los Angeles aqueduct north to Fort Independence Road. As part of the project, Caltrans rebuilt sidewalks and extended them north from the town to the airport. Historic style decorative lighting has been installed along the walkways. Residents have expressed concerns over tree removal caused by the widening project. However, their overall desire was for the highway to be widened through town rather than bypass the community.

Locals complain of unauthorized truck parking on the roadsides in front of residences. The recently constructed truck stop at Fort Independence may help to correct this issue.

Gateway monument signage is located on the northern entries just outside of town. The majority of buildings along Edwards Street (the town's main street) are one-to two-story, nondescript structures. The streetscape includes service stations, county buildings, and commercial, civic, light industrial, and residential uses. The most distinctive building is the courthouse, and the Winnedumah Hotel across the street provides additional interest. A Caltrans road yard is to the west of the highway at the north edge of town by the airport. Homes front the highway in the southern portion of town. An auto repair shop marks the community's southern limit with a unique white river rock building.



Independence Existing Gateway Sign



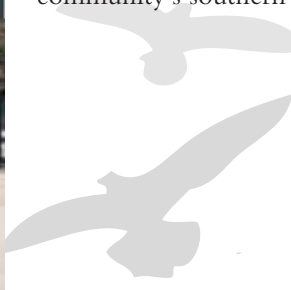
Inyo County Courthouse



Winnedumah Hotel



Pedestrian Crossing with Crossing Guard



VISION

Independence residents prepared a Community Action Plan in 1998 which has been updated periodically over the last 10 years. Some of the plan’s goals have been achieved, but the community is still working towards others, especially those associated with land exchanges for commercial and residential development. Results of visioning efforts by the Community Action Plan, this project, and other planning studies frame the town’s vision that is described as follows.

Independence is recognized and respected as Inyo’s county seat. The town not only houses the County courthouse and several other County operations, but it also is the center for several County events to celebrate its history, varied cultures, and environmental resources. County residents and visitors sense the need to respect the town as it expresses civic pride through architecture, streetscape elements, and local involvement in community events.

US Highway 395 builds off the lighting and sidewalk improvements provided by Caltrans. Residents feel good about how the town looks and are engaged with taking stewardship of how others view the community. Pedestrians make the streetscape appear more energized as there is visible activity. They feel comfortable crossing at designated locations.

Land tenure issues improve and the public image gets better as vacant and under utilized properties such as the Pines Cafe are revitalized and generate benefits for themselves and the town’s overall economic health. Tourists stop and spend time in the town and shop at businesses. There is a small but thriving business community.

Path connections between Independence, Fort Independence, and Manzanar allow locals and tourists to travel and explore the area by bike and by foot. The town serves as a central point for an area trail network. Enhanced wayfinding and a coordinated series of gateway signage introduce the three locations (Independence, Fort Independence, and Manzanar) as well as Independence’s central business district. Motorists recognize the transitions into and out of town.

ENHANCEMENT OPPORTUNITIES

Community Character and Recognition

Independence has a few buildings to help establish a civic street presence for the town. The architecture of the courthouse should be reinforced by other street elements to set the town apart as the County Seat. Structures, pedestrian amenities, and lighting should be selected to convey a sense of civic pride. Street trees and pots with flowers could be incorporated into the streetscape without blocking business signage. The trees would improve the scale of the roadway and provide needed shade in the hot summer months. Undergrounding utility lines that crisscross the highway would also enhance the streetscape.

Gateway and wayfinding signage could improve the town’s identity and convey civic and community pride. The free-standing signage should highlight Fort Independence, the town edges, and the central business district. The Caltrans maintenance yard north of town could be screened to reduce its visual impact and create a better entry experience.

A tree program was incorporated into Caltrans’ highway widening project and should be continued to be fully implemented by the County. Caltrans bought over a hundred trees and provided them to the community for corridor enhancement. The intent is to locate them to provide additional traffic calming as well as shade during hot summer months.

OPPORTUNITIES

- Select streetscape furnishings and lighting that reinforce the character of being the County seat and give a sense of civic pride.
- Incorporate street trees and planted containers to provide shade and improve the scale of the streetscape.
- Enhance gateway and wayfinding signage.
- Screen the Caltrans maintenance yard north of town.
- Complete the tree replacement program provided by Caltrans.
- Create a shared-use path to connect Independence, Manzanar, and surrounding cultural and historical sites.
- Connect the airport with the business district via sidewalks or paths.
- Work with the County and other agencies and organizations to create a land tenure plan with strategies and action steps to help achieve goals.

Pedestrian and Cyclist Mobility

Pedestrian crossing gaps may be improved by four-laning US 395 on either end of town in order to calm the queuing created by the bottleneck. Similar to the Heritage Trail development for Lone Pine, a separated shared-use path connecting Independence to Fort Independence, Manzanar, and surrounding cultural and historical sites would provide a great resource for both residents and visitors. The path should connect to the existing sidewalks and trail networks such as those linking the airport to town.

Property Ownership

Similar to the Lone Pine opportunities, Independence residents should participate in the Sierra Nevada Conservancy’s land tenure study. Overall the town does not have a large supply of private land available for development. Strategies should focus on understanding what processes and steps need to be completed to allow for private ownership of public parcels identified for appropriate commercial or residential growth.



Independence Streetscape



Independence US 395 Main Street Before Enhancements



Independence US 395 Main Street After Enhancements

BIG PINE

EXISTING CONDITIONS

Big Pine is located in Inyo County about 15 miles south of Bishop. SR 168 intersects US 395 on the north edge of town, connecting travelers to Inyo National Forest’s Ancient Bristlecone Pine Forest, Death Valley National Park, and north and east into Nevada. A free-standing sign and informational kiosk are on the southeast corner of the intersection to provide traveler information. The structures are part of the Big Pine Triangle County Park. A giant sequoia towers over the kiosk and marks the entry to town and to the National Forest. It is the pride and joy of community members and decorated during December as the town Christmas tree. Glacier Lodge Road goes west from the commercial district to popular recreation areas and trailheads in the Sierra Nevada.



Triangle County Park at SR 168/US 395 Intersection

Big Pine has a wide roadway cross section with four travel lanes, a center turn lane, on-street parking, and sidewalks. The town has larger blocks than most other Corridor communities and many of the businesses are set back from the road with large parking areas fronting the highway. The east side of town does have multiple businesses that are close to the highway and accessed from the sidewalk. The town’s location as a crossroads with access to both the west and to the east has kept it as a tourist town with motels, cafes, art galleries, and restaurants. The town serves both as a tourist hub and a bedroom community for nearby Bishop. Businesses are scattered and the town does not have a strong central core.



Big Pine Streetscape

The posted speed limit is 35 MPH. Over the past ten years, annual ADT traffic volumes have increased slightly (8%) to the current level of 8,000 vehicles per day. Truck traffic comprises 11% of the traffic, with over 71% of the trucks having 5 or more axles. The greatest increase in overall truck traffic volumes along the Corridor occurred in Big Pine, where daily truck traffic grew by 640 between 1997 and 2007, and by 541 between 2002 and 2007.

Although there is gateway signage to the south of town, it does not communicate anything special about the town or make a strong visual impact. Additionally, billboards on the tribal lands south of town advertise for businesses in Bishop. This may reduce the amount of visitors that otherwise might stop in town.

The Big Pine Paiute tribal lands are located just south of the main community on both the east and west side of US 395. Although there are no firm plans for economic developments along US 395, establishing a truck stop on US 395 has been a hope of tribal members for some time.

Three striped pedestrian crossings are located in town. Two are associated with school crossing zones in the southern part of the community – Blake Street/Bartell Road and Walnut Street/US 395 intersections. Overhead school speed zone flashing signals and 25 MPH school speed zone signs reinforce the crossings. The other crossing is at the Alley Aly/US 395 intersection. There are no signalized intersections, so pedestrians and cyclists wait for a break in traffic to cross the street.

LADWP has land holdings in and around Big Pine, but the majority of the central business district is on privately-owned land. Land ownership constrains future development as there is only a small amount of undeveloped private property. This is typical of communities in the Owens Valley. Overall the town does not have a large supply of private land available for development.

As with other communities, Big Pine has strong ties to recreational and environmental resources. Of significance are the Palisades Glacier, Tule Elk habitat area, Bristlecone Pine Forest, Big Pine Volcanic Fields, and Crater Mountain, Eureka Sand Dunes, Eureka and Saline Valleys, and the northwestern part of Death Valley National Park.



East Side of Big Pine Streetscape

VISION

Big Pine residents also participated in the 1998 Community Action Plan process and developed goals and strategies for their community. Identified objectives included those relating to both the economy and the appearance of US 395. The town was also discussed during the public workshops conducted in Lone Pine and Bishop for the Corridor Enhancement Plan. The following describes the vision as developed through the study of these and other community involvement efforts.

The town's scenic quality along Main Street creates a distinct downtown area, attracting more shops and customers to the district. Community aesthetics relate to town and area resources and history, making Big Pine a unique and desirable place to stop as an alternative to staying in Bishop. The town works cooperatively with Bishop to meet shared regional goals and objectives.

Gateway signage introduces the community and indicates the transition from the open meadows to developed town. It reveals what is special about the community and surrounding area.

ENHANCEMENT OPPORTUNITIES***Community Character and Recognition***

Currently, the wide street section and adjacent parking areas reduce the town's visual quality and Big Pine does not have a strong sense of having a distinctive old downtown like other Eastern Sierra communities. Aesthetic improvements such as undergrounding powerlines and providing pedestrian amenities and architectural lighting may help improve this image. Establishing a thoughtful landscape program may have a significant place-making impact.

Being the gateway to the Ancient Bristlecone Pine Forest and the adjacent meadows and wildlife ranges is one of the town's distinctive elements. A landscape/street tree program that incorporates pine trees and other evergreens would highlight some of the area's particular resources and distinguish the town from other Corridor communities. The program should use a range of interesting seasonal trees or other plant materials to mix with the evergreens – adding color and variety and giving structure and pattern to the streetscape experience. Consideration regarding shading during winter months needs to be used when selecting and siting evergreens.

Big Pine Creek crosses under the highway in a relatively central part of town at Big Pine Park. The park is not signed from the highway and it is not quickly recognizable as a public area. Park improvements could include walking and seating areas along the creek and opening up views to the creek. The facility should have a strong street presence and reinforce the theme of the environment and surrounding resources, such as the creek's abundant Brown and Rainbow trout, as an important community element. The park could have a visual connection to the Chamber located across the street, and travel information could be provided to make visitors aware of the many surrounding destinations.

OPPORTUNITIES

- Underground powerlines.
- Provide pedestrian amenities and enhanced lighting.
- Highlight connections to environmental resources and recreation opportunities.
- Incorporate a street tree program.
- Consolidate curb cuts where possible and use landscaping to break up the view of large parking lots next to US 395.
- Improve connection to town park and provide interpretive signage of Big Pine Creek and its resources.
- Enhance town entries with improved gateway signage and landscaping.
- Provide gateway signage at Triangle County Park.
- Work with the County and other agencies and organizations to create a land tenure plan with strategies and action steps to help achieve goals.

BIG PINE

Enhancing Big Pine's gateways differs for the southern and northern entries. From the south, greater recognition should be given to the entry into the Big Pine Paiute Reservation and the town's monument signage should be redesigned so the structure simply communicates the town's uniqueness. Plantings of evergreens and other materials reinforce the message and excite people about what the town has to offer. Although the southern entry sign mentions Palisades Glacier and the Bristlecone Pine Forest, it currently looks like it is trying too hard and could turn some people off.

After passing the southern gateway sign, motorists travel through the reservation and past the high school before getting to the commercial area. This progression should be clearly signed so travelers know when they have arrived at the business district.

The northern entry really begins at the SR 168 intersection or the Triangle County Park. Gateway signage should be provided on the west side of the highway to reinforce this location as the entry into town and notify travelers of the community information available at the information kiosk. Currently it seems that the information is only regarding the Bristlecone Pine Forest and is not associated with the town.



Big Pine Streetscape



Big Pine Park Area Along US 395 Main Street Before Enhancements



Big Pine Park Area Along US 395 Main Street After Enhancements

BISHOP

EXISTING CONDITIONS

Bishop is located in Inyo County just south of the northern county boundary. US Highway 6 intersects with US 395 in the northern part of the town and continues north towards Nevada while US 395 turns west. Most of Bishop is located south of the intersection. The Bishop Paiute Indian Reservation is the largest in the county, situated west of the City of Bishop. It is mostly sandwiched between US 395 and SR 168. Adjacent to the city are several other unincorporated residential areas such as West Bishop, Dixon Lane, Meadow Creek, and Rocking K.

Bishop is the only incorporated city in Inyo County and is one of the most populated towns in the Corridor. Traffic volumes are almost twice that of most Corridor areas. The current annual ADT is 15,950 vehicles per day with a peak month ADT of 18,200 vehicles per day. Traffic volume is split between local and interregional traffic. Truck traffic makes up 6% of the traffic volume. The change in seasonal traffic is relatively small, but the highest volumes occur during summer with relatively low volumes in the fall. Significant increases can occur a few days around each holiday throughout the year.

Through Bishop, the highway consists of four travel lanes and a center turn lane with sidewalks. Entering from the south, the speed limit is 35 MPH and is lowered to 25 MPH at South Street. On-street parking is not provided north of Line Street where the right-of-way narrows and on-street parking was removed to accommodate a center turn lane. The speed limit increases back to 35 MPH at the US 6 intersection, to 45 MPH just after the Wye Road intersection, and drops back to 35 MPH between the reservation and Highlands Mobile Home Community/Meadow Creek areas. It begins to increase again after Pa Ha Lane.

The existing Main Street/US 395 right-of-way is narrow in the Bishop central business district between Line Street and East Elm Street. At one point the right-of-way is as little as 67'. In order to provide a center turn lane and not reduce the existing width of the sidewalk, a design exception was obtained to stripe some lanes less than the 12' minimum required by Caltrans design standards. Currently, at the narrowest point of the right-of-way, the road is striped with a 10' center turn lane, 10' northbound and southbound inside lanes, and 12' northbound and southbound outside lanes. This leaves only 6.5' for each of the sidewalks and gutters along existing Main Street at that location.

The character of adjacent development also transitions from south to north. The majority of parcels are zoned as general/retail commercial with a section of open space in the center of town (the City Park), public use west of the US 6/US 395 intersection (the Tri-County Fairgrounds), and highway commercial along US 395 west of SR 6. Block lengths are shortest from Line Street to Elm Street, and this section of town also feels more dense and representative of the historic downtown with unified planters, seating, and trash receptacles. There are no street trees and the planter boxes, where they exist, are small.

Commercial development extends south and north of this zone, but businesses are set back from the highway and there are more parking areas fronting the road. The Bishop City Park is centrally located in town with good street presence and signage inviting visitors to use the facilities and get travel information. Within the central business district building styles vary but there is a sense of a distinctive architectural style with stepped roof facades, street front canopies, and wood siding. Bright colors and interesting signage give added character to the downtown area.



Existing Bishop Gateway Sign



Utilities Currently Reduce Sidewalk Space

BISHOP

Five signalized intersections are present along US 395 through Bishop – at Line Street, Grove Street, Park Avenue, Yaney Street, US 6, and at Barlow Lane. Although there are striped crosswalks through town, the street pattern does not create efficient circulation patterns for vehicles or for cyclists and pedestrians. Most streets do not continue across US 395. Rather, they dead end into the highway creating a leapfrog effect of east and west intersecting streets. The irregular street pattern may create more traffic congestion along US 395. It may also serve to limit traffic speeds on side streets.

Parallel streets close to the highway are also non-continuous. One block west of the highway, Warren Street connects South Street to Elm Street. Three blocks east of the highway, 3rd Street links Jay Street to Elm Street. Further east and west are Home Street and Hanby Avenue/Spruce Street that parallel Main Street.

In an effort to reduce the impacts of truck traffic through town, Caltrans has most recently studied the potential for a truck route in the Bishop Area Access and Circulation Study (BAACS). The recommendation is for a County two-lane truck route with four-lane right-of-way. It begins south of Bishop and travels east of town, connecting back with US 395 along Wye Road or further north. It is not anticipated that the truck route will take enough traffic off the Bishop Main Street to allow for a median or on-street parking to be added back to the streetscape. Additional city street improvements would need to be made. Even then, it is not guaranteed that traffic would improve to the point where those enhancements could be provided.

Land ownership in the Bishop area constrains future development. There is only a small amount of undeveloped private property. LADWP and the Bureau of Indian Affairs on behalf of the Bishop Paiute Tribe own most of the land surrounding the Bishop area and the intervening areas between development. This restricts potential economic benefits from future commercial, light industrial or residential development. Although there are a few vacant and under-utilized properties along US 395, they are not as prevalent as in other Corridor communities. Some residents feel strongly about the need to make more land available for private investment.

The southern entry experience transitions from open agricultural fields with pockets of cottonwoods lining the highway. Closer to town a sign directs travelers to the City Park for travel information. A Caltrans sign marks the city limit. Adjacent commercial uses are primarily fronted or edged with parking areas.

The northern entry could be considered to be at the point US 395 drops into Owens Valley and Bishop is visible in the distance. The highway passes through small developed areas before reaching the Bishop Paiute Reservation and then the city of Bishop. A free-standing Bishop sign is a few miles west of town just past Ed Powers Road. After traveling through the tribal lands, more Bishop town signage is provided. The first sign includes area churches, the second sign directs travelers to the Bishop City Park for travel information, and the third is the Caltrans standard city limits sign located at the Wye intersection. The intersection provides the final transition point into the City. It is bordered to the south by the Tri County Fairgrounds and the northeast by service stations, large truck parking, and tire stores.

Overall, signage is abundant in Bishop. In addition to the numerous commercial signs, there are several billboards as one enters town. Directional signs inform motorists of parking areas off the highway, but the signs are easy to miss amidst the other street and commercial signs. Sign clutter is more pronounced in Bishop than other corridor communities.



Constrained Right-of-Way Limits Ability for Bike Lanes



Restricted On-Street Parking



Pocket Park Area in Business District



Cyclist Movement is Complicated by Pattern of Staggered Streets Connecting into US 395

VISION

Throughout several planning processes, Bishop residents have given their thoughts regarding community goals for highway improvements. This study, as well as the Bishop General Plan, the Inyo County General Plan, the ABC2000 effort (<http://www.ca-bishop.us/Misc/ABC2000.pdf>), the Bishop Area Access and Circulation Study, Inyo County Collaborative Bikeways Plan, and the Inyo 2020 Vision Plan are a few examples. Achieving the vision will take a concerted effort and collaboration between the City, County, and Caltrans to improve circulation and the overall efficiency of the street network. An open dialogue should be established to understand and communicate to residents the feasibility for some streetscape enhancements. Coordination between LADWP and the City and County are required for potential land ownership transitions. The following vision is defined only for the purposes of this document. It expresses Bishop’s future as described by residents in this and other community involvement efforts.

Bishop is envisioned as a robust community that has set an example for achieving the delicate balance between accommodating new economic opportunities with maintaining its rural integrity. The city is a successful year-round destination with visitors coming to celebrate the area’s history, culture, and natural beauty. Although the natural environment and its related tourism and recreation markets remains one of the area’s greatest assets, the city has diversified through industrial/institutional development to create long-term stability.

The downtown commercial area’s attractiveness is both a cause and an effect of its economic strength. Visual appeal invites people to the area who patronize the businesses. Conversely, the economic strength and health of the business district allows for additional aesthetic improvements which help to continually keep the streetscape looking fresh and welcoming. Therefore, pedestrians are readily seen as part of the clean, safe streetscape.

With the implementation of a truck bypass route, traffic and noise levels are reduced, making Main Street a comfortable place to visit. Local businesses also experience improved revenues as zoning and land ownership prevent the commercial area from being divided between the historic downtown and the truck bypass route.

Street network improvements enhance traffic patterns to the level allowing for significant Main Street changes through the central business district such as lane reductions; raised, planted median; on-street parking; and widened sidewalks. Residents and visitors more readily travel via bicycle and foot using a system of easily navigated paths, bike lanes, and sidewalks. The local facilities connect to regional trail systems, the airport, tribal lands, and transit opportunities.

Town gateways are highlighted as growth is maintained within the existing urban fabric and the entry experience reinforces the transition from the natural to the built environment. Structures, buildings, and amenities capture the town’s spirit of the west. Architectural details incorporate Bishop’s unique identity and historic, cultural, and environmental resources.

City-wide revitalization enriches the city’s quality and visual appeal. Abandoned and vacant properties are converted into thriving businesses while public facilities are revitalized to increase their desirability. Agencies and organizations work cooperatively for the betterment of the city and the region. Land that is made available for development is balanced with the preservation of other sensitive lands in order to meet the needs and goals of multiple stakeholder organizations.

ENHANCEMENT OPPORTUNITIES

Opportunities for enhancing the downtown streetscape environment are tied to both economic and transportation improvements. Any benefits from beautification efforts are limited if properties are not fully utilized and business owners are not given an incentive to reinvest or redevelop vacant parcels. These incentives are not limited to government entities. Locally driven redevelopment efforts can also promote reinvestment and direct where efforts should be focused.

Similarly, the limited right-of-way does not afford many streetscape development options if the current traffic volumes do not decrease to acceptable levels. Addressing the situation will require rigorous collaboration aimed at solving congestion from vehicular traffic and improving the overall function of the connecting street network. These improvements are contingent on providing substantial transportation capacity in the form of new roads off of Main Street. The additional capacity will allow Main Street to be re-envisioned.

Vehicular Circulation

The downtown business district has a right-of-way as narrow as 67'. In order to achieve improvements such as a raised curb median, on-street parking, and widened sidewalks, the highway would need to lose two of its travel lanes. However, current and projected traffic volumes do not make this a feasible option. The truck route studied for Bishop could remove some traffic from the highway but not enough to justify lane reductions.

Other studies have suggested that improvements to the supporting street pattern may reduce congestion and create a situation where the streetscape enhancements could be made. However, it is doubtful that achievable street pattern changes would reduce congestion to the levels required for reducing travel lanes without causing extensive congestion. The recommended street network changes are described in 2007 Caltrans' report, Bishop Area Access and Circulation Feasibility Study.

Other traffic improvement suggestions include signaling and creating a four-legged, signalized intersection at See Vee Lane and US 395 intersection that would create an alternate access to the Highland RV Park, improving the Wye Road/US 395/US 6 junction, and correcting the alignment of Wye Road west of, and east of, the US 6 intersection.

It is likely that the current street configuration will remain unchanged through the Bishop central business district unless a full bypass is developed. Although this limits the extent of potential aesthetic treatments, some modifications may occur to help improve the town's visual quality. Decorative street lighting, enhanced landscaping, re-arranging street furniture, promoting a distinct architectural style, and reducing signage clutter can all help improve the streetscape appearance.

Community Character and Recognition

Incorporating low-glare pedestrian street lights into the street composition highlights the transition into the central business district. Landscape treatments can add to the distinction. Plant materials need to be incorporated in large enough quantities to make a visual impact. A few street trees and small planters will not be adequate. Several locations should be identified, or developed if none exist, to concentrate intense plantings which establish the landscape character for the rest of the street. Other planters and street trees can relate to these landscape nodes but be used in fewer numbers along other portions of the streetscape.

Pedestrian amenities should also be placed in desirable locations. Currently, benches are placed at the edge of the sidewalk paralleling the highway. The intent may be to buffer pedestrians from traffic, but more desirable configurations may be appropriate. Attractive pedestrian fencing could be incorporated to increase the arrangement possibilities and allow for increased planter box sizes. Pedestrians should be able to people-watch, see the activity along the streetscape, and feel separated from the traffic.

OPPORTUNITIES

- Implement a truck route.
- Implement street network changes to allow for re-envisioning of Main Street.
- Incorporate low-glare pedestrian street lights.
- Enhance streetscape landscaping to make a larger visual statement with large pockets of landscaping.
- Reevaluate opportunities to buffer pedestrians from traffic while allowing inviting places to sit.
- Define town character and create architectural and streetscape design guidelines.
- Enhance gateway signage. Create a series of signs to introduce the greater Bishop area, the reservation, and the Bishop commercial area.
- Highlight Bishop commercial entry at Wye intersection. Use landscaping and architectural improvements to enhance view with existing commercial businesses.
- Screen industrial uses on south side of town to enhance transition into commercial district.
- Create sign ordinance to reduce sign blight and simplify the street scene and enhance motorists' ability to notice public off-street parking signs.
- Implement improved bike and walkway network described in the Collaborative Bikeways Plan.
- Work with the County and other agencies and organizations to create a land tenure plan with strategies and action steps to help achieve goals.
- Create funding mechanism for capital improvements.
- Use the Main Streets Program and historical designation opportunities to provide implementation resources and invigorate locally driven redevelopment efforts.
- Limit commercial uses on truck route to prevent dividing the commercial area.
- Consider truck stop development along truck route with path connection to central commercial area.

New development outside of the central business district does not reflect the same character as the downtown area. Therefore, architectural guidelines should be developed to direct the design of new structures. The guidelines and associated architectural review committee could function similarly to those for Lone Pine. The intent would be to not limit the type of development but to create a standard for determining whether development generally conforms to the existing, prevalent architecture. As such, elements like old weathered facades, roof lines, and use of color could be considered. Community members should be engaged to determine the range of styles and characters desired for the City. Efforts need to reduce the visual impact vehicular-oriented businesses such as fast-food restaurants can have on the street character.

Defining and maintaining the town's character through architecture is important for community identity. Not only is the city home to the annual Mule Days celebration, it also houses the Tri-County Fairgrounds. These rodeo grounds are representative of the town's western roots and could anchor the entry from the north. The Laws Railroad Museum provides another potential source for inspiration. Residents need to determine what they would like their image to be and manage it accordingly.

Gateway signage improvements should be made. Currently, the free-standing sign north of town is too far away to be associated with the City's commercial areas. However, the residential areas outside of the city limits may associate themselves with Bishop and should not be ignored. A series of signs could be provided to introduce the Bishop area and the transition between residential areas, the reservation, and the developed commercial core.

The entry into the City itself could be located at the town entry near the fairgrounds. This creates an opportunity to relate the gateway sign and the city identity with Mule Days and other cultural and historical resources. Signage improvements can be coordinated with enhancing the visual appeal of the fairgrounds to establish a focal entryway and screen the unattractive buildings south of the Mule Days office.

The City should coordinate with business owners at the Wye Road/US 395 and US 6/US 395 intersections for aesthetic enhancements. The service stations and commercial uses have large parking areas that fill the triangle between the three roadways and detract from the town's image. A significant effort should be made to reduce the negative visual impact and help the businesses create a more welcoming appearance in conjunction with gateway signage at the fairgrounds.

Enhanced entry signage should also be provided at tribal land entries and for Bishop's southern entrance. Currently the southern entry has a clear transition from rural to city and there is some evergreen planting around the propane tanks at the Gus Cashbaugh Lane intersection. The plantings south of the intersection are too small to be effective, and the mature trees on the north side of the intersection do not extend far enough to fully block the view of the tanks. The plantings could be enhanced with the addition of larger plant material and a few deciduous trees to add depth to the solid plane of evergreens. The boundaries between the two should be maintained and respond to potential future development south along the highway.



Downtown Area Building Street Fronts



Mural in Bishop



Unconsolidated Commercial Signage in Bishop



Consolidating Commercial Business Signs in Bishop



Seating and Planters Adjacent Travel Lanes



Planters and Pocket Park Area



Connecting Streets Dead End Into US 395



Striped Crosswalks

Wayfinding Signage

Bishop is one of the most developed communities along the Corridor which has resulted in a wide range of business and directional signs over the years. The sign proliferation confuses wayfinding and can easily overwhelm the viewer. Sign ordinances should be focused to combine business signage where possible and reduce duplicate signs. A wayfinding plan should be created to establish a clear hierarchy of signage and make it easier for visitors to recognize the transitions into town and the business district and to find parking.

Pedestrian and Cyclist Mobility

Residents have expressed their desire for an improved bike network. This includes providing bike paths between and within towns. US 395 provides shoulders wide enough to facilitate bike travel along the highway between communities from Lone Pine to Lee Vining.

The Collaborative Bikeways Plan describes current and planned projects that should be implemented. These include a “City-School-Reservation” concept to connect the Bishop Reservation to Bishop schools and local streets and other paved paths. The plan describes Main Street’s obstruction to east-west bicycle movement and proposed facilities to take some bike traffic off the highway. These and other high priority improvements should be made to connect downtown services to schools, parks, and residential areas.

Parking

Parking studies indicate that the parking issue is mainly one of perception. There may be a shortage of parking for spaces within 100’ or so of businesses, but even on the busiest days parking is available in town. The City operates about 10 parking lots downtown which almost always have available spaces. Therefore an overall improved signage program may help elevate motorists’ awareness of the parking available.

Property Ownership

Overall the city does not have a large supply of private land available for development. This severely limits increasing housing options, and the associated business growth that might occur with attracting new business owners. Bishop should actively participate in the Sierra Nevada Conservancy land tenure study. It is through that process that the City and other stakeholders can identify workable strategies and policies to meet their different needs. Bishop does have some private land in their downtown area. An economic study could use the findings of the land tenure study to recommend ways the city can leverage local assets and maintain and enhance the development activity currently existing in the business district.

Revitalization and Management

The city’s redevelopment agency (also the City Council) should be involved to create a funding mechanism for capital improvements and city-wide revitalization. Statewide resources available through the Main Streets Program should be acquired to bolster local efforts and help the redevelopment agency find tools to implement needed facilities and public improvement projects as well as to secure funding for needed physical cosmetic improvements (streetscapes, architectural, etc.).

Commercial uses along the truck bypass should also be limited in order to maintain a vibrant downtown commercial area. A truck stop with pedestrian access back to the commercial area might be appropriate, but the town’s commercial center should not be divided.

The study team recommends a collaborative process to build the long term quality and appeal of community to current and future residents – and to invest in fundamental building blocks of prosperity. An attractive, interesting town is one essential magnet that is part of a larger development effort.



Bishop Entry at Wye Road Intersection Before Enhancements



Bishop Entry at Wye Road Intersection After Enhancements

OPPORTUNITIES

- Highlight town entries off US 395.
- Provide enhanced signage and landscape treatments at US 395/ SR 203 interchange.
- Work with the County and other agencies and organizations to create a land tenure plan with strategies and action steps to help achieve goals.

MAMMOTH LAKES

EXISTING CONDITIONS

The Town of Mammoth Lakes is a primary destination spot for many Eastern Sierra travelers. It is one of the few incorporated towns in the study area. Located a few miles off the Corridor, it is primarily accessed from either the US 395/SR 203 interchange or the scenic loop along Dry Creek Road which intersects US 395 less than 10 miles north of the interchange.

Because the town center is located off the Corridor, this document will only discuss enhancement opportunities as they relate to the primary town entry points along US 395. Currently, signage to Mammoth Lakes exists at both entries.

The southern interchange is one of two grade-separated interchanges along US 395 in Mono County. Highway signage directs motorists to exit to travel to Mammoth Lakes and Devils Postpile National Monument. Symbols illustrate the town’s recreation opportunities. The Town of Mammoth entry monument is located along SR 203 about a half mile from the interchange.

The northern intersection is signed from both the northbound and southbound lanes as access a scenic loop. US Highway 395 is a four-lane divided highway with northbound and southbound lanes separated by wide pockets of undisturbed landscape. Deceleration lanes are provided in both northbound and southbound directions.

VISION

Per the General Plan, the Town’s vision includes providing the very highest quality of life for their residents and the highest quality of experience for their visitors. Therefore, they value stewardship of the natural environment and recognize the role the landscape has for their community and economy. Design standards complement and are appropriate to the Eastern Sierra Nevada mountain setting and the Town’s sense of a “village in the trees” with small town charm.

Additional values focus on being a premier, year-round resort community based on diverse outdoor recreation, multi-day events and an ambiance that attracts visitors. Transportation options should emphasize connectivity, convenience, and a strong pedestrian focus. Alternatives to personal vehicle use are promoted.

These values were supported during the project’s public discussion at a Mono County Collaborative Planning Team meeting in Mammoth. The resulting vision is described as follows. Residents recognize the need to promote a year-round economy, understand how and where people access recreation opportunities, and provide transportation facilities so tourists never have to get in a car while in Mammoth. Getting visitors to the area via transit is encouraged. This includes shuttle buses to and from the airport.

ENHANCEMENT OPPORTUNITIES

Community Character and Recognition

This document concentrates on ways to further enhance the town entries off US 395. Other documents address potential in-town improvements. Overall, the existing portals are low-key and have minimal signage. For the most part this treatment is appropriate, especially for the northern US 395 intersection with the Scenic Loop Road.

Because one of the Town goals is to be the symbolic and physical heart of the Eastern Sierra, its presence along US 395 could be highlighted at the southern entry (US 395/ SR 203 interchange). Improvements should be coordinated with any town-wide way-finding system that is developed and described in the general plan. Low-slung walls and signage should use materials supported by the Town’s design guidelines and general plan. Landscape materials should be kept minimal in an effort to minimize maintenance and demonstrate the desire to have a sustainable relationship with the natural environment.



Shared-use Path in Mammoth Lakes



Mammoth Lakes Streetscape Allows for Outdoor Dining



Mammoth Lakes Interchange Before Enhancements



Mammoth Lakes Interchange After Enhancements

OPPORTUNITIES

- Highlight town entries off US 395.
- Place gateway signage in visible locations.
- Provide enhanced signage and landscape treatments at southern US 395/ SR 158 interchange.
- Incorporate community information with trailhead kiosk facilities.
- Clearly communicate road closure information and how to access June Lake during winter months.

JUNE LAKE

EXISTING CONDITIONS

June Lake is a small mountain resort community located off the Corridor along SR 158. As such, specific community improvements will not be discussed in this document. Rather, the recommendations focus on the presence of the town as experienced from US 395. This mainly involves the US 395/SR 158 intersections and informational signage.

Various studies have analyzed and made recommendations for June Lake’s streetscape. These include the Mono County Regional Transportation Plan, 2008 Update; the Mono County Collaborative Planning Team Community Issues Final Report, 2000; June Lake 2010: June Lake Area Plan, 1991; Walkable Communities for Mono County Report, 2000; and June Lake Community Design Guidelines, 2002. The reader is encouraged to refer to these documents for town-specific information.

Input regarding community transportation facilities was received from June Lake residents at a project public workshop. Attendees expressed a desire to slow traffic and improve town wayfinding to direct visitors to public restrooms. It was noted that crosswalks are not currently supported in the town, but aesthetic treatments may be encouraged.

SR 158 is a County-designated scenic byway that intersects US 395 in two locations. The southern intersection has a service station, mini-mart, and trailhead parking with a kiosk. Highway signage notifies motorists of the scenic loop and access to June Lake. The gateway signage is easy to miss however, as it is located in a small depression off the highway.

The northern intersection does not have adjacent development but does have highway signage. The northern section of SR 158 is closed during the winter. Winter closure gates are located about a half mile from the northern junction with US 395 and at Silver Lake.



June Lake Streetscape

VISION

Based on previous projects with community involvement efforts, the following vision was developed. June Lake is a resort community with goals for developing a self-contained, year-round community. The scenic natural environment is preserved to highlight the area's natural beauty and diversity. Visitors are informed of the community's resources and opportunities and access information is clearly communicated. Motorists drive the SR 158 scenic loop as an alternative to US 395 and stop to discover the town's special charms.

ENHANCEMENT OPPORTUNITIES

Community Character and Recognition

The following recommendations focus on potential improvements at the southern and northern gateways into June Lake along SR 158. These gateways should set the expectations for how the scenic drive and June Lake community will look and feel.

The existing sign for the southern intersection should be relocated to a more visible location. Adjacent landscaping and a low wall would emphasize the signage. Materials should reflect the town's visual character of the original rustic fishing village and be in accordance with the community's design guidelines. The town's history and current town character should be evident in structures and signage.

The trailhead kiosk facilities can be better signed to let travelers know where it is. The kiosk can also include community information such as what businesses and accommodations are available, where public restrooms and parks are located, and where scenic pull-offs and interpretive information is located along the state route. Overall, the southern gateway should reinforce the town identity and entice people to use the scenic loop in lieu of US 395. During avalanche control and temporary road closures, it should be more clearly evident that North Shore Drive still provides visitors access to June Lake village.

Northern intersection enhancements should include basic information noting the northern entry into June Lake along the scenic loop. It could be simply accentuated with a community sign showing the chain of lakes along SR 158 and a symbol noting the viewpoint at Mono Craters. Because the road is closed during the winter, signage does not need to be as accentuated as the southern gateway. Information should notify motorists of the scenic loop and June Lake community.



Information Kiosk at Trailhead Near Southern US 395/SR 158 Intersection



SR 158 Entry Into June Lake



Diagram of Potential Intersection Enhancements

LEE VINING

EXISTING CONDITIONS

Located just north of the SR 120 intersection, Lee Vining is the eastern gateway to Yosemite National Park. Driving into town from the north, motorists see the scenic vistas of Mono Lake. The town entry appears as travelers crest a hill and view a changeable message speed limit sign. Caltrans and County maintenance facilities as well as the high school are located on the east side of the highway. The southern entry is located just past the SR 120 intersection which connects to Yosemite National Park.

The town lies at the base of the Sierra Nevada range and overlooks Mono Lake. Prime viewpoints of the Lake exist at the park/community center and at the Shell gas station in the middle of town. However, no viewing areas are designed into the service station property, and the site is not an overly attractive part of the streetscape.

Through town, the highway consists of four lanes with a center turn lane and limited on-street parking. Outside of town, the four-lane roadway section continues. The speed limit is 35 MPH with a 25 MPH school zone section.

Traffic volumes are lower in Lee Vining than through most of the Corridor communities. The ADT volumes are less than 4,000 vehicles per day. Additionally, the annual and peak volumes have decreased slightly over the last 10 years.

New sidewalks provide access to the businesses along the highway, but the town does not have a strongly defined streetscape or sense of character. For over 10 years, community members and the County have been working with Caltrans to incorporate traffic calming measures, but few have been realized. This is due in part to operational and maintenance concerns on the part of Caltrans.

Another challenging town issue is the lack of adequate parking areas. On-street parking locations are restricted due to the number of curb cuts. These entries/exits require clear driver sight lines that create several no parking zones along the highway. No central business parking area exists.

Recently, plans for installing street trees have been revived and are moving forward. Additionally, the speed radar signs at the town entries have received positive feedback from community members. Caltrans is monitoring the sign's actual effectiveness in reducing travel speeds through town. Using them in every Corridor community may reduce their overall effectiveness. If every town wants one, they may need to be rotated between communities in order to remain effective.



Changeable Message Speed Limit Sign at Northern Lee Vining Community Entry



Lee Vining Streetscape with Multiple Curb Cuts Which Limits On-Street Parking



VISION

Based on public input during the Enhancement Plan’s public workshops and the results of several other community planning projects with public involvement and visioning efforts, the following vision was shaped. Lee Vining envisions itself as an attractive destination spot for visitors of the Mono Basin and Yosemite. By developing a collaborative set of policies for streetscape improvements, the town is an attractive place to walk, live, and work. Local businesses and community members work together with entities such as Mono County and Caltrans to find working solutions that address pedestrian safety and community aesthetics.

The highway/town interface balances the need for traffic circulation with the provision of a visually appealing Main Street that encourages visitor activity. Town aesthetics are established at enhanced gateway entries and reinforced by street trees, building materials, and pedestrian amenities such as street furniture, lighting, and signage. Architectural styles highlight the natural resources of the Mono Basin and the grandeur of Yosemite.

Visitor services are improved through a coordinated signage program informing travelers and residents of parking areas, local businesses, museums, and recreational opportunities. Signage clearly communicates when SR 120 is open to motorist. Adequate parking is provided and truck parking impacts are addressed.

ENHANCEMENT OPPORTUNITIES*Community Character and Recognition*

Lee Vining has struggled trying to get street trees and other improvements for their town. This experience underscores the inherent difficulties with having a Main Street that not only serves as a primary component of the community’s economic and social vitality but also as a regional transportation corridor. Finding solutions that meet both needs is difficult.

A number of streetscape studies have been completed for the town. Some of the recommendations were not appropriate, but others should be thoughtfully considered as to how they might be incorporated. The overarching principle needed is how to improve the town’s attractiveness and pedestrian environment throughout the community while maintaining appropriate traffic movement. Aesthetic enhancements could include gateways, street furniture, lighting, landscaping, signage, underground utility relocation, parking, pedestrian facilities, and transit.

Regardless of the final form, the gateway statement should be bold and reflect the town’s distinctive location between Mono Lake and Yosemite National Park.

From the south, the gateway sequence would begin at the SR 120 intersection and build to the town entry. Extending sidewalks from the town to the intersection or providing a separated shared use path from the central business area to the intersection strengthens the perception of increasing development and the need to slow down. New walkways would also provide a safer pedestrian area as people currently walk along the highway shoulder from the downtown area to the restaurant at the Tioga Gas Mart just past the SR 120 intersection.

The northern entry should be improved through both the incorporation of a sculptural gateway and the screening or relocation of the Caltrans and County maintenance facilities. The road yards could be relocated near the airport. Hess Park could then be expanded to provide a Mono Lake Vista point, visitor services, public parking, and improved, year-round restroom facilities. It could also be used as a transit stop and unloading/loading area for tour buses.

OPPORTUNITIES

- Create a bold, visually appealing gateway statement.
- Extend sidewalks from SR 120 intersection to existing town walkways.
- Improve visual quality of northern entry.
- Consider relocation of Caltrans and County maintenance facilities.
- Expand Hess Park and provide public parking, Mono Lake Vista point, visitor services, year-round restrooms, and a transit stop with unloading/loading areas for tour buses.
- Consider redevelopment/re-use or enhancing the visual quality of the Shell gas station (with viewpoint and landscaping with access to the Lee Vining Creek Walking Trail.)
- Highlight Lee Vining Creek Walking Trail.
- Implement the planned street tree program and supplement with businesses using large containers or hanging baskets for additional color and place-making.
- Incorporate pedestrian street lighting, amenities, and wayfinding signage.
- Clearly identify public parking and restrooms.
- Consider curb cut consolidation to increase the number of available on-street parking spaces and clarify the vehicular circulation pattern.
- Provide a truck stop facility off the highway along Airport Road. Screen from scenic viewpoints.
- Consider use of curb bulb-outs.
- Allow SR 120 to be open as soon as possible to allow vehicular access in spring for the opening of fishing season.

Another option for a central visitor area would be near or at the Shell gas station. The central location and prime viewsheds make it a desirable community resource that could be redeveloped or redesigned. Regardless, enhancing the site’s aesthetics would go a long way to creating a more attractive streetscape. A connection could be made to the Lee Vining Creek Walking Trail to make it more visible from the streetscape.

This scenic walk starts at the south end of Lee Vining across from the Mono Market and ends at the US Forest Service Visitor Center. The trail begins in lush, riparian (streamside) habitat, and follows the gurgling stream closely until the landscape transforms into desert scrub with vistas of Mono Lake below. It is a great hidden asset of the town which could be highlighted.

The town’s streetscape will be enhanced with the addition of the planned street trees. Businesses could also add additional landscaping through the use of potted plants or hanging baskets. Small towns like Vernal, Utah use vibrantly colored plants to add visual interest along sidewalks with limited room or where street trees cannot be used.

These improvements would be strengthened by incorporating pedestrian street lighting, street furniture, and signage that reflects a consistent architectural style. The comprehensive wayfinding program should identify public facilities such as parking, restrooms, the museum, trails, and vista points. It also should designate the central business district and work on both a vehicular and pedestrian scale. These elements would also help unify the various styles of buildings and structures through the town.

Parking

Additional on-street parking could be created by evaluating the need and location of existing curb cuts. Consolidating curb cuts clarifies the circulation pattern and reduces the number of red zone parking areas.

A designated truck parking area could also be located off the highway along Airport Road. It would need to be screened from the scenic overlooks along Highway 120. A multi-use path can connect the airport and truck parking facilities with the town’s central business area. Providing electricity at the truck stop would allow the users to shut down their engine to reduce noise generated from idling.

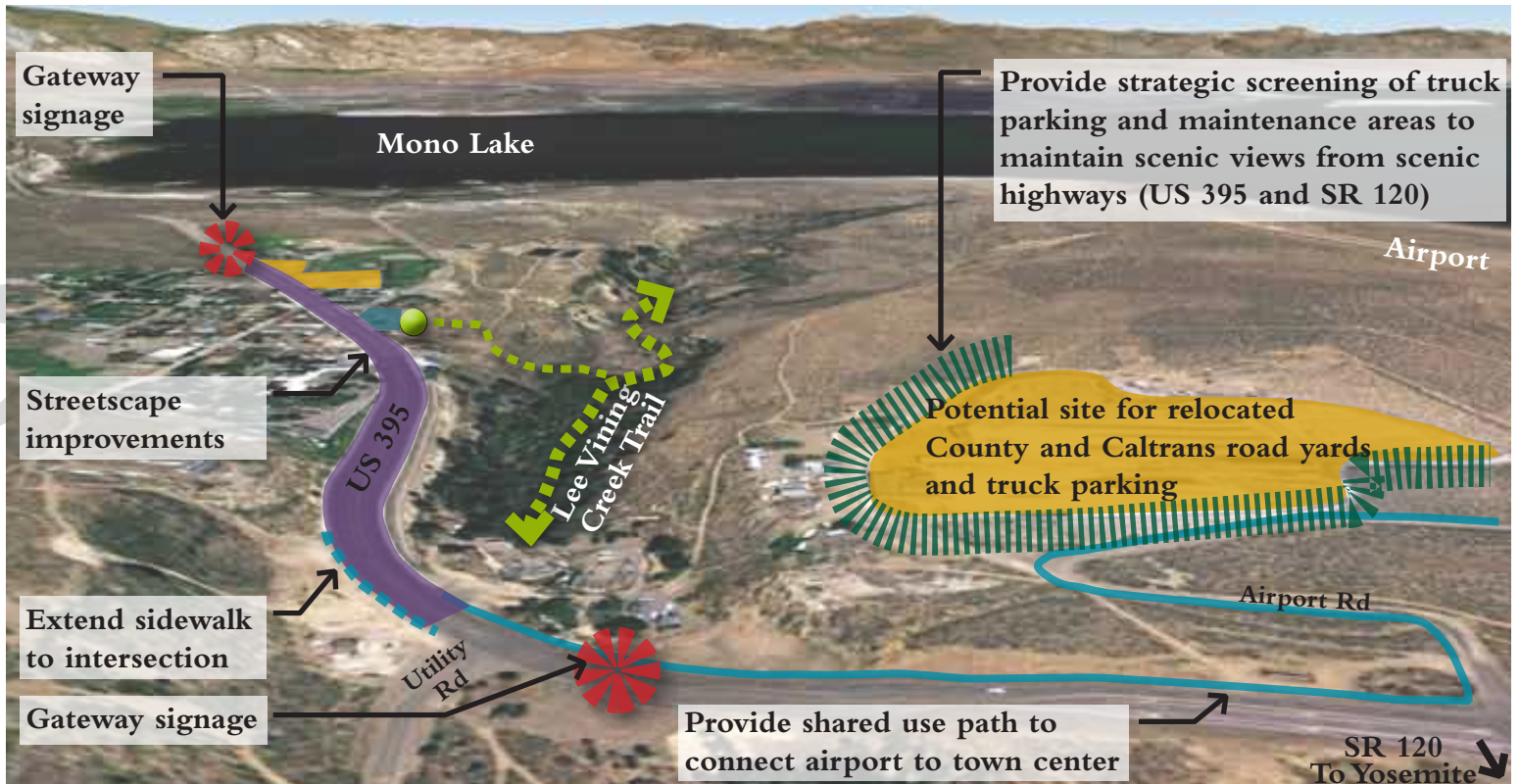


Diagram of Potential Lee Vining Enhancements

Pedestrian Mobility

Opportunities that should be explored to improve pedestrian crossing conditions include the provision of standard pedestrian activated warning signals and incorporation of curb bulb-outs to reduce crossing width and increase driver awareness of the crosswalk. Bulb-outs must be considered in relation to the need for on-street parking, as they may reduce the number of available spaces.

While there may be opportunities for raised median islands in portions of the community, the presence of numerous driveways in the prime pedestrian area would preclude their application where they are most needed. Due to the requirements for snow removal, textured pavement or raised pedestrian crossings would not be feasible. Curb cut consolidation should be explored.



Lee Vining Streetscape with Enhanced Retaining Wall



Caltrans Road Maintenance Yard at Southern Entry

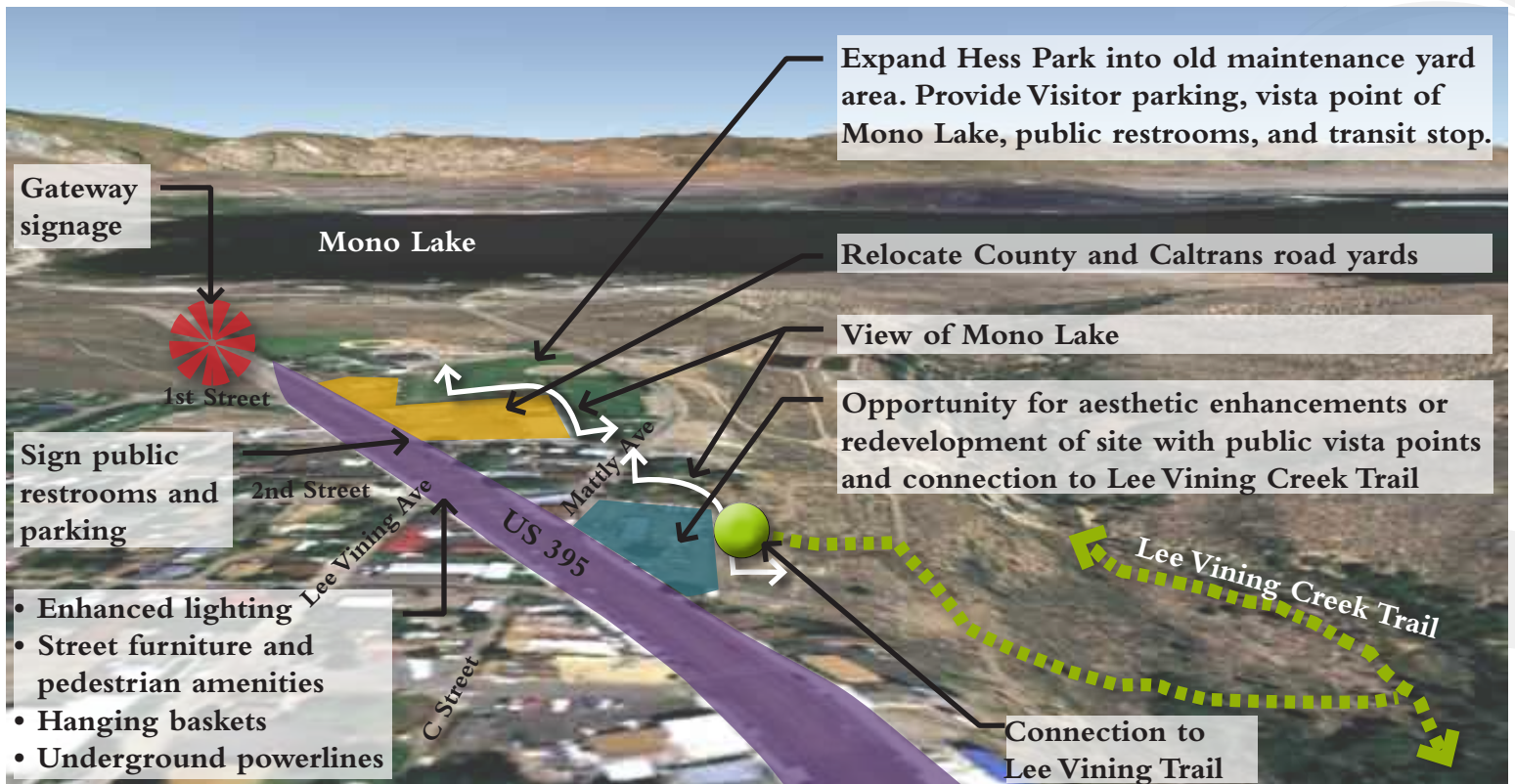


Diagram of Potential Lee Vining Enhancements within the Community

BRIDGEPORT

EXISTING CONDITIONS

Dropping into Bridgeport Valley from the north, the town of Bridgeport is first seen against the backdrop of Bodie Hills. Fertile fields and rangelands flank the highway and reinforce the agricultural nature of the community. Within town, the highway widens to four lanes with a center turn-lane as it passes by low-slung commercial and residential buildings with charming Victorian and “All-American” style. On-street parking parallels the roadway and separates it from the moderately-sized sidewalks. The town serves as the County seat and has two buildings listed on the US National Register of Historic Places – the Mono County Courthouse and the Mono County Jail.

The Bridgeport Paiute Indian Colony is located northeast of town off of SR 182, and private ranchland surrounds the community. Wetlands parallel the highway on the north and south sides of town, restricting opportunities to develop passing lanes north of the community. Slowing traffic, enhancing pedestrian safety, addressing parking needs, opening SR 120 and Sonora Pass as soon as possible, and creating a desirable place to stop are issues residents identified as important to address.

VISION

The vision for Bridgeport is summarized from the study of other community involvement efforts and the Enhancement Plan’s public workshops. It is one in which motorists travel slowly through the historic town accented with pockets of trees. Travelers are enticed to stop and explore the community and surrounding area. Tourists stay in the community, access neighboring recreation opportunities, and take the shuttle and bus system to Bodie and/or Yosemite. Visitors are aware of the surrounding recreational and historical assets.

The courthouse plaza improves the visual connection between Main Street and the connecting/parallel street network and associated parking areas. It also provides a location for a future visitor center or central travel information facility that allows travelers an opportunity to stretch their legs and use the facilities while encouraging them to explore the town and patronize local businesses. Improved wayfinding directs motorists and pedestrians to the public plaza which provides public restrooms. Main Street is designated as a National Historic District and businesses benefit from an extended tourist season with SR 120 and Sonora Pass being open for travel as soon as possible to improve access for visitors during the fishing season.

Design elements focus on maintaining and highlighting the existing mixture of Victorian/ New England, ranching, and western styles. Buildings and structures convey a sense of Americana and may include white picket and wrought iron fences or wood timbers.

Overall, scenic quality is enhanced as dilapidated buildings are removed or renovated and areas of lower visual appearance are screened from view. The town continues to pride itself on its residents’ character and values as it is able to offer quality housing and employment opportunities.



Agricultural Lands Border Bridgeport to the North and the South



Bridgeport County Courthouse



ENHANCEMENT OPPORTUNITIES

Vehicular Circulation

Currently, motorists often use the town as a place to pass instead of as a place to stop. One cause is the highway widening from two lanes outside of town to four lanes with a center turn lane through town. Because of the low traffic volumes, Bridgeport is a candidate for lane reduction. Currently traffic volumes are lower than most of the Corridor with a 2007 annual ADT of 3,800 vehicles per day and a peak month ADT of 6,000 vehicles.

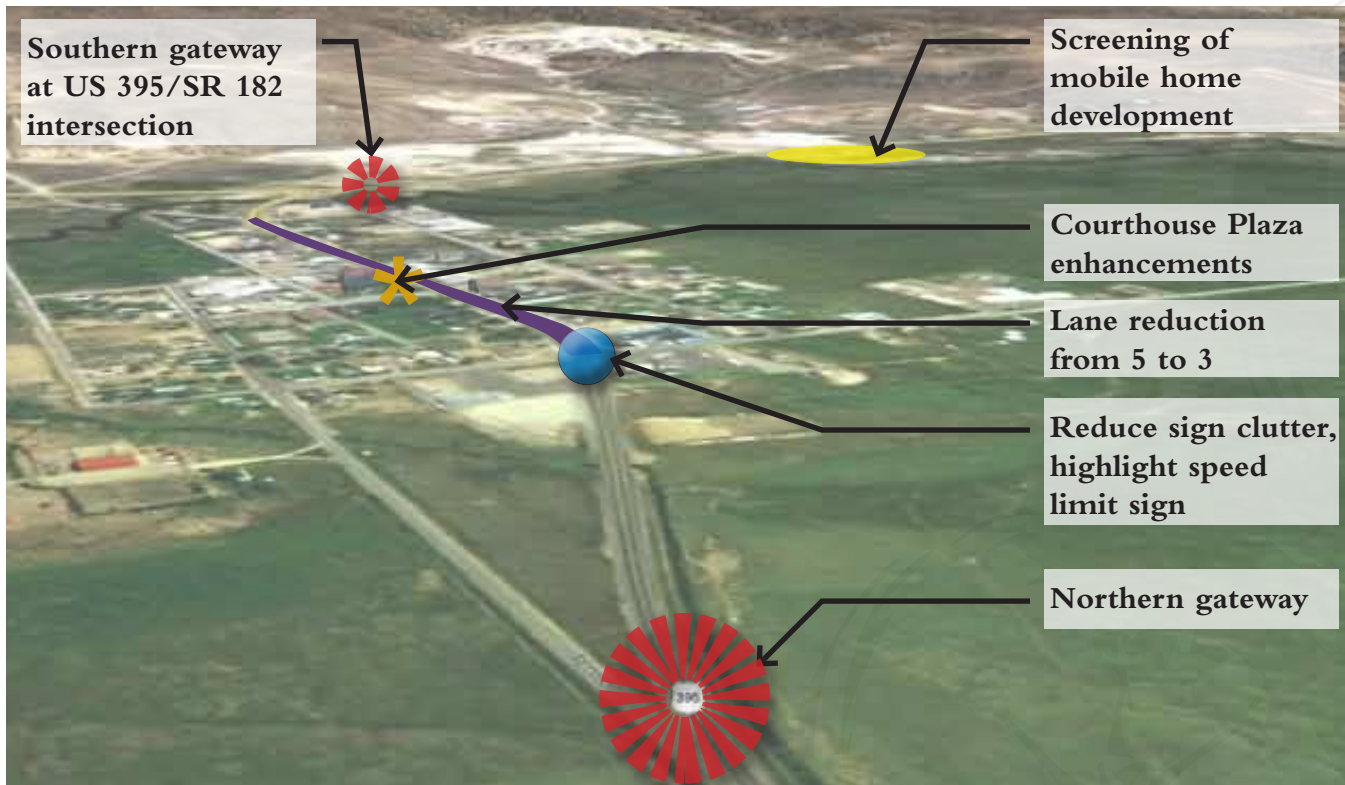
The number of through travel lanes could be reduced from four to two. The center turn lane and parallel on-street parking would remain. The additional space could be used to add bike lanes and widen sidewalks to allow additional space for landscaping, pedestrian lighting, and other pedestrian amenities. Other design options include a cross-section of sidewalk, parallel parking, travel lane, turn lane, 6' or greater planted divider, one-way travel lane, diagonal parking, and sidewalk. This configuration may be used in several or limited locations, but it is most applicable for use in front of the courthouse. Safety issues associated with diagonal parking must be considered in project level design. The separate access lane is proposed in order to reduce concerns of vehicles backing into traffic along the highway.

Currently, plans are being developed for a plaza at the County Courthouse. This will provide an excellent central stopping point in town. Visitors can use it as a jumping off point to learn about community and area opportunities and explore the town. Support for the concept should be provided. Clear and direct signage should be included in project design.

Parking

On-street parking can often limit a motorists' cone of visibility as they enter the street from adjacent roads or parking areas. Consolidating curb cuts would help reduce the number of highway entry points and minimize the number of parking spaces lost due to driver sight line issues. Parking for recreational and over-sized vehicles should also be provided off of Main Street to lessen the impacts associated with having them park along US 395 and block views of on-coming traffic.

Providing adequate parking has been an issue for business owners. Additional off-street parking areas should be considered for county employees, for court use, and for visitors. County parking standards may be evaluated for flexibility to encourage new business growth in the area. This would help alleviate the constraint placed on new development with limited parking opportunities.



Enhancement Opportunities in Bridgeport

Community Character and Recognition

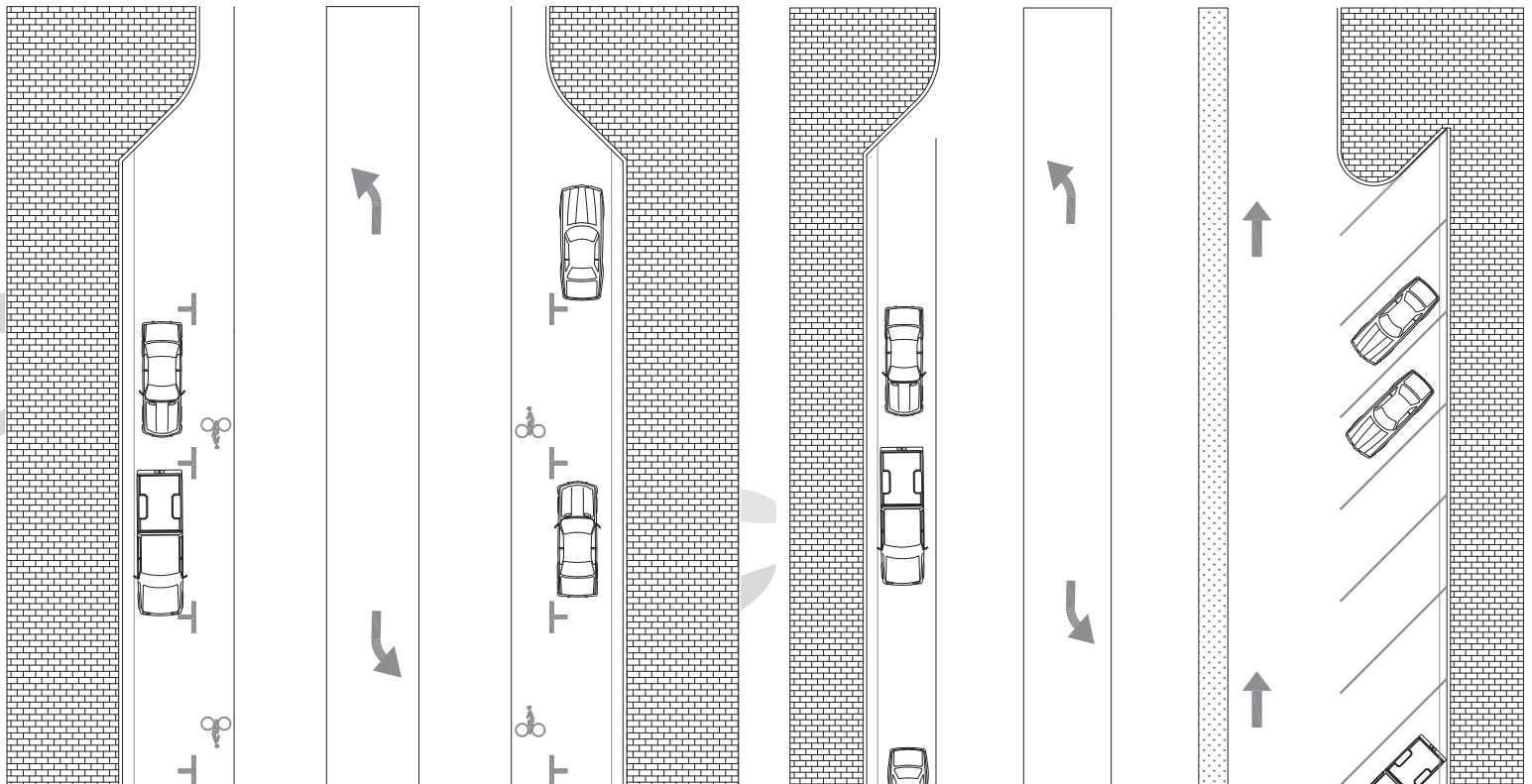
Motorists typically catch a glimpse of Bridgeport several miles before entering town. These long stretches of road reinforce the valley’s agricultural character, but they also provide an extended transition area in which to introduce Bridgeport and begin slowing traffic. Gateway signage into Bridgeport Valley can be added at the first viewpoint of the town. The gateway’s message can convey the Valley’s quality of life and historic nature. Trees can be integrated into the landscape at the town edges.

Typically, motorists entering town from the north are more difficult to slow in the transition area to town. Additionally, the existing gateway signage is lost amid the Caltrans town sign and adjacent development. Relocating the sign to the US 395/Emigrant Street intersection area could emphasize the town gateway, transition area, and speed reductions. At this intersection the highway jogs which alerts drivers because of the changing road alignment. Highlighting the gateway and transition with trees or other plant materials reinforces the perception of a changing context and the need to reduce speeds. The message would be one of welcoming visitors and asking them to slow down through this historic town and relax and enjoy a piece of old American values. Design elements should blend the agricultural lifestyle with the town’s distinctive architecture and history.

Screening or relocating the mobile home site south of town will improve the town’s visual appearance. The development is located at the town entry as one travels north into Bridgeport. As such it establishes a first impression that could be enhanced and help introduce the community in a more desirable manner.

Other enhancement methods such as bulb-outs and street trees should be explored. Street trees should be primarily deciduous as evergreens may cause ice and snow removal issues during the winter. Tree locations should also be coordinated with business owners to avoid blocking signage where possible. Bulb-outs reduce the number of on-street parking spaces and complicate snow removal as they have to be plowed around. The loss of parking spaces is an important consideration during the summer, but it is not as important during winter when parking needs are minimal. Addressing snow removal operations may be more difficult.

One option is for snow plow operators to make a gentle arc when clearing snow from the on-street parking areas. This would leave a portion of snow remaining in the parking space closest to the bulb-out. This snow would need to be removed by local crews in order to clear the area for storage during the next storm and to avoid driver sight line problems from piled snow. The alternative requires a joint understanding between Caltrans and local representatives to meet the requirements. In the event Caltrans and the local representatives can agree to acceptable snow removal procedures, bulb-outs may be considered at town entry areas and major cross-walks. The town must weigh its parking needs against associated pedestrian and aesthetic benefits to determine if the use of bulb-outs is appropriate.



Potential Lane Reduction Configurations - Widened Walkways, On-street Parking, and Bike Lanes

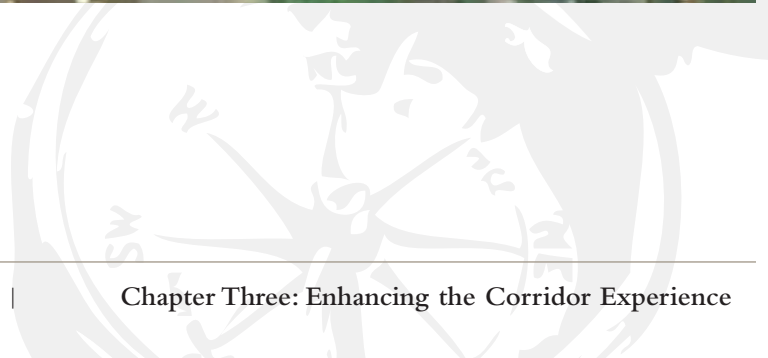
Potential Lane Reduction Configurations - Diagonal Parking Separated from Traffic (Applied in Front of Courthouse)



Bridgeport US 395 Main Street Before Lane Reductions



Bridgeport US 395 Main Street After Lane Reductions



OPPORTUNITIES

- Consider lane reduction of reducing travel lanes from four to two. Maintain center turn lane and on-street parking.
- Widen sidewalks and provide additional landscaping and pedestrian lighting and amenities. Incorporate pedestrian street lighting, amenities, and wayfinding signage.
- Support the development of the County Courthouse plaza area with visitor information and provide clear signage for parking and public restrooms.
- Consolidate curb cuts where feasible.
- Provide parking for over-sized vehicles off of Main Street.
- Evaluate opportunities for providing additional public off-street parking areas.
- Consider flexible parking standards for downtown commercial uses.
- Consider bulb-outs and maintenance agreements with local agencies to address potential snow removal concerns.
- Begin northern gateway experience at first valley view.
- Evaluate locations of signs along northern entry to community in order to simplify the number of signs and clearly mark speed limit changes. Ensure signs are maintained and easy to understand.
- Create northern gateway entry at US 395/Emigrant St intersection.
- Create southern gateway entry at US 395/SR 182 intersection.
- Screen or relocate mobile home site south of town.
- Re-stripe crosswalks after snow removal operations or pavement overlays.
- Designate downtown a historic district.
- Utilize resources from the Main Street Program to gain momentum and ability to implement enhancements.
- Allow SR 120 to be open as soon as possible to allow vehicular access in spring for the opening of fishing season.

Pedestrian and Cyclist Mobility

Pedestrian needs could also be improved by re-stripping cross-walk paint removed from snow removal operations or paving overlays. Continuing to look at opportunities to widen the highway shoulders from the town outskirts to Main Street area will provide needed facilities for bike and pedestrian use.

Traffic and Wayfinding Signage

Traffic signage placement and way-finding signage offer methods to appropriately inform motorists and pedestrians of the need to reduce speed and where to find travel facilities. Currently, the speed limit sign is difficult to notice amid surrounding signage. In event the sign cannot be relocated, providing a precursor “speed reduced to 30 MPH ahead” sign could serve a similar purpose. Relocating the gateway sign and other town signage can also help reduce the overall amount of sign clutter.

Wayfinding signage was recently improved with the new signage for the visitor center, museum, and public bathrooms. The wood signage was replaced with highway-grade reflective signage and is much easier to see by motorists. Signage should be re-evaluated every few years for maintenance and effectiveness. Faded signs directing travelers to the Eastern Sierra Scenic Byway interpretive kiosks should be replaced. Overall, wayfinding should be easy to understand and not clutter the streetscape. But it can also provide a platform for expressing community identity.

Realizing the Vision

Realizing the vision requires a combination of resources from the County, local Regional Planning Advisory Committee, Caltrans, and residents. Because of the town’s historic qualities, utilizing the national Main Street Program (www.mainstreet.org) would provide the town with assistance in the form of technical services, networking, training, and information on how to implement programs for both aesthetic enhancements but also economic improvements. Developed by the National Trust for Historic Preservation, the organization assists in revitalizing traditional business districts while simultaneously preserving the history and character of towns. The California program is run through the Office for Historic Preservation. Information is found at ohp.parks.ca.gov/?page_id=23484.



Bridgeport Streetscape and On-Street Parking



Bridgeport US 395 Main Street Before Enhancements



Bridgeport US 395 Main Street After Enhancements

ANTELOPE VALLEY

EXISTING CONDITIONS

The area referred to as Antelope Valley includes the towns of Walker, Topaz, and Coleville. It stretches from the California-Nevada state line south to the Walker Canyon. US Highway 395 runs along the base of the Sierra Nevada range with Antelope Valley open to the east. Walker River cuts through the valley, providing water for agriculture and a prominent scenic resource through Walker Canyon.

As the two-lane highway works its way through the Valley, the small communities appear as somewhat distinct pockets of development set within a valley of agricultural lands. The towns are mainly compositions of one-story single-family homes with limited supporting commercial and/or institutional uses. Visually, the buildings' colors and materials typically blend them into the landscape.

As the northbound highway exits Walker Canyon and enters Walker from the south, a two-way left turn lane is added through the town and the speed lowers to 45 MPH. Walker is the most developed of the three communities and contains a County community center, rest area, park, regional transit stop, and other related facilities. This area is used not only by locals, but also by motorists as it provides convenient public restrooms and picnic amenities.

Traffic volumes are relatively low with an annual ADT of 3,750 vehicles per day and a peak month count of 5,400 vehicles per day. In 2005, truck traffic comprised 6% of the total. A majority are large trucks, as 84% of the truck traffic has 5 or more axles. Residents complain of motorists using the town's center lane as a passing lane.

Coleville lies about four miles north of Walker and is home to the valley's elementary and high school. The highway expands from two lanes to three at the high school as a center turn lane is incorporated into the right-of-way.

The majority of Topaz's development is located just off the corridor about three miles north of Coleville along Topaz Lane. The road's intersection with US 395 is understated with minimal signage and a small building on the southeast side.

Planning documents have noted resident concerns with three intersections along the highway – Larson Lane, Cunningham, and Topaz Lane. Turn lanes have recently been constructed at Larson Lane and at Topaz Lane.

Cell service is limited in the area, but improving. Additionally, locals have noted there is no broadband access.



Antelope Valley Gateway Sign Near Nevada Border



School Adjacent US 395 in Coleville



Commercial Use Off US 395 in Coleville



Public Restrooms at Park in Walker



US 395 with Turn-Lane in Walker



Commercial Use Off US 395 in Walker

VISION

Following is the area’s vision as developed through the Enhancement Plan’s public workshops and the study of other plans such as the Regional Transportation Plan and General Plan. Maintaining the area’s scenic, rural, and agricultural quality is of prime importance in the vision for the Valley. Highway improvements focus on safety and operational issues. Widened shoulders provide comfortable routes for bikers and pedestrians within and between the three towns. A separate path is sited outside of the right-of-way to accommodate pedestrian, bicycle, and equestrian use.

Area signage improvements allow for clear recognition of the Valley as well as its communities and traveler facilities. The Walker town park and rest area are enhanced to serve the towns and the traveling public. Clear connections are provided to local businesses from the park to facilitate their patronage.

Deer corridors are improved and options for allowing wildlife movement to cross the highway are thoughtfully planned. Depending upon land ownership opportunities, wildlife under crossings are carefully considered and sited in coordination with the Bureau of Land Management (BLM) and other appropriate agencies. The number of deer collision incidents is reduced.

ENHANCEMENT OPPORTUNITIES

Community Character and Recognition

In order to achieve the area’s vision, land use decisions should be carefully evaluated to prevent the loss of agriculture and open space to sprawling residential development. This not only helps preserve the rural lifestyle but also the scenic quality of the open landscape. Obtaining a National Scenic Byway status for the highway reinforces the importance of Valley’s natural beauty and the need for it to be maintained.

Creating a clear signage program for the Valley would be beneficial. Currently “Welcome to Antelope Valley” signs are located at the southern and northern entries. The southern sign is easy to recognize, but the northern sign gets lost amid the multiple signs located at the California/Nevada state line. At the state entry, there is a state entry sign, a Mono County entry sign, the Eastern Sierra Byway sign, and the Antelope Valley sign. Although they are not right next to each other, the quick repetition of signs one after another can cause the information to get blurred together.

The Antelope Valley sign may be more effective if it was relocated south of Topaz Lake and closer to the towns. Town gateways can also relate to the Antelope Valley signage. Smaller signs with similar graphics can introduce the communities. This would improve the visual presence of Topaz as it relates to the highway and highlight the town areas. Walker’s wayfinding signage could reference the traveler amenities provided at the town park.

Currently, residents comment that the Valley does not have a town center. This is partly a function of having three small communities that make up the area. The existing community center and town park in Walker could be enhanced to serve as the heart of the Valley. A place where locals come to gather and visitors stretch and become better connected to the towns and region. A “no passing” sign could be provided in Walker to discourage using the turn lane as a passing lane.

Improvements would include linking the facilities to the town’s commercial areas through clear signage and walkways. Parking around the park could be better organized and paving materials enhanced to visually and physically connect the park to the adjacent restrooms, which could be expanded to offer more facilities.

OPPORTUNITIES

- Preserve the area’s existing scenic quality and open views of the landscape.
- Relocate northern Antelope Valley sign away from other signs at the state gateway. Move it closer to towns. Consider creating gateway signs for Topaz, Coleville, and Walker that coordinate with the Antelope Valley sign and the Corridor as a whole.
- Improve facilities at the Walker Community Center and town park to provide a central gathering place.
- Link facilities to commercial areas with paths, walkways, and landscaping.
- Organize parking, provide seating, and provide a clearly marked transit stop at the park facilities.
- Provide a kiosk with community information at the park.
- Provide a path along Walker River from Walker to Mountain Gate for fishing access and trail use.
- Preserve existing trees where feasible.

ANTELOPE VALLEY

Benches or seating areas can be incorporated into the park or near the restrooms to provide comfortable places for people to relax as they wait for members of their traveling party. A central kiosk should give travelers information to learn about the communities, recreation opportunities, and the region.

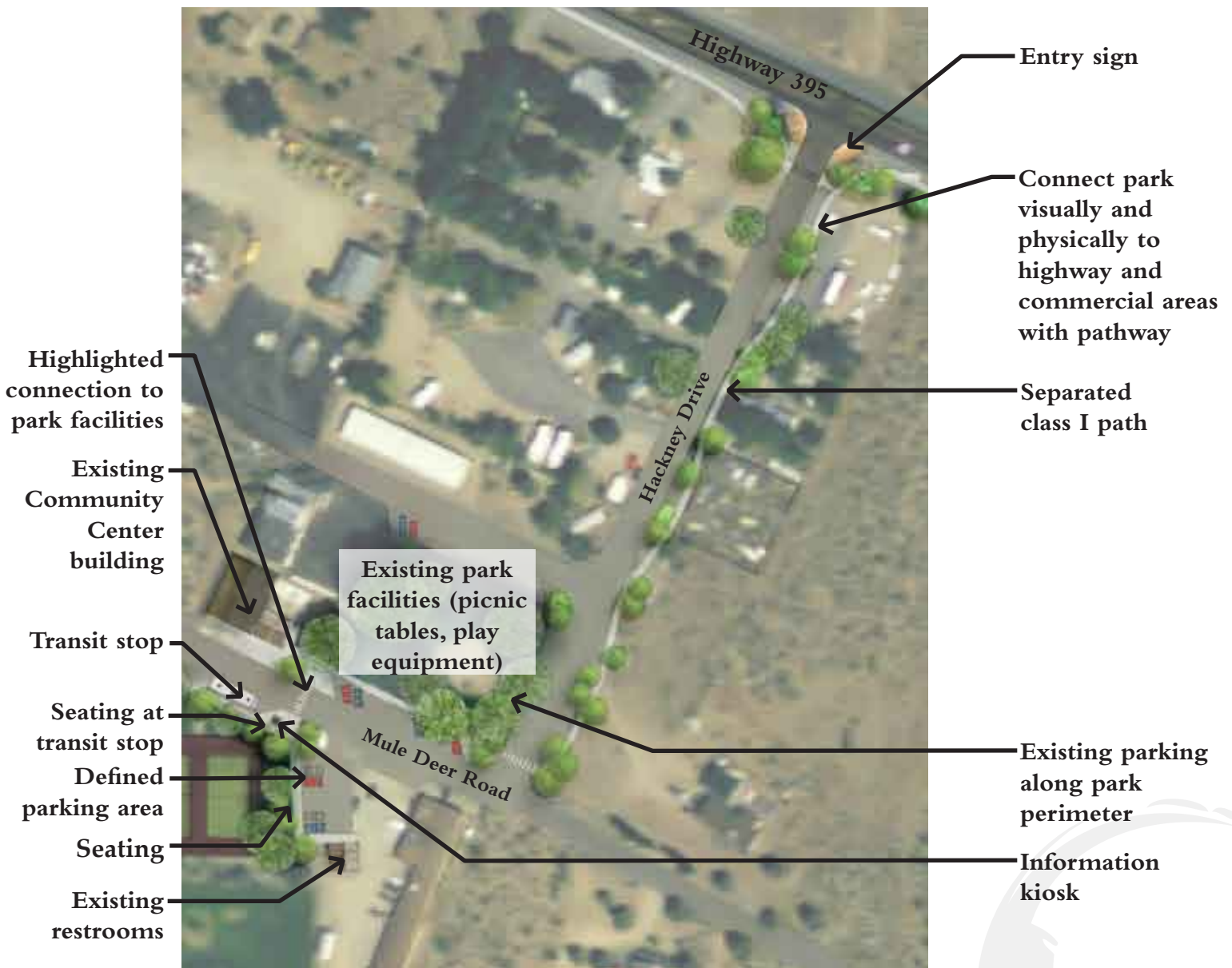
Recreation Access

A trail from Walker could follow the river south to Mountain Gate, a fishing access location, and be a great town asset. The pathway would allow for hiking, exercising, picnicking, and relaxing. Access to accessible fishing locations could be provided.

Minimal aesthetic enhancements are needed along this section of the highway. Rather, future projects should focus on not damaging the integrity of the existing landscape and viewsheds. The Corridor's existing heritage trees should be preserved, such as the cottonwoods north of Walker. Where highway widening is needed to allow for expanded shoulders for pedestrian and cyclist use, trees may need to be removed. In this situation, replacement trees should be provided.



Walker Community Center/Park Area Before Enhancements



Walker Community Center/Park Area After Enhancements



CORRIDOR-WIDE OPPORTUNITIES

Corridor-wide goals and objectives can be established by identifying opportunities that are applicable to typical highway scenarios. On a whole, the Corridor can be divided into five categories according to road type, speed and volume of travel, type of access, and density of adjacent land use. The five categories include:

- Open Areas,
- Transition Areas,
- Rural Areas,
- Suburban Areas, and
- Main Street Areas.

Open Areas

Highways through open areas typically have high speeds and medium to low traffic volumes. Surrounding land uses include agriculture, open space, or public lands. The majority of the Corridor is classified as open area. The primary goals and objectives for these areas include considering:

- Existing landscape integrity and how to maintain it;
- Native vegetation and existing landform and how they can be a dominate visual resource;
- Surrounding agricultural uses;
- Rest area and viewpoint locations;

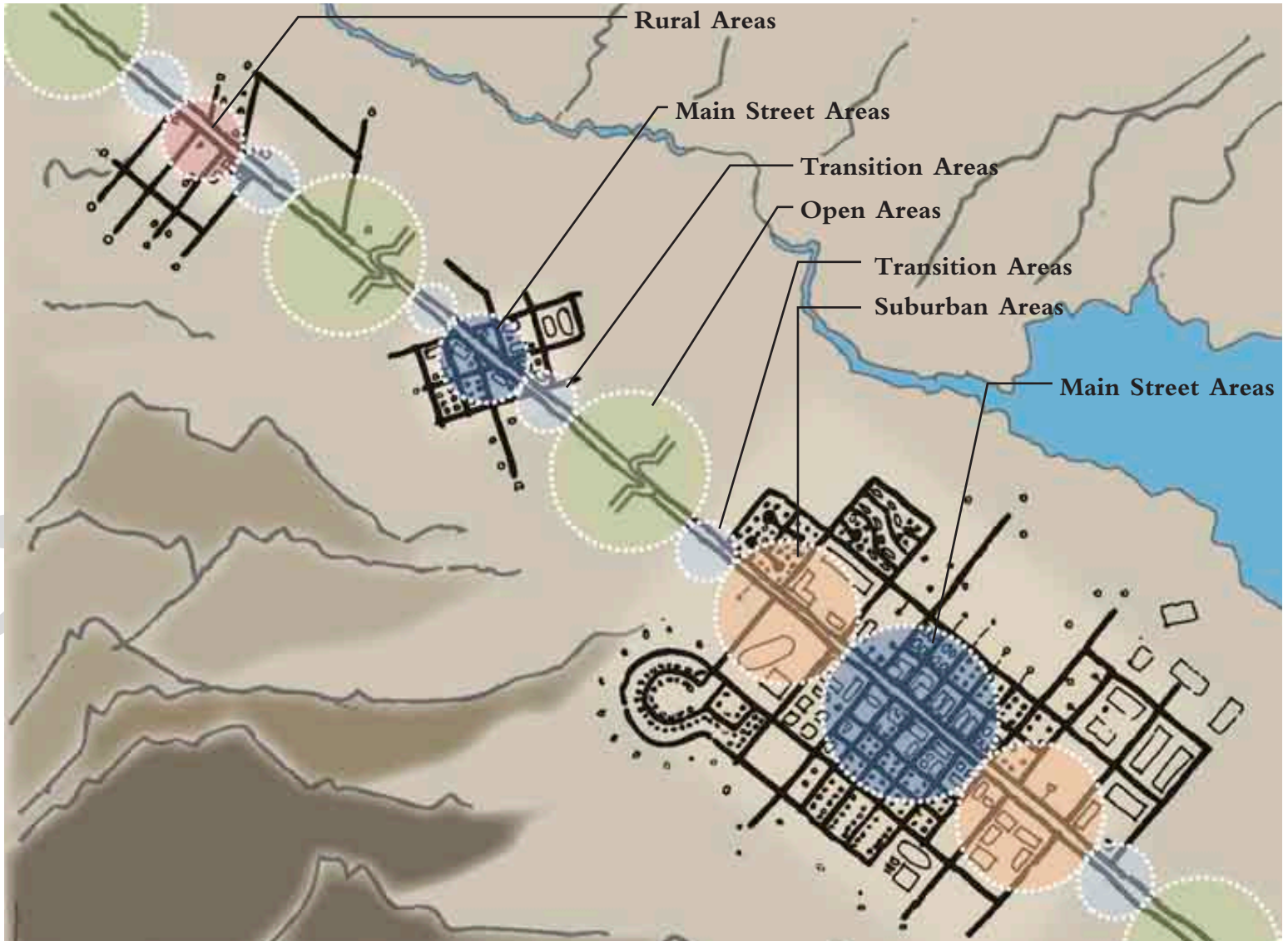


Diagram with Categories Which Organize the Corridor Into Areas of Similar Goals and Objectives

- Scenic byway or scenic highway designations;
- Clarity of signage programs to destination points;
- Visitor center developments;
- Unique scenic, cultural, historic, recreational and natural elements to highlight;
- Scenic views to preserve;
- Maintaining and enhancing recreational access to public lands;
- Recreation and tourism promotion; and
- Low-cost enhancement treatments.

Transition Areas

Transition areas connect higher speed areas to lower speed areas. This includes transitions from open areas to rural, suburban, or main street areas. Surrounding land uses are typically low density, but they can also be open space or undeveloped land. The primary goals and objectives for these areas include considering methods to:

- Introduce the community,
- Reduce vehicular speeds (probably the most important goal), and
- Use low- to mid-cost enhancement treatments.

Rural Areas

Rural areas include small towns along the Corridor that do not have a defined, dense downtown area. The highway is signed for medium levels of traffic speed and the surrounding land uses are typically low-density residential, agriculture, or a few service commercial properties. Communities such as Olancha and Coleville are examples. Transition areas into the town are small because speed reductions are not significant and the amount of development fronting the highway may be small. The primary goals and objectives for these areas include:

- Defining the town entry,
- Enhancing community recognition,
- Reducing speeds,
- Preserving community and landscape character,
- Providing cyclist connectivity, and
- Using low-cost enhancement treatments.

Suburban Areas

Suburban areas are not prevalent along the Corridor. They include growth areas at a community edge or the zone between main street areas and transitions to open areas. Examples are at the outside edge of Bishop and Ridgecrest. Traffic travels at medium to slow speeds. Varied land uses parallel the highway with buildings set back from the right-of-way and use of long blocks. The primary goals and objectives for the areas include:

- Defining the town entry;
- Enhancing the recognition of different town districts;
- Reducing speeds;
- Introducing community character;
- Providing cyclist and pedestrian connectivity with crosswalks, signage, or lights;
- Balancing pedestrian and vehicular needs; and
- Using low- to mid-cost enhancement treatments.



Transition Area into Bridgeport



Rural Area of Cartago



Suburban Area Outside of Ridgecrest

CORRIDOR-WIDE OPPORTUNITIES



Downtown Area in Lone Pine

Main Street Areas

Main street areas occur within most of the Corridor communities. They are typified by slow speeds, short blocks, and a variety of denser commercial and office land uses. The downtown areas of towns are classified as main street areas. Primary goals and objectives for the areas include:

- Defining the entry (while screening the negative visual elements and highlighting the good),
- Highlighting and preserving community character,
- Minimizing speeding (through potential traffic-calming improvements),
- Maximizing pedestrian connectivity with crosswalks and signage,
- Providing for pedestrian comfort – amenities and streetscape,
- Providing cyclist travel-way,
- Providing adequate parking (whether on-street or off-street and signed),
- Allowing for business signage, and
- Using mid- to high-cost enhancement treatments.

TRANSITIONS FROM OPEN SPACE TO COMMUNITIES

Large open spaces play a significant role in defining the Corridor's character. They also create areas of transition as traveler's move from higher to lower speeds when entering towns. These transition areas provide communities the opportunity to express their individuality, to welcome or thank motorists as they enter and leave, and to allow vehicles to slow down.

Residents typically express the need to slow traffic through their community. Some towns have limited traffic calming opportunities in downtown areas, so slowing motorists as they enter town may be the best option. In towns with low-density development at the edges, the gradual increase of density reminds motorists to reduce speed. The majority of the Corridor's towns do not have developed edges, however. The driver quickly moves from open space to the community main street, sometimes after traveling at high speeds for over 60 or more miles.

The following summary provides a range of traffic-calming methods commonly considered to slow vehicles. Most are tools familiar to transportation engineers and planners. Some have been previously suggested for use along the Corridor and found to not be appropriate for the particular conditions. The list is provided for reference only in order to show varying options that can be considered in order to achieve different traffic-calming objectives. It is meant to be a resource for discussions between stakeholders rather than a prescription for applying a specific treatment.

No one particular solution can be applied to every transition point and each approach has both benefits and drawbacks. Each transition area should be evaluated according to individual needs, opportunities, and constraints. Overall, the aim is to slow the traffic through either physical or psychological means. This could include highlighting the transition zone by extending traffic calming measures into the transition area and creating gateways.

- Reduce the roadway width.
 - Install a median;
 - Evaluate lane widths and reduce if feasible; or
 - Narrow intersections by using bulb-outs.
- Reduce the visual width of roadway.
 - Plant tall trees paralleling the roadway; or
 - Stripe a bike lane along the shoulder.



Example of Bulb Out with Crosswalk and On-Street Parking

CORRIDOR-WIDE OPPORTUNITIES

- Create an attractive streetscape.
 - Install landscaping and signage along right-of-way;
 - Create entry experience with signage and landscaping along a defined length of the highway – not just a monument sign;
 - Provide landscaping on both sides of the highway;
 - Consolidate and manage commercial business sign blight;
 - Add sidewalks; or
 - Add curbs.
- Highlight gateway.
 - Consider opportunities for gateways that span the roadway;
 - Reinforce sense of activity in the downtown area;
 - Evaluate and encourage redevelopment efforts to revitalize and enliven downtown areas;
 - Bring buildings closer to the street and provide and sign parking in the rear;
 - Highlight downtown area with enhanced landscaping, medians, banners, public art, signage, ornamental lighting, pedestrian amenities, etc.; or
 - Widen sidewalks.
- Create a required turning movement prior to entering the community or downtown area.
 - Install a modern roundabout with landscaped center island; or
 - Add wide medians to create a bow in the road.
- Highlight pedestrian facilities.
 - Improve visibility of crosswalks – paint, sign, use flashing lights;
 - Use alternate paving material for crosswalks or rumble strips prior to crossing location (consider potential snow removal and icing issues);
 - Use bulb-outs at crosswalks; or
 - Install pedestrian refuge islands.
- Change texture of roadway.
 - Use textured paving; or
 - Use bots dots or rumble strips at town entry (consider potential snow removal and icing issues).
- Highlight change in speed limit and motorist traveling speed.
 - Install speed actuated speed limit signs;
 - Use speed bars to emphasize speed of vehicle; or
 - Use vertical plantings such as trees or signage planted at gradually closer spacing to emphasize vehicle speed.
- Smooth out traffic flow so it is slow and steady as it enters, travels through, and leaves town.
 - Synchronize a series of signals at a low speed with short, fixed-length cycles;
 - Limit driveway accesses so there are only one or two per block;
 - Convert four-lane streets to three-lanes (two travel lanes and a center turn lane); or
 - Install a modern roundabout at intersections with multiple turning movements.



Example of Enhanced Streetscape



Example of Speed Bars Along Highway

CORRIDOR-WIDE OPPORTUNITIES



Statewide Gateway Signage at Nevada Border

The document, *Main Street When a Highway Runs through It: A Handbook for Oregon Communities*, discusses opportunities to address speed issues in downtown areas. It has been noted by the Transportation Research Board (TRB) that there is limited research on the issue. Transitions that occur over only a few hundred feet are difficult to achieve significant operational speed changes. Therefore, continually staying abreast of current research and methods to slow traffic is necessary to select the appropriate measures for the Eastern Sierra communities.

CATEGORIES OF CORRIDOR OPPORTUNITIES

Public workshop attendees discussed a variety of potential Corridor enhancements including those for open areas and for individual communities. Community goals were described previously. This section focuses on opportunities for open areas.

In addition to opportunities identified at the workshop, many goals and projects have been identified in current county General Plans and planning documents. These improvements are included on the following maps. Caltrans would have the lead responsibility for approving enhancements within the right-of-way. But the projects may be initiated and coordinated by other entities. Opportunities outside of the right-of-way may be implemented through partnerships or individual efforts by Federal, State, and local agencies and organizations and private entities.

Corridor opportunities primarily occur between towns. These potential enhancements are divided into three categories – travel and tourism opportunities, natural resource and wildlife opportunities, and views and landmark opportunities. Community opportunities typically include improvements to community gateways, pedestrian linkages and circulation, compatibility between highway and town, and partnerships and resource leveraging. These goals were previously discussed for the individual towns. Each category contains a number of features or design considerations. These improvements are described below.

TRAVEL & TOURISM OPPORTUNITIES

Statewide Gateway: Consider opportunity to enhance the introduction of visitors to the state of California. Consider consolidating signage to minimize visual impacts of cluttered signage.

County Gateway: Consider opportunity to enhance existing signage or to introduce visitors to the Eastern Sierra counties.

Bike and Multi-use Trail Linkage: Research alternative transportation and provide or create connections to regional systems. Provide increased shoulder width for bicyclists during highway improvement projects.

Roadside Services: Analyze the opportunity to locate or enhance rest areas in places that take advantage of important views, geologic features, or culturally important areas. In combination with recreation and cultural resources, rest areas can become gateways and sources of information.

Viewpoints & Points of Interest: Study the potential to provide or enhance pull-offs to observe scenic vistas and features.

Wildlife Viewing Area: Study the potential to provide or enhance wildlife viewing pull-offs. Evaluate the Watchable Wildlife program to ensure signage and pull-offs are in appropriate locations.



Old Rail Lines in Southern Inyo County

CORRIDOR-WIDE OPPORTUNITIES

Travel Information Program: Consider the establishment of a program of travel information by identifying points of interest. Promote and combine existing programs to highlight awareness of the rich historical, cultural, and geological features of the Corridor. Consider signage, icons, interpretative markers, and interactive radio tours.

Recreational Access: Maintain and enhance access to public lands for recreational purposes.

NATURAL RESOURCE & WILDLIFE OPPORTUNITIES

Environmental Resources Preservation: Study corridor standards that conserve, protect, and enhance environmental resources and features found along the corridor.

Wildlife Movement Enhancement: Study areas to improve crossings or create new, naturalized crossings. Future disturbance of wildlife habitat and movement patterns should be minimized and provide connections for isolated habitats.

Water Resources Enhancement: Consider environmentally sensitive methods to collect, detain, and direct water. This includes storm water run-off, detention facilities, and drainage channels. Study standards and methods for drainage that use natural materials and forms to create drainage features.

Rare, Unique, or Special Natural Resource Enhancement: Highlight distinctive resources and consider interpretive opportunities through signage and highway pull-offs. Resources include unique plant communities, landforms, rivers, and lakes.

VIEWS & LANDMARK OPPORTUNITIES

Highway Scenic Preservation: Examine methods to limit and control interruptions of scenic resources. This may include influencing future land use patterns, scenic and conservation easements, and coordinating with regional and local planning agencies to recognize the importance of scenic resources. Future opportunities for Scenic Byway or Highway designations can be identified.

Highway Scenic Improvement: Consider the opportunity to establish standards to enhance the scenic quality of the corridor. This includes reducing the visual impact of billboards, improving litter collection, and improving landscape maintenance. It can also utilize a common color palette for structures and coloration techniques for soil and rock to blend with the existing landscape.



Elk Crossing Area Outside of Big Pine



The Cottonwood Charcoal Kilns in Inyo County

LEGEND

10 20 US 395/SR 14 CORRIDOR WITH 10-MILE MILE MARKERS

EXISTING REST AREAS

EXISTING VIEWPOINTS

TRAVEL AND TOURISM OPPORTUNITIES

1. Statewide Gateway
2. County Gateway
3. Bike and Multi-use Trail Linkage
4. Rest Areas
5. Viewpoints and Vistas
6. Wildlife Viewing Area
7. Travel Information Program
8. Recreational Access

NATURAL RESOURCE AND WILDLIFE OPPORTUNITIES

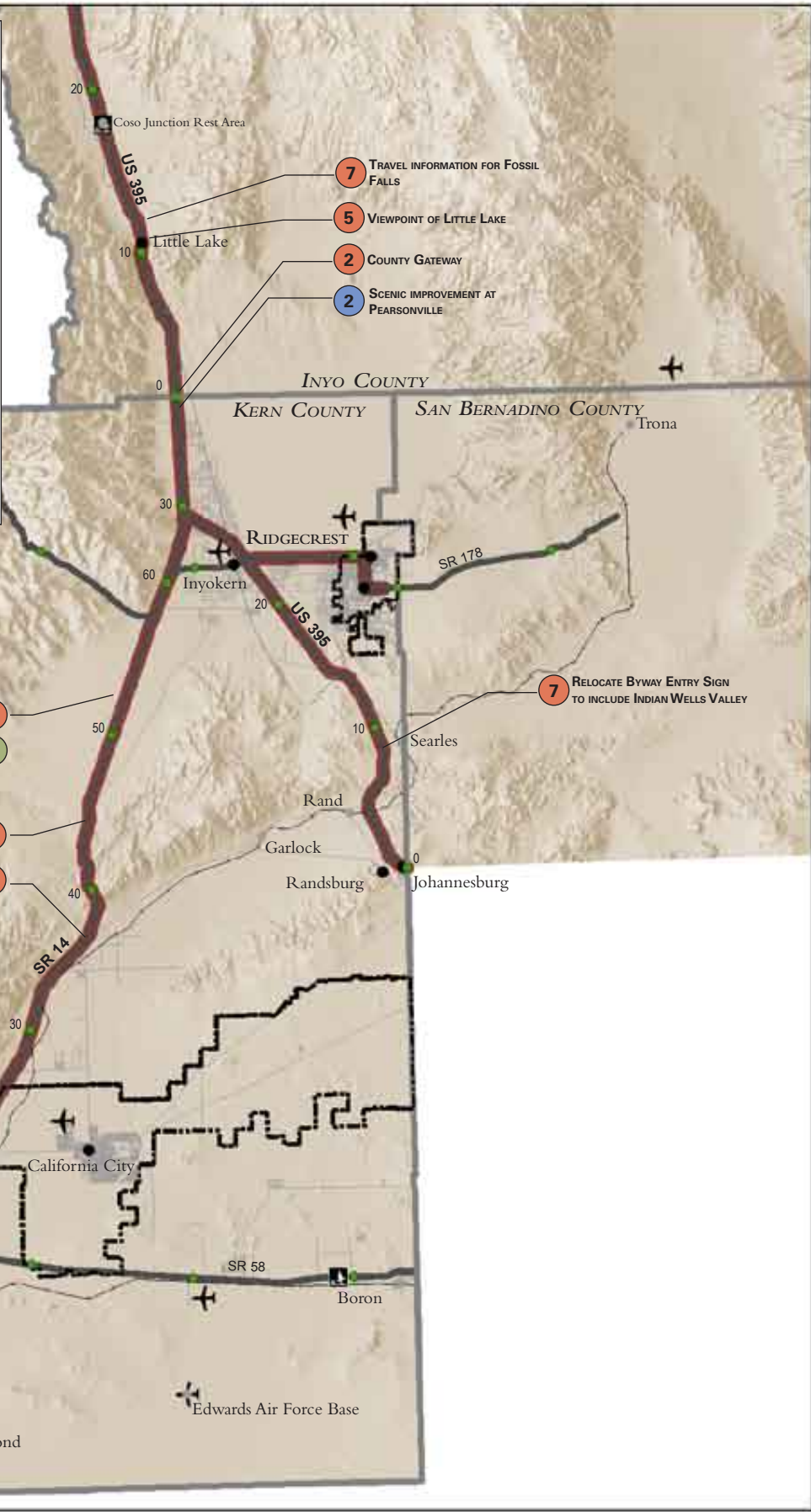
1. Environmental Resources Preservation
2. Wildlife Movement Enhancement
3. Water Resources Enhancement
4. Rare, Unique, or Special Natural Resource Enhancement

VIEWS AND SCENIC OPPORTUNITIES

1. Highway Scenic Preservation
2. Highway Scenic Improvement

0 2.5 5 10 Miles **NORTH**

SCALE: 1" = 10 miles



NOTE:
 MAP DOES NOT SPECIFICALLY LOCATE EVERY POTENTIAL OPPORTUNITY. RATHER, THE CONCEPT FOR EACH OPPORTUNITY IS DESCRIBED IN THE PLACE-SPECIFIC GOALS AND OPPORTUNITIES SECTION IN CHAPTER THREE. REFER TO THAT SECTION FOR ADDITIONAL INFORMATION. REFER TO THE INDIVIDUAL COMMUNITY MAIN STREET OPPORTUNITIES FOR TOWN-SPECIFIC ENHANCEMENTS.

- 1** COMMUNITY MEMBERS NOTED THE IMPORTANCE OF SCENIC RESOURCES, PRESERVING SCENIC VIEWS AND IDENTIFYING MOUNTAIN VISTAS. ADDRESSING BILLBOARDS IN KERN COUNTY WAS IMPORTANT.
- 3** INCORPORATE BIKE LANE INTO WIDENED HIGHWAY SHOULDER WHERE NEEDED
- 4** MAINTAIN NIGHT SKY
- 1**

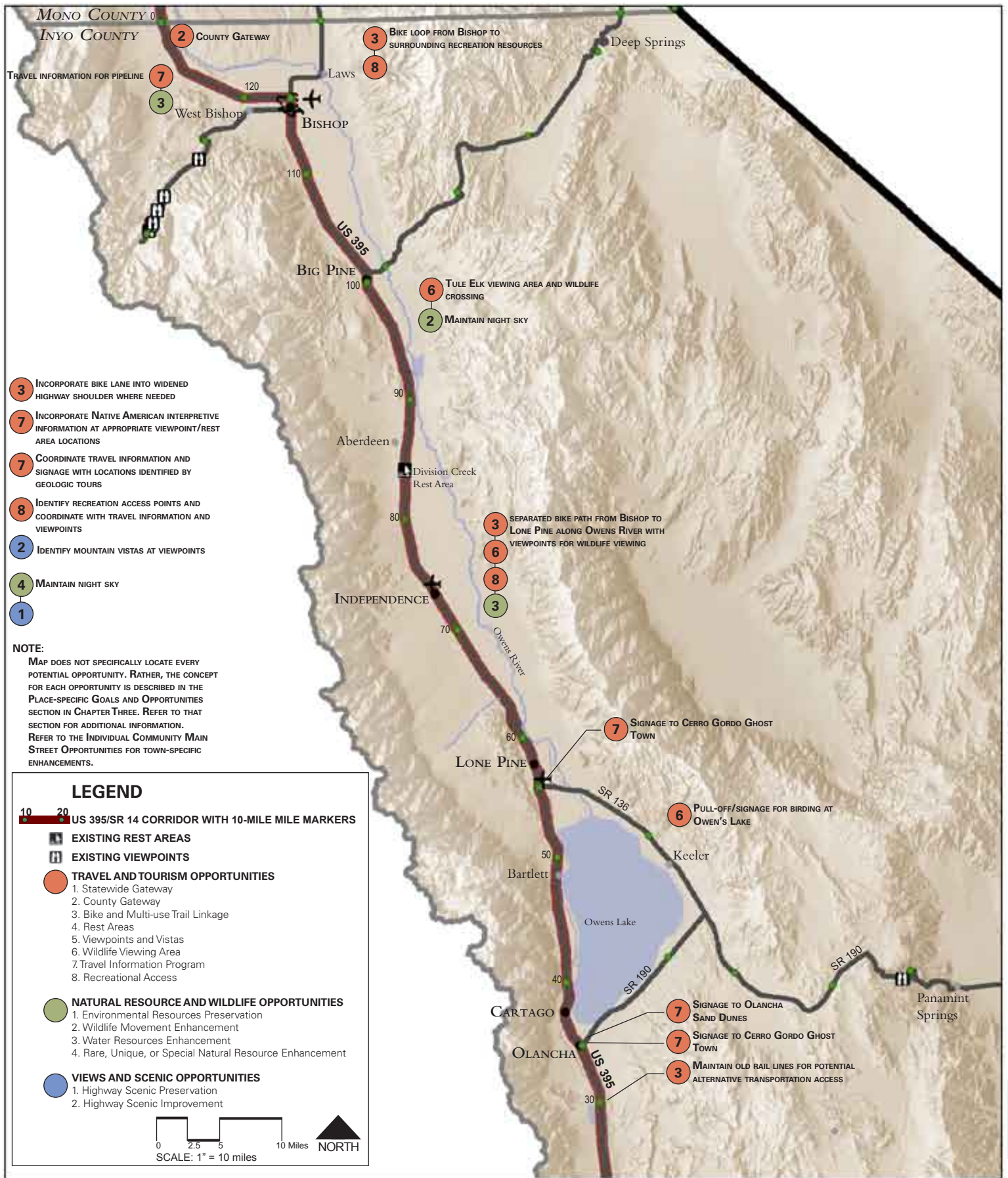
Eastern Sierra Corridor Enhancement Plan Kern, Inyo, and Mono Counties, California

Design Team:
 Design Workshop
 LSC Transportation Consultants
 Sierra Business Council

Dynamic Competence
 CURES

Kern County Corridor Opportunities

February 4, 2010



Eastern Sierra Corridor Enhancement Plan

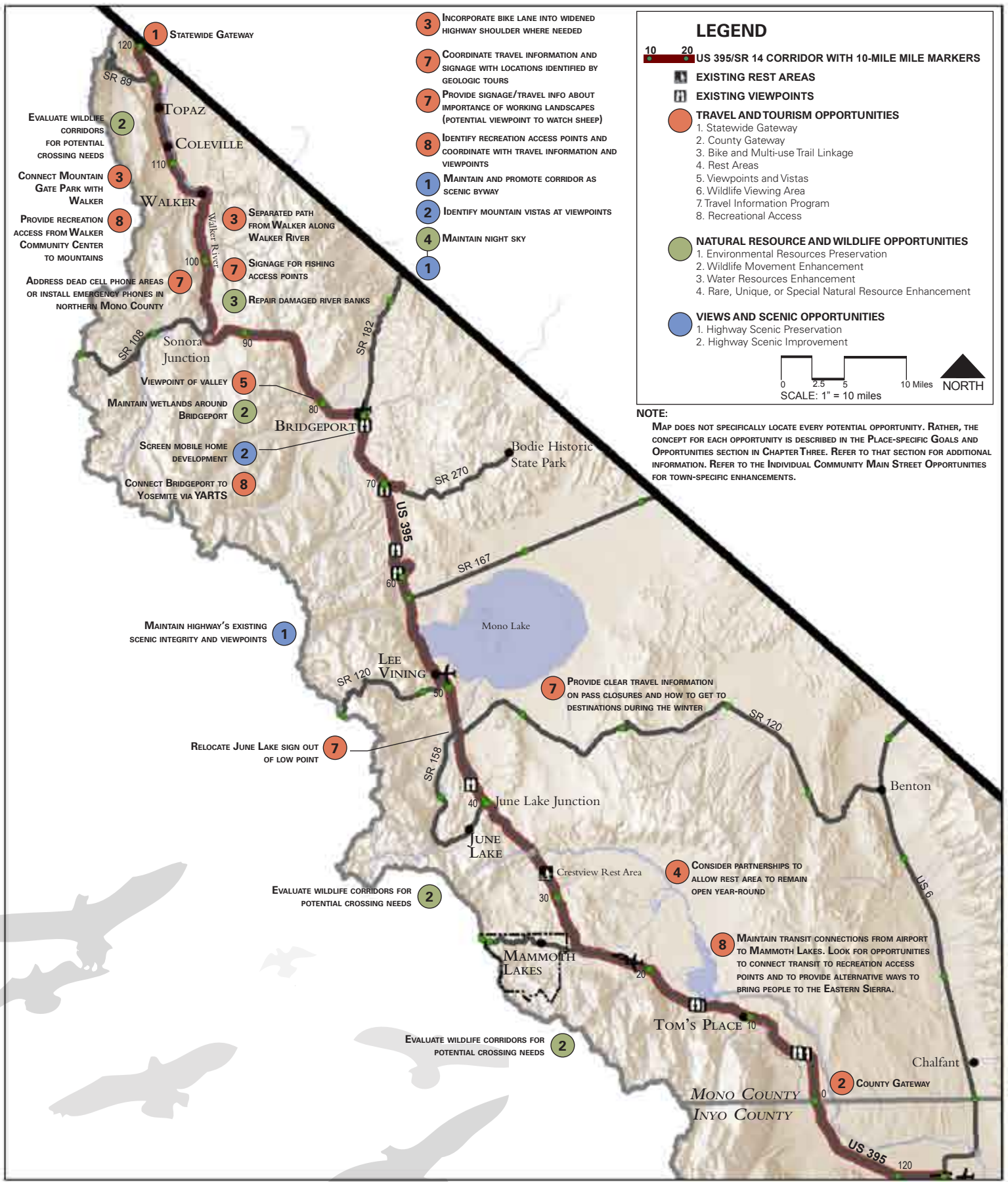
Kern, Inyo, and Mono Counties, California

Design Team:
 Design Workshop
 LSC Transportation Consultants
 Sierra Business Council

Dynamic Competence
 CURES

Inyo County Corridor Opportunities

February 4, 2010



Eastern Sierra Corridor Enhancement Plan
 Kern, Inyo, and Mono Counties, California

Design Team:
 Design Workshop
 LSC Transportation Consultants
 Sierra Business Council

Dynamic Competence
 CURES

Mono County
Corridor Opportunities

February 4, 2010

CHAPTER FOUR – IMAGE RESOURCE LIBRARY

INTRODUCTION

The image resource library provides visual recommendations to meet aesthetic goals. They should not be mistaken as new standards for highway design. They are suggestions for design solutions.

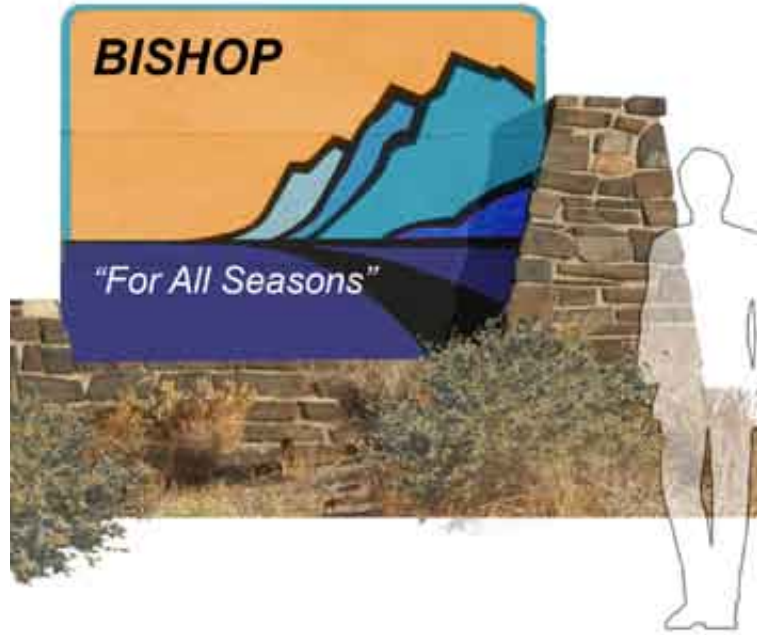
Projects and enhancements should strive to create visual unity among the Corridor’s highway structures and facilities. This includes selecting finishes, color palettes, and surface patterns that are compatible with the surrounding landscape. Paints and stains used on walls, poles, and other structures should be consistent through open space areas. Minimizing the number of different colors used simplifies maintenance practices and coordinates corridor elements.



GATEWAY SIGNAGE



Gateway signage can use the existing Corridor gateway signage as a base from which to coordinate other signage. This could include the graphic representation of the byway, the icon symbol, or the iconographic nature of the image on the sign.



One option is for communities to use the graphic elements of the sign. The logo and base would be community specific.



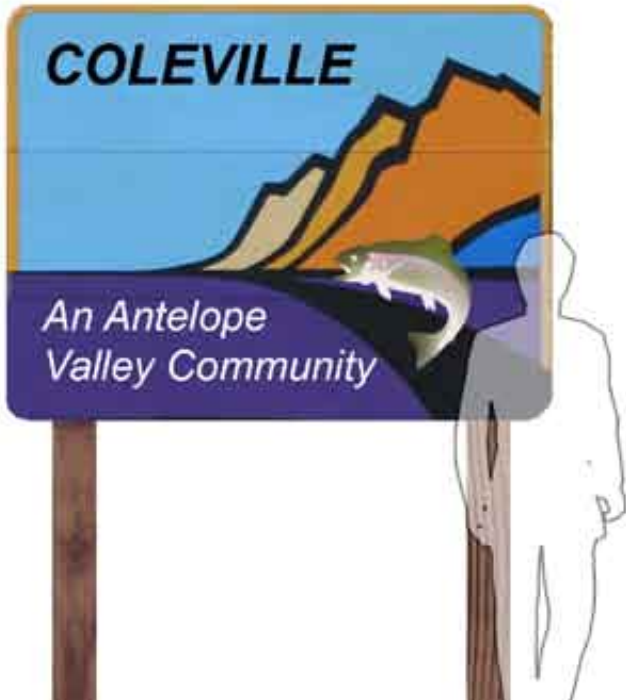
Communities could incorporate the byway seal in the base structure and use an iconic representation of their community resources on the sign. Existing signs can use the existing base and replace the sign portion.



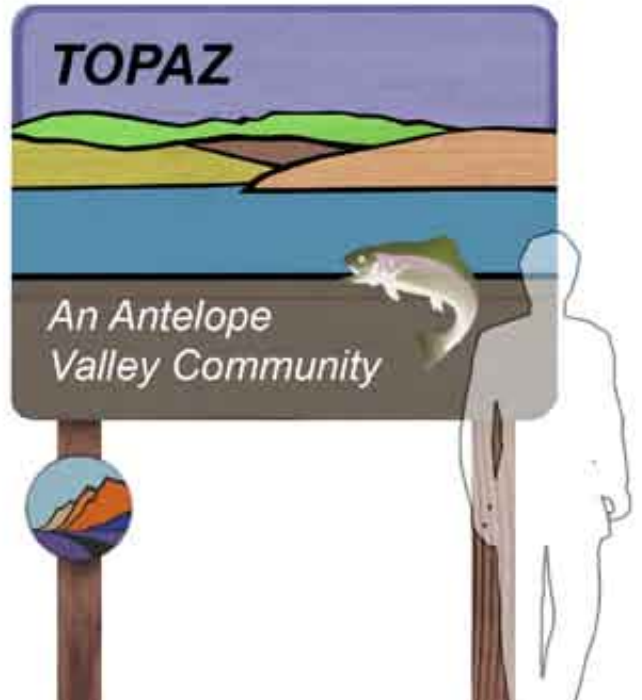
Replacing sign bases allows communities to use materials that reflect their area. An artistic base may be sculpted out of metal or other materials to tie back to a unique community attribute.

SIGNAGE

GATEWAY SIGNAGE



Gateway signs can use pole supports and incorporate key elements into the existing Eastern Sierra icon image.



The icon can be incorporated on pole signage.



Sign uses Eastern Sierra icon as the background image to tie to the Corridor.



Sign replaces base and uses a seal of the Eastern Sierra byway to tie to the Corridor and an iconic representation of the Alabama Hills to showcase community resources.

SIGNAGE

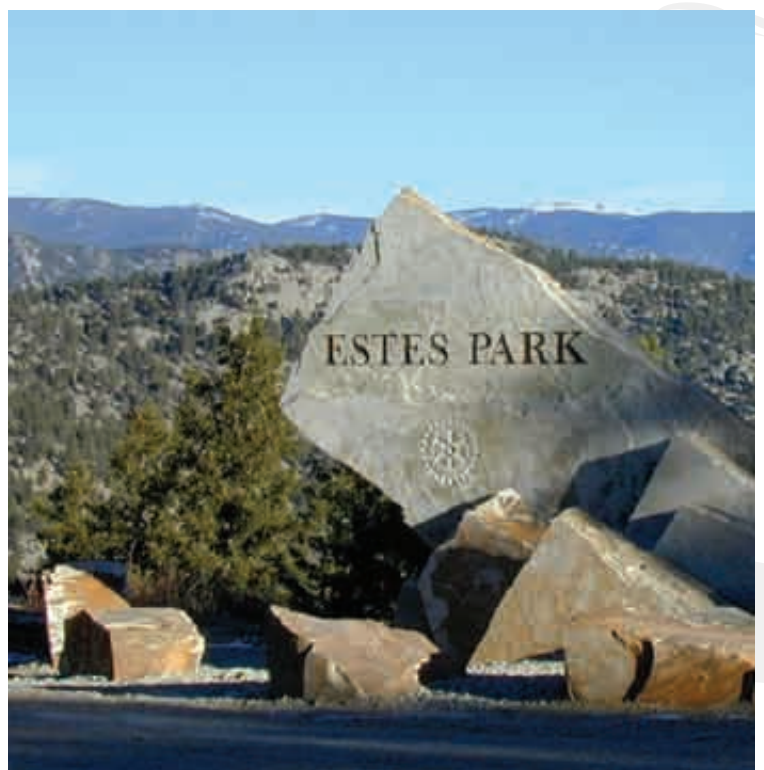
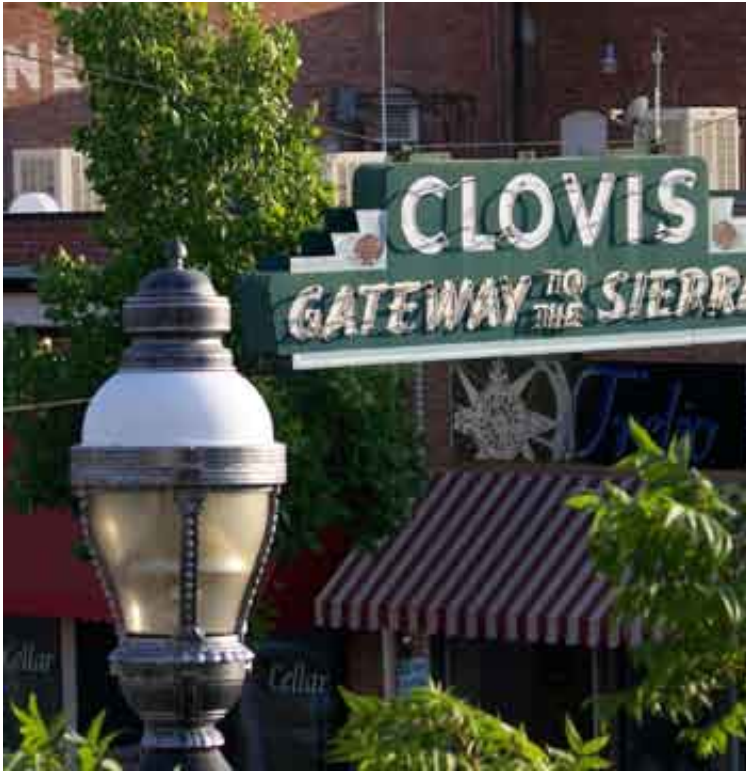
GATEWAY SIGNAGE

National Park Service signage is a good example of a range of signs that incorporate a seal in different ways. The Corridor communities can use a similar approach to connect the Corridor in a visual way.



GATEWAY SIGNAGE

Signage can use architectural elements. Signs that span the roadway have significant visual impact in a transition zone, but need to be coordinated with Caltrans as their use is location-specific and depends on a variety of factors.



COMMUNITY WAYFINDING SIGNAGE

Within the community, signage can be scaled for slower vehicular traffic. Combining commercial signs where possible, and managing the number of commercial signs fronting the street can help reduce sign clutter that can visually overwhelm. Wayfinding signs can use icons and imagery to direct.



COMMUNITY STREETSCAPES

Wider sidewalks allow for more pedestrian activity and easier incorporation of pedestrian amenities and traffic-calming features such as street trees. Providing seating and distinctive paving adds to the town character and is visually inviting.



Eight foot sidewalks allow minimal 2-way pedestrian traffic and street furnishings.



Ten foot sidewalks provide enhanced user comfort and space.



Twelve foot sidewalks allow room for outdoor dining and sidewalk displays.



Fifteen foot sidewalks create area for high levels of pedestrian activity.



COMMUNITY STREETSCAPES

COMMUNITY STREETSCAPES

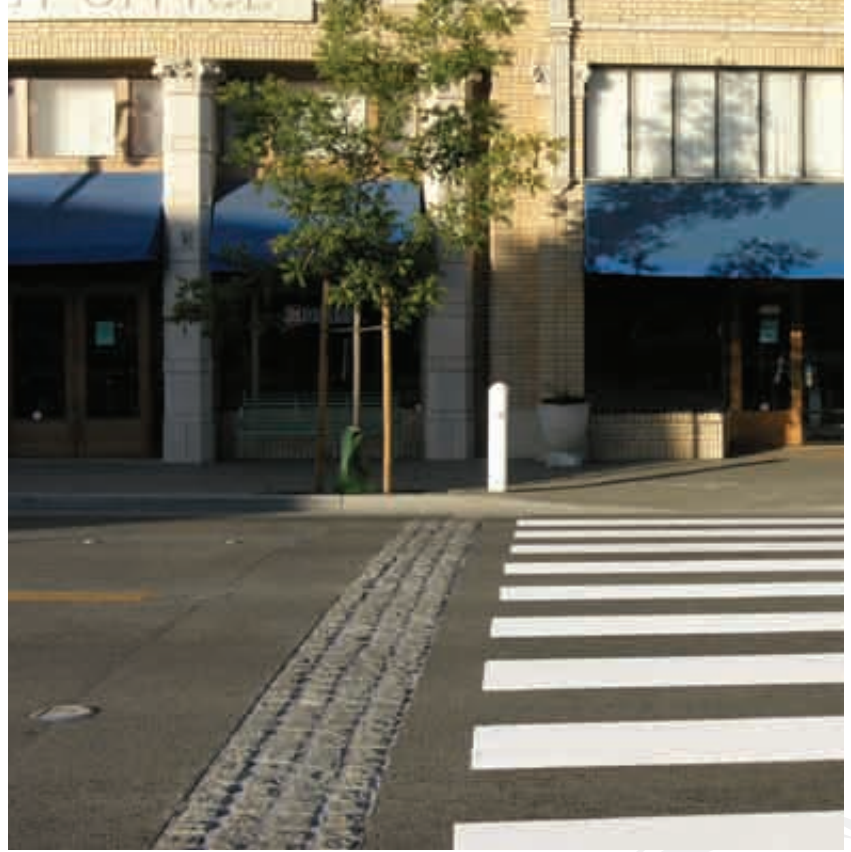
Street trees, hanging baskets, containers, and other plant materials should be used selectively in the streetscape and sited as to minimize blockage of commercial signs and to avoid damage by car doors. Species should be selected that thrive in the local climate and whose roots and seasonal flowers or fruit will not disrupt sidewalks. Consider future physical characteristics and maintenance requirements. Evergreens can be used, but consideration should be given to placement in relation to potential icing or snow removal concerns.



COMMUNITY STREETSCAPES

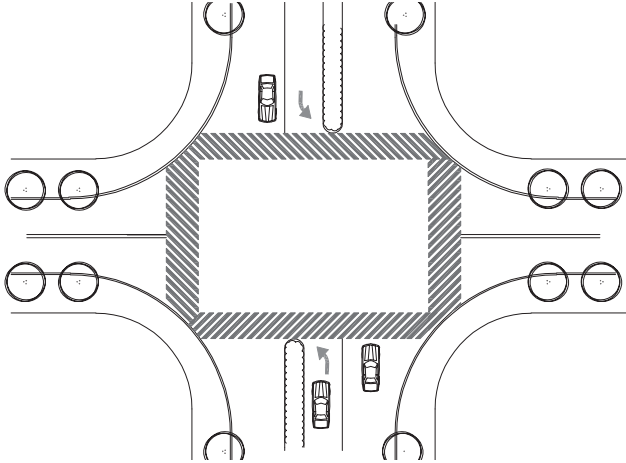
COMMUNITY STREETSCAPES

Pedestrian crossings can include those with simple striping, those with striping and an associated signal or flashing warning sign, or those with accentuated paving. Modifying paving materials provides aesthetic benefits as well as changing the road texture and color which can slow traffic and highlight the crossing.

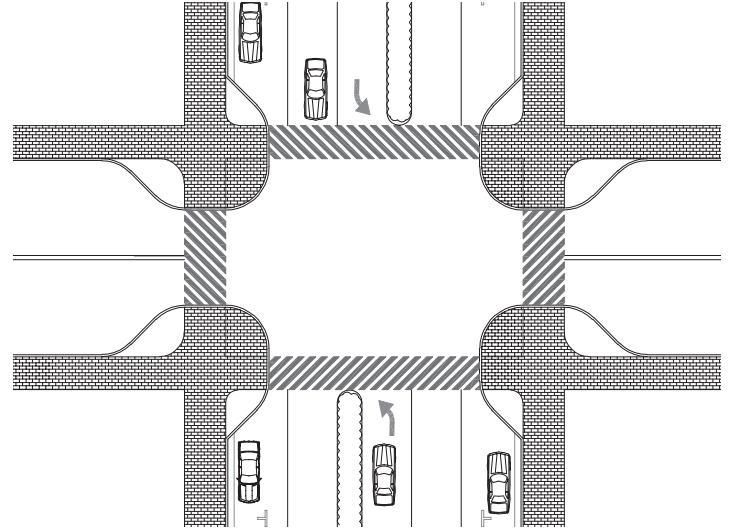


COMMUNITY STREETSCAPES

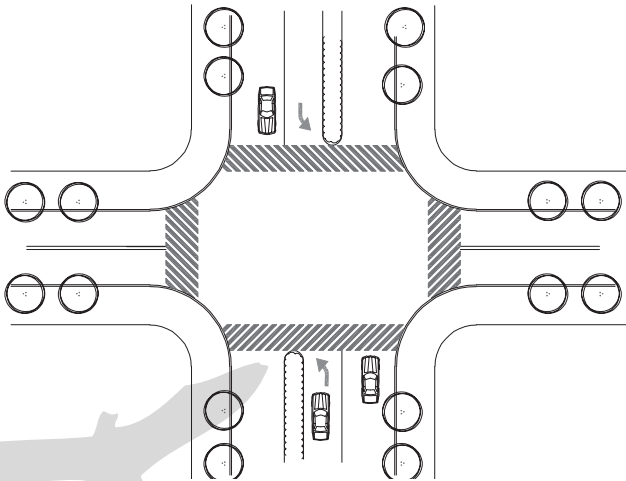
Pedestrian crossings can be accentuated through the use of bulb-outs or curb extensions. These features reduce the curb-to-curb distance and provide landscaping opportunities to visually break up the streetscape. Pedestrian movement is also affected by the radius used for the intersection. Roadways that must accommodate turning movements of large trucks increase the radius and the pedestrian's crossing distance. High Activity Walk (HAWK) activated pedestrian signals are currently being considered for inclusion in the Manual on Uniform Traffic Control Devices, after which they could be potentially approvable by Caltrans. The signal rests in "dark mode" until a pedestrian pushes a button to activate it. After which a red indication would stop traffic while the pedestrian crosses.



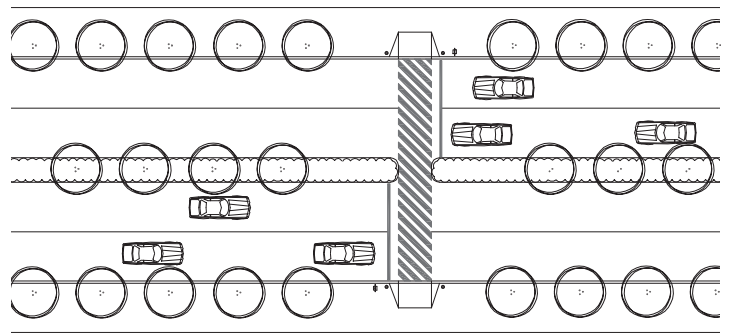
Pedestrian movement is directly affected by turning radii. Larger radii increase traffic speed and crossing distance for pedestrians, thereby reducing pedestrian comfort.



Curb extensions are easily integrated into roadways with on-street parking. Consider the use of curb extensions in highly utilized pedestrian areas in order to provide pedestrian amenities and reduced crossing distances.



Tighter, shorter turning radii reduce traffic speed and shorten pedestrian crossing distances. In these situations, motorists are better able to see pedestrians and stop quickly.



Breaks in the median provide a safe haven and allow pedestrians to cross lanes incrementally. Pedestrian refuge islands provide an additional level of security while crossing.

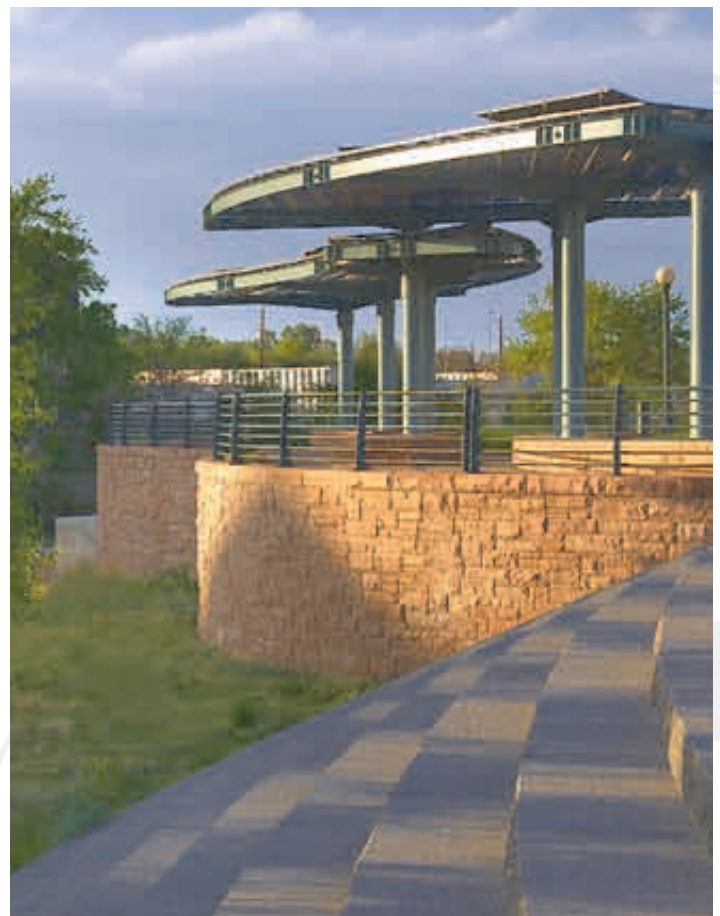
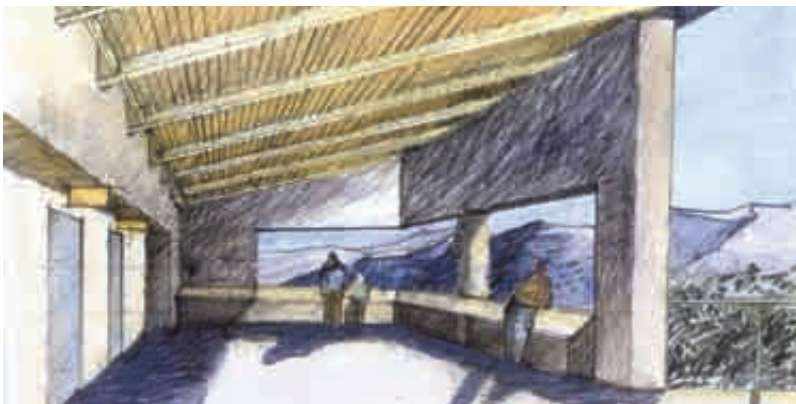


HAWK pedestrian signal – not currently allowed on Caltrans highways, but may be in the future.

REST AREAS AND VIEWPOINTS

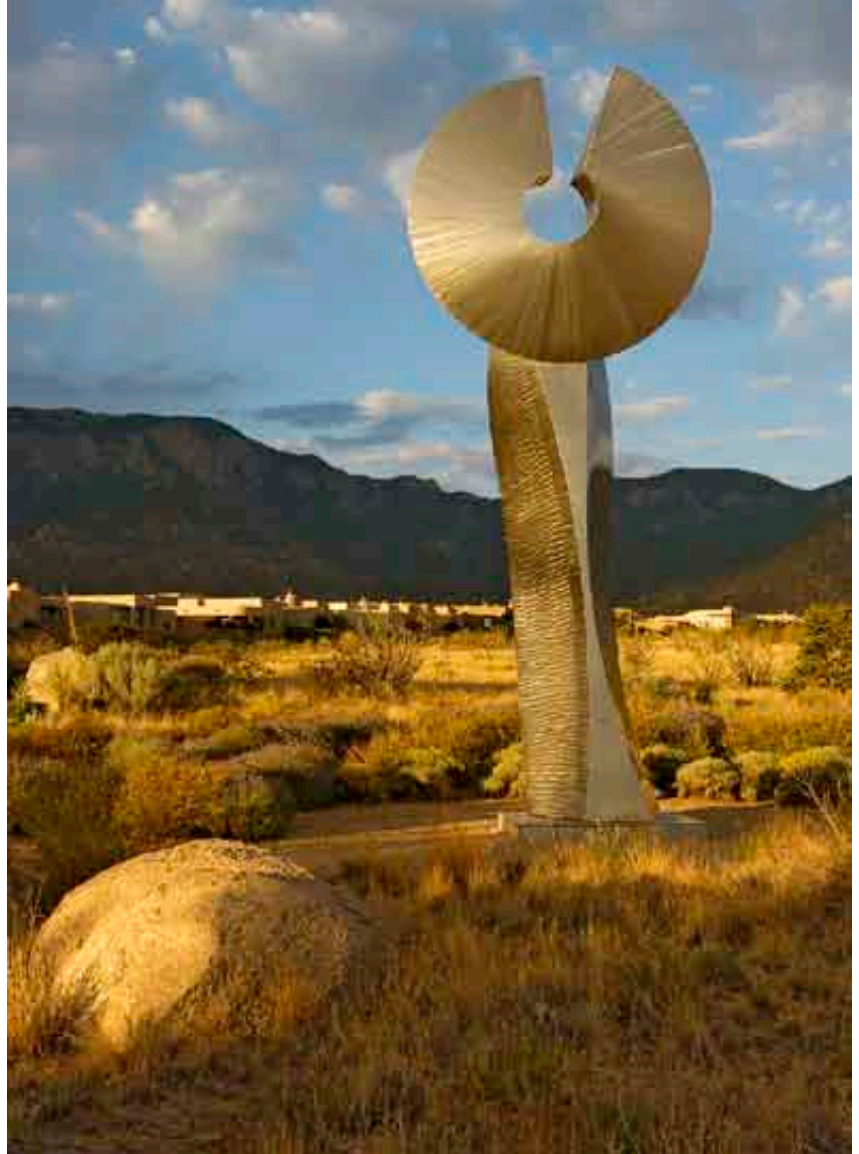
REST AREAS AND VIEWPOINTS

Rest area designs should consider maintenance requirements. Design can reflect the local setting through vernacular forms and materials. Viewpoints and points of interest should be located to take advantage of features of interest such as views or cultural or historic attractions. Rest areas should be coordinated with recreation access points, and facilities should not be sited as to compete with services provided in nearby communities.



TRANSPORTATION ART

Transportation art includes elements incorporated in the viewshed and in transportation facilities that expresses a regionally appropriate message. It should not be an afterthought or decoration, but a thoughtfully incorporated element that engages local artists, landscape architects, architects, and community members in its development. It should complement the overall highway corridor and be carefully crafted in order to give the simplest elements a powerful effect as they have excellence in craftsmanship, quality, truthfulness, and originality.



BIKE FACILITIES

BIKE FACILITIES

Bike lanes and paths provide opportunities for alternative modes of transportation and should be considered during new projects such as highway widening. Bike lanes, or space for bicyclists, can be incorporated into the road shoulder. Consider the impacts of rumble strips on bike use and required width for bike travel. Separated paths may need to be constructed outside of the right-of-way. Aligning paths along a recreation resource provides a Corridor asset along with inter-community connection. Underpasses can be incorporated where needed.



MEDIANS AND SHOULDERS

Medians can visually reduce the width of wide streets and have subsequent traffic calming effects. They must be used thoughtfully in communities with heavy snowfall as snow removal operations must be able to accommodate the median. Curb cuts can be consolidated to organize traffic turning movements and allow for planted medians. If used, stormwater can be directed to the median to handle excess stormwater run-off. In areas where run-off may contain high levels of salt, select salt-tolerant plants.



CONCRETE BARRIERS, BRIDGES, AND RETAINING WALLS

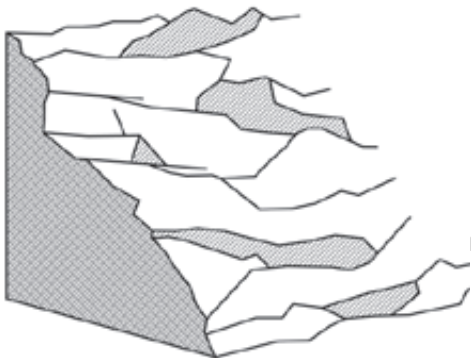
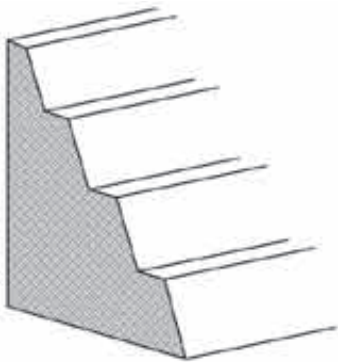
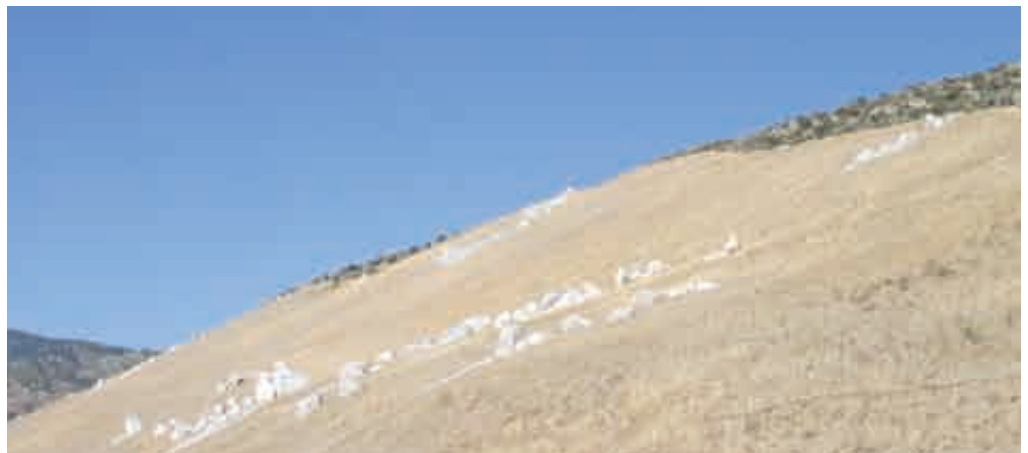
Structures can incorporate enhanced materials to visually connect the feature to the landscape. Community members should be engaged to provide feedback and direction on design ideas. Existing landscape features can be subtly reinterpreted and allow for elegant structures and designs to be developed.



ROCK CUTS

ROCK CUTS

To the extent possible, rock cuts should be natural in form, texture, and color in relationship to the surrounding landforms. Typically, they are visually obtrusive. Staining cuts can allow them to visually blend. Undulating the cut slope allows for textural variation while minimizing the amount of additional cut needed. It also increases the success of revegetation efforts as depressed areas create natural pockets that retain moisture, which helps revegetation efforts be more successful.



WILDLIFE CROSSINGS & FENCING

WILDLIFE CROSSINGS AND FENCING

Wildlife crossings require coordination with multiple agencies in order to implement the appropriate crossing facility and to locate it in the appropriate site. Structures should be ecologically appropriate and meet the needs of the specific species involved. Crossings should be monitored to determine their effectiveness and need for maintenance or modification. Right-of-way fencing should be as non-visually obtrusive as possible and well-maintained. Other fencing in the landscape, such as that used for snow drifts, are appropriate as they reflect the working landscape of the Corridor.



LIGHTING

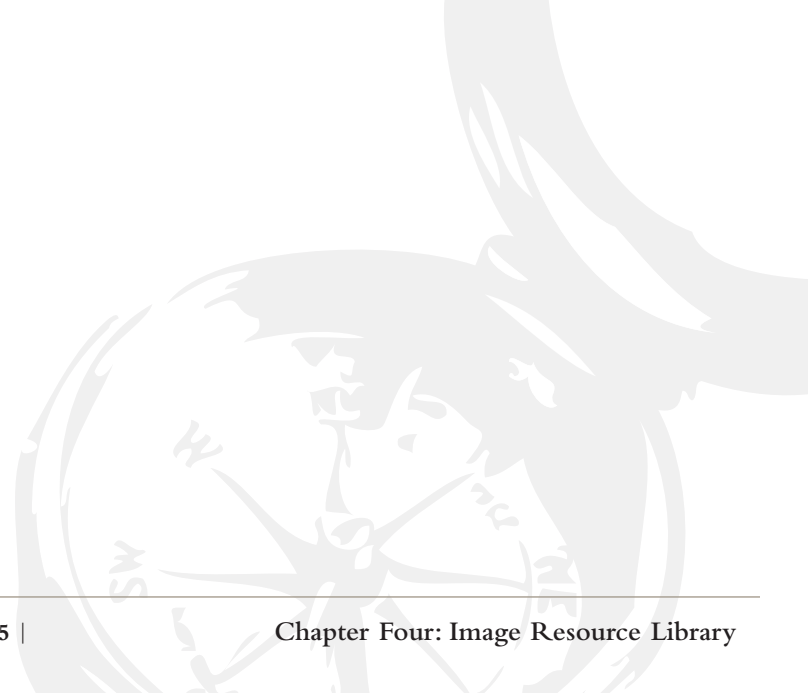
LIGHTING

The highway corridor should not be over lit, and night sky issues should be considered when designing lighting. Within communities, light fixtures provide a place-making opportunity. The fixtures and poles should be consistent with surrounding architectural styles and consider maintenance types and procedures during their selection. Sleek and simple pole configurations are often the most successful. Poles can also be used for banner signage.



MAINTENANCE FACILITIES

Maintenance facilities should be located in visually unobtrusive areas. Siting facilities away from the highway or in sites where they are screened by natural landforms is preferred. In the event a naturally screened location is not available, facilities should be architecturally enhanced and painted with a color as to fit into the surrounding context. Visually screening the facilities with fencing and/or plant material can also be effective. Facilities should be designed in coordination with maintenance personnel directly responsible for its use.





CHAPTER FIVE – IMPLEMENTATION

As previously discussed, the boundaries of the Corridor include not only the area within the highway rights-of-way but also adjacent streetscapes and viewsheds. Therefore, the opportunities previously described for both the Corridor as a whole and individual communities will only be achieved through the combined efforts of Caltrans, local governments, private citizens, civic groups, and the business community. This chapter's first section describes the different ways Caltrans and local agencies are involved in Corridor management and implementation of the Enhancement Plan. Second, a summary is given for how a project goes through the project development process and how new project opportunities can be considered. Third, a list of some funding opportunities is provided to assist stakeholders with the implementation of the Enhancement Plan's recommendations. The last section presents some of the available resources and additional ideas communities can begin implementing today to improve the appearance of their streetscapes and gain momentum towards implementing other portions of the plan.

CALTRANS AND LOCAL AGENCY INVOLVEMENT

CALTRANS INVOLVEMENT – AESTHETIC ENHANCEMENT PROGRAMS

As the state department of transportation, Caltrans is primarily responsible for designing the State highway roadsides and elements within the highway rights-of-way. They are a primary stakeholder in Corridor enhancement projects and at times may be the project proponent.

Staff from the Caltrans Landscape Architecture program can help serve as a conduit between the agency and its community partners. They provide design expertise in planning, design, erosion control, water management, agreements with local agencies, roadside rest areas, vista points, biology, construction, and maintenance. The staff oversee Caltrans' highway aesthetic programs, including highway planting, enhanced landscape planting demonstration, roadside rest areas, vista points, aesthetics, transportation art, community identification, and gateway monuments.

A summary of the programs is below, and they are described more fully in the Caltrans Project Development Procedures Manual, Chapter 29. Understanding the programs is important as their success relies on partnerships between project proponents and Caltrans to realize many of the enhancement opportunities described in the Enhancement Plan.

HIGHWAY PLANTING: Highway planting consists of new highway planting, replacement highway planting, highway planting restoration, highway planting revegetation, required mitigation planting, and irrigation system upgrade work. Along conventional highways, plantings are typically limited to those providing safety improvements, erosion control and storm water pollution prevention, highway planting revegetation, and required mitigation planting.

ENHANCED LANDSCAPE PLANTING DEMONSTRATION: This is a relatively new program created to allow for public-private partnerships that allow others to provide for the improvement and maintenance of existing highway landscaping and/or non-landscaped portions of the roadway. It is modeled after the Adopt-A-Highway program and is available through March of 2011. At that time the Department will evaluate the efficacy of the program.

SAFETY ROADSIDE REST AREAS: The Landscape Architecture Program provides guidance for planning and designing new rest areas and rehabilitating existing rest areas. Emphasis is placed on providing rest areas where they are essential for highway safety. The design should be context-sensitive, clean, accessible, attractive, maintainable, and sustainable. Funding constraints currently prevent consideration of new rest areas that are not located on the major interstate highways. Caltrans is authorized to construct and operate up to six new rest areas as a joint economic development demonstration project, provided there is a need, and that the proposal will result in an economic savings to the State.

VISTA POINTS: A vista point is a paved area beyond the shoulder that permits travelers to safely exit the highway to stop and view a scenic area. In addition to parking areas, amenities such as trash receptacles, interpretive displays, and in some cases rest rooms, drinking water, and telephones may be provided.

AESTHETICS: Aesthetics must be considered in the highway project planning and design process. This is particularly important for highways that traverse communities and areas of natural beauty. A reasonable additional expenditure is justified to aesthetically enhance transportation projects. Considerations include highway alignment in relation to topography, limiting prominent excavation and embankment slopes, protecting desirable existing vegetation, and using materials that reflect the area's character.

TRANSPORTATION ART: This program provides a way for the Department to permit enhancement of existing transportation facilities by local communities and artists. They allow for graphic or sculptural artwork that is either free-standing or integrated into highway structures such as sound walls, retaining walls, bridges, or bridge rails. The art should express something special about a community's history, resources, or character. Transportation art must not create a distraction, create a safety hazard, or be placed upon trees, rocks, or other natural features.

COMMUNITY IDENTIFICATION: Community identification includes text or images that convey information about a region, community, or area. It is placed upon required engineered highway features such as sound walls, retaining walls, and bridges. Elements can be visual, graphic, or sculptural representations of a community's identity. It is typically provided and maintained by the local agency and requires an encroachment permit from Caltrans.

GATEWAY MONUMENTS: Gateway monuments are freestanding structures or signs that communicate the name of a region, community, or area. Based on the 4-year demonstration program it is now a permanent program. The monuments are authorized through the encroachment permit process.

LOCAL AGENCY INVOLVEMENT

While Caltrans has jurisdiction over the highway rights-of-way, local jurisdictions (city, county or other public jurisdiction) have control over the use and appearance of the land adjacent to US 395 and SR 14. The Corridor is unique in that federal agencies, such as the United States Forest Service (USFS) and Bureau of Land Management (BLM), and city organizations, such as the Los Angeles Department of Water and Power (LADWP), have large landholdings that affect the pattern of land use and open space. Development is already restricted due to the lack of private property along the Corridor. Therefore, viewshed management and scenic preservation is currently affected more from decisions made by these land managers than by the local agencies. It is important to maintain open and effective communication between the local jurisdictions and other land holders in order to ensure that the communities' visions and goals are recognized in decision-making.

Local jurisdictions can use land use regulations, design guidelines, development standards, signage regulations, and incentives/educational means to improve vistas and viewsheds as primary measures to maintain the Corridor's high scenic quality and promote enhancements that support the Corridor theme. Below are examples of some of these tools. In addition, a local agency may wish to improve the appearance of the roadside by funding and maintaining sections of State right-of-way. Participation may be either financial, or in the form of services, materials and equipment, or a combination.

GENERAL PLAN: A county or city develops a General Plan to establish a long-range land use plan that designates policies and areas of different purposes and activities in order to implement the goals of the community. Land use, open-space, circulation, and conservation elements are tools that can promote compatibility and thematic integrity along the Corridor. Zoning designations indicate permissible uses for specific areas. Local jurisdictions can use zoning to preserve viewsheds, allow compatible land uses, limit building heights, and control development along truck routes and community bypasses. Overlay zoning places additional restrictions on zoned areas and is often used to control density, grading, ridgeline development, and vegetation. View corridors are planned openings in the built environment that allow views of scenic vistas.

DESIGN GUIDELINES: Jurisdictions can develop design guidelines to direct the style and appearance of built elements within a community or defined area. The guidelines promote attractive development that reflects the community context. Currently, June Lake, Mammoth Lakes, and Lone Pine have design guidelines for their communities.

SIGN AND BILLBOARD REGULATIONS: Inyo and Mono County currently have outdoor advertising controls. In these counties, billboards are typically only seen on tribal lands where local agencies do not have jurisdiction. Because the signs are profitable, it is unlikely they will be removed at this time. Local agencies would need to coordinate with tribal governments to pursue any modifications to the design standards for signage on tribal lands.

Outdoor advertising is not restricted along the Corridor in Kern County. The following control methods are described for their benefit. First, fees can be established for new or existing signs, which would cover the jurisdiction's cost of controlling them (i.e., billboards) and/or affect the profitability of these signs. Second, design standards can be developed for the signs. These can promote smaller, less obtrusive signs and limit other elements such as animation and revolving movement. Finally, the prohibition of signage, notably billboards, may be needed in certain areas of high scenic quality.

PROJECT DEVELOPMENT

The project development process begins after a transportation need is identified. It starts with the establishment of project scope, cost, and schedule and ends with construction. As a project is more fully designed and engineered it must also meet certain environmental laws and regulations.

Understanding the process is important in order to find opportunities to incorporate the Enhancement Plan's recommendations into funded projects. Synergies can be identified between transportation projects and implementing aesthetic enhancements that help achieve a community's vision. When the ideas are considered and incorporated at the beginning of a project there are fewer impacts on project cost and schedule.

A typical project development process includes four steps – project initiation, project approval and environmental documentation, project design and right-of-way acquisition, and construction. During the project initiation phase, the project's purpose and need is documented, alternatives are identified, and a schedule and cost estimate is developed. Once the Project Initiation Document has been approved, the project can be submitted for programming of State and/or Federal funds. At this point, the project is considered to be "programmed". Community and Corridor enhancement opportunities should be considered during project initiation to effectively scope aesthetic elements of interest to a community.

During project approval and environmental documentation, a preferred alternative is selected and appropriate environmental documentation is prepared to comply with state and federal laws. Selection of the Preferred Alternative occurs only after specific effects and reasonable mitigation measures have been identified for each alternative and all comments have been received from the public hearing process and circulation of the Draft Environmental Document. These comments and the rationale for selecting the alternative are summarized in the Project Report.

The Project Report documents the approval process for most types of State highway projects, including those done by others under a Caltrans encroachment permit. It is very difficult to change the scope of the project once the Project Report has been approved. Items such as aesthetic features would likely not be added after this phase if it meant that the project would be delayed, canceled, or the cost increased.

After approval of the Project Report, final design and engineering occurs. Construction documentation plans, specifications, and estimates are prepared and right-of-way purchases are made. Because the development of estimates and final design alternatives is required for project approval, a significant portion of the project design is often completed prior to the formal initiation of the design phase.

Construction is the final phase of the process and begins with advertising the project to prospective bidders. Once the contract with the selected bidder has been approved, there will be limited changes to the project. After construction is complete and accepted, maintenance typically reverts back to Caltrans. Local jurisdictions or stakeholders are usually responsible for maintaining enhanced plantings, gateway monuments, community identifiers, and transportation art.

Local agency officials are continuously involved in the process, particularly for those projects they help finance or construct. Final acceptance rests with the State for the portion of the project that is within the State right-of-way. When the contract includes work on local agency facilities, the local agency officials must be involved in the acceptance reviews.

Public involvement is important throughout the project development process but is most critical during project initiation in order to allow Caltrans and communities to work together in developing proposed aesthetic enhancements. Alternative enhancements may be developed through the process in order to meet local goals and Caltrans requirements. Discussions should respond to both transportation needs and community interests. Collaborative meetings should continue during the design process to address issues related to funding, design exceptions, and cooperative agreements.

Projects are coordinated with local agencies and their technical and planning staff, and meetings should be held with other stakeholder groups including individuals, businesses, associations, other officials, and institutions that may be affected by a project. Community organizations can be engaged to provide conduits to large numbers of people. Local and regional community representatives interested in project aesthetics can be assembled to express community opinions and concerns related to ways the project can improve the community's appearance. Well-publicized public meetings are held early in the process to exchange information and ideas and discuss the schedule.

SUBMITTING NEW PROJECT OPPORTUNITIES

The opportunities and projects identified in the Enhancement Plan may evolve over time as community goals and needs change. The Plan is flexible in order to accommodate these changes and allow interested people and/or organizations to offer new ideas as opportunities arise. Project ideas should be submitted to the entity having ultimate decision authority. Therefore, projects within the State rights-of-way should be submitted to Caltrans District 9. Other projects should be submitted to the ultimate permitting agency and/or land holder. The following steps are suggested to facilitate this transfer of ideas:

- Provide a complete and concise project description with contact information for follow-up questions;
- Review local land use plans and development documents to see if the idea fits within existing goals and standards or has been previously identified;
- Describe why the idea is good for transportation or the community;
- Determine what entity has ultimate decision authority; if unknown contact a Kern Council of Government, Inyo Local Transportation Commission (LTC), Mono LTC, or Caltrans District 9 representative for assistance;
- Either contact or submit your proposal to the entity with decision authority;
- Meet with the entity with decision authority to present and discuss your proposal and make appropriate changes; and
- Coordinate with Caltrans, if they have decision authority, and meet with appropriate Caltrans specialist to discuss the proposal's details, purpose, and required modifications. If the proposal is not allowable, even with modifications, Caltrans should explain why. If the proposal has potential, Caltrans should discuss the necessary steps leading to implementation either by inclusion in a related project under development or as a separate project.

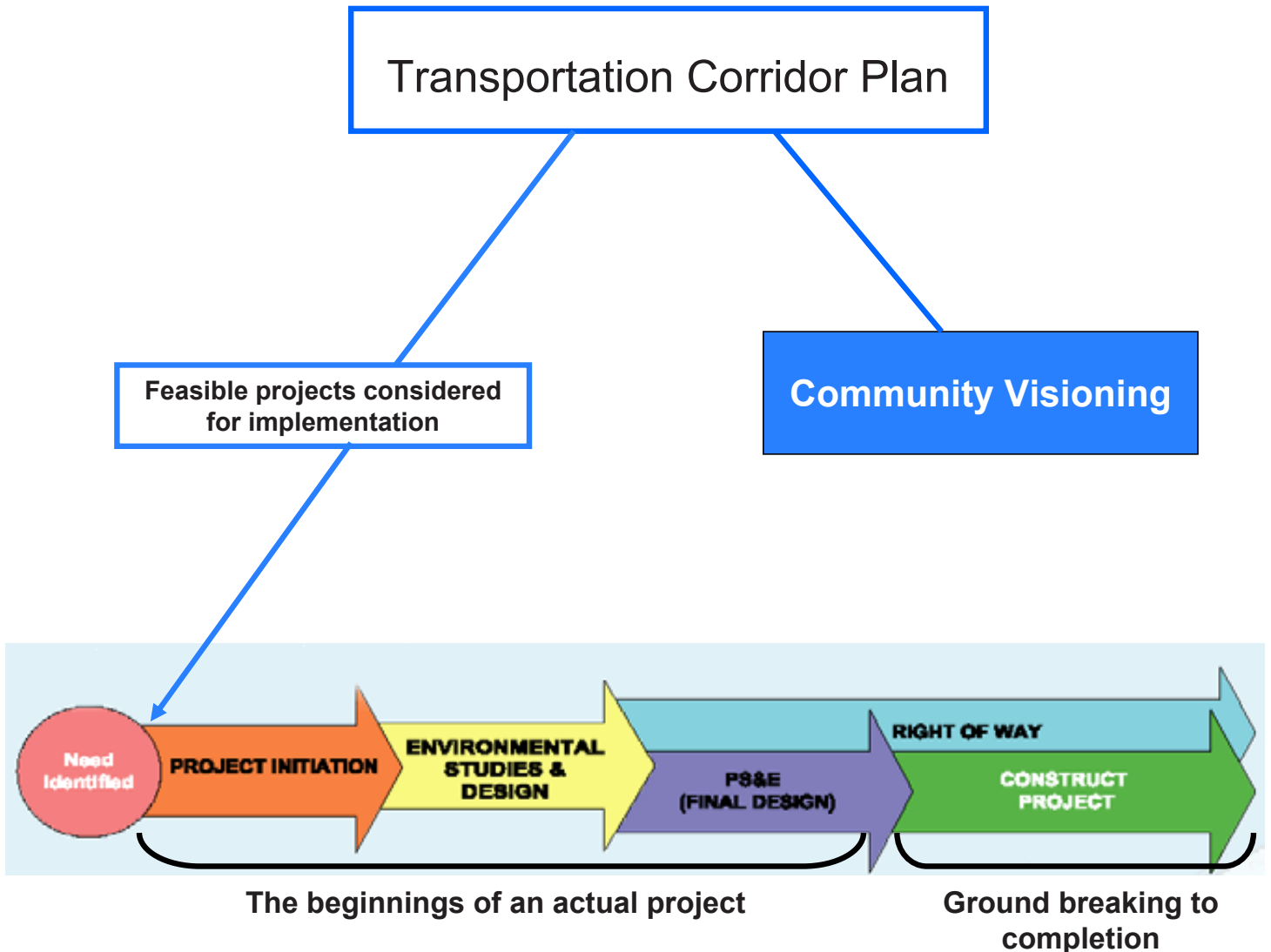


Diagram of Caltran's Project Development Process. Provided by Caltrans District 9.

FUNDING OPPORTUNITIES

Funding sources can come from a variety of sources, including federal and state funds, grants, and other revenue sources. The information below summarizes just a few of the potential funding sources that could be used to implement the Enhancement Plan. Once a project and its funding sources are identified, the appropriate planning agency documents it in their respective planning documents. For example, programmed State transportation projects are listed in the State Transportation Improvement Program (STIP) or the State Highway Operation and Protection Program (SHOPP). Upcoming local projects can typically be found in the entity’s Capital Improvement Program (CIP).

FEDERAL AND STATE FUNDING PROGRAMS

Caltrans maintains a guidebook of transportation funding opportunities for local agency projects (Transportation Funding Opportunities Guidebook, Caltrans). It provides a description of the program, the approximate funding level, and types of eligible projects. Applicable funding sources for projects described in the Enhancement Plan may include, but are not limited to those listed in Figure 5.

In addition to the programs listed below, Caltrans’ Community-Based Transportation Planning grant program can be used for planning projects that integrate transportation and land-use planning with community values so livable communities are realized. Planning projects that might be supported include community way-finding, parking analysis, and community main street design guidelines.

Figure 5 Funding Opportunities for Main Street Enhancements

Enhancement Plan Projects Eligible for Funding	Potential Funding Sources
Statewide Gateways	<ul style="list-style-type: none"> • Transportation Enhancements • Regional Surface Transportation Program
Community Gateways	<ul style="list-style-type: none"> • Transportation Enhancements
Wayfinding Signage	<ul style="list-style-type: none"> • Transportation Enhancements
Eastern Sierra Corridor Signage & Travel Program Enhancements/Maintenance	<ul style="list-style-type: none"> • Transportation Enhancements • National Scenic Byways
Bicycle and Pedestrian Facilities	<ul style="list-style-type: none"> • Transportation Enhancements • Safe Routes to Schools • Regional Surface Transportation Program • Congestion Mitigation & Air Quality Improvement • National Scenic Byways • Bicycle Transportation Account • State Transportation Improvement Program • Transportation Development Act • National Highway System Funds • Highway Trust Fund
Streetscape Beautification Enhancements	<ul style="list-style-type: none"> • Transportation Enhancements • Environmental Enhancement and Mitigation Program (street trees)
Viewpoints/Pull-offs Enhancements	<ul style="list-style-type: none"> • Transportation Enhancements • Regional Surface Transportation Program • National Scenic Byways • Environmental Enhancement and Mitigation Program • Public Lands Highways
Rest Area Enhancements	<ul style="list-style-type: none"> • Transportation Enhancements • Regional Surface Transportation Program • National Scenic Byways • Environmental Enhancement and Mitigation Program • Public Lands Highways

| FUNDING OPPORTUNITIES |

Traffic Calming Facilities	<ul style="list-style-type: none"> • Safe Routes to Schools • Regional Surface Transportation Program • Congestion Mitigation & Air Quality Improvement • Bicycle Transportation Account
Tourism Promotion	<ul style="list-style-type: none"> • National Scenic Byways • Public Lands Highways
Tribal Lands Transportation Improvements and Training	<ul style="list-style-type: none"> • Federal Lands Highways • State Local Partnership (Prop. 1B) • Public Lands Highways • Indian Roads Reservation Program
Heritage Trail	<ul style="list-style-type: none"> • Transportation Enhancements • Regional Surface Transportation Program • Recreational Trails • Bicycle Transportation Account • Public Lands Highways • Local Technical Assistance
Parking Facilities and Planning	<ul style="list-style-type: none"> • Regional Surface Transportation Program
Wildlife Crossings and Protection	<ul style="list-style-type: none"> • Transportation Enhancements • Regional Surface Transportation Program • Environmental Enhancement and Mitigation Program • State Transportation Improvement Program
Transportation Art	<ul style="list-style-type: none"> • Transportation Enhancements • National Scenic Byways
Leadership Training/Funding	<ul style="list-style-type: none"> • Local Technical Assistance Program
Noxious Weed Control	<ul style="list-style-type: none"> • National Highway System Funds • State Transportation Improvement Program
Outdoor Advertising Control/Removal	<ul style="list-style-type: none"> • Transportation Enhancements
Rail Corridor Preservation or Conversion to Bike/ Pedestrian Trail Corridor	<ul style="list-style-type: none"> • Transportation Enhancements
Landscaping Enhancements	<ul style="list-style-type: none"> • Transportation Enhancements • Environmental Enhancement and Mitigation Program (street trees)
Local Street Network Improvements	<ul style="list-style-type: none"> • High Risk Rural Roads • State Local Partnership (Prop. 1B) • State Transportation Improvement Program
Historic Preservation	<ul style="list-style-type: none"> • Transportation Enhancements • Environmental Enhancement and Mitigation Program
Scenic Easements	<ul style="list-style-type: none"> • Transportation Enhancements • Environmental Enhancement and Mitigation Program



Public Transportation Improvements/Maintenance	<ul style="list-style-type: none"> • Congestion Mitigation & Air Quality Improvement • Intercity Bus (FTA (5311(f)) • Non Urbanized Area Formula • Elderly and Disabled Specialized Transit • Federal Lands Highways • Public Transportation Modernization, Improvement, and Service Enhancement Account (Prop. 1B) • State Transportation Improvement Program • Transportation Development Act
Truck Stops/Parking	<ul style="list-style-type: none"> • Regional Surface Transportation Program (truck stop electrification) • National Highway System Funds
Scenic Byway Planning	<ul style="list-style-type: none"> • National Scenic Byways

GRANTS AND FUNDING RESOURCES

A variety of grants are available for communities and non-profits to fund corridor enhancements. As communities, agencies, and organizations move through the planning process, the following, non-inclusive, list of funding sources can be used as a starting point. Funding opportunities may be dependent upon factors such as presence of a brownfield site, tribal land influences, and historic structures or districts.

Applicants should review the applicability of the grant in regards to their specific project. Separate projects addressing the same issue in different communities may be combined and submitted as a single grant application to increase its funding potential. Many programs overlap, and proponents may use a combination of the funding and organizational resources shown below, as well as others that might not be listed. A supplemental list of Main Street planning and funding resources is provided in the Appendix.

Grants.gov – www.grants.gov

Includes an extensive list of federal grants. The site allows organizations to electronically find and apply for more than \$400 billion in federal grants. It includes discretionary grants offered by the 26 federal grant-making agencies.

Links to grant web sites – www.whitehouse.gov/partnerships/resources/

Maintains links to more than 4,800 grantmaker Web sites, including private foundations, corporate grantmakers, grantmaking public charities, and community foundations.

California Grantmakers Directory – www.foundations.org/grantmakers.html

The directory lists foundations and grantmakers by name.

Catalog of Federal Domestic Assistance – www.cfda.gov

Provides a full listing of available federal programs. Includes information on writing grants and The Catalog of Federal Domestic Assistance is a government-wide compendium of Federal programs, projects, services, and activities that provide assistance or benefits to the American public. It contains financial and non financial assistance programs administered by departments and establishments of the federal government.

Grants Network – www.ecivis.com

Provides services to research, submit, and manage grant applications.

Foundation Center – inp.fdncenter.org/fnder.html

Offers basic information on grantmakers including private foundations, community foundations, grantmaking public charities, and corporate giving programs.

National Endowment for the Arts – arts.endow.gov

Provides funding for categorizes such as folk and traditional arts, design, and museums.

Save America's Treasures

Provides grants for preservation and/or conservation work on nationally significant intellectual and cultural artifacts and nationally significant historic structures and sites.

US Department of Commerce – www.eda.gov/AboutEDA/Programs.xml

Provides several investment programs for economic investment support.

Economic Adjustment Assistance Program – CFDA No. 11.307

Assists regions and communities with planning and implementation strategies to adjust or bring about change to an economy.

Public Works and Development Facilities Grant – CFDA No. 11.300

Promotes long-term economic development and assists in the construction of public infrastructure and facilities needed to initiate and support the creation or retention of permanent private sector jobs and investments.

UNITED STATES DEPARTMENT OF AGRICULTURE***USDA Rural Development – www.rurdev.usda.gov***

Provides programs and grants to help rural communities build or improve community facilities. A link (www.rurdev.usda.gov/ca/NOFA.htm) has a list of available funds, including the rural community development initiative. This program provides funding for training and increasing a town's ability to undertake projects related to housing, community facilities, or community and economic development (training, hiring, organization, potential computer, software, and printer purchase if directly related to technical assistance program being undertaken).

USDA Rural Information Center – ric.nal.usda.gov/nal_web/ric/ffd.php

Contains search engine for federal funding sources for rural areas including federal grants, loans, insurance, and training programs. Information is available on eligibility, application procedures, selection criteria, and deadlines.

USDA Rural Information Center Fund Guide– nal.usda.gov/ric/ricpubs/fundguide.html

Contains links to numerous funding sources including federal, state, and private funding databases, state foundation guides, and grant writing resources and information. Funding resources links are at Community Development Resources page. Includes sidebar links to economic and rural development, historic preservation, Native Americans, tourism, and transportation resources. ric.nal.usda.gov/nal_display/index.php?info_center=5&tax_level=1&tax_subject=319federalfund/ff.html.

Faith-Based and Neighborhood Partnerships – www.rurdev.usda.gov/rd/fbnp/index.html

Provides a funding resource for elements such as community facilities and community and economic development projects. There are links to other programs and a toolkit. (www.usda.gov/wps/portal/!ut/p/_s.7_0_A/7_0_1OB?contentidonly=true&contentid=fbnp_page01-2A.xml)

Business and Industry Guaranteed Loans – www.rurdev.usda.gov/rbs/busp/b&I_gar.htm

Assists rural areas in obtaining quality loans for the purpose of improving the economic and environmental climate including pollution abatement and control.

Intermediary Relending Program – www.rurdev.usda.gov/rbs/busp/irp.htm

Provides loans for business facilities or community development in rural areas.

Rural Business Enterprise Grants – www.rurdev.usda.gov/rbs/busp/rbeg.htm

Provides money to stimulate technological innovation in the private sector and strengthen the role of small businesses in meeting federal research and development needs.

NATIONAL PARK SERVICE

Since 1968, the National Park Service has provided funding for a variety of grant programs aimed at protecting our Nation's most significant historic and cultural sites and our diverse cultural heritage.

Historic Preservation Grants – www.nps.gov/history/hps/hpg/index.htm

The Federal Save America's Treasures Program – <http://www.nps.gov/history/hps/treasures/index.htm>

Provides funding for preservation and/or conservation work on nationally significant intellectual and cultural artifacts and historic structures and sites – includes historic districts and buildings.

Preserve America – www.nps.gov/history/hps/hpg/PreserveAmerica/index.htm

Matching-grant program provides planning funding to designated Preserve America Communities to support preservation efforts through heritage tourism, education, and historic preservation planning.

Certified Local Government Program – www.nps.gov/history/hps/clg/index.htm

Creates a preservation partnership between local, state and national governments focused on promoting historic preservation at the grass roots level. The program is jointly administered by the National Park Service (NPS) and the State Historic Preservation Offices (SHPOs) in each state, with each local community working through a certification process to become recognized as a Certified Local Government (CLG). CLGs then become an active partner in the Federal Historic Preservation Program and the opportunities it provides.

Certification provides access to the expert technical advice of the State Offices, National Park Service, National Alliance of Preservation Commissions, Preserve America, National Trust for Historic Preservation, and National Main Street Center. Certified communities may access the portion of federal funds set aside annually by each State Historic Preservation Office. Types of activities that can be funded include: architectural, historical, archeological surveys; nominations to the National Register of Historic Places; staff work for historic preservation commissions; design guidelines and preservation plans; public outreach materials such as publications, videos, exhibits, and brochures; training for commission members and staff; and rehabilitation or restoration of National Register listed properties.

Japanese American Confinement Sites – www.nps.gov/history/hps/hpg/index.htm

Provides funds for the preservation and interpretation of US confinement sites where Japanese Americans were detained during World War II. Includes projects to identify, research, evaluate, interpret, protect, restore, repair, and acquire historic confinement sites.

Tribal Preservation Program – www.nps.gov/history/hps/hpg/tribal/index.htm

Provides much needed assistance to Indian communities interested in protecting their cultural heritage. The federal grant funds used for these preservation projects are often leveraged with tribal and private funds in cooperative projects that benefit tribal, National Park, and non-profit groups simultaneously.

Rivers, Trails, and Conservation Assistance Program – www.nps.gov/ncrc/programs/rtca/whoweare/wwa_who_we_are.htm

Supports community-led natural resource conservation and outdoor recreation. The community assistance arm of the National Park Service provides expertise and experience for project such as greenways, trails along abandoned railroad rights-of-way, and river conservation.

US DEPARTMENT OF HOUSING AND URBAN DEVELOPMENT

Community Development Block Grant Program – <http://www.hud.gov/offices/cpd/communitydevelopment/programs/>

Provides resources to address a wide range of community needs. States distribute funds to metropolitan cities with populations less than 50,000 or urban counties with populations less than 200,000.

Rural Housing and Economic Development – www.hud.gov/offices/cpd/economicdevelopment/programs/rhed/index.cfm

Provide for capacity building at a local level for rural housing and economic development and to support innovative housing and economic development activities in towns with less than 2,500 inhabitants or counties with less than 20,000 inhabitants.

COMMUNITY-DRIVEN MAIN STREET ENHANCEMENT IDEAS

As communities work towards securing funding and implementing large projects, a number of enhancement opportunities exist that can be completed with a limited budget. In addition, community groups and residents of all ages can be engaged to help carry out projects that can beautify streets and enliven the street-life atmosphere. The improvements can create short-term aesthetic benefits and promote long-term community ownership to maintain and continually improve upon those enhancements.

Success builds upon success. As small successes are celebrated, momentum builds and encourages residents to become more involved in making Main Street a desirable place to be in their community. The following suggestions for community-driven activities can foster ownership of the streetscape and excitement about potential improvements. The list is not meant to be all-encompassing. It serves as a starting point for ideas to be generated between local jurisdictions and community members. Local groups, agencies, and organizations should add to the list and determine what changes are most appropriate for their town. Local Chambers of Commerce and/or Regional Planning Area Committees may be the most appropriate groups to lead the efforts with support from their local governing agency.

- Spruce up the street – plant flowers, sweep the streets, pull the weeds, e.g.
- Hold an annual cleanup day with fun activities to engage volunteers and community groups.
- Encourage business owners to change their window displays frequently, and to light them at night. Hold a window display and interior merchandising workshop.
- Put attractive displays in vacant windows. Engage local organizations, school classes, local historical society, or other businesses to help reduce the image of empty storefronts. Use vacant storefronts to promote community events.
- Activate the central business district area. Invite citizens to teach a craft or hobby. Have parades. Hold street dances on adjacent roads. Show movies on the outside of a building during the summer. Have local artists and musicians perform in the central business district area.
- Put together a banner program. Rotate it regularly and keep it updated, clean, and original.
- Target a few realistic facade improvement projects. Engage community groups to help and celebrate the successes.
- Put together a “sign squad” to remove signs and the supporting hardware that no longer serve businesses along Main Street.
- Hold workshops to educate building owners, contractors, and volunteers on appropriate building improvement projects.
- Assist business owners with appropriate signage and awnings.
- Develop an architectural awareness contest that draws attention to Main Street’s historic assets.
- Highlight accomplishments often to keep volunteer groups engaged and excited about the changes.
- Engage youth groups in both Main Street planning and design activities as well as clean-up days. Invite and use ideas from all age ranges.
- Hold a fundraiser for a specific downtown project. Celebrate success.
- Showcase a recent downtown façade and interior renovation.
- Join the California Main Street Alliance and utilize the network to get new ideas.

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Caltrans Landscape Architecture Program

<http://www.dot.ca.gov/hq/LandArch/>

Complete Streets – Integrating the Transportation System

http://www.dot.ca.gov/hq/tpp/offices/ocp/complete_streets_files/dd_64_r1_signed.pdf

http://www.dot.ca.gov/hq/tpp/offices/ocp/complete_streets.html

http://www.californiatrnsportationplan2035.org/Content/10029/Complete_Streets.html

Funding and Implementation Resources

<http://www.dot.ca.gov/hq/transprog/ibond.htm>

<http://www.mainstreet.org>

http://ohp.parks.ca.gov/?page_id=23484

Land Tenure

<http://gis.mono.ca.gov/LandTenure/Mono.htm>

Transit

www.co.kern.ca.us/roads/kernregionaltransit.asp

<http://easternsierratransitauthority.com/wb/>

Transition Zones

<http://rns.trb.org/dproject.asp?n=12648> <http://www.dot.ca.gov/hq/LandArch/scenic/faq.htm>

Travel Information – Corridor History

http://www.owensvalleyhistory.com/el_camino_sierra/page76a.html

<http://www.395.com/395stories/>

<http://gbcnet.com/ushighways/US395/index.html>

<http://www.floodgap.com/roadgap/395/>

<http://www.ladwp.com/ladwp/cms/ladwp001006.jsp>

Travel Information – Environmental Resources

http://www.cawatchablewildlife.org/hywy1_num6.htm

<http://www.cawatchablewildlife.org/viewsite.php?site=250&display=q>

<http://www.monocounty.org/static/index.cfm?contentID=745>

<http://www.monocounty.org/static/index.cfm?contentID=765>

http://ceres.ca.gov/geo_area/bioregions/Sierra/about.html

<http://www.tortoise-tracks.org/dtna.html>

Travel Information – History, Resources, and Points of Interest

<http://www.roadsideheritage.org>

<http://www.dot.ca.gov/dist9/Points.html>

<http://bigpine.com/>

<http://www.bishopvisitor.com/about/history.php3>

<http://www.californiacity.com/>

<http://www.ci.ridgecrest.ca.us/>

http://www.mojave.ca.us/new_site/Mojave_chamber_members.htm



SUMMARY OF EXISTING PREVIOUS VISIONING STUDIES AND RESOURCE MAPPING

Resource mapping includes looking at environmental resources such as wilderness, wetlands, floodplains, wildlife habitat corridors, and geologic hazards as well as ownership, planned and programmed projects, truck routes, and tourism destinations and state scenic byways.

A number of regional and local studies and documents were reviewed to glean the vision, values and issues previously identified throughout the corridor. Studies and reports include:

- MONO COUNTY JOB CREATION PLAN FOR 2000-2005, Prepared by Nelson/Nygaard Consulting & Mono County Collaborative Planning Team, 1999
- MONO COUNTY GENERAL PLAN UPDATE, Prepared by Town of Mammoth with Environmental Science Associates, July 1997
- MONO COUNTY REGIONAL TRANSPORTATION PLAN UPDATE 2005; Mono County Local Transportation Commission, Mono County Community Development Department, and Town of Mammoth Lakes Community Development Department; Amended May 15, 2007
- JUNE LAKE ECONOMIC CONDITIONS AND ISSUES, Prepared by Hansford Economic Consulting, November 2007
- MONO COUNTY COLLABORATIVE PLANNING TEAM, Community Issues Report, Prepared by Nelson Nygaard, October 2007
- MONO COUNTY COLLABORATIVE PLANNING TEAM: GUIDING PRINCIPLES, May 1999
- JUNE LAKE DESIGN GUIDELINES, Sierra Business Council, June 2002
- EASTERN SIERRA PUBLIC TRANSPORTATION STUDY, prepared by Nelson/Nygaard for Kern Council of Governments, 2005
- LEE VINING MAIN STREET WORKSHOP FINAL REPORT, Prepared by Nelson/Nygaard, 1999, summary from mono-lake.org
- BENTON COMMUNITY VISIONING MEETING, Prepared by MIG for Caltrans, June 2007
- CHALFANT COMMUNITY VISIONING MEETING, Prepared by MIG for Caltrans, April 19, 2007
- CHALFANT COMMUNITY VISIONING MEETING, Prepared by MIG for Caltrans, June 13, 2007
- WALKABLE COMMUNITIES FOR MONO COUNTY: LEE VINING, CROWLEY, JUNE LAKE, MAMMOTH LAKES, AND BRIDGEPORT, CALIFORNIA; Prepared by Walkable Communities, Inc for Mono County Regional Planning Council; January 30, 2000
- COMMUNITY OF LEE VINING: PEDESTRIAN SAFETY ON HWY. 395; Prepared by Nelson/Nygaard; October 1998
- ABC/2000 BISHOP VISION STATEMENT. About the Bishop Community (ABC). July 26, 1999. <http://www.ca-bishop.us/Misc/ABC2000.pdf>
- THE INYO 2020 FORUM: SHAPING A VISION TO BUILD OUR FUTURE, Sponsored by Inyo County Board of Supervisors and Sierra Business Council; Tri-County Fairgrounds Bishop; California; March 20, 1999
- SOUTHERN INYO COUNTY CITIZEN STRATEGIC THINKING MEETING (SESSION NOTES); Lone Pine; April 23, 2005
- SOUTHERN INYO COMMUNITY ACTION PLAN, 1998
- INYO COUNTY GENERAL PLAN; December 2001
- INYO COUNTY REGIONAL TRANSPORTATION PLAN – DRAFT, Prepared by Fehr and Peer; Prepared for Inyo County Local Transportation Commission; January 2009
- BISHOP AREA ACCESS AND CIRCULATION FEASIBILITY STUDY; Prepared by California Department of Transportation District 9; July 13, 2007
- INYO COUNTY LOCAL TRANSPORTATION COMMISSION: OVERALL WORK PROGRAM 2008/2009 FISCAL YEAR; 2008
- 2008 COMMUNITY SURVEY, Conducted for Kern Council of Governments, Prepared by Godbe Research, May 2008
- KERN REGIONAL BLUEPRINT PROGRAM, Prepared for Kern Council of Governments, Prepared by MIG, November 2008

PREVIOUS VISIONING STUDIES SUMMARY

Following is a summary by category of the comments regarding the following topics:

- community character and aesthetics;
 - economic development;
 - regional trails and bicycle networks;
 - parking facilities;
 - regional communication and planning;
 - water resources and infrastructure;
 - visual and scenic resources;
 - affordable housing;
 - community services; and
- open space; recreation and tourism;
 - US 395, main street, safety, traffic speeds, bypasses;
 - pedestrian movement;
 - transit services and facilities;
 - planning and decision making;
 - environmental resources;
 - agricultural uses; development;
 - land transfers;
 - youth facilities and schools.

COMMUNITY CHARACTER AND AESTHETICS:

- Mono County: Reinforce community character. Maintain and enhance quality of life. Provide clear edge between town and country. Preserve historic assets. Build to create enduring value and beauty.
- Antelope Valley, Bridgeport, and Tri-Valley: Preserve rural character.
- Antelope Valley: Maintain the “family atmosphere” – the Valley is a good place to raise children. The rural environment rather than a suburban or urban form. Keep the rural environment by maintaining large lots and keeping the rural design of the community. Develop a sense of “town” – that this is a community.
- Bridgeport: The small community feel of Bridgeport and its rural characteristics. The values of the residents of the community, and the fact that it is a good place to raise a family. Address array of mismatched buildings in Bridgeport.
- Crowley Lake: Keep quiet rural character of area.
- Mono Basin and Long Valley: Preserve rural recreational character.
- June Lake: Provide signage that blends with June Lake’s mountain character. Contain growth in and adjacent to existing developed areas, and retain open-space buffers around each area. Address the reducing population and corresponding reduction in volunteers so the town doesn’t feel “empty”.
- Lee Vining: Provide gateways to Lee Vining.
- Benton: Defined town core with retail and commercial – with historic resources emphasized and protected.
- Chalfant: Retaining rural community character. “Rural” described as animal sounds and smells, no sidewalks or curbs, large lots, knowing each other, dark sky, no CCR’s, easy access to open space. Retain Chalfant’s rural character.
- Inyo County: Ensure that Inyo County’s unique beauty and environmental quality are sustained. Improve the attractiveness and enhance the character and uniqueness of Inyo County communities, particularly downtown areas; encourage building design to reflect historic character and small town aesthetics; pay more attention to signage and to national chain influence. Clearly delineated, attractive, historic downtowns enhance the visitor experience to the County, and creating additional attractions will increase sales and property tax revenues to the County. Maintaining existing character of the County. Maintain rural communities. Maintain the small town character of towns in the County. Our quality of life, sustainable economy, self reliance are important-want to be known as a “destination”. Ensure we are a safe community-and a great place to raise children and provide education.
- Bishop: Maintain friendly, small town atmosphere of a historic and rural town. Establish historic district to include a mix of small shops, homes, and professional offices. Establish well-defined and enforceable city ordinances that address architectural guidelines, a comprehensive sign ordinance, and historic preservation.
- Independence: Focus on community improvement.
- Kern County: Residents most like the small-town atmosphere or sense of community of their city or town. The features that residents least like about their city or town included the crime rate, air quality, issues related to growth and planning, the lack of unique attractions, and traffic congestion. East Kern residents most frequently mentioned the lack of unique attractions, such as restaurants, shopping, and other entertainment. Maintain strong sense of community that’s reflected by friendly, neighborly people and a small-town atmosphere. Participants want to control growth impacts in ways that preserve livability and community character, but also ensure that public infrastructure improvements keep pace with growth to provide basic needs like safer streets and sidewalks, functional water-sewer-septic systems, and beautiful communities.

OPEN SPACE:

- Mono County: Preserve and enhance public open space.
- Swauger Creek: Regulate development to preserve natural resources.
- Long Valley: Recreational development at Crowley Lake.
- Wheeler Crest: Preserve aesthetic beauty while allowing for development.
- Antelope Valley: Support and maintain the natural environment, resources, wildlife and clean air, water, etc.
- Bridgeport: Preserve the astounding natural environment that surrounds them, and the opportunities for outdoor recreation it offers.
- June Lake: Conserve and enhance June Lake Loop's natural, scenic, and resources.
- Benton: Improve parks and recreation services. Town growth limited to available resources.
- Chalfant: Retain access to open space. Protect and enhance environmental, cultural, and historic resources. Provide strategic access to public open space.
- Inyo County: Promote protection of and access to public lands. Ensure adequate access to federal, state, and LADWP managed lands.
- Bishop: Maintain open space and viewscapes.
- Big Pine: Leave open and green space as they are now.
- Lone Pine: Maintain natural meadow areas around town.
- Kern County: Preserving open spaces and native animal habitats is extremely important to 48 percent of residents. Disconnect between residents' opinions toward the preservation of open spaces and farm land and their personal housing preferences.

RECREATION AND TOURISM:

- Mono County: Develop new year-round recreation opportunities.
- Lee Vining: Increase tourism opportunities - Lee Vining as a destination.
- Mono Basin: Improve visitor services.
- June Lake: Need more year round tourism instead of seasonal.
- Inyo County: Create a coordinated countywide tourism strategy to improve marketing of Inyo County as tourist destination. Enhance tourism by providing scheduled air service at the Bishop Airport and by expanding recreational and cultural attractions. Increasing tourism and promoting its continued growth should be a high priority. Work closely with both public and private landowners and operators to ensure expanded tourism opportunities and to ensure proper long-term management of the County's lands and water. Encourage tourism within County. Provide adequate active recreational activities. Get people to visit time and time again to enjoy unique landscapes responsibly. Promote our recreational and cultural opportunities. Provide a premier recreational experience.
- Bishop: Promote and protect the natural environment. Fund marketing of attractions and services to promote it as a destination for extended stays. Revitalize downtown to increase attraction for tourists.
- Big Pine: Develop full service RV park.
- Independence: Balance recreation, tourism, and environment.
- Lone Pine: Make Lone Pine a place to stop. Build movie museum.
- Kern County: Maintain and enhance parks and recreation spaces. Promote tourism of unique parks and recreation features.

ECONOMIC DEVELOPMENT:

- Mono County: Promote a balanced, year-round economy. Focus new business creation on off-seasons. Support new and existing local businesses. Hire economic development coordinator.
- Benton: Grow home-based businesses and local jobs.
- Antelope Valley: Determine new opportunities for bolstering the economic base of the Valley. Seek new employment opportunities for young people and adults.
- Bridgeport: Address limited winter economy.
- June Lake: Address short tourist season and dependence on tourism. Strengthen the tourist economy by stimulating development of year-round recreation facilities, and retain a diversity of businesses while protecting natural and scenic resources. Provide year-round occupation. Improve retail performance. Improve employee qualifications.
- Inyo County: Clearly delineated, attractive, historic downtowns enhance the visitor experience to the County, and creating additional attractions will increase sales and property tax revenues to the County. County's General Plan policies should promote multiple compatible economic uses of land whenever possible. Most manufacturers have a customer base outside the County.

PREVIOUS VISIONING STUDIES SUMMARY

Therefore, encouraging industrial expansion means finding companies that need a local resource (e.g. water for bottling), or finding companies that make products easily transported from the area. The County would benefit by developing an identified, planned industrial park located near the Bishop Airport. Develop a diverse and vibrant economy—have a stable economic base that recognizes our agriculture base and not completely reliant solely on tourism.

- Bishop: Promote downtown revitalization. Recycle vacant commercial sites. Encourage in-fill development versus expansion. Expand convention needs.
- Big Pine: Create jobs.
- Independence: Provide economic development.
- Kern County: Overall, the residents indicated that creating more high paying jobs, maintaining and improving basic local services, such as public safety and education, and improving air and water quality are the most important issues facing the future of Kern County. Need to create new job opportunities and encourage new educational and skills development. Provide new regulations or develop incentives for management of economic development.

US 395, MAIN STREET SAFETY, TRAFFIC SPEEDS, BYPASSES:

- Mono County, Lee Vining, Crowley, June Lake, Mammoth Lakes, and Bridgeport: Be more creative in dealing with snow plowing and snow storage. Address access management. Improve safety in the corridor through reduced town travel speeds. Improve efficiency of movement, reduce congestion.
- Antelope Valley: Do not create a four-lane highway running through the Valley. Acknowledge Hwy 395's impact on the communities. A bypass would reduce passerbys who are an important contributor to the economic health of the area. Encourage traffic calming measures that are supported by Caltrans and compatible with snow removal issues. Maintain the capacity. Maintain US 395 as main street – no bypass. Provide information regarding pass closures as it affects the community. Prefer two lane highway in Antelope Valley. Safety improvements on US 395.
- Bridgeport: Maintain US 395 as main street – no bypass. Provide information regarding pass closures as it affects the community. Safety improvements on US 395. Enforce speed limit through Bridgeport.
- Crowley Lake: Address speeding on Crowley Lake Drive.
- Lee Vining: Re-engineer US 395 through Lee Vining. Balance function of hwy with community goals in Lee Vining. Keep Hwy 120 open longer for winter access to Benton. Provide avalanche bypass road around US 395 north of Lee Vining.
- June Lake: Address issues of traffic congestion and limited expansion potential for SR 158.
- Tri-Valley: Provide rest stop along Hwy 6.
- Lee Vining: Improve safety of Main Street in Lee Vining. Make Highway 395 through Lee Vining a more inviting and attractive place to visit, walk, live, and work.
- Benton: Provide safety improvements to Hwy 6 and Hwy 120. Complete an overall circulation plan.
- Chalfant: Manage access to and from Highway 6 to ensure safety of local residents.
- Inyo County: Complete the widening of Highway 395 to four lanes and explore transportation alternatives for the Owens Valley. Improving US 395 throughout the County will improve the industrial climate, allowing local businesses to operate more effectively. Complete expansion of US 395 to four lanes throughout the County. Avoid the need for bypasses around communities within the Owens Valley along US 395. Provide an improved connection into Death Valley from Big Pine.
- Bishop: Revitalize downtown into an attractive, pedestrian oriented town. Consider bypass or truck route opportunities. Include side streets and alleys as part of the business core.
- Big Pine: Improve Main Street including more shops in Downtown, lower highway and better drainage, and better sidewalks and curbs.
- Kern County: One third of East Kern residents rated traffic flow negatively as either “fair” or “poor”.

REGIONAL TRAILS AND BICYCLE NETWORKS:

- Mono County: Develop local and regional trail and path networks.
- Antelope Valley: Create a bike loop;
- Mono County, Lee Vining, Crowley, June Lake, Mammoth Lakes, and Bridgeport: Create functional travel ways for bicyclists through these areas, reduce dependency on single-vehicle auto trips.
- June Lake: Add shoulders and bike lanes to Hwy 158.
- Bridgeport: Provide town improvements and a connection to Twin Lakes.

PREVIOUS VISIONING STUDIES SUMMARY

- Mono Basin: Provide improvements through Basin.
- Long Valley: Provide bike lanes and paths, provide bike routes in western part of valley.
- Tri-Valley: Provide bike path to connect Bishop and Chalfant.
- Crowley: Provide safe bike facilities in town.
- Benton: Provide bike path system. Safe routes to schools with trails and sidewalks.
- Bishop: Expand and maintain bike transportation routes and trails across open lands and throughout the greater Bishop area.

PEDESTRIAN MOVEMENT:

- Mono County, Lee Vining, Crowley, June Lake, Mammoth Lakes, and Bridgeport: Create greatly improved walking conditions, both walking along and crossing the streets. Provide new points of walking, bicycling, and transit access. Improve ADA access throughout the corridor.
- June Lake: Provide adequate pedestrian facilities. Address pedestrian movement and safety and facilities in commercial center.
- Lee Vining: Improve pedestrian movement in town. Improve pedestrian safety in town. Make Highway 395 through Lee Vining a safer and easier place to be a pedestrian.
- Long Valley: Provide pedestrian routes.
- Benton: Provide walking path system - this does not necessarily mean sidewalks.
- Chalfant: Provide safer pedestrian/bicycle connections across Highway 6.
- Bishop: Create a pleasant and attractive place for people to walk.

PARKING FACILITIES:

- Mono County, Lee Vining, Crowley, June Lake, Mammoth Lakes, and Bridgeport: Provide new places to park.
- Bridgeport: Provide additional off-street parking in Bridgeport. Provide parking and transportation facilities for Bodie Hills.
- Lee Vining: Address parking issues in Lee Vining - including truck traffic.
- June Lake: Address parking in commercial center.
- Inyo County: Concern over potential elimination of on-street parking within communities to enhance highway/roadway capacity (although not currently planned).
- Bishop: Improve signage to parking facilities.

TRANSIT SERVICES AND FACILITIES:

- Mono and Inyo Counties: Desire for improved local bus routes with high frequencies and opportunities for use by tourists.
- Bridgeport: Provide a Bodie visitor center near US 395 with shuttle bus service.
- June Lake, Mono Basin, and Long Valley: Improve local Lee Vining and June Lake transit and links to Mono City and eastside attractions. Improve regional transit.
- Mono Basin: Consider shuttles.
- Benton: Increase availability of public transportation.
- Bishop: Support an upgraded Bishop airport.
- Kern County: A majority of residents (77%) typically drive alone to go to work or school, and many of these residents are not interested in alternative transportation (44%). Support expansion of bus and public transit systems.

REGIONAL COMMUNICATION AND PLANNING:

- Mono County: Participate in greater regional planning and economic efforts. Maintain and improve local and regional communication and cooperation. Maintain existing forums for communication. Reach across jurisdictions to plan cooperatively for the future.
- Inyo County: Build bridges between north and south Inyo County.
- Bishop: Encourage collaboration among land managing agencies: City, County, Federal, LADWP, State, and Tribal.
- Kern County: Suggest that improved coordination should occur from the local to the inter-regional levels and among all sectors of government and focus areas.

PREVIOUS VISIONING STUDIES SUMMARY

PLANNING AND DECISION MAKING:

- Mono County: Ensure minority participation in planning and decision-making. Create or reinvigorate local forums for communication and cooperation. Create efficient and meaningful ways to engage the public in shaping local land use plans. Ensure that general plans and plan implementation documents are thorough, current, and consistent. Build customer satisfaction through efficient and predictable plan implementation.
- Benton: Ensure tribal representatives participation in planning efforts.
- Inyo County: Increase citizen involvement in collaborative planning processes at all levels of government (county, state, tribal, adjacent counties, state, and federal land agencies) to ensure that research and decision-making reflects the understanding and knowledge of local residents. County's general plan policies should promote multiple compatible economic uses of land whenever possible. Address growth pressures from development in Nevada (Las Vegas metropolitan area). Ensure adequate supply of industrial land. Determine how the County can protect cultural resources while providing choices to land owners.
- Bishop: Foster City Council cooperation to work with the Fairground Board for expansion needs.
- Kern County: Majority of residents believe local government agencies should play an even more active role in preparing for the future of Kern County. Aggressively manage or provide new regulations for water. Provide new regulations or develop incentives for management for economic development, air quality, and services, safety, and equity. Provide new regulations for growth management and housing.

WATER RESOURCE AND INFRASTRUCTURE:

- Mono County, Lee Vining, Crowley, June Lake, Mammoth Lakes, and Bridgeport: Bury utilities; handle storm-water runoff with curbed streets.
- Bridgeport Valley: Protect groundwater resources.
- Lee Vining and Mono City: Address water supply system.
- Crowley Lake: Maintain or improve water quality.
- June Lake: Address infrastructure concerns - water supply and sewage capacity. Balance the rate of development with infrastructure construction.
- Benton: Increased reliability for power supply.
- Chalfant: Address issues related to water, landscaping and safety. Ensure adequate water quality and supply for current proposed land uses.
- Inyo County: Develop a strong county-wide water export ordinance to protect the environment, local water supplies, vegetation health, and groundwater. Implement and monitor the water agreement with Los Angeles to the fullest extent. Access to travel services and the Internet are important infrastructure concerns for home businesses and small incubator industries. Protection of water needed for viable agricultural operations.
- Bishop: Implement a long term master plan for undergrounding conspicuous utility lines.
- Kern County: "Aggressively Manage" or "Provide New Regulations" to address water use and supply.

ENVIRONMENTAL RESOURCES:

- Mono Basin: Maintain consistent flows for fisheries and riparian areas.
- Benton: Improve habitat for wildlife.
- Antelope Valley: Maintain the natural environment, rich with wildlife.
- June Lake: Consider carrying capacity. Do not degrade water quality, quantity, and recreation experiences with increased visitation. Respect the physical constraints to development.
- Chalfant: Protect night sky visibility. Encourage drought-resistant plantings that serve as natural windbreaks and dust barriers. Encourage use of alternative energy, water and energy conservation.
- Inyo County: Support educational programs to instill in all visitors and residents a sense of personal responsibility and stewardship for the land. Encourage the use of good science in environmental and natural resources decision making. Reassess mountain lion management policies in response to the decline in big horn sheep populations. Encourage rehabilitation of the Owens Valley. Protect natural resources within the County. Restore habitats. Balance of protection versus use of natural environment. Make cultural resources available for public education. Maintain our natural history and pristine environment.
- Kern County: Protect the diverse environment with "greener" practices and protection of natural areas. Provide new regulations or develop incentives for management or aggressively manage air quality.

VISUAL AND SCENIC RESOURCES:

- Mono County: Maintain US 395 as a scenic corridor.
- Mammoth: Preserve visual resources especially within the US 395 viewshed.
- Antelope Valley: Preserve US 395 as a scenic byway. Preserve visual resources especially within the US 395 viewshed.
- Mammoth Vicinity, Antelope Valley: Preserve visual resources especially within the US 395 viewshed.
- Lee Vining: Enhance appearance of US 395 through town. Improve/relocate Caltrans maintenance facility in Lee Vining.
- Tri-Valley: Include Hwy 6 in scenic highway system.
- June Lake: Improve June Lake Loop’s visual quality by enhancing existing structures, guiding future development and preserving scenic views.
- Chalfant: Establish and protect viewsheds and corridors.
- Inyo County: Preserve panoramic views. Maintain the open, natural character of the County. Maintain visual resources of scenic corridors, highways, and roadways. Preserve designations of existing scenic routes.
- Bishop: Preserve viewscapes.

AGRICULTURAL USES:

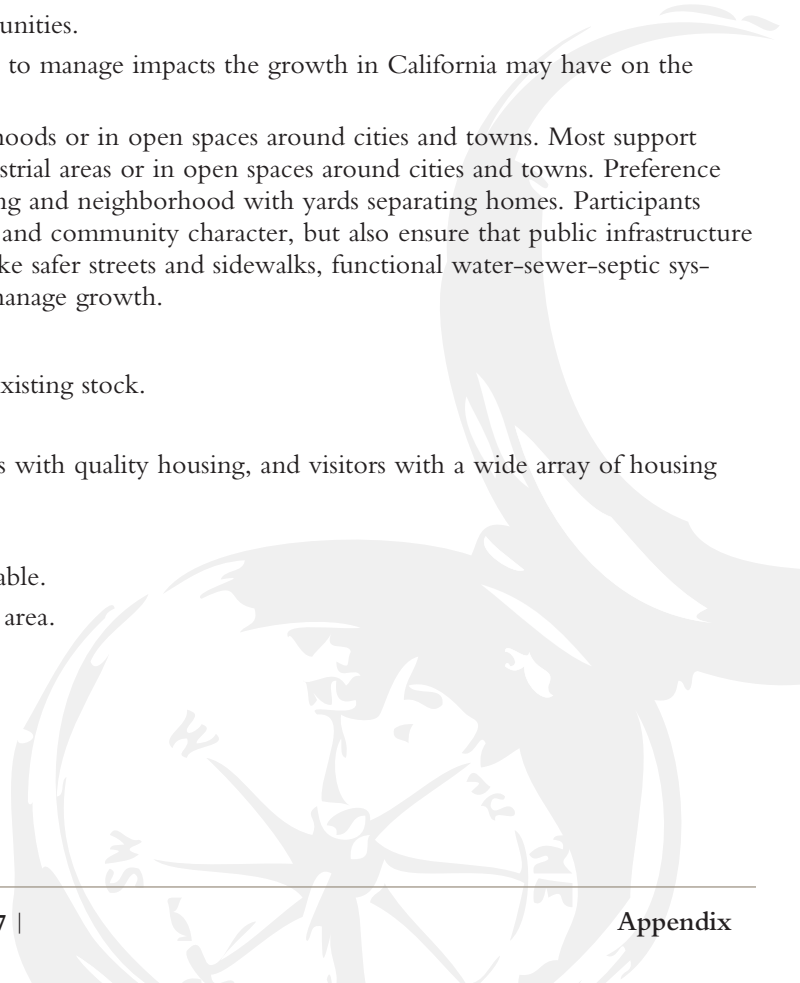
- Upper Owens and Tri-Valley: Continue agricultural uses.
- Chalfant: Encourage policies and practices that support existing agriculture uses to the north of Chalfant.
- Inyo County: Protect agricultural lands and recognize their contribution to Inyo County’s rural quality of life. Protect and preserve agricultural lands within the County. Support for continued use of Los Angeles Department of Water and Power (LADWP), state, and federal lands for agricultural purposes.

DEVELOPMENT:

- Mono County: Use growth pressures to build toward community values. Integrate land use planning with other planning for community development.
- June Lake: Address changes with June Mountain development project. Develop into a moderately sized, self-contained, year-round community. Minimize safety risks while allowing for new growth. Allow second home housing.
- Chalfant: Don’t attract second home owners. Develop new residential properties in a manner that encourage year round residences.
- Inyo County: Support new commercial development in communities.
- Bishop: Assist leadership to guide Bishop into the 21st Century to manage impacts the growth in California may have on the greater Bishop area. Support infill development.
- Kern County: Most support new housing in existing neighborhoods or in open spaces around cities and towns. Most support new commercial development in existing commercial and industrial areas or in open spaces around cities and towns. Preference for single-family housing. Importance of energy efficient housing and neighborhood with yards separating homes. Participants want to control growth impacts in ways that preserve livability and community character, but also ensure that public infrastructure improvements keep pace with growth to provide basic needs like safer streets and sidewalks, functional water-sewer-septic systems, and beautiful communities. Provide new regulations to manage growth.

AFFORDABLE HOUSING:

- Mono County: Provide new affordable housing and maintain existing stock.
- Lee Vining: Provide affordable housing.
- June Lake: Address lack of affordable housing. Provide residents with quality housing, and visitors with a wide array of housing alternatives. Provide lodging and workforce housing.
- Independence: Provide housing.
- Inyo County: Make adequate housing locations and types available.
- Bishop: Provide housing for future needs of the greater Bishop area.
- Kern County: Provide new regulations to manage housing.



PREVIOUS VISIONING STUDIES SUMMARY

LAND TRANSFERS:

- Chalfant: Consider and evaluate land transfers, exchanges and sales of property from the City of Los Angeles and Bureau of Land Management.
- Lone Pine: Encourage LADWP to release more land for private ownership.
- Inyo County: Guidance on location and potential land uses for proposed or new land transfers.

COMMUNITY SERVICES:

- Antelope Valley: Maintain quality paramedics/fire department. Maintain the existing community services and recreation opportunities.
- Antelope Valley and Bridgeport: Improved cell service or provide call boxes.
- June Lake: Provide community facilities that improve self-sufficiency and reduce the demand on facilities outside the area. Address community services.
- Benton: Increased services, infrastructure, and amenities (medical, fire, and law).
- Chalfant: Encourage new development to include community-oriented amenities. Provide residents with sufficient essential health and safety services. Improve and enhance existing amenities such as the park and community center.
- Inyo County: Appoint a task force to determine what health and social services are needed in the county and to identify ways to improve services, particularly in the southeast portion of the county. Recruit HMO's doctors and health professionals to service the area; provide office space for traveling specialists, and create community health clinics. Join with other jurisdictions to seek legislative health care reform to ensure all local residents have access to quality health care. Provide adequate access to County facilities. Gain access to high-speed Internet services.
- Bishop: Provide a community center. Consolidate services at the south end of Bishop with an associated Heritage Park.
- Lone Pine: Keep the hospital. Enclose swimming pool for year round swimming and make larger.
- Kern County: Residents like the small-town atmosphere or sense of community of their city or town. The features that residents least like about their city or town included the crime rate, air quality, issues related to growth and planning, the lack of unique attractions, and traffic congestion. East Kern residents most frequently mentioned the lack of unique attractions, such as restaurants, shopping, and other entertainment. Issues related to services, safety, and equity were the relatively most important, such as improving crime prevention programs and the quality of public education. Believe communities are safer and have lower crime rates than average towns. Envision more localized, comprehensive health and medical services. Want improved control of illegal drugs and gang activities. Develop incentives for management or provide new regulations for services, safety, and equity.

YOUTH FACILITIES AND SCHOOLS:

- Antelope Valley: Find new recreational opportunities for youth.
- Benton: Improve and expand school offerings.
- Inyo County: Expand Cero Coso Community College with an emphasis on learning linked to employment opportunities in Inyo County: natural resources restoration and management, tourism, business, and the arts. Develop a four-year curriculum. Ensure that adequate school facilities are available and appropriately located to meet the needs of Inyo County residents. Be recognized as a place where you can study the natural history, environment and culture.
- Independence: Focus on schools and youth.
- Kern County: Issues related to services, safety and equity were the relatively most important, such as improving crime prevention programs and the quality of public education. Provide quality education and vocational opportunities and extracurricular activities.

PUBLIC WORKSHOPS SUMMARY

REGIONAL VALUES, GOALS, AND OBJECTIVES

The following list summarizes elements of importance identified throughout the Corridor.

Community Character and Aesthetics

- Reinforce and preserve rural community character and family atmosphere.
- Maintain and enhance quality of life.
- Provide a clear edge between towns and open spaces.
- Preserve historic assets.
- Improve the attractiveness and enhance the character and uniqueness of communities.
- Encourage building design to reflect historic character and small town aesthetics.

Open Space

- Preserve and enhance public open space.
- Preserve the astounding natural environment and the opportunities for outdoor recreation it offers.
- Promote protection of and access to public lands.
- Preserve aesthetic beauty while allowing for development.
- Improve eliminating fugitive light glare.

Recreation and Tourism

- Develop new year-round recreation opportunities.
- Expand tourism opportunities and ensure proper long-term management of resources.

Economic Development

- Promote a balanced, year-round economy.
- Focus new business creation on off-seasons.
- Support new and existing local businesses.
- Develop a diverse and vibrant economy—have a stable economic base that recognizes our agriculture base and is not reliant solely on tourism.
- Create jobs.

US 395, Main Street Safety, Traffic Speeds, Bypasses

- Reduce travel speeds through towns.
- Complete four-laning of US 395 up to Lee Vining.
- Recognize the importance of US 395 on communities and their economic health. Maintain its Main Street function and avoid bypasses if possible.
- Make US 395 more inviting through towns to make them more attractive to visit, walk, live, and work.

Regional Trails and Bicycle Networks

- Develop local and regional trail and path networks.
- Increase shoulder width of US 395 to provide bike lanes where needed.

Pedestrian Movement

- Improve walking conditions both along and crossing streets.
- Improve pedestrian facilities and make it easier to walk through towns.

Parking Facilities

- Provide new off-street parking areas where needed.
- Do not eliminate on-street parking in communities.

PUBLIC WORKSHOPS SUMMARY

Transit Services and Facilities

- Improve local bus routes with higher frequencies and provide opportunities for tourists to use transit.
- Improve links to destination areas.

Regional Communication and Planning

- Reach across jurisdictions to plan cooperatively.

Planning and Decision-Making

- Ensure minority participation in planning and decision-making.
- Ensure tribal representation.
- Increase citizen involvement in collaborative planning processes at all levels.

Water Resources and Infrastructure

- Provide infrastructure for internet access.
- Improve cell service coverage.

Environmental Resources

- Maintain and improve natural environment and wildlife habitat areas.
- Consider carrying capacity in new developments.

Visual and Scenic Resources

- Enhance appearance of US 395 through towns.
- Preserve views.
- Maintain visual resources of scenic corridors, highway, and roadways.
- Preserve designations of scenic routes.
- Improve eliminating fugitive light glare.

Agricultural Uses

- Support existing agricultural uses.
- Recognize contribution of agricultural lands to rural quality of life.

Development

- Use growth to build toward community values.
- Support commercial development in communities.

Land Transfers

- Consider and evaluate land transfers.
- Provide guidance on location and potential land uses for proposed or new land transfers.

Community Services

- Provide quality medical, fire, and safety services.

Youth Facilities and Schools

- Provide quality educational and school facilities.

PLACE-SPECIFIC VALUES, GOALS, AND OBJECTIVES

The following list summarizes additional elements identified as being of specific importance to individual counties or towns along the Corridor.

Kern County and Ridgecrest

- Maintain existing streets and address lack of funding for transportation.
- Ensure that public infrastructure improvements keep pace with growth to provide basic needs like safer streets and sidewalks, functional water-sewer-septic systems, and beautiful communities.
- Highest ranked areas of concern for highway improvements include
 - US 395 between Adelanto & Four Corners
 - China Lake Blvd onto southbound US 395

INYO COUNTY AND BISHOP

- Create a coordinated county-wide tourism strategy.
- Develop full-service RV park in Big Pine.
- Make Lone Pine a place to stop.
- Promote multiple compatible economic uses of land whenever possible. Most manufacturers have a customer base outside the County. Therefore, encouraging industrial expansion means finding companies that need a local resource (e.g. water for bottling), or finding companies that make products easily transported from the area. The County would benefit by developing an identified, planned industrial park located near the Bishop Airport.
- Implement and monitor the water agreement with the City of Los Angeles Department of Water and Power (LADWP) to the fullest extent.
- Support educational programs to instill in all visitors and residents a sense of personal responsibility and stewardship for the land – natural history, environment, and culture.
- Encourage environmental rehabilitation of the Owens Valley.
- Encourage LADWP to release more land for private ownership.

MONO COUNTY

- Do not four-lane Antelope Valley.
- Address array of mismatched buildings in Bridgeport.
- Provide gateways to Lee Vining.
- Provide signage that blends with June Lake's mountain character.
- Be more creative in dealing with snow plowing and storage.
- Address access management and information on pass closures through mountain passes.
- Do not create a four-lane highway through Antelope Valley.
- Provide safety improvements on US 395 in Bridgeport and Antelope Valley.
- Provide a Bodie visitor center near US 395 with shuttle bus service.

Key points discussed each meeting are as follows:

Ridgecrest Meeting

- Defined boundaries for the Eastern Sierra Scenic Byway. It should include Indian Wells Valley as they are a part of the recreation opportunities and Eastern Sierra residents shop in Ridgecrest.
- Identified desired gateways locations off US 395 to improve entries. Improve Bowman Road to make it the primary gateway into town and allow more flexibility than what the City can currently accomplish along the Business Route of 395. It will also bring traffic to the heart of town.
- Described their community character as being highly educational. It is a place where art, music, and theatre are of importance.
- Desired additional pull-offs and locations for taking pictures along the corridor.
- Wanted to preserve scenic and cultural resources, accommodate touring cyclists, improve pedestrian connectivity and cross-walks, and enhance the community character.

Lone Pine Meeting (Attendees from Lone Pine and Independence)

- Listed key issues as lack of privately-owned land, addressing decreasing population, lack of leadership to make things happen, balancing economy, transit, and natural values with economic viability.
- Desired trails as identified in the Collaborative Bikeways Plan. Discussed the Heritage Trail, Owens River Trail, and a route along US 395.
- Wanted a balance of signage for recreation opportunities. Let people know where things are but do not overwhelm people with signage.
- Identified a need to address parking issues. Discussed that improvements for parking signage are needed. Desired flexible parking.
- Identified opportunity to promote birding for tourism.
- Wanted traffic to be slowed through towns. Visually narrow the street and slow motorists as they enter (perhaps through monumentation signage).
- Wanted recognition of working landscapes.
- Identified opportunity to keep existing rail corridor available for future high speed rail by using it as a trail corridor now.

PUBLIC WORKSHOPS SUMMARY

BISHOP MEETING (ATTENDEES FROM BISHOP, BIG PINE, AND INDEPENDENCE)

- Desired a balance of growth with rural quality.
- Identified issues:
 - shortage of private land,
 - truck traffic,
 - loss of jobs,
 - getting people to stop in the community,
 - diversification of economy, and
 - providing living wage jobs.
- Identified opportunity to revitalize Main Street by creating the truck bypass.
- Noted that zoning around a truck bypass should not include commercial development. That way it does not take away from downtown businesses.
- Desired improvement of Main Street aesthetics – wider sidewalks and landscaping. Define the downtown and make it recognizable as you come into town.
- Wanted speeding addressed.
- Desired bike lanes and bike loops.
- Identified opportunity to keep existing rail corridor available for future high speed rail by using it as a trail corridor now.
- Noted tourism opportunities:
 - birding at Owen’s Lake,
 - Tule Elk viewing,
 - signage for fishing opportunities,
 - viewing stops, and
 - geology tours.
- Identified a need for gateway signage for towns and lateral signage for resource access.
- Discussed opportunity to establish overarching corridor character while highlighting unique town qualities.
- Recognized that development in towns is limited but thought Bishop should consider a conference center, upscale resorts, and Trader Joes.
- Desired implementation of recreational facilities as part of the Lower Owens River Project.
- Noted a significant Elk crossing south of Big Pine.

Mammoth Meeting

- Identified issues:
 - transit,
 - defined access points for recreation,
 - coordinating planning efforts,
 - broadband coverage,
 - recognition of working landscapes,
 - year-round economy,
 - additional lands for development, and
 - providing excellent educational system.

Lee Vining Meeting (Attendees from Lee Vining, June Lake, Coleville, Bridgeport, and Mammoth)

- Stated that the term “affordable housing” should be clarified.
- Qualified that the desire for a year-round economy is really a “sustainable economy” and what is an “achievable” goal for the economy. Realistic expectations should be set.
- Wanted to slow traffic through communities. The speed actuated signs in Lee Vining were perceived favorably and others such as June Lake wanted them in their communities.
- Desired better signage and use of existing community facilities such as parks for travelers.

PUBLIC WORKSHOPS SUMMARY

- Discussed opportunity for coordinating tourism promotion so that it is the entire corridor, not just Mammoth or June Lake. Perhaps creating a corridor website, enhancing the distribution of the Eastern Sierra Scenic Byway information, creating other driving tours, developing a corridor radio station, and promoting the Roadside Heritage CDs.
- Wanted a balance between providing signage for resources and providing adequate wayfinding.
- Identified need to improve signage and gateway location for June Lake off US 395.
- Desired flexible parking standards for certain communities. It is an issue in Bridgeport, Lee Vining, and June Lake.
- Wanted improved deer crossing signage.
- Wanted US 395 to accommodate bikes.
- Identified need to provide clear information on road closures so it doesn't seem like you can't get to June Lake.
- Identified opportunity to create "historic downtown districts", especially for Bridgeport.
- Desired implementation of traffic calming measures in Lee Vining.
- Identified opportunity to relocate maintenance areas off the highway.
- Desired designated truck parking/pull-off areas.

Walker Meeting (Attendees from Bridgeport and Antelope Valley)

- Identified a general dislike for affordable housing in Antelope Valley and a desire for it in Bridgeport. The term needs to be defined.
- Noted that housing standards for military housing in Antelope Valley can be difficult to meet.
- Discussed concern regarding loss of agricultural lands to development in Antelope Valley.
- Identified desire to create more winter tourism opportunities.
- Discussed need to find a way to get people to stop in Bridgeport and give them the opportunity to learn about area. The information isn't as available as it should be.
- Noted opportunity to create visitor center in Bridgeport.
- Discussed importance of implementation plan with any planning efforts. Need to provide revenue sources for how things can be implemented. The same things have been talked about for years.
- Identified need to provide draws for the shoulder season.
- Identified the land and the resources it provides as Bridgeport's biggest asset.
- Wanted improved housing opportunities in Bridgeport. Replace existing substandard, unattractive trailer park.
- Desired reduced speed through Bridgeport. Discussed desire to reduce four lanes to two lanes with perpendicular parking. People use the town to pass and do not stop.
- Wanted street trees in Bridgeport.
- Identified opportunity to connect Bridgeport to YARTS transit system to get people to Yosemite.
- Reinforced the need to open SR 120 and Sonora Pass as early as possible to get people to Bridgeport for opening of fishing season.
- Identified a need for broadband infrastructure in Bridgeport.
- Identified issue of the turning lane in Walker being used as a passing lane.
- Discussed need for more recreation opportunities in Antelope Valley. There are some on available on BLM lands, but that can be limited.
- Noted that retaining the rural quality of life is most important in Antelope Valley.
- Discussed opportunity to create multi-use trails that connect to campgrounds and RV parks in Antelope Valley.
- Highlighted need to address dead cell phone coverage area in Antelope Valley. Evaluate potential to provide call boxes.
- Identified opportunity for a cross-walk at the gas station and market in Walker.
- Defined a need to slow cars in Walker.
- Identified opportunity to improve the gateways.

SCENIC HIGHWAY/BYWAY DESIGNATIONS COMPARISON

Nomination requirements for each program require the highway to represent an intrinsic quality such as scenic beauty, be as continuous as possible, and provide a management plan. The State program requires that the appropriate governing body adopt the plan whereas the Federal program expects the proponent to show how enforcement mechanisms are being implemented by communities.

<i>California State Scenic Highway NOMINATION REQUIREMENTS</i>	<i>FHWA Federal Scenic Byway NOMINATION REQUIREMENTS</i>
<ul style="list-style-type: none"> • Roadway is listed on statutory list of eligible highways (or create legislative action to modify list). • Route showcases natural scenic beauty or agriculture. • Built features do not significantly impact visual quality. • Route is at least one-mile long and not segmented. • Nomination is supported by locals. • Governing body with jurisdiction over abutting land must adopt a “Scenic Corridor Protection Program” that limits development, outdoor advertising, and earthmoving. • Nomination includes a visual assessment and Scenic Highway Proposal with letter of intent from local governing body, topographic and zoning maps, narrative description of scenic elements, and discussion of visual intrusions on scenic views. • Routes meets Caltrans evaluation based on how much a traveler sees the natural landscape and the impact of visual intrusions on the corridor. • Route passes a Caltrans conducted compliance review every five years. 	<ul style="list-style-type: none"> • Route is recognized for at least one of the following six intrinsic qualities: archeological, cultural, historic, natural, recreational, and/or scenic. • Route provides user facilities such as overlooks and food services. • Route is as continuous as possible. • Route safely accommodate two-wheel drive automobiles with standard clearance. • Nomination includes a Scenic Byways Corridor Management Plan. • Evaluation of corridor shows that management plan enforcement mechanisms are being implemented by communities . • Route is designated as a State scenic byway or shows that it does not meet all the criteria and requirements for the State designation. • All-American Road route must have at least two of the intrinsic features, have features that do not exist elsewhere in the United States, be scenic enough to be tourist destinations in and of themselves, and safely accommodate conventional tour buses.



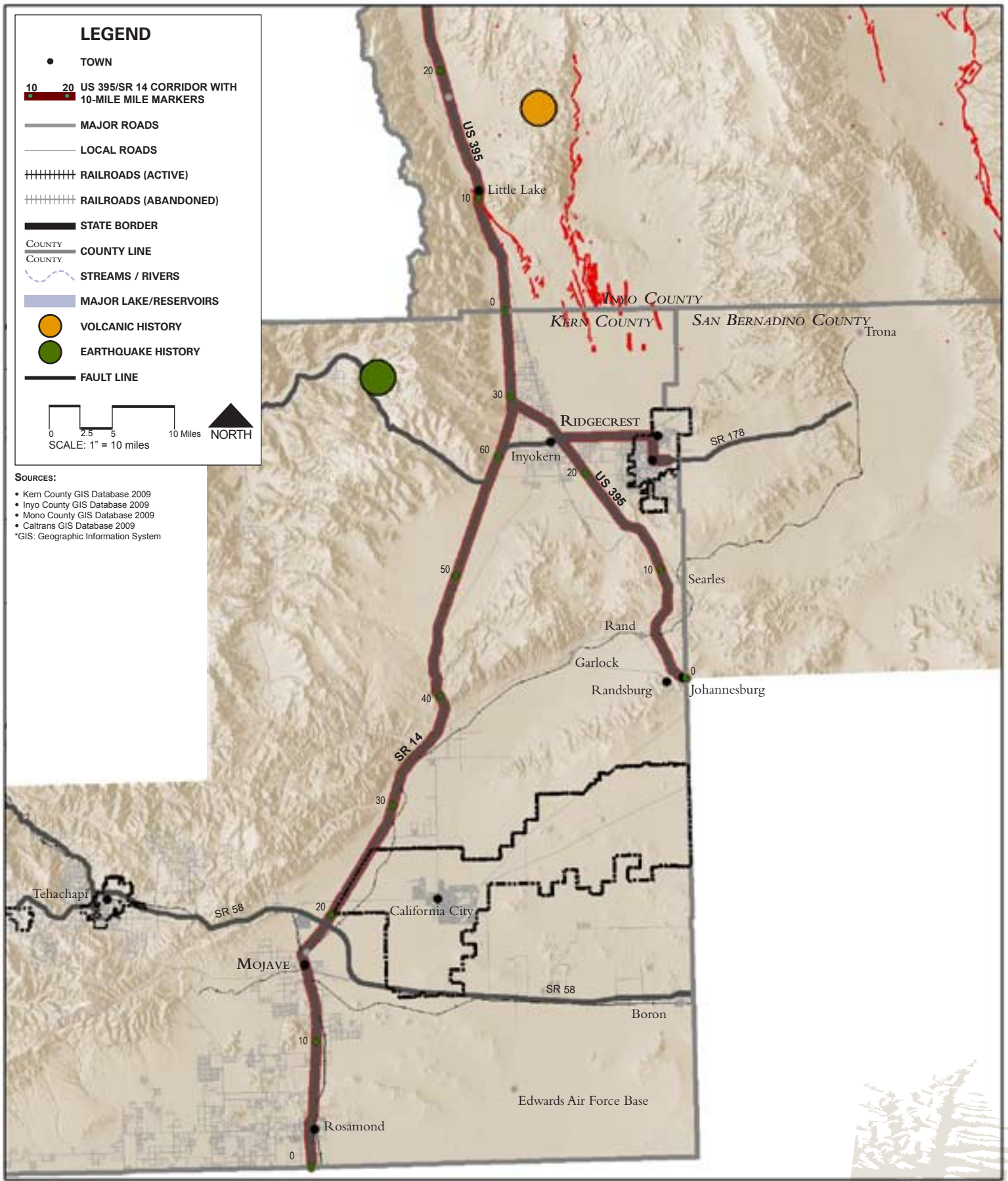
SCENIC HIGHWAY/BYWAY COMPARISON

The primary difference between the management plans is the types of methods and tools identified to control the route’s scenic quality. The State program includes land use, grading, and development recommendations, whereas the Federal program describes how the intrinsic qualities will be maintained and potential improvements made. Both programs contain design standards or review methods and the intent to minimize off-premise outdoor advertising.

<i>California State Scenic Highway MANAGEMENT PLAN REQUIREMENTS</i>	<i>FHWA Federal Scenic Byway MANAGEMENT PLAN REQUIREMENTS</i>
<ul style="list-style-type: none"> • Describes tools to regulate land use and density of development (i.e., density classifications and types of allowable land uses). • Describes methods to oversee detailed land and site planning (i.e., permit or design review authority and regulations for the review of proposed developments). • Lists methods to control outdoor advertising (i.e., prohibition of off-premise and control of on-premise advertising signs). • Documents tools to manage careful attention to and control of earthmoving and landscaping (i.e., grading ordinances, grading permit requirements). • Describes plan to oversee the design and appearance of structures and equipment (i.e., design review authority and regulations for the placement of utility structures, microwave receptors, wireless communication towers, etc.). 	<ul style="list-style-type: none"> • Includes map with boundaries, intrinsic qualities, land uses. • Provides assessment of intrinsic qualities and context. • Describes how to maintain the intrinsic qualities. • Lists parties responsible for implementing management plan. • Describes how to enhance existing development. • Includes a public involvement plan. • Provides an overview of roads conditions and needed improvements. • Describes how to accommodate commerce. • Documents how to minimize intrusion on visitors experience and plans for improvements. • Shows compliance with existing, local, state, and federal laws on outdoor advertising. • Includes a signage plan. • Includes a marketing plan. • Includes design standards in regard to roadway modifications. • Includes an interpretation plan.

The principal benefit of both programs is that of corridor promotion. Scenic designations provide tourism advertising opportunities for the region and the communities through which the roadway passes. Additionally, the Federal program provides access to funding sources.

<i>California State Scenic Highway BENEFITS</i>	<i>FHWA Federal Scenic Byway BENEFITS</i>
<ul style="list-style-type: none"> • Provides State scenic highway signage. • Provides a vehicle for local tourism promotion consistent with community’s scenic values. • Provides tools to preserve and/or enhance natural beauty. <ul style="list-style-type: none"> - Requires protection of corridor from encroachment of incompatible land uses such as junkyards, dumps, concrete plants, gravel pits, etc. - Requires mitigation of activities that detract from scenic quality. - Requires development to be compatible with environment and in harmony with surroundings. - Requires views of hillsides be preserved by minimizing development on steep slopes and along ridgelines • Enhances community identity and pride – encourages citizen commitment to preserve community scenic values. • Enhances land values by maintaining the corridor’s scenic character. 	<ul style="list-style-type: none"> • Provides national marketing as it is promoted as a Federal scenic byway through America’s Byways website, signs, and promotional materials. • Provides use of America’s Byways special logo. • Provides tools to preserve and/or and improve natural and scenic resources and vistas. • Provides access to federal support. • Provides access to funding sources such as Seed Grants to implement management plan (up to \$25,000 annually for up to five years). • Provides vehicle to form public and private partnerships to sustain the byway. • Provides connection to network with other byway leaders, workshops, and research throughout the nation. • Instills awareness and pride among citizens.

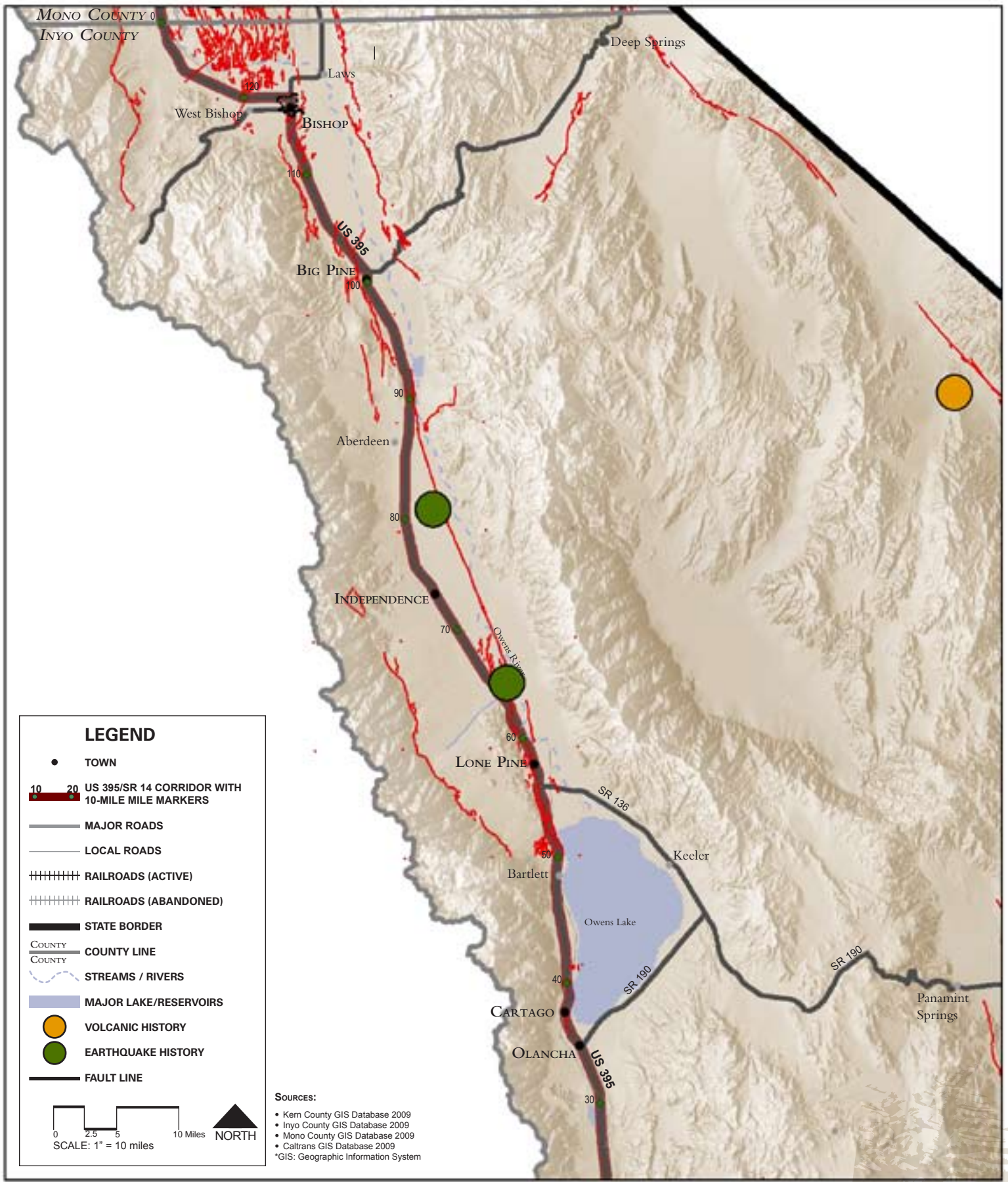


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 Kern, Inyo, and Mono Counties, California

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Kern County
Geologic Hazards

February 4, 2010

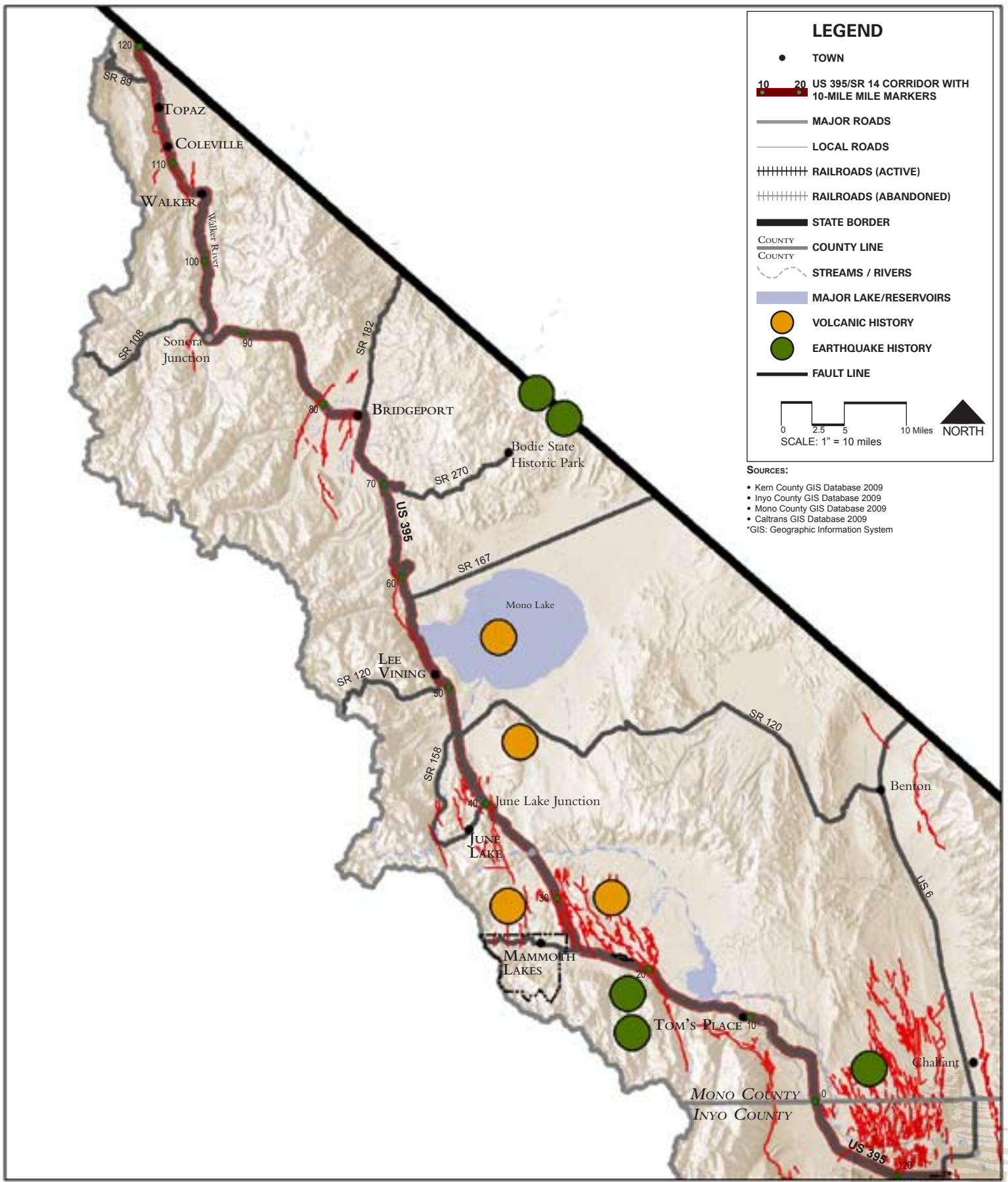


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**Inyo County
 Geologic Hazards**

February 4, 2010



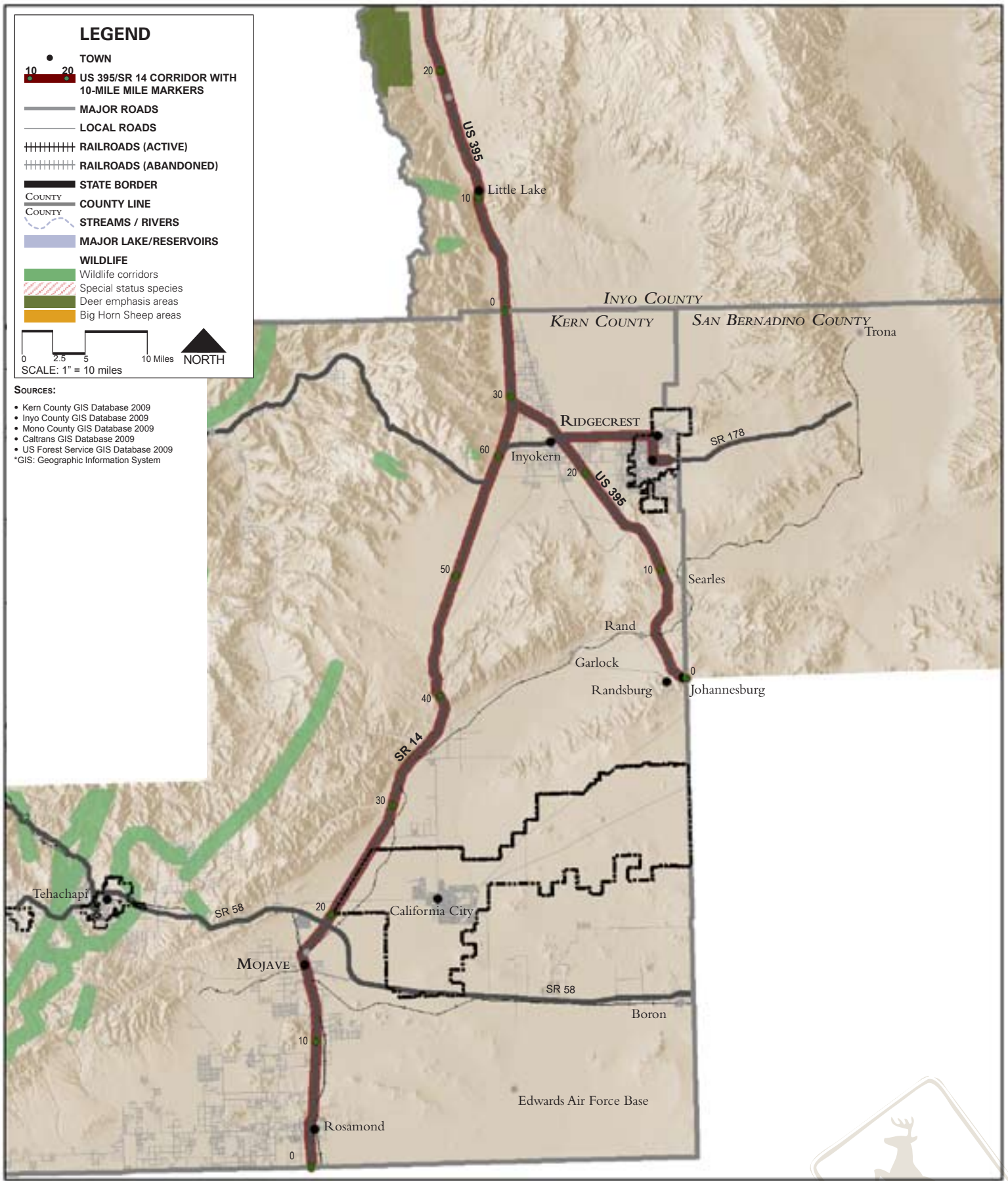
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 Geologic Hazards**

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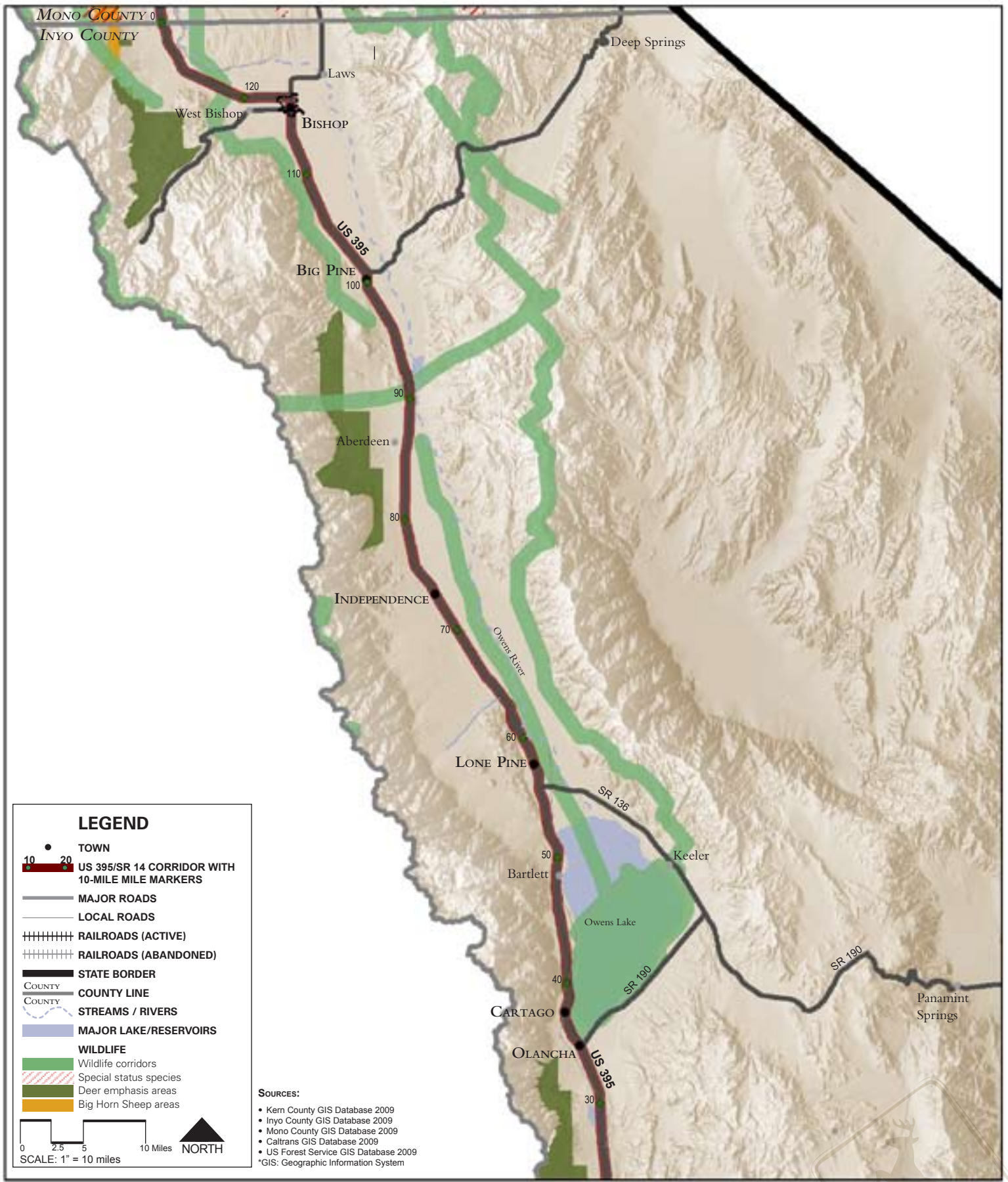
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**Kern County
 Wildlife Corridors**

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LEGEND

- TOWN
- 10 20 US 395/SR 14 CORRIDOR WITH 10-MILE MILE MARKERS
- MAJOR ROADS
- LOCAL ROADS
- RAILROADS (ACTIVE)
- RAILROADS (ABANDONED)
- STATE BORDER
- COUNTY COUNTY LINE
- STREAMS / RIVERS
- MAJOR LAKE/RESERVOIRS
- WILDLIFE**
 - Wildlife corridors
 - Special status species
 - Deer emphasis areas
 - Big Horn Sheep areas

SOURCES:

- Kern County GIS Database 2009
- Inyo County GIS Database 2009
- Mono County GIS Database 2009
- Caltrans GIS Database 2009
- US Forest Service GIS Database 2009
- *GIS: Geographic Information System

0 2.5 5 10 Miles NORTH

SCALE: 1" = 10 miles

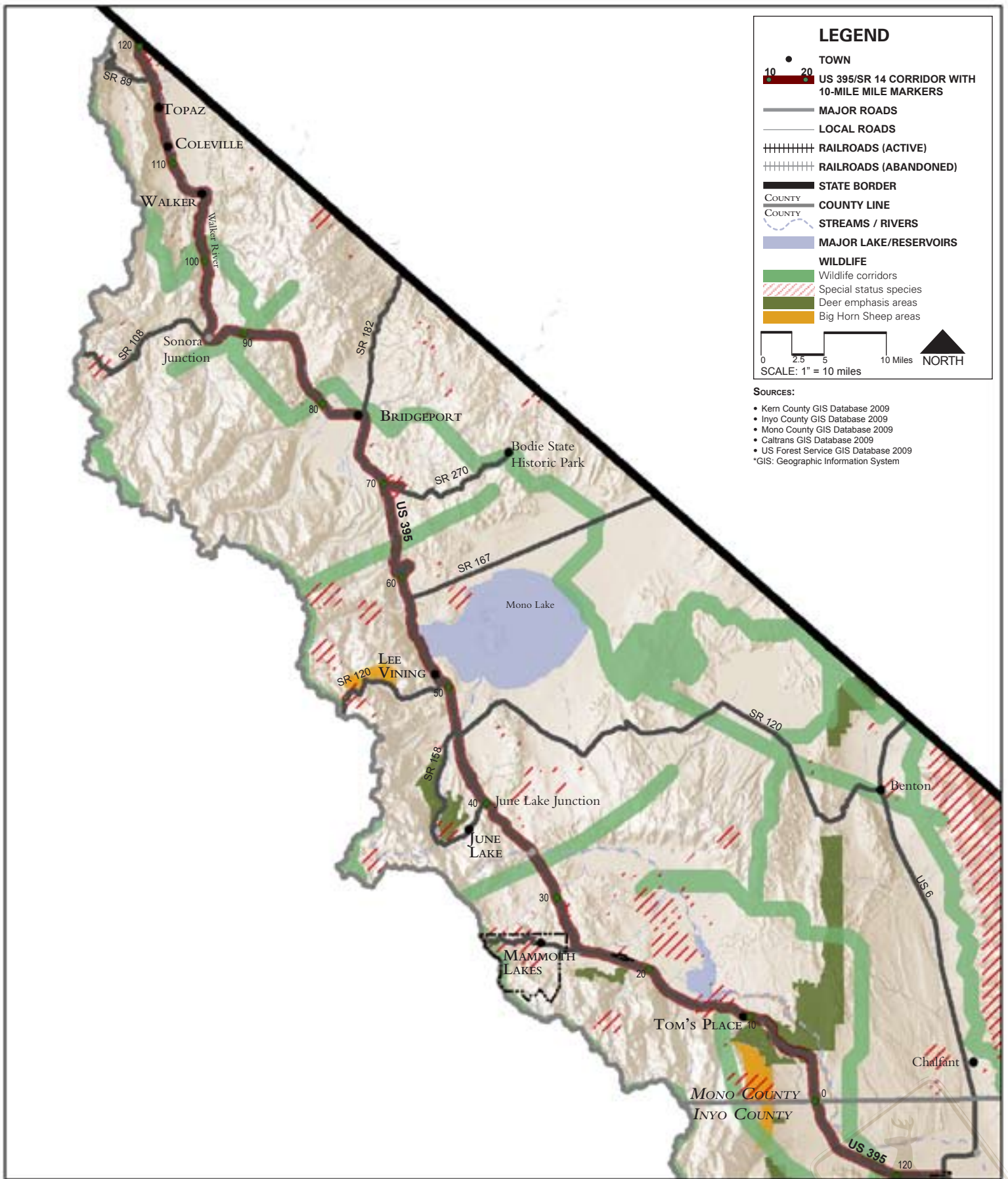
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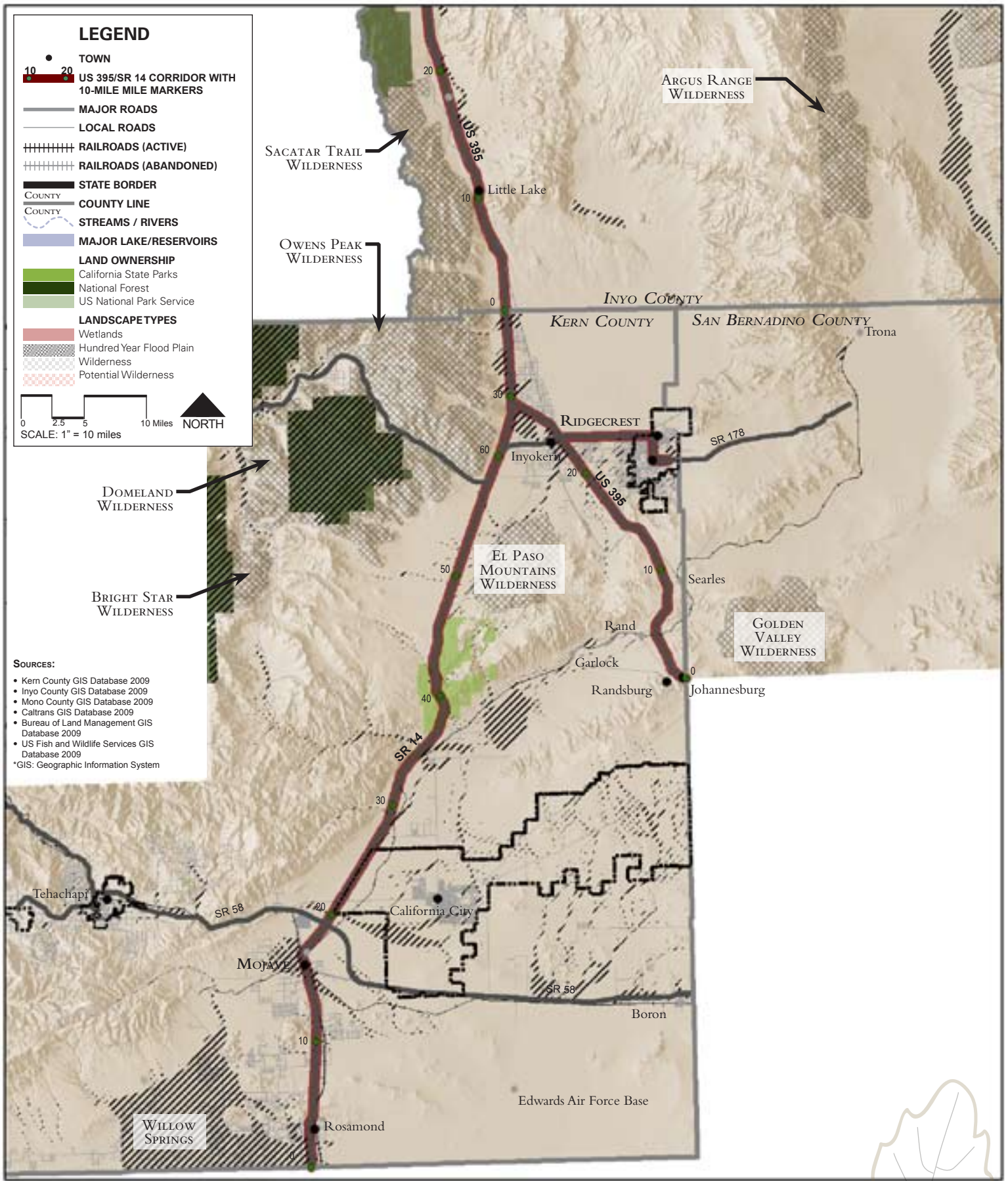
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Mono County Wildlife Corridors

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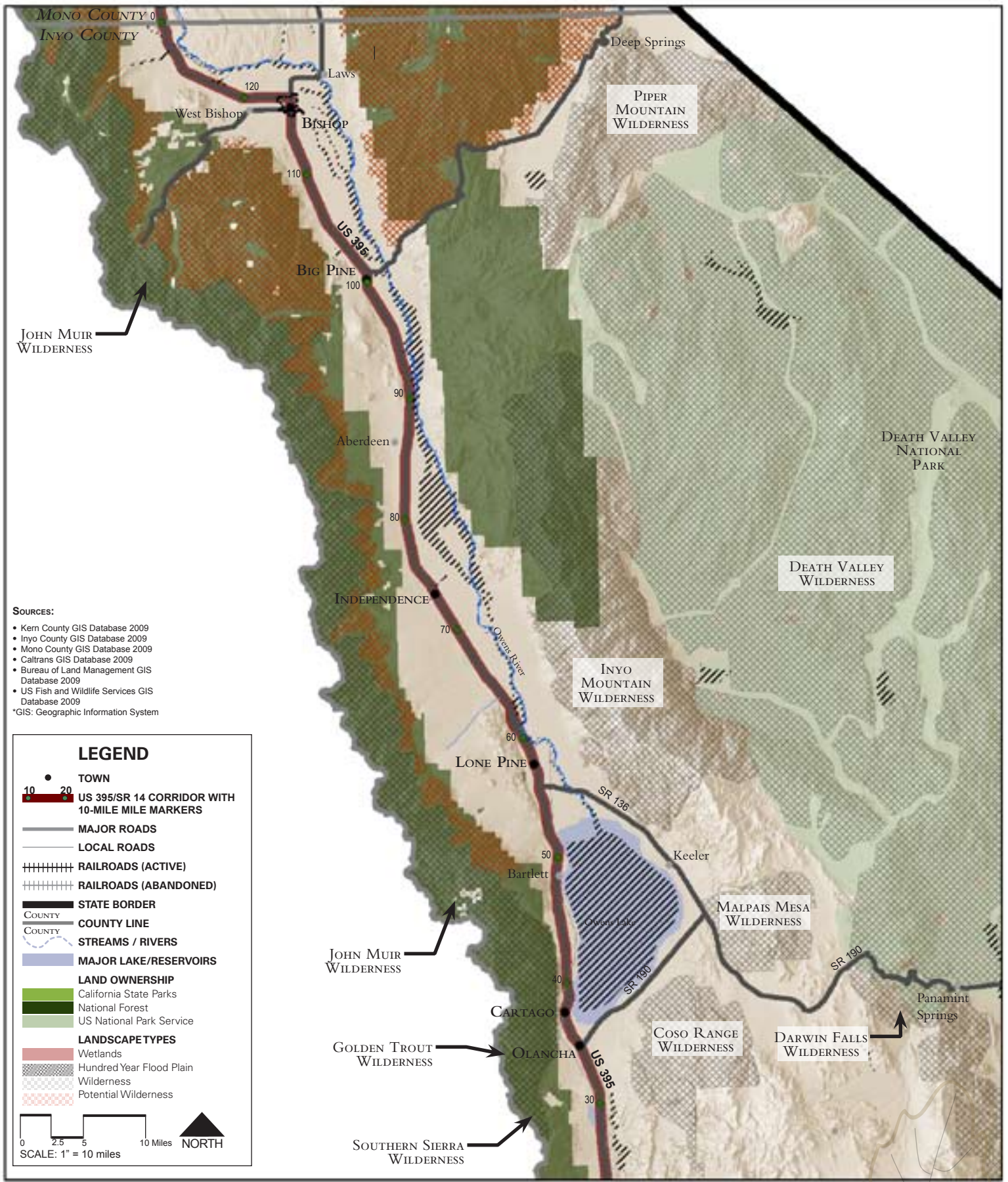
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Kern County
Wilderness, Wetlands, & Floodplains

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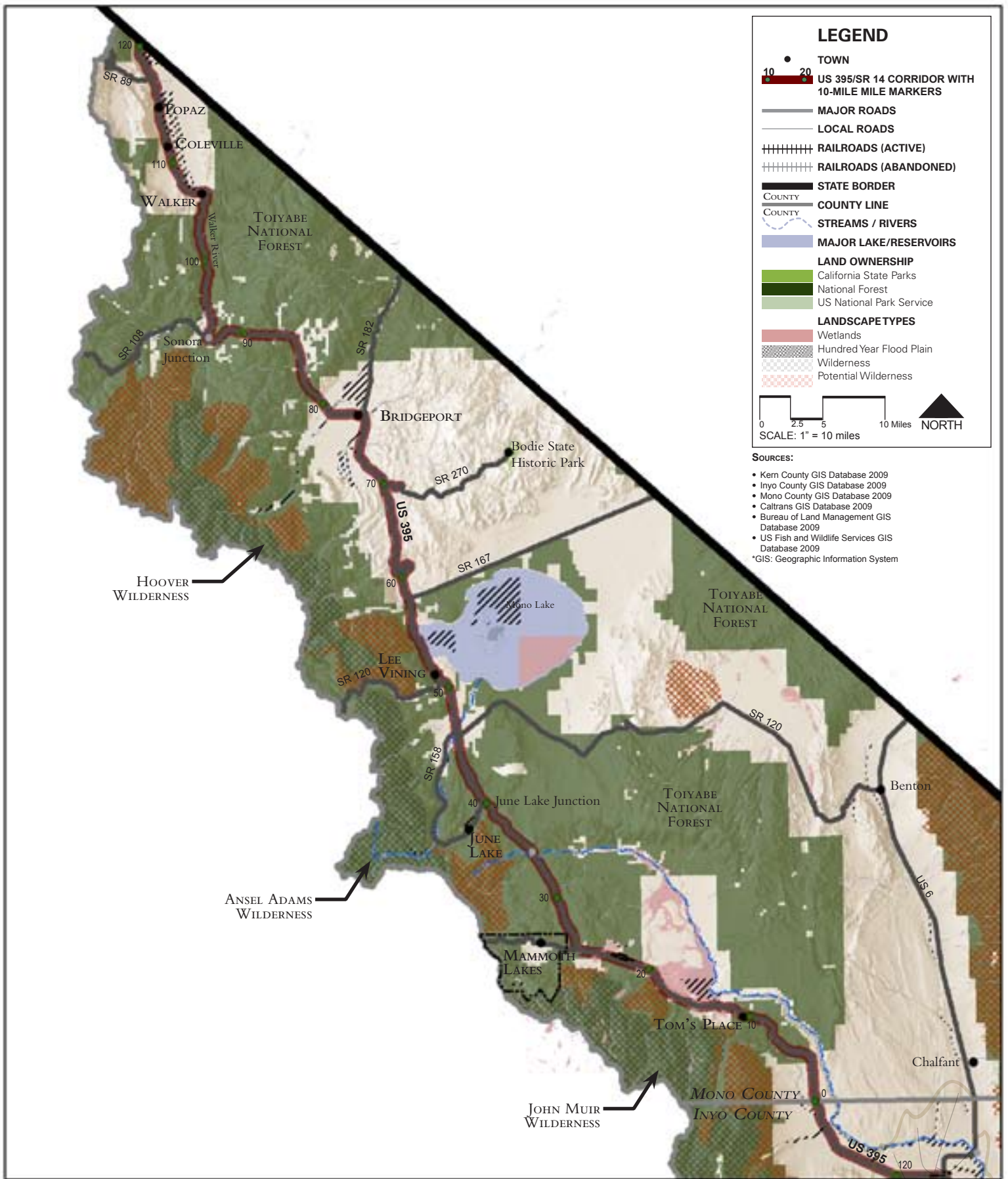
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Wilderness, Wetlands, & Floodplains

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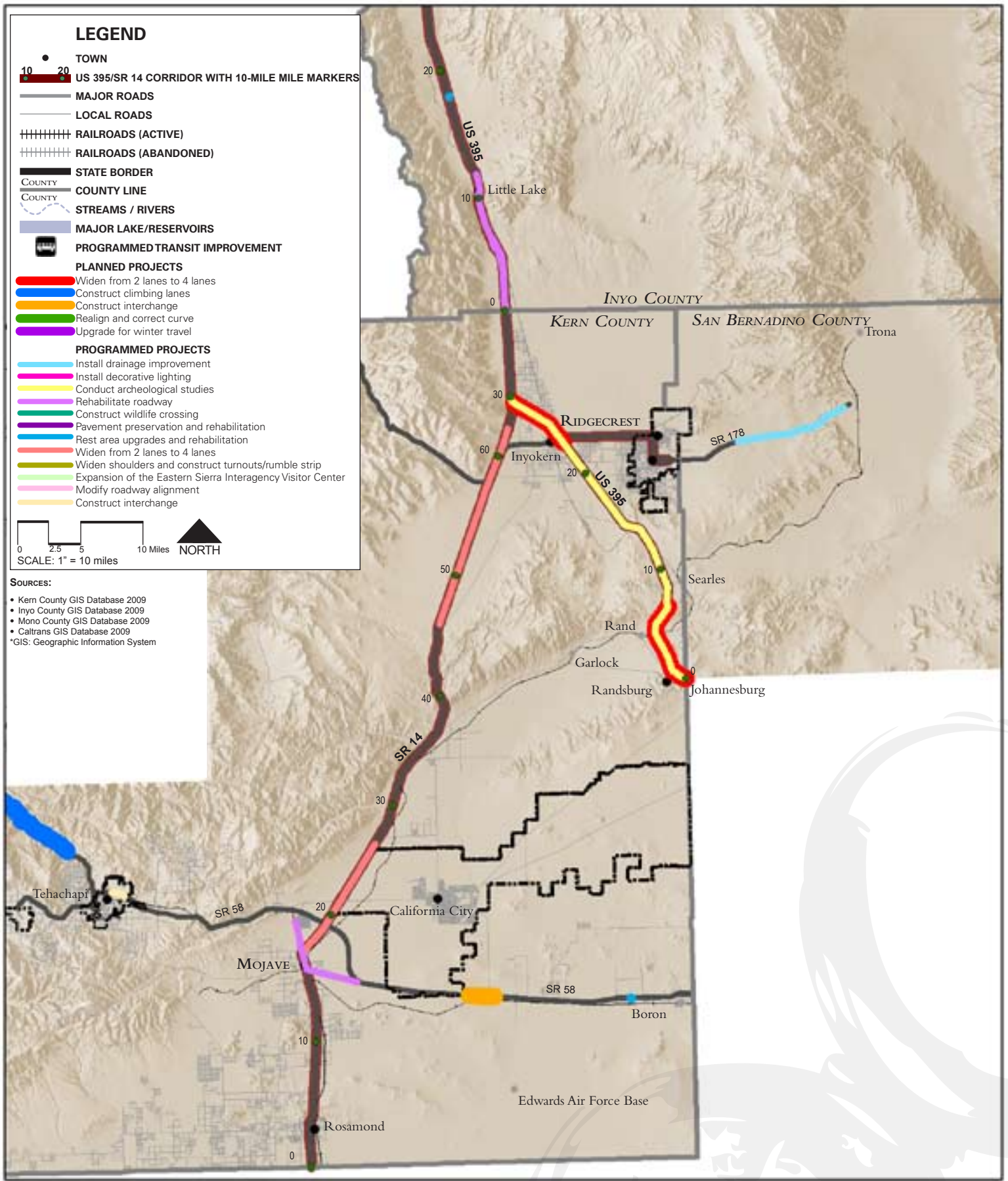
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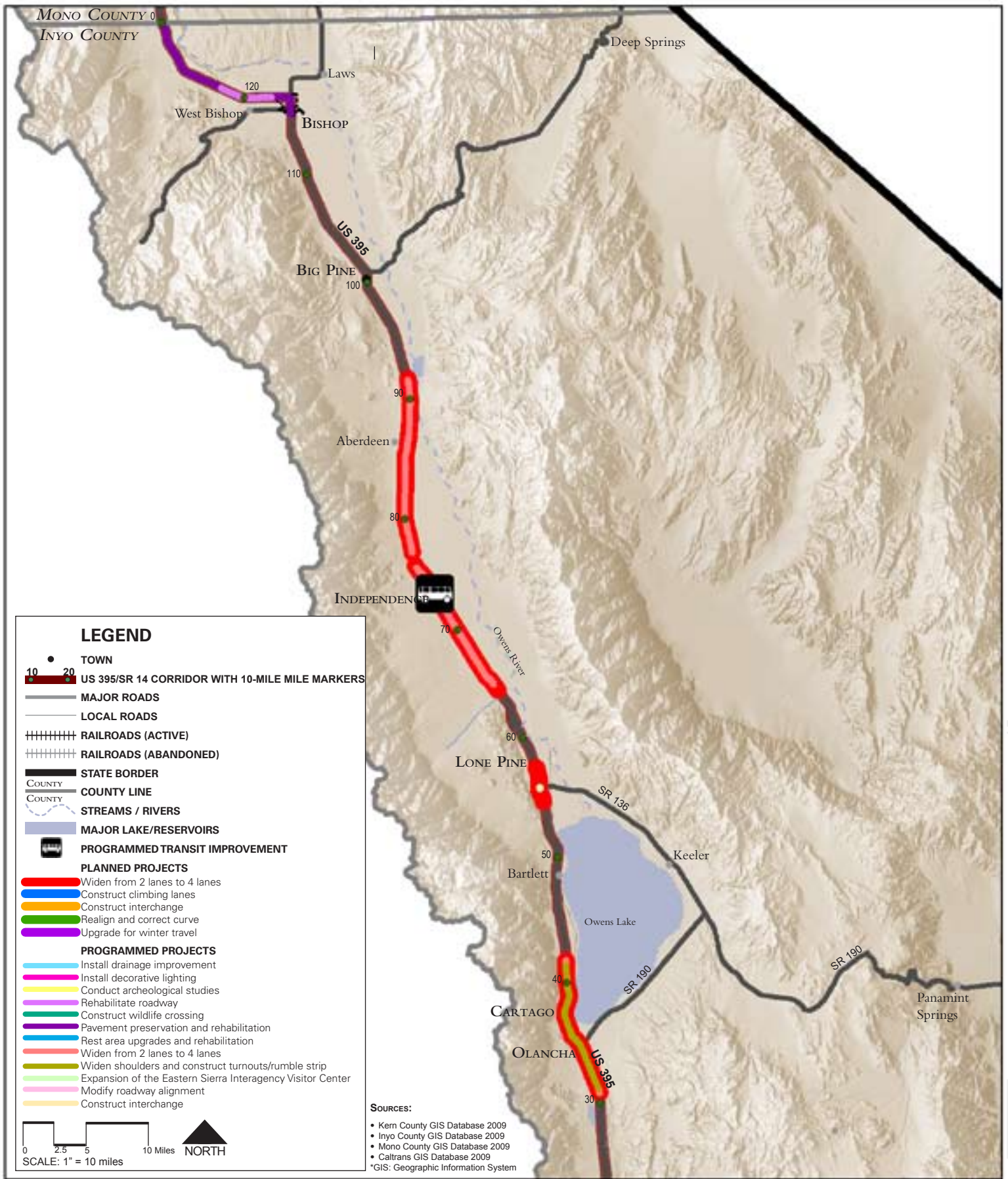
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Kern County
Planned/Programmed Projects

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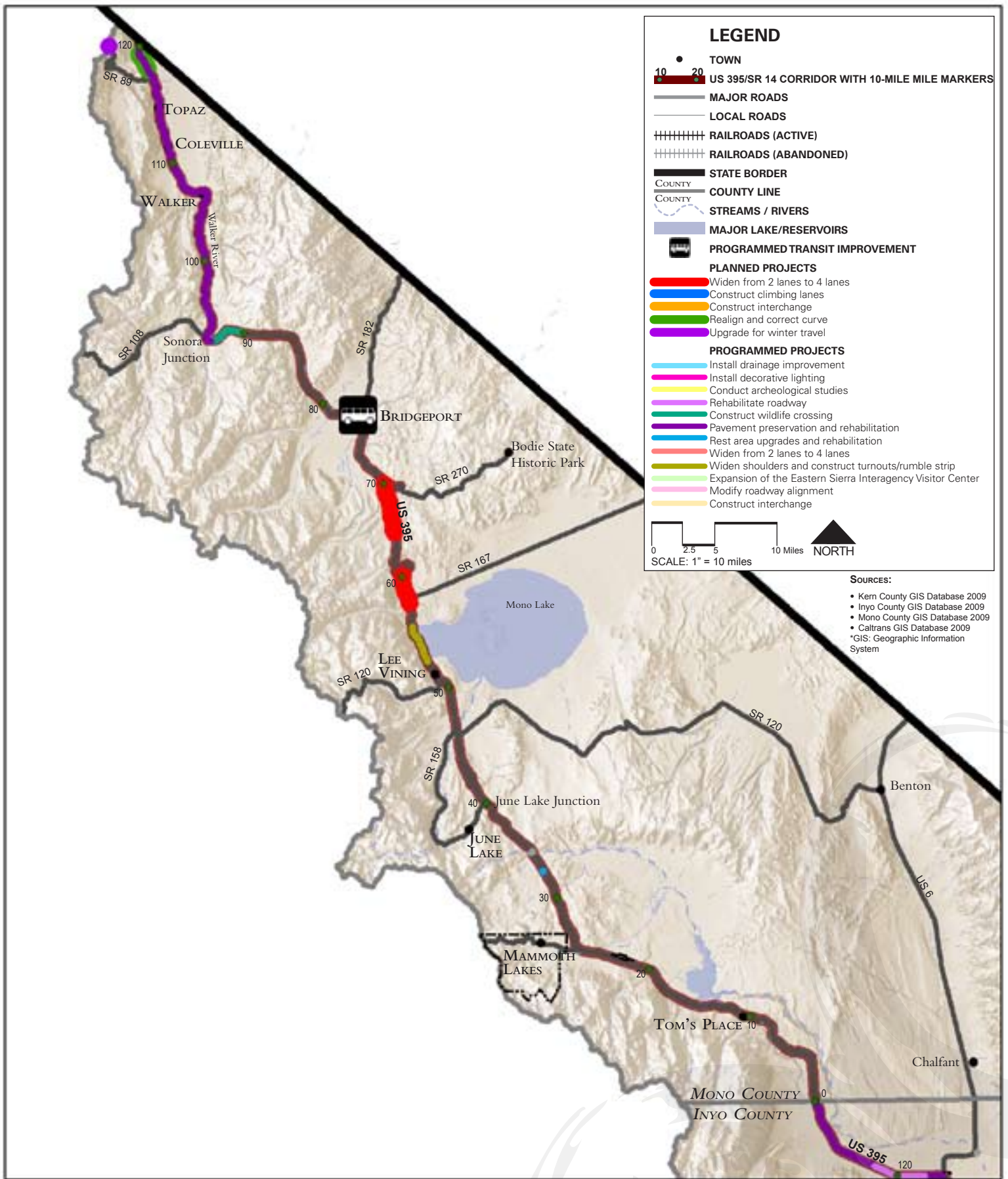
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Inyo County Planned/Programmed Projects

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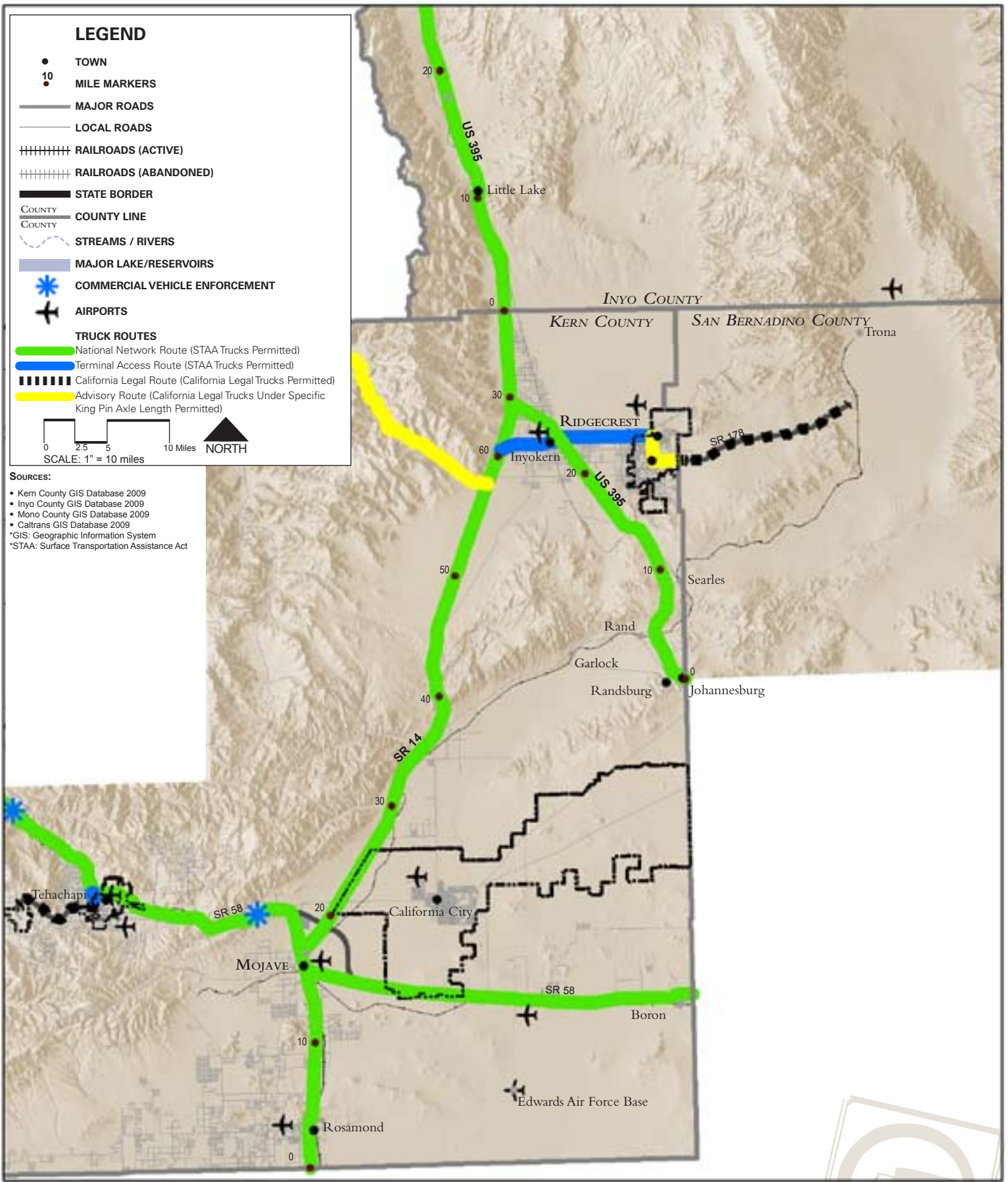
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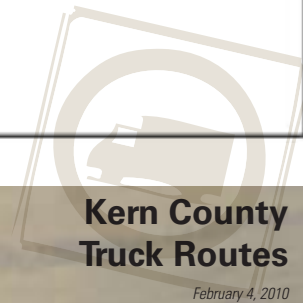
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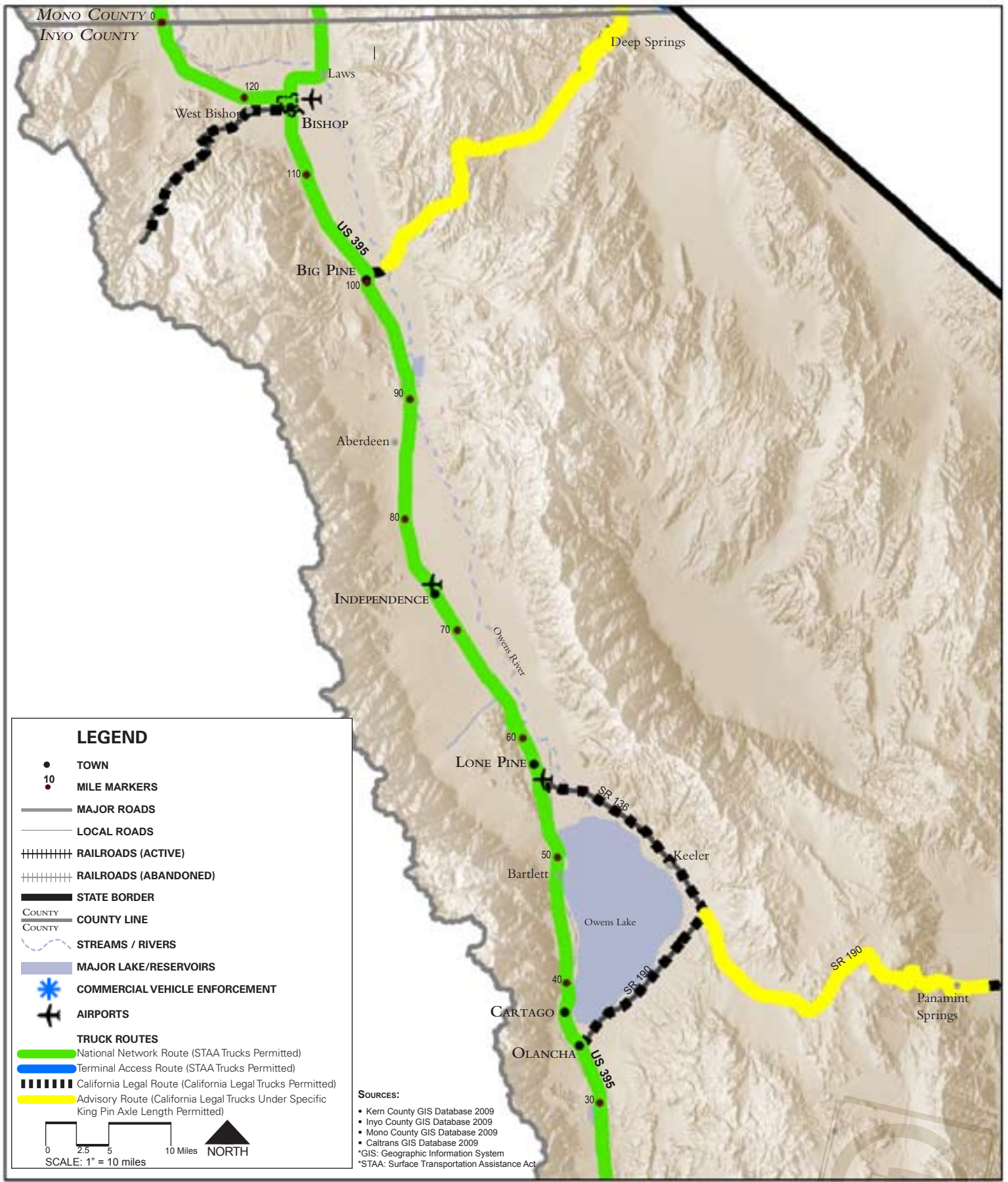
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- *STAA: Surface Transportation Assistance Act

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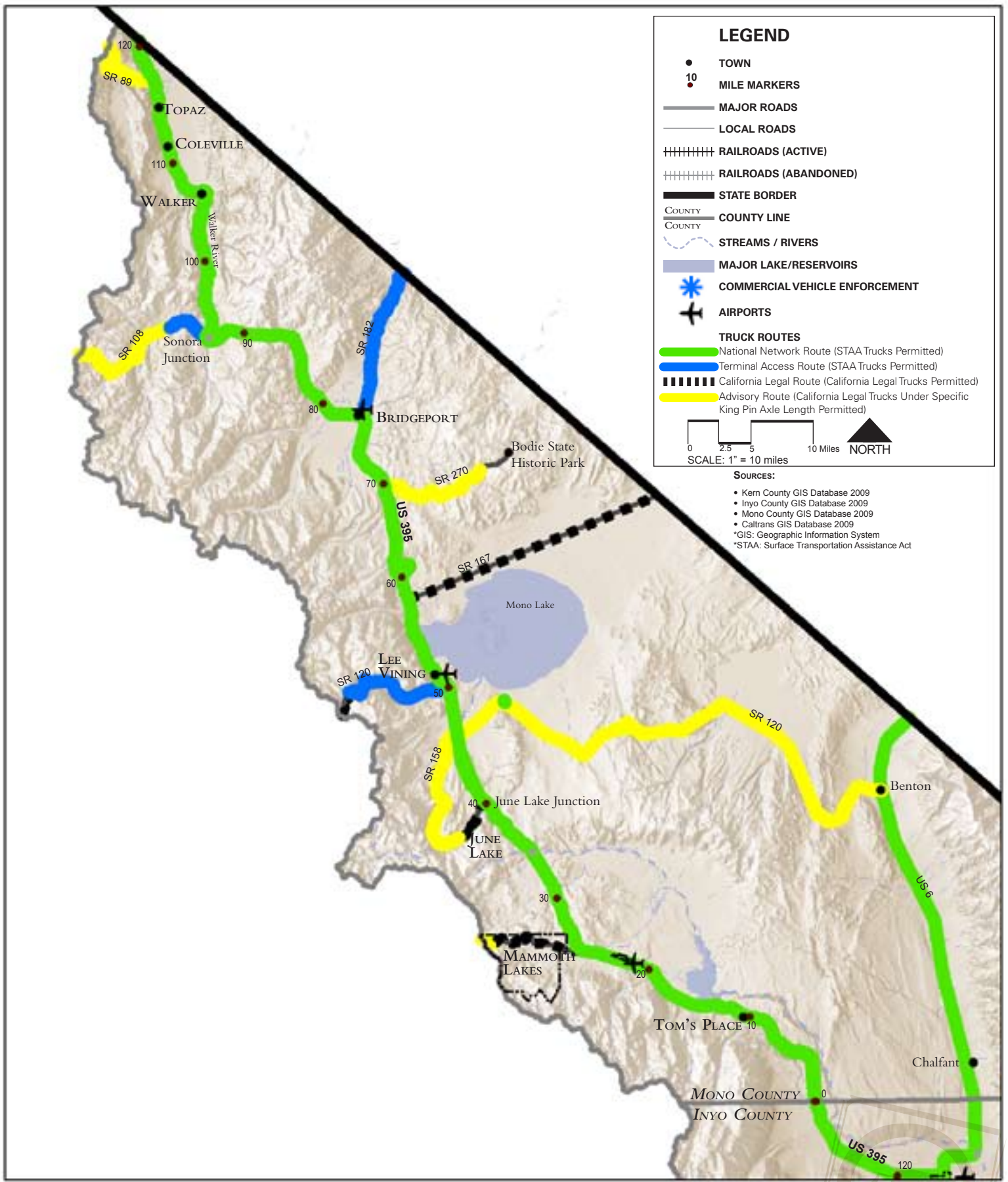
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Inyo County
Truck Routes

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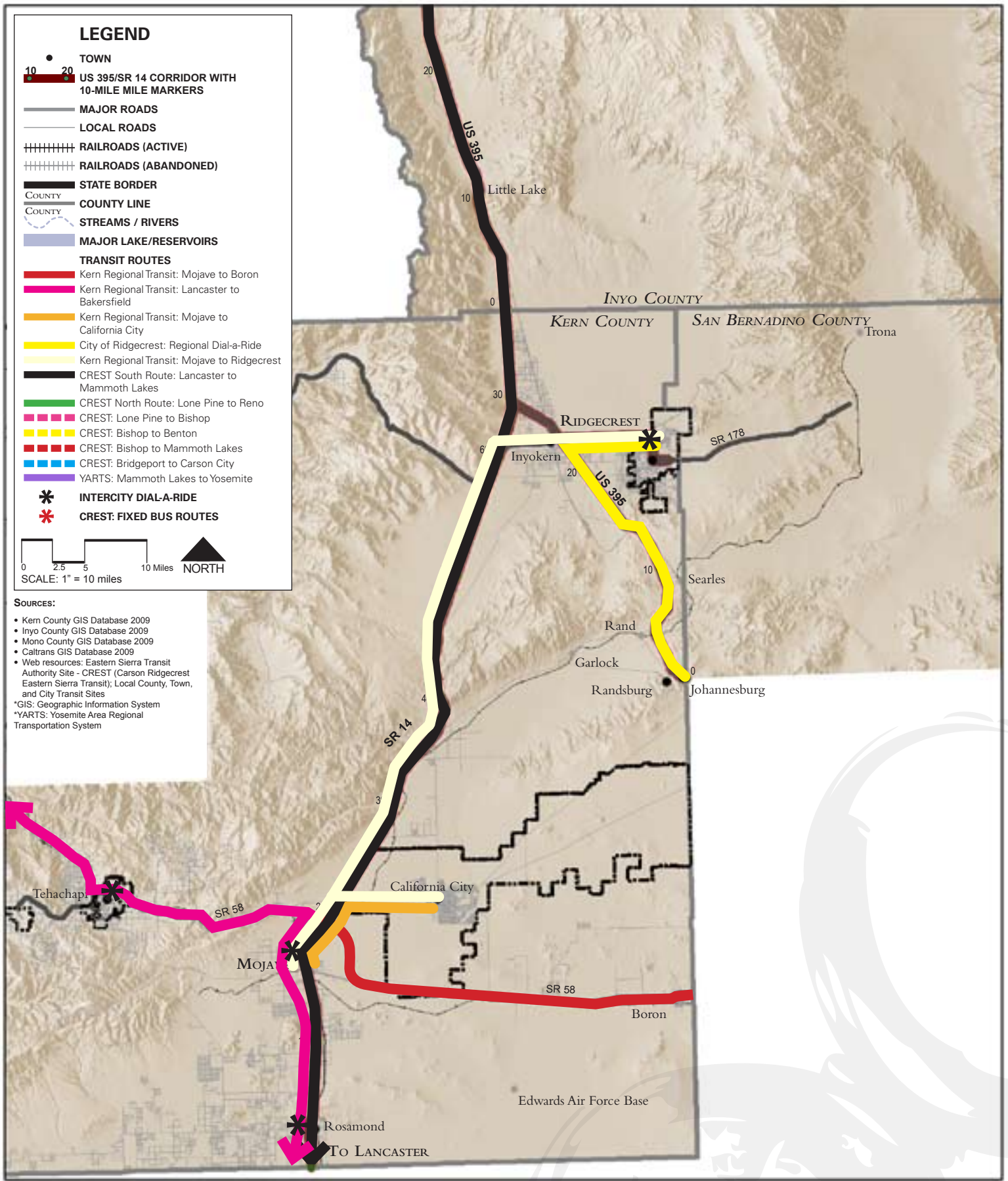
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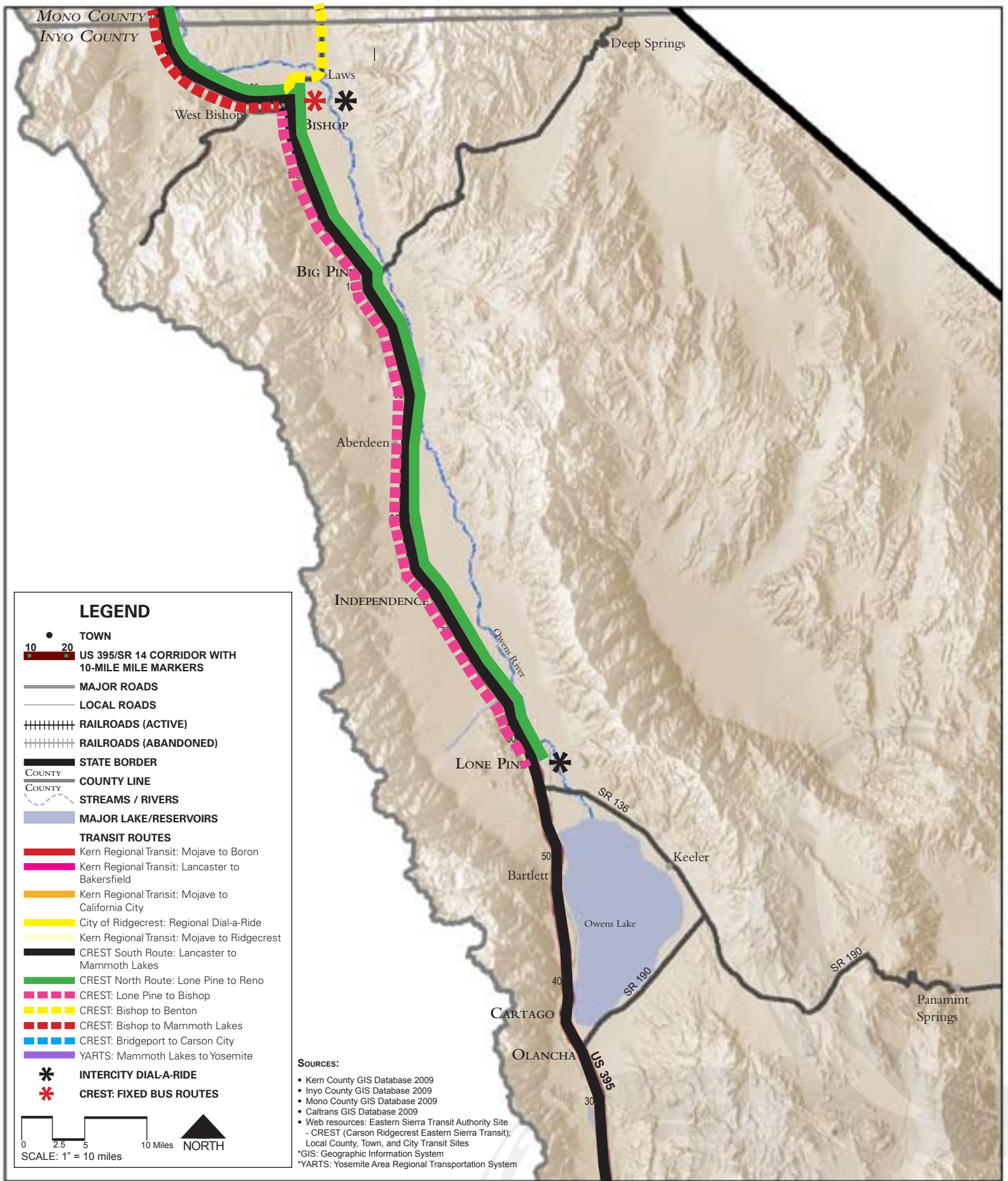
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Kern County
Regional Transit Routes

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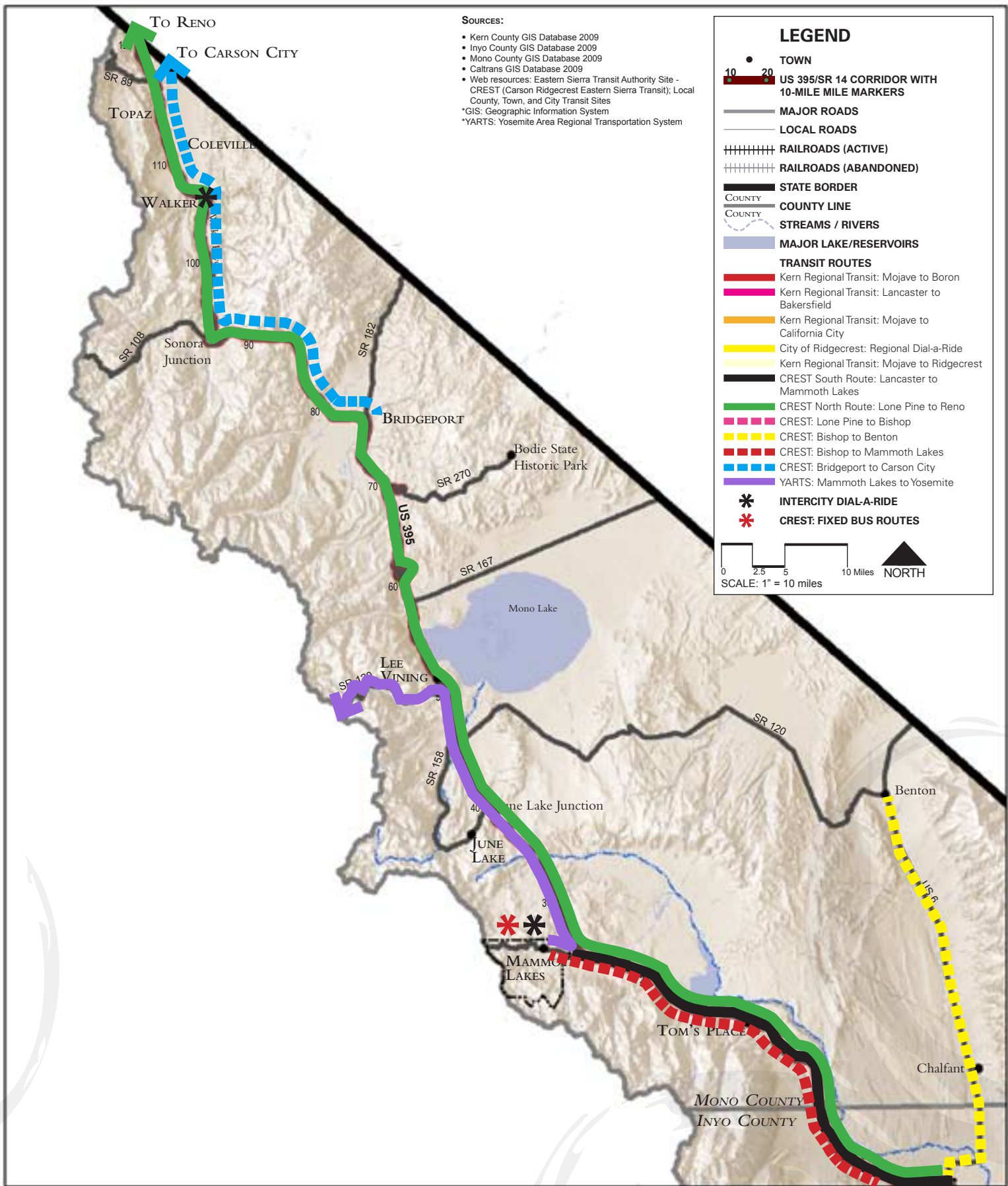
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Mono County Regional Transit Routes

February 4, 2010

MAIN STREET PLANNING AND FUNDING RESOURCES

ORGANIZATIONS PROVIDING TECHNICAL ASSISTANCE

Downtown Research and Development Center – www.alexcomgrp.com/drdc/drdchome.html

Analyzes and reports on downtown problems and solutions in an effort to provide a focus for revitalizing cities.

National Main Street Center – www.preservationnation.org/main-street/

Runs the Main Street Approach program – a long-term, comprehensive strategy designed to meet local needs and opportunities. Provides technical services, networking, training, and information.

National Trust for Historic Preservation – www.preservationnation.org

Provides leadership, education, and advocacy to save America’s diverse historic places and revitalize our communities. The Trust provides help on issues related to preservation, Main Street, heritage tourism, and other services.

California Main Street Alliance – www.camainstreet.org

Offers education and assistance on behalf of the State’s California Main Street program.

Economic Development Administration – www.eda.gov

Provides local technical assistance and research information. Runs several investment programs with funding.

US Small Business Administration – www.sbaonline.sba.gov/

Focuses on helping people start, build, and grow businesses. Includes training and counseling services.

Downtown Research & Development Center – www.downtowndevelopment.com/

Provides a forum for exchanging news, information, and ideas on downtown revitalization. Links to handbooks and recommended books and articles.

Center for Rural Studies – www.uvm.edu/crs/

Provides research, program evaluation, consulting, and community outreach.

National Association for Community Leadership – www.communityleadership.org

Enhances the capacity of community leadership programs to serve their communities. Includes professional and leadership development, a resource toolbox, and links to other foundations and organizations.

National Civic League – www.ncl.org

Advocates a new civic agenda to create communities that work for everyone and promotes the principles of collaborative problem solving and consensus-based decision-making through technical assistance, publishing, research, and an awards program.

Rural Local Initiative Support Corporation – www.ruralisc.org/

Provides community development corporations and other interested parties with helpful resources and networks for community development.

University of Wisconsin Cooperative Extension Center for Community and Economic Development – <http://www.uwex.edu/ces/cced/index.cfm>

Creates, applies, and transfers multidisciplinary knowledge to help people understand community change and identify opportunities. Numerous publications, including four newsletters, are available online that may assist community leaders in their endeavors.

W.K. Kellogg Rural Community Development Resources – www.wkkf.org/default.aspx?tabid=75&CID=274&NID=61&LanguageID=0

Contains high quality rural community development materials funded by the Kellogg Foundation and other selected sponsors of recognized rural programs. Includes grant information, guidebooks, manuals, workshop materials, reports, books, and videos.

American Planning Association – www.planning.org

Includes a list of Planners Book Service publications, links to home pages of APA Chapters and divisions, research on key planning issues and links to other internet sites devoted to planning issues.

California Department of Finance – www.dof.ca.gov/

Provides information on bond funds and the state budget.

California Division of Tourism – tourism.visitcalifornia.com/AM/Template.cfm?Section=Industry_About

Develops and maintains marketing programs – in partnership with the state’s travel industry – to keep California top-of-mind as a premier travel destination.

California Downtown Association – www.californiadowntown.com/

Serves as a clearinghouse for those who are determining policy, creating ordinances, designing transportation and parking strategies, developing marketing plans, and working with legislative representatives to create new paradigms for our urban centers and economies. CDA is a primary educational resource for California’s business district managers and city economic and community development staff. They provide a Downtown Professional Certification program, in partnership with California State University San Bernardino’s College of Extended Learning.

California Office of Historic Preservation – ohp.parks.ca.gov/

Works in partnership with residents and governmental agencies to preserve and enhance California’s irreplaceable historic heritage as a matter of public interest so that its vital legacy of cultural, educational, recreational, aesthetic, economic, social, and environmental benefits will be maintained and enriched for present and future generations.

National Historic Preservation Summit on Emergency Response – www.heritagepreservation.org/ABOUTHP/INFO.HTM

Works to save the objects that embody our history, partnering with conservators, museums, civic groups, and concerned individuals across the nation who care about preserving our past.

CALIFORNIA ASSOCIATIONS

Sierra Business Council – www.sbcouncil.org/Home

Focuses on providing services for the Sierra Nevada. They have four program areas – economy, environment, community, and leadership. Services include meeting facilitation, affordable housing, social network mapping, educational forums, and leadership training.

California Association for Local Economic Development – www.caled.org/

Includes public and private organizations. It is dedicated to advancing its members’ ability to achieve excellence in delivering economic development services to their communities and business clients.

California Redevelopment Association – www.calredevelop.org//AM/Template.cfm?Section=Home

Represents redevelopment agencies and allied firms throughout the State in responding to legislative proposals and administrative regulations, providing member services, conducting training and professional development events, and providing public information regarding redevelopment law and activities.

California State Chamber of Commerce – www.calchamber.com/Pages/Default.aspx

Provides a grassroots-based bipartisan business voice. Their mission is to mobilize an effective and efficient group of business leaders willing to create more opportunities to present their views on public policy issues that affect their ability to do business, create jobs, and be competitive in a global economy. Using every communication tool available will alter the course of legislative and governor decisions and will keep our members ahead of the issues. They strive to organize and activate businesses throughout the state with the common goal of building a stronger California.

California Chapter of the American Planning Association – www.calapa.org/

Provides a network of practicing planners, citizens and elected officials committed to urban, suburban, regional, and rural planning. Offers a wide spectrum of member benefits including information, services, and support to advance planning.

California Preservation Foundation – www.californiapreservation.org/

Provides resources for preserving cultural and architectural heritage.

California Center for Land Recycling – www.cclr.org/

Focuses on creating sustainable and equitable communities by encouraging responsible patterns of land use and development. Facilitates land recycling and brownfield redevelopment through creative public, private, and nonprofit partnerships.

Local Government Commission – www.lgc.org/

Assists local governments in establishing and nurturing the key elements of livable communities: a healthier human and natural environment, a more sustainable economy, an actively engaged populace, and an equitable society. Assistance includes facilitating conferences, regional workshops, and other partnering opportunities; Producing guidebooks, videos, slide shows, and several monthly newsletters that share policy and project ideas; providing an extensive resource library run by qualified staff; and providing an e-mail alert service that shares information on available state and federal grants.

NATIONAL ASSOCIATIONS

The Hometown Advantage, Reviving Locally Owned Business – www.ilsr.org/about.html

Works with citizens, activists, policymakers, and entrepreneurs to design systems, policies, and enterprises that meet local or regional needs; to maximize human, material, natural and financial resources; and to ensure that the benefits of these systems and resources accrue to all local citizens. Since 1974, the Institute for Local Self-Reliance has been working to enable communities with tools to increase economic effectiveness, reduce wastes, decrease environmental impacts, and provide for local ownership of the infrastructure and resources essential for community well-being.

Downtown Research and Development Center – www.downtowndevelopment.com/

Provides a forum for exchanging news, information, and ideas on how to rebuild the hearts of our cities.

Preservation Directory – www.preservationdirectory.com/HistoricalPreservation/Home.aspx

Provides an online resource for historic preservation, building restoration, and cultural resource management. Their goal is to foster the preservation of historic buildings, historic downtowns and neighborhoods, cultural resources and to promote heritage tourism by facilitating communication among historic preservation professionals and the general public.

Planetizen - Planning & Development Network – www.planetizen.com/about

Provides a public-interest information exchange provided by Urban Insight for the urban planning, design, and development community. It is a one-stop source for urban planning news, commentary, interviews, event coverage, book reviews, announcements, jobs, consultant listings, training, and more. It covers a wide number of planning, design, and development issues, from transportation to global warming, architecture to infrastructure, housing and community development to historic preservation. They provide a forum for people across the political and ideological spectrum, ensuring a healthy debate on these and other important issues.

Project for Public Spaces – www.pps.org/

Provides information on best-practices and resources about place-making.

USDA Rural Information Center – Downtown Revitalization – <http://www.nal.usda.gov/ric/ricpubs/downtown.html>

Links to full-text handbooks, planning tools, case studies, funding resources, organizations, revitalization strategies, and more to assist a community considering a downtown revitalization project. The Rural Information Center also has additional resources to assist in a revitalization effort located on the Economic and Rural Development Resources page and Historic Preservation Resources page..

Western Regional Rural Development Center – wrdc.usu.edu/

Includes community planning resources, downtown revitalization links, business improvement districts links, case studies, best practices model programs links, funding sources and federal funding databases, federal programs, and list of journals and organizations.

Rural Community Assistance Corporation – www.rcac.org/

Helps to build the capacity of other nonprofit agencies and create new agencies to serve low-income people living in rural communities in the western United States. They provide training, technical assistance, and access to resources. Headquartered in West Sacramento, California, their work encompasses a wide range of services including technical assistance and training for environmental infrastructure and affordable housing development, economic and leadership development; and community development finance. These services are available to a variety of communities and organizations including communities with populations of fewer than 50,000, other nonprofit groups and tribal organizations.

PUBLICATIONS

GETTING ORGANIZED

Business Improvement Districts (BIDs): Tool for Economic Development

The report looks at the role local government can play in the creation of BIDs and the balance between private and public sector initiative. It explores key elements of state and provincial BID legislation, outlines steps for forming a BID, explains how a BID works, and provides strategies for supporting the efforts of property and business owners to form BIDs. Published by International City/County Management Association, March, 1997. Available through the International Downtown Association (IDA). <http://www.ida-downtown.org/>

Developing Downtown Design Guidelines

A guide meant for small community development, emphasizing the importance of public participation in the process of revitalization. It points out that redevelopment takes time and commitment from all people involved. Having a vote in the process can enliven the atmosphere and create a harmonious working environment for a successful program. By Janice Pregliasco. Sacramento, CA: California Main Street Program, 1988.

Doing Good Better! How to Be an Effective Board Member of a Nonprofit Organization

In this manual, two veterans of many boards address the ideal relationship between a nonprofit organization and its board. They candidly cover the realities that often threaten that relationship, then suggests strategies for overcoming these common difficulties. Published by Good Books and written by Edgar Stoesz and Chester Raber. Available through the National Main Street Center. <http://www.mainst.org/>

Making Groups Effective

In this revised edition, Zander draws on the latest research to show how groups can function more effectively to achieve the full potential of group work. For leaders and group supervisors, as well as members of teams, boards, task forces, and other groups, a clear vision of what makes groups work is offered. Written by Alvin Zander and published by Jossey-Bass. Available through the National Main Street Center. <http://www.mainst.org/>

Collaborative Communities Are America's Success Stories

Outlines the positive effects that collaborative efforts have had on many cities. Some of the improved outcomes include: 1) creating a healthy climate for reaching solutions; 2) improving communication and building trust among various groups such as government and non-government organizations; and 3) building trust among participants to secure the success of a plan. Collaborative efforts for downtowns have made them physically, economically, and socially better places to live. Stressed are the need for persistence and a change in public values from the quick fix to one of long-term commitment. Margery F. Baker and others. Nation's Cities Weekly, Vol. 17(1), November 14, 1994. p. 12.

Downtowns Are the Hearts of Communities

Argues that a downtown is not just a shopping district, but an activity center for the community. Points out that encouraging a critical mass of people to use the downtown should be a major goal of local government to revitalize downtowns of communities. Small Town, Vol. 19 (4), January-February 1989. p. 4.

The Seven Secrets of Downtown Success

Provides an insightful discussion about the best ways to make your downtown revitalization a success. Proven methods over the last 20 years are outlined in detail. Some of these strategies include: 1) forming partnerships; 2) knowing your vision; 3) being market-driven; 4) using a business plan; 5) daring to be different; 6) focusing on target areas; and 7) knowing the best management techniques that malls use to become successful. Dolores Palma. The Alabama Municipal Journal, Vol. 52(1), July 1994. pp. 4-5.

PLANNING REVITALIZATION

Downtown Development Handbook

An updated version, this book reflects the development environment of the 1990s. The strategies required to rebuild downtowns are presented along with examples of cities that have succeeded. Written by Susanna Mc Bee, et al and available through the National Main Street Center. <http://www.mainst.org/>

Downtown Management: An Economic Development Strategy

Discusses the elements and benefits of downtown management. Describes management organizations, the special assessment district and the private voluntary association. Includes a case study of a successful downtown management effort in Shelby, North Carolina. Richard H. Bradley. Washington, DC: International City Management Association, 1987.

Downtowns in the 1990s: The Economic Future of America's Center Cities

Provides an overall view of the demographic and economic trends taking place in the downtowns of the 1990s and ways that businesses and organizations can take advantage of these trends. Dolores Palma. Washington, DC: Hyett Palma Publications, 1990.

Economic Development on Main Street

Covers the wide range of economic and real estate issues facing downtown revitalization leaders. Provides fundamentals of the real estate development process for downtown professionals of historic commercial areas. Includes checklists, forms and step-by-step methodologies necessary for the evaluation and implementation of a successful real estate project. Donovan D. Pypkema. Washington, DC: National Main Street Center, National Trust for Historic Preservation, 1990.

Focus Groups for Downtown

Downtown markets can improve upon existing services with the help of focus groups, which provide an accurate indication of the public's attitude toward consumer businesses and the products they sell. Dolores P. Palma. Washington, DC: Hyett Palma Publications, 1992.

Harvesting Hometown Jobs: The New Small Town Guide to Economic Development

This is a how-to guidebook for the citizens and practitioners of small communities. Topics covered include: rethinking economic development, getting started on community, visioning/strategic planning, retaining and expanding existing businesses, recruiting business and industry, attracting tourists and retirees, managing growth, innovative partnerships for economic development (research report), and resource organizations for economic development. Available through the National Center for Small Communities. <http://www.natat.org/ncsc/default.htm>

How to Sell to Downtown Workers, Successful Retailing to the Captive Workers

Analyzes the potential of the worker market. Provides methods of determining the potential of worker markets. Outlines plans, programs and ideas for tapping this market and making it a growth opportunity for local merchants. Laurence A. Alexander, ed. New York, NY: Downtown Research & Development Center, 1989.

Market Analysis on Main Street

Provides a step-by-step process for analyzing market conditions in traditional downtowns and neighborhood commercial districts. Describes methods of measuring the market, defining the trade area and measuring sales gap. Contains worksheets and sample surveys. Provided by the National Trust for Historic Preservation. Washington, DC: National Main Street Center, National Trust for Historic Preservation, 1990.

Revitalizing Downtown

Explains successful main street methodology, a comprehensive strategy to improve downtown's image and management. Contains important information on organization, promotion, design, and economic restructuring, plus an extensive bibliography and useful list of organizations. Published by the National Trust for Historic Preservation. Washington, DC: National Main Street Center, National Trust for Historic Preservation, Rev. 1988.

A Rural Economic Development Source Book: Selected Training and Technical Assistance Materials

Offers training and technical assistance materials for use in planning rural economic development strategies. Covers topics such as: downtown revitalization and historic preservation, the role and organization of a local development organization, recruitment of business and industry, small businesses, and financial management for local government. Written by Margaret G. Thomas. Kansas City, MO: Midwest Research Institute, 1986.

Strategic Retail Market Analysis

Success in revitalizing downtowns can be improved with a better understanding of how the markets function. Provided are ways to conduct a productive retail market analysis, an essential part of any revitalization effort. Dolores Palma. Washington, DC: Hyett Palma Publications, 1991.

Winning Ways

This publication consists of summaries of the essence of how to succeed in downtown revitalization efforts. The publishers point out that downtown “professionals” need to work continuously to determine what works and what does not, depending on the situation for each community. Provided by Dolores Palma. Alexandria, VA: HyettPalma Publications, 1993.

MOBILIZING RESOURCES

Finding the Funds You Need: A Guide for Grant Seekers

Penn State Cooperative Extension, College of Agricultural Sciences, Penn State University. This excellent guide outlines the basic steps of the grant writing process. It includes information on how to identify potential funding sources, as well as how to structure and write proposals. www.aers.psu.edu/cedev/grantwriting/

Funding Downtown Promotions

A step-by-step guide to raising the money you need for downtown marketing and promotions. Available through the Downtown Research & Development Center. <http://www.alexcommgrp.com/drdc/drdchome.html>

How to Get the Funds to Promote Downtown: Tested Tools & Techniques That Work

Discusses many tools and techniques available for raising funds, creating the funding plan and carrying out the plan. Laurence A. Alexander, ed. New York, NY. Downtown Research & Development Center, 1989.

Innovative Grassroots Financing: A Small Town Guide to Raising Funds and Cutting Costs

This guide can help community leaders meet the challenges of paying for programs and services in the face of taxpayer resistance and limited public resources. It offers community examples and strategies to increase revenue, secure grants, fundraising ideas, volunteerism, the pros and cons of contracting out, and more. It is available through the National Center for Small Communities. <http://www.natat.org/ncsc/default.htm> and the National Association of Towns and Townships (NATaT): <http://www.natat.org/natat/default.htm>

Keys to Successful Funding

Small and rural governments face increasing demands to meet new environmental regulations, to create jobs, and to offer new local services, all with limited resources. *Keys to Successful Funding* describes the major components that mark successful proposals for public and private financial assistance. It is available through the National Center for Small Communities. <http://www.natat.org/ncsc/default.htm>

Methods of Financing Parking

Parking is an important aspect of a revitalization effort in many small towns and can enhance the streetscape by providing easier access to and from local businesses. Included are sources for getting the needed funding for improving your parking facilities. Provided by Dolores Palma. Washington, DC: Hyett-Palma Publications, 1990.

Successful Downtown Development Design and Management Programs: A Compendium of Funding Tools and Techniques

This book provides an overview of ways to finance downtown management development organizations, programs and capital projects. Written by Peter Mosbacher and Carol Patrylick, 1991. Available through the International Downtown Association (IDA). <http://www.ida-downtown.org/>

IMPROVING DOWNTOWN’S APPEARANCE

Downtown Parking Made Easy

Six simple steps to ensuring convenient parking for downtown shoppers and other visitors. Available through the Downtown Research & Development Center. <http://www.alexcommgrp.com/drdc/drdchome.html>

Keeping Up Appearances: Storefront Guidelines

This practical guide provides helpful illustrations along with explanations of physical revitalization strategies to benefit the entire business community. The material in this source is vital to the goal of achieving a fully integrated Main Street. It was written by B. Clarkson Schoettie and Tom Moriarty. Washington, DC: National Trust for Historic Preservation, 1983.

Parking Handbook for Smaller Communities

Examines the issues affecting parking in communities with population between 5,000 and 50,000. Covers parking supply, management, maintenance, and development in context of preserving the built environment of the traditional commercial core. Provided by the National Trust for Historic Preservation. Washington, DC: National Main Street Center, National Trust for Historic Preservation, 1992.

Developing a Downtown Design Assistance Program in Pullman, Washington

Describes the partnership among the downtown businesses, the Pullman City Council, Washington State University and several civic groups. Presents a case study of how Pullman Main Street Program's Design Committee assisted downtown business owners to design the marketplace to provide an attractive atmosphere. Presents a survey questionnaire for customer and for the businessperson. B. Ryder and K. Gray. *Small Town*, Vol. 18 (5), March/April 1988. pp. 4-13.

IMPROVING LOCAL BUSINESS PRACTICES

Business Plans for Business Districts

Having plans for both businesses and districts are thought to be advantageous. This introductory guide provides recommendations for local businesses and community leaders. Dolores Palma. Alexandria, VA: Hyett Palma Publications, 1990.

Dealing with a Volume Chain Store: Carroll, Iowa, Guides Development and Protects Its Downtown

Examines the experience of Carroll, Iowa, a small town that successfully guided Wal-Mart into the town's central business district. Suggests three options for a community when a national volume chain wants to open a store in community. J. Knox. *Small Town*, Vol. 22 (2), Sept/Oct 1991. pp.19-23.

DEVELOPING NICHES

The 100 Best Small Art Towns in America: Where to Find Fresh Air, Creative People, and Affordable Living

This source reinforces the trends taking place in quality small towns across America. Artists particularly find them attractive because of their peaceful atmosphere and aesthetic qualities. Highlighted are many examples of such towns and artists personal reflections about them. Emphasizes the important economic contributions that artists bring with them to these towns. An excellent guide for anyone who is interested in discovering more about some out of the way places. John Villani. Santa Fe, NM: John Muir Publications, 1994.

Niche Strategies for Downtown Revitalization

Full of case studies, strategies, and advice, this invaluable book gives the practitioners the tools and techniques for developing niche markets in a downtown. The author presents national and regional trends, assessing niches existing in your downtown, organizational and promotional strategies, and discusses how to develop a business recruitment program. This step-by-step guide is an excellent tool for completing a marketing analysis in your downtown. By N. David Milder. Downtown Research & Development Center, 1997. Available through the International Downtown Association (IDA); <http://www.ida-downtown.org/> and the Downtown Research & Development Center. <http://www.alexcommgrp.com/drdc/drdchome.html>

HISTORIC PRESERVATION

Guiding Design on Main Street

This book outlines procedures for rehabilitating historic and older commercial buildings, as well as for developing strategies to manage design changes in historic downtown and neighborhood commercial districts. It includes authoritative information on developing design guidelines, implementing historic preservation ordinances, creating financial incentive programs, and rehabilitating main street buildings. Written by Suzanne G. Dane. Washington, DC: National Main Street Center, National Trust for Historic Preservation, 1988.

History Repeats Itself

Identifies the best ways that rural downtown merchants can revitalize their town by examining its true original character. In this way a sense of history is preserved and consequently a more charming town in which to live. Suggestions also include making the downtown more accessible and to identify a common theme to create visual beauty to attract shoppers. Brian Crumlish. *American City & County*, Vol. 109 (12), November 1994. pp. 45-48.

LOCAL BUSINESS DEVELOPMENT

Business Clustering: How to Leverage Sales

Leasing plans have become commonplace for mall developers and can be utilized successfully by small downtowns as well. "Business clustering" refers to marketer's efforts to serve the needs of like customers, thereby creating a healthier economic environment and more satisfied clientele. Doyle G. Hyatt. Alexandria, VA: Hyett Palma Publications, 1990.

Business Development for Main Street

Offers hands-on guidance in the process of developing a successful downtown business expansion and recruitment program. Includes information on developing and analyzing retail clusters, using market information, helping existing retailers capture a larger share of the market, and approaching potential new businesses. National Trust for Historic Preservation. Washington, DC: National Main Street Center, National Trust for Historic Preservation, 1990.

Business Retention and Expansion

Examines ways that existing small local businesses can profit by focusing on long-term economic gains. Produced by Dolores P. Palma and Doyle G. Hyett. Alexandria, VA: Hyett Palma Publications, 1993.

Strategies & Tactics for Successful Retail Recruitment Downtown

Discusses strategies of downtown retail leasing, downtown retail inventory, and retail recruitment action and practices. Includes case studies of downtown retail recruiting. Laurence A. Alexander, ed. New York, NY: Downtown Research & Development Center, 1988.

Successful Retail Recruitment Strategies

Using “grassroots” and “peer-to-peer” organizations can assist in helping small businesses find a niche in the marketplace of many downtowns and improve the economic health of commercial districts. Dolores P. Palma and Doyle G. Hyett. Washington, DC: Hyett Palma Publications, 1990.

Clustering Can Bring Customers Back Downtown

Business clustering is a phrase used to describe an economic development strategy used consistently by shopping malls to enhance the overall market share of many businesses. This technique is now being used by downtowns to improve their economic base. Clustering has the potential of working especially well for the parking industry such as increasing the number of customers by making downtown business districts more appealing and accessible. Dolores Palma and Doyle Hyett. Parking, August 1994. pp. 23-27.

Keeping Retailers on Main Street

Discusses the move to retain business downtown and the new understanding of the value of downtown business cores. Explores what the inherent economic value is for a downtown business community to the area in which it is located. Kathleen Les. Western City, Vol. 64 (10), October 1988. pp. 15-19.

TAKING ADVANTAGE OF TOURISM

How One Kansas Town Used Tourism to Revitalize its Economic Base

Outlines the excessively high unemployment rates in rural America during the 1980’s and its impact on small town economy. One way to revitalize is through tourism development. This success story serves as an example of how other rural regions can benefit from their unique histories. David L. Edgell. Business America, Vol. 111 (21), November 1990. pp. 14-17.

PROMOTING DOWNTOWN

Holiday Downtown: How to Promote Them Successfully

The author describes strategies for sales, parades, festivals, races, music, demonstrations, give-aways, contests, shows, dances, decorations, advertisements and public relations, prizes, food, and drink. These promotions are applied to holiday celebrations in downtown districts. Margaret DeWitt, ed. New York, NY: Downtown Research & Development Center, 1988.

CASE STUDIES

How Downtowns Organize for Results: 24 Case Studies

Presents the way in which successful downtowns have been organized into centers of action. It describes downtown associations, for-profit and non-profit private development corporations, committees, task forces, public/private development corporations, high-level policy groups, partnerships, merchants associations, authorities, foundations, and commissions. Laurence A. Alexander, ed. New York, NY: Downtown Research & Development Center, 1987.

The State of the Art: Economic Initiatives in Downtowns

A survey of 200 downtowns taken in 1990 suggests which economic enterprises are being utilized by their communities. An excellent source comparing downtown revitalization plans and ways for sharing information between local leaders. Doyle Hyett. Washington, DC: Hyett Palma Publications, 1991.

The Thriving Hometowns Network

A compilation of 109 economic development success stories drawn from communities of less than 10,000 population. Each case study explains why, when, how, with whom, and with which financial resources the small community achieved its economic development results. Thriving profiles successes in retaining, expanding, creating, or attracting businesses, through a variety of community and economic development strategies. Available through the National Center for Small Communities. <http://www.natat.org/ncsc/default.htm>

Bootstrap Rural Development: How Putnam County (MO) Took Control of Its Own Future

Describes how a North Central Missouri town coordinated revitalization efforts among county officials, school administrators, business leaders, and local civic organizers. Important findings suggest that grassroots funding and networking work best through broad-based community support. Linda Fettig. *Economic Development Review*, Vol. 9 (3), Summer 1991. pp. 50-52.

Chambersburg, PA., Gets Back On Track: Southgate Center Serves As Catalyst In Downtown Revitalization

Reveals how a depressed downtown business district can benefit from the upgrading of a local shopping center. This “ripple” effect produces incentives for other local merchants on Main Street to revitalize their businesses. The whole idea is based upon a solid downtown planning process, which leads to long term growth potential. *Chain Store Age Executive*, Vol. 66 (5), May 1990. pp. 166-167.

Focusing the Old Downtown on Specialty Retail for Economic Survival: The Transition of Ponchatoula, Louisiana

Presents a successful case study for rural redevelopment in a small town north of New Orleans. Describes how the economy of the town declined throughout the mid 1980’s and how strong community efforts and careful planning produced a viable downtown area. Manon Pavy and Fritz Wagner. *Small Town*, Vol. 24 (3), November/December 1993. pp. 18-23.

Innovative Help for Small Towns

Describes how the Kansas Main Street Program used a state-of-the-art approach to downtown revitalization. One feature of its success was due to careful retail market assessments of three cities selected to participate in the small cities program. As a result, a three-way partnership was formed between the local Main Street representatives, the Kansas Main Street staff, and the Hyett/Palma consulting firm specializing in downtown revitalization. Consequently, better communication was fostered as well as sound knowledge of the physical, market, and management of local Main Street Programs. Dolores P. Palma. *Kansas Government Journal*, April 1992, pp. 121-122.

The Rebirth of Downtown Huntington

Describes the enormous changes taking place in a rural West Virginia town as they prepare for its 125th anniversary founding as the terminus for the Chesapeake and Ohio Railway. The Main Street Program serves as the model for its success in creating new restaurants, renovation of commercial structures, new specialty shops, and a new hockey team. One of the attractions is the rebirth of the town’s nightlife. Includes historical background of the town’s decline and eventual revitalization. Sara Leuchter Wilkins. *Main Street News*, (111), May/June 1995

Revitalizing Downtown 1976-1986

Analyzes revitalization programs and strategies developed over the last decade and describes how and why some have succeeded while others failed through a study conducted by the National Trust’s National Main Street Center in association with the Urban Institute. Richard Wagner. *Preservation Forum*, Vol. 3 (2), Summer 1989. p. 6.

Riverfront Gamblers: Small Cities are Learning That Attractive Waterfronts Help to Revive Towns

Describes how small communities in North Carolina, Minnesota, Colorado and Washington State leveraged private investment to spruce up their waterfronts and brought back vitality back to their downtowns. Jim Schwab. *Planning*, Vol. 55, September 1989. pp. 15-18.

NEWSLETTERS/JOURNALS

Downtown Idea Exchange

It’s the twice-monthly publication that brings you detailed case studies, practical news reports, how-to information, and hundreds of real-world examples of how downtowns are growing and prospering. In its pages, you’ll find ideas, insights and solid information that you can convert into tangible improvements in your downtown. Available through the Downtown Research & Development Center. <http://www.alexcommgrp.com/drdc/drdchome.html>

Downtown News Briefs, International Downtown Association (IDA) Fax News and Legislative Updates

Downtown News Briefs is IDA’s quarterly newsletter informing members of trends, initiatives and activities of downtown groups. It includes downtown association career opportunities and IDA news. IDA Fax News is a new monthly feature providing up-to-the-minute information on IDA programs, pending research and late breaking legislative issues. Downtown Legislative Updates is published as an occasional supplement to IDA’s newsletter. It serves as a status report on relevant legislation, and legislative initiatives in which IDA is involved. Available through the IDA. <http://www.ida-downtown.org/>

Downtown Promotion Reporter

Downtown Promotion Reporter is the monthly illustrated promotion service. It helps plan new promotional programs from scratch and modify and strengthen current programs. It offers the know-how to plan and carry out an entire promotional program for your downtown via detailed information on some of the best events, sales, public relations, image building, and other programs taking place around the country. The Downtown Promotion Reporter explains how these programs are organized, funded, and staffed. It also includes samples of successful ads, posters, flyers, maps, press releases, brochures, banners, logos, and surveys. Available through the Downtown Research & Development Center. <http://www.alexcommgrp.com/drdc/drdochome.html>

Network Quarterly Newsletter

The Northeast Center quarterly newsletter focuses primarily on issues and problems of rural areas in the northeast region of the United States. Copies can be viewed online. Available through the Northeast Regional Center for Rural Development. <http://www.cas.psu.edu/docs/casconf/nercrd/nercrd.html>

Planning Magazine

Offers insight to community members and planners who are looking for ways to make their community's more livable. Planning magazine provides information on how innovative planning programs and techniques are reshaping America's communities. Available through the American Planning Association. <http://www.planning.org/pubs/planning.html>

Preservation

The magazine of the National Trust for Historic Preservation. Contains in-depth articles on community revitalization and planning, stunning architectural photography, plus feature stories about ordinary people working to preserve historic homes, churches, gardens and other landmarks around the country. The magazine is available through the National Trust for Historic Preservation. <http://www.nthp.org/>

Rural Development News

It provides on research and educational materials to support rural development programs, feature articles on NCRCRD programs, information shared by other educational institutions and organizations on successful rural development efforts, and announcements of publications and conferences that are currently available on a wide variety of topics relating to rural development. It is the newsletter of the North Central Regional Center for Rural Development at Iowa State University. <http://www.ag.iastate.edu/centers/rdev/rdn.html>

Small Community Quarterly

NCSC's newsletter, the Small Community Quarterly, concentrates on issues of importance to small and rural towns. The Quarterly features exclusive interviews with public policy and opinion leaders, articles on economic development, financial management, revenue generation, telecommunications, environmental concerns and more. The Quarterly also includes helpful resources and updates on NCSC's publications and activities. Available through the National Center for Small Communities. <http://www.natat.org/ncsc/default.htm>

Small Town

A bi-monthly publication to the dissemination of information on new and innovative ideas concerning issues and problems facing small towns and non-urban areas. Published by The Small Towns Institute, a nonprofit organization. <http://www.sustainable.doe.gov/database/1054.html>

AUDIOVISUALS

VIDEOS

Downtown...The Place to Be

International Downtown Association. Washington, DC: International Downtown Association, 1989. 1 videocassette, 10 minutes. This video presents successful programs and projects in downtown development efforts across North America.

Main Street at Work

Produced by Diane Kostecke and Linda Baldwin. 1987. This is a collection of four videocassettes totaling 81 minutes. These are designed to help the citizens of smaller cities revitalize their commercial districts by sharing the experiences of communities that successfully transformed their main streets.

- A. *Bringing in Business*. 1987. 1 videocassette, 21 minutes. Illustrates effective business recruitment programs through the experiences of Statesville, North Carolina and Bloomsburg, Pennsylvania including packaging information, identifying prospects and helping them locate or expand downtowns.
- B. *The Four Point Approach*. 1987. 1 videocassette, 20 minutes. Shows how Tarboro, North Carolina and Bloomsburg, Pennsylvania have adapted the comprehensive Main street approach to fit the needs and assets of their downtowns and how they have created ongoing revitalization programs with successes in organization, promotion, design, and economic development.
- C. *Getting Organized*. 1987. 1 videocassette, 20 minutes. Reveals how McKinney, Texas, Fergus Falls, Minnesota and Shelby, North Carolina, initiated and sustained their main street programs by developing strong public-private partnerships, broadening participation, building nonprofit organizations from volunteer efforts, and establishing a stable funding base.
- D. *Investing in Your Image*. 1987. 1 videocassette, 20 minutes. Demonstrates how quality design attracts people and investment downtown, as in Jim Thorpe, Pennsylvania, Hillsboro, Texas, and Thomasville, Georgia. Explores such issues as raising public awareness, using design professionals, and setting up a design assistance program.

Rural Communities: Legacy & Change

South Burlington, VT: Annenberg/CPB, 1993, a 13 video series, 60 minutes each. Available from Annenberg/CPB Collection P.O. Box 2345, South Burlington, VT 05407-2345 ; Toll free: 800-LEARNER. This television series and telecourse brings to life the many challenges and transmissions faced by rural communities. Examined are 15 unique regions, each with their own social and community problems. Discussions include personal reflections by towns' people of different social classes and how they perceive the past, present, and future conditions of their lives. Included in the package is a textbook, study guide and faculty guide for additional learning experience.

SLIDES

Awnings and Canopies on Main Street

National Trust for Historic Preservation. Washington, DC: National Main Street Center, National Trust for Historic Preservation, 1987. 140 slides. Using examples from around the country, this narrated slide-tape program focuses attention on the importance of awning and canopy design to the appearance of individual buildings and to the overall image of the commercial district. Reveals the wide range of styles and also shows how to recognize and maintain good examples from the past and how to design appropriate new awnings and canopies for historic downtown buildings.

The Main Street Approach

National Trust for Historic Preservation. Washington, DC: National Main Street Center, National Trust for Historic Preservation, Rev. 1989. 80 slides. Illustrates the four elements of the successful main street approach—design, organization, promotion, and economic restructuring - includes before and after photos of facade renovations and building conversions from across the country.

Promoting Main Street

National Trust for Historic Preservation. Washington, DC: National Main Street Center, National Trust for Historic Preservation, 1987. 140 slides. Examines ways to create a comprehensive program based on coordinated improvements in three areas: image promotion, retail activities, and special events. Includes creative examples from downtown revitalization programs around the country.

Public Improvements on Main Street

National Trust for Historic Preservation. Washington, DC: National Main Street Center, National Trust for Historic Preservation, 1987. 140 slides. Discusses the role of public improvements in the revitalization process, with useful information on implementation strategies and the selection of suitable elements.

Signs for Main Street

National Trust for Historic Preservation. Washington, DC: National Main Street Center, National Trust for Historic preservation, 1987. 112 slides. Offers non-technical examples of effective sign placement and creative sign designs for historic commercial areas.