



Corridor Management Plan

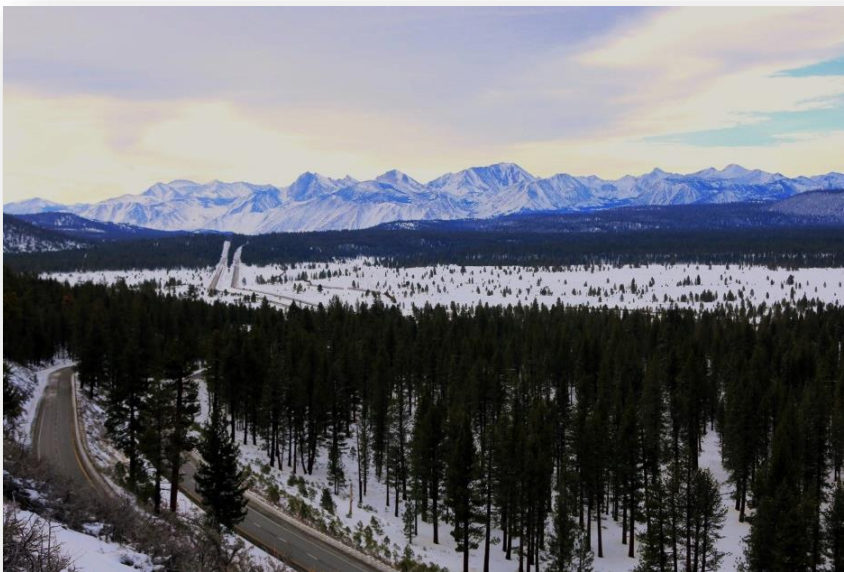
Highway 395 Scenic Byway

395 Scenic Byway

Corridor Management Plan

It's all about the drive in Mono County. Highway 395 is one of America's most beautiful roads, taking motorists to fascinating or breathtaking places. The ultra-scenic U.S. Highway 395 is the transportation backbone of the Eastern Sierra through the entire length of Mono County (approximately 100 miles) and is currently a State of California designated Scenic Highway. Mono County has not just the breathtaking views associated with a scenic byway, but it also has many of the intrinsic qualities that define a scenic byway. The communities that are linked throughout Mono County provide a variety of cultural, historic, natural and recreational qualities that truly make Highway 395 unique.

A scenic byway designation can make a difference for a rural destination. The addition of this designation to Highway 395 through Mono County provides for a unique opportunity to call special interest to the area and to make travelers aware of the unique experiences available along the scenic byway which in turn will benefit the local economy, help to educate visitors, preserve the area's unique natural assets, and improve the social fabric of one of California's most unique rural counties.



Vision:

The 395 Corridor Management Plan will identify intrinsic qualities, review the current conditions as well as serve as a tool to identify and track local improvements to help local stakeholders seek funding to implement projects.

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Chapter 1. Introduction and Management Strategy

Purpose

The Mono County Corridor Management Plan (CMP) identifies and highlights the most unique features of the Highway 395 corridor. The CMP provides a statement of purpose (vision), goals, and management strategies to protect Mono County Highway 395's intrinsic qualities. The CMP provides guidance on improving the highway corridor to attract visitors for economic development and to maintain the road for safe travel.

Completion and implementation of the Corridor Management Plan for the byway is intended to have many benefits for the Mono County Highway 395 corridor, such as 1) the unification of the Corridor and its byway communities will allow for increased coordination of marketing and tourism development; 2) the plan will be a valuable tool to seek grant funding for project implementation; 3) the National Scenic Byway designation will help the Mono County Highway 395 Scenic Byway become eligible for federal funds; and 4) the plan will help coordinate and identify project priorities along the corridor.

The plan will help the individual Scenic Byway communities advance proposed infrastructure improvements and projects through the official byway designation. Future grant applications that support the CMP's goals are more competitive. Grant project applications are considered to have greatest value based on the merit of their regional connection in serving an expanded market of byway travelers.



Figure 1: Highway 395 sign in winter

CMP Provides Guidance, Not Regulations

The Mono County Highway 395 Scenic Byway Corridor Management Plan provides guidance for maintaining the Byway and attaining the benefits that can be realized from a byway designation. This document does not impose new or additional regulations or restrictions on private property and/or private property owners.

Corridor Location and Scenic Byway Status

Located in the east-central section of California, Mono County is approximately 108 miles in length, from the Alpine County border to the north to the Inyo County border to the south. The

average width of the county is 38 miles from the crest of the Sierra Nevada mountain range on the west to the Nevada state line on the east.

Mono County's land area is 3,030 square miles, 94% of which is publicly owned. Much of this land is contained in the Inyo and Humboldt-Toiyabe National Forests. The land is rough, mountainous and spectacular. Mono County is a large plateau, 5,500 to 7,000 feet above sea level, bordered on the west by the Sierra Nevada range and on the east by the Bodie Hills and the White Mountains. The Sweetwater Mountains lie along the northeastern border and the rugged White Mountains are located in the extreme southeastern corner of the county. Lying between these high mountain boundaries are canyons, valleys, lakes of glacial formation, and brush-covered semi-desert land. The Sierra Nevada boundary is dominated by several major peaks that rise to an elevation of over 13,000 feet. These include Mt. Dana, Mt. Lyell and Castle Peak. Land drainage in the county is accomplished by the East and West Walker rivers to the north, the Owens River to the south, and a variety of Sierra streams.

Spanning the Highway 395 corridor, from the Inyo/Mono County line north to Walker/Coleville, are seven unique communities each with their own distinct intrinsic qualities that together make up a diverse and varied experience for the visitor.

Highway 395 was awarded California's State Scenic Highway designation within Mono County, from the Inyo County line north to Walker (excluding the communities of Lee Vining and Bridgeport).

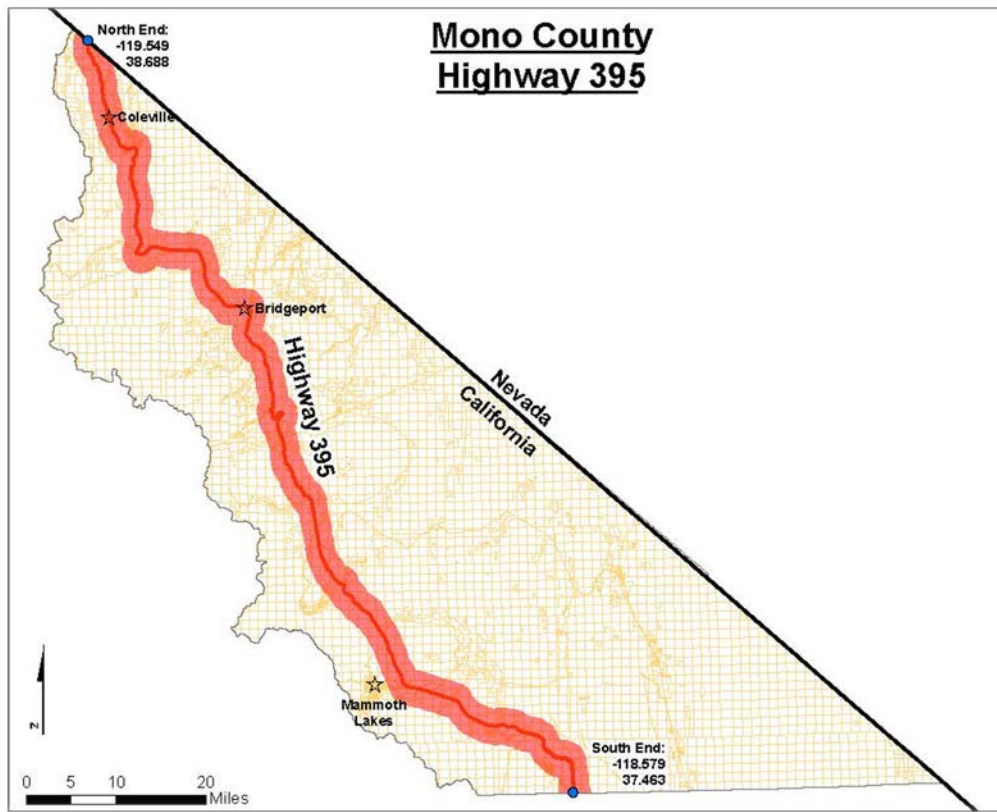


Figure 2: Highway 395 identification map

Designation as a State Scenic Highway is approved by the California Department of Transportation (CalTrans) with the purpose of protecting and enhancing the natural scenic beauty of a highway and adjacent corridor through special conservation treatment. The Mono County Highway 395 Corridor Management Plan is pursuing National Scenic Byway designation for the sections along Highway 395 as an overlay to the designated Highway 395 State Scenic Highway. As part of the National Scenic Byway application, the Highway 395 Visual Resource Assessment (1998) is being updated.

There are two officially designated State Scenic Highways in Mono County: Highway 395 and State Route 89 near Topaz, as it climbs from Highway 395 to the Alpine County line.

In addition to the main backbone along Highway 395, additional sections are eligible for designation as a State Scenic Highway including the following State Routes: Highway 120 to Tioga Pass, Highway 158 (the June Lake Loop), Highway 203 through the town of Mammoth Lakes to the Madera County line, and Highway 108 over Sonora Pass. The Corridor Management Plan acknowledges the connectedness between Highway 395 and its staging areas to popular destinations such as Mammoth Mountain and Yosemite National Park.

Byway Goals

Mono County developed a list of goals for the Highway 395 National Scenic Byway. Each goal includes a list of ideas for accomplishing these goals. Each goal is further developed throughout this CMP.

Improve the byway visitor experience

- Develop an interactive website for visitors
- Improve visitor information
- Support enhancement of visitor activities and facilities in byway communities
- Cohesive website and map

Develop a unique regional identity

- Create one identity for Highway 395 that unifies the assets and attributes of the communities along Highway 395.

Improve the tourism economy of the byway and its communities

- To attract overnight and day visitation to Mono County in an effort to increase economic growth, including business revenues, employment and taxes
- Improve awareness of the byway as a travel destination
- Improve coordination between communities along the byway for additional tourism and marketing opportunities

Improve recreation opportunities and connectivity

- Implement the Eastern Sierra Regional Trail concept
- Develop a cohesive regional and community bikeway system that provides safe and convenient access to all communities and recreational opportunities in along the highway 395 corridor.

Protect and manage the byway resource

- Educate the traveler about the intrinsic qualities of the corridor in order to protect the scenic beauty and outstanding remarkable values of the scenic corridor
- Implement existing land use policies that sustain and enhance the recreation, tourism and conservation interests in the corridor

Develop a sustainable byway organization and facilities

- Build lasting partnerships with community, local government, and agency stakeholders
- Create new opportunity for cooperation between the public and private sectors
- Establish a byway management organization with stable participation and funding
- Identify resources for maintenance and operation of new facilities prior to capital development
- Establish a process to measure the impacts and results of byway initiatives

Public Engagement

The development of the Corridor Management Plan included public involvement with guidance from the Mono County Film and Tourism Commission and the Mono County Collaborative Planning Team. These groups included representatives from the Mono County Board of Supervisors, Inyo National Forest, Humboldt-Toiyabe National Forest, Caltrans, Bureau of Land Management, Bridgeport Indian Colony, Bodie State Park, Town of Mammoth Lakes, and multiple local businesses.

Numerous community workshops have been held and included an introduction of the National Scenic Byway designation, general education about the implications of such designation, and review of potential byway projects including themes of Highway 395.

Ongoing public participation will continue as the National Scenic Byway further develops. As the National Scenic Byway becomes more established, it could be useful to create a local management organization, in which the community could play a role in managing and protecting the Byway.



Figure 3: Scenic Byway public participation meeting

Chapter 2. The Byway and Its Resources

Corridor Communities and Destinations

Mono County, situated in California's Eastern Sierra, is served by Highway 395, which connects travelers to historic mining towns, quaint mountain towns, and rustic visitor-serving communities. A few of the key points of interest found within the communities along the highway are outlined below. The highway runs right through the middle of some of these communities while others are accessed via scenic country roads that intersect the highway. The scenic nature of the highway is accented by the amenities, activities, events and experiences that differentiate these communities from one another.

Paradise/Swall Meadows/Wheeler Crest

Three small residential communities located near the base of the Sherwin Grade below the Wheeler Crest of the Sierra Nevada. The community of Paradise has a small tourism presence with the Paradise Lodge, which contains 17 cabins and a restaurant

Crowley Lake

With 45 miles of shoreline, Crowley Lake offers a variety of water activities including fishing, paddle boarding, boating and kayaking. Cabins are available to rent and campsites are available for those travelling with RVs and campers.



Figure 4: Lake Crowley

Rock Creek Canyon

This area is home to three lodge-resorts, a pack station, numerous trailheads, campgrounds and fishing spots. In summer, Rock Creek is popular with hikers, horseback riders, bicyclists and rock climbers while the fall offers vibrant colors as the aspen trees in the canyon begin to change color. In winter, numerous beginner and challenging cross-country trails are present. Tom's Place, the gateway to Rock Creek Canyon, has a classic general store, restaurant, bar and rustic cabins.

Benton

Home to the historic Benton Hot Springs Bed & Breakfast Inn, Benton is one of the oldest surviving towns in Mono County and offers one of the best views of a starry night sky, as there are no artificial lights in town. This area also contains several natural hot springs, accessible from Highway 120, a highway that intersects Highway 395.

Convict Lake

Located at the base of Mount Morrison and just off Highway 395, Convict Lake is framed by a three-mile hiking trail and offers a season. On-shore amenities include cabins, campgrounds, boat rentals, pack station, general store and restaurant

Mammoth Lakes

Home to Mammoth Mountain Ski Area and the Mammoth Lakes Basin, Mammoth Lakes offers access to nature, adventure and plenty of visitor-serving amenities. Mammoth Mountain is one of the largest mountain resorts in the country and is home to abundant winter and summer activities including downhill skiing and snowboarding, Nordic skiing, mountain biking, hiking and scenic gondola rides. The Lakes Basin has hiking and mountain bike trails that wrap around several alpine lakes and is a popular destination for fishing and camping. Devils Postpile National Monument is one of the world's most dramatic examples of columnar basalt formations and is accessible in the summer via the Reds Meadow shuttle bus. Year-round events and festivals in Mammoth Lakes offer a variety of musical, cultural, endurance and culinary experiences that support this community's thriving year-round and visiting population of outdoor enthusiasts.

June Lake

June Lake is tucked into the Eastern Sierra along a horseshoe-loop road (State Route 158), off of U.S. Highway 395. Fishing, hiking and backcountry snow sports are just part of this community's appeal. Four lakes stocked with world-famous Alpers trout can be found along the June Lake Loop. June Lake, Gull Lake, Silver Lake and Grant Lake offer fishing experiences as well as water sports including paddle boarding, kayaking, boating and beach days. The June Lake Triathlon, held each year in July, is billed as the highest elevated triathlon in the country. The June Lake Loop is also considered one of the top places for fall colors in the West. Abundant aspens lining the loop usually peak in late September and early October. The phenomenal annual display offers epic road biking, hiking and driving.

Lee Vining

Lee Vining is located near scenic Mono Lake within the high desert and alpine panorama of the Eastern Sierra. Together with accessible public lands and a strong connection to national treasures like Yosemite National Park and Bodie State Historic Park, the area draws visitors from around the world. The local communities value a strong economy, small-town character, and a strong sense of community where people work together while valuing self-reliance and individuality. Lee Vining serves as the eastern gateway to Yosemite National Park, which offers a range of outdoor recreation activities and awe-inspiring beauty. Just to the east of the town lies Mono Lake, an alkaline inland sea that is home to a unique ecosystem and famous for bird-watching and limestone tufa towers.

Bridgeport

Bridgeport is the historic seat of Mono County and lies in one of the most scenic locations in California, with high peaks that border Yosemite National Park rising to the southwest across vast, green agricultural pastures. Highway 395 runs east to west through the Bridgeport town site, serving as its Main Street, and was redesigned to reduce traffic lanes and add back-in diagonal

parking and bicycle lanes. The historic courthouse, which is California's second-oldest in continuous use, and adjacent public plaza are the focal point of Main Street, and is reflected in the charming "Colonial Revival/Early 20th Century" and "Victorian/All-American" architectural building styles. Part of the community's character also comes from the individuality present among properties, which also includes elements of "Mid-Century Modern/Roadside" architecture.

Bridgeport is surrounded by areas offering world-class fishing, hiking, snowmobiling and backcountry skiing, and serves as a gateway to the Bridgeport Winter Recreation Area just north of town, Twin Lakes, and the Bodie State Historic Park and Bodie Hills. Natural hot springs surround the town and are accessible via country roads that intersect US 395. The town is also well known for its annual Old Fashioned 4th of July Celebration, now in its 152nd year.

Bodie State Historic Park

Located 13 miles off U.S. Highway 395 (on State Route 270), Bodie is an abandoned gold mining town that contains 170 relic buildings and now is a California State Park. Visitors to this park can relive the West's gold mining days and observe abandoned facilities that used to house more than 10,000 residents.



Figure 5: Sunset at Bodie State Historic Park

Walker/Coleville/Topaz

Time stands still with tales of cowboys, ranch hands and California settlers in the trio of small communities along the naturally beautiful Walker River: Topaz, Coleville, and Walker, Ca. Popular activities include fishing, horseback riding, hiking, birdwatching, kayaking, cycling on back roads, fall color viewing, and ATV riding. This area is home to the Slinkard/Little Antelope Wildlife Area, which is comprised of nearly 11,684 acres of gently sloping valley to deep canyons and rocky slopes. The West Walker is one of the most beautiful and plentiful places to hook trout on the East Side of the Sierra. The river here is designated "Wild and Scenic" by the California Resources

Agency. The Antelope Valley is home to one of California's largest herds of mule deer. Old time roadside burger stops and general stores feel as timeless as surrounding cottonwood groves.

Intrinsic Qualities of the Byway

Under the National Scenic Byway Program, the U.S. Secretary of Transportation recognizes certain roads as National Scenic Byways or All-American Roads based on their archaeological, cultural, historic, natural, recreational, and scenic qualities. These are known as intrinsic qualities. Highway 395 can clearly meet the criteria for many of the intrinsic qualities listed above, however there are five qualities the byway exhibits above the rest: cultural, historical, natural, recreation, and scenic qualities. Throughout the corridor, one quality may be highlighted and/or more evident than another depending on the community and changing landscape in between. The seven communities along this section of highway each have distinct qualities that together make up a diverse and varied experience for the visitor. Once defined, these qualities can be emphasized and built upon, forming a basis for future improvements for both private and public initiatives.

Cultural Qualities

Mono County offers a variety of activities that capture the local culture of the different communities along the Highway 395 corridor. These include a variety of special events including sports/recreation, cultural and artistic. The following is a sample:

- Mark Twain Day, in Lee Vining, features a celebration of the famed writer.
- Mammoth Lakes Bluegrass Festival features Bluegrass bands with national recognition.
- The Mono Basin Bird Chautauqua offers field trips and seminars on birds of The Mono Basin.
- June Lake Loop Music Festival features an eclectic mix of musicians and storytellers.
- Native American, mining and ranching lifestyles

Historic Qualities

Mono County offers many historic qualities from historic markers to historic locations that have played a part in the long history of the Highway 395 corridor. A sample of these historic experiences includes:

- Mono County Courthouse in Bridgeport has been a working courthouse since 1881 and is an excellent example of period architecture.
- Clampers Monuments identify historic spots of interest throughout Mono County including historic Convict Lake, so named as the result an encounter in 1872 when a group of inmates escaped from prison in Carson City, Nevada.
- Bodie State Historic Park is a mining town where gold was discovered in 1859. Bodie was designated a National Historic Landmark in 1961.
- Benton is one of the oldest existing towns in Mono County, originally founded by the Native Americans who came to make use of its natural hot springs.
- Mono Mills illustrate the history of the Bodie Railway and Lumber Company.

- Upside Down House in Lee Vining, is a house built upside down and was inspired by a children's book

Natural Qualities

Mono County is home to a wide variety of natural wonders including:

- Yosemite National Park; Highway 395 is the only highway to access Yosemite National Park from the Eastern Sierra
- Sonora Pass; Trans Sierra pass connecting the communities of Sonora to the east and Bridgeport to the west
- Mono Lake is an alkaline body of water with natural tufas emerging from underneath the water
- Devils Postpile National Monument is a dramatic example of columnar basalt formations.

Recreation Qualities

Mono County provides a variety of year-round recreational activities such as:

- Mammoth Mountain Ski Area is one of North America's largest ski areas, offering Alpine and Nordic skiing, snowboarding and mountain biking.
- June Mountain Ski Area
- Mono County trails include a variety of winter and summer trails for both motorized and non-motorized experiences including mountain biking, hiking, snowmobiling and motorcycle riding.
- Fishing in Mono County provides a wide variety of opportunities for both fly and spin enthusiasts.

Scenic Qualities

Mono County provides travelers with ample opportunities to enjoy a variety of scenic vistas.

- Mono Lake Vista Point at Conway Summit offers far-reaching views of the Mono Basin.
- Benton west portal view provides travelers a peak back at the Sierra Nevada range.
- Tioga Pass offers a panoramic view of the Mono Basin from the east entry of Yosemite National Park.
- Mammoth Crest provides a commanding view of the Mammoth Lakes Basin

Scenic Byway Characteristics of Highway 395 Communities					
Walker and Coleville	Bridgeport	Lee Vining	June Lake	Mammoth Lakes	Crowley Lake
					
					
Physical or Iconic Characteristics					
White Wood Bridge	Historic Courthouse	Mono Lake	Alpine Village and Lakes	Ski resort / 'Village in the Trees'	Long Valley Caldera
Canyon/Cliff walls	Contiguous main street	Tufa	Boulder	Skiing, Hiking	Crowley Lake and fishing
West Walker River in Antelope valley	Grazing land in Bridgeport Valley	Connection to Yosemite Nat'l Park	Oh! Ridge	Mountain range, Lava Domes, Devil's Postpile	
Effect of fire on landscape	Fishing, Hot Springs	Long Vistas	Mountain and skiing, Fishing	Entertainment / Events Center	
Sagebrush, Cottonwood	Twin Lakes Recreation		Old resort town/ European Mountain Village	Lake Basin	
Working landscapes - Ranching	Bodie ghost town		Pedestrian Scale	Coniferous	
River Rock	Sandstone		Granite	Granite	
Descriptive Adjectives					
Self-sufficient/ "Western"	Historic	Cosmopolitan, International	Quaint/Charming, Nordic	Destination	Rural villages
Authentic, Roadside	Roadside		Hidden gem	Modern	Rustic
Wood, Neon	Painted Wood, Neon		Rustic		
Primary Intrinsic Quality*					
Scenic	Historic	Scenic	Recreational/Scenic	Recreational/Scenic	Scenic/Natural

*The six intrinsic qualities of a National Scenic Byway are: (1) Scenic, (2) Natural, (3) Historic, (4) Cultural, (5) Archeological, (6) Recreational.

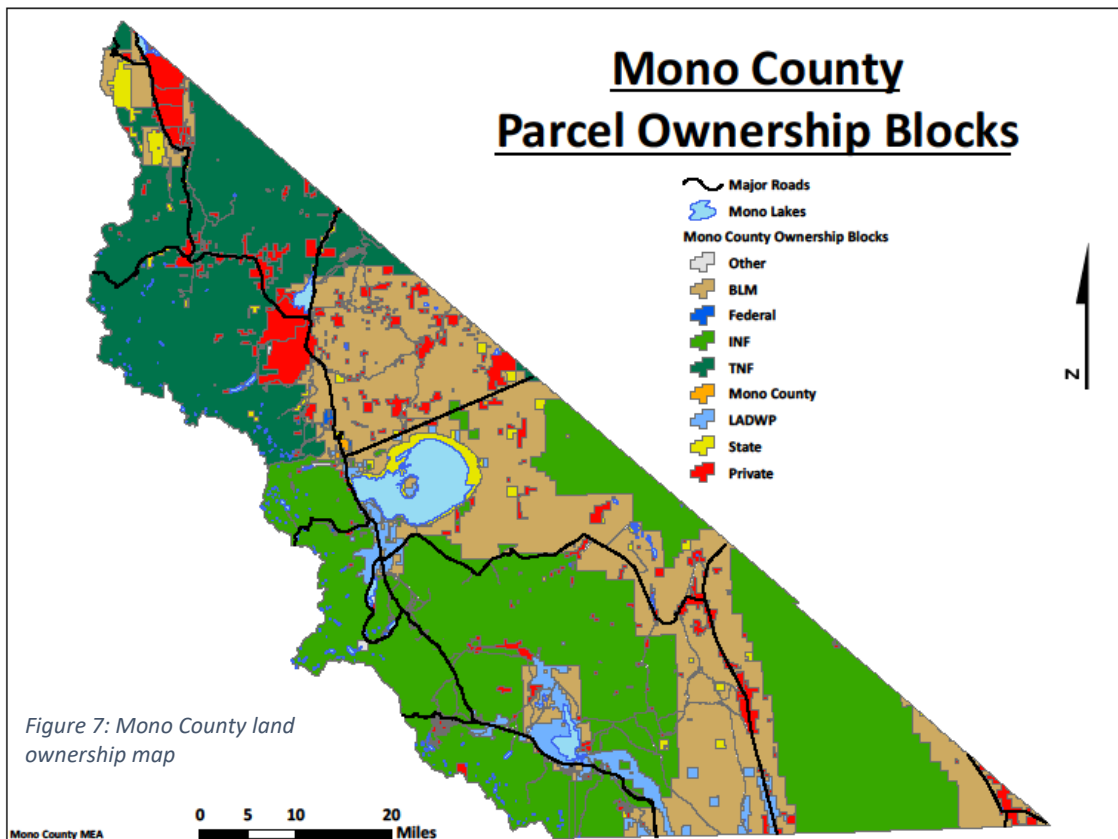
Figure 6: Intrinsic Qualities of various corridor communities (from Opticos Design Report)

Chapter 3. Existing Land Use, Management and Protection Strategies

Land Ownership

Land use within the unincorporated area of Mono County is highly constrained by land ownership. Approximately 94% of the land in the county is publicly owned; 88% is federally owned; and the State of California, the Los Angeles Department of Water and Power, and Native American tribes own the remainder. The majority of private land within the county is concentrated in community areas, with the remainder dispersed throughout the county in isolated parcels.

Land use patterns in the county are influenced by land ownership and topography. Residential and commercial uses are generally concentrated in each of the small communities. The county Regional Planning Advisory Committees (RPACs) and community planning groups have generally expressed a desire to maintain the rural recreational attributes of the county, to preserve the small-town character of existing communities, and to protect the county's natural resources. County planning policies contain growth in and adjacent to existing communities, as well as indicate that agricultural lands should be protected for their open space and economic value, that the protection of scenic resources is a critical concern, and that the use and development of resources should be regulated in a manner that allows for development but protects the resource.



Management and Protection Strategies

The scenic, natural, historical cultural, archaeological, and recreational resources associated with the U.S Highway 395 Scenic Corridor are essential to a positive visitor experience. One primary goal of this Corridor Management Plan is to protect, maintain and enhance the intrinsic qualities along the corridor.

Scenic Resource Strategies

Mono County

State and federal regulations place a control on outdoor advertising along state and federal scenic byways. Chapter Seven of the Land Use Element of Mono County's General Plan indicates that all off-site advertising and billboards are prohibited in Mono County. These regulations are in place to preserve the visual qualities of the byway.

Inyo and Humboldt-Toiyabe National Forest

The Inyo National Forest and Humboldt-Toiyabe National Forest Land and Resource Management Plans use Visual Quality Objectives (VQOs) to manage scenic resources. The VQO classification system is based on protection, retention, and modification of the forest landscape. The management plan provides strategies to maintain foregrounds and middlegrounds of the U.S Highway 395 Scenic Corridor.

The Mono Basin National Forest Scenic Area, located within and managed by Inyo National Forest, protects approximately 77,000 acres of land and 42,000 acres of Mono Lake along the U.S Highway 395 Scenic Corridor. A Comprehensive Management Plan outlines strategies to protect and manage the visual qualities of the area.



Figure 8: Section of Highway 395, near Mammoth Lakes

Natural Resource Strategies

Mono County

Mono County's General Plan includes a Conservation/Open Space element. The Conservation Element addresses management strategies to protect and regulate land and water. The Open Space Element serves as the county's Open Space Plan and contains policies to designate lands for open-space uses in effort to preserve natural, biological, and water resources.

Inyo and Humboldt-Toiyabe National Forest

The Inyo National Forest Land and Resource Management Plan designates specific management areas that emphasize wildlife use and enhancement. Wildlife habitat is managed to provide species diversity, to ensure that viable populations of existing native vertebrates and invertebrates are maintained, and that the habitats of management emphasis species are maintained or improved. This plan is currently being updated. The Mono Basin National Forest Scenic Area Comprehensive Management Plan also includes strategies to protect wildlife in the area surrounding Mono Lake.

The Humboldt-Toiyabe National Forest Land and Resource Management Plans include strategies to recognize and protect threatened, endangered, and sensitive species, as well as designate and manage existing and recommended wilderness to protect wilderness values.

Mono Lake Tufa State Reserve

Mono Lake Tufa State Reserve was established to preserve calcium-carbonate "tufa towers", the lake surface itself, as well as surrounding wetlands and sensitive habitats for up to two million migratory birds. The reserve was designated as an International Reserve in the Western Hemisphere Shorebird Reserve Network, primarily for its role in the annual migration of the Wilson's phalarope. Mono Lake Tufa State Reserve provides interpretive programs, outdoor activities, and a visitor center along the U.S Highway 395 Scenic Corridor.

Community Organizations

Friends of Mono Lake Reserve are a non-profit organization that strive to "help visitors understand, appreciate, and emotionally connect with Mono Lake's remarkable natural resources through interpretation and education and to inspire visitors to want to protect this outstanding resource and explore it further on their own."

Historical, Cultural, and Archaeological Strategies

Since Mono County remains rural and is dominated by publically owned lands, the potential to discover intact and undocumented cultural resources is high. Agencies at the federal, state and local levels recognize this potential, Federal and state agencies address cultural resources in their plans and have made commitments to identify and preserve cultural resources within their boundaries.

Mono County

The Open Space Element within the Mono County General Plan includes policies to preserve Mono County's cultural resources, including Native American places, features and objects.

Inyo and Humboldt-Toiyabe National Forest

Inyo National Forest and Humboldt-Toiyabe National Forest Land and Resource Management Plans include strategies to protect cultural properties. A few of these strategies consist of a program of "arrested decay," monitoring and law enforcement to prevent vandalism, public education and resource interpretation, nomination of cultural and historic sites to the National Register, and working with local Native American groups to protect traditional secular and religious sites.

Community Organizations

Community organizations in the county also contribute to the preservation of cultural resources. The Mono County Library has a large collection of historic books, documents, and newspapers, and the Friends of the Library group collects oral histories of pioneers. The county historical societies work to increase public awareness of the county's history and to provide interpretive services to residents and visitors.

The Bridgeport Historical Society operates the Bridgeport Museum, which includes a collection of prize-winning Paiute baskets. The society has over 200 active members, publishes an annual newsletter and is a co-sponsor of the annual Founder's Day event in Bridgeport.

Southern Mono Historical Society operates the Mammoth Museum in an early-1900s log cabin adjacent to Mammoth Creek. The site and the cabin are owned by the U.S. Forest Service (USFS). The society also worked with the Town of Mammoth Lakes' Tourism and Recreation Department and the USFS to protect and preserve the site of the Mammoth Consolidated Mine and to establish an interpretive program at the site. This 1920s to 1930s mining camp, although dilapidated, is virtually intact. The site includes a sawmill, mining tunnels, superintendent's house, bunkhouses, and cookhouse.

The Mono Basin Historical Society was organized to address cultural resources in central Mono County. The group has relocated the old Mono Lake Schoolhouse from LADWP land into Lee Vining to serve as the Mono Basin Historical Museum. The group is also performing a historic site survey that involves gathering photographic documentation of all the historic sites in Mono Basin.

The Friends of Bodie group, organized in 1986, is dedicated to the preservation of Bodie. A chapter of the Sierra State Parks Foundation, the Friends of Bodie is a volunteer, nonprofit organization that helps interpret Bodie to the public.

The Bodie Foundation is a group of citizens that focuses its efforts on raising funds to support projects that assist with interpretation, education, stabilization and conservation of Bodie State Historic Park. The Bodie Foundation is not affiliated with the California State Parks.

Recreation Strategies

Mono County

According to the Open Space Element within Mono County's General Plan, natural resource-based outdoor recreation is and will continue to be the foundation of Mono County's economy. Maintaining the high quality of local recreation facilities and opportunities is a major goal requiring the preservation and enhancement of high-quality natural resources.

An Eastern Sierra Recreation Coordinator position is being created between Mono County and the Town of Mammoth Lakes. The purpose of this position is to coordinate engagement efforts between the town/county and Federal Land Management Areas (Inyo National Forest, Humboldt-Toiyabe National Forest, and Bureau of Land Management).

Inyo and Humboldt-Toiyabe National Forest

The vast majority of recreation within Mono County occurs on federal lands, and those agencies are charged with the management of their recreation resources. Inyo and Humboldt-Toiyabe national forests have staff devoted solely to managing recreation. They build and maintain trails, manage the land for resource protection and recreation, groom cross-country skiing trails, manage the lease of ski areas, produce maps, and operate visitor centers.

The Inyo National Forest Land and Resource Management Plan outlines recreation management strategies related to constructing and maintaining facilities, developing new campsites in concentrated recreation areas, developing day-use facilities and interpretive and informational sites, as well as developing programs, displays and publications to interpret Forest Service resource management.

The Humboldt-Toiyabe National Forest Land and Resource Management Plan describes recreation management goals including increasing the quality and quantity of developed and dispersed recreation opportunities.



Figure 9: Fourth of July parade at Bodie State Historic Park

The Coalition for Unified Recreation in the Eastern Sierra (CURES)

Officials from Inyo and Humboldt-Toiyabe National forest, along with state and local officials and private interest groups, formed CURES in 1991. The coalition was formed to discuss recreation management and planning processes in the Eastern Sierra. CURES focused most of its energy over the years on the establishment of Highway 395 as a Scenic Byway and the development of interpretive kiosks at rest sites and information guides to accompany visitors while they tour the scenic corridor. The group is currently inactive.

Development Protection Strategies

Development of new communities throughout the county is limited by the lack of large concentrations of private lands outside existing communities; those parcels of private land that are large enough for development are in many cases agricultural lands and are not available for development. Within existing community boundaries, some communities have limited land available for additional development; expansion of some communities beyond existing boundaries is limited by the public ownership of surrounding lands.

The Mono County General Plan acts as a foundation for all land use decisions; it expresses development goals for the entire county as well as individual communities and sets public policy relating to future land uses. The Mono County General Plan also contains a Scenic Combining District and State Scenic Highway Element, which is intended to regulate development activity in scenic areas outside communities in order to preserve intrinsic qualities.

According to the Conservation/Open Space Element within the Mono County General Plan, increased development in the county, particularly in areas outside existing community areas, creates potential impacts to the long-term sustainability of fish and wildlife populations and plant communities through degradation of resources and increased conflicts between wildlife and humans. The Conservation/Open Space Element considers the effect of development on various intrinsic qualities. Policy 2.A.1 indicates that future development projects shall avoid potential to significantly impact animal or plant habitats or mitigate impacts to a level of non-significance, unless a statement of overriding considerations is made through the EIR process.

The Mono County Collaborative Planning Team (CPT), with members from federal, state and local governments and agencies, has developed a set of guiding principles that articulate a shared vision for the future of Mono County and that are intended to be used by member agencies and other entities to plan and manage resources and development in the county.

Chapter 4. Highway Conditions and Transportation Safety

Introduction

U.S. Highway 395 is the principal route to and through Mono County. It is the primary route suitable for emergency purposes and the principal route to the county's many recreational and tourist attractions. Highway 395 extends approximately 120 miles from northwest to southeast Mono County. It provides regional transportation connections to Reno and Lake Tahoe to the north, the Bay Area and the Central Valley to the west, and the greater Los Angeles area to the south. Additional information on the topics in this chapter can be found in the Eastern Sierra Corridor Enhancement Program in the Appendix.

Average Daily Traffic

Caltrans collected data on annual average daily truck traffic for selected locations along U.S Highway 395 within Mono County. Annual average daily truck traffic is the total truck traffic volume divided by 365 days. The following is the average daily traffic concluded from the study:

- Milepost 25.75 (revised, back leg): the junction of Route 203 west, averaged 8,300 vehicles and 747 trucks.
- Milepost 25.75 (revised, ahead leg): the junction of Route 203 west, averaged 4,500 vehicles and 578 trucks.
- Milepost 40.3: the south junction of Route 158, averaged 4,200 vehicles and 467 trucks.
- Milepost 50.7 (back leg): the north junction of Route 120 (the Tioga Pass junction), averaged 4,300 vehicles and 1,001 trucks.
- Milepost 50.7 (ahead leg): the north junction of Route 120 (the Tioga Pass junction), averaged 4,500 vehicles and 536 trucks.
- Milepost 58.2: the junction of Route 167 east, averaged 3,150 vehicles and 388 trucks.
- Milepost 76.3 (back leg): the junction of Route 182 north in Bridgeport, averaged 3,400 vehicles and 795 trucks.
- Milepost 76.3 (ahead leg): the junction of Route 182 north in Bridgeport, averaged 3,350 vehicles and 248 trucks.
- Milepost 93.7: the junction of Route 108 west (the Sonora Pass junction), averaged 3,100 vehicles and 334 trucks.
- Milepost 116.9: the junction of Route 89 (the Monitor Pass junction), averaged 3,550 vehicles and 384 trucks.

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 and is of particular concern in community areas. Additionally, slow-moving recreational vehicles can be a safety concern, 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.

Accidents

The majority of accidents in Mono 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. Fewer accidents occur in this corridor but they usually result in more fatalities than average, which can be attributed to higher speed vehicle accidents such as running off the road.

Goods Transported

Highway 395 in Mono County is identified as a regionally significant part of the Interregional Road System (IRRS), as a lifeline route, and as part of the National Truck Network on the National Highway System (NHS), which authorizes use by larger trucks and gives them access to facilities off of the route. The majority of Highway 395 in Mono County is also identified as a freeway/expressway.

Based on surveys from the US 395 Origination and Destination Study, over half of goods-movement traffic was classified as 'Retail Trade' and almost 25% of trucks entering the study area were 'Empty'. Goods movement accounts for over 20% of the vehicles in many of the segments in the southern portion of the route. North of Mammoth Lakes, the truck traffic decreases by about two-thirds.

The potential exists for increased goods-movement related traffic in the future as the economy improves and with the potential build out and use of several distribution centers in Northern Nevada, including the Tahoe Reno Industrial Center (TRIC), a 107,000 acre industrial park in Storey County, Nevada, seven miles east of Sparks off I-80. The TRIC is served by the Union Pacific and Burlington Northern Santa Fe rail lines. Companies currently conducting business from the TRI Center include: FedEx Supply Chain Services, PetSmart, Toys R Us, James Hardie Siding, and a Wal-Mart Distribution Center. Furthermore, Tesla Motors recently announced plans to build its \$5 billion battery factory at the TRI Center.

Highway Characteristics

US Highway 395 is both an undivided, two-lane conventional highway (2C); a divided, four-lane conventional highway (4C); an undivided, two-lane expressway (2E); and a divided, four-lane expressway (4E) within Mono County. Passing lanes exist in many of the two-lane segments. Shoulder widths and median widths vary within segments. There are many Transportation Management Systems (TMS) elements on US 395. Intersection Traffic Signals, Mainline Detection (full-time and part-time count stations), Video Cameras, Changeable Message Signs (CMS), Highway Advisory Radio, Roadway Weather Information System (RWIS), Weigh in Motion (WIM) stations, and Classifications Stations. Caltrans is striving to improve traveler information with the utilization of Changeable Message Signs (CMS), wind warning systems, and closed circuit televisions (CCTV).

US 395 provides a consistent high level of service and lifeline accessibility for rural communities and for interregional and interstate movement of people, goods, and recreational travel along the eastern slope of the Sierra Nevada Mountains. Some past issues that have temporarily closed the highway are mudslides, flash flooding, wildfires, wind and large amounts of snowfall during the winter. There are very few paved alternatives to US 395, many of which are hundreds of miles out of the way, so keeping the route open at all times is a priority.

Projects and Strategies

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 some of the plans can be found in the Existing Transportation Conditions Report in the Appendix. However, project lists are constantly evolving and projects are cancelled and new projects are constantly being created.

One of the main issues on the corridor in the past has been the high recreational traffic volumes during holiday weekends. Much of this has been mitigated as more of the highway is constructed to concept. Constructing a four-lane highway and passing lanes is the ultimate concept for the route. Route improvements that will also be considered include: safe winter access countywide, increased passing opportunities, adding adequate shoulders during Highway 395 maintenance projects to enable safe pedestrian and bike use, as well as increased motorist safety, improved system safety and maintenance, adequate Flexible Congestion Relief programs, and the development of sufficient revenue sources to meet these needs.

Bike Lanes

Bikes are allowed on all of Highway 395. For the majority of the route, there is no bikeway designation. The only bike lanes that exist on Highway 395 within Mono County are within the community of Bridgeport. Some parallel facilities exist for about six miles near Crowley Lake. A large portion of Highway 395 in Mono County is designated as a Class III facility, or bike route. Highway 395 is also listed as one of the planned corridors in the United States Bicycle Route System Corridor Plan. One of the biggest challenges the District faces concerning cycling is accommodating bicycles on rural mountain roadways with shoulders built to earlier standards. Providing wider shoulders is a challenge due to prioritization of funding, environmental concerns, unbalanced cost to benefit

ratios, and physical constraints. Many shoulder projects are planned along the corridor both to achieve the concept facility and to accommodate all modes of transportation. In those areas along Highway 395 where a standard shoulder is not able to be constructed, rumble strips are not installed to allow more room for cyclists if the shoulder width is less than 5 feet.

Walkable Communities

Mono County and Caltrans are very interested in the safety and Complete Streets aspects of Highway 395, especially where they serve as main streets. Highway 395 serves as Main Street in the communities of Lee Vining and Bridgeport. In general, these communities have curbs, gutters and sidewalks. Through Caltrans projects and local development review, the District aims to ensure facilities comply with current Americans with Disability Act (ADA) standards. Sidewalks, crosswalks, signals, signage, and other pedestrian facilities are continually evaluated for possible improvements to safety and functionality in consideration of the Complete Streets Program and actual needs. Caltrans would like to extend sidewalks in many of the communities in order to encourage walking and meet the non-motorized needs of the population. Opticos Design, Inc. conducted a study for Mono County in July 2013, which included a design book for the revitalization of Main Street in the community of Bridgeport. A copy of this report can be found in the Appendix.

Chapter 5. Development and Design Guidelines

Development Plan

Chapter Eight of the Mono County General Plan Land Use Element is intended to regulate development activity in the scenic areas outside of communities adjacent to and visible from US Highway 395 National Scenic Byway.

The county Regional Planning Advisory Committees (RPACs) and community planning groups have generally expressed a desire to maintain the rural recreational attributes of the county, to preserve the small-town character of existing communities, and to protect the county's natural resources. County planning policies contain growth in and adjacent to existing communities, that agricultural lands should be protected for their open space and economic value, that the protection of scenic resources is a critical concern, and that the use and development of resources

should be regulated in a manner that allows for development but protects the resource.



Figure 10: Buildings along Main Street in Bridgeport

Design Guidelines

Mono County has voluntary design criteria, which are intended to assist property owners and project designers in understanding the County's goal for attaining high quality development that is sensitive to the unique character of the county and its communities. The primary objective of the Mono County Design Guidelines is to respect Mono County's small town scale and mountain/high desert setting and contribute to the qualities and characteristics that reflect the county's history, geography, climate, and communities. Opticos Design, Inc. created a Revitalization Plan for Main Street in Bridgeport, which includes design ideas along the Highway 395 Corridor and is included in the Appendix.

This portion of Chapter 5 includes the document “Mono County Design Guidelines”.

MONO COUNTY DESIGN GUIDELINES

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The Mono County Design Guidelines are intended to assist property owners and project designers in understanding the County's goals for attaining high quality development that is sensitive to the unique character of the county and its communities.

The guidelines provide designers and developers with a flexible tool for quality creativity, and innovation. They do not prescribe specific solutions or make rigid requirements. Indeed, there will always be many ways of meeting a particular guideline. The guidelines are a descriptive template for maintaining and improving the character of the county without dictating or prescribing a specific style or theme.

As directed by the Mono County General Plan, the guidelines will be used during the review of land use permit applications as additional criteria for project review.

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A. The provisions of this Chapter apply to all single and multi-family residential, commercial, industrial, and public/institutional projects (including additions, remodeling, relocation, or new construction). The design elements of each project (including site design, architecture, landscaping, signs, parking design) will be reviewed on a comprehensive basis. Design guidelines in the General Plan and/or supporting documents, such as the June Lake Design Guidelines, specific plans, etc., should also be addressed whenever applicable.

B. The review authority may interpret these design guidelines with some flexibility in their application to specific projects, as not all design criteria may be workable/appropriate for each project. In some circumstances, one guideline may be relaxed to facilitate compliance with another guideline determined by the review authority to be more important in the particular case. The overall objective is to ensure that the intent and spirit of the design

guidelines are followed.

The design guidelines are presented in two parts:

- A. Site Planning and Landscape; and
- B. Architecture

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This Section provides general design guidelines/principles that are applicable to single and multi-family residential, commercial, industrial, and public/institutional projects throughout the county. The general guidelines are also applicable to institutional-type developments and to office-type projects in any land use district where they are allowed.

The design of each project should work toward achieving the following objectives:

1. Respect Mono County's small town scale and mountain/high desert setting and contribute to the qualities and characteristics that reflect the county's history, geography, climate and communities;
2. Keep it simple; use clean forms which reflect the climate, the natural setting, and the county's remoteness;
3. Articulate building forms and elevations to create interesting roof lines, building shapes, and patterns of shade and shadow, and avoid

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box-like structures with large flat wall planes;

4. Respect the county's natural features with designs that accommodate and even enhance their setting;
5. Utilize landscaping to provide project amenities and to screen parking, equipment and storage areas;
6. Provide site access, parking and circulation that is planned in a logical, safe manner;
7. Consider the need for way-finding signs and their appropriate locations early in the design process; and
8. Design spaces for outside equipment, trash receptacles, storage, and loading areas in the least conspicuous part of the site.

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Address the health of the county in a holistic manner, considering environmental quality and long-term benefits of development. Guidelines and direction from official environmental certification programs

such as Leadership in Energy and Environmental Design (LEED) may be helpful in determining sustainable practices.

1. Promote Green Building* and use sustainable design practices whenever possible;
2. Consider how all the building's systems work with each other and with the building envelope to maximize efficiency;
3. Use highly durable local materials;
4. Follow a maintenance strategy to run building systems at maximum efficiency over the long term; and
5. Beyond county road and parking standards, keep paved surfaces to a minimum to preserve the natural landscape and reduce stormwater runoff.

*Green building is the practice of:

1. increasing the efficiency with which buildings and their sites use and harvest energy, water, and materials, and
2. reducing building impacts on human health and the environment, through better siting, design, construction, operation, maintenance, and removal — the complete building life cycle.

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Project site planning should comply with the following guidelines.

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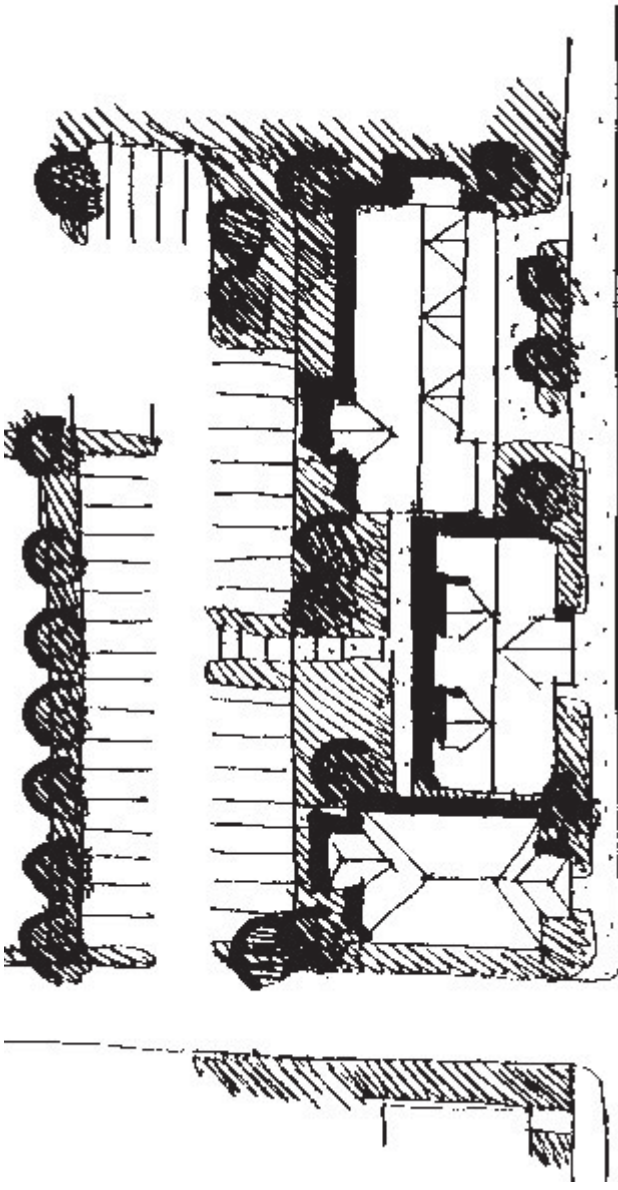
Each development proposal should demonstrate consideration for the existing conditions on and off the site including the following:

- a. Land use and site organization of neighboring properties;
- b. Architectural character/style of neighboring structures;
- c. Existing natural features (i.e., mature trees, landforms, water features, etc);
- d. Opportunities to preserve or enhance views of the mountains;
- e. Privacy and solar access of the site and neighboring properties; and
- f. Links to adjacent development using sidewalks and shared access drives and parking.

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ote tion o ie s Buildings should be sited to preserve significant

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views, vegetation, and existing land forms. Views from three vantage points are critical in the siting of buildings — looking at the site from other areas, looking at other areas from the site, and looking through the site from key places within the project. The primary concerns relate to maintaining views both to the site and features beyond. Projects should be designed so they complement rather than dominate the natural landscape. Views should also be considered in the preparation of

a landscape plan, particularly where plant material will be considerably larger at maturity. Simulations should be used to describe the impact of larger projects on views.

b ote tion o n tu e tu es Buildings should be sited to preserve the natural vegetation and landforms of the site, and to utilize screening provided by existing vegetation, rock outcroppings, ridges, depressions in topography or other natural features

majority of structures, and should be oriented to take advantage of sun or shade as appropriate.

Building placement

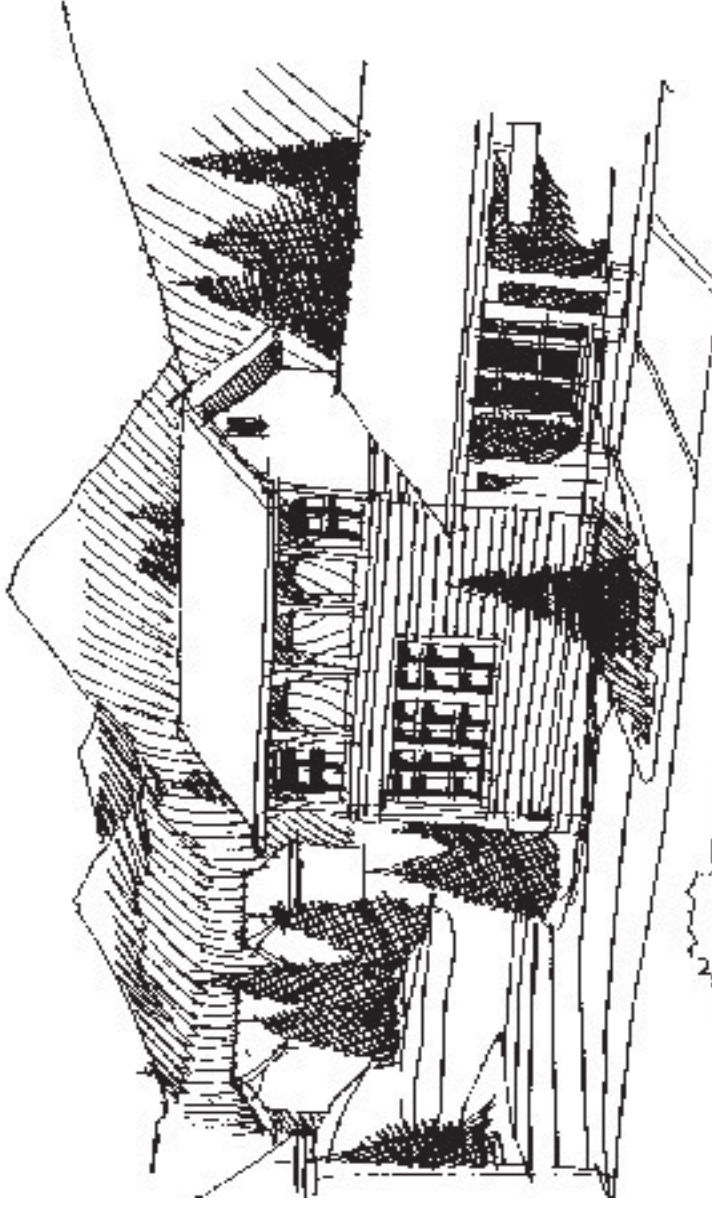
Building placement should optimize off-site views to mountains, open space, or watercourses whenever possible. Solar access should be considered for natural lighting and to avoid winter shading of pedestrian areas in order to help speed the melting of snow.

Fire safety considerations

Structures should be sited to avoid extreme fire hazards on the property. Where structures are sited in proximity to existing vegetation, consideration should be given to fire safe requirements (See Mono County General Plan, Safety Element).

Site Construction

The site plan should delineate the "Limits of Construction," encompassing all grading, trenching, truck access, turn-around, parking and materials storage and staging areas. Prior to commencing construction, a fence or visual delineation surrounding this construction area should be erected to prevent damage to the undisturbed natural landscape.



Mountain Views

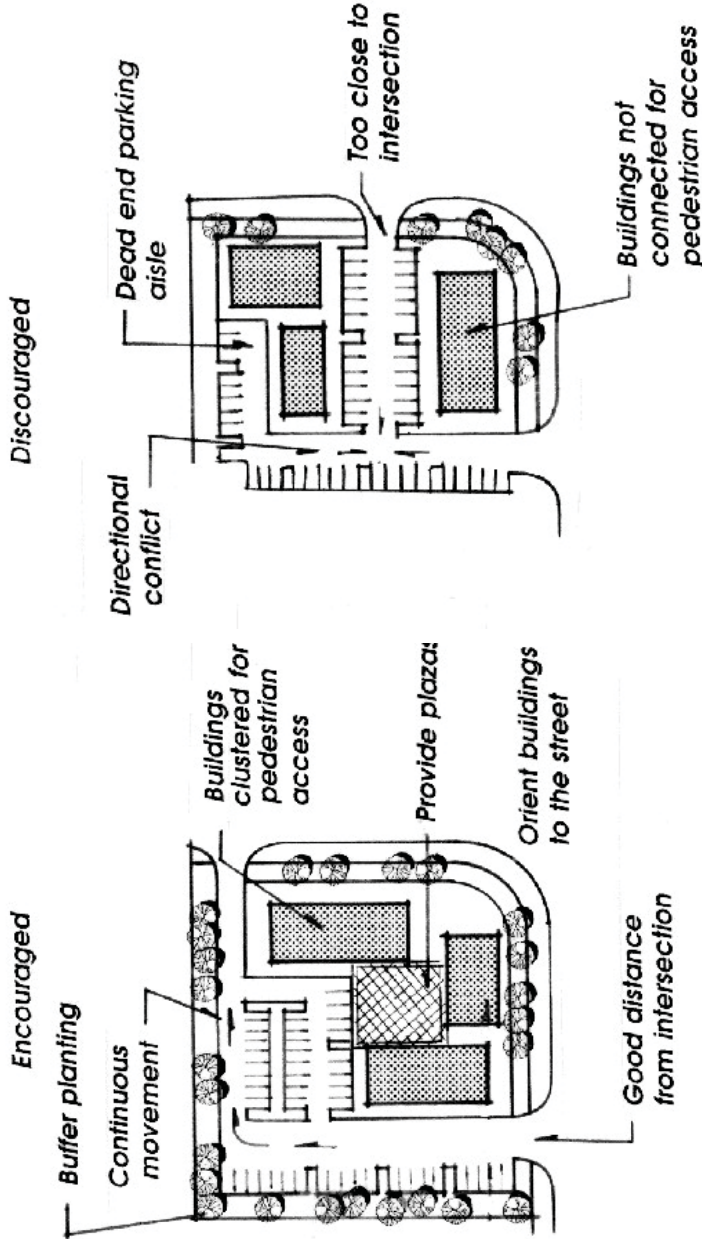
and landscape elements.

Scenic Integration

Scenic views and the natural environment surrounding the project site should be considered early during the conceptual design stage of a project. For instance, buildings placed against the backdrop of hillsides,

mountains or watercourses should be considered of their surroundings and not obscure scenic views by being oversized, extremely tall, or painted to draw attention away from the natural environment.

Open Spaces Open space areas should be accessible from the



to the street as setbacks permit. Buildings may be angled to create interesting juxtapositions if there is a specific design goal to be achieved. However, the definition of the street edge is an important and legitimate role for buildings and needs to be considered, particularly within central business districts. Exceptions may occur for wider setbacks from the street if a compatible use is proposed (for example, outdoor dining or pedestrian rest area) or to maintain continuity with landscaped areas on adjacent properties.

orientation The orientation of buildings should respond to the pedestrian or vehicular nature of the street. Buildings with high pedestrian use should face, and be directly accessible from, the public sidewalk.

Buildings in areas of the county that rely more on the use of the automobile for access should be oriented to major open space and streetscape elements. They should not be oriented to large parking lots located between the building and the street.

orientation Buildings should be placed outside areas where geologic hazards exist and where archeological resources exist.

orientation There should be adequate separation between residential development and agricultural activities to avoid conflicts.

Mono County's agricultural heritage and agricultural land protections promote a "right to farm."

orientation Buildings should generally be oriented parallel to streets and placed as close

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Co e i bui n e ent
Commercial sites should be designed so that a minimum of 50 percent of the total street frontage is occupied by buildings located at the sidewalk. This siting, together with substantial landscaping treatment, reinforces and strengthens the overall streetscape, and helps to screen off-street parking areas.

Co ne bui n s Corner buildings should have a strong tie to the setback lines of each street. The primary mass of the building should not be placed at an angle to the corner. This does not preclude angled building corners or an open plaza at the corner, however; both are strongly encouraged.

e e est i n ys Projects should connect the on-site pedestrian circulation system to the off-site public pedestrian way at intervals of at least one connection for each 200 lineal feet (or fraction thereof). Parking areas should be connected to building entrances by means of enhanced paving (patterned or stamped).

i o i n i ties Loading facilities should not be located at the front of buildings where they will be difficult to

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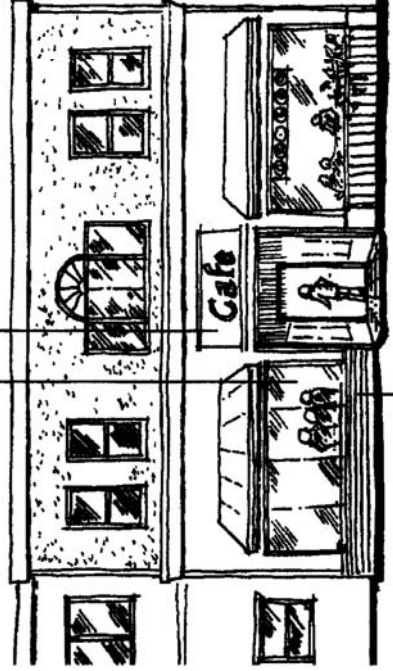
adequately screen from view. These facilities are more appropriate at the rear of the site where special screening may not be required.

o e ts i t u ti e st u tu es
Multiple buildings in a single project should create a positive functional relationship with one another. Whenever possible, multiple buildings should be clustered to achieve a "village" scale. This creates opportunities for plazas and pedestrian areas while preventing long "barracks-like" rows of buildings. When clustering is impractical, a visual link should be established between buildings. This link

can be accomplished through the use of an arcade system, trellis, colonnade, or through enhanced paving.

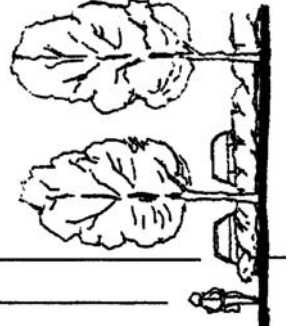
no sto e e s Designated snow storage areas should be accommodated in a way that does not block visibility for motorists. Snow storage areas should consider vegetation as well as solar access. Do not locate snow storage in predominantly shady areas. Areas designated for snow storage should use suitable plant materials including vigorous ground covers, perennials, willows, and planters with low edges to facilitate plow access.

Main Entry/Storefronts Oriented to Street
Pedestrian Friendly Environment



Pedestrian Walkway from/ to Storefront Sidewalk

Parking to Side or Rear with Alley Access (may not be on street corner)



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te ys Major entryways into towns and developments within the county should incorporate architectural and landscape elements to gracefully mark transitions and entrances.

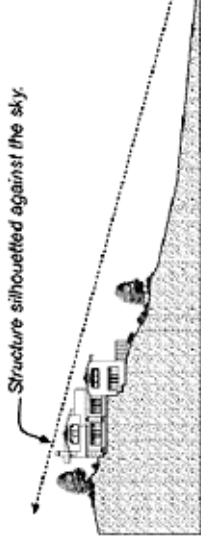
i e n e o e n t

a. Natural ridgelines and mountain views should be preserved to the greatest extent possible. Structures should not be situated so they appear silhouetted against the sky from any street or view points.

b. Structures should not be located on or near visually prominent areas, exposed grassy hillsides, or ridgelines. Structures should be sited in the least visually prominent locations to prevent visual scarring.

b. There should be a vertical separation of at least 50 feet between

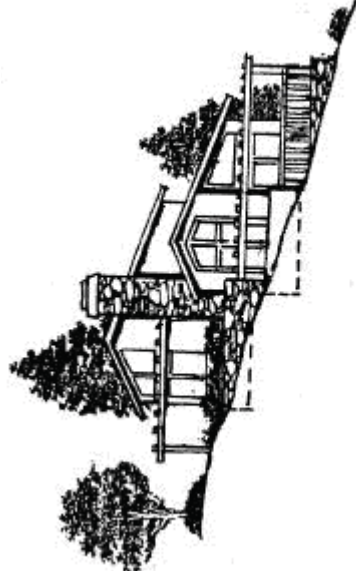
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the top of the structure and the top of a ridge. If no other location is available, the structure should not stand greater than 16 feet above the highest point on the hilltop.

c. Buildings constructed on hillsides should step to follow the natural terrain. Level building pads on slopes are discouraged. Projects that significantly alter the natural slope can have a great visual impact and are not



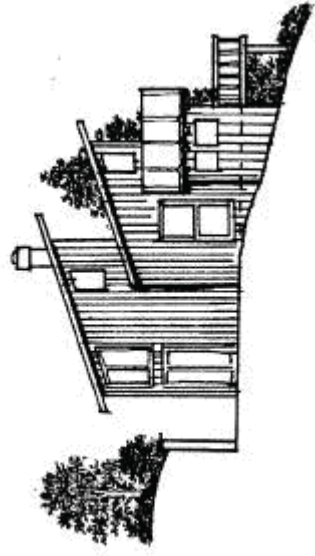
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recommended.

d. Manufactured slopes (cut and fill) are to appear natural, with varied contours and vegetation, avoiding sharp angles. The planting of native plants along manufactured slopes is also recommended to reduce runoff.

o e o s u e n o i e n t i o n

a. Building placement and landscaping should accommodate solar designs. Maintaining solar exposure to adjoining buildings and sites is essential. The objective is to create exterior spaces around buildings that will be used and easy to keep clear for access to buildings. In the winter, places that are mostly in shadow will be cold and unusable while places in sunlight will get used. Buildings, vegetation, and



Don't do this

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land forms can cast shadows and block sunlight, and the color and choice of building surface can play an important role in reflecting sunlight into adjoining exterior spaces.

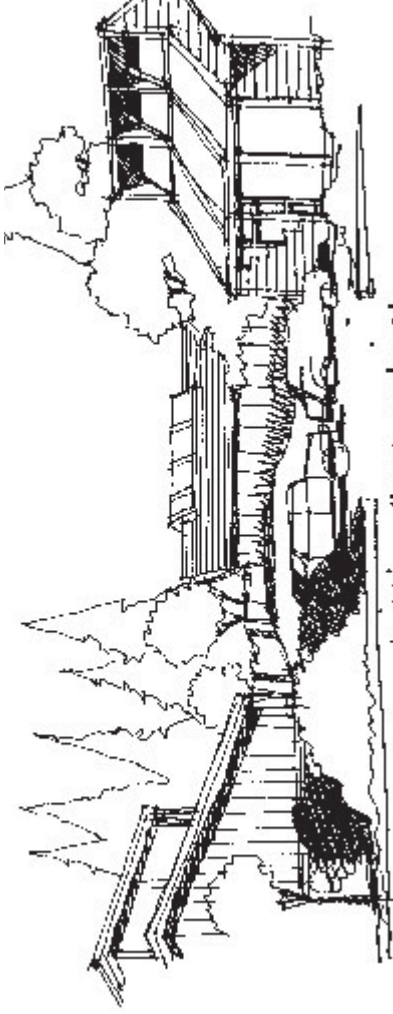
b. New structures should be oriented to maximize solar access opportunities to the greatest extent feasible.

c. Lot sizes/configurations should be planned to maximize the number of structures oriented so that the south wall and roof area face within 45 degrees of due south, while permitting the structures to receive cooling benefits from prevailing breezes and any existing or proposed shading.

d. Roof-mounted solar collectors should be placed in the most inconspicuous location without reducing the operating efficiency of the collectors. Wall-mounted and ground-mounted collectors should be screened from public view with material that is compatible with the building's architecture.

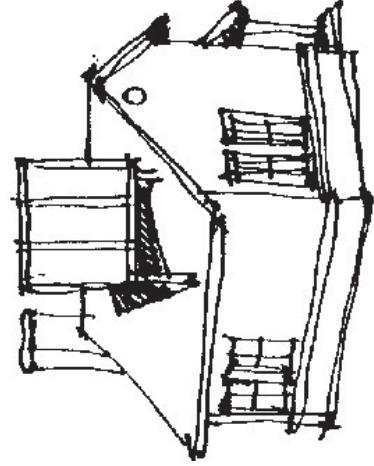
e. Roof-mounted collectors should be installed at the same angle or as close as possible to the pitch of the roof.

f. Appurtenant equipment, particularly



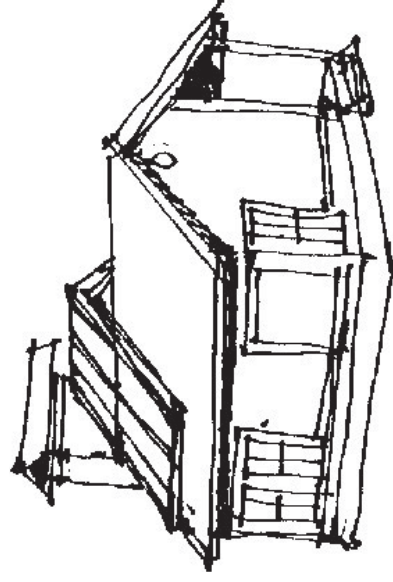
plumbing and related fixtures, should be installed in the attic or screened from public view.

g. Exterior surfaces of solar collectors and related equipment should have a matte finish and should be color coordinated to harmonize with roof materials and other dominate colors of the structure.



n o i t e

h. Skylights and solar panels should be installed as unobtrusively as possible. Skylights and solar panels should be designed to fit flush with the roof surface or up to a maximum of two feet above the surface of the roof. Reflective materials should not be used unless thoroughly shielded to prevent reflection onto adjoining or nearby properties.



o i t e

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n site i tin

- a. Exterior lighting should be designed to be compatible with the architectural and landscape design of the project.
- b. An appropriate hierarchy of lighting fixtures/structures and intensity should be considered when designing the lighting for the various elements of a project (i.e., building and site entrances, walkways, parking areas, or other areas of the site).
- c. All lighting fixtures should be properly shielded to eliminate light and glare from impacting adjacent properties, and passing vehicles or pedestrians.
- d. The use of more short, low intensity fixtures is encouraged over the use of a few tall fixtures that illuminate large areas for parking and pedestrian areas.
- e. To lessen light pollution and highlight the county's brilliant night sky, light sources should be down-directed, shielded and as low to the ground as practical. The light source should not be visible off-site, either to neighbors or passing motorists.
- f. Use lighting only in areas where it is needed and provide only the

minimal amount of light necessary for the purpose. Use timers and motion detectors to activate light only when needed.

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- a. Screening is a technique used to protect and separate uses and site functions from one another for the purpose of decreasing adverse noise, wind, or visual impacts and to provide privacy. The need for screening should be considered early in the design process so that screening elements (e.g., walls, fences, berms, landscaping) can be effectively integrated into the overall project design and not added later as an afterthought.

- b. The method of screening should be compatible with the adjacent structure in terms of overall design, materials, and color.
- c. Where screening is required at the ground level, a combination of elements should be considered including solid masonry walls, wood fences, berms, and landscaping.

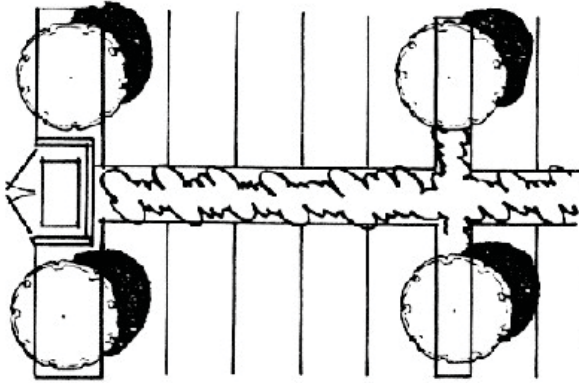


eenin on e s in n s e i e s

e use sto e n e ui ent

- a. Refuse containers, service areas, loading docks, and similar facilities should be located in areas out of view from the general public and so that their use does not interfere with on-site parking or circulation areas, and adjacent uses, especially residential uses. They should not block access to snow storage areas.
- b. Trash bins should be fully enclosed. Enclosures should be screened with landscaping on their most visible sides. Recommended locations include inside parking courts or at the end of parking bays. Locations should be conveniently accessible for trash collection and maintenance and should not block access driveway during loading operations.

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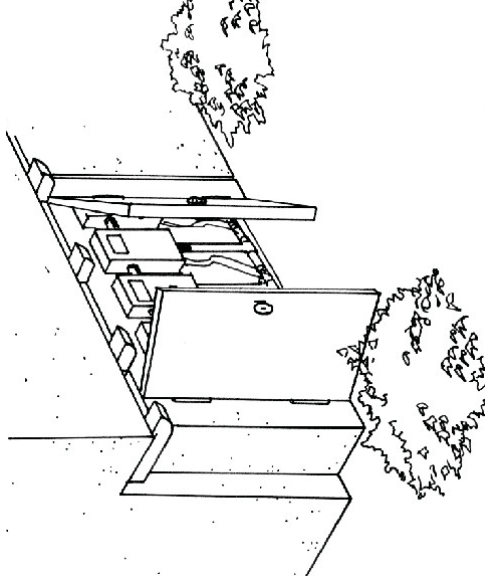
s e n o s u e t e n o i n o

c. Trash storage areas that are visible from the upper stories of adjacent structures should have an opaque or semi-opaque horizontal cover/screen to mitigate unsightly views. The covering structure should be compatible with the site's architectural style.

d. All screening facilities should be of adequate size for their intended purpose without dominating the site, blocking sight distances, or creating unnecessary barriers.

e. Utility equipment (e.g., electric and

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gas meters, electrical panels, and junction boxes) should be located in a utility room within the structure or enclosed utility cabinets at the rear of the structure.

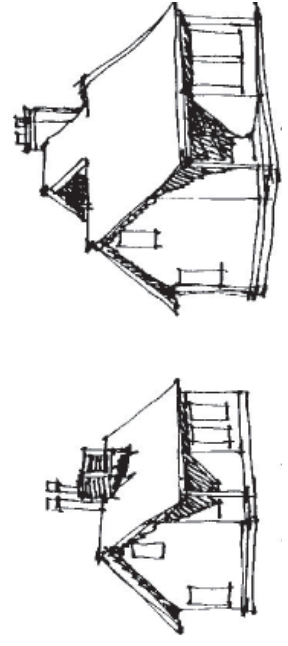
f. Mechanical equipment (e.g., compressors, air conditioners, pumps, heating and ventilating equipment, generators, solar collectors, satellite dishes, communications equipment) and any other type of mechanical equipment for the building should be concealed from view of public streets,

and neighboring properties. Utility meters and equipment should be placed in locations that are not exposed to view from the street. Screening devices should be compatible with the architecture and color of the adjacent structures.

g. Mechanical equipment should not be located on the roof of a structure unless the equipment can be hidden by building elements. If building parapets do not provide adequate screening, screening walls or enclosures installed as an integral part of the architectural design should be used.

i b i t y

These guidelines will be used during the land use permit process as additional project review criteria.



e e e n i e u i e n t i e n o o

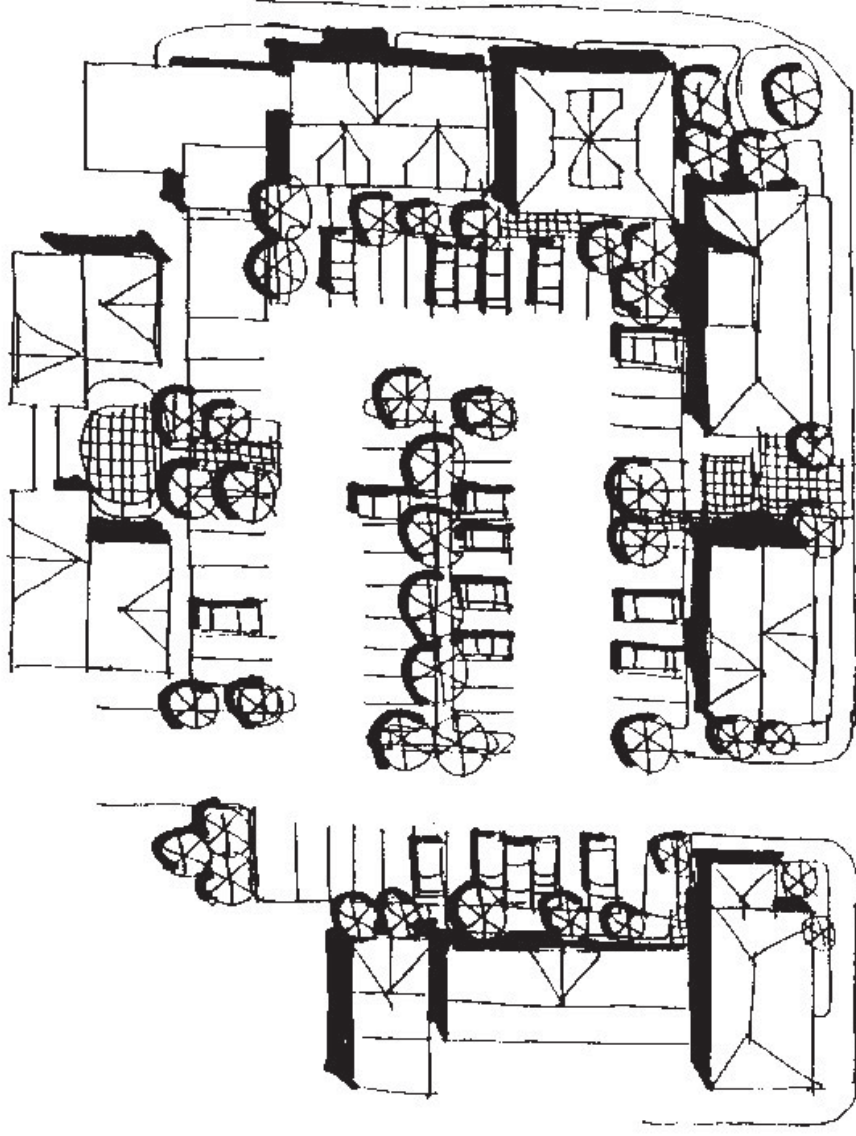
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A. The provisions of this Chapter apply whenever access and/or parking are provided for a project regardless of whether the access or parking is required by the Development Code. Any addition, relocation, or construction requiring land use permit approval, should follow these guidelines where applicable.

B. The following guidelines may be interpreted with some flexibility in their application to specific projects as not all design criteria may be workable/ appropriate for each project. In some circumstances, a guideline may be relaxed in order to accomplish another, more important guideline. The overall objectives are to ensure that the intent and spirit of the design guidelines are followed and to attain the best possible design within reason.

ene in uie ines

A. Location of parking areas. Aside from concerns for traffic safety and efficiency, the appearance of parking lots, from the standpoint of their visual impact, is an important concern. Projects should be laid out so that parking lots are not the dominant feature of the development when



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viewed from the street. Generally, it is not advisable to place the parking area along the front of the site because it creates a negative visual impact which detracts from the project's architectural image. Parking placed along the side or to the rear of a site, or within a complex of buildings, allows project architecture and the beauty of the landscaped open space to take precedence.

B. Limiting pavement. Paving areas of the site for parking and other vehicle use beyond the minimum necessary to comply with the requirements of this section is strongly discouraged. The County requires significant landscaping adjacent to the perimeter of the parking area and along the street frontage to soften the appearance of paved areas and to provide sufficient snow storage areas during the winter months.

ess n Ci u tion

A. Primary project entries should be designed as special statements reflective of the character of the project. The goal should be to establish a distinctive and inviting image for the project. Textured paving, flowering accents, low walls, shrubs, and the use

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of specimen trees (36" box or larger) should be used to generate visual interest at entry points to commercial centers.

B. Entry drives on larger projects should include a minimum five foot wide landscaped median to separate incoming and out-going traffic.

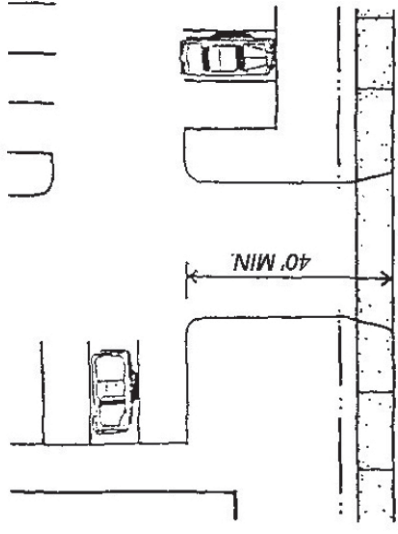
C. Driveways should be coordinated with existing or planned median openings. Driveways should also align with driveways on the opposite side of the roadway.

D. The first parking stall that is perpendicular to an entry driveway or the first aisle juncture that is perpendicular, should be a least 40 feet back from the curb to provide adequate vehicle queuing distance off the street. With larger centers, a longer setback distance may be required.

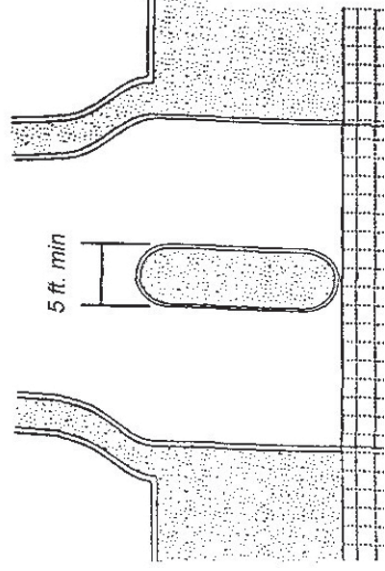
E. Non-residential projects are encouraged to provide cross-access to adjacent non-residential properties for convenience, safety and efficient circulation. A Mutual Access Agreement should be executed where cross access is provided. A shared parking reduction may be allowed.

in ot esi n

A. Parking lots should be designed with a hierarchy of circulation: major circulation drives with no parking; major circulation drives with little or no parking; and then parking aisles for direct access to parking spaces. Small projects may



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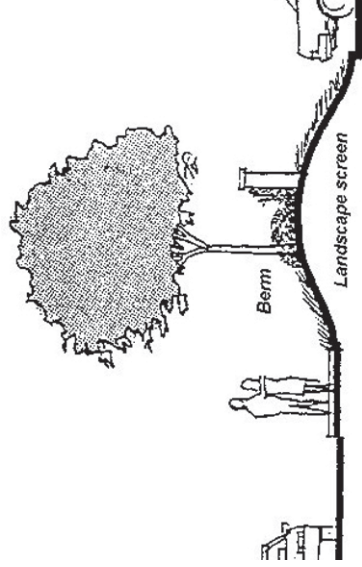
need to combine components of the hierarchy.

B. Proposed parking lots with compact spaces should be designed to disperse the compact spaces throughout the parking area.

C. Parking lots should include landscaping that accents the importance of the driveways from the street, frames major circulation aisles, and highlights pedestrian pathways.

D. Drop-off points (i.e. wider aisles) located near entrances to major buildings and plaza areas should be provided for large projects.

E. Parking areas should be separated from buildings by either a raised walkway or landscape strip at least four feet wide. Situations where parking aisles or spaces directly abut the



building are strongly discouraged.

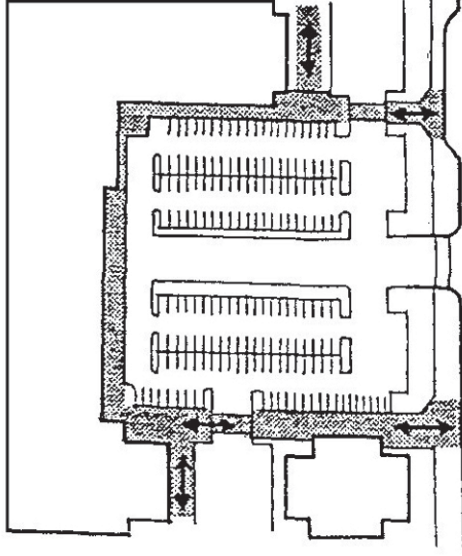
F. Intersections should be kept to a minimum and dead end aisles should be avoided unless absolutely necessary and then proper backup areas are required.

G. Parking lots should be broken up into segments or modules by means of intervening landscaping, access driveways, or structures to avoid large unbroken expanses of paved area.

H. Parking and circulation areas should be screened from public streets by combinations of low walls, berms, plant materials and changes in grade. The height of the screen should not cause visibility problems at entrances or along pedestrian ways.

est i n Connections

A. Pedestrian and bicycle access should be designed to physically and visually link the site to the public sidewalk and bikeway system as an extension of the project's circulation system and to separate pedestrian and vehicular traffic. Also, provision should be made for direct pedestrian links between the project and adjoining projects and residential areas,



Parking lot design should include pedestrian connections from transit stops to storefronts and convenient access to adjacent buildings.

whenever appropriate.

B. Projects should include a system of pedestrian walkways that interconnect business entries with each other and with parking areas. Walkways should connect individual structures within a project directly without forcing pedestrians to mix with vehicular traffic.

C. Where pedestrians mix with traffic, parking lots should be designed so that pedestrians walk parallel to moving cars. This will minimize the need for pedestrians to cross parking aisles and landscape areas.

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D. Walkway layout should anticipate pedestrians' desired movements and should provide direct routes whenever feasible. Sidewalks should not be used for snow storage areas. Meandering sidewalks, while encouraged, should contain only shallow curves to avoid frustrating pedestrians with unnecessary detours.

E. Walkways should be well-marked by means of low-level directional signs, lighting, distinctive paving, and landscaping. Where feasible, trellises, arbors, arcades, or similar features should be used to cover walkways and provide clear identification of facilities. Where textured paving is used, it should not be so rough or irregular as to make walking difficult, snow and ice removal difficult, or discourage the use of baby strollers or wheelchairs.

C i b i l i t y

This Chapter provides landscape design guidelines that are intended as a guide to assist property owners and project designers in understanding the County's goals for attaining high quality development that is sensitive to the

county's unique character and climate.

These guidelines will be used during the land use permit process as additional project review criteria.

A. The provisions of this section apply to all development projects providing required landscaping, unless otherwise specified. Any addition, relocation, or construction requiring land use permit approval should adhere to these guidelines where applicable or appropriate.

B. These landscape design guidelines may be interpreted with some flexibility in their application to specific projects as not all design criteria may be workable/appropriate for each project. The overall objectives are to ensure that the intent and spirit of the design guidelines are followed and to attain the best possible design within reason.

e n e u i e i n e s

A. Every effort should be made to avoid removal, change or landscaping which would cause death of existing trees or rare plant communities and wildlife habitats.

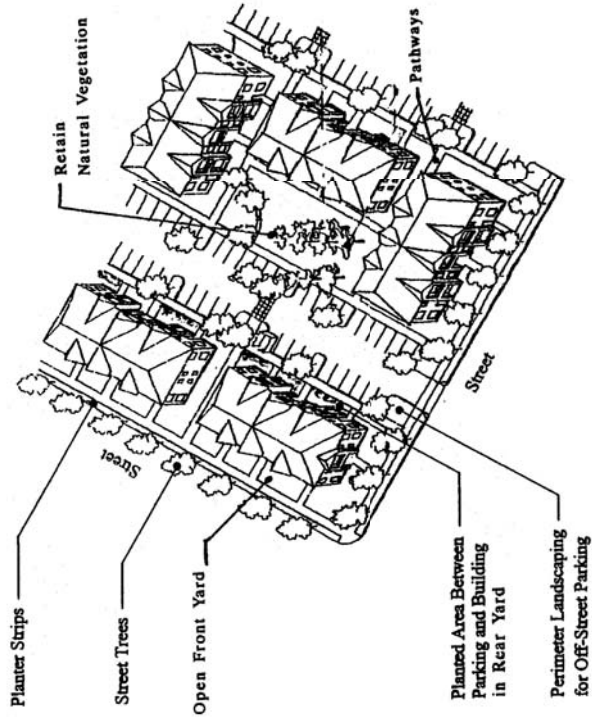
B. Landscape plans should recognize

the importance of water conservation, fire resistance and erosion control.

C. Fire safe landscaping is encouraged.

D. Landscaped areas should be planned as an integral part of the overall project and not simply located in "left over" areas of the site.

E. Landscaping should be used to help define outdoor spaces, soften a structure's appearance, and to screen parking, loading, storage, and equipment areas.



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F. Proposed landscaping should relate to the scale of the structures on the site and should be compatible with the location, character and scale of adjacent landscaping that complies with the provisions of this section.

G. Landscaping should not be used to screen or hide an otherwise unattractive structure or other elements of the project (e.g. trash enclosures) that might be more appropriately located on parts of the site where screening may not be necessary.

H. Landscape design should accent the overall design theme through the use of structures, arbors, and trellises that are appropriate to the particular architectural theme of the project.

I. Landscape designs should generally use a three tier concept:

1. Hardy, low growing ground covers;
2. Medium height shrubs; and
3. Trees.

J. The following are common landscape design concepts that can be used throughout the project site to increase the visual and functional quality of the development:

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1. Specimen trees (minimum 24 inch box) used in informal groupings or rows at major focal points (e.g. project entry, pedestrian plaza, etc.);

2. Use of flowering vines both on walls and arbors;

3. Use of pots, vases, wall or raised planters for accents in locations which otherwise would be difficult to provide in-ground landscaping;

4. Use of planting to soften hardscape and provide shadows/patterns against walls;

5. Use of distinctive plants and colors as focal points;

6. Use of berms, plantings, and low walls to screen parking areas while allowing views to larger structures beyond; and

7. Dense landscaping to screen unattractive views and features (e.g. storage areas, trash enclosures, highway structures, transformers and generators) and other project features that do not contribute to the enhancement of the surroundings.

L. Planters for trees should be located throughout parking areas. The

planters should have minimum interior dimensions of five feet by 16 feet, and be of sufficient size to accommodate tree growth.

M. Existing on-site vegetation should be retained whenever possible and new landscaping should respect and incorporate existing landscape elements.

N. Landscape areas should be provided in plazas, malls, and areas of frequent pedestrian use. Plazas and malls should be designed and planted to reflect an informal place suited to the pedestrian scale.

O. Landscape design should reflect a variety of deciduous and evergreen trees, shrubs, perennial and groundcovers. Plant materials should be selected for their structure, texture, color, ultimate growth characteristics, and sense of unity with their surroundings.

P. Lawn areas should be kept to a minimum in projects surrounded by native vegetation. The utilization of native drought tolerant grasses and vegetation should be used to help the project blend with the surrounding vegetation.

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Q. Landscaping strips along walls separating non-residential land uses from residential land uses should be installed on the residential side of the wall, adjoining the property line.

n s i n o n t e e t s

- A. Whenever landscaping of the public right-of-ways required along street frontages, the project's on-site landscaping should be designed in coordination with the parkway landscaping to provide an integrated design concept.
- B. Improvements in the public rights-of-way should include sidewalks and/or bicycle-pedestrian ways, trees, shrubs, and groundcover in compliance with County standards. Landscaping should not exceed a height of 30 inches near project entries so as not to obstruct traffic safety sight areas for vehicles and pedestrians.

o e t n t y n s i n

- A. Entries to multi-tenant projects should be designed as special statements reflective of the character and scale of the project in order to establish identity for tenants, visitors, and patrons. Flowering

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accent plantings and specimen trees should be used to reinforce the entry statement.

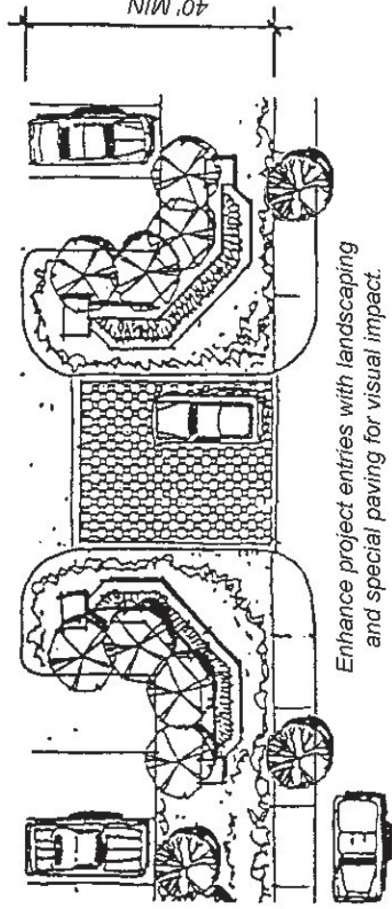
B. Textured paving treatments (i.e., interlocking pavers, stamped concrete, etc.) should be used at project entries. Textures should be selected which:

1. Give a feeling of transition between the sidewalk and the entry driveway;
2. Do not become slippery when wet; and
3. Are not so rough or irregular as to make walking difficult, discourage the use of baby strollers or wheelchairs, conflict with adjacent uses, or create noise.

C. Project identification signs are encouraged at entry drives.

e e s t i n e n s i n

- A. Planting next to walkways, within plazas, and adjacent to other pedestrian spaces should include smaller species of shrubs and trees in keeping with the intent to maintain an intimate human scale in these areas.
- B. Pedestrian spaces should be enhanced by planting accents including vines espaliered against wall surfaces, flower beds, window boxes, and hanging pots with flowers and vines.



Installation

- A. All landscape materials should be installed in compliance with the county's landscaping installation specifications.
- B. New trees should be planted so that they are separated from turf areas by three to five feet. This will prevent over-watering of the tree, surface rooting, crown-rot, and "girdling" of the tree trunk by maintenance equipment.
- C. If trees are to be planted in a turf area, the following criteria should be followed:
1. Only deep-rooted tree species should be used;
 2. Turf areas around trees should be graded so that water drains away from the tree; and
 3. Turf irrigation should be directed away from the tree. The tree should be irrigated by a combined bubbler/deep water pipe fixture.
- D. The spacing of trees and shrubs should be appropriate to the species used. The plant materials should be spaced so that they do not interfere with the adequate

lighting of the premises or restrict access to emergency apparatus. Proper spacing should also ensure unobstructed access for vehicles and pedestrians and provide clear vision of intersections.

E. Plant material should conform to the following spacing criteria:

1. A minimum of 25 feet from the property corner at a street intersection to the center of the first tree or large shrub;
2. A minimum of 15 feet between the center of trees and large shrubs to light standards and fire hydrants; and
3. A minimum of 10 feet between the center of trees and large shrubs and the edge of a driveway.

F. Tree grates should be installed around trunks where trees are planted within sidewalks or other paved pedestrian areas.

G. Deciduous trees should predominate along south and west building exposures.

Notes

The following list is to provide

homeowners, landscape architects, designers, contractors, and developers with a palette of plant materials suitable for use in Mono County. Due to the wide array of micro-climates, soil types, and weather extremes (both temperature and snow) it is difficult to derive an extensive plant list. Prior to specifying plant materials, research should be conducted to determine water requirements, soil needs, hardiness, and ultimate growth in Mono County.

When selecting other species for hardiness, Mono County may be considered U.S.D.A. Zone 5 or 6, although some Zone 7 species survive in protected locations.

list**Contributed by**

Karen Ferrell-Ingram, native plant propagator, Sherryl Taylor, Garden Club of America / Partners for Plants, Elizabeth Tenney, Master Gardener, University of Nevada-Reno

These plants will minimize garden maintenance, water use and fire danger, and provide a beautiful home landscape that complements the scenic surroundings of the Eastern Sierra.

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(Large – over 40') (N): Native Plant

COMMON HACKBERRY
(*Celtis occidentalis*)
WHITE ASH
(*Fraxinus americana*)
HONEY LOCUST
(*Gleditsia triacanthos inermis*)
KENTUCKY COFFEE TREE
(*Gymnocladus dioica*)
AMERICAN SWEETGUM
(*Liquidambar styraciflua*)
SIBERIAN CRABAPPLE
(*Malus baccata*)
COLORADO SPRUCE
(*Picea pungens*)
LODGEPOLE PINE
(*Pinus contorta*)
JEFFREY PINE
(*Pinus jeffreyi*)

JAPANESE BLACK PINE
(*Pinus thunbergiana*)
WESTERN COTTONWOOD
(*Populus fremontii*) - male trees only
EUROPEAN BIRD CHERRY
(*Prunus padus* 'Plena')
RED OAK
(*Quercus rubra*)
SILVER LINDEN
(*Tilia tomentosa*)

M M
(Medium – 20' to 40')

WESTERN WATER BIRCH
(*Betula occidentalis*) (N)

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WESTERN HACKBERRY
(*Celtis reticulata*)
GREEN ASH
(*Fraxinus pennsylvanica*)
JAPANESE CRABAPPLE
(*Malus floribunda*)
BECHTEL CRABAPPLE
(*Malus ioensis plena*)
QUAKING ASPEN
(*Populus tremuloides*)
MOUNTAIN ASH
(*Sorbus aucuparia*)

M
(Small - about 20')

AMUR MAPLE
(*Acer ginnala*)
MOUNTAIN MAPLE
(*Acer glabrum*)
COCKSPUR HAWTHORN
(*Crataegus crus-galli*)
DESERT OLIVE
(*Forestiera neomexicana*)
SCHEIDECKER CRABAPPLE
(*Malus scheideckeri*)
BRISTLECONE PINE
(*Pinus aristata*)
PINON PINE
(*Pinus monophylla*)
FLOWERING PEAR
(*Pyrus calleryana*)
SMOOTH SUMAC
(*Rhus glabra*)
3-LEAFED SUMAC
(*Rhus trilobata*)

(N)

(N)

(N)

(N)

(N)

(N)

(N)

(High – over 6')

MOUNTAIN MAPLE
(*Acer glabrum*) (N)
SHADBUSH, SERVICE BERRY
(*Amelanchier laevis*)
SHADBUSH
(*Amelanchier alnifolia*) (N)
SHADBUSH
(*Amelanchier utahensis*) (N)
CHOKEBERRY
(*Aronia melanocarpa*)
BUTTERFLY BUSH
(*Buddleia davidii*)
SIBERIAN PEA-SHRUB
(*Caragana arborescens*)
MOUNTAIN MAHOGANY
(*Cercocarpus ledifolius*) (N)
FERNBUSH
(*Chamaebatiaria millefolium*) (N)
SIBERIAN DOGWOOD
(*Cornus alba* 'Sibirica')
CREEK DOGWOOD
(*Cornus sericea*) (N)
REDTWIG DOGWOOD
(*Cornus stolonifera*) (N)
WINGED EUONYMUS, BURNING BUSH
(*Euonymus alatus*)
FORSYTHIA
(*Forsythia* 'Beatrix Farrand')
WITCH HAZEL
(*Hamamelis*)
PFITZER JUNIPER
(*Juniperus chinensis* 'Pfitzeriana')

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INDIAN RICE GRASS (<i>Achnatherum hymenoides</i>)	(N)	(<i>Eschscholzia californica</i>)	(N)	(<i>Stachys lanata</i>)	(N)
NEEDLEGRASS (<i>Achnatherum</i> spp.)	(N)	DAYLILY (<i>Hemerocallis</i>)		PRINCE'S PLUME (<i>Stanleya pinnata</i>)	
NEEDLE AND THREAD GRASS (<i>Hesperostipa comata</i>)	(N)	HYSSOP (<i>Hyssopus officinalis</i>)		MEADOW RUE (<i>Thalictrum</i>)	
GREAT BASIN WILD RYE (<i>Leymus cinereus</i>)	(N)	GILIA, STAR OR SCARLET (<i>Ipomopsis aggregata</i>)		SPEEDWELL (<i>Veronica, spp.</i>)	
CREeping WILD RYE (<i>Leymus triticoides</i>)	(N)	LUPINE (<i>Lupinus</i> spp.)	(N)		C
ALKALI SACATON (<i>Sporobolus airoides</i>)	(N)	LAVENDER (<i>Lavendula</i> spp.)		Bishop Nursery, Bishop (760) 873-7515	
		BLUE FLAX (<i>Linum lewisii</i>)		California Native Plant Society - Bristlecone Chapter Fall Plant Sale For INFORMATION: (760) 387-2913	
YARROW (<i>Achillea</i>)	(N)	BEE BALM (<i>Monarda didyma</i>)		Dry Creek Garden Co., 7250 S. Virginia, Reno (775) 851-0353	
HUMMINGBIRD MINT (<i>Agastache cana</i>)	(N)	CATMINT (<i>Nepeta x faassenii</i>)		High Country Gardens www.highcountrygardens.com (1-800-925-9387)	
COLUMBINE (<i>Aquilegia</i>)	(N)	EVENING PRIMROSE (<i>Oenothera caespitosa</i>)	(N)	Mammoth Lakes Nursery, Mammoth Lakes (760) 934-6012	
ARTEMISIA (<i>Artemisia</i>)	(N)	HERBACEOUS PEONY (<i>Paeonia</i>)		Pleasant Gardens Nursery, Mammoth Lakes (760) 924-8981	
DUSTY MILLER (<i>Centaurea cineraria</i>)	(N)	ORIENTAL POPPY (<i>Papaver orientale</i>)		Sage Hill Nursery, Crowley Lake (760) 935-9110	
CLEMATIS (<i>Clematis ligusticifolia</i>)	(N)	PENSTEMON (<i>Penstemon</i> spp.)		Sierra Gardens Nursery, Bishop (760) 873-3459	
VIRGIN'S BOWER (<i>Clematis montana</i>)		PHLOX (<i>Phlox paniculata, P.suffruticosa</i>)			
COREOPSIS (<i>Coreopsis grandiflora, C.lanceolata</i>)		RUSSIAN SAGE (<i>Perovskia atriplicifolia</i>)			
SWEET WILLIAM, PINKS (<i>Dianthus</i>)		BETHLEHEM SAGE (<i>Pulmonaria saccharata</i>)			
BUCKWHEAT (<i>Eriogonum</i> spp.)		BLUE SALVIA (<i>Salvia</i> spp.)			
CALIFORNIA POPPY	(N)	APRICOT GLOBEMALLOW (<i>Sphaeralcea ambigua</i>)	(N)		
		LAMB'S EAR			

ene u i e ines

Site development in the county may require cutting new roads, driveways and foundations into relatively steep slopes. While basic engineering concerns are major issues in these cases, the visual impacts of the cuts that result are as well. To the greatest extent possible, cutting-and-filling of sloping areas should be avoided; but where it must occur, the visual impacts should be minimized. Grading practices should minimize the distortion of the natural topography and enhance the project's aesthetics.

Use earth berms, natural rock or natural stone retaining walls to minimize visual impacts of cuts. Hedges and fences may also be appropriate in some locations.

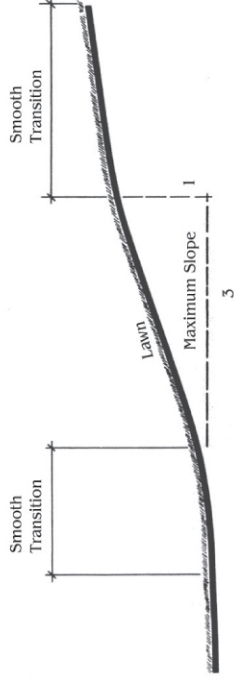
osion n e i ent tion

a. Grading should be kept to a minimum and should be performed in a way that respects significant natural features and visually blends with existing land forms. Grading should be done in such a manner as to eliminate flat planes and sharp

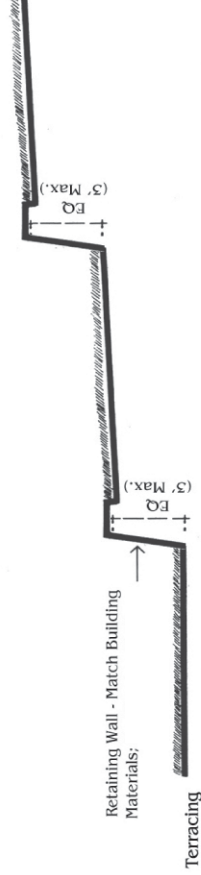
angles of intersection with the natural terrain. Slopes should be rounded and contoured to blend with existing topography, especially at tops of cuts and base of fills. Use transition slopes of 3:1 or shallower to blend cuts and fills with natural contours to create rounded transitions.

b. Avoid creating large graded terraces

at mid-slope areas for building pads. Terracing, if any, should be designed with small incremental steps, avoiding wide step terracing and large areas of flat pads. New building sites should be graded such that they appear to emerge from the slope. Building sites should be graded to form a compatible attachment of the structure with the existing landscape.



Maximum Cut or Fill Slopes



Smooth Transitions Between Changes in Slope

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A. Grading operations should be planned and implemented to efficiently control erosion and sedimentation.

B. All site disturbances should be revegetated with with plants and landscaping which are in harmony with the surrounding environment (drought resistant indigenous plants are encouraged).

C. Soil stabilizing practices should be used where necessary to control erosion and for successful plant establishment. Irrigation may be used when necessary to establish vegetation.

D. Projects requiring a Grading Permit should prepare a plan for the protection, conservation, and future use of naturally occurring soils that are suitable as a plant growth medium. The plan should ensure that stockpiled soils and graded materials are protected from contamination, chemical and physical degradation, and erosion throughout all stages of the project life.

e i ete es

Perimeter grades should not exceed 6" differential between adjacent properties unless grade change is accommodated

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within a landscaped area, subject to a 3:1 maximum slope or retaining wall, as appropriate.

e s C nne s n es

Berms, channels, and swales should:

a. Be shaped to appear as an integral part of the graded or paved landscape.

b. Have smooth transitions between changes in slopes, and

c. Be designed so as to appear as a natural part of the site's grading.

uno

a. Impervious surfaces should be minimized to reduce stormwater runoff

b. Stormwater runoff should not drain across adjacent properties except when utilizing shared bioswales.

o es n et inin W s

a. Landscapes should incorporate smooth transitions between changes in slope.

b. The maximum slope for a landscaped area should be 3:1 if the area is planted with a ground cover and 4:1 if planted with lawn.

Grass-lined swales should be a minimum one foot wide at bottom and one foot deep with a maximum slope of 5 percent.



Swale

c. Where space constraints exist, terracing with retaining walls is allowed.

d. Retaining walls should not exceed 3 feet in height. For grade changes that exceed 3 feet, walls should be stepped in equal increments with 3 foot-wide planted terraces in between.

e. Retaining walls should be constructed of a durable material compatible with the architecture.

f. Landscaping of retaining walls is encouraged.

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en e n W esi n

A. The design of fences and walls should harmonize with the site and with the buildings in both scale and materials. The placement of walls and fences should respect existing land forms and follow existing contours and

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fit into existing land masses rather than arbitrarily following site boundary lines. Fencing should not dominate the buildings or the landscape. Planting may often be integrated with fencing schemes to soften the visual impact. If the ground slopes, the fence should be stepped.

B. The design of each project should consider issues of icing and snow shedding and how these conditions may effect the placement of fences and walls. Fences and walls should be placed far enough from structures where snow shedding is likely to occur so that the fence or wall is not damaged by falling snow and so that snow and ice do not build up against them and possibly close off access through required yard areas.

C. The design of fences and walls should facilitate the migration and movement of wildlife, with particular attention given to deer migration routes and protection from highway traffic.

D. Fencing materials should be compatible with the materials and color of surrounding buildings. A simple wall of native rock is preferred. A dry stack design is appropriate. Alternative

materials may be considered, but they should convey the general scale, texture and character of rock walls. Appropriate materials include: stone, brick, and cast stone. Chain link, plywood, chain and bollard, and slump block fencing are generally undesirable, and their usage should only be considered on a case by case basis.

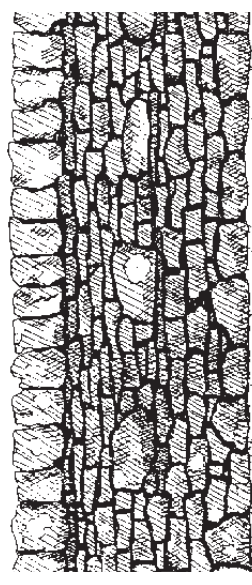
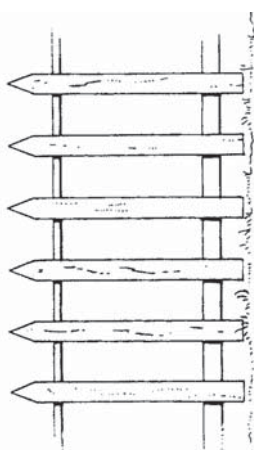
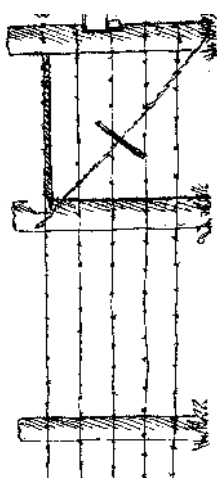
E. View obscuring fences should not be permitted. Traditional rural design of "stock" (wood and wire) fences are encouraged.

F. Fencing along property lines, roadways, horse corrals and any other fencing outside building envelopes shall not obstruct open grassland views through and behind the fences, and should not arbitrarily bisect open meadows or grassy areas.

G. Traditional Agricultural fence materials and color should be used and be shown on the site plan.

H. Fences and fence posts in rural areas should be a color to blend into the natural landscape.

I. Fences may not be appropriate in areas where sage grouse nest or have leks, since raptors often use fence posts to search for their prey.



Examples of Fences and Walls

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ite tu sty e As Mono County continues to develop, there is concern that the county will lose its uniqueness and will be overcome by “franchise” architectural design solutions that do not “fit” into the traditional Mono County environment. It is this local context, therefore, that derives the architectural style appropriate to Mono County’s environment.

It is not the intent of these guidelines to develop a detailed or exhaustive study or apply a singular design solution to all development types, but rather to work toward a common material vocabulary and set of character defining elements that may be used to direct new development. Just as the original buildings in Mono County were not dictated by rigid rules and regulations, it is vital that the design and form of new structures respond to locally available materials and climate, rather than a tightly defined style. The examples provided are not intended to be copied, but are provided as examples of how the desired style might be implemented.

o i te sty es

New buildings should be “good neighbors” and contribute to the quality and character of their architectural context. Their forms, proportions, rhythms, materials, colors and architectural motifs should be suggested by adjacent buildings. Some of the architectural styles and motifs that may be appropriate include:

- **o** Simple box or rectangular-shaped facade, flat roof, simple detail in period style, first floor commercial frontage, with or without overhead canopy, wood frame or wood frame with masonry.
- **Cott e** Same as above except with peaked roof and residential style details, most often wood frame with wood exterior.
- **o C bin/ i be e** Simple rectangle utilizing lumber often joined together without the use of nails
- **C ts n** One or one and a half stories with a low-pitched roof, wide eaves with exposed roof rafters, decorative braces, and built-ins.

n ote Large, usually masonry

over wood frame, simple yet elegant details, neo-classical style, and generally two-to-three stories in height.

b esi b e te e e ents

New projects should incorporate some of the following elements:

- Wood or brick exterior cladding;
- Exposed wooden structural elements;
- One- and two-story elements in a single structure;
- Massive/exaggerated structural carrying elements;
- Fieldstone and river cobble bulkheads/foundations/walls;
- Standing-seam metal roofs/treated wood shake/thick composition shingles;
- River cobble chimney elements and other details;
- Gable-roofed entryways with exposed braces;
- Earth tone colors; and
- Multi-light windows and doors.

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is ou e styles

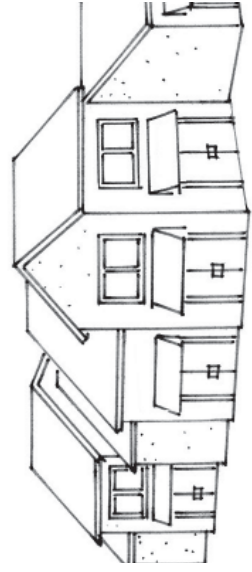
Historical or period design motifs that have a strong connection or association with other regions and no historical or climatic connection with Mono County may not be appropriate. Some examples include:

- Design that is corporate-brand inspired
- Generic development that could be anywhere – such as what one might see in a typical shopping center

oo o s n o o s

Roof shape, surface materials, colors, mechanical equipment and other penthouse functions should all be integrated into the overall building design. Roof terraces and gardens are encouraged.

- Roof forms should be designed to be



e in u bui in ss

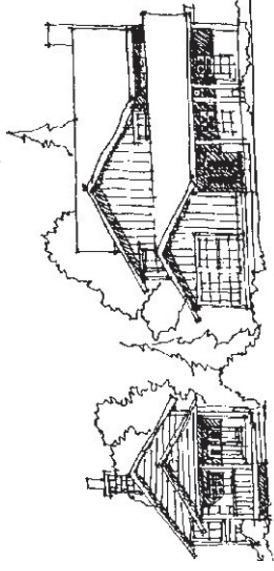
compatible with the irregular forms of the surrounding natural features of the site. Long, linear, unbroken roof lines are discouraged.

- Hip, gable or shed roof forms are encouraged. Combinations of these roof types are also acceptable.
- Avoid the extensive use of flat roofs, steeply pitched A-frame roofs, or mansard “eyebrow” type roofs.

- In rural and agricultural areas, select non-reflective roofs in dark muted shades that match the darkest color in the surrounding landscape to enhance building design and create a harmonious balance with the natural setting.

- Reflective, light or brightly toned roofs are discouraged.

e Mu ti ten nt st u tu es Multi-tenant structures should emphasize



Conte t o tibi ity

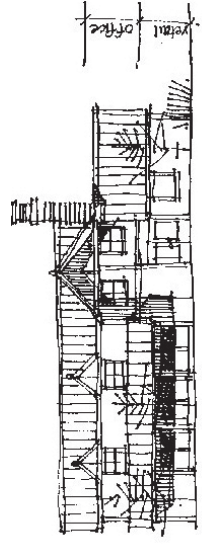
the individuality of units by variations in rooflines and wall planes. Larger building masses should be broken up into smaller units using both horizontal and vertical wall articulation.

esi enti o tibi ity.

New buildings along the edge of a commercial district should step down to a height and scale similar to the abutting residential structures. This step-down in size and scale can help minimize shading of adjacent residential structures during winter months and create a smooth transition between the two districts.

Co tibi ity it onte t New

buildings should be in proportion to surrounding buildings, except in those cases where current buildings are oversized. New buildings should also be properly proportioned to the pedestrian realm. Harmony in mass, lines, and materials is important but



e esi n

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monotony should be avoided. No single building should exceed 40,000 square feet. Buildings should be designed so that adverse impacts on adjacent buildings and properties are minimized. Loss of natural lighting, shade trees, noise pollution, and exhaust fumes and heat from venting should be addressed during project review, and all possible efforts should be made to avoid these effects.

e esi n Building facades should be designed to provide visual interest and relief. Continuous street facades, as near the street as possible with predominantly retail uses at grade and office/professional uses above, are encouraged. Buildings should not be overpowering or monotonous. A change in the planes of walls or variety in the roof form provides diversity and visual interest.

i e e e n t s Building facade elements (e.g., windows, doors, and eaves) should be in proportion and relate to one another. Window openings should reflect a distinction between uses that occur within the building. Typically ground floor windows will be larger than those found on upper levels. Careful consideration

should be given to the ratio of solid wall area to window area. Window selection and placement should avoid the extremes of the monotony of many identical windows or the confusion of overly varying windows. Treatments that will obscure the visual distinction between windows and walls should not be approved.

Win o s o o s Windows and doors should be of a simple uncluttered design. Windows with vertical proportions, as typically seen on Mono County's older buildings, are often appropriate for contemporary structures. Most importantly, the proportion of the windows should complement the proportions of the building. Raw aluminum windows and door frames, reflective glass, and tinted windows should be avoided

e o t i e i n o s Decorative windows should be used in limited quantities. Window shapes other than flush-mounted rectangles, (e.g., round, oval, arched, spherical, and bays) should be used sparingly as accents to avoid creating overly busy facades.

o o s Doors should be located in a manner that complements the design

of the building as well as serving their intended function. Excessive numbers of exterior doorways may give a building a dormitory-like character. The use of common entry ways in protected locations may also contribute to energy efficiency. Where possible, doors should open onto exterior areas that receive direct sunlight. Snow should not shed onto entrances.

W e t u e s Wall design features should not be overly decorative; however, blank side and end walls should be avoided. Continuity of design should continue around all visible sides of the building. The use of ornamental detailing should be limited and in keeping with community contexts.

While detailing is often required to make a building look good, the overuse of it will detract from the composition as a whole. Likewise, the use of detailing which is not in context with its architectural style will detract from the overall appearance of the building.

n o n i e s o e s n e s. Balconies, porches, and decks, like other wall features, should be simply designed. The use of long, vertical or horizontal balconies or horizontal bands of balconies is discouraged.

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Balusters and railings should be designed in a simple and straightforward manner. The mass of the balusters and the railing should be a substantial visual element of the building's design. Ornate balusters and railings, (e.g., Swiss or historic motifs) should be avoided. Balconies should be designed to prevent snow accumulation, interior leaks, and icicle buildup. They should be located so that neither snow nor ice falling on or from them can endanger passersby.

Avoid using down slope decks or decks elevated on poles that make buildings seem more massive when viewed from downhill lots. Where decks are proposed, the underpinning should be screened, concealed with landscaping or cantilevered from the building. Screening below decks should be fire resistant.

o o s n o o i n e s

a. Roof materials should be selected to "fit" within their setting. The following roofing materials are considered appropriate:

- Slate;
- Standing seam metal roof in dark

earth tone colors, treated with a matte, non-reflective finish;

- Thick or dimensional asphalt shingle;

Flat concrete tiles/shingles in dark earth tone colors;

- Vegetation (e.g. "green roofs");

- Corrugated metal with rough or rusted/rustic finish;

- Copper or terne metal, and

- Integrated solar panel roofing.

The following roofing materials are discouraged:

- Untreated, unpainted aluminum or metal;

- Brightly colored materials;

- Spanish tile;

- White rock/gravel; and

- Corrugated metal with smooth or shiny finish.

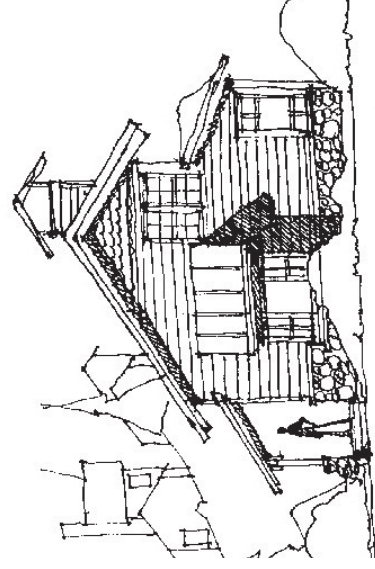
- Wood shake (due to fire hazard)

b. Roofs, overhangs, and balconies should be designed to avoid the destructive effects of snow and

ice falling onto other buildings, pedestrians, cars, powerlines, and landscaping.

c. Roof design contributes strongly to the image of a structure as having quality and permanence. Structures with full-pitched roofs project a more small-town image and reinforce the pedestrian orientation that is encouraged in Mono County. Therefore, new freestanding structures should incorporate full-pitched roofs whenever possible. Structures with flat roofs and parapets often appear unfinished and less permanent and are therefore discouraged.

d. Gable, hip, or shed-type roofs are encouraged. For larger structures,



o o e s i n o s n o s e i n

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consider multi-planed pitched roofs to avoid large expanses of monotonous single-planed roofs.

e. For flat planes, green roofs or roof gardens that reduce stormwater runoff and improve energy efficiency are encouraged. Otherwise, flat portions (i.e., equipment wells) should be relatively small and not visible from streets or other areas where the public has access. Flat roofs may be considered for larger structures when it is determined that a project's overall design is amenable to flat roofs and is otherwise consistent with the objectives of these guidelines.

f. When flat roofs are used without vegetation, there should be a screening parapet topped with a coping, cornice, or, if determined appropriate to the project's style, a modified mansard. Mansards should maintain the same roof pitch as surrounding structures and should be both high and deep enough to create the illusion of being a true roof.

g. Roof design should anticipate snow-shedding areas. Roof pitches should be designed so that falling snow or ice will not threaten human safety or

property. Walkways, entries, decks, or landscaping should not be located where they will be damaged by falling snow. Whether the roofing material and pitch will hold or release snow should be considered. If buildings are spaced too close together, snow sliding off the roof may damage adjacent structures. Building designers should familiarize themselves with problems common to the mountain environment, (e.g., ice damming, roof loading, and snow accumulation against walls).

h. Roof architectural features should be used sparingly. The location of roof architectural elements is critical to avoid an over decorated, visually confusing appearance. Dormers are placed at the roof eave or within the field of the roof. Dormers should have the following shapes: shed dormer, gable dormer, and hip dormer. Swoop dormers should not be permitted. In general, roof ornaments (e.g., finials, scroll work on the ridge or on barge boards or on eave boards, and decorative turrets) are discouraged. Snow diverters and retainers may be necessary installations on the roofs. They should be handled as an integral part of the roof shape.

i. Careful consideration should be given to views of roof tops from other hillside locations, adjacent roads and other properties.

3 ui ent s eenin

a. All roof equipment should be properly screened from public view. Screening should be an integral part of the roof design and not appear as a "tacked-on" afterthought. For flat roofs, a screen enclosure behind the parapet wall may be used if it is made to appear as an integral part of the structure's design. Ground or interior-mounted mechanical equipment (with appropriate screening) is encouraged as an alternative to roof-mounting.

b. Roof penetrations (e.g., plumbing and exhaust vents and air conditioning units) should be grouped together to minimize their visual impact. The roof design should help to screen or camouflage rooftop protrusions.

ets

a. Parapet walls should be treated as an integral part of the structure's design. They should receive architectural detailing consistent with

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the rest of the facade and should not appear as unrelated elements intended only to screen the roof behind.

b. If a mansard roof is incorporated into a parapet's design, the design should carefully consider any visible structural elements needed to support the roof and provide appropriate screening.

5 nt ies

a. Entries should be protected from the elements and should create a focal point for the building.

b. Wall recesses, roof overhangs, canopies, arches, signs, and similar architectural features should be integral elements of the building's design calling attention to the importance of the entry.

itions to e istin st u tu es

a. Building additions should follow the same general scale, proportion, massing, and detailing as the original structure and should not be a stark contrast.

b. The design of a new addition should incorporate the main characteristics of the existing structure. This may

include: the extension of architectural lines from the existing structure to the addition; repetition of bay, window, and entrance spacing; use of harmonizing colors and materials; and the inclusion of similar architectural details (e.g., window/door trim, lighting fixtures, stone/brick decoration).

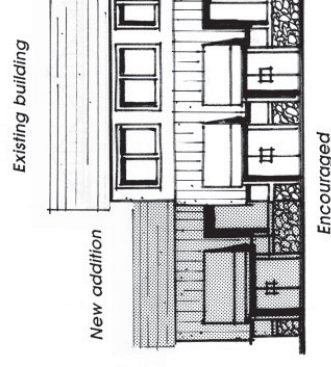
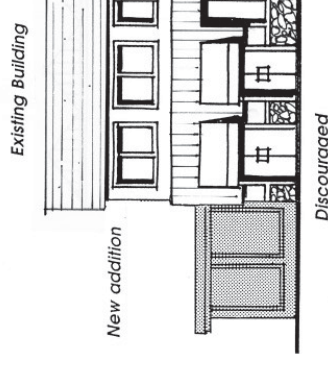
ui in te i s

a. Building materials should be high quality, long-lasting, durable materials that are appropriate to the county's harsh climate.

b. Artificial or decorative facade treatments, where one or more unrelated materials appear to be simply applied to the surface of a building rather than an integral part of its design, should be avoided. Materials should be used honestly. Artificial products that attempt to imitate real materials (for example, wood, stone, brick, etc.) are discouraged.

c. The composition of materials should avoid creating the impression of thinness and artificiality. Veneers should turn corners, avoiding exposed edges.

d. Natural building materials (e.g., wood, stone, and brick) that blend with the natural surroundings should be used. Other materials should be reviewed on a case-by-case basis. Buildings should minimize the use of large expanses of reflective glazing, aluminum panels, and other materials not normally found in the mountain/high desert environment. Synthetic materials that attempt to simulate the textures or patterns of other materials (e.g., vinyl siding that attempts to



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simulate the pattern of wood grain) should not be used.

e. Highly reflective surfaces should be avoided. Large panels of glass or plastic should be designed to minimize reflected sunlight. Where a design includes large panels of glass, a no reflective glazing should be used to minimize off site glare impacts. Mirrored, highly reflective glass or curved "bubbles" are discouraged. Large glass areas should be shaded with wide overhangs or porches to eliminate solar glare and maintain dark surfaces.

9 C o o s

a. Outside communities, colors should be compatible with the existing colors of the surrounding area but need not duplicate existing colors. In general, walls that match and blend with the darkest color in the surrounding landscape create a structure that appears to be in harmony with the landscape.

b. The use of muted tones for the structure's base color is recommended. Color should not be used as an attention getting device.

b. Accent colors should be used carefully and be complementary to the base color or a variation of its hue, either weaker or stronger.

c. The transition between base and accent colors should relate to changes in building materials or the change of building surface planes. Colors should generally not meet or change without some physical change or definition to the surface plane.

d. Colors appropriate to Mono County include:

- Dark greens of forests;
- Grey-brown of mountains;
- Tan of field grasses and fallen pine needles;
- Greys of granite rock; and
- Red-brown of brick.

e. Exterior wall colors should harmonize with the site and surrounding buildings. On exterior walls the predominant tone should tend toward earthy hues, whether in the natural patina or weathered color of the wall surface itself or the color of the paint, stain, or other coating. Accent

colors on the wall surfaces can enliven buildings. In most cases, only one or two accent colors should be used in addition to the base color. Harshly contrasting color combinations should be avoided. Brilliant, luminescent, or day-glow colors should not be approved.

u b i s i o n s Subdivisions of commercial, industrial, and multi-family residential properties should be designed to allow coordinated development of the parcels, facilitate shared parking and common driveways, reduce encroachments onto public and private streets, and promote pedestrian activity.

a. Agricultural lands, natural environmental resources and rural vistas should be identified and preserved.

b. Property boundaries for proposed parcels should be designed with particular consideration given to natural topography, natural drainage courses, vegetation, ridgelines, valleys and meadows. This standard is intended to prevent property line fencing from arbitrarily bisecting open meadows or grassy areas.

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c. Location of lot lines must consider the integrity of existing land uses, buildings, roads, septic leach fields, drainage and utility connections.

d. Building envelopes should be sited away from unstable or hazardous portions of the property.

e. Dedication of land for agricultural/open space, parks, schools and pedestrian / equestrian access use may be required.

f. The design of subdivisions should provide for passive or natural heating and cooling opportunities for future residences.

g. All major site improvements including, but not limited to roads, utilities, drainage and grading, must be designed and constructed in accordance with the standards required by Mono County Code and all improvements as required by the approval of a Tentative Map.

h. Site grading must be held to a minimum by designing lots and development to fit on the natural landforms.

**Met bui in s nu tu e
ousin n o ont ine s** All metal buildings (including, but not limited to, manufactured housing, cargo containers, quonset huts, and off-the-shelf storage units) should be designed to have architectural interest and articulation as is encouraged with conventionally built structures. Stock, “off-the-shelf” metal buildings are discouraged as either main or accessory structures.

a. Metal buildings should employ a variety of building forms, shapes, colors, materials and other architectural treatments to add visual interest and variety to the building. Architectural treatments should emphasize the primary entrance to the building.

b. Once sold for any use other than as a transportable container, cargo containers are considered buildings and should be located in areas where they are visually compatible with surrounding uses.

c. In addition to architectural metal panels (for example, corten steel), exterior surfaces should include either stucco, plaster, glass, awnings, stone, brick, or decorative masonry.

d. Metal buildings and cargo containers should be held to the same standards as other architectural structures and painted to reduce glare and blend in with the surrounding landscape.

e. A concrete foundation is required for all metal buildings and cargo containers installed permanently on site.

f. Metal buildings and cargo containers should be subject to providing frame building siding material and appropriate roofing material to create the appearance of a normal wood frame building.

g. Landscaping should be encouraged around the perimeter of all metal buildings and cargo containers to soften their appearance.

h. Exterior surfaces that have the potential of being contacted by vehicles or machinery should be protected by the use of landscaped areas, raised concrete curbs, and/or traffic barriers.

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The guidelines in this Section address design issues related to specific types of development which, by their nature, can present problematic design issues. These guidelines are intended to help improve the overall design quality of each specific use and to emphasize the unique characteristics of each use. These guidelines should be used in conjunction with the more general guidelines in the previous Section.

C MM C

Mono County encourages the siting, design, and construction of telecommunications facilities which minimize adverse visual impacts. The following strategies are designed to create responsible local control over telecommunications facilities.

ite o ni tion

a. All applicants for building permits to construct a telecommunications facility or antenna should submit visual impact demonstrations using photo simulations of the proposed facility as it would be seen from residential areas, public rights of way, and public parks

and other sites as deemed appropriate by the Planning Division.

b. Towers and antennae may be approved on or near communities and designated scenic highway corridors by use permit and only if so concealed as to be substantially invisible. The views of, and vistas from, communities and corridors should not be impaired or diminished by the placement of cell phone towers and antennae.

c. Applicants are encouraged to use topography to allow for lower tower heights, but to avoid creating silhouettes against the skyline.

d. No new telecommunications facility should exceed 60 feet in height.

e. Telecommunications facilities should simulate objects that typically occur in landscapes similar to the proposed location (except billboards, electrical transmission, or telecommunications towers). Examples include hay barns, agricultural water towers, and trees.

f. Telecommunications facilities located atop or within existing buildings or structures may result in an overall increase in height of the structure of no

more than ten percent of the structure's height without the facility or the maximum height allowed in the zoning district in which the structure is located, whichever is less.

g. In all applications for construction of a new facility, the applicant should prove by substantial evidence that a bona fide need exists for the facility and that no reasonable combination of locations, techniques, or technologies will obviate the need. The applicant must further prove that it has made all reasonable efforts to procure antenna space on existing facilities and that the cost of co-location exceeds the cost of a new facility by at least fifty percent.

h. All applicants should include a map of alternative sites (including Federal property) that have been investigated, as well as reasons why those sites could not be used.

i. If additional towers/facilities are associated with the proposed facility, the applicant must provide visuals/mapping of the entire system in Mono County, not just the single tower, as part of a comprehensive visual assessment/mitigation approach.

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j. No new tower should be constructed without a setback from the tower's base of at least 1.5 times the tower height to a public or private road and at least 2.5 times the tower height to the nearest property line.

k. No equipment shed for a telecommunications facility should exceed 750 square feet in area nor 12 feet in height. All such sheds should be painted dark colors to blend with the surroundings and screened with vegetation or other aesthetically pleasing materials. Furthermore, all such sheds should be secured with approved fencing and a locked gate.

l. The owner of a facility should establish a \$10,000 cash security fund or provide the County with an irrevocable letter of credit in the same amount to secure the cost of removing an antenna, antenna array, or tower that has been abandoned. In the event of a transfer of ownership, the seller will be responsible for notifying the buyer of this requirement and for notifying the County of the transfer.

The major design issues related to these types of establishments are efficient and well-organized vehicular access and on-site circulation, while adequately buffering adjacent uses.

ite o ni tion

a. The primary presence along the major street frontage should be the building, not the menu board, drive-through aisle, or parking lot.

b. Drive-through aisles should provide adequate on-site queuing distance to accommodate five cars before the first stopping point (e.g. menu board). No portion of the queuing aisle should also serve as a parking aisle.

c. Drive-through aisles should have a minimum width of 14 feet and a minimum 25-foot interior radius for any curve.

d. Pedestrian walkways should not intersect the drive-through drive aisle, but where they cannot be avoided, they should have minimum 15-foot clear visibility, and they should be emphasized by enriched paving.

e. Whenever physically possible, the main structure should be sited so as to maximize the distance for vehicle queuing while screening the drive-through operations located on the back side of the structure.

f. Menu board speakers should be located so as to protect adjoining residential areas from excessive noise.

ui in esi n

All building elevations, whether they function as the front, side, or rear of the building should be architecturally detailed to avoid the appearance of the "back of the building." Buildings should contribute a positive presence to the street scene.

M

Hotels and motels are quasi-residential uses and should be designated and sited to minimize the effect of noise from Mono County's arterial streets. Although they are quasi-residential, the scale of, and activities associated with hotels and motels often make them problematic neighbors for adjacent properties. Because hotel and motel architecture is often thematic, presenting a strong temptation to

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over design the building front and to neglect the other sides, it is important to remember that all sides of a building should be stylistically consistent.

ite o n i t i o n

- a. The primary presence along the major street frontage should be the building and driveway approach, not the parking lot.
- b. Only a few (no more than 5) short-term parking spaces should be provided near the office for check-ins.

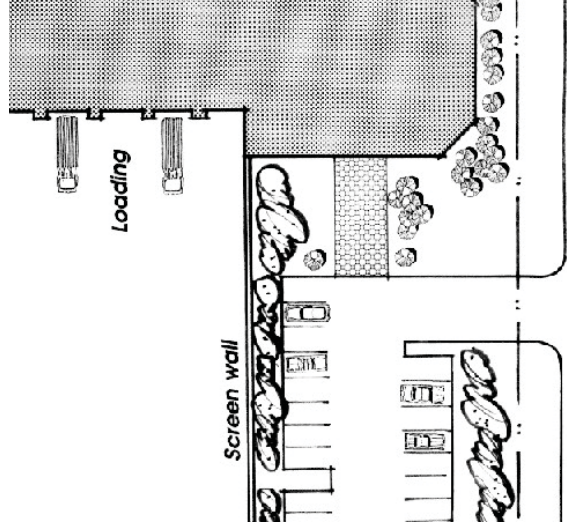
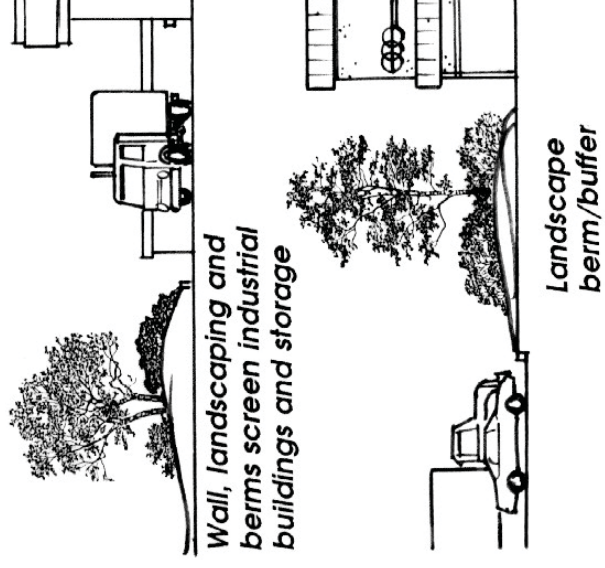
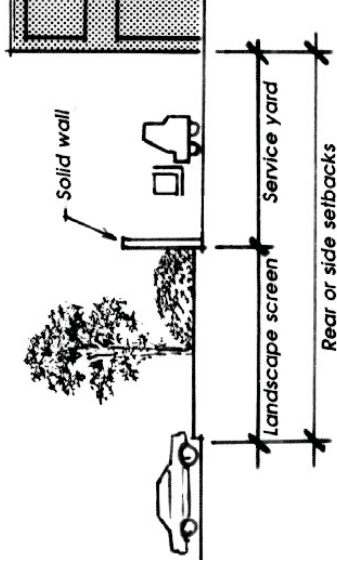
- c. Exterior corridors on multi-level buildings are discouraged and should not be located near residential uses.
- d. Delivery and loading areas should not be located near residential uses.
- e. Mechanical equipment, including swimming pool equipment, should be located away from main areas.
- f. Avoid locating driveway, garage ramps, or loading and service areas where they interfere with the flow of pedestrian movement or impact the

privacy of guest rooms.

- g. Utilize parking lots and open spaces on the site to help buffer the hotel/motel from any adjacent incompatible uses.

u i i n e s i n

- a. Noise attenuation techniques should be included in the design of buildings near major noise generators (e.g., major streets or U.S. 395).
- b. Air conditioning and heating units should not be visible from public streets. Avoid exterior units for each room.



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c. For structures over two stories, guest rooms should be accessible from hallways within the hotel. Room entrances that are directly adjacent to parking lots or exterior walkways are discouraged.

/

Industrial buildings are typically large utilitarian structures with little or no architectural interest. The following guidelines are intended to ensure attractive, well-designed structures while recognizing their basic industrial nature. Proper site planning and screening of work and storage areas are promoted over architectural design themes. The guidelines are intended to protect adjacent uses from objectionable views, excessive noise, and similar impacts that are typically associated with industrial uses.

ene esi n obe ti es

- a. A variety of building and parking setbacks should be provided to avoid long monotonous building facades and to create diversity within the project.
- b. Buildings should be located on “landscape islands,” which may be

formally planted or set in a natural open space environment. The main entrance of the building should not directly abut the paved parking area. A minimum five-to seven-foot landscape strip should be provided between parking areas and the portions of the buildings where parking is provided.

c. Building setbacks should be provided proportionate to the scale of the structure and in consideration of existing adjacent development. Larger structures require more setback area for a balance of scale and so as not to impose on neighboring uses.

d. Structures should be placed to create opportunities for plazas, courts, or gardens. Setback areas should be considered for use as open space for patio areas.

e. The main elements of sound business park/industrial site design include the following:

- (1) Easily identifiable site access;
- (2) Service areas located at the sides and rear of buildings;
- (3) Convenient access, visitor parking and on-site circulation;

(4) Screening of outdoor storage, work areas, and equipment;

(5) Emphasis on the main building entry and landscaping;

(6) Placement of buildings to provide plazas and courtyards; and

(7) Landscaped open space.

in n i u tion

a. Parking lots should not be the dominant visual elements of the site. Large expansive paved areas located between the street and the building are to be avoided in favor of smaller multiple lots separated by landscaping and buildings. Parking should be located to the sides and rear of buildings whenever possible.

b. Site access and internal circulation should be designed in a straight forward manner which emphasizes safety and efficiency. The circulation system should be designed to reduce conflicts between vehicular and pedestrian traffic. Truck maneuvering areas should be separated from parking areas.

c. Entrances and exits to and from parking and loading facilities should

be clearly marked with appropriate directional signage where multiple access points are provided.

d. Parking lots adjacent to and visible from public streets must be adequately screened from view through the use of low screen walls, changes in elevation, landscaping or combinations thereof.

3 o i n i t i e s

a. To alleviate the unsightly appearance of loading facilities for industrial uses, these areas should not be located at the front of buildings where it is difficult to adequately screen them from view. Loading facilities are more appropriate at the rear of the building where special screening may not be required.

b. When it is not possible to locate loading facilities at the rear of the building because of circumstances unique to the site, loading docks and doors may be located at the side of the building but must be screened from view by a combination of screen walls, ornamental landscaping and/or portions of the building. Gates should be located so as not to allow views from the public right-of-way into loading areas.

c. Backing from the public street onto the site for loading causes unsafe truck

maneuvering and should not be utilized except at the ends of industrial cul-de-sacs where each circumstance will be considered on a case-by-case basis.

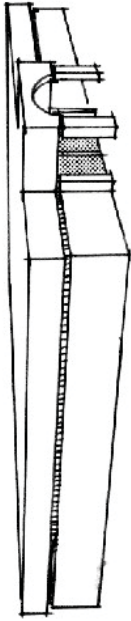
n s i n

a. Landscaping should be used to define entrances to buildings and parking lots, define the edges of various land uses, provide transition between neighboring properties (buffering), and provide screening for outdoor storage, loading, and equipment areas.

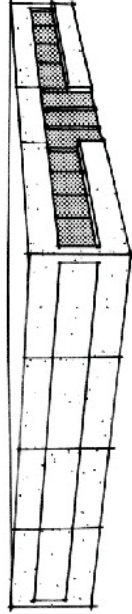
b. Landscaping around the entire base of buildings is recommended to soften the edge between the parking lot and the structure. Landscaping should be accented at building entrances to provide focus.

c. Earth berms can be used at the edge of the building in conjunction with landscaping to reduce the apparent height of the structure, especially along street frontages.

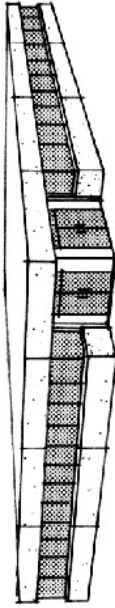
d. Development in areas with native vegetation or located within foothill, riparian, viewshed, or other unique natural environments should use landscape designs and materials



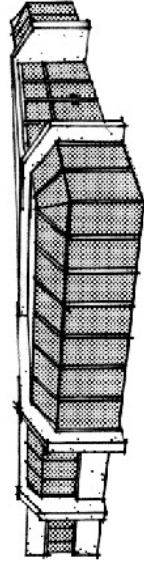
Entry projection and indentation color bands



Vertical seams, window glazing bands and textured walls



Window glazing, color bands, textured walls and entry indentation



Mix of complementary materials, varied wall planes, increased window areas, and some textured walls

C C C

that are compatible with the existing vegetation.

5 W s n e n e s

- a. If walls are not required for a specific screening, agricultural or security purpose they should not be used. Where they are required, they should be kept as low as possible while still performing their screening and security functions.
- b. Where walls are used at property frontages, or screen walls are used to conceal storage and equipment areas, they should be designed to blend with the site's architecture. Landscaping should be used in combination with walls, especially along the street frontage.
- c. Long expanses of fence or wall surfaces along the street frontage should be offset and architecturally designed to prevent monotony. Landscape pockets should be provided along the wall at minimum intervals of 40 feet.
- d. When security fencing is required across a property frontage, it should be

a combination of solid pillars, or short solid wall segments, and wrought iron grill work.

eeenin

- a. Exterior storage and loading areas should be confined to portions of the site least visible to public view where screening may not be required.
- b. Where screening is required, a combination of elements should be used including solid masonry walls, berms, and landscaping. Vinyl-coated chain link fencing with wood, vinyl plastic, or metal slatting is an acceptable screening material only for areas not visible from a public street or parking lot.

- c. All equipment, whether on the roof, side of building, or ground, should be properly screened in compliance with 18.30.110 (Screening).

ite tu esi n ui e ines

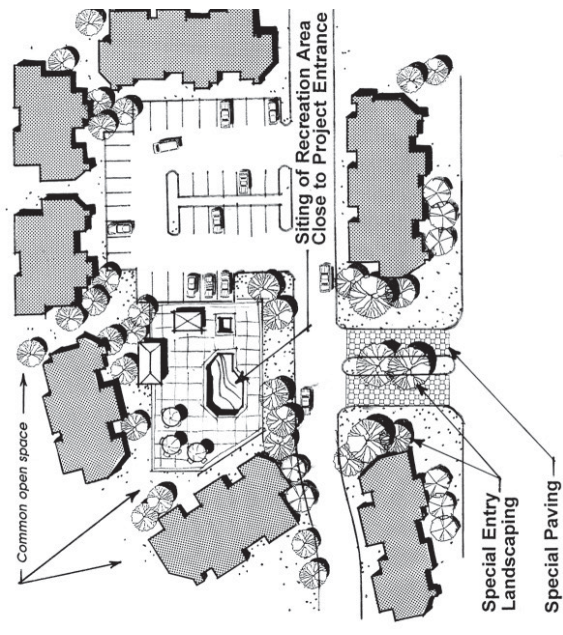
ite tu sty e The architectural style of buildings in the business park/industrial category should incorporate clean simple lines. Buildings should project an image

of high quality through the use of appropriate durable materials and well landscaped settings

b ession o st u tu e

As a category of structure type, typically bland industrial buildings often present unattractive, unadorned, "box-like" forms. A variety of design techniques should be used to help overcome this situation and to direct development into a cohesive design statement.

- (1) Long, "unarticulated" facades should be avoided. Facades with varied front setbacks and recessed entries are strongly encouraged.



C C C

- (2) Avoid blank front and side wall elevations on street frontages.
- (3) Entries to structures should portray a quality office appearance while being architecturally tied into the overall building composition and scale.
- (4) Alteration of colors and textures should be used to produce diversity and enhance architectural forms.
- (5) A compatible variety of siding materials (i.e., metal, masonry, concrete texturing, cement or plaster) should be used to produce effects of texture and relief that provide architectural interest.

n e s i b e e n t s Design elements which are undesirable and should be avoided include:

- (1) Large blank, unarticulated wall surfaces;
- (2) Exposed, untreated precision block walls;
- (3) False fronts;
- (4) “Stuck on” mansard roofs;
- (5) Materials with high maintenance (e.g., stained wood, shingles or light gauge metal siding);

- (6) Mirror window glazing;
- (7) Loading doors facing the street.

M M

The densities of multi-family housing tend to create large parking areas, less private open space than is found in single family areas, and long box-like structures. Parking facilities can dominate the site if not properly designed, and open spaces may be relegated to left over areas not related to the structures or the people who live there. Residential developments with unarticulated walls and roofs surrounded by parking lots and rows of carports along public streets are examples of practices that should be avoided.

i t e o n i t i o n

- a. The clustering of units should be a consistent site planning element. Projects containing more than 10 dwelling units should be broken up into groups of structures that are appropriate in scale and compatible with the neighborhood.
- b. Buildings should be oriented in random positions to avoid instances where living spaces of one structure

face the living spaces of another and significantly reduce indoor privacy.

u i i n e s i n

- a. There is no specific architectural “style” proposed for multi-family/cluster residential structures. The primary focus should be on constructing a high quality residential environment. The criteria presented here strives for this “quality” through descriptions and examples of appropriate building materials and architectural expression.
- b. Separations, changes in plane and height, and the inclusion of elements including balconies, porches, arcades, dormers, and cross gables mitigate the barracks-like quality of flat walls and roofs of excessive length. Secondary hipped or gabled roofs covering the entire mass of a building are preferable to mansard roofs or pitched roof segments applied at the structures edge. Structures containing three or more attached dwellings in a row should incorporate at least one of the following:
 - For each dwelling unit, at least one architectural projection not less than two feet from the wall plane and not less than four feet wide should be

C C C

provided. Projections should extend the full height of single story structures, at least one-half the height of a two-story building, and two-thirds the height of a three story building; or

A change in wall plane of at least three feet for at least 12 feet for each two units should be provided.

c. Because multi-family residential projects are usually taller than one story, their bulk can impose on surrounding uses. The scale of these projects should be considered within the context of their surroundings. Structures with greater height may require additional setbacks so as not to dominate the character of the neighborhood. Large projects should be broken up into groups of structures. The use of single “megastructures” is to be avoided.

d. The use of balconies, porches, and patios is encouraged for both practical and aesthetic values. These elements should be integrated into structures to break up large wall masses, offset floor setbacks, and add human scale to structures. Design should be simple and straight forward.

e. The use of long, monotonous access

balconies and corridors which provide access to five or more units should be avoided. Instead, access points to units should be clustered in groups of four or less. The use of distinctive architectural elements and materials to denote prominent entrances is encouraged.

f. Simple, clean, bold projections of stairways are encouraged to complement the architectural massing and form of the structure. Thin-looking, open metal, prefabricated stairs are discouraged.

g. Support structures (e.g. laundry facilities, recreation buildings, and sales/lease offices) should be consistent with the architectural design of the rest of the complex.

3 in n i u tion

a. Project entry areas should provide the resident and visitor with an overview of the project. They should provide an open window with landscaping, recreational facilities, and project directories. Special attention should be given to hardscape and landscape treatments to enhance the overall image of the project.

b. The principal vehicular access

should be through an entry drive rather than a parking drive. Colored, textured paving treatment at entry drives is encouraged.

c. There are generally three means of accommodating parking: parking driveways, parking courts, and garages within residential buildings. Projects with either long, monotonous parking drives or large, undivided parking lots are not desired. If parking within residential structures is not provided, dispersed parking courts are the desired alternative.

d. Parking areas should be visible from the residential units which use them to the greatest degree possible.

e. A parking court should not consist of more than two double-loaded parking aisles (bays) adjacent to each other. The length of a parking court should not exceed 14 stalls.

f. Parking courts should be separated from each other by dwelling units or by a landscaped buffer not less than 30 feet wide. Each 10 spaces of parking, whether, in garages, carports, or open parking areas, should be separated from additional spaces by a landscaped bulb not less than 10

C C C

feet wide. Architectural elements (e.g. trellises, porches, or stairways) may extend into these landscaped bulbs.

g. Planting shade trees in the landscaped areas of parking lots is encouraged.

g. Parking areas tucked under residential structures should be enclosed behind garage doors. Garages with parking aprons less than 20 feet in length should be equipped with automatic door openers and roll-up doors.

h. Where carports are utilized, they must follow the same spacing criteria as parking courts. Carports may be incorporated, with patio walls or used to define public and private open space, but incorporating carports into exterior project walls adjacent to streets is strongly discouraged. The ends of each cluster of carports should be concealed with low walls and landscaping.

i. Carport and detached garages should be designed as an integral part of the overall project. They should be similar in materials, color, and detail to the principal structures. Due to snow loads, carports should not utilize flat

roofs. Prefabricated metal carports are strongly discouraged.

en s e e s

a. The design and orientation of open space areas should take advantage of available sunlight and should be sheltered from the noise and traffic of adjacent streets or other incompatible uses.

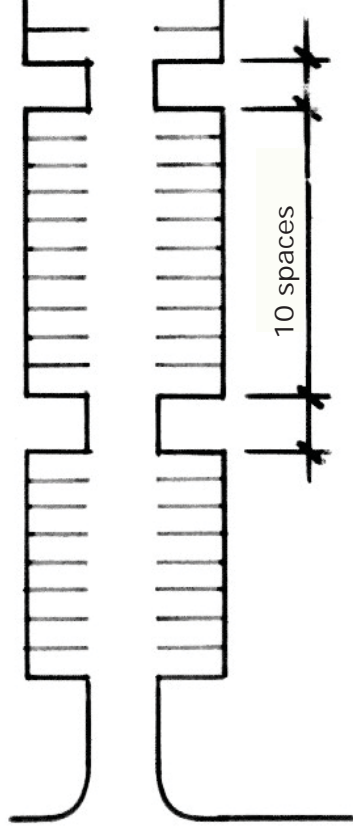
b. Common open spaces should be conveniently located for the majority of units. Children's play areas should be visible from as many units as possible. In complexes with more than 40 two-bedroom units, several play areas should be provided throughout the complex.

C MM C C C

Commercial centers are typified by the grocery store/drug store anchor with a series of smaller shops. They may also have one or more freestanding building sites. Because they are usually located in or next to residential areas, the major design issue is the interface between the center's service activities and adjacent residences.

New commercial uses should serve the local community, such as grocery stores, cafes, deli, post office, local retail stores, low-intensity offices, and family style sit-down restaurants.

ite o ni tion Buildings should



C C C

have a strong spatial and functional relationship to each other.

a. Shopping centers should be divided into multiple buildings, and buildings should be clustered to achieve a “village” scale. This creates opportunities for plazas and pedestrian areas while preventing long “barracks-like” rows of buildings.

b. Shopping centers should be designed to locate a minimum of 50 percent of the total building frontage (including pad buildings) at the front setback line. This siting, together with substantial landscaping treatment, reinforces and strengthens the overall streetscape, and helps to screen off-street parking areas.

c. The location of open space areas should be accessible from the majority of structures, and should be oriented to take advantage of solar access.

d. Loading facilities should not be located at the front of buildings where they will be difficult to adequately screen from view. These facilities are more appropriate at the rear of the site where special screening may not be required.

ui in esi n

a. An “extruded” appearance should be avoided in the design of long linear buildings. Where long buildings are unavoidable, their linearity should be mitigated by changes in building height, wall plane, spatial volumes, and by varied use of window areas, arcades, materials, and roof elements.

b. Buildings adjacent to and visible from residential properties should be stylistically consistent with the more public portions of the buildings. Building scale should be decreased adjacent to residential uses by reducing wall height, articulating wall and roof planes, generating strong shadows, and by employing architectural decoration and full roofs.

c. Large blank building walls and loading areas that disrupt the continuity of pedestrian-oriented shops should be avoided.

C

Office buildings have functional characteristics that result in physical forms different from other development: (1) their intensity of use is lower, (2) buildings are typically “live” on all four

sides, (3) office activities are not limited to the first floor, (4) building perimeters have fewer entries and windows and thus have more opportunity for landscaping, and (5) the occupation of office buildings is more predictable.

Because of their use patterns, there are more opportunities to locate office buildings toward the street with parking behind or to the side. This arrangement is strongly encouraged even where the existing pattern is not an established one.

ite o ni tion

a. Buildings should be placed at the minimum required front setback with parking located at the rear of the site or at the side of the building.

b. Multi-story buildings should not be placed adjacent to the private open space of residential units.

c. A series of smaller office buildings linked by a plaza system is encouraged over a single large structure.

d. Buildings should have their primary entry from the public street with secondary entries from on-site pedestrian paths or parking areas.

ui in esi n

- a. Long unadorned wall planes should be avoided. As a general principle, building surfaces over two stories high or 100 feet in length should be relieved with a change of wall plane that provides strong shadow and visual interest.
- b. The ground floor of larger office buildings should include elements of pedestrian interest including retail businesses and food services where pedestrian traffic is high and these uses are allowed.
- c. Clear glass (88 percent light transmission) should be used for ground floor windows where pedestrians are present and there is a potential for retail businesses, food services, or other service occupancies.
- d. Building entries should be prominent and should afford a "sense of entry" for the structure. Entries should be protected from inclement weather.

The design issues associated with outdoor retail sales areas are quality of fencing material, internal organization,

and lack of quality paving materials.

ite o ni tion

- a. The outdoor retail sales area should be located to the side or rear of the primary commercial structure. Outdoor retail facilities should not be located in front of the primary commercial structure.
- b. Whenever possible, do not place outdoor retail sales areas within prominent view of public streets.

eenin /se u ity

- a. Chain-link fences are strongly discouraged as screening and security devices.
- b. Barbed wire or razor wire is discouraged.
- c. For permanent outdoor retail sales areas, appropriate fencing materials include:
 - Wrought iron pickets.
 - Wood pickets.

3 in Paving material should be permanent. Gravel or decomposed granite may be used under special or

temporary circumstances only. Straw or other nonsoil-binding materials may be used for very short (one- to two-week) durations.

W C

C

Service stations and car washes are intensive uses that are characterized by large areas of paving which permit vehicles to maneuver freely and have the potential to create significant adverse impacts for adjoining streets and properties. Service stations, in particular, have historically enjoyed several points of access from adjacent streets to maximize maneuvering flexibility for vehicles. When weighed against the safety risk inherent in multiple driveways and the negative environmental and visual impacts of large areas of asphalt, fully flexible circulation clearly can no longer be accommodated. Driveway cuts need to be limited, circulation needs to be channeled, and paved areas reduced.

ite o ni tion

a. Structures on the site should be spatially related; buildings should be organized into a simple cluster.

C C C

- b. The site should be designed to accommodate all legitimate, anticipated circulation patterns, but those patterns should be defined by reduced areas of paving and well-placed landscaped areas. Driveway cuts should be limited to one, occasionally two per street.
- c. Service bays should not face residential properties and should avoid facing any major commercial thoroughfare.

ui in esi n

- 3 e i e ui e ents
 - a. Car wash facilities should include appropriate noise control measures to reduce machinery and blower noise levels.
 - b. Areas should be provided on self-service station sites to allow patrons to service their vehicles with water and air. These facilities should be located where they do not obstruct the circulation patterns of the site.
 - c. On automatic car wash sites, facilities should be provided for vacuuming of vehicles and for drying of vehicles upon exiting the car wash building. These areas should be carefully located to avoid obstructing legitimate circulation.
 - d. Each pump island should generally include stacking for a minimum two vehicles (40 feet) on site so that driveways or the street are not utilized for waiting customers.
 - e. Truck circulation patterns and positions for tank filling should not conflict with customer circulation patterns or cause a potential for stacking overflow onto a street.

- a. All structures on the site (including kiosks, car wash buildings, gas pump columns, etc.) should be architecturally consistent with the main structure.
- b. All building elevations facing public streets, whether these elevations function as the front, side, or rear of the building should be architecturally detailed to avoid the appearance of the “back of the building.” Buildings should provide a positive presence to the street scene.
- c. Building materials should have the appearance of substance and permanency. Lightweight metal or other temporary-appearing structures are not appropriate.

Chapter 6. Byway Signage and Wayfinding Plan

Introduction

The information from this chapter is provided by a Character Inventory & Design Guidelines for Highway 395 Scenic Byway Corridor Communities report completed by Opticos Design, Inc. in 2015. A copy of this report is included at the end of the chapter.

Opticos Design, Inc., prepared this report with the purpose of providing design recommendations for public and private realm improvements in communities along U.S. Route 395 in the Eastern Sierra. Public realm improvements include recommendations for signage and wayfinding as well as the configuration of the highway, access for pedestrians and bicyclists, and streetscape as it passes through individual communities. Private realm improvements include ways in which private property owners may improve their frontage. Opportunities for public and private improvements should be considered as important components of a strategy to improve and unify the corridor that can support Highway 395's potential designation as a National Scenic Byway.

The Opticos report seeks to first document the unique, and varied, community character along Highway 395. It then offers design ideas on how to build upon that character in a thoughtful manner, seeking to ensure that every contribution is a positive step toward a National designation and the preservation of Mono County's distinct sense of place.

Signs, Icons, and Byway Identity

The Opticos report provides an initial assessment of the highway's intrinsic qualities in order to establish some preliminary direction for this CMP. In many ways the County will need to conduct a "branding" exercise to best communicate the special quality of Highway 395 and share it with others.

While this report focuses on the communities along the corridor, the County should consider how the corridor is organized and defined by its geographical/geological, scenic, recreational, and historic frameworks, and to what extent the "story" extends and connects to destinations off of the primary corridor, such as the June Lake Loop (Highway 158), Mammoth Lakes (Highway 203), and Crowley Lake Drive (Old Highway 395).

Visual branding should also be considered. New signage and wayfinding elements, for example, could provide some visual components that can help to visually unify the corridor while providing much-needed wayfinding and identification of context. These could include repetitive graphic elements, color palettes, materials, etc. A signage program could bring the whole corridor together and incorporate all the intrinsic qualities and communities into a single experience. Signage could also be a set of diverse signs, with a controlled set of similar elements to tie the brand together (font, color, material, etc.) – allowing an eclectic group of places to operate with a more common language.

Depending on how the County wants to brand Highway 395, gateway signage between communities could bring the corridor together with signs that are the same shape, materials, and type font, and with a small icon or image that gives identity to unique stops along the corridor. If

the County wants to accentuate the diverse communities that make up, and add to, the experience of Highway 395, they could allow the communities to each express their sense of place. The conceptual sketches below use abstracted geographic or architectural icons associated with each community as the anchor of an identical sign. While unique, the signs are brought together using three materials: stone, river rock, and wood.

Additional information, including conceptual signage ideas, can be found in the Opticos report at the end of this chapter.

Information, Orientation, and Interpretive Signs

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. Mono County should catalog current sign types, location, and physical condition to determine which signs are in need of repair and where more signage could be placed. With Highway 395's designation as a Federal Scenic Byway, Mono County should create a plan to improve visitor experience with more interpretive signage along the corridor. These information and interpretive signs would allow visitors to locate points of historical and cultural interest, as well as provide resting spots along the highway to enjoy and educate themselves on the scenic and natural qualities.

Funding and Maintenance

Funding and financial responsibility for signage will be determined as further information becomes available. All signs within the Highway Right of Way of Highway 395 must be reviewed and approved by Caltrans. The appropriate district office is located at: California Department of Transportation District 9 Office, 500 South Main Street, Bishop, CA 93514.



Figure 11: Highway 395 and State Scenic Byway sign with Mammoth Mountain in the background

This portion of Chapter 6 includes the document “Character Inventory & Design Guidelines for Highway 395 Scenic Byway Corridor Communities”.

CHARACTER INVENTORY & DESIGN GUIDELINES FOR HIGHWAY 395 SCENIC BYWAY CORRIDOR COMMUNITIES

Mono County, CA



Design Idea Book

April 2015



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Purpose and Intent

The purpose of this document is to provide design recommendations for public and private realm improvements in communities along U.S. Route 395 in the Eastern Sierra. Public realm improvements include recommendations for signage and wayfinding as well as the configuration of the highway, access for pedestrians and bicyclists, and streetscape as it passes through individual communities. Private realm improvements include ways in which private property owners may improve their frontage. Opportunities for public and private improvements should be considered as important components of a strategy to improve and unify the corridor that can support Highway 395's potential designation as a National Scenic Byway.

National Scenic Byways are designated by the United States Department of Transportation with the aim to "recognize, preserve, and enhance" significant roads in the U.S. Roads are designated because of their unique scenic, historical, recreational, cultural, archeological and/or natural intrinsic qualities. A road must apply to be designated, proving the intrinsic qualite(s) that should be celebrated. While the majority of Highway 395 is already designated a State Scenic Byway, the additional designation as a National Scenic Byway has the potential to attract tourists and visitors to the area; it may also make federal funds available to help build improvements in support of the designation.

A National Scenic Byway application would require a Corridor Management Plan (CMP) describing the County's strategy to improve and maintain the corridor as a scenic byway. This Design Idea Book is seen as an important step in identifying content and approach for a future CMP.

This document seeks to first, document the unique, and varied, community character along Highway 395. It then offers design ideas on how to build upon that character in a thoughtful manner, seeking to ensure that every contribution is a positive step toward National designation and the preservation of Mono County's distinct sense of place.

Document Organization

This document presents character inventory and design guidelines for the communities along Highway 395. The design ideas range from creating context zones in the various communities, to detailed improvement ideas for both the public and private realms. The communities are explored north to south, as follows:

- Coleville;
- Walker;
- Bridgeport;
- Lee Vining;
- June Lake;
- Mammoth Lakes; and
- Crowley Lake and Long Valley

The section on Bridgeport serves as a supplement to the July 2013 Main Street Revitalization Plan Design Idea Book for Bridgeport.

An appendix provides information on gateway signage for the communities along the corridor. The discussion includes preliminary thoughts on branding Highway 395, precedent studies from other National Scenic Byways, and conceptual ideas for various approaches.

Gateway Signage and Corridor Branding 2-1

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Additional Building Frontage Improvements	A-2
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Supplemental Recommendations for Bridgeport

Introduction



Experiencing the corridor first-hand on a walk audit in Walker



Meeting with the business community in June Lake



Presenting preliminary design ideas at the end of the workshop in Walker



Community members on a walk audit in June Lake

Guiding Principles

Three guiding principles informed the ideas presented in this document:

- 1. Respect changing contexts along the corridor.** This section of Highway 395 traverses over 100 miles of changing terrain and multiple communities. There are many locations where the relationship between the highway and its context can be improved, in order to increase visitor accessibility, and fully capitalize on its unique places and intrinsic qualities. Special attention should be given to the design of the highway where it approaches and passes through communities.
- 2. Promote multi-modal access.** Although the highway is primarily experienced by vehicle drivers, access for public transit users, bicyclists, and pedestrians can be improved. Highway 395 is an important route for bicycle touring, and could increase tourism if amenities were added to increase safety and ease of use. Within communities, pedestrian access is important for both locals and visitors to reach daily destinations and services. Improving comfort and designing to increase pedestrian and bicycle activity can increase business activity.
- 3. Build upon the existing character within each community.** The seven communities along this section of Highway 395 have distinct qualities that together make up a diverse and varied experience for the visitor. These distinct qualities can be emphasized and built upon, forming a basis for future improvements, including private initiatives (e.g. facade renovations, signage), and public initiatives (e.g. streetscape improvements, gateway and wayfinding signage, landscaping).

Summary of Public Process

During the week of July 28th through August 1st, 2014, the design team conducted a series of design workshops, spending half of the week in the north part of the County in Coleville and Walker, and half of the week in the south in June Lake and Crowley Lake.

In both Walker and June Lake, the design team met with business owners, interested community members, and agency representatives to discuss opportunities and challenges unique to each community. The team also completed a walking audit to provide an opportunity for stakeholders to point out firsthand the more nuanced assets and constraints of their community.

Both workshops ended with presentations to the community members of the team's preliminary design ideas, allowing for immediate feedback and guidance on various public and private improvements.

The week also included touring and documenting the character of each community along Highway 395, hoping to capture the great places and elements that will contribute to a National Scenic Byway.

Context-Sensitive Design Strategies

This document includes a series of context-sensitive design proposals for each of the communities along 395 that respond to their respective unique conditions and local community desires for Main Street environments that are supportive of lower traffic speeds and safe, increased access for pedestrians and bicyclists.

Caltrans' technical and design guidance has evolved in recent years to encourage designers to be more sensitive of, and respectful to, local context, including specific guidance in the *Highway Design Manual* (2013) and informational publications such as *Main Street, California: A Guide for Improving Community and Transportation Vitality* (2013). This guidance promotes flexibility in design operations with particular attention to Main Street environments. In 2014, the Caltrans Design Division endorsed additional resources, including the National Association of City Transportation Officials' (NACTO) *Urban Street Design Guide* and *Urban Bikeway Design Guide* and the Institute of Traffic Engineers (ITE) *Designing Walkable Urban Thoroughfares* as additional resources that local entities can reference when making planning and design decisions on the State Highway system. They also identified a desire to analyze these resources in order to find additional areas of improvement in their standards.

The proposed design components draw from this broad set of references and recognize that while all proposals may not currently be compliant with applicable Caltrans standards, that current Caltrans policy encourages local agencies to achieve design flexibility within the guidance provided in the *Highway Design Manual*, and that the 395 Main Street environments are all appropriate for the application of flexible design. In the event that the need for design exceptions is identified, as design and implementation moves forward, there are established processes to evaluate design concepts that deviate from standards that must be followed, and Caltrans has underscored the importance of thoroughly documenting engineering decisions to ensure design-immunity. Design proposals will thus require careful and ongoing coordination between the County, local stakeholders, and Caltrans representatives to achieve successful implementation.

Project Overview

Communities along Hwy 395	
Coleville	pg. I-2 A
Walker	pg. I-3 B
Bridgeport	pg. I-13 C
Lee Vining	pg. I-15 D
June Lake	pg. I-17 E
Mammoth Lakes	pg. I-25 F
Crowley Lake and Long Valley	pg. I-27 G



A Coleville



E June Lake



B Walker



F Mammoth Lakes



C Bridgeport



G Crowley Lake and Long Valley



D Lee Vining



Character Inventory and Community Design Concepts

Coleville: Character Inventory

Building Character



Building with recessed stoop and wood siding



Gable-ended building with wood siding and stone chimney



Gable-ended historic town dance hall

Frontage Character



Yard with retaining pond



Historic drive-through with retaining wall



Undefined, large setback

Signage Character



Yard sign incorporates area history.



Sidewalk sign, yard sign



Old arched entry to Hardy Park

Public Realm and Open Space



Cottonwoods are iconic along Highway 395 in Coleville.



One of two wooden bridges over West Walker River



West Walker River

Walker: Character Inventory

Building Character



Strong geometric shapes and colors



Western wood storefront with porch



Mid-century roof frame with wood siding

Frontage Character



Outdoor seating beneath shade and porch



Landscaping holds the street edge.



Engaged porch with wood-decking seating area

Signage Character



Gateway sign to Antelope Valley



Metal details on wood sign; historic neon sign



Painted sign with birdhouses

Public Realm and Open Space



Fishing at Mountain Gate

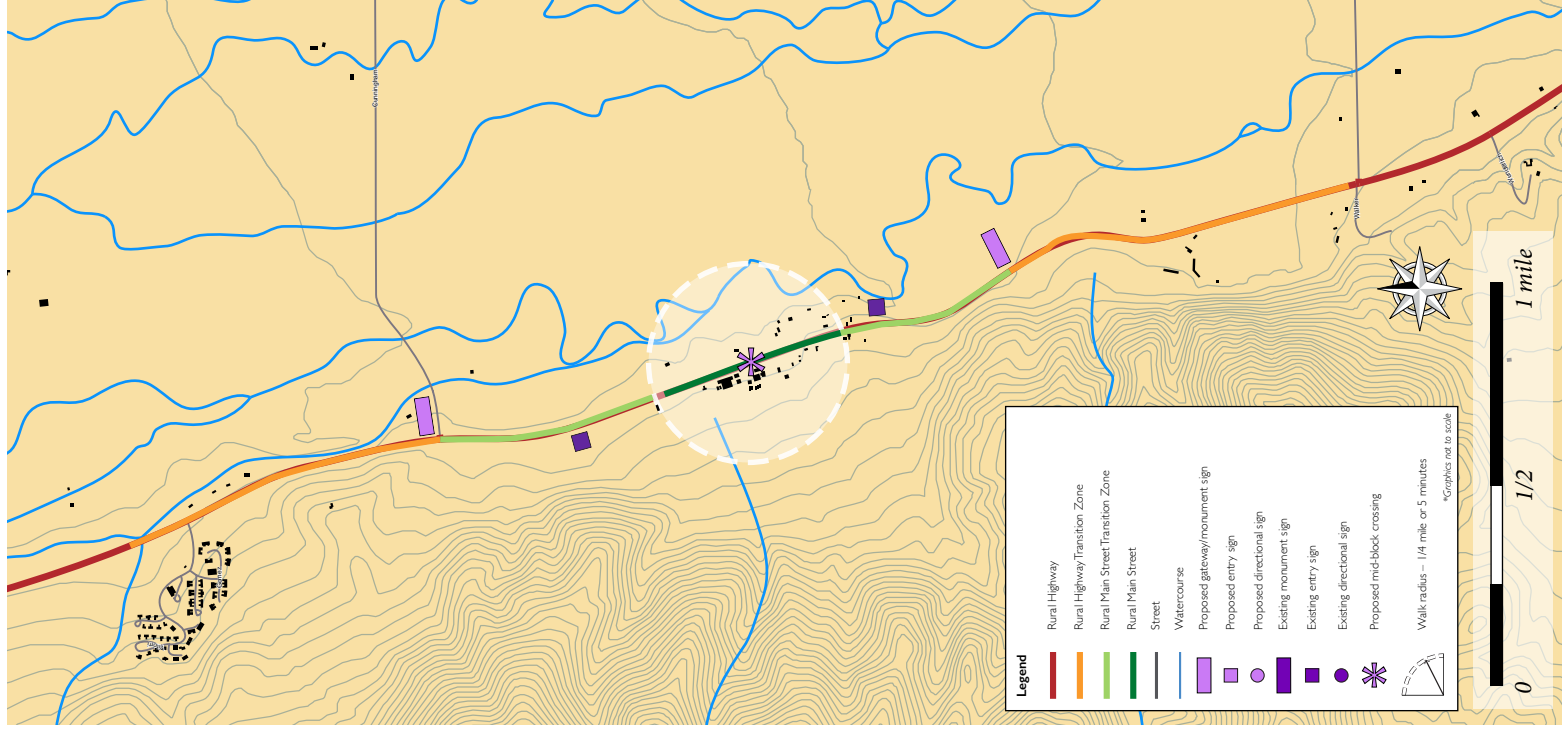


Community park



Wide right-of-way encourages high speeds.

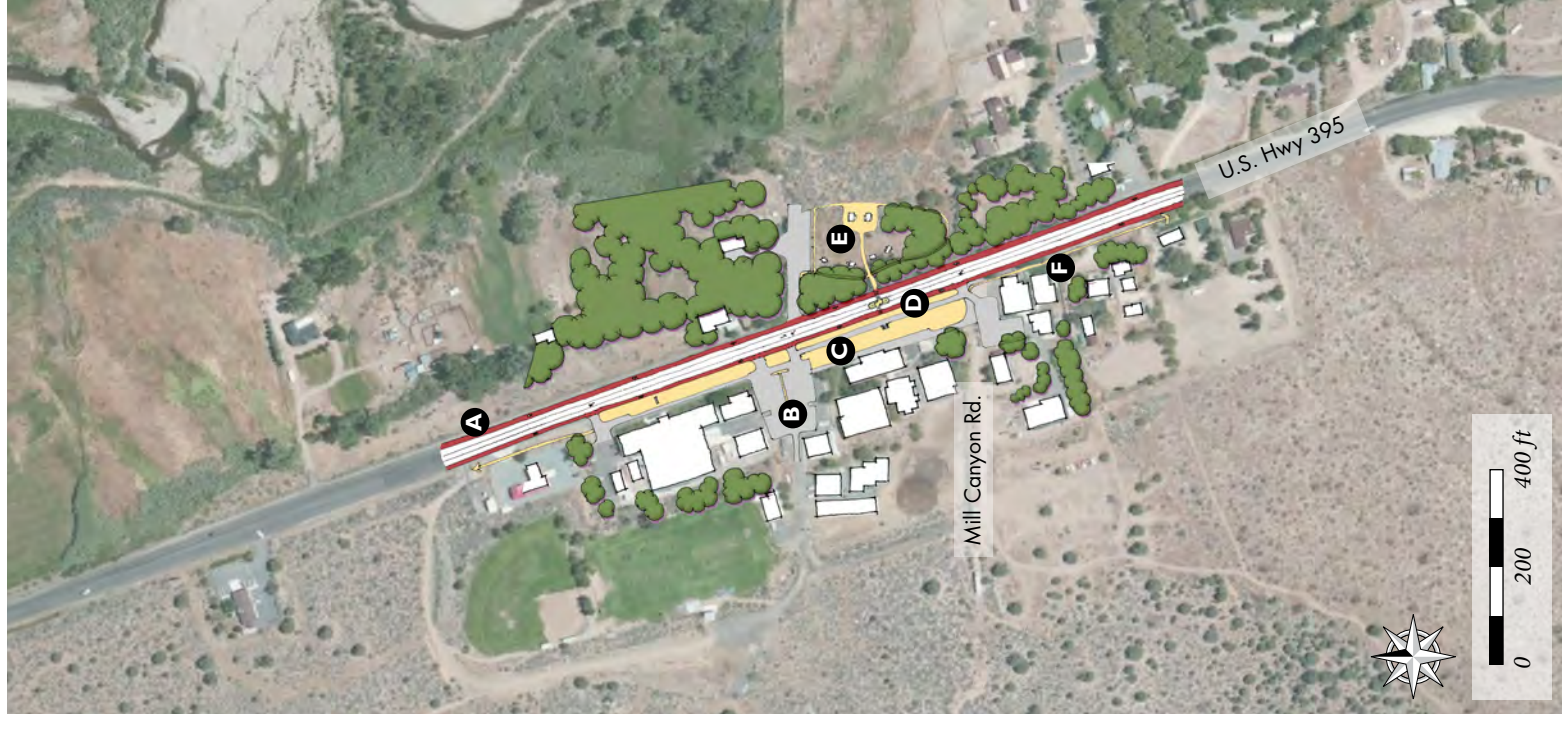
Context Zone Map



Highway 395 passing through Coleville is just two lanes through town. The location of the school district at the north edge of town signals a context change for drivers to maintain slower speeds through the community.

The rural main street environment found at the core of Coleville around the School could stretch a quarter-mile in either direction, extending a pedestrian-friendly environment through the core of the community. Gateway signage should be placed about a half-mile farther out, creating a transition zone where drivers are notified that they are entering town and should anticipate a reduction in travel speeds.

Coleville Illustrative Plan



Public Realm Improvements

A Colorized Shoulders/Bike Lanes

Along with new gateway signage, colorized bike lanes will signal to drivers that they are in a different context and should slow down. Bike lanes can help connect the community, extending from the post office in the north to the elementary and high school in the south.

B High School Parking Lot

Formalize the parking lot for high school students; provide landscaping at the sidewalk to enliven the public realm.

C Wide Sidewalk with Bus Lane

The current bus lane functions well; add a wide sidewalk to provide ample space for bus loading and unloading.

D Mid-block Crossing with Pedestrian Refuge

Repaint the mid-block crosswalk with white, perpendicular lines for high visibility; in the long-term, add an island to serve as a pedestrian refuge and create a safe crossing to a revitalized Hardy Park.

E Revitalization of Hardy Park

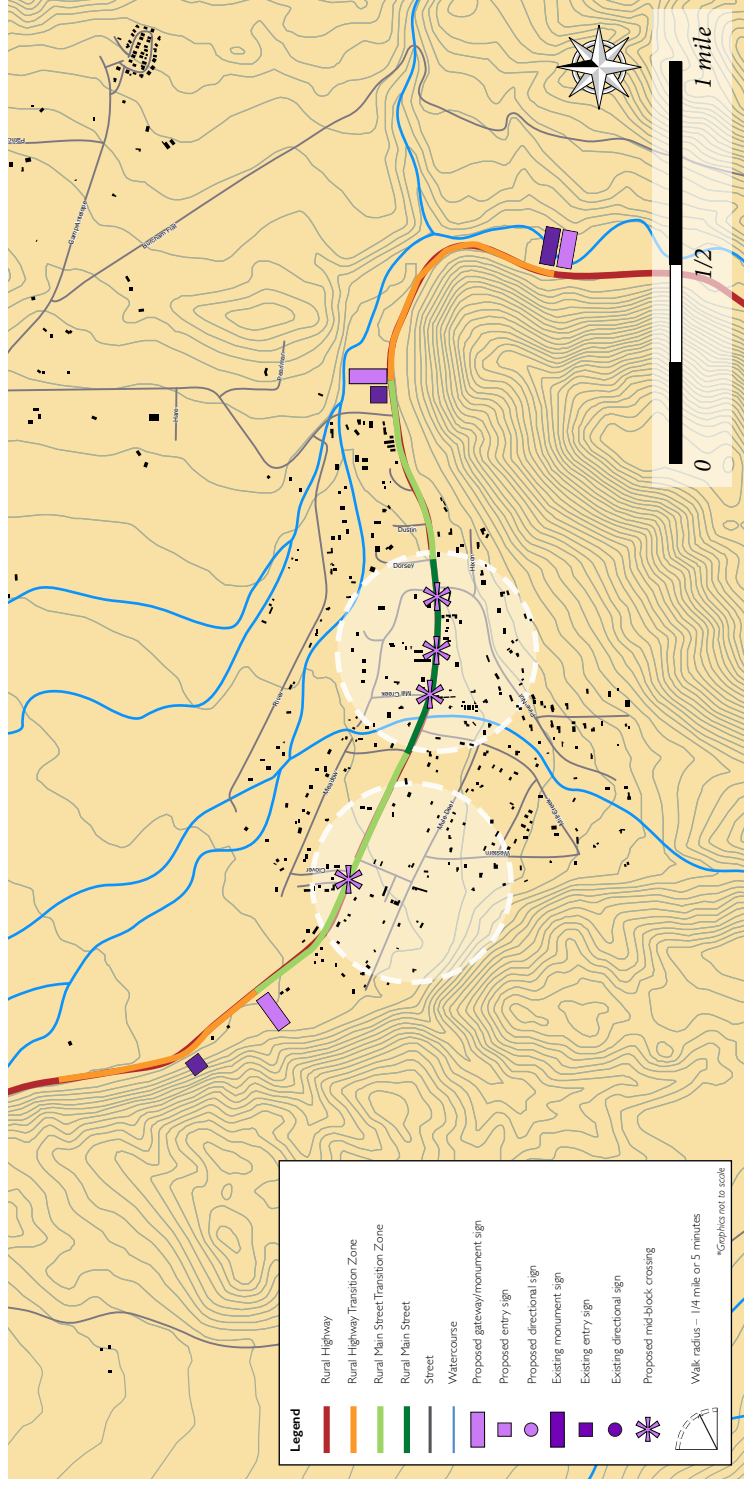
Recreate and/or beautify Hardy Park, including rebuilding the footbridge over the stormwater ditch; this could serve as both an amenity for community members and an image of identity for the community.

F Local Path Connections

Build a path of varying material to join private properties through Coleville and create a continuous path for pedestrians.

Walker

Context Zone Map



As drivers approach Walker, some enhancements could be made to signal a transition from the rural highway environment, and encourage a gradual reduction in travel speeds. One half-mile on either side of Walker, a gateway sign could announce to drivers that they are arriving into Walker: for westbound drivers, the gateway sign could coincide with a trailhead to Mountain Gate; for eastbound, the fire fighter memorial could be enhanced to announce the entrance to Walker.

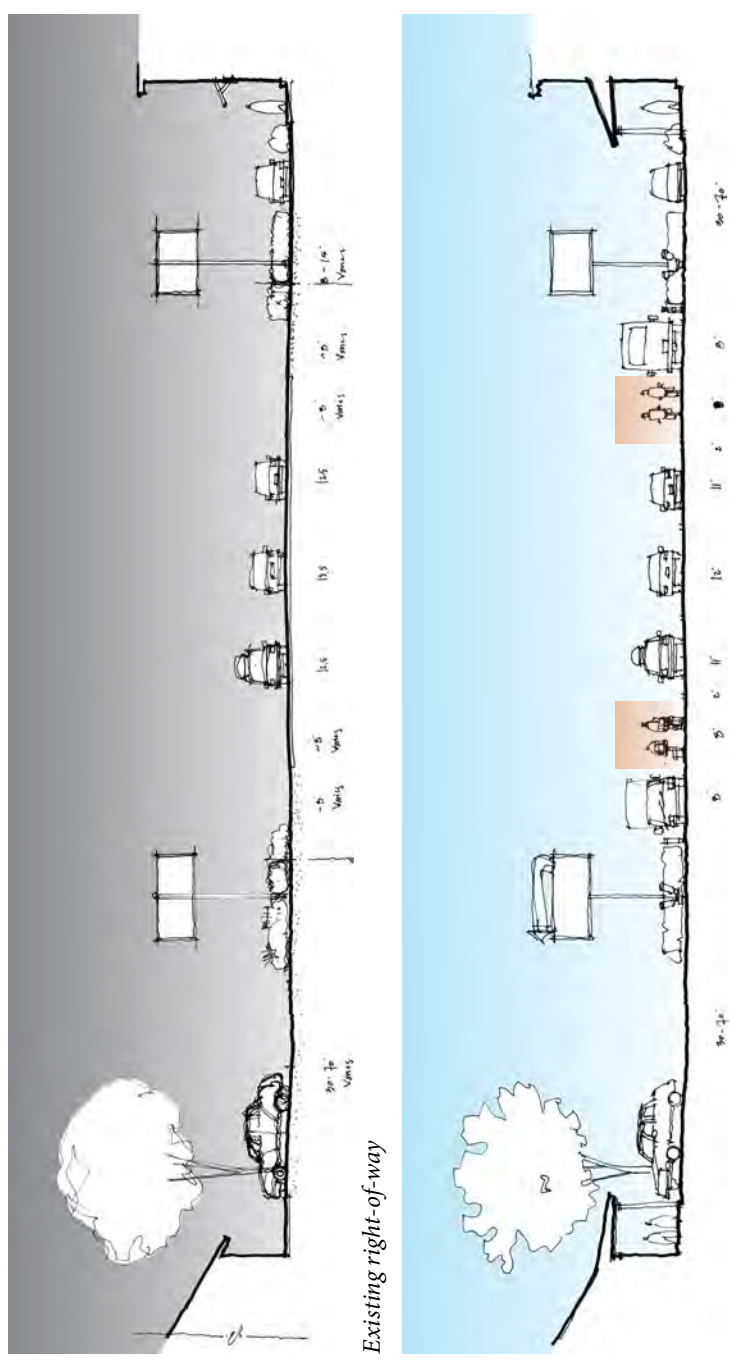
Beyond the gateway signs, an additional transition could be made to prepare drivers entering into the more commercially dense area of town. This third zone would be appropriate for a Rural Main Street, pedestrian-oriented environment, with low travel speeds that allow increased access for pedestrians and bicyclists, and encourage drivers to access local Walker businesses.

Streetscape Improvements

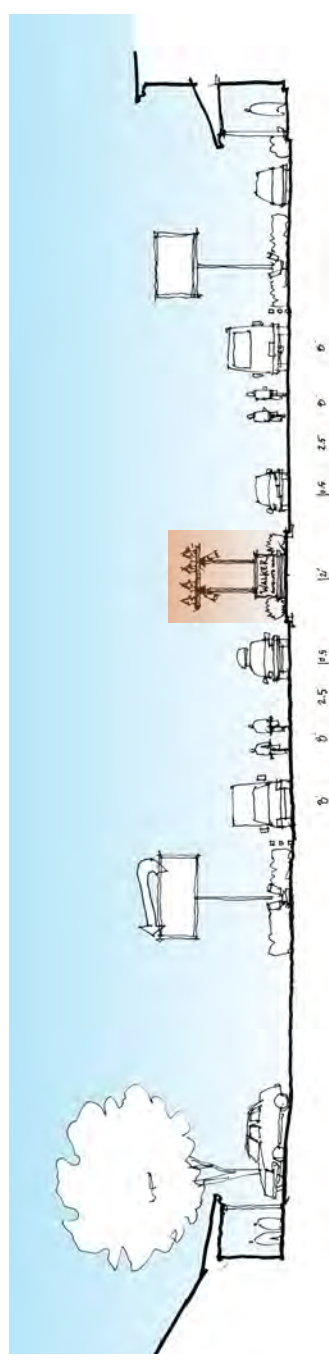
Efforts to make the core of Walker more pedestrian-friendly will likely need to occur incrementally through phased improvements that can gradually create a low-speed environment, as posted speed limits can only reflect the actual behavior of the majority of drivers. Subsequent reductions in speed limits will require an Engineering and Traffic Study (E&TS) that demonstrate a reduction in the 85th percentile travel speed.

Further information on Caltrans' policies for setting speed limits in Main Street contexts can be found in Caltrans' Main Street, California: A Guide for Improving Community and Transportation Vitality (2013), the California Manual for Setting Speed Limits (2014), and Chapter 100 (Basic Design Policies) of the Highway Design Manual (2014).

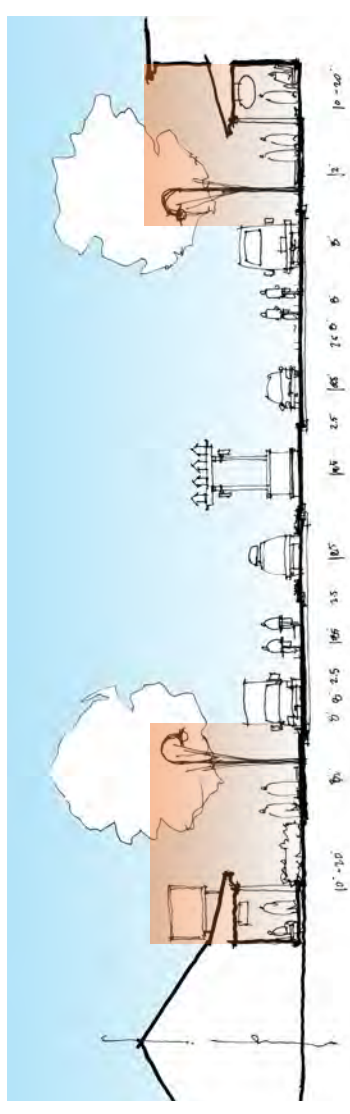
Phased Street Sections



Phase I: Add colored, buffered bike lanes using low-maintenance integral colored asphalt



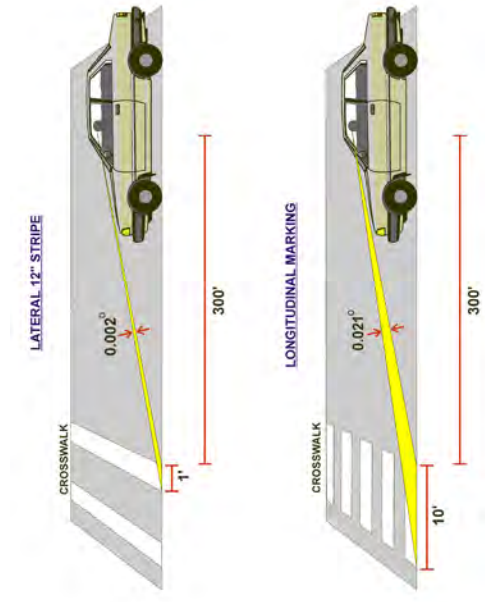
Phase II: Add mid-block crossings with pedestrian refuges; median doubles as a gateway element



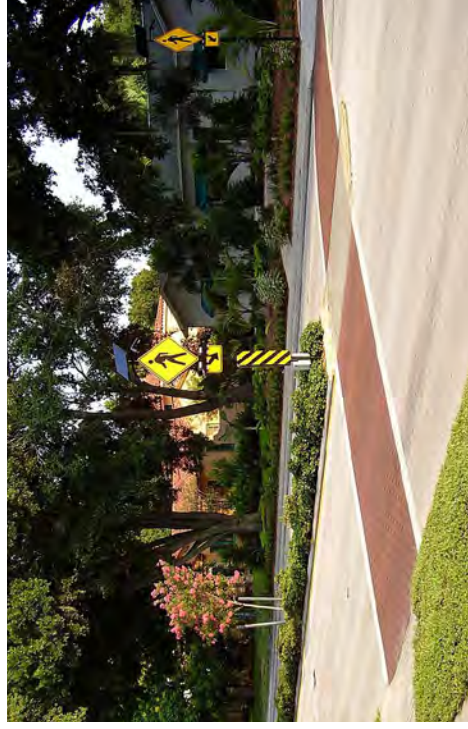
Phase III: Street trees and pedestrian-scaled lighting in the core of the community; infill buildings are built closer to the right-of-way to encourage slower traffic

Walker and Coleville: Public Realm

Crosswalks



Crosswalks should be painted with 10 foot longitudinal lines, which are more visible to the driver.



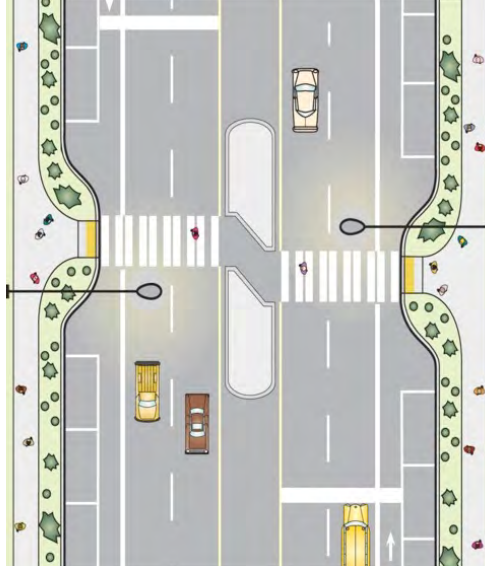
Stamped concrete has the appearance of brick; this both provides a color for visibility and a tactile reminder to drivers to slow down.



Rectangular Rapid Flashing Beacon flashes every second to announce that a pedestrian is present at the roadway.

Photo credit: <http://mutcd.fhwa.dot.gov/resources>

Medians and Pedestrian Refuges



Median islands can provide a pedestrian refuge for crossing wide streets; this would be especially useful in Walker where there is a wide ROW.



Median islands make the travel lane visually seem tighter, which can help reduce speeds and make a community more walkable.



A median island provides landscape and a gateway element into the community of Cloverdale, CA.

Bicycle Lanes



Colorized bicycle lanes are more visible to drivers; color can be integral to the asphalt mixture for increased durability.



Buffered bike lanes add a 2-3 foot space to protect bicyclists from higher-speed traffic that would be present on a state highway.



A traditional bike lane with parallel parking and two lanes of vehicular traffic

Public Gathering Spaces



McGee Creek near Crowley Lake offers access to enjoy the creek.



Pocket plaza in Lee Vining offers a place for pedestrians to stop along Highway 395.



A community park with pavilion in Calistoga, CA

Walker and Coleville: Streetscape Components

Street Trees

American Sweetgum



Photo credit: www.thetreeplantation.com

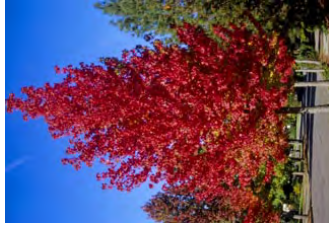


Photo credit: www.treepicturesonline.com



Photo credit: www.orgeonstate.edu

Raywood Ash



Photo credit: www.bigtreesupply.com



Water Birch

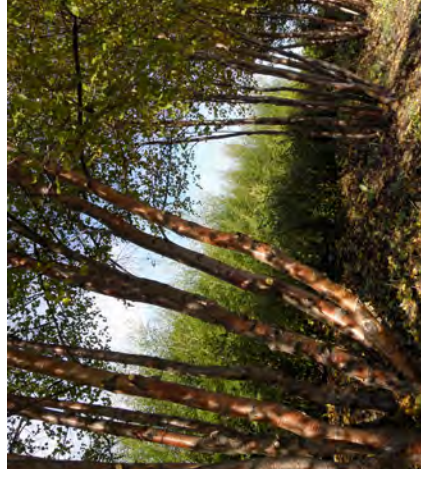


Photo credits: www.bowpointnursery.com



Photo credit: www.calflora.org



Photo credit: www.calflora.org, www.treebrowser.org

Recommended Tree Species

	American Sweetgum	Raywood Ash	Water Birch
Species	<i>Liquidambar styraciflua</i>	<i>Fraxinus oxycarpa 'Raywood'</i>	<i>Betula occidentalis</i>
Height	60-70 feet	40-50 feet	20-30 feet
Spread	45 feet	25-30 feet	Multi-trunk
Fall Color	Red	Red/purple	Yellow/Yellow-green
Purpose	Street tree	Street tree	Plant in bunches/Use as infill

Pedestrian-Scaled Lighting

Light Bollards

During the workshop, community members expressed a need for better lighting along 395, both for safety and in hopes of encouraging economic development. They discussed whether streetlights would be appropriate, as Walker is proud of its identity as a rural, working community. To reconcile the need for lighting with the desire to remain rural, the road could be lit with 36-inch tall lit bollards rather than conventional streetlights. This would provide a downcast light illuminating the ground along Highway 395, and creating an ambiance unique to Walker.

Property owners could work together to install bollards every 15-25 feet along the front edge of private properties. Various priorities will have to be balanced: better lighting for safety, dark sky compliance, and expense.



Traditional/Western LED Bollard: Sternberg Lighting Austin model; Mid-Century Modern LED Bollard: Philips Lumec CALB2 model; Solar-powered Bollard: Reliance Foundry R-9810-FL model

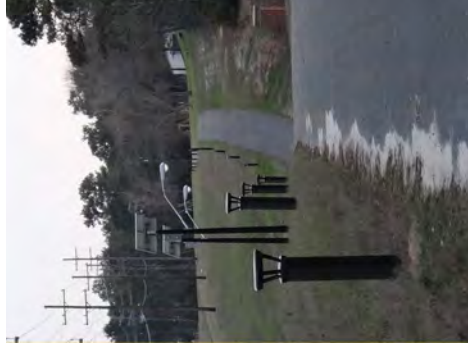
Path and Sign Lighting

To encourage tourists to stop in Walker, downcast sign lighting would add a lot of visibility to the community's businesses and help for nighttime navigation. These lights could attach to existing walls and monument signs.

Walker might also celebrate its unique identity by providing pedestrian-scaled lighting through simple path lighting along a connected local path network. Each property owner could purchase individual fixtures, or the town could select a standard for purchase and distribution. This can be an identifying element that helps to unify paths as they meander and change character between properties.



Downlighting for wall signage: B-K Lighting SignStar Style A and E; Solar-powered sign light: Carmanah EG series



Bollards illuminate town gathering space; solar-powered bollards line rural road

Path lighting: Philips Hadco Copper Pathbyte CUL2; Path lighting illuminates decomposed gravel walkway

Photo credits: www.archieppo.com, www.reliance-foundry.com

Photo credit: http://blog.louielighting.com/low-voltage-landscape-lighting/

Walker: Private Realm Improvements

Slip Lane and Parking



A slip lane is a type of business frontage that provides access to parking off of the high-speed highway; it can be seen above at Walker Burger.



Similarly, a slip lane can connect multiple businesses; this could increase foot traffic and facilitate visits to neighboring properties.



In Chico, California, a frontage road connects multiple businesses, and provides safe parking.
Photo credit: www.google.com

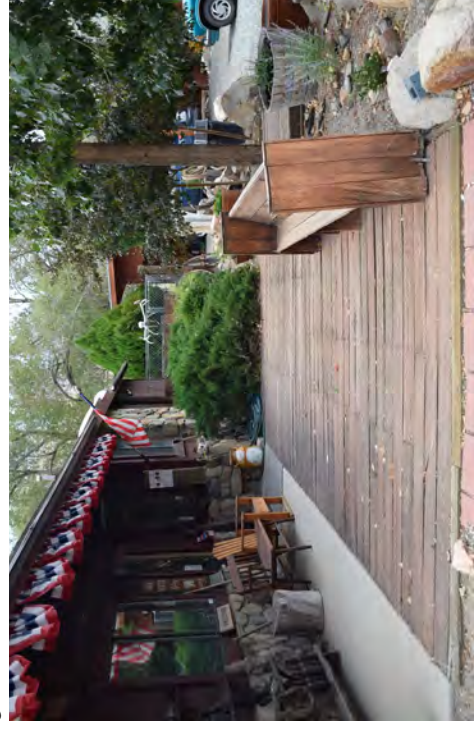
Local Path Networks



Two businesses are joined by a pedestrian path at the building edge; changes in material could add to the charm of a pedestrian network.

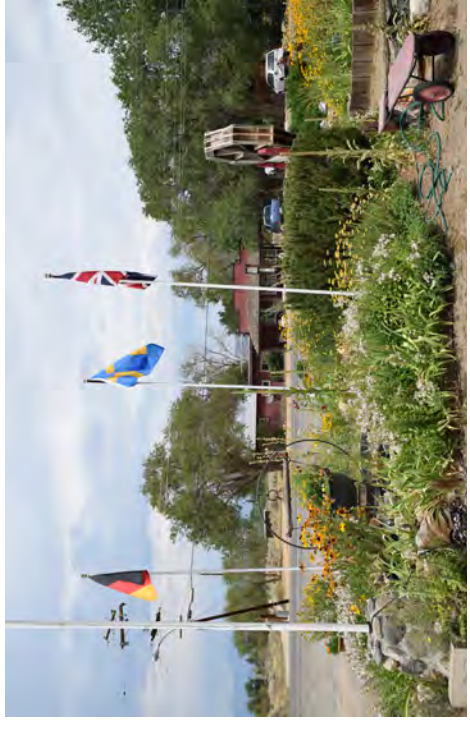


A stone walkway in the Toiyabe Motel landscaping provides access for guests to cross to restaurants across HWY 395.



Existing wood-slat walkway runs at the building face, and could extend to an adjoining property to create a pedestrian network.

Landscaping



Landscaping adds color and visual interest to the highway; placing landscaping at the ROW will help to slow traffic.



Working landscapes reuse historic machinery as accent pieces in a simple yard.



Painted tires serve as flower pots in Lee Vining.

Signage and Sign Lighting



Neon-lit signs are iconic in Walker.



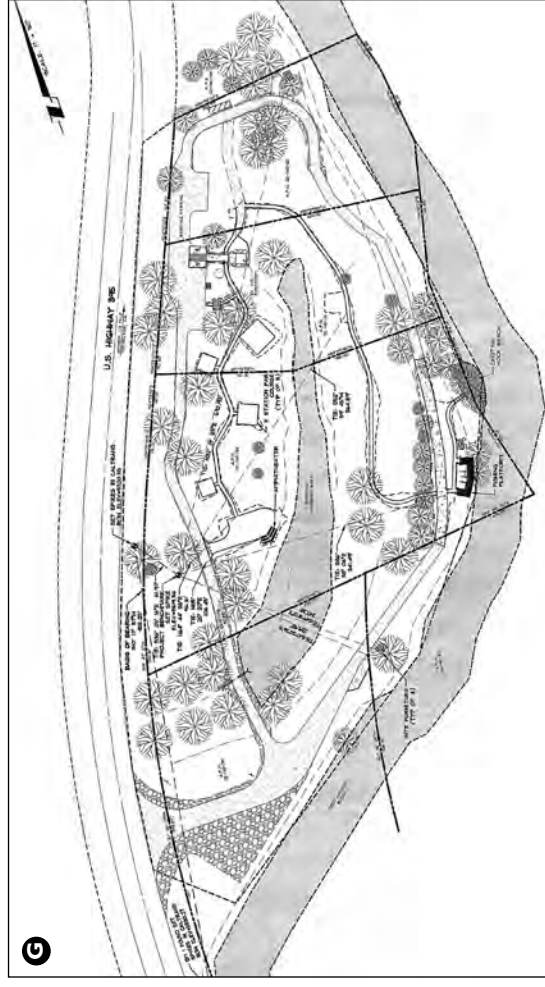
Painted sign in Walker; could be lit from above.



Sign lighting that faces down to reduce light pollution: B-K Lighting Twin SignStar Style A

Walker: Public and Private Realm Improvements

Walker Illustrative Plan



Mountain Gate Improvements Site Plan

Public Realm Improvements

- A West Walker Gateway**
Walker's landscape and character have been shaped by fire. The existing memorial to the 2002 crash of a C-130 firefighting tanker can serve as the western gateway into town.
- B ESTA Bus Stop**
Formalize the ESTA bus stop with a drive-through lane for buses. This would create space to plant landscaping and to beautify the entry-point of various tourists arriving by bus.
- C Mill Creek Pedestrian Bridge and Seating Area**
Improve pedestrian safety by building a pedestrian bridge to span Mill Creek. Also, work with property owner(s) to create a small outdoor gathering space along the river.
- D Mid-block Crossings**
The right-of-way in Walker is wide with few locations to provide crossings. Midblock crossings with medians for pedestrian refuge would increase safety and encourage more pedestrian traffic.
- E West Walker Gateway**
Walker's landscape and character have been shaped by fire. The existing memorial to the 2002 crash of a C-130 firefighting tanker can serve as the western gateway into town.
- F West Walker Trailhead and Gateway Sign**
Construct a trail connecting Walker to the amenities at Mountain Gate. The trailhead could serve as a gateway into Walker from the south where the roadway context can change.
- G Mountain Gate Trailhead and Fishing Platform**
The new fishing platform is a community asset that should be made accessible to pedestrians and bicyclists.
- H West Walker River Access (not pictured)**
The community desires greater access to the West Walker River for residents and visitors alike, including more access points and trails along the river.

Walker: Public and Private Realm Improvements (Continued)



Walker Illustrative Plan: Zoom in of Commercial Core



Walker Illustrative Plan: Zoom in of Western Portion of the Corridor



Walker Illustrative Plan: Zoom in of East Walker Trail Head

Public Realm Improvements (zoomed in)

- B** ESTA Bus Stop
(See previous page for description)
- C** Mill Creek Seating Area
(See previous page for description)
- D** Mid-block Crossings
(See previous page for description)
- E** Colorized Bike Lanes
(See previous page for description)
- F** East Walker Trailhead and Gateway Sign
(See previous page for description)

Private Realm Improvements

- G** Slip Lane with Parking
Slip lanes provide safer access to parking and reduce curb cuts; slip lanes providing access to multiple businesses encourage foot traffic.
- H** Local Connected Paths
Adjoining properties should build a path for pedestrians near the building face; pedestrian paths can provide increased connectivity without jeopardizing the rural character of Walker.
- I** Landscaping at the Public Right-of-Way
Use street trees and other vegetation to landscape at the street's edge, visually unifying the streetscape, enclosing the highway, and encouraging drivers to slow down.

Building Frontage Improvements: Example 1 (Coleville Antiques)



Example 1

- A Flower box at right-of-way
- B Renovated porch with new handrail
- C Slip lane with diagonal parking
- D Local path at face of building
- E Landscaping against the fence

**This illustrative perspective is meant to be representative of the types of private improvements that could occur throughout the Coleville and Walker communities. It is meant to help property owners generate ideas about how to improve their property, and the community as a whole.*

Building Frontage Improvements: Example 2 (Walker Country Store)



Example 2

- A Landscaping at street
- B Re-use of rubber tires for flower pots
- C New gas canopy
- D Landscaping to hide clutter
- E Engaged porch provides outdoor seating
- F New roof with signage
- G Local path of decomposed gravel between parcels
- H Local vegetation of sagebrush

**This illustrative perspective is meant to be representative of the types of private improvements that could occur throughout the Coleville and Walker communities. It is meant to help property owners generate ideas about how to improve their property, and the community as a whole.*

Bridgeport: Character Inventory

Building Character



Historic courthouse

Frontage Character



Storefront with canopy

Signage Character

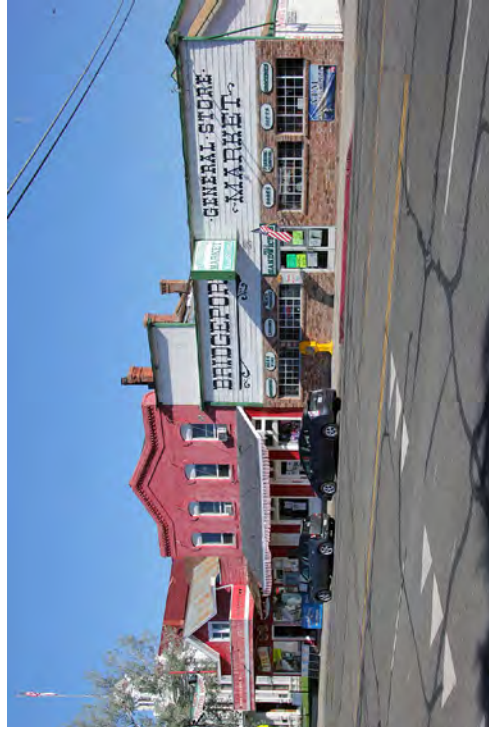


Blade sign on historic hotel; entry signage from the south

Public Realm and Open Space



Three-lane road diet with bike lanes and back-in angle parking



False facades; contiguous buildings along Main Street



Deep setback with paved walkway and fence



Wall sign



Wide sidewalks for strollings; newly built School St. Plaza

Signage Character



Blade sign on historic hotel; entry signage from the south



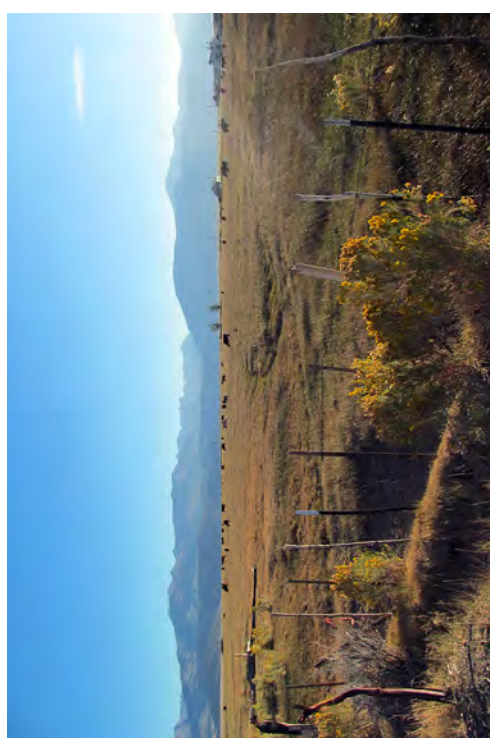
White shingle siding, green trim



Historic neon signs

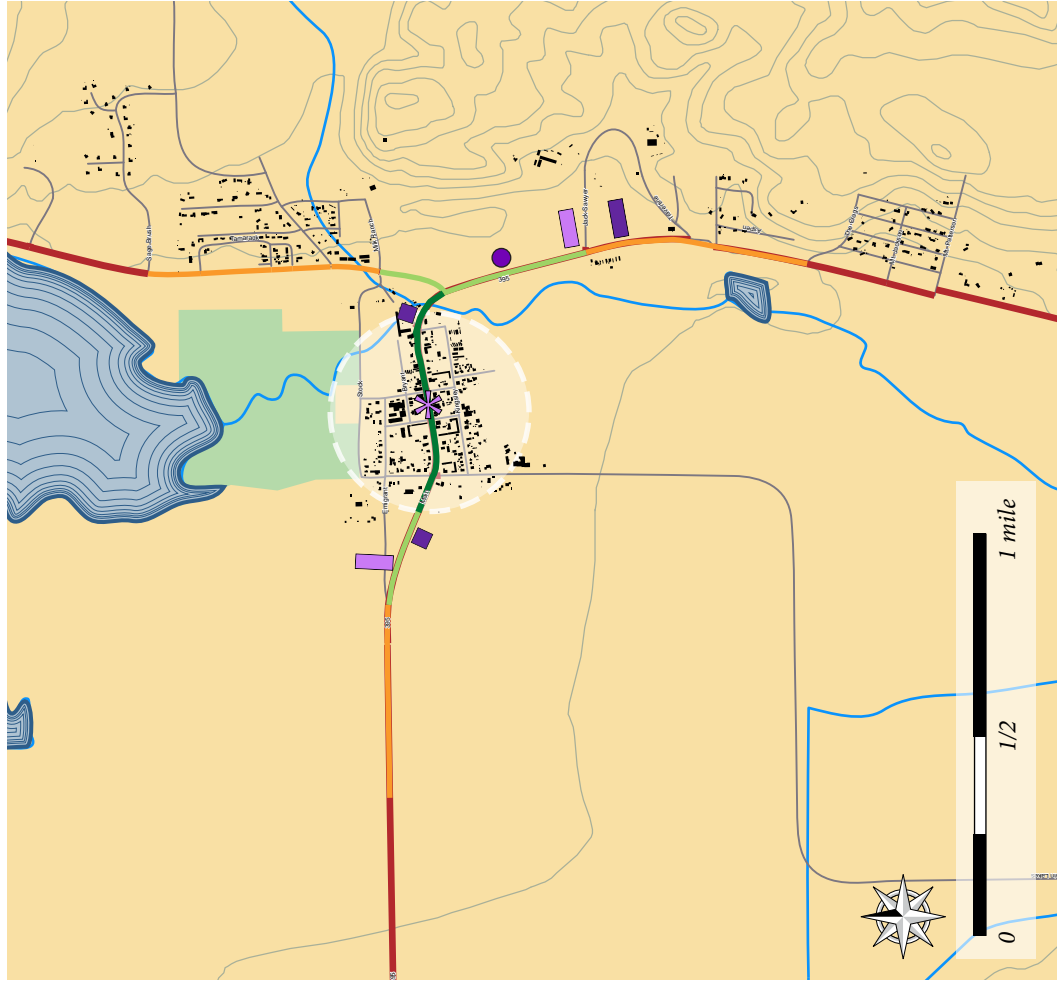


Bridgeport Valley



Bridgeport

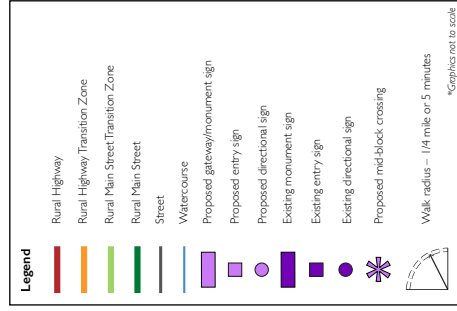
Context Zone Map



Recent changes to Bridgeport's Main Street have helped to reduce traffic speeds and provide more space for pedestrians and bicyclists. More can be done to reduce speed and encourage visitors to patronize Bridgeport businesses.

Context zones should be encouraged on either end of Bridgeport, to promote the Main Street core as a low-speed, multimodal environment. Gateway monument signs a half mile from the commercial core could act as a physical cue for drivers to lower speeds and be more mindful of increased on-street activity as they approach the Main Street core.

The July 2013 Bridgeport Idea Book recommended to install new gateway signs at the intersection of Highway 395 and Emigrant Street on the west side of town and immediately north of Jack Sawyer Road on the east/south side, in coordination with proposed signage elsewhere along the Scenic Byway.



Lee Vining: Character Inventory

Building Character



Metal roof with dormers and a deep porch



Stucco false facade with terrace



Wood siding with log lintels

Frontage Character



Projecting porch with seating



Terrace with landscaping



Porch and yard offer outdoor seating

Signage Character



Historic monument sign with stone base



Historic vertical yard signs



Wood gateway sign with stone base

Public Realm and Open Space



Mono Lake



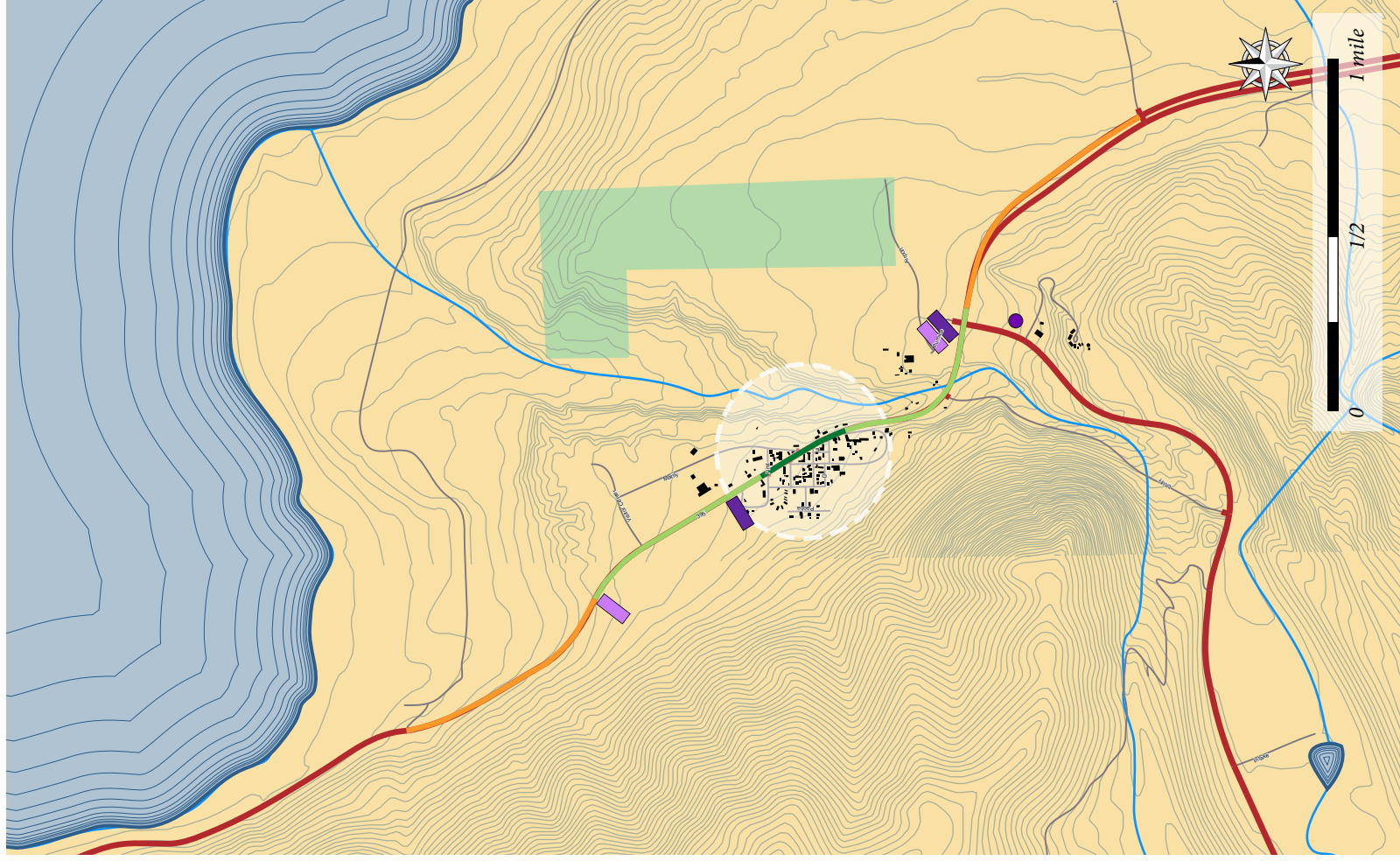
Gus Hess Community Park



Recent sidewalk improvements; wide 5-lane right-of-way with no crosswalks

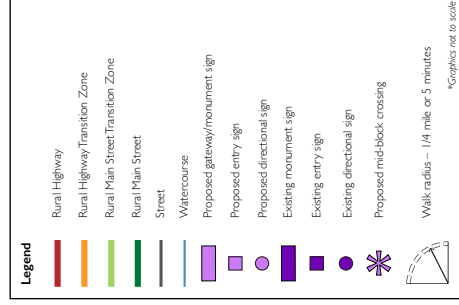
Lee Vining

Context Zone Map



Similar to Bridgeport, Lee Vining has many amenities that promote a pedestrian-friendly environment, including: relatively dense buildings placed close to the right-of-way, ADA-compliant sidewalks, street trees, and a variety of public and semi-public spaces.

Yet context zones would help to further improve safety and encourage tourists to stop and explore Lee Vining. Gateway signage should be added approximately one mile outside of town: before the Mono Lake Visitor's Center to the north, and at the intersection of Highways 395 and 120 to the south (i.e. maintain the current location). The center of town would be the most pedestrian-oriented zone, with lower travel speeds extending through the commercial core.



June Lake: Character Inventory

Building Character



Swiss chalet character in form and trim

Frontage Character



Ramped terrace with flower pots

Signage (and Gateway) Character



Wood blade sign



Nighttime accent lights

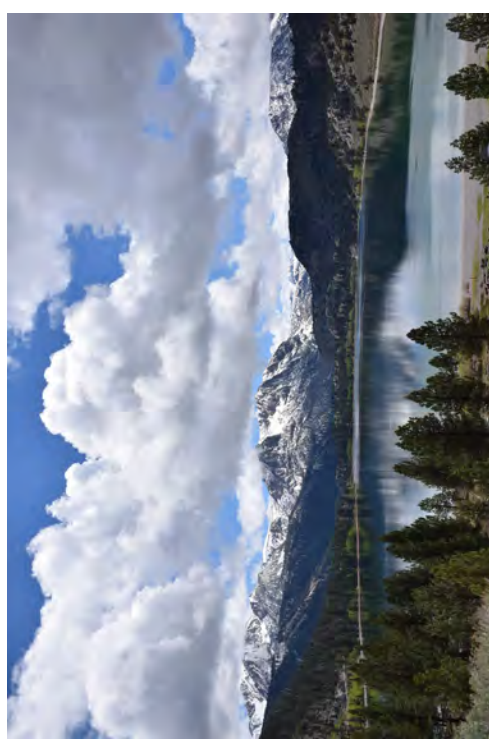


Stoop with stone terrace



Wood blade signs

Public Realm and Open Space



View from Oh! Ridge



Boulder as the gateway into the community

Building Character



Newly renovated; warm paint palette

Frontage Character



Stairs with retaining wall; wood awning with trim

Signage (and Gateway) Character



Monument sign two-miles from HWY 158 turn-off

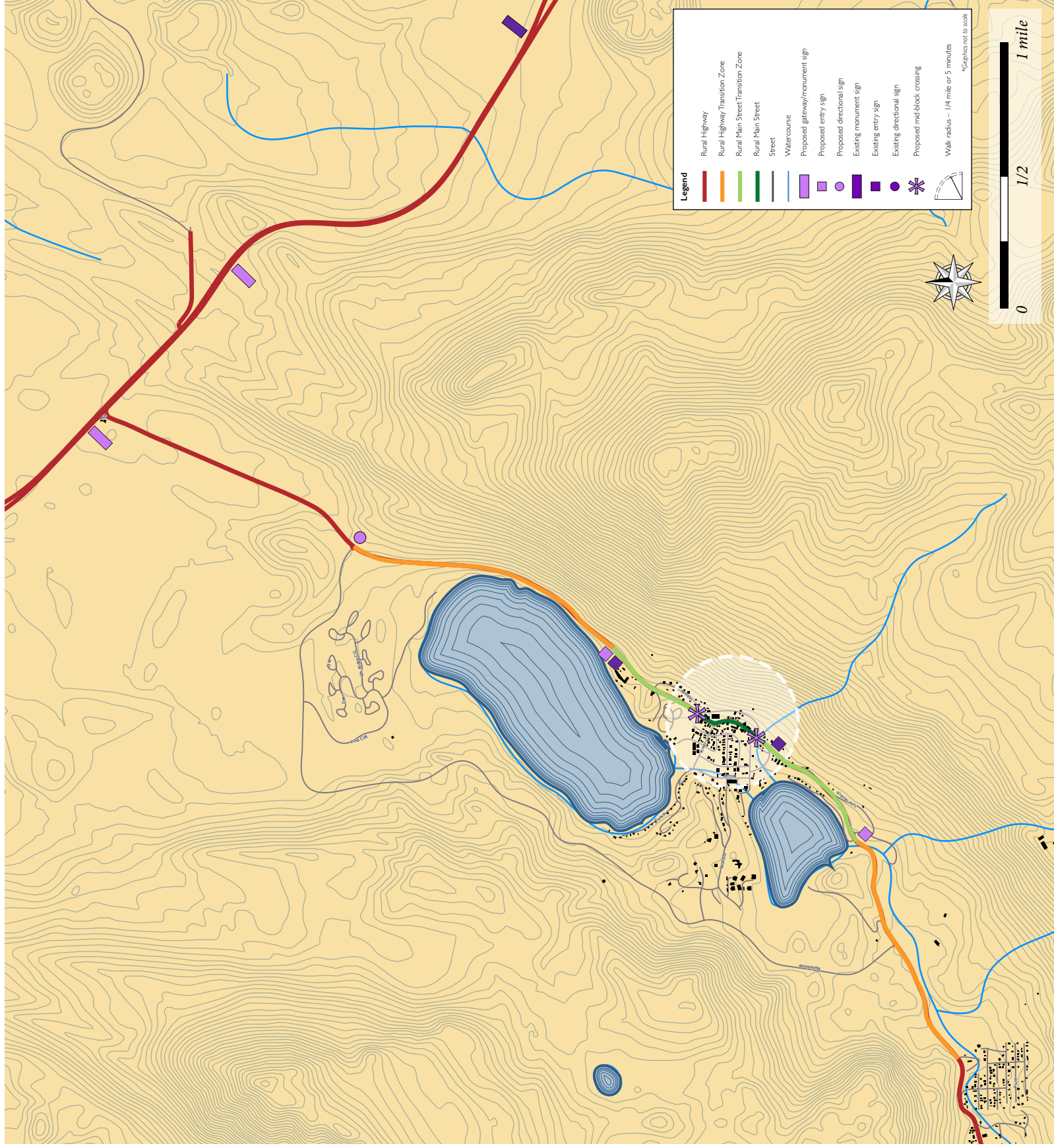
Public Realm and Open Space



Human-scaled street section

June Lake

Context Zone Map



Currently, monument signs announcing Highway 158 and June Lake are two miles from the turn-off. This is too far for visitors to remember or correlate the signs to the intersection, leaving the junction to seem unannounced. New gateway signage should be moved closer to the intersection of 395 and 158, about one mile from the turn for those heading northwest, and even closer for travelers headed southeast. An additional directional sign should be placed along Highway 158 to assure visitors of their nearby destination.

A gateway sign should be added on the westside, for visitors coming from the Canyon. These gateway signs will alert drivers that they have passed into a main street transition zone, and should reduce their speed. In town, a mid-block crossing at either edge of the commercial core would act as another physical cue to drivers that they have entered a pedestrian-oriented main street zone.

In June Lake, the boulder is already a natural and unique gateway into the village; signage around the boulder should be reduced and/or consolidated to reduce visual clutter.

June Lake: Private Realm Improvements

Terrace



A short but deep terrace provides public space and flower boxes.

Landscaping



A small space between two businesses in June Lake is reclaimed with a low wall bench and landscaping.

Retaining Walls



A Stone Masonry Guardwall consists of concrete faced with natural stone. Above: Caltrans guardwall in San Luis Obispo.



Terraces are useful where there is topography because of their ability to elegantly solve a difference in elevation.



Wooden flower pots add color to the streetscape, and take eyes off a large parking lot.



A structural, reinforced concrete retaining wall is covered by a sculptured veneer treatment and further softened with a railing and foliage.



A terrace in Lee Vining provides public space and space for landscaping.



In McGee Creek, space between the sidewalk and porch is landscaped and trimmed with river rock.



The VERDURA Living Retaining Wall system is a fully plantable block wall that is Caltrans approved.

June Lake: Public Realm Improvements



Short-term improvements to the Highway 158 turn-off and The Junction



Long-term improvements to the Highway 158 turn-off and The Junction



Public Realm Improvements

A Highway 158 Turnoff

Short Term: Tighten and beautify the entrance to The Junction's parking lot by adding landscaping and a monument sign to attract drivers to June Lake.

Long Term: Improve the intersection of Highways 395 and 158 through the implementation of Highway 395 ramp termini perpendicular to Highway 158. The slowed traffic combined with short-term beautification efforts will increase the sense of arrival for June Lake visitors.

B Gateway signage on Highway 158

Place gateway signage for June Lake shortly after the Highway 158 turn-off to reassure drivers of their desired destination.

C Oh! Ridge Improvements (not pictured)

Clean up the Oh! Ridge overlook, including trimming treetops that have grown to impede the views of June Lake.

D Boulder and Trail Parking

Short Term: Consolidate the various Caltrans signage that clutters the Boulder.

Long Term: Consider ways to make the Boulder a more picturesque (and safe) photo-op; may include minor improvements such as pavers, landscaping, or small informational signage about the Boulder's geology. Likewise, formalize the trailhead across the street; a small parking lot could provide a place for tourists to stop and explore.

E East Gateway into Village

Where Lakeview Drive and Highway 158 intersect, create a monument to act as an additional gateway into the Village, signaling to drivers that they are entering a pedestrian zone. The monument could be an additional gateway sign, or a tree to be used for winter festivities.

F West Gateway into Village

Add a monument sign to signal to drivers that they are entering the Village and should slow down; visitors arriving from the Canyon will have a sense of arrival.

G Stripe Lakefront Access Routes

Stripe a shared vehicular lane with bike lanes to promote multimodal access to June and Gull Lakes.

H Increased Trail Connectivity (not pictured)

Plan and build a trail system within the June Lake Loop for visitors and residents alike, under the leadership of the June Lake Trails Committee. The community desires a priority to be placed on developing a trail connection between the Village, Down Canyon, and the 158 Junction.

June Lake: Public Realm Improvements (continued)



G Short-term improvements to the Boulder Lodge frontage; parking for those wishing to explore the Boulder



Long-term improvements to the Boulder Lodge

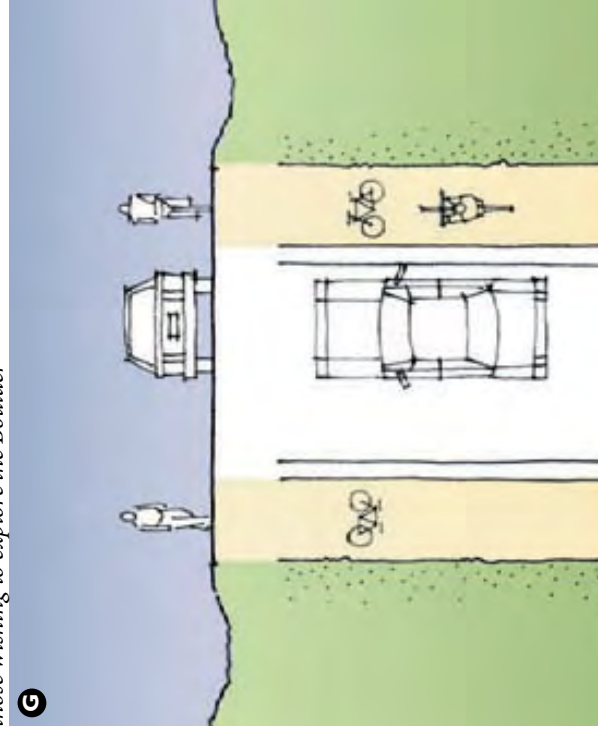


Public Realm Improvements

- D** Boulder and Trail Parking
(See previous page for description)
- E** East Gateway into Village
(See previous page for description)
- G** Stripe Lakefront Access
(See previous page for description)

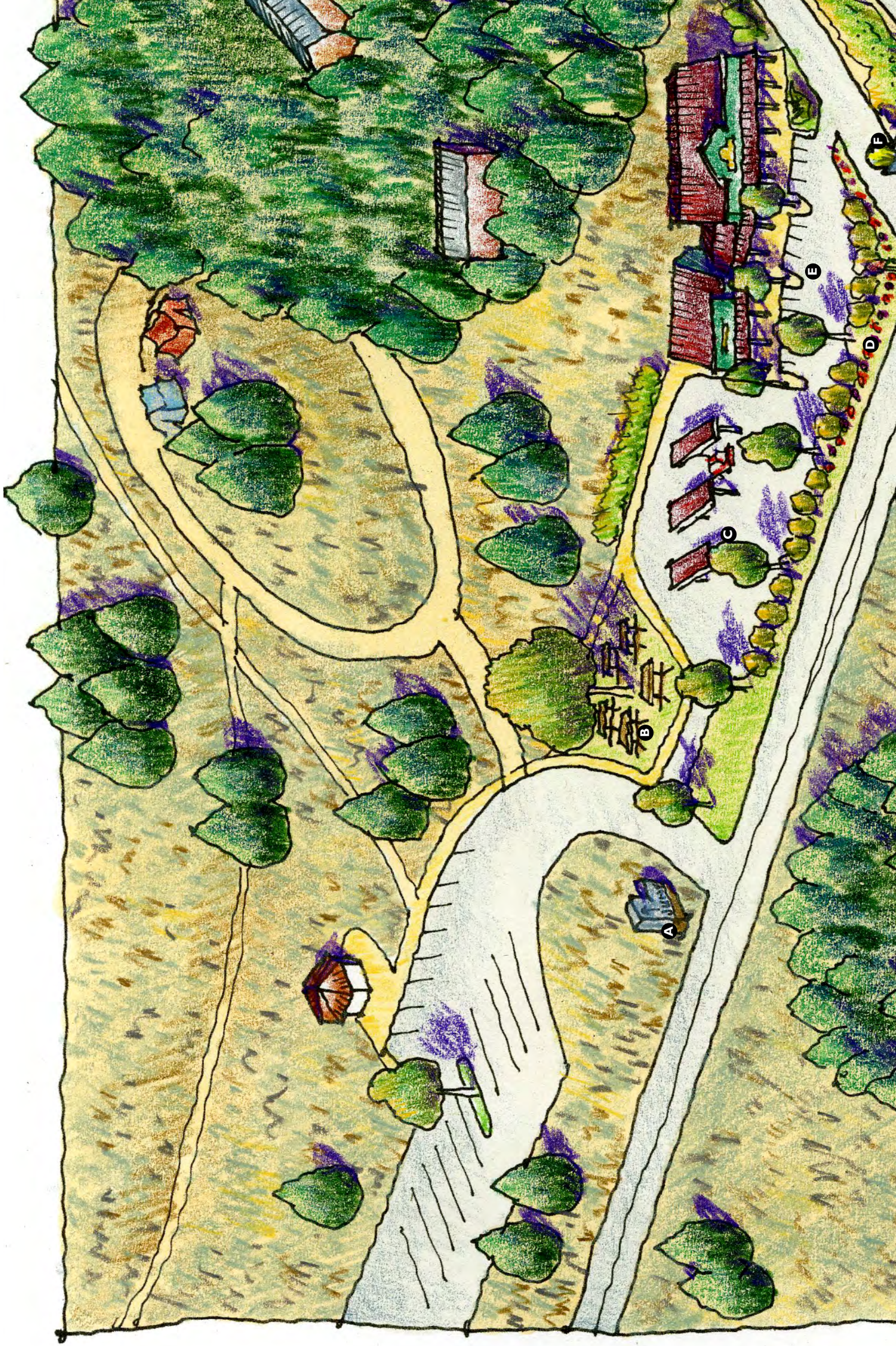
Private Realm Improvements

- F** Boulder Lodge Improvements and Roadside Cafe
Short term: Transform the existing asphalt into a drive with landscaping at the Highway.
Long term: Add a porch to the units along Highway 158. Consider converting one of the units into a café.
- I** Shared Parking Lot
Behind the buildings along Highway 158, unused land can become a shared parking lot for the businesses along 158 and Crawford Ave. This will encourage drivers to patronize multiple businesses.
- 1** Frontage Improvements
Various improvements to frontages along 158 would enhance the pedestrian experience in June Lake, including landscaping and terracing.



Singular shared vehicular lane with bike lanes in either direction

Building Frontage Improvements: Example 3 (June Lake Junction)



Example 3

- A** Directional sign indicates proximity to June Lake Village
- B** Picnic area with a sidewalk leading to the existing informational kiosk
- C** Canopies over the gas pumps enhance visibility from Highway 395, and protects drivers from inclement weather
- D** Landscaping is extended to beautify the entrance to the June Lake Loop
- E** Head-in parking is formalized with occasional planter strips
- F** New gateway signage along Highway 395 attracts visitors to the June Lake Loop and gives the Village presence on the corridor

**This illustrative perspective is meant to be representative of the types of private and public improvements that could occur at the June Lake Junction. It is meant to help property owners and community stakeholders generate ideas about how to improve their property, and the community as a whole.*

Building Frontage Improvements: Example 4 (Boulder Lodge)



Example 4

- A** Landscaping at HWY 158
- B** Slip lane with diagonal and parallel parking
- C** Landscaped driveway to main office
- D** Local path to other hotel units
- E** Renovated roof with dormers allowing more light to enter hotel units
- F** Porch protects room entrances from the elements, especially heavy snowfall
- G** Future uses could incorporate a cafe at HWY 158 in an end unit, with a wrap-around porch and views to the Lake

**This illustrative perspective is meant to be representative of the types of private improvements that could occur throughout June Lake. It is meant to help property owners generate ideas about how to improve their property, and the community as a whole.*

Suggested Materials and Colors

County-wide

Suggested Materials

Cladding
Predominantly siding in wood, composition board, or fiber-cement board with horizontal shiplap, beaded lap, or beveled profile. Vertical board and batten siding may also be used in 12-16" widths. Vinyl and T-111 siding are strongly discouraged. Corrugated metal should be used sparingly.

Foundations
Brick, stone, cast stone, painted concrete, or stucco.

Roofing
Building and porch roofs may be a built-up membrane (flat roofs only) composition shingle, wood shake, slate, or corrugated or standing seam metal.

Windows
Wood, aluminum-clad wood, or vinyl. Glass should be clear and non-reflective.

Doors
Principal doors in wood, aluminum-clad wood, vinyl-clad wood, factory-painted aluminum, or fiberglass.

Storefronts
Wood, aluminum-clad wood, or metal frame with simulated or true divided lites. Glass should be clear and non-reflective.

Trim
Wood, composition board, fiber-cement board, and molded millwork for built-up sections. For soffits and porch ceilings, GWB, plaster, T&G wood, exposed rafters, or composite.

Gutters
Half round or ogee-profile metal.

Downspouts
Round or rectangular metal.

Columns
Wood, fiberglass, steel, or composite. Column bases may be brick or cast stone.

Railings
Milled-wood top and bottom rails with square balusters in wood, or wrought iron.

Chimneys
Common brick, stone, cast stone, stucco, or metal stovepipe.

Signage
Painted wood or metal are encouraged.

Walker and Coleville



Suggested Cladding Colors

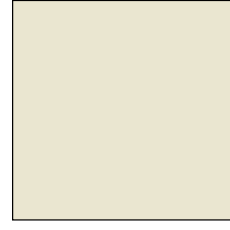


White (B. Moore CC869 or similar)

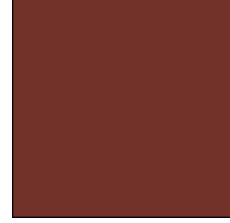


Lt. Yellow (B. Moore CW-410 or similar)

Suggested Accent Colors

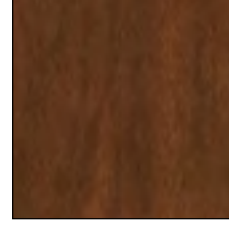


Off-white (B. Moore HC27 or similar)

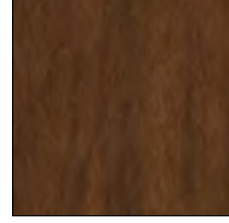


Deep Red (B. Moore CW-250 or similar)

Suggested Wood Stains



Hawthorne (S. Williams SW3513 or similar)



Chestnut (S. Williams SW3505 or similar)

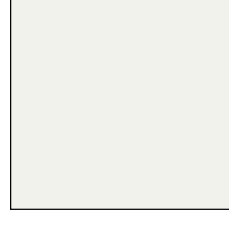
Color Composition

Predominately painted cladding with wood-stained columns and railings.

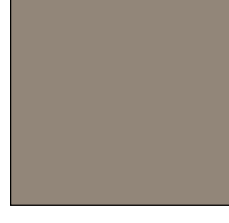
June Lake



Suggested Cladding Colors

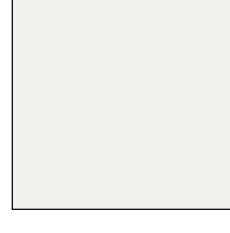


White (B. Moore CC869 or similar)



Taupe (B. Moore HC6 or similar)

Suggested Accent Colors



Warm White (B. Moore AC40 or similar)



Lt. Yellow (B. Moore CW-410 or similar)

Suggested Wood Stains



White Birch (S. Williams SW3513 or similar)



Baja Beige (S. Williams SW3513 or similar)



Mountain Ash (S. Williams SW3513 or similar)



Cider Mill (S. Williams SW3502 or similar)

Color Composition

Dark or natural wood cladding with lighter trim colors, including for columns and railings. On two-story structures, colored cladding on upper stories with either color or wood-stained cladding below.

Mammoth Lakes: Character Inventory

Building Character



Stone base with ganged windows; subtle color palette

Frontage Character



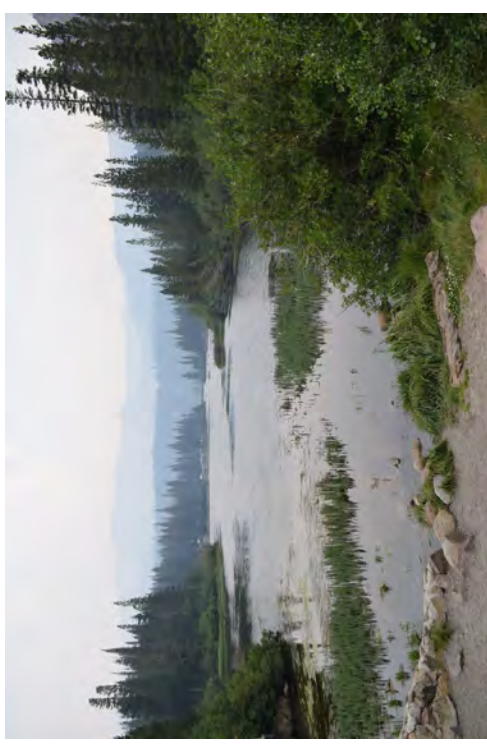
Recessed entry

Signage Character



New gateway sign

Public Realm and Open Space



Twin Lakes

Building Character



New construction

Frontage Character



Stoop of Heavy timber construction

Signage Character



Informational signage at Twin Lakes

Public Realm and Open Space



Mammoth Creek Park

Building Character



White-washed base with dark wood siding

Frontage Character



Outdoor seating at the Village

Signage Character



Monument sign at airport

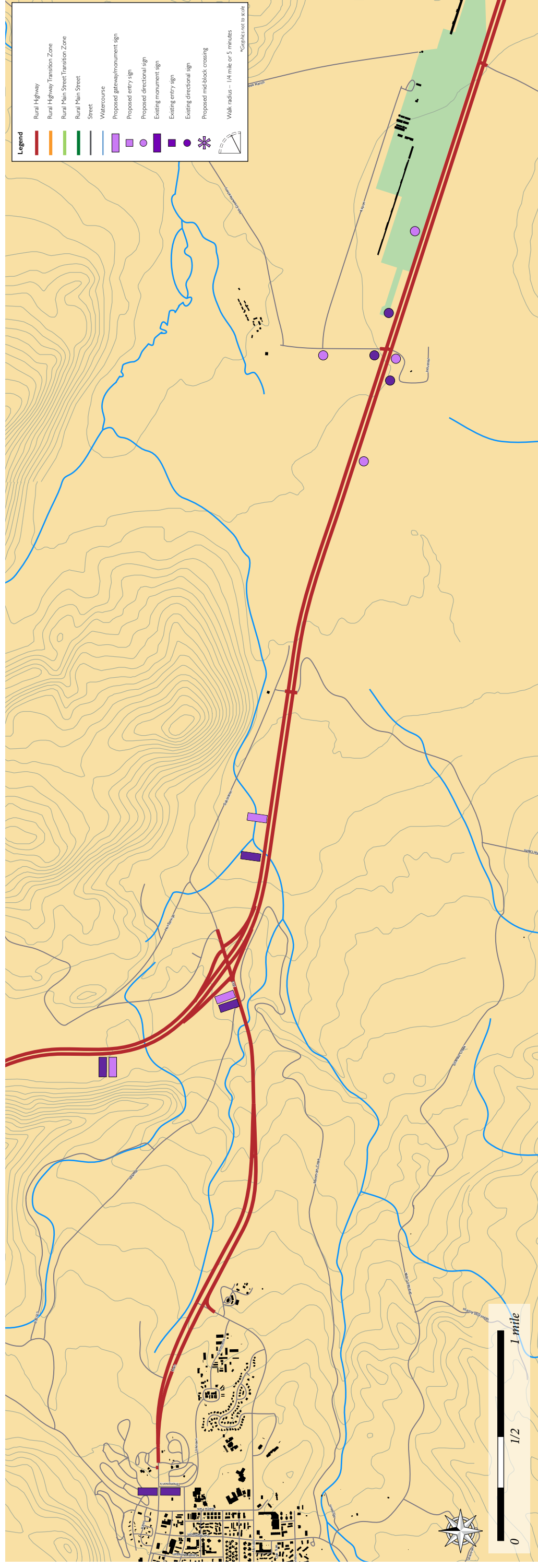
Public Realm and Open Space



Hiking trail

Mammoth Lakes

Context Zone Map



The community of Mammoth Lakes has developed a robust signage and wayfinding program, including new gateway signage at Sierra Park Road. Along Highway 395, the signage announcing the turn-off for Highway 203 is one-mile from the turn-off to the north, and three-quarters mile to the south; the sign to the south should be moved to also announce the turn-off for Mammoth Lakes one-mile in advance.

The existing signage should be replaced when the County develops the branding for the National Scenic Byway, to unite Mammoth Lakes to the other communities along the corridor.

Surrounding the Mammoth Lakes airport, directional signage is sparse, leaving newly arrived visitors unsure which direction to drive toward Mammoth and nearby amenities. An effort should be made to design wayfinding signage that will use the same branding efforts as the gateway signage along 395.

Crowley Lake & Long Valley: Character Inventory

Building Character



Wood siding and tree trunks for columns

Frontage Character



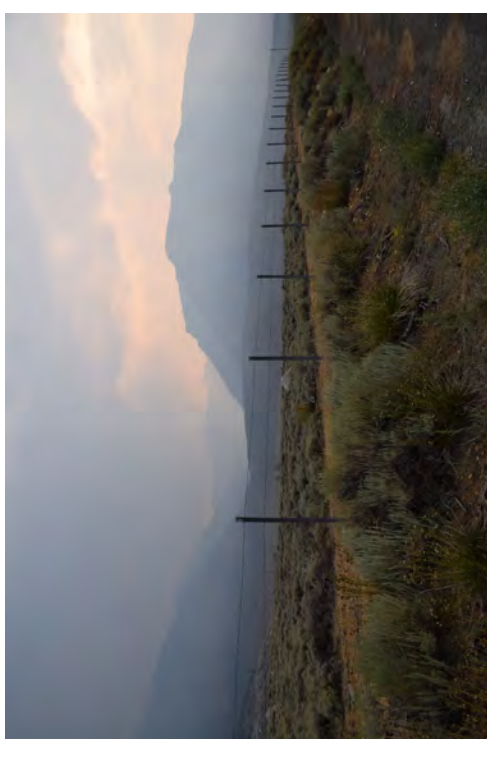
Wood fence and sagebrush

Signage Character



Metal sculpture is gateway signage

Public Realm and Open Space



View toward McGee Mountain

Signage Character



Historic wagon incorporates signage

Building Character



Stucco with heavy wood detailing

Frontage Character



Porch with wine barrel flower pots

Signage Character



Wood monument sign

Building Character



Storefront with parapet and canopy

Frontage Character



Porch with outdoor seating



McGee Creek

Crowley Lake & Long Valley

Context Zone Map



The communities surrounding Crowley Lake include: Long Valley, McGee Creek, Community of Crowley Lake, Aspen Springs, Sunny Slopes, and Tom's Place. Gateway signage should be designed that ties the string of communities together, while maintaining their distinct identity. Because the communities are organized around the old highway alignment, signs could be placed one quarter-mile from each subsequent turn-off to attract drivers from Highway 395.

Each community should promote a pedestrian-oriented rural main street environment at their cores, while maintaining a safe environment for touring bicyclists in between.



Gateway Signage and Corridor Branding











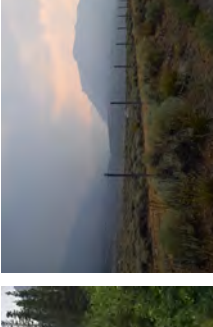
Highway 395 Corridor Branding

Scenic Byway Branding and Signage

Criteria for Designation

The National Scenic Byways Program sets forth criteria for the designation of roads as National Scenic Byways and All-American Roads based on their scenic, historic, recreational, cultural, archeological, and/or natural intrinsic qualities. Highways must significantly meet at least one of the six intrinsic qualities; those meeting criteria for at least two of the intrinsic qualities may be designated as an All-American Road. A summary of these intrinsic qualities is provided below, copied from the Federal Highway Administration (FHWA)'s interim policy:

- Scenic Quality** is the heightened visual experience derived from the view of natural and manmade elements of the visual environment of the scenic byway corridor. The characteristics of the landscape are strikingly distinct and offer a pleasing and most memorable visual experience. All elements of the landscape—landform, water, vegetation, and manmade development—contribute to the quality of the corridor's visual environment. Everything present is in harmony and shares in the intrinsic qualities.
- Natural Quality** applies to those features in the visual environment that are in a relatively undisturbed state. These features predate the arrival of human populations and may include geological formations, fossils, landform, water bodies, vegetation, and wildlife. There may be evidence of human activity, but the natural features reveal minimal disturbances.
- Historic Quality** encompasses legacies of the past that are distinctly associated with physical elements of the landscape, whether natural or manmade, that are of such historic significance that they educate the viewer and stir an appreciation for the past. The historic elements reflect the actions of people and may include buildings, settlement patterns, and other examples of human activity. Historic features can be inventoried, mapped, and interpreted. They possess integrity of location, design, setting, material, workmanship, feeling, and association.
- Cultural Quality** is evidence and expressions of the customs or traditions of a distinct group of people. Cultural features including, but not limited to, crafts, music, dance, rituals, festivals, speech, food, special events, vernacular architecture, etc., are currently practiced. The cultural qualities of the corridor could highlight one or more significant communities and/or ethnic traditions.
- Archeological Quality** involves those characteristics of the scenic byways corridor that are physical evidence of historic or prehistoric human life or activity that are visible and capable of being inventoried and interpreted. The scenic byway corridor's archeological interest, as identified through ruins, artifacts, structural remains, and other physical evidence have scientific significance that educate the viewer and stir an appreciation for the past.
- Recreational Quality** involves outdoor recreational activities directly association with and dependent upon the natural and cultural elements of the corridor's landscape. The recreational activities provide opportunities for active and passive recreational experiences. They include, but are not limited to, downhill skiing, rafting, boating, fishing, and hiking. Driving the road itself may qualify as a pleasurable recreational experience. The recreational activities may be seasonal, but the quality and importance of the recreational activities as seasonal operations must be well recognized.

Scenic Byway Characteristics of Highway 395 Communities					
Walker and Coleville	Bridgeport	Lee Vining	June Lake	Mammoth Lakes	Crowley Lake
					
					
Physical or Iconic Characteristics					
White Wood Bridge	Historic Courthouse	Mono Lake	Alpine Village and Lakes	Ski resort / 'Village in the Trees' Long Valley Caldera	
Canyon/Cliff walls	Contiguous main street	Tufa	Boulder	Skiing, Hiking	Crowley Lake and fishing
West Walker River in Antelope valley	Grazing land in Bridgeport Valley	Connection to Yosemite Nat'l Park	Oh! Ridge	Mountain range, Lava Domes, Devil's Postpile	
Effect of fire on landscape	Fishing, Hot Springs	Long Vistas	Mountain and skiing, Fishing	Entertainment / Events Center	
Sagebrush, Cottonwood	Twin Lakes Recreation		Old resort town/ European Mountain Village	Lake Basin	
Working landscapes - Ranching	Bodie ghost town		Pedestrian Scale	Coniferous	
River Rock	Sandstone		Granite	Granite	
Descriptive Adjectives					
Self-sufficient/ "Western"	Historic	Cosmopolitan, International	Quaint/Charming, Nordic	Destination	Rural villages
Authentic, Roadside	Roadside		Hidden gem	Modern	Rustic
Wood, Neon	Painted Wood, Neon		Rustic		
Primary Intrinsic Quality*					
Scenic	Historic	Scenic	Recreational/Scenic	Recreational/Scenic	Scenic/Natural

*The six intrinsic qualities of a National Scenic Byway are: (1) Scenic, (2) Natural, (3) Historic, (4) Cultural, (5) Archeological, (6) Recreational.

Highway 395 Corridor Branding (continued)

Translating Intrinsic Qualities into a Brand

Highway 395 can clearly meet the criteria for a number of intrinsic qualities listed above. The Corridor Management Plan, a required component of the program, will need to assess and discuss the intrinsic qualities and their context, and lay out a plan to conserve and enhance these qualities and promote tourism and economic development.

This document provides an initial assessment of the highway's intrinsic qualities in order to establish some preliminary direction for the CMP. In many ways the County will need to conduct a "branding" exercise to best communicate the special quality of Highway 395 and share it with others.

While past documents, such as the *Mono County Highway 395 Visual Resource Assessment* (1998) have documented scenic resources in between communities along the highway, the table on the preceding page lists some of the key defining characteristics with particular attention to the communities and their immediate environs. The information listed includes items identified by community members during the process as well as those documented by the design team. The goal is to identify what should be celebrated and preserved, as well as what items might need improvement if they are to become part of the corridor "story."

While this document and the table focus on the communities along the corridor, the County should consider how the corridor is organized and defined by its geographical/geological, scenic, recreational, and historic frameworks, and to what extent the "story" extends and connects to destinations off of the primary corridor, such as the June Lake Loop (Highway 158), Mammoth Lakes (Highway 203), and Crowley Lake Drive (Old Highway 395). Questions include: What is the overall organization of the corridor? Should the corridor be considered as a linear "string of pearls" or as a varied "fish's skeleton" of attributes?

Visual branding should also be considered. New signage and wayfinding elements, for example, could provide some visual components that can help to visually unify the corridor while providing much-needed wayfinding and identification of context. These could include repetitive graphic elements, color palettes, materials, etc. A signage program could be highly unified with little variance – bringing the whole corridor into a unified experience. Signage could also be a set of diverse signs, with a controlled set of similar elements to tie the brand together (font, color, material, etc.) – allowing an eclectic group of places to operate with a more common language.

Precedent for a Uniform Identity:

Golden Gate National Recreation Areas



Photo credit: www.sfourismtips.com



Photo credit: www.fortwiki.com



Photo credit: www.sanfranciscodays.com

The Golden Gate National Recreation Area signage uses the same steel sign with different support materials to express the variety of places within the GGNRA.

Iowa's National and State Scenic Byways

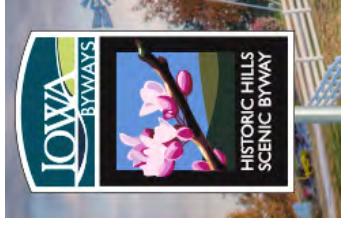


Photo credit: www.iowadot.gov

The State of Iowa has unified all of their scenic byways under one brand, giving a strong identity to the varied locations and themes of each corridor. Notice the same sign shape, material, typefont. Only the identifying image is unique from place to place.

Precedent for Unique/Diverse Identity:

National Scenic Byway Blue Ridge Parkway in Virginia and North Carolina



Photo credit: wayfindersnotebook.blogspot.com; www.blueridgeparkway.org



Photo credit: www.bbsci.com



Photo credit: www.rtps.gov



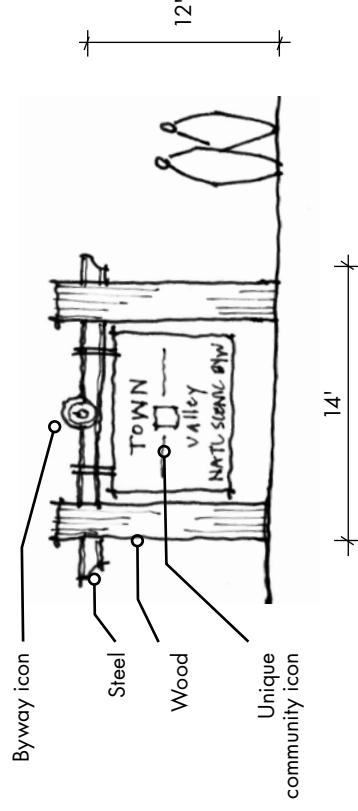
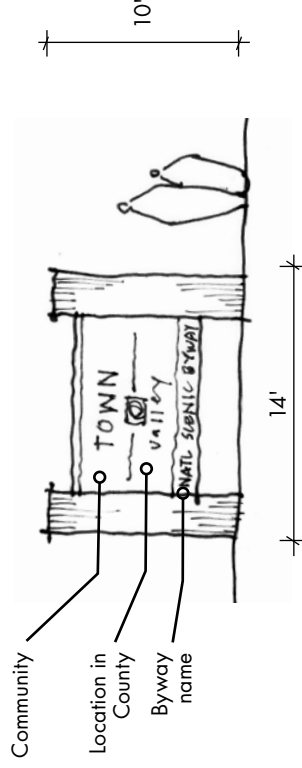
Photo credit: gonehikin.blogspot.com; www.takemytrip.com

In contrast, the Blue Ridge Parkway has a variety of signs along the corridor, with little unifying them into a strong iconic brand. No single element is the same across the board: no sign is the same shape; a majority use wood; monument signs use navy and gray, with the same typefont wayfinding signs use brown with similar font; half use the corridor icon.

Gateway Signage Design Concepts

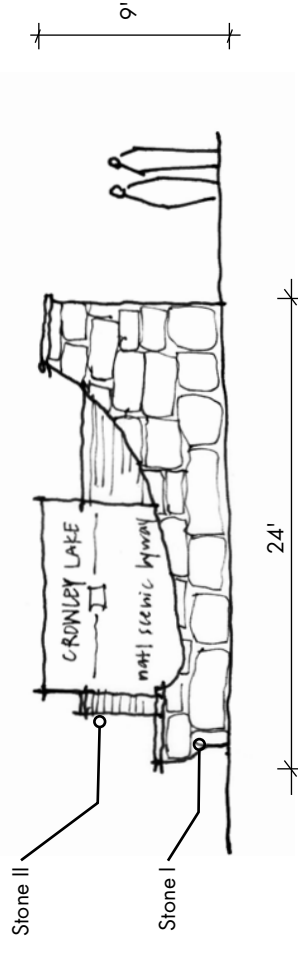
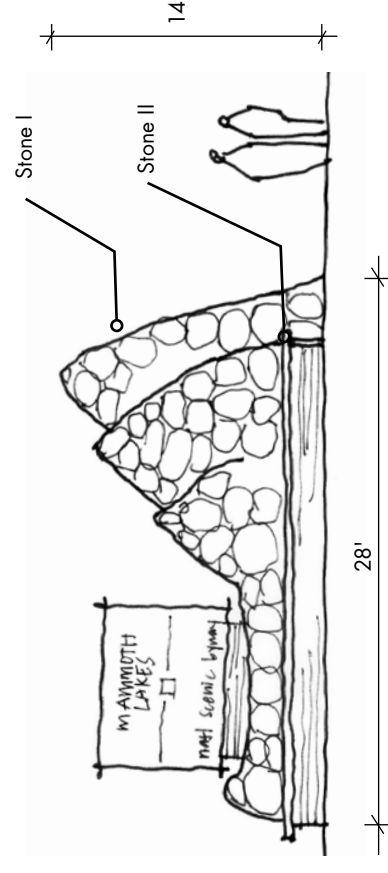
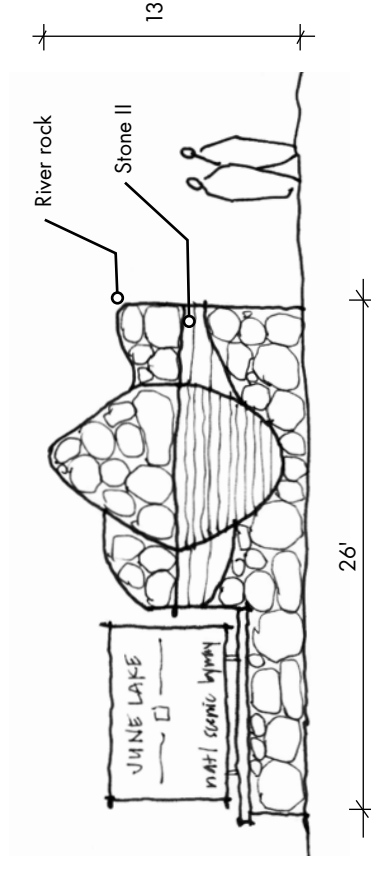
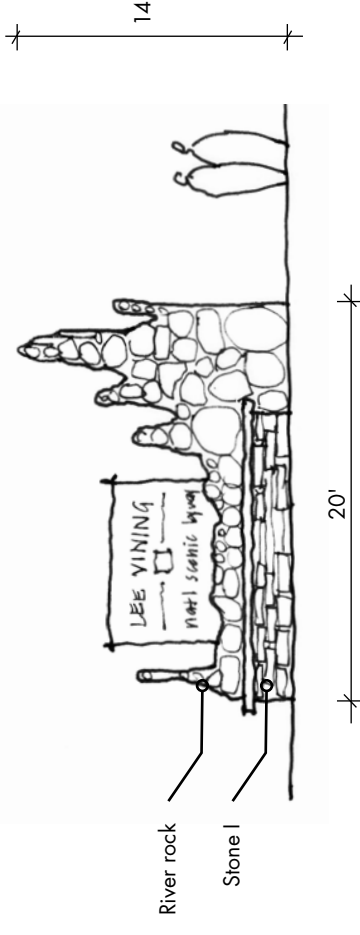
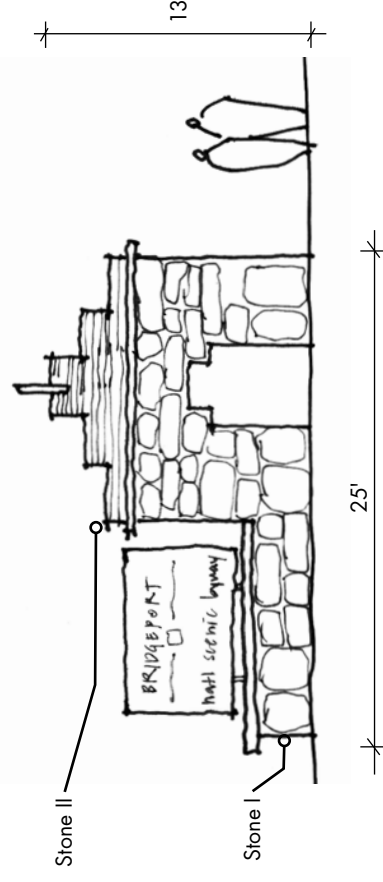
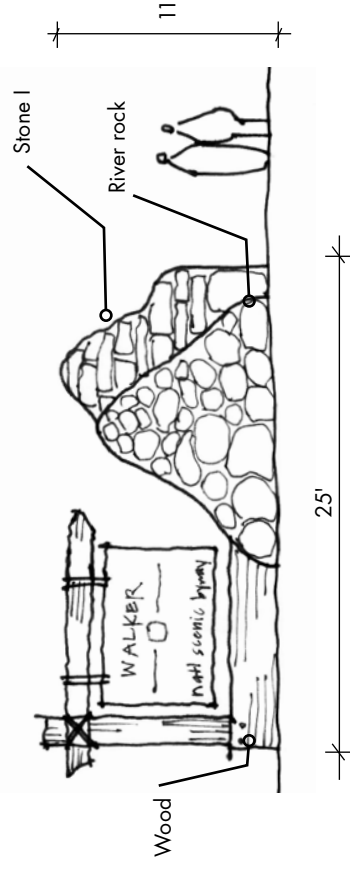
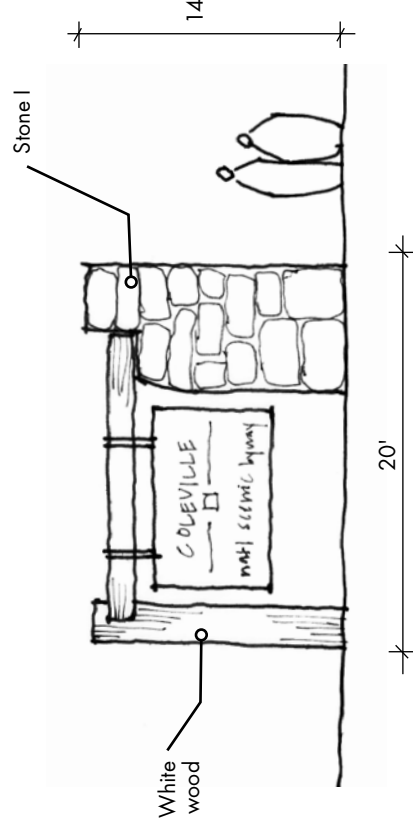
Uniform Identity between Communities

Depending on how the County wants to brand Highway 395, gateway signage between communities could unify the corridor with signs that are the same shape, materials, and typefont, and with a small icon or image that gives identity to unique stops along the corridor.



Unique Identity between Communities

If the County wants to accentuate the diverse communities that make up, and add to, the experience of Highway 395, they could use a few unifying elements, while allowing the communities to each express their sense of place. The conceptual sketches below use abstracted geographic or architectural icons associated with each community as the anchor of an identical sign. While unique, the signs are unified by the use of three materials: stone, river rock, and wood.

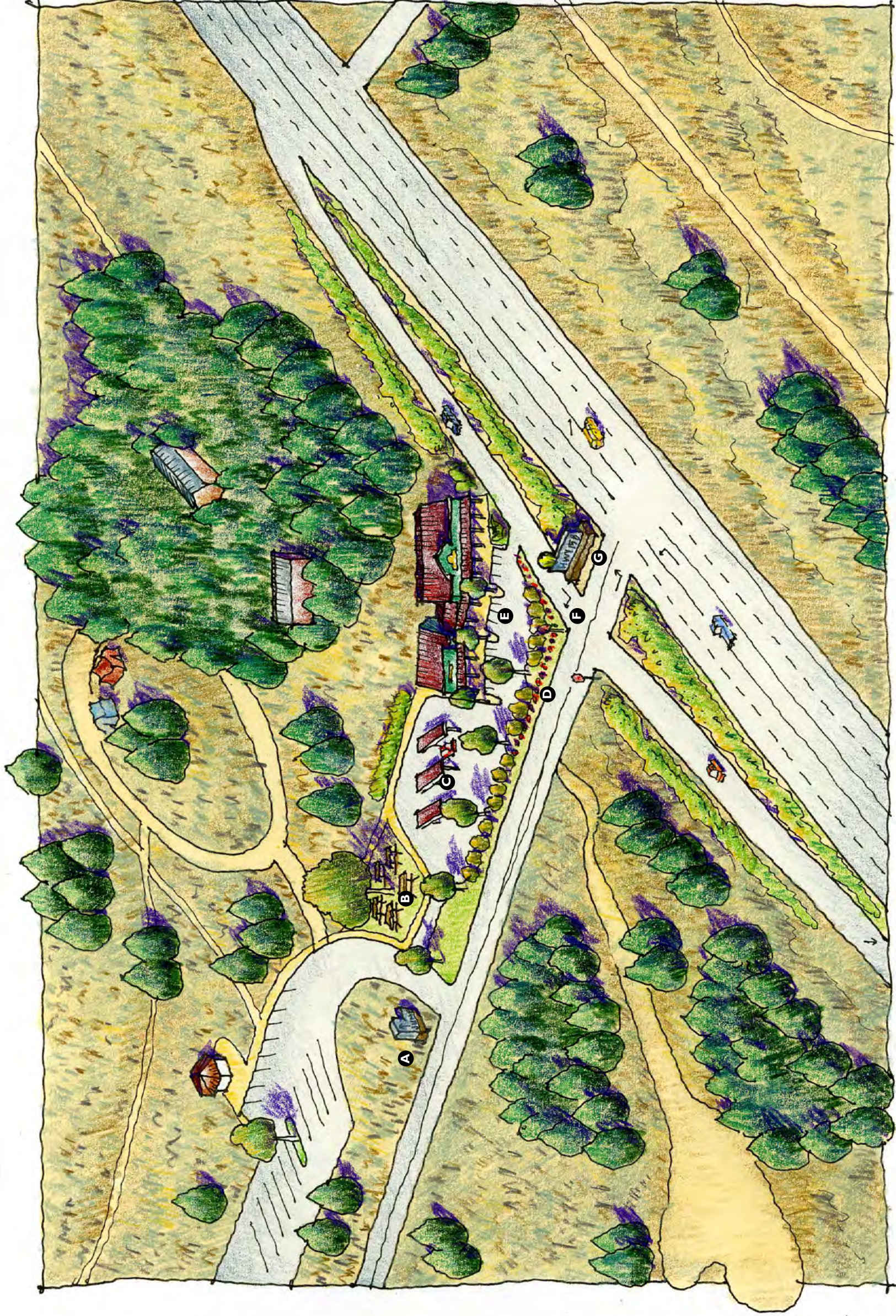


*These signage sketches are meant to be conceptual. Mono County will need to thoroughly investigate the aesthetics of signage along the corridor as the National Scenic Byway Designation application moves forward. At that time, the CMP can also explore other details of design, such as incorporating digital media into the wayfinding and informational signs, made available through the Digital 395 project.



Appendix

Building Frontage Improvements: Example 3 (June Lake Junction)



Example 3

- A** Directional sign indicates proximity to June Lake Village
- B** Picnic area with a sidewalk leading to the existing informational kiosk
- C** Canopies over the gas pumps enhance visibility from Highway 395, and protects drivers from inclement weather
- D** Landscaping is extended to beautify the entrance to the June Lake Loop
- E** Head-in parking is formalized with occasional planter strips
- F** Improved intersection of Highways 305 and 158 includes a turning lane and stop sign to create a sense of arrival for visitors
- G** New gateway signage along Highway 395 attracts visitors to the June Lake Loop and gives the Village presence on the corridor

**This illustrative perspective is meant to be representative of the types of private and public improvements that could occur at the June Lake Junction. It is meant to help property owners and community stakeholders generate ideas about how to improve their property, and the community as a whole.*

Building Frontage Improvements: Example 5 (Heidelberg Inn)



Example 3

- A** Low wall with landscaping at the sidewalk
- B** Two-tier terrace provides semi-public space
- C** Wood loggia with rose garden
- D** Remove foliage that obstructs views to the historic Heidelberg Inn
- E** Terracing continues along the street frontage that is beyond the Heidelberg Inn



**This illustrative perspective is included to demonstrate how a property owner might think about terracing their private frontage. It was not created by requesting ideas about how to improve private frontage in a way that uses the unique topographic character in Mono County.*



11/13/14

Ms. Wendy Sugimura
Mono County Community Development Department
Minaret Village Mall, 437 Old Mammoth Road, Suite P
Mammoth Lakes, CA 93546

Dear Wendy,

Thank you for giving us the opportunity to weigh in on the community's considerations for an Archway/Banner to span Main Street in Bridgeport.

From our meeting on July 30th we understand that the community has discussed the possibility of installing a banner that would span Main Street. We understand that the banner would be suspended from wire cables supported by poles on either side of the roadway. The structure would support rotating banners that advertise events, similar to Gardnerville, NV, and would replace an existing structure near the intersection of School Street and Main Street that is in poor condition.

We also understand that the RPAC and the community have discussed a more permanent archway spanning Main Street that could support both a rotating banner as well as a more permanent welcome/identity sign for Bridgeport. An RPAC member has provided some recent renderings of this concept as well as some supporting research on archways in other jurisdictions.

We've analyzed the pros and cons of these options and thought about three additional strategies that we think should be considered, listing them below.

1. **Banner.** The baseline alternative is to install two poles that can support vinyl banners suspended from wires. We discussed the intersection of Sinclair and Main as the ideal location for such a banner, and looked at locations adjacent to Rhino's and the Bridgeport Inn where poles could be installed. There was also discussion about incorporating a kiosk into the base of one of the poles to post information on community activities.

We understand that the banner-only option is very cost effective but we do have some concerns about the aesthetic value of this option. Ideally, a banner sign would somehow complement the public realm in Bridgeport, through decorative poles and/or a more refined sign. Vinyl banners are great for temporary announcements but will not hold up well to wind, snow and rain, and solutions discussed for the poles will not be very attractive. There are also long-term maintenance issues with this and other options that have not been answered.

2. **Archway over the Roadway.** This alternative would install a structural archway spanning the roadway. We discussed the Sinclair/Main intersection for this purpose.

This is potentially very appealing aesthetically but challenging for several reasons, including:

- a. *Feasibility.* The *Caltrans Encroachment Permit Manual* does not allow for an overhead arch and the permit would be denied. An appeal could be made to the Caltrans District Director.ⁱ
 - b. *Cost and complexity.* If appealed, spanning 100' will be challenging and require an engineered and expensive structure. If Caltrans does require the vertical supports to land outside the right-of-way, it may need to be even wider than 100', resulting in a more complex archway. Keeping the proportions from appearing too low and broad will be important.
3. **Median Monument Sign.** A monument or pylon sign could potentially be installed in a raised median in the center of the roadway, at the mid-block between School and Sinclair. This could be a much simpler structure than an archway but still be located in a visually prominent location that would help to slow traffic.ⁱⁱ Thought should be given to snow removal, and the design of a temporary sign engineered to withstand vehicular impact.
 4. **Flagpoles.** Rather than spanning the roadway, the community could consider two flanking structures as an alternative gateway. This could be done with a pair of oversized flagpoles supporting large American flags, for far less cost than the archway. The flagpoles could potentially be used to suspend a banner if suitably engineered poles can be obtained.
 5. **Archway Somewhere Else.** If the community is really excited about the archway option, but deterred by the cost and complexity of spanning the highway, an archway could be installed in a different location outside of Caltrans jurisdiction but still in a visible, central location. A narrower archway could be less expensive and not subject to Caltrans encroachment permits or clearance requirements. We think two options are worth considering. One would be across School Street at the School/Main intersection. This archway could help frame the School Street plaza and be tied to public events there, and be designed to complement the wrought iron fencing and plaza streetlights.

Another concept would be to install an archway between the Sportsmen's Inn and the Bodie Hotel to replace the existing roofed entry to the parking lot. Directly across from the courthouse, this would be particularly appealing if the paved area between Sportsmen's and the Bodie Hotel could be transformed into a more appealing open space.

We'll summarize our thoughts on these alternatives in the following table.

Alternative	Cost	Complexity	Aesthetics	Impact	Maintenance
Banner	<i>Low.</i> Structure (2 vertical poles) may be donated or reused from elsewhere. Vinyl banners are low-cost and broadly available. Cost would include mandatory engineering of the banner assembly.	<i>Low.</i> Structure is simple and banner would be designed to be permeable and wind resistant. Poles placed outside the Caltrans ROW can be most easily located without significant issues.	<i>Low.</i> Banners are made of inexpensive material (vinyl) that degrades over time and will require periodic replacement. Baseline does not consider decorative poles.	<i>Moderate.</i> Banner spanning the roadway can help to slow/calm traffic.	<i>Moderate.</i> Caltrans is accustomed to assisting with banner rotation, but community will need a long-term plan to maintain, repair/replace, and store banners.
Flagpoles	<i>Low.</i> Flagpoles and precast monuments are widely available.	<i>Low.</i> Structures can be pre-engineered, and encroachment permits can likely be avoided.	<i>Moderate.</i> Flags and monuments could contribute to Bridgeport's civic and "Americana" character and work well with existing events.	<i>Moderate.</i> Flags could provide a long-distance visual marker and help to slow/calm traffic.	<i>Moderate.</i> The community will need a long-term plan to maintain, repair/replace, and store flags.
Archway (over the roadway)	<i>High.</i> Structure will require design and engineering to withstand impact and wind loads.	<i>High.</i> Archway may not be feasible given current Caltrans policy on permanent signs and arches.	<i>High.</i> An archway could complement the existing character in Bridgeport to a high degree.	<i>Moderate.</i> An archway could help to slow/calm traffic.	<i>Low.</i> A permanent structure would likely be the easiest to maintain, although the community would need a long-term plan to repair and potentially

					replace.
Median Monument Sign	<i>Moderate.</i> Structure could be much simpler than an archway but should be designed to require little maintenance.	<i>Moderate.</i> The HDM provides guidance for raised medians in environments where design speed is less than or equal to 35 mph.	<i>High.</i> This could be a great complement to the downtown streetscape.	<i>High.</i> A visually interesting marker in the roadway help to calm traffic.	<i>Moderate.</i> The community would need a long-term plan to maintain, repair, and replace the sign if needed.
Archway (Somewhere Else)	<i>Moderate.</i> A smaller archway will be more cost effective.	<i>Moderate.</i> Such a structure will require engineering but can avoid any encroachment issues with Caltrans.	<i>High.</i>	<i>Low/Moderate.</i> This would not be directly in motorist's line of vision.	<i>Low.</i> The archway could be a private initiative, or be linked to the maintenance of the School Street Plaza project.

Evaluating the options listed above, either the flagpoles or median monument seem to be the most feasible, cost-effective, and aesthetically appealing options. The banner is clearly the most practical and achievable, but we have concerns about the long-term viability of this option. If the community decides to go with the banner they may want to establish a time (e.g. 2 years after installation) when the conditions of the banners and the impact of ongoing maintenance can be reviewed. Installing an archway adjacent to, rather than over Main Street also presents an appealing option.

Given what appears to be Caltrans' current policy regarding archways, we are skeptical that an archway spanning the roadway will be feasible. If the community continues to be excited and supportive of this alternative, we would recommend starting with something that represents the ideal scenario, and initiating a discussion with Caltrans regarding the feasibility of design exceptions. Here are some considerations:

1. Placing the vertical supports at the back of the sidewalk (i.e. 1'6" from the edge of curb) or better yet, in curb extensions in the parking lane will result in a more pleasing and vertically proportioned archway.
2. Heights of 25'-30' tall (this is very similar to what has been shown in the renderings).
3. Archway could be curved or shaped like a long-span truss, referring to ranching/agricultural buildings and heritage.

Please feel free to contact us should you have any questions or comments. Thanks again for providing us with an opportunity to comment.

Sincerely,

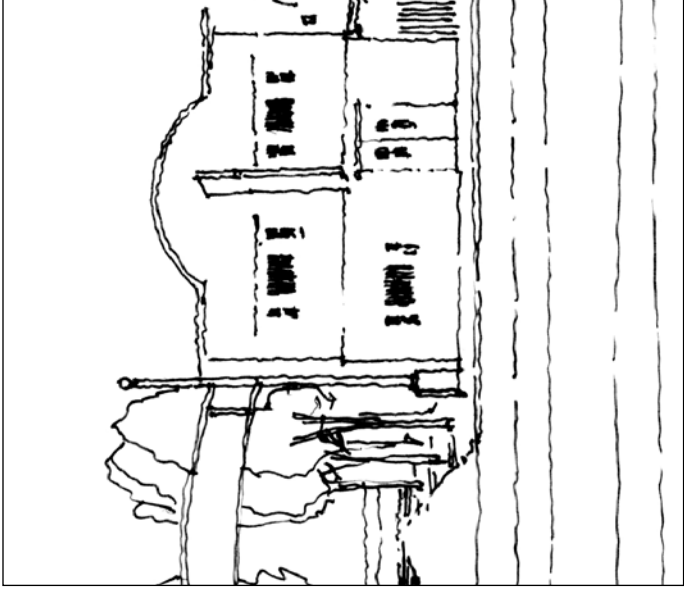
Stefan Pellegrini, AICP, LEED AP
Principal

ⁱ During our July 30th meeting it was noted that Caltrans would request that the vertical supports for an archway or banner would need to be located outside of the right-of-way. Caltrans guidance is not clear on this issue. The *2012 Highway Design Manual* appears to be silent on permanent overhead signs, but does appear to give special consideration to encroachments and maintaining the Clear Recovery Zone (CRZ) in Main Street environments in Section 309.1(2) as well as structural requirements for sign posts in 309.1(2)(b), both of which could be interpreted as applying to archways. However, Caltrans publications *Main Streets: Flexibility in Design Operations* handbook (January 2005), *Main Street, California: A Guide for Improving Community and Transportation Vitality* 3rd Edition (2013), and Chapter 500 of the *Encroachment Permits Manual* all strictly forbid the erection of permanent overhead signs or arches over any state highway.

ⁱⁱ See guidance in the Highway Design Manual section 303 and “Raised Median Islands” in *Main Street, California: A Guide for Improving Community and Transportation Vitality* 3rd Edition (2013).

ARCHWAY/BANNER DESIGN ALTERNATIVES

Bridgeport, California



October 2014



Prepared by:

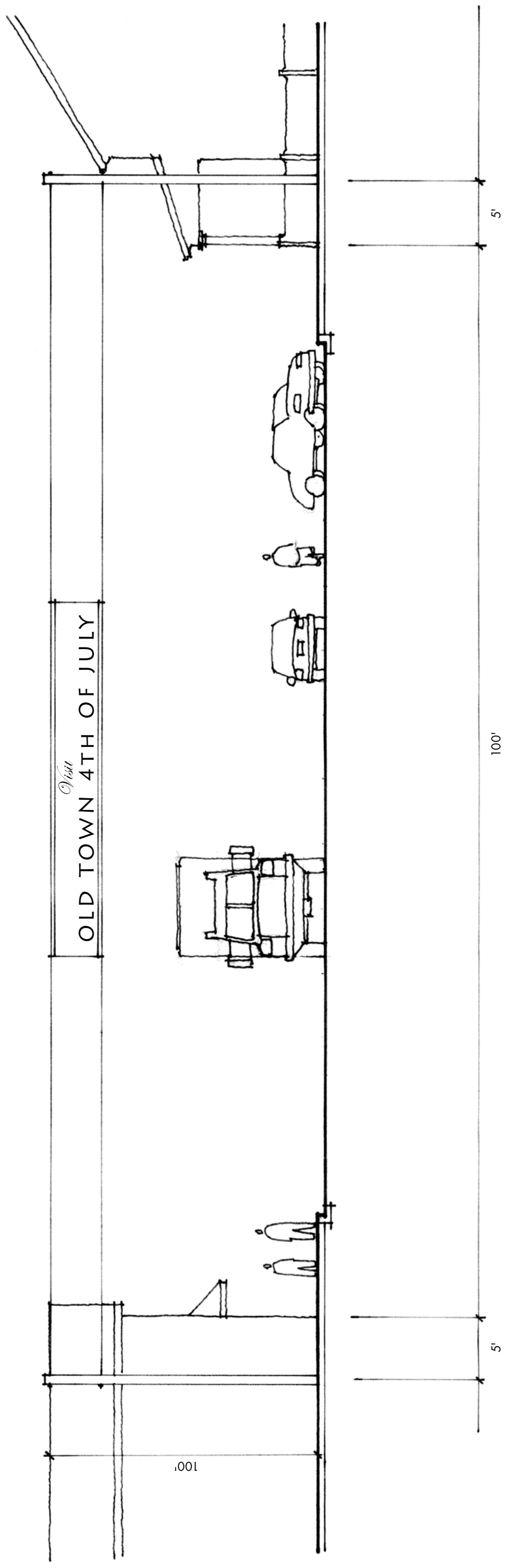
Opticos Design, Inc.

2100 Milvia St, Ste. 125
Berkeley, CA 94704

p: 510.558.6957

f: 510.898.0801

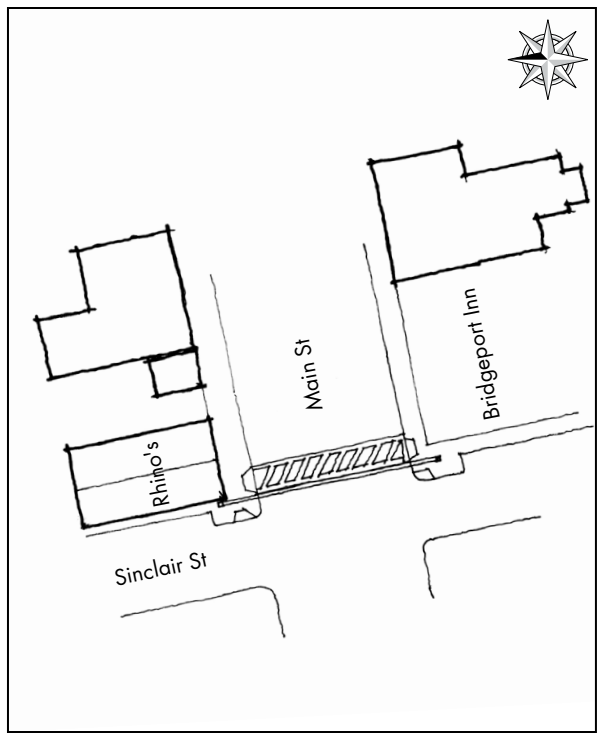
w: opticosdesign.com



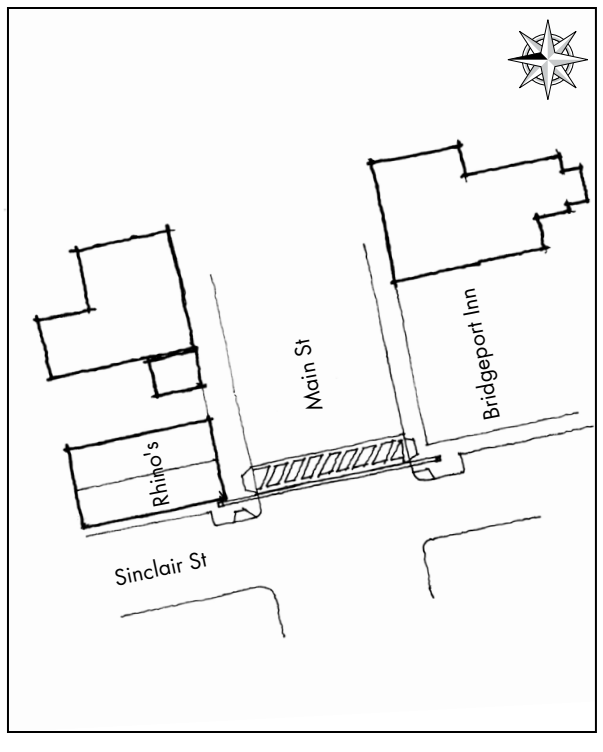
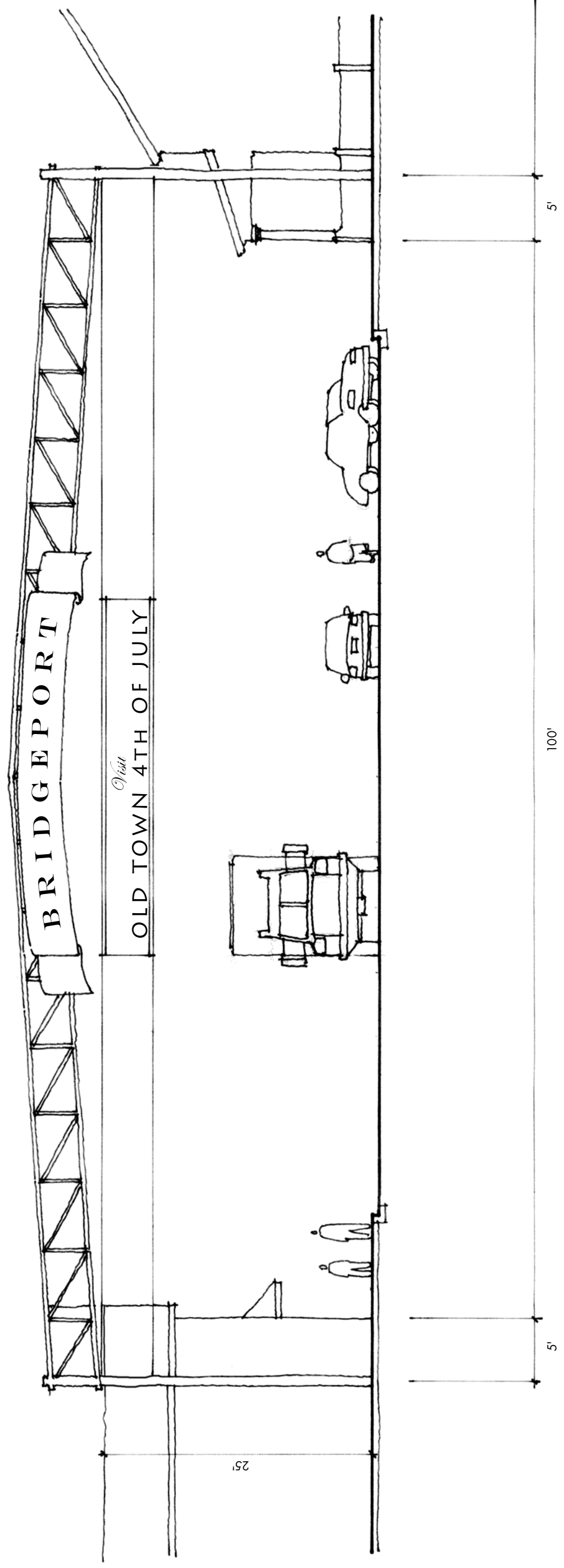
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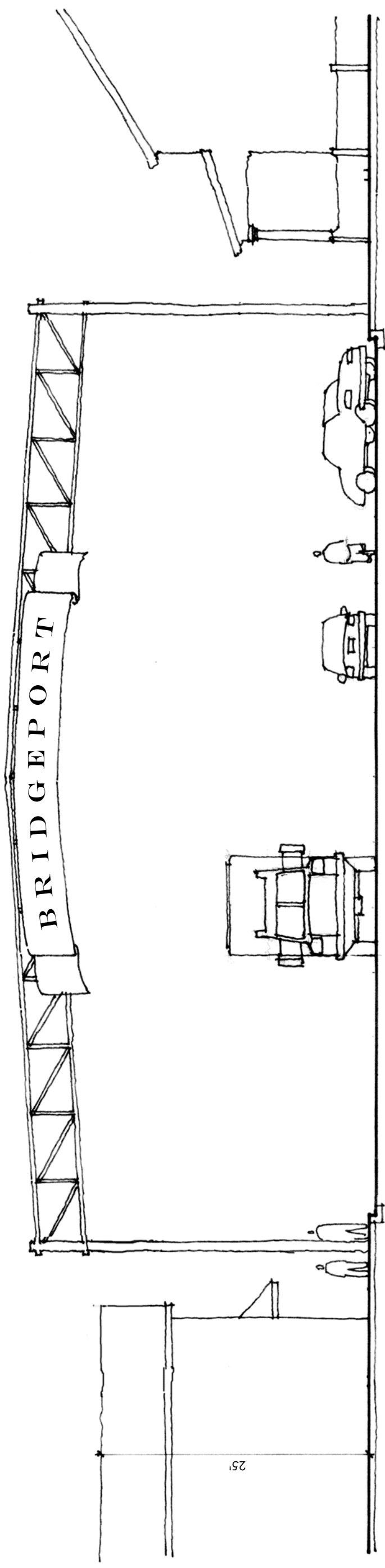
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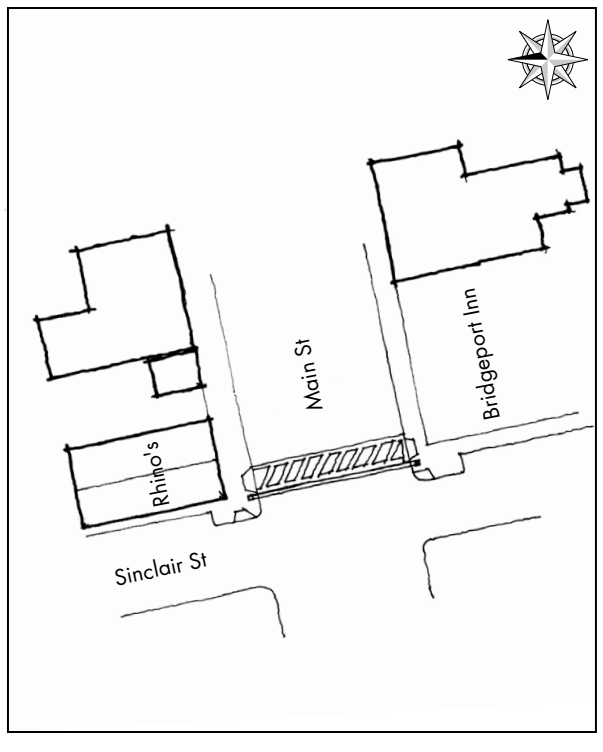
Site Plan





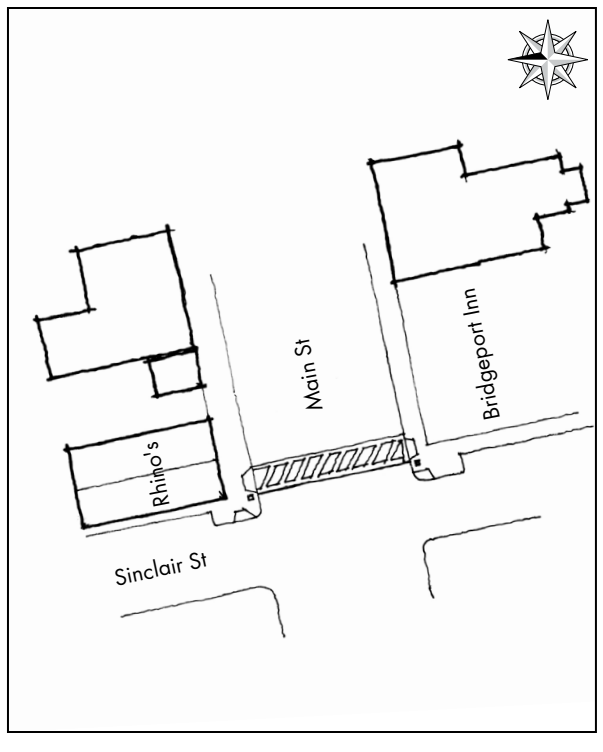
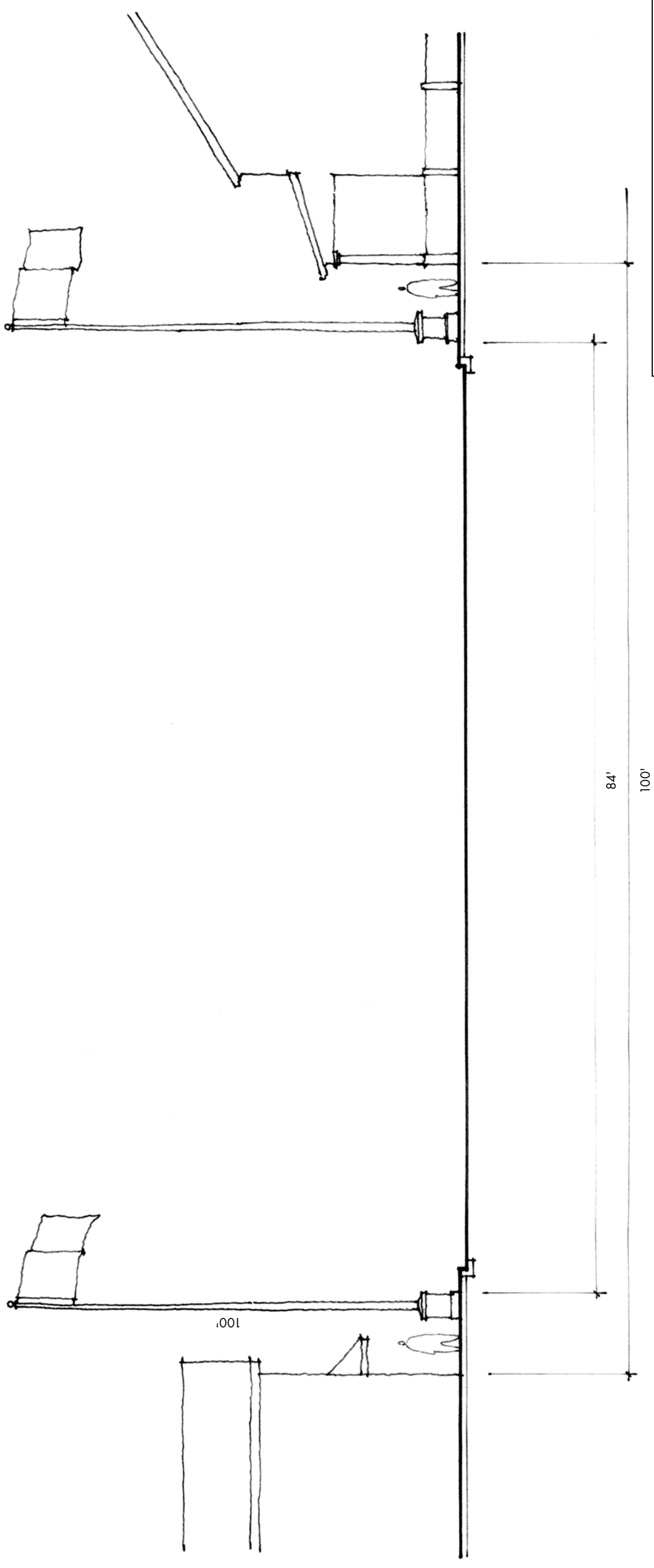
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100'



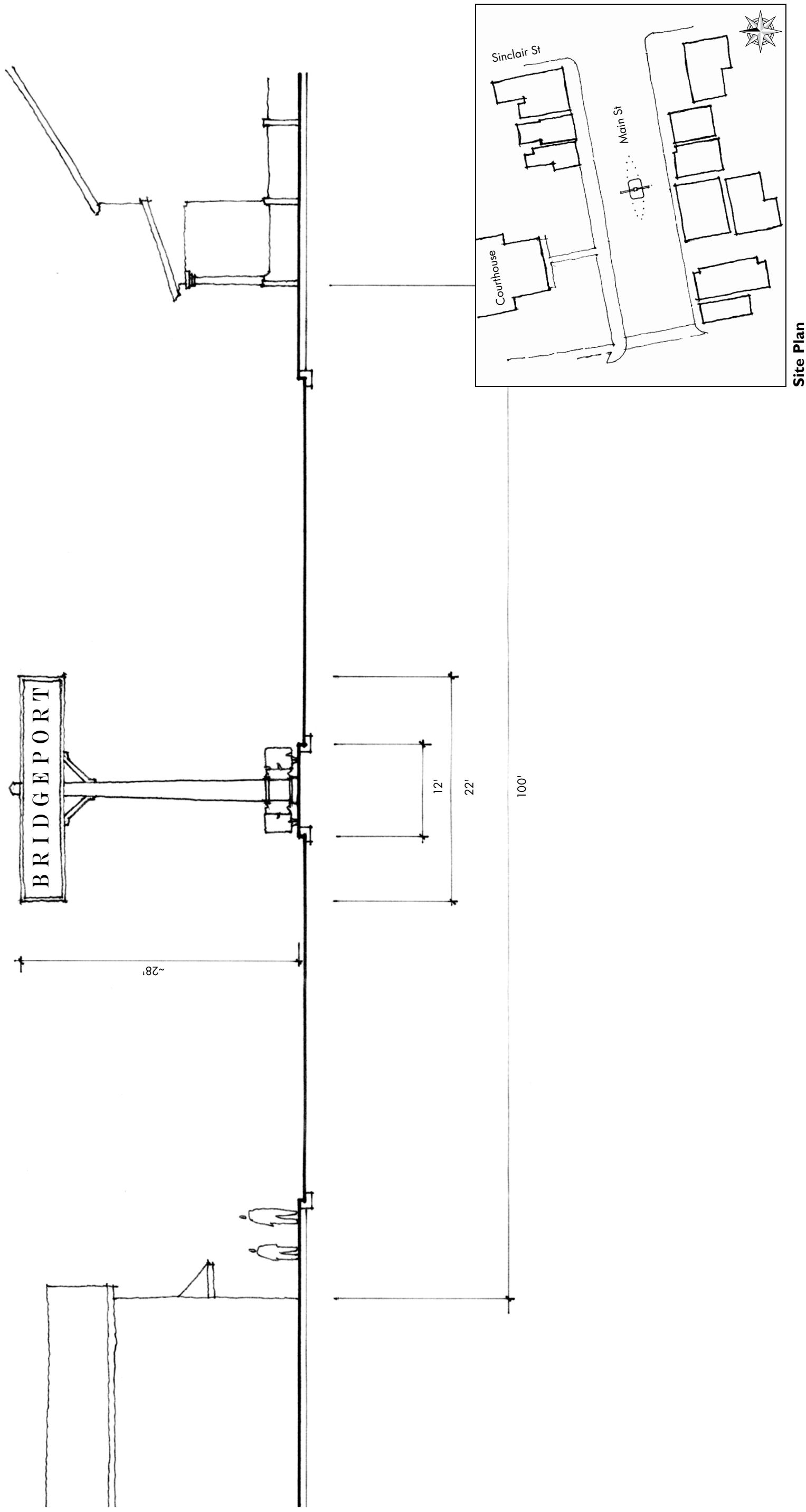
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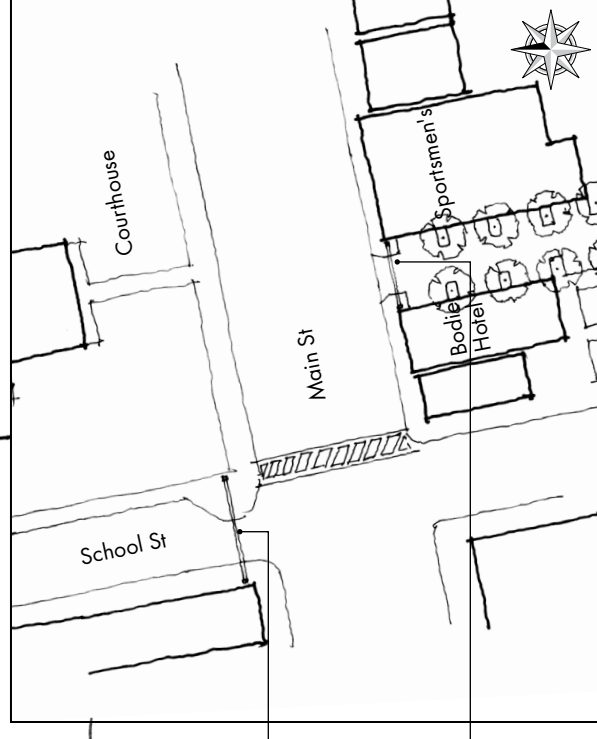
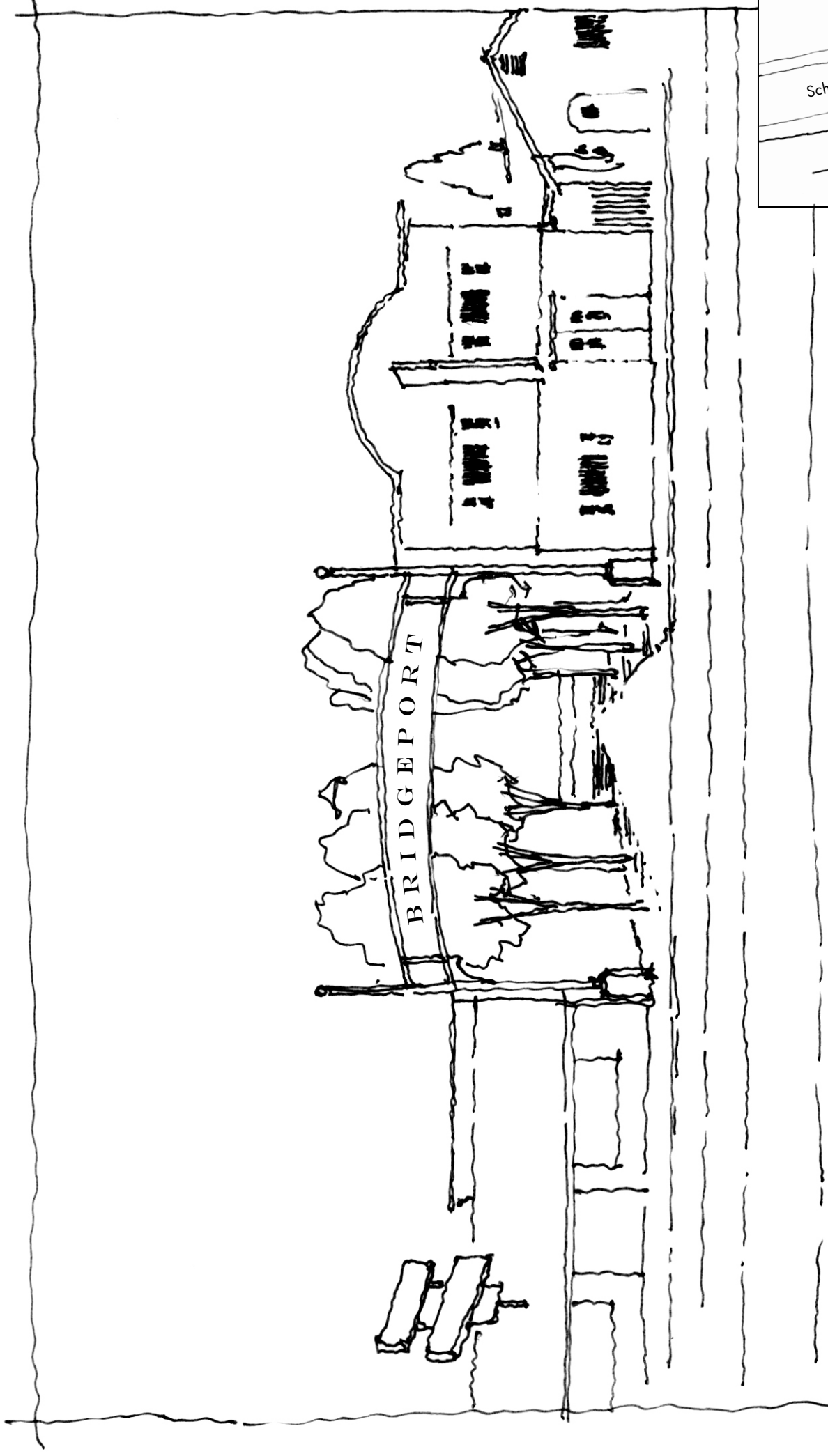
Flagpoles



Site Plan

Median Monument





Site Plan

Option 1
(School Street Plaza)

Option 2
(Sportsmen's/Bodie Hotel)



11/13/14

Ms. Wendy Sugimura
Mono County Community Development Department
Minaret Village Mall, 437 Old Mammoth Road, Suite P
Mammoth Lakes, CA 93546

Dear Wendy,

In conjunction with our efforts to create a character inventory and book of design guidelines for the communities along Highway 395, we have analyzed the following topics as follow up to the ongoing efforts in revitalizing Main Street in Bridgeport: jump starting a historic walk with wayfinding; discussing the desire to build on the gateway signage in Bridgeport's Design Idea Book; exploring solar panels in pedestrian-scale lighting; and evaluating the options for a banner to span Main Street.

Historic Walk: Signage and Wayfinding Plan

Concerning efforts to revitalize a Historic Walking Tour of Bridgeport, there is a series of efforts that could be pursued as time and money allow:

- A. Make a new brochure for the historic walk, using a 28 or 32 pound paper. The brochure could be laid out on legal paper, folded into three panels. Think about redrawing the map; use historic photos to accompany the explanatory paragraphs.
 - a. Place the map as a poster in the empty kiosk panel in the community park to draw attention to the Walk.
 - b. Place brochures in the Visitor's Center, and invite businesses to make the brochure available to visitors.
- B. Place a corresponding number at each historic stop along the walk. There are various ways of doing so, for example:
 - a. Use paint and number stencils to place a number on the sidewalk in front of each structure.
 - b. Use house numbers found at a hardware store, secure a number either directly to a historic structure, or to a carved wood block (that is subsequently secured to a structure or fence post). Use local artisans to create the number blocks.
 - c. Place an etched or painted tile in the sidewalk concrete to denote the number along the Historic Walk.
 - d. Replace a linear portion of the sidewalk with colored concrete to denote the Historic Walk, and to direct the visitor from location to location. E.g. The Poetry Walk on Addison Street in Berkeley.
- C. Find funding to create a complete wayfinding signage program that will demarcate the Walk. Along with wayfinding, informational signage could be placed at each location. For an example of informational signage, refer to examples such as that developed for Mammoth Lakes, or other established historic walks.

Gateway Monuments

In the Main Street Revitalization Design Idea Book, two conceptual gateway signs were designed, and there is a strong desire to continue to pursue a new gateway monument for

Bridgeport. To this end, we have attached a drawing of the preferred gateway monument with dimensions and possible material call-outs.

In spite of the enthusiasm to move forward, we recommend deferring the pursuit of gateway signage into Bridgeport until the County further develops their approach in designating Highway 395 as a National Scenic Byway. As the ‘storyline’ or corridor branding efforts solidify, a unified, but still unique, approach can be sought, without an overlap in efforts and funds.

Solar Lighting in the Alternative Transportation Project

As part of the Active Transportation Plan (ATP), and in continuation of the thought given to street lighting in the Main Street Revitalization Design Idea Book, the community would like to see the possibility of having a solar-powered light fixture with the appropriate armature for hanging flower pots.

First, it is possible to have a pedestrian-scaled light fixture with a solar panel *and* a hanging flowerpot. In fact, there are two solutions that should be considered for their advantages and disadvantages, to insure that Main Street is outfitted with the best option that balances aesthetics, environmental-sensitivity, and cost effectiveness. Both options explored below share the following attributes: A historic character sensitive to Main Street’s sense of place; LED light bulbs to ensure energy efficiency; armature for a hanging flower pot; and they are Night Sky Compliant with 96-100% cutoff. An additional comparison is below:

	Sternberg Lighting 1910LED	Philips Lumec Serenade
Fixture type	Downlight	Post top with house shield
Pole height	16’ in town, and 20’ as you leave town	16’ throughout
Flowerpot	Yes	Yes
LED	Yes	Yes
Power source	Conventional/Wiring	Solar panel with buried battery
BUG rating	B2-U1-G1	B1-U3-G3
Price per fixture*	\$4,205	\$9,425

**Does not include installation, freight, or tax cost; the estimate assumed the lights would run at 100% capacity all night, in lieu of reducing output from the hours of, say 3:00 am to 6:00 am.*

Please see the attached PDFs for specified drawings of both options.

In researching various options, it should be noted that lighting representatives were hesitant to recommend the solar-powered fixtures for Bridgeport. While an attractive option for its environmental-sensitivity, the representatives explained that the additive cost of solar panels and installation is usually more expensive than the upfront cost of laying new electrical wire in existing conduit. However, converting Bridgeport's existing infrastructure would require the installation of new conduit and wire under the street or sidewalk, a significantly more expensive project that would be unfeasible independently. It would need to be realized in conjunction with a larger street improvement project (which is unlikely to occur in the near future, as Main Street was just resurfaced).

Regardless of the power source, we feel it is important to pursue a fixture that will preserve the night sky (previously referred to as Night Sky Compliant fixtures). The industry has moved to a rating system that analyzes the Backlight, Uplight, and Glare (or BUG rating) of each fixture. Additionally, it classifies zones for how much lumen should be present. We recommend that Bridgeport apply the LZ1 or LZ2 lighting zone standards in pursuit of street lighting. This is at the lesser end of lumens needed to light a street (1.25 lumens/sf in LZ1 and 2.5 lumens/sf in LZ2). An ideal BUG rating for these lighting standards would stay around: B1-U2-G1.

In an initial estimate, the acceptable light level for Main Street may need either:

- a. 20 light poles with an 80 Watt LED fixture, staggered every 200 feet on center (meaning light fixtures would exist every 100' on either side of the corridor). Or,
- b. 40 light poles with a 40 Watt LED fixture, paired on both sides of the street, occurring every 100' on center.

Taking all of these variables into consideration, Bridgeport will need to weigh:

- a. Infrastructure: While the conventional wiring would be cheaper, how easy is the implementation of new infrastructure versus the solar-powered system?
- b. Aesthetics: The paired poles would be a more aesthetically pleasing experience along Main Street, and would produce a more unified band of light, versus the staggered, more spread-out option for fixture placement.
- c. Light Quality: The 40W LED bulbs would offer a softer light, meaning it would be less stressful on the function of the eye. A harsh, bright light works against a driver and/or pedestrian's night vision; their eyes would need to process a more extreme change in light through town.
- d. Cost: Both the cost per fixture and infrastructure cost will effect the decision regarding rhythm/placement of light poles and bulb wattage.

Banner to Span Main Street

See the supplemental memo and sketches for the full discussion on the options regarding the Main Street banner.

Sincerely,

Melia West
Designer

cc: Courtney Weiche



SternbergLighting

ESTABLISHED 1923 / EMPLOYEE OWNED

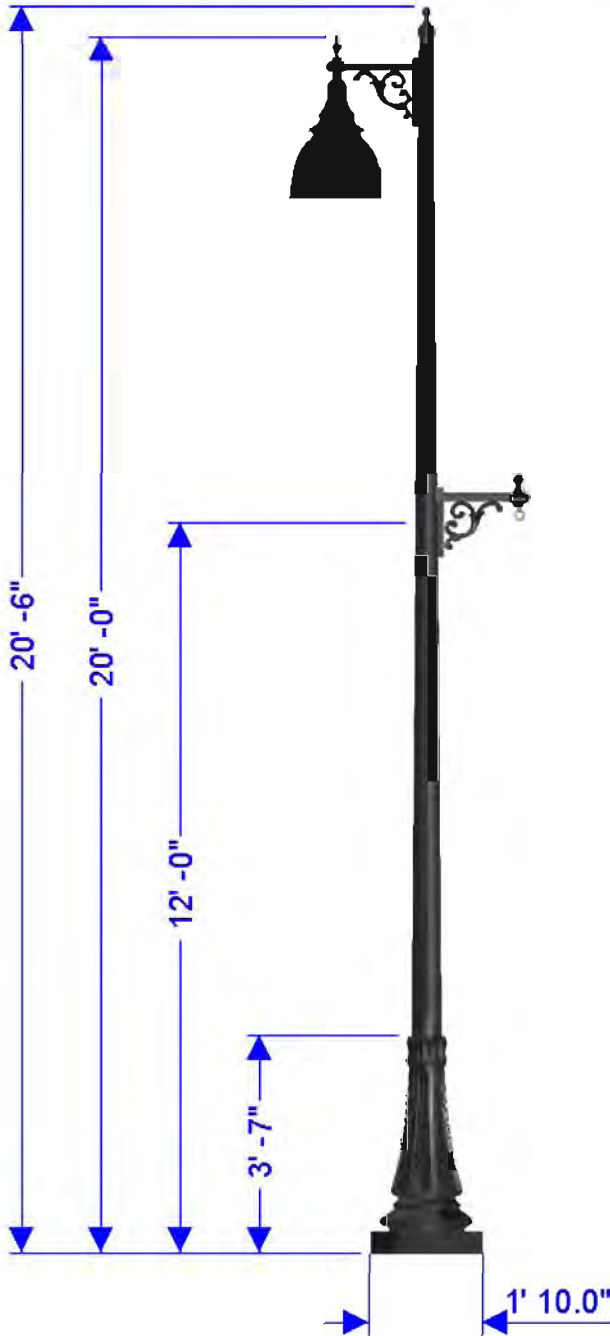
GENESIS  Product Configurator

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Customer Approval:

Conceptual assembly drawing, subject to Engineering verification by factory

Signature _____ Date _____



NUMBER OF ARMS: 1

ARM MOUNTED FIXTURE: 1910LED

The 1910/5/LBS and LBL Reno series are decorative downlight fixtures which consists of a decorative cast aluminum fitter, cast ballast housing, a spun aluminum full shade and lens.

Shade Assembly /5LBL

ARM: 478FHPM

478FHPM

POLE: 5420T6-3

The decorative post shall be aluminum, one-piece construction. The 22" hexagonal cast aluminum, ornamentally pleated base shall be constructed with a ____ inch diameter aluminum shaft. The model shall be Sternberg Lighting #5400 or #5400R for candy cane poles. the pole shall be U.L. or E.T.L. listed in U.S. and Canada.

POLE CAP: BCC

2" Ball Center Cap - BCC

LIGHT SOURCE: 4A1R35T5

Array - 4A1R

Color Temp - 35

Distribution - T5

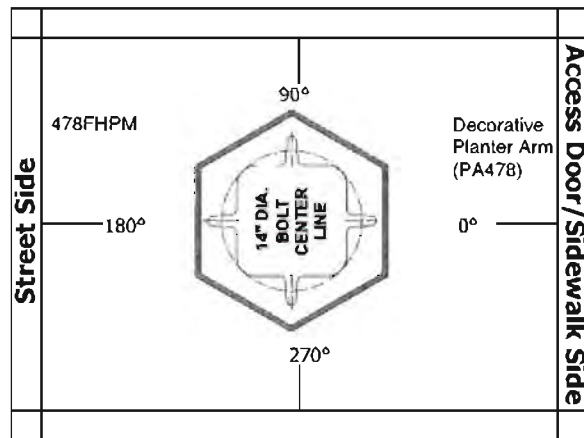
DRIVER: 120-277-MDL

Driver - 120-277-MDL

ACCESSORY: PA478

FINISH: BKT

Assembly shall be powder coated to Black Textured finish. Prior to coating, the assembly shall be chemically cleaned and etched in a 5-stage washing system which includes alkaline cleaning, rinsing, phosphoric etching, reverse osmosis water rinsing, and non-chrome sealing to ensure corrosion resistance.



Rev	Description	By	Date	Job Name:			
A				Job Location:			
B				Drawn By:			Drawing No.
C				Drawn Date:			1982
D				Checked By:		Checked Date:	
E							



SternbergLighting

ESTABLISHED 1923 / EMPLOYEE OWNED

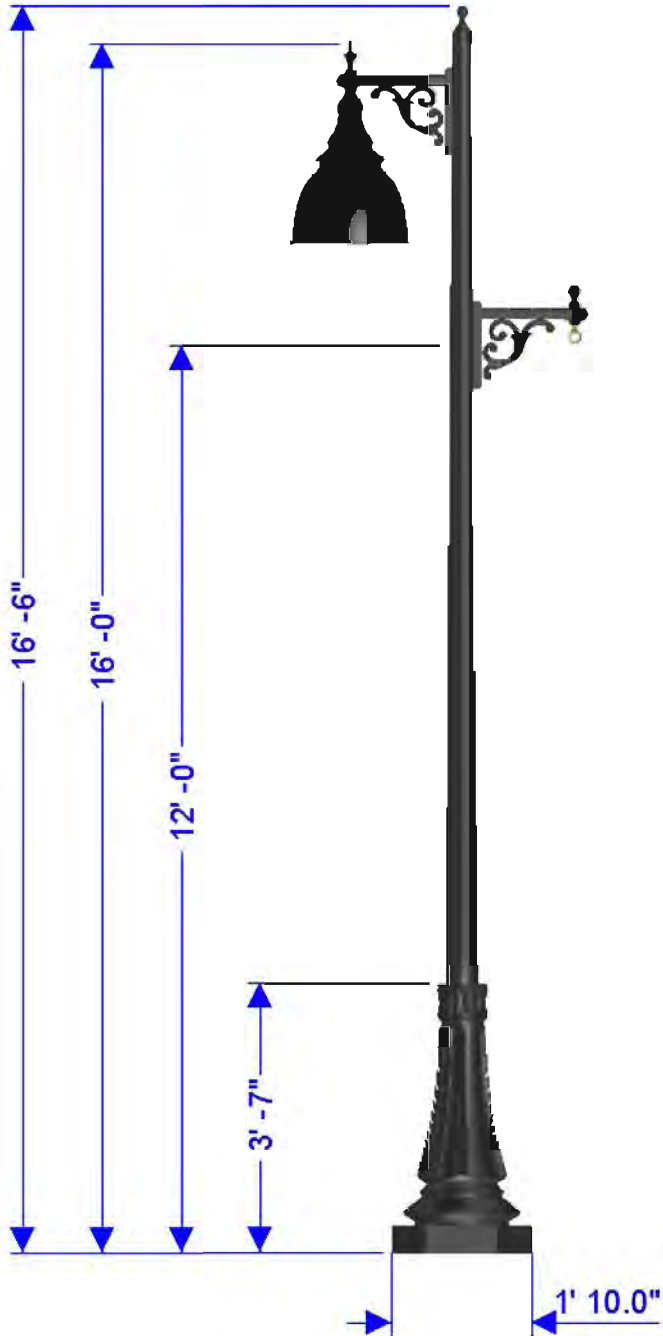
GENESIS Product Configurator

Catalog Number: 1-1910LED/5LB-LBL/5LBL/478FHPM/5416T5-3/BCC/4A1R35T5/120-277-MDL/PA478/BKT	Type:
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Customer Approval:

Conceptual assembly drawing, subject to Engineering verification by factory

Signature	Date
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NUMBER OF ARMS: 1

ARM MOUNTED FIXTURE: 1910LED

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Shade Assembly /5LBL

ARM: 478FHPM

478FHPM

POLE: 5416T5-3

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POLE CAP: BCC

2" Ball Center Cap - BCC

LIGHT SOURCE: 4A1R35T5

Array - 4A1R

Color Temp - 35

Distribution - T5

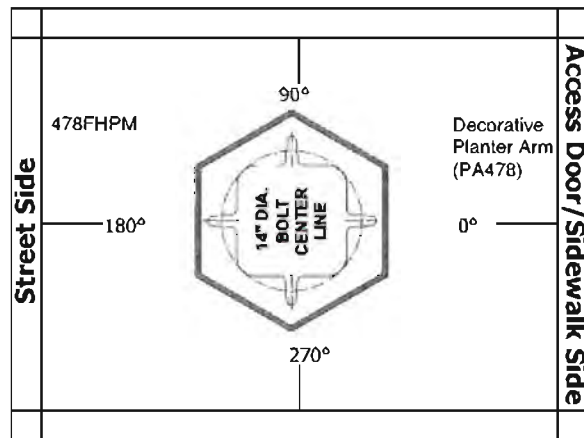
DRIVER: 120-277-MDL

Driver - 120-277-MDL

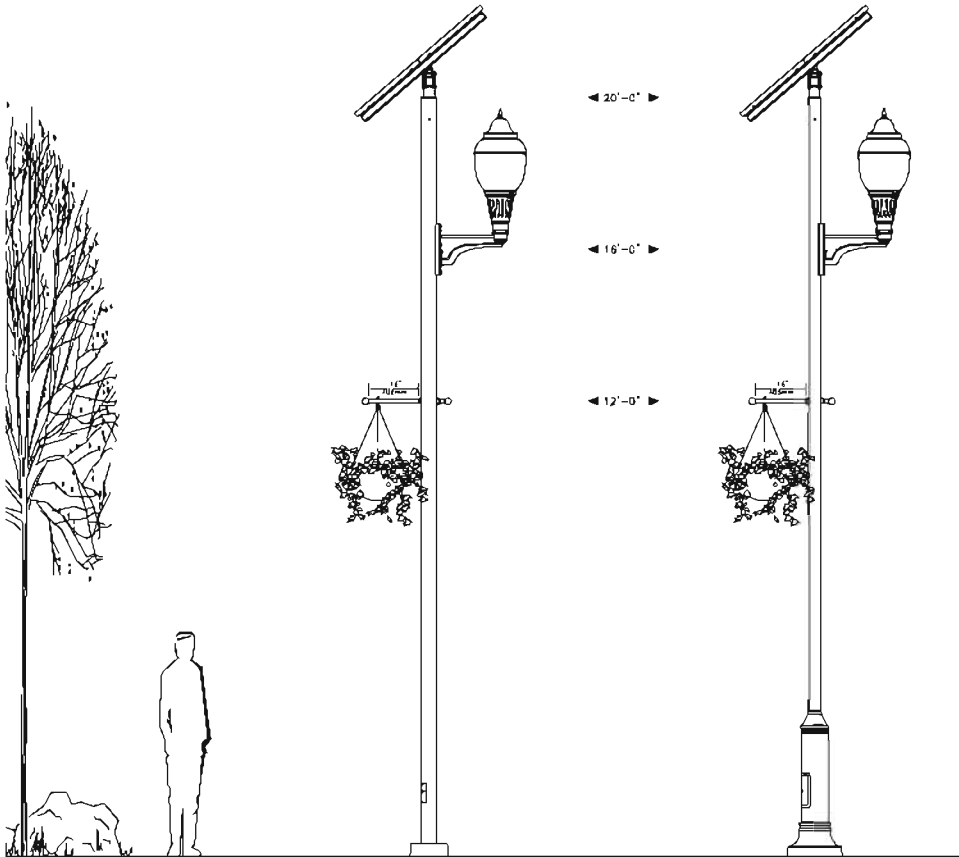
ACCESSORY: PA478

FINISH: BKT

Assembly shall be powder coated to Black Textured finish. Prior to coating, the assembly shall be chemically cleaned and etched in a 5-stage washing system which includes alkaline cleaning, rinsing, phosphoric etching, reverse osmosis water rinsing, and non-chrome sealing to ensure corrosion resistance.



Rev	Description	By	Date	Job Name:			
A				Job Location:			
B				Drawn By:			Drawing No. 1981
C				Drawn Date:	Checked By:	Checked Date:	
D							
E							





Associated Lighting Representatives, Inc.
 7777 Pardee Lane
 P.O. Box 2265
 Oakland, CA 94621
 (510) 638-3800 Fax (510)638-2908

To: MELIA OPTICOS DESIGN 2100 MILVIA STREET, SUITE 125 BERKELEY, CA 94704 PH: 510-558-6957 Fax 510-898-0801	Job Name: BRIDGEPORT/DOWNTOWN BRIDGEPORT, CA Bid Date: 9/26/2014
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Remarks: ***PLEASE REF. ALR QUOTE # ON YOUR P.O.s.***

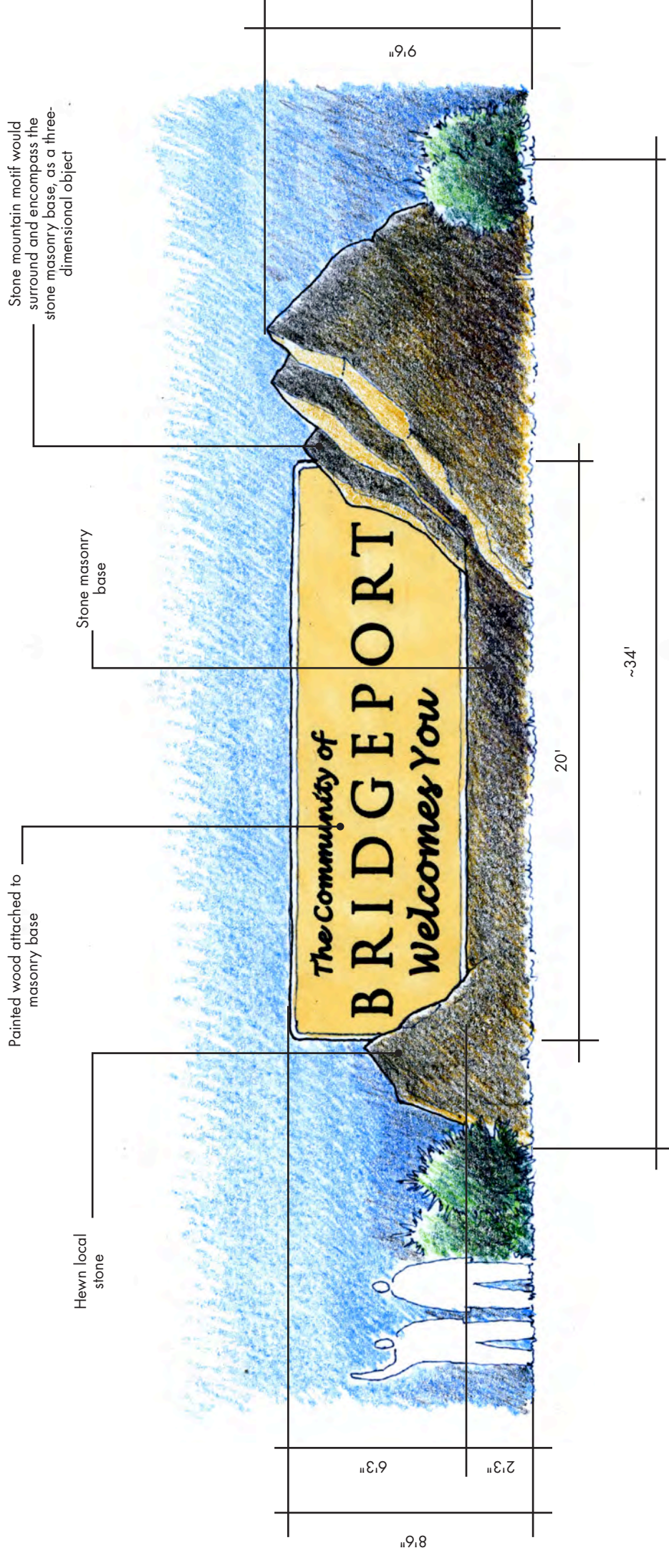
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	NOTE		PRICES BELOW ARE CONTRACTOR NET, LESS TAXES AND INSTALLATION.	
	NOTE		QUOTING STANDARD FACTORY FINISH	
	NOTE		10/9:REVISED TO INCLUDE PLANT HANGERS AND HOUSE SIDE SHILED (INTERNAL)	
1	A	LUME	S56-90W49LED4K-ES-ACDR-LE3-[NO-006]-SFX-HS-FN1	\$9,425.00
	A	LUME	CRC-F-180DEG-[SM8V-004]-020-MPL-16-PSD-BKTX-LAB	
1	A	ALRP	3/4 X 24 X 4" (SET OF 4) ANCHOR BOLTS	
1	A	SOLA	[S1D-(S5690W49LEDTX)-UCD410]-2P140K-TPT6-[IG4LEC-	
	A	SOLA	4B118CA-MPT15-24V]-R0.0X00-NONE	
1	A	SOLA	EGW - EMBEDDED GROUND WIRE 25FT, MUST BE ENCASED IN CONCRETE BELOW GRADE	
1	B	LUME	S56-90W49LED4K-ES-ACDR-LE3-[NO-006]-SFX-HS-FN1-	\$8,805.00
	B	LUME	CRC-F-180DEG-[SPR5V-035]-20-MPL-16-PSD-BKTX-LAB	
1	B	ALRP	1 X 36 X 4" (SET OF 4) ANCHOR BOLTS	
1	B	SOLA	[S1D-(S56-90W49LEDTX)-UCD410]-2P140K-TPT6-[IG4LEC-	
	B	SOLA	4B118CA-MPT15-24V]-R0.0X00-NONE	
1	B	SOLA	EGW - EMBEDDED GROUND WIRE 25FT, MUST BE ENCASED IN CONCRETE BELOW GRADE	
1	C	STER	1910LED/5LBL/478FHPM/5416T5/BCC/4A-	\$4,205.00
	C	STER	1R35T5/MDL/1-PA78PM/BKT	
			TOTAL:	\$22,435.00

Prices firm for entry by: 30 Days Shipment by: 1/7/2015 Lead Time: UPON REQUEST

Subject to manufacturer's published terms and conditions of sale
 Complete Quotation is void if changed Complete quote must be used**
 MFG "LAMP" to be supplied by distributor

Printed: 10/09/14 15:37:42 Per: Email:

Gateway Monument



Site Plan

Chapter 7. Byway Management Plan & Implementation Strategy

Introduction

The information in this Chapter is provided by the Mono County National Scenic Byway Marketing Plan. A copy of the Marketing Plan is included at the end of the chapter.

A scenic byway designation can make a difference for a rural destination. Given the reliance that Mono County has on tourism for its local economy and employment, a scenic byway designation provides a unique opportunity to tell the story of Mono County and its special attributes to a wider audience, thus helping to create economic sustainability by attracting new travelers to the region. The information in this chapter is provided from Mono's County's Marketing Plan Element.



Figure 12: Mountain Biker near Mammoth Lakes

Strengths, Weaknesses, Opportunities and Threats

There are several strengths and opportunities that the area and National Scenic Byway designation provide to help offset its weaknesses and threats.

Strengths

- Natural Environment
- Outdoor Recreation
- Accessibility to selected markets (Northern Nevada and Southern California)
- Lack of crowding/traffic
- Visitor Information Infrastructure

Weaknesses

- Lack of awareness as a “Special Place” (viewed as a stopping place not a destination)
- Lack of promotional funding
- Lack of technology throughout the county within the tourism Industry
- Fragmentation

Opportunities

- Growth and Size of Recreation Participation
- Leveraged Promotional Support/ Unifying Element
- Strengthened Strategic Alliances
- Increased economic opportunity as a result of a Scenic Byway designation
- Build Traveler Brand Loyalty
- Create a Unique Experience

Threats

- Increased Competition
- The Federal and State Economy
- Lack of Unity

There are significant opportunities within a National Scenic Byway designation that outweigh the potential current threats. Mono County is a remote rural destination that with a scenic byway designation could turn its location into an asset that appeals to the traveling public. Generating community support for the designation, especially from the tourism community throughout the unincorporated county and in the incorporated Town of Mammoth Lakes, can serve as a unifying effort that will lead to developing more effective coordinated marketing efforts and leveraging of the limited resources in the county. A more in-depth description of these strengths, weakness, opportunities and threats can be found in the following Marketing Plan document.

Tourism

Understanding the size and scale of travel and tourism within California provides an important context for Mono County given that Highway 395 is an integral transit route that enables travelers to experience its communities, natural assets and recreational and educational opportunities. It is also important to recognize the size and scope of Mono County tourism to the broader California tourism market and how a scenic byway designation can become a unique attraction and experience for current and potential visitors.

To better understand the perceptions, behaviors, attitudes and visitor demographics of Highway 395 users, a study of the Mono County Tourism email database was undertaken as part of the Marketing Plan. Detailed results of this study can be found in the following Marketing Plan document.

Existing Interpretive Facilities

Many Interpretive facilities are currently available to the public along the Highway 395 corridor. Mono County has documented these facilities into a detailed list, which is included in the table below.

In the future, conducting a byway facilities conditions report would be useful. This would give Mono County an idea of the conditions of the interpretive facilities, which facilities could use repair, and where additional byway interpretive facilities could be constructed.

Facility Name	Community	Category	Type
Bodie State Historic Park	Bodie	Other Landmark	State Park
Clamper's Monument - Return To Bodie	Bodie	Other Landmark	Historical Marker
Bridgeport Hospital	Bridgeport	Community	Hospital
Bridgeport Ranger Station	Bridgeport	Geological / Natural	Public Facility
Clamper's Monument - Poor Farm	Bridgeport	Other Landmark	Historical Marker
Bridgeport Reservoir Fishing Access Site	Bridgeport	Lakes and Reservoirs	Boat Launch
Potential Site: Walker River Irrigation Dist. - Bridgeport Reservoir Interpretive Site	Bridgeport	Lakes and Reservoirs	Historic Landmark
Clamper's Monument - East Walker Toll House	Bridgeport	Other Landmark	Historic Landmark
Bryant Field Airport	Bridgeport	Community	Airport
Bridgeport Park	Bridgeport	Community	Park
Mono County Museum	Bridgeport	Community	Museum
Mono County Visitor Center	Bridgeport	Community	Visitor Center
Mono County Memorial Hall	Bridgeport	Community	Community Center
Bridgeport Library	Bridgeport	Community	Library
Mono County Court House	Bridgeport	Other Landmark	Historic Landmark
Mono County Jail	Bridgeport	Community	Historic Landmark
Northern Mono County Chamber of Commerce	Coleville	Community	Chamber of Commerce
Centennial Bluff Memorial	Coleville	Community	Historic Landmark
Clamper's Monument - Coleville	Coleville	Community	Historic Landmark
Coleville Library	Coleville	Community	Library
Clamper's Monument - Fremont's Trail 1844	Fales Hot Springs	Other Landmark	Historic Landmark
Potential Site: North Conway Viewpoint # 3	Mono County	Geological / Natural	View Point
Potential Site: North Conway Viewpoint #2	Mono County	Geological / Natural	View Point
Potential Site: North Conway Viewpoint	Mono County	Geological / Natural	View Point
Dogtown Registered Historical Landmark 792	Mono County	Other Landmark	Historical Marker
Eastern Sierra Scenic Byway Kiosk # 5	Mono County	Geological / Natural	View Point
Shingle Mill Day Use Area	Mono County	Rivers and Streams	Picnic Area
Scenic Byway Kiosk # 1	Topaz	Geological / Natural	Public Facility
Twin Lakes General Store	Twin Lakes	Lakes and Reservoirs	Marina
Antelope Senior Center	Walker	Community	Community Center

Walker Community Center	Walker	Community	Community Center
Walker Park	Walker	Community	Park
Mountain Gate River Parkway	Walker	Rivers and Streams	Park
Walker Park	Walker	Community	Park
West Portal Vista Point	Benton	Geological / Natural	View Point
Crestview Rest Area	Crestview	Driving Routes	Rest Stop
Obsidian Dome Rd	Crestview	Winter Staging Area	Nordic Area (Free)
Clamper's Monument - Lost Cement Mine	Crestview	Other Landmark	Historical Marker
Lookout Mtn. Winter Staging Area	Crestview	Winter Staging Area	Snowmobile Staging
June Mountain Ski Area	June Lake	Snow-Park	Airport
Frontier Pack Train	June Lake	Geological / Natural	Pack Station
Grant Lake Marina	June Lake	Lakes and Reservoirs	Marina
Silver Lake Resort	June Lake	Lakes and Reservoirs	Boat Launch
Grant Lake Overlook	June Lake	Lakes and Reservoirs	Parking Area
Rush Creek Trailhead Parking	June Lake	Summer Staging Area	Parking Area
Aerie Crag Day Use Area	June Lake	Geological / Natural	Parking Area
Silver Lake Boat Launch	June Lake	Lakes and Reservoirs	Boat Launch
Clamper's Monument - Legend of Deadman	June Lake	Other Landmark	Historical Marker
Deadman Snow Play Area	June Lake	Winter Staging Area	Snow Play
Obsidian Dome Rd Winter Staging Area	June Lake	Winter Staging Area	Nordic Area (Free)
Clamper's Monument - Legend of June Lake Slot Machines	June Lake	Other Landmark	Historical Marker
Oh Ridge Viewpoint	June Lake	Geological / Natural	View Point
June Lake Loop Information Kiosk	June Lake	Community	Parking Area
Clamper's Monument - West Portal	June Lake	Other Landmark	Historical Marker
Clamper's Monument - Carson's Camp	June Lake	Other Landmark	Historical Marker
Gull Lake Car-Top Boat Launch and Picnic Area	June Lake	Lakes and Reservoirs	Boat Launch
Gull Lake Public Boat Launch	June Lake	Lakes and Reservoirs	Boat Launch
June Lake Library	June Lake	Community	Library
June Lake Community Center	June Lake	Community	Community Center
Gull Lake Park	June Lake	Community	Park
June Lake Public Boat Launch	June Lake	Lakes and Reservoirs	Boat Launch
June Lake Beach Swimming Site - South	June Lake	Community	Parking Area
June Lake Beach Swimming Site - North	June Lake	Community	Parking Area

Potential Site: Lower Rush Creek Recreational Access	June Lake	Rivers and Streams	Parking Area
Mono Craters Viewpoint	June Lake	Geological / Natural	Parking Area
South June Lake Jct. Recreation Area	June Lake	Geological / Natural	Parking Area
Silver Lake Parking Area	June Lake	Lakes and Reservoirs	Parking Area
Tioga Lodge	Lee Vining	Lakes and Reservoirs	Other Landmark
Mono Lake Committee Information Center and Bookstore	Lee Vining	Lakes and Reservoirs	Visitor Center
Mono Basin Scenic Area Visitor Center	Lee Vining	Lakes and Reservoirs	Visitor Center
Clamper's Monument - Grave of Adeline Carson	Lee Vining	Other Landmark	Historical Marker
Lee Vining Library	Lee Vining	Community	Library
The Old School House Museum	Lee Vining	Community	Museum
Old Mono Lake Marina	Lee Vining	Lakes and Reservoirs	Interpretive Trail
Clamper's Monument - Sheriff James P. Dolan	Lee Vining	Other Landmark	Historic Landmark
Potential Site: West Mono Lake View Point	Lee Vining	Lakes and Reservoirs	View Point
Mono Lake Park	Lee Vining	Community	Park
Lee Vining Airport	Lee Vining	Community	Airport
Lee Vining Community Center	Lee Vining	Community	Community Center
Mono Basin Scenic Area Visitor Center	Lee Vining	Geological / Natural	Visitor Center
Tioga Gas Mart Vista Point	Lee Vining	Lakes and Reservoirs	View Point
YARTS Bus Stop: Tioga Road	Lee Vining	Community	Bus Stop
Lee Vining Canyon Scenic Byway Kiosk	Lee Vining	Rivers and Streams	View Point
Gus Hess Park	Lee Vining	Community	Park
Mammoth Mountain Main Lodge	Mammoth Lakes Area	Snow-Park	Ski Area
Bald Mtn Winter Staging Area	Mono County	Winter Staging Area	Snowmobile Staging
Panum Crater Interpretive Site /Trail	Mono County	Geological / Natural	Parking Area
Mono Lake Tufa State Reserve - South Tufa	Mono County	Lakes and Reservoirs	Parking Area
Clamper's Monument - Navy Beach	Mono County	Other Landmark	Other Landmark
Mono Lake Vista Point	Mono County	Geological / Natural	View Point
Clamper's Monument - Mono Diggins	Mono County	Geological / Natural	Historic Landmark
Clamper's Monument - Avalanche of 1911	Mono County	Other Landmark	Historic Landmark
Tioga Lake Overlook	Mono County	Lakes and Reservoirs	View Point
Crowley Lake Scenic Point - East	Crowley Lake	Lakes and Reservoirs	Other Landmark
Crowley Lake Park	Crowley Lake	Community	Park

John J. Crowley Monument	Crowley Lake	Other Landmark	Other Landmark
Crowley Lake Library	Crowley Lake	Community	Library
Crowley Lake Community Center	Crowley Lake	Community	Community Center
Crowley Lake Scenic Point - West	Crowley Lake	Geological / Natural	Other Landmark
Clamper's Monument - McGee Mountain Rope Tow # 34	Crowley Lake	Other Landmark	Historic Landmark
Convict Lake Marina	Mammoth Lakes Area	Lakes and Reservoirs	Marina
Tamarack Lodge	Mammoth Lakes Area	Lakes and Reservoirs	Nordic Area (Fee)
Lake Mary Marina	Mammoth Lakes Area	Lakes and Reservoirs	Marina
Mammoth Lakes California Welcome Center	Mammoth Lakes Area	Community	Visitor Center
Mammoth Community Center	Mammoth Lakes Area	Community	Community Center
Earthquake Fault	Mammoth Lakes Area	Geological / Natural	Interpretive Trail
Mammoth Creek Community Park	Mammoth Lakes Area	Community	Park
Mammoth Lakes Library	Mammoth Lakes Area	Community	Library
Shady Rest Park	Mammoth Lakes Area	Community	Park
Hot Creek State Fish Hatchery	Mammoth Lakes Area	Rivers and Streams	Fish Hatchery
Hot Creek Fisheries Interpretive Site	Mammoth Lakes Area	Rivers and Streams	Parking Area
Convict Lake Day Use Area	Mammoth Lakes Area	Lakes and Reservoirs	Parking Area
Convict Lake Interpretive Site (Unofficial)	Mammoth Lakes Area	Other Landmark	Other Landmark
Clamper's Monument - Convict Lake	Mammoth Lakes Area	Other Landmark	Historic Landmark
Convict Lake Launching Facility	Mammoth Lakes Area	Lakes and Reservoirs	Boat Launch
Mammoth Hospital	Mammoth Lakes City	Community	Hospital
Volcom Brothers Skate Park	Mammoth Lakes City	Community	Park
Eastern Sierra Scenic Byway # 12 Owens Valley	Mono County	Geological / Natural	Other Landmark
Eastern Sierra Scenic Byway # 12 - Owens Valley	Mono County	Geological / Natural	Other Landmark
Rock Creek Sno-Park	Mono County	Snow-Park	Nordic Area (Fee)
Mammoth Yosemite Airport	Whitmore hot Springs	Community	Airport

Project List

The following is a list of Highway 395 National Scenic Byway project ideas developed by Mono County. The project Ideas in this list will be useful in the future for Mono County to seek grant funding for projects along the Highway 395 corridor.

General Projects

- Update of Scenic Byway Map
- Community walking tour materials
- Improve Interpretive Signs along Hwy 395
- Develop an interpretive book
- Provide hospitality training to tourism-related businesses and educate them about the byway
- Improve Cyclist experience along Hwy 395
- Recreation Access: Warren Fork, Tioga Pass Highway (9 miles from US 395)
- Recreation Access: Monoville, pullout and/or parking near Conway Summit for access to historic mining area
- Casa Diablo Interpretive Geothermal Trails Project
- Bike/walking path from Bridgeport to Twin Lakes
- Bike/walking path from Walker to Mountain Gate
- Viewpoint on north end of Bridgeport Valley, by heli-pad
- Wayfinding, unified byway recreation and historic signage
- Upgrade of Rest Stop and bathroom facilities: Bridgeport & Walker

Bridgeport Projects

- A complete re-design of Bridgeport downtown, using context-sensitive solutions to draw attention to the historic downtown area of Mono County's seat, including:
- 1,500 sq ft Visitor Center with restrooms
- Traffic calming features, landscaping, plaza construction
- Street lights
- Wayfinding
- Historic Bridgeport Walking Tour
- Streetscape transition to Main Street to enhance pedestrian movement
- Downtown parking plan

Bodie Projects

- Improving transportation facilities and upgrading parking facilities, particularly for buses, at Bodie State Park. Re-activating the old railroad grade from Mono Mills to Bodie, providing for equestrians and horse drawn wagons and carriages in the state park, and establishing a trail system in the Bodie Hills that provides for equestrian, cycling and pedestrian use.

Lee Vining Projects

- Streetlights
- Enhance as gateway community to Yosemite
- Relocation of Lee Vining industrial facilities/road shops
- Enhance the visual appearance of Lee Vining along Highway 395. Enhancements may include: landscaping, raised pedestrian crossings with variations in pavement

texture/appearance, street furniture, revised parking configurations, and provisions for the convenient loading and unloading of tour buses.

- Pedestrian improvements throughout Lee Vining and adjacent areas. These improvements may include: a. Safe pedestrian crossings across Highway 395 in Lee Vining. Improvements to slow traffic may include: variations in pavement surface, raised intersections, reconfigured traffic lanes, flashing caution lights, and crosswalk landmarks. b. A flashing yellow light on Highway 395 north of Lee Vining, to slow southbound traffic entering Lee Vining. c. Post and enforce slow speed limits along Highway 395 within Lee Vining to minimize conflicts with pedestrians crossing the highway. Speeds on Highway 395 along Mono Lake should also be lowered to minimize conflicts with recreational visitors to the lake. d. Additional pedestrian trails to and from local activity nodes, such as the Mono Basin Visitor Center and Mono Lake.
- Bikeway improvements throughout the Mono Basin. There are opportunities to include wider shoulders adequate for bike use as part of scheduled road maintenance projects and to provide other improvements for cyclists.
- Parking Plan for Lee Vining
- Provide Public Restrooms
- Add visitor center component to museum and cultural resource center

June Lake Projects

- Improve tourist kiosk at Hwy 158 and Hwy 395
- Bike path from Silver Lake Resort
- Create trailhead with parking for June Lake Loop Trail
- Cross-country ski trails development
- Provide visitor's center, e-government kiosk, public restrooms and parking along Main Street.

Long Valley Projects

- Bike lanes in the following areas: around Crowley Lake to the Benton Crossing Road; from Long Valley to the Convict Lake Road so that bicyclists can ride off Highway 395; from Long Valley to Mammoth Lakes, possibly along the utility right-of-way; and along South Landing Road.
- Improve Pedestrian facilities in Crowley Lake and its walkability.
- Landscape community entrance

Swall Meadows Projects

- Develop educational and directional signage (deer migration habitats, etc.)
- Develop trail system (bicycle/pedestrian/equestrian paths)

Marketing Plan

The Mono County National Scenic Byway marketing vision is to establish Highway 395 as one of the most unique and memorable road trips in America.

The following is a list of marketing objectives, which make up the marketing and implementation plans:

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



Figure 13: Woman fishing at Grant Lake

There are two core strategic elements to the Mono County National Scenic Byway marketing plan: 1) Branding and Awareness and 2) Communicating, Educating, and Influence potential travelers to visit Mono County through the Highway 395 corridor. The following marketing plan document includes detailed strategies for each core element in able to utilize the scenic byway to present Mono County's intrinsic qualities.

Implementation Strategy

In order to achieve the vision, goals, strategies and objectives outlined in this plan, the following action steps are designed to help Mono County in promoting the Highway 395 National Scenic Byway. The action steps assist in achieving the marketing objectives which in turn will work toward achieving the overall marketing goal of generating increased visitation and usage which in turn generates more revenue, employment and taxes.

The action plan is divided into nine sections, based on the marketing objectives listed above. Additional information on basic and advanced marketing tactics needed to achieve the primary goal, strategies and supporting objectives can be found in the following Marketing Plan.

As mentioned in Chapter 3, an Eastern Sierra Recreation Coordinator position is being created between Mono County and the Town of Mammoth Lakes. This position can work with local Federal Agencies to implement many of the strategies and objectives listed in this CMP.

Strategic Alliances & Partnerships

Given the limited resources of Mono County Tourism, it makes sense to develop strategic alliances promoting the Highway 395 National Scenic Byway designation where mutual objectives can be identified.

Visit California

- Provide ongoing updates, copy, photo, video, etc. to Visit California website and publications.
- Review any additional opportunities available through Visit California including domestic and international media and sales missions.

High Sierra Visitors Council

- Continue to engage with the HSVC and review and update all content within their media including website, visitor guide.
- Provide ongoing updates, copy, photo, video, etc.
- Identify potential opportunities to work with the region including sales, public relations and advertising to promote Highway 395.

Public Agencies

- Identify potential for collaboration in promoting the scenic byway with pertinent public agencies including CalTrans, the Inyo National Forest, Humboldt-Toiyabe National Forest, Yosemite National Park, the National Park Service and California State Parks.

Mammoth Lakes Tourism

- Work with Mammoth Lakes Tourism to integrate promotional information and messages into their marketing communication efforts.

Local Chambers of Commerce

- Work with community-based chambers of commerce to integrate promotional information and messages into their marketing communication efforts.

Carson Valley Visitors Authority

- Work with the Carson Valley Visitors Authority to integrate promotional information and messages into their marketing communication efforts.

Private Sector

- Engaging the private sector offers an additional way to create support and leverage the marketing efforts of the private sector. Opportunity exists to develop a “Scenic Byway Coalition” to support the efforts and create awareness for the Scenic Byway. Something as small as a logo and link from the private sector websites can create significant awareness as well other opportunities that may be identified with the advent of the formation of the coalition.

Bishop Chamber of Commerce and Inyo County Tourism

- Engaging with the communities along the southern boundary of Highway 395 to ensure they have pertinent information about Mono County’s National Scenic Byway designation and consider integrating into their marketing and communication efforts.

This portion of Chapter 7 includes the document “Mono County National Scenic Byway Marketing Plan”



Mono County National Scenic Byway Marketing Plan

Final Draft



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Project Overview

The **Marketing Plan Element (MPE)** was developed to be a complement to the Corridor Management Plan for the Mono County application for a National Scenic Byway designation.

A scenic byway designation can make a difference for a rural destination. Given the reliance that Mono County has on tourism for its local economy and employment, a scenic byway designation provides a unique opportunity to tell the story of Mono County and its special attributes to a wider audience, thus helping to create economic sustainability by attracting new travelers to the region.

A National Scenic Byway is a road recognized by the United States Department of Transportation for containing one of six identified "intrinsic qualities": archeological, cultural, historic, natural, recreational, and/or scenic. The program was established by Congress in 1991 to preserve and protect the nation's scenic but often less-traveled roads and promote tourism and economic development. The National Scenic Byways Program (NSBP) is administered by the Federal Highway Administration (FHWA).¹

Mono County Scenic Byway Corridor Management Plan Vision Statement
To utilize the scenic byway to present Mono County's natural resources in an effort to strengthen local communities, increase economic opportunities and enhance the quality of life for the county's residents and visitors while stewarding the natural environment.

The National Scenic Byway designation means these roads have features that do not exist elsewhere in the United States and are unique and important enough to be special destinations unto themselves. As of November 2010, there are 120 National Scenic Byways and 31 All-American Roads, located in 46 states.

To be considered for designation as a National Scenic Byway a road must "significantly meet at least one of the six scenic byways intrinsic qualities. **"The Mono County Corridor Management Plan"** identifies and highlights the uncommon features of the Highway 395 corridor rather than simply relying on the area's natural beauty alone to attract visitors. To that end the following Marketing Plan Element (MPE) was developed to facilitate the communication of those unique qualities the corridor has to offer. Additionally, the plan and/or elements of the plan can also complement regional, state and private sector tourism marketing efforts as well as inform the local land management agencies, including the National Park Service, Bureau of Land Management, Humboldt-Toiyabe National Forest and Inyo National Forest management efforts.

The Marketing Plan Element includes relevant data and information including a geographic description of the study region, Highway 395 traffic trends, a description of the Highway 395 experience, Highway 395 user profile (target segments), marketing goals and objectives, an action plan and implementation steps. Implementation of these plan elements are designed to increase visitation, enhance the visitor

¹ Bywaysonline.org

experience and boost economic value of travelers using Highway 395. Combined with cooperation from both the public and private sectors, the plan will increase the awareness and appeal of Highway 395, increasing the viability of area businesses and educating travelers and preserve the value of the transportation corridor.



Section 1: Mono County Overview

Mono County has not just the breathtaking views associated with a scenic byway, but it also has the intrinsic qualities that define a scenic byway. The communities that are linked throughout Mono County provide a variety of cultural, historic, natural and recreational qualities that truly make Highway 395 unique.



Geography

Located in the east-central section of California, Mono County is approximately 108 miles in length, from the Alpine County border to the north to the Inyo County border to the south. The average width of the county is 38 miles from the crest of the Sierra Nevada mountain range on the west to the Nevada state line on the east.

Mono County land area is 3,030 square miles², 93% of which is federally owned. Much of this land is contained in the Inyo and Humboldt-Toiyabe National Forests. The land is rough, mountainous and spectacular. Mono County is a large plateau, 5,500 to 7,000 feet above sea level bordered on the west by the Sierra Nevada range and on the east by the Bodie Hills and the White Mountains. The Sweetwater Mountains lie along the northeastern border and the rugged White Mountains are located on the extreme southeastern corner of the county. Lying between these high mountain boundaries are canyons, valleys, lakes of glacial formation and brush-covered semi-desert land. The Sierra Nevada boundary is dominated by several major peaks that rise to an elevation of over 13,000 feet. These include Mt. Dana, Mt. Lyell and Castle Peak. Land drainage in the county is accomplished by the East and West Walker rivers to the north, the Owens River to the south, and a variety of Sierra streams

The Mono County Economy

Mono County includes a geographic area that is a diverse from the mountainous Sierra Nevada range to the high deserts that also are encompassed in the county.

The economy can best be described by the following:

- **Rural and highly tourism dependent-** As indicated previously, Mono County's location makes it one of California's most remote and rural locations. Based on that location and the area's natural assets the region has developed as a tourism destination. Currently tourism has become the largest employer within the County.
- Supporting economic sectors include professional services, government, military and to a much lesser degree ranching and agriculture.

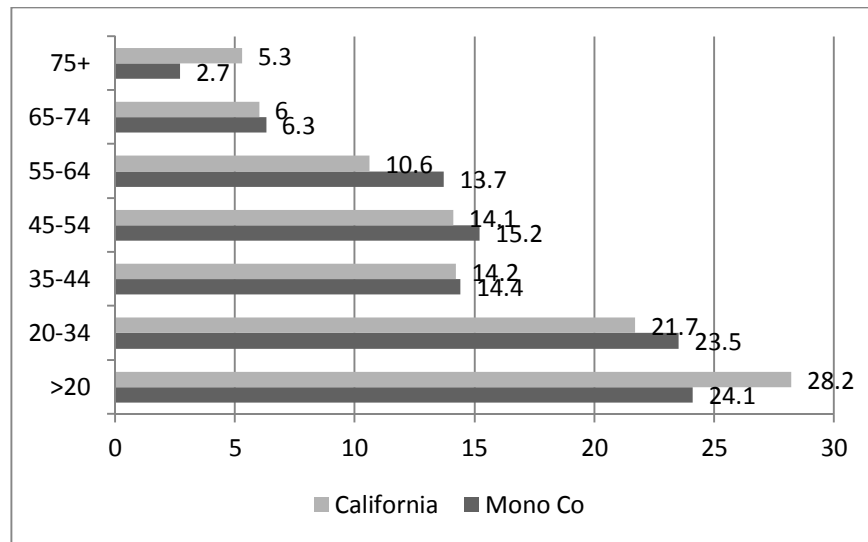
² United States Census 2010

- The **largest generator of Gross Regional Product³** is in the incorporated town of Mammoth Lakes which accounts for approximately 77% of the Mono County Gross Regional Product.
- According to Visit California travel spending in Mono County is approximately \$454M.⁴

Population

The overall population of the county is 14,016 with the median age 35.5 years. In contrast the median age of the California population is 35.1. (See Figure 1 on the following page.)

Figure 1
Mono County vs. California Population



Source: U.S. Census Bureau

Employment

As can be seen below fully 28% of Mono County employment is in the arts, entertainment, recreation, accommodation and food services **which reflects the large tourism component of the Mono County economy**. The second largest component of employment within Mono County is educational services, healthcare and social assistance, which represents 15% of the jobs within the county. Other notable segments include construction at 8.4% and agriculture at 3.9%.

³ Gross Regional product is defined as the market value of all final goods and services produced within a metropolitan area

⁴ California Travel Impacts by County 1992-2010

**Table 1
Mono County Employment**

	Estimate	Pct.
Agriculture, forestry, fishing, hunting and mining	313	3.9
Construction	669	8.4
Manufacturing	179	2.2
Wholesale trade	4	0
Retail trade	851	10.6
Transportation, warehousing and utilities	219	2.7
Information	99	1.2
Finance, insurance, real estate, rental and leasing	805	10.1
Professional, scientific, management and administrative and waste management	665	8.3
Educational services, healthcare and social assistance	1227	15.3
Arts, entertainment and recreation, accommodation and food services	2237	28
Other public services	237	3
Public administration	496	6.2

Source: U.S. Census Bureau

Gross Regional Product

In terms of Gross Regional Product, Mono County generates approximately \$783M.⁵ As can be seen, the County is fragmented with a high concentration of Gross Regional Product (GRP) generated in Mammoth Lakes. This high concentration of GRP provides an opportunity for those visitors **to use Highway 395 as a way to access other areas and communities** located throughout the county.

**Table 2
Mono County Gross Regional Product**

Region	Gross Regional Product
Bridgeport	\$55,977,874
Benton	\$6,762,475
Coleville	\$32,811,458
June	\$46,828,898
Lee Vining	\$33,676,905
Mammoth Lakes	\$604,075,761
Topaz	\$3,415,375

Source: U.S. Census Bureau, 2010
Implan Mono County Data set

Transportation Access

Mono County has north-south access from Highway 395 and Highway 6 along with east-west access from Highways 167 as well as seasonal access from CA State Highway 108 and 120. The county is also served by two general aviation airports, Bryant Field in Bridgeport and Lee Vining Airport as well as the Mammoth Yosemite commercial airport in Mammoth Lakes.

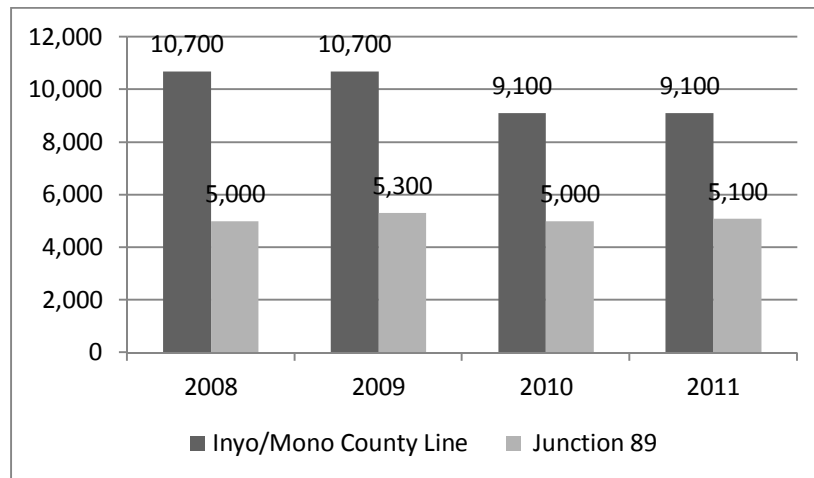
⁵ Implan, Mono County Data Set

Highway 395 is the backbone of the Eastern Sierra and provides an important north-south travel connection with Mono County. From an economic development and tourism perspective the importance of Highway 395 cannot be overstated. The highway provides access to the county and its local communities, and serves as a connection to the recreational, historical, and geographic assets located on the eastern boarder of California. As such, a National Scenic Byway designation would increase awareness and interest by the traveling public for Mono County and its assets. Overall travel on Highway 395 shows consistent patterns by travelers.

- Figure 2 traffic counts have been fairly consistent over the 2008-2011 time frames, with a slight decrease starting in 2010.
- It should also be noted traffic volumes from the south are approximately double what they are from the North. This is due to the large Southern California population base that travels Highway 395.

A desired outcome of the MPE and CMP would be to see an increase of traffic use over time that would also increase economic activity (revenues, employment and taxes) to the semi-isolated region.

Figure 2
Highway 395 Average Annual Daily Traffic



Source: CalTrans Traffic Count Reports

Section 2: Mono County-The Place

Mono County as a Context for Highway 395

The ultra-scenic U.S. Highway 395 is the transportation backbone of the Eastern Sierra through the entire length of Mono County (approximately 100 miles) and is currently a State of California designated Scenic Byway.

Mono County, situated in California's Eastern Sierra, is served by this highway that connects travelers to historic mining towns, quaint mountain towns, and rustic visitor-serving communities. A few of the key points of interest found within the communities along the highway are outlined below. The highway runs right through the middle of some of these communities while others are accessed via scenic country roads that intersect the highway. The scenic nature of the highway is accented by the amenities, activities, events and experiences that differentiate these communities from one another.

Bridgeport

The established seat for Mono County, Bridgeport is a historic mining town surrounded by areas offering world-class fishing, hiking, snowmobiling and backcountry skiing. This community serves as the entrance to the Bridgeport Winter Recreation Area just north of town and is the gateway to the Bodie Hills, known for wildflowers, wildlife viewing, hiking and mountain biking. Natural hot springs surround the town and are accessible via country roads that intersect Highway 395.



Bodie State Historic Park

Located 13 miles off U.S. Highway 395, Bodie is an abandoned gold mining town that contains 170 relic buildings and now is a California State Park. Visitors to this park can relive the West's gold mining days and observe facilities that used to be inhabited by more than 10,000 residents.

Lee Vining, Mono Lake and Yosemite National Park

Lee Vining is home to one of the most studied bird sanctuaries in North America - Mono Lake. It is an alkaline inland sea and one of the western hemisphere's oldest lakes. The lake's distinctive limestone tufa towers can be viewed from along the shore or by canoe or kayak.

Lee Vining sits at the base of the eastern gateway to Yosemite National Park and provides visitors accessing the park and surrounding areas with needed services and amenities. This access is seasonal, usually early summer through late fall. Yosemite offers a range of outdoor recreation activities and awe-

inspiring beauty. The Mono Basin Scenic Area Visitor Center is open spring, summer and fall with Inyo National Forest and National Park Service staff, along with local volunteer docents, providing an interpretive and educational experience through guided tours of the facility and surrounding natural and cultural areas of interest. The Mono Lake Committee Information Center is open year-round and provides visitors to the area with historical and hydrological information about Mono Lake.

June Lake Loop

June Lake is tucked into the Eastern Sierra along a horseshoe-loop road that intersects U.S. Highway 395. Fishing, hiking and backcountry snow sports are just part of this community's appeal.



Four lakes stocked with world-famous Alpers trout can be found along the June Lake Loop. June Lake, Gull Lake, Silver Lake and Grant Lake offer fishing experiences as well as water sports including paddle boarding, kayaking, boating and beach days. The June Lake Triathlon, held each year in July, is billed as the highest elevated triathlon in the country.

The June Lake Loop is also considered one of the top places for fall colors in the West. Abundant aspens lining the loop usually peak in late September and early October. The phenomenal annual display offers epic road biking, hiking and driving.

Mammoth Lakes

Home to Mammoth Mountain Ski Area and the Mammoth Lakes Basin, Mammoth Lakes offers access to nature, adventure and plenty of visitor-serving amenities.

Mammoth Mountain is one of the largest mountain resorts in the country and is home to abundant winter and summer activities including downhill skiing and snowboarding, Nordic skiing, mountain biking, hiking and scenic gondola rides.

Mammoth Lakes Basin has hiking and mountain bike trails that wrap around several alpine lakes and is a desired destination for fishing and camping. Devils Postpile National Monument is one of the world's most dramatic examples of columnar basalt formations and is accessible in the summer via the Reds Meadow shuttle bus.

Year-round events and festivals in Mammoth Lakes offer a variety of musical, cultural, endurance and culinary experiences that support this community's thriving year-round and visiting population of outdoor enthusiasts.

Convict Lake

Located at the base of Mount Morrison and just off Highway 395, Convict Lake is framed by a three-mile hiking trail and offers a season. On- shore amenities include cabins, campgrounds, boat rentals, pack station, general store and restaurant

Crowley Lake

With 45 miles of shoreline, Crowley Lake offers a variety of water activities including fishing, paddle boarding, boating and kayaking. Cabins are available to rent and campsites are available for those travelling with RVs and campers.

Benton

Home to the historic Benton Hot Springs Bed & Breakfast Inn, Benton is one of the oldest surviving towns in Mono County and offers one of the best views of a starry night sky, as there are no artificial lights in town. This area also contains several natural hot springs, accessible from Highway 120 that intersects Highway 395.

Rock Creek Canyon

This large wilderness area is home to three lodge-resorts, a pack station, numerous trailheads, campgrounds and fishing spots. In summer Rock Creek is popular with hikers, horseback riders, bicyclists and rock climbers while the fall offers vibrant colors as the aspen trees in the canyon begin to change color. In winter there are numerous and challenging cross-country trails to blaze. Tom's Place, the gateway to Rock Creek Canyon, has a classic general store, restaurant, bar and rustic cabins.

Mono County's Intrinsic Qualities - A Sampling

The Highway 395 corridor through Mono County offers visitors a variety of intrinsic qualities.

Cultural Qualities

Mono County offers a variety of activities that capture the local culture of the different communities along the Highway 395 corridor. These include a variety of special events including sports/recreation, cultural and artistic. The following is a sample:

- Mark Twain Day features a celebration of the famed writer.
- Mammoth Lakes Bluegrass Festival features Bluegrass bands with national recognition.
- The Mono Basin Bird Chautauqua offers field trips and seminars on birds of Mono County.
- June Lake Loop Music Festival features an eclectic mix of musicians and storytellers.

Historic Qualities

Mono County offers many historic qualities from historic markers to historic locations that have played a part in the long history of the Highway 395 corridor. A sample of these historic experiences includes:

- Mono County Courthouse in Bridgeport has been a working courthouse since 1881 and is an excellent example of period architecture.
- Clampers Monuments identify historic spots of interest throughout Mono County including historic Convict Lake, so named as the result an encounter in 1872 when a group of inmates escaped from prison in Carson City, Nevada. Bodie State Historic Park is a mining town where gold was discovered in 1859. Bodie was designated a National Historic Landmark in 1961.
- Benton is one of the oldest existing towns in Mono County, originally founded by the Native Americans who came to make use of its natural hot springs.

Natural Qualities

Mono County is home to a wide variety of natural wonders including:

- Yosemite National Park- Highway 395 is the only Eastern Sierra highway to access Yosemite National Park via Highway 120.
- Sonora Pass-Trans Sierra passes connecting the east and west sides of the Sierra Nevada
- Mono Lake is an alkaline body of water with natural tufas emerging from underneath the water
- Devils Postpile National Monument is a dramatic example of columnar basalt formations.

Recreation Qualities

Mono County provides a variety of year-round recreational activities such as:

- Mammoth Mountain Ski Area is one of North America's largest ski areas, offering Alpine and Nordic skiing, snowboarding and mountain biking.
- Mono County trails include a variety of winter and summer trails for both motorized and non-motorized experiences including mountain biking, hiking, snowmobiling and motorcycle riding.
- Fishing in Mono County provides a wide variety of opportunities for both fly and spin enthusiasts.

Scenic Qualities

Mono County provides travelers with ample opportunities to enjoy a variety of scenic vistas.

- Mono Lake Vista Point at Conway Summit offers far-reaching views of the Mono Basin.
- Benton west portal view provides travelers a peak back at the Sierra Nevada range.
- Tioga Pass offers a panoramic view of the Mono Basin from the east entry of Yosemite National Park.

Mammoth Crest provides a commanding view of the Mammoth Lakes Basin.

Section 3: Size and Scope of Travel and Tourism in Mono County

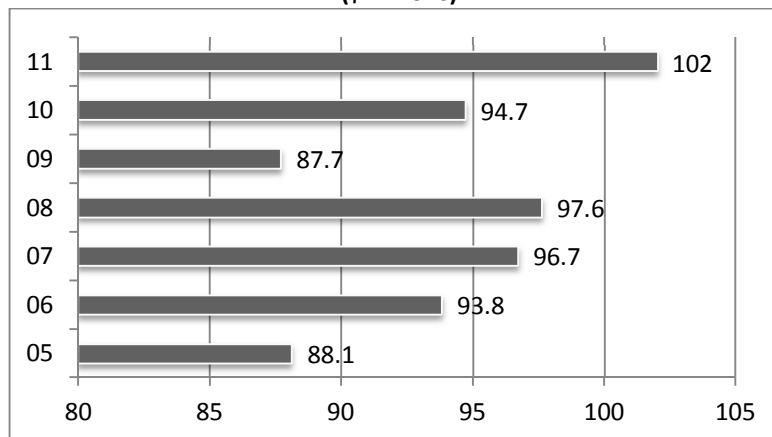
Understanding the size and scale of travel and tourism within California provides an important context for Mono County given that Highway 395 is an integral transit route that enables travelers to experience its communities, natural assets and recreational and educational opportunities.

It is also important to recognize the size and scope of Mono County tourism to the broader California tourism market and how a scenic byway designation can become a unique attraction and experience for current and potential visitors.

A. California Travel Trends - California Travel Spending Breaks a New Record

Each year, California residents and visitors travel within the state to experience its variety of attractions, scenic beauty and local culture. According to the most recently released data by Visit California⁶, for the first time the state generated **over \$100 billion in direct travel spending in 2011**, a 5.5% increase over the preceding year.

Figure 3
California Travel Spending
2005-2011
(\$ Billions)



Source: Visit California

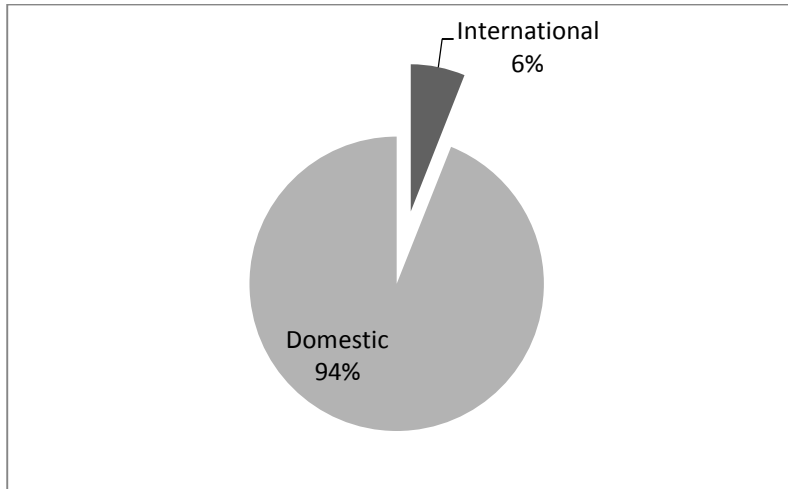
For perspective, **Mono County generated approximately \$451 million in travel spending in 2011⁷**. Tourism generated approximately 4,810 jobs within the county.

⁶ Visit California Economic Impact of Travel 2012

⁷ Ibid

In terms of visitor volumes, Californian's represent the majority share of the state's travel and tourism industry. In 2010 (the most recent year's data available), 75% of visits and 60% of spending in the state were from California residents⁸.

Figure 4
2010 Total California Travel Visitors



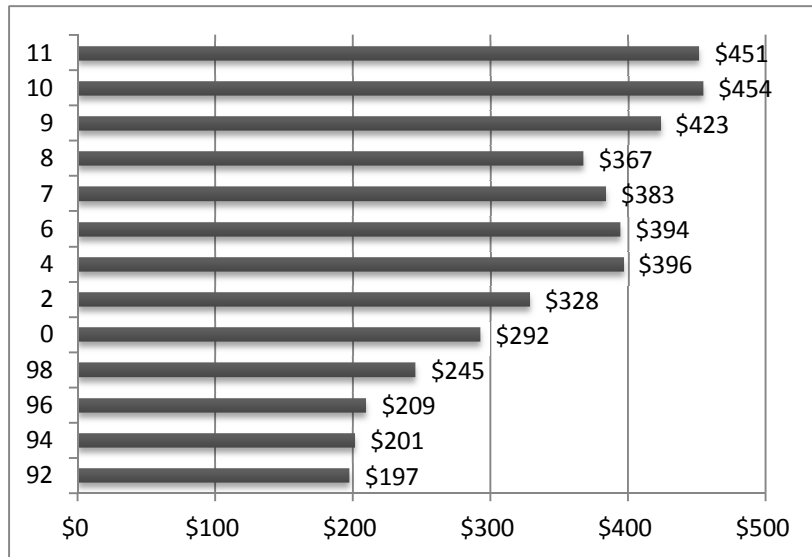
Source: Visit California Presentation, November 2011

⁸ Visit California Presentation, November 2011

B. Size and Scope of the Mono County Market

Within the state of California, **Mono County as a whole generates approximately \$451 million in travel spending⁹**. The 1992 through 2011 trend is found above in Figure 5.

Figure 5
Mono County Visitor Spending
(\$Millions)

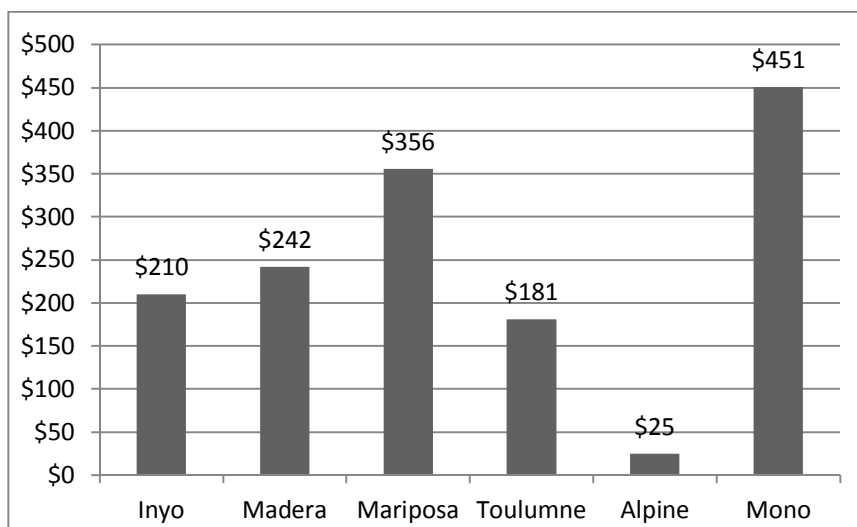


Source: Dean Runyan Associates

Increases in visitor spending have averaged approximately 4.7% annually during the 1992 -2010 time frame, above the 3.6% state of California average. In terms of overall tourism spending, as compared to neighboring counties, **Mono is ranked first among those counties that border Mono County.**

⁹ California Travel Impacts by County 1992-2005

Figure 6
Travel Spending By Selected County
(\$ Millions)

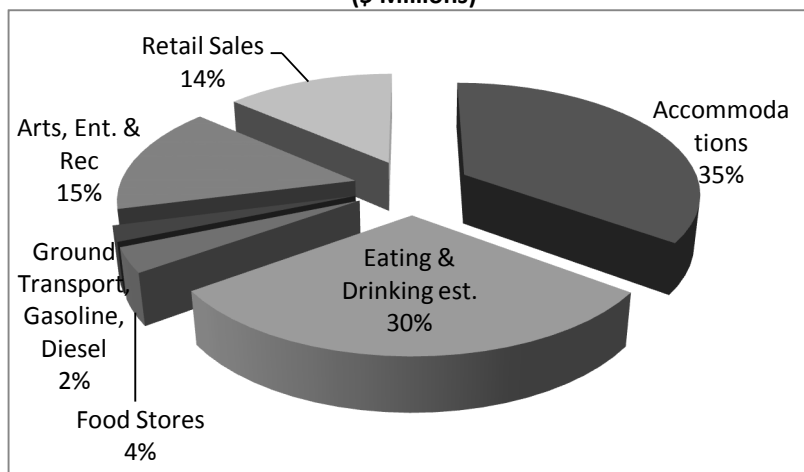


Source: California Travel Impacts by County, March 2012

C. Travel Spending Growth Rates

With regard to how travel dollars are spent, Figure 7 below identifies travel spending by type of business service.

Figure 7
Mono County Travel Spending by Type of Business Service
(\$ Millions)



Source: California Travel Impacts by County, March 2012

Table 3 below illustrates the share of travel spending among Mono County and its key competitors. As can be seen travel spending share has decreased in Mono, Alpine and Tuolumne Counties while increasing in Madera and Mariposa County.

Table 3
1992 vs. 2011 Regional County Travel Spending

County	1992		2011	
	Spending (\$ Millions)	%	Spending (\$ Millions)	%
Inyo	\$108.2	15.13%	\$210.0	14.3%
Alpine	\$17.4	2.43%	\$24.7	1.7%
Madera	\$107.4	15.01%	\$242.0	16.5%
Mono	\$197.6	27.62%	\$451.0	30.8%
Mariposa	\$184.4	25.78%	\$356.0	24.3%
Tuolumne	\$100.3	14.02%	\$181.0	12.4%
Total	\$715.3	100.00%	\$1,464.7	100.00%

Source: California Travel Impacts by County, 2012

Section 4: The Highway 395 Experience Profile

A. Overview

The Highway 395 experience profile consists of four core elements: Scenic Beauty, Local Communities and Culture, Recreation and Environment & Stewardship.



The Scenic Highway 395 corridor is characterized by diverse offerings within the region. It provides visitors and local residents with a wide variety of activities, culture, scenic beauty

and environment that together provide a unique opportunity that can only be appreciated by experiencing it. The following is an overview of this profile:



Scenic Beauty The Highway 395 corridor provides visitors with some of the most incredible scenery in the country. Whether the view is overlooking Mono Lake or looking at the Sierra Nevada range in rising sunlight from Benton, a grove of aspen trees along Conway Summit or the dramatic views from Yosemite National Park, Highway 395 provides visitors with an opportunity to not just view and experience the natural beauty but at times reflect on a greater natural environment.



Local Communities and Culture The Highway 395 provides an opportunity for travelers and visitors to experience the local communities and their culture along the way. Each of the local communities previously mentioned in Section 1 offers its own variety of recreation, special events, arts and culture that differentiate one community from the other. From cattle ranching in Bridgeport to the historic ghost town of Bodie, to the eerie beauty of Mono Lake and the mountain town culture of Mammoth Lakes, Highway 395 provides access for visitors to get to know and experience these unique communities.



Recreation The Highway 395 provides travelers and visitors with a wide variety of year-round recreational opportunities. No matter the season, the activity or the skill level, Highway 395 enables participants to engage and “recreate” to their own desire in one of

the country’s most beautiful places.



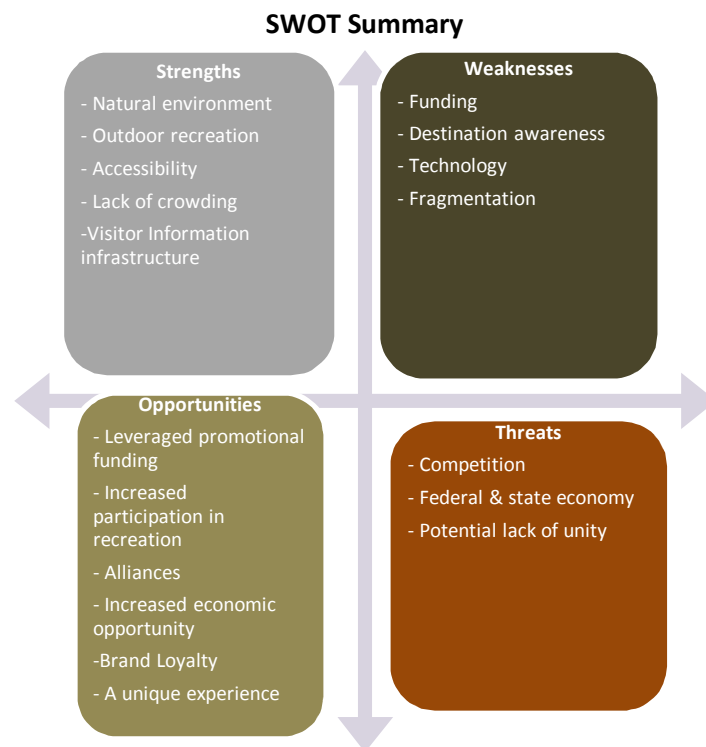
Environment & Stewardship- Along with access to scenic beauty, Highway 395 also provides an opportunity to educate travelers and visitors about the environment and their role in stewardship and protection of this area’s natural resources. Only through exposure to these resources can visitors gain the needed perspective about the

importance in managing and protecting them. Highway 395 provides a unique opportunity throughout Mono County to educate people and foster an intrinsic understanding to enjoy and protect the resources.

Designating Highway 395 as a National Scenic Byway provides an opportunity to merge these unique elements in a way that exposes and protects them with the balance of providing an important economic benefit to local residents.

B. Strengths, Weaknesses, Opportunities and Threats

There are a number of strengths and opportunities that the area and National Scenic Byway designation provide to help offset its weaknesses and threats.



Strengths

- **Natural Environment**

One of the major strengths of the Highway 395 corridor is its natural environment. The area has transitioned its assets toward attracting visitors who come to experience and enjoy them. In addition to the area's natural assets, **Yosemite National Park serves as an iconic attribute to be continually emphasized.** With all of the activities available in a beautiful natural setting, the National Scenic Byway designation has significant potential to attract new visitors.

- **Outdoor Recreation**

Because of its natural and rural environment, the Highway 395 corridor offers a significant **variety of outdoor recreation activities** that attract potential new visitors.

- **Accessibility to selected markets (Northern Nevada and Southern California)**

One of the area's key strengths is that Highway 395 provides north-south access to travelers but also to proximity markets in Southern California and Northern Nevada.

- **Lack of crowding/traffic**

Highway 395 provides visitors with an opportunity to escape traffic and crowding common in the markets it draws from. **The ability of visitors to experience the area without crowding needs to be maintained.**

- **Visitor Information Infrastructure**

Mono County currently has a visitor information infrastructure that includes the following locations:

- Mono Basin Scenic Area Visitor Center
- Mono Lake Committee Information Center
- Mono County Visitor Information, Bridgeport
- Mammoth Lakes California Welcome Center

These information centers serve an important role in informing visitors of available activities, sights, etc. along the Highway 395 corridor.

Weaknesses

- **Lack of awareness as a "Special Place"/ viewed as a stopping place not a destination**

A key weakness is the perception by many travelers that **the region is seen as a "drive through" not a destination.**

- **Lack of promotional funding**

Another key weakness of Mono County is a **lack of tourism promotion funding.** Given the importance of the industry as a key economic development strategy, the County lacks sufficient funding to maximize the region's assets through increased marketing and promotion strategies.

- **Lack of technology throughout the county within the tourism Industry**

Mono County's rural location means that not all areas and elements within the tourism industry have or fully utilize available technology. In a time when the Internet, social media and mobile devices are becoming the standard in marketing efforts, **it is critical that all elements of the tourism industry be as technologically savvy as possible. The county is currently involved in implementing Digital 395 which will enhance digital access throughout the county.**

- **Fragmentation**

Given Mono County's vastness and linear primary road access, one of the key weaknesses with regard to tourism promotion is the fragmentation that occurs with promotional efforts.

Oftentimes **areas compete against each other at the expense of working together to compete more effectively against destinations outside the area.**

Opportunities

- **Growth and Size of Recreation Participation**

The size of the outdoor recreation industry provides Mono County a significant long-term opportunity for visitation growth. **Annual outdoor recreation spending in the Western U.S. is approximately \$256 billion** and this in turn generated \$30.8 billion in tax revenue and over \$2.3 million jobs.¹⁰

- **Leveraged Promotional Support/ Unifying Element**

Perhaps the biggest opportunity is the **potential for a scenic Highway 395 designation to leverage promotional support with other agencies and more importantly the private sector. The designation as a National Scenic Byway can serve as a unifying element that can be promoted by a variety of organizations and businesses in the county. The unifying scenic byway brand can be accessed by other agencies and the private sector. It enables the region to potentially harness millions of dollars in promotional activities.**

- **Strengthened Strategic Alliances**

The National Scenic Byway designation could provide Mono County a great **opportunity to work with other rural organizations and counties (Douglas, Alpine, El Dorado, Inyo)** in an effort to create awareness and visitation for the eastern side of California.

- **Increased economic opportunity as a result of a Scenic Byway designation**

Significant opportunity exists for communities along the Highway 395 corridor. The designation affords these communities the opportunity to assess how they can position their activities to align with the designation. Specifically, opportunity exists to create improved awareness of "things to do" in each of the communities along the corridor.

¹⁰ A Snapshot of the Economic Impact of Outdoor Recreation 2012

- **Build Traveler Brand Loyalty**

The National Scenic Byway designation provides an ongoing opportunity to showcase the region to visitors and provide incentives to return to continue and expand their experience.

- **Create a Unique Experience**

The National Scenic Byway designation offers Mono County an opportunity to create a unique experience from what might otherwise be perceived as a “commodity road experience for travelers.” The National Scenic Byway designation would further differentiate the county from its key competitors.

Threats

- **Increased Competition**

One of the biggest challenges facing tourism communities is increased competition. **Rural communities throughout California have recognized the importance of tourism promotion as an economic development tool** and, as a result, the competition is keen for the tourist dollar. In terms of providing north/south access through California, Highway 1 located on the coast of California provides significant competition with outstanding views and unique local communities, similar to Mono County.

- **The Federal and State Economy**

The continued negative effects of the struggling federal and state economies **can have a significant impact on travel levels, travel spending and capital investment**, all important needs for a more competitive tourism effort. Specific to Highway 395 is fluctuating and increasing gas prices that might hamper vehicle travel.

- **Lack of Unity**

From an internal perspective one of the biggest threats is the potential **inability of the different communities within the county to work together effectively** and begin to compete against other destinations as opposed to each other. The National Scenic Byway designation provides a unique framework to cohesively work together for a greater success.

Summary

Clearly there are significant opportunities within a National Scenic Byway designation that outweigh the potential threats that are currently faced. Mono County is a remote rural destination that with a scenic byway designation could turn its location into an asset that appeals to the traveling public. Generating community support for the designation, especially from the tourism community throughout the unincorporated county and in the incorporated Town of Mammoth Lakes, can serve as a unifying effort that will lead to developing more effective coordinated marketing efforts and leveraging of the limited resources in the county.

Section 5: The Highway 395 Traveler

In an effort to better understand the perceptions, behaviors, attitudes and visitor demographics of Highway 395 users, a study of the Mono County Tourism email database was undertaken as part of this MPE. Over 1,000 people responded and completed the survey and the summary results can be found below with graphical representations in the Appendix section of this report.

Demographic Profile

Of those surveyed, fully 35% were 60 years or older, 36% were between 51-60 and 30% were 40 years and under. Fifteen percent indicated they had household incomes above \$150,000, 27% between \$100,000-\$150,000, and 68% under \$100,000 with a high concentration, 24.5% between \$70-\$99,999.

In terms of family status, 27% of those surveyed indicated they had children living at home, 24% indicated no children and 47% were empty nesters. Of the respondents, 75% indicated they were married. Seventy five percent indicated they were Caucasian, 7.5% Asian American, 6.3% Hispanic/Latino, 1.3% Native American, 3% African American and 2.4% Other.

Traveler Characteristics

Of those surveyed, fully 89% had traveled Highway 395 in the past two years and of those, 90% indicated they had done so more than once and 44% indicated they traveled the highway five times or more.

The most frequently mentioned purpose for traveling Highway 395 was for vacation and was mentioned by 90% of those surveyed.

Those surveyed also mentioned the services they most frequently used along Highway 395, which included food/dining 90%, gas/fueling 87% and lodging 90%.

The most frequently mentioned method of travel was personal automobile (85%) and the most frequently mentioned end destinations were Mammoth Lakes 27%, June Lake 18%, and Bridgeport/Bodie area 15.6%.

Activity Participation

The most frequently mentioned activity of travelers along Highway 395 was stopping to enjoy scenic vistas of the area (86%), stopping for dining (86%), and participate in outdoor recreation activities (80%). However, Highway 395 travelers did participate in a wide variety of activities offered along the corridor.

Areas Visited

In terms of areas visited a previous study advertising conversion study identified the top five areas of visitation to be Mammoth Lakes, June, Lee Vining, Bridgeport and Mono Lake.¹¹

Highway 395 Perception

Of those surveyed, fully 75% were aware of the byway program that recognizes certain roads as National Scenic Byways or All-American Roads based on their archaeological, cultural, historic, natural, recreational, and scenic qualities.

Forty-two percent of survey respondents indicated they were **much more** likely to plan a travel route that included a National Scenic byway. Fifty-one percent indicated they were **somewhat more likely**.

Survey respondents were also asked if they thought the portion of Highway 395 just north of Bishop to the Walker River Canyon north of Bridgeport should qualify as a National Scenic Byway and 95% percent indicated yes.



¹¹ Mono County Tourism Advertising Conversion Study 2010

Section 6: Target Segments

A. Target Markets

1. **Geographic Segments**– Primary target markets for the scenic byway include the following:

Local Residents

- a. *Local residents*- To understand the importance of Highway 395 and its connection to Mono County tourism.

Domestic

- b. *Destination visitors*- Primarily from Southern California, Northern Nevada and Northern California
- c. *Travelers* - Northbound and Southbound considering different road options within California and Nevada

International

- a. *California* -International travelers to California primarily enter through two major hubs, Los Angeles and San Francisco. Many of these travelers go beyond those hub cities and travel throughout the state, often with Yosemite National Park as a key stopping point.

Top International markets visiting California¹² in 2011 include the following:

Country of Origin	CA Visitors	% Visiting L.A
Canada	1,476,000	N/A
United Kingdom	702,000	53%
Australia	563,000	70%
France	443,000	75%
Germany	423,000	54%
Scandnavia	204,000	57%
Italy	178,000	57%

Source: Visit California

- b. *Nevada*- International visitors also enter through Las Vegas and travel throughout California often considering Yosemite as a key stopping point.

2. **Seasonal Segments** – In terms of seasonal visitation, previous research of Mono County visitors¹³ indicated a defined seasonality with approximately 40% of respondents visiting during the summer season, 34% visiting during the fall season, 14% during the spring season and 11% during the winter.

¹² Visit California

¹³ Mono County Brand Analysis 2010

3. Demographic segments of visitors include the following¹⁴:

- Age: 30-50 and 50 +: This segment includes the lucrative baby boomer segment that is moving into retirement age with a high propensity to travel. The 50+ segment represented approximately 70% of travelers surveyed in the Highway 395 user study conducted for this report.

It also includes a younger emerging segment with which to create awareness and build early loyalty to the scenic byway. This segment represented approximately 35% of respondents.

- Empty nesters (Typically travel in the fall.): This segment includes those who have no children living at home and are more likely to travel during the fall season. This segment represented approximately 47% of survey respondents in the Mono County Tourism Highway 395 Study.
- Traveling Families (with kids present): Typically travel during the summer and holiday periods.
- Singles/unmarried: Typically younger and interested in the outdoor recreation and special events offered throughout the corridor. This segment represented 18.5% of those surveyed.

4. Activity Participation:

- **Scenic Assets**- Target segments that travel for, and have an appreciation of many of the area's natural assets, as 85% of the 2010¹⁵ study indicated that scenic wonders are what set the area apart from other rural locations. As previously indicated, Mono County offers a wide variety of scenic assets. Listed below are a sample:
 - Mono Lake
 - Yosemite National Park
 - Inyo National Forest
 - Devils Postpile National Monument
 - Mammoth Lakes Basin
- **Recreation** - Many visitors to Mono County enjoy a variety of recreational activities. Endemic to Highway 395 and Mono County are those segments that take traveling the highway as an integral part of their experience based on their motor vehicle use including RVs, cars, bicycles and motorcycles. Additionally, some use the Highway 395 as part of a broader experience that allows them to access and participate in recreation activities located along the corridor.

In terms of recreation activity participation, the 2010 study identified core activities including the following¹⁶:

- Hiking Includes hiking and backpacking throughout the extensive trail systems that Mono County offers. Those who indicated they participated in hiking activities represented 52% of survey respondents.

¹⁴ Mono County Tourism Highway 395 User Study, 2012

¹⁵ Mono County Brand Analysis 2010

¹⁶ Ibid

- Cycling Includes mountain and road cycling throughout the region. Mountain bikers represented 6% and road cyclists 1.8%. Mono County offers a wide variety of terrain as well riding and Highway 395 provides spectacular views of the High Sierra on western side of Highway 395 and high-desert vistas to the east of the highway.
- Fishing Fully 52% of survey respondents indicated they had gone fishing on their most recent trips. Mono County offers a variety of fishing experiences from the many lakes and beautiful rivers that are in the county. All provide fishing opportunities for both spin and fly fishing.
- Motorcycle Touring On-road motorcycle touring represents approximately 3% of the survey respondents but this segment is very motivated by the scenic beauty an area offers. In a recent study on motorcycle tourism completed by the Strategic Marketing Group, 85% of motorcyclists indicated that scenic beauty was an in important factor in selecting a destination.¹⁷
- Fall Colors Twenty-one percent of respondents to the Mono County survey indicated they had participated in viewing the fall colors of the region. Mono County offers travelers many unique areas to enjoy fall colors. Perhaps one of the most easily accessible is the drive over Conway Summit along Highway 395 which provides travelers with an incredible view of vibrant and colorful Aspen trees.

There are a number of additional segments that can be accessed based on the available assets in Mono County.

- Bird and wildlife Bird watching continues to grow in popularity, attracting 49 million participants nationally. Bird-watching participation rates in California are 15% of the population.¹⁸
- Photography Mono County offers seasonal as well as geographically diverse opportunities for outdoor photography. Given the technological advances in photography, more and more consumers are taking pictures. Educating people about the photo opportunities throughout the county can provide visitors with ample opportunities to enjoy this growing hobby.
- Special Events Mono County's special events include everything from recreational events to arts and culture, environmental and music, each attracting different segments to the region.

¹⁷ Strategic Marketing Group National Study of Motorcycle Tourism 2012.

¹⁸ Birding in America: Demographic and economic Analysis

Section 7: Marketing Vision, Goal, Strategies and Objectives

Mono County National Scenic Byway Vision:

To utilize the scenic byway to present Mono County's natural resources in an effort to strengthen local communities, increase economic opportunities and enhance the quality of life for the county's residents and visitors while stewarding the natural environment.

This vision for Mono County's National Scenic Byway designation establishes the foundation for the vision, goals, strategies and objectives for the Marketing Plan Element (MPE).

A. Marketing Vision

To establish Highway 395 as one of the most unique and memorable road trips in America.

B. Marketing Goal

To attract overnight and day visitation to Mono County in an effort to increase economic growth, including business revenues, employment and taxes.

C. Marketing Strategies

1. *Branding and Awareness*- Create one identity for Highway 395 that unifies the assets and attributes of the communities along Highway 395.
2. *Communicating, Educating and Influencing* – Development and use of a website that provides comprehensive information about Highway 395 in order to educate and influence potential travelers to Mono County.

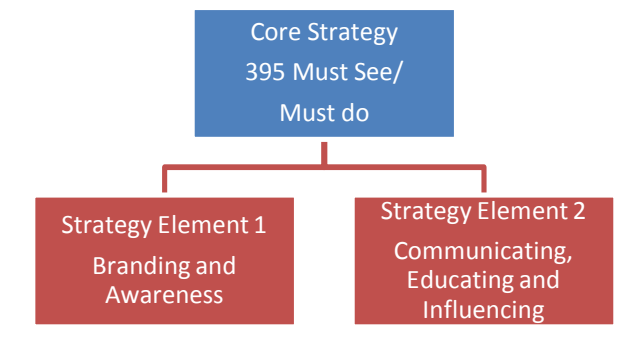
D. Marketing Objectives

1. *Branding*- To develop an awareness and unique identity among target segments that increases the appeal of the Eastern Sierra route.
2. *Interactive Marketing*-To develop interactive marketing programs designed to educate the target segments and encourage visitation to Mono County via the Highway 395 National Scenic Byway.
3. *Content Development & PR*-To continually develop text, video and photo content to effectively create interest and influence the target segments to visit Mono County via the Highway 395 National Scenic Byway.
4. *Visitor Information*-To provide appropriate visitor information along the Highway 395 National Scenic Byway in an effort to showcase the intrinsic values of the corridor.

5. *Sales*-To develop an effective sales effort to reach target segments in order facilitate visitation to Mono County via the Highway 395 National Scenic Byway.
6. *Research & Measurement*-To effectively measure the impact of the Highway 395 National Scenic Byway marketing efforts and the overall economic impact of the Highway 395 National Scenic Byway designation
7. *Advertising/Promotions*- To develop advertising efforts that promote the Highway 395 National Scenic Byway brand and educate target segments in an effort to increase visitation to Mono County via the byway.
8. *Strategic Alliances & Partnerships*-To develop strategic alliances that can assist in leveraging marketing efforts for the Highway 395 National Scenic Byway.
9. *Visitor Experience*-To enhance the visitor experience in an effort to showcase the corridor and create a memorable experience.

The core of the Marketing Plan Element for the Highway 395 National Scenic Byway is to create the perception that Highway 395 itself is a must see, must do activity and stand-alone attraction. In support of that direction are two core strategic elements: 1) Branding and Awareness and 2) Communicating, Educating and Influencing potential travelers to visit Mono County via the Highway 395 National Scenic Byway.

The Highway 395 branding works to attract travelers by creating awareness and then driving them to a website, or other promotional material where there is the opportunity to educate them regarding the communities, activities, and scenic opportunities they can experience.



A. Awareness and Branding

A brand is the way in which visitors perceive or distinguish a destination, or in this case a National Scenic Byway. Currently, Highway 395 has a very limited brand and is often seen as just highway providing a means of transportation on a north/south route. Developing a brand offers the potential to create an unforgettable impression in the mind of the consumer that there is something to experience in Mono County.

The development of a Highway 395 National Scenic Byway brand not only serves to unify all of the assets/attributes of Mono County under one identity, but it also works to unify a fragmented tourism community and encourage it to provide the highest quality standards and customer service that will further strengthen the brand and customer loyalty.

National Scenic Byway Branding Objectives

- Increase awareness and demand for Highway 395 by communicating the variety of activities (scenic, recreation cultural, natural and historic qualities) that are intrinsic to the area.
- Position the Highway 395 National Scenic Byway as an iconic “must do” road trip.
- Develop preference for the Highway 395 National Scenic Byway as a north/south travel route.
- Promote and strengthen the awareness of activities available in communities along Highway 395.

Psychographics¹⁹

¹⁹ Psychological characteristics of potential buyers of a product, used to improve its marketing

To target travelers inspired by natural assets, outdoor recreation participants and those who consider themselves passionate for the outdoors.

User Benefits

Positioned and branded effectively, Highway 395 has the potential to provide a variety of benefits including:

- Education of the region and its local communities
- A sense of enjoyment in participating in one's favorite activities
- A sense of awe at seeing some of nature's most beautiful vistas and locations
- Inspiration from the experience

Brand Personality

The brand should reflect the following brand personality elements:

- Scenic
- Rugged
- Local /friendly
- Accessible

Affinities

Visitors looking for natural assets, scenic beauty, national parks, national forests, alpine lakes, rivers, outdoor recreation, history and local culture. Travelers who have an appreciation for rural locations, an interest in discovering new places, possess an outdoor lifestyle, and appreciate nature in general.

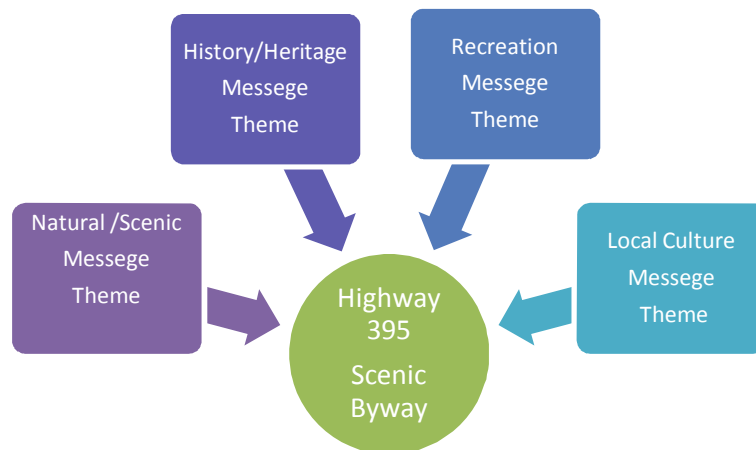
Branding Themes

In developing branding themes for the National Scenic Byway the following were developed based the on identified strengths of the region (as identified in the SWOT analysis), the activity participation of those visiting the area (see activity participation in the Appendix section) and the identified intrinsic qualities of the region:

- **Natural/Scenic Theme-** Mono County in general and the Highway 395 corridor specifically, provide unique awe inspiring natural settings and scenic vistas for visitors to experience.
- **Recreation Theme-** Mono County provides a wide range of multi-seasonal recreational opportunities for visitors that can be accessed by Highway 395.
- **History/Heritage Theme-** Mono County offers a variety of historic locations which visitors can explore and experience.

- **Local Culture Theme**-Mono County offers a variety of cultural activities through its communities, activities and special events that visitors can enjoy.

As can be seen below, each of these message elements can be developed under the Highway 395 Scenic Byway.



B. Communicating, Educating and Influencing

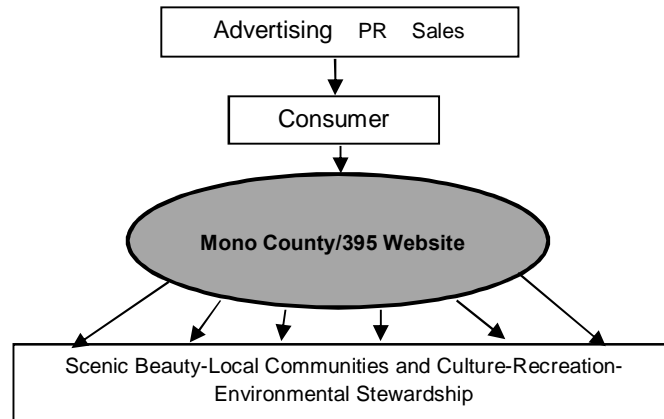
Given the prominent role that the internet and technology play in travel planning, marketing efforts need to focus on encouraging potential visitors to use a Highway 395 National Scenic Byway website in an effort to educate and influence travelers to use the highway as well as provide a vital link to local communities where visitors can further experience what the area has to offer.

How the strategy works (see model on following page):

1. Marketing efforts (online advertising, public relations, special events, etc.) are used to attract target market segments (previously identified). Once the target segment is attracted, they either show interest (go to the web site via desk top or mobile) or not.
2. Once they go to the website, it is a key opportunity to showcase and tell the story of the National Scenic Byway. Enhanced and relevant content including photo, video and text is used to educate travelers and generate a desire to use and visit the National Scenic Byway.
3. Based upon their experience, new visitors become repeat visitors/users of the National Scenic Byway.
4. Marketing effectiveness and accountability can be measured at several points. First, it will be able to measure how many visits to the website are generated overall by the marketing efforts.

Second, online surveys can be developed to determine how people got to the website and their conversion to using Highway 395 and visiting Mono County.

Educating and Influencing to Visit



Section 9: Action Plan

In order to achieve the vision, goals, strategies and objectives outlined in this plan, the following action steps are designed to help Mono County in promoting the Highway 395 National Scenic Byway. The action steps assist in achieving the marketing objectives which in turn will work toward achieving the overall marketing goal of generating increased visitation and usage which in turn generates more revenue, employment and taxes.

The following action plan is designed around basic and advanced marketing tactics needed **to achieve the primary goal, strategies and supporting objectives.**

Branding

Objective: Develop an awareness and unique identity among target segments for the Highway 395 Scenic Byway that increases the appeal of the Eastern Sierra route.

One of the biggest opportunities is to begin promoting the National Scenic Byway brand among potential visitors to Mono County.

Basic Tactics (Short term 1-18 months)

1. **Continue to add messages and photos to existing Mono County communication efforts that support the National Scenic Byway brand including** the Mono County website and all marketing materials to build brand familiarity for Highway 395 at every opportunity. This content should emphasize the assets along Highway 395 and reference using Highway 395 for access to desired experiences in Mono County.

Advanced Tactics (19 months +)

1. Continue to leverage exposure and brand awareness with Mono County's private sector by having **them support and integrate the National Scenic Byway brand into their individual communication efforts including their websites and printed materials.**
2. When launching the new National Scenic Byway brand, create **promotional items such as stickers and other logo items** to be distributed to visitors and displayed throughout the respective communities.

Interactive Marketing

Objective: To develop interactive marketing programs designed to educate the target segments and encourage visitation to Mono County via the Highway 395 Scenic Byway.

With the majority of travelers using the internet for vacation planning and with limited marketing funds, **it is critical that Mono County market the scenic byway through its website and other interactive efforts. This effort should be comprehensive and include a variety of interactive marketing elements.**



Basic Tactics (Short term 1-18 months)

- 1. Develop a National Scenic Byway mobile link that visitors can access with complete route information.** In addition to the Mono County Tourism website the link can be made available and distributed to interested business and organizations including but not limited to the following:
 - Tourism related organizations
 - Area chambers of commerce
 - Visitor information centers
 - Private sector business (lodging, restaurants, retail)
 - Other public agencies pertinent nonprofit organizations

Advanced Tactics (19 months +)

1. Consider the development of a separate website for the Highway 395 National Scenic Byway. This website should be a responsive site, able to be accessed across all of the diverse mobile platforms travelers are using to obtain information.
2. Develop a SEO (search engine optimization) strategy as part of the Mono County Tourism effort to promote the scenic byway. This can be through organic efforts or as part of a paid SEO tactic.
3. **Develop a banner signature for the Mono County National Scenic Byway** and give to each business to put on its website along with a link to the Mono County website in order to leverage efforts and to create a strong brand association for the entire region.
4. Continue on a frequent basis to update the Mono County Facebook page and Twitter account, with different elements of information on the National Scenic Byway. **Develop a seasonal content calendar to post content and frequency.** Content and updates can include information of special places along the byway, special events, activities, dining, history, photos, questions, etc.
5. Encourage local travelers and users to post photos and comments about their experience and memories along the Highway 395 National Scenic Byway by setting up a photo posting program that allows travelers to post pictures to the website. Also encourage travelers to post their Highway 395 photos and content to Facebook pages and other social media outlets being used by Mono County. Develop a hash tag for the byway.
6. Cultivate influencer outreach via blogs and forums (using identified niches) to connect potential travelers with information about the National Scenic Byway. Examples: Trip Advisor, Yelp!
7. Develop and distribute Scenic Highway 395 content through strategic alliance channels, including Visit California, Brand USA, High Sierra Visitor's Council, Mammoth Lakes Tourism, private sector partners, etc.
8. Consider development of international landing pages for all international advertising efforts that include information translated into specific international languages.
9. Focus on developing integrated platform branding, messaging and information distribution.

Content Development/Public Relations

Objective: To continually develop text, video and photo content to effectively create interest and influence the target segments to visit Mono County via the Highway 395 National Scenic Byway.

Content development and public relations are critically important components within the marketing mix **for helping to build awareness for the Highway 395 National Scenic Byway.** Effective content development and public relations can also educate potential visitors about the highway and the diversity of the region and assist with visitor planning information.

Content development and distribution is also a very cost effective and efficient communications tool **to tell the Highway 395 National Scenic Byway story to the traveling public and for building brand awareness.** Efforts should be designed to motivate potential visitors to plan trips around visiting the scenic byway and the region. Public relations efforts can be developed around the four core elements that reflect the Highway 395 National Scenic Byway experience:

- Natural/Scenic Beauty
- Recreation
- Local Communities and Culture
- Environmental Education and Stewardship

Out- of -Market Information Distribution

Basic Tactics (Short term 1-18 months)

1. Develop a targeted content development approach to launch the new positioning of Highway 395 as a National Scenic Byway experience.
 - Develop a basic content development/information distribution effort that includes video, text and photography that can be distributed to media that reaches target market segments.
 - Develop content that promotes the key attractions as well as key points of differentiation that emphasize the diversity of the communities and activities along the Highway 395.
 - Develop an online content outlet for travel writers to access.
2. **Develop basic content tools** including the following:
 - Series of text, video and photo tools that communicate the following story ideas based on the four communication themes for the area:
 - **Scenic beauty/natural assets/attractions**
 - **Mono County natural/manmade attractions along Highway 395**
 - **Recreation**
 - Recreation opportunities along Highway 395
 - Bicycle routes along Highway 395
 - Motorcycle rides along Highway 395
 - Access to fishing areas from Highway 395

- **Local Communities and Culture**
 - Interesting things to do along Highway 395
 - Area history and heritage to see along Highway 395
 - Unique food and dining stops along Highway 395
 - Special events in communities along Highway 395
 - Local cultural activities to experience along Highway 395
 - **Environmental Education and Stewardship**
 - Flora and fauna along Highway 395
 - Stewardship events and activities at selected sites along Highway 395
 - Develop high-quality photography that depicts the Highway 395 visitor experience.
 - Develop relevant short videos for inclusion on the website and social media channels and distribution through Mono County tourism marketing channels.
3. **Develop a National Scenic Byway media familiarization (FAM) tour for RV, motorcycle and bicycling publications.** Attract travel and activity writers (3-4 people) to emphasize different aspects of the Highway 395 National Scenic Byway in these niche segments.
- Develop two-day itinerary
 - Arrange lodging and meals
 - Arrange meetings and site visits with key area stakeholders and segment experts
4. **Distribute press releases and images to tourism promotion partners**
- Tourism related organizations
 - Area chambers of commerce
 - Visitor information centers
 - Private sector business (lodging, restaurants, retail)
 - Other public agencies
 - Pertinent nonprofit organizations
5. **Develop a Highway 395 song list** encouraging travelers to post their favorite songs listened to while traveling Highway 395 and develop a song list that can be downloaded via iTunes or other music distribution formats for travelers to use while on Highway 395.

In-Market Information Distribution

Basic Tactics (Short term 1-18 months)

1. Using established content tools, educate the local community about Highway 395 National Scenic Byway and its importance to the Mono County travel industry. Story ideas include the following:
 - The economic value of Highway 395 to Mono County businesses.

- The fun and enjoyment local residents can have in discovering or rediscovering activities and special places along the new scenic byway.

Advanced Tactics (19 months +)

Solicit and **gather** Highway 395 National Scenic Byway **story ideas from the local community** in order to continually provide fresh content for the website and other interactive messaging.

Visitor Information

Objective: To provide appropriate visitor information along the Highway 395 National Scenic Byway in an effort to showcase the intrinsic values of the corridor.

Visitor information consists of two primary components. The first is **information that is used to attract potential visitors to Mono County and the Scenic Byway**. The second component is **information used to assist visitors once they arrive**. Both information components are critical in defining the visitor experience along the byway, and have the potential to impact both first-time and repeat visitations.

Basic Tactics (Short term 1-18 months)

1. **Distribution of the Highway 395 information/map** (including a digital PDF or mobile version) that can be distributed along Highway 395. Information could include the following:
 - Area description
 - Road map
 - Activity/experience photos
 - Key “don’t miss” places
 - Visitor information areas along Highway 395

Advanced Tactics (19 months +)

Identify visitor centers beyond Mono County including Inyo County and Douglas County in Nevada with which to supply scenic byway information.

Note:

Currently a number of Visitor Centers exist along Highway 395 and it is important to make sure these centers contain updated and current information about identified experiences along Highway 395. These centers are listed below:

Mono County Visitor Information Centers

- Mono Basin Scenic Area Visitor Center
- Mono Lake Committee Information Center
- Mono County Visitor Center in Bridgeport
- Mammoth Lakes/California Welcome Center
- June Lake Kiosk

Sales

Objective: To develop effective sales efforts to reach target segments in an effort to facilitate visitation to Mono County via the Highway 395 National Scenic Byway

Basic Tactics (Short term 1-18 months)

- **Provide Highway 395 Scenic Byway information whenever attending a travel show.**
Distribute information to tourism partners including Mammoth Lakes Tourism, High Sierra Visitor's Council and Visit California to distribute at key shows such as:
 - Ski Shows
 - Travel Shows (domestic and international)
 - Outdoor recreation shows

Advanced Tactics (19 months +)

1. Identify key international wholesale groups within target international countries in an effort to create awareness and interest in experiencing the Highway 395 National Scenic Byway. Provide appropriate information and content so international wholesalers can effectively sell the Highway 395 experience.
2. Work with sales teams from gateway destinations including Los Angeles, San Francisco and Las Vegas, educating them on the Highway 395 National Scenic Byway designation and how it can add value to international visitors entering through their gateway.
3. Identify appropriate international travel shows in an effort to reach target wholesalers and begin educating them on the Highway 395 National Scenic Byway experience. Such shows include ITB, Daily Mail Show and PowWow.
4. Work with Visit California and its individual general sales agents in targeting countries and make them aware of the National Scenic Byway designation in an effort to create interest by specific wholesalers in the targeted countries.

Research and Measurement

Objective: To effectively measure the impact of the Highway 395 National Scenic Byway marketing efforts and the overall economic impact of the Highway 395 National Scenic Byway designation

Measurements are designed to measure the impact of the implementation of programs as well as overall goal measurement. In terms of program implementation, a separate appendix section of this action plan contains a task implementation checklist to be reviewed annually.

Additionally, below are specific measurements to determine the direction and success of the Highway 395 National Scenic Byway program toward achieving its primary goal.

Basic Tactics (Short term 1-18 months)

1. Track the number of scenic byway connections to the link on the Mono County Tourism Website.
2. Track the number of information packets/brochures/maps distributed via local welcome centers.
3. Using CalTrans data track the traffic counts for comparative purposes after the designation compared to before the designation.

Advanced Tactics (19 months +)

1. Develop and execute an online conversion study of those who visit the national scenic byway website to understand perceptions, attitude, behaviors and demographics of travelers seeking information and to determine their conversion and economic impact. Meaning, did the promotion of the Highway 395 National Scenic Byway generate awareness about Mono County and inspire a traveler to choose to visit Mono County.
2. Develop a periodic economic impact analysis for tourism spending along the National Scenic Byway to better understand the business revenues, taxes and employment generated by tourism promotion efforts.

Advertising/Promotions

Objective: To develop advertising efforts that promote the Highway 395 National Scenic Byway brand and educate target segments in an effort to increase visitation to Mono County via the byway.

Basic Tactics (Short term 1-18 months)

1. **Integrate the newly developed National Scenic Byway logo into existing Mono County Tourism advertising efforts.**
2. Develop periodic promotions tied to social media asking travelers to post their favorite scenic byway stories, places to eat, scenic places, etc.

Advanced Tactics (19 months +)

1. Create a cooperative advertising effort for participating businesses by **developing cooperative ads in specific publications** that would invite attractions and lodging properties to participate at more affordable rates than on their own. The co-op ads would create a much larger presence for all participants and unify the destination message under the new scenic byway designation. Such publications include the Visit California visitors guide and targeted niche activity publications such as cycling, photography, motorcycling, fishing, etc.

Strategic Alliances & Partnerships

Objective: Develop strategic alliances that can assist in leveraging marketing efforts for the Highway 395 National Scenic Byway.

Strategic Alliances – Given the limited resources of Mono County Tourism, it makes sense to develop strategic alliances promoting the Highway 395 National Scenic Byway designation where mutual objectives can be identified.

1. Visit California

- A. Provide ongoing updates, copy, photo, video, etc. to Visit California website and publications.
- B. Review any additional opportunities available through Visit California including domestic and international media and sales missions.

2. High Sierra Visitors Council

- A. Continue to engage with the HSVC and review and update all content within their media including website, visitor guide.
- B. Provide ongoing updates, copy, photo, video, etc.
- C. Identify potential opportunities to work with the region including sales, public relations and advertising to promote Highway 395.

3. Public Agencies

- A. Identify potential for collaboration in promoting the scenic byway with pertinent public agencies including CalTrans, the Inyo National Forest, Humboldt-Toiyabe National Forest, Yosemite National Park, the National Park Service and California State Parks.

4. Mammoth Lakes Tourism

- A. Work with Mammoth Lakes Tourism to integrate promotional information and messages into their marketing communication efforts.

5. Local Chambers of Commerce

- A. Work with community-based chambers of commerce to integrate promotional information and messages into their marketing communication efforts.

6. Carson Valley Visitors Authority

- A. Work with the Carson Valley Visitors Authority to integrate promotional information and messages into their marketing communication efforts.

7. Private Sector

- A. Engaging the private sector offers an additional way to create support and leverage the marketing efforts of the private sector. Opportunity exists to develop a “Scenic Byway

Coalition” to support the efforts and create awareness for the Scenic Byway. Something as small as a logo and link from the private sector **websites** can create significant awareness as well other opportunities that may be identified with the advent of the formation of the coalition.

8. Bishop Chamber of Commerce and Inyo County Tourism

- A. Engaging with the communities along the southern boundary of Highway 395 to ensure they have pertinent information about Mono County’s National Scenic Byway designation and consider integrating into their marketing and communication efforts.

Visitor Experience

Objective: Enhance the visitor experience in an effort to showcase the corridor and create a memorable experience.

Basic Tactics (Short term 1-18 months)

1. **Distribution of the Highway 395 information/map** (including a digital PDF version) that can be distributed along Highway 395.

Advanced Tactics (19 months +)

1. Develop a mobile website for the scenic byway.
2. Development of a Scenic Highway 395 passport program, modeled after similar wine passport programs. The passport program allows users to see and visit a number of locations throughout the scenic corridor and have their passport “stamped.” A fully stamped passport would enter the individual in a contest for a free trip along the scenic byway with location specific souvenirs etc. Passports can be developed by category i.e. recreation, places, etc.
3. Development of a geo-based location content platform in an effort to take advantage of Digital 395. It may be possible to develop a mobile content platform to deliver real-time information and offers based on geo-location.

Section 10: Implementation

Funding

1. Identify potential areas that these promotional efforts can be leveraged with Mono County Tourism and other partners in their implementation.
2. Identify potential grant opportunities for programmatic elements of the marketing efforts, i.e., education, interpretation, etc.

Organization

1. In the short term it is anticipated that marketing efforts for the scenic byway would be implemented by Mono County Tourism.
2. For the long term it would be recommended that a separate private/public non-governmental organization be formed to take the lead and manage the efforts of marketing and managing the Highway 395 National Scenic Byway. As discovered during research for this report, many scenic highways and byways are managed by organizations formed solely for the purpose of the scenic byway. Forming a local NGO would provide local community members and stakeholders with an opportunity to fully engage with the scenic byway and to take ownership for the growth and enhancement of marketing efforts and the prioritization and implementation of projects along the scenic byway.

Section 11: Key Projects

From a marketing perspective there are a number of projects that need to be considered within the Marketing Plan Element:

Primary Projects:

Primary projects are critical in that these projects provide the marketing infrastructure for implementing the marketing plan efforts.

- **Brand development.** As has been discussed the development of a scenic byway brand is critical for creating awareness of the highway. This includes the development of the creative graphic to be used on collateral materials.
- **Website.** As part of one of the core marketing strategies the development of a website is critical to educating and influencing potential visitors to Highway 395 and Mono County. It is the website that is best able to provide education on the scenic assets, local communities and culture, recreational opportunities and information on environmental stewardship.
- **Mobile site.** In support of traditional desktop sites and acknowledging that more and more consumers are shifting to mobile units including smart phones and tablets to access the Internet, it will be critical to take advantage of this trend and develop a comprehensive mobile information site to educate and influence travelers.

Secondary Projects

Secondary projects are those that can be implemented after the primary projects have been developed, as they are dependent upon and support those primary projects.

- **Map.** Development and distribution of a Highway 395 Scenic Byway map that includes pertinent travel information as well as all information on local communities and culture, recreational opportunities and information on environmental stewardship.

Geo-based location content. In an effort to take advantage of Digital 395 it may be possible to develop a mobile content platform to deliver real-time information and offers based on geo-location.
- **Baseline measurement user study.** This study is important to understand the current user profile and establish an estimated economic impact for travelers on Highway 395. It also serves as a baseline to measure and evaluate future studies to assess the economic value of the scenic byway designation.

In addition to these projects participants of the Highway 395 survey identified a number of project areas they view as important to their travel experience. The table on the following page summarizes the

percent of users that indicate each element is either very important or important to their travel experience on Highway 395.

Table 4
Very Important/Important in Traveling the Highway 395

Elements	Pct
Good roadways	95%
Access to public lands	90%
Clear directional/informational signage	85%
Availability of rest areas, restrooms and drinking water	75%
Adequate recreational site parking	72%
Diversity of dining/food options	71%
Convenient and comprehensive information sources	62%
Inspiring/educational interpretive signs	54%
Availability of picnic areas	40%
Barrier free access for disabled visitors	35%
Diversity of retail outlets	34%

Based on these responses there are a number of potential projects that should be considered in an effort to provide an enhanced experience and connect the traveler with the intrinsic values of the highway and the region.

Primary Projects

- Continually improve roadways As might be expected Highway 395 users have a high expectation of good roadways. Opportunity to improve the road way through grading and repair efforts in conjunction with CalTrans needs to be identified, coordinated and pursued on an ongoing basis. This includes the improvement and enhancement of scenic vista points at Conway Summit, Mono Lake and Crowley Lake.
- Improve access to public lands Clear opportunity exists for the Scenic Byway to better identify and improve the areas that provide easy access to public lands where users can connect with the recreational activities they enjoy and desire to experience. These experiences include recreational opportunities such as hiking, biking, fishing, visiting historical sites, bird watching and more. As such, efforts to improve access to public lands need to focus on creating convenient and recognizable access points. These efforts include working with CalTrans to provide clearer signs that point travelers to key parking/staging areas accessible off Highway 395. These staging areas should include mapping and signage applicable for seasonal use as well as identifying what key destination points can be accessed from the area. When a Highway 395 traveler sees an “activity” access sign, they should be assured that by pulling into the parking/staging area they will find needed information to help them access the activity they were inspired to pursue and clear markings to direct them to the access point. This will also require working with the respective land management agencies (Inyo National Forest,

Humboldt-Toiyabe National Forest, Bureau of Land Management, California State Parks and others) to improve the staging areas with signage – both directional and interpretive.

- Improve directional signage Clear directional signage is key to make sure travelers can get where they are going as well as to inform them with opportunities that are available along the highway. Such signage should include public parking, mileage and services. All of the “services” and “activity” signs along Highway 395 that identify what’s available within each community should be reviewed, updated and replaced as needed. This is done with coordination and cooperation of CalTrans.
- Rest Areas Rest areas are an important part of the travel experience along Highway 395. These areas need to be safe and clean and provide travelers with an opportunity to rest and revitalize. Rest areas need to be upgraded to accommodate the evolving needs of the traveler. Such upgrades include addition of pet walking and refreshment areas as well as possible addition of wireless internet access (Wi-Fi hot spots). Additional improvements include interpretive signage and upgraded maps of the area.

Secondary Projects

- Provide adequate recreation parking Given the importance previously identified of providing access to public lands there is a distinct need to provide for adequate parking to access those lands. Mono County needs to work in conjunction with Cal Trans and the public land management agencies (INF, H-T, BLM, CA State Parks) to identify popular staging areas and evaluate parking capacity. Consideration should be given to increasing parking at those areas where increased visitation can be expected. Suggested areas include the Mobil Mart, Deadman Summit and the Bridgeport Recreational Area off Hwy 108.
- Provide ongoing convenient and comprehensive information There is always a need to provide travelers with convenient and comprehensive information. In the case of Highway 395 there is opportunity to provide information at stopping points along the highway including public land access areas, scenic areas, rest stops other locations where appropriate. Information upgrades can include simple brochure racks, information panels and information kiosks depending upon what is the most appropriate for the landscape. . However the emerging opportunity exists to provide convenient and comprehensive information via traveler’s mobile devices including smart phones and tablets. As has been identified in this report previously Mono County can facilitate the use of technology by developing both desk top and mobile sites that can be used to provide information for Highway 395 travelers.
- Diverse dining/ food options This element provides a great opportunity for travelers to experience the diverse dining and food options that reflect the local culture and diversity of the county. Whether it’s local BBQ in Walker, high end dining in a gas station in Lee Vining, or tacos

in Mammoth Lakes, there are unique options for Highway 395 travelers to consider. It will be important for Mono County to encourage local restaurants to advertise and promote their offerings in the media and communication channels that will be used by those traveling Highway 395. This includes educating restaurants about developing mobile website, GIS apps and pop-ups that will be triggered as a traveler searches for a restaurant. An additional project includes a review of the county's exterior sign ordinance and consider revising it to allow for restaurants along the corridor to enhance their signage, without sacrificing the unique charm of the area.

- Identify areas for inspiring educational and interpretive signage Mono County should look for opportunities to provide educational and interpretive signage for Highway 395 travelers. Additionally the county should look for ways to work with Cal Trans, and the respective public land management agencies to increase educational signage at previously unused locations. The signage can reflect the relevant points of a particular spot such as wildlife viewing, geologic wonders and dramatic landscapes. A first step would be to conduct an inventory of existing interpretive sites, evaluate the condition of the sites and consider replacing or improving the signage. An example of this is the visitor information kiosk located on the east side of the northbound Highway 203 off ramp. A second step is to identify sites that would be appropriate to develop as interpretive sites and work with agency partners to establish the messaging and signage needs to create the site.
- Communicate barrier free access locations Barrier free access is a matter of federal law and state law - as such changes are made in both public and private funded facilities these opportunities will be implemented. Where Mono County can maximize this opportunity is to identify and communicate those areas that are barrier free and those that become barrier free so those with need can plan their visits accordingly. An inventory of current facilities and their needed improvements to meet compliance requirements is a first step towards systematically upgrading and creating barrier free access locations.
- Communicate the diversity of retail outlets While providing or creating retail outlets is beyond the scope of the county it can provide appropriate information via their communication channels to travelers to make them aware of retail shopping opportunities in the respective communities along Highway 395. This includes the use of mobile technology as referenced earlier under the dining category.

Appendix

Appendix 1-Methodology

In developing the marketing plan element the following steps were executed:

Information Gathering

1. Scenic Byway Program Review
As part of the plan development process SMG reviewed a number of National Scenic Byway Marketing Plan Elements.
2. Interviews with key stakeholder groups: As part of the process and an ancillary project SMG interviewed a number of stakeholders including tourism, agriculture, ranching and professional services, elected officials and county staff.
3. Primary Research-SMG Implemented a comprehensive Quantitative survey research project of Highway 395 users.
4. An on-site review of the entire length of the proposed Scenic Highway and local communities adjacent to the highway.
5. A review of historical traffic uses and patterns on Highway 395.
6. A review of Mono County Tourism promotion efforts.

Information Review and Analysis

Once the data was collected SMG reviewed and analyzed the collected information.

Marketing Plan Element Development

Once completed SMG developed the Marketing Plan Element.

Stakeholder Input

As part of this project a number of stakeholders from a variety of industry sectors and geographic locations along Highway 395 were consulted for input.

Industry sectors:

- Tourism
- Recreation
- Arts & culture
- Agriculture
- Ranching
- Professional services

Locations:

- Antelope Valley
- Bridgeport
- June Lake
- Mammoth Lakes
- Lee Vining
- Crowley Lake/McGee Creek

Marketing Plan Elements Documents Reviewed

SMG reviewed a number of scenic byway marketing plan elements for content.

- Ebbetts Pass
- Ohio and Erie Canal Way Marketing Plan
- Santa Fe Trail Scenic and Historic Byway Marketing Plan
- Prince Georges County

Appendix 2: Consumer Research

SMG conducted primary consumer research using the Mono County Tourism email database. The following data refers to information mentioned in the marketing plan element:

Summary Demographic Information

Age		Income	
<25	0.4%	<\$29,000	5.4%
25-30	2.1%	\$30,000–39,999	3.6%
31-40	6.4%	\$40,000–49,999	6.6%
41-50	19.5%	\$50,000–59,999	7.7%
51-60	36.5%	\$60,000–69,999	9.2%
60+	35.1%	\$70,000–99,999	24.5%
		\$100,000–149,999	27.8%
		\$150,000–200,000	8.1%
		\$200,000+	7.0%
Presence of Children		Ethnicity	
Yes, children at home	27.8%	African American	0.3%
Yes, empty nester	47.5%	Asian American	7.5%
No children	24.7%	Caucasian/White	73.3%
Marital Status		Hispanic/Latino	6.3%
Single	18.5%	Native American	1.3%
Married	75.2%	Other	2.4%
Other	6.4%	Decline to answer	8.8%

Numbers may not foot due to rounding

Summary Travel Characteristics

Traveled 395/past 2 years		Method of Travel	
Yes	89.7%	Personal automobile	85.0%
No	10.3%	Rented automobile	4.0%
Travel Frequency		Motorcycle	1.3%
1 time	11.9%	Tour bus	0.1%
2 times	20.0%	Bicycle	0.2%
3 times	10.5%	Motor home/RV	9.3%
4 times	13.1%	End Destination	
5 or more times	44.4%	Walker to Topaz area	2.5%
Primary Reason		Bridgeport/Bodie area	15.6%
Vacation/leisure related	90.1%	Area	10.4%
Business related	3.5%	Mammoth Lakes area	27.0%
Passing through	6.4%	June Lake area	18.6%
Services Used		Benton area	0.4%
Gas/fueling	87.3%	Yosemite National Park	6.3%
Food/dining	90.0%	Rock Creek/Tom's Place	4.6%
Lodging	53.2%	Crowley Lake	4.5%
Retail shopping	45.4%	Passing through	10.1%
Information centers	29.8%		
Designated rest areas	37.3%		
exhibits/museums/attraction	54.2%		
phone, computer, tablet	25.0%		
None of these	1.5%		

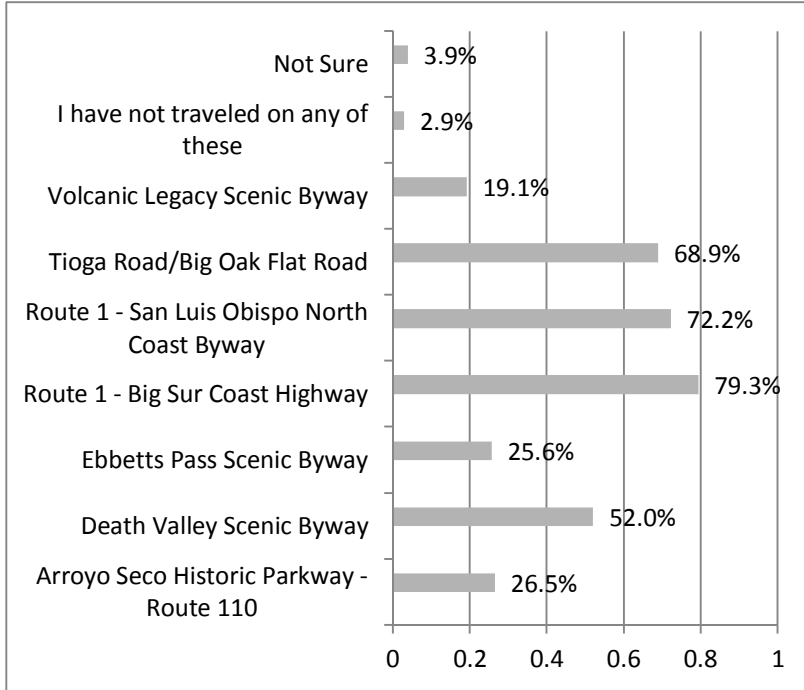
Numbers may not foot due to rounding

Activity Participation

Activity	
Stopped to enjoy scenic views/vistas of the area	86.8%
Stopped in communities and explored what they have to offer	58.4%
Experienced the local culture and history	50.5%
Learned about the natural history of the area	56.4%
Visited a local museum	37.4%
Stopped to view wildlife, bird watching, etc.	60.0%
Participated in outdoor recreation activities	80.7%
Shopped for locally-made crafts or art work	28.3%
Participated in an interpretive tour	12.4%
Shopped for souvenirs	38.4%
Attended a special event, performance, festival, etc.	14.5%
Shopped for locally grown fruits, vegetables or other foods	20.7%
Attended demonstrations, workshops, ranger talks or instruction	8.7%
Stopped to dine in coffee shops, restaurants or cafes	86.2%
Spent one or more nights in a hotel/motel/campground	71.5%
Stopped at medical facilities	2.6%
Stopped to attend a Church/Religious service/Place of worship	5.6%

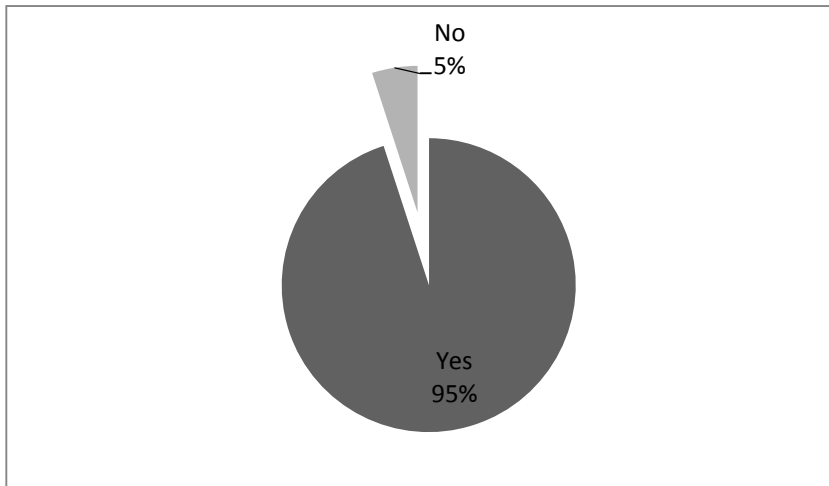
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Scenic Byways Previously Traveled



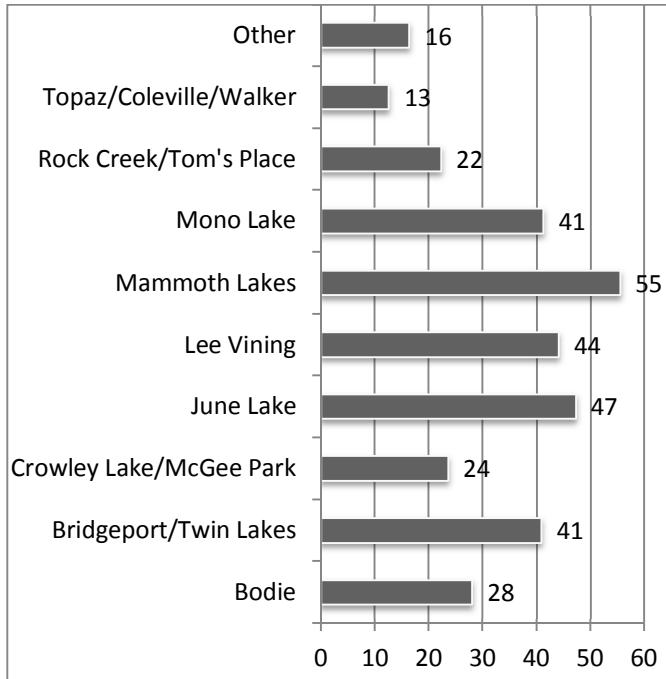
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Percent who believe Highway 395 should qualify as a National Scenic Byway



Numbers may not foot due to rounding

Areas visited on last trip to Mono County



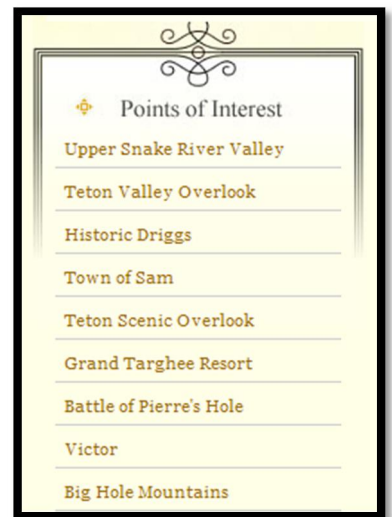
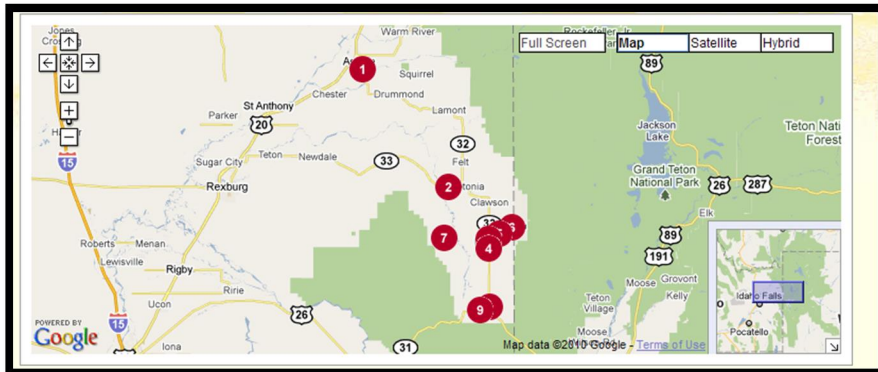
Source Mono County Tourism Advertising Conversion Study 2010

Appendix 3 Sample Promotional Elements

Ebbetts Pass National Scenic Byway, www.scenic4.org

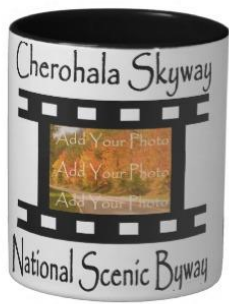


Example Visitor Information from Idaho's Scenic Byways, <http://www.idahobyways.gov/byways>





Schoodic National Scenic Byway



Cherohla National Scenic Byway



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14. Mono County National Scenic Byway Marketing Plan, May 2013
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17. Walkable Communities for Mono County, January 2000

Appendix

- I. Eastern Sierra Corridor Enhancement Program
- II. Eastern Sierra Corridor Enhancement Program – Existing Transportation Conditions Report.
- III. Opticos Main Street Revitalization Plan – Bridgeport, CA

APPENDIX I



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
Mono County Local Transportation Commission
California Department of Transportation

Prepared By:
Design Workshop
LSC Transportation Consultants
Sierra Business Council
Dynamic Competence
CURES

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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

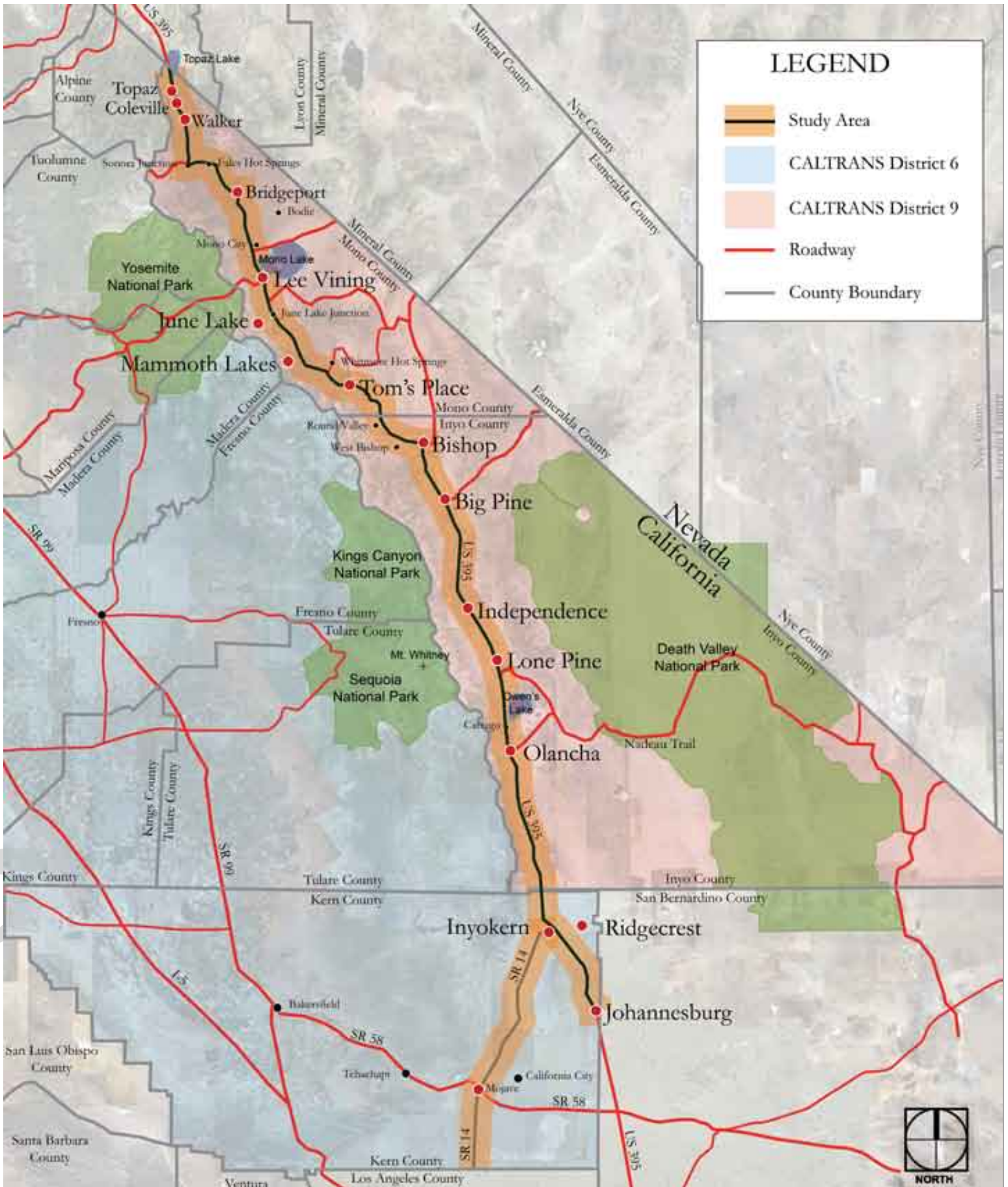


Figure 1 - Project Study Area

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.

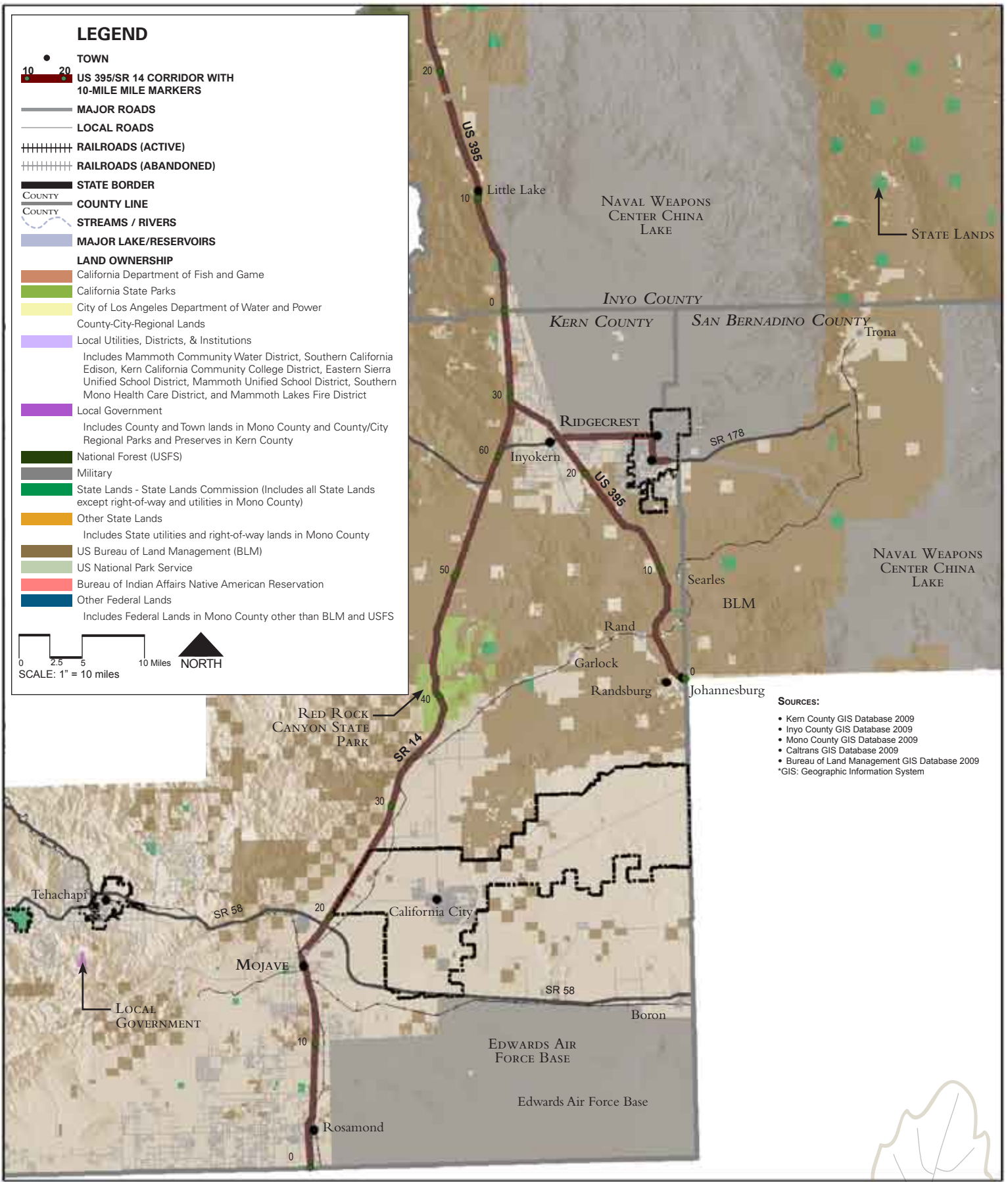
The lack of available private land was a concern expressed strongly at the public workshops. It has also led to decaying local infrastructure as there are few infill opportunities. Owners are hesitant to re-invest because of the growth limitations. This can leave empty and blighted buildings that create 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.



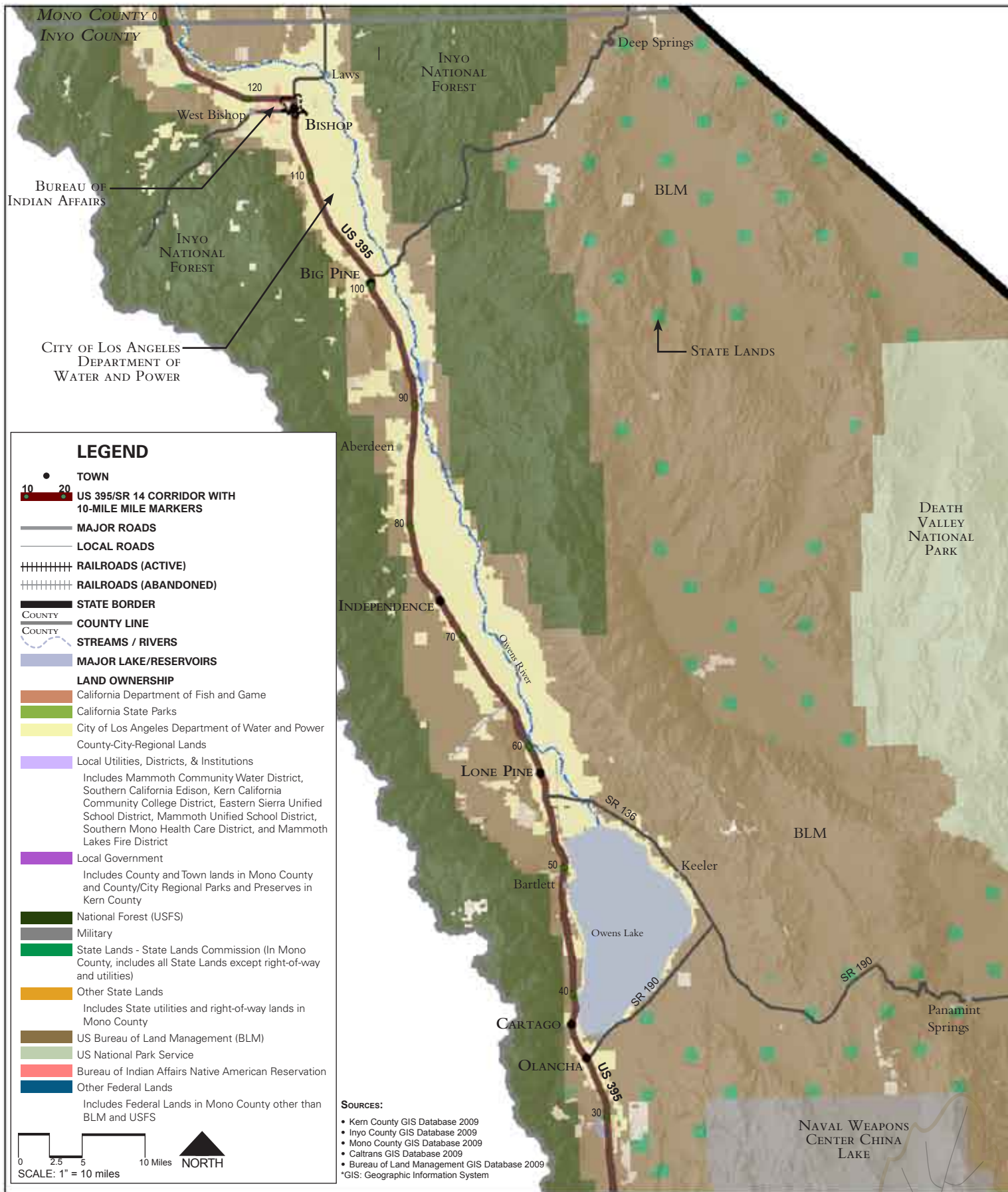
Eastern Sierra Corridor Enhancement Plan
 Kern, Inyo, and Mono Counties, California

Design Team:
 Design Workshop
 LSC Transportation Consultants
 Sierra Business Council

Dynamic Competence
 CURES

**Kern County
 Ownership**

February 4, 2010



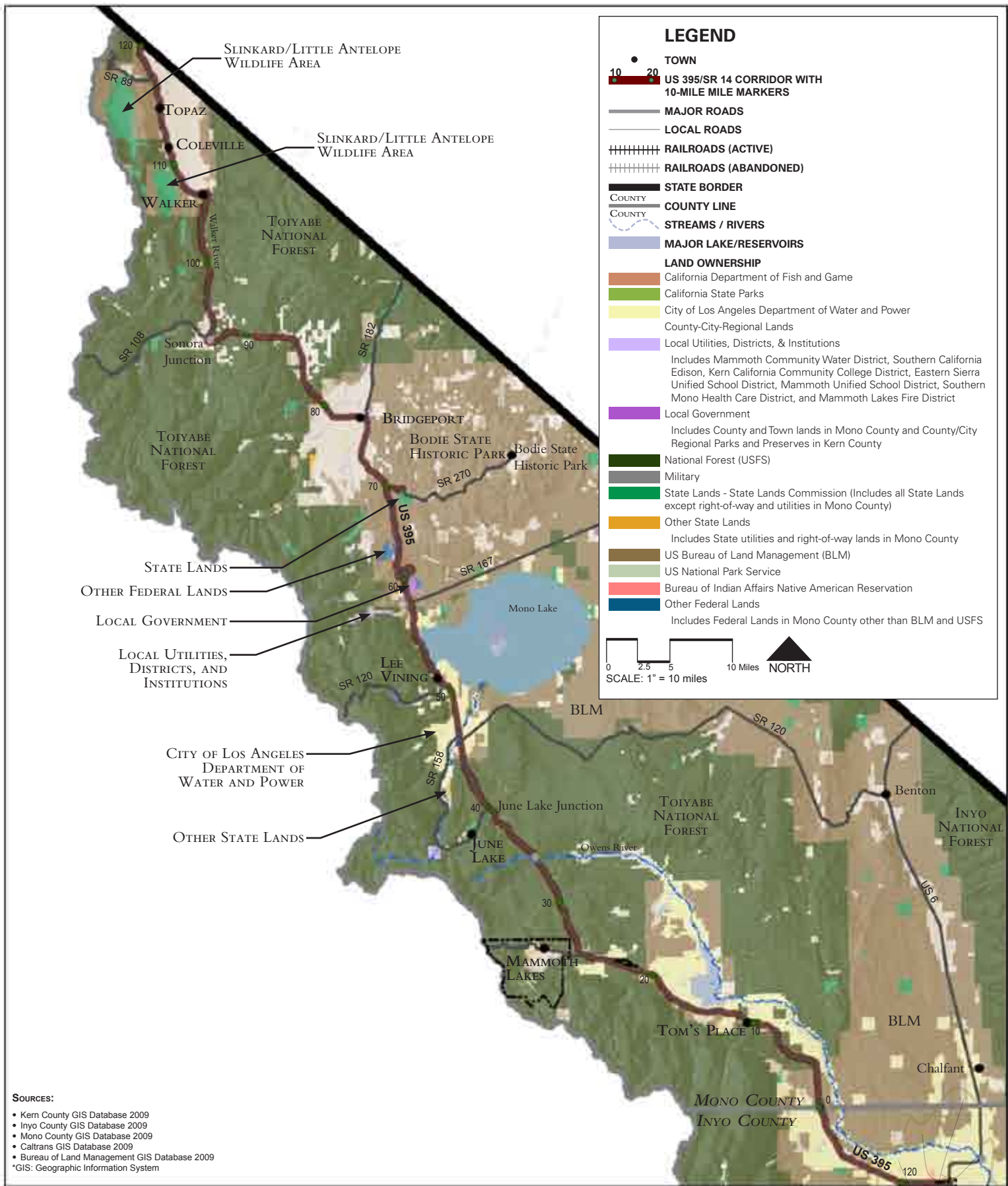
Eastern Sierra Corridor Enhancement Plan Kern, Inyo, and Mono Counties, California

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CURES

**Inyo County
Ownership**

February 4, 2010



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

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 Design Workshop
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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

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.

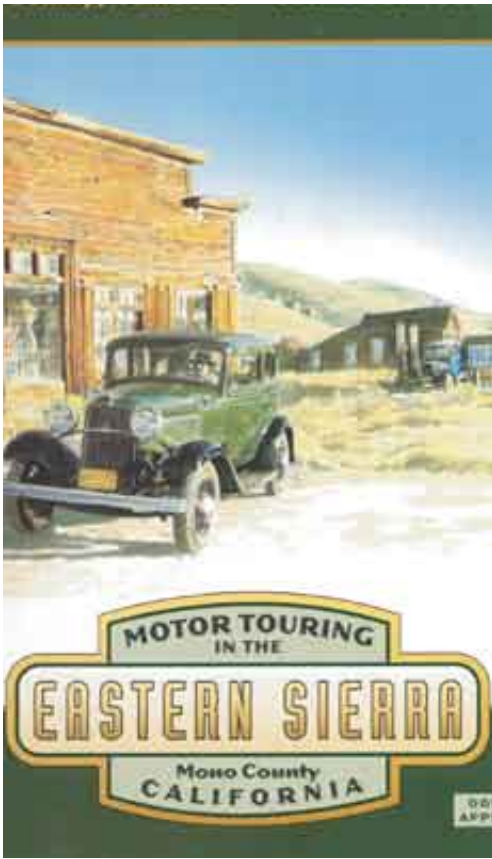
REST AREAS AND VIEWPOINTS

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.

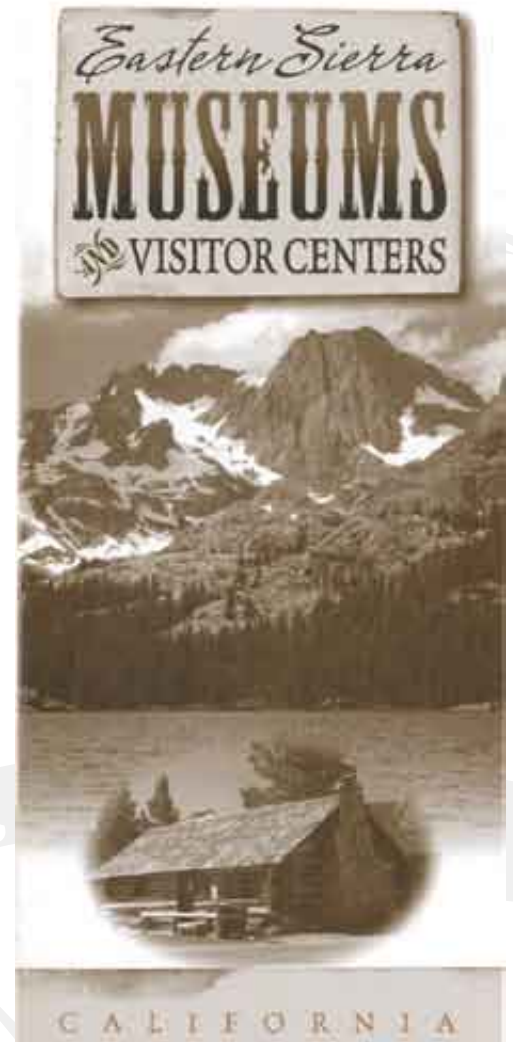
Service signage programs include Specific Service Signage and Tourist Oriented Directional Signage (TODS). Specific Service Signage includes symbols for typical services found along the highway. This can be important for small towns located off the main highway such as Randsburg and June Lake. TODS establishes 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.

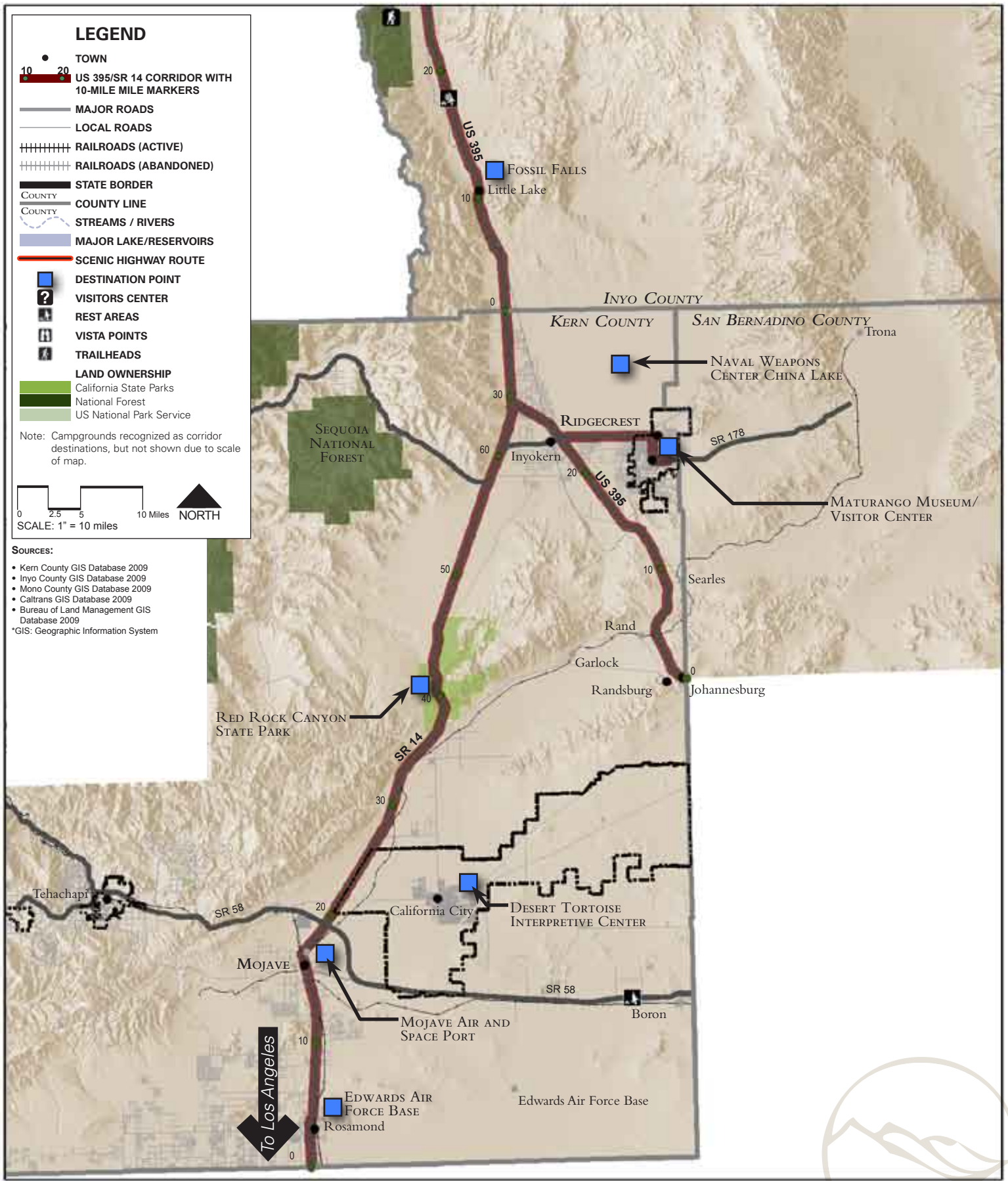
Recreational travelers also create safety concerns on local and state highways and roads. Sightseers often travel slowly, disrupting the traffic flow, and may stop along the road to enjoy the view or take photos, creating a hazardous situation. Recreational vehicles travel slowly on the many steep routes 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



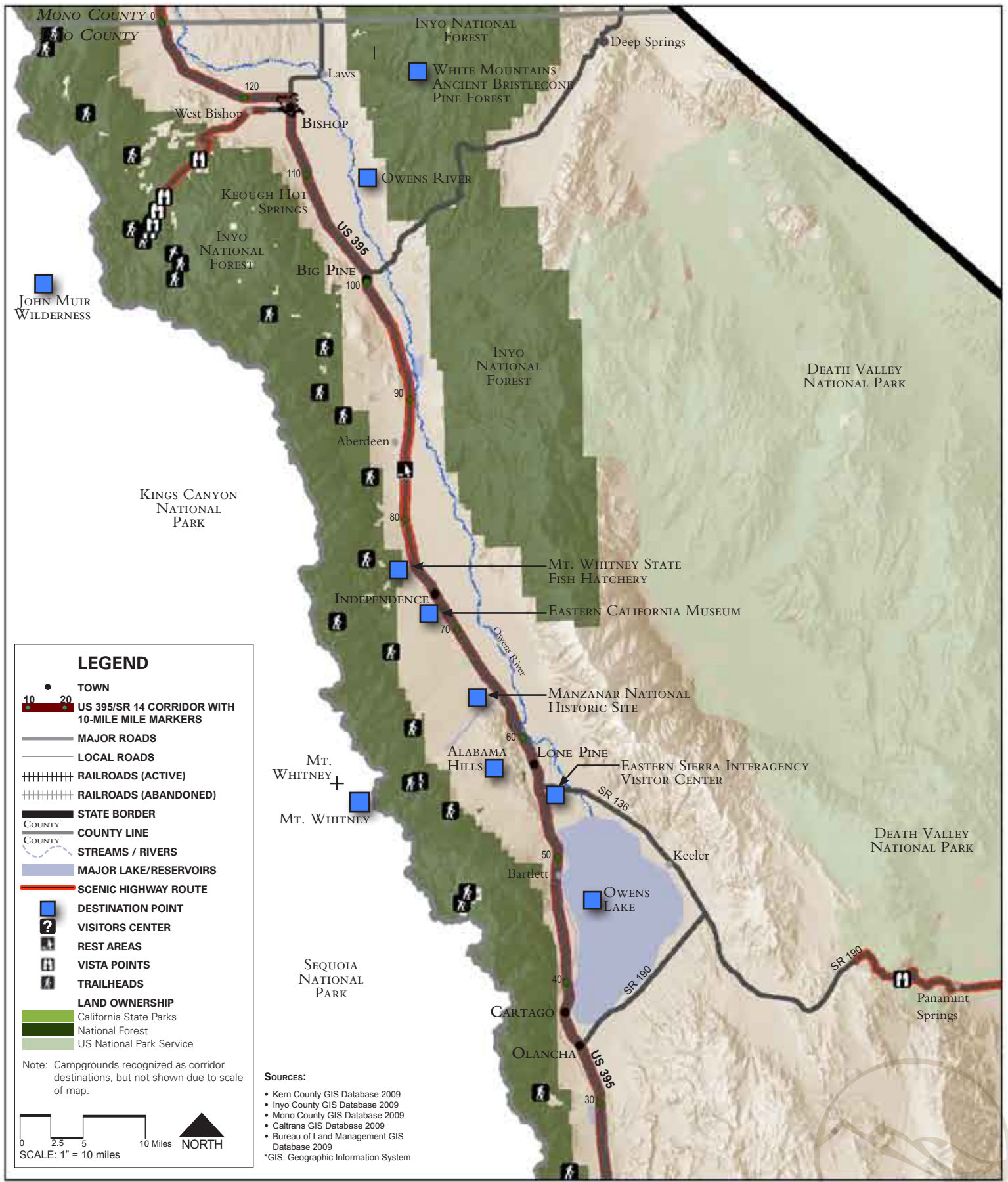
Eastern Sierra Corridor Enhancement Plan
 Kern, Inyo, and Mono Counties, California

Design Team:
 Design Workshop
 LSC Transportation Consultants
 Sierra Business Council

Dynamic Competence
 CURES

Kern County
Tourism and Road Services

February 4, 2010



Eastern Sierra Corridor Enhancement Plan

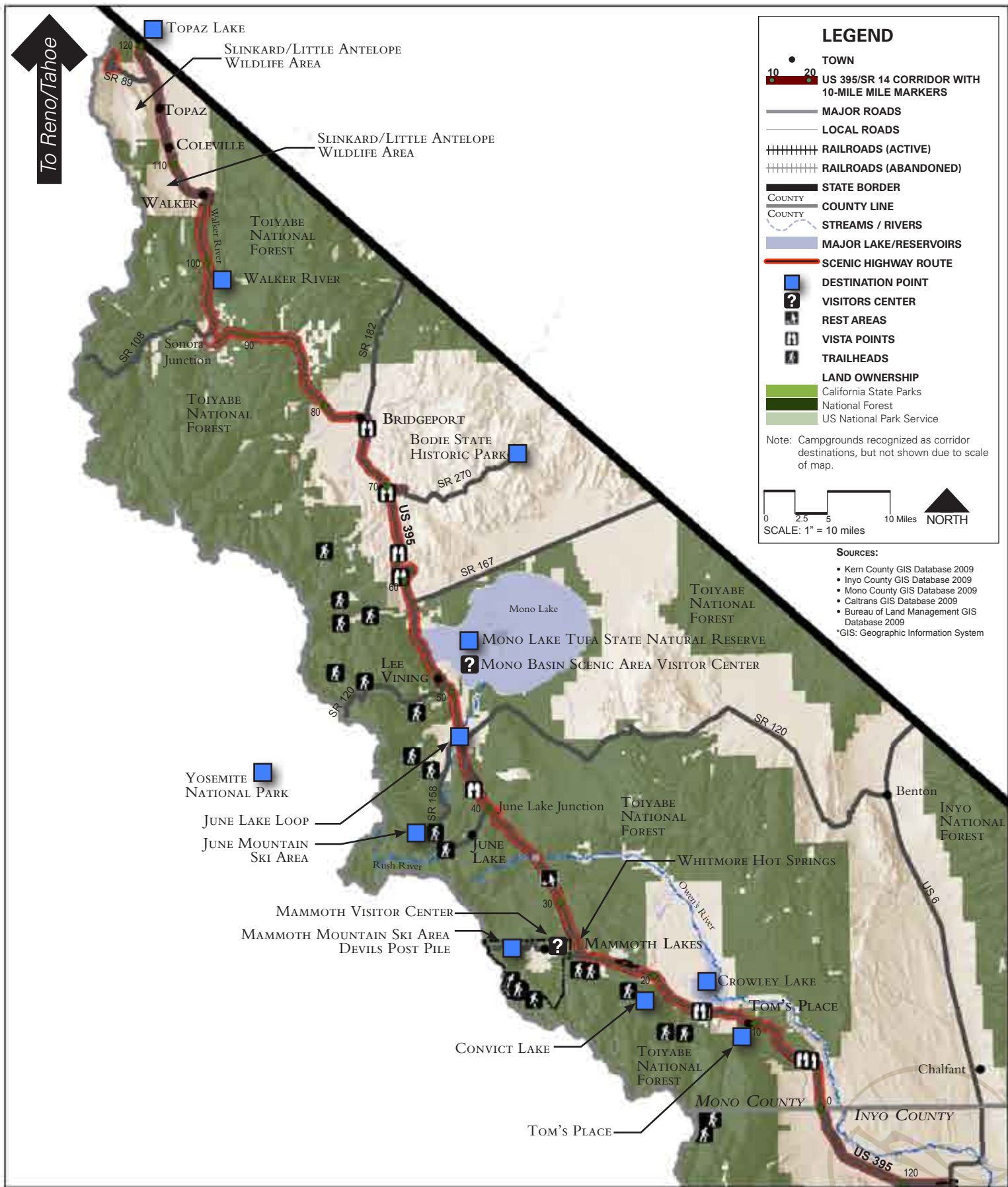
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EXISTING AND PLANNED TRANSPORTATION CONDITIONS

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.

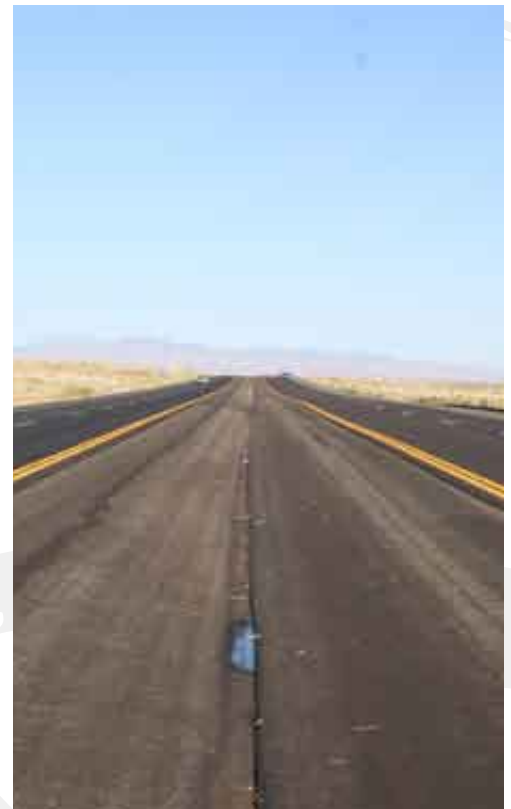
EXISTING TRAFFIC SAFETY

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

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

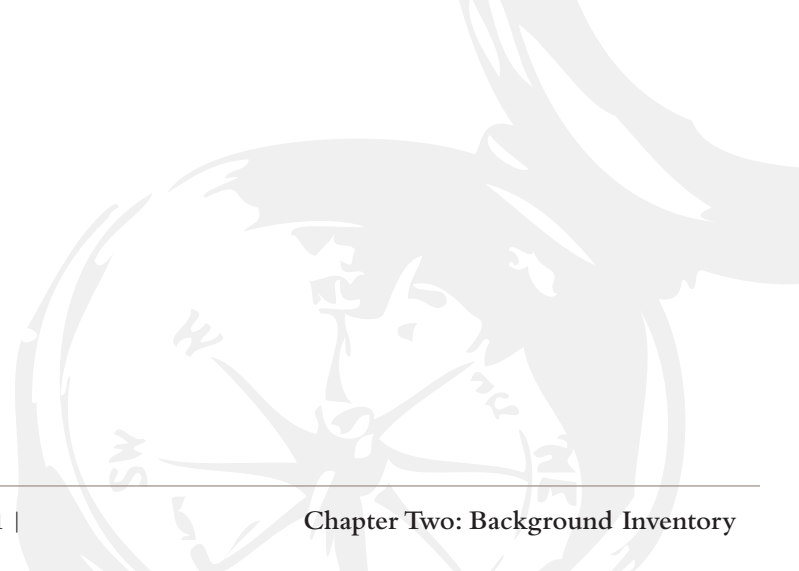
EXISTING & PLANNED TRANSPORTATION CONDITIONS

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

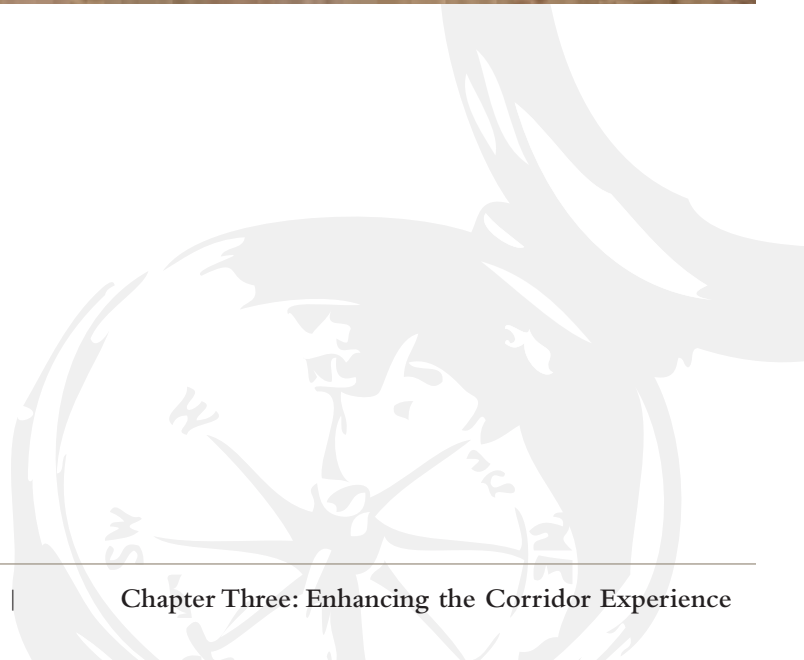




California City SR 14 Interchange Before Enhancements



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

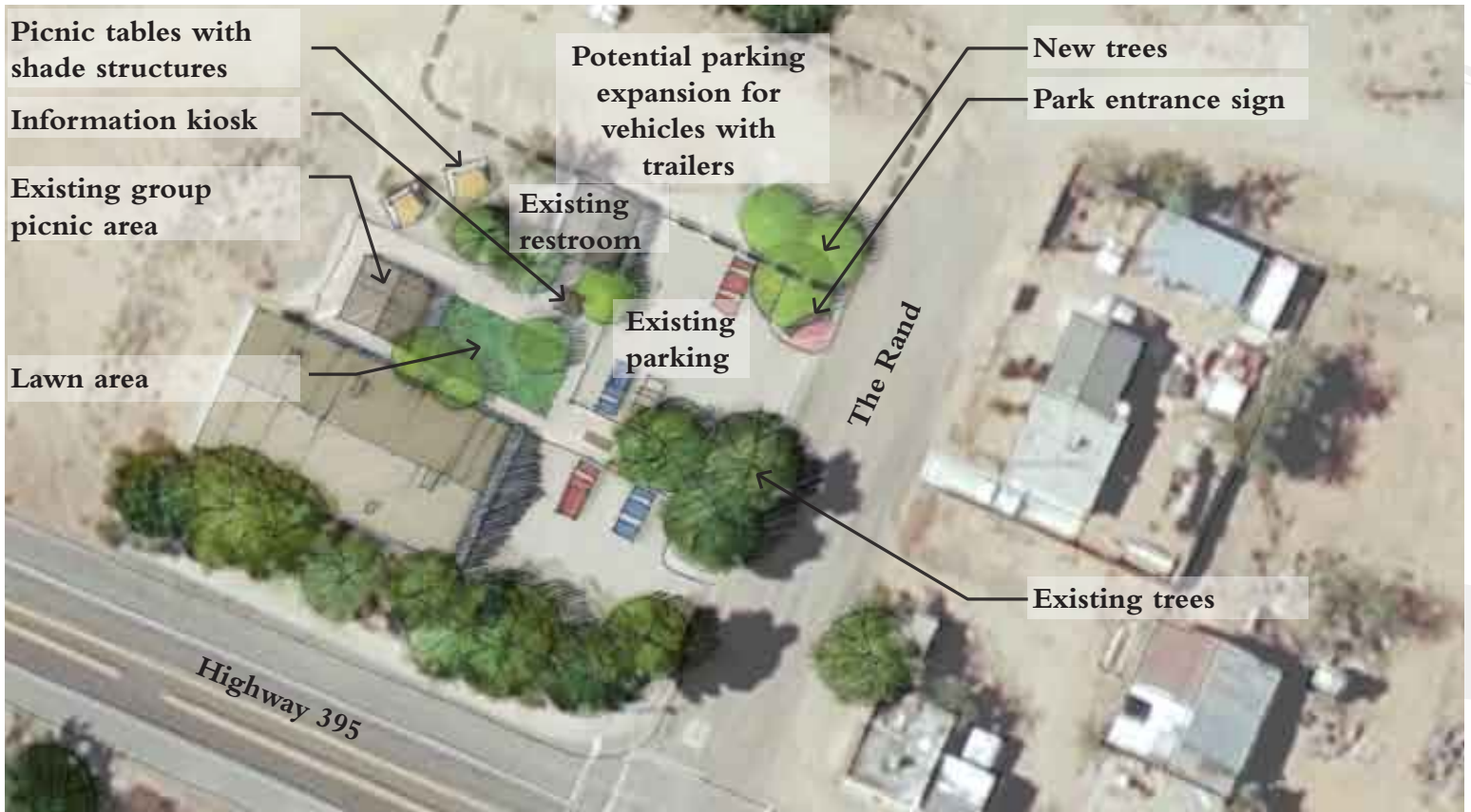
Town park enhancements could include adding trees to soften the amount of paving and rock used at the site and to offer more shade. Improved signage along the highway could inform travelers of the facility’s resources and welcome OHV recreationists. The history and culture of mining and the surrounding 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.

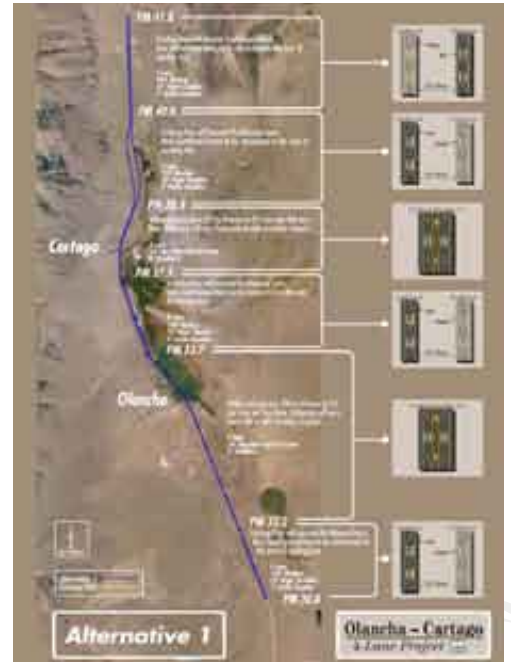
In the event a bypass is developed, considerations for gateway connections back to the communities should be included. The gateways can be coordinated with informational pull-offs to let motorists know of the community resources, history, and recreation opportunities.

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



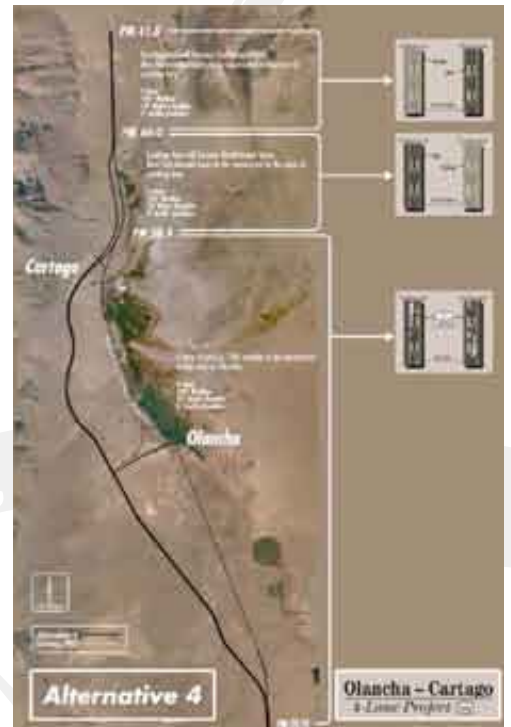
Bypass Alternative



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.

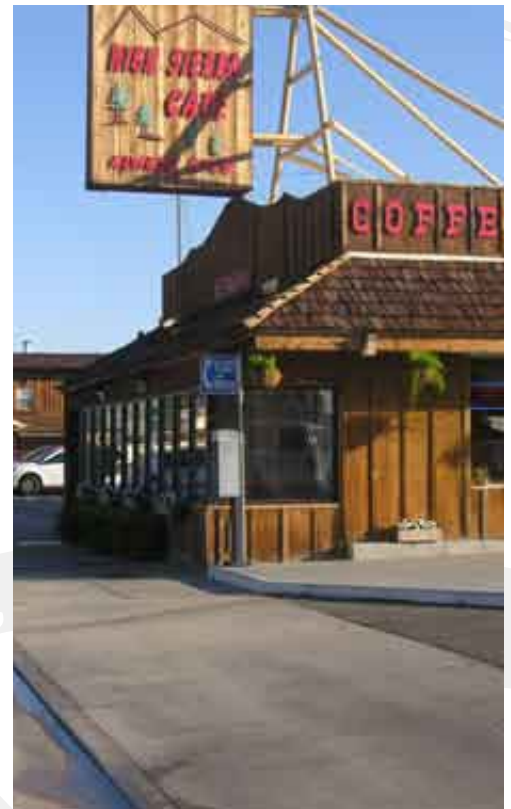
A coordinated wayfinding system provides signage for motorists and pedestrians. Access to public off-street parking areas are easier to locate and appropriate pockets of on-street parking are maintained to emphasize the presence of an active streetscape. Visitors are more aware of community resources 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.

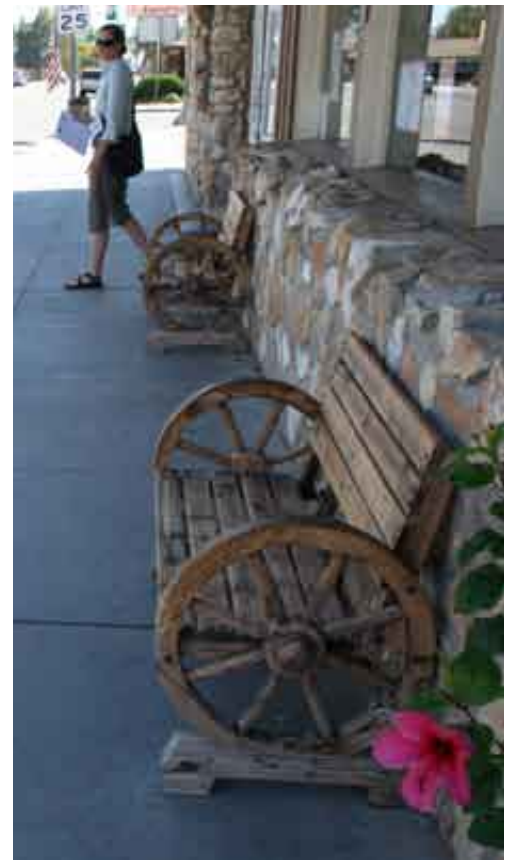
Signage associated with the Inter-Agency Visitor Center’s kiosk should be improved. There is little incentive for motorists to stop at the kiosk near the road when it appears that the visitor center would have all the information that is desired. There should be better signage letting motorists know 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



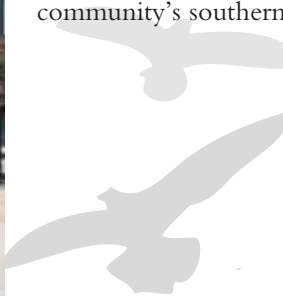
Inyo County Courthouse



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



Existing Bishop Gateway Sign

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.



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.

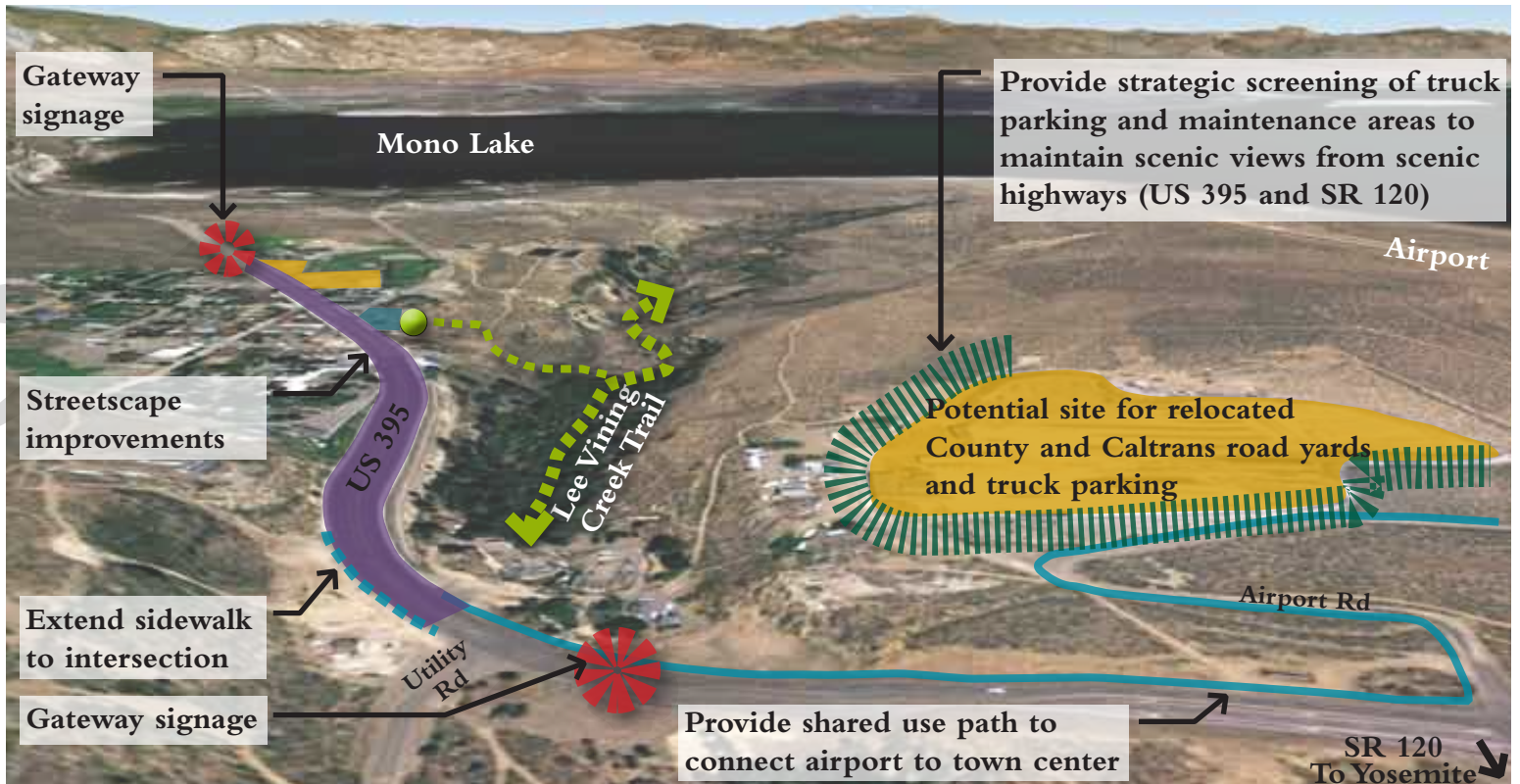


Diagram of Potential Lee Vining Enhancements

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

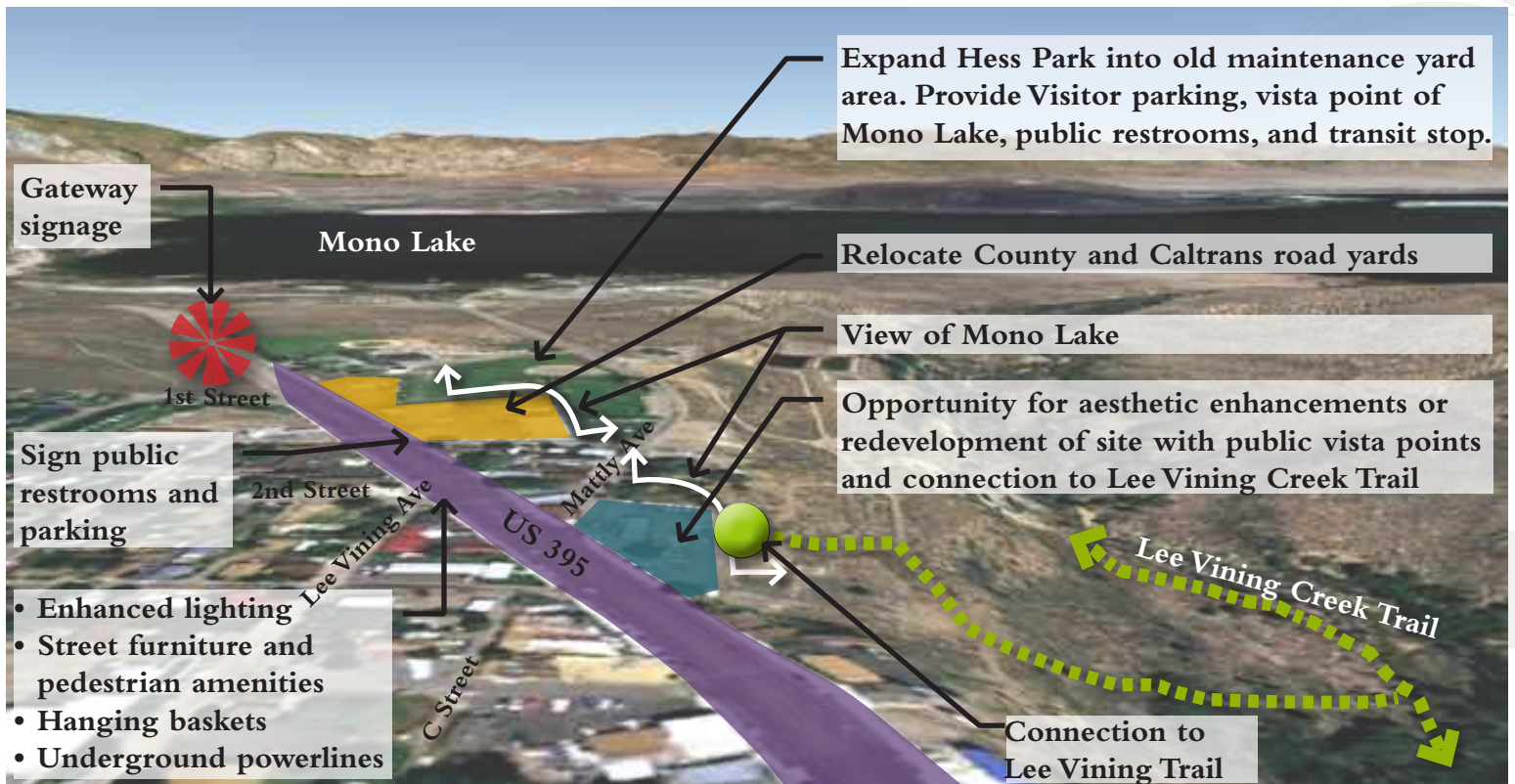


Diagram of Potential Lee Vining Enhancements within the Community

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.

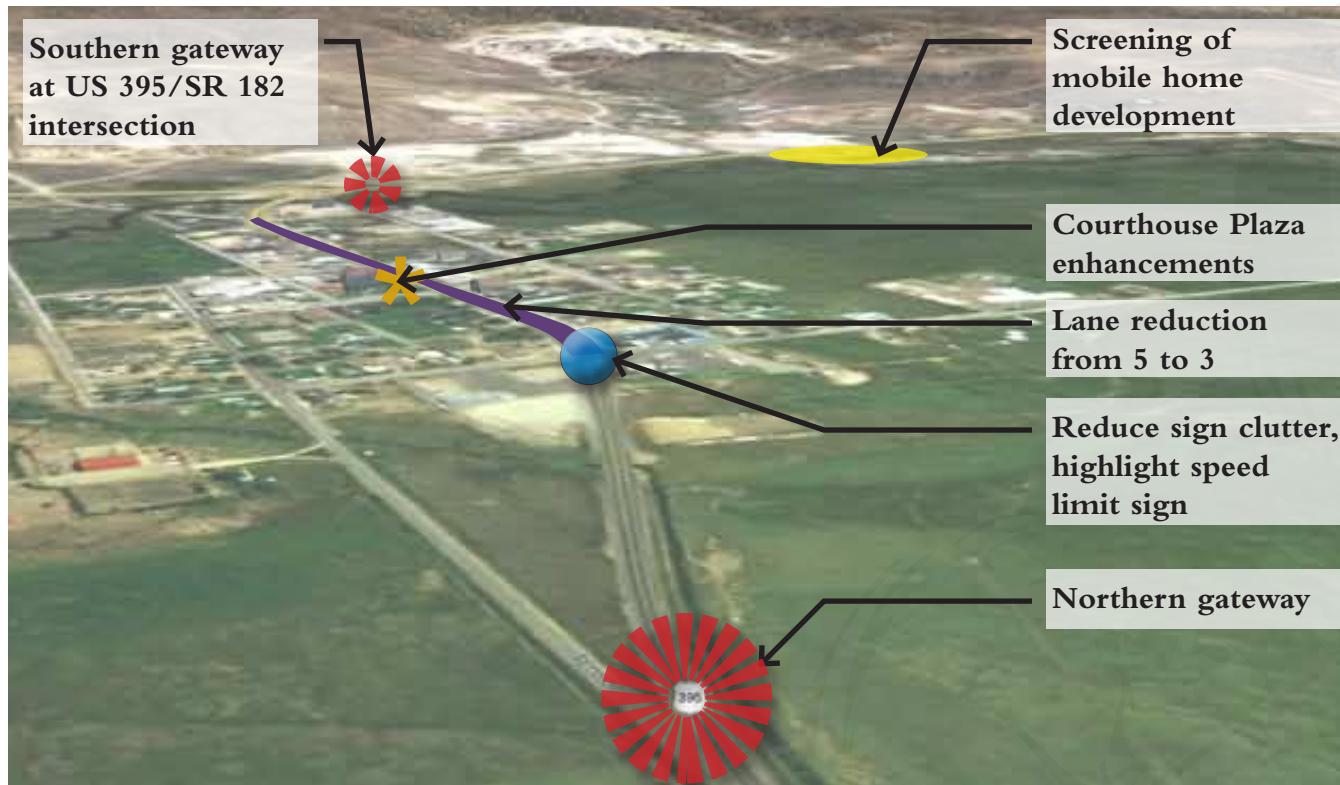
The number of through travel lanes could be reduced from four to two. The center turn lane and parallel on-street parking would remain. The additional space could be used to add bike lanes and widen sidewalks to allow additional space for landscaping, pedestrian lighting, and other pedestrian amenities. 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

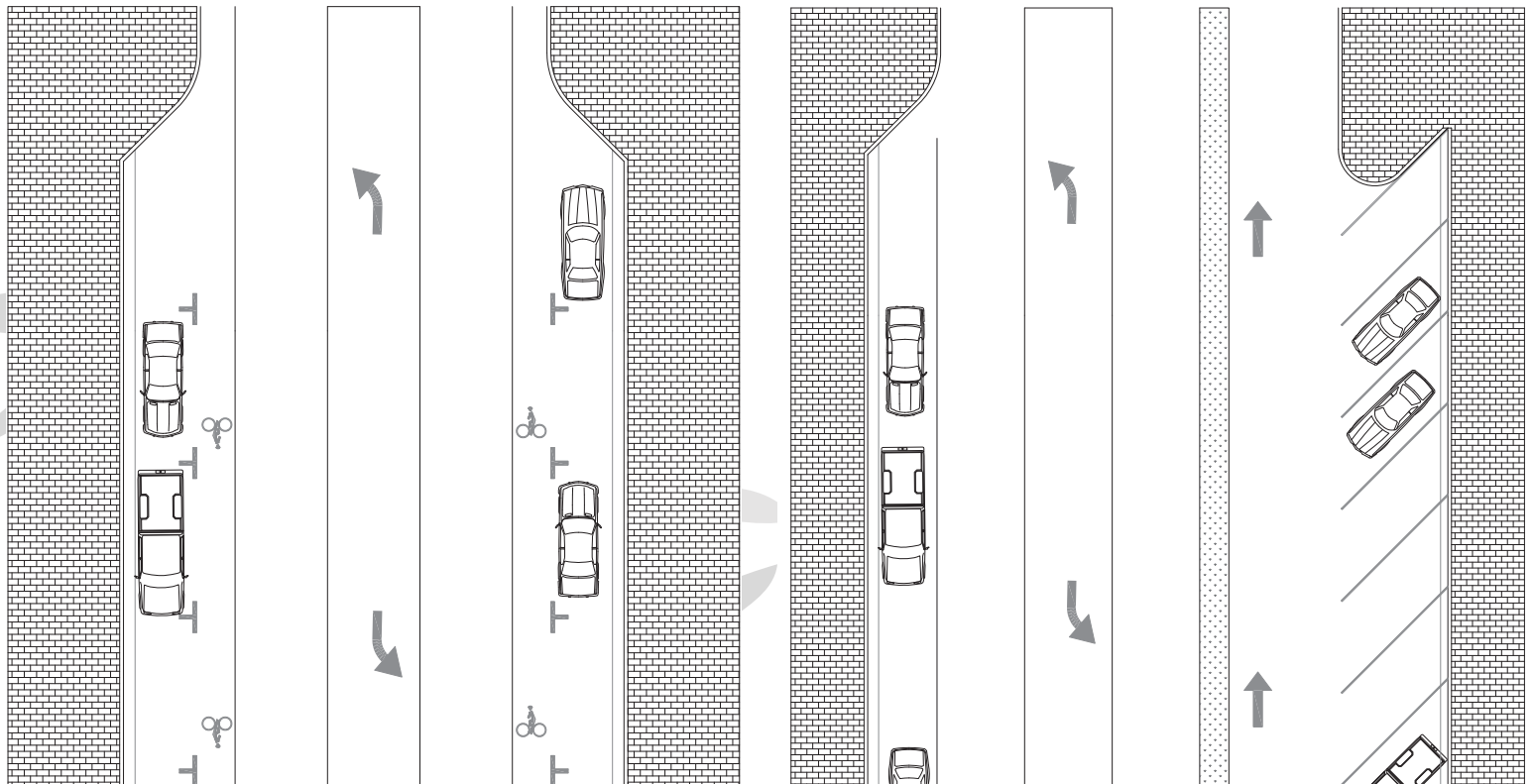
Motorists typically catch a glimpse of Bridgeport several miles before entering town. These long stretches of road reinforce the valley’s agricultural character, but they also provide an extended transition area in which to introduce Bridgeport and begin slowing traffic. Gateway signage into Bridgeport 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

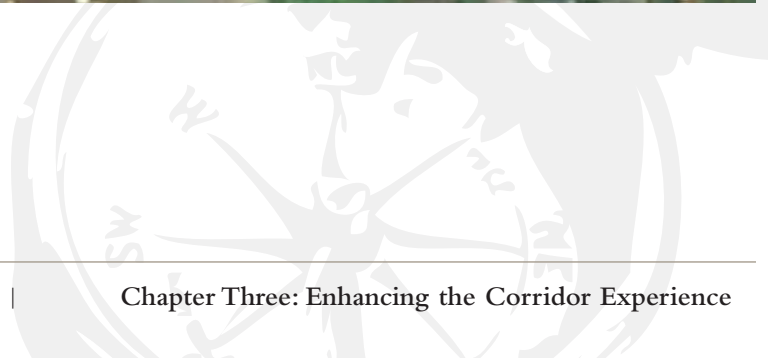
Potential Lane Reduction Configurations - Diagonal Parking Separated from Traffic (Applied in Front of Courthouse)



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.

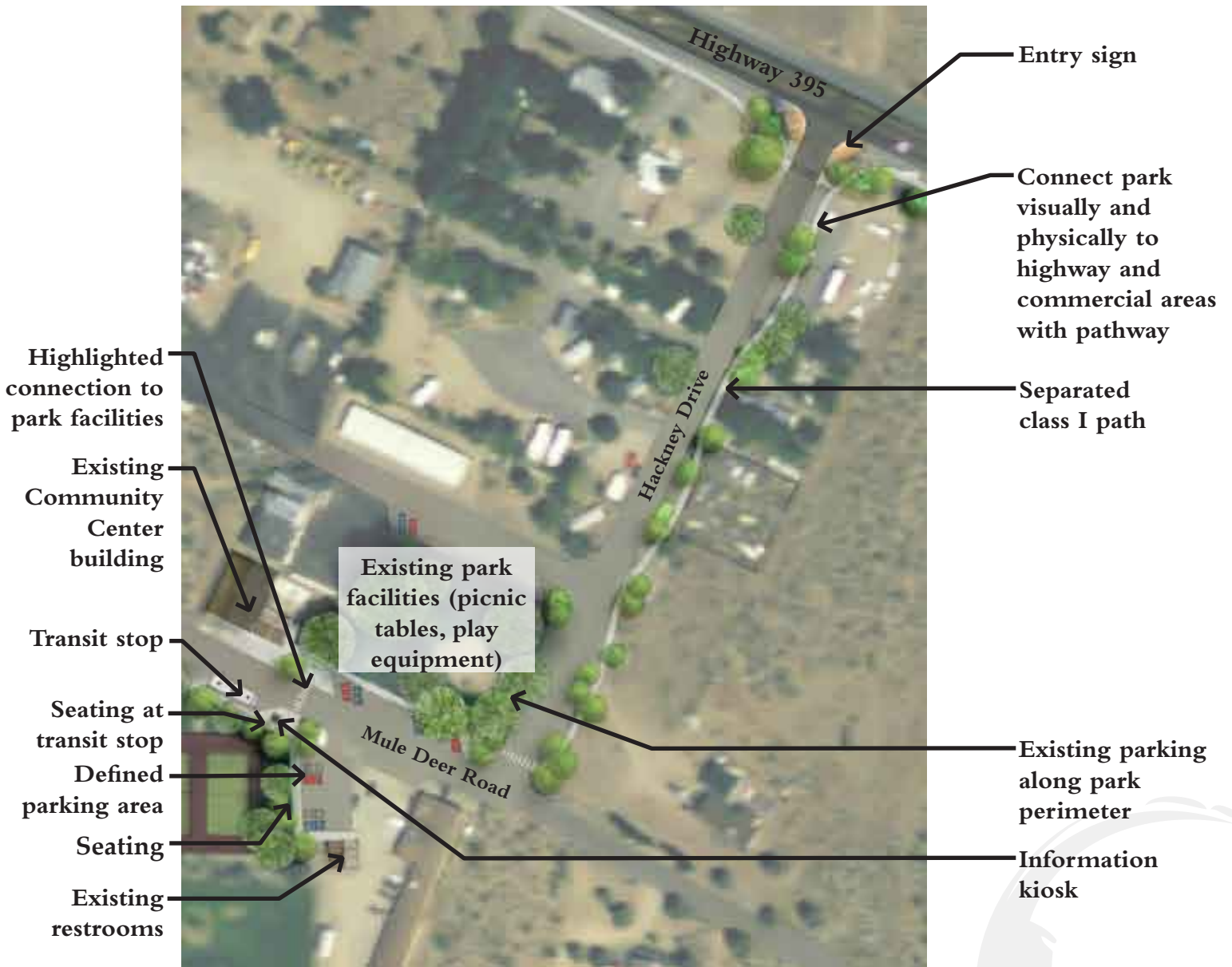
Recreation Access

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;

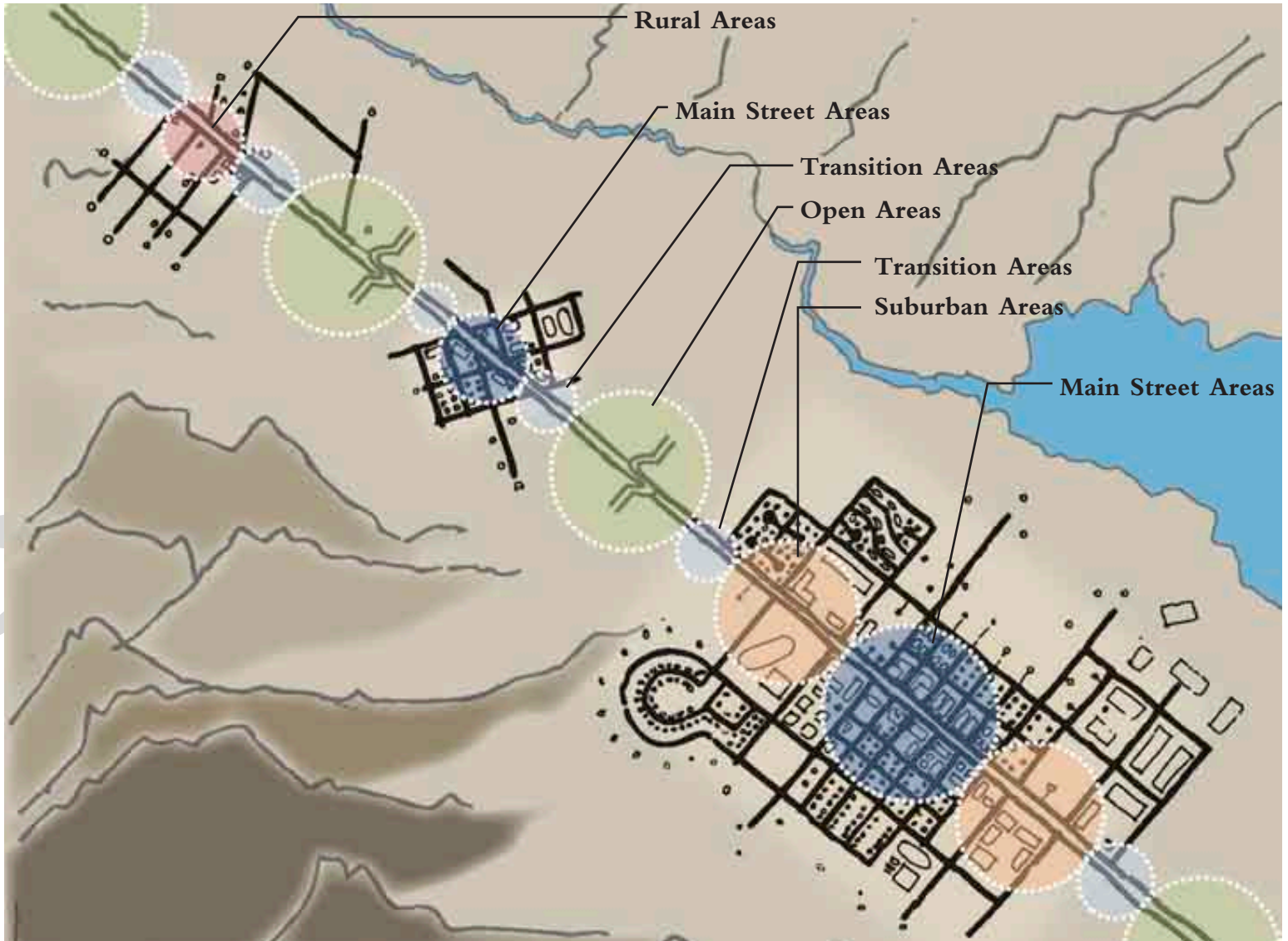


Diagram with Categories Which Organize the Corridor Into Areas of Similar Goals and Objectives

- 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.

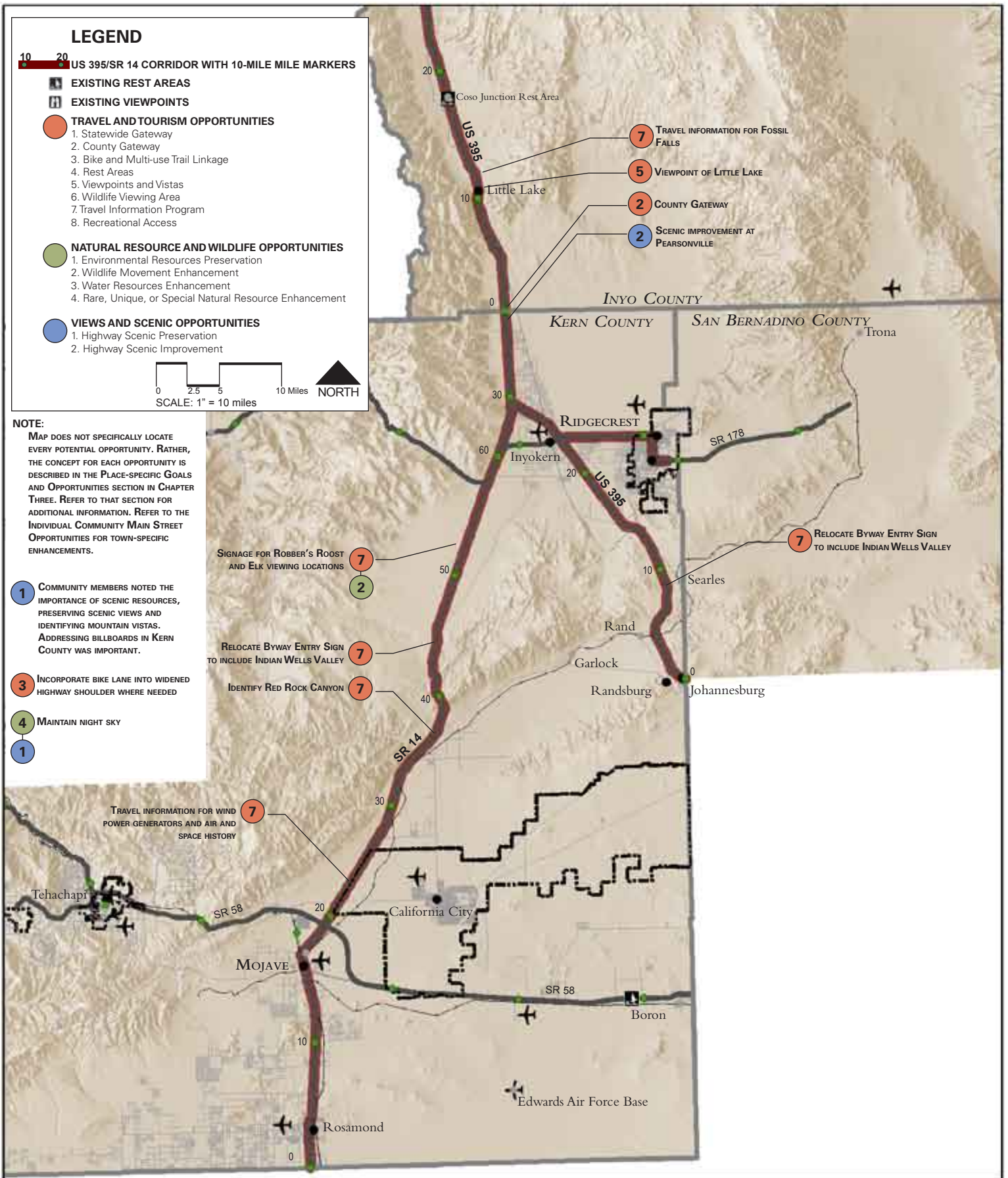
Highway Scenic Improvement: Consider the opportunity to establish standards to enhance the scenic quality of the corridor. This includes reducing the visual impact of billboards, improving litter collection, and improving landscape maintenance. It can also utilize a common color palette for structures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



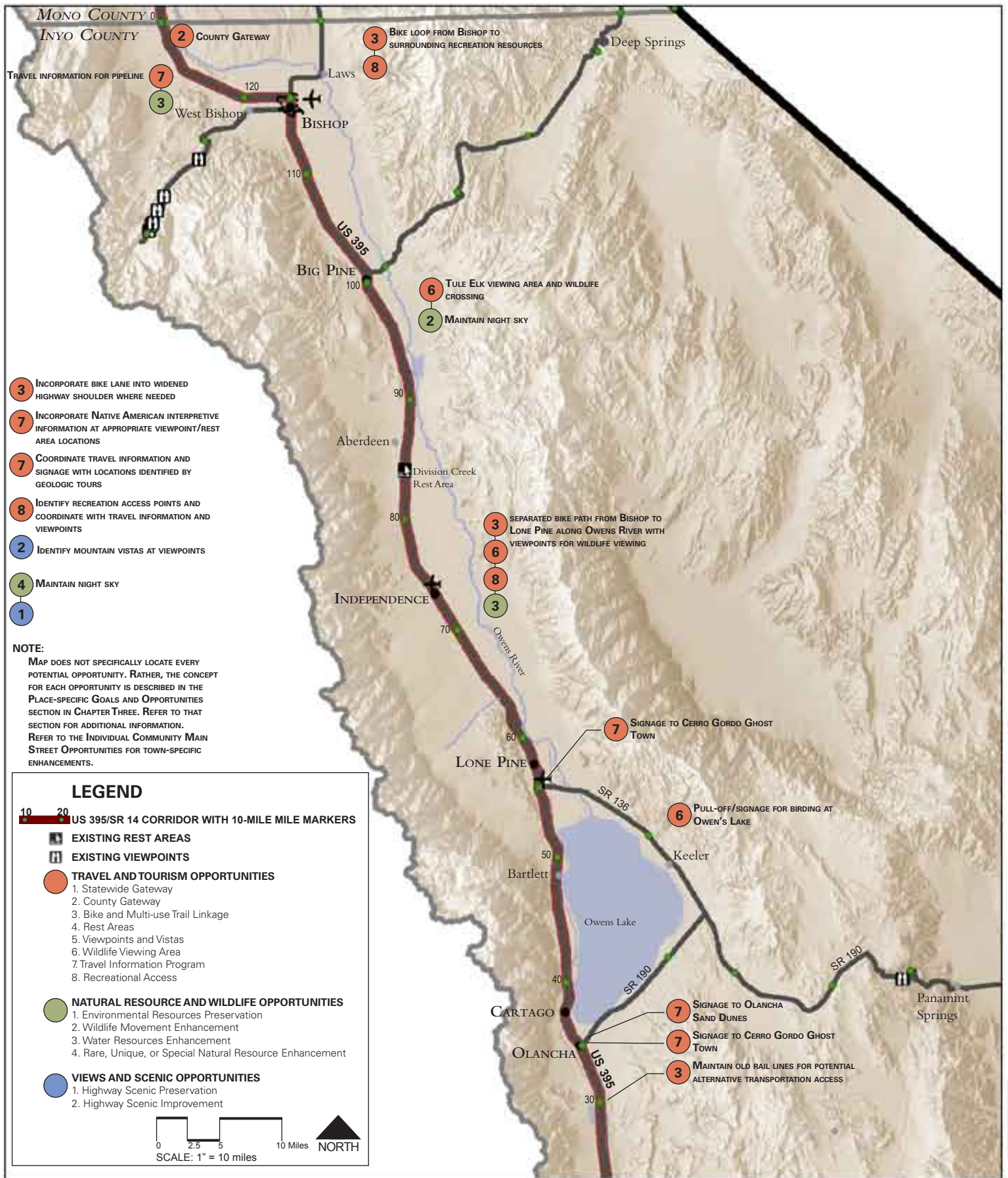
LEGEND

- 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

- 7 TRAVEL INFORMATION FOR FOSSIL FALLS
- 5 VIEWPOINT OF LITTLE LAKE
- 2 COUNTY GATEWAY
- 2 SCENIC IMPROVEMENT AT PEARSONVILLE
- 7 RELOCATE BYWAY ENTRY SIGN TO INCLUDE INDIAN WELLS VALLEY
- 7 SIGNAGE FOR ROBBER'S ROOST AND ELK VIEWING LOCATIONS
- 2
- 7 RELOCATE BYWAY ENTRY SIGN TO INCLUDE INDIAN WELLS VALLEY
- 7 IDENTIFY RED ROCK CANYON
- 7 TRAVEL INFORMATION FOR WIND POWER GENERATORS AND AIR AND SPACE HISTORY

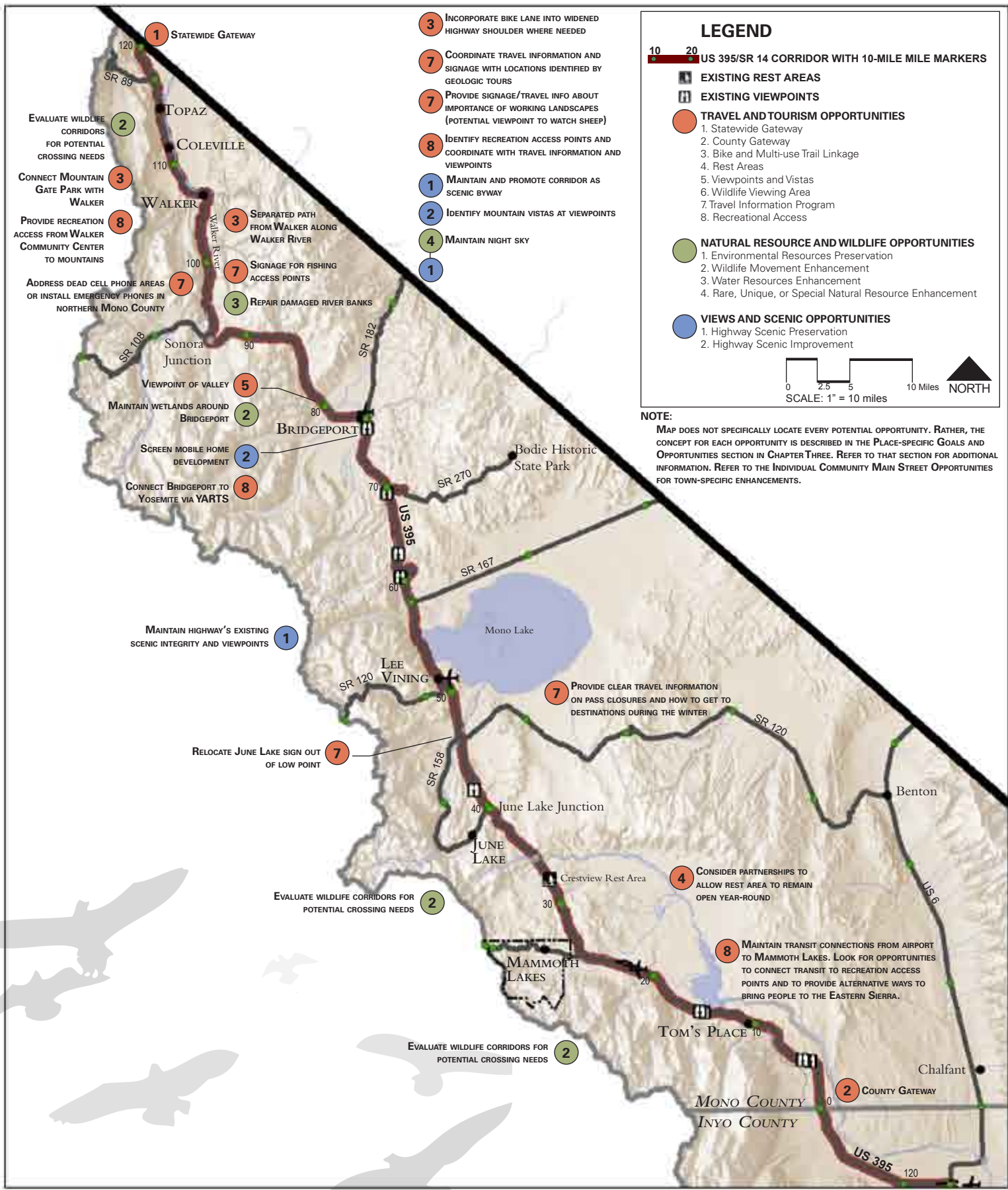


Eastern Sierra Corridor Enhancement Plan
 Kern, Inyo, and Mono Counties, California

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
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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.

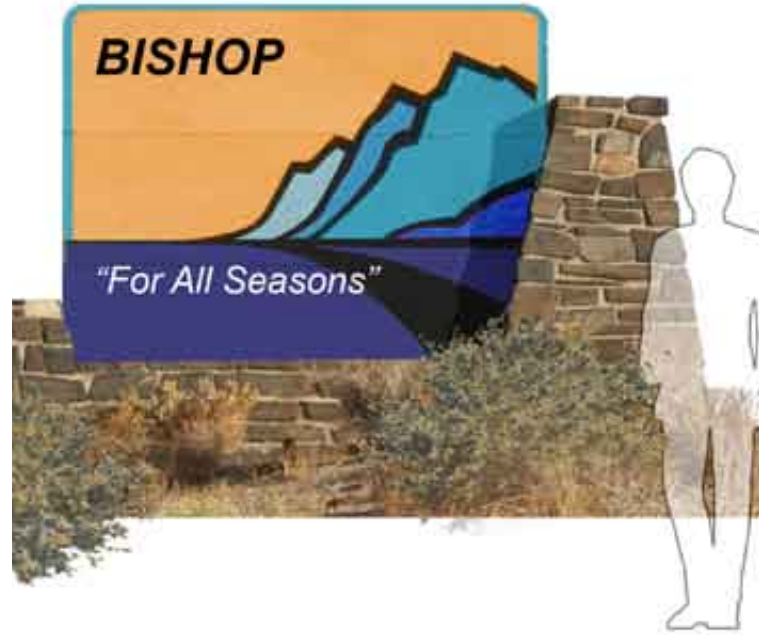
Projects and enhancements should strive to create visual unity among the Corridor’s highway structures and facilities. This includes selecting finishes, color palettes, and surface patterns that are compatible with the surrounding landscape. Paints and stains used on walls, poles, and other structures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



GATEWAY SIGNAGE



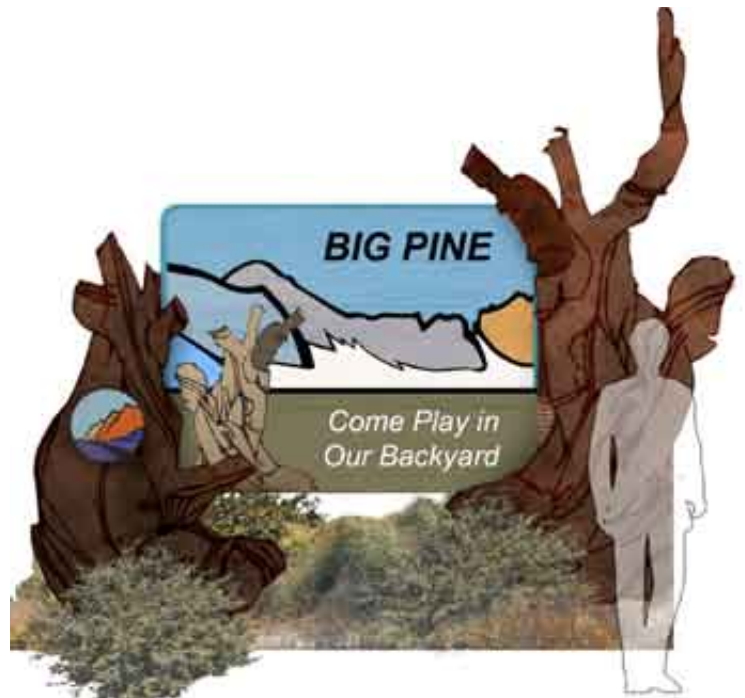
Gateway signage can use the existing Corridor gateway signage as a base from which to coordinate other signage. This could include the graphic representation of the byway, the icon symbol, or the iconographic nature of the image on the sign.



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



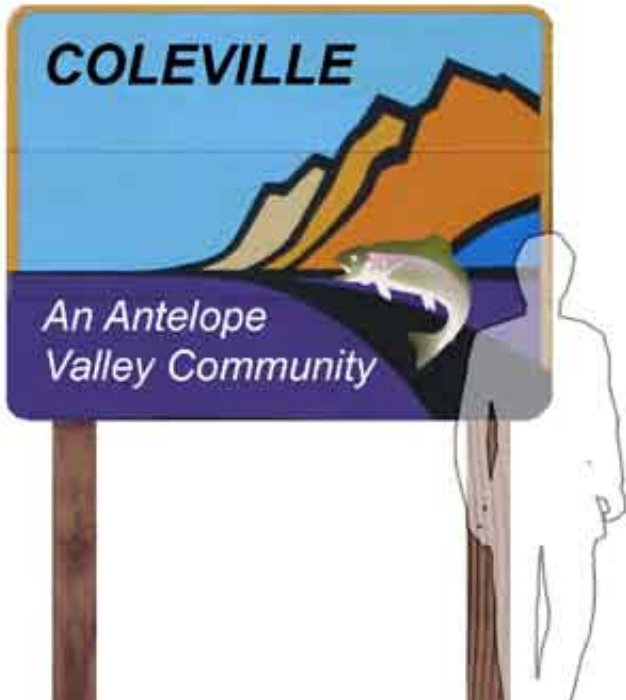
Communities could incorporate the byway seal in the base structure and use an iconic representation of their community resources on the sign. Existing signs can use the existing base and replace the sign portion.



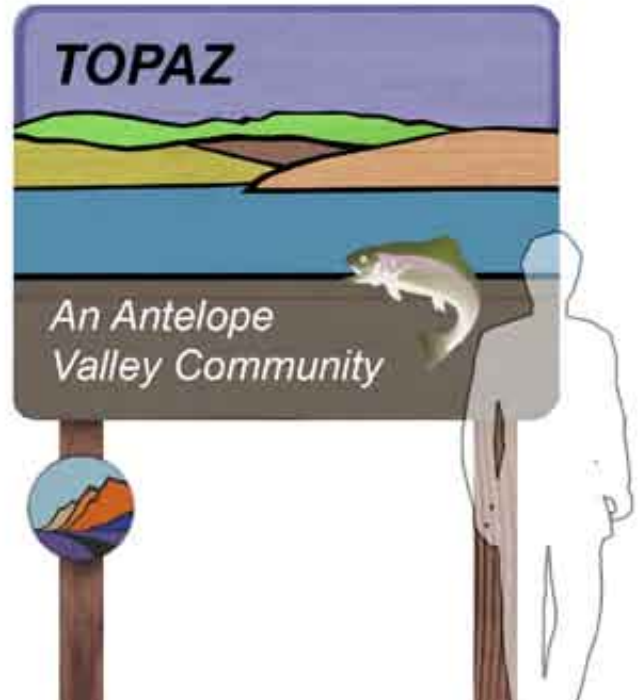
Replacing sign bases allows communities to use materials that reflect their area. An artistic base may be sculpted out of metal or other materials to tie back to a unique community attribute.

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

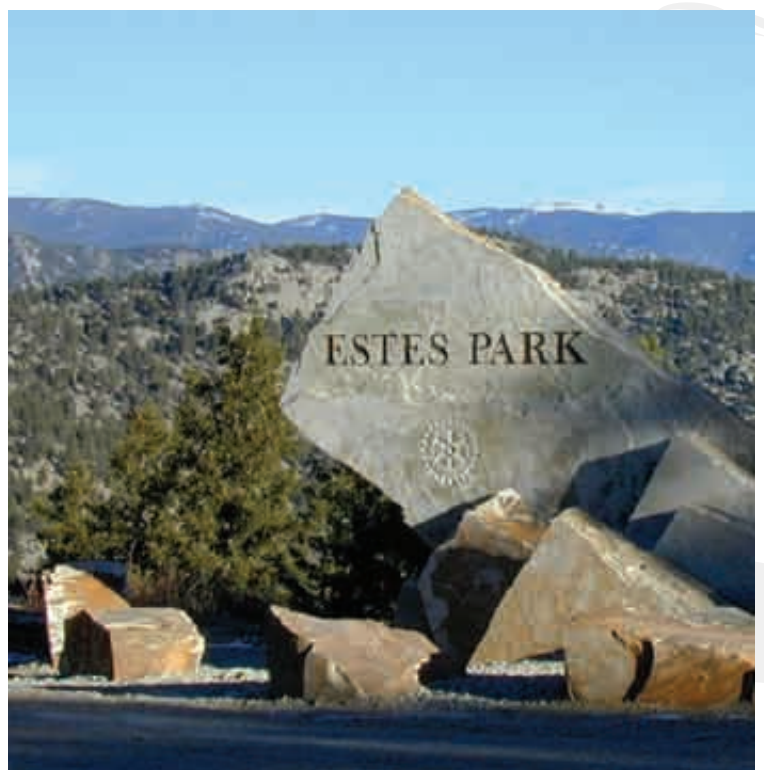
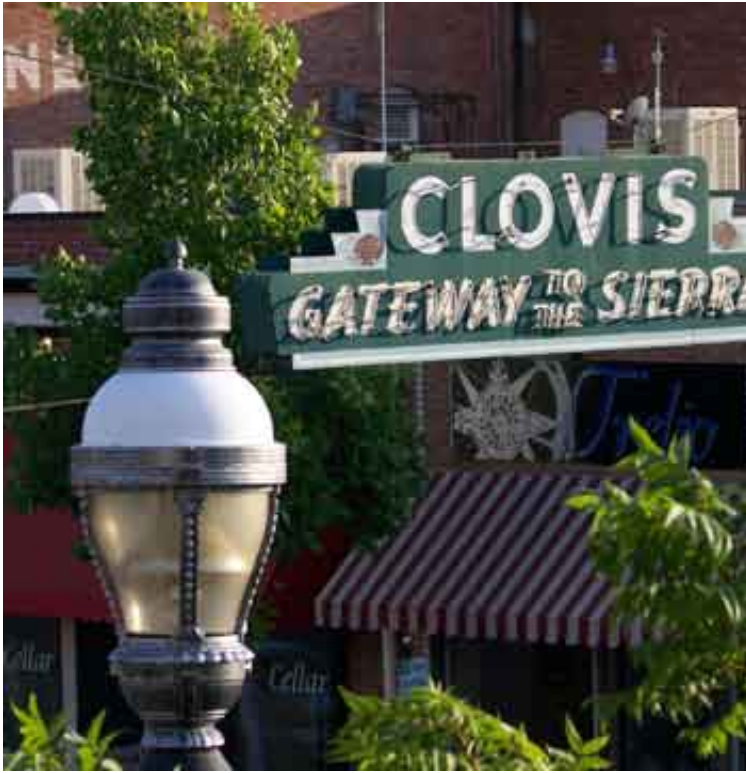
GATEWAY SIGNAGE

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.



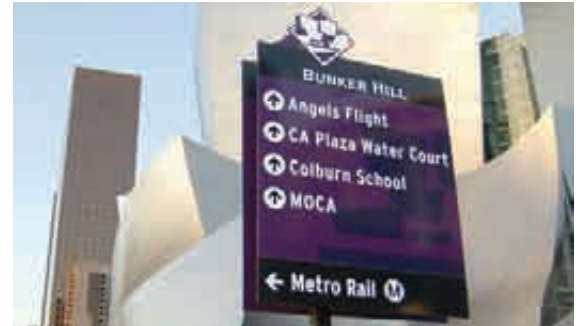
GATEWAY SIGNAGE

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

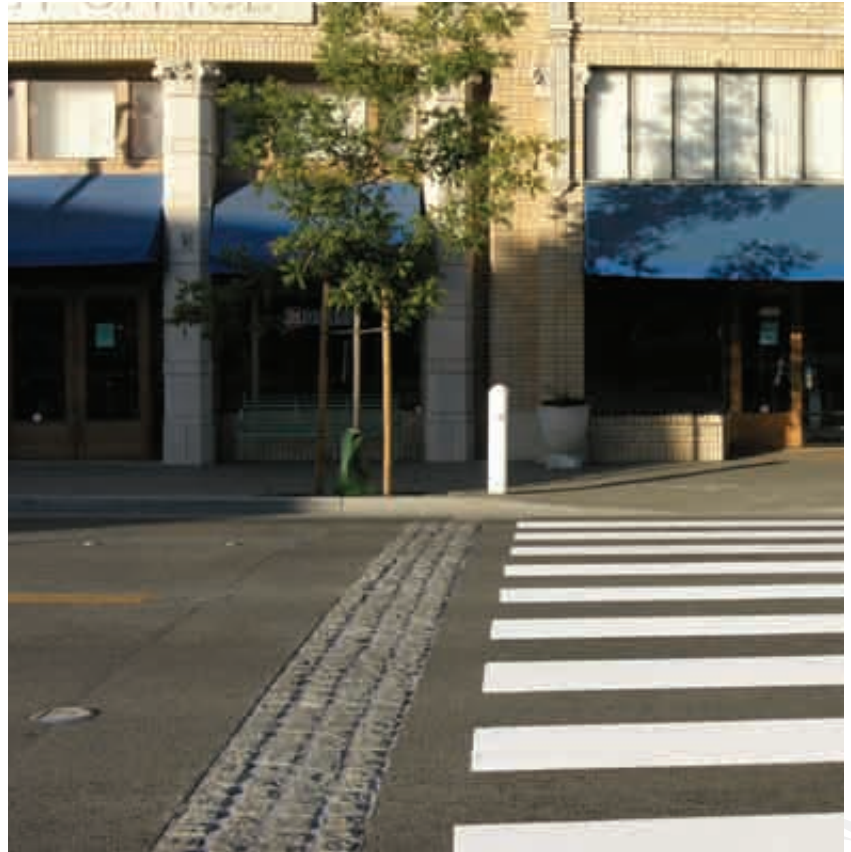
Street trees, hanging baskets, containers, and other plant materials should be used selectively in the streetscape and sited as to minimize blockage of commercial signs and to avoid damage by car doors. Species should be selected that thrive in the local climate and whose roots and seasonal flowers or 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

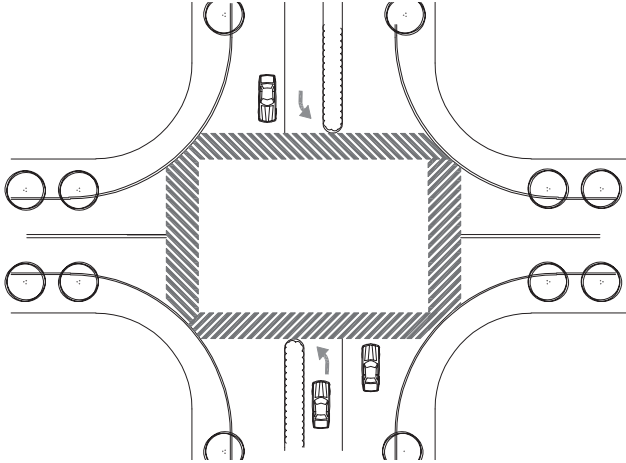
COMMUNITY STREETSCAPES

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.

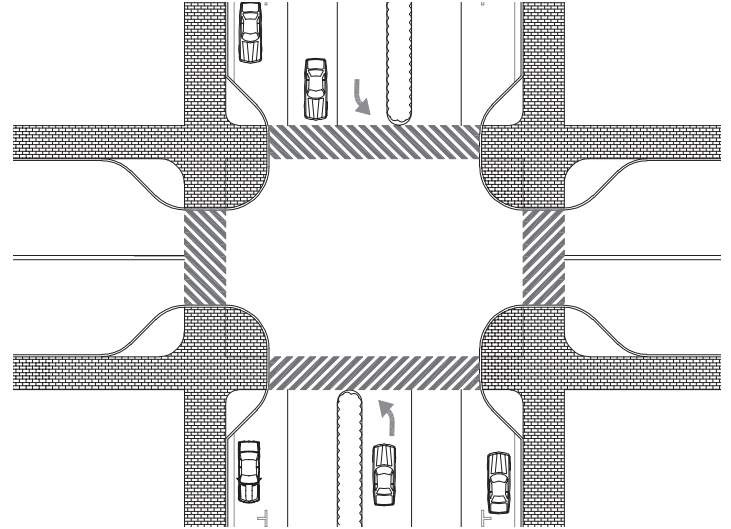


COMMUNITY STREETSCAPES

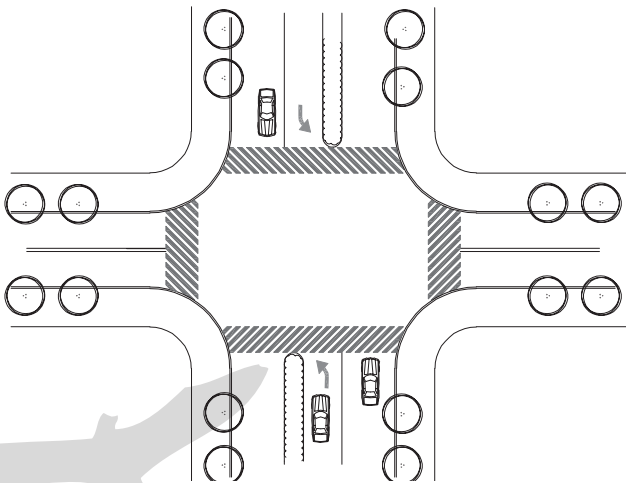
Pedestrian crossings can be accentuated through the use of bulb-outs or curb extensions. These features reduce the curb-to-curb distance and provide landscaping opportunities to visually break up the streetscape. Pedestrian movement is also affected by the radius used for the intersection. Roadways that 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.



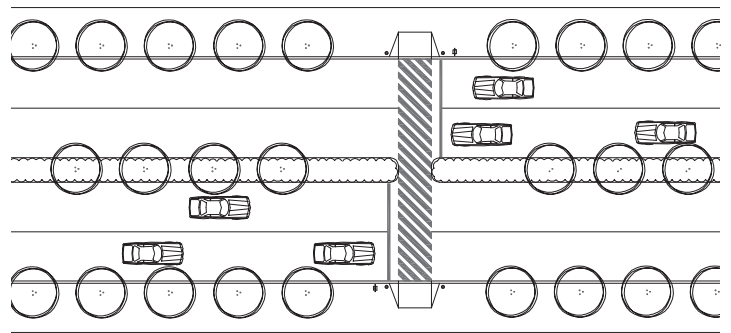
Pedestrian movement is directly affected by turning radii. Larger radii increase traffic speed and crossing distance for pedestrians, thereby reducing pedestrian comfort.



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.

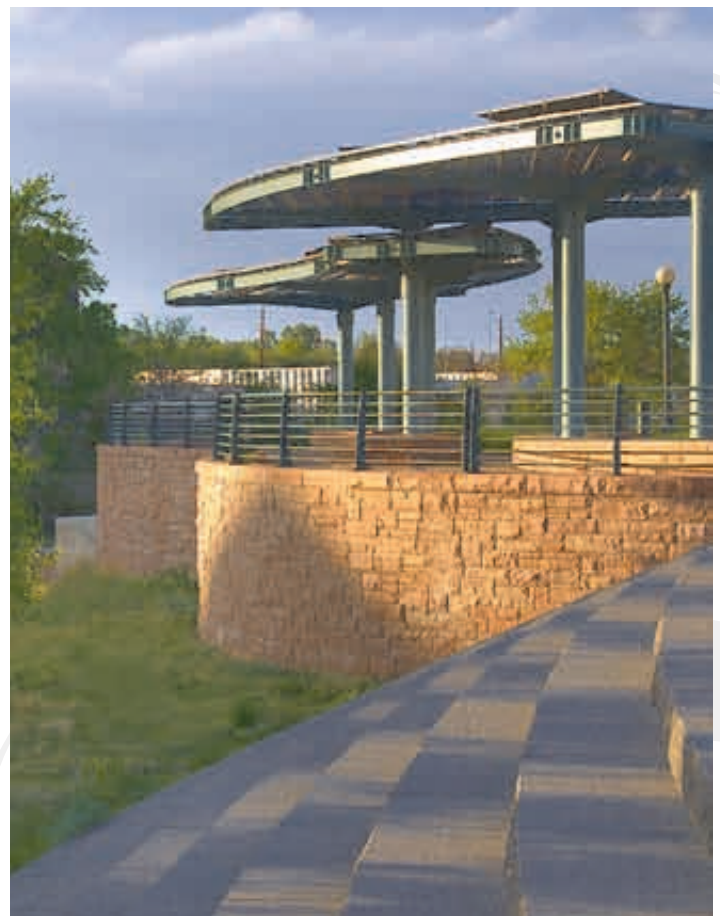
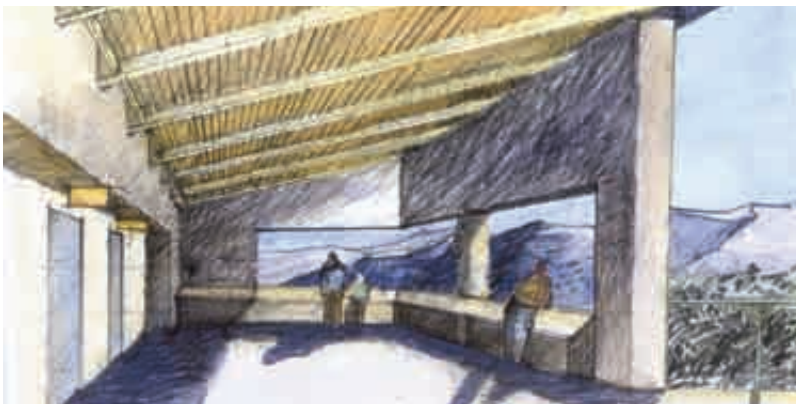


HAWK pedestrian signal – not currently allowed on Caltrans highways, but may be in the future.

REST AREAS AND VIEWPOINTS

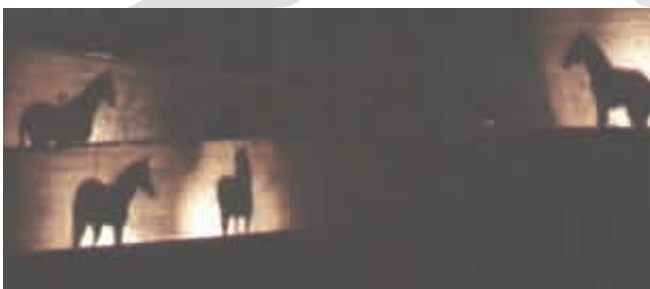
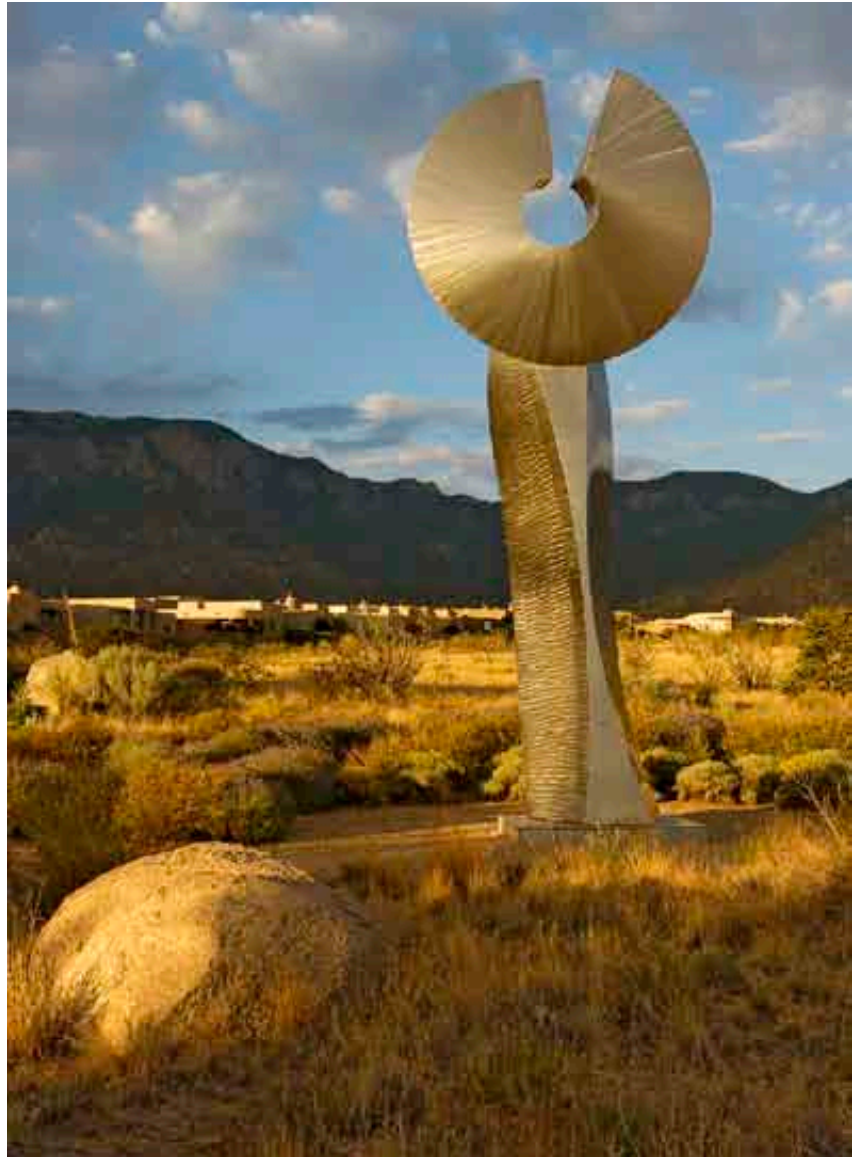
REST AREAS AND VIEWPOINTS

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

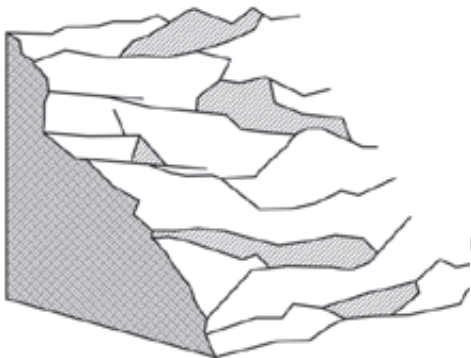
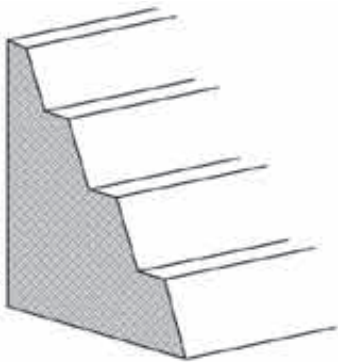
Structures can incorporate enhanced materials to visually connect the feature to the landscape. Community members should be engaged to provide feedback and direction on design ideas. Existing landscape features can be subtly reinterpreted and allow for elegant structures and designs to be developed.



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

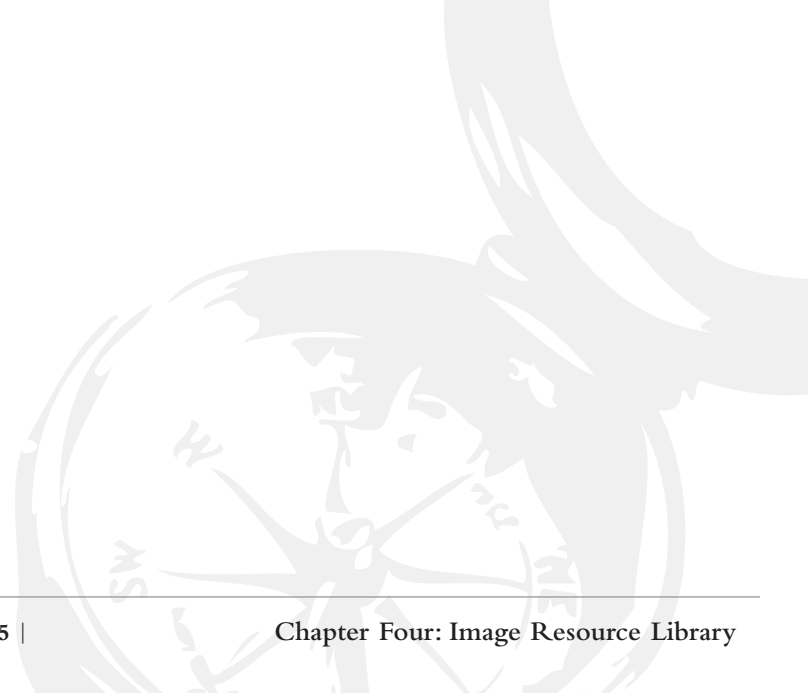
LIGHTING

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.

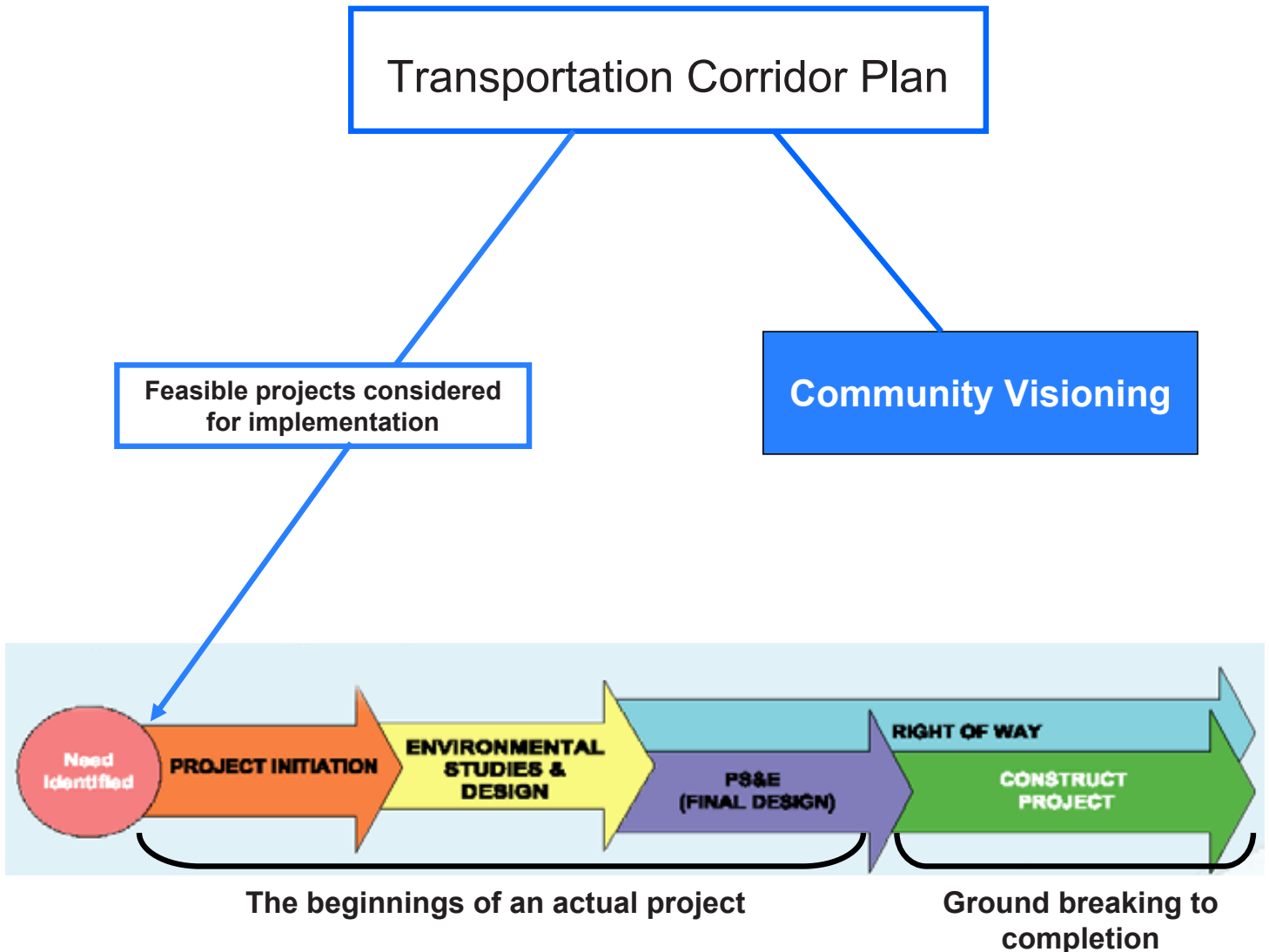


Diagram of Caltran's Project Development Process. Provided by Caltrans District 9.

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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<http://www.ca-bishop.us/Misc/ABC2000.pdf>

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>

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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
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- 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 COMPARISON

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.



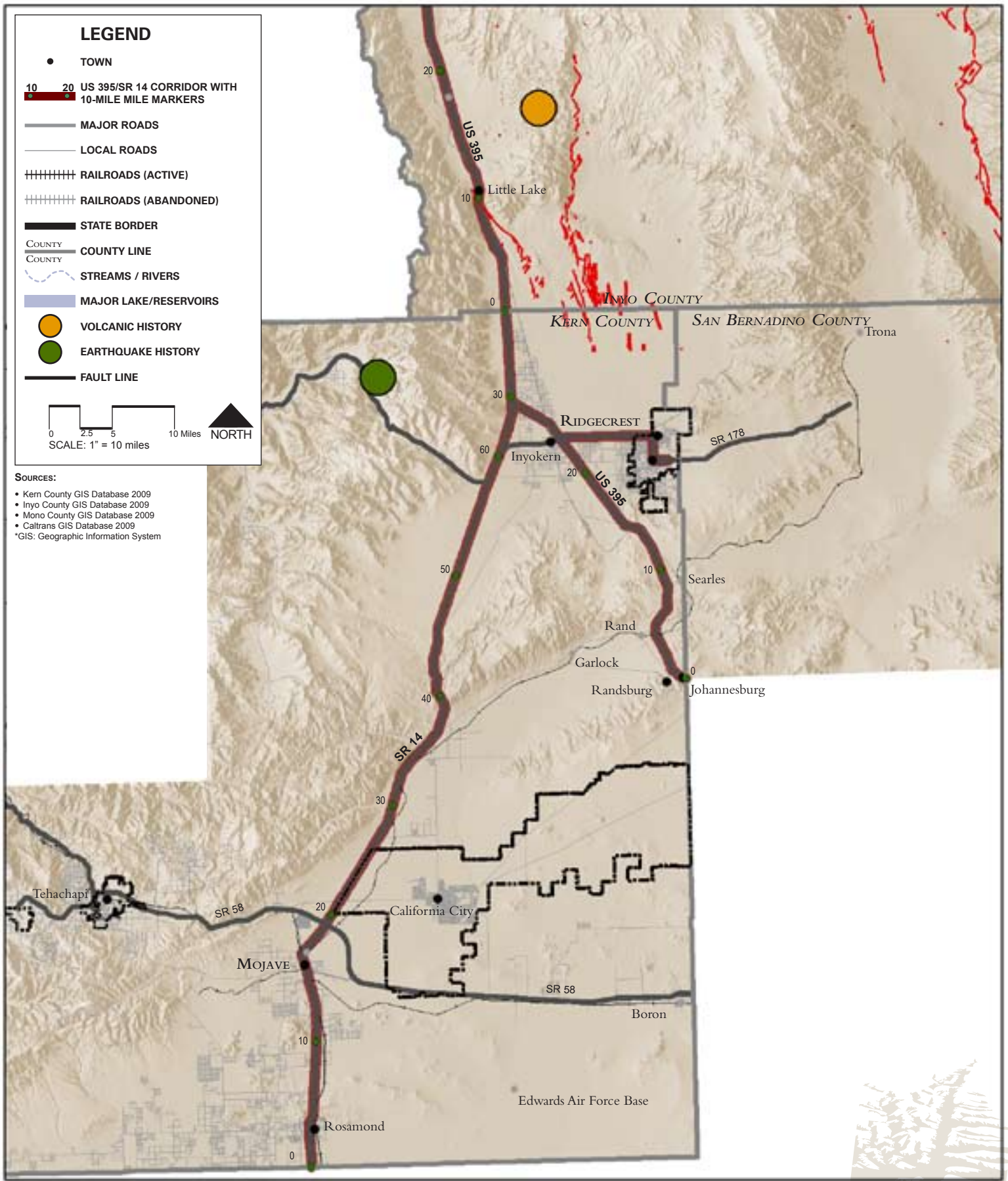
SCENIC HIGHWAY/BYWAY COMPARISON

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.



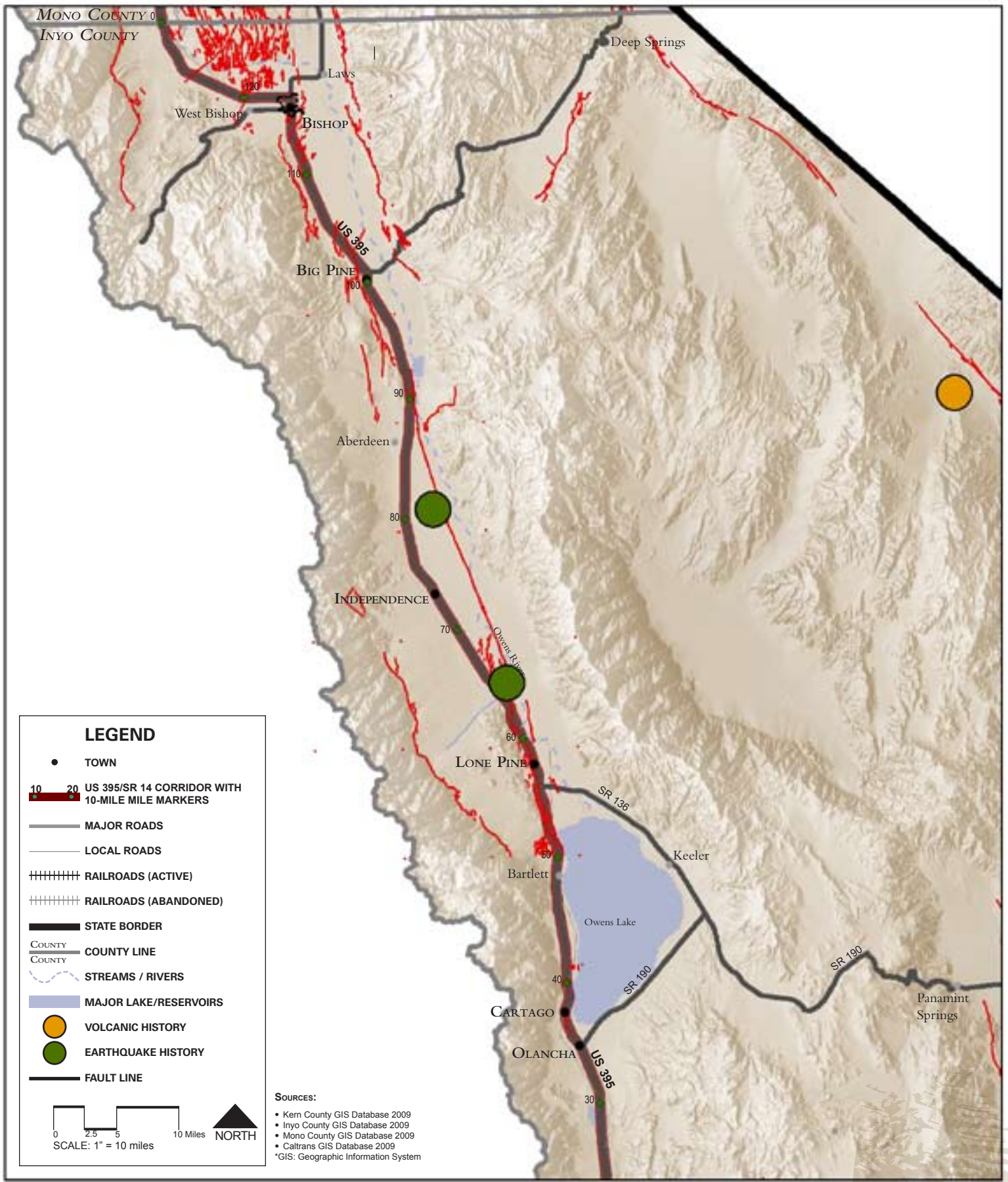
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Design Team:
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Sierra Business Council

Dynamic Competence
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Kern County Geologic Hazards

February 4, 2010



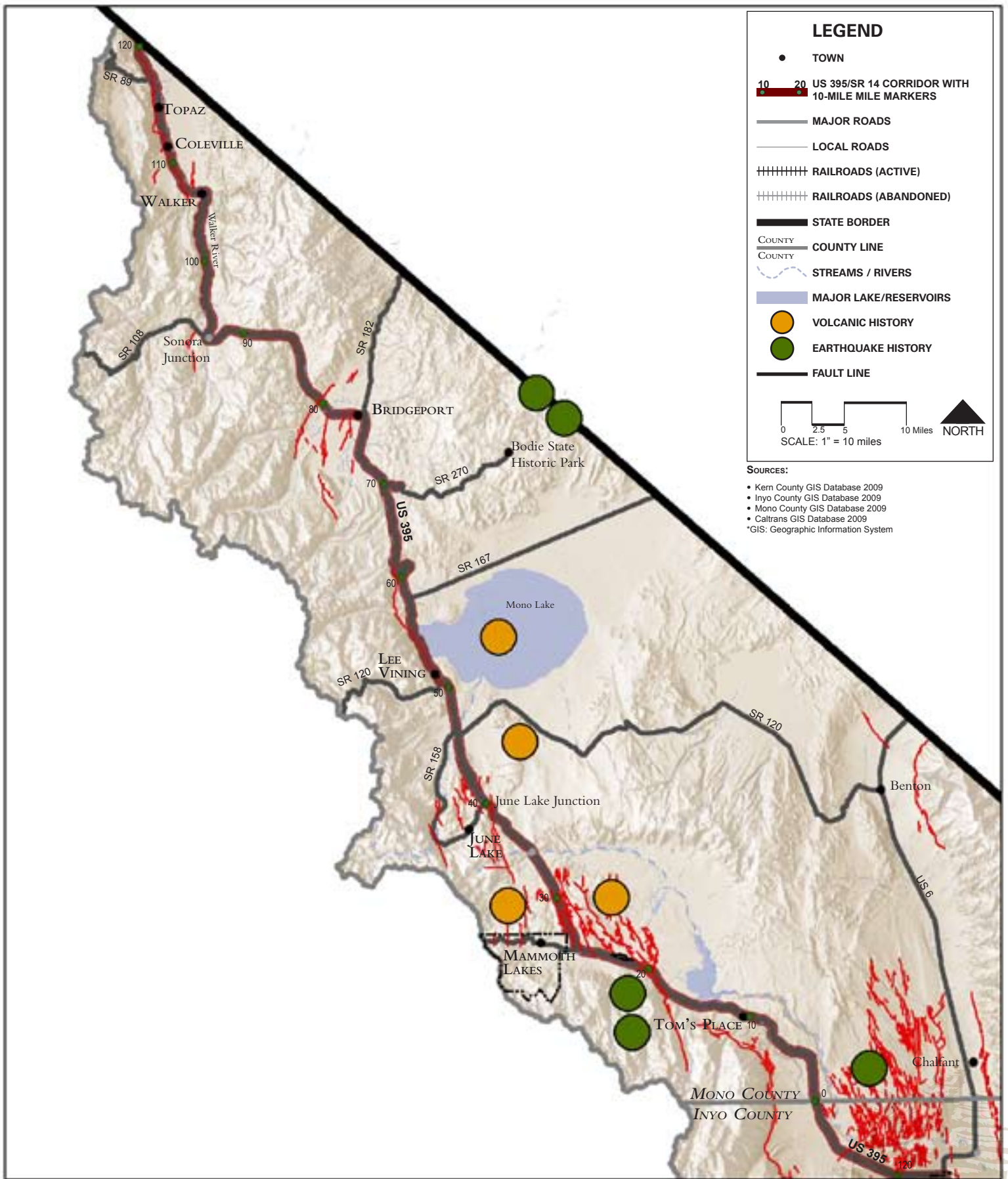
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Inyo County
Geologic Hazards

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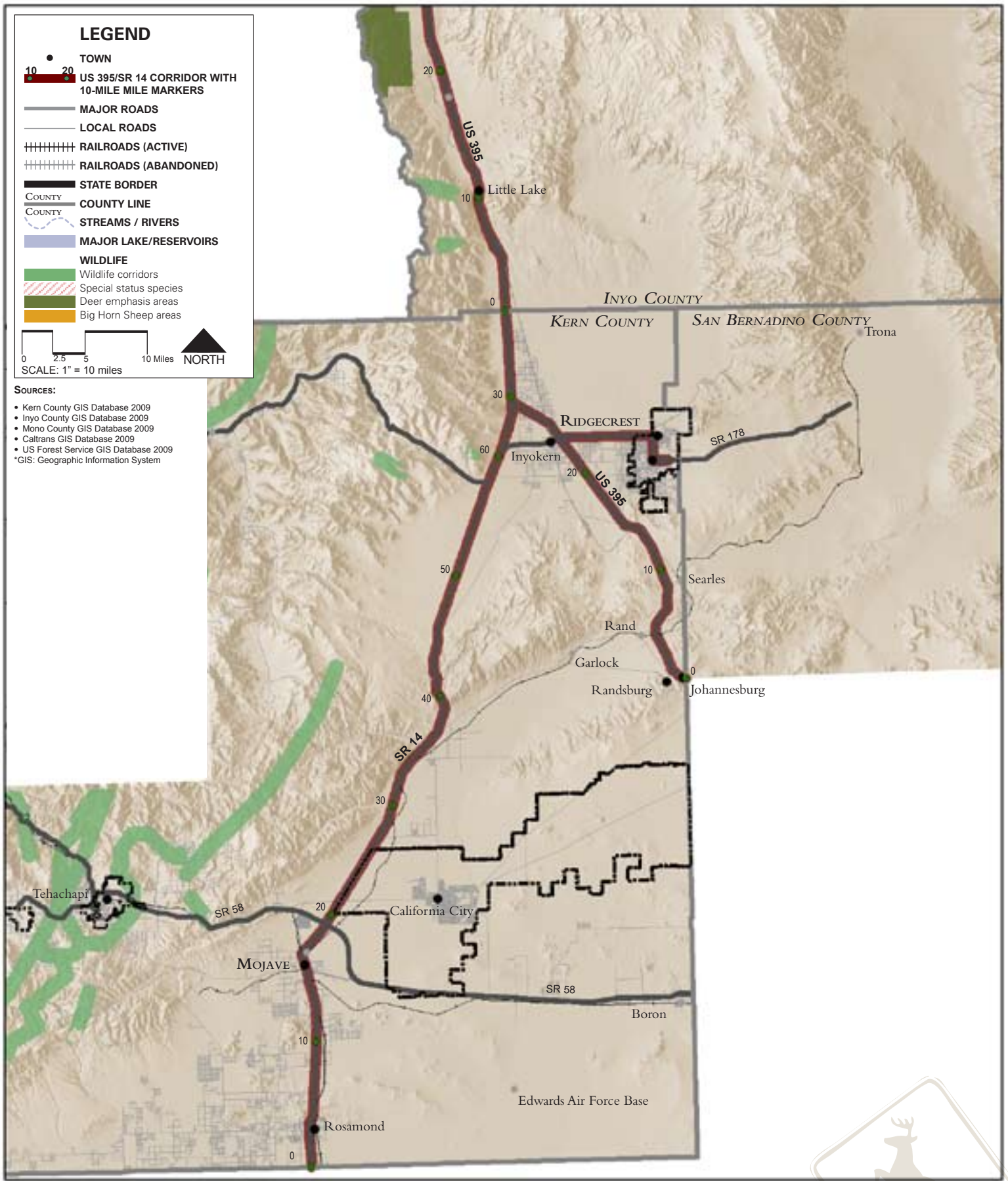
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Mono County
Geologic Hazards

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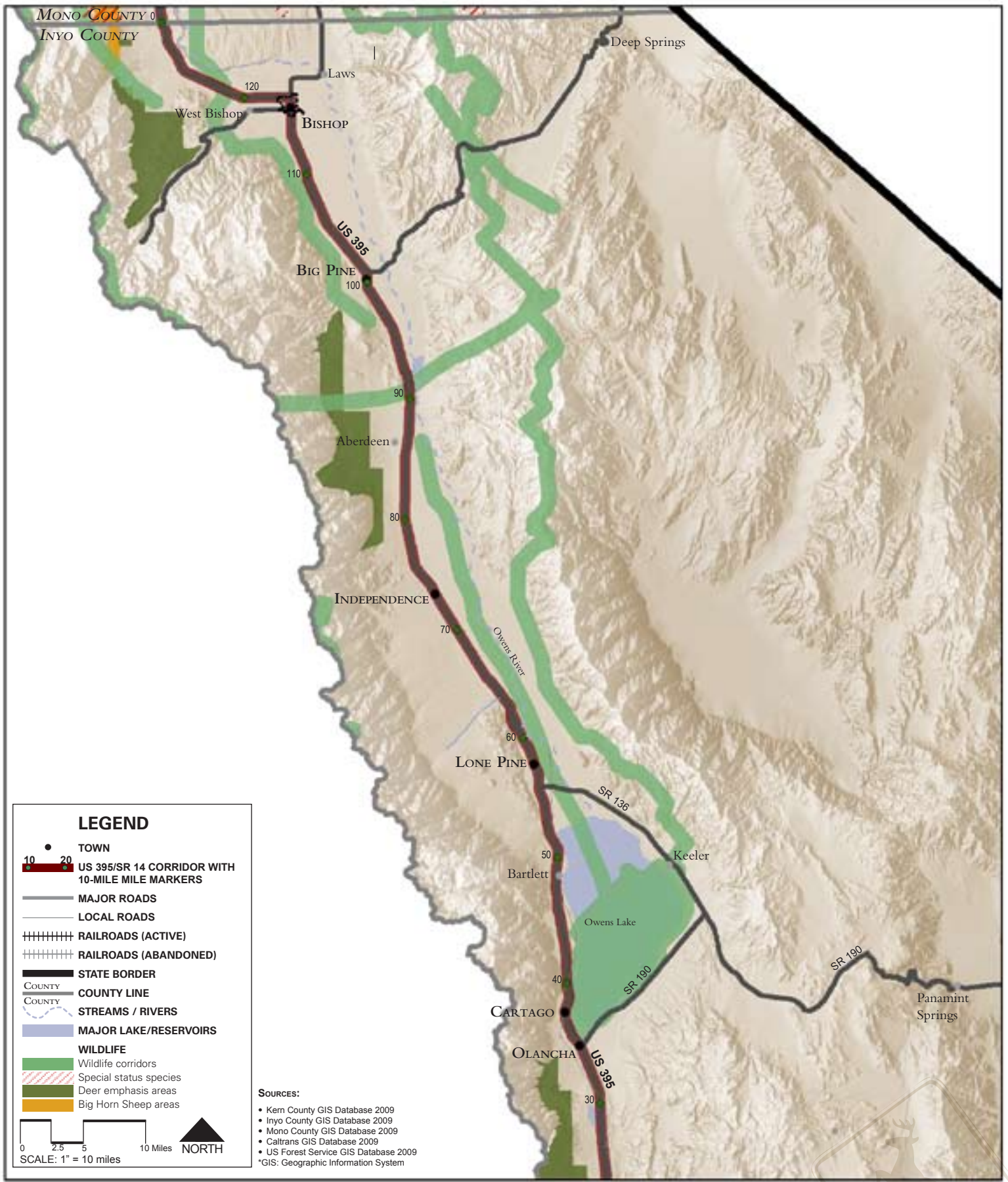
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**Kern County
 Wildlife Corridors**

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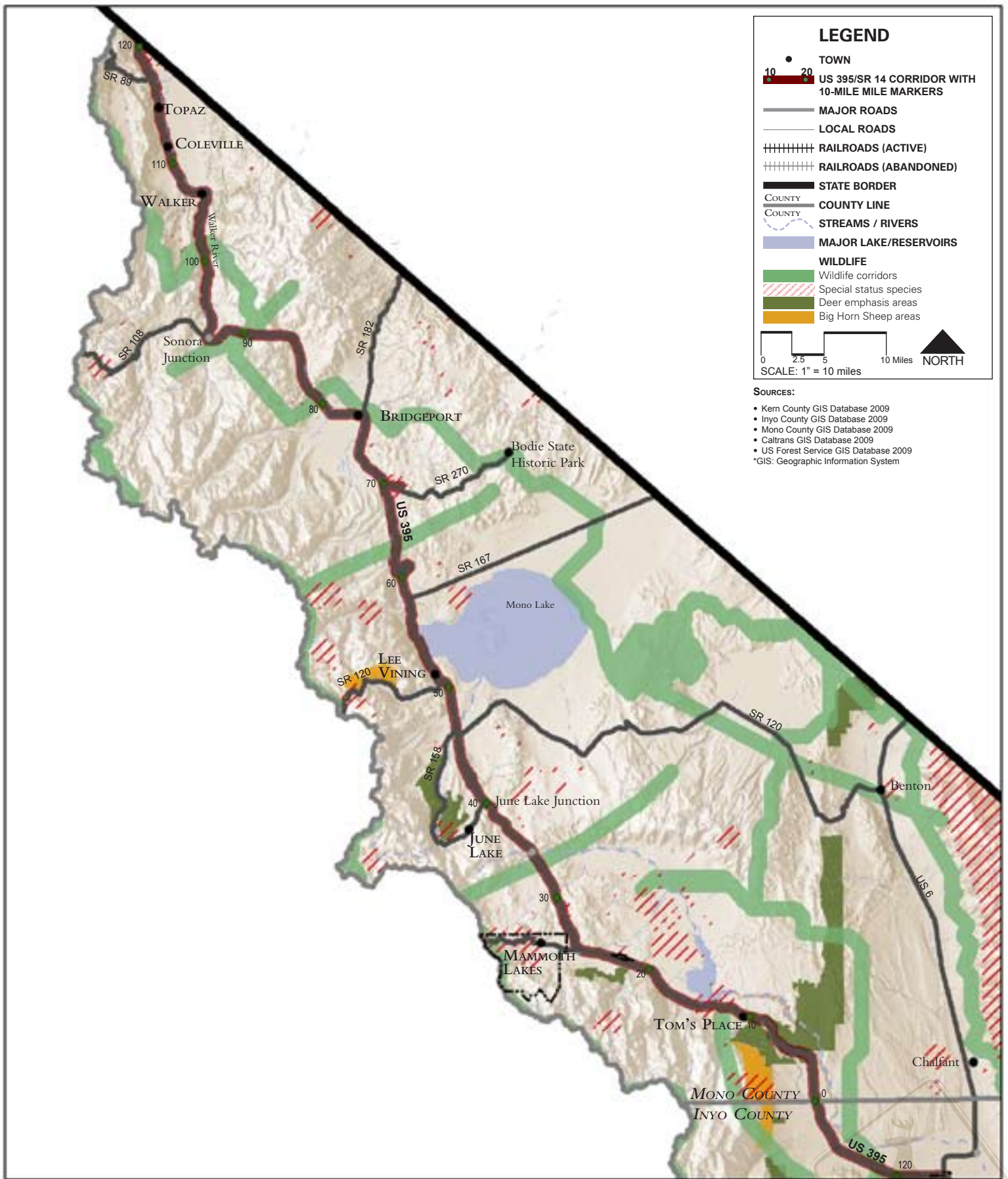


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**Inyo County
 Wildlife Corridors**

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LEGEND

- TOWN
- 10 20 US 395/SR 14 CORRIDOR WITH 10-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

0 2.5 5 10 Miles NORTH

SCALE: 1" = 10 miles

- 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

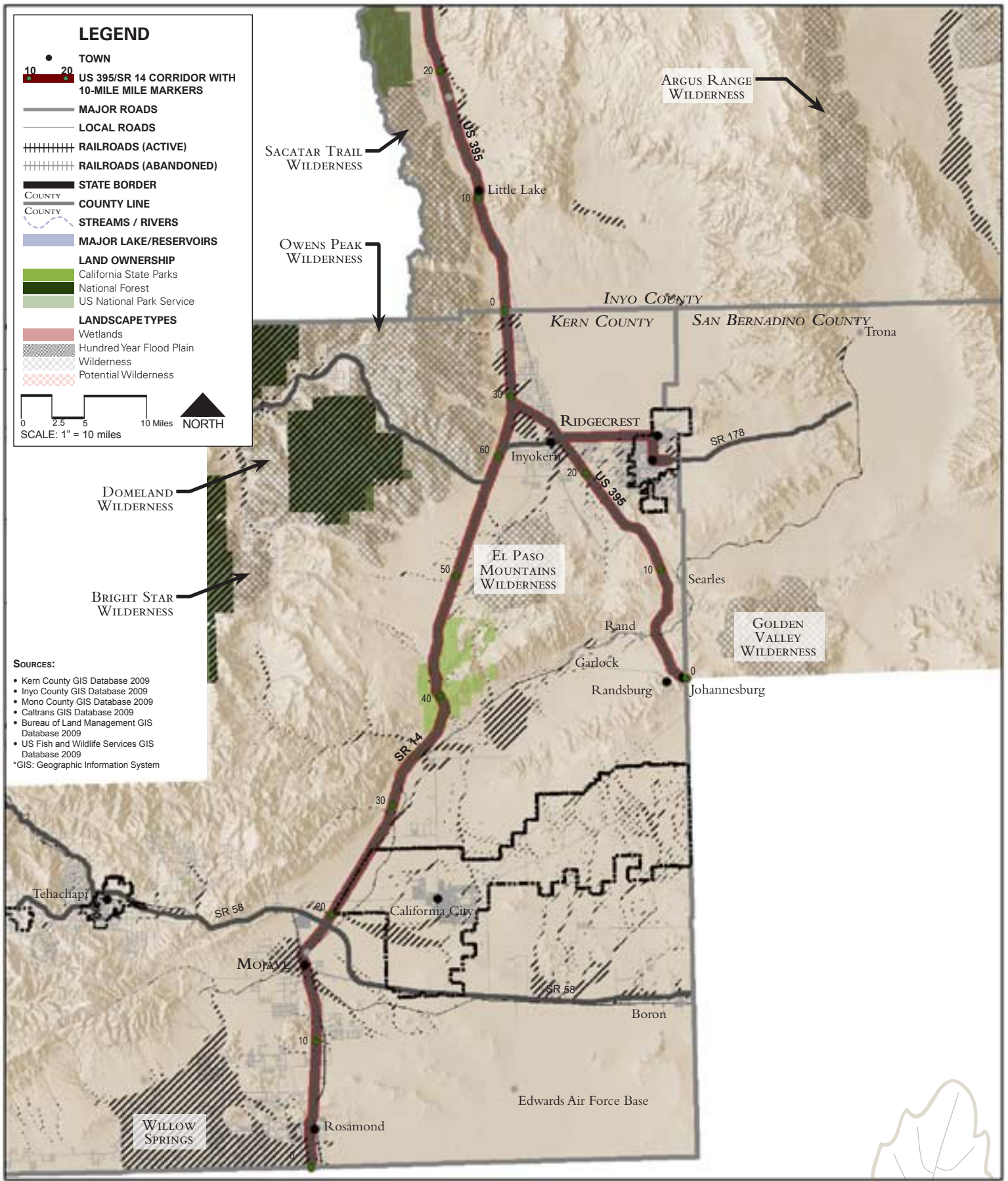
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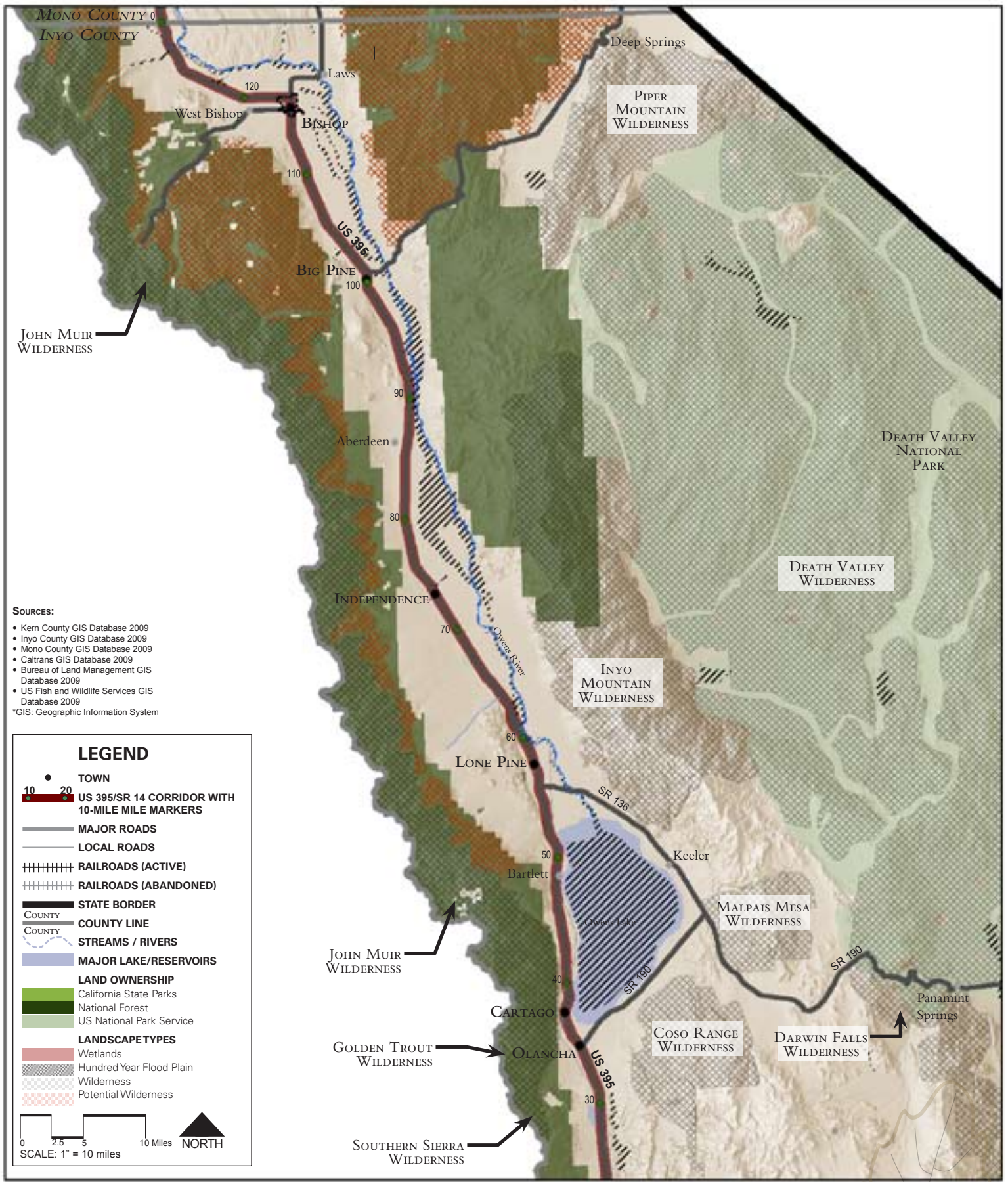
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Kern County
Wilderness, Wetlands, & Floodplains

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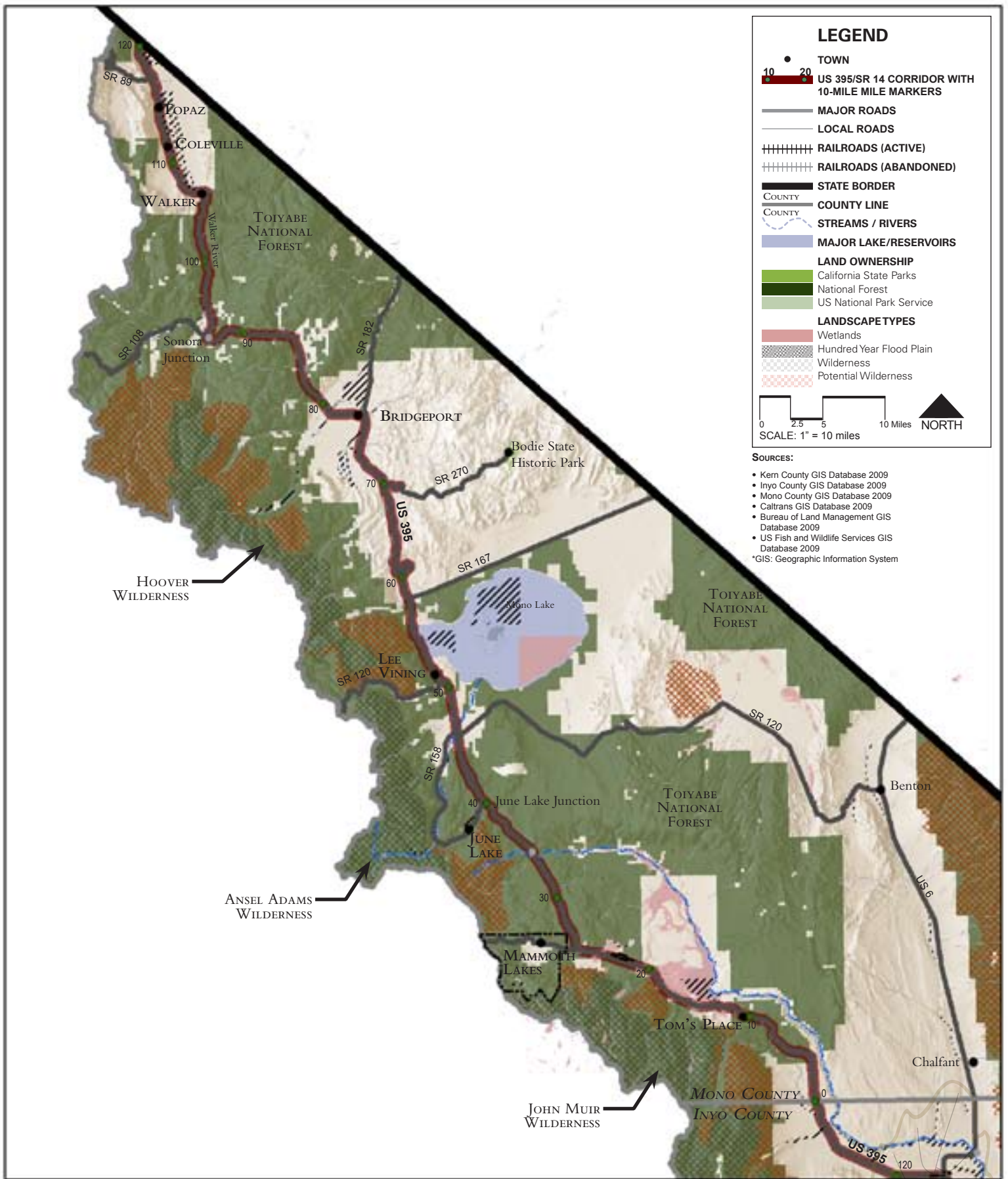
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Inyo County
Wilderness, Wetlands, & Floodplains

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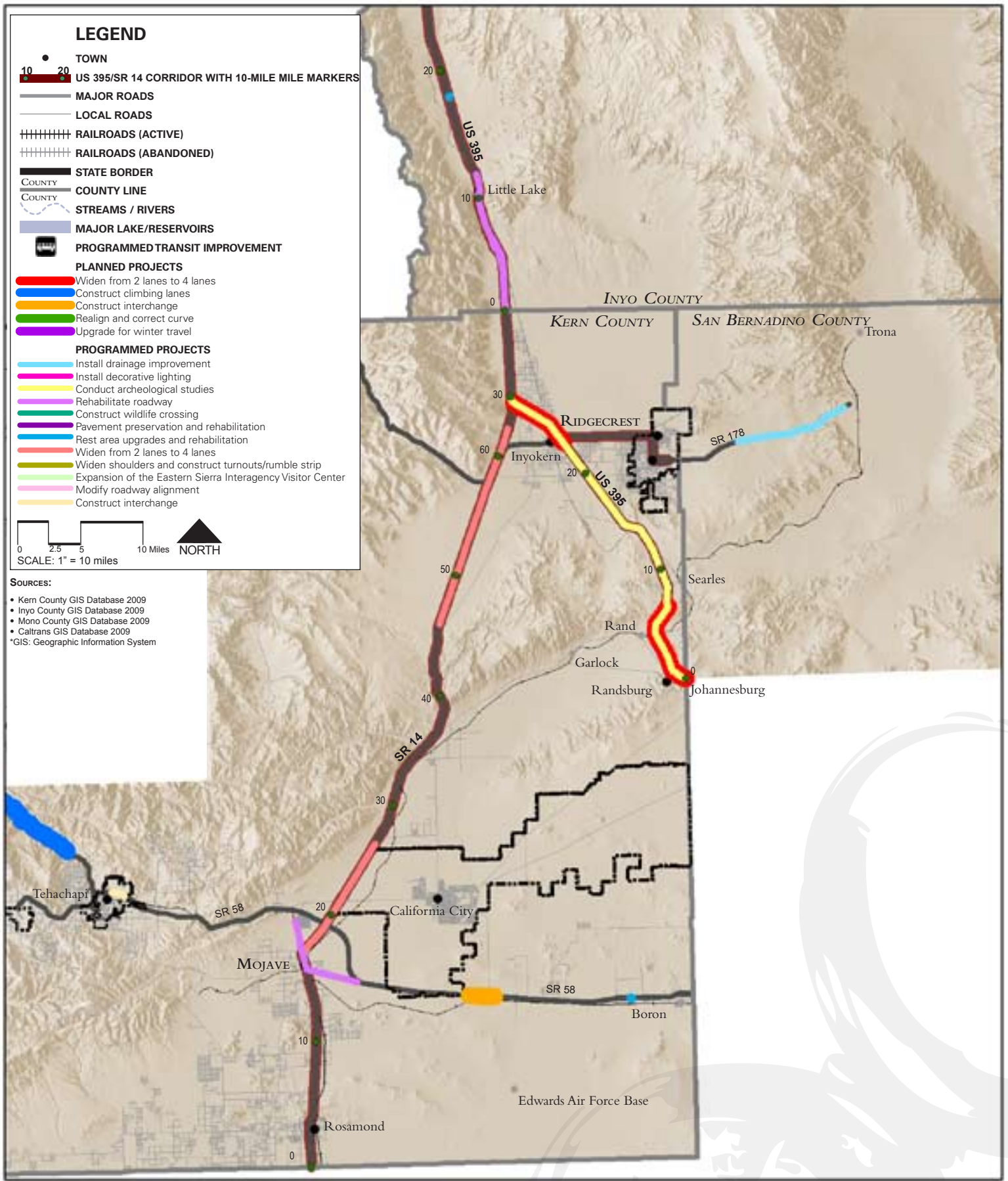
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Mono County
Wilderness, Wetlands, & Floodplains

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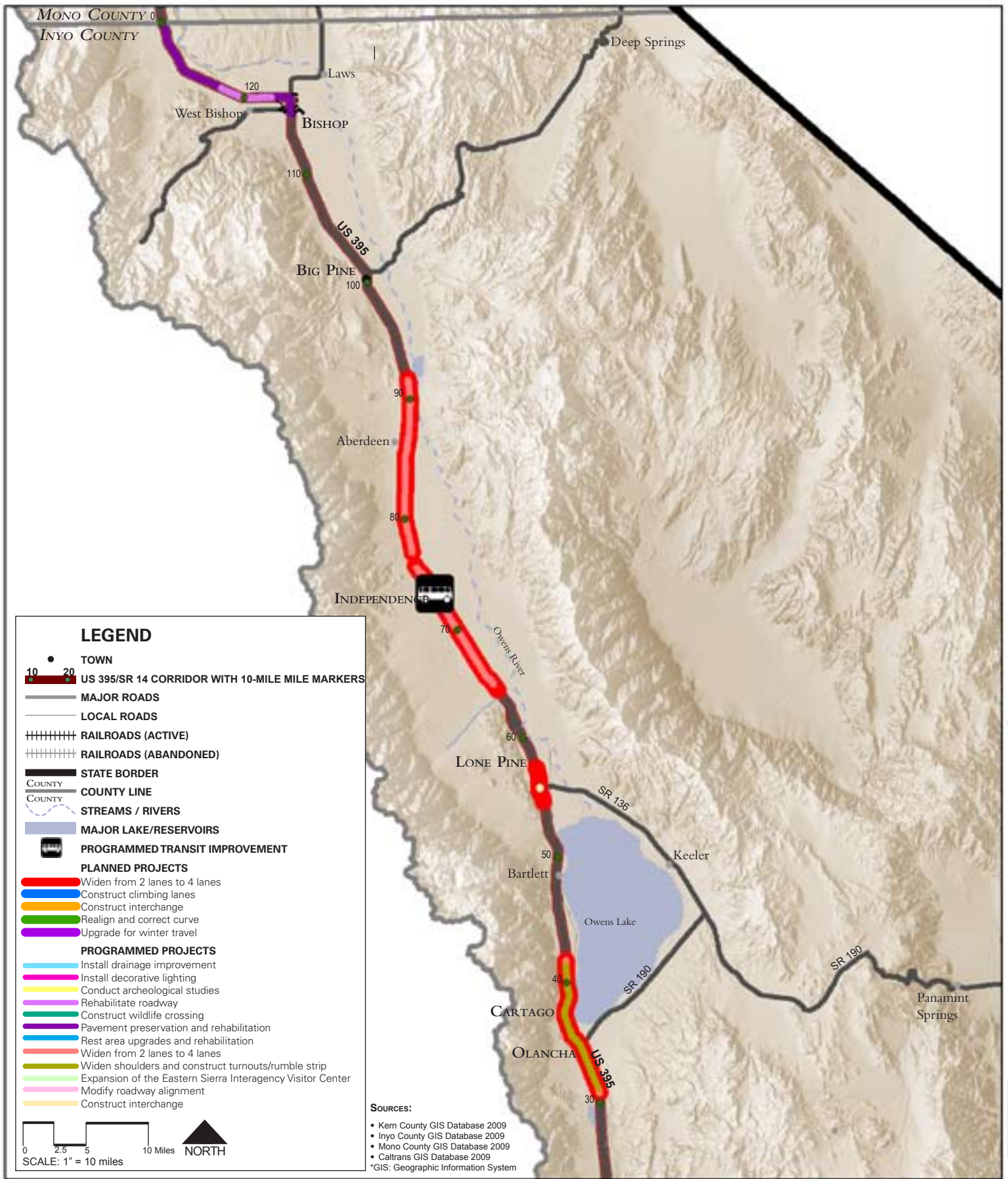
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**Kern County
 Planned/Programmed Projects**

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Eastern Sierra Corridor Enhancement Plan

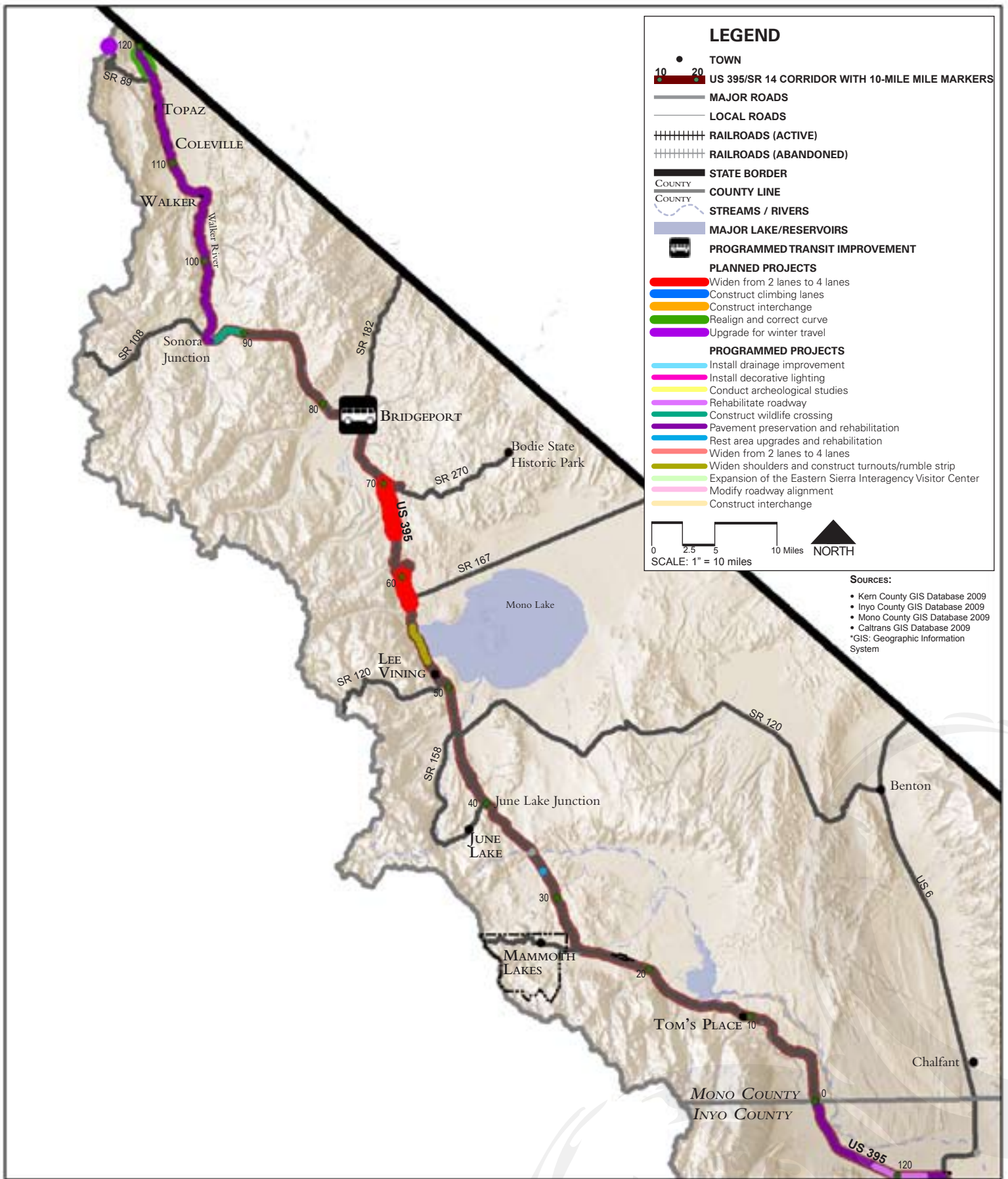
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Inyo County Planned/Programmed Projects

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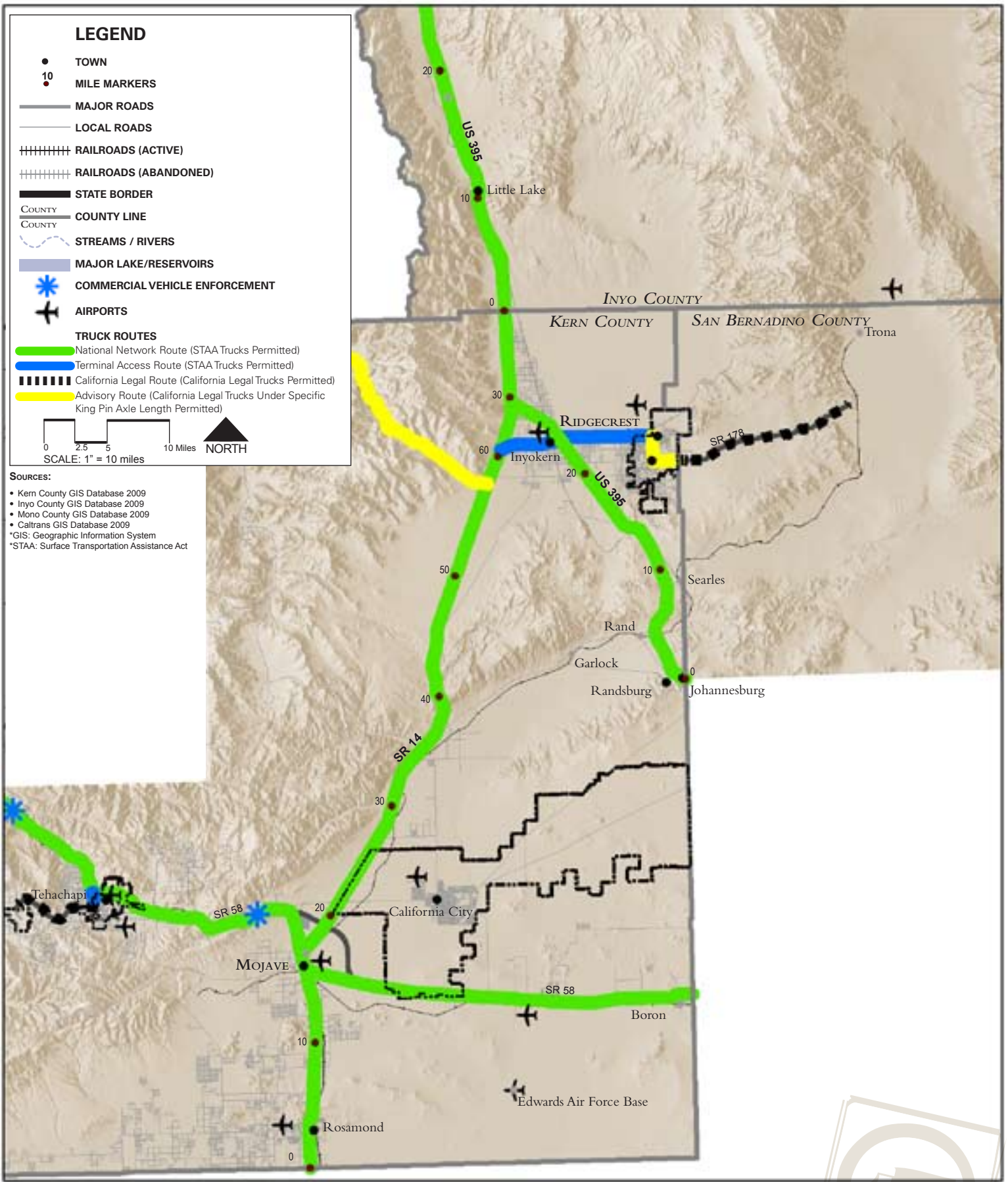
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**Mono County
 Planned/Programmed Projects**

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- Inyo County GIS Database 2009
- Mono County GIS Database 2009
- Caltrans GIS Database 2009
- *GIS: Geographic Information System
- *STAA: Surface Transportation Assistance Act

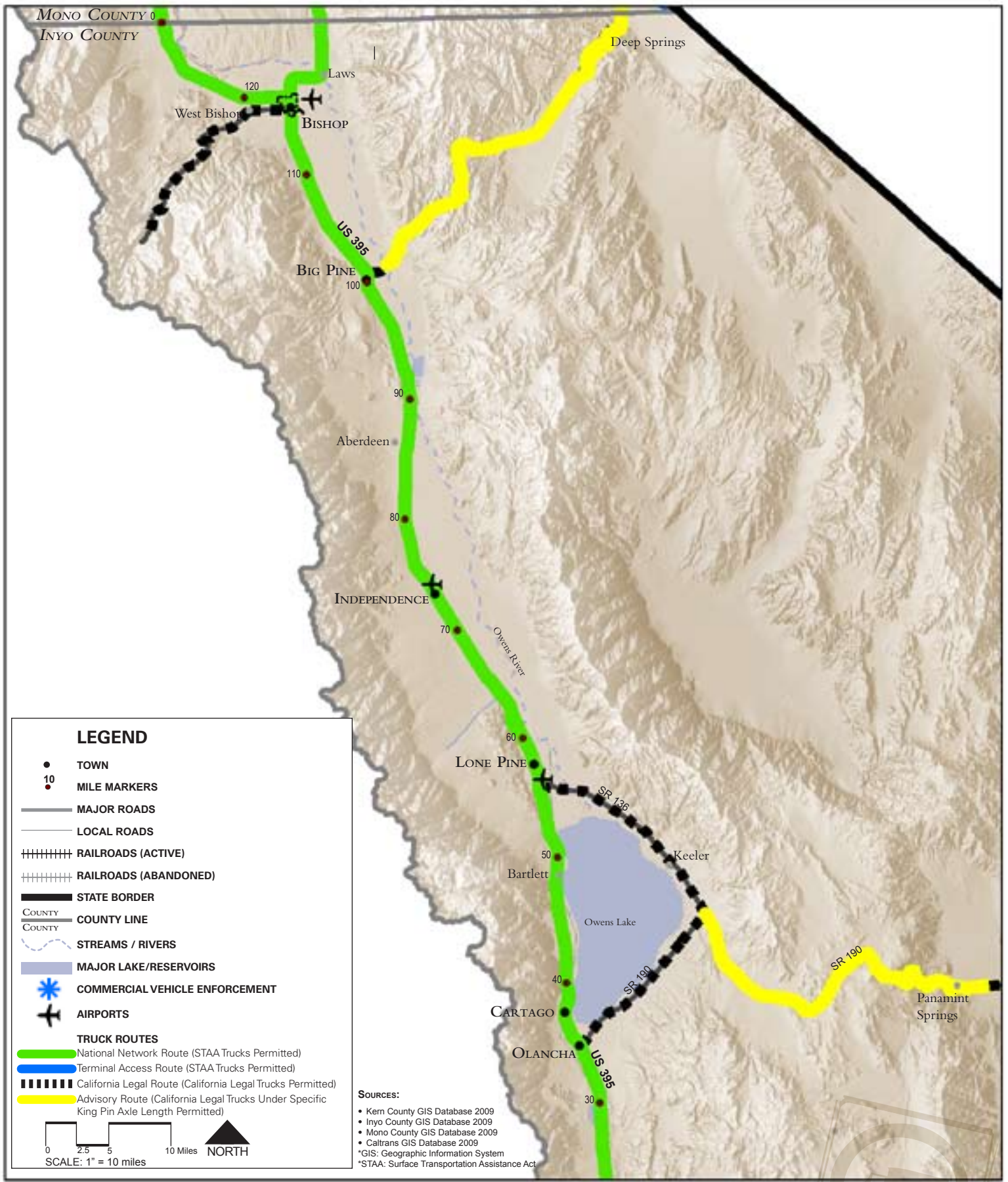
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Kern County Truck Routes

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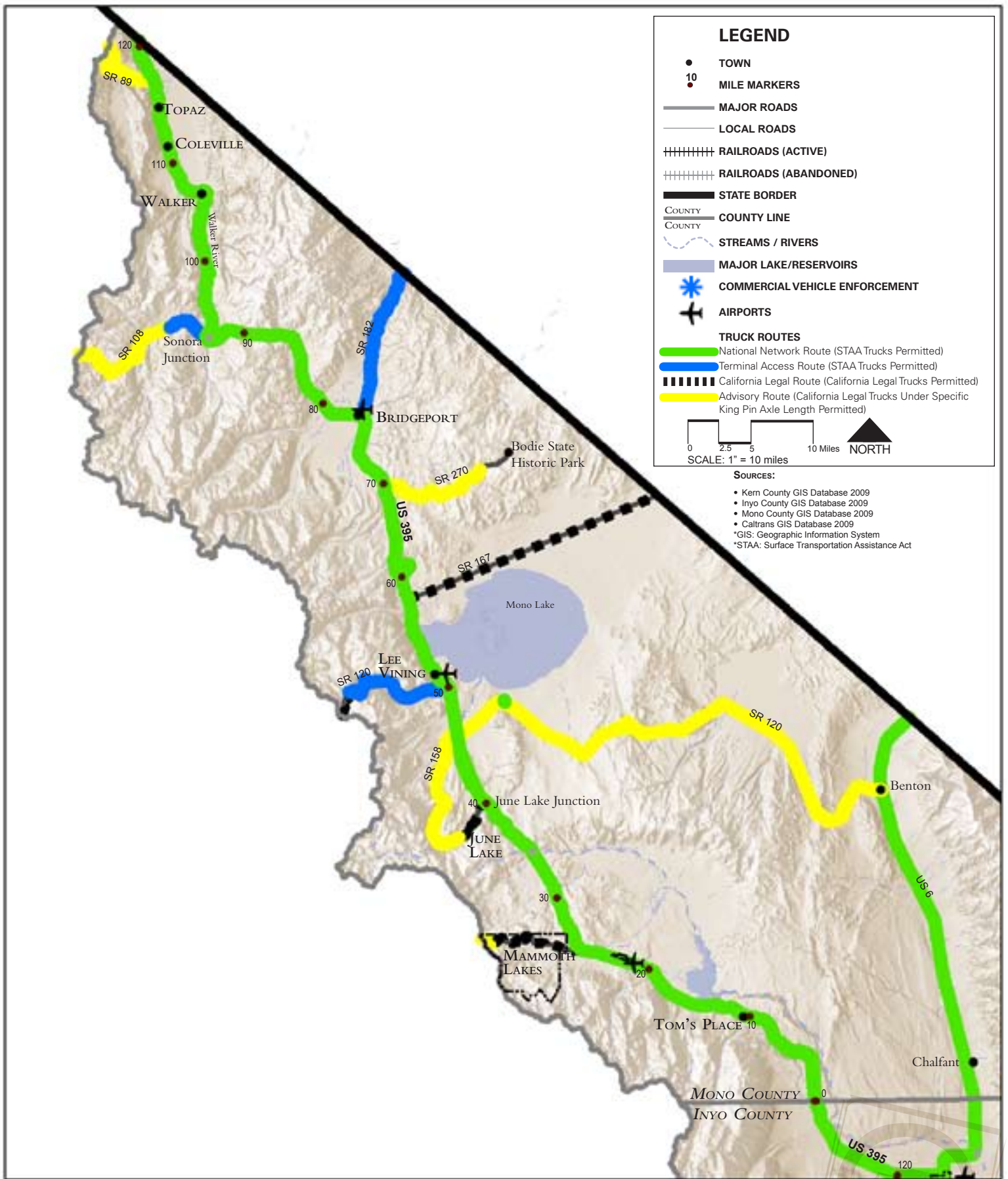
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Inyo County
Truck Routes

February 4, 2010



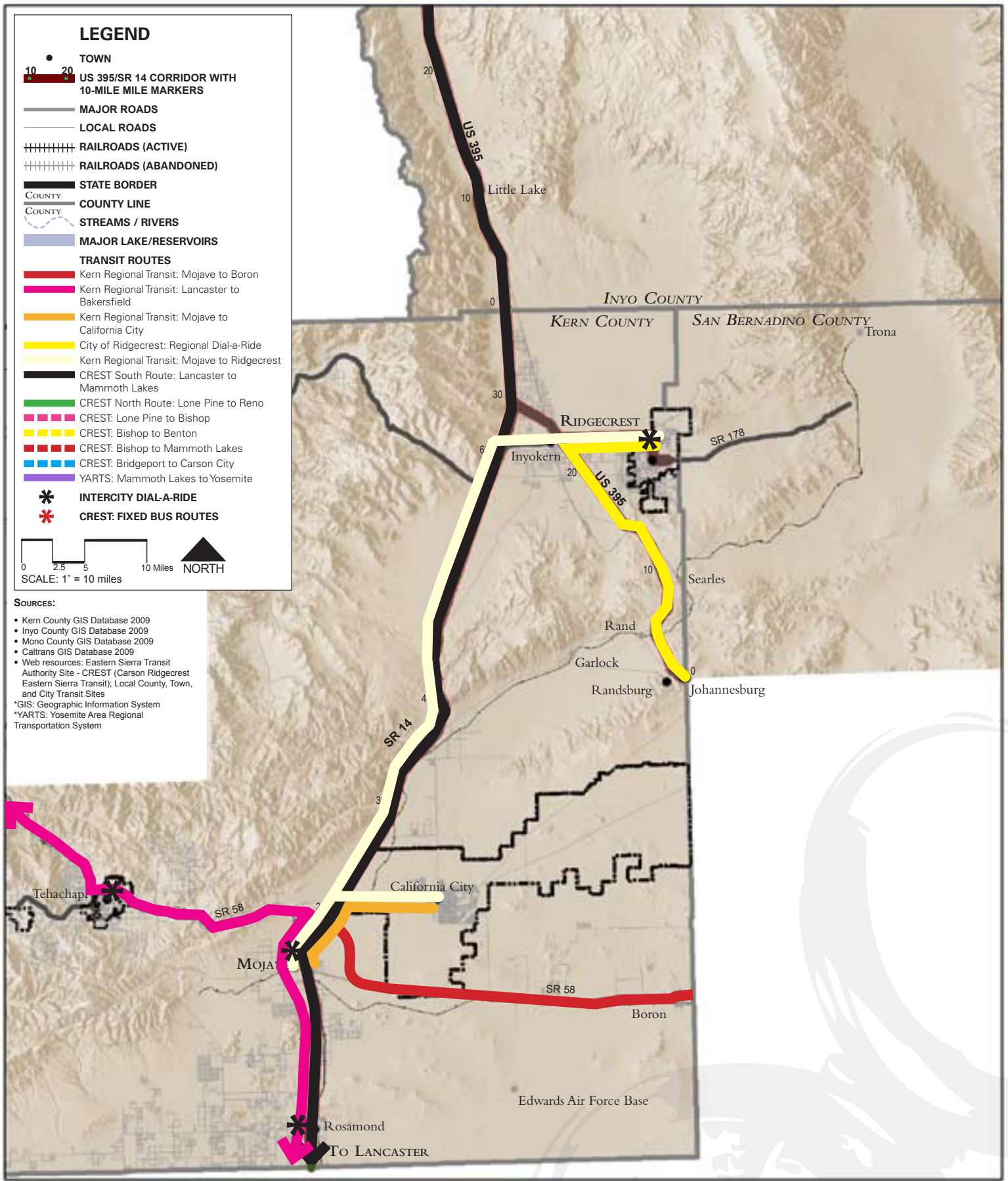
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Mono County
Truck Routes

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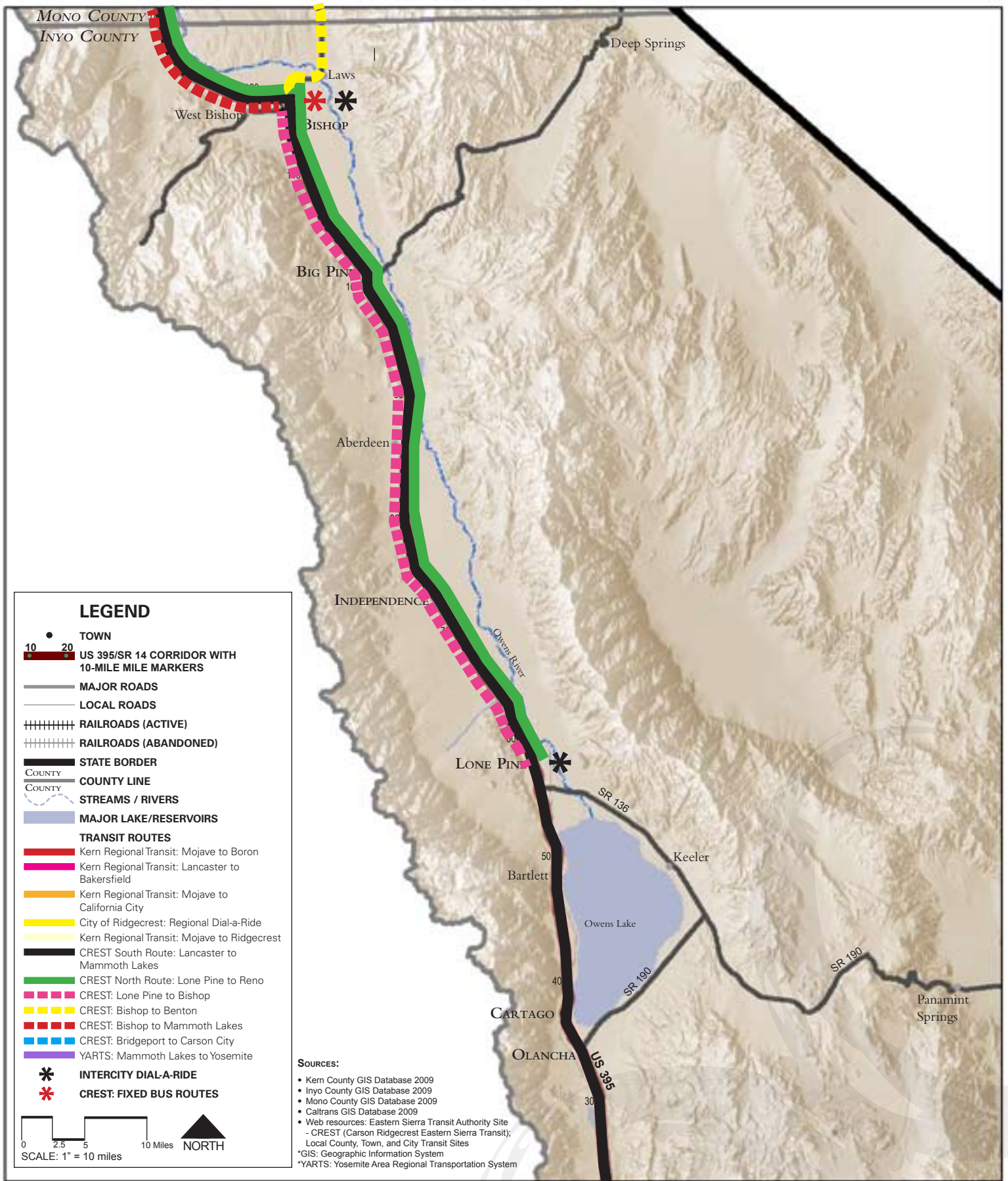
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Kern County
Regional Transit Routes

February 4, 2010



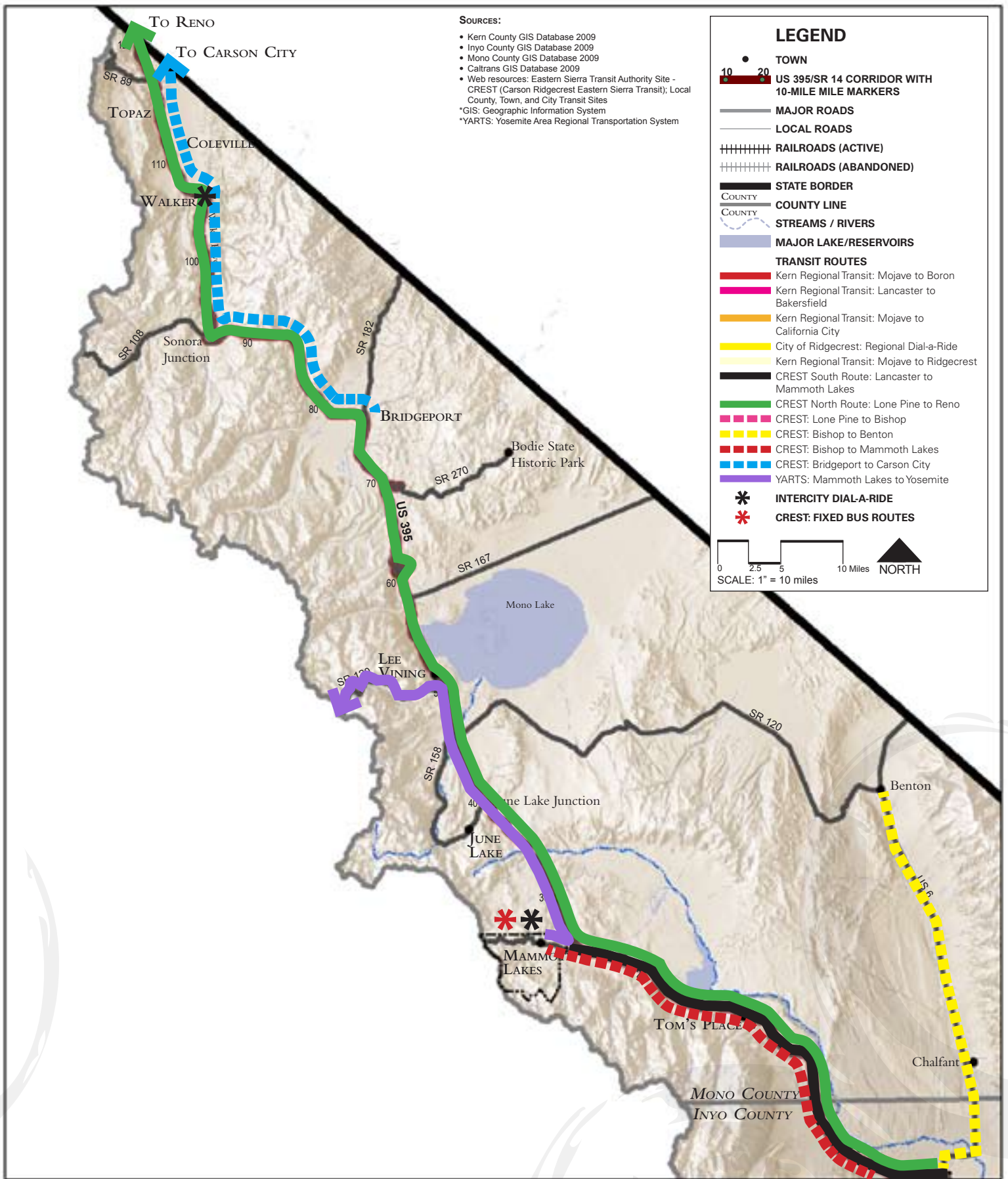
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**Mono County
Regional Transit Routes**

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 Downtowns

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 Downtowns

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/drdchome.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.

APPENDIX II

EASTERN SIERRA CORRIDOR ENHANCEMENT PROGRAM Existing Transportation Conditions Report



Prepared by

LSC Transportation Consultants, Inc.



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Under the direction of the Kern Council of Governments, a Consultant Team led by Design Workshop, Inc. is developing a Corridor Master Plan for the Eastern Sierra Corridor Enhancement Program. The study corridor includes US 395 from the Kern/San Bernardino county line on the south to the California/Nevada state line on the north, as well as State Route 14 (SR 14) corridor from US 395 on the north to Mojave in the south. Together, these highways provide crucial links between Eastern Sierra communities and destinations, as well as links to other nearby cities. An important element of developing this Master Plan is to gain a clear understanding of the transportation functions and existing conditions of these highways. LSC Transportation Consultants, Inc., as an element of the Consultant Team, has prepared this report to provide background information for future decision-making regarding the overall Enhancement Program.

Section II of this report presents existing transportation conditions throughout the corridor including roadway configuration, vehicle and truck volumes, traffic safety, transit, and bicycle and pedestrian activity. Section III provides a review of current plans and projects in the corridor. Finally, Section IV provides additional detail regarding the current status of highway issues in communities throughout the corridor.

Existing Transportation Conditions

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The US 395/SR 14 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. Table 1 summarizes the roadway configuration along the corridor. As shown, there are two sections 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. Details regarding the lane configurations on the highway through specific communities may be found in Section IV of this document.

TABLE 1: Corridor Roadway Configuration

County	Mile Post	Configuration
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
	77-90	2 Lane*
395-Mono	90-129	4 Lane Expressway
	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

The speed limits along the corridor vary from a maximum of 65 miles per hour (MPH) to a minimum of 25 miles per hour. Most open roadway sections outside of towns and cities 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 occasionally is as low as 25 miles per hour. Detailed information of speed limits in each community is included in Section IV of this document.

There are seven traffic signals along the Eastern Sierra Corridor at the following locations:

- ♦ Along US 395 in Lone Pine – Whitney Portal Road;
- ♦ Along US 395 in Bishop – Barlow Lane, US Highway 6, Yaney Street, Park Avenue, Grove Street, and Line Street; and
- ♦ Along SR 14 in Mojave – North Y Intersection (SR 14/Highway 28 Business Loop), Mono Street and South Y Intersection (SR 14/Mojave Barstow Highway).

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Existing and historical traffic volumes were obtained from the California Department of Transportation (Caltrans). Data was obtained from the Caltrans website and from staff at the District 9 office.

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Average Daily Traffic (ADT) volumes are available annually and for the peak month of the year. The data for these two ADT's over the past 16 years at the Big Pine count station near the center of the study corridor is shown in Figure 1. As shown the annual ADT has remained relatively constant over this period (an annual increase of 0.1 percent), while the peak month ADT has increased modestly (an annual increase of 1.1 percent).

Annual ADT and peak month ADT throughout the corridor in 1997, 2002, and 2007 is presented in Table 2 and shown graphically in Figures 2 and 3. A review of this data indicates the following findings.

- ♦ 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. The highest volumes at a specific location are observed at the junction of US Highway 6 (US 6), where annual ADT in 2007 was 16,800 and peak month ADT was 18,600.
- ♦ The lowest volumes are observed at China Lake Road (MP 15) in Kern County (annual ADT of 2,950 and peak month ADT of 3,600) and north of Bridgeport in Mono County (annual ADT of 3,250 and peak month ADT of 4,750).
- ♦ Traffic trends along the corridor are mixed. The greatest increase in annual ADT occurred on US 395 at US 6 in Bishop, where 2007 volumes exceeded 1997 volumes by 5,100 and exceeded 2002 volumes by 3,500. Another segment with relatively high increases in volume was SR 14 at Randsburg Road in Kern County, where annual ADT increased by 2,550 between 1997 and 2007. On the other hand, annual ADT volumes dropped by 1,650 between 1997 and 2007 on US 395 near South Street in Bishop, by 850 on US 395 at the Lee Vining Visitors Center, and by 300 on US 395 at SR 178 in Kern County. Overall, the data indicates growth in traffic volumes on US 395 between Bishop and Mammoth Lakes and on SR 14 between Mojave and Freeman Junction.
- ♦ Considering all count locations as a whole, annual ADT volumes grew by 14 percent between 1997 and 2007 and 7 percent between 2002 and 2007. Peak month ADT volumes for the corridor as a whole, however, were flat between 1997 and 2007, reflecting a 1.4 percent decline between 1997 and 2002 followed by an equal increase between 2002 and 2007.
- ♦ Overall, the ratio of peak month ADT to average annual ADT has declined considerably over the last ten years. While in 1997 the ratio of peak month ADT to annual ADT over all count stations was 1.45 – by 2007 this figure dropped to 1.28. This indicates that volumes in the shoulder seasons have been increasing faster than in the peak seasons.

FIGURE 1: Average Daily Traffic Volumes on US 395 at Big Pine Station

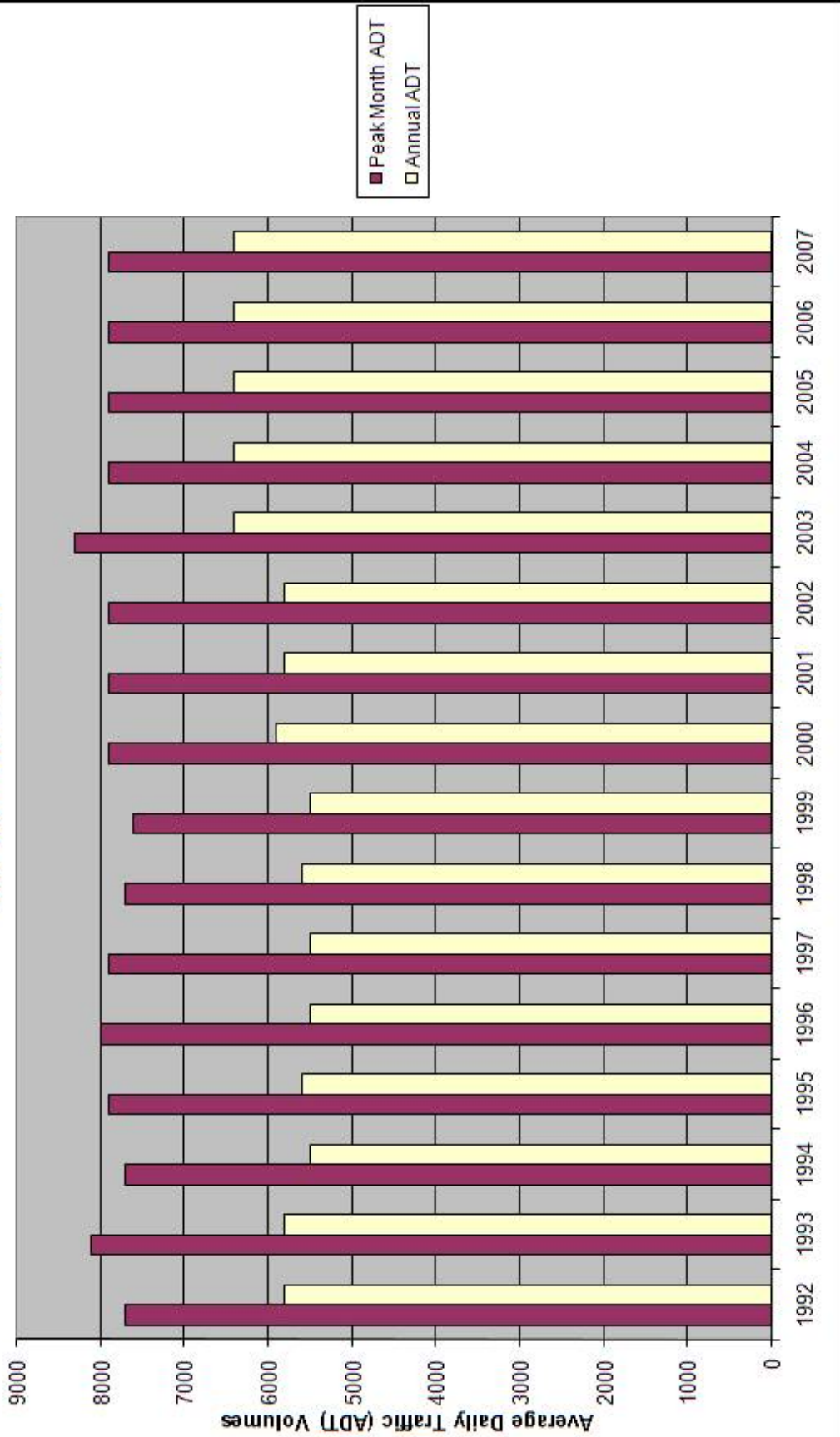
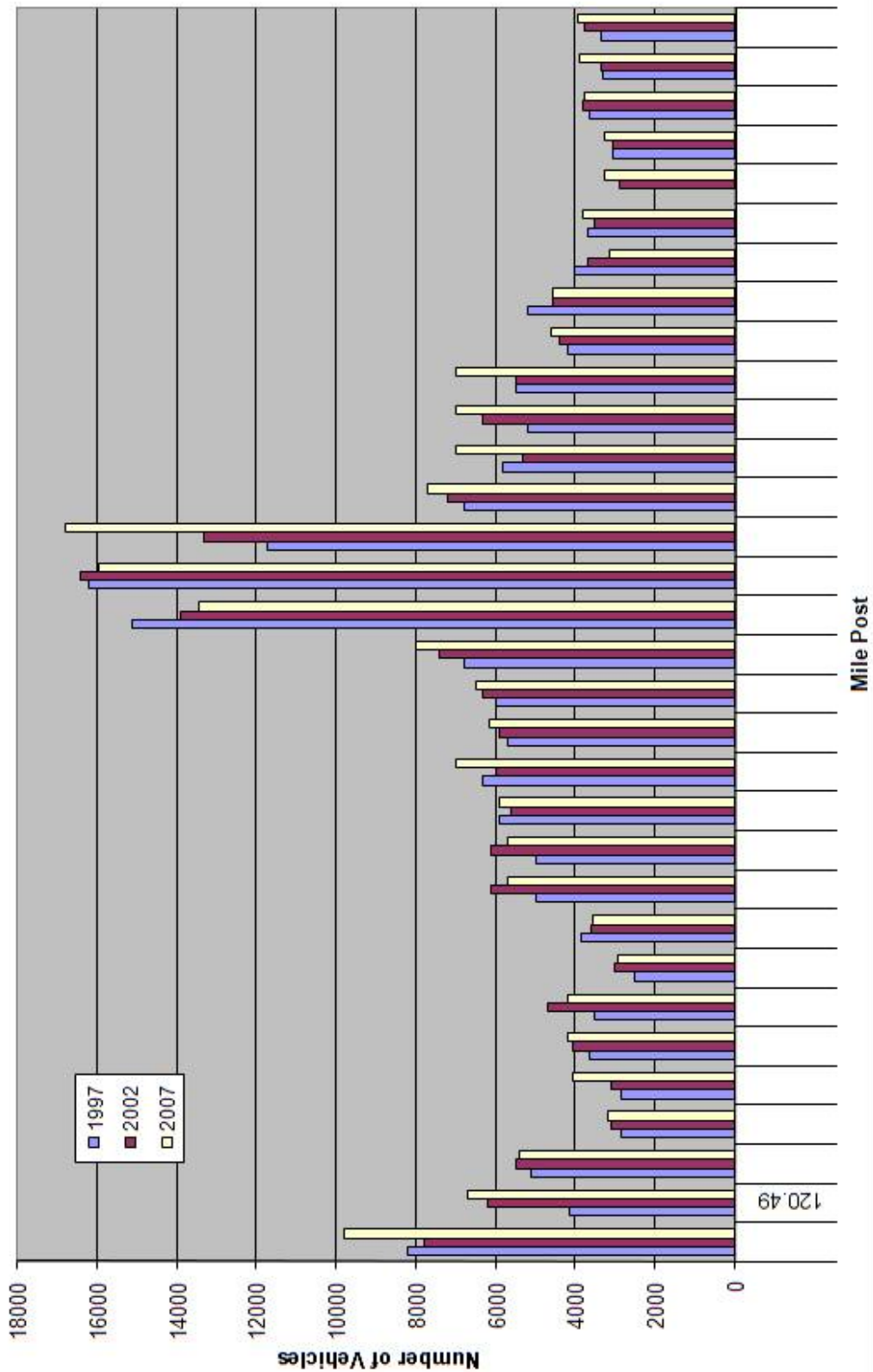


TABLE 2: Corridor Daily Traffic Volumes

Route	MP	Cross Street	Side	Average Annual Daily Traffic Volume (AADT)		Peak Month Average Daily Traffic Volume (PMADT)		1997 - 2007 % Change		2002 - 2007 % Change			
				1997	2002	2007	1997	2002	2007	AADT	PMADT	AADT	PMADT
SR 14 - Kern	19.2	MOJAVE, NORTH JCT RTE. 58	North	8200	7800	9800	8800	8700	11700	20%	33%	26%	34%
	35.6	RANDBURG ROAD	North	4150	6200	6700	5500	6300	7300	61%	33%	8%	16%
	57.8	FREEMAN JUNCTION, JCT. RTE. 178 WEST	North	5100	5500	5400	6600	7100	7000	6%	6%	-2%	-1%
	60.6	HOMESTEAD SOUTH JUNCTION, JCT. RTE. 178 EAST	North	2850	3100	3200	3900	3950	4050	12%	4%	3%	3%
US 395 - Kern	64.6	HOMESTEAD NORTH JUNCTION, JCT. RTE. 395	South	2850	3100	4050	3900	3950	3200	42%	-18%	31%	-19%
	0.0	SAN BERNARDINO KERN COUNTY LINE	North	3650	4050	4200	4400	5200	5200	15%	18%	4%	0%
US 395 - Kern	1.2	REDROCK, RANDBURG ROAD	North	3500	4700	4200	4200	5600	5200	20%	24%	-11%	-7%
	15.0	CHINA LAKE ROAD	North	2500	3000	2950	3050	3650	3600	18%	18%	-2%	-1%
	23.5	JCT. RTE. 178	North	3850	3600	3550	4500	4200	4150	-8%	-8%	-1%	-1%
	29.6	JCT. RTE. 14 SOUTH	North	5000	6100	5700	6500	8200	7800	14%	20%	-7%	-5%
US 395 - Inyo	0.0	KERN/INYO COUNTY LINE	North	5000	6100	5700	6500	8200	7800	14%	20%	-7%	-5%
	34.7	JCT. RTE. 190 EAST	North	5900	5600	5900	12800	7700	7700	0%	-40%	5%	0%
	55.8	JCT. RTE. 136 SOUTHEAST	North	6300	6000	7000	12100	11500	9200	11%	-24%	17%	-20%
	57.7	LOME PINE, WHITNEY PORTAL ROAD	North	5700	5900	6150	10200	8000	8100	8%	-21%	4%	1%
	73.4	INDEPENDENCE, MARKET STREET	North	6000	6300	6500	10000	8500	7900	8%	-21%	3%	-7%
	100.8	BIG PINE, JCT. RTE. 168 NORTHEAST	North	6800	7400	8000	9200	10000	9400	18%	2%	8%	-6%
	115.2	BISHOP, SOUTH STREET	North	15100	13900	13450	19000	16200	15100	-11%	-21%	-3%	-7%
	115.4	BISHOP, JCT. RTE. 168 WEST	North	16200	16400	15950	19100	19500	18200	-2%	-5%	-3%	-7%
	116.3	JCT. RTE. 6 NORTH	North	11700	13300	16800	15900	15600	18600	44%	17%	26%	19%
	121.0	ED POWERS ROAD	North	6800	7200	7700	9800	9700	9600	13%	-2%	7%	-1%
	126.1	PINE CREEK ROAD	North	5800	5300	7000	8800	8100	10700	21%	22%	32%	32%
	US 395 - Mono	0.0	INYO/MONO COUNTY LINE	North	5200	6300	7000	8300	8700	10700	35%	29%	11%
16.6		CROWLEY LAKE, MCGEE CREEK ROAD	North	5500	5500	7000	9200	9200	10100	27%	10%	27%	10%
25.8		JCT. RTE. 203 WEST	North	4200	4400	4600	7700	7600	7700	10%	0%	5%	1%
50.7		TIOGA PASS JUNCTION, NORTH JCT. RTE. 120 WEST	North	5200	4550	4550	7600	6600	6600	-13%	-13%	0%	0%
51.7		LEE VINING VISITORS CENTER	North	4000	3700	3150	5400	6000	4900	-21%	-9%	-15%	-18%
76.3		BRIDGEPORT, JCT. RTE. 182 NORTH	North	3700	3500	3800	6700	4700	6000	3%	-10%	9%	28%
80.6		FARM HOUSE	North	NA	2900	3250	NA	4800	4750	NA	NA	12%	-1%
93.7		JCT. RTE. 108 WEST	North	3050	3050	3250	6000	4650	4750	7%	-21%	7%	2%
107.1		MILL CREEK BRIDGE	North	3650	3800	3750	6400	6700	5400	3%	-16%	-1%	-19%
117.0		JCT. RTE. 89	North	3300	3350	3900	5500	5500	5400	18%	-2%	16%	-2%
120.5	NEVADA STATE LINE	South	3350	3750	3950	5200	5200	5200	18%	0%	5%	0%	

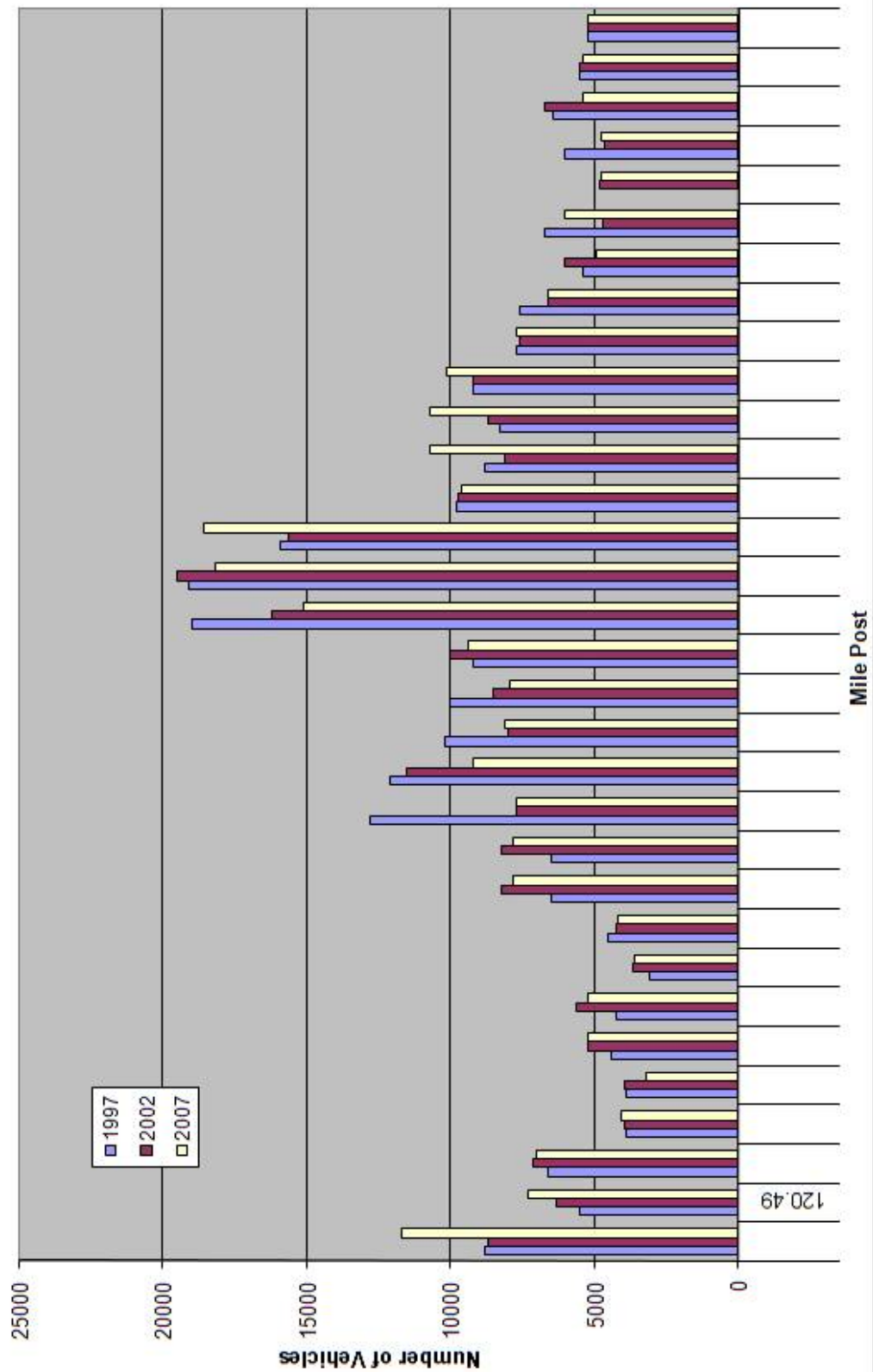
Source: Caltrans online data
NA = Not Available

FIGURE 2: Average Annual Daily Traffic from Caltrans Counts



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FIGURE 3: Caltrans Peak Month Average Daily Traffic Counts



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The Eastern Sierra Corridor provides access to many recreational activities and vacation spots. These two aspects can cause major traffic volume shifts throughout the year. Three locations along the corridor, one in each county, were chosen to examine the seasonal variation of traffic volumes. One year's worth of data was analyzed at each location from October 1, 2006, through September 30, 2007.

- ♦ Figure 4 shows the variation in Kern County on US 395 just north of Ridgecrest. As shown, the winter volumes are significantly higher than any other season (on the order of 50 percent higher). Throughout the year significant peaks in traffic occur around the holidays.
- ♦ The traffic variation in Inyo County on US 395 just south of Bishop is shown in Figure 5. At this location the seasonal variation is relatively small, with the highest overall volumes occurring during the summer. Again there is a significant increase in traffic for a few days around each holiday throughout the year, in both summer and winter.
- ♦ As shown in Figure 6, the peak traffic volumes on US 395 north of Lee Vining occur in the summer with volumes roughly double those found in the winter. Strong holiday traffic peaks and valleys are observed throughout the year.

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Day of the week variation was analyzed for the same three locations described above. Data for one week in the summer (July 23-29, 2007) and one week in the winter (February 5-11, 2007) was examined. The results are shown by direction (northbound vs. southbound) in Figures 7, 8, and 9.

As shown in Figure 7, on US 395 north of its intersection with SR 14, 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 of the greater Los Angeles area leaving their homes on Fridays to visit the recreational sites on the Eastern Sierra Corridor and returning on Sundays.

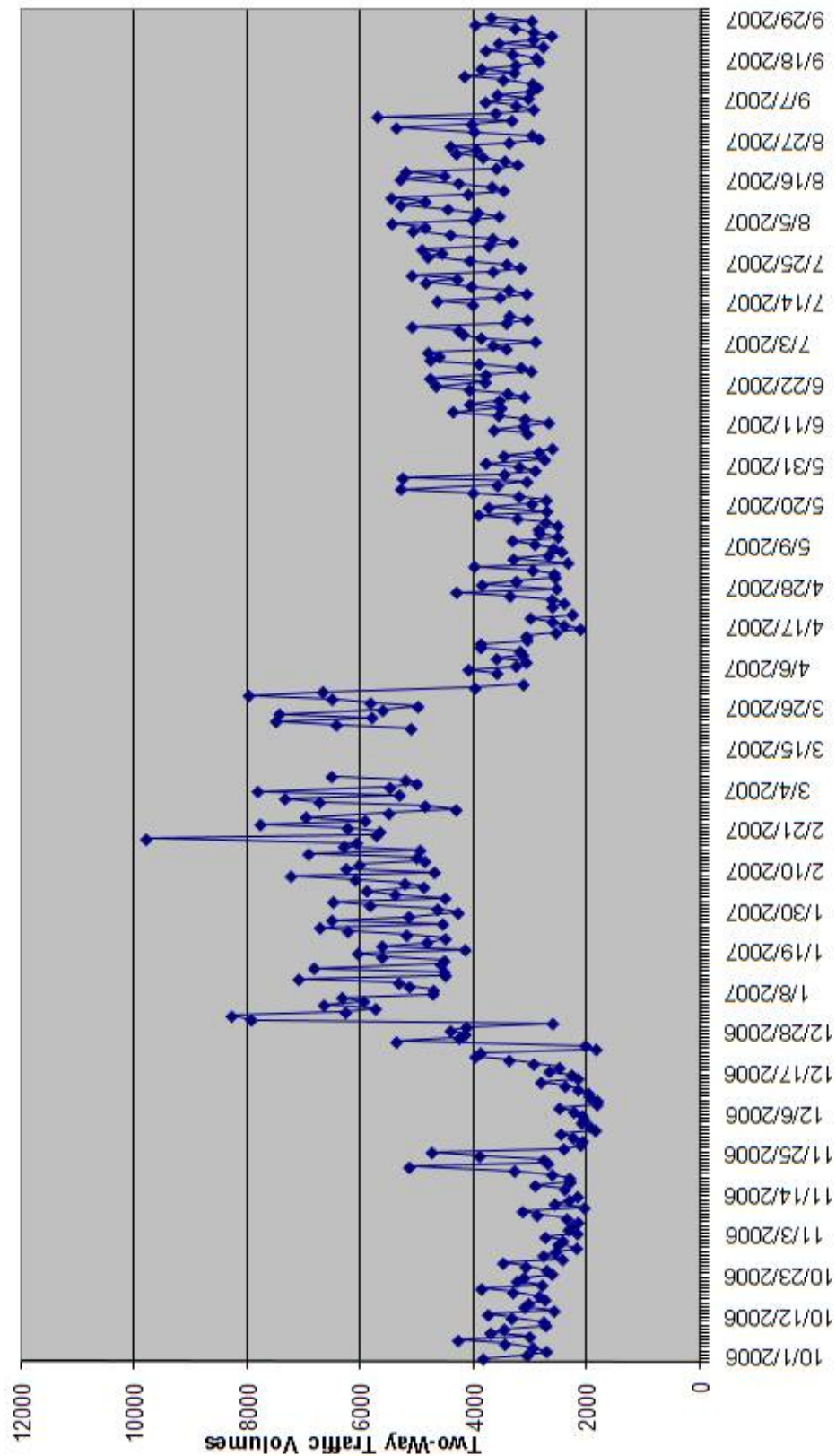
Further north along the corridor at a location south of the Town of Bishop, this same pattern still exists but the peaks of Friday and Sunday are more dramatic. As shown in Figure 8, the northbound traffic is still highest on Fridays and southbound traffic is peaks on Sundays.

As presented in Figure 9, on US 395 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, while 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 area to be within range of a weekend trip.

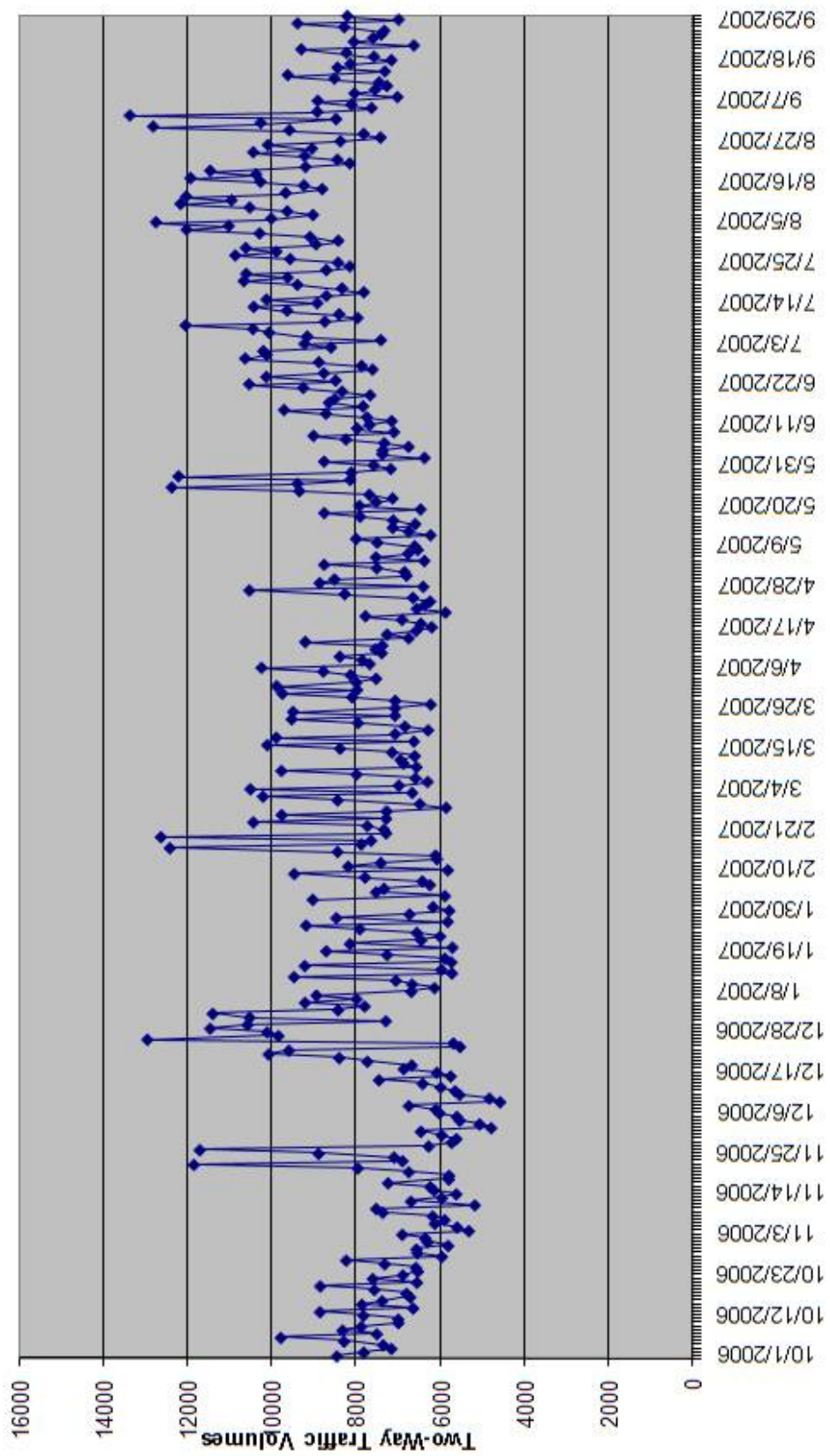
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Hourly traffic data was collected at the same three sites mentioned above in order to provide greater detail in the traffic variation on a typical weekend (Friday through Sunday). Figures 10 through 15 show the hourly variation for summer (July 27-29, 2007) and winter (February 9-11, 2007).

**FIGURE 4: Annual Traffic Variation on US 395 at SR 14 Junction
North of Ridgecrest**



**FIGURE 5: Annual Traffic Variation on US 395 at Gerkin Road
South of Bishop**



**FIGURE 6: Annual Traffic Variation on US 395 at SR 167 Junction
North of Lee Vining**

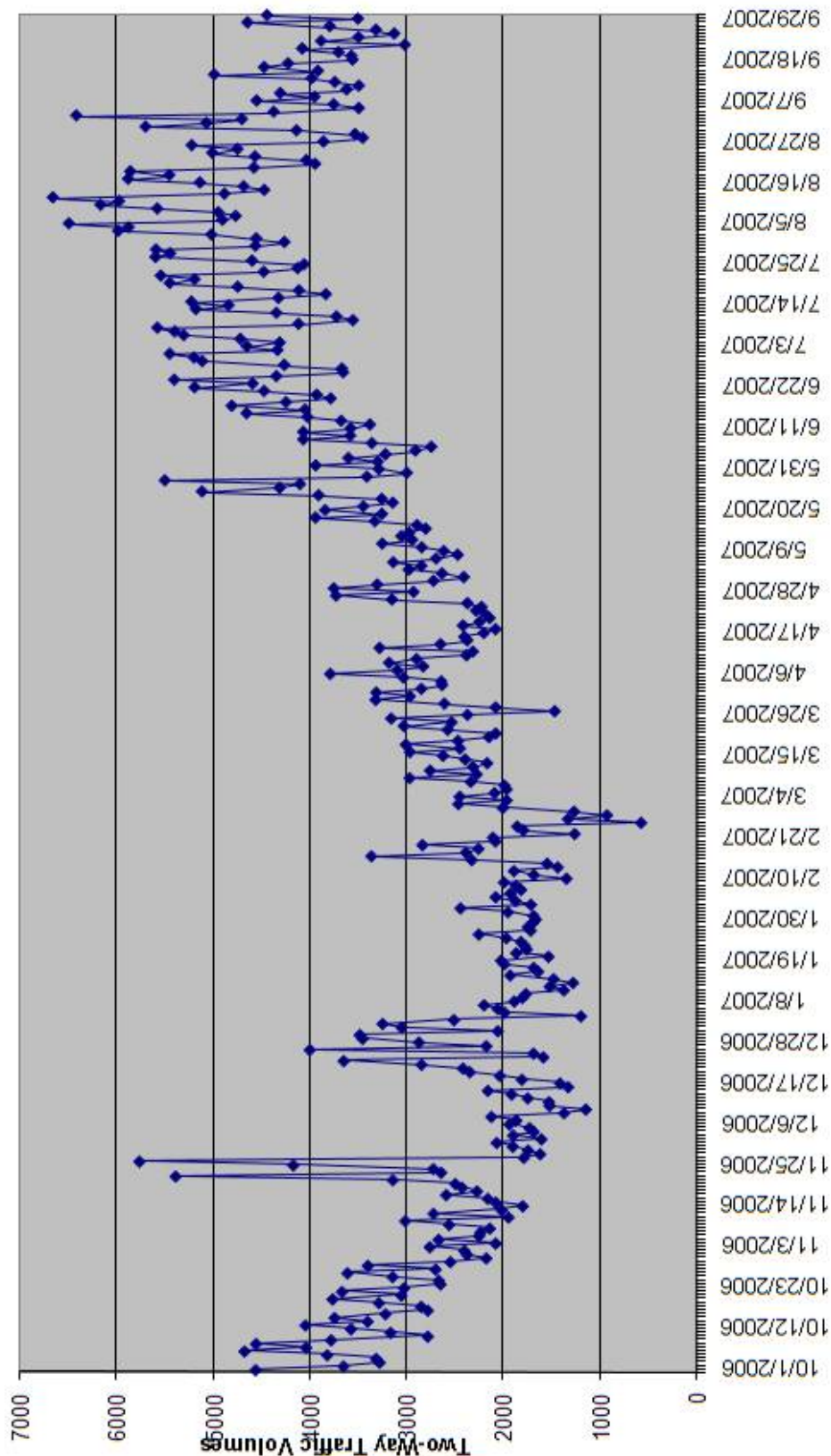
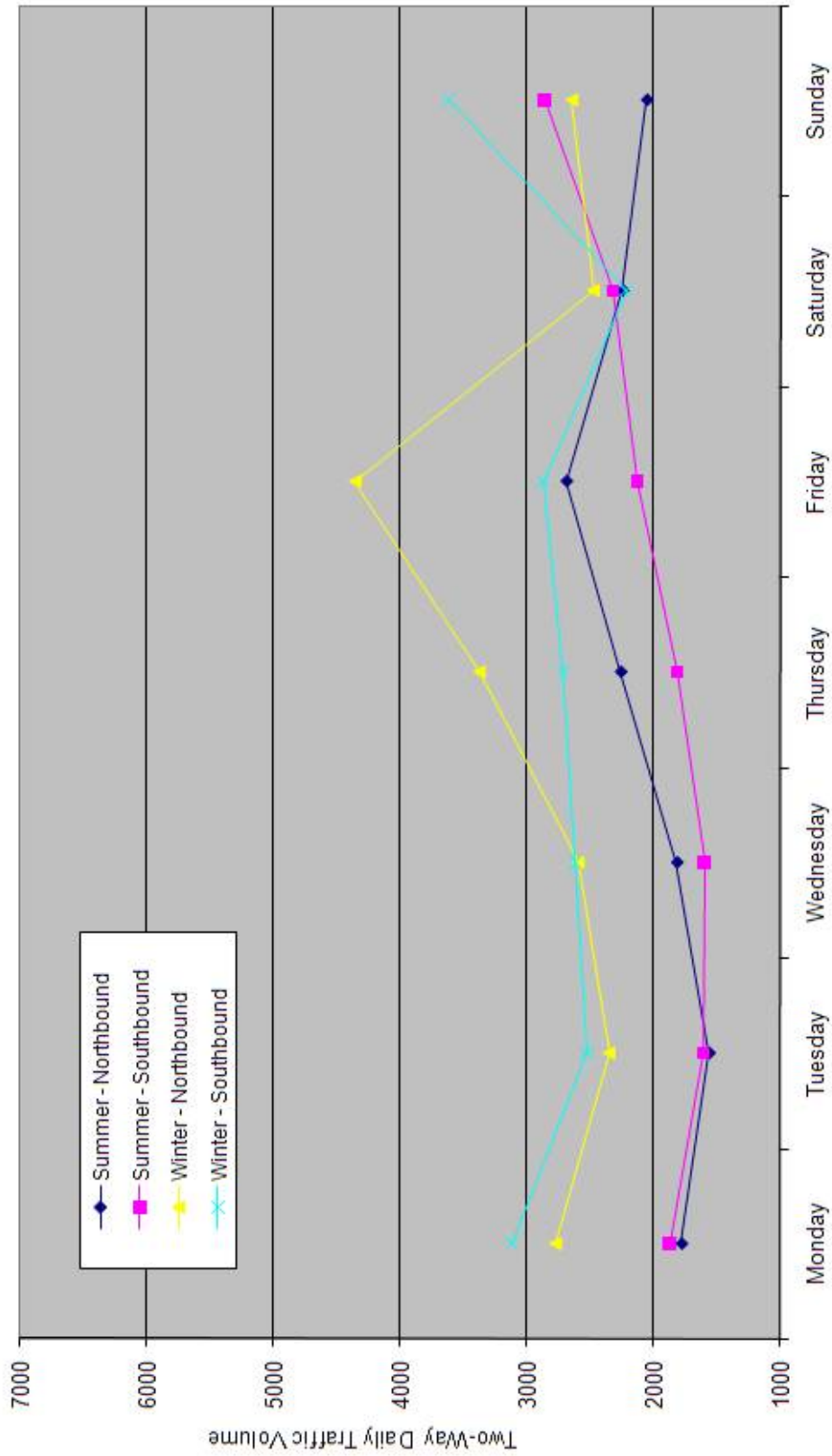


FIGURE 7: Day of Week Traffic Variation on US 395 at SR 14 Junction, North of Ridgecrest



**FIGURE 8: Day of the Week Traffic Variation on US 395
at Gerkin Road, South of Bishop**

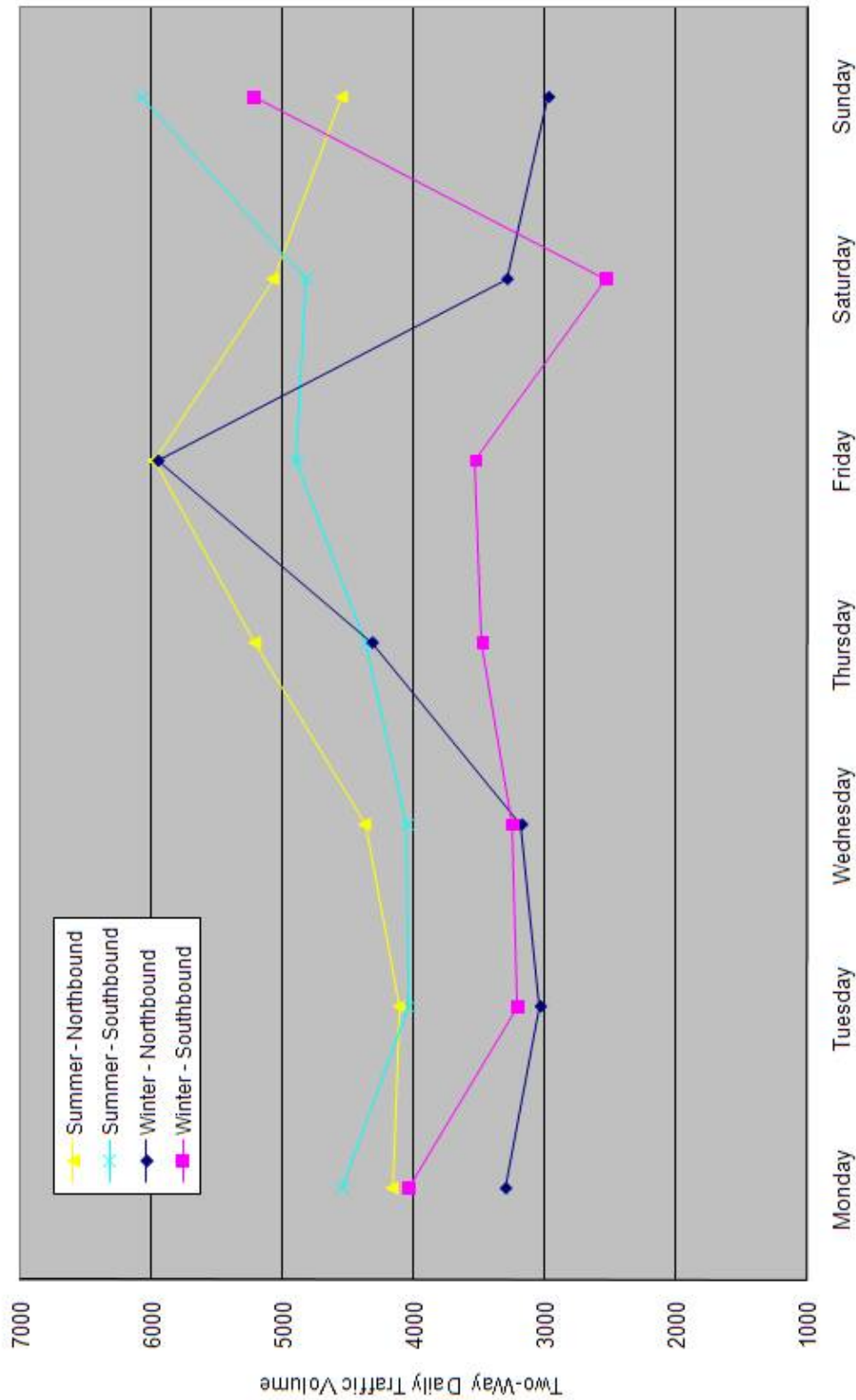
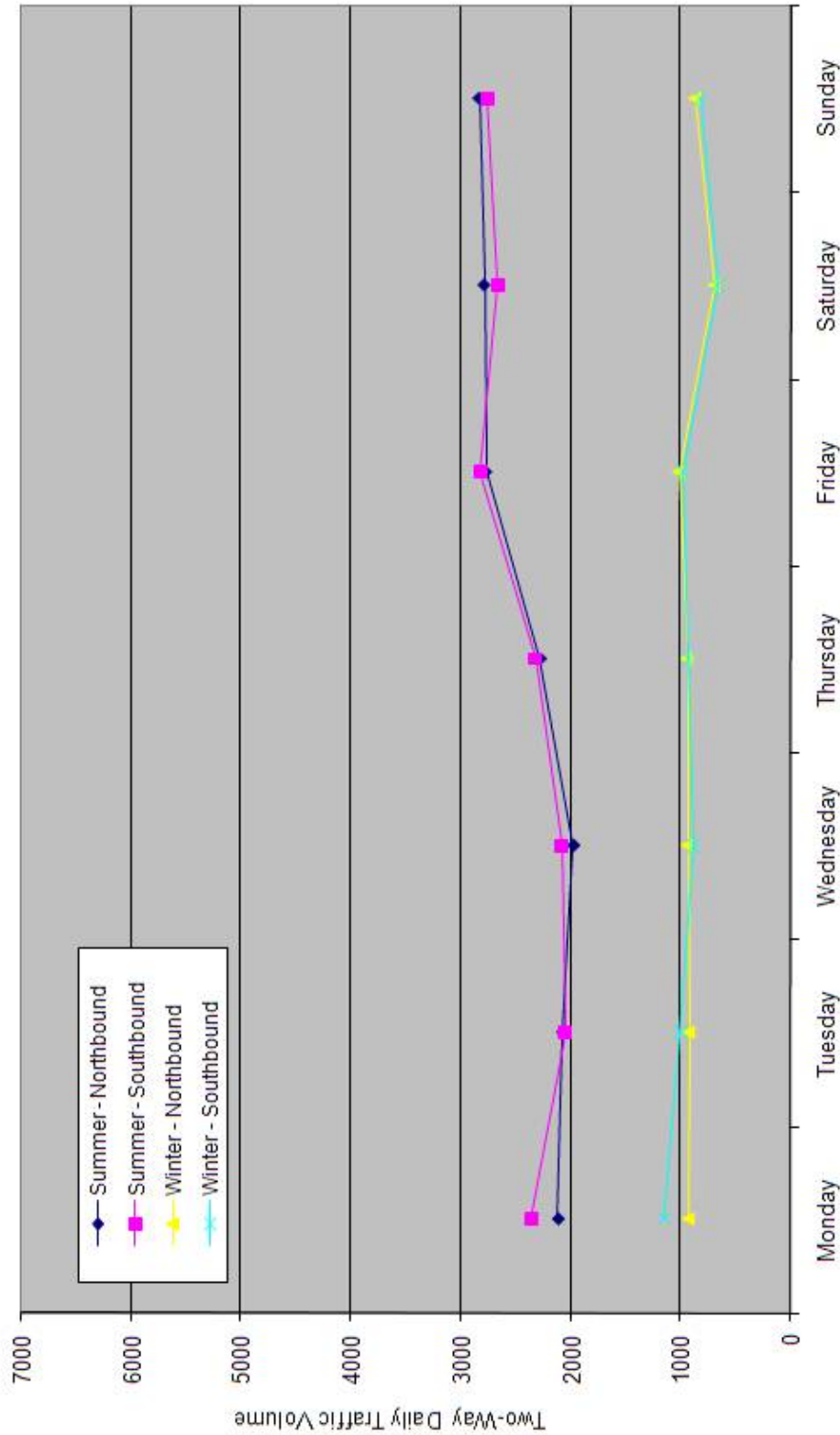


FIGURE 9: Day of Week Traffic Variation on US 395 at SR 167 Junction, North of Lee Vining



On US 395 north of Ridgecrest it has already been shown that the peak traffic occurs on Fridays in the northbound direction and on Sundays in the southbound direction. Figure 10 shows that summer northbound traffic on Fridays is spread throughout the day while the southbound Sunday traffic is concentrated over a short time frame from about 11:00 AM to 4:00 PM. Therefore the highest hourly traffic flows occur on Sundays in the southbound direction. This same pattern also occurs in the winter to a lesser degree, as shown in Figure 11.

Figures 12 and 13 show the hourly variation on US 395 south of Bishop for the summer and winter, respectively. Summer volumes are consistently slightly higher in the northbound direction on Fridays, roughly equal on Saturdays, and dramatically higher in the southbound direction on Sundays. Winter hourly volumes are strongly weighted in the northbound direction on Fridays and southbound on Sundays. Again, the peak hourly volume occurs in the southbound direction around noon on Sundays. It is worth noting that the highest directional traffic volume on a winter Saturday occurs in the northbound direction between midnight and 1 AM.

The hourly traffic variation on US 395 north of Lee Vining is shown in Figures 14 and 15 for the summer and winter, respectively. At this location in the summer, the northbound and southbound hourly traffic volumes are nearly the same. In the winter, the peak volumes are in the northbound traffic on Fridays and Sundays.

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Annual ADT volumes for trucks were obtained from Caltrans for the most recent year available, 2007, at multiple locations throughout the corridor. Trucks represent a higher than average proportion of the total traffic in our study area. As shown in Table 3, trucks account for between 5 and 24 percent of total traffic, with most locations having over 10 percent truck traffic. Truck traffic is a particularly high proportion of total traffic in the northern portion of Kern County and around Big Pine. For the corridor as a whole, the proportion of total truck traffic by number of axles is as follows:

- ♦ Two axle trucks – 23 percent,
- ♦ Three axle trucks – 9 percent,
- ♦ Four axle trucks – 5 percent, and
- ♦ Five + axle trucks – 63 percent.

Trends in Truck Traffic

Caltrans annual ADT truck volume data were also obtained for the years 2002 and 1997 in order to calculate the change in truck traffic, presented graphically in Figure 16. A review of this data indicates the following findings.

- ♦ The greatest increase in overall truck traffic volumes occurred in Big Pine, where daily truck traffic grew by 640 between 1997 and 2007, and by 541 between 2002 and 2007.
- ♦ On a percentage basis, the greatest increases occurred on US 395 at Randsburg (a 223 percent increase between 1997 and 2007) and in Bridgeport (a 163 percent increase over the same period).

FIGURE 10: Summer Hourly Traffic Variation on US 395 at SR 14 Junction, North of Ridgecrest

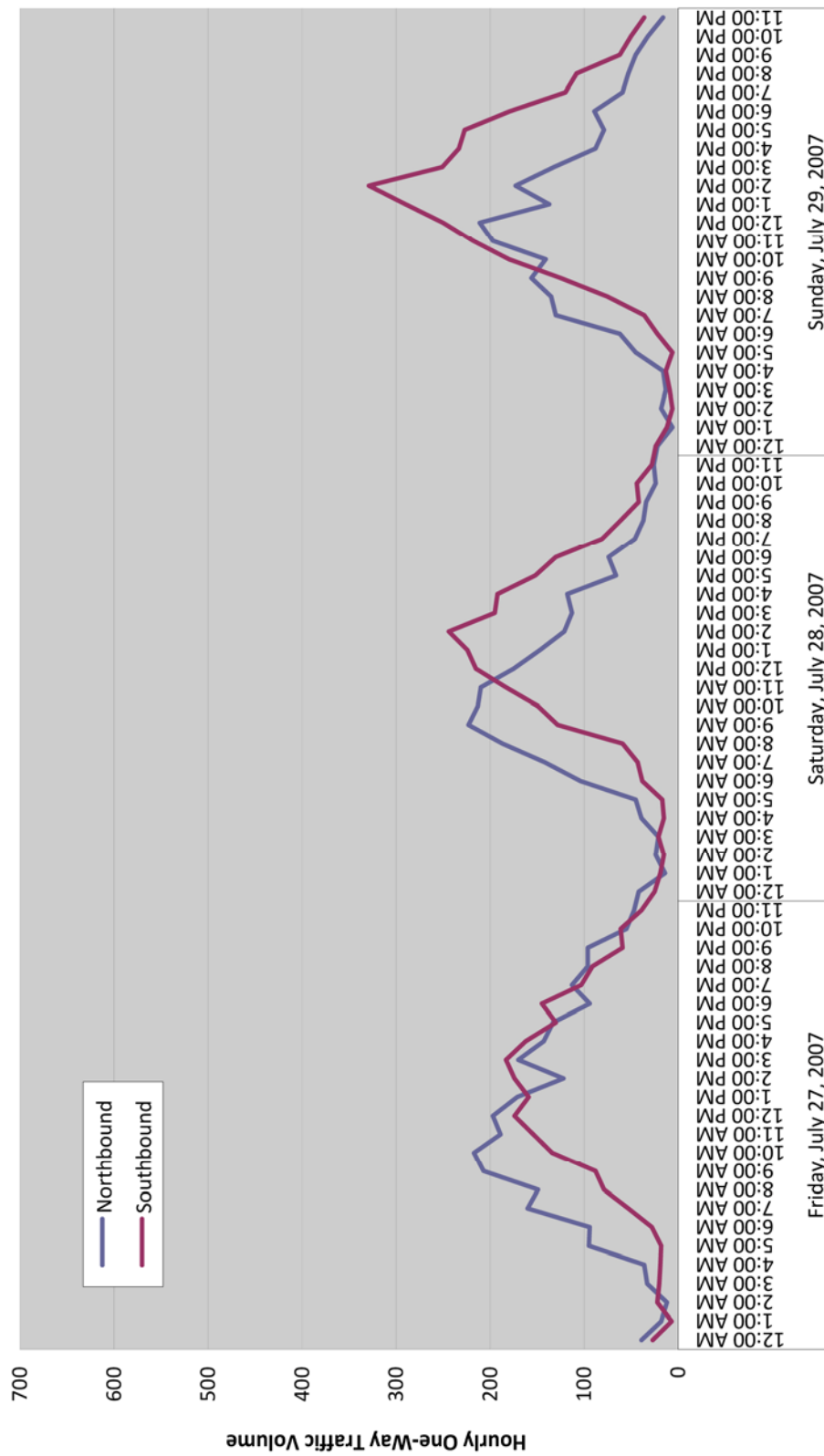


FIGURE 11: Winter Hourly Traffic Variation on US 395 at SR 14 Junction North of Ridgecrest

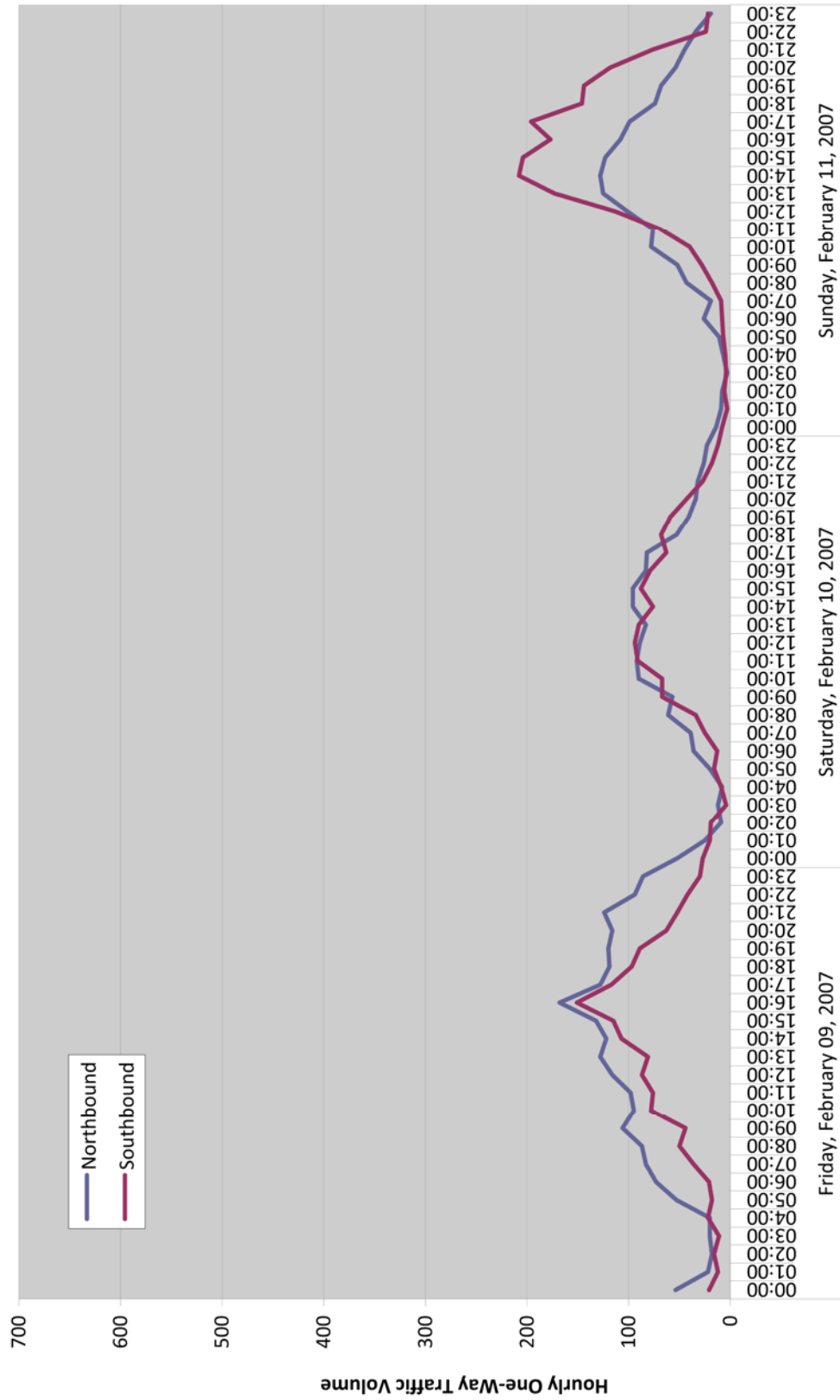


FIGURE 12: Summer Hourly Traffic Variation on US 395 at Gerkin Road, South of Bishop

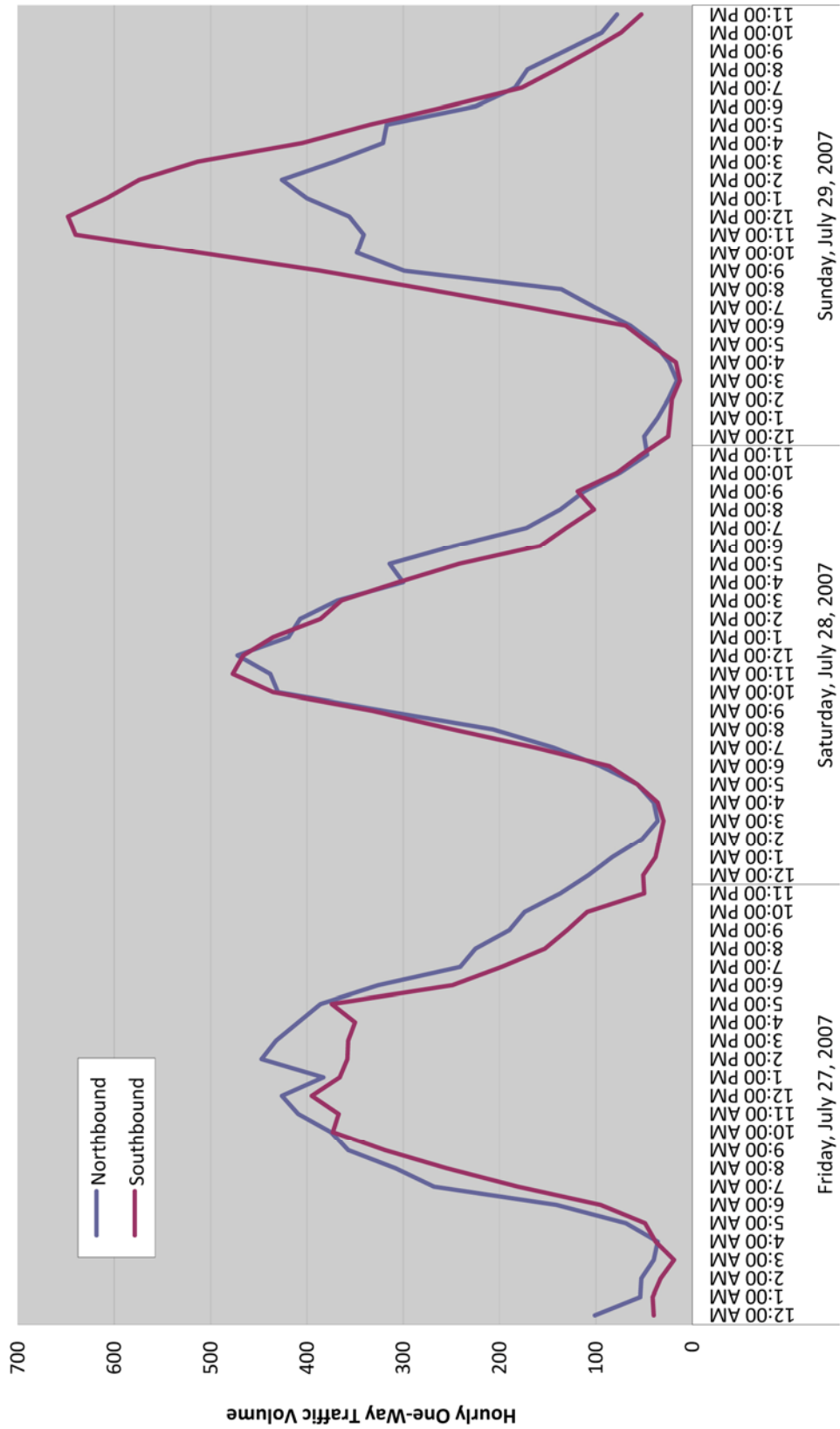


FIGURE 13: Winter Hourly Traffic Variation on US 395 at Gerkin Road, South of Bishop

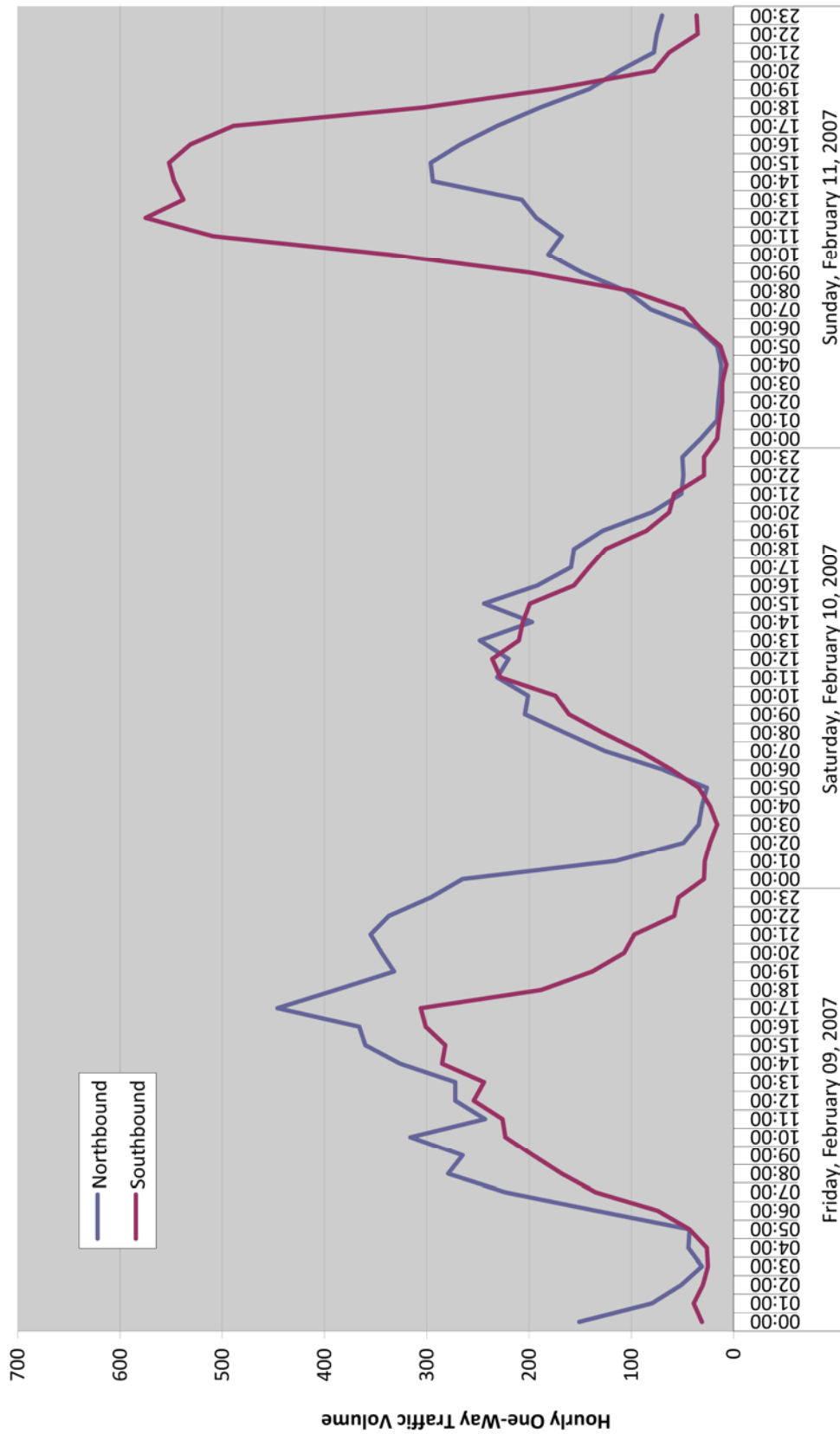


FIGURE 14: Summer Hourly Traffic Variation on US 395 at SR 167 Junction, North of Lee Vining

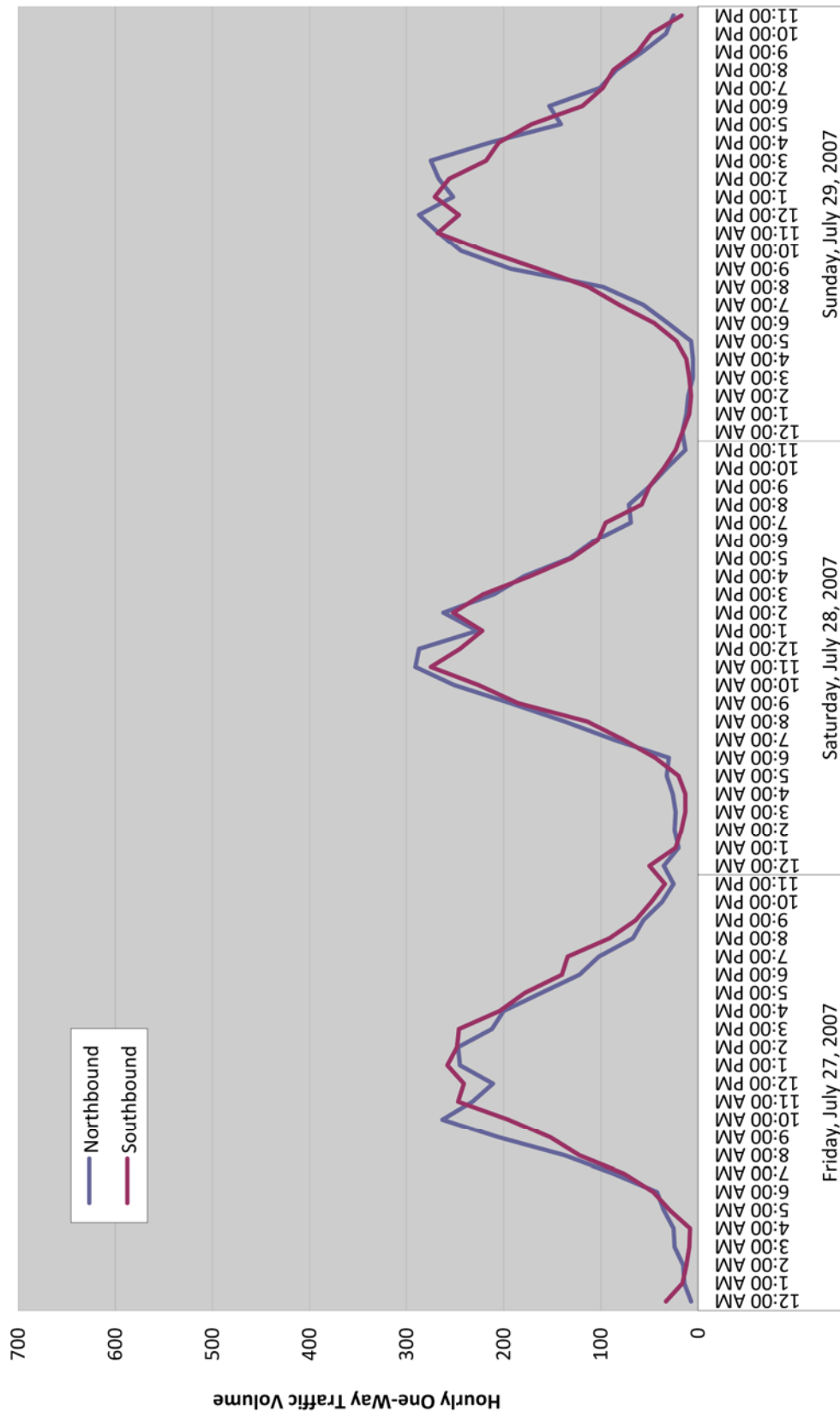


FIGURE 15: Winter Hourly Traffic Variation on US 395 at SR 167 Junction, North of Lee Vining

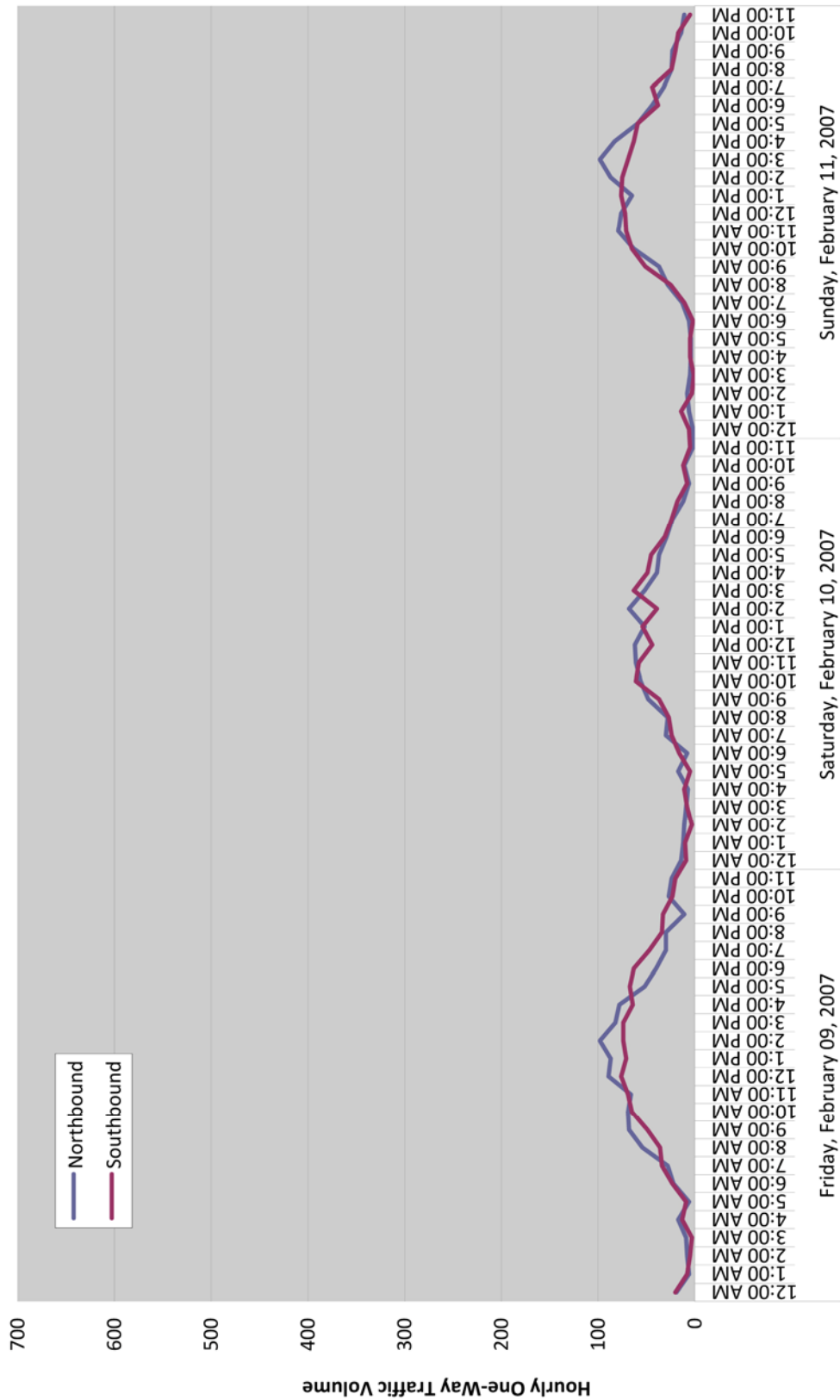
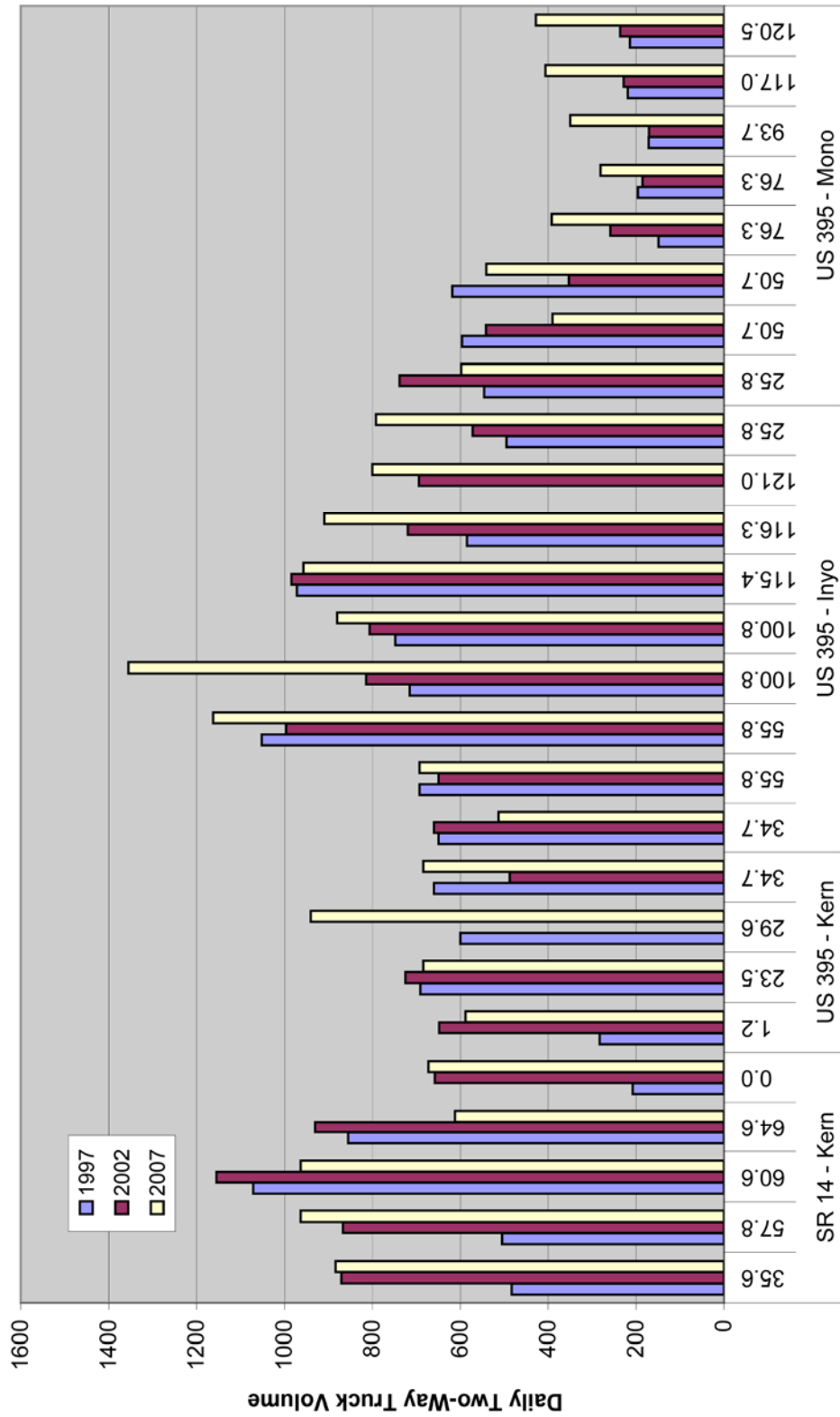


TABLE 3: Corridor Daily Truck Traffic																
Route	PM	Cross Street	Side	2007 Average Annual Daily Truck Traffic					% Total Trucks		Percent Change		5+ Axle Trucks			
				Total AADT	2 Axle	3 Axle	4 Axle	5+ Axle	% Total Trucks	1997	2002	1997	2002	1997	2002	
SR 14 - Kern	35.6	RANDBURG ROAD	North	6800	884	194	141	88	460	13%	483	871	83%	1%	414	453
	57.8	FREEMAN JUNCTION, JCT. RTE. 178 WEST	North	5400	963	142	71	50	700	18%	505	867	91%	11%	456	685
	60.6	HOMESTEAD SOUTH JUNCTION, JCT. RTE. 178 EAST	North	5400	963	142	71	50	700	18%	1071	1155	-10%	-17%	846	912
US 395 - Kern	64.6	HOMESTEAD NORTH JUNCTION, JCT. RTE. 395	South	3200	612	79	60	44	429	19%	855	930	-28%	-34%	761	828
	0.0	REDROCK, RANDBURG ROAD	South	4200	672	141	72	54	403	16%	208	658	223%	2%	157	395
	1.2	REDROCK, RANDBURG ROAD	North	4200	588	123	24	24	417	14%	283	648	108%	-9%	229	389
US 395 - Inyo	23.5	JCT. RTE. 178	South	2850	684	144	27	27	486	24%	691	725	-1%	-6%	665	435
	29.6	JCT. RTE. 14 SOUTH	South	3950	940	92	182	161	505	24%	600	n/a	57%	n/a	444	n/a
	34.7	JCT. RTE. 190 EAST	South	5700	684	130	41	27	486	12%	660	487	4%	40%	469	422
US 395 - Mono	34.7	JCT. RTE. 190 EAST	North	5900	513	48	15	6	444	9%	649	660	-21%	-22%	449	469
	55.8	JCT. RTE. 136 SOUTHEAST	South	6300	693	159	49	27	458	11%	693	649	0%	7%	458	429
	55.8	JCT. RTE. 136 SOUTHEAST	North	7000	1162	179	72	14	897	17%	1052	996	10%	17%	812	769
US 395 - Mono	100.8	BIG PINE, JCT. RTE. 168 NORTHEAST	South	6150	1355	427	128	106	694	22%	715	814	90%	66%	428	582
	100.8	BIG PINE, JCT. RTE. 168 NORTHEAST	North	8000	880	189	44	18	629	11%	748	806	18%	9%	535	636
	115.4	BISHOP, JCT. RTE. 168 WEST	North	15950	957	287	96	10	565	6%	972	984	-2%	-3%	573	581
US 395 - Mono	116.3	JCT. RTE. 6 NORTH	North	16800	909	451	66	25	367	5%	585	720	55%	26%	228	290
	121.0	ED POWERS ROAD	North	7700	800	177	177	146	300	10%	n/a	694	NA	15%	NA	231
	25.8	JCT. RTE. 203 WEST	South	8800	792	348	40	6	397	9%	495	572	60%	38%	248	418
US 395 - Mono	25.8	JCT. RTE. 203 WEST	North	4600	598	132	23	7	437	13%	546	738	10%	-19%	399	370
	50.7	TIOGA PASS JUNCTION, NORTH JCT. RTE. 120 WEST	South	4200	390	79	52	11	248	9%	596	541	-35%	-28%	444	401
	50.7	TIOGA PASS JUNCTION, NORTH JCT. RTE. 120 WEST	North	4550	541	89	44	7	400	12%	618	353	-12%	53%	457	224
US 395 - Mono	76.3	BRIDGEPORT, JCT. RTE. 182 NORTH	South	3550	392	128	28	15	220	11%	149	259	163%	52%	108	171
	76.3	BRIDGEPORT, JCT. RTE. 182 NORTH	North	3800	281	56	22	17	185	7%	196	186	43%	51%	150	122
	93.7	JCT. RTE. 108 WEST	North	3250	350	45	20	4	280	11%	171	171	105%	105%	137	137
US 395 - Mono	117.0	JCT. RTE. 89	South	3750	406	103	17	4	283	11%	219	228	85%	78%	185	193
	120.5	NEVADA STATE LINE	South	3950	428	108	18	4	298	11%	214	236	100%	81%	188	208

Source: Caltrans online data

NA = Not Available

FIGURE 16: Average Annual Daily Truck Traffic



- ♦ Data for some locations indicated a reduction in total truck traffic between 1997 and 2007, including the northernmost portion of SR 14, US 395 north of SR 190, and US 395 at SR 120 west (Tioga Junction).
- ♦ Over the entire study corridor, total truck traffic grew by 32 percent between 1997 and 2007, and 16 percent between 2002 and 2007. This indicates a much greater proportionate growth in truck traffic than in non-truck traffic.
- ♦ Growth in truck traffic was greatest for the smaller (1 to 4 axle) trucks. Between 1997 and 2007, the overall number of 1 to 4 axle trucks grew by 81 percent, while the number of 5 + axle trucks grew by only 14 percent.

Origin and Destination

The report *Goods Movement Study for US 395 Corridor* (June 2006, Katz, Okitsu and Associates) provides information about truck trip origins and destinations along the corridor. This document presents the result of a truck driver intercept survey conducted in Bishop, California in September 2005 for 48 consecutive hours. Approximately, two-thirds of truck drivers responding in the survey said they took 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.

Table 4 is a summary of the origin/destinations of truck trips. The preponderance of trips was to/from the Los Angeles/Riverside/San Bernardino area to the south (79 percent) and to/from the Reno/Sparks/Fernley area to the north (57 percent). This data as well as the growth in truck activity probably reflects the growth of the Reno area as a warehousing/distribution center.

	Northbound Origin/ Southbound Destination	Southbound Origin/ Northbound Destination
California - Kern County	2%	0%
California - Mono County	0%	4%
California - Inyo County	6%	15%
California - Riverside/San Bernardino	38%	0%
California - Los Angeles	41%	0%
California - Bakersfield	3%	1%
California - Sacramento/Northern California	0%	1%
Nevada - Reno/Sparks	0%	43%
Nevada - Fernley/Other	1%	14%
Idaho/Utah/Arizona	1%	6%
Washington/Oregon	0%	8%
East of Idaho/Utah/Arizona	1%	2%
Unknown	8%	7%
Total	100%	100%

Source: Goods Movement Study - US 395 Corridor by Katz, Okitsu and Associates (6/21/06)

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Information on traffic accidents is kept by the California Highway Patrol in the Statewide Integrated Traffic Records System (SWITRS). Data on all traffic accidents for the most recent five years (2003-2007) was collected for the study corridor. Tables 5, 6, and 7 present the accident data organized and summarized by different criteria. Table 5 presents the data summarized by accident type for each county and roadway. As shown, a total of 2,348 accidents were reported. 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 percent of accidents in the corridor were of this type. Sideswipes, rear-ends and broadside were the next most common type of accidents. Head-on, bicycle/vehicle, and pedestrian/vehicle type of accidents were all less than 2 percent each.

TABLE 5: Accidents in Study Area by Type (from 2003-2007)

Accident Type	Colusa	Colusa %	Butte	Butte %	Colusa + Butte	Colusa %	Butte	Butte %	Other	Other %
Sideswipe	44	5%	69	10%	113	11%	52	9%	182	8%
Rear End	44	5%	70	10%	114	11%	103	17%	228	10%
Head-On	15	2%	17	2%	32	3%	12	2%	50	2%
Broadside	30	3%	85	12%	115	12%	99	17%	226	10%
Single Car ¹	748	83%	405	58%	1153	69%	313	52%	1574	67%
Bicycle	1	0%	8	1%	9	0%	3	1%	12	1%
Pedestrian	5	1%	15	2%	20	2%	5	1%	26	1%
Other/Not Stated	14	2%	24	3%	38	3%	10	2%	50	2%
Total	901	100%	693	100%	1594	100%	597	100%	2348	100%

Note 1: Single Car accidents include overturned vehicles or vehicles that hit an object.

SWITRS categorizes the severity of accidents into three categories: property damage only, injury, and fatal. Table 6 presents a summary of accidents in the corridor by severity and by year. Overall, 59 percent of reported accidents resulted in property damage only, 38 percent resulted in injuries, and 3 percent resulted in fatalities.

Table 7 presents the accident rates by highway segment. The first group of columns represents the observed accident rate for each segment for the three rates tracked by the state. Next the applicable statewide average was determined based on roadway type (2 lanes vs. 4 lanes, divided vs. undivided, etc.). Finally the observed rate and the statewide rate are compared, as shown in the last group of columns. Any value in these columns over 100 percent, and therefore highlighted, means the observed rate is greater than the statewide average. In the corridor a majority of the segments have a fatality victim's rate higher than the 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. The reader should be cautioned that the rate regarding fatality victims can be greatly impacted by a low number of fatalities. Traffic safety experts typically consider the "fatal + injury accident" rate to be a more reliable measure of overall traffic safety conditions.

TABLE 6: Accidents in Study Area by Severity of Accident

Year	Accident Severity	US 395 - Mono	US 395 - Inyo	US 395 - Kern	Subtotal US 395	SR 14 - Kern	Total
2003	Property Damage	137	65	18	220	66	286
	Injury	63	56	12	131	43	174
	Fatality	6	8	2	16	3	19
2004	Property Damage	120	81	12	213	46	259
	Injury	67	69	14	150	50	200
	Fatality	5	3	3	11	6	17
2005	Property Damage	131	91	16	238	76	314
	Injury	60	51	11	122	58	180
	Fatality	1	3	2	6	3	9
2006	Property Damage	117	101	22	240	64	304
	Injury	63	47	11	121	59	180
	Fatality	2	8	0	10	3	13
2007	Property Damage	89	63	14	166	64	230
	Injury	39	42	18	99	49	148
	Fatality	1	4	2	7	7	14
Total	Property Damage	594	401	82	1077	316	1393
	Injury	292	265	66	623	259	882
	Fatality	15	26	9	50	22	72

TABLE 7: Analysis of Accident Rate by Highway Segment												
2003 Through 2007												
Route	MP	Cross Street	MVM	Observed Accident Rates			Applicable Statewide Average			Percent of Statewide Average		
				Total Accidents per MVM	Fatal + Injury Accidents per MVM	Fatality Victims per 100 MVM	Total Accidents per MVM	Fatal + Injury Accidents per MVM	Fatality Victims per 100 MVM	Total Accidents per MVM	Fatal + Injury Accidents per MVM	Fatality Victims per 100 MVM
SR 14 - Kern	0.0	LOS ANGELES/KERN COUNTY LINE	174	0.50	0.19	0.57	1.02	0.31	0.59	49%	61%	97%
	3.0	ROSAMOND BOULEVARD	541.4	0.50	0.2	0.92	1.12	0.53	0.19	45%	38%	484%
	19.2	MOJAVE, NORTH JCT RTE 58	262.9	0.37	0.16	2.66	1.93	1.05	0.4	19%	15%	665%
	35.6	RANDBURG ROAD	261.6	0.44	0.24	2.29	1.15	0.53	3.65	38%	45%	63%
	57.8	FREEMAN JUNCTION, JCT. RTE. 178 WEST	27.9	0.29	0.14	14.34	1.15	0.53	3.65	25%	26%	393%
	60.6	HOMESTEAD, SOUTH JUNCTION, JCT. RTE. 178 EAST	22.9	0.79	0.39	13.1	1.93	1.05	0.4	41%	37%	3275%
US 395 - Kern	0.0	SAN BERNARDINO/KERN COUNTY LINE	8.7	0.80	0.23	11.49	1.15	0.53	3.65	70%	43%	315%
	1.2	REDROCK, RANDBURG ROAD	112.5	0.84	0.39	5.33	1.15	0.53	3.65	73%	74%	146%
	15.0	CHINA LAKE ROAD	46.1	0.46	0.17	8.68	1.15	0.53	3.65	40%	32%	238%
	23.5	JCT. RTE. 178	40.2	0.35	0.1	2.49	1.15	0.53	3.65	30%	19%	68%
	29.6	JCT. RTE. 14 SOUTH	77.4	0.26	0.1	1.29	1.93	1.05	0.4	13%	10%	323%
US 395 - Inyo	0.0	KERN/INYO COUNTY LINE	373.6	0.36	0.16	3.48	1.93	1.05	0.4	19%	15%	870%
	34.7	JCT. RTE. 190 EAST	222.1	0.41	0.19	2.25	1.93	1.05	0.4	21%	18%	563%
	55.8	JCT. RTE. 136 SOUTHEAST	21.9	0.91	0.27	0	1.54	0.62	3.34	59%	44%	0%
	57.7	LONE PINE, WHITNEY PORTAL ROAD	173.2	0.37	0.14	1.73	1.93	1.05	0.4	19%	13%	433%
	73.4	INDEPENDENCE, MARKET STREET	320.5	0.39	0.15	2.18	1.93	1.05	0.4	20%	14%	545%
	100.8	BIG PINE, JCT. RTE. 168 NORTHEAST	201.9	0.34	0.12	0	1.93	1.05	0.4	18%	11%	0%
	115.2	BISHOP, SOUTH STREET	5.2	0.96	0.19	0	1.89	0.79	1.49	51%	24%	0%
	115.4	BISHOP, JCT. RTE. 168 WEST	25.1	1.91	0.56	0	1.89	0.79	1.49	101%	71%	0%
	116.3	JCT. RTE. 6 NORTH	129.2	0.79	0.26	1.55	2.51	0.97	1.35	31%	27%	115%
	121.0	ED POWERS ROAD	70.6	0.16	0.08	0	1.93	1.05	0.4	8%	8%	0%
	126.1	PINE CREEK ROAD	37.1	0.57	0.16	2.7	1.93	1.05	0.4	30%	15%	675%
US 395 - Mono	0.0	INYO/MONO COUNTY LINE	201.8	0.77	0.28	0	1.93	1.05	0.4	40%	27%	0%
	16.6	CROWLEY LAKE, MCGEE CREEK ROAD	104.2	0.80	0.35	2.88	1.93	1.05	0.4	41%	33%	720%
	25.8	JCT. RTE. 203 WEST	205.4	0.80	0.21	0.97	1.93	1.05	0.4	41%	20%	243%
	50.7	TIOGA PASS JUNCTION, NORTH JCT. RTE. 120 WEST	7.9	2.15	0.76	0	1.54	0.62	3.34	140%	123%	0%
	51.7	LEE VINING VISITORS CENTER	153.9	1.01	0.33	2.6	1.15	0.53	3.65	88%	62%	71%
	76.3	BRIDGEPORT, JCT. RTE. 182 NORTH	28.7	1.05	0.24	0	1.15	0.53	3.65	91%	45%	0%
	80.6	FARM HOUSE	73.5	1.12	0.39	0	1.15	0.53	3.65	97%	74%	0%
	93.7	JCT. RTE. 108 WEST	77.1	1.40	0.4	2.59	1.15	0.53	3.65	122%	75%	71%
	107.1	MILL CREEK BRIDGE	68	0.82	0.24	1.47	1.15	0.53	3.65	71%	45%	40%
	117.0	JCT. RTE. 89	23.4	2.14	0.73	12.82	1.15	0.53	3.65	186%	138%	351%

Note: Highlighted text means the observed accident rate is greater than the applicable statewide average accident rate.

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A variety of public and private transportation services are available throughout the Eastern Sierra Corridor, as discussed below.

Eastern Sierra Transit Authority

ESTA is the primary provider of public bus services throughout Inyo and Mono Counties and the sole provider of interregional public transportation for the entire Eastern Sierra Region.

- ♦ Carson Ridgecrest Eastern Sierra Transit (CREST) is the interregional service which operates two routes: CREST North between Lone Pine and Reno (every weekday except Wednesday) and CREST South between Mammoth and Lancaster (Monday, Wednesday, and Friday). A connection is then made to Ridgecrest via a bus stop connection at the Inyokern Airport. Each route makes one round trip per day. The CREST north route stops in Lone Pine, Independence, Big Pine, Aberdeen, Bishop, Tom's Place, Crowley Lake, Mammoth Lakes, June Lake, Lee Vining, Mono City, Bridgeport, Walker, Coleville, Topaz, Carson City, and the Reno/Tahoe International Airport (the closest major airport for all of these communities). The CREST south route connects the communities of Mammoth Lakes, Tom's Place, Bishop, Big Pine, Aberdeen, Independence, Lone Pine, Olancho, Coso Junction, Pearsonville, Inyo Kern Airport, Mojave, and Lancaster. Table 8 presents the CREST schedule. Connections can be made to transit services in Reno and Ridgecrest. Four 20-passenger vehicles are used to operate the CREST routes. Vehicles have storage space for baggage, skis, and bikes. Reservations are requested. In addition to accessing services in more urbanized areas, passengers use the CREST route to access backpacking in the Eastern Sierra.
- ♦ ESTA also operates several town-to-town services as deviated fixed-routes. Each route includes stops in the communities along the way:
 - **Independence/Bishop/Mammoth** – Monday through Friday the northbound bus departs Bishop at 7:00 AM and 4:00 PM. The southbound bus departs Mammoth at 8:05 AM and 5:15 PM. On Saturdays, the northbound bus departs at 7:30 AM and 2:00 PM, while the southbound bus departs at 9:00 AM and 3:30 PM.
 - **Lone Pine/Bishop/Independence** – Monday through Friday there are three daily departures. Northbound departures from Lone Pine are at 6:30 AM, 8:30 AM, and 5:00 PM. Southbound departures from Bishop are at 7:00 AM, 1:30 PM, and 6:30 PM. The trip takes approximately 1 hour and 10 minutes. The first Saturday of every month this route makes one round trip, leaving Lone Pine at 8:30 AM, arriving in Bishop at 9:30 AM, and departing again for Lone Pine at 3:00 PM.
 - **Benton/Independence** – This route makes one round trip per day operating on Tuesdays, Thursdays, and Fridays. It leaves Benton Station at 8:25 AM arriving in Bishop about one hour later. Although this transit route serves the mobility needs of residents in the Eastern Sierra Corridor, it technically does not travel on US 395.
 - **Bridgeport/Walker/Coleville/Olancho/Mammoth/Independence/Carson City** – This route operates twice a week (Wednesdays and Fridays). On Wednesdays the bus departs Bridgeport at 2:00 PM and arrives in Carson City around 4:00 PM. The return trip departure time varies but allows for arrival back in Bridgeport around 9:10 PM. An earlier

TABLE 8: Carson Ridgecrest Eastern Sierra Transit (CREST) Schedule

C o u r s e	North-Bound		South-Bound		C o u r s e	South-Bound		North-Bound	
	Times		Times			Times		Times	
Lone Pine Statham Hall	6:15am	7:40pm	Mammoth Lakes - McDonalds	8:05am	7:35pm				
Independence Courthouse	6:30am	7:25pm	Crowley Lake - Storefront	8:20am	7:20pm				
Aberdeen Store**	6:45am	7:00pm	Tom's Place - Storefront	8:25am	7:15pm				
Big Pine Main St. Shelter	7:00am	6:45pm	Bishop – Crest Station 201 S. Warren St.	9:00am	6:45pm				
Bishop - Crest Station 201 S. Warren St.	7:30am	6:30pm	Big Pine - Main St. Bus Shelter	9:15am	6:25pm				
Tom's Place - Storefront**	7:30am	5:40pm	Aberdeen** - Storefront	9:30am	6:10pm				
Crowley Lake - Storefront**	7:35am	5:35pm	Independence	9:45am	5:45pm				
Mammoth Lakes - McDonalds	8:20am	5:20pm	Post Office		Courthouse				
June Lake Junction**	8:40am	5:00pm	Lone Pine - Statham Hall	10:10am	5:30pm				
Lee Vining	8:50am	4:50pm	Olancho** - Ranchhouse Café	10:30am	5:05pm				
Mono City**	9:00am	4:40pm	Coso Junction** - Reststop	10:50am	4:45pm				
Bridgeport General Store	9:20am	4:20pm	Pearsonville** - Shell	11:05am	4:30pm				
Walker**	10:00am	3:45pm	Inyo Kern - 76 Station	11:30am	4:05pm				
Coleville**	10:10am	3:30pm	Mojave - Carl's Jr	12:35pm	3:00pm				
Topaz**	10:20am	3:25pm	Lancaster - Greyhound	1:15pm	2:30pm				
Topaz Lodge, NV**	10:25AM	3:20PM							
Gardnerville**	10:50am	2:55pm							
Carson City Nugget Hwy 395 & Robinson St.	11:20am	2:25pm							
Reno International Airport - Airport Baggage Claim North Door	12:00pm (arrive)	1:40pm (depart)							
Reno Greyhound Station	12:15pm (arrive)	1:20pm (depart)							

** Request stops only.

run is operated on Fridays, departing Bridgeport at 8:00 AM and arriving in Carson City at 10:00 AM. The return trip departs around 1:30 PM and arrives back in Bridgeport around 3:40 PM.

- **e o / os one/ u** – This service operates on Thursdays only. The bus leaves Tecopa Heights at 7:45 AM and arrives Pahrump at 9:00 AM where there is a two hour layover before returning to Tecopa at 1:00 PM.
- ♦ Fixed-route services are offered in Mammoth and Bishop. In addition to year-round ESTA service, during the winter months Mammoth Mountain Ski Area (MMSA) operates a free shuttle system throughout Mammoth Lakes. Five daytime routes are operated from approximately 7:30 AM to 5:30 PM and two evening routes are operated from 6:00 PM to midnight. To fill the gap in transit service during the shoulder and summer seasons, ESTA provides the Mammoth LIFT service which operates seven days per week from the end of May to the beginning of November. Summer trolley services are also available for Mammoth Lakes visitors and residents. The Town Trolley serves the Village and downtown while the Lakes Basin Trolley serves recreation sites. ESTA’s Bishop public transit service consists of two routes which generally serve the area bordered by West Line Street, Paiute Palace Casino, and K-mart.
- ♦ Demand response services are available within the communities of Bishop, Lone Pine, Mammoth, and Walker-Coleville to special needs users as well as the general public at least five days a week.

Thirty 16 passenger minibuses are used to operate the fixed-routes as well as some of the Dial-A-Ride services. Six of the minibuses as well as six trolleys are owned by the Town of Mammoth Lakes. An additionally four minivans are used to operate the smaller Dial-A-Ride services. Table 9 presents Fiscal Year (FY) 2007-08 operating statistics for all of ESTA services which travel on US 395. As shown, the Lone Pine to Bishop route carried the greatest number of annual one-way passenger trips (11,052), followed by the Bishop to Mammoth route (5,474) and the CREST north route (4,102). The Bridgeport to Carson City route only carried 859 one-way passenger trips.

TABLE 9: Eastern Sierra Transit Authority FY 07/08 Operating Statistics for Select Routes

oute	ssen e i s	e i e ou s	e i e Mi es
CREST North	4,102	2,216	81,758
CREST South	1,421	1,219	44,376
Bishop - Mammoth	5,474	1,979	59,997
Lone Pine - Bishop	11,052	2,930	98,882
Bridgeport - Carson City	859	840	17,220

Yosemite Region Transit System

YARTS provides transit service to Yosemite National Park and its gateway communities to the east and west. During the summer months YARTS provides service between Mono County and Yosemite National Park. The SR 120/US 395 route departs Mammoth Mountain Inn at 7:00 AM, serves stops in June Lake, Lee Vining, Tuolumne Meadows, and White Wolf Lodge and terminates in Yosemite Valley. The return trip departs the valley at 5:00 PM and arrives in Mammoth Lakes at 8:51 PM. In the months of June and September this route operates only on weekends.

Yosemite Region Transit

Kern Regional Transit provides a variety of transit services throughout Kern County. The Lancaster/Mammoth route operates three round trips per day Monday, Wednesday, and Friday and also links the communities of Lancaster, Mojave, and Pearsonville to the Inyo Kern Airport.

Mojave Dial-A-Ride provides demand response service Monday through Saturday in Mojave. Passengers may transfer to other Kern Regional Transit intercity routes at Carl's Jr. and Greyhound at McDonalds. Local Dial-A-Ride services are also available between Ridgecrest, Johannesburg, Inyokern, and Randsburg.

Intercity

There is no intercity Greyhound bus service between Reno, Nevada and Mojave, California on US 395; however there are a variety of tour bus companies serving the Eastern Sierra Corridor. Several tour companies based out of Southern California provide weekend ski tour packages which include lodging and transportation. Private charter buses are also available to transport groups all along the Eastern Sierra.

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There are significant levels of bicycle activity in the corridor in the form of both recreation and transportation trips. 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. 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 percent of all commute trips to work occurred via bicycle in Inyo County and 3.2 percent in the City of Bishop. These bicycle commuting rates are three to four times the statewide average of 0.8 percent. There are currently about 350 miles of paved and unpaved travel-ways used by bicyclists in Inyo County. This number includes both roads which legally allow bicycle use and designated bikeways, such as Class I, Class II, and Class III facilities. Although all of the roads, including highways, allow bicycle use, there are very few (only 1.4 miles) Class I bike paths. There are also Class II bike lanes and Class III bike routes.

Sidewalks are available in almost all downtown areas along the corridor, along with marked crosswalks and some overhead pedestrian warning signs. 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 estimated in the 2000 US Census and summarized in the *Inyo County 2008 Collaborative Bikeways Plan*. Nearly 9 percent of all work trips are made by foot in Bishop. Note this does not include combination walk/transit trips, which are considered transit trips. Throughout Inyo County pedestrian trips make up 7.2 percent of all work trips. It is assumed this level of pedestrian activity is similar throughout the corridor. This is level of pedestrian activity is well above the national and statewide average of 2.9 percent walking trips.

e i e o C u e n t n s n o e t s

This section presents information regarding current plans and projects that guide transportation decision-making along the study corridor, or that will impact the corridor in coming years.

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395 n s o t t i o n C o n e t e o t C C t n s i s t i t 9 M y

TCRs are long-range planning documents used by Caltrans to guide overall improvements along each roadway. The highway is divided into segments and data and information about the transportation facility is discussed for each segment. Specifically, a TCR presents an overview of local government, air quality, land use, transit service, right of way information, traffic forecasts, accident data, environmental concerns, functional classification of the highway, level of service, and concept improvements. The US 395 TCR discusses segments of US 395 from near Topaz Lake at the California/Nevada border to Johannesburg in Southeastern California.

The TCR lists route concept improvements that Caltrans sees as important over the next twenty years to reduce congestion, improve level of service, and improve safety. Major improvements include expanding the highway to four lanes from the San Bernardino County line to Lee Vining in Mono County. Highway conditions are measured by “Level of Service” (LOS), which ranges from LOS A (very good conditions) to LOS F (volumes exceeding capacity, resulting in stop-and-go operation and long traffic queues). The TCR indicates that LOS B is to be maintained on these highway segments. LOS C will be accepted north of Lee Vining due to topographic constraints, 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.

C i o n i n s o t t i o n n 5

The California Transportation Plan (CTP) is a long-range transportation policy plan that provides a vision of the state’s future mobility needs. The intent of the plan is to guide transportation investments and decisions at all levels of government and the private sector. The vision encompasses all types of transportation facilities such as roads, bicycle facilities, and airports as well as goods movement. The document is very broad in nature, and was developed in consultation with the state’s 44 Regional Transportation Planning Agencies and the general public.

There is some discussion on how demographic and economic factors can affect transportation in California. The CTP sets forth transportation goals. The following policies and strategies were developed in order to implement each goal.

- ♦ **o e M o b i l i t y n e s s i b i l i t y** – This includes expanding the capacity of transportation facilities in the state as well as focusing on transportation demand management strategies to improve the efficiency of existing facilities.
- ♦ **e s e e t e n s o t t i o n y s t e** – This goal reaffirms the importance of rehabilitation and maintenance projects such as those funded through the State Highway Operation and Protection Program (SHOPP).

- ♦ **u o t t e o n o y** – Goods movement and maintaining adequate funding sources for transportation is addressed in this goal.
- ♦ **n n e u b i e t y n e u i t y** – This goal incorporates prevention strategies, employment of intelligent transportation systems, and cooperating planning for emergencies.
- ♦ **e e t C o u n i t y u e s** – This includes public participation as well as smart growth policies.
- ♦ **n n e t e n i o n e n t** – This goal addresses sensitivity to the environment in all facets of transportation including the impacts of vehicle emissions.

A 2030 Addendum to the CTP was completed. The intent of this document was to address new provisions set forth by the Safe, Accountable, Flexible, Efficient Transportation Equity Act: A Legacy for Users. The report was developed to strengthen the environmental process; expand the public participation process, ensure consistency with local growth and economic plans, add security and safety as new stand-alone planning factors; include operations and management strategies to ensure the preservation and most efficient use of the existing transportation system; and reaffirm consultation with non-metropolitan local officials and federally recognized Native American Tribal Governments (Tribal Government). Although the CTP does not specifically address US 395, the Eastern Sierra Corridor plan should be consistent with the goals and policies in this document. A full 2035 CTP update will officially start in the summer of 2009.

n t e e i o n n s o t t i o n t t e i n 99

The Interregional Transportation Strategic Plan (ITSP) is the Caltrans version of the Regional Transportation Plans. The ITSP places special emphasis on the statutorily-identified Interregional Road System, with less focus on other elements of the interregional transportation system, including intercity rail and mass transportation which serve the state. The 87 Interregional Road System Routes (IRRS) serve interregional people and goods movement. Six key objectives are identified for the Interregional Improvement Program.

- ♦ Complete a trunk system of higher standard (usually expressway/freeway) state highways.
- ♦ Connect all urbanized areas, major metropolitan centers, and gateways to the freeway and expressway system to ensure a complete statewide system for the highest volume and most critical trip movements.
- ♦ Ensure a dependable level of service for movement into and through major gateways of statewide significance and ensure connectivity to key intermodal transfer facilities, seaports, air cargo terminals, and freight distribution facilities.
- ♦ Connect urbanizing centers and high growth areas to the trunk system to ensure future connectivity, mobility, and access for the state's expanding population.
- ♦ Link rural and smaller urban centers to the trunk system.

- ♦ Implement an intercity passenger rail program (including interregional commuter rail) that complies with federal and state laws, improves service reliability, decreases running times, and reduces the per passenger operating subsidy.

The ITSP identifies several “Focus Routes,” including US 395, which represent 10 IRRS corridors where completion to minimum freeway/expressway standards are of the highest priority. The purpose of Focus Route improvements is to develop a “backbone” or a system of high volume arterials to which lower volume state highway routes can connect for purposes of longer interregional trips and access into statewide gateways.

Regional Transportation Plans

Regional Transportation Plans (RTPs) are 20 year programmatic documents containing general transportation related policies, guidelines, and capital improvement project lists for all transportation facilities/modes including roads, bridges, transit, aviation, goods movement, pedestrian and bicycle facilities, and transportation demand management.

Relevant roadway transportation improvement projects on US 395 or SR 14 identified in the RTPs Action Elements for Kern County, Inyo County, and Mono County are listed in Table 10. Routine roadway rehabilitation projects are not listed in the table. As shown, roadway projects range from constructing pullouts to widening the highway to a four lane expressway.

General themes and concepts from the RTPs for each of the three counties are outlined below.

Kern COG RTP

Kern County’s RTP, entitled *Destination 2030*, is the County’s long range transportation planning document for the next 30 years. Adopted in 2009, it includes transportation planning policies, planning assumptions such as a demographic profile of the region, completed and proposed transportation capital improvements, how to finance the projects, environmental justice, future transportation links beyond the document timeframe and performance monitoring. Transportation needs and issues cited in the plan that may be relevant to this project include:

- ♦ *Destination 2030* includes the following relevant transit projects:
 - Assist local transit agencies in marketing their services
 - Prepare a countywide transit marketing brochure
 - Replace diesel vehicles with alternative fuel buses in both metropolitan and rural areas.
 - Determine appropriate locations for park-and-ride lots; construct as funding becomes available

One major issue in Kern County is the limited funding available for transit. Although there have been recent attempts to pass such a measure, Kern County is the only major urbanized California county without a dedicated sales tax to support both highway and transit improvements.

- ♦ Goods movement is an important issue along the US 395 Eastern Sierra Corridor as the highway is the primary north/south roadway in Eastern California. Although goods movement is important economically to the region, truck travel takes its toll on pavement

and can be disturbing for residents living close to US 395. The Kern County RTP references the “just-in-time delivery” concept. The freight industry has replaced warehouses with freight haulers; therefore the efficient and timely movement of freight along highways and railways is more essential to the regional economy.

TABLE 10: Eastern Sierra Corridor Capital Improvement Project Lists

Co	u	n	i	t	W	o	e	s	i	t	o	n	C	o	s	t	u	n	o	n	o	n	o	n
u	n	i	t	y	o	e	t	e	l	e	o	t	s	t	e	s	t	i	o	n	o	n	o	n
u	n	i	t	y	o	e	t	e	l	e	o	t	s	t	e	s	t	i	o	n	o	n	o	n
Between Big Pine and Independence	09-21461	Black Rock four lane, PM 77.3 - 91.6 near Black Rock Springs Road	Construct 4 lane expressway (14.3 miles)	\$46,500	2008	STIP	Caltrans District 9 website																	
Bishop	09-25801	Ed Powers Rehab, PM 117.9 - 122.4	Rehabilitate roadway, widen shoulders and construct sidewalk	?	UCC	SHOPP	Caltrans District 9 website																	
Bishop	09-33000	Bishop - From See Vee Lane to Barlow Lane	Sidewalks meadow farms safety & mobility improvements	\$2,229	2018	SHOPP	Caltrans District 9 website																	
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 website																	
Bridgeport	09-32900	Bridgeport from Hayes St. to Kirkwood St.	Replace existing sidewalks as needed	\$120	2009	SHOPP Minor B	Caltrans District 9 website																	
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 website																	
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 website																	
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 website																	
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	STIP, FTIP	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 website																	
Entire Corridor include SR 14	09-33400	Various locations on SR 14 in Inyo/Kern/Mono counties; and on US 395 from San Bernardino Co line to NV State Line	Historic Alignment Pullouts	\$0	2011	TE, IIP	Caltrans District 9 website																	
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	?	2009	SHOPP	Caltrans District 9 website																	
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 website																	
Little Lake	09-31660	North Little Lake Rehab - PM 8.6 - 11.8	Rehabilitate roadway, widen shoulders and realign curve	?	UCC	SHOPP	Caltrans District 9 website																	
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 website																	
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 website																	
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.
Source: Inyo, Mono, Kern County RTPs

UCC = Under Construction Currently

- ♦ The Kern RTP stresses the importance of bicycle and pedestrian projects, though funding is limited for these types of improvements. The Kern RTP identifies a lack of overall public support and pessimistic attitudes toward bicycling in Kern County as an issue. Many residents do not feel that bicycling is a valid transportation mode due to narrow shoulders, distance between employment centers and residential areas, and a lack of adequate bicycle facilities.
- ♦ Transportation Demand Management (TDM) and Transportation System Management (TSM) is another element that is integral to the RTP process. TDM relates to activities which will reduce the demand for single-occupant vehicle trips while TSM relates to activities which will increase the efficiency of the existing transportation system without adding capacity. Kern County included the following TDM/TSM strategies in their RTP:
 - Public transit,
 - Alternative-fuel fleets,
 - Ridesharing and voluntary employer-based incentives,
 - Traffic flow improvements/railroad grade separations,
 - Park-and-ride lots,
 - Bicycle and pedestrian travel,
 - Controlling extended vehicle idling, and
 - Smart growth and transit/pedestrian oriented development.
- ♦ Intelligent Transportation Systems (ITS) are advanced technology applications which are intended to improve communications, safety, mobility and congestion to the surface transportation system. Examples of ITS projects include Road Weather Information Systems (RWIS), Highway Advisory Radio (HAR), closed circuit television cameras (CCTV), and changeable message signs. Advanced technology applications in the transit industry such as automatic vehicle location and trip planning tools are also considered ITS projects.
- ♦ In Kern County, six programs are identified in the RTP that will integrate existing ITS efforts and develop a sound basis for future expansion of ITS in the region.
 - **Communication and Network** : Examples include developing communication links with Bakersfield SONET (Synchronous Optical Network) ring and developing smart call boxes.
 - **Intelligent Management** : Examples include census stations, system and/or incident detectors, coordinated incident management procedures and freeway changeable message signs.
 - **Environment** : Examples include weather stations, smart studs, and rock fall detection systems.
 - **Information** : Examples include advanced traveler information system development, Bakersfield's transportation operations center upgrades and interactive commuter kiosks.

- **environmental** : Examples include upgrading regional transit service and coordinating schedules.
- **emergency response** : Examples include workstations for emergency response providers and establishing emergency corridor routes.
- ♦ The Kern RTP identifies several post 2030 long-range corridors which are important to the regional transportation system. Extension of passenger rail service to Mammoth/Reno is one regional link listed in the plan.
- ♦ The Kern County RTP identifies the importance of transportation infrastructure which maximizes access to key intermodal passenger hubs such as regional airports.
- ♦ Environmental justice is an important theme in the Kern County RTP. The concept stems from Civil Rights legislation and is an attempt to limit disproportionately high and adverse effects of public programs, policies and activities on minority and low-income populations. The RTP outlines four population groups of concern: low-income, non-white, seniors, and disabled transit riders. The RTP also sets forth eight transportation system criteria along with objectives and performance measures in an effort to monitor the effect of RTP projects on environmental justice in Kern County: accessibility, mobility, environment, cost-effectiveness, reliability, safety, equity, and consumer satisfaction. The objectives attached to each criteria focus on maintaining or improving each criteria in environmental justice populations up to the countywide average.

Inyo County

The Inyo County 2001 RTP includes background information, planning process, a policy element, an action element and financial element. The policy element and action element were updated in 2008. Following are some key findings in the Inyo County RTP:

- ♦ An integral part of the RTP process is to identify transportation issues and concerns for the region. Important issues and needs identified in the Inyo County RTP which are relevant to the Eastern Sierra Corridor Enhancement study are as follows:
 - Widening of US 395 from two to four lanes,
 - Exploring advanced technology applications which inform drivers of dangers and changes in weather conditions,
 - Provide off-street parking and truck/RV parking in Bishop and Lone Pine,
 - Expanding regional transit service and implementing advanced technologies,
 - Emergency preparedness, and
 - Connecting bikeways.
- ♦ The Inyo County RTP developed the following assumptions which should be considered in the Eastern Sierra Corridor Enhancement project:
 - The county population is not expected to increase much in the next 20 years;
 - Tourism will continue to drive the economy;

- Inyo County will continue to maintain its rural atmosphere while keeping up with modern conveniences, technology, and thought;
 - The small population, distributed over a large land area with long distances between residences, services, and employment, will continue to make trips largely dependent on the automobile;
 - The automobile will continue to be the primary mode of transportation;
 - The greatest assets of Inyo County will continue to be its natural beauty, historical sites, and many recreational opportunities;
 - The use of US 395 as an alternative route by Southern California, Reno, and Eastern Sierra commercial vehicle operations is expected to grow in the next 20 years; and
 - There is an increased need for interlinked public transit and para-transit, given the abandonment of US 395 service by Greyhound.
- ♦ The RTP discusses the continued need for interregional bus service and coordinating existing transit services. Specific transit projects include:
 - Construction of bus pullouts, and
 - Vehicle engine retrofits so as to comply with air quality regulations.
 - ♦ Inyo County has partnered with Mono County and Modoc County for the development and implementation of a Rural Transit Trip Planning Tool. This web based advanced technology project will assist travelers with planning and reserving the multiple connections required on a bus trip along the Eastern Sierra Corridor.
 - ♦ Parking improvements – over the long term, the need for off-street parking and truck parking should be evaluated in each community.
 - ♦ Short-term bicycle projects identified in the RTP include the Pine to Park bike path and Seibu to School bike path. (The Inyo County Collaborative Bikeways plan is discussed below.)
 - ♦ No specific projects were identified in the short term, but long-range projects include identifying and assessing strategies for implementation of TSM projects. Some TSM related management practices Inyo County employs are: signing and striping modifications, parking restrictions, paving and restriping parking areas to facilitate off-street parking, installing or modifying signals to provide alternate circulation routes for residents, and re-examining speed zones on certain streets.
 - ♦ Future aviation improvements to the Bishop, Lone Pine, Independence, and Shoshone airports are planned to accommodate potential growth in air traffic.

Mono County

The Mono County RTP was recently updated and adopted in 2008. Transportation needs and issues cited in the plan that are relevant to this project include those described below.

- ♦ Improving and maintaining state and federal highways, since they are the major roadways in the county.
- ♦ The California Transportation Commission (CTC) has suggested that improving the coordination between regional project planning and environmental streamlining would be the most effective way-planning resources could be brought to bear for better project delivery.
- ♦ Enhancing the scenic qualities of highway projects and related highway maintenance facilities.
- ♦ Increasing transit services at local, regional, and interregional levels in order to improve air quality, reduce congestion, and provide alternative methods of moving people and goods to and through the county.
- ♦ Improving and expanding non-motorized facilities both within and between community areas. There is the potential to link existing trail systems, which are predominantly on public lands, to newly developed trail systems on private and county lands in community areas.
- ♦ Providing adequate community parking facilities in community areas for all types of vehicles.
- ♦ Encouraging additional carpooling and studying the potential to provide additional park-and-ride facilities.
- ♦ Expanding air services and transit connections at the Mammoth Yosemite Airport in order to help alleviate surface transportation problems in the Town of Mammoth Lakes. Continued improvement of the airport facilities is necessary in order to expand services.
- ♦ Correlating development of the transportation and circulation system with future land use development.
- ♦ Residents of community areas throughout the unincorporated area of the county are concerned about providing safety improvements to the highway and roadway system, and establishing and maintaining local trail systems for use by bicyclists, pedestrians, equestrians, and other non-motorized users.

As for transportation capital improvement projects in Mono County other than the roadway improvement projects listed in Table 10, the document references already existing transit, bike, and aviation plans.

C i o n i i t i o n y s t e n s t e n i e e i o n

There are no major commercial service airports in the study area. Horizon Airlines offers daily service between Los Angeles International Airport (LAX) and Mammoth-Yosemite Airport during the winter months only. Additionally, Skywest provides three daily flights to LAX from the Inyokern Airport. Otherwise, residents and travelers must use Reno-Tahoe International and Las Vegas-McCarran airports. Federal Express provides air cargo service out of the Inyokern Airport.

Inyo County Collaborative Bikeways Plan

The *Inyo County 2008 Collaborative Bikeways Plan* is the official Bicycle Transportation Plan of the County of Inyo, City of Bishop, and Bishop Paiute Tribe. The document reviews existing bikeway facilities, develops policies for bikeway implementation, proposes new facilities, incorporates comments from the 2007 Collaborative Bikeway effort, and outlines funding strategies. The 2008 Collaborative Bikeway Plan does not propose any Class I, II or III bike facilities on US 395. The Draft Plan recommends support facilities such as bicycle route maps, education for cyclists and motorists, destination signage, lighting, and bike lockers/racks in conjunction with ESTA transit services and in the communities.

Eastern Sierra Corridor Enhancement Study

The Mammoth Area Mountain Bike Organization has a conceptual plan for creating a 300-mile trail corridor through Inyo and Mono Counties on abandoned rail lines, canals, and existing trails. This effort will require coordination with several land management agencies.

395 Origin and Destination Study

Caltrans has completed an origin and destination study about every 10 years since 1979 for US 395 in Inyo and Mono Counties. The latest study was conducted during the winter and summer of 2000. Caltrans personnel stopped and surveyed vehicles on US 395 in the north at the Nevada state line and in the south at Coso Rest Stop, on US 6 at the Nevada state line, and on SR 182 at its junction with US 395. Additional surveys were conducted during the summer on SR 108 and SR 120 in order to capture nearly all of the vehicles entering Mono and Inyo Counties.

Conclusions of the study include those listed below.

- ♦ The average number of persons per vehicle was 2.18.
- ♦ 70.7 percent of vehicles on the roadways are cars, pickups and SUV's; 11.5 percent trucks; 10.2 percent vans; 3.2 percent recreational vehicles; 2.5 percent auto with trailers; and the remaining 1.9 percent is made up of buses, bicycles, and motorcycles.
- ♦ 36 percent of vehicles originated from Southern California, 35 percent from the rest of California, 24 percent from Nevada, and 5 percent from other states or countries.
- ♦ 60 percent of vehicles had destinations inside of Inyo and Mono counties and 40 percent were driving through the area. Of the vehicles going to Inyo and Mono counties, Mammoth Lakes was the most popular destination
- ♦ Almost 55 percent of people surveyed named recreation as the main purpose for their trip.
- ♦ 48 percent of people surveyed indicated that they "sometimes" stopped along US 395 for something other than gasoline, while 31 percent said they "always" stopped.
- ♦ The most common destination for overnight visitors was Mammoth Lakes (41.0 percent of all visitors). The second most common location was Bishop with 19.4 percent.

Several transit planning efforts have been conducted in the last few years to guide the development and operation of in-town and regional transit services along US 395. Although these plans are specific to transit and generally beyond the scope of this study, the transit planning process includes extensive public outreach and the identification of goals and objectives which are pertinent to this study.

ESTA Short Range Transit Plan Draft (SHRT) (November 2008) – The SRTP is intended to guide the development of public transportation services in Inyo and Mono Counties over the next five-year period. Also included in the SRTP is a detailed financial plan which provides costs and revenues for FY 2008-09 to FY 2013-14. Development of a seamless transit system throughout the corridor was a major theme of stakeholder interviews and a May 2008 ESTA Board workshop. Stakeholders and passengers interviewed identified five key challenges and needs for future public transportation development.

- ♦ Inyo and Mono counties are very expansive low-density areas with dispersed populations of elderly, disabled, and low-income populations.
- ♦ There is a need for services from outlying areas to both Bishop and Mammoth.
- ♦ There is a need for additional non-emergency medical transportation outside of Mono and Inyo Counties.
- ♦ A regular five-day-a-week intercity service along the Eastern Sierra Corridor would facilitate greater transportation opportunities for Mono and Inyo County residents.
- ♦ Those who don't own or cannot afford an automobile have a need for transportation to access employment in Mammoth Lakes and Bishop.

Eastern Sierra Public Transportation Plan (2005) – The objective of this study was to identify and address short-term interregional transit needs between the Los Angeles area and Mammoth Lakes area in the Eastern Sierra region. Recommendations include expanding or replacing the existing CREST service to a four bus route between Reno and Lancaster, establishing one Joint Powers Authority (JPA) for interregional transit services in the Eastern Sierra, improve marketing, and implementing high speed passenger rail service between Lancaster and Mammoth Lakes. Community workshops were conducted in the communities of Bishop, Bridgeport, June Lake, Lee Vining, Lone Pine, Mammoth Lakes, Mojave, Ridgecrest, Rosamond, and Walker. Transit needs and issues which residents deemed important include:

- ♦ Transit is key to economic development and quality of life in the region;
- ♦ Improving mobility for visitors and tourists should be a primary focus of transit as well as mobility for residents; and
- ♦ Transit service between reasonable priced housing developments and resort areas is important for access to employment.

Inyo-Mono Counties Coordination Public Transit-Human Services Transportation Plan – A coordinated human services transportation plan is required for entities applying for certain Federal Transit Administration funding programs that assist the elderly, disabled, and other disadvantaged persons. The process includes extensive stakeholder involvement, identification of transit needs with respect to human service organizations as well as strategies to help fill

those needs. Needs cited in Inyo and Mono Counties include increased transportation to medical and veteran services in Loma Linda and Reno, increased service to Cerro Coso Community College, and increased service between Benton and Bishop for employees.

Kern COG Coordinated Human Services Transportation Plan (2007) – Transit needs with respect to human services transportation in Eastern Kern County include reinstating Dial-A-Ride service in Ridgecrest.

395 n West 5 n s e n est eti s Co i o n e e t ent o ns o t tion esi n Wo s o 5

The Nevada Department of Transportation (NDOT) is conducting a multi-step effort to include aesthetics and landscape as part of the focus of the state's transportation system. The first step was to develop a master plan that sets forth a vision for Nevada's state highways and strategies for implementing necessary changes. In 2002, NDOT adopted the Landscape and Aesthetics Master Plan that includes the following vision:

"We envision a system of state highways that reflects the land and people of Nevada. We believe that Nevada should have highways that are aesthetically pleasing, as well as safe and cost effective. Therefore, no state highway is complete until landscape and aesthetics are considered and addressed."

The next step is to develop a corridor plan for the various state highways in Nevada. The plan identifies major design themes and material to be used in landscape and aesthetic treatment and outlines strategies for funding and maintenance of the improvements. The corridor plan which encompasses US 395 from Topaz Lake north to the California state line outlines several landscape and aesthetic techniques: varying intensities of softscape and hardscape, statewide signage, rest area facilities, native wildflower program, outdoor advertising concepts, scenic byways, anti-litter campaign, and a Main Street Approach (the idea of promoting and revitalizing historic downtown areas to stimulate economic development).

o est e i e e ns

Inyo National Forest is conducting a *Travel Management Route Designation Process*. The goal of this process is to map and designate all roads used for recreational purposes on Forest Service land and develop with public input management strategies that limit natural resource damage while continuing to provide access to the wilderness. A Draft Environmental Impact Statement is anticipated in winter 2009.

A field report for the *Eastern Sierra Expanded Transit System* - Inyo and Humboldt-Toiyabe National Forests in 2003 for the Federal Highway administration and Federal Transit Administration. The report discuss several feasible alternatives.

- ♦ Expansion of CREST service to seven days per week in each direction.
- ♦ Expand YARTS service to more eastern sierra communities.
- ♦ Implement a Forest Service Recreation Area Shuttle Service to recreation areas in Inyo County such as Rock Creek Recreation Area, Bishop Creek Recreation Area, Ancient Bristlecone Pine Forest, and Whitney Portal.

- ♦ Implement a Forest Service Recreation Area Shuttle Service in Mono County which serves recreation areas such as Twin Lakes, Bodie State Park, Virginia Lake, and South Tufa/Scenic Area Visitor Center.

u e u o n M n e ent is o esou e M n e ent n e o o e ision

This 1993 document records the decisions made by the Bureau of Land Management (BLM) for managing BLM administered public land surface and federal mineral estate in the Bishop Resource Area which incorporates Inyo and Mono counties. Decisions which are related to the Eastern Sierra Corridor project are identified below by management area.

Bridgeport Management Area

- ♦ Maintain Visual Resource Management (VSM) Class I (very low change to characteristics of landscape and must not attract attention) in the Conway Summit area.
- ♦ Provide a BLM information outpost at the Dogtown historic marker on US 395.
- ♦ Coordinate with Caltrans to relinquish and rehabilitate selected mineral material pits.

Long Valley Management Area (Crowley Lake)

- ♦ Provide a BLM information outpost at the Dogtown historic marker on US 395.
- ♦ Coordinate with Caltrans to relinquish and rehabilitate selected mineral material pits.
- ♦ Maintain VSM Class II (partially retain character of the landscape).

Owens Valley Management Area

- ♦ Coordinate Scenic Byway designations with Inyo National Forest, Caltrans, Inyo County and the City of Los Angeles Department of Water and Power.

Owens Lake Management Area

- ♦ Provide direction and financial support to the Interagency Visitor Center.

eni i y/ y y

US 395 is a designated state scenic highway from Fort Independence to Fish Springs Road (20 miles) in Inyo County and from the Inyo County line to just south of the town of Walker in Mono County (100 miles). Much of the Eastern Sierra Corridor Enhancement project study area is part of the federally designated Eastern Sierra Scenic Byway project, which encompasses US 120 in Lee Vining Canyon and US 395 from the Nevada state line in Mono County south to Inyo County. This designation makes the highway eligible for federal funds to provide enhancement projects such as scenic byway kiosks, scenic vista points, and rest areas.

Con u ent o e ts

Two other significant regional planning projects are in the development process: Regional Blueprint Planning and the Eastern Sierra Interagency Land Tenure Project. Both projects are similar to the Eastern Sierra Corridor Enhancement project in that they will provide a long range vision of the region developed from an extensive public and stakeholder input process.

However, the goals of the other two projects are to provide guidance for managing growth and future land use changes in the Eastern Sierra instead of primarily focusing on transportation planning on one facility.

Regional Blueprint Planning Project

The California Regional Blueprint Planning Grant Program was created in response to the Governor's *Strategic Growth Plan* and the need to responsibly address growth and development in California and reduce urban sprawl. Blueprint projects involve future housing needs, economic and environmental and mobility challenges, including congestion and air quality. In the eastern Sierra, Inyo County Local Transportation Commission (LTC), Mono County LTC, and Kern COG are working together on the Eastern Central California Blueprint project. The project is intended to guide and encourage efficient land use patterns that:

- ♦ Support improved mobility and reduced dependency on single-occupant vehicle trips;
- ♦ Accommodate an adequate supply of housing for all incomes;
- ♦ Reduce impacts on valuable habitat, productive farmland, and air quality;
- ♦ Increase resource use efficiency;
- ♦ Promote a prosperous economy; and
- ♦ Result in safe and vibrant neighborhoods.

It is important that the themes developed in the Eastern Sierra Corridor Enhancement Plan be consistent with the Blueprint planning process. Transportation planning is an integral part of Blueprint planning. The long term vision for US 395 and SR 14 should include transit opportunities, streetscape plans and traffic calming measures which will increase walkability of the Eastern Sierra communities and will satisfy the Blueprint planning goal. Community outreach is also a major part of this project and the results will be informative for the Eastern Sierra Corridor Enhancement Planning team.

Kern COG recently adopted Kern County's own Regional Blueprint Report. Visions and values that came out of the public participation process include:

- ♦ Kern residents appreciate a strong sense of community and a small town atmosphere;
- ♦ Protecting of the environment for recreational purposes is important;
- ♦ Increasing jobs and education for residents; and
- ♦ Residents support of the expansion of public transit.

Eastern Sierra Interagency Land Tenure Project

This project represents a joint effort between Inyo and Mono Counties, the Los Angeles Department of Water and Power (LADWP), the City of Bishop, the BLM, and the US Forest Service to obtain a greater understanding of land ownership in the Eastern Sierra and potential land ownership adjustments to meet community goals along the corridor. Nearly 97 percent of the land in Inyo and Mono Counties is owned by the federal government or LADWP and some of this land may be available for sale to private ownership and enterprise. Stakeholders view this project as a way to coordinate public land use disposal with the needs of growing communities that is consistent with the vision each community has for itself. The first step in the project was to develop a Geographic Information System inventory of all land agency potential

disposal properties and post this information on the internet. The next step is public input. A grant through the Sierra Nevada Conservancy was obtained to conduct eight or more public workshops in the Eastern Sierra communities. The purpose of these workshops will be to:

- ♦ Educate local residents about agency land policies;
- ♦ Ensure that there is support for community expansion and to determine what type of expansion is appropriate; and
- ♦ Identify short and long term land adjustment opportunities and alternatives.

Although the land tenure project does not focus on US 395 specifically, discussion from the public workshops could be useful to the Eastern Sierra Corridor Enhancement project as it may provide a greater understanding of the opinion of community residents on growth, development, and their desire to expand tourism along US 395.

C C

Caltrans District 9 has completed Transportation Concept Reports for both US 395 (May, 2000) and SR 14 (October, 2004). These Reports provide an estimate for the percentage of traffic growth per year averaged over the next 20 years at many locations along the study corridor. In summary, the annual forecast growth in traffic volumes on SR 14 in the southern part of Kern County is about 2 percent compared to a 0.5 percent growth rate in the northern part of the County. On US 395 from the San Bernardino County line to the Nevada state line, the Report states an estimated growth rate of 1.5 percent per year.

The California Statewide Travel Model is a multi-modal travel demand model covering the entire state, including statewide networks for roads, rail, bus, and air travel. The Model is designed to estimate interregional trips and to provide long distance travel estimates across multiple regions. Staff at Caltrans District 6 ran the 2050 Model to yield traffic volume estimates for several locations in the study area. The Statewide Model showed an average annual growth rate of about 6 percent in Kern County, 4.5 percent in Inyo County, and 5 percent in Mono County. Note the Statewide Model is commonly known to be more accurate in urban areas than in rural areas. Therefore, the lower growth rate of 1.5 percent is more reasonable and more likely to occur in the future. It is also more consistent with overall traffic trends over the last ten years.

u o e sts

The average annual growth rate for truck traffic in the corridor was obtained from Caltrans 2007 and 1997 annual ADT (Average Daily Traffic) volumes. For this ten year period, the annual growth for trucks on SR 14 in Kern County and US 395 in Mono County was about 4 percent. The rate for US 395 in Inyo and Kern Counties was lower at about 2 and 3 percent, respectively. These annual growth rates could be applied to estimate future truck volumes.

One development that might affect the future truck forecast in the corridor is the Tahoe Reno Industrial Center, located in Nevada on Interstate 80 east of the City of Sparks. This site has the potential to accommodate 80 million square feet of industrial and commercial space on 102,000 acres. Currently, about 9 million square feet have been built and the next phase of 25 million

square feet is nearing approval. A complete trip generation and traffic impact analysis is currently being conducted and is expected to be complete in 2009.

Additionally, 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 Eastern Sierra 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 Local Transportation Commission (LTC) has plans to develop a survey of trucker parking needs in the corridor.

Cu ent t tus o i y/Co unity ssues

While the US 395/SR14 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 multimodal 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. This highway is “Main Street” issue is of key concern to these communities.

This document is intended to provide background information regarding issues for those communities where there is a substantial amount of development along both sides of the highway and a potential for conflicts between the through traffic and “Main Street” functions of the highway. This review focuses on the following communities:

- ♦ Mojave,
- ♦ Johannesburg,
- ♦ Lone Pine,
- ♦ Independence,
- ♦ Big Pine,
- ♦ Bishop,
- ♦ Lee Vining,
- ♦ Bridgeport, and
- ♦ Walker.

Other communities along the study corridor either do not have a significant amount of development on both sides of the highway to generate considerable pedestrian/bicycle crossing activity (such as Olancho), or are not immediately located along US 395 or SR 14 (such as Ridgecrest and Mammoth Lakes).

For each community, a summary is provided of existing highway, land use, bicycle, and pedestrian conditions. Next, any recent planning studies or public processes conducted within the last ten years are summarized. Finally, conclusions are drawn regarding current conditions along with community and Caltrans concerns.

M

istin Con itions

Mojave is located on SR 14 in Kern County about 20 miles north of the Los Angeles County line at Mile Post (MP) 19. In this area, SR 14 is a four-lane roadway that widens to five lanes (two northbound, two southbound, and a center two-way left-turn lane) through the town. The posted speed limit through the town is 35 miles per hour. Due to the fact that SR 14 runs east of and parallel to train tracks through Mojave, nearly all of the town is located on the east side of the highway. This results in very little pedestrian traffic crossing the highway.

The annual 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 the Town of Bishop. Over the past 10 years the annual ADT has increased 26 percent.

e ent ns n tu ies

County of Kern Mojave Specific Plan (2003) – The circulation element of this plan describes the future needs and challenges in transportation in Mojave and is summarized below.

- ♦ Growth in the Mojave area will require construction of additional arterial, collector, and local streets to serve local needs.
- ♦ Bicycle riding will be encouraged within Mojave through a network of a safe, efficient bikeways, particularly in the developing areas.
- ♦ Significant opportunities exist to plan Mojave in such a way as to minimize the reliance on automobiles for all trip-making needs.
- ♦ Truck traffic, which comprises about 25 percent of the total traffic volume, contributes substantially to traffic delays.
- ♦ The Union Pacific Railroad and Burlington Northern Santa Fe Railway lines traverse and divide the community and require motorists to travel some distance to cross the tracks.

istin Con itions

Johannesburg is a small community located on US 395 just north of the San Bernardino County line in Kern County. US 395 consists of two lanes near Johannesburg and a two-way left-turn lane is added for several blocks in the downtown area. The posted speed limit is reduced through the town to 45 miles per hour. 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.

e ent ns n tu ies

None available.

istin Con itions

Lone Pine is located in Inyo County on US 395 near MP 58. SR 136, providing access to Death Valley National Park, intersects US 395 about 1 mile south of the town with a visitor's center located in the southeast quadrant of this intersection. The Lone Pine Paiute-Shoshone Reservation is located on both sides of US 395 immediately south of town bounded by East Inyo Street/Sub Station Road, Esha Street, Teya Road, and Quing-Ah Road. Residential driveways in this neighborhood exit directly on to the highway and there are no sidewalks.

North and south of Lone Pine, US 395 is a five-lane roadway with a center turn lane which is then reduced to four lanes in the downtown area by dropping the center turn lane. There is on-street parking and sidewalks in the downtown area. Two overhead pedestrian crossing signs,

one visible in each direction, are provided near the school crossing area. These signs automatically flash yellow warning lights before school, at lunchtime, and afterschool and are controlled by Caltrans. The posted speed limit in Lone Pine is 25 miles per hour.

e e n t n s n t u i e s

Lone Pine Design Review Guidelines – In 1998, the Lone Pine Architectural Review Board adopted design review guidelines for developments in the “D” Design Review District as designated by the Inyo County Planning Commission. The “D” District is the business district along US 395 through town. The primary purpose of the guidelines is to encourage development that is consistent with the western high desert heritage of the community. The intent is not to limit development but to promote architectural styles that will mesh with the natural environment and the way of life of Lone Pine. The guidelines list criteria for building height, building proportion, building scale, building spacing, construction materials, building projections and canopies, roofs and parapets, lighting, building signage, landscaping and irrigation, parking and services, and architectural detail.

Lone Pine Heritage Trail Plan – The Lone Pine Economic Development Corporation has developed a plan to establish a shared used path in and around Lone Pine to attract visitors to the area and to the Lone Pine Film History Museum. A portion of the Heritage Trail will travel along the east side of US 395 from the Lone Pine Airport to Lubken Creek Road.

Lone Pine Traffic Safety Evaluation (UC Berkeley Technology Transfer, 2005) – This evaluation report analyzed traffic safety issues along US 395 within the town of Lone Pine. Major improvements identified include:

- ♦ Removal of on-street parking from Burkhardt to Begole and add a left-turn lanes to reduce rear-end and sideswipe collisions related to left turns;
- ♦ Removal of markings at some uncontrolled crosswalks and enhancement of others, including a pedestrian signal at Whitney Portal Road and US 395;
- ♦ Installation of lighting on US 395 from Teya Street to Inyo Street;
- ♦ Installation of overhead flashing school beacons at Willow Street crosswalk;
- ♦ Installation of speed deterrents such as driver speed feedback signs and 12 inch transverse markings across the travel lanes;
- ♦ Enhancement of the two alleys parallel to US 395 for local vehicular travel;
- ♦ Encouragement of tree planting with new development; and
- ♦ Limiting turning movements in and out of driveways.

Inyo County Collaborative Bikeways Plan 2008 – Relatively low traffic volumes in Lone Pine allows for relatively safe crossing of US 395 for bicyclists in the downtown area. The plan indicates a need for increased visibility at unsignalized intersections and crosswalks. Travel speeds are higher along US 395 around the Lone Pine Paiute-Shoshone Reservation and there are few cross streets making travel across US 395 difficult for cyclists and pedestrians. To make

matters more complicated, residential driveways access directly onto US 395 on the Reservation. The plan suggests constructing sidewalks around the area of the Reservation to improve safety for pedestrians and slow down motorists. A center turn lane or median refuge lane could provide increased safety for pedestrians crossing US 395 around and south of the Reservation.

Lone Pine Tribe Potential Projects – Potential improvement projects important to the tribe are extending sidewalks from Lone Pine south to Teya Road along the east side of US 395.

Southern Inyo Community Action Plan (1998) – This plan highlights the vision for communities in southern Inyo County. In Lone Pine, the following elements are viewed as important:

- ♦ Maintenance of natural meadow areas around town;
- ♦ Retention of the Southern Inyo Hospital;
- ♦ Encouraging people to stop in Lone Pine;
- ♦ Encouraging LADWP to release more land for private ownership;
- ♦ Enclosing the swimming pool for year round swimming and make it larger; and
- ♦ Maintenance of the Movie Museum.

Caltrans Lone Pine Town Hall Meeting (2004) – Representatives from Caltrans District 9 hosted a town hall meeting in Lone Pine in an effort to develop a positive working relationship with community members as well as to identify the communities top transportation related issues and concerns. The meeting was well attended and included representatives from community associations, Inyo County LTC, CHP, Forest Service, local businesses, and residents. The format of the meeting included brainstorming sessions followed by prioritization and ranking of the transportation needs and issues discussed. Listed in order of highest priority to lowest priority these needs and issues are as follows:

- ♦ Concern regarding the removal of on-street parking and the potential for trucks to come too close to sidewalks;
- ♦ No bypass on east side of town;
- ♦ Need for a holistic, systems planning approach in Lone Pine planning efforts;
- ♦ Four lane projects taking too long to be implemented;
- ♦ Caltrans not involved in community planning/economic development efforts;
- ♦ Need for parking off of Main Street;
- ♦ Pedestrian crossing safety;
- ♦ Speed enforcement;
- ♦ Lack of pedestrian facilities and pathways south of town;
- ♦ Lack of visitor parking;
- ♦ Lack of bus connectivity from Lone Pine north;
- ♦ Highway design criteria affecting Lone Pine's economic vitality;
- ♦ Unclear communication and distrust between Caltrans and Lone Pine; and
- ♦ Safety on two-lane sections of highway.

There is also a concern that poor roadway and weather conditions on Interstate 5 are directly related to an increase of truck traffic on US 395.

C

Existing Conditions

Independence is located in Inyo County at MP 73 along US 395. The highway splits the land uses of the town nearly in half, causing a significant need for residents to cross the highway. The roadway 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 miles per hour. Independence also has two overhead flashing pedestrian crossing signs (one visible in each direction) provided near the school crossing area. Additionally, during the site visit there was a crossing guard helping all pedestrians cross the roadway during lunchtime.

Relevant Studies

Inyo County Collaborative Bikeways Plan 2008 – This study indicates that bicycling along US 395 in Independence is more attractive than bicycling on the highway in other Inyo County communities due to reasonably good motorist compliance with the 25 mile per hour speed limit. However, passing RV's or tractor trailers can cause concern, especially when a bicyclist is passing parked cars. A shared use path along the east side of US 395 would provide a safer biking alternative to town for residents of Fort Independence Indian Reservation. A bicycle facility between the Independence Airport and town would benefit private pilots who often leave a car at the airport. Wayfinding signage for north-south cyclists wishing to bypass US 395 is needed.

Manzanar/Independence Four Lane Project – This highway widening project broke ground in October 2008 but not without funding delays and some public opposition. A public hearing for the project was held in October of 2007 as part of an Inyo LTC meeting. Concerns of the residents of Independence and Caltrans included:

- ♦ Residents did not feel that 10 or 12 foot shoulders were necessary. An 8 foot shoulder would suffice and reduce the need for tree removal and the taking of private property.
- ♦ Residents view trees along the highway as providing a traffic calming effect and act as a barrier between the highway and residents.
- ♦ Truck parking in front of residents' homes is a concern.
- ♦ Proponents of the project feel that accidents will be reduced significantly along this stretch of highway.
- ♦ Caltrans feels that a reduction of shoulder widths would not allow enough safe area for utilities and pedestrians.

Fort Independence Tribal Projects/Developments – The Fort Independence Reservation is located on both sides of US 395 just 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.

Southern Inyo Community Action Plan (1998) – The focus for the community of Independence is economic development, schools/youth, community improvement, recreation/tourism/environment, and housing.

istin Con itions

Big Pine is located in Inyo County on US 395 near MP 100. SR 168 east intersects US 395 on the north edge of town. Big Pine has a five-lane roadway cross section through town with on-street parking and sidewalks. It also has two overhead pedestrian crossing signs (one visible in each direction) with striped crosswalks. The majority of the town is located to the west of US 395 and the posted speed limit is 35 miles per hour. Over the past ten years, annual ADT traffic volumes have increased slightly (8 percent) to the current level of 8,000 vehicles per day.

e ent ns n tu ies

Inyo County Collaborative Bikeways Plan 2008 – As there are no traffic signals along US 395 in Big Pine, east-west bicyclists must wait for gaps in traffic or use pedestrian crosswalks. There is no guiding signage for bicyclists who wish to bypass US 395 when traveling north-south.

Southern Inyo Community Action Plan (1998) – The vision for Big Pine is to:

- ♦ Maintain the level of open space;
- ♦ Construct a highway from Death Valley to Big Pine ;
- ♦ Improve Main Street by increasing the number of shops downtown, improving highway drainage, and improving sidewalks and curbs;
- ♦ Increase job opportunities; and
- ♦ Establish a full-service RV Park.

Big Pine Tribal Developments – Big Pine tribal lands are located just south of the main community primarily on the east 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.

istin Con itions

Bishop is located on US 395 in Inyo County at about MP 115. In the northern part of the town at the intersection of SR 6 and US 395, SR 6 continues north while US 395 makes a turn to the west. Most of Bishop is located to the south and west of this intersection. Traffic volumes in Bishop, one of the largest towns in the corridor, are about double that of most areas in the corridor. The current annual ADT is 15,950 vehicles per day with a peak month ADT of 18,200 vehicles per day.

US 395 through Bishop consists of five lanes, two northbound, two south bound and one center turn lane. In the southern part of the town the speed limit is 35 miles per hour with on-street parking on both sides. When you reach the downtown area the speed limit drops to 25 miles per

hour and the roadway narrows eliminating the on-street parking but adds bicycle lanes and sidewalks. As you travel further north past the intersection with US 6 the speed limit increases and is then quickly reduced back to 35 miles per hour near the Indian Reservation area.

Recommendations

Bishop Area Access and Circulation Study (Caltrans, 2007) – The purpose of this study was to improve circulation through the community of Bishop and reduce congestion so that facility improvements such as medians, landscaping and pedestrian facilities could be implemented to enhance the downtown feel of Bishop. The original thought was that by rerouting truck traffic around the commercial business district, traffic volumes would significantly decrease and allow Bishop to be more pedestrian friendly. However, the community is cautious of constructing a bypass that would discourage vehicular traffic from stopping in town. Surprisingly, data from the study showed that the majority of traffic volumes resulted from local traffic as opposed to interregional truck traffic. Therefore, a truck route bypass would not completely solve the problem.

A variety of alternative truck routes were evaluated in the study. As Caltrans does not allow for “parallel facilities,” each of the alternatives would be the responsibility of the County of Inyo or City of Bishop until the County and/or City were able to take over maintenance of the old 395 alignments. Six alternative alignments were considered. The recommended alternative is a two-lane truck route (with four-lane right of way) that would begin south of Bishop, travel east of town and connect back with the original highway along Wye Road. The new road could be signed as “Truck Route” or “Bishop Airport Access.”

Other improvements to both US 395 and local streets were recommended in order to allow the recommended alternative to work and improve circulation. Recommended US 395 improvements include:

- ♦ Provide sidewalks, better driveway definition and raised curb median;
- ♦ Signalize See Vee Lane/US 395 intersection; and
- ♦ Improve the Wye Road/US 395/US 6 junction and the alignment correction of Wye Road west of, and east of, the US 6 intersection.

Bishop Reservation Traffic Safety Evaluation (UC Berkeley Technology Transfer, 2006) – This study consisted of two traffic safety evaluations on the Reservation, one focused on engineering and the other on traffic law enforcement. Major improvements recommended included the signalization and development of a four-legged intersection with US 395 (east/west), See Vee Lane (south) and Cherry Lane (north). This will improve safety and circulation of traffic from the Reservation and Highlands RV Park.

Inyo County Collaborative Bikeways Plan 2008 – Safe and continuous east to west bicycle travel is hindered at US 395 by the fact that most intersecting streets do not cross US 395 and there are only three signals which provide a crossing.

Bishop Paiute Tribal Plans – The Bishop Tribe currently operates a casino and gas station northwest of town on US 395. The tribe has plans to remodel the casino to include a lodging/conference center. Caltrans is working with the tribe on improvements such as roadway widening and turn out lanes. A sidewalk project from Barlow Lane to Brockman Lane recently went into construction.

istin Con itions

Lee Vining is located on US 395 in Mono County at MP 52. The town is just north of the intersection of SR 120 with access to Yosemite National Park. US 395 consists of four lanes both north and south of Lee Vining. Through the town the roadway widens to five lanes with the addition of a center turn lane. On-street parking and sidewalks are provided throughout the town. The speed limit through the town drops to 35 miles per hour with instant speed feedback signs posted at the transition area. There is also a 25 mile per hour school zone posted speed limit when children are present. The traffic volumes in this part of the corridor are lower than most sections with ADT volumes less than 4,000 vehicles per day. In the past ten years both annual and peak month ADT have decreased slightly.

e ent ns n tu ies

Mono County RTP 2008 – The RTP documents community issues and concerns that were brought up as part of the Community and Regional Planning Advisory Committee meetings. These issues were also identified in the Mono Basin Multi-Modal Plan. Lee Vining residents would like to see the community become a destination instead of a quick stop on US 395 through the improvement of visitor services. The visual appearance of Lee Vining could be improved through landscaping, raised pedestrian crossings with variations in pavement texture/appearance, street furniture, revised parking configurations, and provisions for the convenient loading and unloading of tour buses. The relocation of Caltrans and Mono County road department facilities could also improve the visual appeal of the community. Community residents wish to balance the need to maintain acceptable traffic circulation through town with the desire to create a visually appealing community that encourages visitor activity.

Improvements that some residents would like to see include renovated pedestrian crossings, a flashing yellow light on US 395 north of town to slow traffic, lower speed limits which are strictly enforced, and pedestrian trails to recreation and activity centers near Mono Lake. Bikeway improvements are another issue. Including shoulder widening as part of road maintenance would improve safety for cyclists. Parking is another pertinent issue in Lee Vining. In addition to creating more on-street parking for visitors, residents would like to restrict truck parking and engine idling within the community. An avalanche bypass road north of Lee Vining has been suggested. Continued support for interregional transit services and the possible implementation of free backpacker shuttles has been recommended.

istin Con itions

Bridgeport is located on US 395 in Mono County at MP 76. On the east edge of town is the intersection of SR 182 (Sweetwater Road). The Bridgeport Paiute Indian Colony is located northeast of town off of SR 182. Private ranchland surrounds the community of Bridgeport. US 395 consists of two lanes both north and south of Bridgeport which expand through town to five lanes (two northbound lanes, two southbound lanes, and a center turn lane). On-street parking and sidewalks are provided throughout the town. The speed limit through town is 30 miles per hour. Several crosswalks are provided along with two overhead flashing pedestrian crossing signs, one visible in each direction. Residents complain about speeding through their town

brought on by through vehicles using their town's five lane cross section as a passing zone. The traffic volumes around Bridgeport 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 per year. The town could be a likely candidate for a road diet project in Caltrans District 9.

e ent ns n tu ies

Caltrans Bridgeport Town Hall Meeting (2004) – Representatives from Caltrans District 9 hosted a town hall meeting in Bridgeport in an effort to develop a positive relationship with community members as well as identify the communities top transportation related issues and concerns. The meeting was well attended and included representatives from community associations, Mono County LTC, CHP, State Park, local businesses, and residents. The format of the meeting included brainstorming sessions followed by prioritization and ranking of the transportation needs and issues discussed. Listed in order of highest priority to lowest priority these needs and issues are as follows:

- ♦ Lack of left-turn lane south of town.
- ♦ Lack of a guard rail south of town (East Walker River Bridge curve),
- ♦ High speeds through town,
- ♦ Safety at the Emigrant Street junction with US 395,
- ♦ Need for increased child pedestrian safety,
- ♦ Lack of public rest area,
- ♦ Need for street lights to beautify downtown,
- ♦ Need to address deer and automobile collisions,
- ♦ Lack of bike lanes – Fargo and Twin Lakes,
- ♦ Need for new sidewalks – north and south side,
- ♦ Lack of crosswalks,
- ♦ Lack of local broadcast conditions (Highway Advisory),
- ♦ Need to address passing in town,
- ♦ Access to Bodie,
- ♦ Bike and pedestrian traffic on Twin Lakes Road,
- ♦ Need for big rig/overnight parking,
- ♦ Safety concerns at Dam,
- ♦ Lack of cell phone service,
- ♦ Safety in Walker Canyon – Hazel Hole,
- ♦ Safety in general,
- ♦ Lack of sidewalks on local roads,
- ♦ Safety at east end of town,
- ♦ Need for public restrooms,
- ♦ Driving cattle on SR 182,
- ♦ Vista points north of town,
- ♦ Need to address street lights not working, and
- ♦ Jaywalking.

Mono County RTP 2008 – Community and Regional Planning Advisory Committee meetings revealed that residents of Bridgeport are concerned about safety along US Highway 395. As many residents bike and walk along the shoulders of the highway in this area, they would like to see wider shoulders along US 395. Other safety concerns are enforcing the speed limit through the town and the design of several intersections, including the US 182/395 junction, the Emigrant Street junction with US 395, and the Twin Lakes Road junction with US 395 south.

Parking is an issue on Main Street particularly around county buildings during the summer months. Call boxes in areas that do not have cell phone service were suggested.

W

Walking Conditions

Walker is located on US 395 in Mono County around MP 107 in the Antelope Valley area. US 395 consists of two lanes both north and south of Bridgeport. Through the town a 1.5 mile long two-way left-turn lane is provided. The County Park Rest Area located on the east side of US 395 provides a stopping area for through vehicles. The speed limit through the town drops from 55 miles per hour to 45 miles per hour. The traffic volumes in Walker in 2007 were 3,750 vehicles per day annual ADT and 5,400 vehicles per year peak month ADT.

Resident Concerns

Mono County RTP 2008 – The RTP lists issues and concerns of residents brought to the attention of the community and Regional Planning Advisory Committees. Towns in the Antelope Valley include Topaz, Coleville and Walker, the priority concern is safety improvements on US 395 and Eastside Lane. These improvements include turn lanes at high traffic intersections, such as the high school in Coleville, and possibly at the intersections with Larson Lane, Cunningham, and Topaz Lane. Residents question the need for four lanes on US 395 in the Antelope Valley, especially since Nevada presently has no plans for four lanes. Instead residents would prefer that US 395 remain two lanes with operational improvements such as wider shoulders, fences, wildlife under crossings, and potentially some landscaping. Retaining the scenic qualities of US 395 between communities in Mono County is a high priority for residents. There is a great deal of interest in a loop bike route through the Valley for use by touring bicyclists, pedestrians, and equestrians. Providing additional mountain bike routes was not a main concern. Residents would like to see greater enforcement of traffic laws within their community. The installation of call boxes where cell service is unavailable was another suggestion from residents.

W

- ♦ Inyo County has adopted an outdoor advertising sign ordinance for conditional uses of billboards in heavy commercial, light industrial, and general industrial zoning districts.
- ♦ Inyo County – Priority for Actions:
 - Maintain Inyo County's natural environment and rural quality of life;
 - Support and expand tourism in Inyo County;
 - Improve government decision-making in Inyo County;
 - Improve health care, social services, and education; and
 - Promote economic development.
- ♦ As much of the Eastern Sierra is snowbound in the winter, improving winter access to the region is an important issue.
- ♦ In Mono County, a Collaborative Planning Team was established as a forum for coordinating planning efforts between various public, private, and tribal entities. Members include: Benton Paiute Reservation, Bridgeport Indian Colony, Bureau of Land Management ,

California Regional Water Quality Control Board – Lahontan, California Department of Fish and Game, Caltrans – District 9, Los Angeles Department of Water and Power, Mono County, the Town of Mammoth Lakes, USFS: Humboldt-Toiyabe National Forest, USFS: Inyo National Forest. Issues discussed include jobs, transit, recreation, and wildlife mitigation and enhancement.

- ♦ The Mono County FY 08-09 Overall Work Program (OWP) includes an element on **community-based initiatives/ context sensitive solutions**. This idea of implementing improvement projects which are community-based and that improve long-term economic stability, sustainable development, and multi-modal safety is not unique to Mono County. Context sensitive solutions are appropriate throughout the project study area. The Mono County OWP identifies the following efforts:
 - Researching methods for improving pedestrian use while maintaining highway efficiency;
 - Researching parking ordinances that allow for flexibility and incentive for pedestrian friendly designs;
 - Improving connectivity for pedestrians and cyclists with community activity centers;
 - Assessing potential for community improvements which invite pedestrian use, including the consideration of the Safe Routes to Schools program;
 - Assisting with the development of policies for Mono County and the Town of Mammoth Lakes which include context sensitive solutions; and
 - Improving multimodal safety in transportation corridors by promoting vehicular access management (limiting/sharing driveways, waiver of access rights) during review of local development projects.

C C

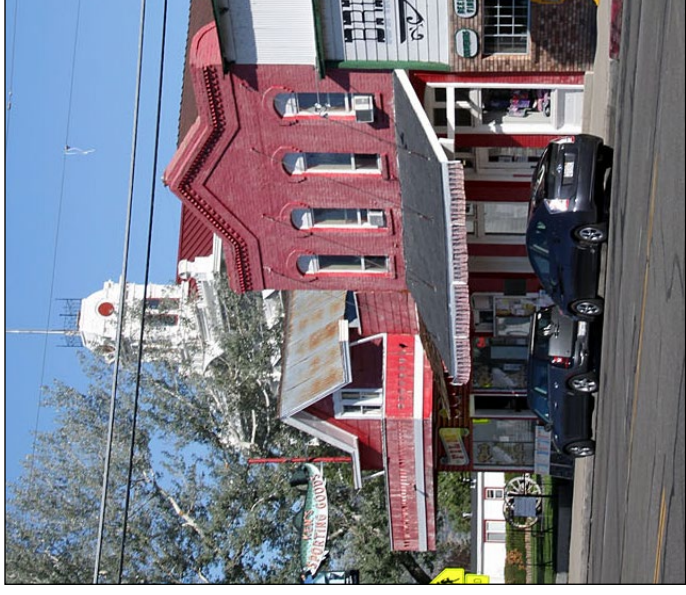
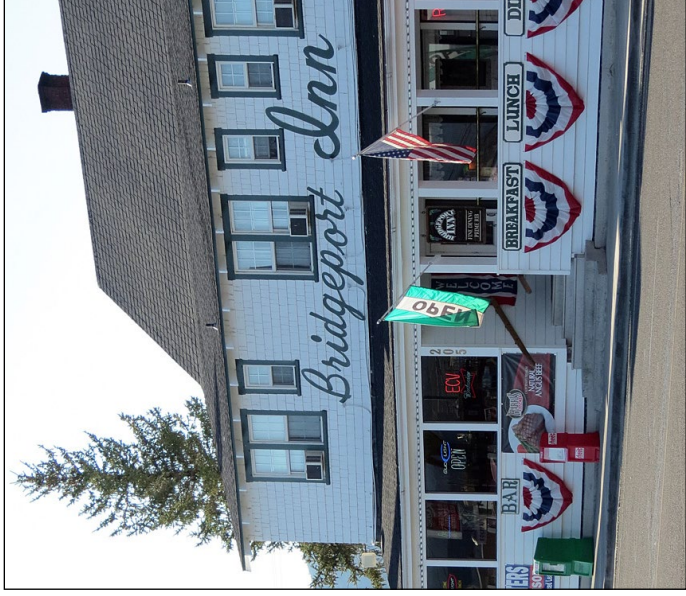
As evidenced in a presentation by Caltrans District 9, *Highway as Main Street & Context Sensitive Solutions*, Caltrans and the Eastern Sierra communities have some competing interests when it comes to US 395 as Main Street. Foremost, Caltrans' top priority is improving safety, they also focus on reducing congestion, efficient traffic circulation, providing a 30 foot safety zone, reducing maintenance, and reducing exposure to traffic for workers. The communities would like to see improvements such as median landscaping, roundabouts, roadside trees, traffic calming, continuity of sidewalks, more crosswalks, and other improvements that make each community an improved commercial activity center. Caltrans is making an effort to incorporate design standards into improvement projects that are consistent with community values as long as any exceptions to standards do not violate sound engineering judgment and safety.

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 will benefit all parties is an important part of any transportation improvement project along US 395 in the Eastern Sierra.

APPENDIX III

MAIN STREET REVITALIZATION PLAN

Bridgeport, California



Design Idea Book

July 2013



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Purpose and Intent

This document provides a set of design guidelines for public and private projects in and around Main Street in Bridgeport. These guidelines provide a basic “road map” for Bridgeport’s ongoing revitalization and are supplemental to the 2013 Main Street Revitalization Plan.

For private property owners, the intent of this document is to establish a flexible palette of design techniques and approaches that can assist with building renovations and new construction projects and ensure a positive contribution to Bridgeport’s character. Private realm elements include the following:

- Building Massing and Site Definition;
- Building Frontage;
- Building Façade Elements; and
- Suggested Materials and Colors

For Mono County and other agencies involved with improvements to the public realm, this document provides a suggested palette of design elements that can improve the pedestrian experience along Main Street and build upon the community’s established character. Public realm elements include the following:

- Streetscape Elements;
- Curb Extensions and Strategies; and
- Signage and Wayfinding

Part of the community’s character comes from the individuality present among properties. Buildings in Bridgeport follow a diverse range of styles, but two styles are most prevalent in the community:

- Colonial Revival / Early 20th Century: Buildings characterized by traditional compositions and massing, symmetrical and orderly composition of openings, and simple, traditional exterior details in wood, stone, and stucco
- Mid-Century Modern / Roadside : Buildings and elements characterized by horizontal proportions with vertical accents, streamlined exterior details, and playful signage and colors

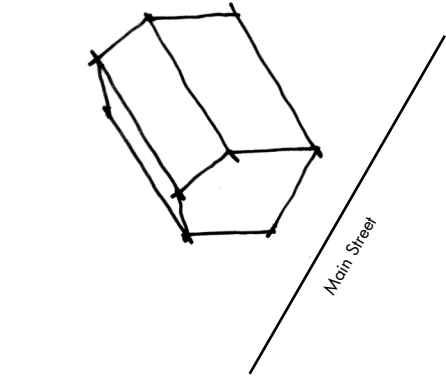
Property owners and County staff should work together to maintain this architectural diversity among properties, in order to preserve Bridgeport’s unique identity. The suggested design guidelines that follow hope to balance this individuality with elements that can encourage and create a cohesive identity.

Applicability

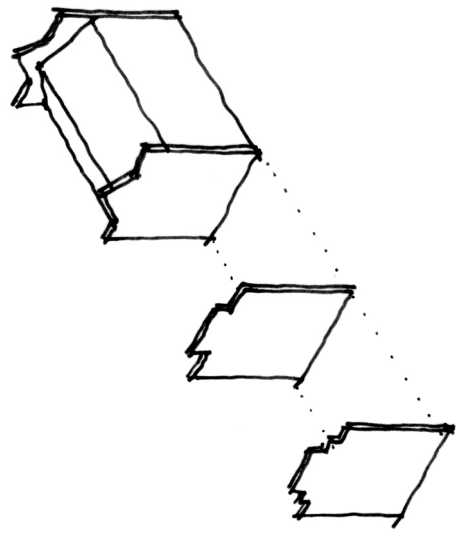
Design features described in this manual may require additional coordination and compliance with existing county and/or state regulations prior to implementation. Interested parties should always check with the appropriate agencies (such as Mono County Planning and/or Caltrans) for guidance regarding project permitting and approval.

Building Massing and Site Definition

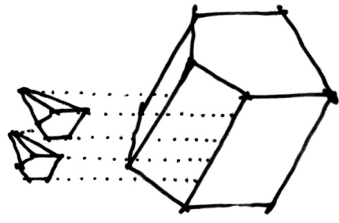
Building Massing



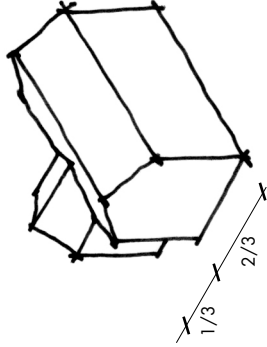
Building forms should be small-scaled, simple volumes.



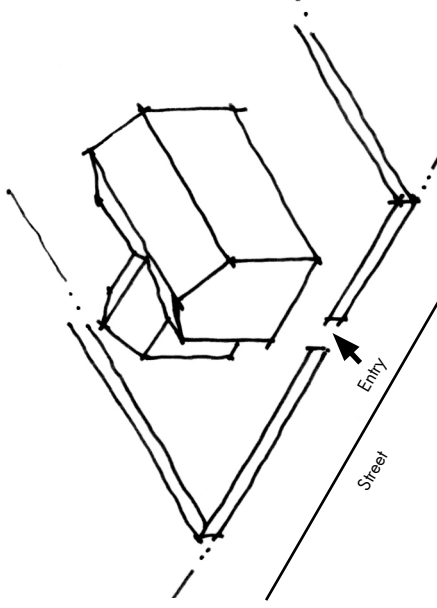
End gables with false facades are very common in Bridgeport



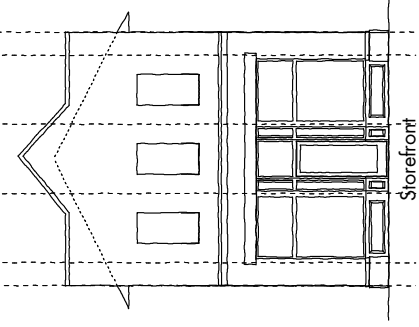
Side gable with optional dormers



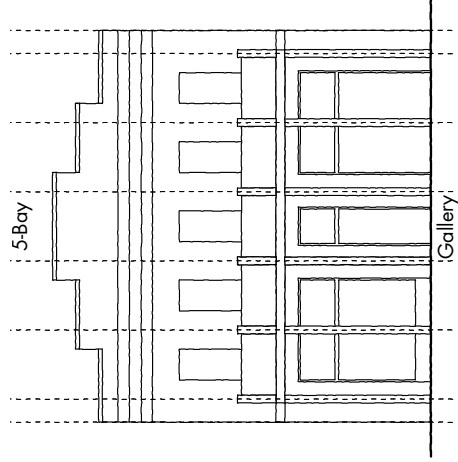
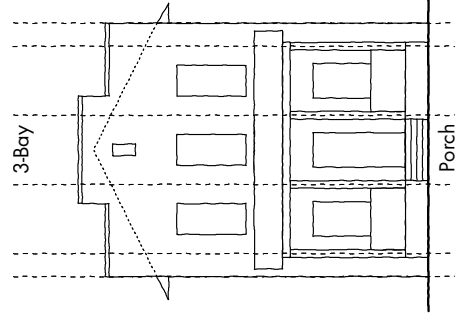
Buildings can be a combination of rectilinear forms with gable-end or hipped roof.



Building set back slightly from the lot line; public realm is defined by fence, landscape hedge, and/or low masonry wall.

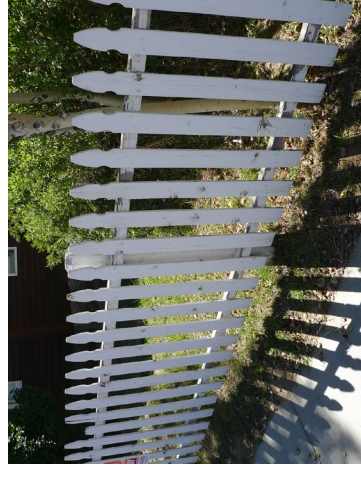


Facade Composition



Facades are typically composed of multiple, regular bays; often the center is accentuated with an ornamental parapet. Other exterior elements and frontages work within the regularized bays: (left to right): a storefront, porch, and gallery.

Site Definition



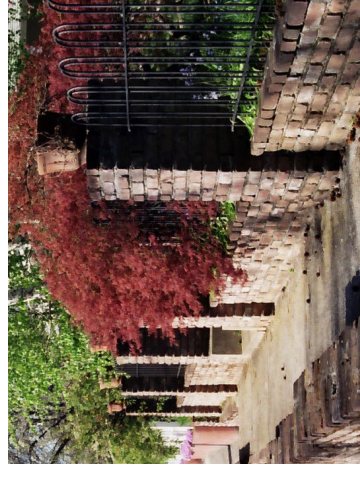
Wood picket fence provides transparency



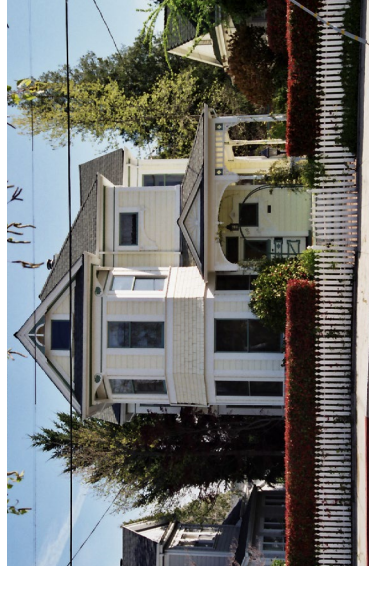
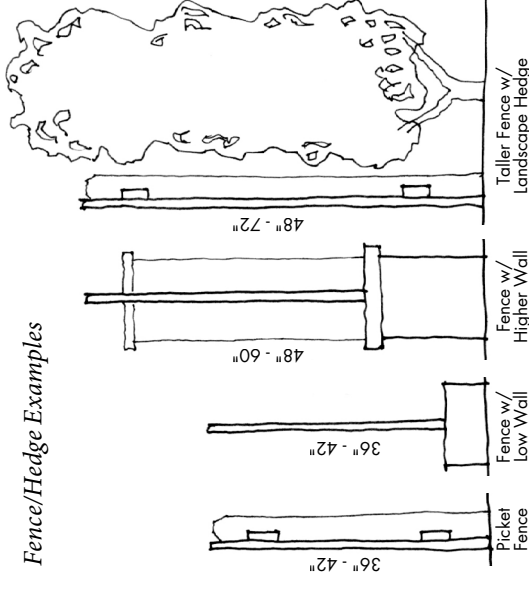
Wrought iron fence provides transparency



Wood fence is raised on a low masonry wall



A low masonry wall can be used as a base to create a taller fence



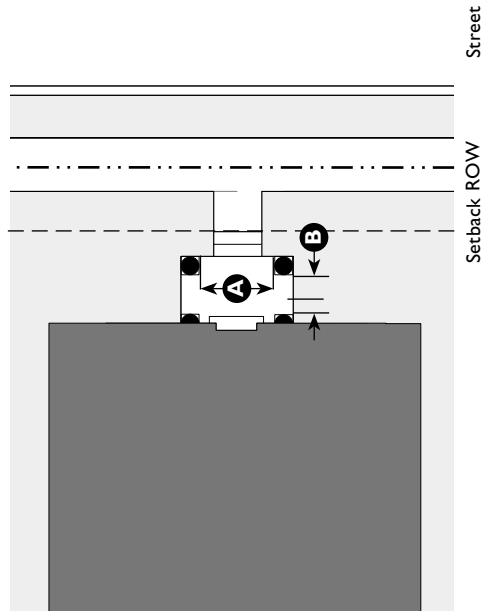
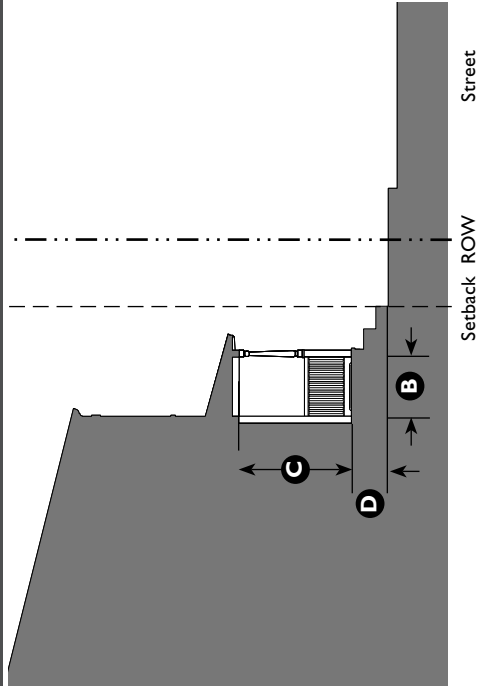
A hedge combined with a fence provides additional privacy and visual interest



This low wall helps define the street, while also providing a public bench and a private terrace for diners.

Building Frontage Types

I. Stoop



Key - - - - ROW / Property Line - - - - Setback Line

Description

Stoop: The main facade of the building is near the frontage line and the stoop should be elevated above the sidewalk to ensure privacy within the building. This type is appropriate for residential uses with small setbacks.

Size

Width, Clear	A 5-8' typ.
Depth, Clear	B 5-8' typ.
Height, Clear	C 7-8' typ.
Height	1 story
Finish Level above Sidewalk	D 12" min.

Miscellaneous

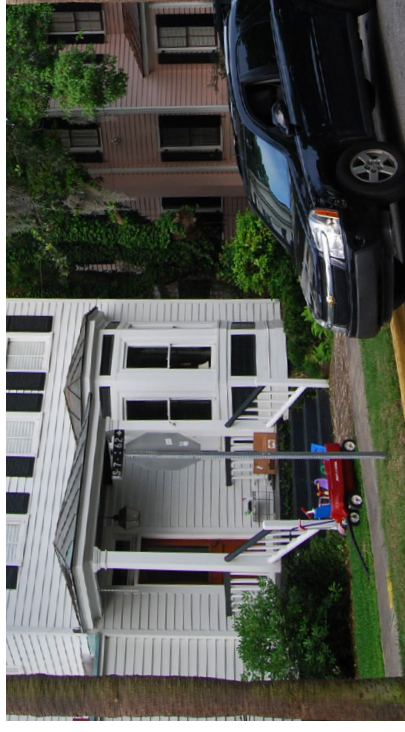
Stairs may be perpendicular or parallel to the building facade.

Ramps should be parallel to facade or along the side of the building.

The entry door should be covered or recessed to provide shelter from the elements.



Stoop at the zero-lot line

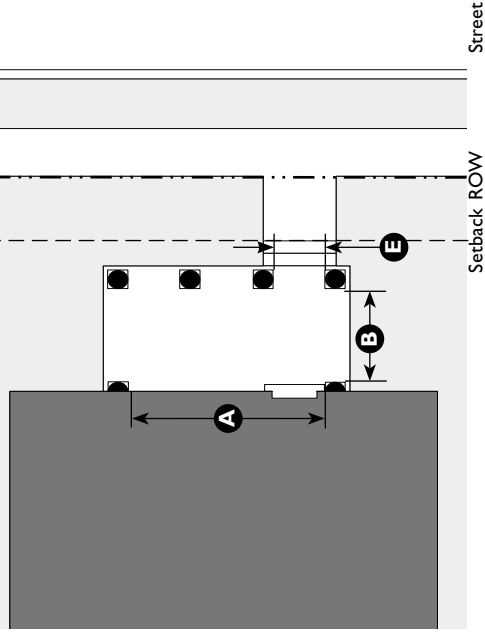
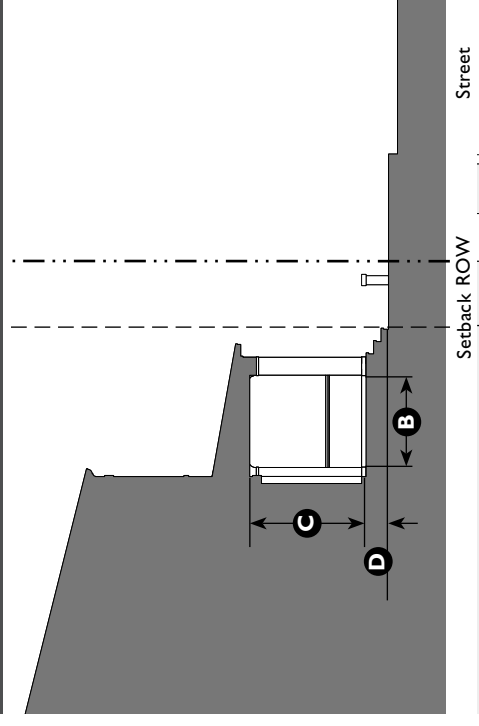


Stoop



Stoop with deeper setback from the lot line

2. Porch



Key - - - - ROW / Property Line - - - - Setback Line

Description

Porch: The main facade of the building is setback from sidewalk or road. The resulting front yard is typically very small and can be defined by a fence or hedge to spatially maintain the edge of the street.

Size

Width, Clear	A 10' min. typ.
Depth, Clear	B 7' min. typ.
Height, Clear	C 7' min. typ.
Height	1-2 stories
Finish Level above Sidewalk	D 12" typ.
Path of Travel	E 3' wide min.

Miscellaneous

Porches are open on three sides and have a roof.



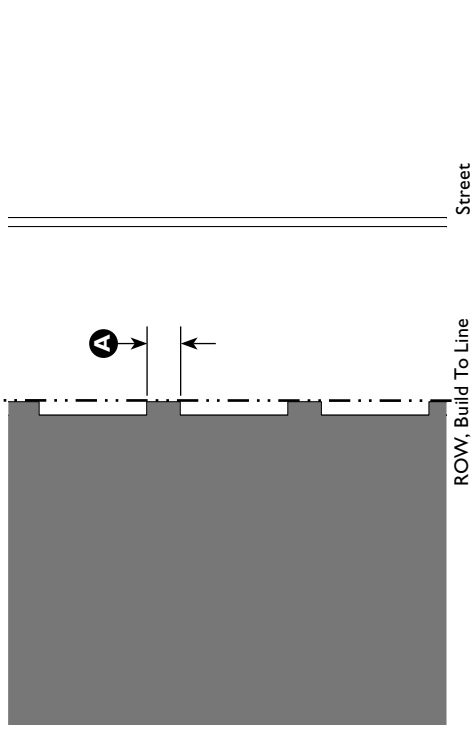
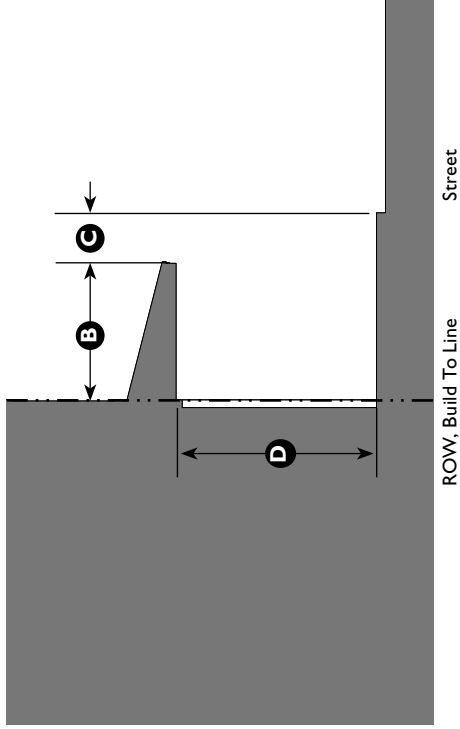
A porch on Main Street



Engaged porch at the Bridgeport Inn

Building Frontage Types (continued)

3. Shopfront



Key - - - - ROW / Property Line - - - - Setback Line

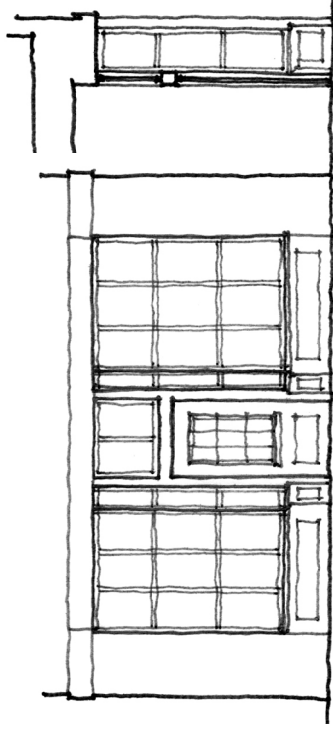
Description

Shopfront: The main facade of the building is at or near the frontage line with an at-grade entrance along the public way. This type is intended for retail use. It has substantial glazing at the sidewalk level and may include an awning that may overlap the sidewalk. It may be used in conjunction with other frontage types.

Size	
Distance between Glazing	2' max. typ. A
Ground Floor Transparency	50% min.
Awning	
Depth	4' min. typ. B
Setback from Curb	2' min. C
Height, Clear	8' min. D
Miscellaneous	
Residential windows shall not be used.	
Operable and open-ended awnings are encouraged.	



A storefront with a recessed entry

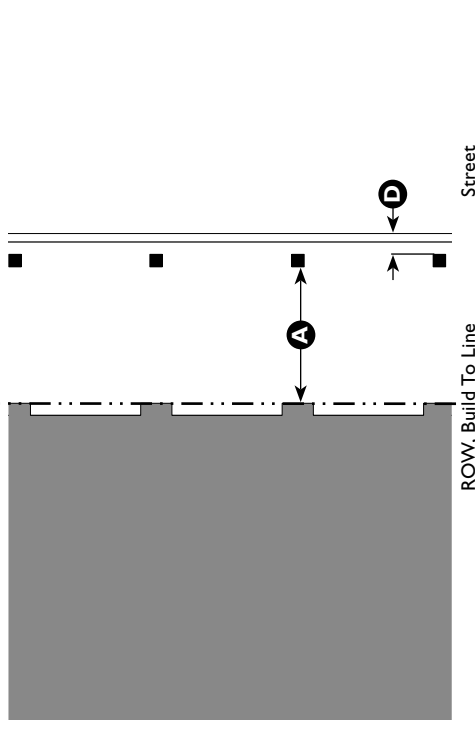
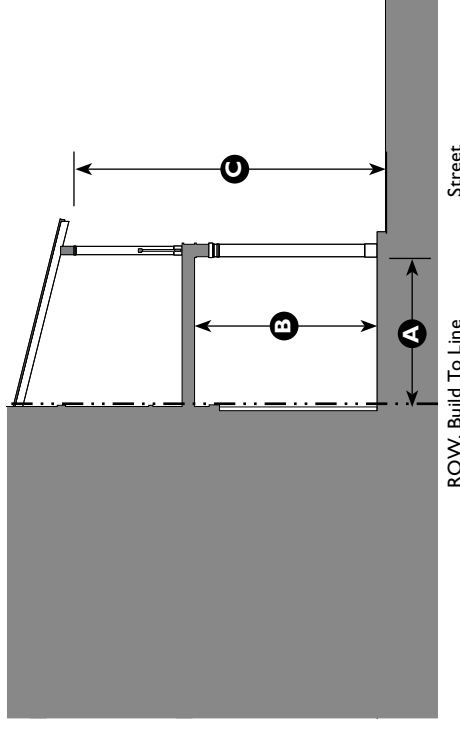


A storefront with an angled entry and divided lites



Storefront with a flush entrance and awning on Main Street

4. Gallery



Key - - - - ROW / Property Line - - - - Setback Line

Description

Gallery: The gallery element overlaps the sidewalk. This type is intended for buildings with ground-floor commercial uses and may be one or two stories. The gallery should extend far enough from the building to provide adequate protection and circulation for pedestrians and extend close enough to the curb so that a pedestrian cannot bypass it.

Size	
Depth, Clear	8' min. typ. A
Ground Floor Height, Clear	10' min. B
Height	1-2 stories C
Setback from Curb	2' min.; 3' max. D
Miscellaneous	
Upper-story galleries facing the street must not be used to meet primary circulation requirements.	
Galleries should have a consistent depth along a frontage.	
Gallery must project over a sidewalk.	



One-story gallery



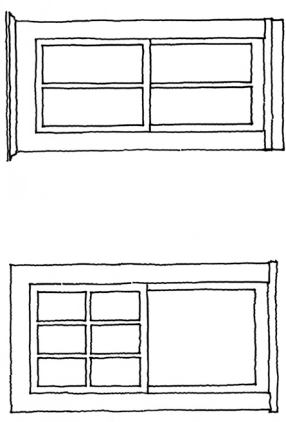
One-story gallery



Two-story gallery

Building Facade Elements

Windows and Doors



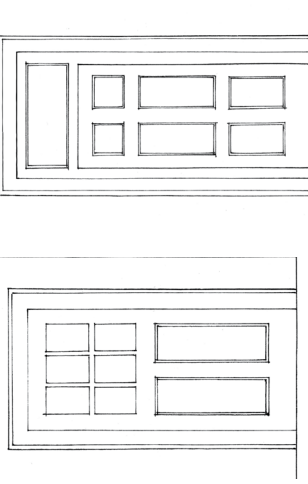
Vertically proportioned windows: 6-over-1 window pane; 2-over-2 window pane



Windows are multi-paned with true or simulated muntins



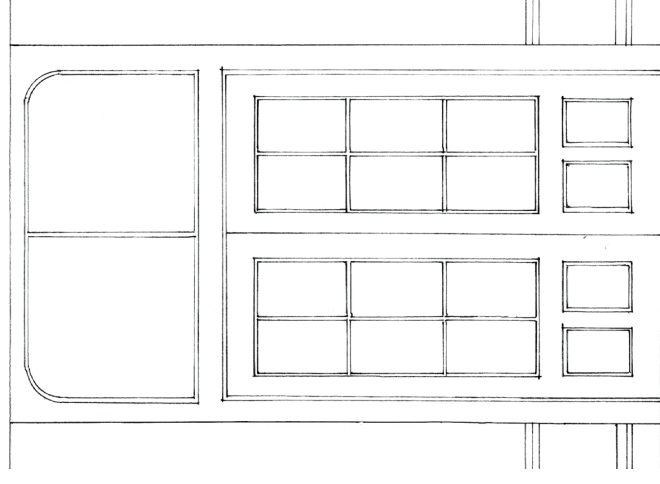
Box window projects from the building



Doors with simple, rectilinear panels and windows

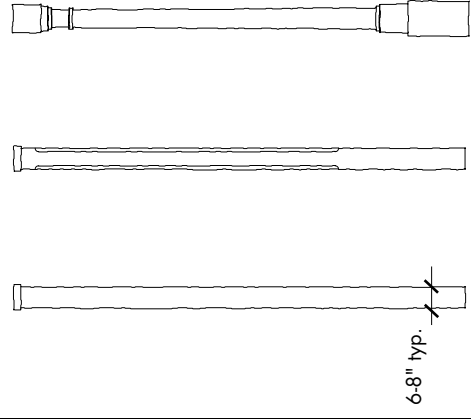


Storefront entry through paired doors



Storefront door with transom, panels and glazing

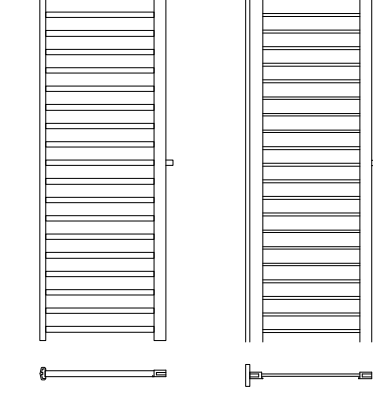
Attached Elements



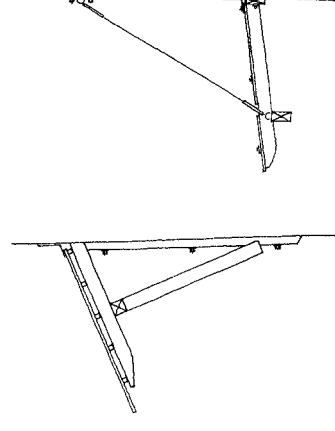
Columns: Simple, chamfered, with impost



Balcony



Details of railing types

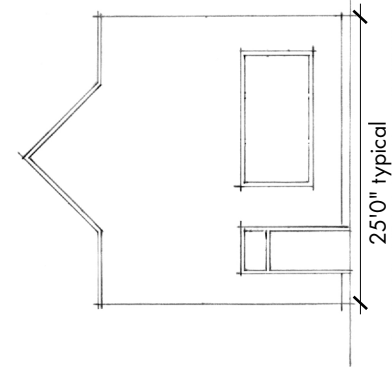


Awning details

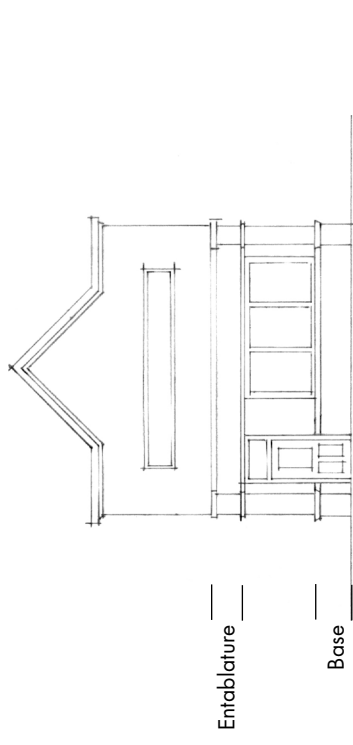


Canvas awning; ideally retractable for more sunlight in the winter months.

Simple Shopfront Renovations

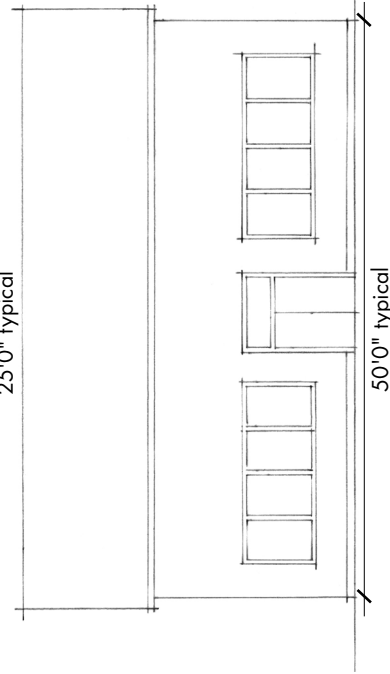


25'0" typical



Entablature

Base



50'0" typical

Narrow example: Character is improved by simply adding a base below the windows and an entablature above; two pilasters frame the corners; the windows are divided into three vertically-proportioned ganged windows.

Wide example: Character is enhanced by framing the ganged windows with pilasters supporting an entablature that runs the length of the storefront; the windows sit on a base and are articulated with muntins; the doors are paneled.

Pedestrian-Scaled Signage

I. Awning or Canopy Signage



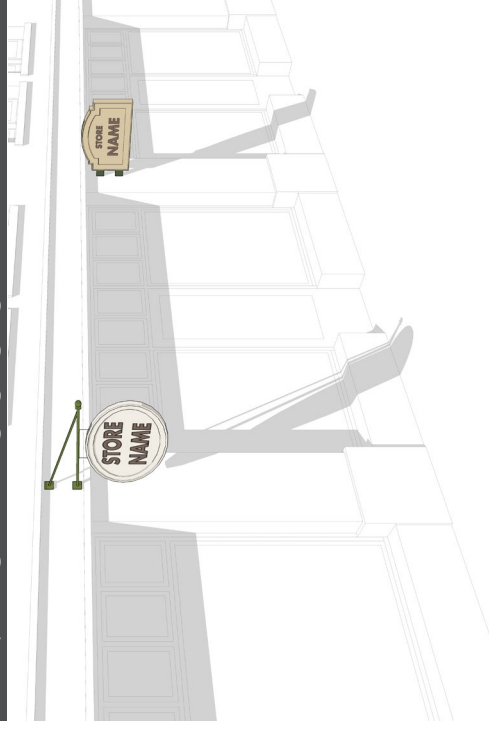
A. Description

Awnings are a traditional storefront fitting and can be used to protect merchants' wares and keep shopfront interiors shaded and cool in hot weather. Retail tenant signs may be painted, screen printed, or appliquéd on the awnings.

B. Examples



2. Projecting and Hanging Signage



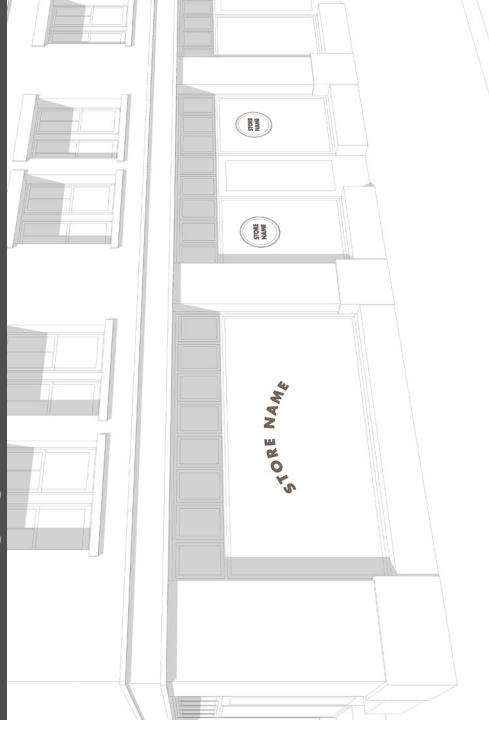
A. Description

Blade signs mount perpendicular to a building's facade. They are typically hung from decorative cast or wrought iron brackets or from the underside of beams or ceilings of a gallery, arcade, or similar covered area. They are typically hung in a manner that permits them to swing slightly. These signs are small, pedestrian-scaled, and easily read from both sides. Often, a blade sign offers the opportunity for a more creative or "playful" sign. Blade signs shall be hung well out of reach of pedestrians and all exposed edges of the sign shall be finished.

B. Examples



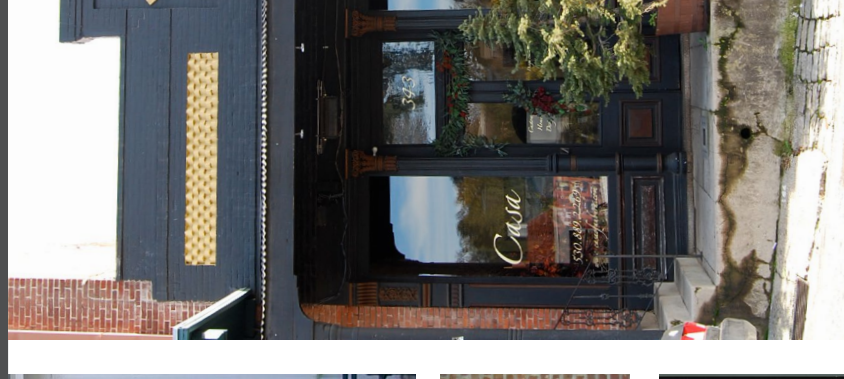
3. Window Signage



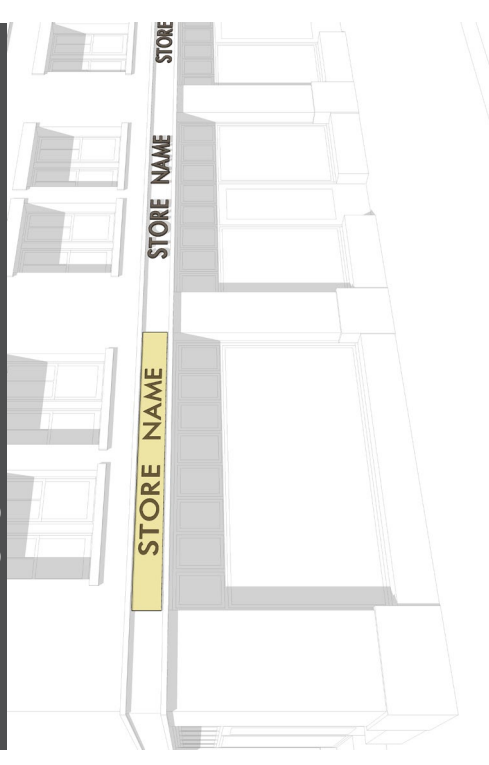
A. Description

Window signs are professionally painted, consisting of individual letters and designs or gold leaf individual letters and designs, and are applied directly to the inside of a window. Window signs offer a high level of craftsmanship and visibility, and are often used for small professional offices. Window signs are often repeated on storefronts with several divided openings; however, repetition should be done with great care to ensure that the entrance to the business is clearly distinguished.

B. Examples



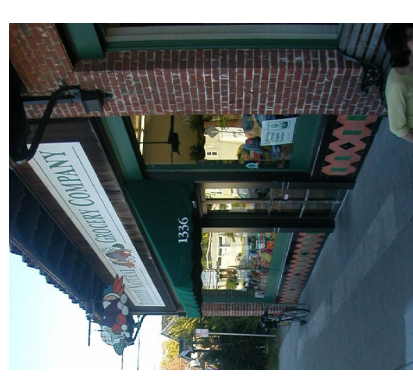
4. Attached Signage



A. Description

Wall signs are flat against the facade consisting of a single panel with raised letters, individual cut letters applied directly to the building, or painted directly on the surface of the building. Wall signs are typically placed directly above the main entrance and often run horizontally along the "expression line" or entablature of traditional buildings. Wall signs do not protrude beyond the roof line or cornice of a building. Wall signs are typically intended to be seen from a distance and are often accompanied by additional pedestrian-scaled signage.

B. Examples

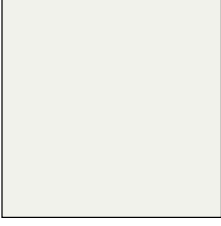
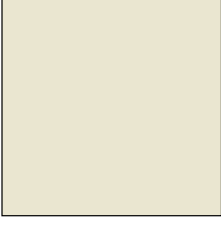
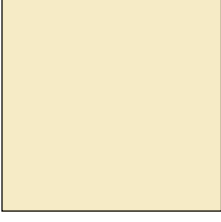
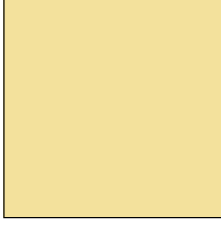
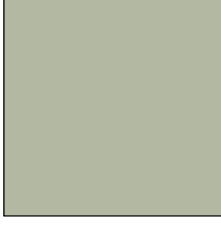
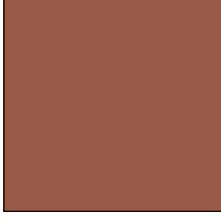


Suggested Materials and Colors


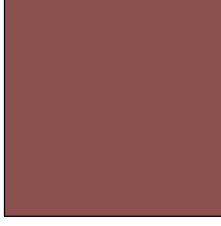
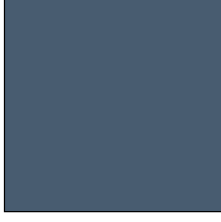
Materials	
Cladding	Predominantly siding in wood, composition board, or fiber-cement board with horizontal shiplap, beaded lap, or beveled profile. Vertical board and batten siding may also be used in 12-16" widths. Vinyl and T-111 siding are strongly discouraged. Corrugated metal should be used sparingly.
Foundations	Brick, stone, cast stone, painted concrete, or stucco.
Roofing	Building and porch roofs may be a built-up membrane (flat roofs only) composition shingle, wood shake, slate, or corrugated or standing seam metal.
Windows	Wood, aluminum-clad wood, or vinyl. Glass should be clear and non-reflective.
Doors	Principal doors in wood, aluminum-clad wood, vinyl-clad wood, factory-painted aluminum, or fiberglass.
Storefronts	Wood, aluminum-clad wood, or metal frame with simulated or true divided lites. Glass should be clear and non-reflective.
Trim	Wood, composition board, fiber-cement board, and molded millwork for built-up sections. PVC trim is discouraged. For soffits and porch ceilings, GWB, plaster, T&G wood, exposed rafters, or composite. Continuous perforated soffit materials and the use of vinyl panel systems are strongly discouraged.
Gutters	Half round or ogee-profile metal. PVC is strongly discouraged.
Downspouts	Round or rectangular metal. PVC is strongly discouraged.
Columns	Wood, fiberglass, steel, or composite. Column bases may be brick or cast stone.
Railings	Milled-wood top and bottom rails with square balusters in wood, or wrought iron. PVC trim is discouraged.

Materials (continued)	
Chimneys	Common brick, stone, cast stone, stucco, or metal stovepipe.
Signage	Painted wood or metal are encouraged.
Colors	
Cladding	Siding is typically white, off-white, cream, grey-green, grey-blue, brick-red, light yellow, or natural wood. Brick may be red or additional natural colors.
Roofing	Standing seam metal roofs are typically natural, black, brown, red, or dark green finish. Roof shingles are typically natural wood, dark grey or black.
Windows	Sashes and frames are typically dark stained or painted white, off-white, cream, dark red, dark green, or dark blue. Shutters may be painted to match sash/frame color.
Trim	White or off-white.
Gutters/Downspouts	White, off-white, painted dark green or dark red.
Columns	White or off-white.
Railings	Wood railings dark stained or painted white or off-white. Wrought iron grilles and rails should be painted black.

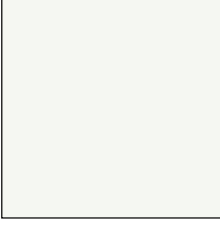
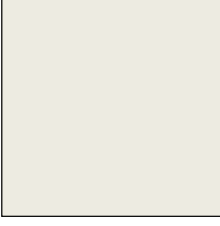
Suggested Cladding Colors

	<i>White (B. Moore CC869 or similar)</i>
	<i>Off-white (B. Moore HC27 or similar)</i>
	<i>Cream (B. Moore HC6 or similar)</i>
	<i>Lt. yellow (B. Moore 290 or similar)</i>
	<i>Grey-green (Moore HC114 or similar)</i>
	<i>Brick-red (B. Moore HC50 or similar)</i>

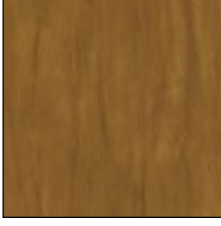
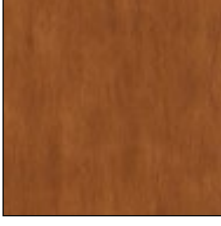

Suggested Window Sash and Frame Colors

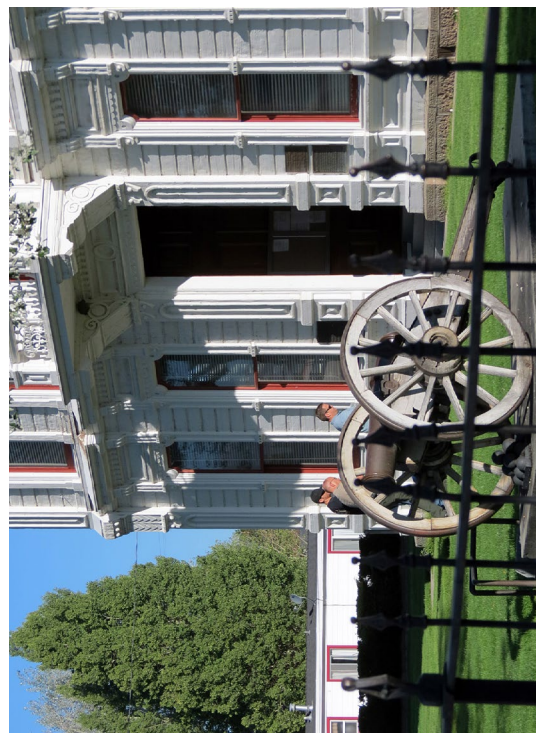
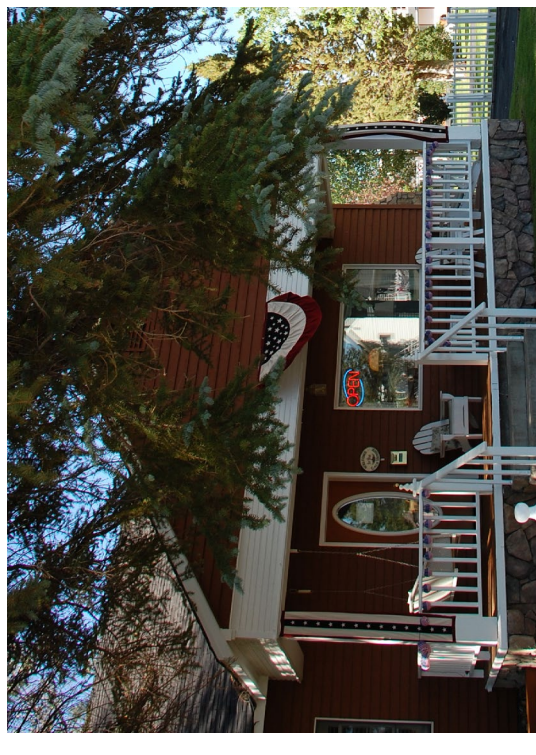
	<i>Dk. green (B. Moore HC135 or similar)</i>
	<i>Dark red (B. Moore 1295 or similar)</i>
	<i>Dark blue (B. Moore HC156 or similar)</i>

Suggested Trim Colors

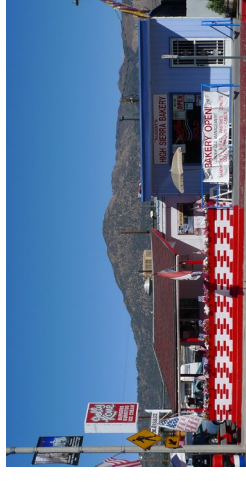
	<i>White (B. Moore OC65 or similar)</i>
	<i>Off-white (B. Moore HC27 or similar)</i>

Suggested Wood Stains

	<i>Spice Chest (S. Williams SW3513 or similar)</i>
	<i>Mission Wall (S. Williams SW3502 or similar)</i>
	<i>Yankee Barn (S. Williams SW3505 or similar)</i>



Building Frontage Improvements: Example 1



Example 1

- A** False storefronts with integral wall signage; painted or raised lettering
- B** Porch frontage
- C** 1'0" Simple entablature with half-round gutter
- D** Square stock columns (6" min.) with articulated capitals and bases
- E** Wood pickets painted (2")
- F** Hanging planters
- G** Large, articulated storefront window
- H** Box planters

Building Frontage Improvements: Example 2



Example 2

- A** False storefront
- B** Masonry base (Brick or stone)
- C** Simple cornice (6-8" deep)
- D** Ganged windows
- E** Board and batten siding
- F** Paneled door
- G** Wood picket fence sits on a low masonry wall
- H** Fence steps back from lot line, creating space for street furniture
- I** Perpendicular blade sign

Building Frontage Improvements: Example 3



Example 3

- A Lowered projecting awning
- B Glazing with divided lites
- C Roll-up garage doors engage the street
- D Projecting flagpole
- E Painted string course

Building Frontage Improvements: Example 4



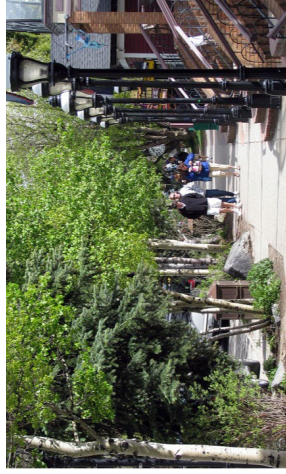
Example 4

- A** Signage hangs from the existing station canopy
- B** 3'6" Masonry wall built on the property line
- C** Umbrellas add color and interest
- D** Storefront frontage
- E** Painted wood siding
- F** Built-in planters in low-masonry wall

Streetscape Components

Street Trees

Species	Height	Spread
Western hackberry (<i>Celtis reticulata</i>)	10-25 feet	10-25 feet
Quaking aspen (<i>Populus tremuloides</i>)	40-50 feet	25 feet
Honey locust (<i>Gleditsia triacanthos inermis</i>)	30-70 feet	35-50 feet
Common hackberry (<i>Celtis occidentalis</i>)	40-70 feet	50 feet

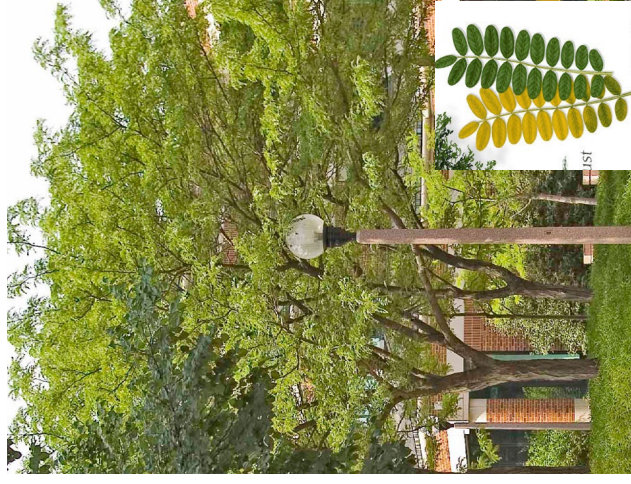


Aspens as street trees in Crested Butte, CO



Western Hackberry

(Photo courtesy of: <http://texastreed.tamu.edu/images/Treelimages/hackberry/50.jpg>)



Honey Locust

(Photos courtesy of: <http://gardens.missouri.edu/about/descriptions/treerails/TMaps/LowryMailPhotos/lowryweb/Gleditsia-triacanthos-sum-1g.jpg> and http://www.meridian.k12.il.us/Middle%20School/student_work/katiepetrowsky/Honey_Locust.html)

Quaking Aspen

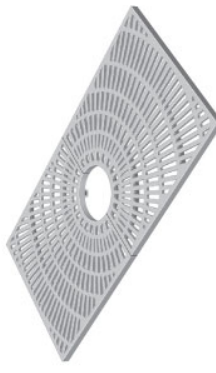
(Photos courtesy of: <http://selectree.calpoly.edu/photos/lasso?rid=1137&session=selectree:6CC697310c8d523948UjNY805992> and http://www.meridian.k12.il.us/middle%20school/student_work/jennifer/Quaking%20Aspen.html)

Tree Grates

R-8819
Greenwich Collection Tree Grate
48" x 72"



R-8808
Parkway Collection Tree Grate
36" x 72"



R-8721-A
Parkway Collection Tree Grate
48" x 48"

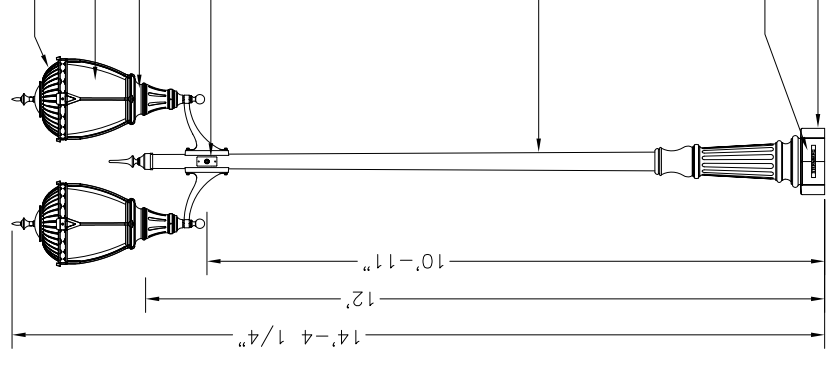


Neenah Foundry tree grates - Greenwich and Parkway Collections; the rectangular tree grates can be used along Main Street where the sidewalks are relatively narrow.

Pedestrian-Scaled Lighting

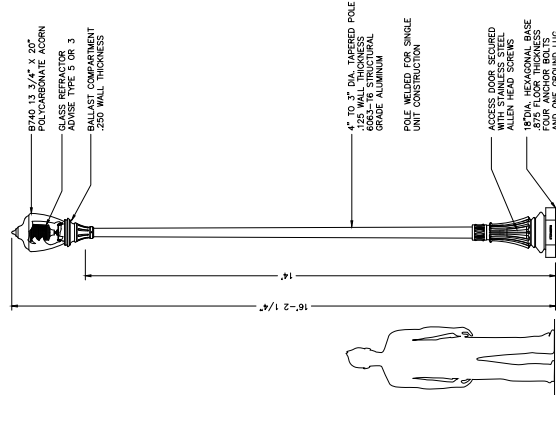


Existing historic light fixture along Main St.

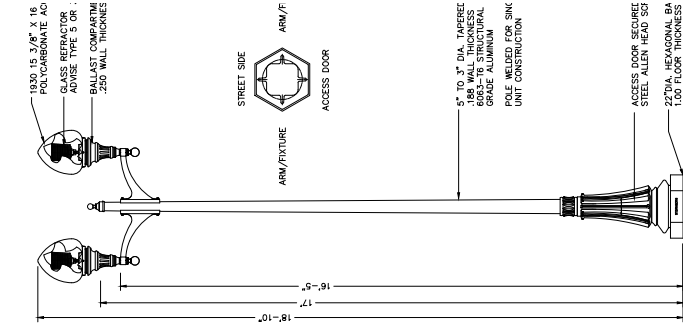


Sternberg light fixture specified for the School St. Plaza project.

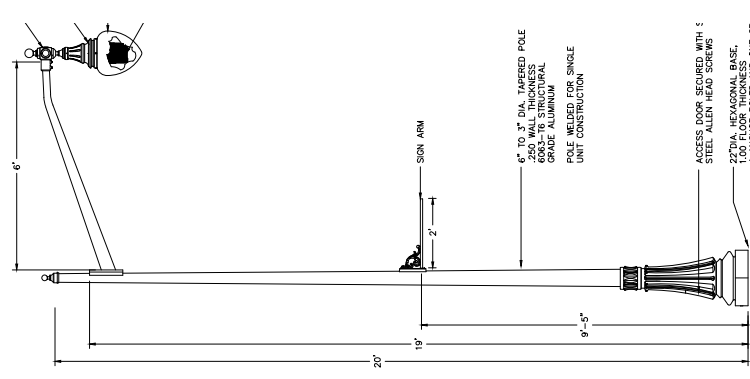
Source: Sternberg Lighting



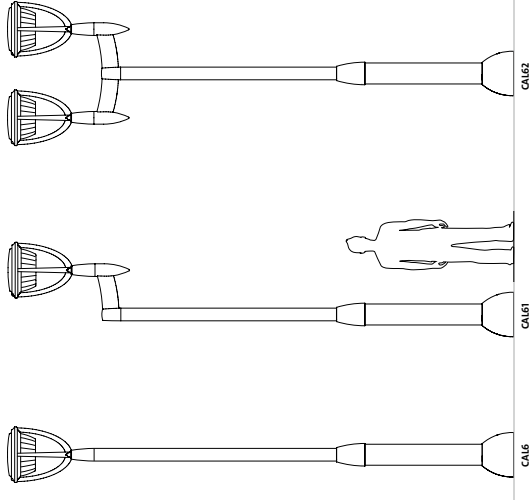
14' Pole with Acorn Fixture, similar to existing luminaires, for use along Main Street, 50' o.c. typ.



16.5' Pole with double Acorn fixture for use along Main Street, 100' o.c. typ.



20' Pole with drop acorn fixture for use along entry routes into Bridgeport, 100' - 200' o.c. typ.



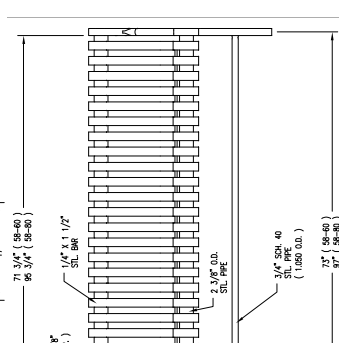
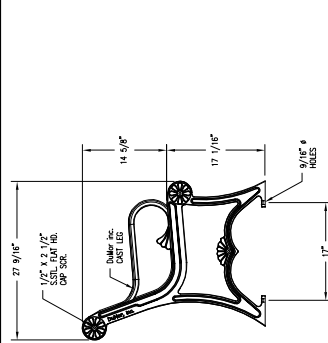
Source: Philips Lumec Lighting

Lighting Alternative: Philips Lumec Callisto lantern series. Pole height can be specified between 8-18 feet tall, at 6" increments.

Streetscape Components (continued)

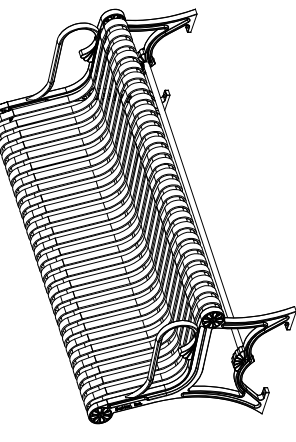
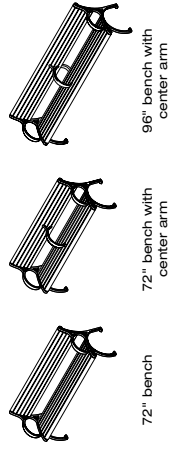
Benches

Traditional



Plainwell® Specifications

The Plainwell bench is available with seats constructed of aluminum or wood. The aluminum end frames on the wood bench and the all aluminum bench may be specified with Pangard® II® powdercoat in standard colors, optional colors available for an upcharge. Available in two lengths, the 72" and 96" bench may both be specified with a center arm. The 96" bench may also be specified with 2 intermediate arms, placed at equal intervals. Freestanding/surface mount support is standard.



NOTES:
 1) ALL STEEL MEMBERS COATED W/ ZINC RICH EPOXY THEN FINISHED W/ POLYESTER POWDER COATING.
 2) 1/2" X 3/4" EXPANSION ANCHOR BOLTS PROVIDED.
 3) CUSTOM LETTERING AVAILABLE FOR RECEIVED SIZE PANELS (TOTAL OF 37 SPACES)

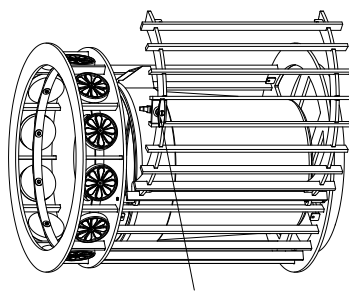
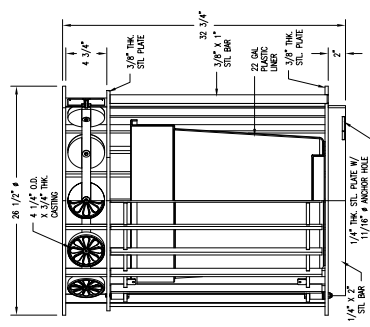
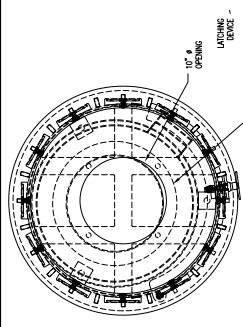
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PROJECT:		NO:	
DuMor, Inc. P.O. Box 142 Millstone, PA 17059-0142			



DuMor 58 series bench

Trash Receptacles

Traditional



NOTES:
 1) ALL STEEL MEMBERS COATED W/ ZINC RICH EPOXY THEN FINISHED W/ POLYESTER POWDER COATING.
 2) 1/2" X 3/4" EXPANSION ANCHOR BOLTS PROVIDED.
 3) CUSTOM LETTERING AVAILABLE FOR RECEIVED SIZE PANELS (TOTAL OF 37 SPACES)

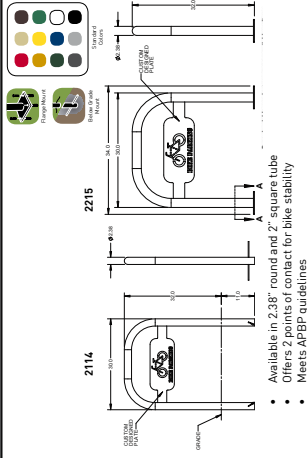
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DuMor, Inc. P.O. Box 142 Millstone, PA 17059-0142			



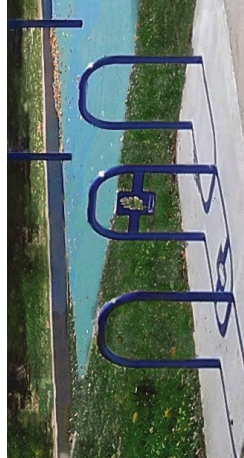
DuMor 102-22-F70 trash receptacle

Bicycle Racks

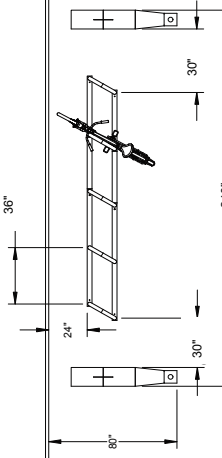
Traditional



Model #	# Bikes	Typical mount	Weight	Length	Width	Height	Space Requirement
2114	2	Flange mount	39 lbs.	34"	6"	32"	48" x 110"
2115	2	Flange mount	42 lbs.	30"	2.4"	32"	48" x 110"
2116	2	Flange mount	42 lbs.	34"	2.4"	32"	48" x 110"
2117	2	Flange mount	42 lbs.	34"	6"	32"	48" x 110"



Saris Branded Bike Dock; place along the sidewalk every 10+ feet to park 2 bikes



NOTES:
 • Easy access for maintenance and street cleaning
 • Only 4 points of installation and can be anchored into asphalt
 • Solid construction resists impact damage; constructed of 2 3/8" OD schedule 40 steel
 • Durable powder coat finish is corrosion resistant and has long term life expectancy
 • Meets APBP bike parking standards
 • Customization and branding options available

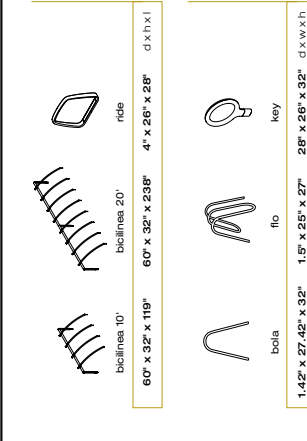
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PROJECT:		NO:	
DuMor, Inc. P.O. Box 142 Millstone, PA 17059-0142			



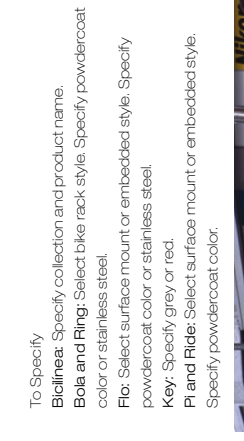
Saris Bike Corral; place in an on-street parking spot to park 10 bikes

Bicycle Racks

Contemporary



Model #	# Bikes	Typical mount	Weight	Length	Width	Height	Space Requirement
2114	2	Flange mount	39 lbs.	34"	6"	32"	48" x 110"
2115	2	Flange mount	42 lbs.	30"	2.4"	32"	48" x 110"
2116	2	Flange mount	42 lbs.	34"	2.4"	32"	48" x 110"
2117	2	Flange mount	42 lbs.	34"	6"	32"	48" x 110"



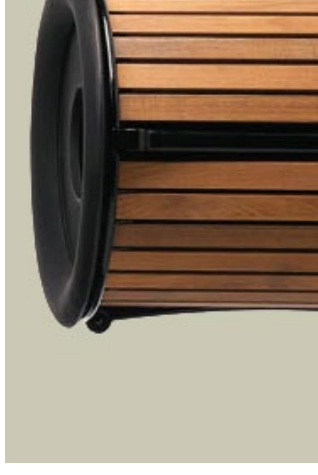
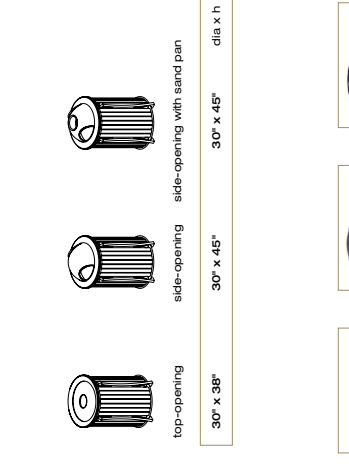
NOTES:
 • Easy access for maintenance and street cleaning
 • Only 4 points of installation and can be anchored into asphalt
 • Solid construction resists impact damage; constructed of 2 3/8" OD schedule 40 steel
 • Durable powder coat finish is corrosion resistant and has long term life expectancy
 • Meets APBP bike parking standards
 • Customization and branding options available



Contemporary bicycle rack

Contemporary

Litter Receptacles
 The Plainwell litter receptacle has a 35-gallon capacity and includes a black polyethylene liner. Side panels are available in aluminum or a selection of woods. Metal parts finished with Pangard® II® powdercoat available in standard colors; optional colors available for an upcharge. Frame and aluminum side panel may be specified in different colors. Rotomolded black polyethylene top is attached by cable to the receptacle. Lid available in top opening or side opening styles. Freestanding/surface mount support is standard. Optional sand pan available for side opening receptacles. Unit is emptied by lifting bag from top.



Contemporary litter receptacle

Curb Extensions

Curb extensions extend the sidewalk into the parking lane, thereby calming traffic by visually and physically narrowing the roadway, and reducing the distance a pedestrian has to cross the street. Curb extensions are also a great public amenity, as they create more space for landscaping and streetscape features, and they provide a place to experience or build a community identity.

Because it can take time and money to install a new curb line, there are many creative solutions for temporary curb extensions. These can be removed daily, or seasonally in winter.

Normally, curb extensions are found at the end of a block, utilizing space too small for an additional parking space. They can also be extended to occupy 1-2 parking spaces. The width of a curb extension is typically the parking lane width (seven to eight feet for parallel parking, 16-18 feet for diagonal parking). As shown here, curb extensions also exist mid-block for outdoor seating or community amenities.

Temporary Curb Extension



Mulch is used to designate a temporary extension for cafe seating
(Photo courtesy of: <http://parkingday.org/frequently-asked-questions/>)

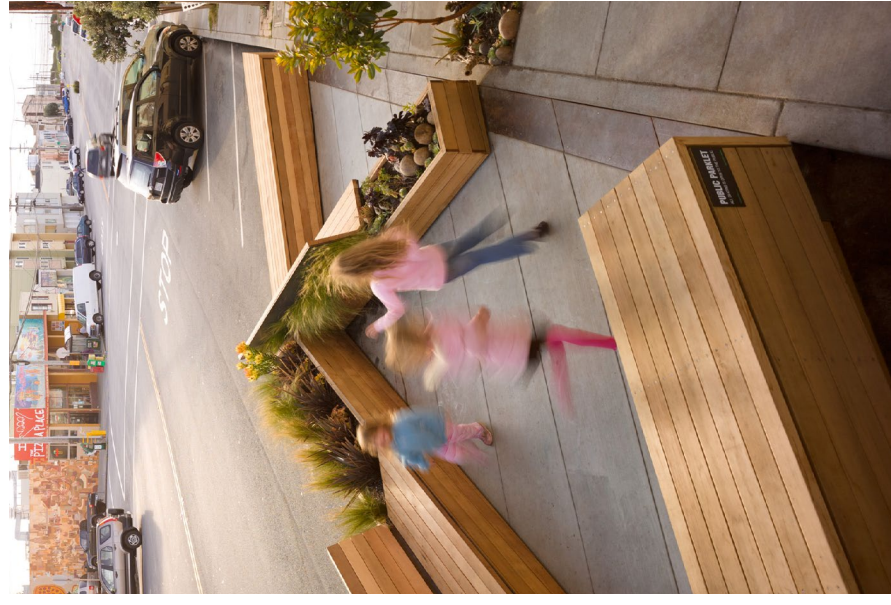


Carpet squares, haybales, and sod create a parklet for National Parking Day
(Photo courtesy of: http://blogs.riverfronttimes.com/dailyft/2011/09/parking_day_st_louis_olive.php)

Installed Curb Extension (Short Term)

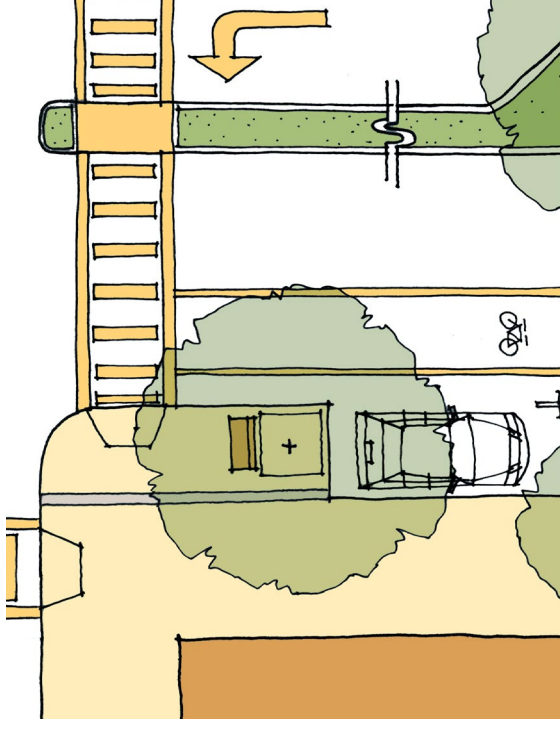


Flower planters create a removable curb extension



A seasonal parklet is created over diagonal parking
(Photo courtesy of: San Francisco Planning Dept., <http://www.flickr.com/photos/sfplanning/8457445876/>)

Permanent Curb Extension (Long Term)



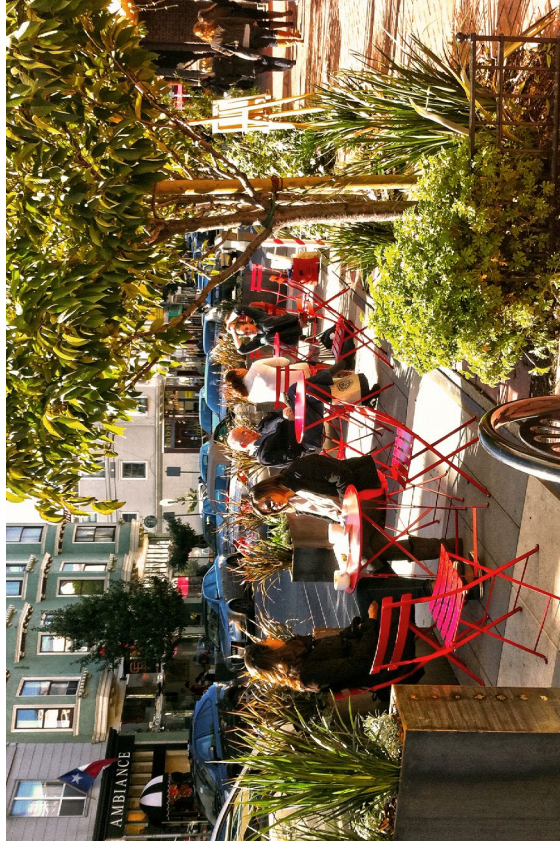
A curb extension allows for street trees and pedestrian safety



A permanent curb extension



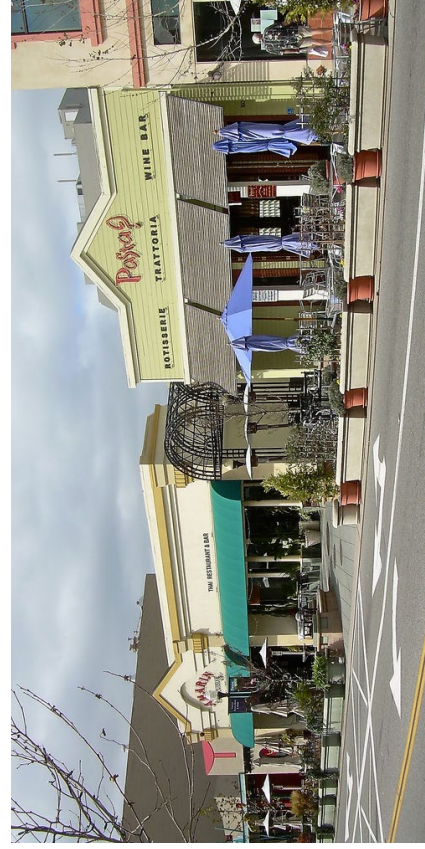
This curb extension allows water to drain to the sewer inlet, following the existing drainage line.



Installed platform provides cafe seating
(Photo courtesy of: San Francisco Planning Dept., <http://www.flickr.com/photos/sfplanning/8456346165/>)



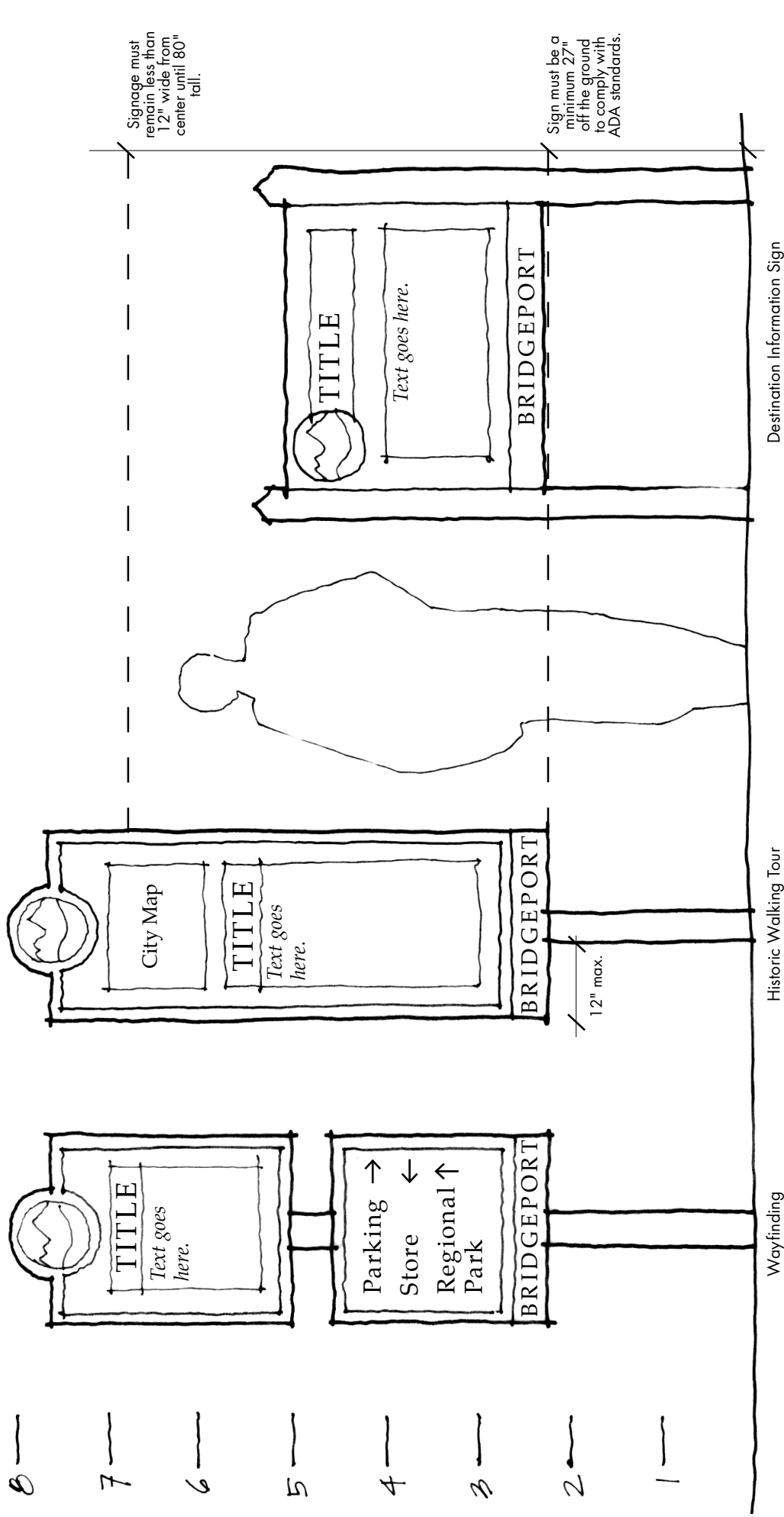
Short term curb extension becomes a neighborhood meeting place
(Photo courtesy of: San Francisco Planning Dept., <http://www.flickr.com/photos/sfplanning/8490264686/>)



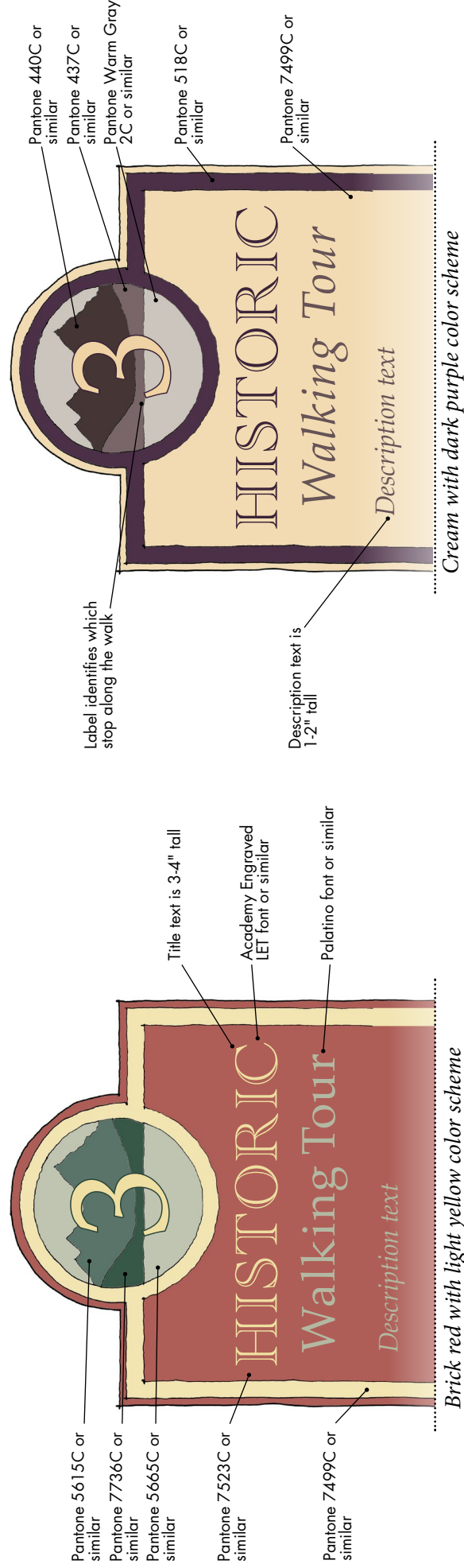
Decorative planters with lattice create an outdoor room
(Photo courtesy of: David Sawyer, <http://www.flickr.com/photos/18702768@N04/2166595909/>)

Signage and Wayfinding

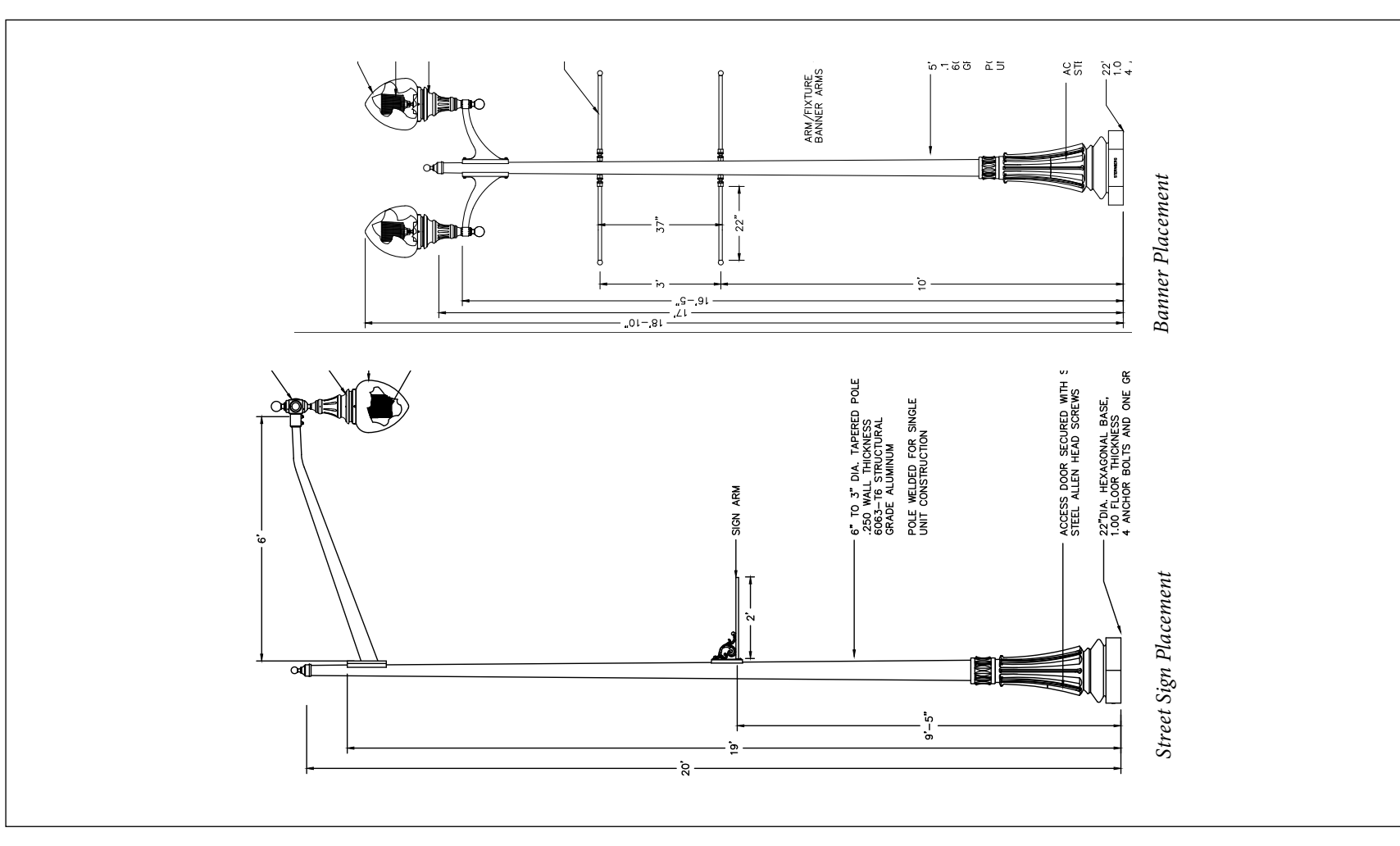
Sign Concepts



Color and Font Concepts

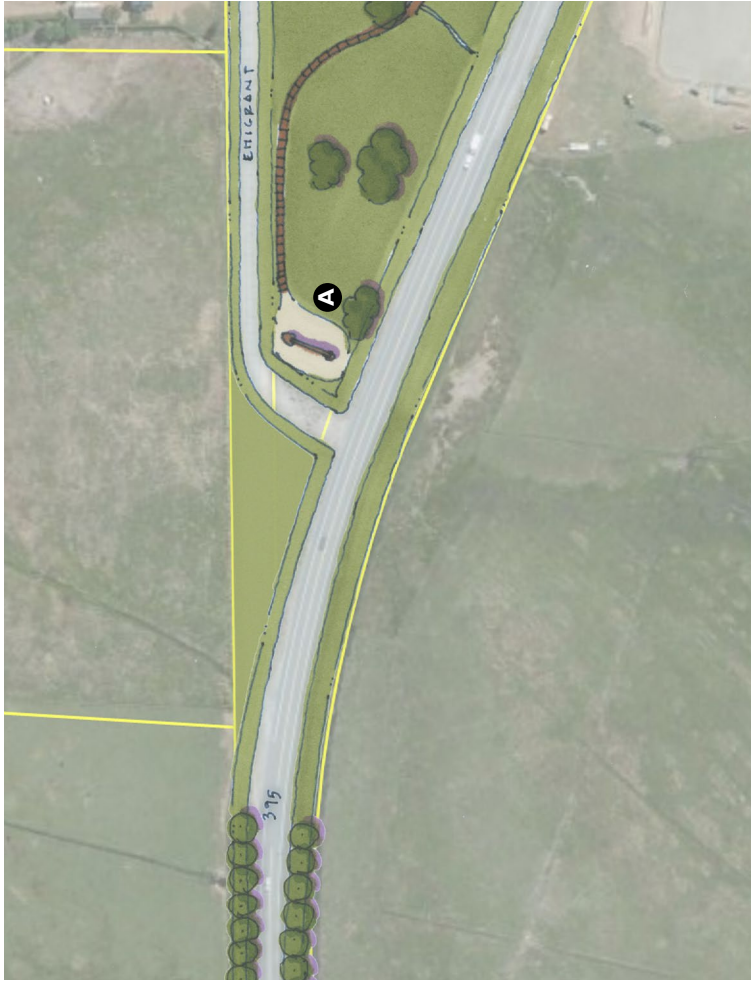


Banner and Street Sign Placement



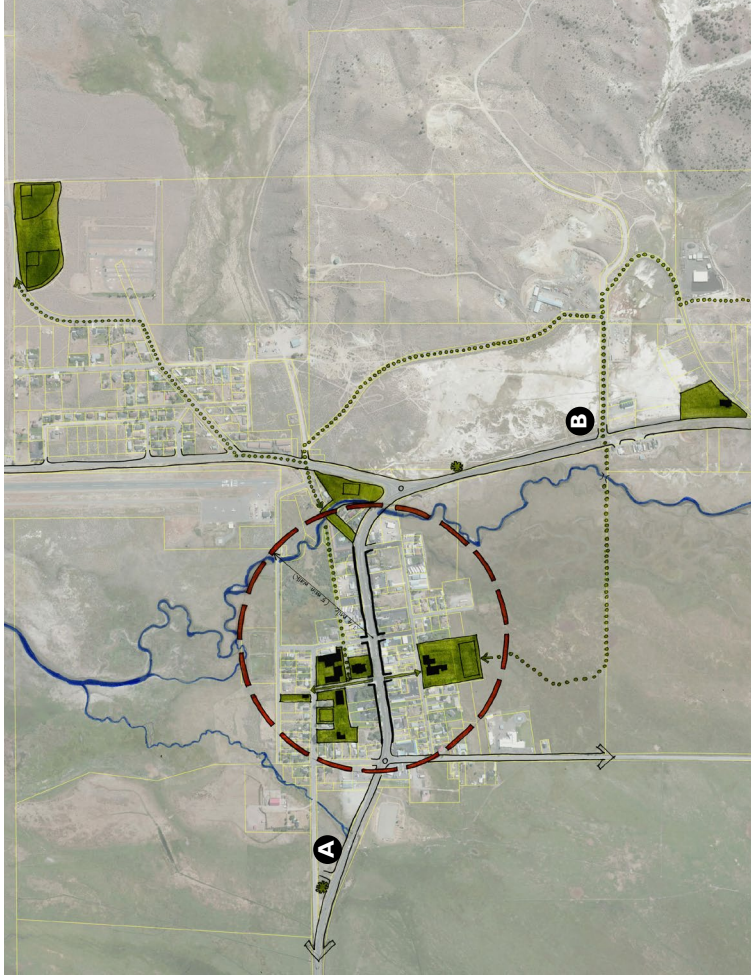
Gateway Signage

West Gateway

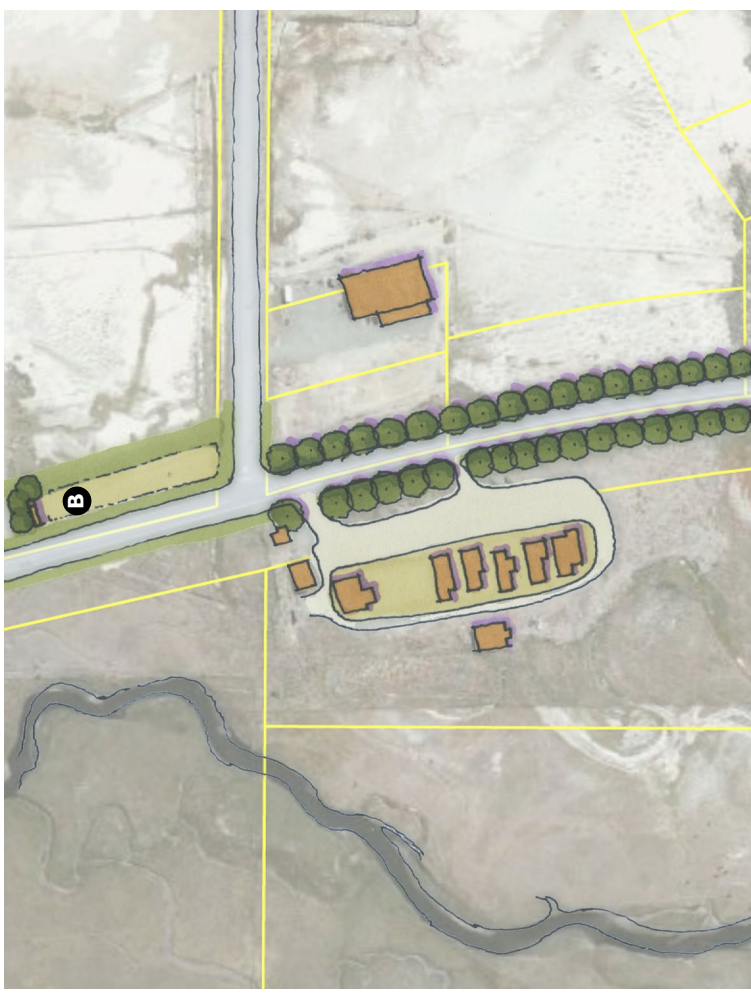


Gateway location at the intersection of Highway 395 and Emigrant Street

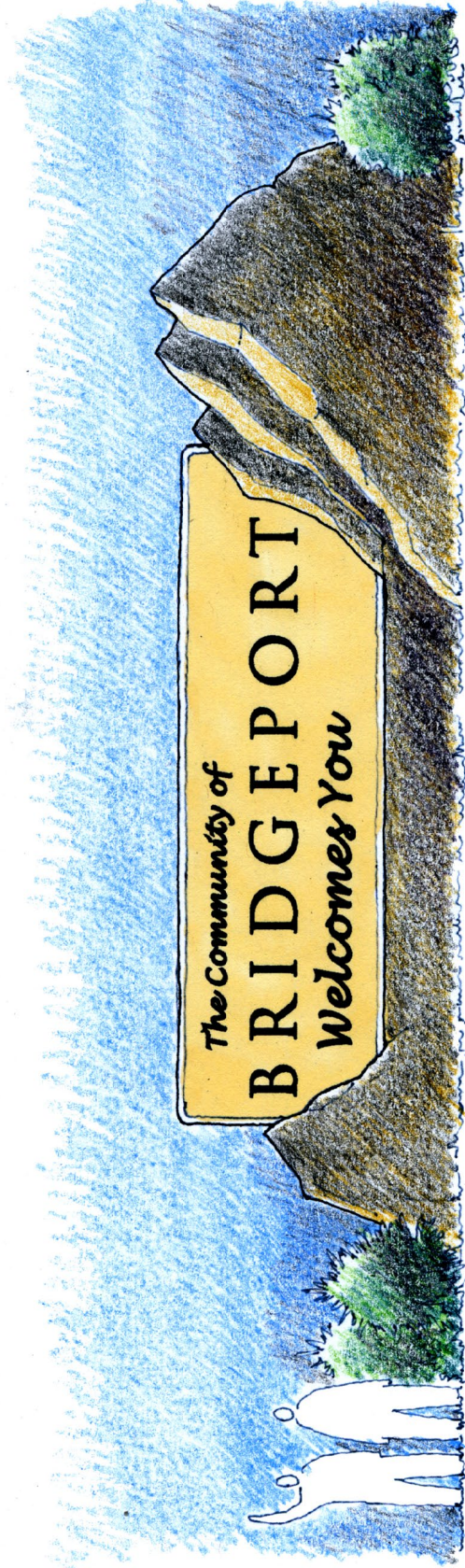
East Gateway



Gateway location plan



Gateway location south of town, on Highway 395

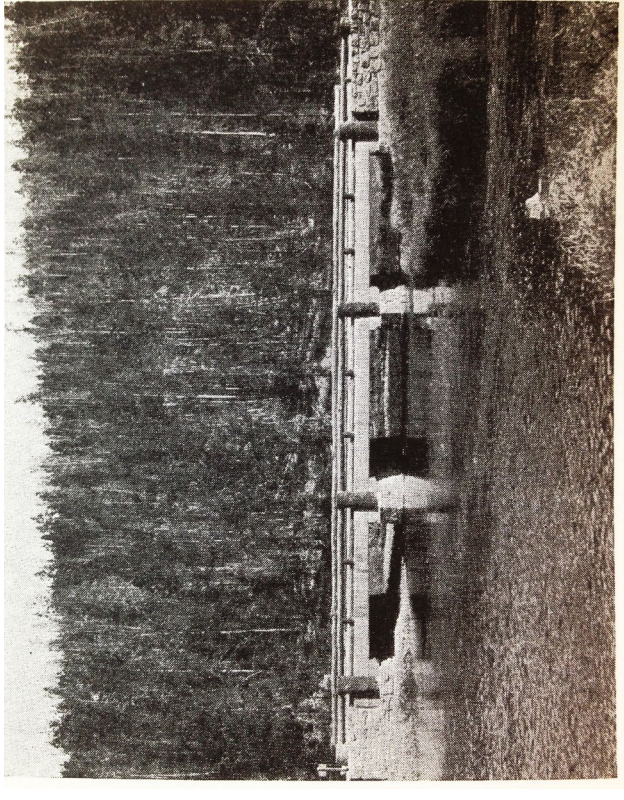
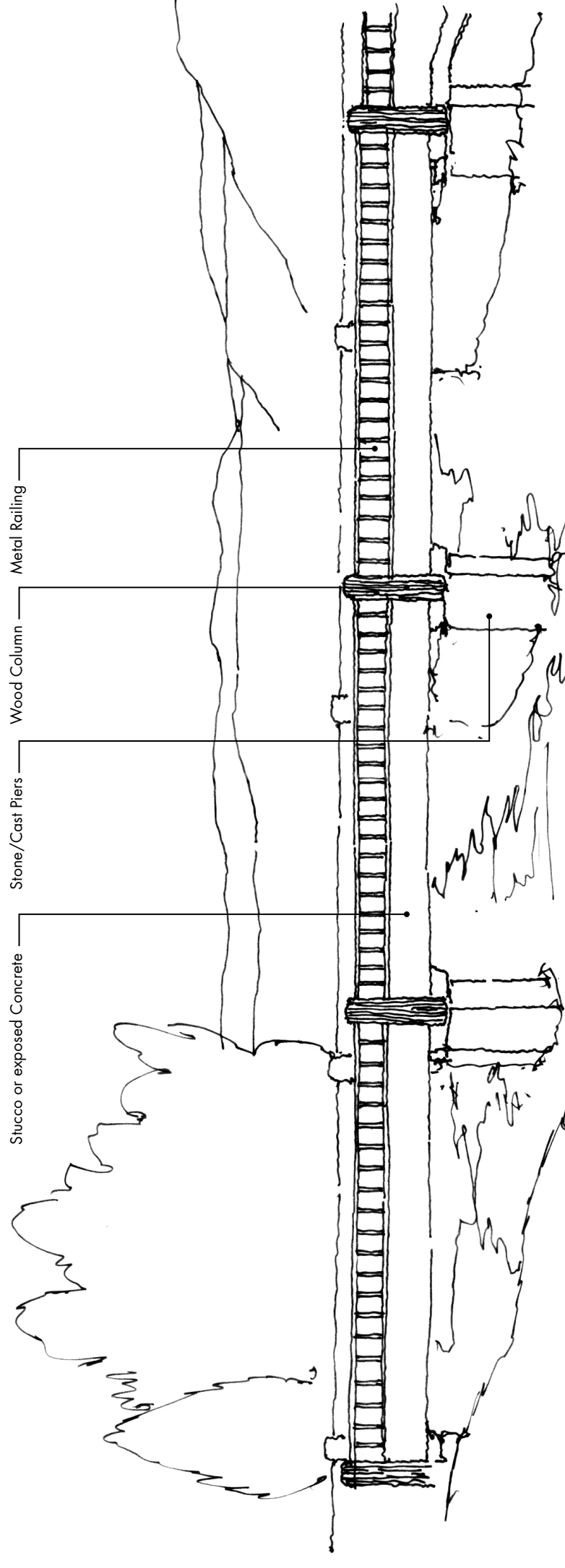


A conceptual elevation of a gateway element to sit at the western edge of town.



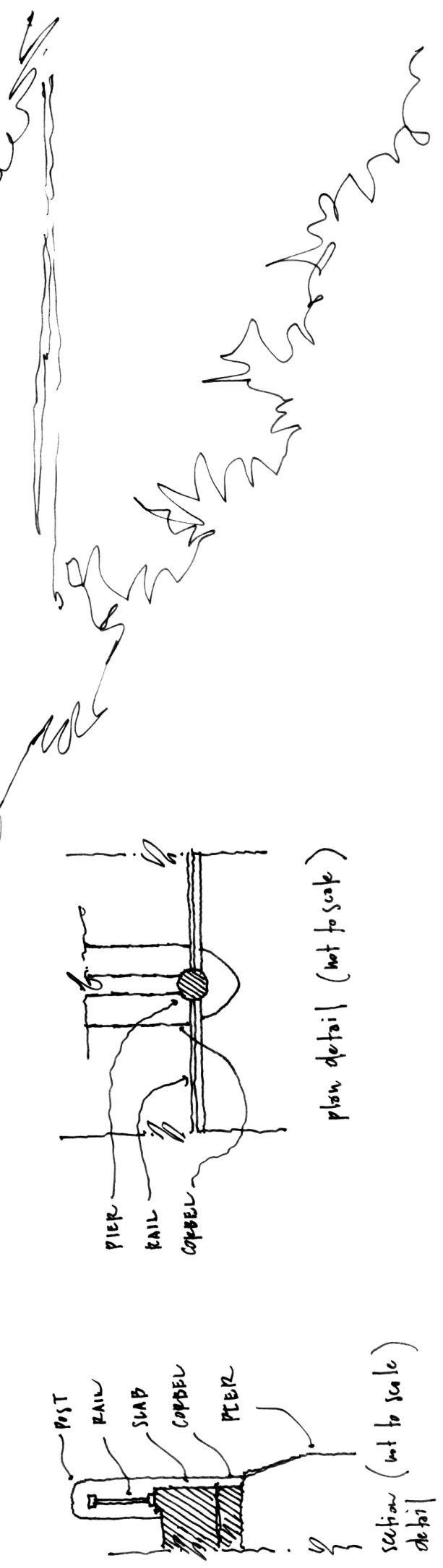
A conceptual elevation of a sign welcoming visitors to Bridgeport from the east.

East Walker River Bridge: Study 1

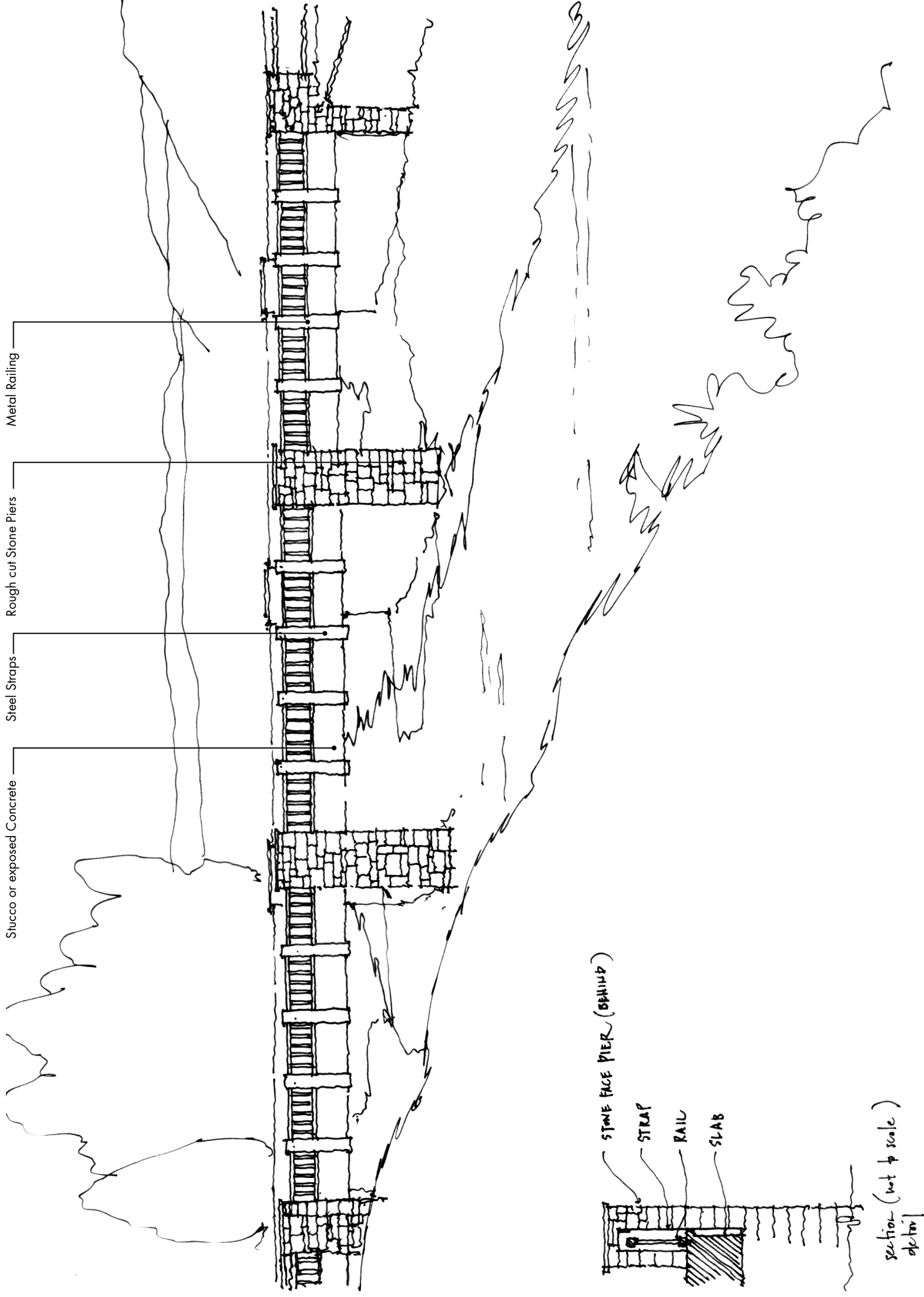


Yellowstone National Park

Source: Park & Recreation Structures, Princeton Architectural Press, 1999



East Walker River Bridge: Study 2



Source: Park & Recreation Structures, Princeton Architectural Press, 1999
Devil's Den State Park, Arkansas