



Corridor Management Plan

Highway 395 Scenic Byway

Purpose

The Highway 395 Corridor Management Plan (CMP) will:

- Identify intrinsic qualities
- Review the current conditions
- Serve as a tool to identify and track local improvements to help local stakeholders seek funding to implement projects.



Byway Goals



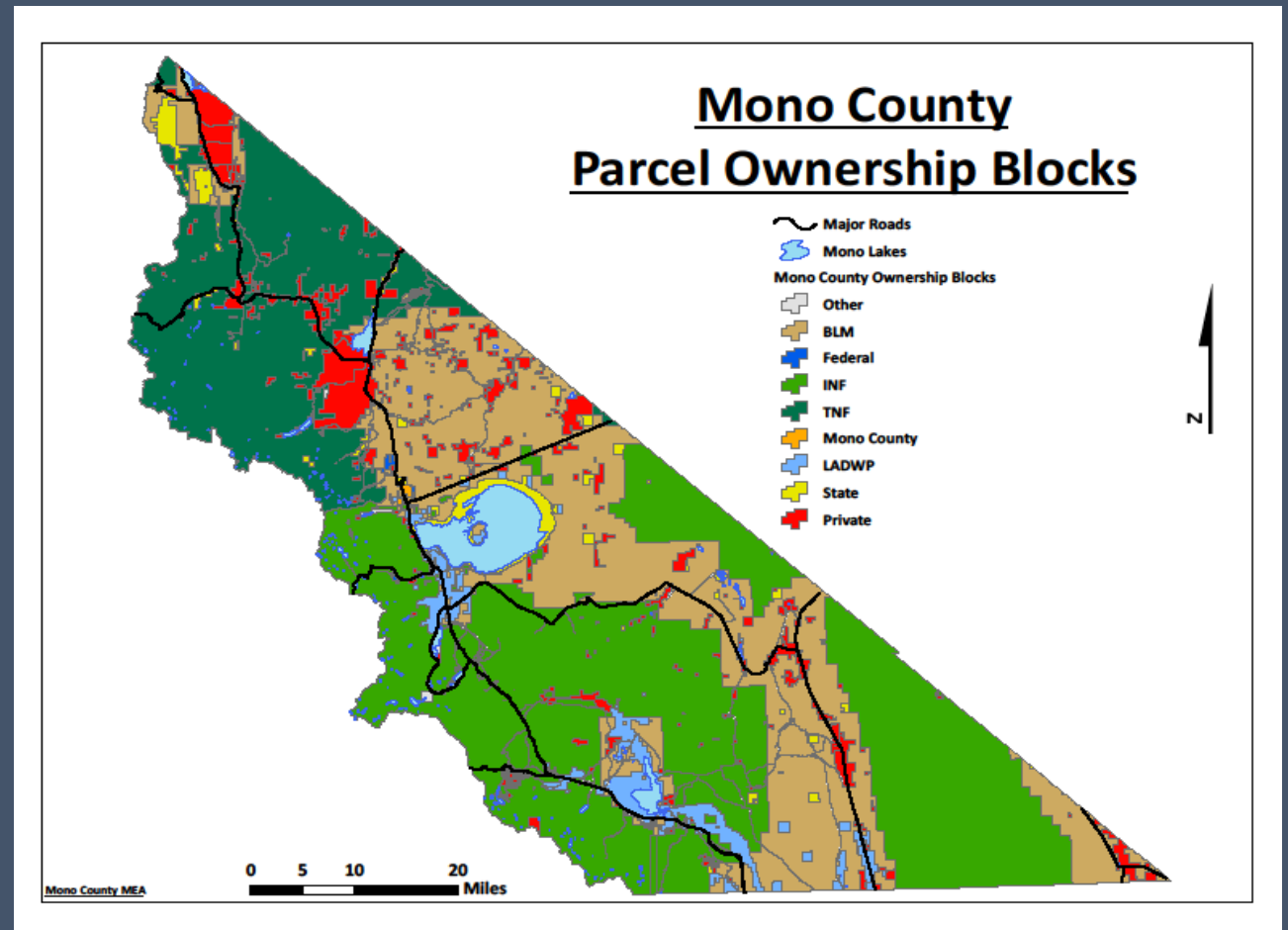
1. Improve the byway visitor experience
2. Develop a unique regional identity
3. Improve the tourism economy of the byway and its communities
4. Improve recreation opportunities and connectivity
5. Protect and manage the byway resources
6. Develop a sustainable byway organization and facilities

Intrinsic Qualities

Cultural	Historical	Recreational	Scenic	Natural
Native American Lifestyles	Bridgeport Courthouse	Skiing – Mammoth Mountain	Mono Lake Vista Point	Yosemite National Park
Mining and Ranching Lifestyles	Clampers Monuments	Mountain Biking	Benton West Portal View	Sonora Pass
Mark Twain Day	Benton	Hiking/Fishing	Tioga Pass	Mono Lake
Mammoth Lakes Bluegrass Festival	Bodie State Historic Park	Motorized Vehicle Riding	Lakes Basin	Devil's Postpile National Monument

Management and Protection Strategies

- 94% of the land in Mono County is publicly owned
- State and federal agencies all have management and protection plans for the land surrounding Highway 395
- Community organizations help educate and protect various intrinsic qualities along the Highway 395 corridor



Highway Conditions and Transportation Safety



The CMP includes detailed information on the following:

- Average Daily Traffic
- Accidents
- Highway Characteristics
- Highway Projects and Strategies
- Improvements – Bike Lanes, and “Walkable Communities” Concept

Development and Design Guidelines

- Chapter 8 of the Mono County General Plan – regulates development activity in the scenic areas outside of communities
- Mono County Design Guidelines – development should contribute to the qualities and characteristics that reflect the small town history and geography of the area



Byway Signage and Wayfinding Plan

- Opticos Design, Inc. report (2015) – provides potential concepts for public and private realm improvements in communities along the Highway 395 Scenic Byway corridor
- Eastern Sierra Scenic Byway Project – developed signage program tied to interpretive displays
- These resources can be used to create Scenic Byway signage and interpretive displays within communities and throughout the corridor

Byway Management Plan



- Identifies strengths, weaknesses, opportunities and threats of the scenic byway
- Detailed list of existing interpretive facilities along the corridor and within corridor communities
- Mono County National Scenic Byway Marketing Plan – establish the scenic byway as one of the most unique and memorable road trips in America

Byway Implementation Strategy

Detailed action plan for the following objectives:

- Branding
- Interactive Marketing
- Content Development/Public Relations
- Out of Market Information Distribution
- In-Market Information Distribution
- Visitor Information
- Sales
- Research and Measurement
- Advertising/Promotions



Strategic Alliances

The Mono County National Scenic Byway Marketing Plan outlines a few organizations, that along with Mono County, can manage the scenic byway and implement future projects.

- Visit California
- High Sierra Visitor Council
- Forest Service
- National Park Service
- California State Parks
- Mammoth Lakes Tourism
- Local Chamber of Commerce
- Carson Valley Visitors Authority
- Private Sector
- Bishop Chamber of Commerce
- Inyo County Tourism
- Opportunity for “Scenic Byway Coalition”