Character Inventory & Design Guidelines for Highway 395 Scenic Byway Corridor Communities

Mono County, CA

Design Idea Book

April 2015

Prepared by:

Opticos Design, Inc.

2100 Milvia St, Ste. 125
Berkeley, CA 94704

p:510.558.6957
f:510.898.0801
w: opticosdesign.com

Table of Contents

Introduction

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 qualitie(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.

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.

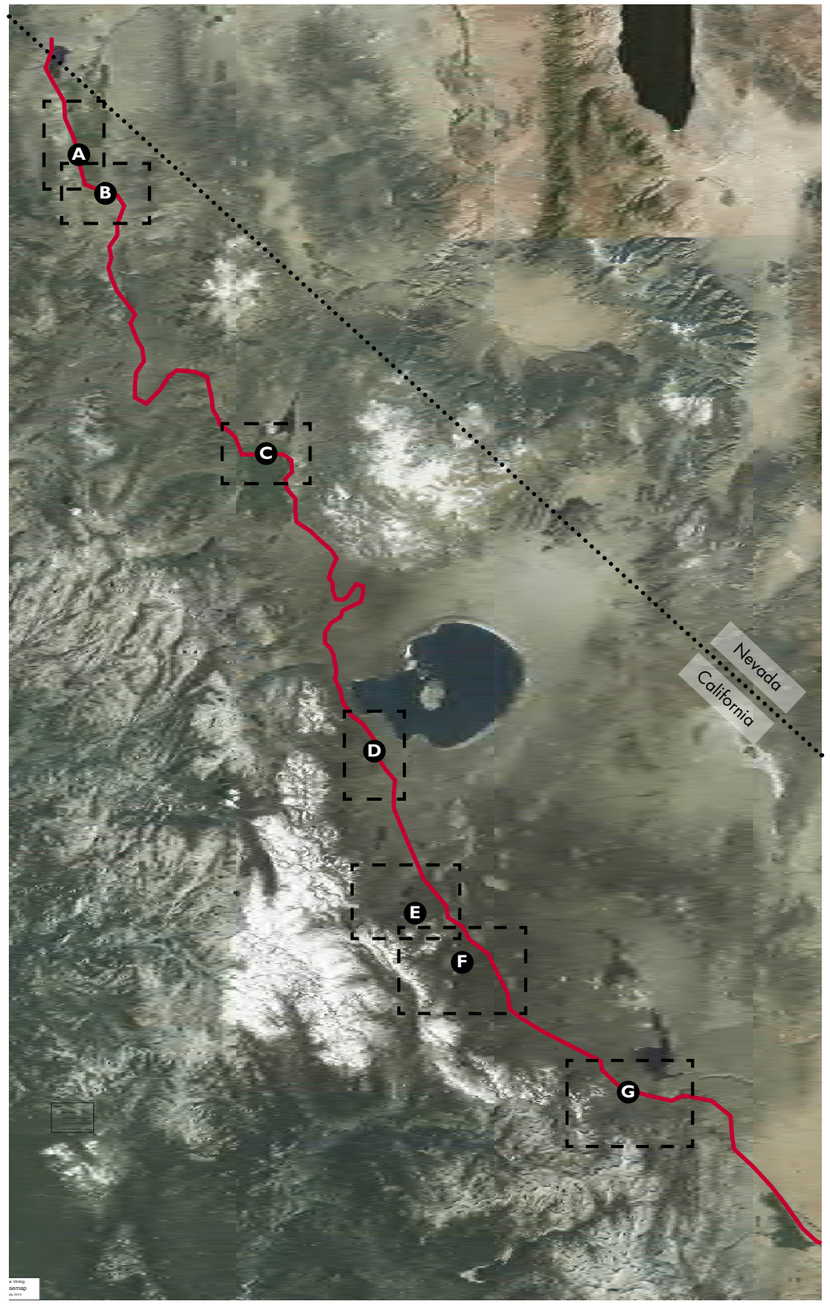
Context-Sensitive Design Strategies

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 promoties 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




A Coleville


E June Lake

B Walker


F Mammoth Lakes


C Bridgeport


G Crowley Lake and Long Valley


D Lee Vining

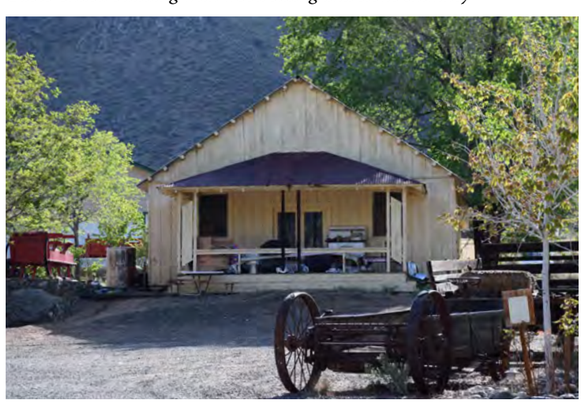
Character Inventory and Community Design Concepts

Coleville: Character Inventory

Building Character

Building with recessed stoop and wood siding

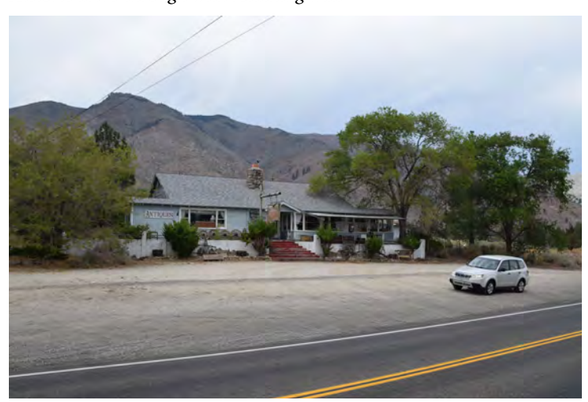

Gable-ended building with wood siding and stone chimney


Gable-ended historic town dance hall

Frontage Character

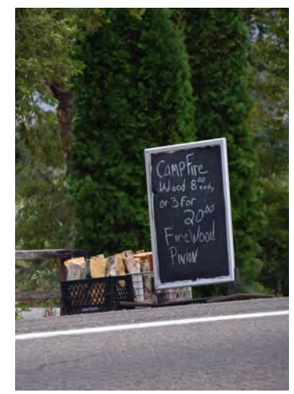

Yard with retaining pond

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

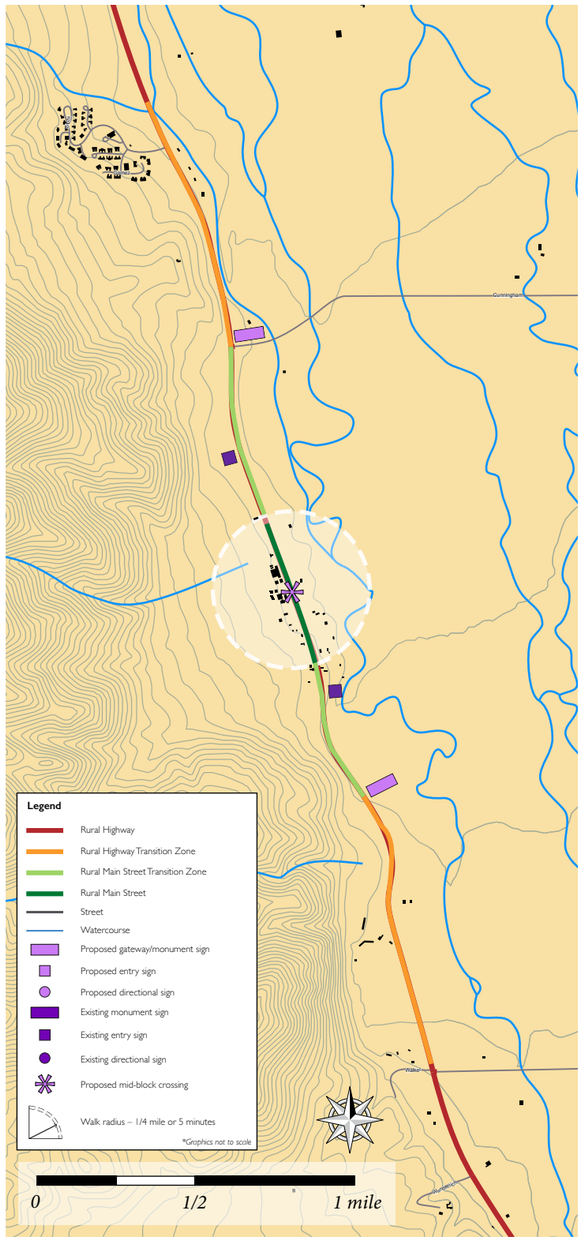

Fishing at Mountain Gate


Community park


Wide right-of-way encourages high speeds.

Coleville

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

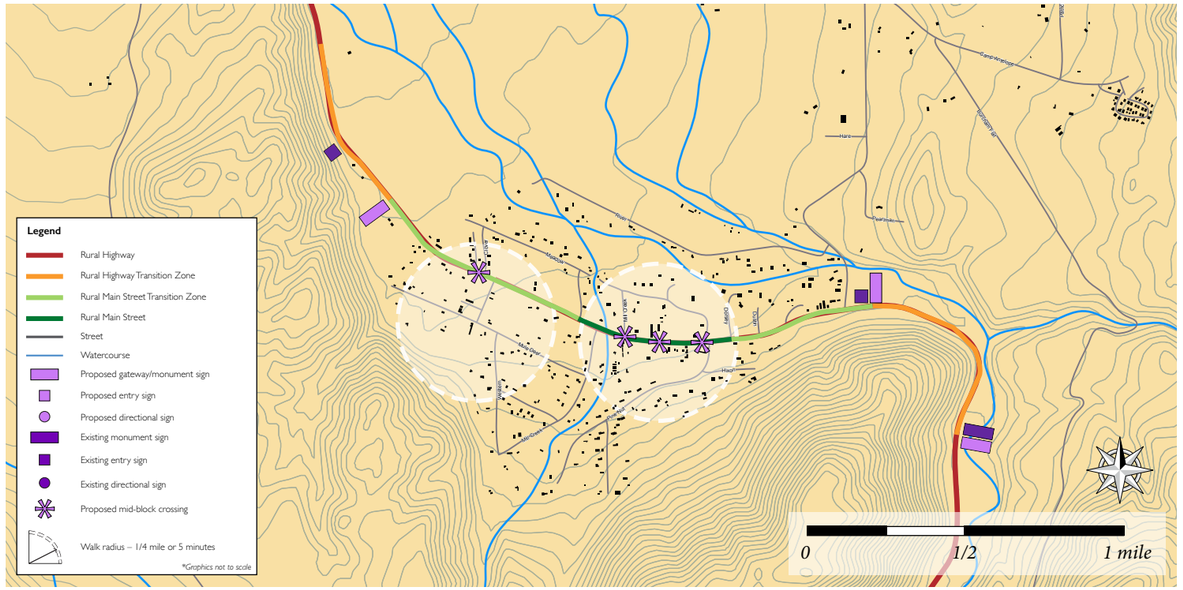
Recreate and/or beautify Hardy Park, including rebuilding the footbridge over the stormwater ditch; this could serve as both an amenity for community members and an image of identity for the community.

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.

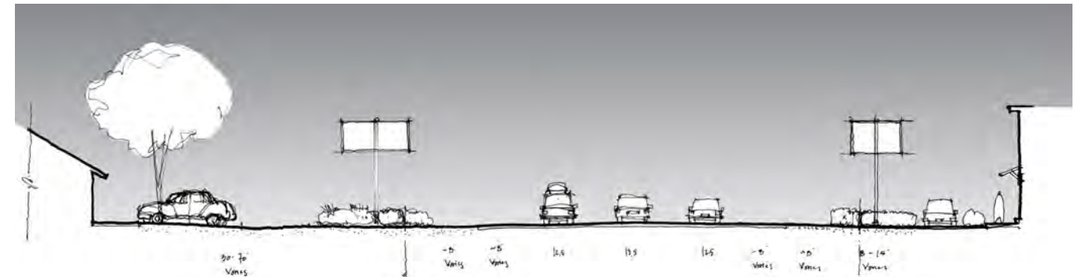
Beyond the gateway signs, an additional transition could be made to prepare drivers entering into the more commercially dense area of town. This third zone would be appropriate for a Rural Main Street, pedestrian-oriented environment, with low travel speeds that allow increased access for pedestrians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

Streetscape Improvements

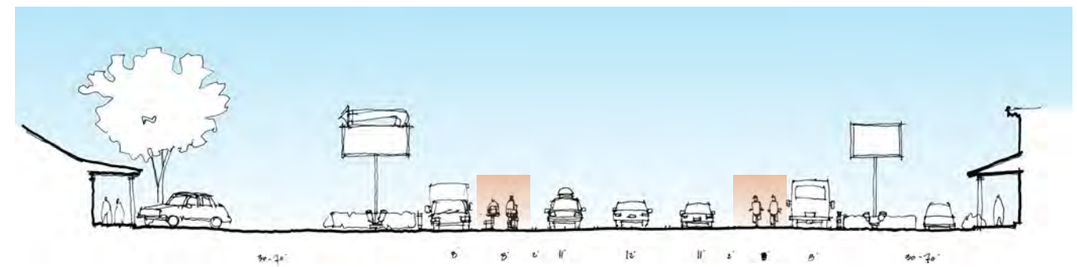
Efforts to make the core of Walker more pedestrian-friendly will likely need to occur incrementally through phased improvements that can gradually create a low-speed environment, as posted speed limits can only reflect the actual behavior of the majority of drivers. Subsequent reductions in speed limits 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).

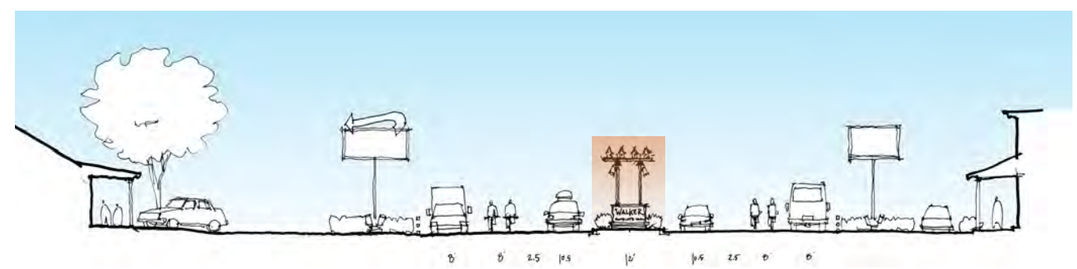
Phased Street Sections



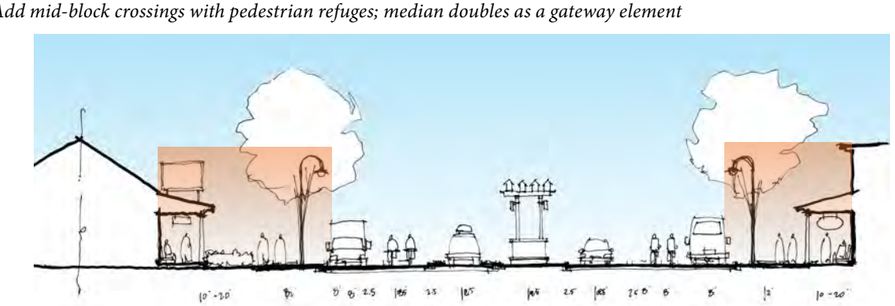
Existing right-of-way



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



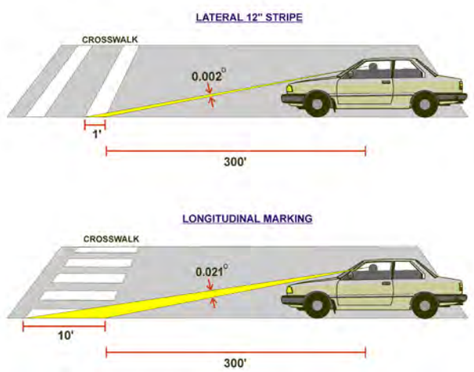
Phase II: Add mid-block crossings with pedestrian refuges; median doubles as a gateway element



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

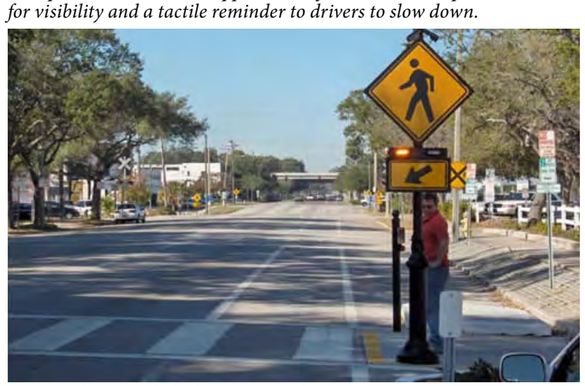
Walker and Coleville: Public Realm

Crosswalks



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

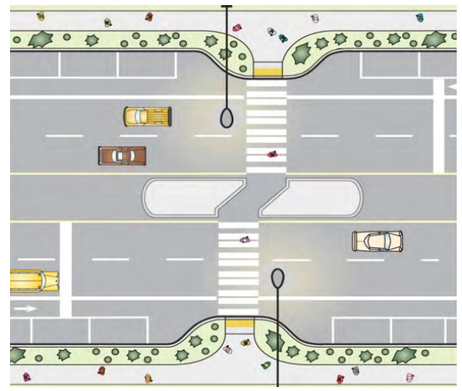
Stamped concrete has the appearance of brick; this both provides a color for visibility and a tactile reminder to drivers to slow down.



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

Raywood Ash

Photo credit: www.bigtreesupply.com

Photo credit: www.orgeonstate.edu

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	*Liquidambar styraciflua*	*Fraxinus oxycarpa 'Raywood'*	*Betula occidentalis*
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

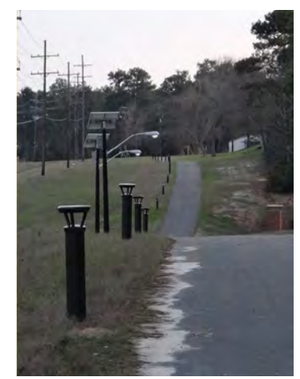
Pedestrian-Scaled Lighting

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



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

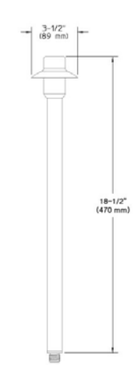
Photo credits: www.archiexpo.com, www.reliance-foundry.com

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



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

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 connects 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.

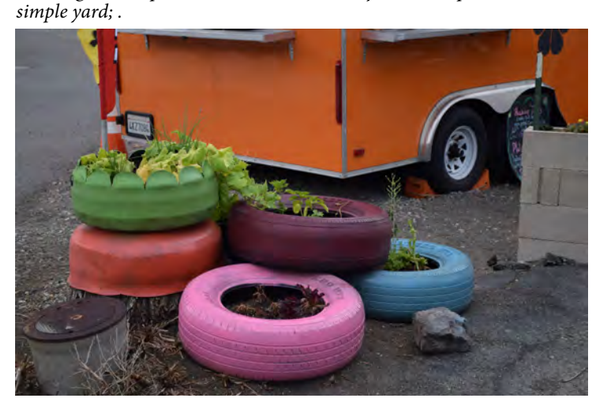
A stone walkway in the Toiyabe Motel landscaping provides access for guests to cross to restaurants across HWY 395.

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

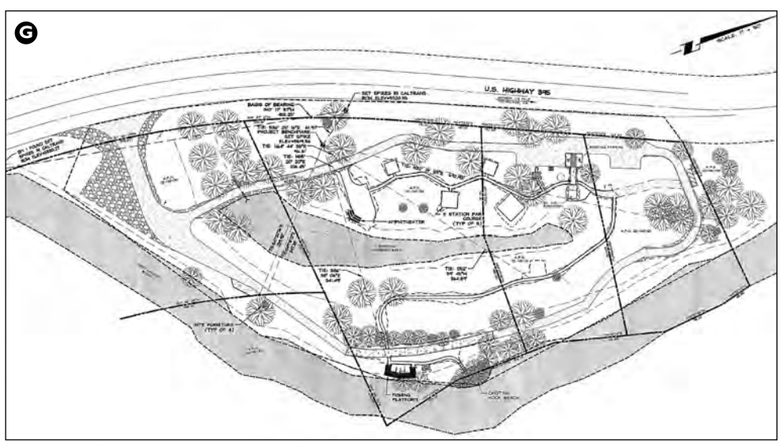
Neon-lit signs are iconic in Walker.

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 Colorized Bike Lanes

Many bicyclists tour along Highway 395 using the shoulder. A bike lane should be formalized. Colorized bike lanes will signal to drivers that they are in a different context and should slow down.

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.

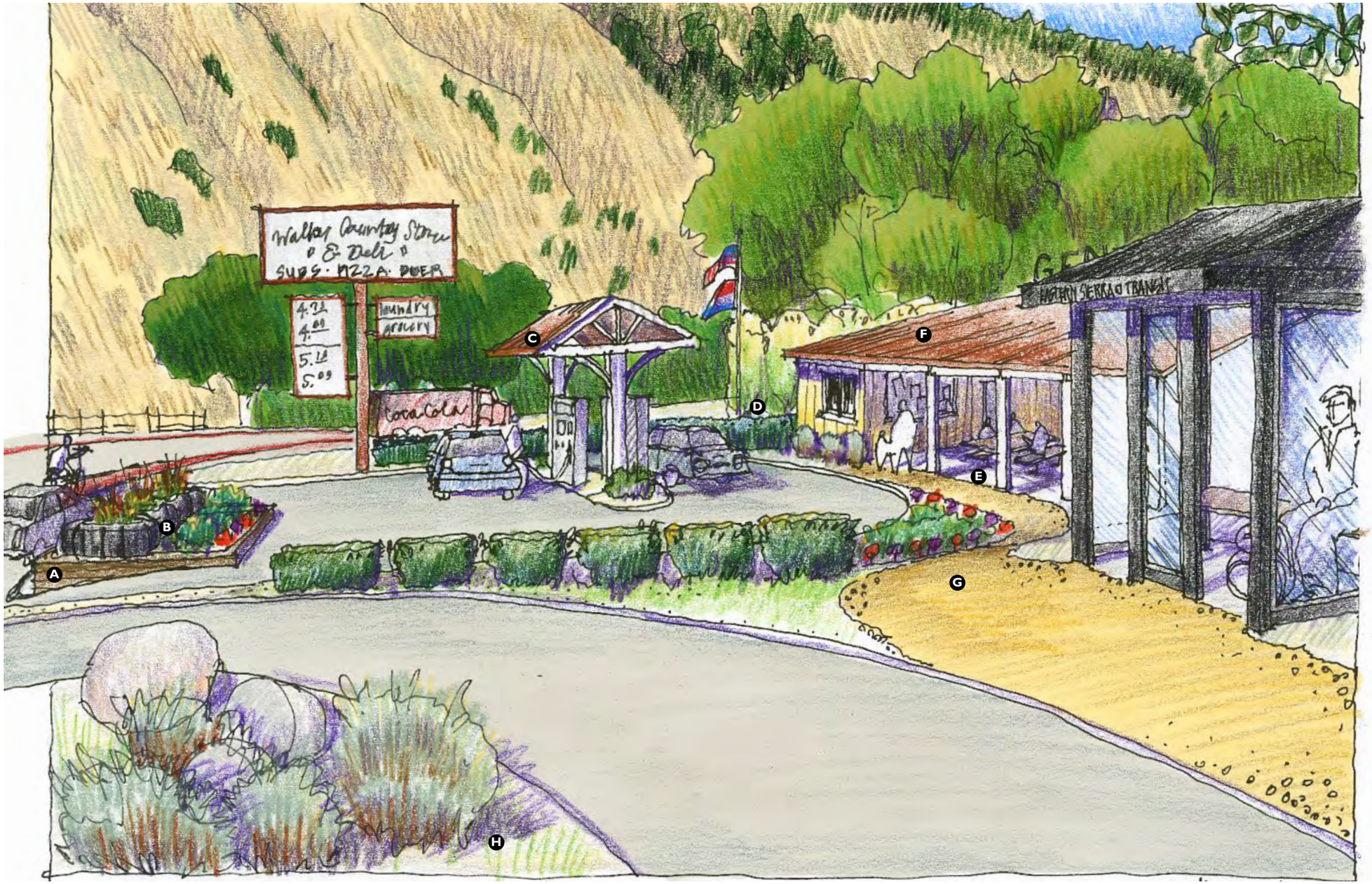
Building Frontage Improvements: Example 1 (Coleville Antiques)

Example 1

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

**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

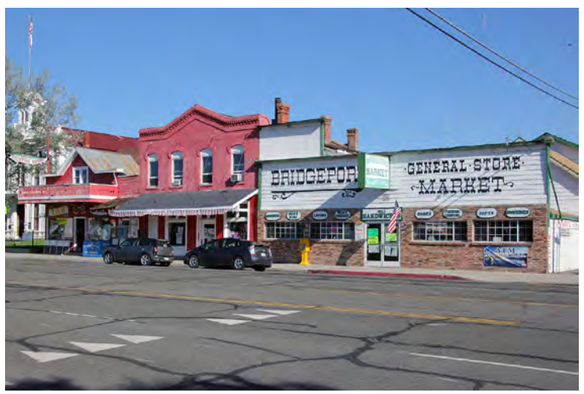
Landscaping at street	A
Re-use of rubber tires for flower pots	B
New gas canopy	C
Landscaping to hide clutter	D
Engaged porch provides outdoor seating	E
New roof with signage	F
Local path of decomposed gravel between parcels	G
Local vegetation of sagebrush	H

**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



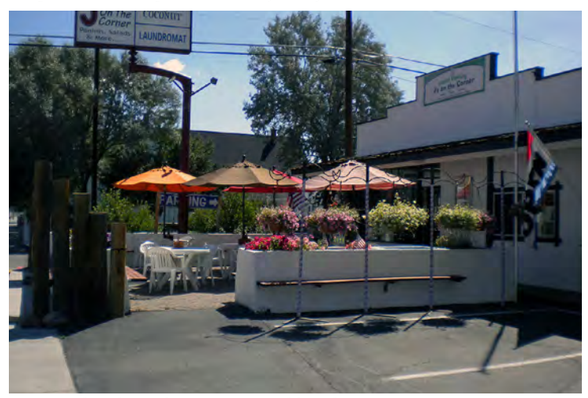
False facades; contiguous buildings along Main Street

White shingle siding, green trim

Frontage Character

Storefront with canopy

Deep setback with paved walkway and fence



Dooryard with outdoor seating and bench

Signage Character

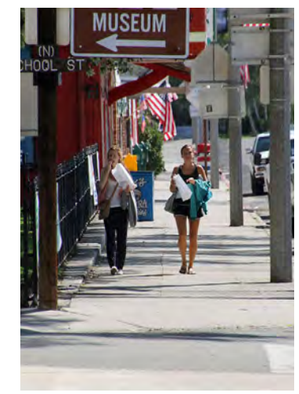
Blade sign on historic hotel; entry signage from the south

Wall sign

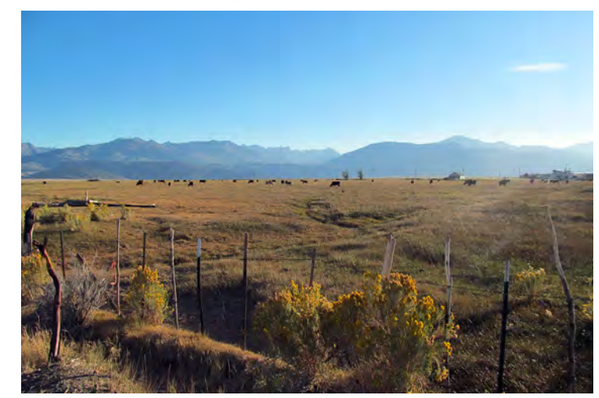
Historic neon signs

Public Realm and Open Space

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



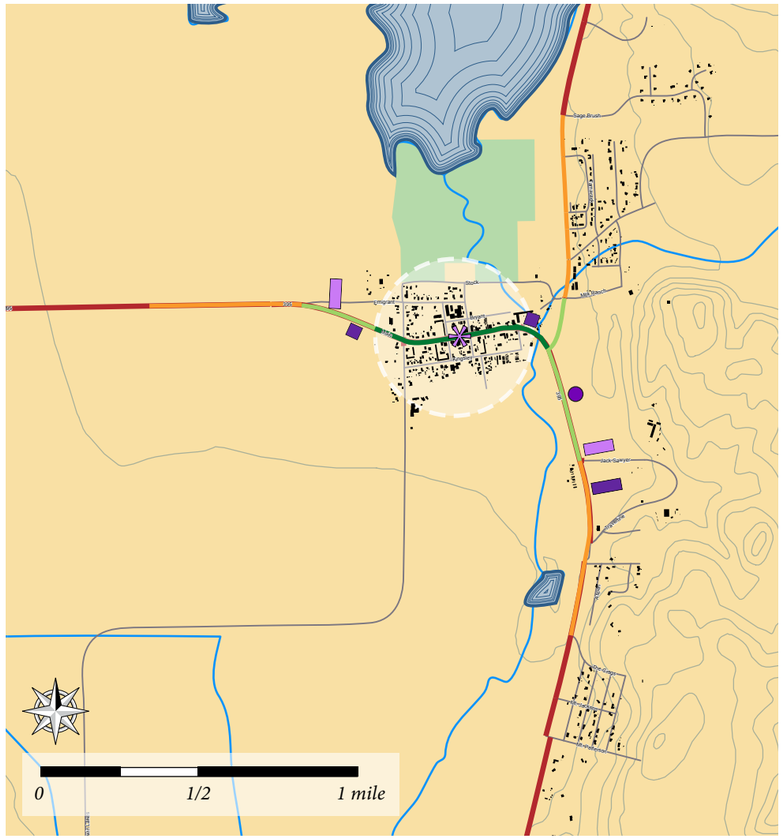
Wide sidewalks for strolling; newly built School St. Plaza



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.

Legend

- Rural Highway
- Rural Highway Transition Zone
- Rural Main Street Transition Zone
- Rural Main Street
- Street
- Watercourse
- Proposed gateway/monument sign
- Proposed entry sign
- Proposed directional sign
- Existing monument sign
- Existing entry sign
- Existing directional sign
- Proposed mid-block crossing
- Walk radius – 1/4 mile or 5 minutes

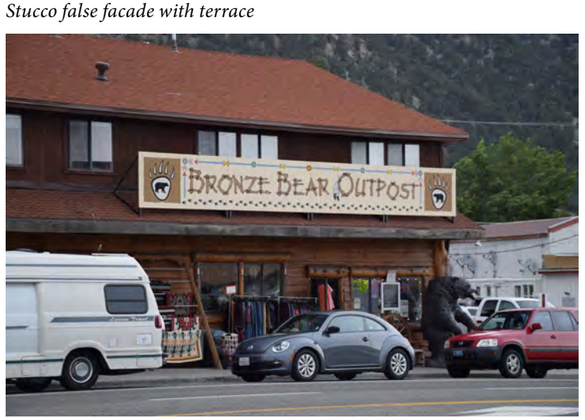
*Graphics not to scale

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

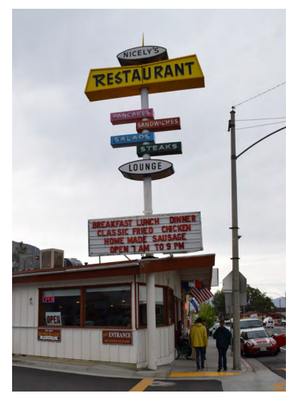
Projecting porch with seating

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

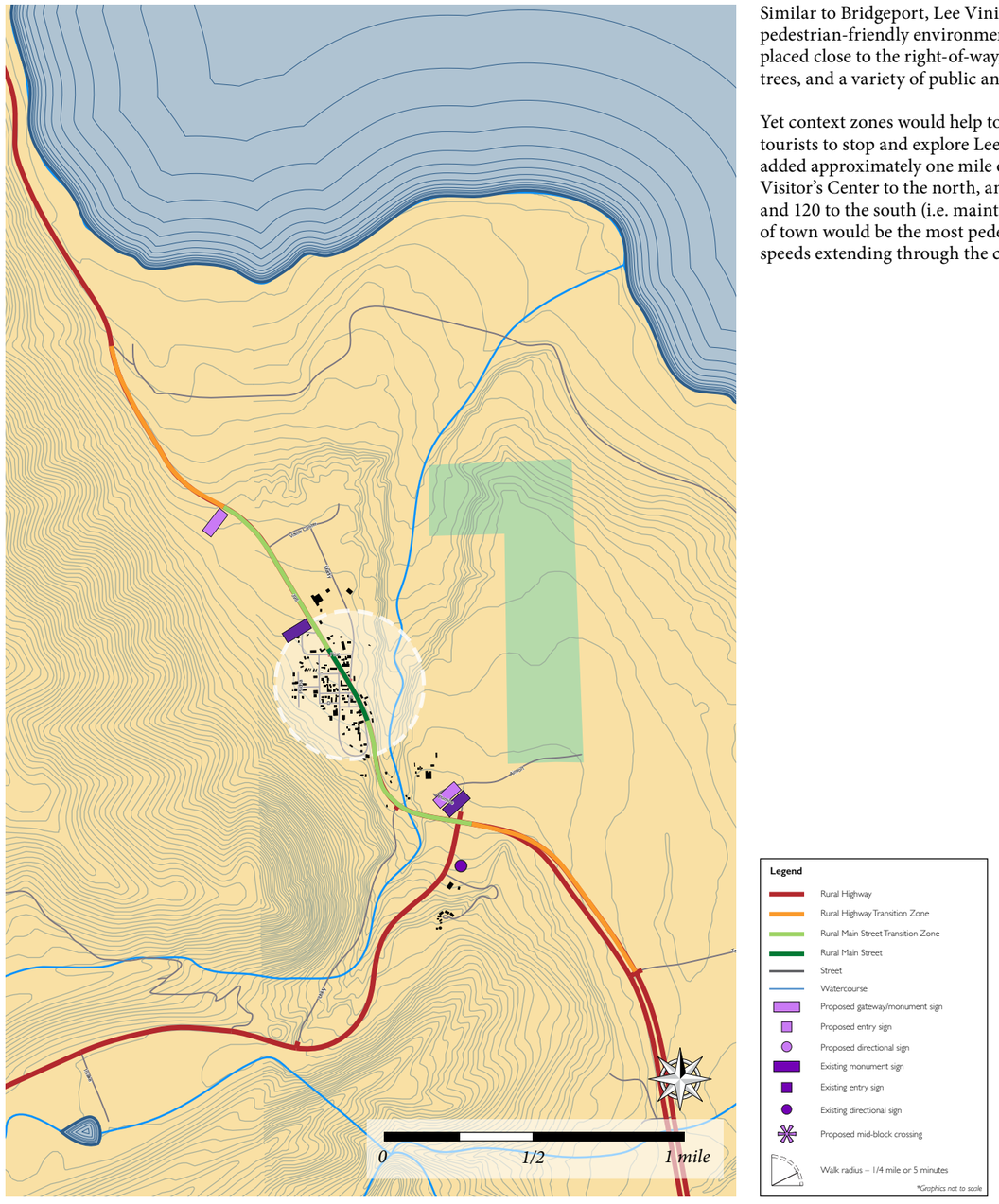
Mono Lake

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

Nighttime accent lights

Newly renovated; warm paint palette

Frontage Character

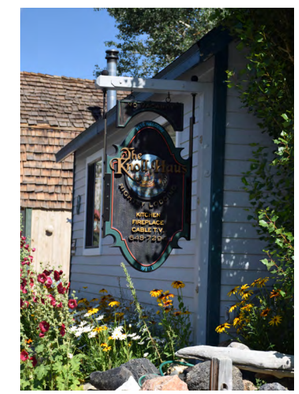
Ramped terrace with flower pots

Stoop with stone terrace

Stairs with retaining wall; wood awning with trim

Signage (and Gateway) Character

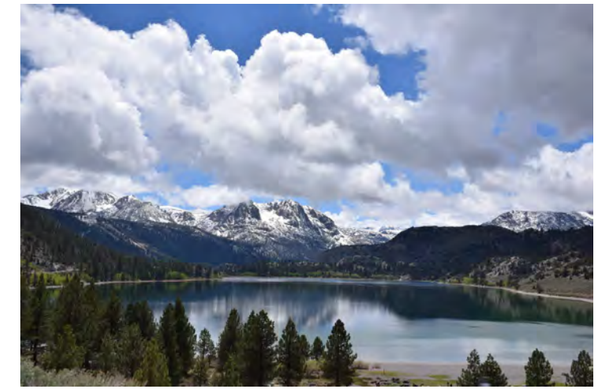
Wood blade sign



Wood blade signs

Monument sign two-miles from HWY 158 turn-off

Public Realm and Open Space



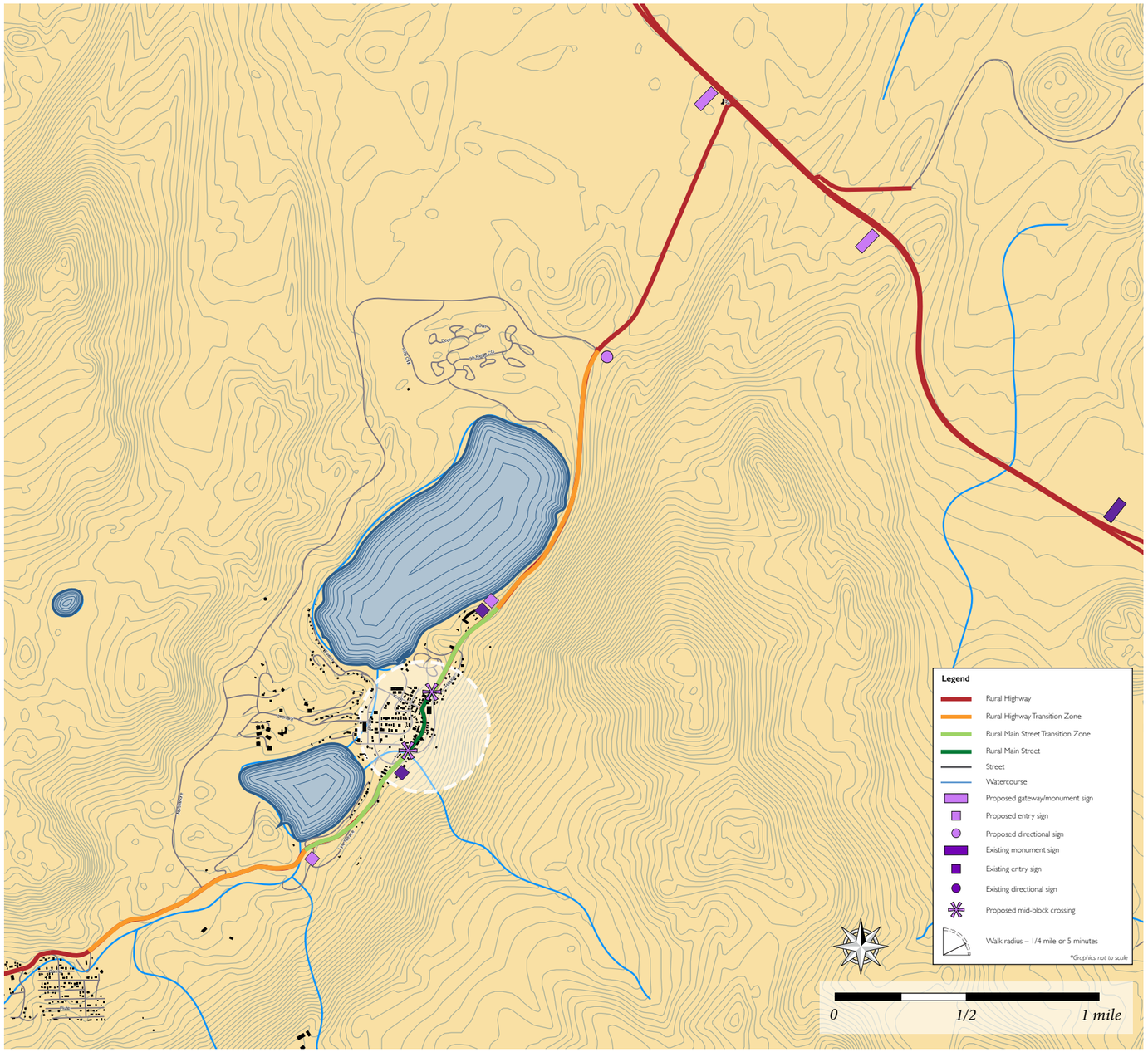
View from Oh! Ridge

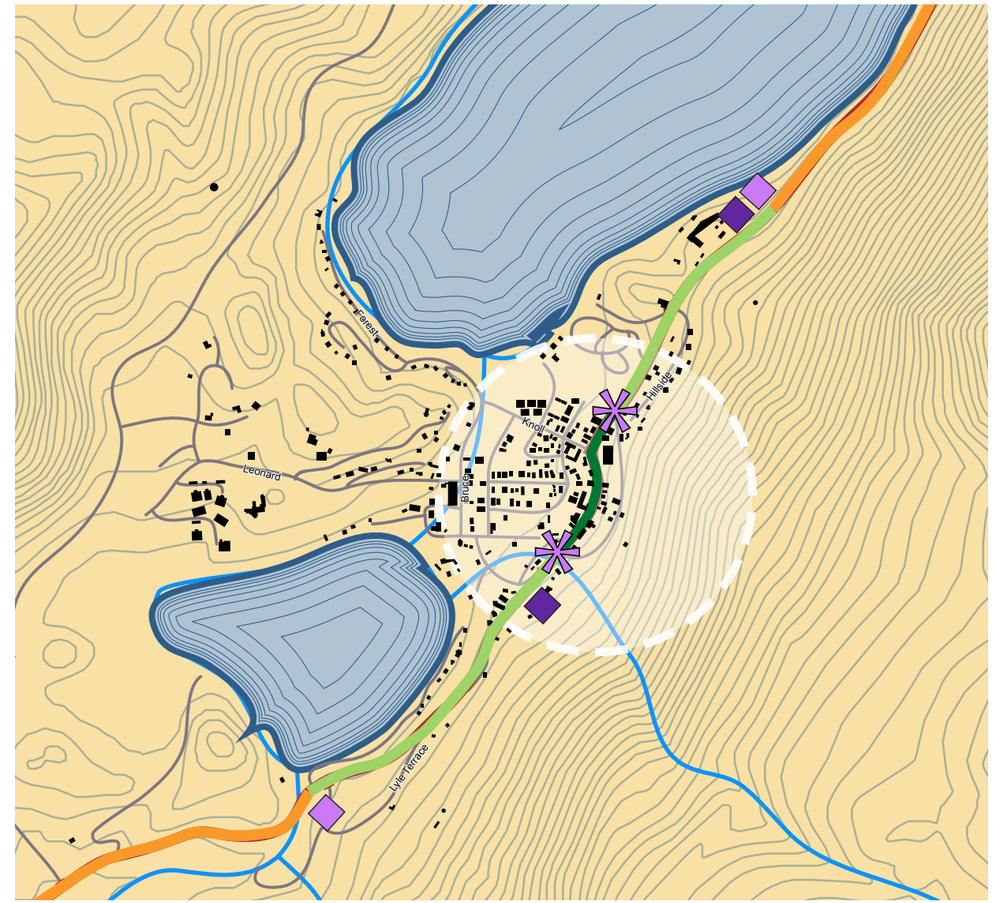
Boulder as the gateway into the community

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.

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.

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.

June Lake: Private Realm Improvements

Terrace

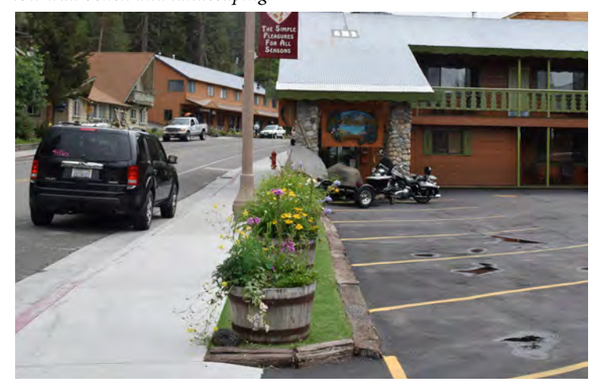
A short but deep terrace provides public space and flower boxes.

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

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

Landscaping

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

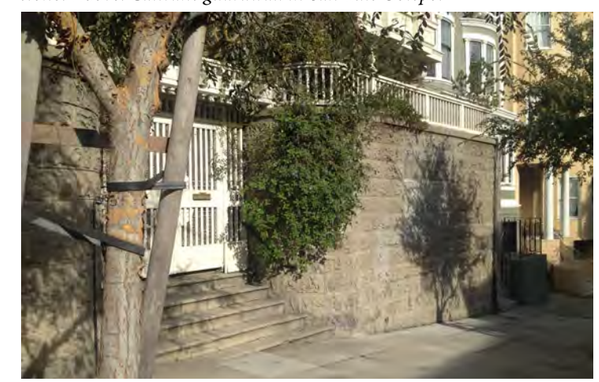


Wooden flower pots add color to the streetscape, and take eyes off a large parking lot.

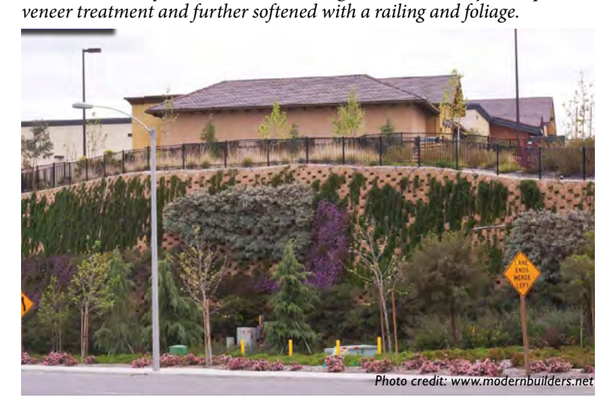
In McGee Creek, space between the sidebarwalk and porch is landscaped and trimmed with river rock.

Retaining Walls

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



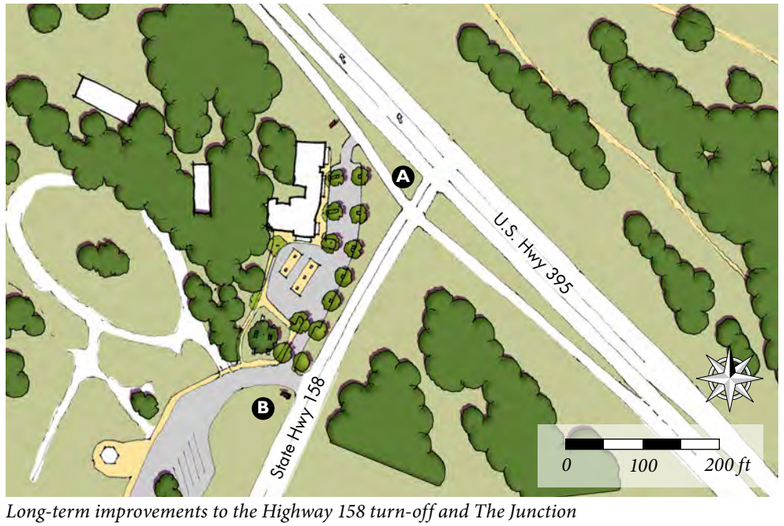
A structural, reinforced concrete retaining wall is covered by a sculptured veneer treatment and further softened with a railing and foliage.



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.

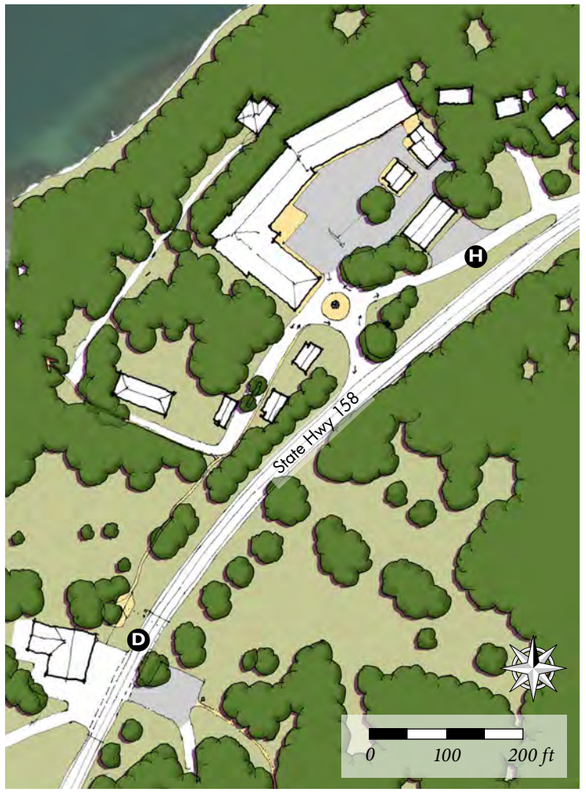
G Stripe Lakefront Access Routes

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

H Increased Trail Connectivity (not pictured)

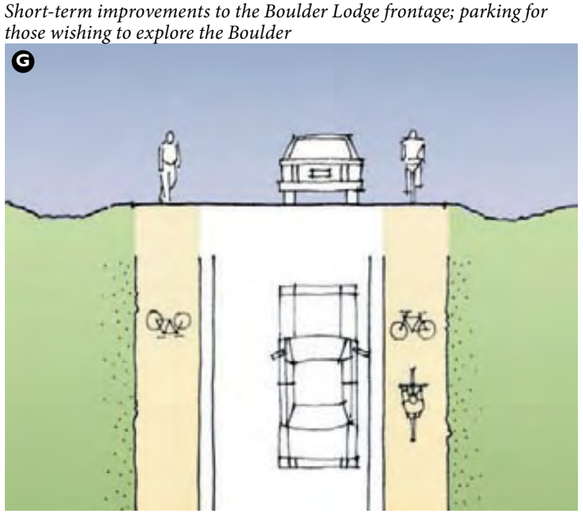
Plan and build a trail system within the June Lake Loop for visitors and residents alike, under the leadership of the June Lake Trails Committee. The community desires a priority to be placed on developing a trail connection between the Village, Down Canyon, and the 158 Junction.

June Lake: Public Realm Improvements (continued)



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

Long-term improvements to the Boulder Lodge



Singular shared vehicular lane with bike lanes in either direction

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

H 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.

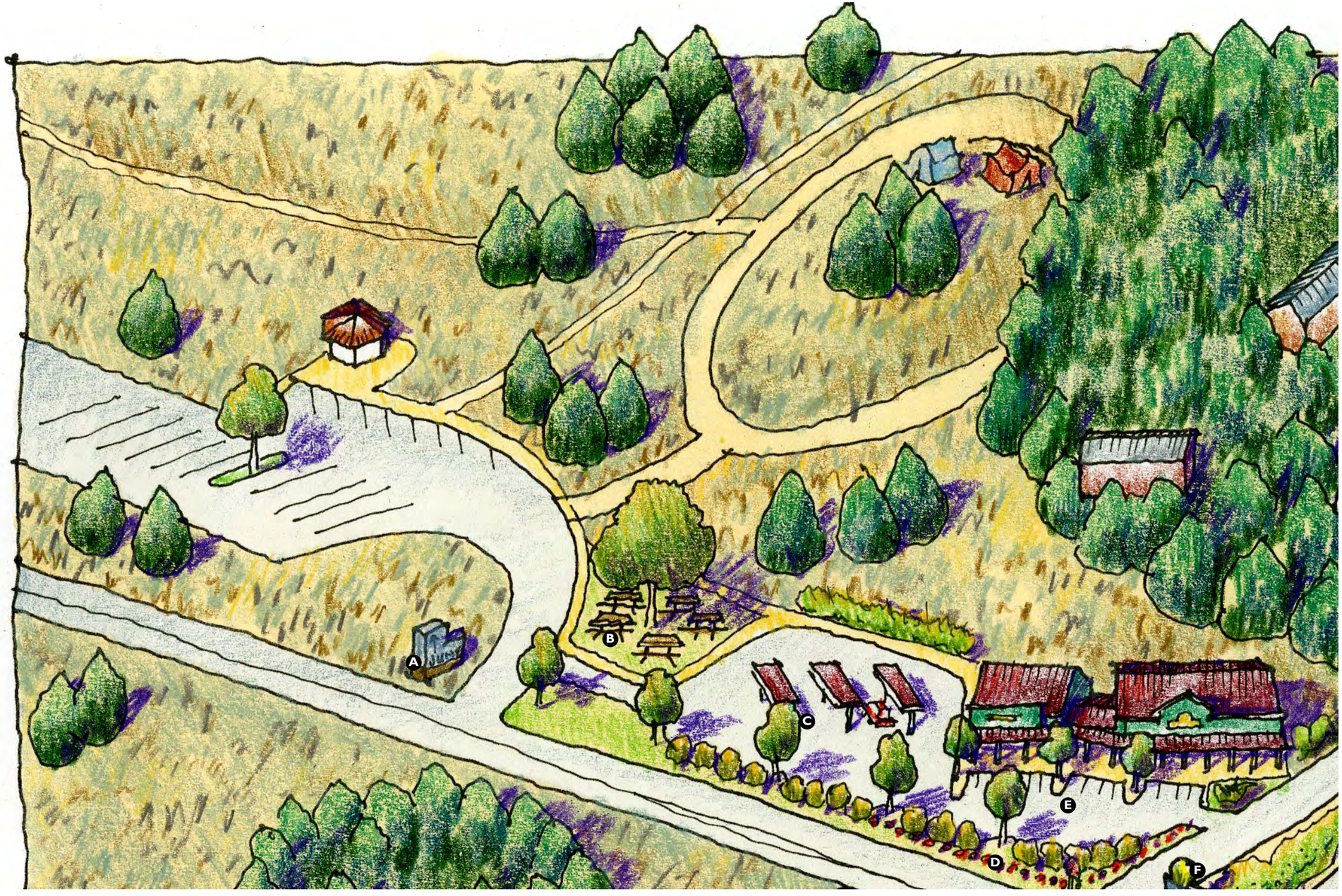
I Shared Parking Lot

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.

J Frontage Improvements

Various improvements to frontages along 158 would enhance the pedestrian experience in June Lake, including landscaping and terracing.

Building Frontage Improvements: Example 3 (June Lake Junction)



Example 3

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

**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

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

**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.*

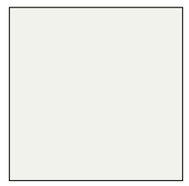
Suggested Materials and Colors

County-wide

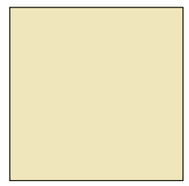
Suggested Materials	
Cladding	Predominantly siding in wood, composition board, or fiber-cement board with horizontal shiplap, beaded lap, or beveled profile. Vertical board and batten siding may also be used in 12-16" widths. Vinyl and T-111 siding are strongly discouraged. Corrugated metal should be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

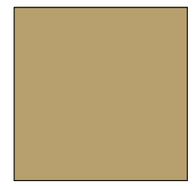
Suggested Cladding Colors



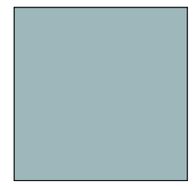
White (B. Moore CC869 or similar)



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

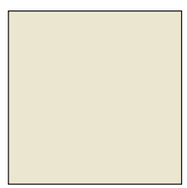


Ochre (B. Moore or similar)

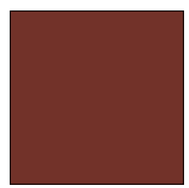


Lt. Blue (B. Moore HC149 or similar)

Suggested Accent Colors



Off-white (B. Moore HC27 or similar)



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

Navy (B. Moore CW-630 or similar)

Dk. Brown (B. Moore CW-180 or similar)

Suggested Wood Stains

Hawthorne (S. Williams SW3513 or similar)

Chestnut (S. Williams SW3505 or similar)

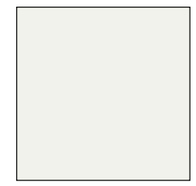
Charwood (S. Williams SW3505 or similar)

Color Composition

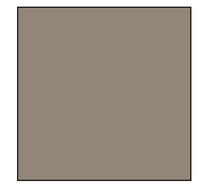
Predominately painted cladding with wood-stained columns and railings.

June Lake

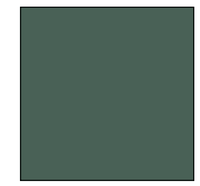
Suggested Cladding Colors



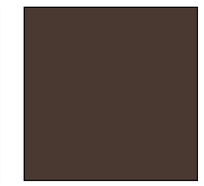
White (B. Moore CC869 or similar)



Taupe (B. Moore HC6 or similar)

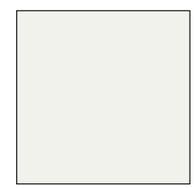


Deep Green (B. Moore 290 or similar)

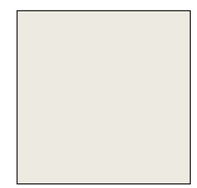


Dk. Brown (B. Moore HC27 or similar)

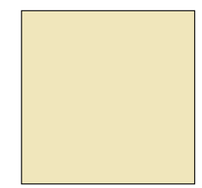
Suggested Accent Colors



White (B. Moore CC869 or similar)



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

New construction

White-washed base with dark wood siding

Frontage Character

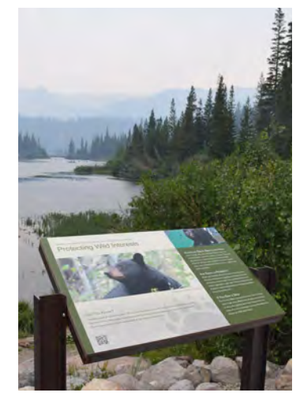
Recessed entry

Stoop of Heavy timber construction

Outdoor seating at the Village

Signage Character

New gateway sign



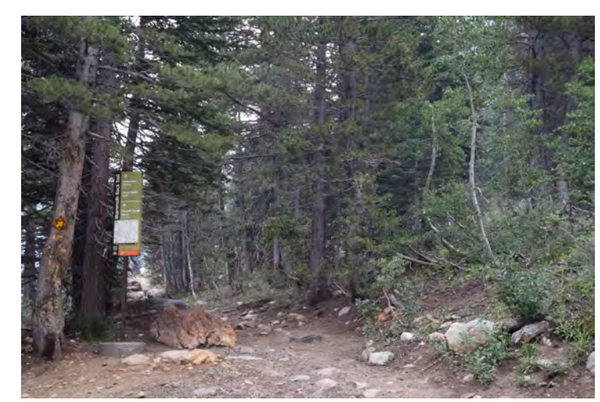
Informational signage at Twin Lakes

Monument sign at airport

Public Realm and Open Space

Twin Lakes

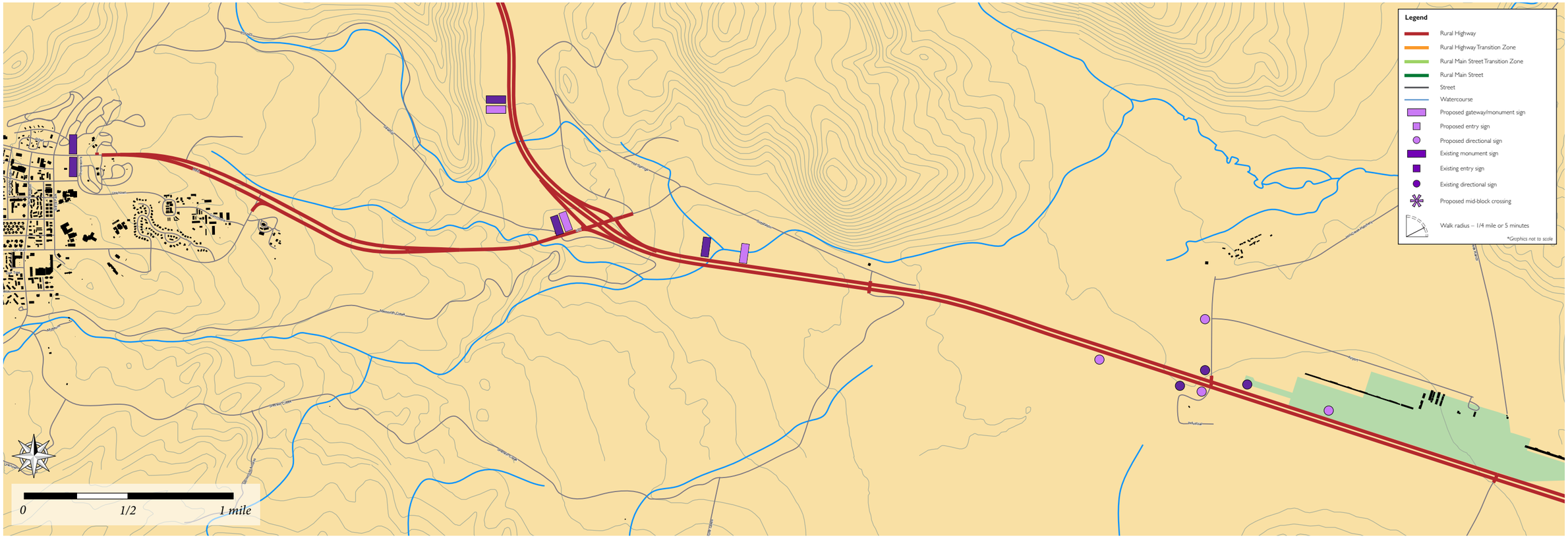
Mammoth Creek Park



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

Stucco with heavy wood detailing

Storefront with parapet and canopy

Frontage Character

Wood fence and sagebrush

Porch with wine barrel flower pots

Porch with outdoor seating

Signage Character

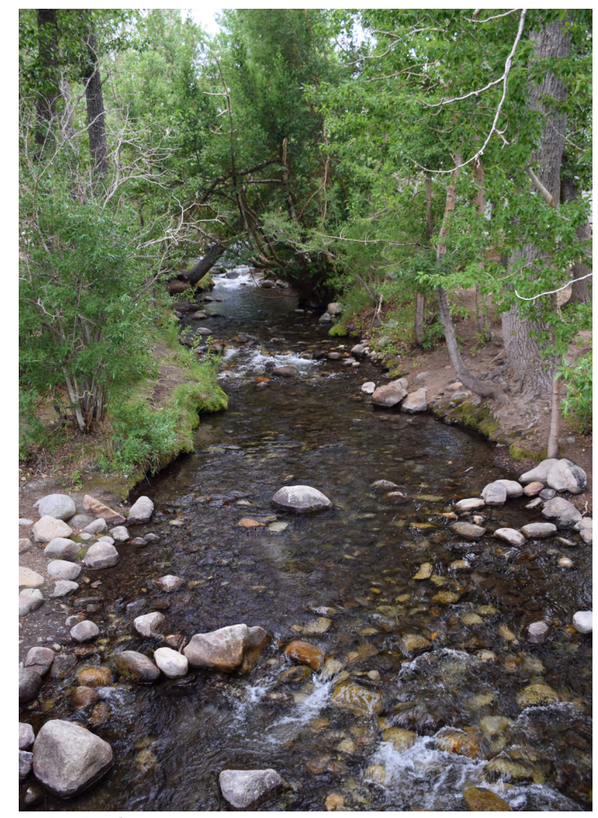
Metal sculpture is gateway signage

Historic wagon incorporates signage

Wood monument sign

Public Realm and Open Space

View toward McGee Mountain



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:

1. **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.
2. **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.
3. **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.
4. **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.
5. **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.
6. **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.sftourismtips.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

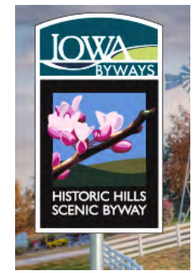


Photo credit: www.iowadot.gov

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.nps.gov

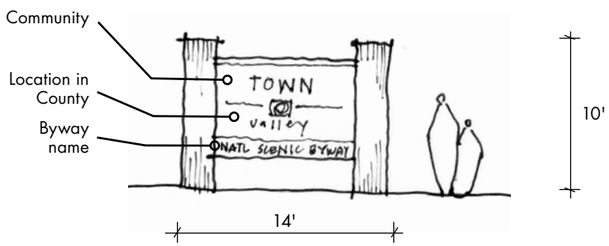
Photo credit: gonehikin.blogspot.com; www.takemytrip.com

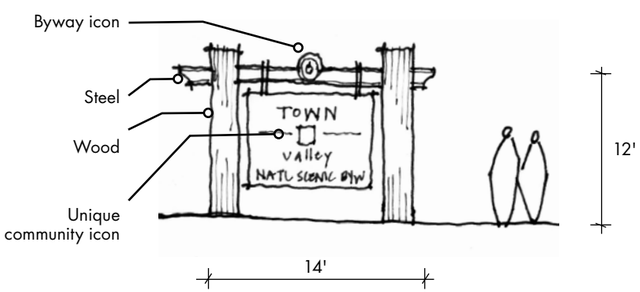
In contrast, the Blue Ridge Parkway has a variety of signs along the corridor, with little unifying them into a strong iconic brand. No single element is the same across the board: no sign is the same shape; a majority use wood; monument signs use navy and gray, with the same typefont wayfinding signs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

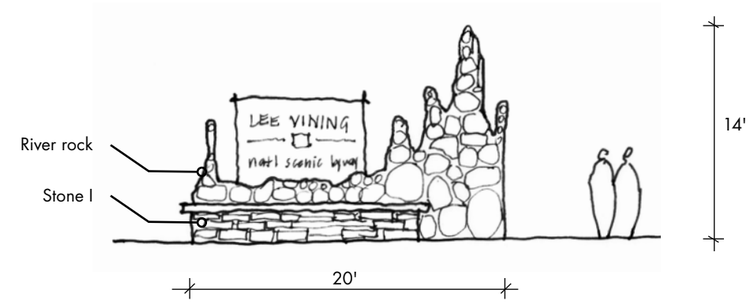


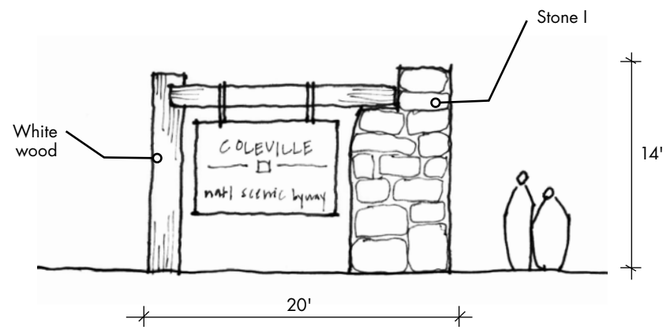


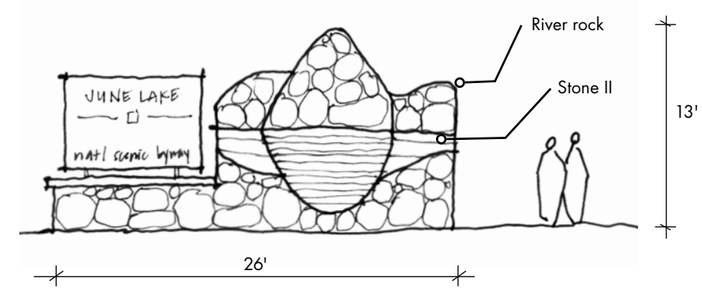
These signage sketches are meant to be conceptual; Mono County will need to thoroughly investigate the aesthetics of signage along the corridor as the National Scenic Byway Designation application moves forward. At that time, the CMP can also explore other details of design, such as incorporating digital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

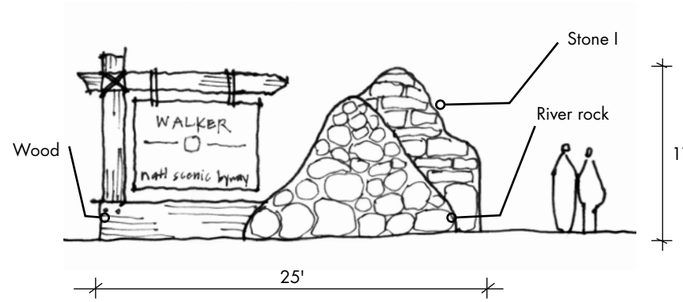
Unique Identity between Communities

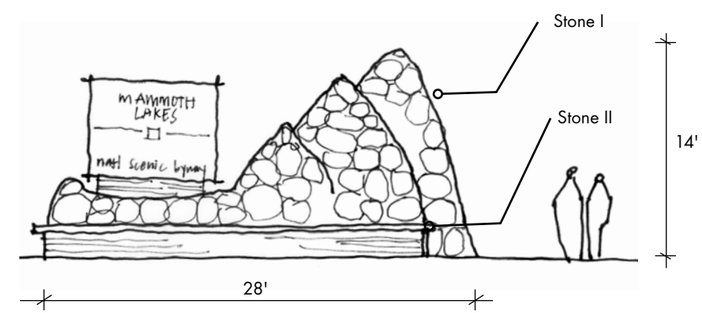
If the County wants to accentuate the diverse communities that make up, and add to, the experience of Highway 395, they could use a few unifying elements, while allowing the communities to each express their sense of place. The conceptual sketches below use abstracted geographic or architectural icons 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.

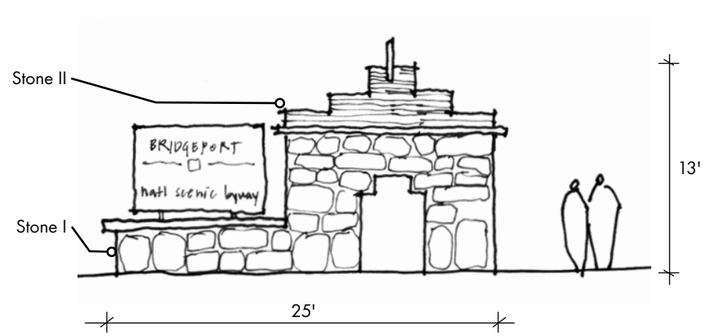


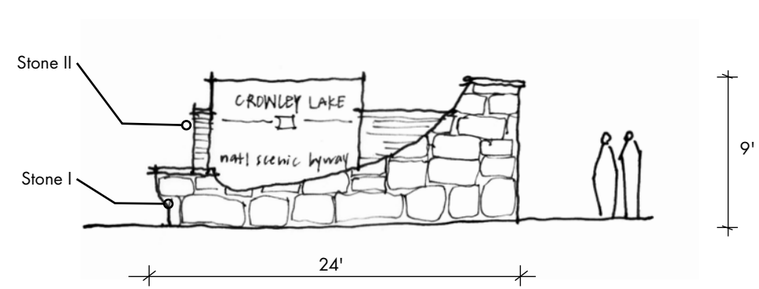






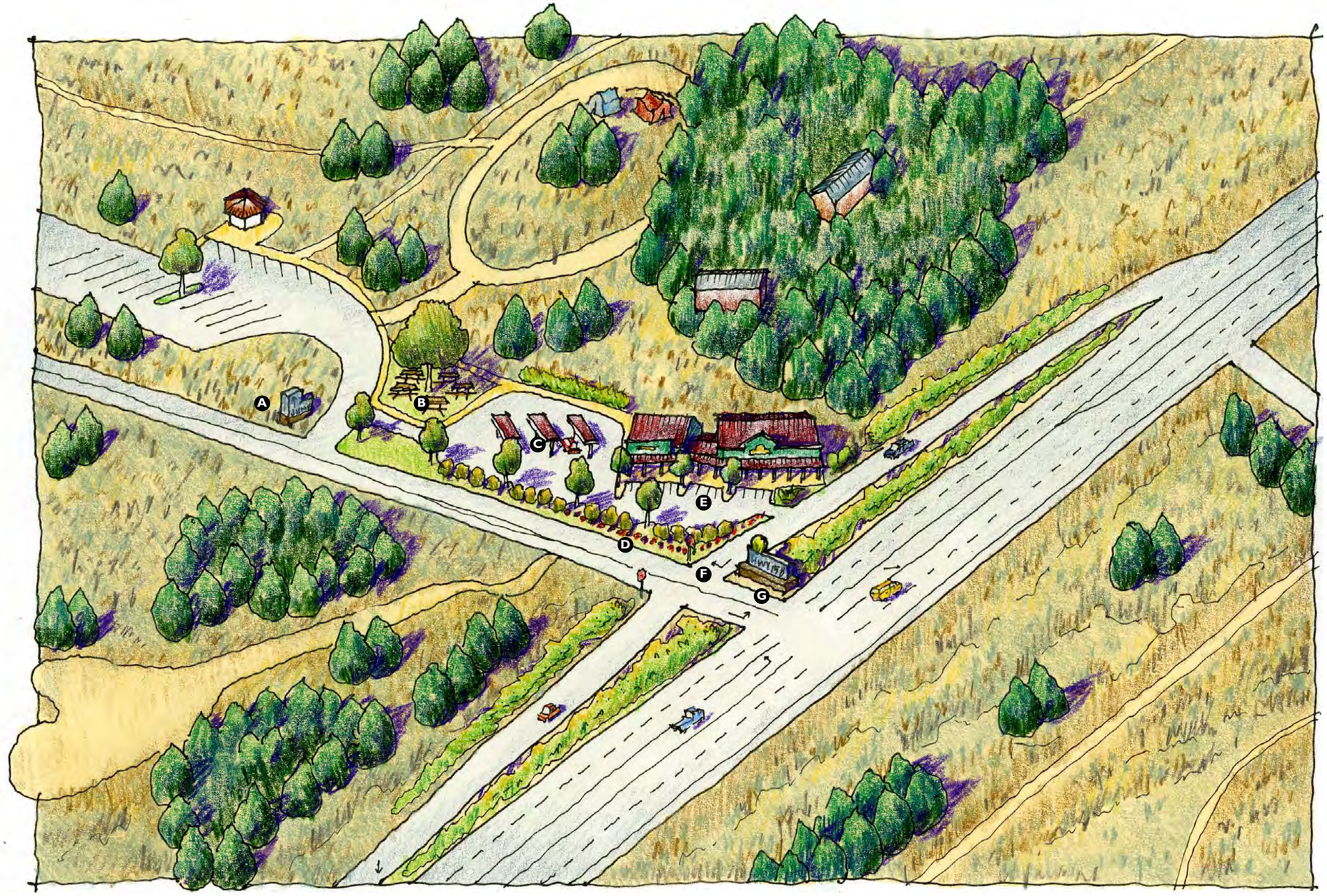






Appendix

Building Frontage Improvements: Example 3 (June Lake Junction)



Example 3

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

**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

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

**This illustrative perspective is included to demonstrate how a property owner might think about terracing their private frontage. It was not created by request from the property owner, but is meant to help generate 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	*Low*. 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.	*Low*. 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.	*Low*. Banners are made of inexpensive material (vinyl) that degrades over time and will require periodic replacement. Baseline does not consider decorative poles.	*Moderate*. Banner spanning the roadway can help to slow/calm traffic.	*Moderate*. Caltrans is accustomed to assisting with banner rotation, but community will need a long-term plan to maintain, repair/replace, and store banners.
Flagpoles	*Low*. Flagpoles and precast monuments are widely available.	*Low*. Structures can be pre-engineered, and encroachment permits can likely be avoided.	*Moderate*. Flags and monuments could contribute to Bridgeport's civic and "Americana" character and work well with existing events.	*Moderate*. Flags could provide a long-distance visual marker and help to slow/calm traffic.	*Moderate*. The community will need a long-term plan to maintain, repair/replace, and store flags.
Archway (over the roadway)	*High*. Structure will require design and engineering to withstand impact and wind loads.	*High*. Archway may not be feasible given current Caltrans policy on permanent signs and arches.	*High*. An archway could complement the existing character in Bridgeport to a high degree.	*Moderate*. An archway could help to slow/calm traffic.	*Low*. 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	*Moderate*. Structure could be much simpler than an archway but should be designed to require little maintenance.	*Moderate*. The HDM provides guidance for raised medians in environments where design speed is less than or equal to 35 mph.	*High*. This could be a great complement to the downtown streetscape.	*High*. A visually interesting marker in the roadway help to calm traffic.	*Moderate*. The community would need a long-term plan to maintain, repair, and replace the sign if needed.
Archway (Somewhere Else)	*Moderate*. A smaller archway will be more cost effective.	*Moderate*. Such a structure will require engineering but can avoid any encroachment issues with Caltrans.	*High*.	*Low/Moderate*. This would not be directly in motorist's line of vision.	*Low*. 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

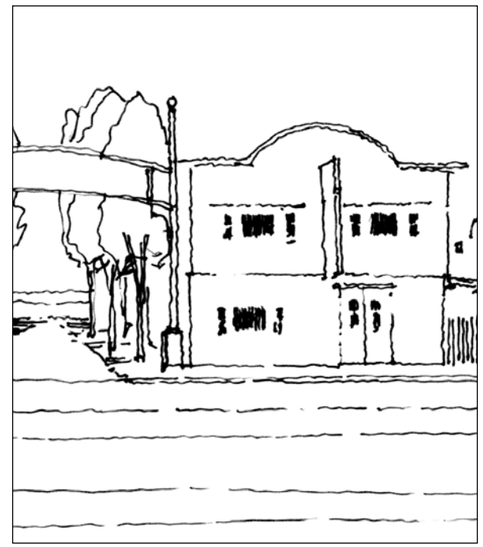
---

[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

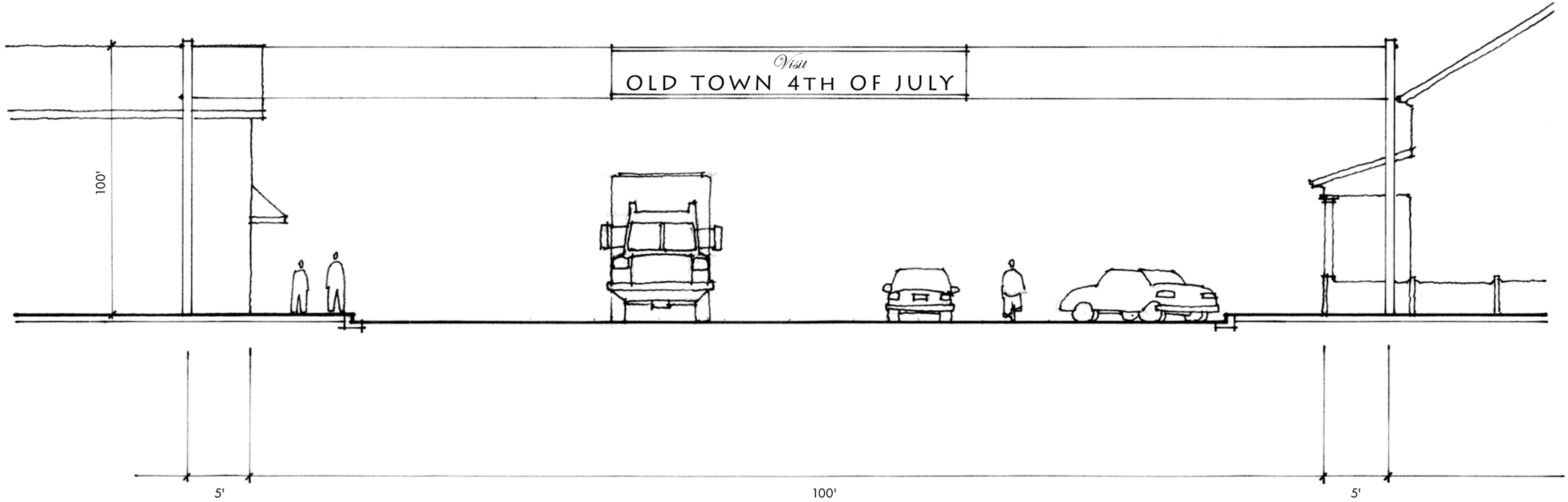
Prepared by:

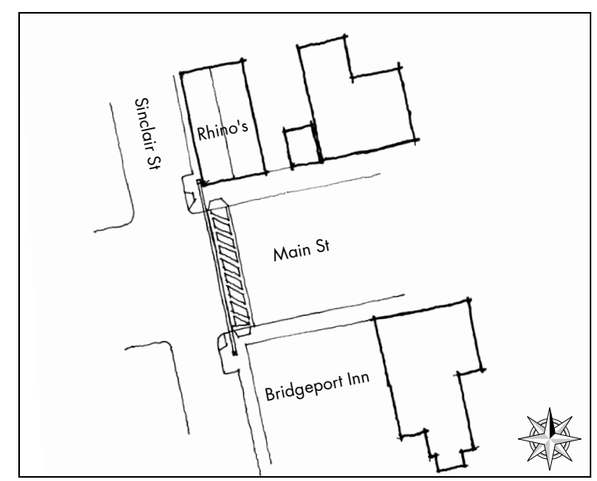
Opticos Design, Inc.

2100 Milvia St, Ste. 125
Berkeley, CA 94704

p:510.558.6957
f:510.898.0801
w: opticosdesign.com

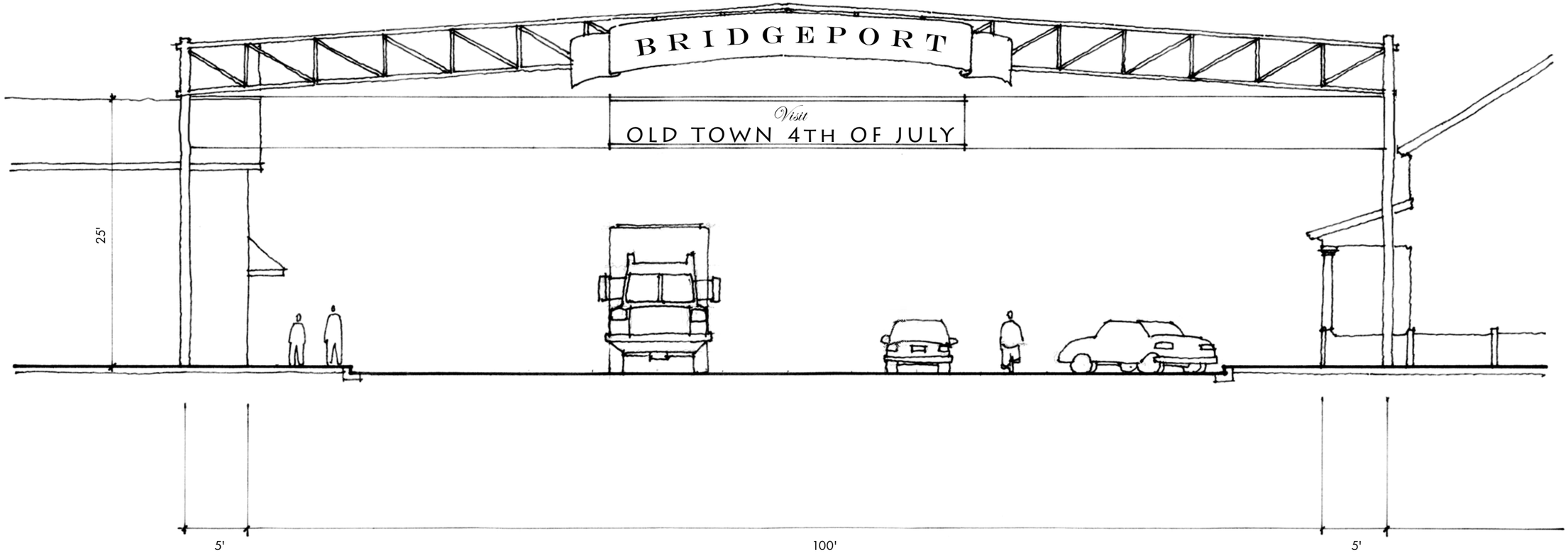
Banner

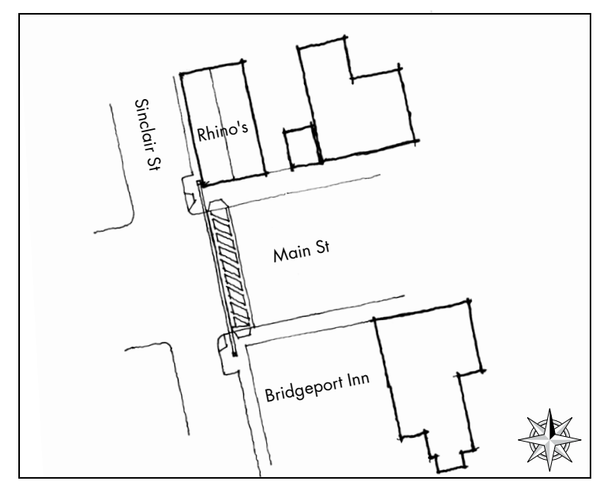




Site Plan

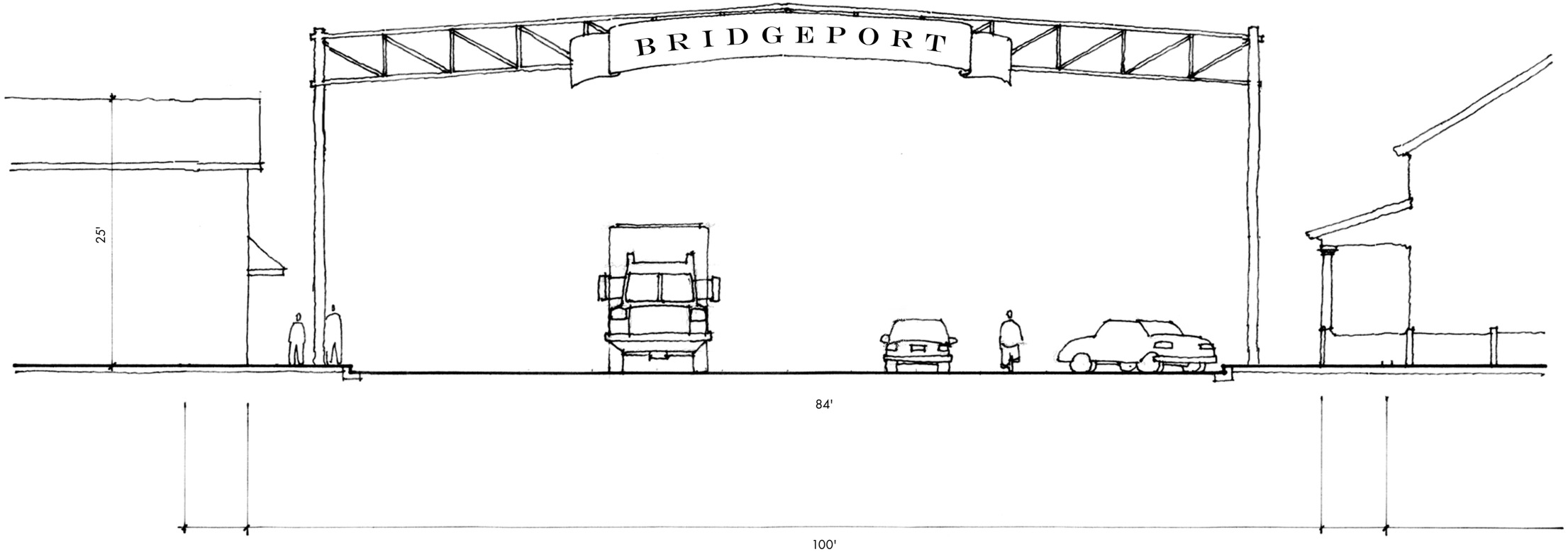
Archway - Wide

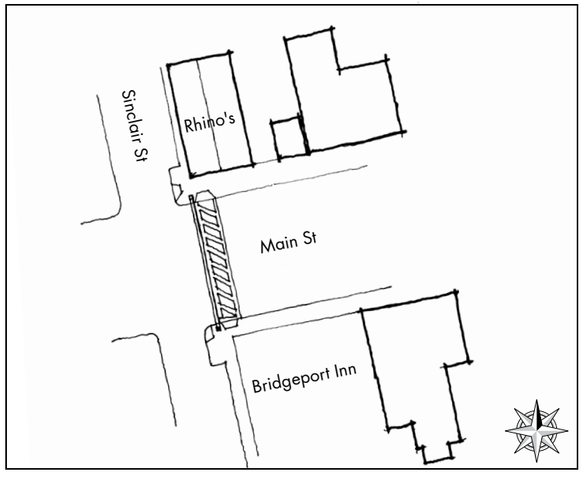




Site Plan

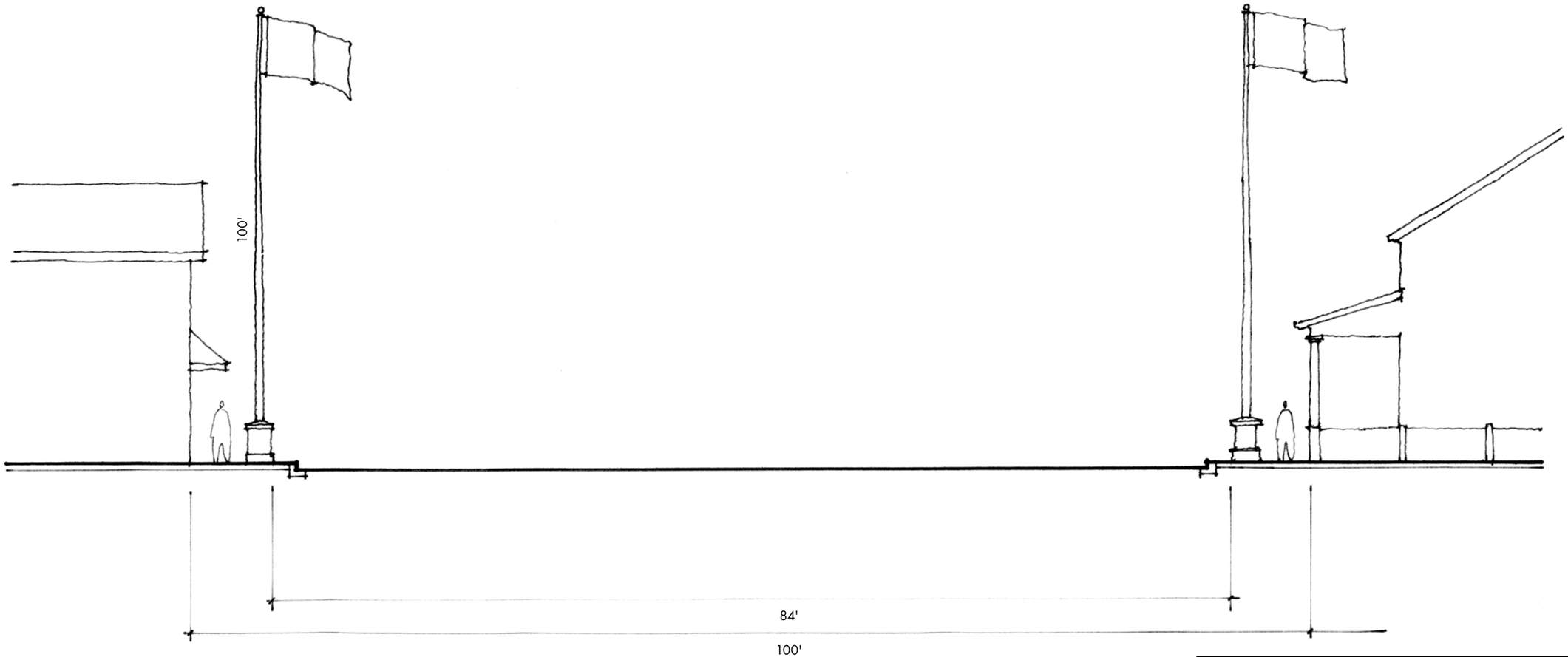
Archway - Narrow

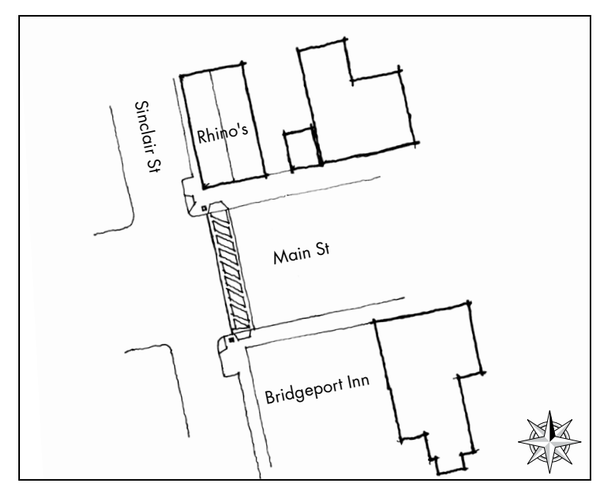




Site Plan

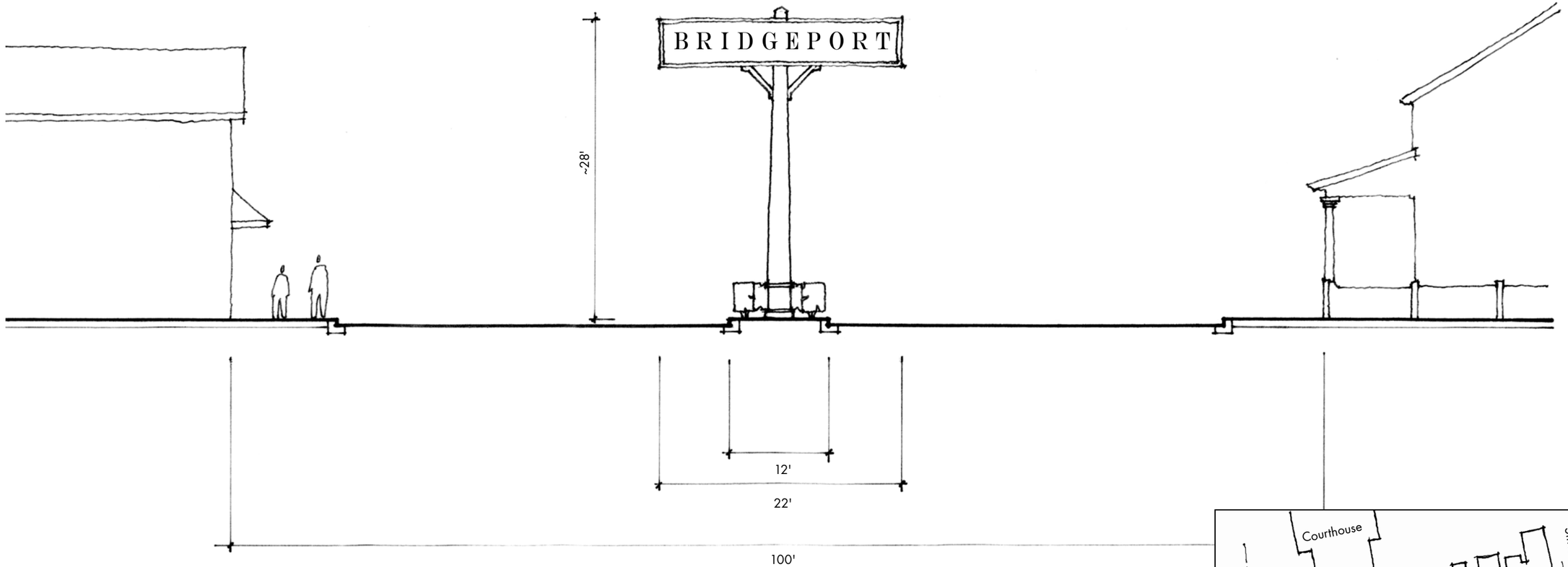
Flagpoles

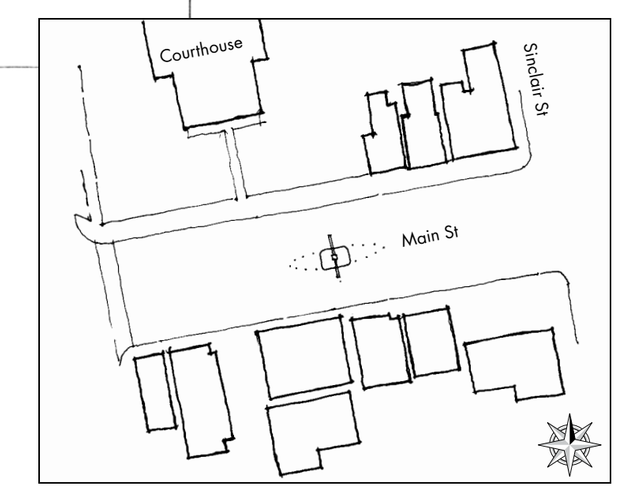




Site Plan

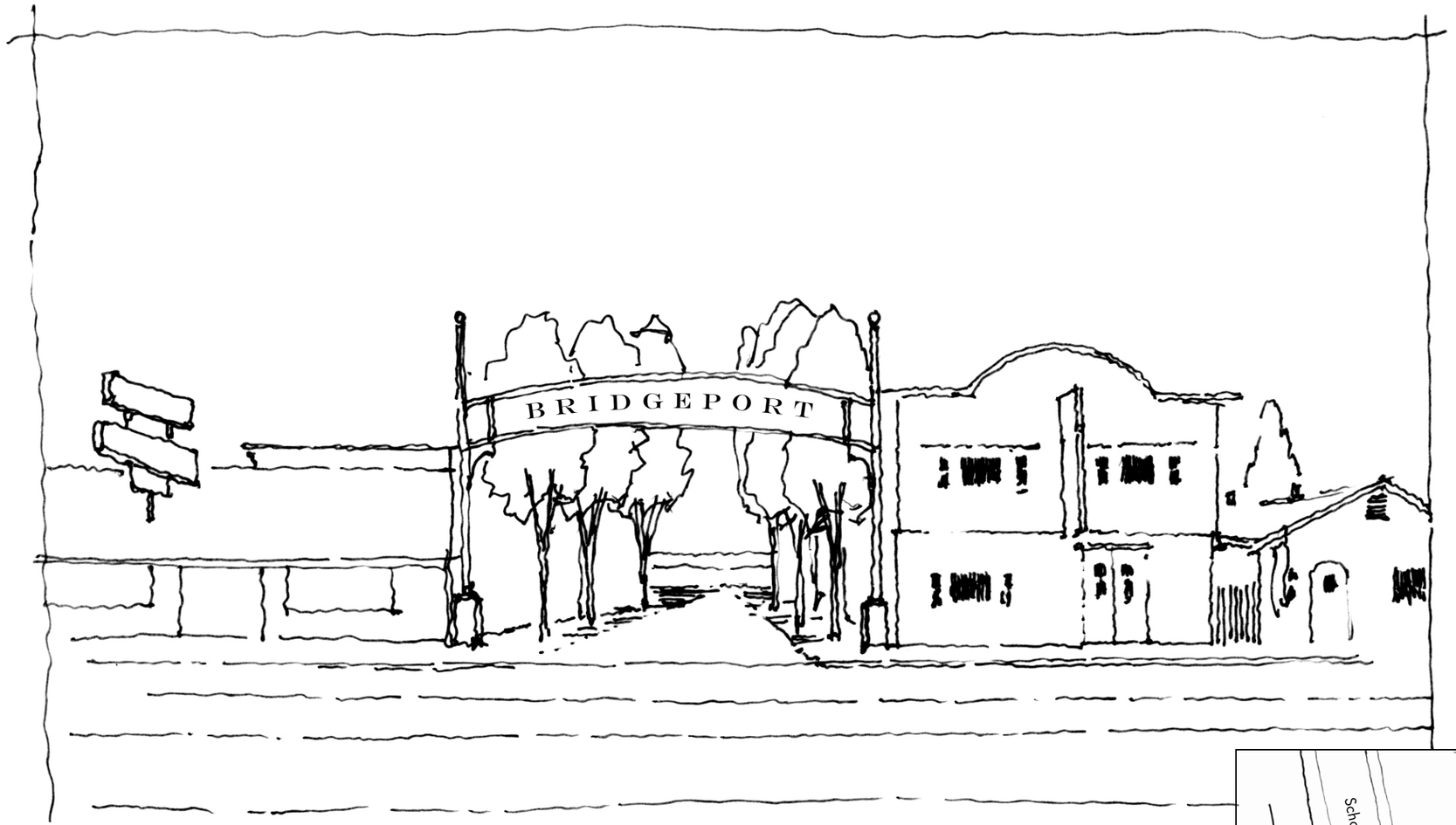
Median Monument

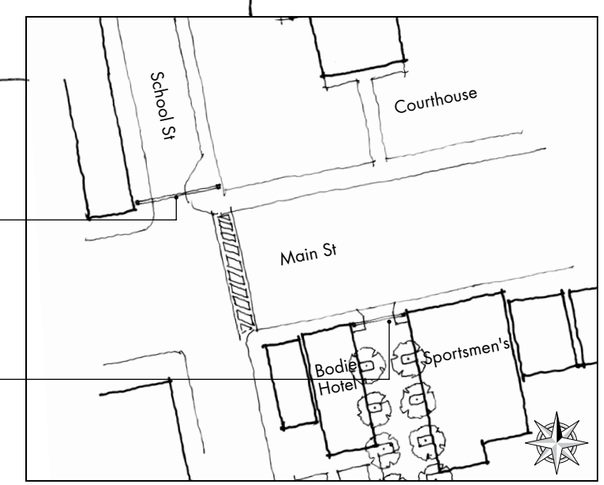




Site Plan

Additional Archway Options





Option 1
(School Street Plaza)

Option 2
(Sportsmen's/Bodie Hotel)

Site Plan

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

Catalog Number:
1-1910LED/5LB-LBL//5LBL/478FHPM/5420T6-3/BCC/4A1R35T5/120-277-MDL/PA478/BKT

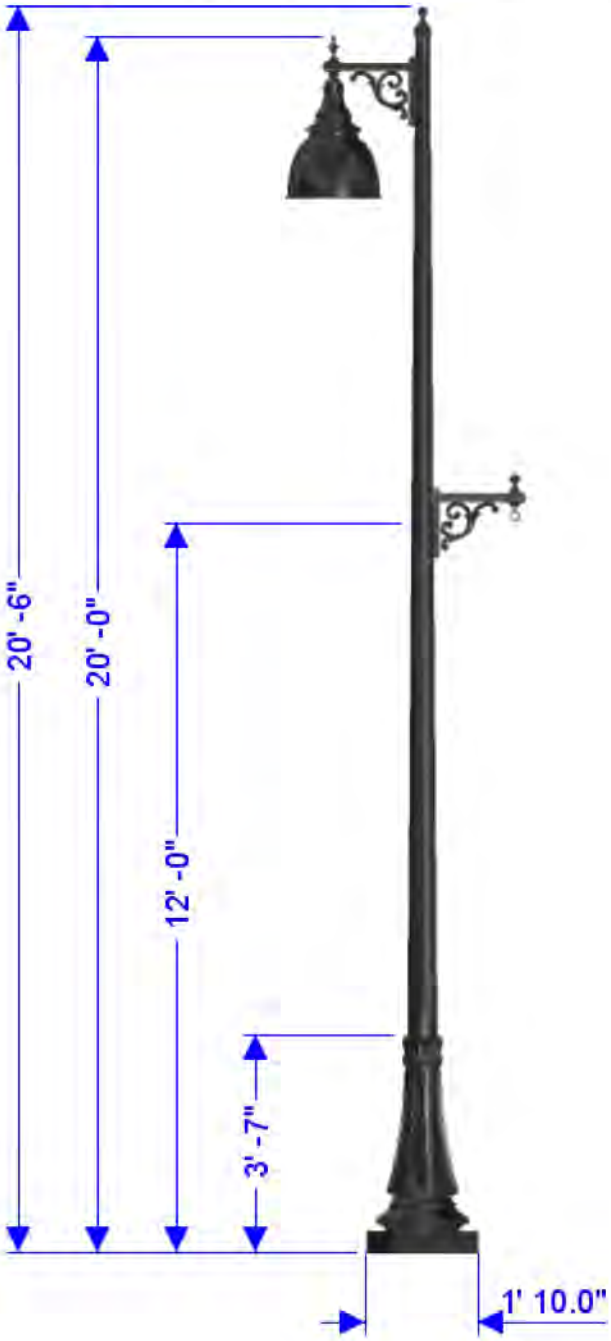
Type:

Customer Approval:

Signature

Date

Conceptual assembly drawing, subject to Engineering verification by factory.



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

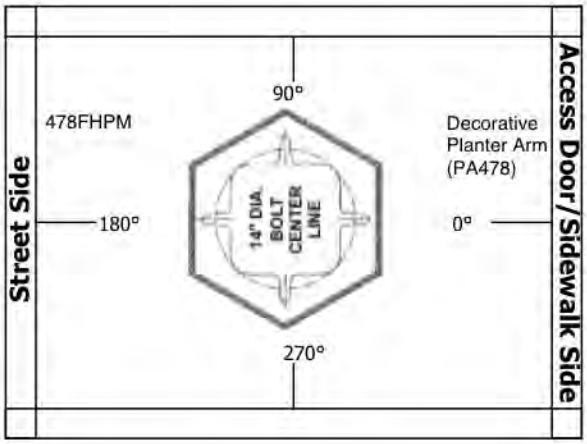
DRIVER: 120-277-MDL

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
A			
B			
C			
D			
E			

Job Name:

Job Location:

Drawing No. 1982

Drawn By: | Drawn Date: | Checked By: | Checked Date:

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

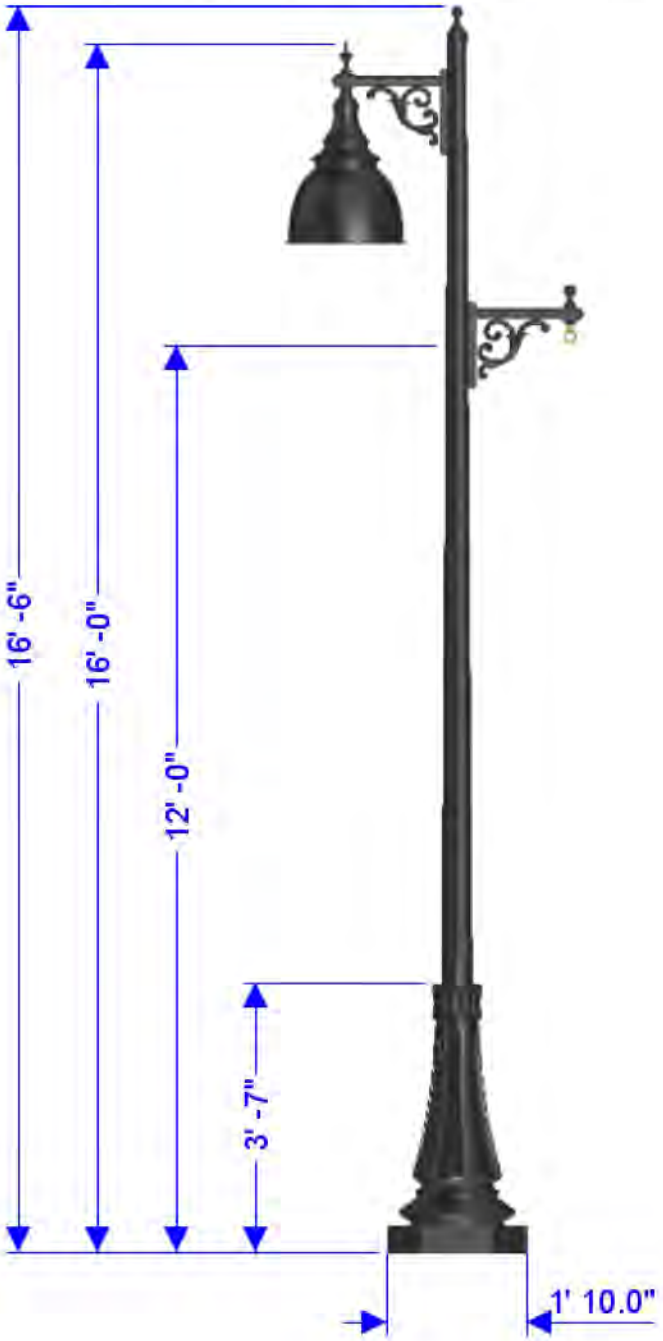
Type:

Customer Approval:

Signature

Date

Conceptual assembly drawing, subject to Engineering verification by factory.



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: 5416T5-3

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

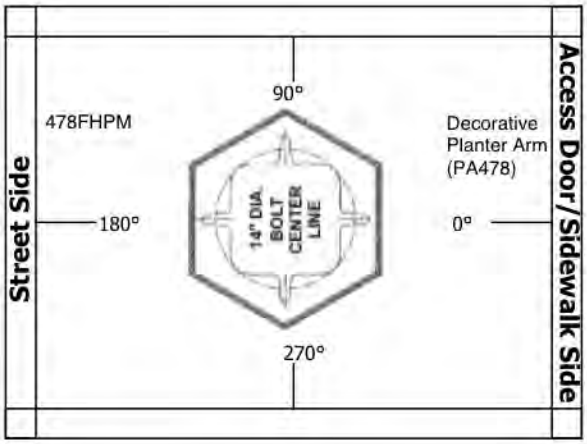
DRIVER: 120-277-MDL

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.



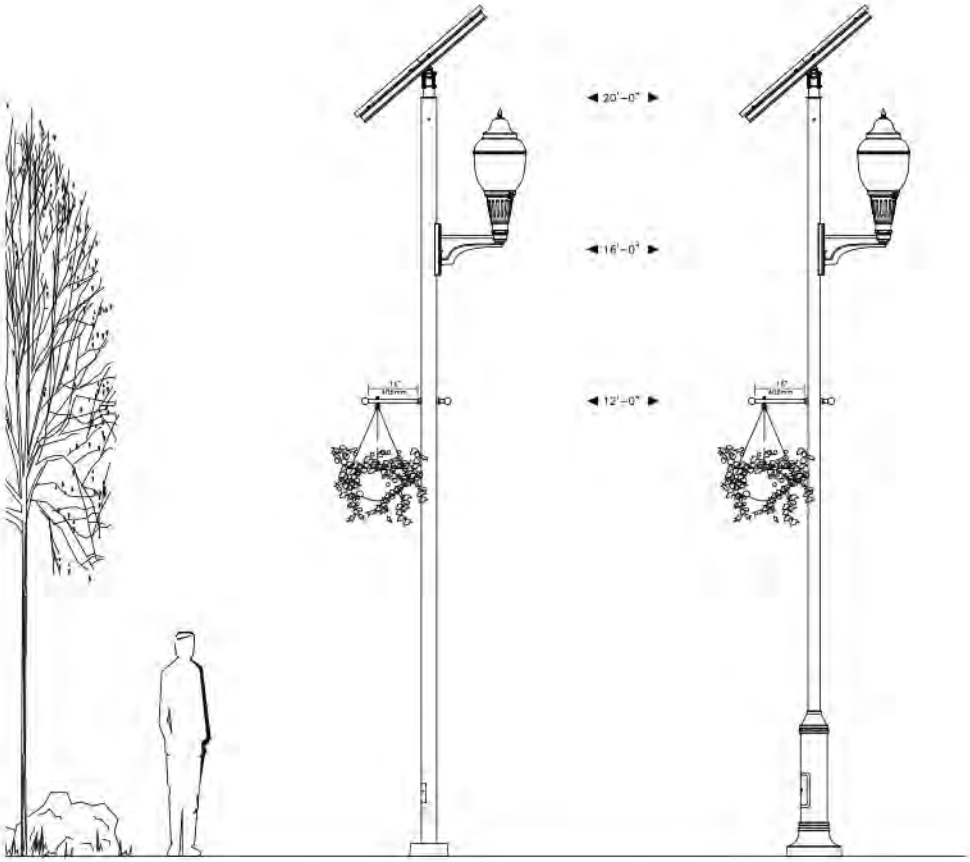
Rev	Description	By	Date
A			
B			
C			
D			
E			

Job Name:

Job Location:

Drawing No. 1981

Drawn By: | Drawn Date: | Checked By: | Checked Date:


20'-0"
16'-0"
12'-0"

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**

Remarks: ***PLEASE REF. ALR QUOTE # ON YOUR P.O.s. ***

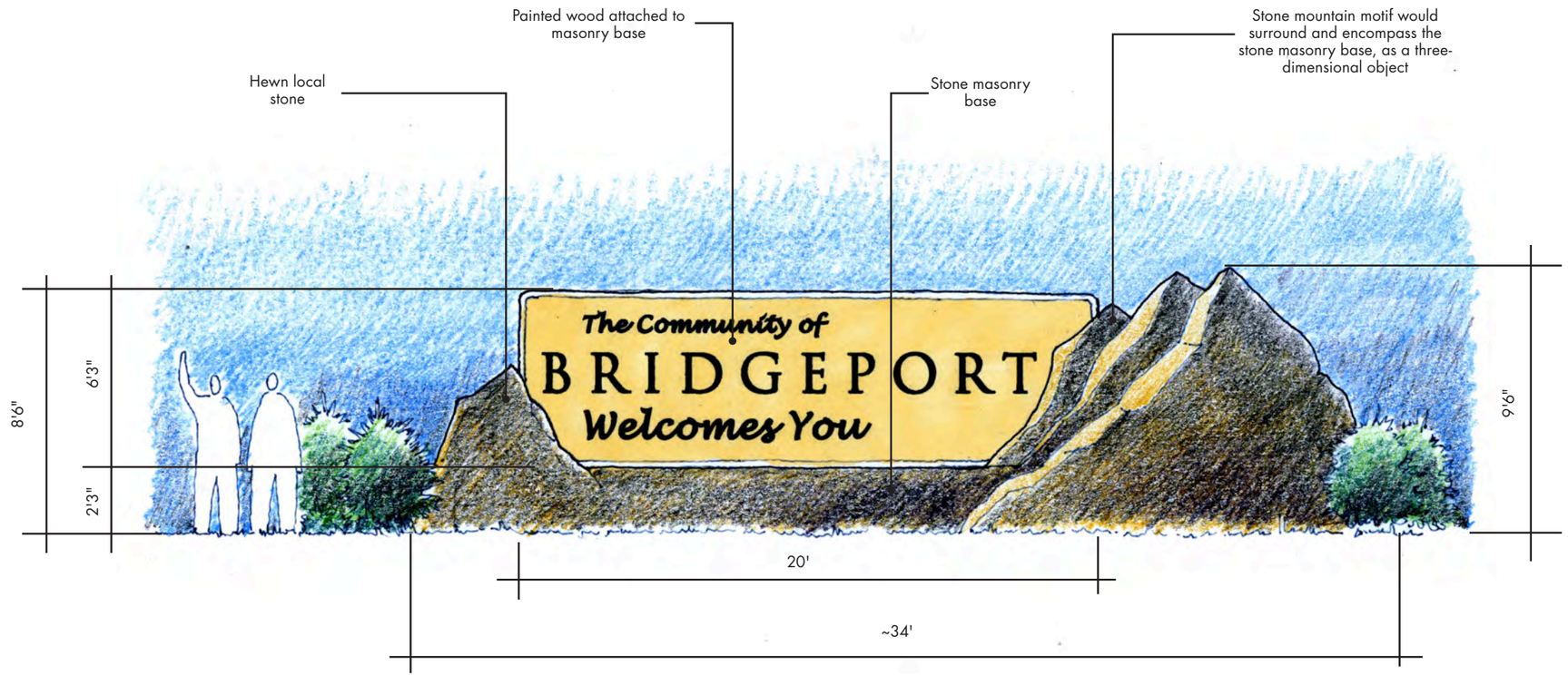
Qty	Type	Mfg	Description	Unit Price
	NOTE		PRICES BELOW ARE CONTRACTOR NET, LESS	
			TAXES AND INSTALLATION.	
	NOTE		QUOTING STANDARD FACTORY FINISH	
	NOTE		10/9:REVISED TO INCLUDE PLANT HANGERS	
			AND HOUSE SIDE SHILED (INTERNAL)	
1	A	LUME	S56-90W49LED4K-ES-ACDR-LE3-[NO-006]-SFX-HS-FN1	$9,425.00
	A	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