

Chapter 5. Design Guidelines

PURPOSE

Design guidelines establish a framework for dialogue among property owners and developers, City staff, Barstow residents and other stakeholders collectively seeking a way to implement the vision for Route 66. Design guidelines ensure that future buildings and public spaces are well conceived and designed to work together as part of a collective whole.

The ultimate goal is to create a well-defined, functional, sustainable, beautiful and coherent Route 66 Business Corridor and Downtown Business and Cultural District that promote a strong local economy. It is the intention of these guidelines to establish appropriate models for most conditions one will find in designing buildings, parking areas, sidewalks and public spaces.

APPLICABILITY

The design guidelines apply to all property located within the planning area (Figure 1.1). The guidelines apply to all new construction, redevelopment projects or remodels, public space or landmark with a unique character related to the history and culture of Barstow and Route 66. Several guidelines in this chapter are specific to the Downtown Business and Cultural District Barstow (Subarea 2) and are not applicable to other locations. These guidelines are indicated with the heading "Downtown Specific."

What are Design Guidelines?

Design guidelines are discretionary and qualitative, and are intended to serve as criteria for reviewing projects during permit processes. The design guidelines contain recommendations on design aspects that can be interpreted, such as texture, materials, style and overall design character.

Design Guideline Components

- Building Form and Ground Floor Activation
- Shade
- Street Furniture and Lighting
- Sidewalks, Crossings and Public Spaces
- Vehicular Access and Off-Street Parking Areas
- Signs
- Public Art
- Street Trees and Landscaping
- Site Design

BUILDING FORM AND GROUND FLOOR ACTIVATION

Intent

The following building form guidelines for new construction and additions, as well as alterations to existing structures, should be used to shape and enhance the character of the Route 66 street front and Downtown. The intent is to emphasize the orientation of architecture to sidewalks and rights-of-way, increase the visual interest of buildings, relate new and old construction and emphasize the design of elements that create a sense of human scale at the street level.

Solutions

1. Building orientation should consider environmental factors such as solar access and wind direction to maximize reductions in energy use.
2. Buildings and public spaces should be oriented to maximize natural sunlight and passive heating.
3. Building orientation should consider future development on or adjacent to the building site, including shared access and potential linkages to such development (e.g. building entries).
4. Primary building façades, entrances and active uses should face existing and proposed public spaces and streets. This will enhance safety and provide easy access into buildings. In turn, the building will provide “eyes on the street” and activate the adjoining public spaces.
5. Setbacks and step backs should be explored to reduce bulk of buildings and help respect human scale and provide visual interest.

6. The use of awnings, change in building material and other architectural articulation or visual change should be used to create diverse building frontages.
7. Large grocery stores, cinemas and other uses that have large blank façades should utilize architectural treatments or smaller retail stores that create ground floor activation and pedestrian interest.
8. Locate windows in a manner that enables tenants, employees and public safety personnel to watch over pedestrian, parking and loading areas.
9. For retail buildings, provide customer entrances that are oriented to a public street or designated civic space. The spacing of entrances to anchor and ancillary stores should help with ground floor activation and add to pedestrian interest.
10. New construction should be contextual in nature, respecting the character of surrounding buildings in such aspects as massing, height, materials, storefront configuration and upper-story fenestration.



Solutions - Downtown

1. Storefronts should be kept in good repair. If repair or replacement of storefront elements is needed, high-quality materials that are compatible with the existing building and consistent with the age of structure, as applicable, should be used.
2. The original size, shape and proportion of display windows and entrances should be maintained. Storefront windows should not be removed, enclosed or reduced in size.
3. New construction should be similar in height, shape and materials to the historical structures in its vicinity. Where changes in size must occur, the visual impact of the new construction should be minimized by stepping back the new construction from existing buildings if adjacent to existing structures.
4. Building features, such as roof lines, window and door openings, porches and entrances, should resemble those related forms found on adjacent or surrounding structures.
5. Step-backs are encouraged from the front property line for buildings taller than 35 feet.
6. Ground floors should strive to maximize building transparency, with a minimum transparency requirement of 60 percent for commercial spaces and 40 percent for residential units. This means a minimum of 60 percent for commercial spaces and 40 percent for residences should be glazed windows, doors or other fenestrations.
7. Buildings with large blank facades should use change in materials, color, incorporation of public art or other design techniques to add visual interest from the public street.
8. The lower and upper floors of multi-story buildings should be clearly delineated by using pedestrian shelters or change in siding materials (e.g., brackets, paneling or other detailing).
9. Each tenant space and residential unit should provide an entrance from the interior space directly to the public sidewalk or pedestrian path that connects to the public sidewalk.
10. Avoid darkly tinted windows, mirrored windows and similar windows adjacent to street sidewalks, civic spaces and walkways.
11. Rehabilitation of an existing building constructed more than 50 years ago should minimize alteration to the existing materials, architectural finishes, form and ornamentation of the building.
12. Distinctive architectural features, finishes, materials, construction techniques and examples of skilled craftsmanship should be retained and preserved to the greatest extent practicable.
13. Deteriorated historical architectural features and exterior materials should be repaired rather than replaced.
14. Where repair is infeasible, replacement features should match the original component in design, material and color.
15. Buildings on the same site should be architecturally unified. This provision applies to new construction, additions and remodeling such that buildings are related in architectural style and share some common elements, such as materials, roof forms and/or detailing. Unity is not defined as repetition or mirroring of building elevations.
16. Previous additions that are indicative of changes to a building over time should be evaluated for architectural significance and retained if they relate to the historical nature of the building or its design.
17. Features that are to be reconstructed should be reproduced according to physical evidence, and/or archival documentation, such as historical photographs or written descriptions. Reconstruction based on details found on similar historic structures, without other supporting documentation, should not be undertaken.
18. ATM installations should be reversible without permanent alteration to historic masonry or storefront framing. Typically, the most appropriate method of installation results only in removal of storefront glazing that could be reinstalled if the ATM is removed.
19. Neon signs similar in character to iconic neon signs from Route 66's heyday era are encouraged within this subarea. LED signs may be designed to mimic an iconic neon sign provided they have a consistent light pattern and appearance similar to neon.
20. Avoid electronic readerboards or similar signage specifically within this subarea.



SHADE

Intent

Shade is a necessity in Barstow's desert environment and critical to the success of public spaces. Shade can include a range of design solutions and materials, including awnings, canopies, trees, shade structures and other built or natural elements. Encourage the use of shade, especially through awnings, that enhance visual interest at the pedestrian scale, provide shade and shelter for pedestrians and enhance existing façades.

Solutions

1. Encourage awnings, overhangs and arcades where pedestrians can walk and shop, providing overhead protection and highlighting entrances.
2. Awnings or shade structures should be in scale with the building and are located so as not to inhibit pedestrian movement or views.
3. Design awnings or shade structures to be decorative, complementary to the overall façade design and effective for weather and sun protection.
4. Relate the placement of awnings or shade structures to major architectural elements of the façade, avoiding covering transom windows or architectural elements such as stonework, decorative trim or other architectural façade elements.
5. Awnings or shade structures should never cover building piers.

6. Awnings or shade structures should be regularly maintained and cleaned to ensure a desirable presence.
7. Signage on awnings should be on the street-facing side of the valance with a subtle design reflecting the business name or service. Signage on the sloping portion of the awning should be discouraged.
8. Awnings or shade structures should be constructed of durable materials such as metal and UV and wind resistant canvas and sailcloth.



STREET FURNITURE AND LIGHTING

Intent

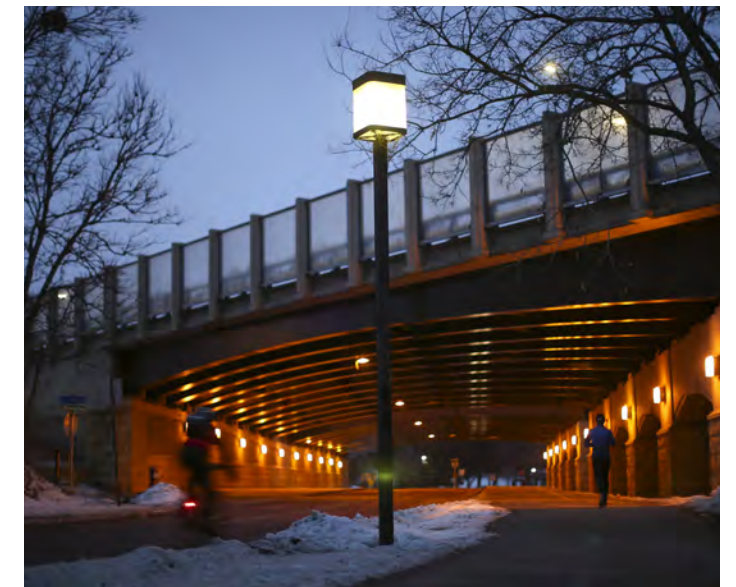
Street furniture invites people to linger and encourages social activity by making the public realm more comfortable and convenient. Pedestrian-scaled street lighting enhances safety, encourages evening use of outdoor spaces and contributes to aesthetics. The intent of furniture and lighting guidelines is to improve the appeal, consistency and unique character of the Route 66 Business Corridor and the Downtown streetscape. Benches, trash/recycling receptacles and bicycle racks should be placed on the sidewalk where they will not interfere with pedestrian movement, near intersection corners or any midblock crosswalks. Barstow Beautiful provides additional detail and guidance on use of street furniture and lighting that should be referenced and used to accompany and enhance the following guidelines.

Solutions

1. All site furnishings should be:
 - a. Consistent in style and material to create a cohesive street front.
 - b. Coordinated with lighting, signage, buildings, maintenance and utilities.
 - c. Easy to maintain and resistant to vandalism.
 - d. Positioned to take advantage of shade and/or sun and natural surveillance.
 - e. Encourage sustainable technologies in the design of furnishings.
 - f. Easily maintained and accessible to service operations.

2. Benches and furniture
 - a. Street furniture is encouraged in all areas along the corridor.
 - b. Seating should be designed at a comfortable height and meet ADA guidelines.
 - c. Fixed seating should be designed into planters, low dividing walls, retaining walls and building façades where practicable.
 - d. A portion of benches should be sited underneath trees or shade structures to take advantage of shade.
3. Trash receptacles
 - a. Trash receptacles should be located at intersections and outdoor seating areas and near bicycle racks, transit stops and building entrances.
 - b. Recycling should be encouraged by providing a container or containers that accept trash, glass/aluminum, plastic and paper.

4. Lighting
 - a. Streetscape lighting should conform to the requirements of the City's outdoor lighting requirements and those described in Barstow Beautiful.
 - b. Exterior lighting should be an integral part of the architectural design and should complement any ornamental street lighting and remain in context with the overall architectural character of the district.
 - c. Streets, pathways, open spaces and building entries should be well illuminated for safety. Building entries should be illuminated at 1.5 to 2.0 foot candles.
 - d. Lights should be compatible with buildings and should articulate and accent their landscape context.
 - e. Lighting fixtures should be selected to maximize energy efficiency and minimize light pollution through reduced glare, light clutter and poorly directed lighting sources.
 - f. On-site lighting should be located to facilitate surveillance of on-site activities from the public right-of-way and other public areas.



SIDEWALKS, CROSSINGS AND PUBLIC SPACES

Intent

Safe, accessible and well-designed sidewalks, crossings and public spaces are essential for an activated Route 66 Business Corridor and Downtown setting, allowing people to “park once” and visit, enjoy, socialize or to eat and drink. Pedestrian paving should be simple and consistent, allow for seamless connectivity between parking and Downtown’s destinations, and be installed in accordance with City of Barstow guidelines. Appropriate screening should be provided to mask storage, off-street parking and similar uses.

Solutions - General

1. Ensure that all sidewalks, crossings and public spaces are ADA compliant.
2. Sidewalk paving should incorporate recycled content to enhance sustainability. Use colored concrete or interlocking concrete pavers.
3. Design walkways wide enough for multiple people to pass. Directly connect public sidewalks with sidewalks on private property.
4. Outdoor seating areas should be designed in ways that do not obstruct movement, create safety hazards or restrict other public activities.
5. Plazas and public areas should emphasize flexibility and multiuse spaces to allow for a variety of users and uses depending upon the time of day and year.
6. All plazas and public areas should minimize physical and visual barriers and allow easy and convenient access to adjoining buildings, public streets, pedestrian areas and other public spaces.

7. Mechanical, electrical and communications equipment, including meters, transformers, service and delivery entrances and garbage storage areas, should be screened from view from public rights-of-way and public spaces.
8. Trash collection and recycling storage areas should be located within the structure or otherwise screened from view in an enclosed facility. Such facilities should be screened from view from all public rights-of-way and civic spaces behind a screening wall constructed to match the materials used on the primary building(s) on the subject site.



Solutions - Downtown

1. Sidewalk paving at intersection and bulb-outs should be paved with interlocking concrete pavers (terra cotta/brown color mix) instead of gray concrete.
2. Use interlocking concrete pavers (terra cotta/ brown color mix) surrounded by gray concrete band for crosswalk paving.
3. Outdoor dining in front of a building is encouraged. These areas should be compatible with the building’s façade and with neighboring buildings and businesses.
4. Appropriate landscaped buffer with screening should be provided along all surface parking areas visible from any public right-of-way. Pedestrian access should be integrated into surface parking lots through raised tables, specialized paving, and changes in material and color.
5. Fencing and/or wall materials should visually connect through materials or style from the building. Avoid using chain-link fencing.



6. Any screening material should seamlessly reflect building architecture and be provided along all street frontage where building is not present and allowing a vehicular access per street frontage.
7. All roof- and wall-mounted mechanical, electrical, communications and service equipment, including vent pipes, should be screened from view from all public rights-of-way and civic spaces by parapets, walls or by other approved means.



VEHICULAR ACCESS AND OFF-STREET PARKING AREAS

Intent

Motor vehicle access to each site should be consolidated to the extent practicable to limit the number of driveways and to provide safe and direct connections for pedestrians, cyclists and transit users. Parking lots should be designed for functional vehicular access and circulation, with enhanced pedestrian connections that are safe, direct and accessible.

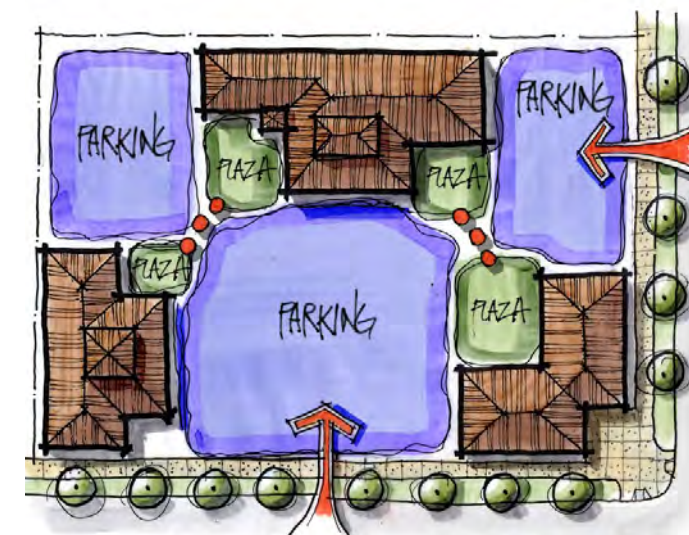
Solutions

1. Avoid or eliminate unnecessary driveway entrances.
2. Wherever practical, joint use of access points and interconnecting driveways and cross-over easements with adjacent properties should be considered to avoid individual curb cuts for every parking lot.
3. Locate parking access as far as possible from street intersections to allow for adequate access.
4. Place a parking aisle for direct access to parking spaces.
5. Provide raised walkways or colored crosswalks from the public street sidewalk to the building entrance(s). Incorporate colored, textured and permeable pavement treatments at entry driveways and crosswalks through parking lots.
6. For areas outside of Downtown, screen vehicles and traffic from the street by locating parking lots in areas to the side of or behind buildings and away from the street.

7. Design on-site circulation system to minimize pedestrian and vehicle conflicts.
8. Design parking lots by dividing a large parking lot into a series of smaller connected lots to reduce "heat island" effect.
9. Avoid dead-end drive aisles and intersections.
10. Design sidewalks at building entrances to allow for adjacent parking, car bumper overhang and wide adjacent landscape planter or drive aisles.
11. Provide bicycle racks at building entrances, with good lighting and visibility from the interior and adjacent public space.
12. Provide through lots and corner lots with two access points, one onto each abutting street, where necessary to serve a centralized, shared parking facility. Parking should be internalized to the property.

Solutions - Downtown

13. Avoid surface parking lots in front of buildings.
14. When two adjacent parcels are being developed simultaneously, parcels should provide shared access and provide one driveway.
15. Limit vehicular access per project, regardless of number of parcels along street frontage to consolidate curb cuts and access driveways.
16. Adjacent parking lots should be connected to one another to avoid creating barriers to inter-parcel circulation.
17. Urban design details—such as raised or painted pedestrian crossings and similar devices incorporating changes in paving materials, textures or color—should be used to calm traffic and protect pedestrians in parking areas.



SIGNS

Intent

Signs serve as both informational and decorative features for a community. The intent is to provide beautiful and effective signage throughout Downtown that is both informational and enhances the existing aesthetic. Barstow Beautiful provides additional detail and guidance on use of signs that should be referenced and used to accompany and enhance the following guidelines.

Solutions-General

1. Encourage neon or similar signs to promote the character of Route 66's heyday era.
2. Encourage signs that reflect a crafted, high-quality, detailed design approach.
3. Ensure sign shapes, type styles and color combinations complement building styles and reflect the business they represent.
4. Encourage signs to reflect the uses they represent in creative and fun, as well as functional, ways.
5. Prohibit signs painted directly onto building walls unless historically accurate for the particular historic structure or expressly permitted by the City and defined as public art (mural).
6. Require building-mounted signs to be located on wall areas or architectural features specifically designed for them such as recessed wall areas, towers, turrets or parapets.
7. Integrate signs with the contextual aesthetic of the street and neighborhood.

8. Coordinate placement of signs with plantings, street furniture, bus shelters and newsracks to increase legibility and access.
9. Signs should express easy and simple messaging.
10. Signs should be a unifying and consistent brand image for the building or commercial center.
11. Signs should be pedestrian oriented and appropriately scaled. Signage should not create clutter on the sidewalk or hinder pedestrian movement.
12. Window signs that disturb the display area and exterior signs should be discouraged.
13. Signs should be good quality and remain in good condition.
14. Temporary signs and banners should be professionally made and constructed of cloth, canvas, plastic PVC or similar materials.
15. If a building or business is sold, signs designed with Route 66 themes, neon or similar that evoke an Americana theme should remain on the building if possible. If replaced, the sign should resemble the previous themed signage.

Solutions-Downtown

1. Signs should strive to achieve a pedestrian scale, with an overall sign design and orientation that can easily and comfortably be read by pedestrians as they stand next to the sign.
2. Several types of signs are appropriate and encouraged in Downtown.

- a. Fascia signs
 - b. Freestanding monument signs
 - c. Hanging or projecting signs
 - d. Iconic signs, including neon or LED signs
 - e. Painted signs and murals
 - f. Wall or flat signs
 - g. Window signs
 - h. Awning signs or blade signs
3. Signs should be placed perpendicular to the building facade (projecting) or mounted flat against the wall near the building entrance. For a building on a corner lot, blade signs are encouraged to be located on the corner or face of the building on the street corner. Corner mounted blade signs should be mounted at a 45-degree horizontal angle so that its two sides are equally visible from both streets. Avoid using blade signs that project more than four feet from the face of the building wall upon which the sign is mounted.
 4. Supporting arms or frames for projecting signs should be of a decorative design compatible with the design of the sign.
 5. Support wires may be used for lateral support when fully within the horizontal plane of the sign. Any angle iron or secondary support, other than support wires, shall be enclosed in a form constructed of impermeable material.



PUBLIC ART

Intent

Art in public spaces can provide beauty and reflect local culture and history. In Downtown, public art also can be functional, informative and even whimsical. The guidelines below support public art that promotes Barstow's history and beautifies the public realm.

Solutions

1. Public art pieces should be located in highly visible locations, activity areas and attractions, pedestrian gathering areas and intersections of pathways and walkways.
2. Murals should be encouraged on large, exposed walls visible from Route 66 and other major public streets, and are to be completed by a licensed professional.
3. Public art pieces that are functional or interactive should be encouraged.
4. Both permanent and temporary installation/exhibit space should be incorporated into the design of plazas and public areas.
5. Public art should be placed as a focal element in a park or plaza, or situated along a pedestrian path to be discovered by the traveler.
6. Public art should be incorporated into every-day street elements, for example, bike racks, light guidelines, benches, utility boxes, screening, fencing, bus shelters, kiosks and sidewalk paving.
7. Public art can provide opportunities to help convey and introduce visitors to Route 66 and the Mojave Desert's interpretive themes, sense of identity and place.
8. Public art should be accessible to persons with disabilities, and placement should not compromise the public right-of-way.



STREET TREES AND LANDSCAPING

Street trees and landscaping in the planning area shall be provided to enhance the streetscape and public spaces through use of native landscaping and to create a more welcoming, natural and visually interesting experience for residents and visitors. As new plantings are developed and existing planting areas improved or replanted, it is important for the landscape to reinforce Downtown's identity and provide a welcoming streetscape. Equally important is the need to select more water-efficient and easily maintained plants that are appropriate for the desert climate and street environment.

The Barstow Beautiful landscape guidelines and plant palettes include a selection of climate-appropriate materials that can be used as a starting point for developing an approved palette of plant species suitable for harsh urban and desert climates. This approved plant list should incorporate a variety of plant choices/looks that could successfully grow in Barstow and would be easy to maintain, including trees, shrubs, succulents, vines and groundcovers, with an assortment of deciduous, evergreen, flowering, fall/annual color, trees for small parkways and medians and also larger trees for public spaces. All of these should endure some degree of drought conditions, many with a reflective character of the desert, or interesting shapes to add visual interest.



SITE DESIGN

Intent

Site design should strive to create a cohesive, connected and consistent frontage of buildings along Route 66 and other major streets. Any development in Downtown should be designed to fit the Downtown character of Barstow.

Solutions - General

1. Buildings should be located at the corners of signalized intersections and reflect a gateway experience.
2. Businesses should be located to face Route 66 as well as any internal streets. Internal streets should contribute to the walkability and bikeability of a project.
3. All lots should abut or have cross access to a dedicated public street.
4. All lots that have access to a public alley should provide for an additional vehicle access from that alley.
5. Free-standing buildings should be connected to one another with a seamless pedestrian network that provides access to building entrances and adjacent public spaces.

Solutions - Downtown

1. A continuous building wall should be maintained by building to the front property line for a minimum of 80 percent of the parcel street frontage.
2. Neighborhood-scale commercial developments should be encouraged by limiting the total commercial floor area per individual building to be less than 25,000 square feet.
3. Buildings located at the intersection of two streets should use a corner building entrance. The building corner should use detailing that emphasizes the corner location. Examples of acceptable detailing include a rounded or chamfered (beveled) corner, weather protecting canopy, plaza, sculpture and/or similar pedestrian-oriented features.
4. Where a corner entrance is not practical due to the internal functioning of the building space or due to physical constraints of the site (e.g., topography, accessibility or similar circumstances), a building entrance should be provided within 10 feet of the corner.



Chapter 6. Branding, Wayfinding and Interpretation

PURPOSE

The branding and wayfinding strategy is designed to direct freeway travelers to the core of the city, with a series of opportunities to experience the history and culture of the corridor while traveling along Route 66. Wayfinding occurs at two scales: vehicular and pedestrian. The vehicular scale wayfinding applies to travelers on I-15 and I-40 and Route 66 heritage travelers following the historic route. The pedestrian scale wayfinding is designed for residents and visitors experiencing the Downtown Barstow core by foot, bike, wheelchair or other active transportation means. The combined branding and wayfinding system is also designed to establish a distinctive identity for Barstow’s Route 66.

WAYFINDING

Vehicular-scale wayfinding includes directional signage along the highway and interstate system, assuming primary and secondary paths of travel as shown on Figure 7.1.

Interstate and Highway Directional Signage

There are several locations where directional signage is needed to direct motorists to Route 66 and Downtown Barstow. The California Department of Transportation (Caltrans) has established standards for and will provide various signs, including historical landmark signs, historic interest signs, or general information or interest signs to direct motorists to historical resources or services. The State posts these signs on freeways or expressways where direct access to services or historical resources is available, or off the road network as appropriate. Five proposed locations for directional signs to the Downtown Business and Cultural District are established (see Figure 7.1), applied to three contexts:

- Primary Paths of Travel: Locate highway signage to draw travelers to the Downtown Business and Cultural District. Highway signs should include exit information for the district and Route 66 (e.g. Downtown Barstow/Route 66—Exit Barstow Road).

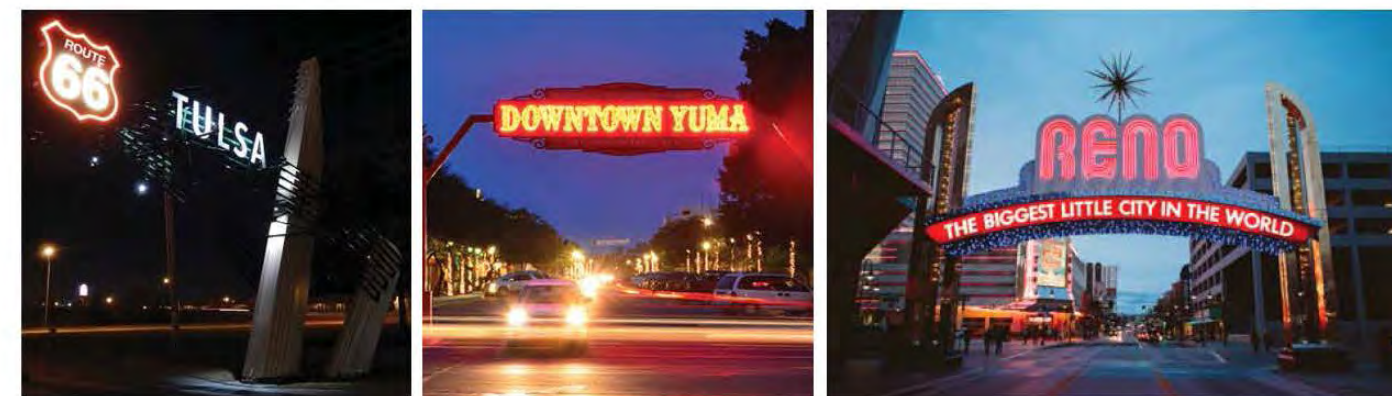
Exit information should direct travelers to the Barstow Road exit, providing a direct connection to the Downtown Business and Cultural District through the planned Barstow Cultural Corridor.

- Secondary Paths of Travel: Locate signage along SR-58, I-15 and I-40 to encourage travelers to exit onto Route 66. Specifically, relocate the Route 66 sign on westbound I-40 to a location before a motorist uses the East Route 66 exit. Currently, the sign directing travelers to Route 66 is located after the East Route 66 exit. In addition, locate secondary wayfinding elements to capture the Outlets at Barstow and Spanish Trail-themed development, using the Route 66 Museum, Harvey House, Mojave River Valley Museum, Desert Discovery Center and Route 66 as draws.
- Overpass Gateways: Barstow Beautiful identifies branding themes for overpasses. These would be located at SR-58, I-40 and I-15.

Route 66

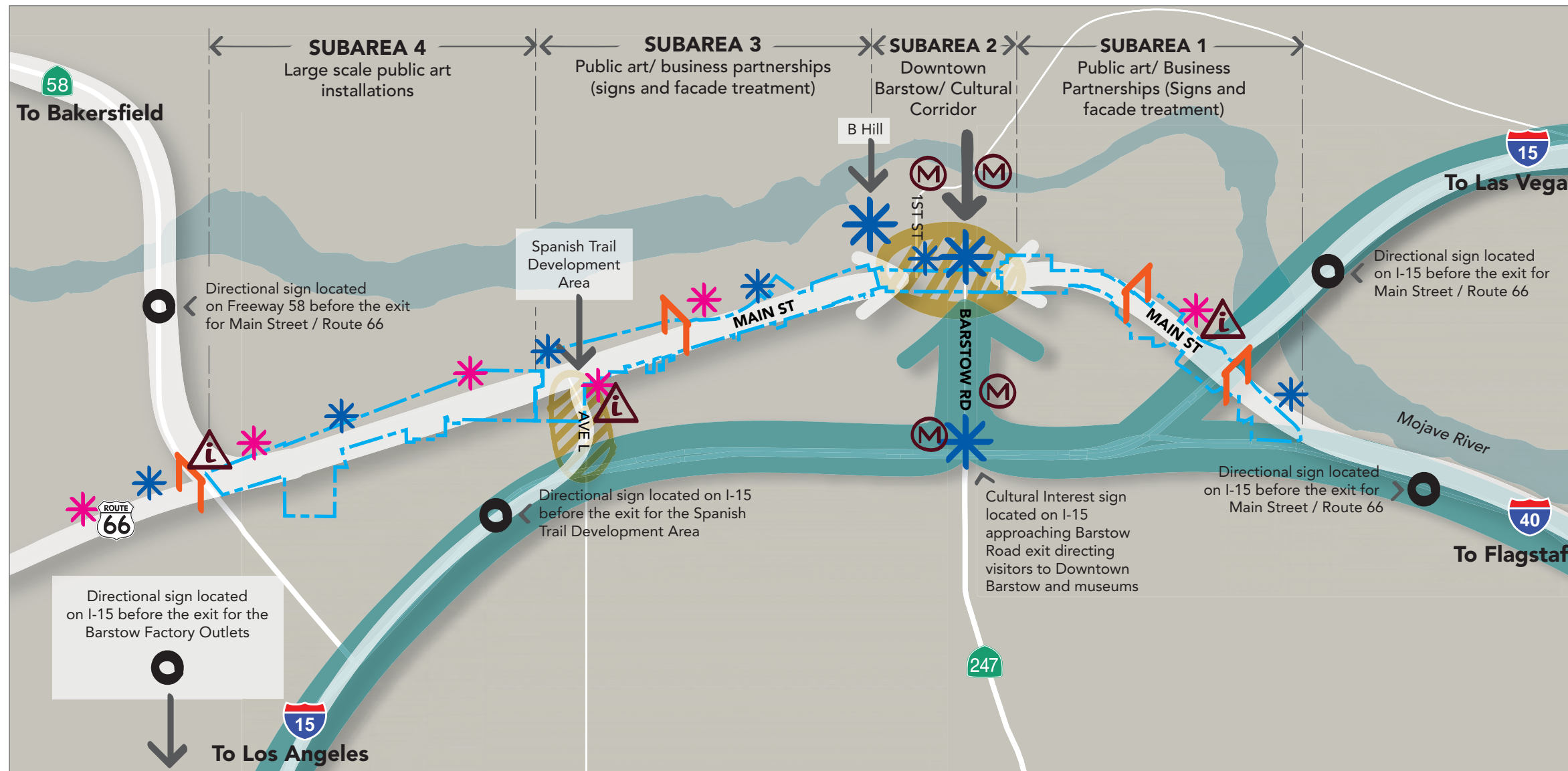
Branding and wayfinding elements along Route 66 include gateway signs, landmarks and public art. Many are large enough to be experienced at the vehicular scale, with an increasing focus on the pedestrian scale experience as visitors approach and enter the Downtown area. These elements and potential locations are shown on Figures 7.2 through 7.4.

- Route 66 Downtown Gateways: Route 66 gateways demarcate the Downtown subarea along Route 66 by locating entrances to the section of the corridor with most visitor and architectural interests. Downtown gateways should be located at the two high points along Route 66 with views towards Downtown. These gateways should fit within the style of other wayfinding materials and installations that focus on Americana and Barstow’s heyday era through car culture. Mid-century themed gateways are



DOWNTOWN GATEWAY

Figure 7.1



CONTEXT AND SUBAREA OVERVIEW

- Proposed Directional Signs
- Proposed Gateways
- Proposed Landmarks
- Proposed Public Art
- Museums
- Information Kiosks
- Primary Paths of Travel
- Secondary Paths of Travel
- Development Area

BASE MAP FEATURES

- Barstow Downtown Specific Plan Project Area
- Highways
- Freeways

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



Paths of Travel

The Downtown Barstow Route 66 wayfinding strategy aims to direct freeway travelers to the core of the city. Primary paths of travel will draw drivers to exit I-15 at Barstow Road and travel north, through the planned Barstow Cultural Corridor. Secondary paths of travel will draw drivers along Main Street (Route 66) from the east and west.

Proposed large-scale wayfinding and branding elements include:

- Directional Signs:** Signs that provides users with instructions on how to travel to specific destinations
- Gateway Signs:** Signs that welcome users as they cross the threshold into a defined area
- Landmarks:** Large, iconic features that reflect and enhance the unique identity and character of a place
- Public Art:** Permanent or temporary installations of sculpture or other art types, open to public view

For more information and definitions of the above branding and wayfinding elements, see the associated set of Proposed Branding & Wayfinding maps and precedent images.



also appropriate when considering the car-themed Route 66 monuments along the corridor.

- **Landmark Sign on B-Hill:** Encourage property owner to place a large-scale Barstow sign on B-Hill to highlight Downtown, and create an iconic, highly visible attraction. The central location and raised topography of B-Hill would allow this feature to effectively build local identity and draw in travelers from a distance.
- **Downtown Welcome Sign:** This sign would be reminiscent of vintage Googie-style “city welcome” signs, but would have interchangeable arrows located below the main sign to direct drivers to local businesses or nearby attractions like the Harvey House. Some arrows may be reserved for business sponsors.
- **Barstow Route 66 Monuments:** Eight monument signs designed as part of the Barstow Beautiful wayfinding project draw visitors to the route. These monuments, placed at key locations along the

corridor allow for additional historic interpretation where a motorist might stop and use the virtual tour guide (see Figure 7.6, Online Branding), or demarcate a specific location. Monuments could be placed at locations where “then and now” photographs could be used in conjunction with a QR code or hot spot link to web-based exhibits to offer additional historical interpretation.

Public Art

A series of public art elements should be located along the Route 66 corridor, designed to build local identity, draw visitors along Route 66 and support local businesses. There are two proposed scales of art, depending on location.

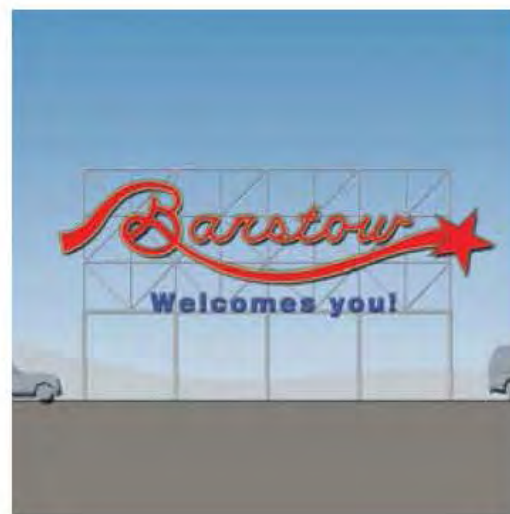
- **Large-Scale Art Installations:** Large-scale sculptures or other art types would be located west of Avenue L and at I-15 and I-40 interchanges. The goal of these installations would be to draw travelers through parts of the corridor where there are few businesses or other

attractions. Large-scale public art elements should be incorporated into existing and planned infrastructure—especially bus stops and lighting guidelines—to help integrate public art into the travel experience.

- **Business-Oriented Heyday Art:** Several locations along the corridor create opportunities for businesses to incorporate art into their signage or even create standalone art pieces. Several project participants said that bringing back neon should be a priority. Neon signs can function as art in addition to increasing visibility for businesses. These types of signs/art would be the responsibility of the business to develop and maintain. Businesses should consider working with the City to implement a façade improvement and signage district program to fund signage and art projects.

as well as private development that incorporates Americana themes into signage or design of buildings, such as through neon signage as shown in the precedent examples in Figure 7.5. LED signage can also be used provided it is used in a way similar for how neon has been used, historically along the corridor.

A public art program is expected to be a combination of publicly funded art installations,

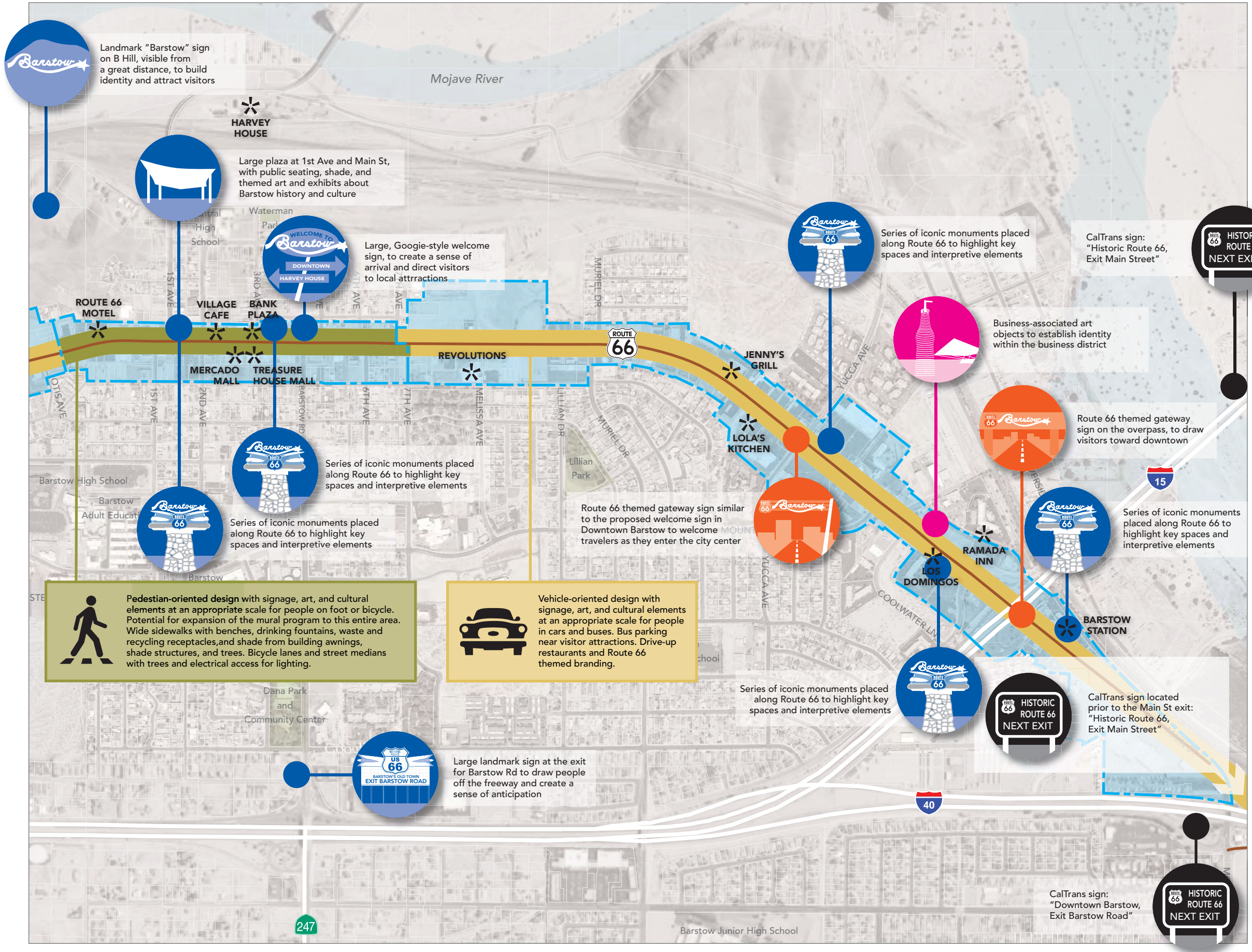


LARGE-SCALE SIGN ON B HILL



BARSTOW / ROUTE 66 MONUMENT





specific plan **ROUTE 66**
BARSTOW
downtown

Figure 7.2

PROPOSED BRANDING & WAYFINDING (SUBAREAS 1 & 2)

- Directional Signs
- Gateway Signs
- Landmarks
- Public Art
- Vehicular Zone
- Pedestrian Zone
- Existing Local Attraction

BASE MAP FEATURES

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

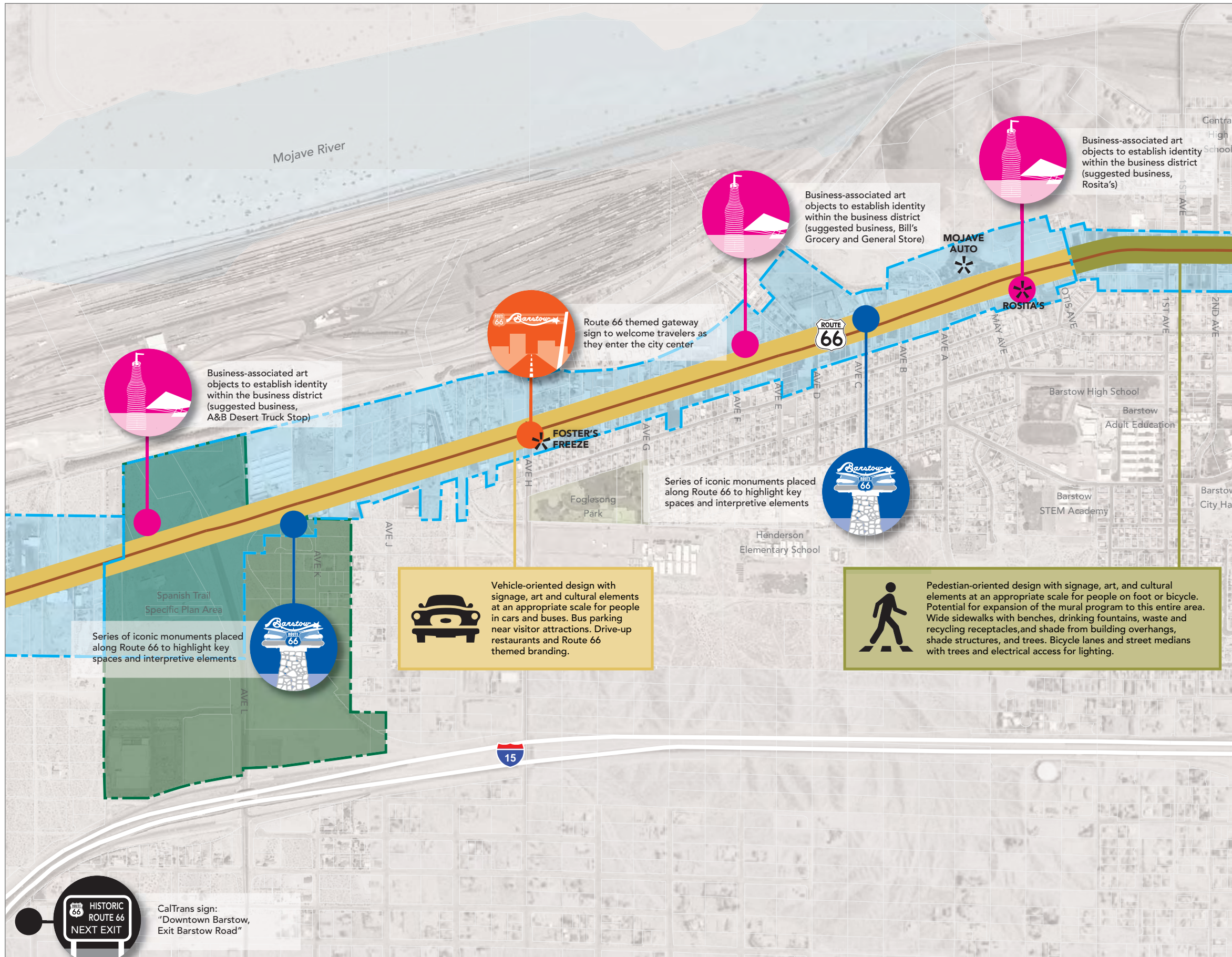
SOURCES: GIS files provided by the City of Barstow, City of Barstow website: <http://www.barstowca.org/>, Google Maps



specific plan **ROUTE 66** BARSTOW downtown

Figure 7.3

PROPOSED BRANDING & WAYFINDING (SUBAREA 3)



- Directional Signs
- Gateway Signs
- Landmarks
- Public Art
- Vehicular Zone
- Pedestrian Zone
- Existing Local Attraction

BASE MAP FEATURES

- Barstow Downtown Specific Plan Project Area
- Spanish Trail Specific Plan 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

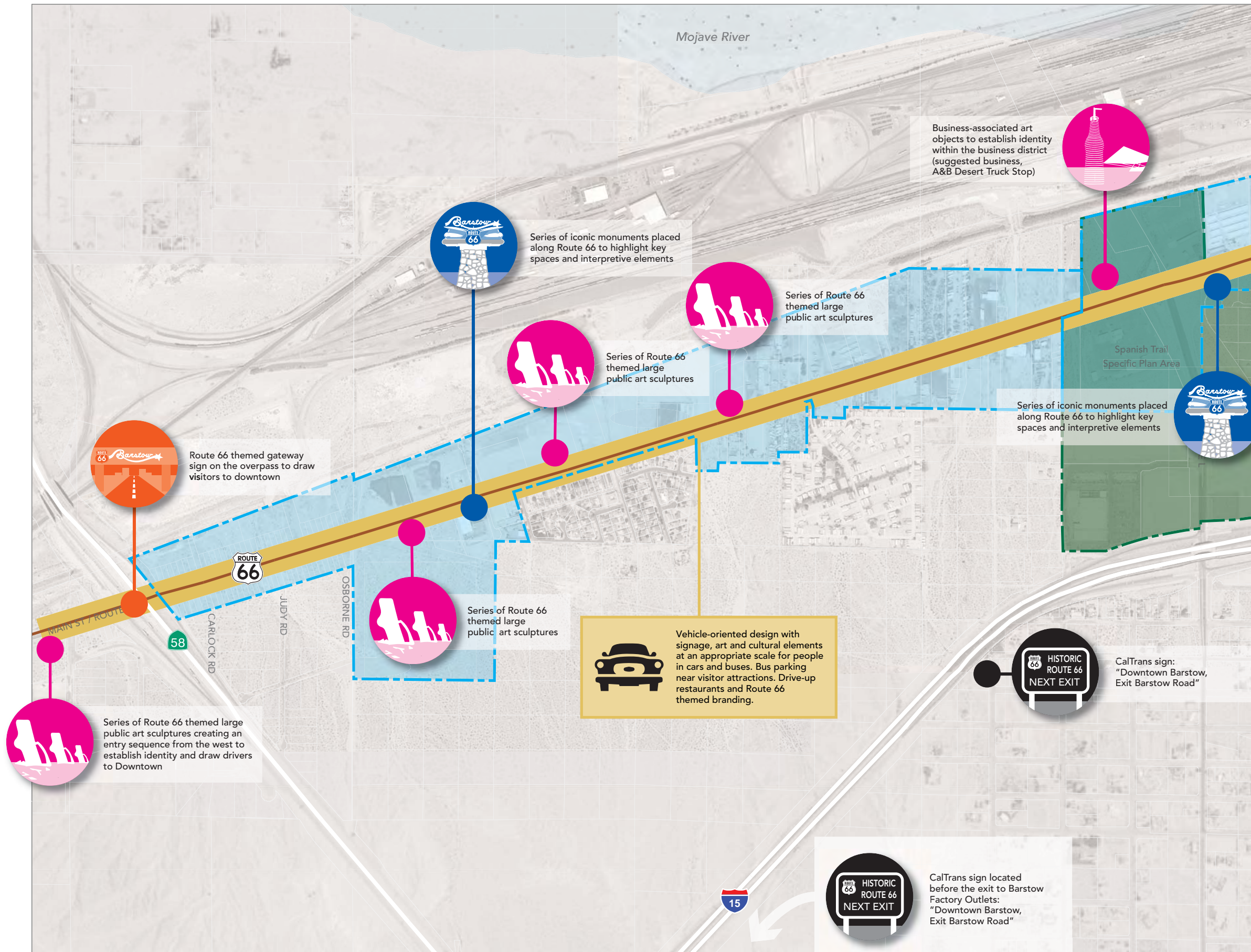
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specific plan **ROUTE 66**
BARSTOW
downtown

Figure 7.4

PROPOSED BRANDING & WAYFINDING (SUBAREA 4)



- Directional Signs
- Gateway Signs
- Landmarks
- Public Art
- Vehicular Zone
- Pedestrian Zone
- Existing Local Attraction

BASE MAP FEATURES

- Barstow Downtown Specific Plan Project Area
- Spanish Trail Specific Plan 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

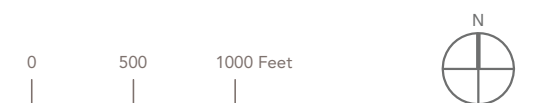


Figure 7.5
LARGE-SCALE WAYFINDING PRECEDENT EXAMPLES

DIRECTIONAL SIGNS

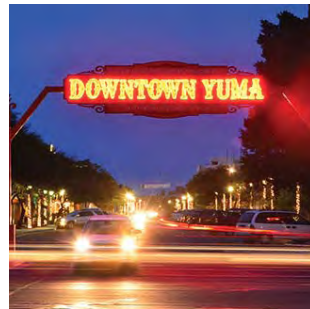


CALTRANS SIGNS

GATEWAY SIGNS

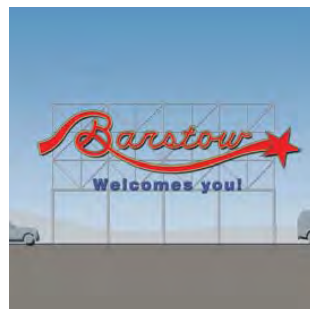


OVERPASS GATEWAY

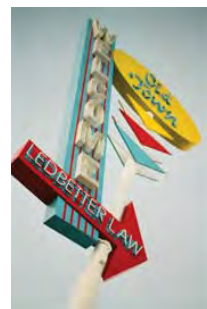


DOWNTOWN GATEWAY

LANDMARKS



LARGE-SCALE SIGN ON B HILL



DOWNTOWN WELCOME SIGN

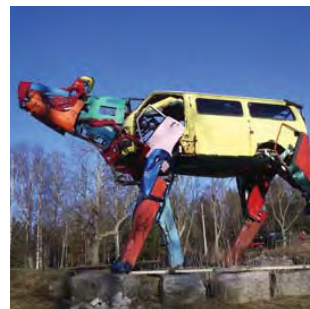


BARSTOW / ROUTE 66 MONUMENT



LARGE-SCALE ROUTE 66 THEMED SIGN

PUBLIC ART



LARGE SCALE PUBLIC ART INSTALLATIONS



BUSINESS-ORIENTED AUTO CULTURE HEYDAY ART

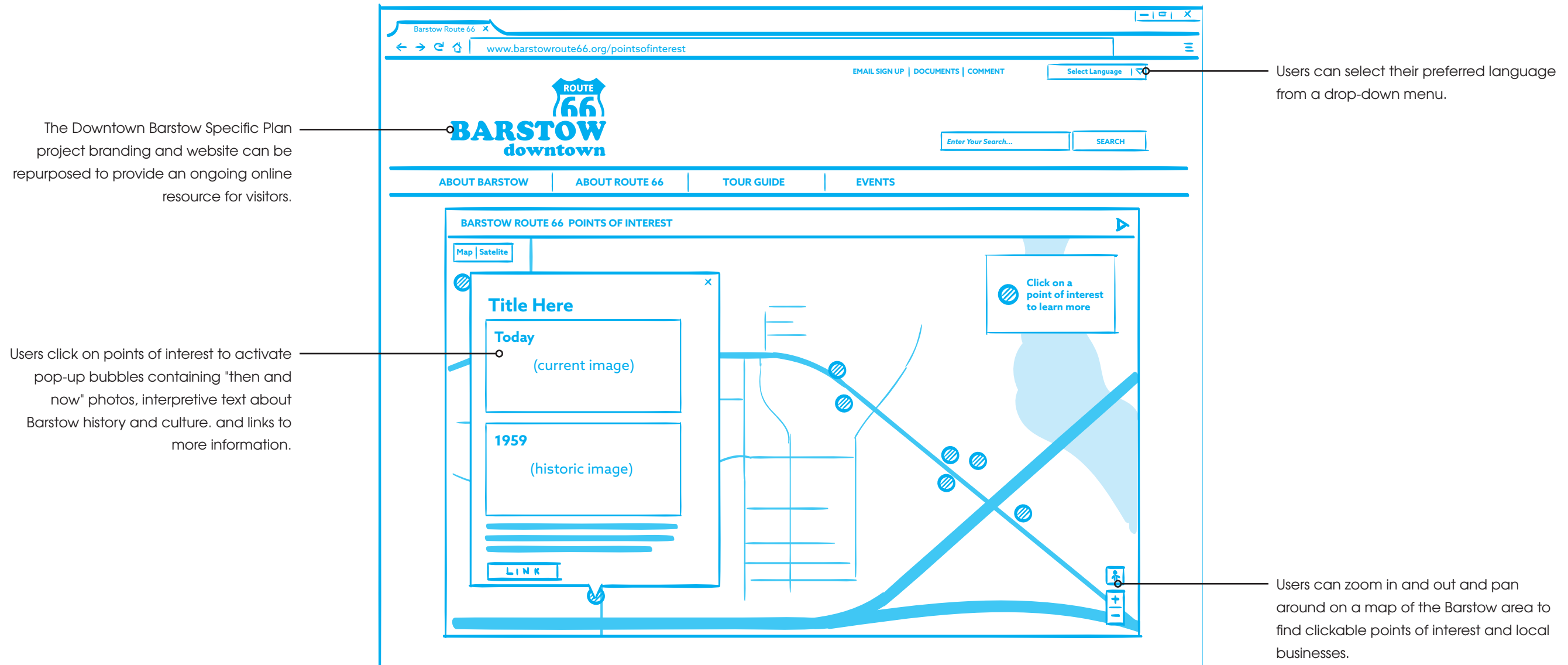
ONLINE BRANDING: VIRTUAL TOUR GUIDE

During the outreach process for this Specific Plan, public emphasized the need for visitors to experience the “Americana” themes that have shaped Barstow and the corridor over its long history. Because many visitors are international, branding the Americana experience needs to be easy to navigate and accessible in multiple languages. The proposed

branding concept uses the website and logo developed for the Barstow Downtown Specific Plan project as a framework to create an interactive “virtual tour guide” of the corridor. Points of interest on a map of the area would be clickable, activating pop-up boxes with brief text descriptions and “then and now” photos. This format provides an excellent

opportunity for local historians and museums to develop content for the tour guide. Web technology allows users to translate webpage text into their preferred languages. The virtual tour guide can also be a venue for local business owners to advertise and locate their business on the map to increase traffic.

Figure 7.6: Virtual Tourguide



INTERPRETATION

Interpretive Goal

The interpretive strategy is designed to draw more visitors into Barstow and educate both residents and visitors about Route 66 and Barstow's unique natural and cultural qualities that make it the gateway to the Mojave Desert, building upon interpretive resources that are already in place. Barstow's four museums and the Harvey House Visitor Center introduce visitors to the Mojave Desert, its history of human settlement, why this area is such a critical transportation corridor with the railroad and Route 66 and how people have adapted to the area's harsh conditions. These resources are described on page 15 (Landmarks, Gateways and Historic Resources).

Barstow's "Main Street Murals" program also provides an introduction to both the natural and cultural history of the Mojave Desert. A website provides visitors with a map and more detailed information about all of the murals which can be used for a self-guided walking tour. (<http://www.mainstreetmurals.com/map.htm>)



Interpretive Objectives

- Use interpretive opportunities in Barstow to introduce new visitors to the nature and culture of the Mojave Desert.
- Use interpretive opportunities to serve as a draw for visitors coming through looking for more than just a service stop.
- Tell a coordinated multi-layered story that draws visitors and residents alike into town and engages them in local history and culture.
- Leverage and coordinate existing interpretive resources to amplify Barstow as the destination for visitors exploring the Mojave Desert.



Interpretive Themes

Interpretive themes are the most important ideas or overarching concepts that link stories together in a physical location or locations. In this case, these themes are tied together by the ribbon of pavement that is Route 66 which runs through Barstow, which is uniquely situated to serve as the gateway to Route 66 through the Mojave Desert. The five main themes, developed as part of the Corridor Management Plan, that are relevant to Barstow are:

- Early patterns of habitation, exploration, settlement and adaptation to harsh desert conditions
- The transportation corridor including the alignment of Route 66 through Barstow and the Mojave Desert and the influence of the railroad on community development
- Route 66 and the evolution of wagon roads into modern highways
- Route 66 and military desert training
- Vastness and the ephemeral nature of the desert as seen in its geology, ecology and its night sky

Interpretive Strategies

- Position new interpretation as an integral part of the broader section of Route 66 through the Mojave Desert, and coordinate with other Mojave Desert gateway communities along Route 66 (Victorville and Needles).
- Connect Barstow's museums together as a "cultural corridor" along Barstow Road and N. First Avenue to provide the critical mass needed to draw visitors towards downtown from I-15.
- Position future marketing efforts for the cultural corridor as the Gateway to the Mojave Desert.
- Coordinate the interpretive programming, hours of operation, special events and ticketing packages among the museums to help visitors more easily access interpretive and educational resources.
- Create storefront window exhibits on Main Street – one for each museum, preferably in adjoining windows as an early action that could lead to further coordinated programming, each one picking up on the relevant theme.
- Develop an interpretive and event destination site on Main Street at its intersection with Barstow Road.
- Use public art and environmental scale graphics, signage and architecture to extend interpretive themes outward along the Route 66 corridor in Barstow (East and West Main) and establish a new and distinctive character for Route 66 along approaches and gateways into Barstow.

Interpretive Tools

Although resources are limited and funding for interpretive development is highly competitive, a number of interpretive tools and opportunities are available that can help achieve overall goals and objectives for Barstow's Route 66.

Interpretive Tools

Four interpretive tools are recommended with examples on the pages that follow:

- Web-based Tools
- Public Art
- Environmental Graphics, Signage and Architecture
- Interpretive Destinations

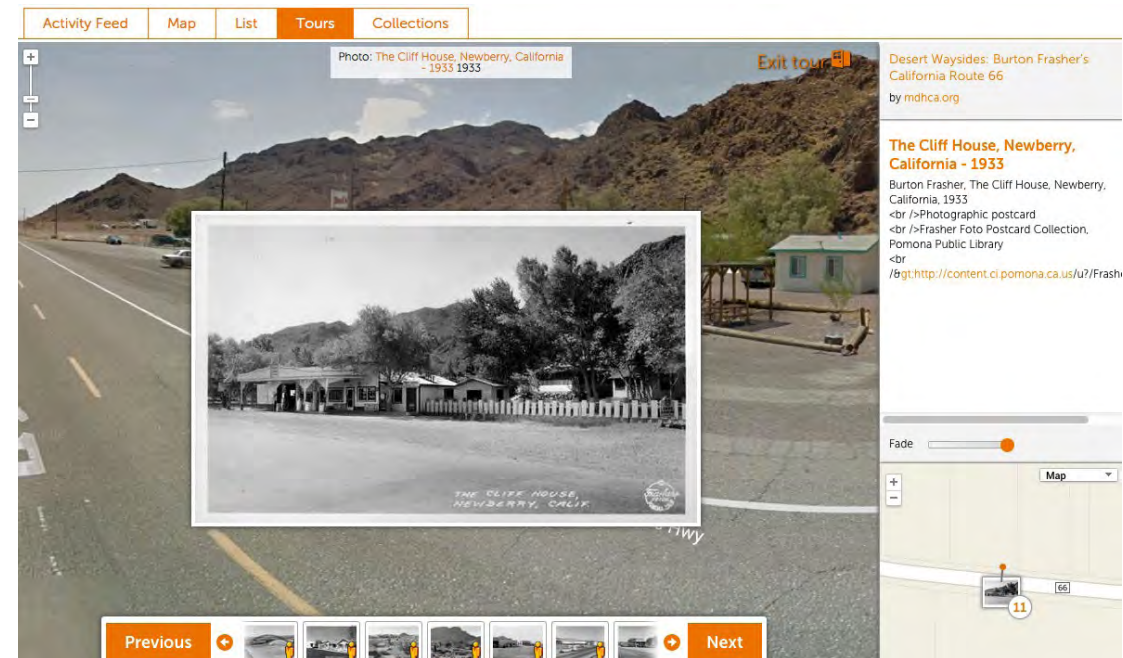


The location of the photograph could be marked with either a commercially available product designed to frame the historic photograph where it was taken or more simply by installing a post with a QR code affixed that links back to the virtual exhibit.

Web-based Tools

Providing high-quality interpretive and visitor information is a critical part of travel planning and heritage-based tourism development. Two opportunities are both readily accessible and do not require heavy financial investments, but do require investments in time and effort:

Then and Now Virtual Museum - Mojave Desert Heritage and Cultural Association's online exhibit (<http://mdhcaexhibits.blogspot.com>), coupled with the treasure trove of available historic photographs, provides a strong foundation to expand digital offerings into Barstow. The MDHCA's exhibit uses the "historypin" web site so that the "then" image's opacity can be slid back and forth for easy comparison with a "now" photo. Specific locations dictated by the "then and now" images content can then be identified as interpretive destinations by linking to the virtual exhibit at the photo site using QR codes or commercially available technology.



Screen shot of the Mojave Desert Heritage and Cultural Association's (MDHCA) online exhibit showing Newberry Springs then, and now behind.



This example of repeat photography taken from the Route 66 motel looking towards downtown Barstow provides an illustration of how "then and now" photographs that are accessible online can be utilized to easily create a virtual interpretation as well as an online exhibit.



Public Art

For Barstow, large-scale public art can be used as an interpretive and wayfinding tool to help capture the attention of visitors coming into town along Historic Route 66, to develop Main Street (both East and West) and to provide visual cues at important gateways or stopping points in the commercial corridor.

Given the scale of the more commercial and industrial sector of the corridor in the far western section of Barstow's Route 66, a thematic installation could illustrate and capture "the vastness of the desert" theme associated with its ecology. An example would be using public art to bring the more ephemeral aspects of the vast desert into view, including its wildflower blooms or wildlife, using large representations of iconic desert flora and fauna. A public art selection process should be employed and the artist selected should be willing to work with the community in the design of any coordinated installations. Coupling the public art installations with bus stops would have the added benefit of enhancing the travel experience of bus riders. Similar applications could be made to explain the evolution of travel along Route 66 in the eastern end.



Environmental Graphics, Signage and Architecture

Another important tool that could be used to help tell the Route 66 story in Barstow would be to capture the sense of place found in Barstow during the historic period through large-scale environmental graphics in the form of signage and building façade rehabilitation programs.

First, it is important to preserve the remaining historic signs, structures and roadway features where they still exist. New features should attempt to capture the spirit of the historic resources, but not replicate them, consistent with the guidance provided by The Secretary of the Interior's Standards for the Treatment of Historic Properties and The Secretary of the Interior's Standards for the Treatment of Historic Properties with Guidelines for the Treatment of Cultural Landscapes.

Second, when existing or new businesses are interested in renovating facilities, the opportunity exists to partner with the owners to develop large scale environmental graphics that reflect the sense of scale and movement prevalent in the architectural styles of the times (e.g. Googie Style or similar). Examples of this scale of effort are included in Chapter 4.



Interpretive Destinations

The first three tools help to tell the story without using traditional interpretive tools, such as interpretive wayside exhibits found at many of the National Park Service and BLM visitor sites, or that have been installed along Route 66 through the original Hampton Inn sponsored site markers.

Interpretation today has to compete for attention with the diverse array of social media and more immersive experience-based sites and attractions that have evolved over the years. Creating a more immersive outdoor experience in Barstow is constrained by both harsh conditions and the funding necessary to design and construct these types of exhibits. The goal in this case, however, is to introduce visitors to the actual desert experience—enticing visitors to travel more deeply into the desert to see and experience the real thing.

There are two outdoor locations in Downtown Barstow that can help meet these objectives.

- "B Hill" Overlook
- Downtown Plaza and Walking Tour

- **"B Hill" Overlook:** has a great view over the rail yards, which is the best way to explain and experience both early railroad history and the reshaping of Barstow. Views from B Hill can be seen here:
<https://www.flickr.com/photos/barstowsteve/sets/72157603837005664/with/374563077/>
- **Downtown Plaza and Walking Tour:** The second site is at the foot of Barstow Road. Interpretive installations and/or a kiosk would help to introduce visitors to the mural tour, to the "then and now" exhibits and to any future coordinated storefront exhibit with its four museums "along the Barstow Cultural Corridor." The broad interpretive themes noted above would be introduced at the park, and the walking tour would be designed to reinforce those themes. Examples of this effort are included in Chapter 4.

Chapter 7. Circulation and Public Infrastructure

CIRCULATION

Vehicles

Vehicle circulation will not change, although pullouts or off-street parking may be used where icons or public art are located along the corridor. Because the interpretive elements along Route 66 will be experienced by pedestrians, cyclists and visitors in automobiles, vehicle circulation and safe areas to stop along the route are critical. Where necessary, vehicle pullouts that do not conflict with bicycle or pedestrian facilities should be located adjacent to public art or other Route 66 attractions.

Parking

No changes to parking are Planned. On-street parking within Subarea 2 should be maintained. Off-street parking should, to the greatest degree practicable, be placed to the side or behind buildings in all subareas. In Subarea 2 (Downtown), parking will not be placed in front of buildings, but will be placed behind or to the side of the buildings to improve visual interest and increase the percentage of building frontage at the street.

Bicycle Facilities

A combination of existing and planned bicycle facilities benefit Route 66 (see Figures 2.9 and 2.10). These facilities provide the spine of the active transportation system and also attract non-auto tourists. Bicycling tours along portions or the entire Route 66 route have become quite popular, but in urban areas with high traffic volumes, safe, designated bicycle routes are necessary to increase the number of cyclists. Implementing the City's plans for dedicated bicycle facilities will be an important step in increasing visitors on bicycles.

Pedestrian Facilities

The Route 66 experience should be safe for all modes of travel. However, the baseline development pattern along the majority of the corridor is more focused on the automobile and is generally not conducive or interesting for pedestrians. While much of the central portion of the corridor does have sidewalks, special focus should be placed where pedestrian travel is encouraged through pedestrian-scale wayfinding as described in Chapter 4 for areas like Subarea 2 (Downtown). Safe pedestrian crossings, shade in areas where people congregate, and amenities such as benches and trash receptacles are critical to encouraging people to walk and experience Route 66 on foot.

Indirectly related but an important characteristic of pedestrian-oriented streets is the surrounding built environment. Encouraging building orientation to front streets at signalized intersections in Subarea 1 will increase pedestrian interest and contribute to an improved pedestrian environment. Placing buildings at corners, as opposed to parking, creates natural gateways along the corridor.

Transit

This Plan does not propose any changes to the transit system or circulation along the corridor. However, transit stops should be placed in safe locations and have access to the pedestrian system.

PUBLIC INFRASTRUCTURE

Adequate infrastructure is a key ingredient in facilitating a higher quality of life for both residents and businesses. The Specific Plan does not propose any changes to land use or development types, or specify what effects recommendations should have on other elements of the City's General Plan and development code that would require additional sewer, water or stormwater infrastructure. Any new extensions or added use of the baseline infrastructure would be reviewed and approved through the development process. The City will require documentation that demonstrates adequate supply or capacity is available before new development projects are approved, and will require developers to fund a fair share of the costs associated with the facilities and services provided.

Chapter 8. Implementation Action Plan

PURPOSE

This Specific Plan provides short- and long-term actions to implement the goals, policies and strategies identified through this document. This chapter identifies the specific action items necessary to implement the Specific Plan, approximate timing and potential funding resources.

The Implementation Action Plan will be used by the City throughout the life of the Specific Plan and should be periodically reviewed and updated to reflect conditions as they change over time.

FUNDING AND PHASING

Implementing the projects and programs identified in this Specific Plan will require a suite of funding and financing strategies. There are generally five types of projects proposed in the corridor:

- Public investments in infrastructure – These include modifications to streets, sidewalks, lighting, wayfinding and public spaces that make it easier to find Downtown, to get there safely by a variety of transportation choices (automobile, bus, bicycling, walking) and to enhance the overall quality of the public spaces and circulation systems.
- Public art and gateways program – Public art can enrich the public understanding of how Route 66 shaped the social and cultural life of Barstow’s past while enhancing the character and quality of life of Barstow for the next generation. Public art will play a critical role in introducing the broad themes associated with Route 66 when integrated into the overall wayfinding and interpretive programs and provide a welcoming and inviting draw for visitors wanting a more authentic Route 66 experience.

- Business signage/façade treatment partnership program – Private business investment can help to further enhance the overall experience of Route 66 through Barstow. Barstow has a rich tradition of signs and architecture geared toward the high-speed automobile era, sometimes referred to as Google or Lower Modern architectural styles. Barstow also has rich tradition of using color, glass, light and neon to communicate a strong message to automobile travelers to encourage and invite highway travelers to their businesses.
- Destination Development – Establishing Barstow Road, Route 66 and 1st Avenue as a cultural corridor will help establish Downtown Barstow as a distinct destination, separate from the Outlet Mall and Spanish Trails development project. The corridor is anchored on the south by the Desert Discovery Center and Mojave River Valley museums and on the north by the Route 66 Mother Road Museum and Western Railway Museum. The Downtown area needs to be established as the primary node for the cultural corridor, with suggestions for a performance space, interpretation and additional visitor amenities/shade, etc.
- Marketing and Programming – This is needed to further drive visitors into Downtown and experience the history of the corridor while also increasing tourism and business activity.

There are several potential pools of funding that the

City or nonprofit organizations such as the Chamber of Commerce or Barstow Downtown Business Association could pursue to begin to implement the Specific Plan. Table 9.1 identifies funding types that may be applicable to the type of project under consideration. Table 9.2 identifies the specific goals, policies and strategies, approximate timing and the particular funding types that may be applicable. A detailed discussion of funding sources can be found on page 67.

ROLES AND RESPONSIBILITIES

The successful implementation of this Plan will depend on getting strong community support, active investment from property owners, businesses and entrepreneurs and increasing participation from private and non-profit organizations to effectively raise funds and partner with the City of Barstow. Private property owners, land owners, investors, businesses and entrepreneurs in the project area

should actively participate and get involved with the Barstow Area Chamber of Commerce and Barstow Business Association to create a thriving local business community and to help draw more investments.

The City of Barstow will primarily:

- Review all development and redevelopment project proposals in the Specific Plan Area for consistency with the Specific Plan guidelines, goals and policies.
- Actively pursue additional funding sources such as grants since the anticipated public investment is limited in the project area.
- Promote the unique history and culture of Route 66 and Downtown Barstow by co-sponsoring more events and supporting branding efforts.

Table 9.1 Funding Sources by General Project Type

GOALS/POLICY/STRATEGY	ECONOMICALLY DISTRESSED	RURAL ECONOMIC DEVELOPMENT	SUSTAINABLE COMMUNITIES AND LIVABILITY	PRESERVATION, CULTURE AND ARTS	INNOVATIVE FINANCING
Public Investments in Infrastructure	●	●	●		●
Public Art and Gateways		●		●	
Business Signage/Façade Enhancement	●	●			
Destination Development	●	●	●	●	●
Marketing/Programming	●	●		●	●

Table 9.2 Project Strategies, Potential Funding Sources and Responsible Parties

GOALS/POLICY/STRATEGY	TIMING	FUNDING CATEGORIES				
		ECONOMICALLY DISTRESSED GRANTS	RURAL ECONOMIC DEVELOPMENT GRANTS	SUSTAINABLE COMMUNITIES AND LIVABILITY GRANTS	PRESERVATION, CULTURE AND ARTS GRANTS	INNOVATIVE FINANCING/ GRANTS
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. (GP Land Use Policy 2.A).						
<i>Strategy 1.A.1:</i> Within the Downtown Business and Cultural District (Subarea 1), provide pedestrian amenities such as improved street lighting, benches, trash receptacles and shade structures or shade trees to increase pedestrian comfort.	1-5 years	○	○	◐	◐	●
<i>Strategy 1.A.2:</i> 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.	1-5 years	○	○	○	◐	◐
<i>Strategy 1.A.3:</i> 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).	1-5 years	○	○	○	◐	◐
<i>Strategy 1.A.4:</i> Design and install directional signage at freeway ramps to direct motorists to Downtown Barstow and Route 66 (GP Land Use Strategy 2.B.1).	1-5 years	○	○	○	◐	◐
Policy 1.B: Complete the bicycle and pedestrian network as described in the General Plan.	10-20 years	◐	○	●	○	◐

● - Applicable ◐ - Maybe Applicable ○ - Not Applicable

GOALS/POLICY/STRATEGY	TIMING	FUNDING CATEGORIES				
		ECONOMICALLY DISTRESSED GRANTS	RURAL ECONOMIC DEVELOPMENT GRANTS	SUSTAINABLE COMMUNITIES AND LIVABILITY GRANTS	PRESERVATION, CULTURE AND ARTS GRANTS	INNOVATIVE FINANCING/ GRANTS
Goal #2. Provide a safe, visible and active Downtown that attracts tourists and supports the local economy						
Policy 2.A: Enhance the visibility and notoriety 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).						
<i>Strategy 2.A.1:</i> Increase the attractiveness of the Route 66 Downtown Business and Cultural District as a tourist Destination (GP Land Use Strategy 4.A.3).	Ongoing	◐	◐	○	◐	◐
<i>Strategy 2.A.2:</i> 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).	1-5 years	◐	●	○	○	◐
<i>Strategy 2.A.3:</i> Using the existing Plan website, develop a “virtual tour guide” that identifies the key features through an online “Interpretive Trail” along Route 66 and the “Cultural Corridor.”	1-5 years	○	○	○	●	○
<i>Strategy 2.A.4:</i> Encourage creative uses of vacant parcels and unoccupied buildings for artist and “pop up events.”	Ongoing	◐	◐	○	●	◐
<i>Strategy 2.A.5:</i> Construct “Downtown attractions” such as the Route 66 Interpretive Sidewalk Element” to encourage tourists to stop Downtown.	1-5 years	○	○	○	◐	◐
<i>Strategy 2.A.6:</i> Place directional signage at highway interchanges to direct motorists to the “Cultural Corridor.”	1-5 years	○	○	○	◐	◐
<i>Strategy 2.A.7:</i> Add iconic signage to B-Hill.	5-10 years	○	○	○	◐	◐

● - Applicable ◐ - Maybe Applicable ○ - Not Applicable

GOALS/POLICY/STRATEGY	TIMING	FUNDING CATEGORIES				
		ECONOMICALLY DISTRESSED GRANTS	RURAL ECONOMIC DEVELOPMENT GRANTS	SUSTAINABLE COMMUNITIES AND LIVABILITY GRANTS	PRESERVATION, CULTURE AND ARTS GRANTS	INNOVATIVE FINANCING/ GRANTS
<i>Strategy 2.A.8:</i> 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).	1-5 years	◐	◐	○	○	◐
Policy 2.B: Create an environment where small businesses thrive.						
<i>Strategy 2.B.1:</i> Create a storefront improvement program that can assist building and business owners with repairs and improvements to their buildings.	1-5 years	◐	●	○	○	◐
<i>Strategy 2.B.2:</i> 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).	1-5 years	●	●	○	○	◐
<i>Strategy 2.B.3:</i> Identify local, state and federal grant opportunities that can provide business assistance and training.	Ongoing	●	●	○	○	○
<i>Strategy 2.B.4:</i> Provide business and employee training through the newly formed Barstow Downtown Business Association.	1-5 years	●	●	○	○	○
<i>Strategy 2.B.5:</i> Through the Barstow Downtown Business Association or other entity, pair businesses with potential property owners. Identify financial incentives or other means to help support new property owners buy vacant buildings to reverse the lack of private investment.	1-5 years	●	●	○	○	◐
Policy 2.C: Provide opportunities for local artists to increase the vibrancy of the corridor.						
<i>Strategy 2.C.1:</i> Expand the City’s mural program to the entire Route 66 corridor. Expand the current mural tour guide to the extent of the corridor and place online as part of the virtual tour guide.	Ongoing	○	○	○	●	○

● - Applicable ◐ - Maybe Applicable ○ - Not Applicable

GOALS/POLICY/STRATEGY	TIMING	FUNDING CATEGORIES				
		ECONOMICALLY DISTRESSED GRANTS	RURAL ECONOMIC DEVELOPMENT GRANTS	SUSTAINABLE COMMUNITIES AND LIVABILITY GRANTS	PRESERVATION, CULTURE AND ARTS GRANTS	INNOVATIVE FINANCING/ GRANTS
<i>Strategy 2.C.2:</i> Use vacant parcels in the Downtown Business and Cultural District area (Subarea 2) to provide temporary locations for music festivals and other pop up events. Other temporary event spaces could include vacant motel spaces.	1-5 years	○	○	○	●	●
Policy 2.D: Build up on the area’s remaining architecture and signage.						
<i>Strategy 2.D.1:</i> Encourage existing businesses and landowners to install neon or refurbish existing neon signs. As applicable, use of LED tubing as a neon substitute should be permitted provided they are consistent with a midcentury or earlier period. Permit blade signs and other signage that creates a “district” look.	1-5 years	○	○	○	●	◐
<i>Strategy 2.D.2:</i> Post historic photos in windows using “then and now” themes.	1-5 years	○	○	○	◐	◐
<i>Strategy 2.D.3:</i> Implement a storefront improvement program for the Downtown Business and Cultural District that provides no or low interest loans for businesses and building owners to improve their buildings.	1-5 years	○	◐	○	○	●
Goal #3. Interpret existing land use policies along 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 along the corridor to encourage the desired development pattern envisioned by the Plan, while complying with the General Plan.	1-5 years	○	○	○	○	○
<i>Strategy 3.A.1:</i> In the Downtown Business and Cultural District, locate commercial retail uses on the ground floor level to activate the street front and promote a pedestrian friendly Downtown. Locate office, lodging and residential uses above the ground floor in multi-story buildings.	10-20 years	○	◐	○	○	○
<i>Strategy 3.A.2:</i> Continue to allow auto-oriented uses, including drive-thrus, service stations and other similar uses in Subareas 1, 3 and 4.	Ongoing	○	○	○	○	○
Policy 3.B: Implement and enforce the land use, signage and site design guidelines as described in Chapter 5 of this Plan.						

● - Applicable ◐ - Maybe Applicable ○ - Not Applicable

GOALS/POLICY/STRATEGY	TIMING	FUNDING CATEGORIES				
		ECONOMICALLY DISTRESSED GRANTS	RURAL ECONOMIC DEVELOPMENT GRANTS	SUSTAINABLE COMMUNITIES AND LIVABILITY GRANTS	PRESERVATION, CULTURE AND ARTS GRANTS	INNOVATIVE FINANCING/ GRANTS
<i>Strategy 3.B.1:</i> Develop a site plan process to ensure that projects meet Development Guidelines.	1-5 years	○	◐	○	○	◐
<i>Strategy 3.B.2:</i> Implement the design guidance of Barstow Beautiful to accompany guidelines of the Plan to ensure compatible and complementary development.	1-5 years	○	○	○	◐	◐
<i>Strategy 3.B.3:</i> Promote pedestrian oriented uses, compact and walkable development patterns and intact building frontages in the Downtown Business and Cultural District (Subarea 2).	Ongoing	◐	◐	◐	○	○
<i>Strategy 3.B.4:</i> Orient buildings and uses at the corners of signalized intersections to improve the visual appeal and pedestrian environment in Subarea 1.	10-20 years	○	◐	○	○	○
<i>Strategy 3.B.5:</i> Prioritize a visually appealing and welcoming street front in Subareas 3 and 4.	1-5 years	○	◐	○	○	◐
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.						
<i>Strategy 3.C.1:</i> 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.	Ongoing	◐	●	○	○	◐
<i>Strategy 3.C.2:</i> Provide incentives to revitalize older commercial, industrial and residential development.	1-5 years	◐	◐	○	○	◐

● - Applicable ◐ - Maybe Applicable ○ - Not Applicable

Funding Category 1: Economically Distressed Community Grants

1. Federal Grants

The City of Barstow likely qualifies for the U.S. Department of Commerce Economic Development Administration’s (EDA) grants to localities. EDA grants have two basic requirements: (1) a 24-month unemployment rate that is at least one point higher than that of the nation, and (2) per capita income that is 80 percent or less than the nation (see 42 U.S.C. 3161). The screen shot to the right was calculated for the corridor’s census tracts using the “Distress Tool Calculator” at:

<http://www.statsamerica.org/distress/distress.aspx>

Note that one census tract (0095.00), which is the southwestern section of the corridor, has an unemployment rate threshold that does not qualify. However, the overall region (of the four census tracts) does qualify well above the unemployment threshold and well below the income threshold. Confirmation about whether to include the ineligible individual tract in any application should be made with EDA’s local office.

DISTRESS CRITERIA STATISTICAL REPORT

Reference Date: All data is from Census ACS Estimates
 Region Consists of: 06071012002, 06071009400, 06071011800, 06071009500
 Report Date: 2/2/2016 9:02:16 AM

Economic Distress Criteria—Primary Elements

	Region	U.S.	Threshold Calculations
2014 Unemployment Rate (5-Year ACS)	15.3	9.2	6.1
2014 Per Capita Money Income (5-Year ACS)	\$17,784	\$28,555	62.28%

Economic Distress Criteria—Geographic Components

	Unemp. Rate 2014 ACS	Threshold Calculation	PCMI 2014 ACS	Threshold Calculation
Tract 0095.00 San Bernardino, CA	8.0	-1.2	\$16,685	58.4
Tract 0094.00 San Bernardino, CA	31.6	22.4	\$11,581	40.6
Tract 0118.00 San Bernardino, CA	14.5	5.3	\$20,397	71.4
Tract 0120.02 San Bernardino, CA	16.7	7.5	\$20,234	70.9

Sources: U.S. Bureaus of Census, Labor Statistics, and Economic Analysis; Calculations generated by StatsAmerica.

2. State Grants

The corridor may also qualify for additional funding pools for distressed communities in California, depending on the project.

The Environmental Justice Small Grant Program provides grants up to \$50,000 for disadvantaged communities. One of the eligible categories includes funds to improve biking and walking, such as to advance an infrastructure design to improve walkability or events designed to raise awareness of walkability issues such as temporary installation to test ideas. More information is available at:

<http://www.calepa.ca.gov/EnvJustice/Funding/SmallGrants/2016/Application.pdf>

Caltrans also has set asides for disadvantaged communities for projects that can clearly demonstrate a direct, meaningful and assured benefit to a community that meets any of the following criteria:

- The median household income is less than 80 percent of the statewide median based on the most current census tract level data from the American Community Survey. Data is available at: <http://factfinder2.census.gov/faces/nav/jsf/pages/index.xhtml> (use the five-year data for all areas).
- An area identified as among the most disadvantaged 25 percent in the state according to the CalEPA and based on the latest version of the California Communities Environmental Health Screening Tool (CalEnviroScreen) scores. This list can be found at the following link under SB 535 List of Disadvantaged Communities: <http://www.calepa.ca.gov/EnvJustice/GHGInvest/>

Funding Category 2: Rural Economic and Community Development Grants

Barstow is eligible for U.S. Department of Agriculture (USDA) funding directed to rural communities, specifically the three programs described below.

1. Rural Business Development Grants (RBDG)

This is a competitive grant program designed to support targeted technical assistance, training and other activities leading to the development or expansion of small and emerging private businesses in rural areas that have fewer than 50 employees and less than \$1 million in gross revenues. Programmatic activities are separated into enterprise or opportunity type grant activities.

Enterprise-type grant funds must be used on projects that benefit small and emerging businesses in rural areas and include:

- Training and technical assistance, such as project planning, business counseling/training, market research, feasibility studies, professional/technical reports or product/service improvements
- Acquisition or development of land, easements or rights-of-way; construction, conversion, renovation of buildings, plants, machinery, equipment, access streets and roads, parking areas, utilities
- Pollution control and abatement
- Capitalization of revolving loan funds including funds that will make loans for start-ups and working capital
- Distance adult learning for job training and advancement
- Rural transportation improvement
- Community economic development

- Technology-based economic development
- Feasibility studies and business plans
- Leadership and entrepreneur training
- Rural business incubators
- Long-term business strategic planning

Opportunity type grant funding can be used for:

- Community economic development
- Technology-based economic development
- Feasibility studies and business plans
- Leadership and entrepreneur training
- Rural business incubators
- Long-term business strategic planning

2. USDA Rural Cooperative Development Grants (RCDG)

According to the USDA, the primary objective of the RCDG program is to improve the economic condition of rural areas by assisting individuals and businesses in the startup, expansion or operational improvement of rural cooperatives and other mutually-owned businesses through Cooperative Development Centers. Grants are awarded through a national competition. Each fiscal year, applications are requested through a notice published in the Federal Register and through an announcement posted on grants.gov. Open to nonprofits and institutions of higher education only. More information can be found at:

http://www.rurdev.usda.gov/BCP_RCDG.html

3. USDA Rural Community Development Initiative Grants

This program provides funding to help non-profit housing and community development organizations support housing, community facilities and community and economic development projects in rural areas. The City of Barstow could apply for funding to develop:

- Strategic plan development
- Accessing alternative funding sources
- Board training
- Developing successful child care facilities
- Creating training tools, such as videos, workbooks and reference guides
- Effective fundraising techniques

4. Wells Fargo Corporate Giving

Wells Fargo makes contributions to organizations with tax-exempt status under Section 501(c)(3) of the U.S. Internal Revenue Code, as well as qualified tribal and governmental agencies. In California, according to its website, Wells Fargo makes grants in three primary areas:

- Community Development. Wells Fargo supports the improvement of low- and moderate-income communities through programs that:
 - + Create and sustain affordable housing
 - + Promote economic development by financing small businesses or farms

- + Provide job training and workforce development
- + Revitalize and stabilize communities

- Education
- Human Services

Wells Fargo also considers requests from organizations that help enhance a community's quality of life through art, cultural, or civic projects. Of particular interest for Barstow would be to look at funding that matches Wells Fargo's interest in community development.

Funding Category 3: Sustainable Communities and Livability

Funding sources in this category relate primarily to transportation investments that promote livability and help communities nationwide improve access to affordable housing, increase transportation options and lower transportation costs while protecting the environment.

1. USDOT TIGER Discretionary Grants

This is a highly competitive grant program that supports capital projects that generate economic development and improve access to reliable, safe and affordable transportation for disconnected urban and rural communities. Rural areas such as Barstow are often underfunded in this project pools, and a well-designed project could be competitive.

2. CalTrans Active Transportation Program (ATP)

The ATP consolidates existing federal and state transportation programs, including the Transportation Alternatives Program (TAP), Bicycle Transportation Account (BTA) and State Safe Routes to School (SR2S) into a single program to make California a national leader in active transportation. The ATP is administered by the Division of Local Assistance, Office of Active Transportation and Special Programs. The purpose of ATP is to encourage increased use of active modes of transportation by achieving the following goals:

- Increase the proportion of trips accomplished by biking and walking;
- Increase safety and mobility for non-motorized users;
- Advance the active transportation efforts of regional agencies to achieve greenhouse gas (GHG) reduction goals;

- Enhance public health;
- Ensure that disadvantaged communities fully share in the benefits of the program; and
- Provide a broad spectrum of projects to benefit many types of active transportation users.

This program funded the City's Active Transportation Plan (in the amount of \$300,000).

3. Non-motorized Recreational Trails

The Recreational Trails Program (RTP) provides funds for recreational trails and trails-related projects. The RTP is administered at the federal level by the Federal Highway Administration (FHWA). It is administered at the State level by the California Department of Parks and Recreation (DPR). Non-motorized projects are administered by the Department's Office of Grants and Local Services and motorized projects are administered by the Department's Off-Highway Motor Vehicle Recreation Division.

Funding Category 4: Preservation, Culture and the Arts

Programs in this category are intended to help Barstow inventory and preserve its historic fabric, to integrate the arts into its community development activities and to facilitate educational and interpretive opportunities associated with its history and culture.

1. ArtPlace America National Grants Program

ArtPlace America is a highly competitive grant program that invests in creative placemaking projects where the arts play a central role in a community's planning and development strategies. Since 2011, the program has invested in 227 projects across 152 communities of all sizes in 43 states and the District of Columbia. See www.artplaceamerica.org/our-work/national-grants-program/introduction for more information.

2. Art Works (National Endowment for the Arts)

According to the NEA website: "Support is available for projects that incorporate the arts and design into strategies to improve the livability of communities. Under these guidelines, funding is available for projects only. A project may consist of one or more specific events or activities; it may be a part of an applicant's regular season or activities. Organizations that undertake a single short-term project in a year—a ten-day jazz festival, for example—could apply for that event, or they could identify certain components (such as the presentation of a key artist and the associated activities) as their project. Describe the activities for which Arts Endowment support is requested, and provide specific information on the artists, productions, venues, distribution plans, etc., that will be involved. Organizations may apply for any or all phases of a project, from its planning through its implementation.

A project does not have to be new. Excellent existing projects can be just as competitive as new activities. Projects do not need to be large. The Arts Endowment welcomes small projects that can make a difference in a community or field."

3. Our Town (National Endowment for the Arts)

According to the NEA web site: "Arts engagement, cultural planning and design projects should represent the distinct character and quality of their communities, and be carried out by a nonprofit organization in partnership with a local government entity. Through the annual program, the endowment will provide a limited number of grants for creative place making projects that contribute to the livability of communities of all sizes in the United States and help transform them into lively, beautiful and sustainable places with the arts at their core. Our Town offers support for projects in two areas: 1) Arts Engagement, Cultural Planning and Design Projects that represent the distinct character and quality of their communities; and 2) Projects that Build Knowledge About Creative Place making. Our Town projects should represent the distinct character and quality of their communities and must reflect."

4. America's Historical and Cultural Organizations (National Endowment for the Humanities)

According to NEH's website: "This grant program supports projects for general audiences that encourage active engagement with humanities ideas in creative and appealing ways. Many different formats are supported, including permanent and traveling exhibitions, book or film discussion programs, historic site or district interpretations, living history presentations and other face-to-face programs in public venues. All projects must be grounded

in humanities scholarship in disciplines such as history, art history, film studies, literature, religious studies, philosophy, or anthropology. Projects must also demonstrate an approach that is thoughtful, balanced and analytical (rather than celebratory). The approach to the subject matter must go beyond the mere presentation of factual information to explore its larger significance and stimulate critical thinking."

5. Digital Projects for the Public (National Endowment for the Humanities)

This program funds projects that contribute to the public's engagement with the humanities through digital media platforms such as websites, mobile applications and tours, interactive touch screens and kiosks, games and virtual environments. The program offers three levels of support for digital projects:

- Grants for Discovery projects (early-stage planning work)
- Prototyping projects (proof-of-concept development work)
- Production projects (end-stage production and distribution work)

6. California Arts Council (CAC) Grant Programs

The Arts Council sponsors eight grant programs that support music and other arts projects. Of particular relevance to Barstow are the Local Impact and Creative California Communities Program. However these two programs (and others) require that the organization must demonstrate a history of arts programming for a minimum of two years prior to the time of application. Partnering with a larger arts organization would be one way to achieve this

requirement; for example the Arts Council of San Bernardino County (<http://artsconnectionnetwork.org/what-we-do>) states that "One of the most important initiatives is connecting financial resources to creative endeavors, events and projects that support artists, community building, cultural planning and public arts programs."

The following brief descriptions are excerpted from the CAC web site:

- Statewide and Regional Networks (SRN) <http://arts.ca.gov/programs/srn.php>
- Artists Activating Communities (AAC) supports sustained artistic residencies in community settings, demonstrating the arts to be a central component of civic life and artists to be vital in shaping society. <http://arts.ca.gov/programs/aac.php>
- The JUMP StArts program supports high quality arts education and artists-in-residence programs for at-risk youth within the juvenile justice system. <http://arts.ca.gov/programs/js.php>
- A new pilot grant program, Cultural Pathways (CP) is rooted in the California Arts Council's commitment to serving the needs of an increasingly demographically complex California, and the belief that a healthy arts ecosystem reflects contributions from all of California's diverse populations. <http://arts.ca.gov/programs/pathways.php>
- Artists in Schools (AIS) supports projects that integrate community arts resources—artists and professional art organizations—into comprehensive, standards-based arts-learning at school sites. <http://arts.ca.gov/programs/ais.php>

- Local Impact (LI) fosters equity, access and opportunity by providing project and partnership support for small arts organizations reaching underserved communities. All projects must extend the reach of the arts to underserved populations that have limited access to the arts. <http://arts.ca.gov/programs/li.php>
- Creative California Communities (CCC) supports collaborative projects that harness arts and culture as a creative place making strategy. New this year is the addition of a CCC planning grant opportunity, to support a limited number of initial plans for creative place making partnerships. <http://arts.ca.gov/programs/ccc.php>
- Arts and Accessibility Technical Assistance Grants Program: The California Arts Council, in partnership with the National Arts and Disability Center, is pleased to announce that funds are now available for the 2016-17 Arts and Accessibility Technical Assistance Grants Program. Funds are available effective January 2016 - June 2016. <http://arts.ca.gov/programs/access.php>

Funding Category 5: Innovative Financing

1. Tourism Business Improvement District (TBID)

This tool is a specialized version of traditional business improvement districts that are formed by operators of hospitality businesses to specifically fund tourism promotion efforts. There are more than 40 TBIDs throughout California with at least a dozen more on the way. Operators agree to assess themselves and ask the local government to collect the money and pass the funds onto a designated tourism promotion organization. (See California Streets & Highways Code § 36600 - Property and Business Improvement District Law of 1994). According to the law, improvements that may be financed include parking facilities, parks, fountains, benches, trash receptacles, street lighting and decorations. Services that may be financed include promotion of public events, furnishing music in public places and promotion of tourism.

2. Tax Increment Financing

Tax Increment Financing was significantly overhauled in California resulting in a new law signed by Governor Brown in 2014. SB 628 authorizes local officials to create Enhanced Infrastructure Financing Districts (EIFD) and when certain requirements are met, issue bonds to finance capital improvement projects and other specified projects of communitywide significance. Funds can be used to finance:

- Public capital facilities or other specified projects of communitywide significance, including brownfield restoration and other environmental mitigation
- Project development of former military bases
- Repayment of the transfer of funds to a military base reuse authority

- Acquisition, construction or rehabilitation of low and moderate income housing for rent or purchase
- Acquisition, construction or repair of industrial structures for private use
- Transit priority projects
- Projects to implement a sustainable community strategy

The tax-increment financing structure could be used to finance, among other initiatives the necessary public investments in the Route 66 corridor to increase private investment. The resulting and anticipated increases in property tax revenues would help to finance the public investment.

