

specific plan **ROUTE 66**
BARSTOW
downtown











Figure 2.6

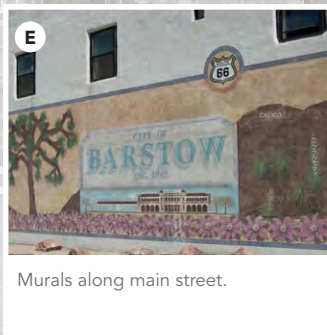
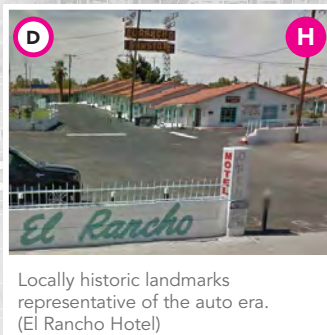
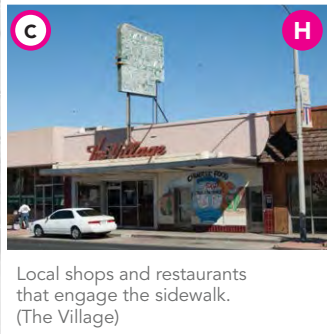
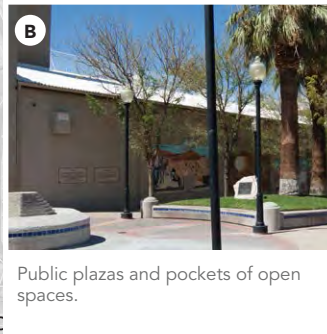
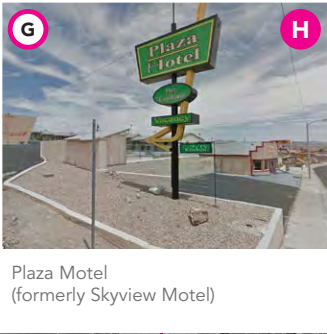
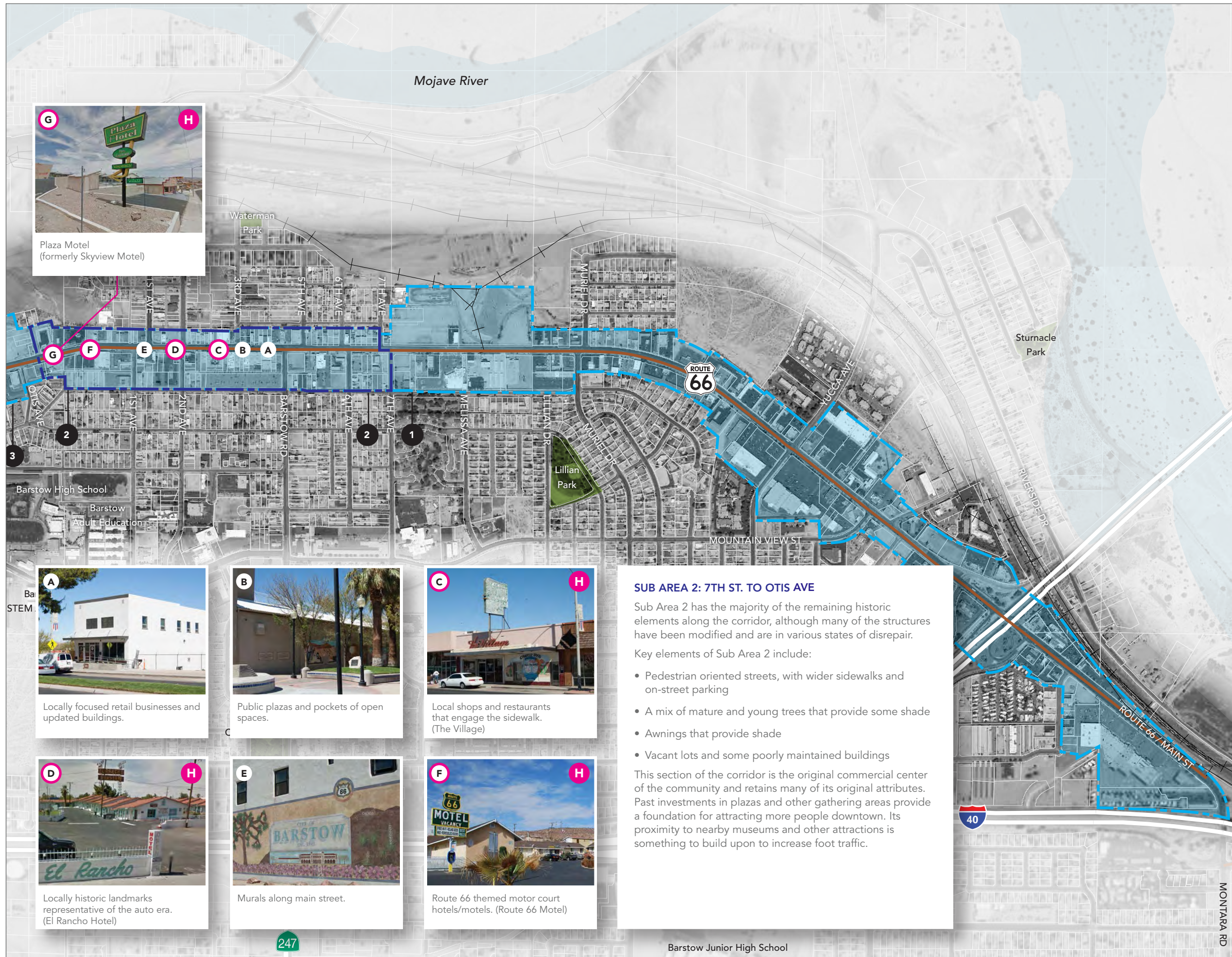
ARCHITECTURAL THEMES
Subarea 2

ARCHITECTURAL THEMES

H Historic Elements

BASE MAP FEATURES

-  Barstow Downtown Specific Plan Project Area
-  Subarea Boundary
-  Subarea Number
-  Spanish Trail Specific Plan Area
-  Parks and Open Space
-  Route 66
-  Passenger and Freight Rail
-  Highways
-  Freeways
-  Parcels



SUB AREA 2: 7TH ST. TO OTIS AVE

Sub Area 2 has the majority of the remaining historic elements along the corridor, although many of the structures have been modified and are in various states of disrepair.

Key elements of Sub Area 2 include:

- Pedestrian oriented streets, with wider sidewalks and on-street parking
- A mix of mature and young trees that provide some shade
- Awnings that provide shade
- Vacant lots and some poorly maintained buildings

This section of the corridor is the original commercial center of the community and retains many of its original attributes. Past investments in plazas and other gathering areas provide a foundation for attracting more people downtown. Its proximity to nearby museums and other attractions is something to build upon to increase foot traffic.

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



Figure 2.7

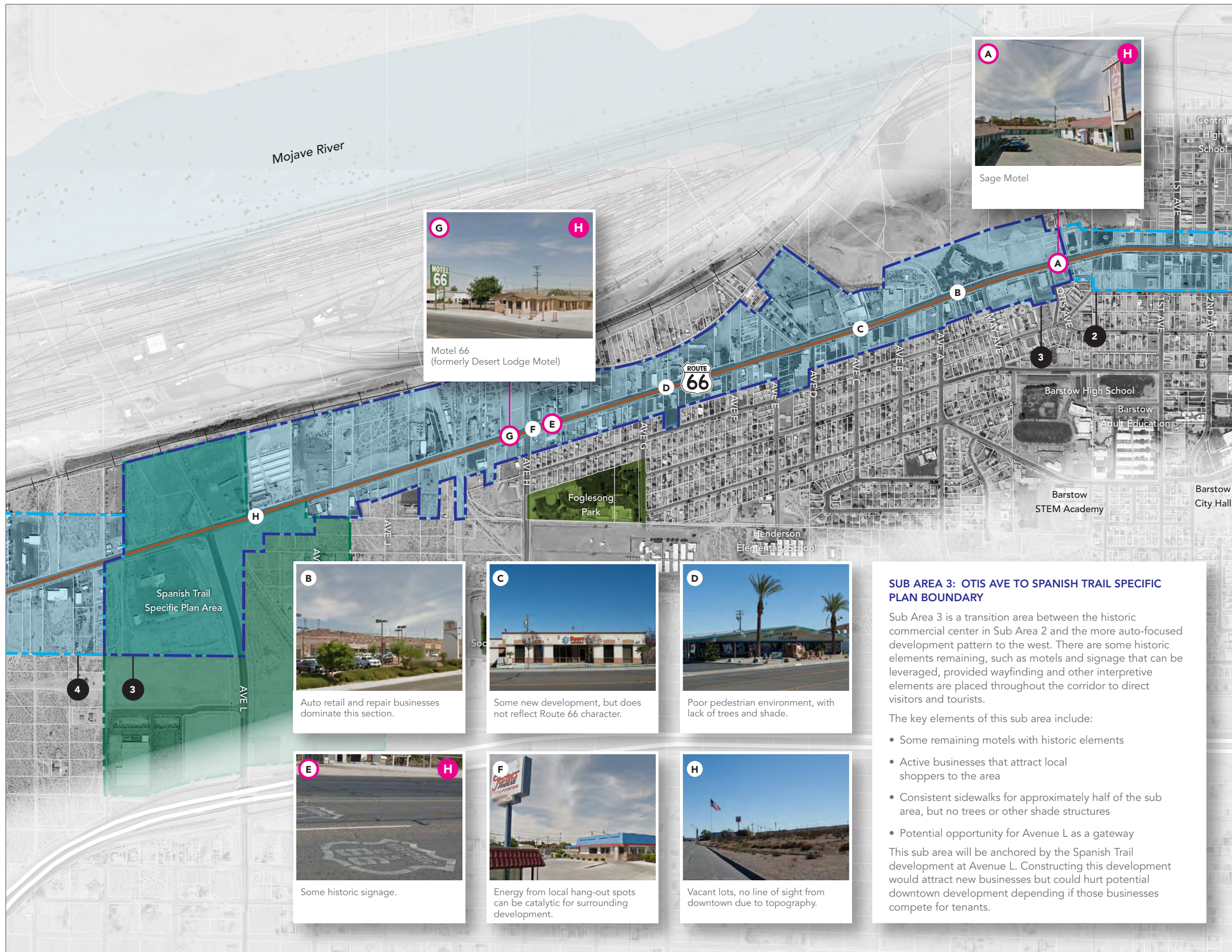
ARCHITECTURAL THEMES
Subarea 3

ARCHITECTURAL THEMES

H Historic Elements

BASE MAP FEATURES

-  Barstow Downtown Specific Plan Project Area Subarea
-  Boundary
-  Subarea Number
-  Spanish Trail Specific Plan Area
-  Parks and Open Space
-  Route 66
-  Passenger and Freight Rail
-  Highways
-  Freeways
-  Parcels



SUB AREA 3: OTIS AVE TO SPANISH TRAIL SPECIFIC PLAN BOUNDARY


Sub Area 3 is a transition area between the historic commercial center in Sub Area 2 and the more auto-focused development pattern to the west. There are some historic elements remaining, such as motels and signage that can be leveraged, provided wayfinding and other interpretive elements are placed throughout the corridor to direct visitors and tourists.

The key elements of this sub area include:

- Some remaining motels with historic elements
- Active businesses that attract local shoppers to the area
- Consistent sidewalks for approximately half of the sub area, but no trees or other shade structures
- Potential opportunity for Avenue L as a gateway


This sub area will be anchored by the Spanish Trail development at Avenue L. Constructing this development would attract new businesses but could hurt potential downtown development depending if those businesses compete for tenants.

B




Auto retail and repair businesses dominate this section.

C



Some new development, but does not reflect Route 66 character.

D



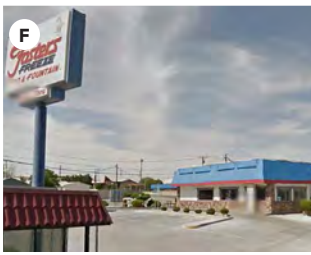
Poor pedestrian environment, with lack of trees and shade.

E **H**



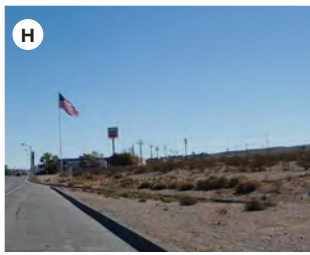
Some historic signage.

F



Energy from local hang-out spots can be catalytic for surrounding development.

H



Vacant lots, no line of sight from downtown due to topography.

SOURCES: GIS files provided by the City of Barstow, City of Barstow website: <http://www.barstowca.org/>, Google Maps

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Figure 2.8

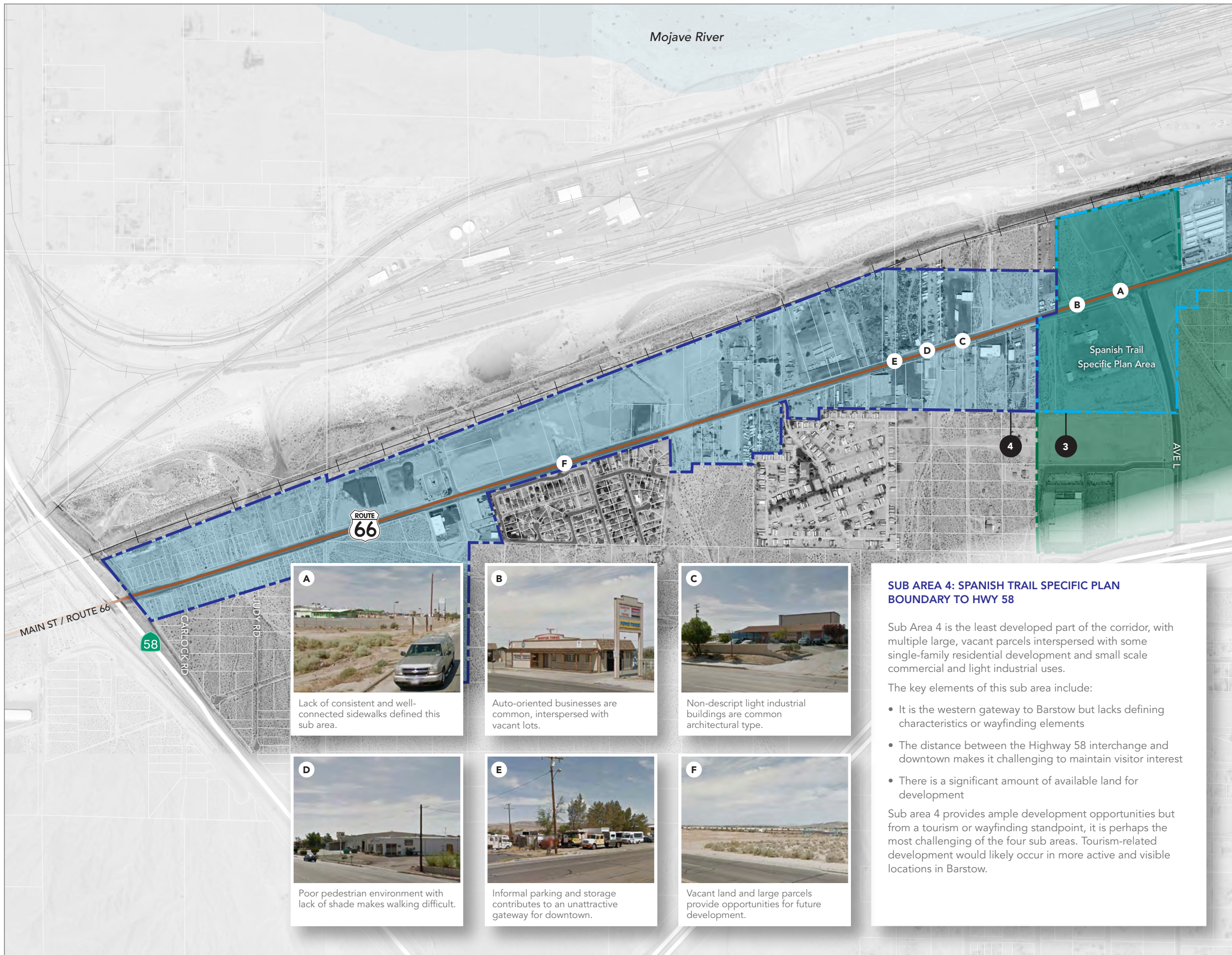
ARCHITECTURAL THEMES
Subarea 4

ARCHITECTURAL THEMES

H Historic Elements

BASE MAP FEATURES

- Barstow Downtown Specific Plan Project Area
- Subarea Boundary
- Subarea Number
- Spanish Trail Specific Plan Area
- Parks and Open Space
- Route 66
- Passenger and Freight Rail
- Highways
- Freeways
- Parcels



A

Lack of consistent and well-connected sidewalks defined this sub area.

B

Auto-oriented businesses are common, interspersed with vacant lots.

C

Non-descript light industrial buildings are common architectural type.

D

Poor pedestrian environment with lack of shade makes walking difficult.

E

Informal parking and storage contributes to an unattractive gateway for downtown.

F

Vacant land and large parcels provide opportunities for future development.

SUB AREA 4: SPANISH TRAIL SPECIFIC PLAN BOUNDARY TO HWY 58

Sub Area 4 is the least developed part of the corridor, with multiple large, vacant parcels interspersed with some single-family residential development and small scale commercial and light industrial uses.

The key elements of this sub area include:

- It is the western gateway to Barstow but lacks defining characteristics or wayfinding elements
- The distance between the Highway 58 interchange and downtown makes it challenging to maintain visitor interest
- There is a significant amount of available land for development

Sub area 4 provides ample development opportunities but from a tourism or wayfinding standpoint, it is perhaps the most challenging of the four sub areas. Tourism-related development would likely occur in more active and visible locations in Barstow.

SOURCES: GIS files provided by the City of Barstow, City of Barstow website: <http://www.barstowca.org/>, Google Maps

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TRANSPORTATION AND STREET NETWORK

Barstow's transportation network includes Route 66 as the primary commercial corridor, connections to the state highway and interstate system, and local street grid with bicycle and pedestrian facilities. The transportation network is shown in Figures 2.9 to 2.11.

Access to freeways within the planning area is as follows:

- Interstate 15 (I-15) crosses Route 66 on the eastern edge of the planning area with on and off ramps on Route 66 and at L Street. There is also an interchange at Barstow Road that provides the primary entry point to Downtown Barstow.
- Interstate 40 (I-40) is the eastern terminus of the planning area. The interchange provides access to Route 66.
- SR-58 has on and off ramps at Route 66 and provides the primary entry point to the western portion of the planning area.

Bicycle Facilities

The Barstow General Plan Infrastructure and Public Facilities Element proposes an extensive bike route system that would cover the entire length of Route 66 within the project area, some of which has been built. Within the planning area, as of 2016, the City established a striped bike lane in both directions east of Downtown between Yucca Avenue and Muriel Avenue.

With a core service area that spans approximately 425 square miles, VVTA maintains three types of service that connect Barstow to the Victor Valley and Los Angeles metropolitan area.

Rail and Transit

An Amtrak station serves the Harvey House located near the planning area to the north via 1st Avenue. The station serves as a stop along the Amtrak Southwest Chief route, which winds from Chicago to Los Angeles for 2,265 miles. In 2014, the station had a ridership of 3,096.

The project area has two bus routes—Routes 1 and 3—with several stops along Route 66. Another bus route, the B-V Link operated by the Victor Valley Transit Authority (VVTA), provides weekday service between a stop in Downtown Barstow (Route 66 and 6th Street) and Victor Valley and the rest of the Inland Empire. Victor Valley Transit Authority has purchased City-owned property, including the CNG/LNG fueling facility, in Subarea 4 of the Specific Plan Area.



LANDMARKS, GATEWAYS AND HISTORIC RESOURCES

The *California Historic Route 66 – Needles to Barstow Corridor Management Plan* identified several resources along this route that could serve as catalysts for the economic revitalization, including:

Motels

Seven motels on Route 66 are not listed but are considered to have the potential for nomination to the National Register of Historic Places due to their generally intact condition and association with Historic Route 66:

1. Route 66 Motel (195 W. Main Street, 1922)
2. El Rancho Motel (100 E. Main Street, 1947)
3. Sage Motel (220 W. Main Street)
4. Sands Motel (924 E. Main Street)
5. Cactus Motel (916 E. Main Street)
6. Skyview Motel (205 W. Main Street, now Plaza Motel)
7. Desert Lodge Motel (1701 W. Main Street, now Motel 66)

Old Spanish Trail

The Route 66 corridor in Barstow was an important route prior to the advent of railroads and the automobile. During the Spanish colonization of the southwest, the trail was used as a trading route, connecting Santa Fe, New Mexico to Los Angeles. In the following decades, it became a well-worn path by other settlers, travelers and traders and

later became part of Route 66 in the 1920s. The trail is celebrated with events held annually at the Desert Discovery Center. In 2002, the Old Spanish Trail was included in the National Trails System.

Museums

Several museums contain exhibits and content that highlight the history of Route 66 and Barstow:

- **Harvey House (Casa del Desierto) Railroad Depot**
The original Harvey House, built in 1885, was a wooden structure lost in a fire in 1908. The current building was built in 1911, during the heyday of rail passenger service in the western United States. It was designed to be a splendid rail depot/restaurant/hotel complex called the "Casa del Desierto," House of the Desert. It was listed in the National Register of Historic Places in 1975.



The Spanish Renaissance and Classical Revival architecture building functions primarily as an Amtrak station, but the property hosts two museums. It is located approximately ½-mile north of Downtown Barstow along 1st Avenue.

- Desert Discovery Center:** Established in 2005, the Desert Discovery Center at 831 Barstow Road consists of a 7,000-square-foot facility, surrounded by 12 acres of public land. Partners include the Bureau of Land Management, National Park Service, Barstow Unified School District, Barstow Community College, Mojave River Valley Museum, City of Barstow and other organizations. The museum features exhibits focused on the Mojave Desert, including the Old Woman Meteorite, the second largest meteorite ever found in the United States. The museum, along with Main Street murals, holds an annual After School Youth Program, where students attend workshops and lectures that explore natural resources of Route 66.
- Mojave River Valley Museum:** The Mojave River Valley Museum is dedicated to the preservation and promotion of the scientific, historical and cultural heritage of the Mojave River Valley. The museum houses a series of displays and exhibits that portray the history of the Mojave River Valley from the arrival of Father Garces in 1776 on through pathfinders, pioneers, miners, railroads and the present space program. It also hosts an archive of local area newspapers that date back to 1911 and over 20,000 photos in its photo collection. Through the efforts of a group of interested residents, the museum was founded in 1964 and established as a nonprofit corporation in 1973.



Desert Discovery Center employees and volunteers pose outside the Desert Discovery Center



The annual Mini-BBQ event held at the Mojave River Valley Museum (Photo credit: W. Feller)

- Western America Railroad Museum:** This museum collects, preserves and shares the history of railroading in the Pacific Southwest. It is located on the east side of the Harvey House Railroad Depot and is operated by a non-profit organization. It houses displays inside the depot and has indoor displays of railroad artifacts, artwork, timetables, uniforms, tools and various other types of railroad items. Outdoor displays of rolling stock, locomotives and general railroad operating equipment also attract visitors.
- Route 66 Mother Road Museum:** The Mother Road Museum is located in Barstow’s historic Harvey House, a short distance north of Route 66. The Route 66 “Mother Road” Museum was dedicated on July 4, 2000. The museum displays a collection of photographs and artifacts related to Route 66 and the Mojave Desert communities. Displays include development of the United States Route 66 from early pioneer trails, railroads, automotive history, businesses and sites.



Santa Fe's #1460, affectionately known as the "Beep," displayed at the Western America Railroad Museum



Entrance to the Route 66 Mother Road Museum that is located within Barstow's historic Harvey House

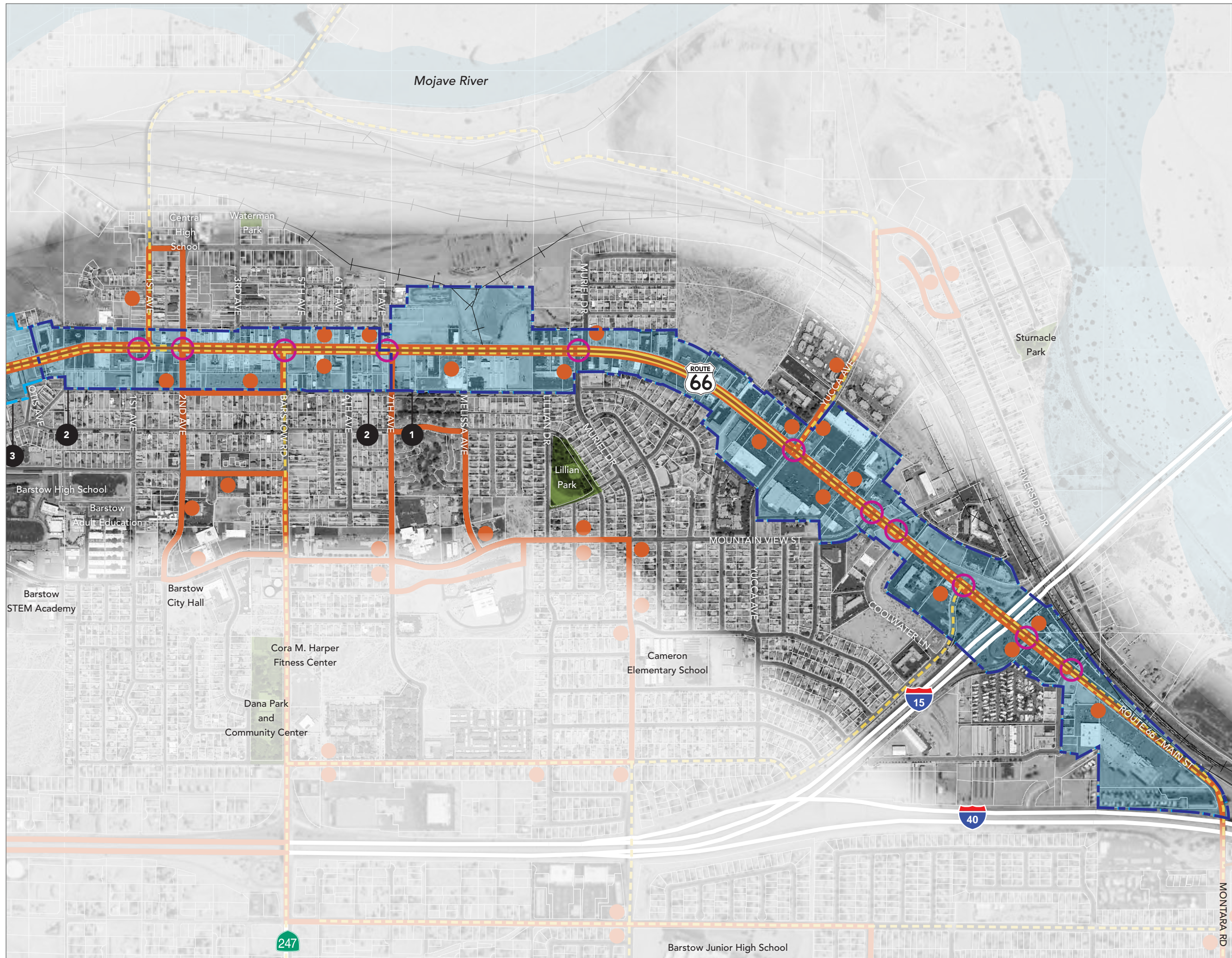


Figure 2.9

TRANSPORTATION Subareas 1 and 2

ACTIVE TRANSPORTATION

- Existing Bike Lanes
- Planned Bike Routes*
- Existing Bus Stops
- Existing Bus Routes
- Signalized Intersections

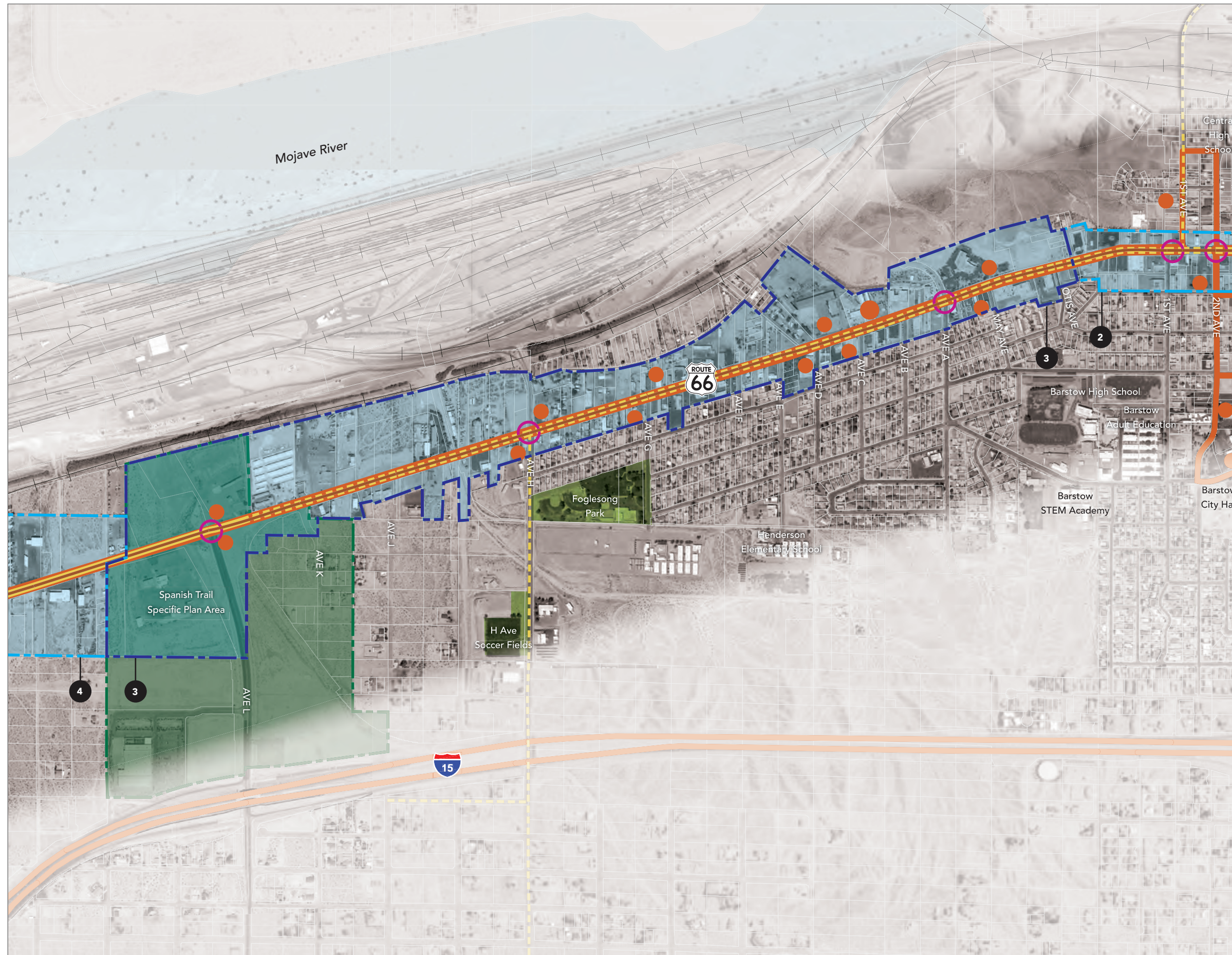
BASE MAP FEATURES

- Barstow Downtown Specific Plan Project Area
- Subarea Boundary
- 1 Subarea Number
- Spanish Trail Specific Plan Area
- Parks and Open Space
- Route 66
- Passenger and Freight Rail
- Highways
- Freeways
- Parcels

*San Bernardino County Non- Motorized Transportation Plan (revised March 2015)

specific plan **ROUTE 66**
BARSTOW
 downtown

Figure 2.10



TRANSPORTATION
 Subarea 3

ACTIVE TRANSPORTATION

- Existing Bike Lanes
- Planned Bike Routes*
- Existing Bus Stops
- Existing Bus Routes
- Signalized Intersections

BASE MAP FEATURES

- Barstow Downtown Specific Plan Project Area
- Subarea Boundary
- Subarea Number
- Spanish Trail Specific Plan Area
- Parks and Open Space
- Route 66
- Passenger and Freight Rail
- Highways
- Freeways
- Parcels

*San Bernardino County Non-Motorized Transportation Plan (revised March 2015)

SOURCES: GIS files provided by the City of Barstow, City of Barstow website: <http://www.barstowca.org/>, Google Maps

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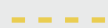

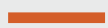



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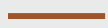
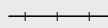
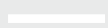
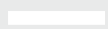
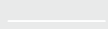
Figure 2.11

TRANSPORTATION
Subarea 4

ACTIVE TRANSPORTATION

-  Existing Bike Lanes
-  Planned Bike Routes*
-  Existing Bus Stops
-  Existing Bus Routes
-  Signalized Intersections

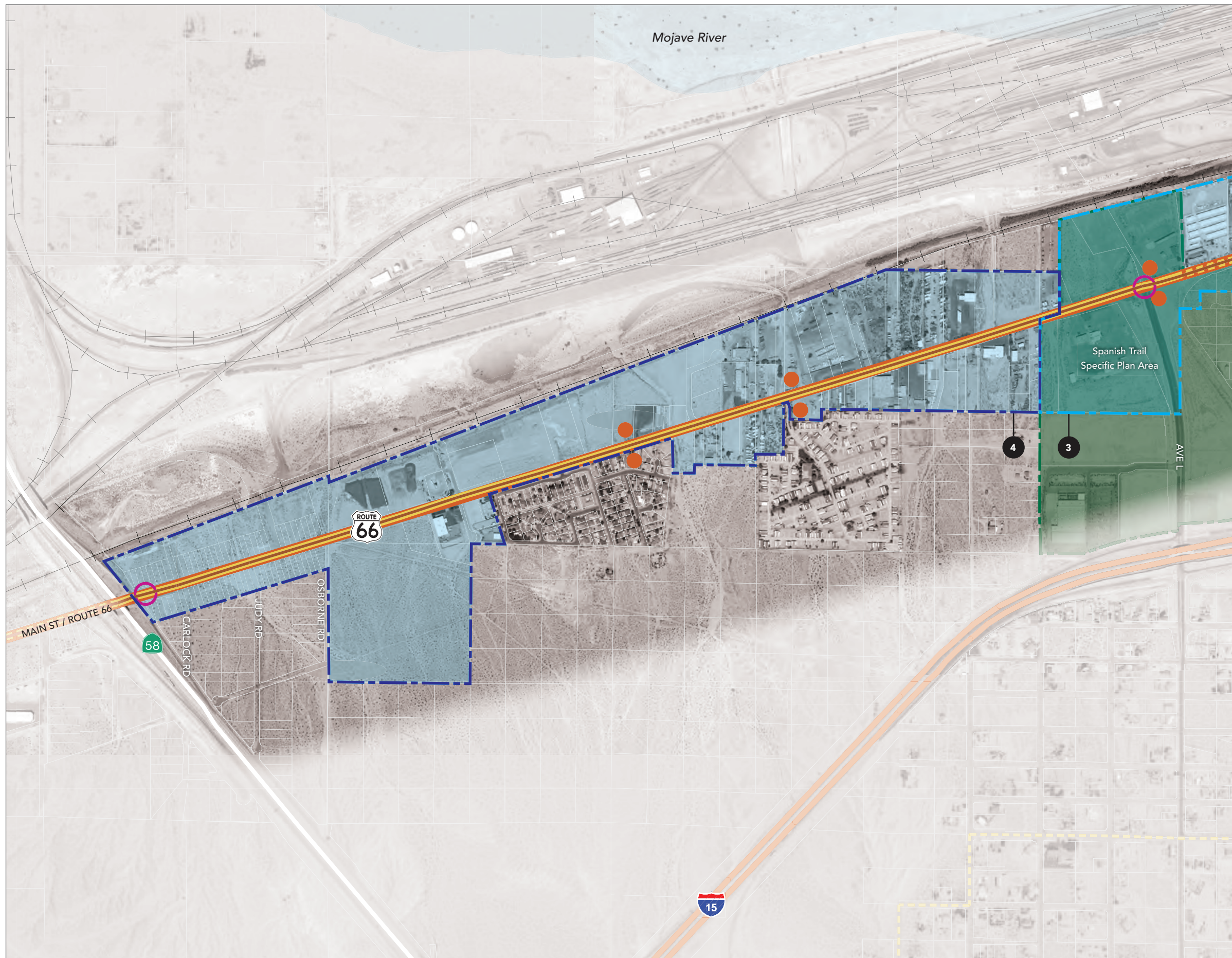
BASE MAP FEATURES

-  Soccer Fields
Barstow Downtown Specific Plan Project Area
-  Subarea Boundary
-  Subarea Number
-  Spanish Trail Specific Plan Area
-  Parks and Open Space
-  Route 66
-  Passenger and Freight Rail
-  Highways
-  Freeways
-  Parcels

*San Bernadino County Non- Motorized Transportation Plan (revised March 2015)

SOURCES: GIS files provided by the City of Barstow, City of Barstow website: <http://www.barstowca.org/>, Google Maps

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Chapter 3. Specific Plan Framework

PURPOSE

This Specific Plan identifies the vision, goals, policies and implementation strategies to guide development, improve wayfinding along the corridor and identify branding and interpretive elements that will boost interest from tourists and provide economic opportunities for residents and businesses.

Vision: The inspirational statement that presents a desired future state.

Goals: Broad statements that describe what the City and residents look to achieve over time to realize the vision.

Policies: Action-oriented statements that mark progress toward the goal.

Strategies: Specific actions that guide programs, activities and actions to achieve the policies and goals.

THE FUTURE

As stated in Chapter 1, the community-based vision for the Route 66 Corridor was developed with input from businesses, community organizations and residents. The vision provides the foundation for the Specific Plan implementing actions:

Route 66 in Barstow celebrates the romance of Americana by providing opportunities to explore, stop and experience the area’s rich natural, cultural and travel history, supporting existing and future businesses and increasing interest in Downtown Barstow and the larger business corridor.

GOALS, POLICIES AND STRATEGIES

The following goals, policies and strategies provide a comprehensive approach to achieve the vision for the corridor and Downtown Barstow. The goals follow guidance of the Barstow General Plan and provide focused direction based on the vision. This strategy provides implementable actions that can be completed as stand-alone projects or phased over time. Chapter 8 ties these goals, policies and strategies, where appropriate, to potential funding sources and suggested responsible parties to implement the strategy.

Goal #1. Create a positive image of Route 66 and Downtown Barstow that celebrates its unique history and culture.

Policy 1.A: Pursue landscape and streetscape enhancements, particularly at key gateways to the community and in the vicinity of significant historical, commercial and public use areas (General Plan Land Use Policy 2.A).

Strategy 1.A.1: Within the Downtown Business and Cultural District (Subarea 2), provide pedestrian amenities such as improved street lighting, benches, trash receptacles and shade structures or shade trees to increase pedestrian comfort.

Strategy 1.A.2: Design and install gateway treatments on Route 66. Gateway treatment design should be consistent in the design of the Route 66 monuments that evoke midcentury design characteristics of the Americana and motel theme.

Strategy 1.A.3: Design and install landscape and hardscape gateway improvements at I-15 and L Street; I-15 and Barstow Road; I-40 and Montara Road, and at both the eastern and western entrances to the Downtown Business and Cultural District along Route 66 (GP Land Use Strategy 2.A.2).

Strategy 1.A.4: Work with Caltrans to provide for the design and installation of directional signage at freeway ramps to direct motorists to Downtown Barstow and Route 66 (GP Land Use Strategy 2.B.1).

Policy 1.B: Complete the bicycle and pedestrian network described in the General Plan.

Specific Plan Goals

- I. Create a positive image of Route 66 and Downtown Barstow that celebrates its unique history and culture.
- II. Provide a safe, visible and active Downtown that attracts tourists and supports the local economy.
- III. Interpret existing land use policies that promote a cohesive, visually interesting and attractive Route 66 that increases tourism and supports the community.

Goal #2. Provide a safe, visible and active Downtown that attracts tourists and supports the local economy.

Policy 2.A: Enhance the visibility and noteworthy character of Barstow’s Route 66 as the longest remaining active section along the entirety of the Route 66 Business Corridor (GP Land Use Policy 3.B).

Strategy 2.A.1: Increase the attractiveness of the Route 66 Downtown Business and Cultural District as a tourist destination (GP Land Use Strategy 4.A.3).

Strategy 2.A.2: Prepare and implement a comprehensive marketing strategy for the Downtown Business and Cultural District and the Route 66 Business Corridor (GP Land Use Strategy 3.B.1).

Strategy 2.A.3: Develop a “virtual tour guide” that identifies the key features through an online “Interpretive Trail” along Route 66 and the “Cultural Corridor.”

Strategy 2.A.4: Encourage creative uses of vacant parcels and unoccupied buildings for artist and “pop-up events.”

Strategy 2.A.5: Construct Downtown attractions such as the Route 66 Interpretive Sidewalk Element to encourage tourists to stop Downtown.

Strategy 2.A.6: Work with Caltrans to place directional signage at highway interchanges to direct motorists to the “Cultural Corridor.”

Strategy 2.A.7: Add iconic signage to B-Hill.

Strategy 2.A.8: Pursue the relocation of museums currently occupying City-owned facilities, as well as military, space and automobile-oriented and other museums and cultural attractions, to the Downtown Business and Cultural District. (GP Land Use Strategy 3.A.1).

Policy 2.B: Support investments that create an environment where small businesses thrive.

Strategy 2.B.1: Create a storefront improvement program that can assist building and business owners with repairs and improvements to their buildings.

Strategy 2.B.2: Consider the creation of incentives for tourist-oriented businesses, such as cafes and gift shops, to locate within the Downtown Business and Cultural District (GP Land Use Strategy 2.A.2).

Strategy 2.B.3: Identify local, state and federal grant opportunities that can provide businesses assistance and training.

Strategy 2.B.4: Pair businesses with potential property owners. Identify financial incentives or other means to help new property owners to buy vacant buildings to reverse the lack of private investment.

Policy 2.C: Provide opportunities for local artists to increase the vibrancy of the corridor.

Strategy 2.C.1: Expand the mural program along the entire Route 66 corridor. Expand the mural tour guide to the extent of the corridor, and establish an online presence as part of the virtual tour guide.

Strategy 2.C.2: Use vacant parcels in the Downtown Business and Cultural District area to provide temporary locations for music festivals and pop-up events. Other temporary event spaces could include vacant motel spaces.

Policy 2.D: Build upon the area’s historical and authentic architecture and signage.

Strategy 2.D.1: Encourage existing businesses and landowners to install new neon signs (or similar) or refurbish existing neon signs. As applicable, allow the use of LED tubing as a neon substitute, provided such approaches are consistent with a mid-century or earlier period. Permit blade signs and other signage that creates a “district” look.

Strategy 2.D.2: Post historical photos in windows using “then and now” themes.

Strategy 2.D.3: Implement a storefront improvement program for the Downtown Business and Cultural District that provides no or low interest loans to businesses and building owners to improve their buildings.

Goal #3. Interpret existing land use policies applicable to the corridor to create a cohesive, visually interesting and attractive Route 66 that increases tourism and supports the community

Policy 3.A: Refine allowable land uses to encourage the desired development pattern envisioned by the Specific Plan, while complying with the General Plan (see Table 3.1, which provides an overview of permitted land uses by subarea).

Strategy 3.A.1: In the Downtown Business and Cultural District, locate commercial retail uses on the ground-floor level to activate the streetfront and promote a pedestrian-friendly Downtown. Locate office, lodging and residential uses above the ground floor in multi-story buildings.

Strategy 3.A.2: Continue to allow auto-oriented uses, including drive-throughs, service stations and other similar uses in Subareas 1, 3 and 4.

Policy 3.B: Implement and enforce the land use, signage and site design guidelines described in Chapter 5 of this Plan.

Strategy 3.B.1: Develop a site plan process to ensure that projects meet Development Guidelines.

Strategy 3.B.2: Implement the design guidance of Barstow Beautiful to accompany guidelines of the Specific Plan to ensure compatible and complementary development.

Strategy 3.B.3: Promote pedestrian-oriented uses, compact and walkable development patterns, and intact building frontages in the Downtown Business and Cultural District (Subarea 2).

Strategy 3.B.4: Orient buildings and uses at the corners of signalized intersections to improve the visual appeal and pedestrian environment in Subarea 1.

Strategy 3.B.5: Prioritize a visually appealing and welcoming street front in Subareas 3 and 4.

Policy 3.C: Establish the Downtown Business and Cultural District as the civic center and where people come together to enjoy public art and culture, open spaces and public facilities.

Strategy 3.C.1: Promote the concentration of activity-generating uses in the core area of the Downtown Business and Cultural District, including local-serving retail shops, offices, commercial services, restaurants and entertainment venues.

Strategy 3.C.2: Provide incentives to revitalize older commercial, industrial and residential development.



Barstow is home to a collection of Googie-style buildings and elements. Jenny's Grill is an architectural example, and the Torches Motel sports a vintage Googie-style neon sign.



The "Googie" style, popularized in the 1950s and 60s, has experienced a resurgence in popularity, with modern takes on the retro aesthetic being incorporated into new architecture and signage.

Chapter 4. Downtown Pedestrian Improvements

PURPOSE

When visitors arrive in Downtown Barstow, they are greeted by an appealing streetscape, with a variety of attractions and businesses to explore. Residents will have access to safe, clean and welcoming public spaces for gathering and enjoying their Downtown. Figure 4.1 illustrates envisioned pedestrian improvements in Downtown.

Input from the planning process generated a long list of ideas and improvements to make Downtown and its streetfront more inviting, interesting and alive. The streetscape serves as the face of the city and as the space where people walk, gather and interact. Downtown's streetscape is the perfect location to celebrate Barstow's heritage while creating safer and more welcoming spaces for all users. The Pedestrian Improvements and Streetfront Concept Map (pages 26 through 32) shows the potential locations and treatments for a variety of enhancements to Downtown.

The Downtown Barstow Cultural Corridor draws visitors and ties the Downtown and its destinations together. The corridor begins at the Barstow Road exit from I-15, taking visitors north into Downtown, along Main Street, then north onto 1st Avenue. This route connects Downtown's major cultural and historic destinations, linking the Mojave River Valley Museum, the Desert Discovery Center, Downtown and the Route 66 Mother Road and Western America Railroad museums.

In Downtown, as illustrated in Figures 4.1 through 4.14, streetfront improvements build on the design guidelines through consistent and decorative lighting, iconic public art and landscaping, and a pallet of inviting pedestrian amenities, including seating, waste/recycling containers and access to shade.

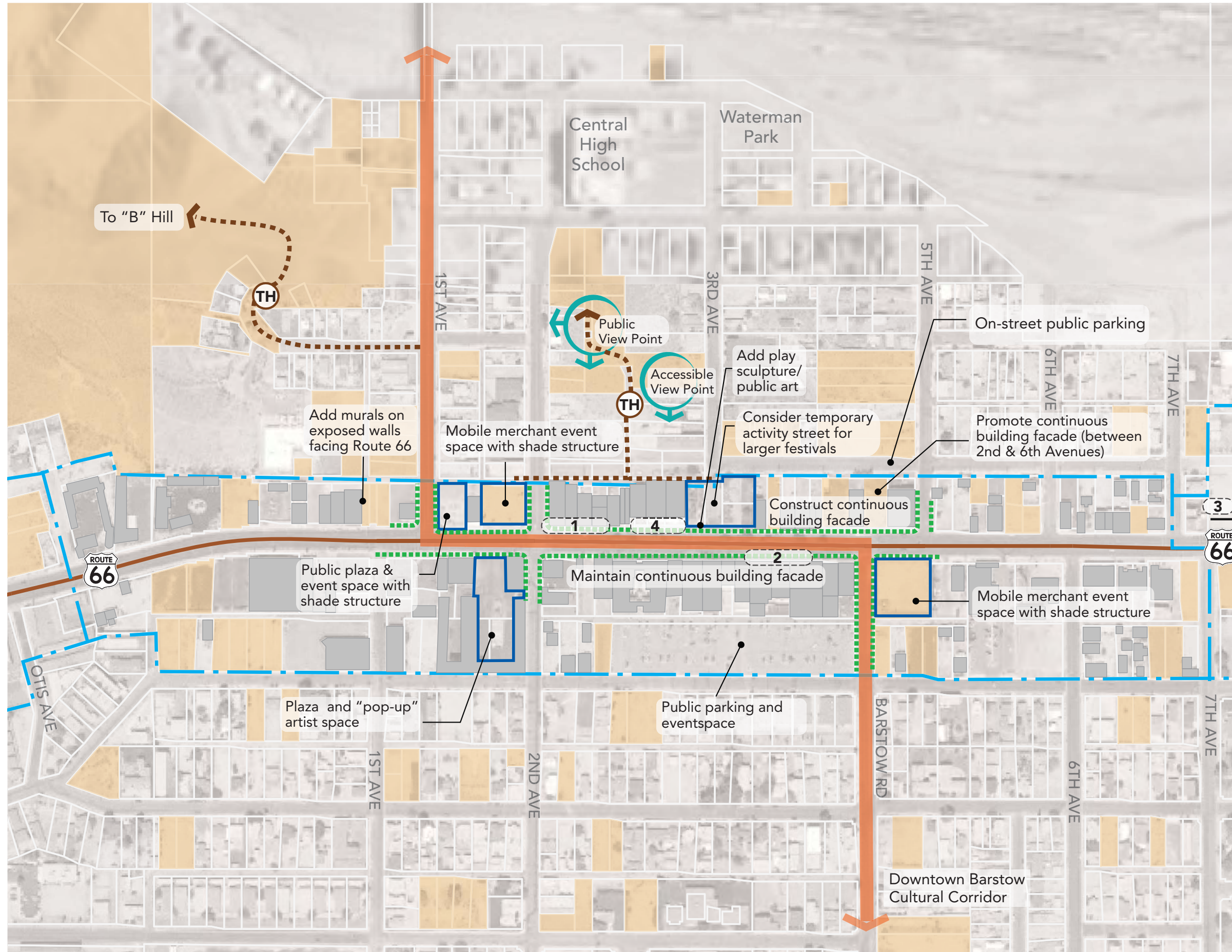
Shade is a critical in this desert environment and there are several opportunities to add shade structures and appropriate ornamental trees, especially when designed to improve vacant spaces and create a sense of purpose and visual interest.

B-Hill, north of Main Street, provides an excellent vantage point of Downtown Barstow, providing visitors with a change in elevation to interpret the desert landscape and extent of Route 66 within Barstow. Trails also provide a place to showcase the desert ecosystem, while an accessible trail, in compliance with the Architectural Barriers Act, can also provide a viewpoint for users of all abilities.

Consistent and clear access to the primary off-street parking areas located behind the row of businesses along Main Street will help tour groups and other visitors navigate to the preferred location for parking. Several vacant lots can be used for temporary events, such as markets, public concerts or movies projected on adjacent building walls. Large expanses of exposed building walls visible to Main Street should be prioritized for murals or temporary art installations such as projections of images or changing lights during the evening. Parking areas or "gaps" between buildings serve as ideal locations for public spaces or "pop-up" plazas.

specific plan **ROUTE 66**
BARSTOW
downtown

Figure 4.1



PEDESTRIAN IMPROVEMENTS & STREETFRONT CONCEPT

- Building Footprints
- Vacant Parcels
- View Points
- Public Trails
- Trailheads
- Downtown Barstow Cultural Corridor
- Pedestrian Improvements

CONCEPT SKETCHES

- 1 Main St. & 2nd Ave.
- 2 308 - 316 East Main St.
- 3 1231 East Main St.
- 4 Interpretive Sidewalk Element (Between 2nd and 3rd Ave)

BASE MAP FEATURES

- Barstow Downtown Specific Plan Project Area
- Route 66
- Highways
- Freeways
- Parcels

SOURCES: GIS files provided by the City of Barstow, City of Barstow website: <http://www.barstowca.org/>, Google Maps



Figure 4.2
MAIN STREET AND 2ND AVENUE - BASELINE CONDITIONS



DESIGN CONCEPTS

Downtown Barstow has several buildings with potential for new or revitalized façades and streetfront improvements. The following series of images provide example design treatments that can take place in Downtown, through different scales. The concepts include the corner of Main Street and 2nd Avenue, the row of buildings at 308-316 East Main Street, Jenny’s Restaurant (1231 East Main Street) and an interpretive sidewalk element concept.

Figure 4.3
STREET IMPROVEMENTS

New desert appropriate shade trees
(meeting intersection sight distance and roadway clear zone guidelines)

Clustered pedestrian amenities



New drought-tolerant landscaping in bulb-out
(meeting intersection clear zone standards)

Figure 4.4
LEVEL 1 & 2
IMPROVEMENTS



Figure 4.5
LEVEL 3
IMPROVEMENTS

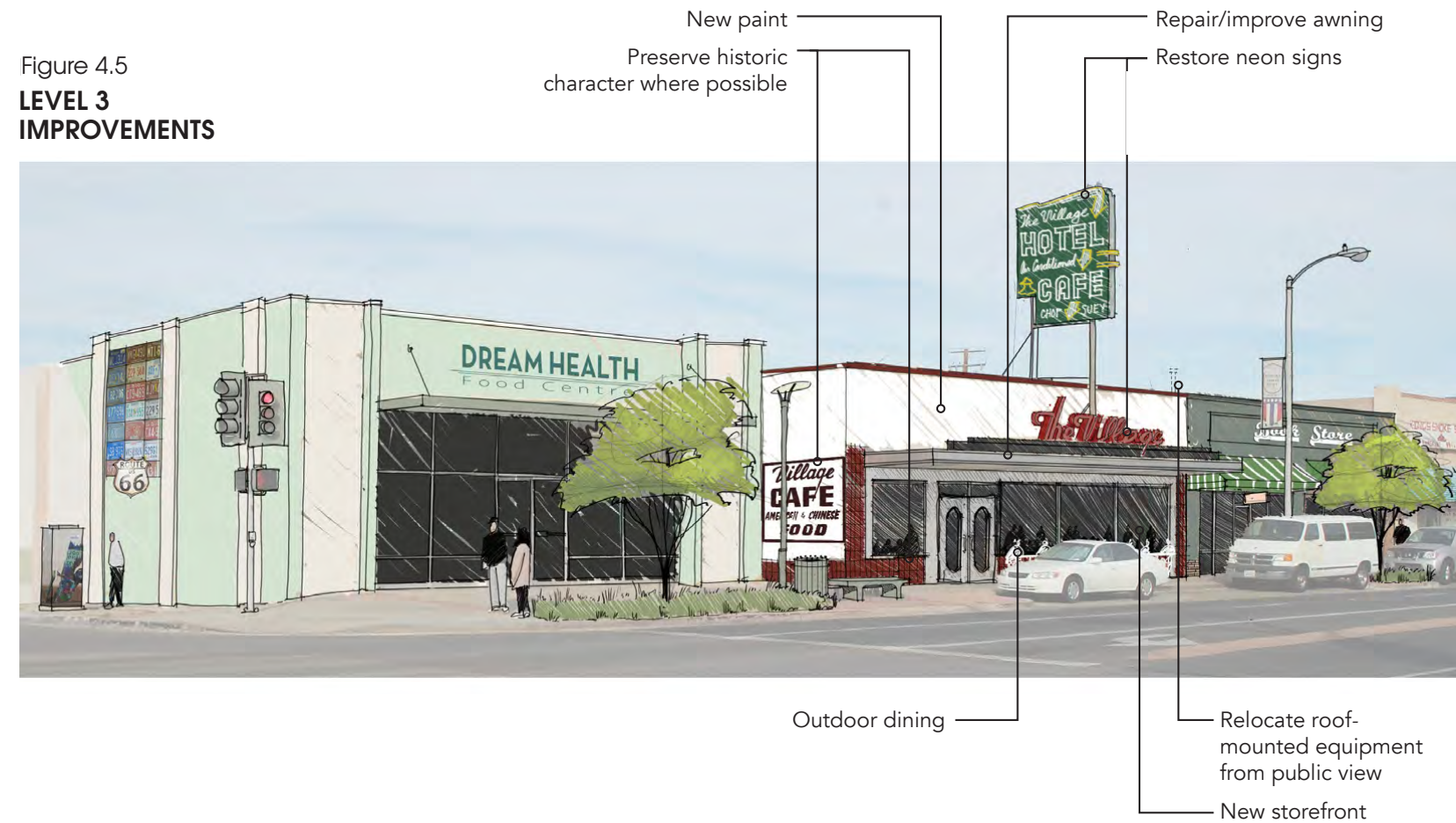


Figure 4.6
308 - 316 EAST MAIN STREET - BASELINE CONDITIONS



Figure 4.7
STREET IMPROVEMENTS

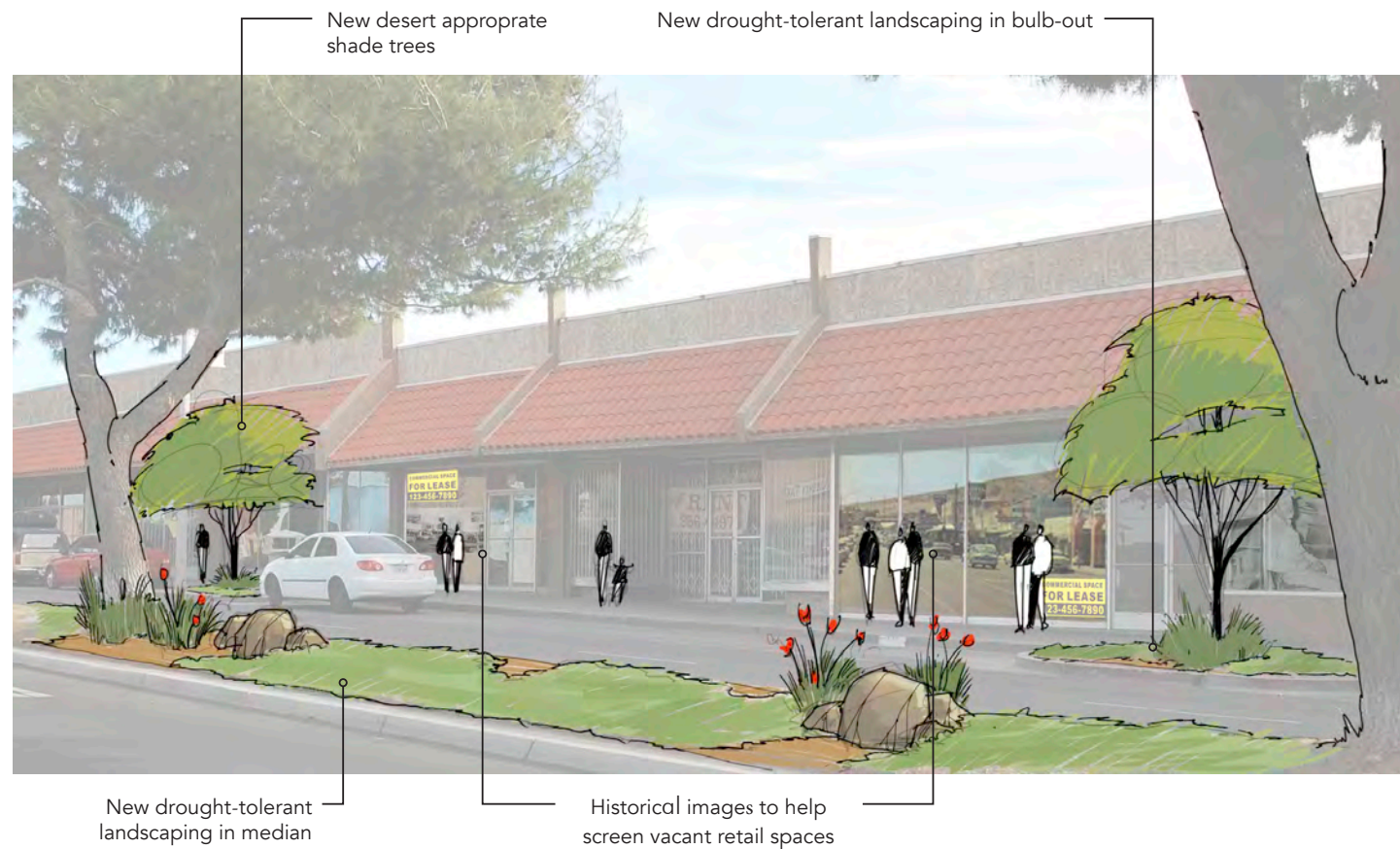


Figure 4.8
LEVEL 3 FAÇADE IMPROVEMENTS



Figure 4.9
1231 EAST MAIN STREET- BASELINE



Figure 4.10
STREET IMPROVEMENTS



Figure 4.11
LEVEL 1 FAÇADE IMPROVEMENTS



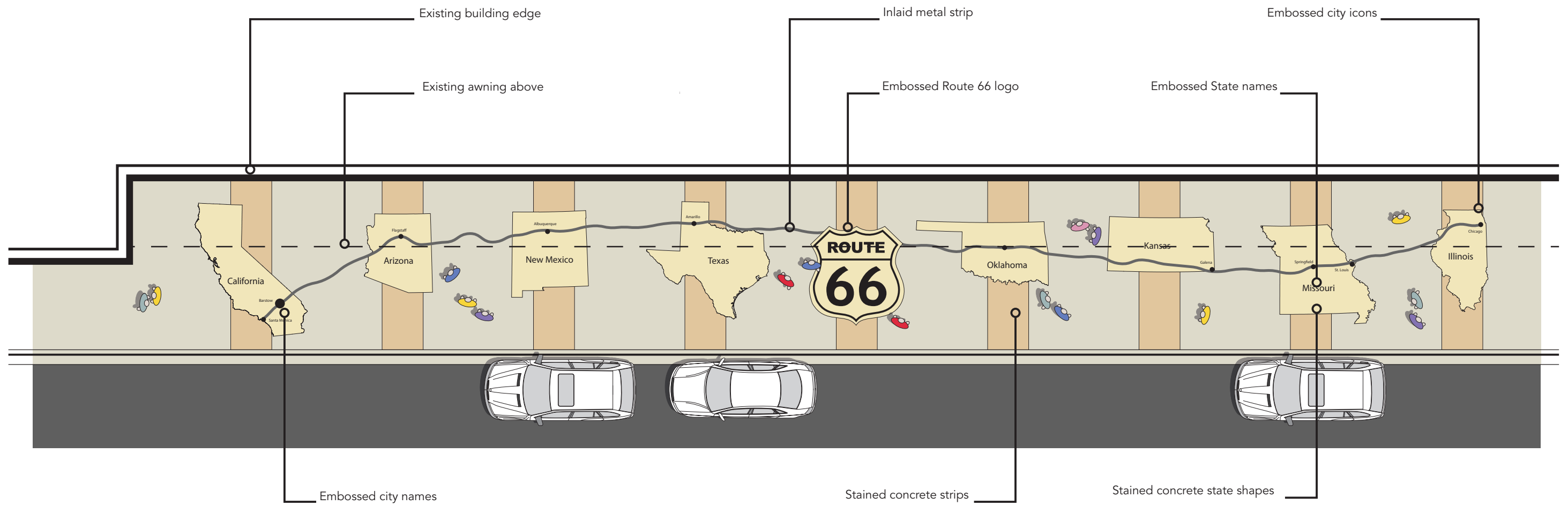
Figure 4.12
LEVEL 2 FAÇADE IMPROVEMENTS



Figure 4.13
LEVEL 3 FAÇADE IMPROVEMENTS



Figure 4.14
INTERPRETIVE SIDEWALK ELEMENT
 (Between 2nd Avenue to 3rd Avenue)



PAINT COLOR PALATTE

This paint color palette was developed to reflect Google-style architecture in the United States from the mid-1950s to mid-1960s. It is provided as inspiration for property owners in Downtown Barstow to use in the context of improvement projects for building exteriors and interiors.

Base tones are typically used on the base structure of a building or the majority of wall space in an interior space.



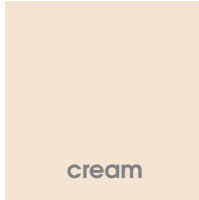
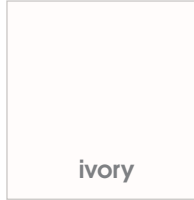
Highlights are typically used to bring attention to architectural elements, including signs, art, entrances and vertical or horizontal structural lines.

Photo examples that demonstrate how selected sub-palettes might be applied are provided on the following pages.

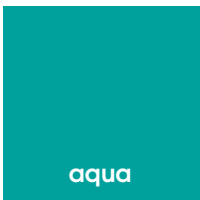

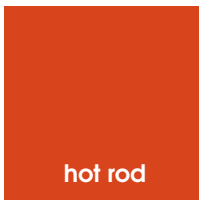
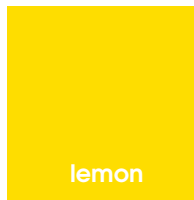
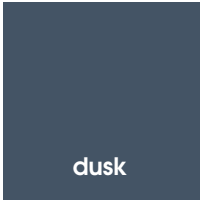
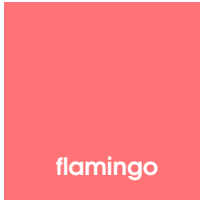





PANTONE COLOR (PMS) NUMBERS

Pantone colors are a collection of pre-mixed inks designed to assure color consistency across different printing presses. While the inks themselves are used to print on paper, Pantone colors have become a widely accepted standard used to match paint colors as well. The PMS numbers provided in this palette are meant as inspirational starting points for interior and exterior paint colors, which can display differently depending on the surface they are applied to and the amount and quality of light they receive. Seeking the advice of a professional exterior or interior designer and trying out paint swatches within the existing architectural context before making final color choices is highly recommended.

BASE TONES

| | | | | |
|----------------------|---|---|---|---|
| |  |  |  |  |
| Pantone Color (PMS): | lemonade 0131 (50%) | sand 5497 | cream 468 (50%) | ivory 468 (5%) |

HIGHLIGHTS

| | | | | |
|----------------------|---|---|---|--|
| |  |  |  |  |
| Pantone Color (PMS): | aqua 3272 | grass 397 | hot rod 173 | lemon 3955 |
| |  |  |  |  |
| Pantone Color (PMS): | dusk 7545 | flamingo 805 | sunset 152 | toast 7757 |
| |  |  |  | |
| Pantone Color (PMS): | turquoise 3242 | avocado 7748 | stone 5497 | |