

California Historic Route 66

NEEDLES TO BARSTOW CORRIDOR MANAGEMENT PLAN

FINAL DRAFT: MAY 2015



Bureau of Land Management
California Desert District



California
Historic Route 66
Association

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Prepared for:
Bureau of Land Management
California Historic Route 66 Association

Prepared by
Lardner/Klein Landscape Architects, PC

in association with:

MIG, Inc.
Thomason and Associates
National Trust for Historic Preservation



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*** Members of the Core Planning Team*

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APPENDICES

The following appendices provide background information in support of the plan. Appendices I and V are included in the print versions of the plan. All Appendices are available on line at <http://www.cmp.route66ca.org> and navigating to the Appendices.

Appendix I: Legislation and Route Description (included)

Appendix II: Maps (large file and print sizes)

- Map 1: Corridor Route Location
- Map 2: Land Ownership
- Map 3: Historic Features (3 panels)
 - West panel
 - Central panel:
 - East panel
- Map 4: Natural Resources
- Map 5: Recreational Resources
- Map 6: Visual Resource Inventory
- Transportation Diagrams
- Land Status Map (BLM)

Appendix III: Inventory of Historic Resources

Appendix IV: Public Outreach Draft Plan Review Table

Appendix V: Implementation Table

Appendix VI: Bibliography

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PREFACE

The California Historic Route 66 Corridor Management Plan: Needles to Barstow (CMP) has been prepared in accordance with Paragraph 9 of Federal Register/Vol. 60, No. 96/Thursday, May 18, 1995 (referred to as the Interim Policy) in order for the routes to be considered for nomination as National Scenic Byway from the California border east of Needles, California, generally following Interstate Route 40, US Route 95, Goffs Road and National Trails Highway to Barstow, California.

The route was designated by the State of California as Historic Route 66 in 1991, under Assembly Concurrent Resolution No.6-Relative to Route 66 (filed with Secretary of State July 11, 1991). The state designation provides the eligibility of the route to be considered for designation as an All-American Road or National Scenic Byway by the Federal Highway Administration under the Interim Policy guiding that program. According to the policy

“A corridor management plan, developed with community involvement, must be prepared for the scenic Byway corridor proposed for national designation. It should provide for the conservation and enhancement of the Byway’s intrinsic qualities as well as the promotion of tourism and economic development. The plan should provide an effective management strategy to balance these concerns while providing for the users’ enjoyment of the Byway. The corridor management plan is very important to the designation process, as it provides an understanding of how a road or highway possesses characteristics vital for designation as a National Scenic Byway or an All-American Road.”

Based on guidance provided by the Federal Highway Administration, this corridor management plan has been organized to document three core elements that must be addressed as part of the nomination process:

- Significance either regionally or nationally of the Intrinsic Quality(s) along the travel route that merit national designation
- Planning to support the preservation, enhancement and promotion of the Intrinsic Quality(s) along the travel route
- Providing for a quality visitor experience; and sustainability in the form of community and organizational support to continue to preserve, enhance and promote the travel route

The Corridor Management Plan was developed with extensive citizen input, both through the contributions of an Ad Hoc Planning Committee and through extensive public outreach efforts in support of the development of the CMP, as discussed further in Chapter 2.

The CMP is organized into the following chapters to make it easier to ascertain the core elements and the FHWA interim policy, both noted above:

CHAPTER 1: INTRODUCTION

Overarching purpose of the CMP: support designation of the Route 66 corridor between Needles and Barstow as a National Scenic Byway or All-American Road and guide the management of the route for heritage-tourism based economic development.

CHAPTER 2: PLANNING CONTEXT

Documenting the complex interagency and non-governmental management responsibilities across the desert corridor and the public outreach efforts to guide the development and implementation of the plan.

CHAPTER 3: QUALITIES OF HISTORIC ROUTE 66

What makes this section of Route 66 significant? Why is it important?

CHAPTER 4: STEWARDSHIP

Preserving historic sites and heritage and minimizing potential visual intrusions to the travel experience.

CHAPTER 5: ENHANCING THE VISITOR EXPERIENCE

Enhancing visitor infrastructure to support economic growth and sustainable tourism.

CHAPTER 6: VISITOR SAFETY AND ROADWAY EXPERIENCE

Increasing safety and roadway infrastructure to enhance the driving experience in a manner sensitive to historic context

CHAPTER 7: MARKETING

Developing current, consistent, and accurate information to position the route and surrounding attractions as a primary destination for target audiences

CHAPTER 8: IMPLEMENTATION

Building an organizational structure to implement recommended management strategies.

The Corridor Management Plan recognizes the significant challenges that must be overcome to successfully manage the route for heritage tourism—a highly competitive funding environment, serious limitations on agency personnel who might otherwise contribute more professional time, and economic hardship facing communities in the corridor and beyond. Rather than step away and let this nationally significant resource lay fallow, the CMP recommends expansion of existing partnerships and a collaborative management approach to help Route 66 communities capture the spirit that shaped Route 66 in the first place—that same optimistic spirit many Route 66 travelers had in the road’s heyday—the fascination with going west and living one’s dreams. Why not dream of a reinvented Route 66?

1. Introduction

Historic Route 66 is significant as the nation’s first all-weather highway linking Chicago to Los Angeles. Known at the time of its establishment in November 1926, as U.S. Highway 66, the route was part of the first nationally designated highway system. Popularized in story, song, film, and urban myth, “the Mother Road,” as the often romanticized highway became known

“represents an outstanding example of the transition from dirt track to superhighway. Not only does Route 66 underscore the importance of the automobile as a technological achievement, but, perhaps equally important to the American psyche, it symbolized unprecedented freedom and mobility for every citizen who could afford to own and operate a car.”¹

The California Historic Route 66 Needles to Barstow Corridor Management Plan (CMP) is part of an ongoing regional and national effort to keep America’s Main Street, the 2,448-mile ribbon of highway that was once an inspiring symbol of adventure and freedom, from vanishing into the past. The California section from Needles to Barstow through the Mojave Desert is one of the most unique sections of the route—with its one-hundred twenty-eight timber trestle bridges and associated drainage features and its distinctive landscape context which has changed very little since the establishment of Route 66 in 1926.

PURPOSE OF THE PLAN

The California Historic Route 66 Association (CHR66A) and the Bureau of Land Management (BLM) California Desert District have teamed up with their local and state agency and non-governmental organization partners to help preserve the history of Route 66 through the Mojave Desert. The CMP provides strategies for educating visitors about its significant cultural and natural landscape features. The effort will also look for ways to increase economic activity through enhanced recreation and heritage tourism opportunities for visitors—from near and far—through the establishment of gateway communities.

The overall goal is to create a comprehensive CMP based upon the collaborative efforts of all stakeholders with an interest in the future of Route 66 between Needles and Barstow—BLM, CHR66A, local governments, state and federal agencies, business and property owners, travel associations and the enthusiastic users of Route 66.

¹ National Park Service, Route 66 Corridor Preservation Program accessed at <http://www.nps.gov/rt66/HistSig/index.htm>, February 12, 2014

A recent economic study by Rutgers University identified significant economic opportunities for small communities along Historic Route 66 through heritage tourism, but these “exciting opportunities for advancing historic preservation and economic development on the Mother Road [will] require enhanced cooperation amongst the various states and entities involved with Route 66.”

- Route 66 Economic Impact Study, Rutgers University for the World Monuments Fund, 2011



Figure 1 Roy's Motel and Cafe



Figure 2 Ludlow “ghost town”



Figure 3 Goffs School House

What is a Corridor Management Plan?

Guidance for the development of the CMP is provided by the National Scenic Byways Program Interim Policy Document (May 18, 1995) which states that:

A corridor management plan, developed with community involvement, must be prepared for the scenic byway corridor proposed for national designation. It should provide for the conservation and enhancement of the byway's intrinsic qualities as well as the promotion of tourism and economic development. The plan should provide an effective management strategy to balance these concerns while providing for the users' enjoyment of the byway. The corridor management plan is very important to the designation process, as it provides an understanding of how a road or highway possesses characteristics vital for designation as a National Scenic Byway or an All-American Road.



Figure 4 Daggett Garage

The CMP is intended to serve as the basis for nominating the route for National Scenic Byway or All American Road designation. Four of the eight Route 66 states (Illinois, Oklahoma, New Mexico and Arizona) have already been so designated. Missouri and Kansas have completed a corridor management plan and intend to nominate their portions of the route. The Arroyo Seco Parkway in southern California, officially designated as part of Route 66 in 1940, has a completed CMP. Funding is being pursued to prepare CMP's for the remaining sections of California's Route 66. Texas does not have a state scenic byway program.

As a plan for byway management, the CMP meets requirements of a scenic byway corridor management plan and will support future nomination of the route as a National Scenic Byway or All-American Road through the Federal Highway Administration's (FHWA) National Scenic Byways Program². In order to be nominated for a National Scenic Byway, a CMP must address fourteen points spelled out in the Program's Interim Policy Document (an additional four points are required for All-American Road). Table 1 lists the requirements for National Scenic Byway designation and the chapters where that requirement can be found in the plan. All-American Road requirements are addressed in Chapter 8.

The project is funded by a grant to the BLM California Desert District and the California Historic Route 66 Association (CHR66A) from FHWA's National Scenic Byway Program. Other key partners include the National Park Service Route 66 Corridor Preservation Program, San Bernardino County, the City of Needles, the City of Barstow, CalTrans, the California Preservation Foundation, and Visit California, among others.

CORRIDOR BOUNDARIES

The Historic Route 66 corridor boundary includes three distinct elements: the Route 66 travel route; the lands that can be seen from the travel route (corridor width); and places to visit associated with Historic Route 66 themes.

THE TRAVEL ROUTE

The travel route covered by the CMP includes portions of former U.S. Highway Route 66 between the Colorado River and the western boundary of Barstow referred to as the "official travel route" in the *Route 66 EZ Guide for Travelers* by Jerry McClanahan. The official travel route is referred to as "Historic Route 66" or "the route" in the CMP.

² National Scenic Byways Program Interim Policy Document (May 18, 1995) accessed at <http://www.gpo.gov/fdsys/pkg/FR-1995-05-18/html/95-12211.htm>, January 15, 2015

Table 1 Federal Requirement for a Corridor Management Plan	Chapter and Page Reference
(1) A map identifying the corridor boundaries and the location of intrinsic qualities and different land uses within the corridor.	<i>Appendix II, Maps</i>
(2) An assessment of such intrinsic qualities and of their context.	<i>“Qualities of Historic Route 66” on page 27</i>
(3) A strategy for maintaining and enhancing those intrinsic qualities. The level of protection for different parts of a National Scenic Byway or All-American Road can vary, with the highest level of protection afforded those parts which most reflect their intrinsic values. All nationally recognized scenic byways should, however, be maintained with particularly high standards, not only for travelers’ safety and comfort, but also for preserving the highest levels of visual integrity and attractiveness.	<i>“Stewardship” on page 69</i>
(4) A schedule and a listing of all agency, group, and individual responsibilities in the implementation of the corridor management plan, and a description of enforcement and review mechanisms, including a schedule for the continuing review of how well those responsibilities are being met.	<i>“Implementation” on page 163 and Appendix VI</i>
(5) A strategy describing how existing development might be enhanced and new development might be accommodated while still preserving the intrinsic qualities of the corridor.	<i>“Conservation and Preservation Implementation Tools” on page 79</i>
(6) A plan to assure on-going public participation in the implementation of corridor management objectives.	<i>“Implementation” on page 163</i>
(7) A general review of the road’s or highway’s safety and accident record to identify any correctable faults in highway design, maintenance, or operation.	<i>“Visitor Safety and Roadway Experience” on page 121</i>
(8) A plan to accommodate commerce while maintaining a safe and efficient level of highway service, including convenient user facilities.	<i>“Enhancing the Visitor Experience” on page 107 and, “Visitor Safety and Roadway Experience” on page 121</i>
(9) A demonstration that intrusions on the visitor experience have been minimized to the extent feasible, and a plan for making improvements to enhance that experience.	<i>“Conservation and Preservation Implementation Tools” on page 79 and “Enhancing the Visitor Experience” on page 107</i>
(10) A demonstration of compliance with all existing local, State, and Federal laws on the control of outdoor advertising.	<i>“Designation of Route 66 as a County Scenic Route” on page 16, “City of Needles” on page 17 and “City of Barstow” on page 18</i>
(11) A signage plan that demonstrates how the State will ensure and make the number and placement of signs more supportive of the visitor experience.	<i>“Signage” on page 137</i>
(12) A narrative describing how the National Scenic Byway will be positioned for marketing.	<i>“Marketing” on page 139</i>
(13) A discussion of design standards relating to any proposed modification of the roadway. This discussion should include an evaluation of how the proposed changes may affect the intrinsic qualities of the byway corridor.	<i>“Strategies for Preserving and maintaining character-defining features” on page 122</i>
(14) A description of plans to interpret the significant resources of the scenic byway.	<i>“5. Develop innovative ways to tell the Route 66 story” on page 115</i>



Figure 5 Corridor Definition map

For large size map of the corridor please see Map 1: Corridor Route Location at <http://cmp.route66ca.org> and navigate to “Appendix II: Maps”



Figure 6 Welcome Sign



Figure 7 Route 66 insignia on roadway

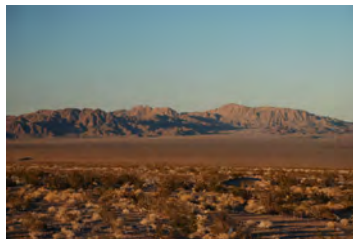


Figure 8 View from Ludlow Dairy Queen looking north

Conditions change frequently through the desert portions of Historic Route 66. The *EZ Guide* is a frequently updated and commonly used travel guide for international visitors. The *EZ Guide* references side trips and former alignments. These are noted, but not adopted as the official route. See “Related Places to Visit Nearby (Side Trips)” on page 7.

The route is managed by four different agencies. Appendix I provides specific turn by turn directions for the route and the agencies that are responsible for the road and associated right-of-way. CalTrans is responsible for portions of the route that overlay with U.S. Route 95 and I-40. The City of Needles and City of Barstow are responsible for portions of the route that fall within their boundaries. The remaining portions of the route are the responsibility of San Bernardino County. Where the route traverses private lands, the County right-of-way width varies. Where the route traverses land managed by BLM (from approximately one-half mile west of Mountain Springs Road to two miles east of Ludlow) the County has been granted a 400’ wide “maintenance corridor.”

For the areas east of the Five Mile Road exit (east of Needles), lands managed by BLM’s Lake Havasu Field Office of the Colorado River District are excluded from the corridor. For continuity with Arizona’s Route 66, an All-American Road, the route follows the Interstate 40 right-of-way, which overlays the Historic Route 66 travel route in this section. A map of these lands is included in Appendix I.

CORRIDOR WIDTH

The corridor is defined as the lands visible from the travel route—referred to as the viewshed. The purpose of including the broader viewshed within the purview of the CMP is to identify those lands and features that shape the travel experience and provide the context for Route 66 as a nationally and internationally significant historic resource. Figure 9 illustrates the viewshed concept and identifies lands that can be seen 30-miles from the route, which formed the starting point for determining the corridor width. According to FHWA guidance, the CMP must demonstrate how changes to the travel experience will be managed in a positive way.

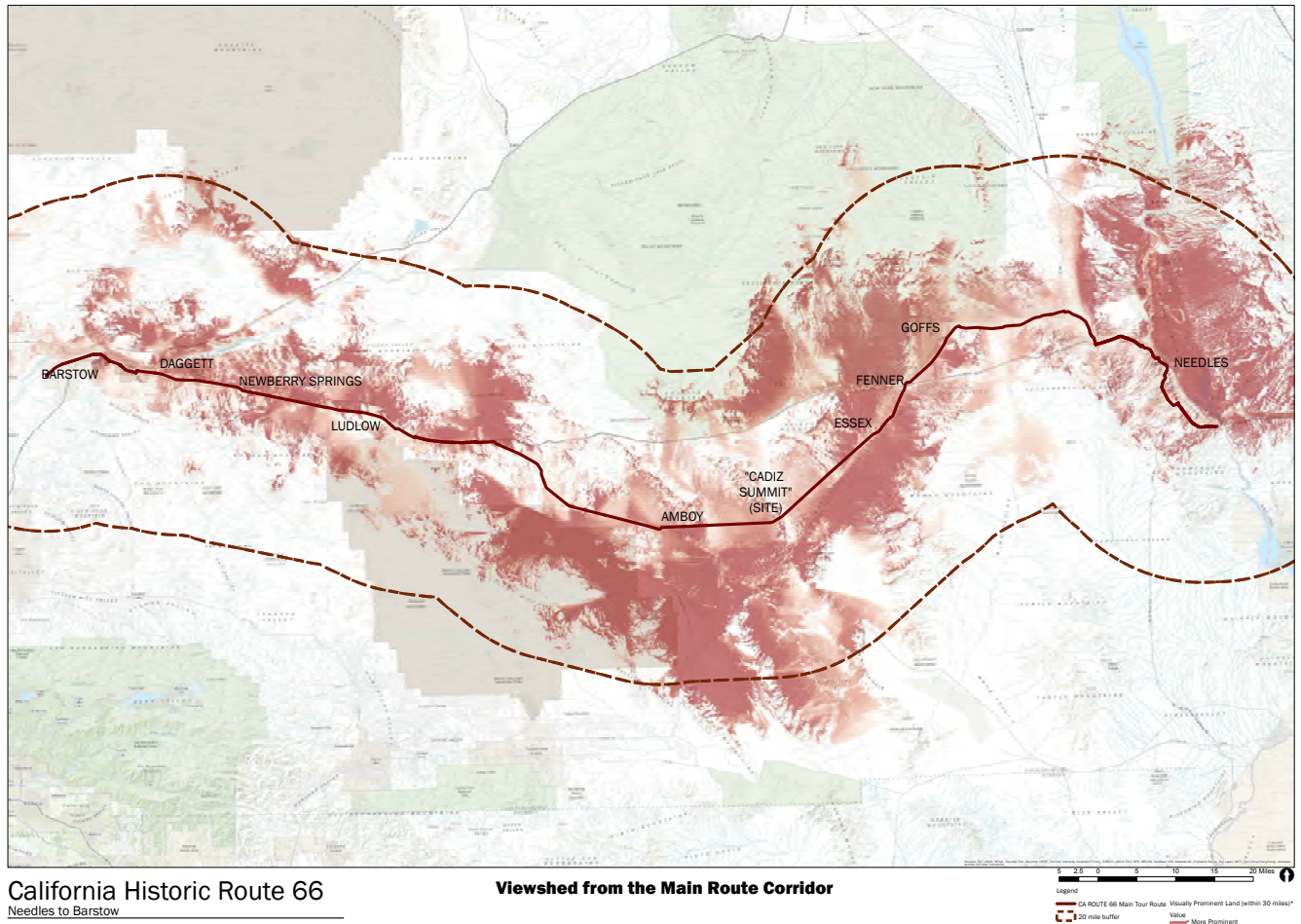


Figure 9 Viewshed map showing the relative visibility of lands that can be seen from the route. Darker red tones indicate higher visibility from more points along the route. The red-dashed line shows the twenty mile maximum distance of the Historic Route 66 corridor.

The primary type of change that may occur within the viewshed is associated with utility scale renewable energy facilities. Chapter 4 documents research indicating that the maximum distance these facilities can be discerned by the casual observer is twenty miles, along with suggested guidelines for development to reduce visual impacts. Therefore, the maximum corridor width is limited to twenty miles.

Lands within the corridor are owned or managed by both private entities and public agencies as shown on Figure 10. The BLM is the primary federal land management agency along with the Department of Defense (DoD) and the National Park Service (NPS). Private lands are regulated by San Bernardino County. No change in the regulatory authority of either public or private lands will result from designation as a National Scenic Byway or All-American Road. This CMP focuses on new development and does not propose changes to ways in which operation and maintenance of existing utility facilities are regulated.

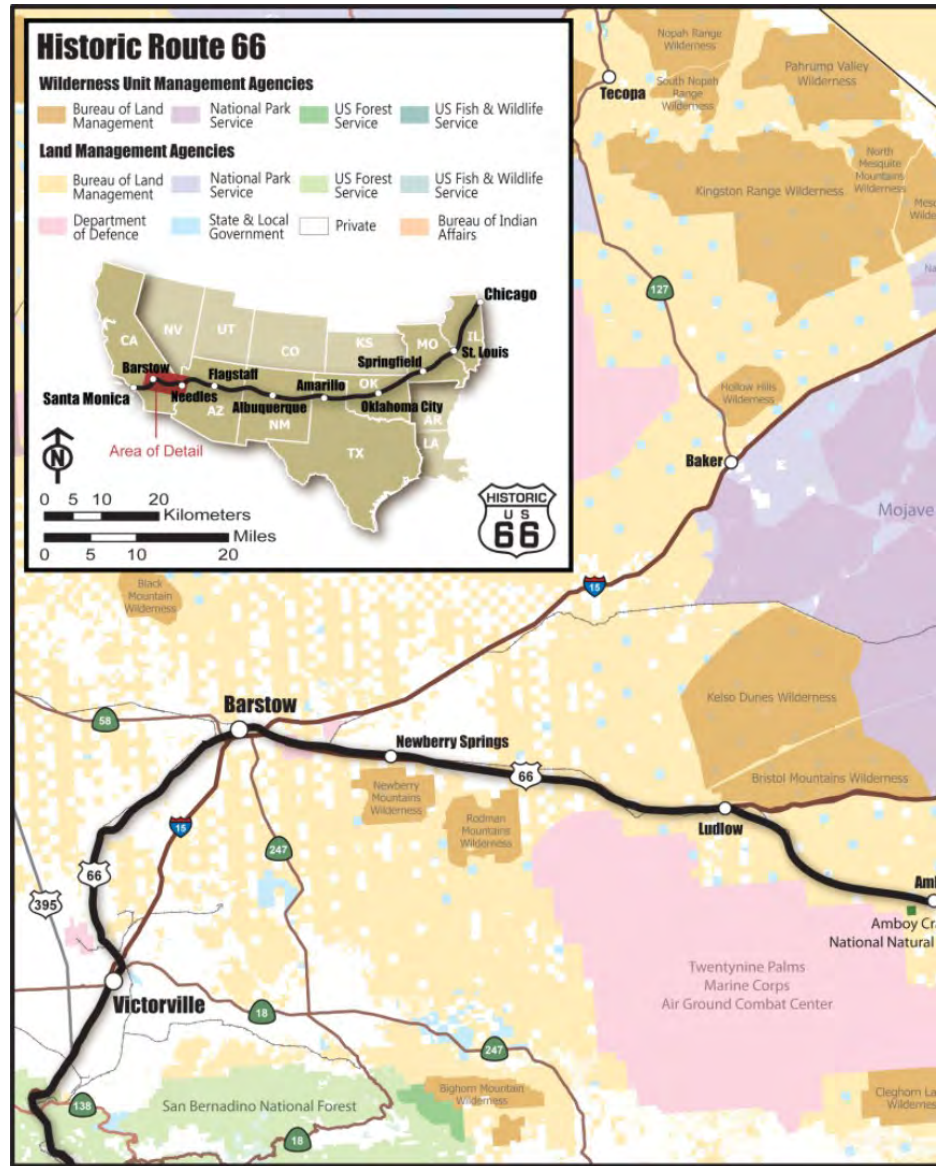
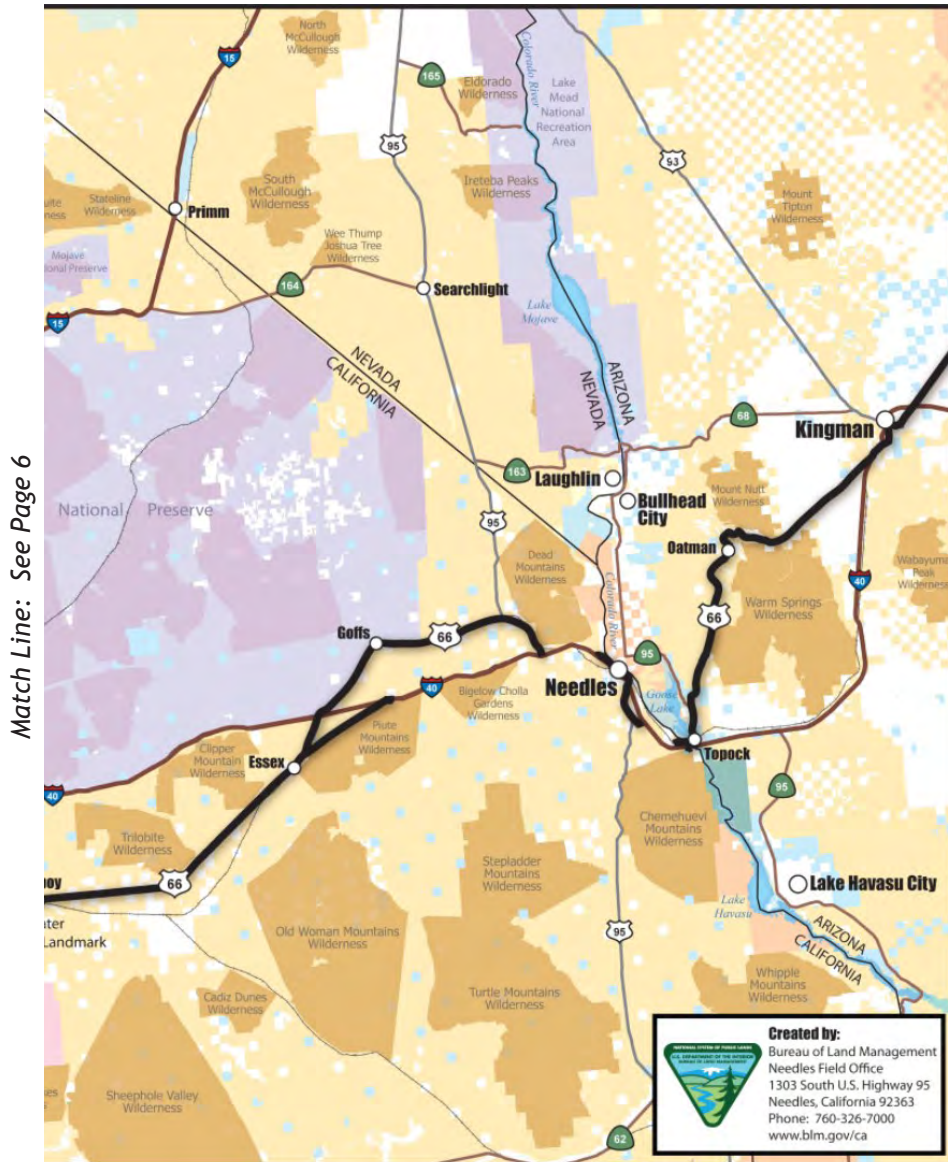


Figure 10 Land Status Map (continues on next page) showing Wilderness units and agency responsibilities for lands within the Route 66 corridor (BLM).

Designation as a National Scenic Byway or All-American Road will not impact the rights of current right-of-way holders. They will continue to be subject to all existing laws and regulations—the same ones that they must follow regardless if the route is designated as a National Scenic Byway or All-American Road.

The County of San Bernardino wants to be a partner in supporting the preservation and enhancement of Historic Route 66 corridor for heritage-based tourism, although not to the detriment of other forms of economic development and mining. The CMP provides corridor management strategies and suggested guidance for accommodating anticipated forms of development within the corridor in Chapter 4.

Corridor landscapes east of Ludlow and west of Needles have not changed significantly since the construction of the road. Interstate



40 and three high-voltage transmission line corridors are the main changes to the landscape. Associated roadside features are included within the corridor. Features include existing and former service stations, lodging, restaurants, and communities. Many features have changed dramatically since commerce once centered on Route 66 shifted to the newly constructed interstate. The locations of these features are noted on Map 3 (three sections), Appendix II.

RELATED PLACES TO VISIT NEARBY (SIDE TRIPS)

Side trips can help to educate and encourage travelers to learn more about the nature and culture of Route 66 through the Mojave Desert. These nearby places to visit, included in the CMP for reference only, will be further documented as part of the marketing strategy (Chapter 7). A general set of criteria for evaluating side trips for inclusion in marketing materials include:

- Must be accessible from a paved and authorized route of travel and be located within 20 miles of the route
- Must have nationally significant historical or natural qualities
- Must have existing visitor facilities including parking and interpretation
- Must be universally accessible for all visitors

Some former alignments of Route 66 are now dead ends or only navigable by four-wheel drive vehicles with a high clearance. They should be considered as a side trip only if there is something at the end of the route worth visiting (recreational site, interpretive site, natural feature, etc.) and they are safe for travel by all vehicle types on a BLM designated travel route. The *EZ Guide* provides the most complete information about former alignments. See Chapter 6 for discussion of travel safety, and Chapter 7 for discussion of the need to develop itineraries that include travel safety information.

Chapters 6 and 7 both stress the need—when considering or planning a side trip—to check with the appropriate land owner (BLM, Forest Service, National Park, Tribal Lands, State, County, Private, etc.) for locations of designated public areas and access routes and to avoid potential trespass or unauthorized activities. Visitors are encouraged to call or visit the local BLM field office for further information (See <http://www.blm.gov/ca/needles> or <http://www.blm.gov/ca/barstow> for locations).

2. Planning Context

Historic Route 66 through the Mojave Desert travels through a mosaic of publicly and privately owned landscapes. This chapter documents land ownership, agency responsibility for land use and resource management, and ongoing plans and programs relevant to the development and implementation of the Corridor Management Plan (CMP). This chapter also documents efforts made as part of the planning process to reach out to various stakeholders—both within and outside the corridor—with an interest in its preservation and enhancement as an historic travel route managed for heritage tourism.

RELATED PROGRAMS, PLANS AND STUDIES

Throughout the corridor there are related and ongoing planning, development and management efforts that need to be coordinated with the CMP. Route 66 is in the County of San Bernardino maintained road system (CMRS), except for the portions that travel through the City of Needles, the City of Barstow, and that follow segments of U.S. Route 95 and Interstate 40. The Bureau of Land Management (BLM) is responsible for more than 58.6 percent of the lands that can be seen from the route. The Department of Defense (DoD) operates two military bases that overlap with the corridor. The National Park Service (NPS) manages the Mojave National Preserve lands visible from portions of the route. Tribal lands are visible from the route near Needles. Use of private lands in the corridor is governed by San Bernardino County, the City of Needles or the City of Barstow.

INTERAGENCY AND NON-GOVERNMENTAL ORGANIZATION PLANNING AND MANAGEMENT EFFORTS

There are many related interagency planning and management efforts that could influence the future of the route. These include

- Desert Renewable Energy Conservation Plan (DRECP)
- Mojave Trails National Monument (proposed by Senator Feinstein)
- Route 66 Corridor Preservation Program, NPS
- World Monument Fund (WMF)- The Road Ahead
- Old Spanish National Historic Trail, managed by NPS
- Castellus Acquisition

Desert Renewable Energy Conservation Plan

According to its web page “the purpose of the DRECP is to conserve and manage plant and wildlife communities in the desert regions of California while facilitating the timely permitting of compatible renewable energy projects.” The DRECP is a collaborative effort being developed under the California Natural Community Conservation Planning Act (NCCPA), the Federal Endangered Species

Route 66 Economic Impact Study

Rutgers, the State University of New Jersey, was commissioned by the World Monuments Fund to assess the potential economic impact of Historic Route 66 from Chicago to Santa Monica, California.

A survey of travelers found that Route 66 attracted visitors

- *to authentic places and local businesses*
- *that are mostly middle age and middle/upper income*
- *that spend \$1,500-2,000 per travel party 40-60 percent of which is NEW spending in communities*

The study also found that:

- *85 percent of travelers visit historic places and museums*
- *\$38 Million a year is spent in communities*
- *\$94 million in annual investments are made in Main Street Revitalization and museums*

The study found the following economic gains

- *2,400 jobs*
- *\$90 million in income*
- *\$262 million in overall output*
- *\$127 million in GDP*
- *\$37 million in tax revenues*
- *Tourism contributes significantly to local, county, state and national economies*

Study available at www.cr.nps.gov/rt66 and <http://wmf.org>

Act (FESA), and the Federal Land Policy and Management Act (FLPMA)¹. A public draft of the proposed DRECP was released in September 2014. The proposed DRECP and its effect on the context of Historic Route 66 is discussed further in Chapter 4, Stewardship.

Mojave Trails National Monument (Proposed)

A draft proposal has been developed and has been widely circulated by Senator Dianne Feinstein’s office for the establishment of the Mojave Trails National Monument. A map of the proposed boundaries can be found at: http://www.energy.senate.gov/public/index.cfm/files/serve?File_id=b60bcf4e-f659-a3fe-640a-6cdea1e4429b

The boundary of the proposed monument includes much of the Historic Route 66 corridor west of Needles and east of Ludlow, northward to the Mojave Preserve and southward to 29 Palms Marine Corp Base and BLM Wilderness Area boundaries of Old Woman Mountains, Stepladder Mountains and Chemehuevi. The proposed monument boundary is also referenced in the proposed DRECP.

National Park Service Corridor Preservation Program

In 1999, Congress passed Public Law 106-45, to preserve the cultural resources of the Route 66 corridor and to authorize the Secretary of the Interior to provide guidelines and a program of technical assistance and grants that will set priorities for the preservation of the Route 66 corridor.

The resulting Route 66 Corridor Preservation Program, administered by NPS:

“collaborates with private property owners; non-profit organizations; and local, state, federal, and tribal governments to identify, prioritize, and address Route 66 preservation needs. It provides cost-share grants to successful applicants for the preservation and restoration of the most significant and representative properties dating from the route’s period of outstanding historical significance, 1926 through 1970.”

The program is scheduled to legislatively terminate at the end of fiscal year 2019, at which time NPS will appoint a non-federal entity (or entities) to continue the program’s purpose.

World Monument Fund – The Road Ahead

The mission of WMF, an independent organization dedicated to saving the world’s most treasured places, is to preserve important architectural and cultural heritage sites around the globe. Route 66 was listed on the 2008 World Monuments Watch “to draw attention to the complex challenges of preserving not only an iconic cultural landscape, but a historic American experience.”² The WMF, in

1 <http://www.drepc.org/whatisdrepc/> accessed March 08, 2014

2 <http://www.wmf.org/project/historic-route-66> accessed March 08, 2014

addition to calling attention to the preservation challenge sponsored an economic impact study by Rutgers University that documented the benefits of preservation and heritage-based tourism along the route and sponsored workshops with key stakeholders along the route to help call attention to the economic opportunities.

Old Spanish National Historic Trail

The Old Spanish National Historic Trail was designated by Congress in 2002. The trail runs through New Mexico, Colorado, Arizona, Utah, Nevada and California. The BLM and NPS administer the trail together to encourage preservation and public use. These two federal agencies work in close partnership with the Old Spanish Trail Association; American Indian tribes; state, county, and municipal governmental agencies; private landowners; nonprofit groups; and many others.

Of particular importance to the CMP is that portion of the Old Spanish Trail where all three routes come together with Historic Route 66 at Fork of Roads, east of present-day Barstow in the Mojave desert. The Desert Discovery Center and the Mojave River Valley Museum, both in Barstow, provide interpretation related to historic travel routes, providing an important context for Historic Route 66.

Although no formal management plan has been developed for the trail, the Old Spanish Trail Association (<http://www.oldspanishtrail.org>) serves as an important partner in studying, preserving, protecting, interpreting, educating and promoting respectful use of the Old Spanish National Historic Trail and related historic routes.

Catellus Acquisition

Federal presence in the management of the corridor grew with the donation of more than 587,000 acres of land as part of the Catellus agreement in a series of purchases and donations by the Wildlands Conservancy (TWC) and through use of Land and Water Conservation Funds. The Catellus acquisition is the largest nonprofit land acquisition donated to the American people in U.S. history. According to TWC's web page:

*"It included funding of more than 85,000 acres in the Mojave National Preserve, more than 20,000 acres in Joshua Tree National Park, and over 210,000 acres in 20 Bureau of Land Management wilderness areas, and hundreds of thousands of acres of important habitat. TWC also funded two land exchanges that netted an additional 45,886 acres of conservation lands to the Bureau of Land Management. This acquisition represents the largest landscape connectivity and wildlife corridor completed with nonprofit funds in North America."*³

3 http://www.wildlandsconservancy.org/conservation_california.html accessed 3/19/2014

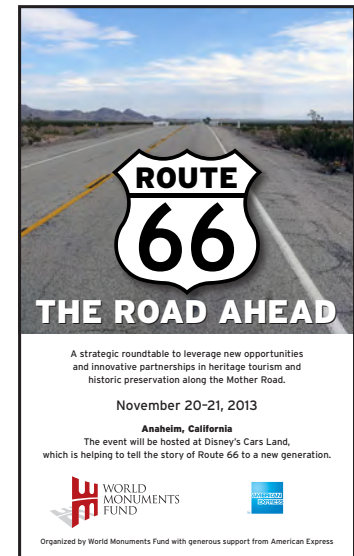


Figure 11 The World Monument Fund hosted a strategic roundtable of Route 66 partners to discuss new opportunities and innovative partnerships in heritage tourism and historic preservation along Route 66 .

See Appendix II, Map 2: Land Ownership
<http://cmp.route66ca.org>
 and navigate to "Appendix II: Maps"

California Desert Conservation Area

The California Desert Conservation Area (CDCA) has a complex history of statutes, regulations, and management plan designations and prescriptions guiding the management of various federally owned lands within the desert. Within the BLM, the California state office oversees the California Desert District (CDD) office, which is itself responsible for the five field offices that fall within the CDD and the management of the CDCA (which includes Barstow and Needles Field Offices).

The 1980 California Desert Conservation Area Plan (CDCA Plan) guides management of the CDCA, though more detailed resource management plans exist for specific regions within the CDCA. These include West Mojave, Northern and Eastern Mojave, Northern and Eastern Colorado, Western Colorado Desert, Coachella Valley, and Imperial Sand Dunes Plans.

All public lands in CDCA under BLM management have been designated geographically into four multiple-use classes. The classification is based on the sensitivity of resources and kinds of uses for each geographic area.

(continued on next page)

LAND OWNERSHIP

Who controls the land is one of the most important contexts of the desert corridor. The current ownership distribution of lands within twenty miles of Historic Route 66 includes:

Table 2 Ownership for Lands Within 20 Miles of Historic Route 66

Category	Acres	Percent
BLM	2,783,216	58.6%
Private/Other	851,077	18.0%
Other Federal/DOD	523,691	11.0%
NPS	485,826	10.2%
CA State Lands	97,231	2.0%
USFWS	6,047	0.1%
Other open space	2,885	0.1%
Total	4,749,973	100.00%

BUREAU OF LAND MANAGEMENT

The BLM is responsible for management of approximately 58.6 percent of the lands within the corridor. According to the *BLM Land Use Planning Handbook*, BLM land use planning requirements are established by Sections 201 and 202 of the Federal Land Policy and Management Act of 1976 (FLPMA, 43 U.S.C. 1711-1712) and the regulations in 43 Code of Federal Regulations (CFR) 1600. Land use plans and planning decisions are the basis for every on-the-ground action the BLM undertakes. Land use plans include both resource management plans (RMPs) and management framework plans (MFPs).

Land use plans ensure that the public lands are managed in accordance with the intent of Congress as stated in FLPMA (43 U.S.C. 1701 et seq.), under the principles of multiple use and sustained yield. As required by FLPMA and BLM policy, the public lands must: be managed in a manner that protects the quality of scientific, scenic, historical, ecological, environmental, air and atmospheric, water resource, and archaeological values; where appropriate, preserve and protect certain public lands in their natural condition; provide food and habitat for fish and wildlife and domestic animals; provide for outdoor recreation and human occupancy and use; and recognize the Nation’s need for domestic sources of minerals, food, timber, and fiber from the public lands by encouraging collaboration and public participation throughout the planning process. Land use plans are one of the primary mechanisms for guiding BLM activities to achieve the mission and goals outlined in the Department of the Interior (DOI) Strategic Plan.⁴

4 http://www.blm.gov/wo/st/en/prog/planning/nepa/webguide/document_pages/land_use_planning.html accessed on 3/19/2014

Related planning documents that currently guide the use and management of the lands within the jurisdiction of BLM's Needles and Barstow Field Offices of the California Desert District include:

- The California Desert Conservation Area (CDCA) Plan, 1980, as amended (reprinted in 1999 and currently has over 147 amendments)
- Record of Decision (ROD) for the BLM Solar Programmatic Environmental Impact Statement (PEIS), 2010

BLM Management Areas and Other Designations:

On BLM lands within the CDCA, many special management areas and other designations have been established through statute, regulation, and management plan amendments. These include the following, among others:

- Wilderness Areas
- Wilderness Study Areas (WSA)
- Wild and Scenic Rivers (WSR)
- National Trails
- Areas of Critical Environmental Concern (ACECs)
- Desert Wildlife Management Areas (DWMAs)
- Critical Habitat Areas
- Special Management Areas
- Cultural and Historical Resources
- Long-term Visitor Areas (LTVAs)
- Off-highway Vehicle (OHV) Use Areas and Routes

Many of these areas prohibit or limit development and are discussed in more detail below.

Wilderness Areas, as set forth by the Wilderness Act, prohibit commercial enterprise, permanent roads and, except as necessary to administer the areas, temporary roads, use of motor vehicles and other forms of mechanized transport, and structures and installations. While wilderness areas are not compatible with solar development, indirect impacts from the development of solar facilities on the Federal Reserved Water Rights, air quality protected under the Clean Air Act and additional State standards, and visual resources of wilderness areas will need to be analyzed in a facility's EIS.

Wilderness Study Areas (WSA) are areas "under study" by Congress as potential wilderness, and, until Congress designates them wilderness or releases them from study, are managed in a manner that does not impair the suitability of such areas to be designated wilderness. Current WSAs are therefore excluded from solar development unless released by Congress. Similar considerations for wilderness areas apply to WSAs.

CDCA Multiple-Use Classes

The CDCA Plan divides BLM lands into four multiple-use classes:

- 1. Class C (Controlled Use) lands include Wilderness Areas and areas "preliminarily recommended" for wilderness by Congress, such as Wilderness Study Areas (WSAs). There are approximately four million acres of Class C lands.*
- 2. Class L (Limited Use) lands protect "natural, scenic, ecological, and cultural resource values." The lands are "managed to provide for generally lower-intensity, carefully controlled multiple use of resources, while ensuring that sensitive values are not significantly diminished." There are approximately four million acres of Class L lands.*
- 3. Class M (Moderate Use) lands provide a "controlled balance between higher intensity use and protection of public lands." They allow for energy and utility development, among other uses. There are approximately 1.5 million acres of Class M lands.*
- 4. Class I (Intensive Use) lands "provide concentrated use of lands and resources to meet human needs." There are approximately 500,000 acres of Class I lands. Scattered parcels of land that do not fall into one of these four categories are designated "unclassified" and are managed on a case-by-case basis.*

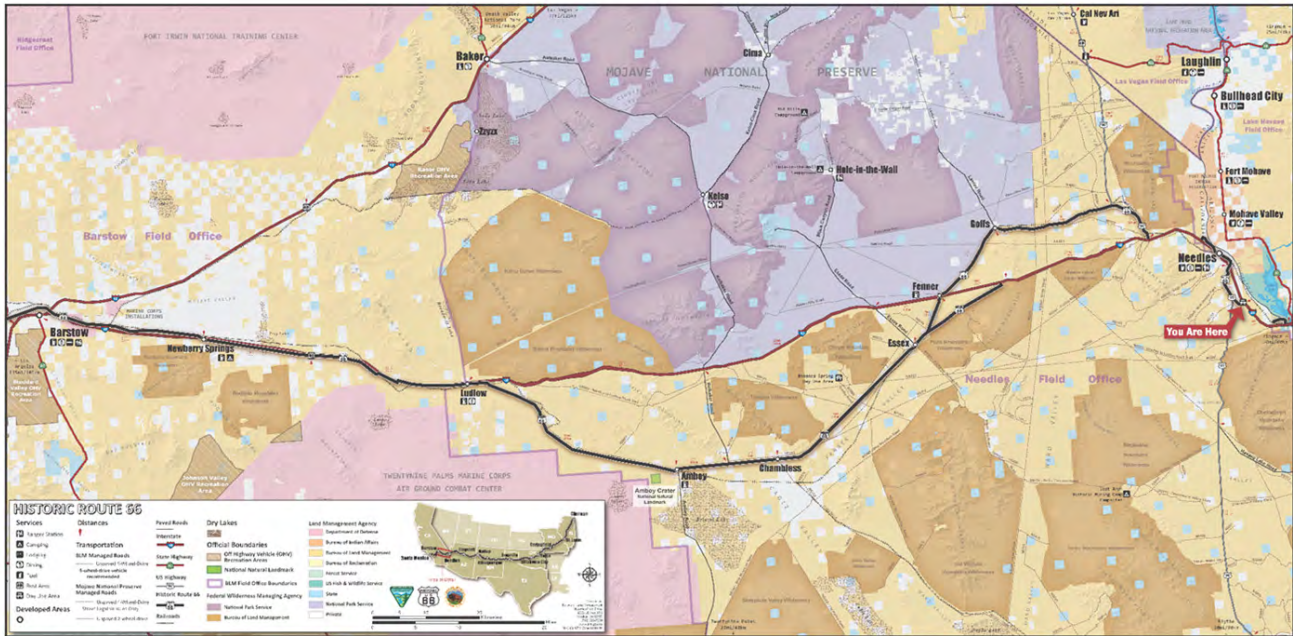


Figure 12 Land status map showing locations of wilderness areas near or in the Historic Route 66 corridor. To view a larger version of this map go to <http://www.cmp.route66ca.org> and navigate to "Appendix II: Maps"

Wild and Scenic Rivers (WSR) are whole rivers or segments of rivers that “possess outstanding remarkable scenic, recreational, geologic, fish and wildlife, historic, cultural or other similar values” and are designated to be “preserved in free-flowing condition” and “protected for the benefit and enjoyment of present and future generations.” Two WSRs are in the CDCA administered by the BLM: the Amargosa River (26.3 miles) and Cottonwood Creek (4.1 miles).

National Trails are designated to allow for travel close to original trails or routes of historical significance, outdoor recreation uses through nationally significant scenic, historic, natural, or cultural areas, or outdoor recreation uses near urban areas. The BLM manages three such trails in the CDCA: the Pacific Crest National Scenic Trail, Juan Bautista de Anza National Historic Trail, and the Old Spanish National Historic Trail.

Areas of Critical Environmental Concern (ACEC) are defined in FLPMA as areas “within the public lands where special management attention is required to protect and prevent irreparable damage to important historical, cultural, or scenic values, fish and wildlife resources, or other natural systems or processes, or to protect life and safety from natural hazards.” ACECs have special site-specific management prescriptions in order to protect the specific natural or cultural resource for which the ACEC was designated. Development on ACECs may be allowed if such development does not impact the resource for which the ACEC was designated.

Desert Wildlife Management Areas (DWMA) have been established to protect high quality habitat for the threatened desert tortoise. Most DWMA overlap with critical habitat for the desert tortoise.

Individual DWMA's have a one percent surface disturbance limit to protect the desert tortoise.

Critical Habitat Areas, as designated under the Endangered Species Act, are protected from “destruction” or “adverse modification” of the habitat. In many areas, critical habitat areas overlap with DWMA's. While they may not statutorily prohibit solar development, the amount of disturbance created by a solar facility essentially excludes critical habitat from development.

Special Management Areas, including the Mohave Ground Squirrel Conservation Area and Flat-tailed Horned Lizard Management Areas, are designated for the management of specific species that are considered at risk of being listed under the Endangered Species Act (ESA). These areas have special management prescriptions that may limit surface disturbance within the designated area.

Cultural and Historical Resources listed on the National Register of Historic Places (National Register), and other such resources not listed on the National Register that would be impacted by a solar facility, are typically analyzed in the EIS for each facility.

Long Term Visitor Areas (LTVA) are recreation areas where visitors may camp for several months at a time. There are five LTVAs totaling 3,470 acres in the CDCA. Solar energy development within LTVAs would prohibit public use of the areas for recreation.

Off-highway Vehicle (OHV) Use Areas and Routes are the primary recreational use of BLM-managed public lands in the desert. Throughout the CDD, there are 500,000 acres of open areas and an additional 6.7 million acres of routes. The BLM has indicated that it has steered developers away from OHV recreation areas, and that solar facilities that block OHV access routes should provide alternate access to those routes.

PRIVATE LANDS (SAN BERNARDINO COUNTY)

The Historic Route 66 corridor between the city limits of Needles and Barstow is entirely within San Bernardino County. The Historic Route 66 corridor between the city limits of Needles and Barstow is in the San Bernardino County maintained road system (CMRS) for all unincorporated areas. San Bernardino County is responsible for the safety and maintenance of the road including a 400-foot wide “maintenance corridor” where the decommissioned U.S. Highway 66 traverses federal lands managed by BLM. In addition, San Bernardino County is responsible for guiding land use decisions for all private lands within the unincorporated areas. The General Plan was adopted in 2007 and amended periodically thereafter. The County is presently beginning to update the general plan.

Designation of Route 66 as a County Scenic Route

One important amendment to the 2007 General Plan regarding Route 66 is that it was designated as a County Scenic Route as of May 22, 2012. The amendment reads, “from Oro Grande northeast and east to the Arizona state line, excepting those areas with incorporated cities.” According to the County General Plan a “scenic route” is a roadway that has scenic vistas and other scenic and aesthetic qualities that over time have been found to add beauty to the County. The County designation applies all applicable policies to development on these routes.

New billboards are therefore prohibited along Historic Route 66 within the unincorporated areas of the County by **§ 83.13.060** of its Code of Ordinances in paragraph (a)(5).

Renewable Energy Development

San Bernardino County also adopted a new commercial solar development ordinance in December of 2013 that requires the Planning Commission to determine that:

“the location of the proposed commercial solar energy facility is appropriate in relation to the desirability and future development of communities, neighborhoods, and rural residential uses, and will not lead to loss of the scenic desert qualities that are key to maintaining a vibrant desert tourist economy by making each of the findings of fact in subdivision (c)”⁵

The findings of fact go on to provide guidance for the siting and design of commercial solar facilities generally addressing the need for the facility “to be unobtrusive and to not detract from the natural features, open space and visual qualities of the area as viewed from communities, rural residential uses, and major roadways and highways.”⁶

Route 66 Maintenance and Safety

San Bernardino County’s Department of Public Works is responsible for maintaining Route 66 within the unincorporated areas of the County. There are 136 bridges and culverts between Daggett and Mountain Springs Road, 128 of which are timber trestle bridges⁷; four are reinforced concrete bridges; three are pipe culverts and one is a concrete box culvert. The bridges and culverts were mostly

5 <http://www.sbcounty.gov/uploads/lus/renewable/solarordinance121713.pdf>

6 <http://www.sbcounty.gov/uploads/lus/renewable/solarordinance121713.pdf>

7 One of the 128 timber trestle bridges is actually on Ludlow Road, an original portion of the U.S. Highway 66 alignment immediately to the west of Crucero Road. It is included herein as part of the historic CA Highway 66/NTH alignment.

constructed in the 1930s with typical life expectancy of 25 years. While the County continues to maintain the bridges, many of them have been weight-limited. Storm-related damage in September 2014 closed the route for an extended period of time and further reduced the weight limits.

The sheer number of bridges is quite significant and unique to the route. The engineered system of berms, dips and 128 timber trestle bridges is found nowhere else along the entire route. This, in and of itself, is a significant engineering feature—adapting the road to the topography and washes of the high desert. The original treatment was uniform in design throughout. The majority of bridges were altered in the 1940s and 1950s with widening and paving, replacement of a majority of original guardrails, etc. They are, however, regarded as historic alterations by the California State Historic Preservation Officer (SHPO). The County has federal grants for replacing two of the bridges (Dola and Lanzit), but lacks financial resources to repair or replace the most structurally deficient, let alone the others that need repairing or replacing.

The County lacks funding for resurfacing its roadways due to a decline in gas tax and other transportation funding and must prioritize projects with its limited funds. Route 66, in many places between Ludlow and Newberry Springs, has “Rough Road Ahead” warning signs that have been placed. The County continues to monitor the road surface and identify funds for maintenance projects in sections of the roadways. Periodic chip seals and resurfacing projects have occurred and will continue to occur as funding is identified based on overall County-wide needs.

According to San Bernardino County, the bridge replacement and repaving project is estimated to cost approximately \$116 million for bridge replacement and \$15 million for repaving. A phased approach is possible if a Preservation Treatment Plan is prepared and adopted by the State Historic Preservation Office (SHPO) for those bridges that are deemed eligible for the National Register. Public Works is preparing a phased approach to replacing the bridges which includes programmatic environmental approvals to save review time and take advantage of economy of scale.

CITY OF NEEDLES

The City of Needles is responsible for maintaining the road and right-of-way and guiding land use within its incorporated boundary. Most of the lands within Needles and along Historic Route 66 are planned for Highway Commercial uses outside the downtown area. The downtown area is planned for General Commercial Uses with a small residential area along Historic Route 66.

The City of Needles, its Chamber of Commerce, and various hospitality businesses and civic groups have made a considerable effort to increase awareness of Route 66 through historic preservation projects, murals, and heritage-based tourism efforts. Of particular note is the rehabilitation of the Harvey House which was opened in 2014. The Harvey House will be partially leased for offices and potentially for commercial businesses. Route 66 plays a prominent role in the many murals that have been installed at various businesses and other civic places. In addition, members of Needles' business community have worked with private owners to preserve and enhance two vintage gas stations and provide interpretation including period cars.

Section 104.17.8. (y) of the Needles zoning code prohibits billboards which they define as:

“an off-site sign, other than a directional sign, which directs attention to a business, commodity, service or entertainment conducted, sold or offered at a place other than where the sign is erected. Signs on benches are also “bill-boards” for purposes of this article.”

CITY OF BARSTOW

The City of Barstow is responsible for maintaining the road and right-of-way and guiding land use within its incorporated boundary. Barstow has several museums (Route 66 Mother Road Museum, Desert Discovery Center, Mojave River Valley Museum), an operating motel with Route 66 themes, and an extensive mural program with Route 66 and Old Spanish Trails themes.

Most land in the corridor is planned for and zoned as Commercial Highway. According to the City of Barstow's sign ordinance:

“Except as provided in subsection (F)(8) of this section, billboards shall be permitted only in the CH (highway commercial), CG (commercial general), M-1 (light manufacturing) and M-2 (heavy manufacturing).”

This includes much of the area of Main Street (Route 66) from the I-40 interchange to Highway 58. The ordinance limits the spacing between billboards, combined with other factors such as current uses, limits the feasibility of installing new billboards in Barstow. Further action may be needed by Barstow to prohibit billboards when buildings are demolished and converted to surface parking.

Update of General Plan

The City of Barstow updated their General Plan in 2015. The updated plan includes many references to Historic Route 66 and opportunities to enhance Route 66 for heritage-based tourism and preservation. The City initiated a specific planning process for the Route 66 business corridor in 2015.

OTHER FEDERAL LANDS AND MILITARY INSTALLATION

Approximately eleven percent of the lands within the corridor are managed by federal agencies and the DoD.

Marine Corps Logistics Base Barstow

Marine Corps Logistics Base (MCLB) Barstow, first established as the Marine Corps Depot of Supplies on December 28, 1942, is located approximately 3.5 miles east of the city of Barstow bisecting the original travel route of Historic Route 66. The installation includes three units totaling over 6,000 acres (Nebo Area, Yermo Annex, and the Rifle Range Complex). MCLB Barstow furnishes supplies for Marine Corps facilities worldwide and is a direct support provider for all installations.

Security issues have closed the original route of Historic Route 66 that travels through the base. Instead, drivers need to use Interstate 40 between Exits 2 and 5.

Mojave National Preserve

Approximately 10.2 percent of lands within the corridor are under the jurisdiction of the 1.6 million acre Mojave National Preserve. The Preserve was established on October 31, 1994 when Congress passed the California Desert Protection Act. The Goffs Road alignment of Historic Route 66 forms the southern boundary of the preserve. The Preserve's variety of historical and natural features are part of an expanse of desert lands representing a mosaic of three of the four major North American deserts: the Great Basin, Sonoran, and Mojave. The natural and cultural features associated with the Preserve are not found anywhere else in the United States in such proximity.

Mojave National Preserve headquarters are located in Barstow, 60 miles from the western boundary of the preserve. The Preserve is managed by NPS. The Preserve's General Management Plan was approved in April 2002. More recently the Preserve prepared a "Foundation Document," which is required of every unit of the National Park system. The foundation document is a formal statement of the NPS unit's core mission providing basic guidance for all planning and management decisions. The document spells out the park unit's purpose, significance, interpretive themes, fundamental resources and values, and special mandates and administrative commitments, as well as legal and policy requirements for administration and resource protection.

Many of the fundamental resources and values identified in the Foundation Document are consistent and compatible with the goals of the CMP. Telling the story of early transportation routes



Figure 13 The Mojave National Preserve is north of Historic Route 66

and extending the stay of those Route 66 visitors wanting to access and explore the desert are two commonalities. The Preserve's fundamental values promoting direct encounters and first-hand experiences of the desert ecosystem are also consistent.

Havasu National Wildlife Refuge

The Havasu National Wildlife Refuge (HNWR) was established in 1941 for the primary purpose of providing migratory bird habitat. It is comprised of 37,515 acres along 30 river miles (300 miles of shoreline) from Needles, California, to Lake Havasu City, Arizona. One of the last remaining natural stretches of the lower Colorado River flows through the 20-mile long Topock Gorge.

The management direction for the Havasu NWR is guided by the Lower Colorado River National Wildlife Refuge's Comprehensive Management Plan, 1994-2014. The 30-mile area along the river is part of the "riverline" [sic] management unit.

A small portion of the refuge is located in the Historic Route 66 corridor—south of the railroad and west of the Colorado River. These HNWR lands surround an outparcel owned by Pacific Gas and Electric's Topock Compressor Station.

Although less than one-tenth of one percent of the lands within the Historic Route 66 corridor are under the jurisdiction of the HNWR, lands along the route provide an important role as a conservation corridor along the Colorado River and as the California gateway for Historic Route 66.

TRIBAL LANDS

Although no federally designated tribal government reservations are immediately adjacent to Historic Route 66, there are several tribes whose ancestral history and culture have shaped travel routes and settlement patterns throughout the High Desert region. Fort Mojave tribal lands are within the corridor near Needles.

Fort Mojave Indian Tribe

The federally recognized tribal government reservation is located along the Colorado River in the vicinity of Needles, California, where its tribal headquarters are located. The Reservation covers nearly 42,000 acres in Arizona, California, and Nevada: 23,669 acres in Mojave County Arizona; 12,633 acres adjacent to Needles, California; and 5,582 acres in Clark County, Nevada.

According to their Web site (<http://mojaveindiantribe.com/about/>), "Mojave Indians are Pipa Aha Macav—"The People By The River." Mojave culture traces the earthly origins of its people to Spirit

Mountain, the highest peak in the Newberry Mountains, located northwest of the present reservation inside the Lake Mead National Recreation Area.”

Chemehuevi Indian Tribe

The federally recognized tribal government reservation is located along 30,000 acres of the Colorado River about 25 miles south of Needles. According to their Web site (<http://www.chemehuevi.net/history.php>):

As part of the Great Basin Culture Area, the Chemehuevi (a Mojave term meaning “those that play with fish”), a branch of the Southern Paiute, have been persistent occupants of the Mojave Desert. Known to themselves as Nuwu, (The People) they have been nomadic residents of the Mojave Desert’s mountains and canyons and the Colorado River shoreline for thousands of years.

Colorado River Indian Tribes

The federally recognized tribal reservation is located in the far southeast corner of San Bernardino County, California, more than 40 miles from Historic Route 66. The Colorado River Indian Tribes include four distinct Tribes, the Mohave, Chemehuevi, Hopi and Navajo. There are currently about 4,070 active Tribal members.

STATE OF CALIFORNIA

Approximately two percent of the lands within the Historic Route 66 corridor are managed by the State of California including one state park and two sites managed by the Department of Fish and Wildlife (CDWF).

California State Parks

California State Parks manages the Providence Mountains State Recreation Area (SRA) and Mitchell Caverns Natural Preserve, located on the east side of the Providence Mountain range, approximately 16 miles northwest of Essex. Although currently closed, the park and nature preserve are scheduled to reopen in the near future. The SRA provides dramatic views of the surrounding Mojave Desert and many varieties of cactus and yucca in a creosote scrub habitat found in the lower elevations. The bright red rhyolite in the higher elevations are home to bighorn sheep and pinyon pines. The park’s visitor center is located in the historic home of Jack and Ida Mitchell, who ran a resort here from 1934 through 1954. The caverns are filled with intricate limestone formations (accessible by tour, when reopened).

California State Parks also administers a portion of the federally funded recreational trails program for non-motorized trails.

California Natural Resources Agency

California Natural Resource Agency administers the California Department of Fish and Wildlife as well as the following programs of interest to Route 66.

- **Environmental Enhancement and Mitigation Program⁸** - supports projects up to approximately \$500,000 for mitigation of transportation projects. Eligible funding categories include acquisition or enhancement of resource lands to mitigate the loss of, or the detriment to, resource lands lying within or near the right-of-way acquired for transportation improvements.
- **Museum Grant Program** - was established at the California Cultural & Historical Endowment (CCHE) to assist and enhance the services of California's museums and other groups and institutions that undertake cultural projects that are deeply rooted in and reflective of previously underserved communities. For information about the 2013-14 Museum Grant Program go to <http://Resources.ca.gov/CCHE>.

The California Department of Fish and Wildlife (CDFW), formerly "Department of Fish and Game", maintains native fish, wildlife, plant species and natural communities for their intrinsic and ecological value and their benefits to people. This includes habitat protection and maintenance in a sufficient amount and quality to ensure survival of all species and natural communities. CDFW is also responsible for diversified use of fish and wildlife including recreational, commercial, scientific and educational uses.

The Marble Mountains Wildlife Area (MMWA) is located just south of Historic Route 66. MMWA contains 55,040 acres of "typical Mojave desert vegetation with mountains of volcanic rock. Three springs have been improved in this area to support animals. The MMWA supports habitat of the golden eagle and the desert tortoise"⁹

The Camp Cady Wildlife Area (CCWA) is located approximately 8 miles north of Newberry Springs and includes 1,870 acres of desert riparian habitat along the Mojave River, which passes through the center of the wildlife area. The U.S. military established a base camp to suppress Piute Indian attacks on wagon trains in 1860. Named after Major Albemarle Cady of the 6th Infantry at Fort Yuma, the fort was strategically located along the road to Fort Mojave. Remnants of the fort and mud-chinked log cabins dating from 1900s can still be found at the site.

⁸ See http://resources.ca.gov/bonds_and_grants/eemp/ accessed on 1/13/2015

⁹ See <http://www.dfg.ca.gov/lands/wa/region6/marblemountains.html> accessed on 3/19/2014

CalTrans

Portions of the route that utilize the rights-of-way of Interstate 40 and U.S. Route 95 are the responsibility of CalTrans. In addition, CalTrans is responsible for administering several state and federally-funded programs of importance to the maintenance and enhancement of Route 66:

- CalTrans manages the **State Scenic Highway Program** providing guidance and assistance to local government agencies, community organizations, and citizens with the process to officially designate scenic highways.
- The Federal Lands Access Program (Access Program) was created under Moving Ahead for Progress in the 21st Century (MAP-21) to provide funds for work on public highways, roads, bridges, trails, and transit systems that are located on, are adjacent to, or provide access to Federal Lands.
- Local Highway Bridge Program, a federally funded program is for reimbursement of eligible participating project costs including preliminary engineering, right-of-way, and construction costs to replace or rehabilitate *public highway* bridges identified by the State and Federal Highway Administration (FHWA).
- The State Transportation Improvement Program (STIP) is the biennial five-year plan adopted by the Commission for future allocations of certain state transportation funds for state highway improvements, intercity rail, and regional highway and transit improvements.
- Local Assistance Programs - CalTrans administers several programs that could benefit Route 66 including the Active Transportation Program, which consolidates the various state and federal pedestrian and bicycle safety programs including Transportation Alternatives Program (TAP), Bicycle Transportation Account (BTA), and State Safe Routes to School (SR2S).

PUBLIC OUTREACH

In the fall of 2013, the California Historic Route 66 Association (CHR66A) and the BLM California Desert District began the CMP with outreach efforts including

- Small group meetings with interested stakeholders
- Meetings and conference calls with agencies having management responsibilities in the corridor
- Presentations and briefings by the BLM staff and representatives of the CHR66A for governmental, tribal and non-governmental organizations
- An organized bus tour of the corridor with interested stakeholders
- Public meetings in Barstow and Needles
- A Web-based public meeting

- Community meeting in Newberry Springs
- Five Web-based meetings for interested stakeholders on various topics for the purpose of developing and reviewing management strategies
- Publishing of a project Web site hosted by the California Historic Route 66 Association, which provides access to meeting notes, presentations, and handouts for each of the five Web-based meetings and opportunities to provide comments via an e-mail link

Documentation of these efforts is summarized below and included in Appendix IV.

BUS TOUR AND RELATED MEETINGS

The bus tour was organized by the CHR66A and included guided talks provided by recognized experts on Route 66 resources. The bus tour included meetings with business and governmental representatives in Barstow and Needles as well as a guided tour of Amboy, with Roy's Motel and Café and town owner Albert Okura. Participants throughout the bus tour and during the meetings identified the corridor's strongest assets and biggest challenges which have been included in the summary of issues outlined below.

PUBLIC WORKSHOP FORMAT

To solicit public feedback and ideas on strategies to preserve and enhance Route 66, two in-person public workshops and one online workshop were conducted. CHR66A and the BLM conducted extensive outreach to attract participants starting approximately eight weeks in advance of the workshops.

Workshops were promoted through various outreach methods, including:

- Paid advertisements in local Barstow and Needles newspapers
- Press releases and related media activities conducted by BLM
- Related articles in local newspapers
- Flyers distributed in person, by mail and e-mail
- BLM and Association Web sites
- Postcards distributed by mail
- Phone calls to agency and organizational representatives
- Presentations at meetings of other organizations
- In-person communication
- Posting on Route 66 News and Route 66 Yahoo Group
- E-news articles and blogs
- San Bernardino County Tourism Summit

The following chart presents the dates, locations and attendance of the public workshops.

Table 3 List of Public Workshops

Date/ Time	Location	Attendance
Tuesday, February 25, 6:00 - 8:00 pm	Harvey House Railroad Depot, 681 North 1st Avenue, Barstow, California	90
Wednesday, February 26, 1:00-3:00 pm	Newberry Springs community meeting (at the Needles Community Center)	15
Thursday, February 27, 1:00 - 3:00 pm	Web-based workshop (WebEx)	8
Thursday, February 27, 6:00 - 8:00 pm	Needles High School Cafeteria, 1600 Washington Street, Needles, California	40
TOTAL		153

Both in-person public meetings were well attended. Approximately 90 participants representing a diverse coalition of local and regional stakeholders attended the Barstow meeting and 40 members of the public and elected officials attended the Needles public meeting.

The Barstow and Needles workshops shared a similar format and agenda.

- Welcoming remarks and introductions from BLM and CHR66A
- A presentation on the process for developing the Corridor Management Plan and a review of some of the Route's significant cultural, natural and historic resources (30 minutes)
- Facilitated discussion (1 hour)

Following the presentation, participants were asked to respond to a series of four questions. Due to the large number of participants who attended the Barstow workshop, the audience was divided into small breakout groups for a facilitated discussion. Each group had a facilitator and note-taker to capture participant comments. At the Needles meeting, the discussion was conducted as one large group. Participants were asked the following questions:

- What are your issues and concerns about Route 66?
- What resources are of greatest interest to you? Why?
- How should these resources be protected and/or enhanced?
- Do you have any other comments or suggestions?

Participants were encouraged to comment verbally and in writing using the comment cards provided.

The Web-based meeting, using the WebEx platform, provided similar content to the participants as the in-person meetings. During the

WebEx meeting, participants were allowed to comment and ask questions using the online chat feature and via conference call.

Once the facilitated discussion was complete, the audience reconvened and each group provided a short report on the highlights of their conversations. The workshops concluded with a discussion of next steps in the development of the CMP.

All comments made in the workshops were recorded and the comment cards have been transcribed. A meeting summary and a full transcription are included in Appendix IV, Public Involvement. A thirty-day comment period was extended. Additional comments were provided on the CHR66A Web site and by e-mail or telephone.

PLANNING WEB PAGE

The CHR66A hosts a planning Web page that provides opportunities for those members of the public unable to participate in the Web-based or public meetings to participate in the planning effort. A meeting handout was distributed in advance of each Web-based meeting by e-mail to those expressing an interest to follow along with the plan's development and posted to the CHR66A Web site. After the meeting, the presentation and a meeting summary were also posted to the Web sites. The CHR66A also posted questionnaires to encourage additional participation. Questionnaires primarily focused on identifying priorities for preservation and enhancement.

3. Qualities of Historic Route 66

Historic Route 66 is significant as the nation's first all-weather highway linking Chicago to Los Angeles. The route was designated U.S. Highway 66 in November 1926, and was part of the first nationally designated highway system. More widely known as Route 66, the romance and nostalgia of the road was popularized in story, song, film and television. Nicknamed as the "Mother Road" in John Steinbeck's *The Grapes of Wrath*, Route 66 became a principle east-west highway in America's westward expansion. Historic Route 66:

*"represents an outstanding example of the transition from dirt track to superhighway. Not only does Route 66 underscore the importance of the automobile as a technological achievement, but, perhaps equally important to the American psyche, it symbolized unprecedented freedom and mobility for every citizen who could afford to own and operate a car."*¹

Historic Route 66 between Needles and Barstow is one of the more unique sections of its entire national route. Its distinct engineering and roadside features were adapted to the difficult Mojave Desert conditions. Its unique characteristics include the following primary elements.

- **The Road Itself**

Construction of Route 66 required some unique adaptations to the desert environment, including the extensive number of wooden trestle bridges across the desert washes and the introduction of berms to divert runoff from washing out the highway.

- **Support for the Traveler**

Restaurants, motels, tourist courts, service garages, gas stations, and other tourist and auto businesses sprung up along Route 66 to serve the growing numbers of travelers migrating across the desert to Los Angeles, or later, escaping the rapidly growing city for recreation and leisure. The resulting pattern of commercial development along the highway represented a broader societal trend in commercial enterprise.

- **Roadside Attractions**

Encouraging roadside travelers to stop and stay awhile has been a fascination along Route 66 since it began. The resulting roadside attractions exemplify the types of commercial enterprises that enticed travelers into communities as they headed towards recreation and entertainment destinations along the route.

- **Roadside Architecture**

The design of the roadside architecture exemplified the modern aesthetic associated with the speed and freedom of the automobile. The architecture of many of the motels, service stations, and restaurants along the route functioned at a scale which the passengers in fast moving vehicles could understand.



Figure 14 Original timber bridge design



Figure 15 Route 66 near Amboy



Figure 16 Union 76 Station in Needles

1 National Park Service, Route 66 Corridor Preservation Program accessed at <http://www.nps.gov/rt66/HistSig/index.htm>, February 12, 2014

Although this section of the route is unique for the elements noted above, it also played a significant role in shaping the culture and society of Southern California and the nation, including its role in migration, commerce, industrial development, military training, and logistics and deployment.

HISTORICAL AND CULTURAL SIGNIFICANCE

Route 66 is significant in American history as one of the earliest and most important highways linking the population centers east of the Mississippi River with California or somewhere along the way. Easterners, headed for the Southwest, traveled along Route 66 through Chicago, St. Louis and Oklahoma City.

The designation of Route 66 in 1926, signified the nation's growing commitment to improved transportation arteries and increased influence of the automobile on American lifestyles. From 1926 to 1937, Route 66 was transformed from interconnecting segments of paved, gravel and dirt roads into one continuous paved highway connecting Chicago, Illinois in the east, to Santa Monica, California in the west. With Route 66's growing prominence, hundreds of businesses were created along the highway to cater to travelers and tourists. As a result, Route 66 had a transformative effect on the American landscape through which it passed. This landscape continues to provide a visual narrative history of America's automobile culture of the 20th century and its legacy of related commerce and architecture.

Historic Features Map and Descriptions

For the locations of historic and cultural features associated with Route 66 see Appendix II, Map 3: Historic Features (3 panels). For descriptions of each site and more detailed photographs, see Appendix III, Historical Resources. Both appendices can be found at <http://cmp.route66ca.org>

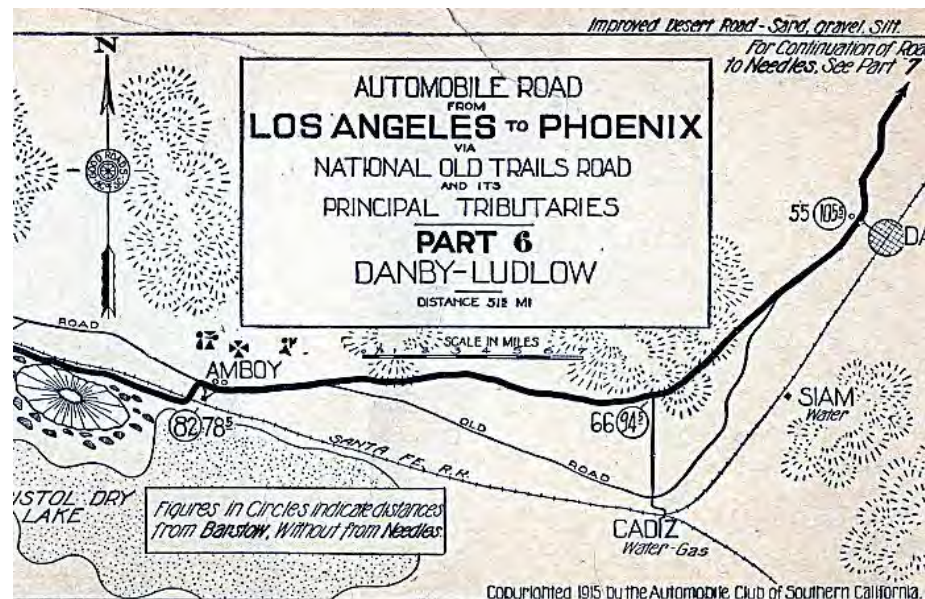


Figure 17 1915 Automobile Club Strip Map showing realignments to north of A. T. & S.F. Railroad tracks between Amboy and Danby (from Hatheway et al, HRER Dola and Lanzit Bridge Replacement)

Route 66 had its beginnings officially in 1926, when the Bureau of Public Roads launched a numbered highway system in the United States. U.S. Highway 66 was pieced together, in part, from highways that had already been in use as parts of local, state, and national road networks. Extending from Chicago to Los Angeles, the new highway went through eight states. It was not completely paved until more than a decade after its designation. Many merchants in small and large towns through which the highway passed looked to the road for salvation by bringing much needed outside revenues into their often isolated communities. The highway was actively promoted in its early years, especially because it offered a more weather-friendly alternative to other east-west roadways.

As the highway became busier with the nation's traffic, the roadbed was markedly improved and the infrastructure of support businesses lining its right of way expanded dramatically. New development stimulated a dynamic spiral in which better roads and accommodating businesses—especially providing fuel, lodging, and food—made travel more attractive. As more people traveled the road, the more the road stimulated public and private growth.

While the Depression had detrimental effects for much of the nation, it also produced an ironic consequence along Route 66. The vast migration of destitute people fleeing from the privation of their former homes actually produced an increased volume of business along the highway. Commercial opportunities sprung up for a multitude of low-capital, mom and pop businesses. Buildings that were constructed for these businesses reflected the independence of the operations, a general absence of standardization, and a decentralized economic structure. At the same time, however, it became clear that life along Highway 66 presented opportunities not available to the nearby towns and businesses that lost traffic to the important highway and who suffered accordingly. At a very early point it was evident that a major nearby highway could both bring business and take it away; could bring success or spell failure.

World War II generated a decline in civilian traffic, especially tourism. It stimulated local economies along the highway where military and defense production installations cropped up, a circumstance enhanced by their location to this important transportation corridor. The war also brought diminished highway maintenance and hard times for the businesses that had depended on the large volume of traffic passing by their front doors. These circumstances, in turn, meant that when the war ended, the surge in traffic was all the more dramatic. Traffic skyrocketed in the new era of prosperity in which people who had never taken a vacation



Figure 18 Roadrunner Retreat near Chambliss



Figure 19 Route 66 Motel, Needles



Figure 20 Bobby Troup's Route 66

in their lives now had the opportunity to travel west. They traveled not in pursuit of a job to ease their desperation, but for the sheer enjoyment of it. As the traffic increased, once again the small businesses along the highway also boomed. The iconic Route 66 associated with the migration of Okies in the 1930s transformed to an icon of freedom and kicks. The bleak image of Steinbeck's *Grapes of Wrath* faded and the upbeat sounds of Bobby Troup's and Nat "King" Cole's "get your kicks on Route 66" took over.

Just as hard times in the nation actually produced a modest level of prosperity for many businesses along Route 66 in the Depression, the enormous traffic on the highway in the decade after World War II led to its decline. Crowding of the nation's highways, with Route 66 as an exemplary case, meant not the improvement of the highway, but its replacement with the interstate highway system written into law in 1956. With the dominance of the interstate system, older

U.S. Highways such as Route 66 lost their appeal for those only interested in getting to their destination as soon as possible. Many businesses along Route 66 were abandoned. Small communities dependent on the highway traveler often became ghost towns.



Figure 21 Remnants of Ludlow's Main Street "ghost town"

Over the years Route 66 became a legend in American popular culture not only as a focus of great nostalgia and romance but also as a source of inspiration for television entertainment, movies, literature, and graphic art. As a metaphor and cultural icon it has few parallels in twentieth century representations

of evolving social organization. Considered within the larger framework of technology, an arena that also includes television, nuclear energy, and space travel, the one obvious dominant image throughout the twentieth century that goes to the core of modern life would be the automobile, a factor to which Route 66 is intimately related and to the significance of which the road contributed enormously.



Figure 22 Panoramic view from Cadiz Summit

Route 66, as it crossed the nation, shows how one highway could both be a product of cultural and social change and also generate additional changes wherever it touched, and still more changes when it faded from the scene. In this way, national economic, social, and political forces that shaped the history of the road, and the patterns of history into which the highway fits, can be explored. Those patterns are generally associated with specific themes and topics, such as: transportation; migration; ethnicity; gender-differentials; depression-era work-relief; World War II; tourism; economic growth; the evolution of automobile travel and trucking; construction technology; and the vast area of popular and commercial culture.

In many areas the right-of-way of Route 66 was lost in the late 20th century when interstates were constructed on top of or adjacent to the original roadbed. Other sections were largely forgotten. Resources associated with the road were abandoned or re-purposed for other uses. Renewed interest in Route 66 over the past several decades has led to the designation of many sections as Scenic Byways and many properties have been listed in the National Register of Historic Places. In contrast to many other sections of Route 66, the roadbed from Needles to Barstow, California retains a remarkable degree of integrity. Most of Route 66 between these two cities was bypassed by I-40 rather than built within the original right-of-way. Route 66 through California's Mojave Desert provides the traveler with a strong sense of time and place reflecting the heyday of the road in the mid-20th century.

In California's Mojave Desert, the period of significance for properties associated with Route 66 extends from 1926 to 1974. However several important historic resources (including Alf's Blacksmith Shop in Daggett), date back to "National Old Trails Highway" days before the road was designated US Highway 66. The beginning date of 1926, reflects the original designation of a series of roads across America as U.S. Highway 66. The ending date of 1974, is when the last portion of the route was bypassed by Interstate 40 (I-40). Properties along Route 66 may be significant in the areas of architecture, commerce, engineering, and transportation. Properties significant in architecture may be notable examples of particular architectural styles or reflect innovative or vernacular designs oriented towards automobile culture. Commercial properties are significant as they reflect the growth and development of automobile oriented businesses along the highway. Properties may also be significant in engineering and transportation such as those which reflect innovations in bridge or highway construction, and overall improvements and advances in highway planning. From these areas of significance are a number of identified property types associated with the construction, evolution and significance of Route 66. These property types include the road itself, bridges, gasoline/service stations, restaurants, motels and tourism based attractions and retail shops.



Figure 23 "Whoop-di-dos" on Route 66 east of Daggett



Figure 24 Roy's Motel lobby maintained with period mid-century modern furniture, Amboy

RELATED THEMES AND CONTEXTS SPECIFIC TO THE MOJAVE DESERT REGION

Four dominant themes characterize the historical and cultural significance of Route 66 through the Mojave Desert in southeastern California: American Indian history; the influence of the railroad; evolution of historic wagon roads to modern highways; and military training and installations. The historical and cultural resources of Route 66 between Needles and Barstow are represented under at least one of these themes.

American Indian History

Human habitation of present-day North America dates to what archaeologists call the Paleo-indian period (13,000-8,500 BC). This period overlapped the end of the Ice Age, when ice across the Bering Strait created a land bridge for the migration of people and animals from the Asian continent. These people migrated east and south over several millennia. The earliest evidence of human habitation in present-day California dates from around 11,000-10,000 BC. Scant archaeological evidence from this period has been discovered in the deserts of southern California along the shorelines of now-dry lake basins, called playas. These lakes provided fresh water to people and the animals they hunted, such as sloth, mammoth and other large herbivores. Bands or families hunted and foraged, rarely living in permanent structures. This way of life endured until around 7,000 BC. At that time, temperatures rose, resulting in a change from wet to dry conditions that impacted the ecology of the Mojave landscape, its flora, fauna and human inhabitants.²



Figure 25 Mural in Barstow

Two lakes where artifacts have been found—Lake Manix and Lake Mojave—figured significantly in the development of the landscape and ecology of the Mojave National Preserve area. The Mojave National Preserve is roughly bound by I-40 on the south, the California-Nevada border on the east, I-15 on the north, and Highway 127 on the west. Its southern range, in the area of Route 66, is characterized by a landscape of alkali playas. Lake Mojave dried out by 8,700 years ago, becoming the playa that exists today.

These ecological changes influenced new subsistence patterns among California's earliest peoples. They remained closely tied to water sources, but developed a diet based on seasonal resources in eco-niches. They also invented specialized tools and developed new social complexities. In general, people grouped together in larger bands, from 25 to 100. This Archaic Period lasted from approximately

² "The Mojave River and Associated Lakes," from <http://pubs.usgs.gov/of/2004/1007/river.html> accessed December 9, 2013.

7,000-2,000 BC. There was regional variation; in the deserts of southeastern California, practices of the Archaic Period persisted into the 1800s AD. The desert conditions limited available resources, and evidence indicates that band size here was typically fewer than ten people. The desert dwellers had to adjust to a diet more reliant on plants and fish.

The final pre-historic period in California, from 2,500-1,500 BC, is known as the Formative Period. Native peoples gravitated to locales with overlapping environmental characteristics, affording them greater flexibility in use of resources. This migration resulted in larger settlement groups, which in turn influenced new social and political structures, especially stratified class systems. However, the peoples of the southeastern desert region were the exception to many of the developments among the majority population during the Formative Period. For example, desert conditions did not allow for growing population density, as elsewhere. The desert allowed for 0.5 persons per square mile, while more biologically abundant environments could support more than ten persons per square mile. In these more hospitable regions, the diets of American Indians became more focused on primary species supplemented by lesser ones. However, the limited resources of the desert environment restricted diet specialization. The peoples of desert cultures variably collected wild roots and seeds (mesquite beans in particular), hunted game, and netted fish. They relied heavily on the river for their survival and were known by the traditional name Pipa Aha Macav (“the people by the river”). They depended on its overflow for irrigation of crops they planted including corn and melons.³



Figure 26 Mojave River Museum, Barstow

The name Pipa Aha Macav was shortened and altered from Aha Macav to Mojave. They were the largest cultural group in the American Southwest. The Mojave tribe consisted of three regional groups of people: in the northern range from Black Canyon to the Mojave Valley were the Matha Ivathum; the Hutto-pah lived in the central Mojave Valley; and the Kavi Ivathum extended from the Mojave Valley beyond the Needles Peaks. Twenty-two patriarchal lines composed the Mojave tribe. The chief was called the aha macav pina ta-ahon, who jointly presided over the people along with one leader from each of the three regional groups.⁴

By the time of Spanish colonization, approximately 300,000 American Indians resided in present-day California. Their first encounters with Spanish explorers entering the area was in the 16th century.

3 “California’s Native People,” from http://www.cabrillo.edu/~crsmith/anth6_formative.html accessed December 10, 2013.

4 “Mojave Tribe: Culture,” from <http://www.nps.gov/moja/historyculture/mojave-culture.htm> accessed December 10, 2013.

Explorer Melchor Diaz forayed into the southeastern desert area in 1540, documenting his travels in writing. Other missionaries and explorers also encountered the Mojave Indians during the eighteenth and early nineteenth centuries. Father Francisco Garces traveled across the Mojave Desert in 1776, and attempted to keep peace between American Indians and Spanish settlers in violation of land treaty terms. Garces was among those killed in the Yuma uprising in July of 1781. Explorers travelling across the Mojave Desert during the early nineteenth century included Jedediah Smith in 1826, and John Fremont in 1844. As increasing numbers of European American settlers migrated to the region, the United States established a military outpost in 1859, on the Colorado River during the Mojave War. Initially, this fort was called Camp Colorado, which became Fort Mojave. Thus, those American Indians inhabiting the area were called the Fort Mojaves.

During the Civil War, the U.S. military abandoned Fort Mojave. Leadership among the tribe at this time was in disagreement over making peace or war with American settlers. The Great Chief Homoseh awahot abdicated to Yara tav, who favored peace. Yara tav had dealings with government representatives in Los Angeles, San Francisco, and Washington, DC where he met with President Lincoln. As leader, he consented to move 500 to 800 Mojaves to the Colorado Indian Reservation, created by the U.S. government in 1865. Tribal members who refused to move resumed acceptance of Homoseh awahot as chief. The tribe was split into two groups. Homoseh awahot's son Empote awatacheech succeeded him in 1875.⁵

The government established the Fort Mojave Indian Reservation in 1870, near Needles, California. The reservation would grow to encompass 42,000 acres in the tri-state area of California, Nevada, and Arizona. The Mojave Tribe established their headquarters in Needles. The Mojave Fort remained in operation until 1891 and then became a boarding school until 1930. Today, only ruins remain.

During this period, acculturation of American Indians was the government's goal in the boarding school and agricultural practices. However, many Mojaves found employment in mines, on river boats, or with the railroad, which came to Needles in 1883. Some Mojaves moved into Needles, where trains brought potential customers for their traditional bead and pottery crafts.⁶

In the early years of the twentieth century, the Mojaves were forced into accepting anglicized names and learning English in school. When

5 Mojave Fort Indian Tribe, "Mojave Tribe: History after 1860," at web site <http://www.nps.gov/moja/historyculture/mojave-tribe-late-history.htm> accessed December 12, 2013.

6 Linda Fitzpatrick and James M. Conkle, *Needles*, (Charleston, SC: Arcadia Publishing, 2010), 15.

the boarding school closed, Mojave children began attending school in Needles. In 1936, a great flood ravaged Needles and destroyed many Mojave homes in Arizona. The tribe purchased land for a new village near Needles in 1947. This area was made part of the reservation. In 1957, tribal leadership adopted the Fort Mojave Constitution, creating a new seven-member council. The inaugural council included tribal chairman Francis Stillman, vice chairman Hubert McCord, and council members Claude Lewis, Joe Davidson, Rudolph Bryan, and husband and wife Harwood and Minerva Jenkins.⁷

For millennia, the Mojave people have left their mark on the landscape in petroglyphs, pictographs, old trails and stone work. Numerous archaeological sites in the area have been identified and listed on the National Register. They range from 3000-4999 B.C. to 1750-1900 A.D. Today referred to as the Fort Mojave Indian Tribe, their descendants still reside in the area. Fort Mojave Indian Days, an annual celebration in Needles, keeps alive their heritage through cultural workshops, dancing, singing, and games.⁸

The Influence of the Railroad on Community Development

Construction of a rail line through the Mojave Desert was responsible for the founding of towns along its path. Needles and Barstow were major rail stops, and smaller towns in between also took root. The Atlantic and Pacific Railroad Company completed tracks into California from Arizona in 1883, helping to establish the City of Needles. The company employed an ethnically diverse group for this work, including American Indians, Mexicans, Mormons, and Irish immigrants. The Atlantic and Pacific Railroad bridge across the Colorado River was washed out three times in the 1880s. A new location and cantilever design were selected for the new Red Rock Bridge, completed in 1890. The bridge served trains, wagons, and later automobiles.⁹

Also in the 1880s, the Atchison, Topeka & Santa Fe Railroad (ATSF) constructed a segment through Barstow. By 1897, ATSF also owned the Atlantic and Pacific segment through Needles, controlling the continuous rail line across southern California. ATSF contracted with Fred Harvey, a restaurant entrepreneur, to build passenger dining establishments at its train stops. Fred Harvey had emigrated to America from Liverpool, England as a teenager and began his career in restaurants in New York, then later New Orleans and St. Louis. Harvey applied his experience to the emerging passenger rail industry during the post-Civil War period, introducing convenient and quality food accommodations. In a chance meeting with Charles Morse,

7 “Mojave Tribe: History after 1860.”

8 Fitzpatrick and Conkle, 9.

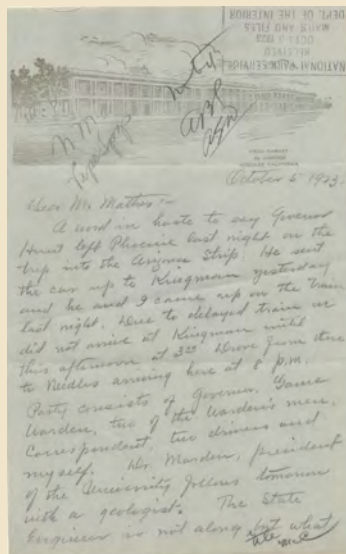
9 Ibid., 27, 29.



Figure 27 BNSF Railroad at Needles



Figure 28 Railyard east of Barstow



The Harvey House in Needles served as a transportation hub for early explorations of potential National Parks and Monuments in the Southwest as evidenced by this informal letter from "Boss" Pinckley to NPS Founding Director Stephen T. Mather hand-written on El Garces Hotel letterhead, dated October 5, 1923. Pinckley was in charge of the restoration of all southwestern monuments; he's discussing an inspection trip that Mather and he were planning to take. (Letter courtesy of National Archives)

superintendent of the Atchison, Topeka & Santa Fe Railroad line, Harvey sold his idea to install affordable, clean, efficient dining counters in railroad depots. So-called Harvey Houses became fixtures along the rail line from Kansas to California in the late nineteenth century. Along the ATSF line between Needles and Barstow, California, two Harvey Houses were constructed. These historic buildings later served travelers along Route 66 and are significant resources along this corridor.

The railroad was responsible for the establishment of several towns through which Route 66 would later pass. Lewis Kingman, a locating engineer for the Atlantic and Pacific Railroad chose the location and names for towns that would serve the railroad with stations through the hot Mojave Desert.¹⁰ Kingman chose to alphabetize the names of the series of towns including, Amboy, Bristol, Cadiz, Danby, Essex, Fenner, Goffs and others. Most of these towns later grew into highway stops for Route 66 travelers. Thus, early railroad history had a direct influence on development along Route 66.

Evolution of Wagon Roads into Modern Highways

The desert's natural resources were magnets for westward migration. Mining was the first industry to draw pioneers to the Mojave Desert of southeastern California. Fort Mojave was built in 1859 as an outpost to protect pioneers into California. Both silver and borax ore were mined and hauled out of the desert during the 1870s and 1880s. Borax wagons, 16'x 6' and constructed of sturdy oak, were pulled by twenty-mule teams. Miners' trails, etched in the rocky earth, evolved into rudimentary roads.

In California, such early roads became linked into what came to be called the National Old Trails Highway. Initially called the Ocean-to-Ocean Highway, this 3,096-mile road was established in 1912 and stretched from Baltimore, Maryland, to California. East of California, the National Old Trails road was a reinvention of the Santa Fe Trail (between Missouri and New Mexico) and the old National Road (east of the Mississippi River).

A rivalry developed for the southwest connection of the eventual National Old Trails Highway between a southern route (via Santa Fe, Socorro, and Las Cruces in New Mexico; via Douglas, Phoenix and Yuma in Arizona; via El Centro, San Diego, and Los Angeles in California) and a northern route (following the tracks of the Santa Fe Railroad from Kingman, Arizona, via Needles, Barstow, and Victorville, California, to Los Angeles). This northern route was referred to as



Figure 29 Photo of Route 66 construction in 1926.

¹⁰ Glenn D. Bradley, "Builders of the Santa Fe," in *The Santa Fe Magazine*, April 1914, at website accessed February 7, 2014, <http://www.mohavemuseum.org/santafa.htm>

the Santa Fe-Grand Canyon-Needles Highway. From Needles to Barstow, the road was already partially macadamized¹¹. Signs along the route helped motorists find the road. The northern route was officially adopted as part of the National Old Trails Highway proposal in 1913, dropping the Ocean-to-Ocean Highway nomenclature¹².

Constructed in 1926, Route 66 was representative of the Good Roads Movement that emerged in 1921. Prior to this period, road construction was funded by state and local governments and largely confined to New England states and California. These roads were built from the 1880s through the turn of the 20th century. With the increase of automobile as well as truck traffic, these water-bound madacam roads did not stand up well. California's construction of concrete and bituminous macadam roads proved more durable. Automobile associations across the country championed for long-distance highways that ultimately facilitated tourism and economic development. From 1921 to 1956, federal funding of interstate highways like Route 66 encouraged travel through previously isolated locales.¹³ The towns originally established for railroad service through the Mojave Desert gained a second wind from the building of Route 66.

Route 66 became a major road of escape for migrants seeking to leave behind life in the Dust Bowl. During the 1930s, economic hardships of the Depression and droughts in the Central Plains sparked a mass migration westward. As winds swept away the over-farmed soil of Oklahoma, Texas, and Kansas and with the national economy in collapse, more than one million Americans turned to California as the land of opportunity. Route 66 is estimated to have carried 65 percent of westbound traffic to California during the 1930s.

John Steinbeck's novel *The Grapes of Wrath* was intended as a critical commentary on the social conditions that created the mass migration and the harsh treatment of migrants on reaching California. In his description of the journey along Route 66

- 11 Macadam roads, pioneered by Scottish engineer John Loudon McAdam around 1820, were built with layers of consistently sized aggregate—the top layer being the smallest to smooth out the ride.
- 12 For a detailed description of the competing northern and southern routes see: <http://www.fhwa.dot.gov/infrastructure/trailsc.cfm>
- 13 Peter J. Hugill, "Good Roads Movement," in Encyclopedia of the Great Plains at website accessed February 7, 2014, <http://plainshumanities.unl.edu/encyclopedia/doc/egp.tra.013>



Figure 30 Postcard from Chambless



Figure 31 Postcard from Murphy Brothers General Store, Ludlow



Figure 32 Postcard from the 1970s of the current Ludlow Cafe



Figure 33 Postcard depicting Roy's full lunch counter during its heydays (<http://www.66postcards.com/postcards/ca/CA015900.htm>)

WWII: Amboy and I-40:

The nation experienced new-found growth and prosperity after the war. New jobs brought wealth and prosperity to thousands of post war families, who now could afford leisure travel across the country on Route 66. The journey now became an adventure to discover the West, including the glitz and glamor of Hollywood, something called Disneyland, and the austere natural beauty of California's landscapes.

Amboy, like so many of the desert communities, remained open 24-7 to greet and accommodate this new generation of Route 66 automobile adventurers. Amboy, like so many of its desert neighbors grew and prospered until the opening of Interstate 40 in 1973. The grand highway bypassed the vast majority of America's Route 66 cities, towns and communities, many which slowly faded into obscurity.

Figure 34 Amboy in 2014

to California, he wrote of jalopy cars, stuffed with people, over-heating, blowing tires and breaking down.

Route 66 was “the path of a people in flight ... they come into 66 from the tributary side roads, from the wagon tracks and the rutted country roads. 66 is the mother road.” Steinbeck’s selection of language had a powerful effect of personifying the road. Despite a narrative of disillusionment—a miserable journey to a false dream—many Americans romanticized Route 66.

Route 66 opened the Golden State to seekers of the California dream, a paradise of palms and sunshine on the Pacific Ocean. Yet, as Steinbeck described the “terror between towns,” travelers along Route 66 had to be self-sufficient, as few accommodations existed. Overnight lodging usually meant camping, sometimes in small auto camps with other travelers. Through the California desert there were very few hotels and service stations. Route 66 kept many small towns and their businesses afloat during this time with the steady stream of westbound migrants.

After World War II, the national economy rebounded vigorously, creating a new consumer culture that included travel. Businesses along Route 66 that survived during the 1930s westward pilgrimage now flourished. The golden age of tourism reinforced Route 66’s influence on the built landscape, evident in the numerous automobile oriented businesses popping up along its path. The road created economic possibilities for tourist trade and the automobile service industry, in gas stations, motels, and diners. Novelty building design and neon signs colored the highway, creating a unique American roadside architecture. Route 66 became a destination unto itself.

A tangent of auto tourism and roadside architecture was postcard design. As Americans motored about the country, they wanted to collect or send souvenirs of their travels. Today, postcards are sometimes the only evidence of destinations and businesses along the early highways that were closed and abandoned after the installation of major interstate highways.

In the post-war climate of disposable income, travelers along Route 66 into California were again seeking adventure, and in even greater numbers than during the Depression. Some visitors to California were on family vacations, others came to stay in the land of sun and palms. Again, American pop culture immortalized Route 66. The sad



and remote mother road of plight for Steinbeck’s migrants became a symbol of the American road trip, in the song “Get Your Kicks on Route 66.” The 1946 tune was inspired during songwriter Bobby Troup’s cross-country adventure. The lyrics tick off the names of towns along the highway including Barstow in the California desert.

President Dwight D. Eisenhower signed the Federal-Aid Highway Act in 1956, which authorized construction of a national interstate system. Once completed, the new interstate 40 bypassed much of Historic Route 66, which was decommissioned in 1985. This led to the gradual decline of many of the small railroad communities and businesses along Route 66.

Desert Training Center

During World War II, in response to Germany’s success in North Africa, the U.S. War Department initiated an Army-training program in areas with a desert terrain and environment. Major General George S. Patton, Jr., commander of the I Armored Corps, was responsible for selecting the site. A native of southern California, Patton was familiar with the area and had also participated in Army maneuvers in the Mojave Desert in the 1930s. The Desert Training Center, later re-named the California-Arizona Maneuver Area (DTC/C-AMA) was created in 1942. Patton chose the small town of Desert Center as his headquarters.

The maneuver area would eventually expand to encompass more than 12 million acres, making it the largest training area in the world, covering some 18,000 square miles. Its range extended from the outskirts of Pomona, California, eastward to within fifty miles



Figure 35 Camp Essex Reservoir (courtesy of BLM)



Figure 36 Ca. 1943 photo of army troops in Needles, El Garces Harvey House is in the background.

<http://www.cityofneedles.com/Pages/About-Needles/Needles-back-in-the-day.html>



Figure 37 1943 aerial view looking east at the Camp Ibis AAF.

Courtesy San Bernardino County Library, via Rick Jackson), http://www.airfields-freeman.com/CA/Airfields_CA_SanBernardino_SE.htm

of Phoenix, Arizona, southward to the suburbs of Yuma, Arizona, and northward into the southern tip of Nevada. Soldiers training here had to contend with constant clouds of dust created during tank maneuvers. Sand found its way into tents, food, clothing, weapons, eyes and mouths. Diesel fuel had to be poured on the ground near living areas to keep away scorpions, tarantulas, and rattlesnakes. Temperatures in the desert ranged wildly from below freezing to over 100 degrees.

General Patton oversaw the training maneuvers from April to August of 1942. At that time he departed for “Operation Torch,” the Allied attack on German-occupied North Africa. More than one million troops trained in this area between 1942 and 1944. On April 30, 1944, two years after its inception, the U.S. Army closed the CAMA. During the past 70 years, the desert has slowly continued to reclaim the abandoned camp sites and airfields. Today, some remnants of these camps remain visible on the desert landscape.

Representative of Patton’s Desert Training Center, Camp Ibis was established near Needles during the spring of 1942 and ultimately occupied by the 4th Armored Division, followed by the 9th Armored Division, and lastly 11th Armored Division. Camp Ibis consisted primarily of temporary improvements including twenty-eight enlisted men’s shower buildings, fourteen officer’s shower buildings, 173 latrines, 234 wood tent frames, twenty-three firing ranges, and a 50,000-gallon wooden elevated storage tank. Equipment installed on the site included deep well pumps, a chlorinator, platform scales, three 700 gallon drums. The only permanent structure constructed on the site was one 500,000-gallon concrete reservoir. Route 66 served as one of the main highways for movement of supplies and materials.

HISTORIC SITES AND DISTRICTS

The significance of Historic Route 66 through the Mojave Desert has been recognized through listings and determinations of eligibility for the National Register of Historic Places (National Register). Although there are a limited number of recognized historic sites, the potential for additional designations is extensive and discussed in Chapter 4, Stewardship. The following are the existing listed properties:

NATIONAL REGISTER-LISTED PROPERTIES

Archeological Site No. D-4, D-7, D-12

The native peoples of the southeastern California desert left cultural evidence upon the natural landscape that has helped to document their presence there. While the locations of these sites are restricted for their protection, they have been recognized for their significance to our nation’s pre-history through listing on the National Register

of Historic Places. Archaeological sites near Needles, known as Sites No. D-7 and D-12, were listed in 1984 and D-4, in 1985. The sites are thematic resources of the Earth Figures of California-Arizona Colorado River Basin. From the 1982 National Register nomination:

“The elements in this thematic group consist of large figures on the ground surface, usually on mesa tops, bordering on the Colorado River and in the area it has historically flooded....The figures were created in almost all instances by removal of the surface layer of darkened rock to expose a lighter subsurface of earth material ...The figures were created by the indigenous people of the area at an unknown time (or times) in the past.”

The nomination describes the importance of these artistic expressions as rare and extraordinarily imaginative in their conceptualization, as “the larger figures could not be seen in their totality on ground level by those who made them. The images were thus created to be totally visible only from high in the air.” While rare, Earth Figures have been documented in Australia, New Caledonia, England, and Peru. However, only those in Peru share a similar “desert pavement” material as those found in the Colorado River basin. Further, this thematic group “contains a markedly greater number of figures in closer proximity and of greater variety than has been reported elsewhere in the United States.” A total of 107 figures are included in the thematic group for this nomination. Of those near Needles, D-4 is on privately owned property, while D-7 and D-12 are on federal lands.¹⁴

Topock Maze Archeological Site

One other American Indian resource in the area of Needles is the Topock Maze Archeological Site. Listed in the National Register in 1978, the originally 100-acre site has been reduced to ten acres due in part to bi-section by the railroad and I-40. A U.S. Fish and Wildlife Services wayside marker describes the site in romanticized terms as one to which

“the Aha Makav warriors returning home from battle first paused for purification before continuing home.”

The marker continues:

“Not a true maze, this site is a series of windrows carefully placed in an extensive geometric pattern. Evidence suggests that it may have originally been only one section in a group of nearby earth images and features ... But



Figure 38 Postcard based on the ca. 1913 painting by Harold Betts misrepresenting the site design.

14 Dorothy Gray and Hartley Gurney, et al., “Earth Figures of the California-Arizona Colorado River Basin,” National Register of Historic Places Inventory- Nomination Form, 1982, at <http://pdfhost.focus.nps.gov/docs/NRHP/Text/64000064.pdf> accessed December 14, 2013.

whether or not the geoglyphs in this vicinity were associated with one another, this was clearly an area of symbolic and ritual significance.”

Though the site has been known locally as the Mystic Maze, its origin and age has been the subject of debate for many years. At question is whether the Mojave Indians constructed the rock feature, and if so, for what purpose; or rather, is it a historic construction resulting from laying of the railroad line? A recent essay studies the controversy through an analysis of various sources (notably lacking any railroad records on the matter).

Author Ruth Arlene Musser-Lopez claims that the controversy began after railroad magnate J. P. Morgan commissioned Edward S. Curtis to produce a photo-history of the North American Indian. Ethnologists have criticized Curtis' work as manipulative, pointing to the proclivity of railroad promoters for appropriating American Indian imagery to drum up tourism. Despite the rock feature's uniform rows of mounded gravel, its description as a maze or labyrinth took hold. Even early 20th-century postcards misrepresented the site through inaccurate drawings. These postcards were sold at railroad stops such as the Harvey House in Needles imparting credibility to idea of a mystical maze.

It is possible that the 1915-1916 Panama-California Exposition, and construction of roads to it, helped save the maze from destruction. The National Old Trails Road conveniently brought travelers to the Expo in San Diego directly through Needles and the by-then famous "Mystical Maze." Needles' Congressional Representative from 1913-1921, William Kettner, reportedly was aware of the value of the site as a tourist draw and worked to have the National Old Trails Road pass through the town. As Musser-Lopez's essay concludes, the Topock site has by this point transcended the debate over origin and date of construction, stating it "has been a valuable roadside attraction for over 100 years." Further, its "legend and mystery" enhance its significance "not only in the local culture but as a national monument to American ingenuity and entrepreneurial creativity."¹⁵

While one portion of the maze is listed on the National Register, two other adjacent sections are currently under review for eligibility as a Traditional Cultural Property (TCP), pertaining to a Section 106 remediation project. A TCP is eligible for listing based on its "association with cultural practices or beliefs of a living community that are rooted in the community's history, and important in maintaining the continuing cultural identity of the community."

15 Ruth Arlene Musser-Lopez, "Mystic Maze" or "Mystic Maize:" The Amazing Archaeological Evidence" at <http://www.scahome.org/publications/proceedings/Proceedings.25Lopez.pdf> accessed December 13, 2013.

Thus, the BLM, the California State Historic Preservation Office (SHPO), and the Advisory Council on Historic Preservation, in consultation with nine American Indian tribes, appear inclined to link the site with American Indian origin rather than to a late 19th century railroad origin.¹⁶

El Garces Harvey House

When the railroad was constructed over the Colorado River into California, a wooden depot was built at Needles to accommodate cargo and travelers. The original depot was destroyed by fire. In its place, a new station and the El Garces Harvey House were completed in 1908. The building combined the names of restaurant-hotel entrepreneur Fred Harvey and Father Francisco Garces, a missionary who had visited the area in 1776.

The El Garces Harvey House at Needles was the Crown Jewel of the franchise. Here, diners enjoyed high-quality meals served on china on tables with linen and fresh flowers. The business also catered elegant private banquets for affluent Needles residents.

Architect Francis S. Wilson designed the two-story El Garces Harvey House with loggias of paired columns on each level. While the Spanish Colonial exterior and courtyard are architecturally impressive, the building's interior systems are noteworthy as well. Needles' long hot summers (often exceeding 120 degrees) could be quite taxing for guests. Inside the El Garces was a maze of duct work and exhaust ports to provide cooling within the concrete walls. This cooling system involved an ice box car parked at the depot connected to the hotel by a canvas duct with blower fans. Railroad employees re-stocked the car with ice sometimes twice a day to maintain a cool interior of the hotel.

After closing for business in September 1949, the El Garces Harvey House building was partitioned and converted for Santa Fe Railroad offices. These remained in use until 1988. By the early 1990s, the railroad considered demolishing the structure. The Friends of El Garces was formed in 1993. In 1999, the group encouraged the City of Needles to purchase the hotel for \$130,000 from the railroad. This public-private partnership has since raised approximately

16 "Programmatic Agreement," at http://www.dtsc-topock.com/resources/CEQA_EIR/EIRDocuments/Appendices_Vol_1.pdf accessed December 13, 2013.



<http://www.66postcards.com/postcards/cal/CA008700.html>



Figure 39 El Garces Harvey House at 950 Front Street: Historic postcard (top) and the site in 2013 (middle).



<http://www.cityofneedles.com/Pages/About-Needles/Needles-back-in-the-day.html>

Figure 40 View of the original El Garces courtyard ca. 1920.

\$10 million for the renovation, primarily through state and federal transportation grants. In recent years, it has been the focus of preservation efforts in Needles. The building was listed in the National Register in 2002.



Figure 41 Historic photo of Goffs Schoolhouse, ca. 1920 (top). Source: <http://www.66postcards.com/postcards/ca/CA030500.html>

Goffs Schoolhouse

Due to the high population of railroad families in Goffs by the early 20th century, a school building was needed. By 1914, a permanent building was completed. The extant structure was designed in the Spanish Mission style. Its construction (wood frame and stucco over steel mesh) was unique for East Mojave schools of the period. At 800 square feet, the school building was also larger than most in isolated desert areas. The ample

space hosted dances, church services, and community gatherings. The building also had a library room, making its total footprint 2000 square feet. The exterior featured two large covered porches.



Figure 42 Goffs Schoolhouse in 2013

When Goffs School District was absorbed into the Needles Unified School District, Goffs School closed in 1937, and a new school was built in Essex. During World War II, the school building was used during Patton's desert military training maneuvers. Following the war, Goffs Schoolhouse was occupied for living quarters through 1954. After it was left unoccupied, it became a target of vandalism. By the early 1980s, the east wall of the building was largely gone, and the roof was sagging badly. Over the next decade, the property changed hands a couple times before Dennis and Jo Ann Casebier purchased it. The Casebiers were long-time collectors and students of Mojave Desert research materials. Their admiration of the American West inspired their purchase and move to Goffs.

In 1993, the Mojave Desert Heritage and Cultural Association, a non-profit tax exempt corporation (501c3) was formed to raise funds to restore the schoolhouse and to perpetuate the Casebiers' collection. In 1998, the Casebiers donated the Schoolhouse and the one-acre Schoolyard to the Association. Restoration of the building was guided by interviews with more than forty former students of the school and several hundred historic photographs. Additionally, physical evidence within the school's construction revealed details that further assisted the project.

To date the restoration has cost \$150,000, all of which was obtained as donations from the Friends of the Mojave Road and the Mojave Desert Heritage and Cultural Association. In 2001, a graduate class in Public History from the University of Nevada, Las Vegas, prepared the National Register nomination for the Goffs Schoolhouse. The property was listed in October of 2001. The schoolhouse is open to the public on select weekends.

Harvey House, Barstow

With restaurant-hotel entrepreneur Fred Harvey, the Santa Fe Railroad built the original Harvey House at Barstow in 1885. When fire destroyed this building in 1908, architect Mary E. J. Coulter designed the present Spanish-Moorish structure, which was completed and opened for business in 1911. The new building, named the Casa Del Desierto, offered travelers the same quality accommodations renowned among Harvey Houses along the rail line. Additionally, the Casa Del Desierto featured a ballroom for dancing and social events.

The hotel faced Barstow's original Main Street; however, in anticipation of Route 66, the railroad company purchased the entire street, allowing the name Main Street to be applied to the pending Route 66 path through town. The new Main Street officially opened for travel in 1925, the year before Route 66 was commissioned. The move did not deter business at the Casa Del Desierto, which enjoyed patronage by Route 66 travelers in addition to rail passengers. When the Santa Fe Railroad began serving meals on its trains, business at Harvey Houses waned. By 1973, the railroad closed the depot. At that point, the once elegant Casa Del Desierto became occupied by a small machine shop with a cafeteria before being abandoned altogether.

The building was listed in the National Register in 1975. The designation, however, did not spur immediate preservation efforts. As with its sister, El Garces Harvey House in Needles, the Casa Del Desierto was slated for demolition during the 1980s. The City of Barstow interceded in 1990, buying and placing offices in the building. Restoration was completed by 1999. The building now serves as a depot for Greyhound and Amtrak and houses offices of the Barstow Area Chamber of Commerce, Mother Road Route 66 Museum, and the Western American Railroad Museum.

NATIONAL REGISTER ELIGIBLE DETERMINATION

On November 25, 2014, the California SHPO confirmed the following determination regarding the eligibility of Route 66 for the National Register from Daggett to Mountain Springs Road (based upon the Historic Property Survey Report for the Dola and Lanzit Ditches Bridge Replacement Project).

Caltrans determined that California Highway 66/National Trails Highway (NTH) (P-36-002910, CA-SBR-2910H), the segment of California U.S. Highway 66/NTH from Daggett to Mountain Springs Road Exit on I-40, approximately 111 miles in length, is eligible for the National Register of Historic Places under Criteria A and C under of context Development of Route 66 in California, with a period of significance of 1926-1974.



Figure 43 Ca. 1930 postcard showing the full expanse of the Casa Del Desierto Harvey House. Source: <http://www.66postcards.com/postcards/ca/CA012115.html>



Figure 44 The restored Harvey House in 2013



Figure 45 Interior of the Harvey House at Barstow

Potentially Important Cultural Resources

In addition to the National Register listed properties discussed above, there are a number of sites along the Route 66 desert corridor that are potentially eligible for listing on the National Register of Historic Places but have not yet been documented and submitted for designation. Many of these are discussed more fully later in Chapter 4 (Stewardship). Included below is a partial listing to emphasize the existence of important roadside cultural resources deserving recognition in ongoing corridor management efforts:

- Carty's Camp, Needles
- Claypool Building, Needles
- Needles Theater
- Thematic Needles district (Route 66 hotels, motels, gas stations)
- Essex café/gas station
- Essex School
- Danby courthouse, Danby
- Chambless café/cabins
- Road Runner Retreat Café, Chambless
- Amboy Historic District, Amboy
- Row of gas stations and buildings, Ludlow
- Whiting Brothers Gas Station, Newberry Springs
- Alf's Blacksmith Shop, Daggett
- Daggett Commercial Area
- El Rancho Motel, Barstow

Caltrans also found the following to be contributors to this historic property:

- 1929-1931 to Present CA Highway 66/NTH Alignment - Daggett to Mountain Springs Road (111 miles)(current Route 66 alignment)
- Original or 1926 to 1929-1931 U.S. Highway 66 Alignments - Daggett to Mountain Springs Road (previous Route 66 Alignments)
- The following 1929-1931 Bridges [see full text of letter in Appendix III for list]

In addition to the contributing elements listed above, several road-related features along the 111-segment should be considered to be contributing elements on a case-by-case basis if they maintain sufficient integrity. These features were constructed either during the original construction of the present Route 66 (1929-31) or within its period of significance and are known to exist along the corridor. Individual locations of each feature, predominantly outside the current APE for this project, were not be [sic] pinpointed at this juncture:

- 1929-1931 U.S. Highway 66 Dikes
- 1929-1931 U.S. Highway 66 Drainage Ditches
- 1929-1931 U.S. Highway 66 R/W "C" Markers
- Three 1957 Rest Areas/Roadside Rests (Mountain Springs, Danby, Hector)
- Late-1950s "40 SBD" Paddleboards

In addition, Caltrans has determined that the following do not contribute:

- 1929-1931 U.S. Highway 66 Construction Roads
- 1944-1953 U.S. Highway 66 Detour Roads
- Post-1974 CA Highway 66/NTH Paddleboards
- Post-1974 Rock Art and Graffiti
- The following 1929-1961 Bridges [see full text of letter in Appendix III for list]

NATURAL RESOURCES

The setting of Historic Route 66 through the Mojave Desert is particularly significant. Travelers can still see and feel the vastness of the desert—the same way that the travelers experienced it in the early 30's and 40's, especially between Needles and Ludlow, one of the few places where this experience can still be found. Route 66 introduces visitors to this vastness and to the many ephemeral qualities that shape the experience of travel through the Mojave Desert.

The corridor's primary vegetative cover is classified as Creosote Bush Shrubland, which covers 70 percent of the Mojave Desert. There are intermittent areas of mixed salt desert scrub and low elevation

wash. Areas of playa, lava beds and cinder cones are found in the general areas of the Amboy Crater and west of Ludlow at the Pisgah Crater.¹⁷

Most of the landscape east of Ludlow has changed very little since Route 66 was designated in 1926. All that is visible is the railroad, Route 66, and a few utility lines well back from the route. Comparisons of early topographic maps and those found today provide that evidence. While the activities of General Patton's Desert Training Center temporarily altered the desert landscape, many of those features were removed and the remnants only create more interest in the continual resilience of this desert landscape to change. The result is that travelers continue to see and experience the same formidable landscape that travelers saw and experienced in the 1920's.

The natural resources found in the area are nationally significant. The significance was recognized by Congress in 1976 when it designated a 25-million acre expanse of land in southern California (see sidebar on page 12) through the Federal Land Policy and Management Act as the California Desert Conservation Area (CDCA). The Historic Route 66 corridor is completely within the CDCA.

Approximately 86 percent of the lands within the corridor have been recognize for their significance and are unlikely to change uses in the future. These lands are managed by BLM as special management areas established through statute, regulation, and management plan amendments. Many of these areas prohibit or limit development and are discussed in more detail below:

- Wilderness Areas
- Wilderness Study Areas (WSA)
- National Natural Landmarks (NNL)
- Areas of Critical Environmental Concern (ACECs)
- Desert Wildlife Management Areas (DWMAs)
- Critical Habitat

WILDERNESS AREAS

BLM's National Landscape Conservation System (NLCS) Wilderness Areas are characterized by "primeval character, without permanent improvements" and they "generally appear to have been affected primarily by the forces of nature." Wilderness Areas within the corridor include:

¹⁷ Sources: State of California Geoportal, Central Mojave Vegetation Map (ds166.shp developed by U.S. Dept. of Interior, USGS Western Ecological Research Center and Southwest Biological Science Center); 2013 California Desert Vegetation in Support of the proposed DRECP (ds735.gdb); Vegetation Communities in the West Mojave Planning Area (wemo_vegetation.shp - BLM, California Desert District)

Natural Resources Map

For the locations of natural resource features associated with Route 66 See Appendix II, Map 4 Natural Resources: <http://cmp.route66ca.org>

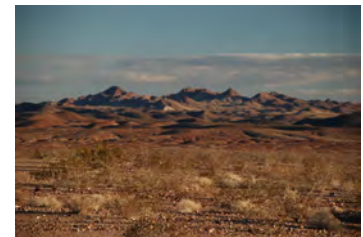


Figure 46 View to the southeast of Ludlow



Figure 47 View north from Danby Rest Area to the Clipper Mountains

- Havasu
- Chemehuevi Mountains
- Bigelow Cholla Garden Wilderness
- Dead Mountains
- Mojave
- Piute Mountains
- Clipper Mountain
- Trilobite
- Old Woman Mountains
- Cadiz Dunes
- Sheepshead Valley
- Bristol Mountains
- Kelso Dunes
- Rodman Mountains
- Newberry Mountains

WILDERNESS STUDY AREAS

These areas are characterized by size, naturalness, opportunities, and special ecological, geological, educational, historical, scientific, and scenic values. Wilderness Study Areas must have roadless areas of at least 5,000 acres of public lands or be of manageable size. They must appear to be affected primarily by natural forces and provide opportunities for “primitive” recreation. Study Areas are managed to preserve their potential suitability for wilderness designation. Cady Mountains is the only Wilderness Study Area within five miles of CA Route 66.¹⁸

NATIONAL NATURAL LANDMARK

The National Natural Landmarks (NNL) program recognizes the best examples of biological and geological features in both public and private ownership. The program, managed by the National Park Service, recognizes outstanding biological and geological resources. Sites are designated by the Secretary of the Interior, with landowner concurrence.

Amboy Crater

This is an excellent example of a symmetrical cinder cone, designated a National Natural Landmark in 1973. The crater reaches 250' in height and contains two lava dams and lava lakes—covered in a light colored clay and resembling “dry lakes.” The western wall of the crater collapsed when basaltic lava erupted from it. The twenty-four square mile lava flow extending from the crater is a showcase of geologic formations such as lava lakes, lava tubes, sinks, spatter cones and extensive flows of basalt. Photographers will enjoy a spring visit to the crater, as wildflowers are rampant. A day use area and viewing platform, restrooms, and ADA accessible shaded and un-shaded picnic tables are available. The 3-mile hike

18 BLM

around the crater is also popular; however, it is not recommended that visitors hike to the rim during summer months or windy conditions.

AREAS OF CRITICAL ENVIRONMENTAL CONCERN

The corridor includes nine Areas of Critical Environmental Concern (ACECs) as defined in Chapter 2, page 13. ACECs are part of a national dataset with boundaries within BLM managed public lands.¹⁹ The names of the areas are associated with the feature or features that it is intended to protect. They include:

Dead Mountains ACEC

The primary purpose for this area is to protect American Indian cultural values of the Mojave and Chemehuevi tribes. Important religious events, associated figures, and burial grounds are found within this area.

Marble Mountain Fossil Bed ACEC

This area protects paleontological resources including the Marble Mountain Trilobite Site and Latham Shale. It is known for a wealth of fossils and is open to public rockhounding and collection.

Amboy Crater ACEC

Noted above as a National Natural Landmark.

Pisgah ACEC

A haven for desert wildlife and plant assemblages, this area protects habitat, sensitive species and landscape connectivity. In 2004, this ACEC was designated to specifically protect the bearded dragon flower, also known as the whitemargin beardtongue. Other significant plant and animal species finding critical habitat here include bighorn sheep, golden eagles, desert tortoise, prairie falcons, and Mojave fringed-toed lizards. Pisgah is also recognized for its lava flows and its stabilized sand dunes. According to scientists, the lava flows here may be the most recent pahoehoe basalt deposits in the state.

Rodman Mountains Cultural Area ACEC

Rock art sites found in this ACEC are listed on the National Register of Historic Places due to the variety of artistic styles rendered as well as the significant cultural importance of the area to American Indians.

Mojave Monkeyflower ACEC

This flowering plant unique to the Mojave Desert is classified as 1B.2, or fairly endangered in California. Protection of this primary habitat

¹⁹ BLM, Draft Desert Renewable Energy Conservation Plan (DRECP), 2014



Figure 48 Amboy Crater (photo by Bob Wick, BLM)



Figure 49 Mojave Monkey Flower (photo courtesy of and copyright by Steve Schoenig)

will help to maintain the species population and offer opportunities for more research on the species.

Calico Early Man Site ACEC

Primitive stone tools were found by archeologists at this site of an ancient Pleistocene Era lake, Lake Manix. It is stipulated that the area may have been a stone tool workshop, quarry, and camp site to nomadic hunters and gatherers. No human remains were found at the site.

Mojave Fringe-toed Lizard ACEC

This species is only found in the eolian, or fine windblown sand deposits of sand dune complexes within the Amargosa, Mojave, and Colorado River drainage areas of the Mojave Desert. Preservation of the sand source corridors is critical to the survival of this species.

Rainbow Basin/Owl Canyon ACEC

Landscape features—multi-colored rock formations and scenic canyons—as well as paleontological resources make this an Area of Critical Environmental Concern. Desert tortoise and other wildlife find habitat in this area.

DESERT WILDLIFE MANAGEMENT AREAS (DWMA)

DWMAs have been established to protect high quality habitat for the threatened desert tortoise. The Piute-Fenner, Chemehuevi, and Ord-Rodman DWMAs are located within the corridor. These areas overlap with designated Desert Tortoise Critical Habitat areas and have a one percent surface disturbance limit.

UNUSUAL PLANT ASSEMBLAGES (UPA)

Unusual Plant Assemblages (UPAs) are:

“stands of vegetation within the CDCA which can be recognized as extraordinary due to one or more factors. These factors include unusual age, unusual size, unusually high cover or density, or disjunction from main centers of distribution. Plant associations which are relatively rare in the Desert due to their alliance with restricted and discontinuous habitats are also considered UPAs. Examples of these UPA types are vegetation associated with water, such as seeps, springs, riparian areas, and plants growing on unusual and restricted substrates (limestone outcroppings, sand dunes, etc.). A number of UPAs have been identified within the CDCA. These UPAs are grouped according to their sensitivity to disturbance.”

The route passes through two UPAs and is within five miles of four others. The route briefly passes through the Piute Valley Smoke Tree Assemblage—a stretch of less than three miles—west of Needles. This is the northernmost occurrence of Smoke Tree in the CDCA.

The route also passes through the Yuha Desert/Cronese Valley/ Ward-Chemehuevi Valley Crucifixion Thorn Assemblage a few miles east of Ludlow. Usually found in the Sonoran Desert, this stand of the species is outside its normal range. The other UPAs within five miles include the Mesquite Thicket north of Needles, Sacramento/ Stepladder Mountains Teddy-bear Cholla Assemblage, Homer Mountain Ocotillo Assemblage, and the Ord Mountain Jojobas Assemblage.²⁰

DESERT TORTOISE CRITICAL HABITAT

These areas are essential for the conservation of Desert Tortoise. Notices are provided to alert land managers and the general public of the importance of these areas. The Route 66 corridor enters Desert Tortoise Critical Habitat west of Needles on U.S. 95 and a few miles east of the intersection with Goffs Road. It continues through the Critical Habitat Area until the boundary limit about five miles east of Chambless. Another expanse of Critical Habitat Area extends east of Newberry Springs (west of Pisgah) and continues south along the corridor to Barstow. A large expanse of Desert Tortoise Critical Habitat lies north of the Mojave River near Barstow.²¹

MOJAVE NATIONAL PRESERVE

The preserve lies north of the corridor covering 1.6 million acres, and abuts the route for approximately fifteen miles—five miles east of Goffs and between Goffs and Fenner. Of the total Preserve area, 700,000 acres are designated wilderness and almost half is critical habitat for the desert tortoise. The Preserve is a haven for wildlife protecting habitat as well as landforms and ecosystems unique to the region. A breadth of scenic landscapes and vistas including sand dunes, mountains, dry lakes, lava flows, cinder cones and Joshua tree stands are protected within the Preserve lands. Cultural resources and historic sites such as American Indian rock art and early mining sites are also preserved here.

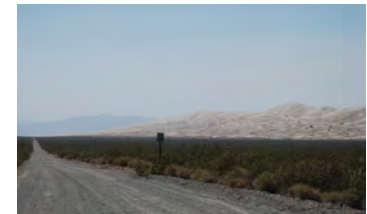


Figure 50 Kelso Dunes, Mojave National Preserve

OTHER PROTECTED LAND

The California Protected Areas Database (CPAD) provides information about “lands owned in fee by governments or non-profits that are protected for open space purposes. Data includes all such areas in California, from small urban parks to large national parks and forests, mostly aligned to assessor parcel boundaries.” The BLM owns a majority of the open space in the corridor as noted on the preceding pages. CPAD includes additional protected lands sites shown in Appendix II, on Map 2, and identifies additional open space lands with natural resource values including lands owned by other Federal agencies, State of California, San Bernardino County, the

20 BLM, CDCA Plan

21 USFWS



Figure 51 Lava beds near Pisgah Crater along Route 66

cities of Needles and Barstow, and Non-Profit Organizations or Special Districts.²²

AREAS OF GEOLOGIC INTEREST

Some of the most striking and significant landscape features along the corridor are geologic formations—mountains, craters, lava flows—that formed hundreds of thousands of years ago. Of particular interest are the Amboy and Pisgah lava beds and cinder cones.

Lava Beds and Cinder Cones

The craters at Amboy and Pisgah are considered to be among the youngest in southern California, with an estimated age of 100,000 years or less. These areas are characterized by smooth and oddly-shaped black basalt lava flows of “aa” and “pahoehoe” sculptural surface character and windblown sand. Both craters are immediately accessible from the route.

The Amboy Crater is an excellent example of a symmetrical cinder cone. Two dry lakes flank the Amboy Crater and lava to the east and west. One resides in the Twenty-nine Palms Marine Corps Base, and the other is Bristol Dry Lake—once filled with water that drained into the valley during the ice ages. It is now a desiccated remnant, mined for salt deposits through large evaporating flats.

At Pisgah, there are three main layers of lava flows that are partially covered by windblown sand and silt. These lavic flow areas formed at different times producing variances in geologic appearance. Flows from the crater traveled ten miles from the cone. The route crosses these flows for about two miles. Traveling west from Pisgah and following lava flows, an area of pale dirt at a mine pit contains hectorite, a lithium-laden clay originating from the playa lake deposits beneath the lava flows. Dust clouds at Pisgah are not uncommon, as mining operations are ongoing. South of the Pisgah Crater is a lavic dry lake, similar to those found near the Amboy Crater.²³

Recreation Map

For the locations of recreational resource features associated with Route 66 See Appendix II, Map 5: Recreational Resources at <http://cmp.route66ca.org>

RECREATIONAL RESOURCES

California Historic Route 66 provides access to outstanding outdoor recreational opportunities associated with the desert environment. This dispersed type of recreation, however, is not for everyone. Exploring the desert environment along the route requires adequate knowledge and understanding of climate, desert conditions and how to survive. Some activities on public lands require a special recreation permit and an understanding of the laws and regulations

²² Open Space/CA Protected Areas - Source: California Protected Areas Database (CPAD17_Units.shp)

²³ Sharp, Robert P. and Glazner, Allen F. *Geology Underfoot in Southern California*. 9th ed. Mountain Press Publishing Co., Missoula, VT. 2011.

governing access. The BLM-CDD Web site at <http://www.blm.gov/ca/st/en/fo/cdd.html> or the recreation page at <http://www.blm.gov/ca/st/en/prog/recreation.html> contain the most accurate and current information. The following recreational opportunities are found along the route or within the corridor.

INFORMATION VISITOR CENTERS

In addition to the Web sites noted above, contacting the BLM Needles or Barstow Field Office, or other agency visitor information center, in advance of the trip will lead to a more successful desert recreational experience. Hours of operations for any visitor facilities may vary by season and other factors. The following information and visitor centers are found within the corridor.

BLM Field Offices (Barstow and Needles)

The BLM maintains visitor centers at its Barstow and Needles Field Offices. Visitor information and orientation is available for recreational and interpretive opportunities. The dividing line for the Barstow and Needles Field Offices is generally west and east of Ludlow.

Kelso Depot Visitor Center Kelso Depot Visitor Center

The Kelso Depot Visitor Center, the primary visitor center for the Mojave National Preserve, is located about a 40 minute drive from Amboy. Visitors will find information, exhibits, an orientation film, an art gallery, a bookstore, restrooms, water, and picnic areas.



Figure 52 Kelso Depot, Mojave National Preserve

Hole-in-the-Wall Information Center

The Hole-in-the-Wall Visitor Center is about an hour's drive from Fenner, and includes a campground and nature trails. Black Canyon Group and Equestrian Campground are not far from this Information Center. Visitors will find information, a bookstore, campgrounds, a picnic area, a trailhead, restrooms, water, and telephone access. Hours are limited and seasonal.

National Park Service (NPS) Headquarters Visitor Information

Visitor information, a bookstore, restrooms and basic orientation is available at the Barstow Office of the NPS.

Desert Discovery Center

This 7,000 s.f. facility is not only a hub for visitor and community information, but it also houses the second largest meteorite found in the United States. The center is in the heart of Barstow and is surrounded by 12 acres of public land. Visitors can enjoy a “secret garden area” and a pond filled with native plants and animals, including resident tortoises.



Figure 53 Exhibit at the Desert Discovery Center



Figure 54 Heart of the Mojave trailhead

OPEN ACCESS BLM LAND AND POINTS OF INTEREST

Dispersed recreational access is available along an extensive network of trails and roadbeds throughout BLM-managed public lands within the corridor. A map published by BLM showing the type of access that is allowed (motorized or non-motorized) and the locations of trailheads is available at its visitor centers.

Camp Essex and Camp Clipper Divisional Camps

Camps Essex and Clipper were divisional camps within the Desert Training Center, (DTC) established by General George S. Patton in 1942, to train U.S. troops for combat in Africa, Europe and the Pacific. The U.S. Army closed the DTC in April 1944. Now considered a living museum, visitors can explore the roads and trails and remnants, including a 500,000 gallon concrete reservoir, by foot. An interpretive display is located at the John Wilkie Rest Stop on I-40 near the camp. Camp Clipper is approximately 42 miles west of Needles.

Marble Mountains Fossil Beds

Rockhounding is a popular pastime at the Marble Mountain Fossil Beds. The mountain range contains one of the classic Cambrian trilobite fossil sites within the Western United States. The beds are 60-feet thick and over 550 million years old. Collecting small quantities of non-commercial rock and fossils is permitted on BLM lands and is free of charge. According to the BLM, this rock collecting area “yields green epidote, dolomite, chrysocolla, chalcedony, serpentine, marble, garnet and specular hematite, iron and kenatite, chalcedony crystals, geodes and gold.” Visitors can access this site by taking one of the many dirt roads that lead into the area from Route 66 in and around the town of Chambless.

Pisgah Crater and Lava Flow

A destination for geology students and enthusiasts, these landforms display three main layers of lava flows that are partially covered by windblown sand and silt. Scientists note that these flow areas would typically be covered by vegetation; however, that is not the case here. It is speculated that the flows are some of the most recent in the state.

Rainbow Basin/Owl Canyon

The landscape features—multi-colored rock formations and scenic canyons—as well as paleontological resources make this an Area of Critical Environmental Concern. Desert tortoise and other wildlife find habitat in this area. A main attraction here is the striking geology with multi-colored rock formations that can be seen when hiking the scenic canyons. Fossil extraction is allowed only with an official permit. Visitor activities here include hiking, camping, photography, sightseeing, and horseback riding. The BLM indicates

that vehicle trespass is a major concern, so all routes not signed as “open” are closed to vehicles.

Rodman Mountains Wilderness/ Cultural Area

In addition to its designation as an ACEC, this is a great place for hiking, camping, and horseback riding. The rugged landscape of the Rodman Mountains promises colorful, calico mountains and ridges from 2,000 feet to almost 5,000 feet, narrow and maze-like canyons, and scenic bajada views. Rock art sites found in this ACEC are listed on the National Register of Historic Places due to the variety of artistic styles rendered, as well as the significant cultural importance of the area to American Indians. Visitors are not permitted to remove geological or archeological artifacts. Hunting, fishing, and non-commercial trapping are permitted here.

Calico Early Man Archeology Site

Primitive stone tools were found by archeologists at this site of an ancient Pleistocene Era lake, Lake Manix. It is stipulated that the area may have been a stone tool workshop, quarry, and camp site to nomadic hunters and gatherers. No human remains were found at the site. Guided tours and interpretive activities are available to visitors for a small fee.

Afton Canyon Natural Area

Afton Canyon, located 37 miles northeast of Barstow, is a recreation area and a designated Area of Critical Environmental Concern that protects plant and wildlife as well as the scenic riparian area within the canyon. The route through the area is also known as the Mojave Road, now a four-wheel drive scenic route, which was once traveled by early western explorers. With the rare occurrence of the Mojave River flowing above ground, birders and wildlife watchers can view much activity at the riparian areas at Afton Canyon. Other popular activities here include hiking, hunting, camping, nature study, rock hounding, horseback riding, and vehicle touring. Star-gazing from the canyon on a clear night is also a popular past-time.

Visitors are asked to respect the rights of private land owners at Afton and to use Desert Access Guide maps that can be purchased at California Desert BLM offices.

FOUR-WHEELED, OFF-HIGHWAY VEHICLE AREAS

Three large desert areas for off-highway vehicle use are located within the corridor. These include Razor OHV, at the western boundary of the Mojave National Preserve, Johnson Valley OHV, south of the Rodman Mountains and Newberry Springs, and Stoddard Valley OHV, bordering Barstow to the south. Other opportunities for off-highway vehicle recreation are intermittent along the route at various OHV trails and sites such as Park Moabi, Havasu National Wildlife Refuge, Camp Ibis, Fenner, and the Mojave Road (below.)²⁴

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MOJAVE NATIONAL PRESERVE

In addition to the significant natural resources and its visitor centers noted above, the Mojave National Preserve also offers opportunities to explore a variety of unique and scenic desert landscapes including Joshua tree woodlands, desert dunes, pinyon-juniper woodlands, cactus-yucca scrub, cinder cones and lava beds. Campgrounds are centrally located in the preserve with self-guided hiking trails and unpaved and paved four-wheel-drive roads and two-wheel drive roads open for traveling. Other things to do at the Preserve include horseback riding, wildflower viewing, and hunting.

Mojave Road

Once used by Indians to transport goods from the southwest for trade with other tribes, the Mojave Road is now a popular, rugged four-wheel drive scenic tour running from Fort Mojave on the Colorado River near Needles to Camp Cady near Harvard Road. A mile-by-mile guide by Dennis Casebier is available at park information centers or by mail from Western National Parks Association. Visitors are advised to travel only on existing roads and not cross-country.

PROVIDENCE MOUNTAINS STATE RECREATION AREA

Located on the east side of the Providence Mountains, 56 miles from Needles and surrounded by the Mojave National Preserve, this state recreation area provides dramatic views to the desert landscape. Cacti, bright red rhyolite, bighorn sheep and pinyon pines find habitat in this SRA. The visitor center is a historic residence that once belonged to Jack and Ida Mitchell. Mitchell Caverns Natural Preserve and El Pakiva and Tecopa Caverns offer geologic interest with intricate limestone formations to be seen on cavern tours. As of the writing of the CMP, the park is closed until further notice.

U.S. FISH AND WILDLIFE SERVICE

Havasu National Wildlife Refuge

Located along the east and west bank of the Colorado River at the eastern terminus of California Historic Route 66, this refuge is a wintering habitat for migratory waterfowl, as well as a popular water recreation site. As forty-seven percent of the Havasu Refuge is designated wilderness, hikers will find a sense of primitiveness and quite during their visit. Other recreational opportunities include swimming, fishing, and wildlife watching. Camping facilities are available near the refuge in Needles, and in Bullhead City and Lake Havasu City, Arizona. The refuge office is located in Needles.

CALIFORNIA DEPARTMENT OF FISH AND GAME

Camp Cady Wildlife Area

Located five miles north of Newberry Springs, this 1,870 acre desert riparian habitat was once known as Camp Cady. In 1860, the U.S. military founded the base to combat Piute Indian attacks on wagon trains. Remnants of the fort can still be seen and early 20th century log cabins are still standing. Primary recreational activities here include wildlife watching, hunting and hiking.

SAN BERNARDINO COUNTY MANAGED PARKS

Park Moabi

Located on the banks of the Colorado River at the California and Arizona state lines, this recreational hub offers a variety of water sport activities and attractive camping sites. A seven-lane boat launch and marina provide boat access for fishermen and water ski enthusiasts. Kayaks and canoes can be rented. A zero depth water play park and swimming opportunities in the Colorado offer ways to stay cool in the desert heat. Camping and visitor amenities include unlimited tent camping, RV camping and mobile home sites, picnic facilities and shelters, a convenience store, beach boutique, and Pirate Cove Grille Restaurant and Bar. The off highway vehicle area (OHV) is presently closed for maintenance until further notice. Rates and daily fees can be found at the website: <http://cms.sbcounty.gov/parks/Parks/MoabiRegionalPark.aspx>.



Figure 55 Pirates Cove, Park Moabi along the Colorado River

Calico Ghost Town and Regional Park

Considered California's Silver Rush Ghost Town, according to Governor Arnold Schwarzenegger in 2005, this site produced over \$20 million in silver ore over a 12-year span. With the decline in silver's value in the mid-1890's, the town was abandoned by miners and then purchased by Walter Knott in the 1950's. Knott restored five of the original buildings to their 1880s appearance. Visitors to Calico can enjoy the desert landscape while exploring Maggie's Mine or the Silver King Mine, touring the Calico-Odessa Railway, panning for gold, or attending a ghost tour. Mountain bike trails and off-road vehicle access are open for exploration. Camping is available at 265 sites with accommodations for RV's. Bunkhouses and cabins are also available.

SCENIC RESOURCES

The setting of Historic Route 66 through the Mojave Desert is particularly significant. The scenic resources are the context associated with Historic Route 66—a context that retains much of its integrity and is a contributing resource to the route's eligibility

BLM Objectives for Visual Resource Management

VRM Class I Objective: To preserve the existing character of the landscape. Allowed Level of Change: This class provides for natural ecological changes; however, it does not preclude very limited management activity. The level of change to the characteristic landscape should be very low and must not attract attention.

VRM Class II Objective: To retain the existing character of the landscape. Allowed Level of Change: The level of change to the characteristic landscape should be low. Management activities may be seen, but should not attract the attention of the casual observer. Any changes must repeat the basic elements of form, line, color, and texture found in the predominant natural features of the characteristic landscape.

VRM Class III Objective: To partially retain the existing character of the landscape. Allowed Level of Change: The level of change to the characteristic landscape should be moderate. Management activities may attract attention, but should not dominate the view of the casual observer. Changes should repeat the basic elements found in the predominant natural features of the characteristic landscape.

VRM Class IV Objective: To provide for management activities which require major modification of the existing character of the landscape. Allowed Level of Change: The level of change to the characteristic landscape can be high. Management activities may dominate the view and may be the major focus of viewer attention. However, the impact of these activities should be minimized through careful siting, minimal disturbance, and repeating the basic elements of form, line, color, and texture within the existing setting.

for designation on the National Register of Historic Places. Travelers can still see and feel the same vastness that original travelers felt back in the 30's as they migrated westward to escape the dust bowl. The following pages describe the scenic resources associated with Historic Route 66 including: a description of its overall visual resource context; BLM evaluation of those scenic resources; and potential contextual changes that may alter those scenic resources.

OVERVIEW OF THE VISUAL RESOURCE CONTEXT

The entire length of Route 66 between Needles and Barstow is within the southern Mojave Desert, one of four major desert regions in the continental United States. The southern Mojave is characterized by broad, mostly level valleys and plains interrupted by discreet hills and relatively low mountain ranges, as compared with the Rockies, Sierras or Basin and Range physiographic regions, all of which have higher mountains and long, narrow valleys. Desert vegetation is sparse, and trees rare or completely absent. Along Route 66, vegetation cover, is for the most part, well-spaced, low shrubs, mostly creosote bush.

The alignment of Historic Route 66 between Needles and Barstow was originally laid out to follow the level terrain, avoiding steep ground and identifying the best places to cross over mountain ranges, such as over the Cadiz summit. Many mountain ranges and hills flank Route 66 along the way, including (from east to west): Chemeheuvi, Dead, Castle, Paiute, Stepladder, Old Woman, Clipper, Bristol, Cady, Rodman, and also Newberry Mountains among others. Some of these are fairly high and steep-sided. All of them taken together frame the view from the road. Other natural features with strong visual interest include volcanic cinder cones, lava fields, sand dunes and dry lake beds that shimmer in the distance.

Human intrusions are limited and concentrated mainly at the east and west ends of the route. For about two-thirds of the total distance, natural features dominate the view but for the occasional glimpse of a transmission line, a communication tower, the BNSF railroad, and long-distance views of I-40. The BNSF Railroad is an integral part of the history of Route 66 (having been the predecessor of the motor route), and therefore is not considered to be an intrusion on the scenic qualities, but a significant cultural feature.

BLM VISUAL RESOURCE MANAGEMENT SYSTEM AND ROUTE 66

The BLM has been actively managing scenic and visual resources since the 1970s. They use a method known as the Visual Resource Management System, or VRM for short. The main purposes of VRM are to:

- Inventory scenic values
- Assign management classes that include objectives for scenery conservation consistent with other resources in the area

- Evaluate proposed activities or projects to determine potential impacts

BLM employs various strategies and techniques to implement this system. Visual Resource Inventory (VRI) is used to rate the scenic quality of an area or unit of land. The Scenic Quality Rating process uses objective methods to rank lands according to their inherent scenic characteristics. For example: areas with diverse, steep topography rank higher than flat or rolling landscapes; diverse vegetation ranks higher than uniform vegetation; and presence of water or water features causes lands to be ranked more highly.

Public concern for scenery is another important component of visual inventory, and is determined through what is known as Sensitivity Analysis. The main factors considered are the number and type of users of a given area and how concerned they are about conservation of scenic resources.

Distance and visibility are also important factors in scenic inventory. Lands and features closer to observers generally rank as more important to conserve, while areas farther away are less so, primarily because changes to scenery are less noticeable as distance increases. However, highly contrasting elements can be seen from many miles away.

Scenic Inventories are combined with other resource information in land management planning to determine their level of protection. Lands are assigned to one of four Visual Resource Management Classifications (VRM). These levels are:

- I = Preservation of scenery
- II = High level of scenery conservation
- III = Moderate level of scenery conservation
- IV = Low level of scenery conservation

Lands managed as VRM Class II allow multiple uses, but only if they do not impact scenery. Lands managed as VRM III allow uses that do impact scenery, but only to a modest extent. The standard used is that these uses have to be subordinate visually to the natural landscape character. Lands managed as VRM IV allow uses that may have significant impacts to scenery.

BLM lands along Route 66 have partly inventoried for scenic resources, and no VRM classes have been officially assigned (as of November 2014). A large portion of these lands are either wilderness or otherwise protected from development, so are, in effect, managed as VRM Class I. Along Historic Route 66 protected areas are shown in Appendix II, on Map 2, Land Ownership. These include

- Dead Mountains
- Bigelow Cholla Garden

- Piute mountains
- Homer Mountain
- Mojave Preserve (National Park Service)
- Clipper Mountain
- Old Woman Mountains
- Cadiz Dunes
- Amboy Crater
- Bristol Mountains
- Newberry Mountains
- Rodman Mountains
- Cady Mountains
- A number of smaller areas managed as Areas of Critical Environmental Concern

Areas not fully protected have been generally managed as VRM II or III, reflecting the high priority local BLM managers have given to conserving scenery along Historic Route 66. Visual Resource Management classes will be designated as part of the proposed Desert Renewable Energy Conservation Plan (DRECP), which is also at a review stage in the process as of this CMP (May 2015).

Scenic Inventory

A Scenic Resource Inventory (SRI) for some of the lands along Historic Route 66 was completed by the BLM in 2013. It divides lands into three general categories:

- A- Highest scenic quality
- B - Moderate scenic quality
- C - Lowest scenic quality

Lands in protected status were not inventoried. These include primarily higher, more scenic mountains like those of the Mojave Preserve, Newberry Mountains, and Marble Mountains. It is reasonable to presume these areas would have ranked A or B had they been inventoried.

Most of the ranked lands along the corridor are rated C, lowest scenic quality. Very few areas rated as highest. The seven factors used to rate these lands are:

- Landform
- Vegetation
- Water
- Color
- Adjacent scenery
- Scarcity
- Cultural modifications

The preponderance of low ranked lands along Route 66 is due to an abundance of extended low and flat plains, lack of water and vegetation diversity, and more subtle variations in color than other

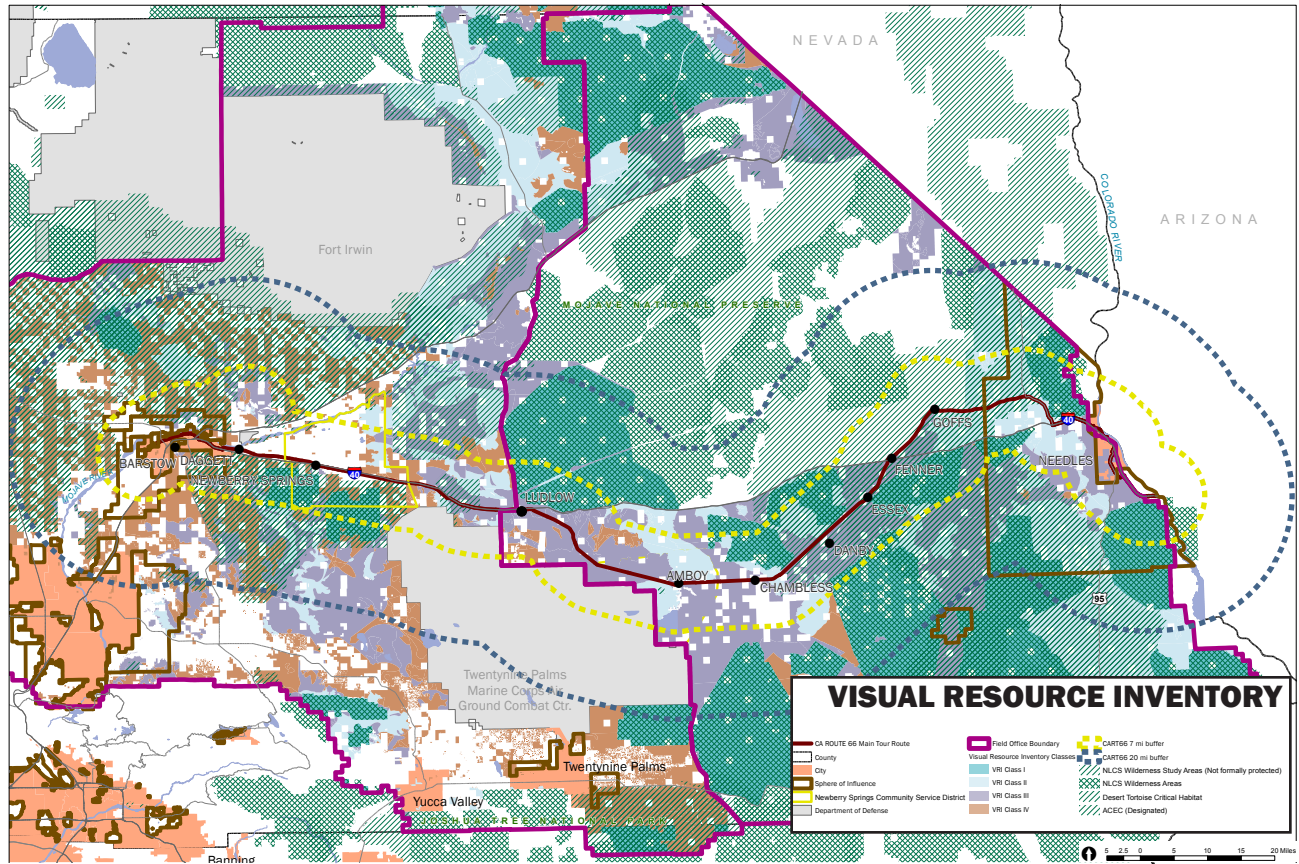


Figure 56
Visual Resource Inventory Map (BLM)

landscapes within the same Basin and Range physiographic province. The physiographic province is the reference for making visual quality ratings to ensure that scenery from snow-capped mountain ranges is not compared with desert landscapes. Mountain areas tended to rank higher.

However, the BLM visual resource inventory recognizes the high level of public sensitivity for the scenic values along the corridor albeit scored as low comparative scenic quality within the full context of the West Mojave ecoregion. This outcome acknowledges the importance of the flatter plains as being essential parts of the view of the mountains, which are often in the middle or background distance across these plains. The BLM lands that lack visible development (i.e. transmission towers), as the case between Highway 95 and Ludlow, are becoming increasingly scarce. The BLM visual resource inventory revealed that over 50% of the inventoried landscape as being visually modified by human activity. From a CMP perspective, the scenic integrity of the Route 66 corridor ranks as having high importance when coupled with the significance of associated cultural, historic, geological, and recreation values that are attributed to the landscape.

Scenic Resources

For a larger, digital map of the locations of BLM’s Visual Resource Inventory Classifications shown above see Appendix II, Map 6: Visual Resource Inventory at <http://cmp.route66ca.org>

ROUTE 66 VIEWSHED SEGMENTS

The Historic Route 66 corridor is defined to include the lands that can be seen from the route (its viewshed formed by the distant mountains) as shown on page 5. A computer analysis shows that the viewshed of Historic Route 66 extends many miles into the distance, especially to the north. The corridor has been defined to include those lands within 20 miles of the road, because at a distance greater than 20 miles it is difficult for a person to notice changes.

In addition to the width of the corridor, the “viewshed” of Route 66 was organized into distinct “landscape units” reflecting areas that are perceived as a whole—similar to being located within a large outdoor room. Given the vastness of the landscape’s scale through the Mojave Desert, landscape units are also vast. Descriptions of landscape units that follow are from east to west.

U.S. Route 95 and the Needles Area

Crossing through the Colorado River valley along Interstate 40 the route climbs out of the valley at Exit 5 and continues along a high plateau where it then descends into Needles. The route splits through Needles including the historic Front Street route leading to El Garces, or the modern route following Broadway where it passes the historic department store and theater (see Historic Resources, Appendix III). North of Needles the route follows the commercial growth of Needles past numerous historic motels and service stations, some of which have been restored and interpreted. Continuing onto U.S. Route 95, the route follows the former Atchesin, Topeka and Sante Fe Railroad (now BNSF) through Klinefelter, a remnant railroad stop, no longer extant.



Figure 57
Approaching Needles from the South

Goffs Road to Essex

Once Historic Route 66 leaves U.S. Route 95, it follows Goffs Road along a wide valley between Homer Mountain on the north, and the Sacramento Mountains on the south. The Providence Mountains and Mojave National Preserve form a visual edge on the west. The landscape is very open and undeveloped. Views extend out to 10 or even 20 miles to the north and northwest. To the south views are more confined by the Paiute Mountains, and extend only to about 5 miles. I-40 is well separated from Historic Route 66 for most of this segment. The only significant visual intrusion in this stretch is the railroad and a few remnants of railroad facilities. Route 66 crosses I-40 about 10 miles northwest of Goffs. Goffs Butte is an important foreground feature in this area.



Figure 58 View north from Goffs Road

The BLM Visual Resource Inventory shows areas of moderate scenic quality on both sides of Route 66. BLM does not inventory

National Park lands, but the adjacent Mojave Reserve, prominent to the northwest, and extended moderate to high scenic quality landscapes, form a complementary backdrop to the BLM managed lands. The main scenic attribute of this segment is its natural, undeveloped desert character.

Essex to Cadiz Summit

This is a very high quality scenic area, with panoramic views of the Marble and Old Woman Mountains to the north and south, respectively. There is very little visible development outside of the Essex settlement and some ruins at Cadiz Summit. The vast desert and barren mountains that frame the road evoke the timeless quality people associate with this part of the Route 66 experience.

Cadiz Summit to Amboy

This segment is similar to the previous one, being dominated by expansive desert and mountains, with very little visible development. The settlements of Cadiz and Chambless appear as oases due to the greenery and trees contrasting with the expansive desert landscape setting. I-40 is distant and hidden behind mountains. Even the railroad is very distant for much of this stretch, so there is little other than nature in view.

The Amboy area has distinct features, including the Amboy crater, black lava fields, and a large dry lake bed. Views to the south are very extensive, stretching to over 20 miles. The Amboy Crater (Figure 48 on page 49) viewpoint allows travelers to take in the view for a long duration of time. The BLM visual inventory ranked the Amboy Crater area as High Quality.

The community of Amboy has significant cultural roadside and historic features that are part of the visual experience of the travel route. See Appendix III for a complete description and photographs.

Amboy to Ludlow

From Amboy to Ludlow the viewshed continues to be characterized by undeveloped desert. Views extend up to 15 miles to the south and 10 miles to the north. Much of the area visible to the south is within the Twenty-nine Palms Marine Base. The Marble Mountains to the north block I-40 from view. At Ludlow Historic Route 66 crosses I-40. There are high quality views to the north, with the Kelso Dry Lake bed framed by the Bristol and Cady Mountains.

Ludlow to Newberry Springs

Historic Route 66 runs parallel to I-40 in this stretch, on the north side west of Ludlow, and then on the south side all the way to Newberry Springs. Foreground landscape views are more developed in this segment, with a scattering of homes, trailers, and remnants



Figure 59 View east from vicinity of Cadiz Summit



Figure 60 View west from vicinity of Cadiz Summit



Figure 61 Looking east between Ludlow and Amboy

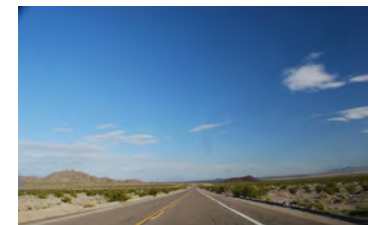


Figure 62 Between Newberry Springs and Ludlow near Pisgah Crater

from past development. The viewshed is restricted to no more than five miles north, and less than that south, by the Cady and Newberry Mountains, respectively.

Newberry Springs to Daggett and Barstow

From Newberry Springs west to Daggett, the viewshed is much more developed, especially north of Historic Route 66. There is a scattering of rural housing, the railroad, the air base, a large solar energy facility, and other development in the foreground and middleground, especially to the north. The south is less developed, but I-40 is very visible and co-dominant with natural features like the Newberry Mountains. The Calico Mountains restrict views to the north and form a backdrop for Daggett. Development becomes more apparent between Daggett and Barstow. A highly developed transmission line corridor crosses Historic Route 66 east of Daggett forming a distinct transition between the less developed rural areas to the east and the more urban areas to the west.



Figure 63 *Between Daggett and Newberry Springs looking south across I-40*

VIEWSHED ISSUES

There is little development activity within the viewshed of Historic Route 66 that is a threat to scenic resources. A major concern is the potential for visual intrusions associated with poorly sited renewable energy development and transmission lines.

Renewable energy development on federal lands across the western United States is proceeding at a fairly rapid pace. The Federal government has created several initiatives that promote and manage this development as part of the larger effort to reduce carbon emissions and lessen the risk of climate change. BLM has completed two programmatic environmental impact statements to identify lands where solar and wind energy could be permitted, and a number of potential energy transmission corridors have been identified. Multi-purpose transmission corridors have been identified along I-15 and I-40. These could include pipelines and/or above ground transmission facilities.



Figure 64 *Existing solar project between Daggett and Newberry Springs*

The Historic Route 66 corridor between Needles and Barstow has potential solar and wind resources. Both of these can have high visual impacts due to their large development footprint, vertical scale, color contrast, reflectivity (solar) and movement (wind). In addition, night lighting of energy facilities, particularly wind turbines, can have a substantial impact on night sky viewing—an important resource associated with the expansive and relatively undeveloped Mojave Desert region.

Utility-scale renewable energy projects have been proposed near Needles and Amboy, but are not presently active. Many constraints

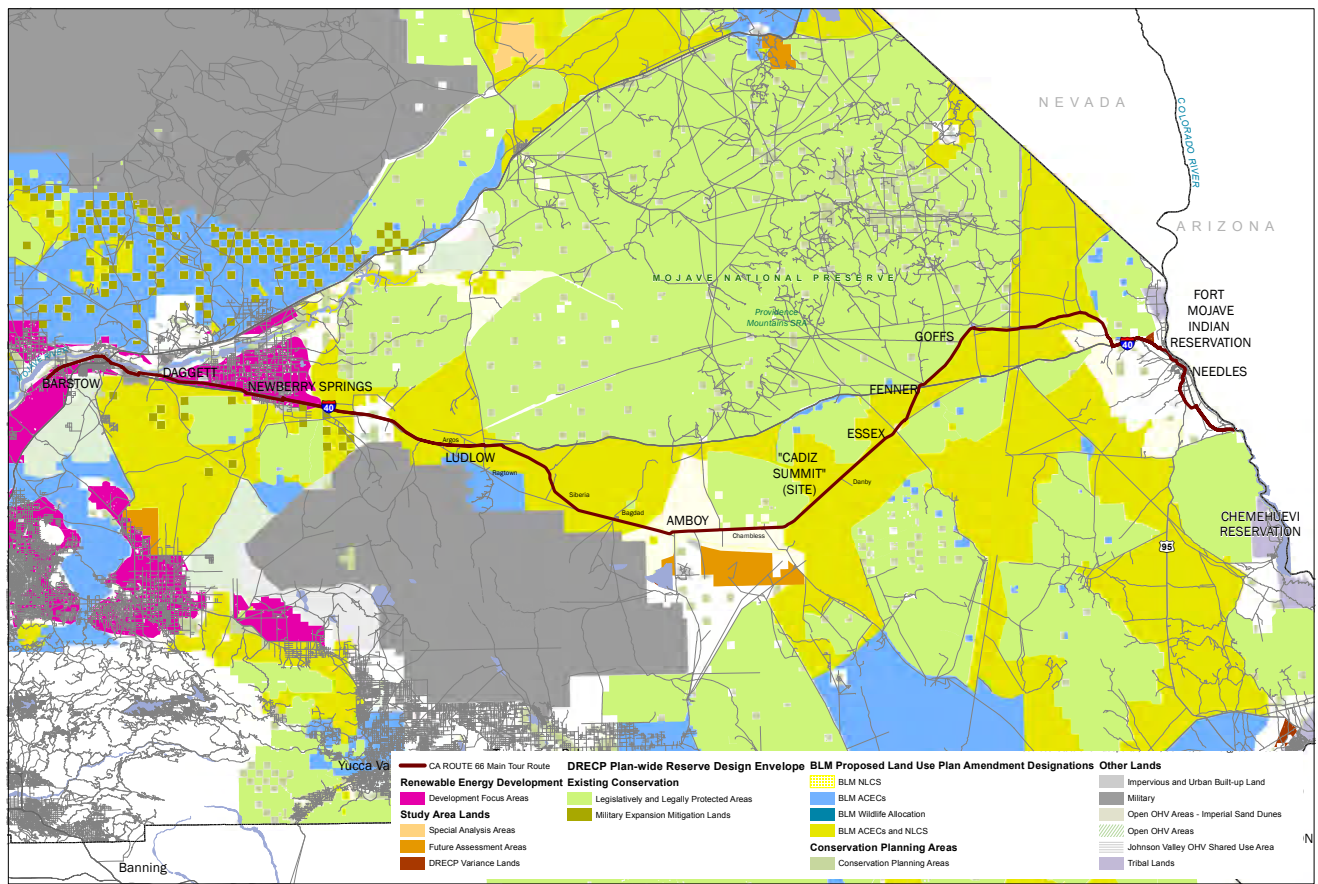
limit energy development, including widespread presence of desert tortoise habitat, wilderness and wilderness study areas. The Air Force’s desire to preserve low flight training opportunities by limiting structure height, further constrains siting in the Route 66 corridor.

Nevertheless, large utility-scale projects have been proposed near Route 66, including the Calico Solar Energy Project near Newberry Springs. This project would have impacted 4,000-8,000 acres of desert between Ludlow and Newberry Springs adjacent to and north of Route 66, but was cancelled last summer largely due to significant public opposition over environmental impacts. The entire project would have been on BLM land, some of which was purchased only recently for conservation purposes by the Wildlands Conservancy.

A utility-scale wind project had been proposed on “Daggett Ridge” within the viewshed of Route 66. However, this project appears to be withdrawn due to military concerns over turbines interfering with navigation. The BLM Renewable Action Energy Team did not identify any fast track sites within the Route 66 viewshed, and no renewable energy proposals are active in the corridor on federal lands.

Future proposals for renewable energy development near Route 66 are likely to be heavily influenced by the outcome of the proposed

Figure 65 Proposed DRECP preferred alternative in relation to Historic Route 66



Desert Renewable Energy Conservation Plan (DRECP). This plan covers seven counties and over 22 million acres (including San Bernardino County). The DRECP, released in draft form in the fall of 2014, has identified “focus areas” (shown in magenta on the map in Figure 65) where renewable energy development will be allowed or even encouraged with permitting expedited. One of these may be an area known as the “Daggett Triangle,” which is north of Route 66 and east of Daggett. Most or all of this development is expected to occur on private land. Height restrictions may be included west of the Mojave National Preserve due to use of the area by the military for low elevation training flights and navigation issues. Thus ground mounted photo voltaic panels may be the only type of development allowed there, with wind turbines and solar towers not permitted.

“Conservation Areas” are those where energy development will not be considered. Most areas designated for conservation in the proposed DRECP are already protected, such as the Mojave National Preserve and wilderness areas. Other areas designated for conservation in the proposed DRECP will be included as National Conservation Lands. Scenic resources, such as the Route 66 viewshed are not designated for conservation unless they overlap with other resource values.

“Variance areas” (brown areas, Figure 65 on page 65) will be those not designated either for conservation or development (if the Final DRECP participants approve of the designation). Energy development could be proposed in variance areas, but may be expensive to pursue. Scenic resource impacts would be considered as part of the project review. The expectation and suggested approach for approving entities is that energy developers will work in the focus areas until these are fully used before they pursue projects elsewhere. The area just south of Amboy and Chambless is one of the variance areas that may be an issue in relation to Historic Route 66.

Questions remain about how BLM will designate VRM levels for the Route 66 viewshed. This may be done through the proposed DRECP, but the mechanism is not clear as of the draft CMP release (January 2008).

Additional Viewshed Issues

While most of the land within the Route 66 viewshed, especially east of Newberry Springs is in federal ownership, there are state and private in holdings, some of which (south of Amboy and Cadiz) are significant in size. Energy or other projects proposed for these lands are subject to San Bernardino County and CEQA rules and review. Energy development on these lands would likely require above-ground transmission lines across BLM administered lands, and thus could fall under NEPA rules as well.

Near Newberry Springs and Daggett private land ownership is much greater and is often part of checkerboard ownerships with other public and private lands. Renewable energy projects have been proposed for this area, including Soltech Solar (14 acres) and Silver Valley (100 acres) both near Newberry Springs.

In December 2013, San Bernardino County passed a solar energy development ordinance that includes consideration of impacts to scenic, cultural, and historic resources and affirms their importance.

The ordinance specifically references that facilities not detract from communities, in paragraph 3 of § 84.29.035 “Required Findings for Approval of a Commercial Solar Energy Facility”

(3) The siting and design of the proposed commercial solar energy generation facility will be [either]:

(A) *Unobtrusive and not detract from the natural features, open space and visual qualities of the area as viewed from communities, rural residential uses, and major roadways and highways*

The ordinance specifically references historic resources in paragraph 11 of § 84.29.035

(11) *The proposed commercial solar energy generation facility will be located so as to avoid or mitigate impacts to significant cultural and historic resources, as well as sacred landscapes.*

Utility infrastructure, including underground pipelines and above-ground metering stations, valve stations, and pipeline spans exist within the viewshed. These facilities require regular maintenance. The Operation and Maintenance of existing utility structures, including temporary ground disturbance caused by repairing underground pipelines and above-ground facilities, will not be affected by the Route’s designation. As stated on page 5, all existing laws and regulations apply regardless of whether or not the route is designated as a National Scenic Byway or All-American Road.

San Bernardino County has identified specific locations for stockpiling, soil disposal and quarrying operations as needed for the future maintenance of Historic Route 66 between Newberry Springs and the Mountain Springs Road Exit of I-40. The requested locations are larger than 10 acres in size. San Bernardino County has noted in comments made as part of the proposed DRECP, that locations larger than ten acres will be needed for the ongoing bridge replacement projects and continued maintenance of Historic Route 66.

Viewshed issues associated with Route 66, among many other issues, need to be a factor in the decisions about planned stockpiling, soil disposal, and quarrying locations. Guidance for these types of issues is found on starting on page 87.



Figure 66 View looking south from Route 66 between Daggett and Newberry Springs

4. Stewardship

The purpose of this chapter is to document a broad range of existing programs available to help preserve and maintain the intrinsic qualities of Historic Route 66 and priorities for implementing those conservation and preservation measures. Chapter 4 recommends strategies for managing the potential effects of intrusions to the authentic travel experience documented in Chapter 3, especially focusing on utility-scale renewable energy development and the need to preserve remaining roadside historic features.

Stewardship Goal:

Preserve the unique character and qualities of Historic Route 66 through the Mojave Desert including the road, the communities and the landscapes through which it passes.

WHY PRESERVE HISTORIC ROUTE 66?

As described in Chapter 3, United States Highway 66, popularly known as Route 66, is significant in American history as one of the earliest and most important highways linking the United States east of the Mississippi River with the west and especially with popular destinations in Southern California. Route 66 more than any other cross country highway that evolved from the “Good Roads Movement” has captured the hearts and minds of travelers from the day it opened. It continues to attract travelers from around the world who wish to experience unique and authentic slices of American culture associated with the automobile era.

As Historic Route 66 preservation efforts have evolved over the last several decades, they have been facilitated and supported by several public actions that impact corridor management across the Mojave Desert:

- The California Legislature designated Route 66 in California as “Historic Highway Route 66” in 1991.
- Congress passed Public Law 106-45 to preserve the cultural resources of the Historic Route 66 corridor in 1999.
- San Bernardino County designated Historic Route 66 (National Trails Highway or Main Street) from Oro Grande northeast and east to the Arizona state line, excepting those areas within incorporated cities, as a County Scenic Route.
- On November 25, 2014, the California State Historic Preservation Office (SHPO) determined that the alignment of Historic Route 66 from Daggett to Mountain Springs Road is considered eligible for listing on the National Register of Historic Places (see page 45).

STEWARDSHIP CONSIDERATIONS

Throughout the outreach efforts conducted as part of the study noted on page 23, Historic Route 66 stakeholders identified many stewardship issues that warrant consideration in the development and implementation of the corridor management plan. The



Figure 67 Railroad preceded Route 66



Figure 68 View from the vicinity of Goffs Schoolhouse looking west



Figure 69 Old Spanish Trail mural in Barstow

considerations described below are grouped according to how they affect three management concerns of the Historic Route 66 corridor

- Corridor-wide Considerations (broad desert context)
- Roadside Features
- Roadway Considerations (including the dedicated right-of-way)

Corridor-wide Issues

Key stewardship issues associated with the broad desert context of the Historic Route 66 corridor include the following:

- Lands that can be seen from Historic Route 66 (its viewshed) within the “middle ground” and “background” have not changed much since the road was designated as Route 66 in the 1920s, especially in areas east of Ludlow and west of Needles.
- Extensive lands within the viewshed are preserved through legislative actions. Mojave National Preserve is located to the north along the eastern end of the corridor, and multiple wilderness and wilderness study areas are found along the route. In addition, there are areas that are managed primarily to protect sensitive plants or wildlife by the Bureau of Land Management (BLM), and recognized as Areas of Environmental Concern in various Desert Renewable Energy Conservation Plan (DRECP) documents released to date. (See Map 2: Land Ownership (http://www.lardnerklein.com/CART66cmp/draftreportmaps/CART66_LandOwn_032414r.pdf)
- The proposed Mojave Trails National Monument would include protection for the area between the Mojave Preserve and Historic Route 66 (primarily north of the Goffs Road alignment).
- Scenic and conservation values associated with the vastness of the desert landscape, its ephemeral qualities such as desert light and color, wildflower blooms, night sky, and its geologic significance and interest were strongly expressed throughout the public outreach process.
- Cultural significance of Historic Route 66 is primarily associated with its long history as a travel corridor—including Native-American foot trails, the Mojave Road, the Old Spanish Trail, early railroad history, the National Trails Highway, Historic Route 66, and the construction of I-40 (see page 36).
- A portion of the Historic Route 66 context appears to be eligible for nomination as a rural historic landscape (east of Ludlow and west of Needles along the Goffs Road route)¹.
- As part of the proposed DRECP, BLM will adopt Visual Resource Management (VRM) objectives that will establish four levels of scenic protection. These VRM classification levels, VRM Class I

¹ A rural historic landscape is a geographical area that historically has been used by people, or shaped or modified by human activity, occupancy, or intervention, and that possesses a significant concentration, linkage, or continuity of areas of land use, vegetation, buildings and structures, roads and waterways, and natural features (http://www.nps.gov/nr/publications/bulletins/nrb30/nrb30_3.htm)

to VRM Class IV, correspond to distinct levels of scenic significance. They give the BLM an important management tool in conserving scenic and historic values associated with lands not protected by legislation or other means. Other supportive tools BLM uses to protect the landscape (delineating areas as No Surface Occupancy (NSO), Controlled Surface Use (CSU), Exclusion Areas, and Avoidance Areas) can add increased protection when used in combination with more protective VRM Class designations.

- The County of San Bernardino wants to be a partner in supporting the culture of Route 66 and the Corridor Management Plan, although not to the detriment of economic development and mining.
- In areas within the viewshed of Historic Route 66 where the proposed DRECP will encourage the future siting of renewable energy projects, design guidance may be needed to reduce potential visual contrast and impacts to scenery.
- High-voltage electric transmission line corridors (either the expansion of existing or the introduction of new corridors in designated areas) represent a significant level of change that may have significant negative impact on the Historic Route 66 context.
- Concerns were expressed as part of the public outreach efforts for the project about the potential impact of groundwater withdrawals by the Cadiz Water Project on historic resources relative to the potential lowering of the water table. This issue is important, but beyond the scope of the CMP.
- Existing off-premise sign (billboard) regulations for San Bernardino County and the City of Needles provide the necessary controls to meet the requirements of National Scenic Byway designation. The City of Barstow allows off-premise signs for four types of commercial and manufacturing zoning districts. However, existing City of Barstow ordinances limit off premise signs to 600' apart and only on vacant and undeveloped parcels. There are very few locations in Barstow where new billboards can be installed.

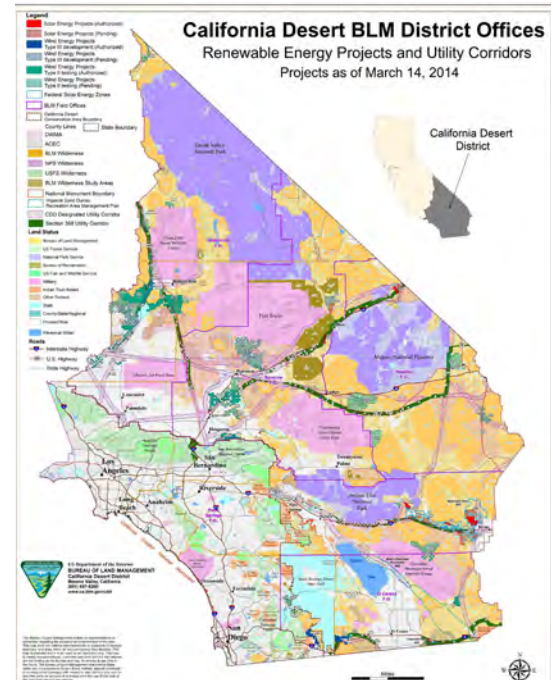


Figure 70 Renewable energy projects and utility corridors in the California Desert District as of March 2014 (Source: BLM)



Figure 71 Former store and hotel in Daggett

Roadside Features

The following key issues and concerns are associated with roadside features (primarily related to auto and tourism businesses):

- Many features of historic and cultural interest in the foreground areas along the roadside of the corridor have been disappearing at a fairly rapid rate since I-40 was built.
- Cultural features are in a variety of conditions from relatively good to poor. Decisions will need to be made and priorities established to determine: which features should be stabilized;

which can be rehabilitated or adaptively re-used; and, which should be let go and interpreted using photographs or other means.

- The U.S. Highway 66 Multiple Property Document Form (MPDF) provides historic contexts for use in nominating properties for listing on the National Register of Historic Places (National Register). The four contexts identified include:
 1. Development of U.S. Highway 66 in California, San Bernardino and Los Angeles Counties, California, 1926-1974
 2. U.S. Highway 66 as a Migratory Route, San Bernardino and Los Angeles Counties, California, 1926-1974
 3. Auto and Tourism Businesses on U.S. Highway 66, San Bernardino and Los Angeles Counties, California, 1926-1974
 4. Recreation and U.S. Highway 66, San Bernardino and Los Angeles Counties, California, 1926-1974
- Although some roadside features would qualify for listing on the National Register, others do not retain enough integrity to be designated. According to the MPDF, the relative scarcity and lack of comparable properties should be used to argue for an expanded degree of acceptable alterations when evaluating historic integrity, a National Register criteria.
- Where roadside features no longer exist or have deteriorated beyond recognition, interpretive information can be used to describe these features as they existed during the heyday of the route (see Chapter 5, Enhancing the Visitor Experience).



Figure 72 Existing timber bridge rail with 'C' shaped metal approach rail



Figure 73 Underside view of existing timber bridge structure



Figure 74 Timber trestle bridge at Avon Wash

Roadway Considerations

The following key issues and concerns are associated with the preservation of Historic Route 66 and its transportation and bridge features²:

- The Historic Route 66 alignment between Daggett and Mountain Springs Road is considered eligible for listing on the National Register. All of the bridges between Daggett and Mountain Springs Road have been formally evaluated for NRHP eligibility by the California SHPO (see Appendix III). Related roadside architectural features will need to be evaluated separately for eligibility.
 - The relatively large number of bridges between Daggett and Mountain Springs Road is a significant issue that could potentially alter the quality of the travel experience and the historic significance of the route. This portion of the roadway, maintained by San Bernardino County, contains a staggering number of aging timber trestle bridges (128) that are 80-years old, more or less. In comparison, *there is an estimated total of only thirty 80-year (+/-) old bridges currently carrying automobile and truck traffic*
- 2 Information about the condition of the bridges was provided by San Bernardino County as part of the ongoing work of their cultural resource consultant, Roger Hatheway (2014).

on Route 66 across the seven other U.S. Highway 66 states and counties (including Los Angeles County, California) combined.

- According to San Bernardino County’s latest analysis related to the maintenance and/or replacement of these bridges, the following provides accurate information about the number and condition of the bridges:
 - There are 136 bridges and large culverts on Historic Route 66 between Daggett and Mountain Springs Road.
 - 128 are timber trestle bridges/structures constructed from 1929 to 1935. Four are reinforced concrete bridges, three are pipe culverts, and one is a concrete box culvert. San Bernardino County currently maintains these 128 timber trestle bridges.³
 - Of these 128 timber trestle bridges, 127 are on National Trails Highway (NTH). One timber trestle bridge is on Ludlow Road, an original portion of the California U.S. Highway 66 alignment immediately west of Crucero Road.
 - Of the 127 timber trestle bridges/structures on NTH, 31 are less than 20 feet and not eligible for federal historic bridge repair and/or replacement funding. They are officially classed as culverts and not bridges.
 - By the mid-1940s, the State of California recognized the need to rebuild its aging timber trestle highway bridges statewide, and several articles were published by the Division of Highways detailing the need for reconstruction. At that time, the State of California clearly recognized that all U.S. Highway 66 timber trestle bridges between Daggett and Mountain Springs Road were quickly approaching the end of their design and economical service life. Seventy years later, San Bernardino County is still attempting to maintain the same bridges—a very difficult and expensive task.
 - California’s State Historical Building Code (http://www.dgs.ca.gov/dsa/AboutUs/shbsb/shbsb_health_safety.aspx) provides a tool for historic preservation:

“18961. All state agencies that enforce and administer approvals, variances, or appeals procedures or decisions affecting the preservation or safety of the historical aspects of qualified
- ³ Timber trestle highway bridges were commonly built nationwide for the first two decades of the twentieth century. Beginning around 1920, however, they began to be regarded by many highway design engineers as temporary structures, although they continued to be used in specific locales due to the fact that they could be erected quickly and inexpensively. A 1920 book by Milo S. Ketchum, C.E., entitled *The Design of Highway Bridges of Steel, Timber and Concrete*, states that “Timber Highway bridges were formerly quite generally used, and are still in use for temporary structures and in localities where transportation is difficult and where suitable timber is available.” In very simple terms, timber trestle highway bridges were built nationwide with a limited anticipated lifespan.



Figure 75 View of bridge rail and abutment walls at Amboy bridge

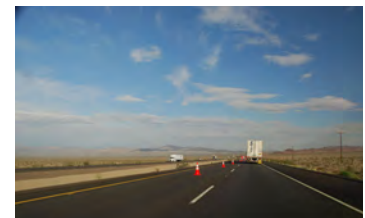


Figure 76 I-40 closure at Ludlow required a detour on Route 66

historical buildings or structures shall use the alternative provisions of this part and shall consult with the State Historical Building Safety Board to obtain its review prior to undertaking action or making decisions on variances or appeals that affect qualified historical buildings or structures.”

- Two potential issues and/or concerns with the utilization of the California State Historical Building Code on Historic Route 66 have been raised as they apply to historic roads.
 - First, if any bridge has been determined to not qualify as eligible for the National Register, then it cannot be regarded as an historic property. Thus, the historic building code would not apply.
 - Second, FHWA’s funding process utilizes NEPA and Section 106 guidelines. Therefore, the legal mechanism providing for utilization of a State Code on a federal project have been determined by CalTrans to be not applicable to federally funded bridge replacement projects.
- Vehicles affected by sudden closures on the I-40 often divert onto Historic Route 66/National Trails Highway. The alignment has never been officially designated as an emergency route by the State of California and, as such, it is not regarded as eligible for receipt of either federal or state funding targeted specifically for emergency detour routes.
- Nearly all of the distinct segments of the road with I-40 access have some bridges that are weight limited, and San Bernardino County is faced with a difficult challenge of keeping the road open to all vehicles. A consulting firm hired by San Bernardino County Department of Public Works is currently preparing a study evaluating the manner in which the State inspects and evaluates bridges on Historic Route 66 in the County and how this translates into the posting of load limits.
- A study evaluating the individual National Register eligibility of all of the 136 bridges and large culverts between Daggett and Mountain Springs Road on Historic Route 66 was prepared as part of San Bernardino County’s Dola and Lanzit Bridge replacement projects.

STEWARDSHIP STRATEGIES

Three distinct groups of strategies are recommended to preserve the character-defining features and context of Historic Route 66 from Needles to Barstow.

1. Management framework for use in guiding potential conservation and preservation strategies
2. Strategies for preserving the context of Historic Route 66
3. Strategies for preserving the roadway and directly related features

1. MANAGEMENT FRAMEWORK STRATEGY

A management framework is needed to associate certain types of conservation or preservation actions with a unique geographic area. The management framework includes the following actions that can be utilized to implement the management framework strategy.

- 1.1 Each jurisdiction is encouraged to adopt an official map and definition of the travel route and corridor. The text and maps defining the travel route can be referenced directly from page 2 of this CMP document. The text and maps defining the width of the corridor can be directly referenced from page 4 of this CMP document. As described in Chapter 1, the width of the corridor should include all lands, structures or other alterations that can be seen from the defined route alignment up to a distance of twenty miles.
- 1.2 Landscape management units provide a tool for organizing and applying proposed stewardship practices in a holistic manner across landscapes with similar characteristics. BLM utilizes landscape units in its Visual Resource Management System in applying Best Practices to management of lands in their jurisdiction. Since the CMP addresses lands managed by multiple agencies and owners—both public and private—common geographic boundaries are suggested to be adopted for use by each agency with management or planning responsibilities in the corridor to be possibly considered as overlays. The following units are proposed:
 - A. Colorado River (east of Needles)
 - B. Needles
 - C. U.S. 95 and Goffs Road to Essex
 - D. Goffs (historic community)
 - E. Fenner (I-40 interchange)
 - F. Essex (historic community)
 - G. Essex to Amboy
 - H. Chambless (historic community)
 - I. Amboy/Amboy Crater
 - J. Amboy Crater to Ludlow
 - K. Ludlow
 - L. Ludlow to Newberry Springs
 - M. Newberry Springs
 - N. Newberry Springs to Daggett
 - O. Daggett
 - P. Daggett to Barstow
 - Q. Barstow

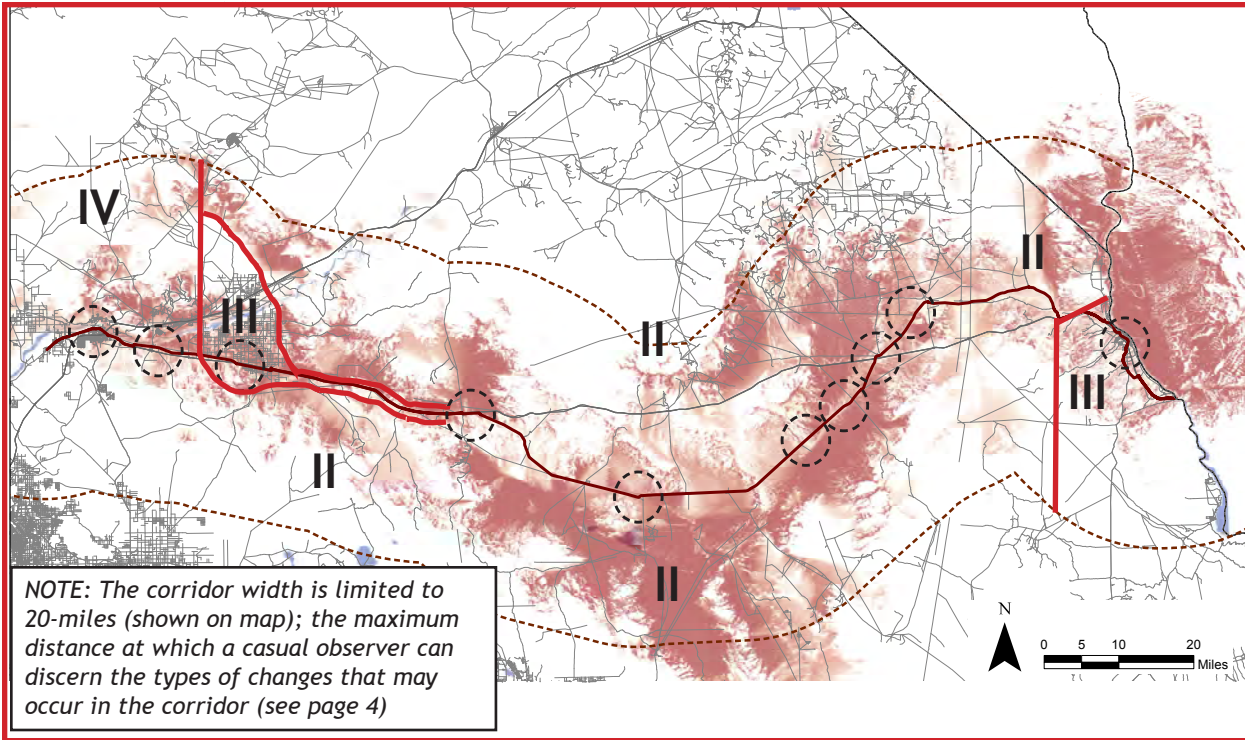


Figure 77 Recommended Visual Resource Management Objectives for lands that are visible (red tint) from Historic Route 66

2. PRESERVE THE CONTEXT OF HISTORIC ROUTE 66

One of the most significant aspects of this section of Historic Route 66 is that the corridor-wide context—lands that can be seen from Historic Route 66 and form its distinctive setting—have changed little since the time when Historic Route 66 was commissioned in 1926 and indeed, back into prehistory. A significant portion of the road’s Mojave Desert context (approximately 86 percent) is already preserved through legislation or has been identified for future preservation action in the proposed DRECP. The following strategies and actions are recommended to preserve the remaining fourteen percent of the context of Historic Route 66, focusing on that part of the corridor defined by its viewshed.

- 2.1 Identify and establish priorities for delineating additional lands associated with Historic Route 66 as part of the National Lands Conservation System (NLCS).
- 2.2 Use BLM Visual Resource Management Objectives to guide land use decisions on federal lands (including renewable energy, utility and transmission line corridors, mining, etc.). Objectives should consider the international recognition and high degree of interest in the preservation and enhancement of Historic Route 66 for heritage-based tourism and economic development. Further study and coordination is needed through the proposed DRECP and updates to local government comprehensive plans. The following are general recommendations for establishing Visual Resource Management Classes for the corridor, (see Figure 77):

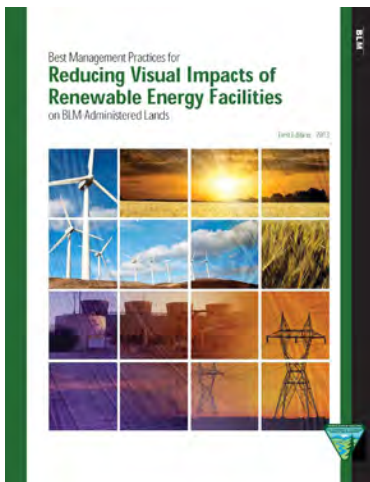


Figure 78 Best management practices should be applied to all renewable energy projects proposed for the Route 66 corridor viewshed (http://www.blm.gov/pgdata/etc/medialib/blm/wo/MINERALS_REALTY_AND_RESOURCE_PROTECTION/energy/renewable_references.Par.1568.File.dat/ RenewableEnergyVisualImpacts_BMPs.pdf)

- **Wilderness Areas, Mojave Preserve, ACECs, National Monuments** -
Recommended designation: *VRM Class I*
- **Colorado River to Needles (Landscape Units A) -**
Recommended designation: *VRM Class III*
- **Goffs Road to east of Ludlow (Landscape Units C, G, and J) -**
Recommended designation: *VRM Class II, excluding existing communities and areas designated as Class I*
- **Ludlow to Newberry Springs, mid and background (Landscape Unit L) -**
Recommended designation: *VRM Class II*
- **Newberry Springs to Barstow (north side of Landscape Unit N)**
East of transmission line corridor -
Recommended designation: *VRM Class III*
West of transmission line corridor -
Recommended designation: *VRM Class IV*
South side east of transmission line crossing -
Recommended designation: *VRM Class II*
- **All communities (Landscape Units B, D, E, F, H, I, K, M, O, and Q):** *suggested to be addressed through the updates to the County of San Bernardino's, the City of Barstow's and the City of Needles' Comprehensive Plans as per strategy 2.5, below.*

- 2.3. Develop a scenic resource management protocol for consideration on private lands and lands within identified communities that complements the BLM VRM system. Coordination is suggested to ensure that Historic Route 66 is duly considered in land use decisions that permit commercial and/or utility scale energy development within the viewshed of Historic Route 66. It is recommended that BLM VRM Level II and/or III be considered as the minimum standard outside of existing communities and previously developed areas and utility corridors to ensure conservation of the Historic Route 66 context.
- 2.4. County of San Bernardino, working with BLM, should consider the application of design guidelines adapted from the BLM's recently completed "Best Management Practices for Reducing Visual Impacts of Renewable Energy Facilities on BLM-Administered Lands." Guidelines are needed to reduce the potential visual contrast of renewable energy projects within the viewshed of Historic Route 66 (up to 20 miles distance). Consideration should also be given to guidelines for ancillary facilities such as fencing, roadways, maintenance buildings, lighting, and other visible elements.
- 2.5. Identify distinct boundaries around existing communities and consider establishing new or additional policies, and if appropriate, eventually ordinances, that facilitate business development and heritage-based tourism within those communities. These could be included as part of current

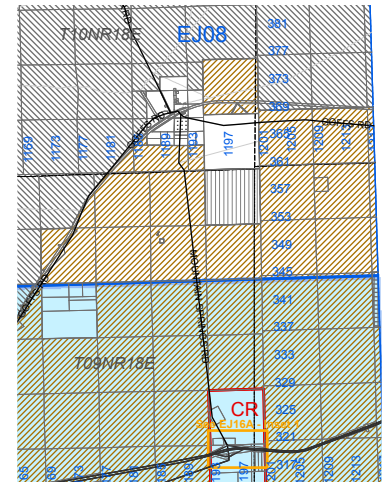


Figure 79 Existing zoning map for Goffs indicating Rural conservation zoning. The nearest Commercial zoning of any kind is at the Essex Road interchange with I-40



Figure 80 Goffs



Figure 81 Former Whiting Brothers Garage, Newberry Springs

General Plan update for the County of San Bernardino, City of Barstow's Route 66 Business Corridor and Downtown Business and Cultural District Specific Plan and future City of Needles General Plan Updates. Note that smaller unincorporated communities such as Essex, Amboy and Ludlow are currently delineated by commercial zoning categories.

- 2.6. Consider additional off-premise sign regulations in Barstow to demonstrate that the proposed route for National Scenic Byway designation is in compliance with all existing local, State, and Federal laws on the control of outdoor advertising.

3. PRESERVE HISTORIC ROUTE 66 AND DIRECTLY RELATED FEATURES

As noted in Chapter 3, the economic vitality and lifeblood of Historic Route 66 disappeared nearly instantly with the opening of Interstate 40. Many of its original communities and related roadside attractions were abandoned and have been disappearing at a fairly rapid rate. There still remains, however, a significant number of historic structures that can be preserved and in some cases adaptively re-used for new purposes emphasizing and supporting businesses related to heritage tourism. Several preservation tools are available to help property owners preserve these historic structures. Recommended actions include strategies that:

- 3.1. Use the Multiple Property Document Form (MPDF), currently in final draft form, to seek nomination of the route for listing in the National Register (East of Ludlow to Needles). Incorporate the results of recently released San Bernardino County study evaluating the individual National Register eligibility of all of the 136 bridges and large culverts between Daggett and Mountain Springs Road on Historic Route 66.
- 3.2. Seek designation for properties that still retain integrity or whose rarity would contribute to NRHP eligibility.
- 3.3. Support the ongoing state and county efforts to use a comprehensive treatment plan meeting the Secretary of Interior's Guidelines for Rehabilitation as the best approach to retaining the character-defining features of the entire system of berms, dips and bridges that are unique to this section of Historic Route 66.
- 3.4. Focus advocacy and support efforts by San Bernardino County to maintain and/or reconstruct bridges so that weight limitations do not further limit opportunities for heritage tourism-related businesses (e.g. tour buses and large recreational vehicles currently exceed the weight limits on some bridges).
- 3.5. Utilize volunteers, students and/or consultants to prepare National Register nominations for individual properties eligible within the MPDF. Such nominations may include thematic nominations (e.g. Needles' motels).

- 3.6. Identify properties worthy of stabilization and rehabilitation. Facilitate actions for their conservation and/or adaptive reuse.
- 3.7. Encourage establishment of locally designated “community heritage areas” and/or recognition programs in Barstow (Main Street) and Needles (Front Street and Broadway routes) to bring awareness to historic resources associated with Historic Route 66 and to establish policies that help preserve and enhance Historic Route 66 related resources.
- 3.8. Develop and implement an “adopt a bridge” program to support needed maintenance and rehabilitation actions.
- 3.9. Establish a “circuit rider” program in which multiple jurisdictions and organizations might share and pay for resources of a professional preservation consultant to provide information about preservation options and technical assistance to owners of historic properties desiring to adaptively reuse historic structures in accordance with Secretary of Interior Standards.

IMPLEMENTATION TOOLS FOR CONSERVATION AND PRESERVATION

Conservation and preservation strategies outlined above can be facilitated by working in conjunction with programs that are already in place and/or underway. These include:

- Input to the proposed Desert Renewable Energy and Conservation Plan (DRECP)
- Input and incorporation of management strategies into the update to the San Bernardino County General Land Use Plan
- Adoption of design guidelines for renewable energy development projects by San Bernardino County
- Establishment of a Historic Route 66 preservation program to assist property owners in their efforts to better take advantage of existing programs for the preservation and adaptive reuse of historic structures along the Historic Route 66 corridor

DESERT RENEWABLE ENERGY AND CONSERVATION PLAN

As noted in Chapter 2, page 9, the purpose of the proposed Desert Renewable Energy and Conservation Plan (DRECP) is “to conserve and manage plant and wildlife communities in the desert regions of California while facilitating the timely permitting of compatible renewable energy projects.”⁴

Historic Route 66 is referenced in the proposed DRECP in two ways: 1) primarily as a cultural resource; and 2) occasionally, as a geographic identifier for other elements of the proposed DRECP.

4 <http://www.drecp.org/whatisdrecp/> accessed March 08, 2014

When Historic Route 66 is referenced as a cultural resource, it is generally described as one of several cultural resources that were considered as part of the proposed DRECP and would be protected as part of the National Landscape Conservation System. The alternatives presented within the proposed DRECP differ in the proposed extents of National Conservation Lands boundaries and the extent to which they intersect with Historic Route 66. The Preferred Alternative and Alternative 2 are the best alternatives that protect Historic Route 66 under National Conservation Lands designation. All alternatives show a significant Development Focus Area near Barstow in the area between I-40, Historic Route 66 and I-15.

Given the concurrent timing of the reviews of the proposed DRECP and the unknowns surrounding changes that may occur to the proposed DRECP as a result of the review process, a two phase strategy is recommended: 1) pursuit of National Conservation Land Status through the proposed DRECP or through designation of the Mojave Trails National Monument; 2) until NLCS designation is achieved, manage the corridor as a Special Recreation Management Area.

Extensive coordination efforts have been taking place between BLM and San Bernardino County regarding operational and maintenance considerations for Historic Route 66. The continuation of this ongoing partnership effort is fundamental to the effective stewardship of Historic Route 66.

Pursue National Conservation Lands Status Through DRECP

More recognition of Historic Route 66 is needed in the proposed DRECP document as a historic, cultural or scenic resource of national and international significance. The proposed DRECP recognizes that “Route 66 has been evaluated as potentially eligible for the National Register and is part of the National Park Service (NPS) multi-state Route 66 Corridor Preservation Program.”⁵ Since the publication of the proposed DRECP, the State Historic Preservation Office has concurred with the CalTrans finding that the U.S. Route 66/ National Trails Highway (P36-002910, CA-SBR-2910H) from Daggett to Mountain Springs Road is eligible under the MPDF using Criteria A and C with a period of significance from 1926 to 1974.

Criteria noted in the proposed DRECP for including cultural resources as part of the National Conservation Lands require that the area:

- Contains a nationally significant prehistoric or historic cultural site that is eligible for the National Register of Historic Places
- Contains a nationally significant cultural landscape that provides context and setting for historic properties or is of religious or cultural importance to Indian Tribes.⁶

⁵ III.8-60, Proposed DRECP and EIR/EIS

⁶ II.3-315, Proposed DRECP and EIR/EIS

Additional criteria are noted in the proposed DRECP for classifying cultural resources as the National Conservation Lands:

- Development pressure - Area has natural or cultural values representative of other areas under development pressure, or adjoins DFAs.
- Landscape intactness - Relatively undisturbed features, unmodified natural environment of fairly large size, and not impacted by numerous developments (e.g. absence of extensive road network, multiple physical facilities such as communication sites, power lines etc.)
- Scenic quality - Higher levels of scenic quality as determined by the BLM Visual Resources Inventory process.
- The proposed DRECP should recognize the identification of views from Historic Route 66 as key views in any future assessment of visual impact associated with renewable energy development.

Therefore, under the definitions of National Landscape Conservation Lands noted above (NR Eligible and Landscape Intactness), Historic Route 66—the entire route in California and its relatively undisturbed context between Ludlow and U.S. Route 95 on the Goffs route—should be included in the NLCS. This would be consistent with the recommendations to manage the lands between Ludlow and U.S. Route 95 under the VRM system as VRM Management Class I and II.

This would imply that the lands associated with Historic Route 66 would by reference become part of the National Conservation Lands system and be implemented as part of the final DRECP. The adoption of the corridor management plan by BLM would then serve to implement that recommendation.

Special Recreation Management Area Option

As noted in Chapter 2, page 10, Senator Feinstein is seeking Congressional action for the designation of the Mojave Trails National Monument. The boundary of the proposed monument includes much of the Historic Route 66 corridor west of Needles and east of Ludlow. Passage of the bill would result in the inclusion of these lands in the NLCS. If language is not included in the proposed DRECP, the route could be managed as part of BLM’s Recreation and Visitor Services Division. Under this circumstance, the corridor should be designated as a Special Recreation Management Area up until the time that Congress Acts on Senator Feinstein’s Bill or the lands are included in the NLCS as part of the proposed DRECP.

DESIGN GUIDELINES FOR RENEWABLE ENERGY DEVELOPMENT

The focus of the remaining strategies for conserving the context and roadside features of Historic Route 66 would then be on private lands where there continues to be a need to provide guidance for accommodating future renewable energy development and resource extraction activities.



Figure 82 Existing high voltage electric transmission lines east of Daggett

San Bernardino County Definition of Commercial Solar Energy Generation Facility.

The components and subsystems that, in combination, convert solar energy into electric or thermal energy primarily for the purpose of off-site consumption, and may include other appurtenant structures and facilities. The definition includes, but is not limited to, photovoltaic power systems and solar thermal systems.

The BLM Visual Resource Management System suggests restricting development in high value viewsheds. While 86 percent of the lands within the Historic Route 66 corridor are protected by legislative designations or are designated for conservation as part of the proposed DRECP under consideration, several areas remain unprotected, as discussed in Chapter 3.

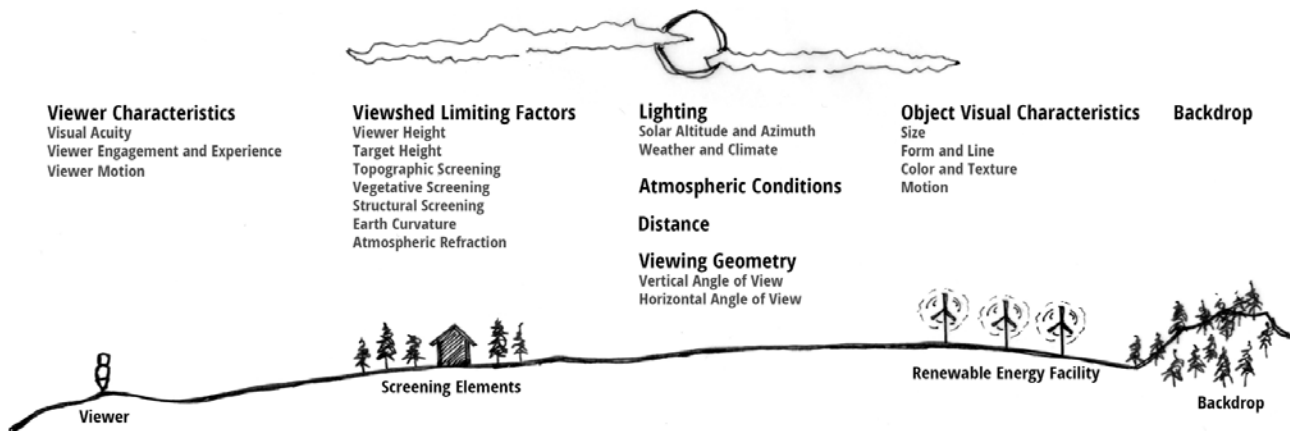
Strategy 2.3 on page 77 recommends that San Bernardino County consider adopting BLM Visual Resource Management objectives for private lands within the viewshed of Historic Route 66. The recommended VRM objectives, shown on Figure 77 on page 76, recommend no less than VRM level II east of Ludlow and VRM level III west of Ludlow and east of the transmission line near Daggett. Level II allows development only if it is not conspicuous to the casual observer. In practical terms, this means new development would have to be screened from view, be distant from the road, or be designed to blend in with the natural landscape character. Level III allows for somewhat greater visibility and visual contrast of development projects, but below the point where the development would dominate the natural landscape.

San Bernardino County recently adopted a solar development ordinance that regulates private solar development. It is suggested that the County consider adopting further guidance to include wind turbines and transmission lines. It is recommended that the County consider providing guidance to help developers achieve a visual standard equivalent to the recommended VRM Objectives IV east of the existing transmission line and north of Historic Route 66. This would allow significant change to scenery, but include design and mitigation provisions. Developers could achieve renewable energy project goals while reducing visual impacts to Historic Route 66.

Figure 83 The various factors that affect people’s visual perception of renewable energy development in the landscape (Courtesy of : Lindsey Utter, Argonne National Laboratory)

Landscape Character Analysis

Conservation of scenery within areas proposed for energy development is encouraged to begin with a landscape character analysis (as it currently exists) that precedes the design or layout of



a project. Too often, projects are designed to optimize engineering considerations before aesthetic analysis has begun. By analyzing the visual character of an area from the outset, opportunities for layout and design that lessen impacts can avoid project delays and costly arbitration.

Landscape character analysis describes the overall impression created by a unique combination of visual features, including landform, vegetation, water, and structures, usually in terms of form, line, color, and texture. The Historic Route 66 corridor lies within the southern Mohave Desert, which is characterized by broad, mostly level valleys and plains interrupted by discreet hills and relatively low to moderate height mountain ranges. Vegetation cover is, for the most part, well spaced, low shrubs, and primarily creosote bush. Dominant colors are tans, browns, and grays. There is no visible surface water except at the Colorado River.

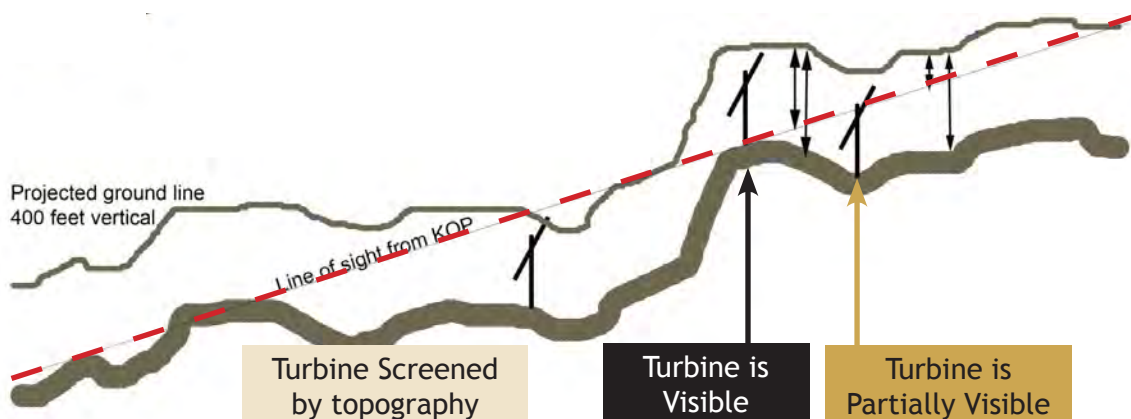
There is, however, a lot of variability. Many hills, small mountains, and mountain ranges flank the Historic Route 66 viewshed, including (from east to west); Chemeheuvi, Dead, Castle, Piute, Stepladder, Old Woman, Clipper, Bristol, Cady, Rodman, and Newberry Mountains, among others. Some of these are fairly high (approximately 3,000- to 5,500-feet) and steep sided. Together, they frame and contain the view from the road. Additional natural features with strong visual interest include volcanic cones, lava fields, sand dunes, and dry lake beds. Visual intrusions are found mainly at the east and west ends of the route. For about two-thirds of the total distance, natural features dominate the view, with the exception of the occasional transmission line, cell tower, railroad and view of I-40.

DESIGN GUIDELINES AND BEST MANAGEMENT PRACTICES

The following two determinations would provide useful perspective in addressing, evaluating, and meeting VRM Objectives, Guidelines, and Best Management Practices:

1. Measures common to all potential renewable energy projects
2. Measures that apply to specific project types (wind, solar)

Figure 84 Using local topography to screen wind turbines from a view point (Courtesy of John McCarty, BLM)



For additional information refer to the bibliography and consult the following sources:

1. *BLM BMP Renewable Energy Manual* (Sullivan, McCarty)
2. *Wind Power In View* (Pasqualetti)
3. *VIA Methodology for Offshore development* (Cape Cod)
4. *Visual Assessment Process for Wind Energy Projects* (Vissering)
5. *25 Points About Wind Energy for Landscape Architects* (Thayer)
6. *Wind Power on the Horizon, The New Energy Landscape* (Power Point)
7. *Visual Assessment of Wind Farms Best Practice* (Scottish National Heritage)
8. *Offshore Renewables - guidance on assessing the impact on coastal landscape & seascape*
9. *American Wind Energy Association Siting Handbook* (AWEA)
10. *BLM Reno Training Module: Wind Power on the Horizon*
11. *BLM Reno Training Module (Solar)*

Recommended Measures Common to All Potential Renewable Energy Projects for Consideration

- Require a spatially accurate map and photo or computer representation of the proposal.
- Minimize ground disturbance and repair. This is a standard recommendation in visual and scenic resource management. It means restricting the footprint of development to only what is necessary to build the project.
- Identify Key Observation Points (KOPs). A project should be designed to reduce impacts from specific viewpoints, generally known as KOPs. Historic Route 66 should be treated as a KOP for any projects within the viewshed.
- Site facilities away from most prominent land features. For the corridor, this means avoiding placement of facilities within the direct line of sight of key local landforms that attract the eye.
- Minimize night sky impacts. The desert sky is an important scenic feature along Historic Route 66. Any projects that are developed should minimize lighting, and avoid lights that project upwards.
- Use topography to hide or screen development. When possible, site facilities so that they are behind local landforms when viewed from Historic Route 66. The taller the landform is, and the closer it is to Historic Route 66, the better it can serve as a visual screen. Consider utilizing the guidelines created by the International Dark-Sky Association (<http://www.darksky.org>)
- Between Barstow and Needles, try to site facilities in already disturbed landscapes or clearings, away from the Historic Route 66 viewshed. The west end of the Historic Route 66 viewshed has fairly large areas of previously disturbed or developed lands that could be used for energy development without despoiling more natural landscapes, especially those natural areas east of Ludlow.
- As per San Bernardino County Renewable Energy Ordinance, avoid or mitigate impacts to significant cultural and historic resources, as well as sacred landscapes
- Practice good housekeeping. Avoid visual clutter, including signs, extraneous buildings, above ground wires, litter, or other materials that do not need to be in view.
- Reduce the scale of the project. Build less rather than more. This can mean a smaller footprint of development.
- Avoid ridge tops and the middle of valleys. Projects tend to blend in better when they are located below ridges and at the edges of valleys, where they are seen against landforms rather than against the sky.
- Avoid building access roads on side slopes, where cuts and fills exacerbate disturbance.
- Repair damaged areas with native vegetation and topsoil stockpiled for this purpose.

MEASURES THAT APPLY TO SPECIFIC PROJECT TYPES

Wind

Given military concerns over tall towers and concern over viewshed impacts, it is unlikely that large scale wind energy projects will be proposed within the Historic Route 66 corridor; however, if such facilities are proposed, the following practices are encouraged to be used:

- Set turbines well back from the travel route. The large size of modern utility scale wind turbines begins to visually dominate the landscape at a point five to 10 miles away from a viewing platform, depending on atmospheric conditions, sun light angles, and whether the turbines are on the ridgeline or have a landscape backdrop. What is ordinarily considered to be a background distance is more like a middle ground viewing distance when it comes to utility scale wind turbines. The trend in technology is toward wind turbines becoming even larger.
- Requiring setbacks from the highway will also reduce or eliminate the chance for “shadow flicker” impacts to development near the highway, or to road users.
- Use non-linear turbine patterns. The landscape of the Historic Route 66 viewshed is variable, but hills and mountains are always in view. This means that long lines of regularly spaced turbines would contrast with the variable topography. It is better to place turbines in small clusters viewed against, not above the landforms.
- Break up the clusters. Allow sufficient distance between clusters so that the landscape remains the dominant visual element.
- Create visual order within and between turbine clusters. Chaotic or random patterns draw more attention and have higher impact than orderly arrangements of turbines. In particular, avoid having turbine clusters overlap each other in any prominent or long duration views.
- Use audio visual warning systems (AWS) to reduce night sky impacts. Because of their height, the FAA requires turbines to have day and nighttime strobe lighting. AWS systems are inactive when aircraft are not in proximity.
- Require visual uniformity in turbine design. This is very important



Figure 85 Line of wind turbines in Sherman County, Oregon showing effect of distance on visibility



Figure 86 Wind turbines in the mid-ground ridgeline

Figure 87 Photograph of Nevada Solar One near Boulder City, Nevada illustrating very high levels of visual contrast and the expansive scale of a utility scale solar facility. Credit: Robert Sullivan, Argonne National Laboratory.



if multiple projects are being considered within a part of the viewshed seen as a whole, but by different developers.

- Better to use fewer, larger turbines than a higher number of smaller ones to get the same amount of energy

Solar

Utility-scale solar energy projects have different visual characteristics and issues than wind energy. They tend to have large, continuous ground footprints, unlike wind energy, which retains lots of undisturbed space between turbines. Some are low profile, ground mounted Photo-voltaic (PV) collectors. Some projects include very tall (up to 650') highly reflective towers set amidst fields of mirrors. These mirrors reflect light and cause glare issues. The towers themselves emit very bright light. “Dust glow” is another visual characteristic of some solar projects.

From a visual resource perspective, lower profile, less reflective technologies like ground mounted PVs have much less visual impact than other technologies. Topography can be used to screen collectors from highway views. Outer edges of collector fields can be broken up or feathered out into the surroundings to reduce strong edge effects. Back sides of collectors are suggested to be color treated to the appropriate color choice from the BLM Environmental Color chart to reduce contrast.

Recommendations include minimizing disturbance, roads, and extra facilities as important ways to reduce potential visual impacts of solar projects.

Towers, which generally cannot be hidden, could be designed to look interesting architecturally, but if these are used within the Historic Route 66 viewshed, the best approach is to maintain as much distance as possible.

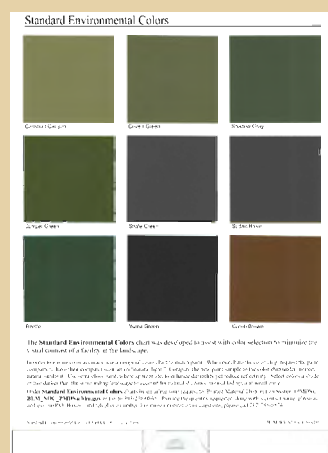
Transmission Lines and Towers

The most likely energy development within the Historic Route 66 viewshed is major transmission lines, probably along freeways. Visual impacts from transmission lines come from the following characteristics:

- Towers create form, line, and color contrasts with open, naturally vegetated areas
- Access and service roads can create additional color and line contrast
- Lines (conductors) create their own color and line contrast, especially when the sun is reflecting off of them
- Glass insulators can create refracted light
- Additional facilities, like substations create additional contrasts

The main ways to reduce visual contrast and impacts and suggested guidance includes:

BLM Standard Color Chart



http://www.blm.gov/style/medialib/blm/ut/vernal_fo/energy/o_g_operators_packet.Par.69802.File.dat/3%20-%20Standard_Environmental_Colors.pdf

- Placing towers so that they are viewed against the ground or landforms instead of against the sky
- Keeping towers and lines as far as possible from the road. Research shows that in western landscapes, untreated lattice and large monopole towers are visible to the casual observer at distances up to 10 miles and are a major visual feature at distances up to 3 miles. When a tower is placed within a quarter mile of a road, it's best to use a color treated monopole. At distances ½ mile out, a properly color treated non-specular lattice tower is preferred in an open landscape like the corridor.
- Reducing scale. Smaller H frame towers have lower visibility than larger lattice or monopole towers
- If larger towers are necessary, suggest using the BLM Environmental Color Chart to create color treated monopoles that better blend with desert scenery than galvanized steel lattice towers
- Minimize roads and other support facilities, and use appropriate landforms and vegetation to mask these when necessary, is recommended

Fluid Minerals

Existing subsurface natural gas transmission pipelines are found within the Historic Route 66 corridor. The designation of Historic Route 66 as a National Scenic Byway or All-American Road will not change existing right-of-way permits across federal lands. For new oil and gas projects, including transmission pipelines across BLM managed lands, best management practices (BMPs) are considered as part of existing BLM policies and procedures (see http://www.blm.gov/wo/st/en/prog/energy/oil_and_gas/best_management_practices/technical_information.html).

The primary emphasis of the BMPs is to:

- Minimize the contrast between new facilities and the existing landscape
- Manage the visual resources as seen from key observation points that reflect viewer sensitivity to the resources
- Reduce surface disturbance
- Maximize other resource benefits

Quarrying and Related Extraction Activities

San Bernardino County has identified the need for stockpiling, soil disposal and quarrying operations. From the perspective of maintaining the character-defining features of Historic Route 66, efforts should be made to use existing quarries first, including those whose stone was used for original construction and later for road and bridge maintenance.

Opportunities to utilize existing, already disturbed locations has additional advantages. New quarrying and disposal operations can be used to reclaim and reshape the landscape to reflect the general appearance of the natural landforms that existed before quarrying operations took place.

U.S. Secretary of Interior Historic Preservation Management Approaches

Although historic preservation project managers must choose one over-arching approach, or goal, to guide a preservation project:

- Preservation
- Rehabilitation
- Restoration
- Reconstruction

... in practice, more than one approach might be employed for specific elements. For example, in a large Rehabilitation or Restoration project, approval might be given to replace inappropriate aluminum windows by reconstructing original wooden window frames, if they had been adequately photo-documented.

Here on Historic Route 66...

The eminently historic Alf's Blacksmith Shop and museum in Daggett will involve a number of major, high-priority challenges and approaches. Age and fragility of many buildings and objects in this private historic treasure trove recommends that the initial priority should be large-format photo-documentation of historic buildings, extensive array of Route 66 road-building equipment, and twenty-mule-team borax mining gear and paraphernalia.

Choosing which of the four approaches listed above should guide subsequent preservation management will depend largely on reasonable and practical goals of the property owners once photo-documentation is complete.

Permitting for quarrying and disposal operations outside the original permit area could be considered as part of an overall operations plan, developed by a qualified reclamation designer, which results in the desired reclaimed condition. The value of the additional materials extracted beyond the original permit area can be utilized to offset any added cost for a more carefully orchestrated quarrying operation.

ROADSIDE HISTORIC PRESERVATION OPTIONS AND PRIORITIES

While one of the most significant characteristics of Historic Route 66 through the Mojave Desert is the relatively intact landscape that is strongly evocative of its heyday period, especially east of Ludlow, there have been many changes to roadside features since I-40 was open to the public. Many historic sites associated with the road have been either abandoned or have disappeared altogether as the commercial enterprises that supported travelers have moved on to I-40 interchanges.

Secretary of the Interior Standards for Historic Preservation

Secretary of the Interior Standards are neither technical nor prescriptive, but are intended to promote responsible preservation practices that help protect our significant cultural resources. There are four approaches to management of historic properties as described under the Secretary of the Interior's Standards:

- Preservation
- Rehabilitation
- Restoration
- Reconstruction

These treatments are both philosophical and practical. The Standards ensure a consistent method for helping to protect resources with significant national and local history.

The goal of **Preservation** is to retain all remaining historic fabric of a property representative of its development over time. The life of a property may include changing occupants and respectful changes or updates in appearance. As a property ages, it changes, and these changes are part of the historical record. Preservation maintains the property and its important features that convey its history. Preservation offers a stabilization approach to include rebuilding and applying roof materials to preserve existing walls, foundations and interior features.

Rehabilitation is the treatment approach when the integrity of a historic property has been compromised such as from lack of upkeep. Rehabilitation allows for the use of replacement materials where original architectural elements are beyond repair. Rehabilitation returns the property to its historic appearance.

Restoration is treatment approach when a more intensive solution is required, such as when non-historic materials have been applied to cover historic features. Restoration returns the property to its appearance during its period of historic significance. This treatment allows for the removal of materials that are not in keeping with that period.

Reconstruction may be the only available treatment for the re-creation of a historic property when that property is no longer extant. By nature of the treatment, reconstruction uses new materials. Reconstruction is usually limited in use. Philosophically, a historic site may readily convey its history even while missing a former building or structure. Therefore reconstruction must be sensitive to the historic setting and not compromise the authenticity of the site.

There are several considerations in selecting the appropriate treatment for a historic property. Condition of the property is certainly a key determinant in choosing a treatment. The importance of the property relative to other historic resources also plays a role. For example, a building that is part of a historic district generally does not represent the same significance as a building that is recognized for its individual excellence. Intended use of a historic property will be another consideration if the building will be adapted for a new use. Increasingly, older buildings are finding new uses while still retaining a high degree of architectural integrity. If a private building will become publicly used or renovated for multiple occupancies, for example, building codes add another layer to the selection process for treatment of a historic building.

There are some additional concepts of historic preservation that may be considered in concert with the four main treatments for historic properties:

Documentation

Documenting a building's history not only records important details about its past, but also assists in planning for its future. If the building has never been the subject of historical research, the first step in documentation is to determine its date of construction and historical significance. Building materials, architectural elements, and any special regional examples of construction methods or craftsmanship should be noted. Additions and alterations should also be documented. Locating old photographs, former owners, or oral history contributors are excellent sources of detailed information.

Stabilization

When an immediate treatment cannot be applied to a historic property, stabilization is the method used to prevent further deterioration. The structure of a building is essential to its stability.

Historic Integrity

Properties eligible for listing in the National Register or California Register must retain integrity. Historic integrity is defined as the property's historic identity, evidenced by the survival of physical characteristics that existed during the property's period of significance. Historic integrity is the accumulation of seven qualities:

- *Location - is the property at its original location?*
- *Design - does the property resemble its design from its period of significance?*
- *Setting - is the property's surroundings or setting compatible with its period of significance?*
- *Materials - does the property retain most of its original materials?*
- *Workmanship - is the original workmanship evident?*
- *Feeling - does the property retain its sense of time and place from its period of significance?*
- *Association - does the property still associated with its architectural and historical context?*

Historic integrity enables a property to illustrate significant aspects of its past. For this reason, it is an important qualification for National Register and California Register listing.



Figure 88 Postcard of Carty's Camp in Needles at Broadway and Dobson



Figure 89 Present day Carty's Camp gas station



Figure 90 Present day tourist cabins



Figure 91 View of Essex in 1932



Figure 92 Present day Wayside Café

Stabilization reinforces the load bearing components of a building to stop deterioration that can lead to its collapse. A key aspect of stabilization is protecting the internal framework from exposure to the elements. Specifically, attention to a building roof is critical.

Mothballing

The concept of “mothballing” a historic property is closely related to stabilization. Mothballing a property is the term for means by which a building is securely kept while future planning and/or funding can be arranged. Ensuring structural stability is the first step of mothballing, which also includes making necessary repairs to exterior surfaces and closing up the building to prevent vandalism. Closing up a building can accelerate internal deterioration, however, without attention to adequate ventilation. Fencing off these properties in disrepair will also aid in their protection until an appropriate preservation treatment can be initiated.

Priorities for Preservation

It is recommended that the following historic properties along Historic Route 66 follow the Preservation treatment standards set forth by the Secretary of the Interior:

Carty's Camp Cabins Needles, CA

Carty's Camp was one of the first tourist camps built in Needles and was established by William Carty in 1925. Carty's Camp had gas pumps and a store fronting Historic Route 66 and offered lodging. Tents were later replaced with side-by-side cabins. Carty's Camp is noted as the backdrop for one of the scenes in the movie “The Grapes of Wrath.” Remarkably, the camp's cabins built of particle board and steel frames in the 1930s still exist although in ruinous condition. These cabins are a rare remaining example of tourist accommodations before the construction of more permanent cabins and motels. Carty's Camp facilities should undergo preservation/stabilization efforts to prevent further deterioration.

Essex Café/Gas Station, Essex, CA

Essex retains a number of examples of roadside architecture such as the Wayside Café and an adjacent gas station, as well as a school and post office. The old town well is still extant. It was installed by the Automobile Club of Southern California and provided free water to travelers along Historic Route 66 in the 1930s. Essex was also the site of one of Patton's training areas. The Desert Training Center's California-Arizona Maneuver Area established military camps across a vast 12 million-acre area. One camp was located northwest of Essex and called Camp Clipper, named for the Clipper Mountains. It is recommended that the Gas Station and Café at Essex undergo preservation/stabilization efforts to prevent further deterioration and preserve the remaining roadside architecture in Essex.

Road Runner Café, Chambless, CA

The town of Chambless was named for homesteader James Albert Chambless, who settled near the National Trails Road and Cadiz Road in the early 1920s. After the designation of Historic Route 66 a store was built at the Chambless site in the late 1920s. In the 1930s, Chambless built a gas station, motel, post office, a café, and a row of concrete block cabins. Businesses at Chambless were aided by drilling of wells into the Cadiz Aquifer, an underground pool of water, which allowed for planting of trees and other vegetation. Shade trees and other amenities made Chambless a popular stop for Historic Route 66 tourists. West of Chambless was the Road Runner's Retreat Café, which was built in the late 1950s. This was a popular truck stop and café and consisted of a gas station and restaurant. Like most other businesses it closed soon after the completion of I-40 to the north. This site consists of the abandoned buildings and its original sign. It is recommended that the Road Runner's Retreat Café and sign undergo preservation/stabilization efforts to prevent further deterioration.

Row of Gas Stations/Buildings, Ludlow, CA

Established in 1883, the town of Ludlow originated as a water stop for the Atlantic and Pacific Railroad and the railhead for the Tonopah and Tidewater Railroad (T&T) which transported borax ore. In the early 1900s Ludlow was a busy railroad town with several businesses located along Main Street and numerous dwellings. By the late 1920s, the mines that Ludlow served began to dwindle. Establishment of Historic Route 66 brought new businesses to the town and these located to the north of Main Street along the new highway alignment. Several gas stations, motels and restaurants were built at Ludlow along Historic Route 66. Construction of I-40 resulted in the closing of many of these businesses but others opened at the Ludlow I-40 interchange. The Ludlow Café built in the 1960s continues to remain in operation. There is little left in Ludlow that reflects its Historic Route 66 heyday except for the original Ludlow Café built in the 1930s along with several abandoned gas stations. These properties may be eligible for the National Register as part of a thematic nomination for the community.

Whiting Gas Station/Gas Stations and Henning Motel Neon Sign, Newberry Springs, CA

Newberry Springs was originally called "Water," in reference to its location as a source of water for wagon trains coming to California in the 1850s on the old Mormon Trail. In the 1880's, Newberry Springs was an important station for the Atlantic and Pacific Railroad, which hauled tank cars of water from here to its other stations and towns along the rail line. On the east side of Newberry Springs were several gas stations, cafes and at least one motel. The Henning Motel neon sign remains visible as does a well-preserved Whiting Brothers gas station. It is recommended that the Whiting Gas Station, Gas



Figure 93 Present Day Road Runner Cafe



Figure 94 By the 1930s most businesses had moved to the "New Main Street" along Route 66 in Ludlow. This view is from ca. 1940.



Figure 95 Original Ludlow Cafe, present day



Figure 96 Whiting Brothers gas station at Newberry Springs

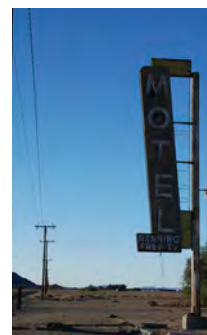


Figure 97 The former Henning Motel original neon sign in Newberry Springs.



Figure 98 Present day view of Essex School



Figure 99 Present day view of Danby Justice Court c. 1952



Figure 100 Roy's Original office



Figure 101 Roy's Original sign and cafe



Figure 102 Roy's Original cabins

Stations of Newberry Springs, and the Henning Motel Neon Sign undergo preservation/stabilization efforts to prevent further deterioration.

Priorities for Rehabilitation

It is recommended that the following historic properties along Historic Route 66 follow the Rehabilitation treatment standards set forth by the Secretary of the Interior:

Essex School, Essex, CA

Essex retains a number of examples of roadside architecture as well as a school, post office and old town well. The old town well installed by the Automobile Club of Southern California is still extant. The Essex School was originally built in 1937 and present-day building was constructed several decades later. This building provides opportunities for a wide variety of adaptive reuses such as a tourist-oriented business and overnight lodging.

Danby Courthouse, Danby, CA

Danby was established in the 1880s as a railroad community but the town relocated to the north once Historic Route 66 was completed. In its heyday Danby had a handful of dwellings and at least one gas station. An auxiliary San Bernardino County court building was constructed in Danby in the 1930s (since relocated to Goffs). Because of the isolation of this area of the county a judge heard court cases in the Danby Justice Court (1952), a small building facing Historic Route 66. This unique court building remains standing on the south side of the highway. Danby also retains an abandoned gas station and several dwellings. It is recommended that the Danby Justice Court undergo rehabilitation efforts to prevent further deterioration due to its particular significance in the history of Historic Route 66.

Amboy, Amboy, CA

Amboy, settled in 1858 and established in 1883, was originally a mining site before the railroad. With establishment of Historic Route 66 in the 1920s, Amboy became a popular stop between Needles and Barstow. At its height there were numerous Historic Route 66 businesses here including Bill's Service Station, Bender's Service Station and Camp, and Conn's one-stop service station and cabins. In the 1930s, Roy and Velma Crowl owned a large part of Amboy, building a cafe, motel, and service station. In 1938, Roy's Motel and Café opened as one of the most modern motels in the Mojave Desert. In 2005, Albert Okura, owner of the Juan Pollo restaurant chain, purchased the property and has preserved many of the original buildings. Today, Roy's Café, currently operates as a fuel and snack stop. It is recommended that Roy's continue to undergo rehabilitation efforts including placing the motel and cabins back in operation or other compatible uses. Also at Amboy are other important historic resources such as the Amboy School and Church which are presently vacant and offer opportunities for adaptive reuse.

Daggett Properties

During the mining period of the late nineteenth century, Daggett was the outfitting hub and commercial center of the Mojave Desert. The town was originally founded in the 1880s just after the discovery of silver in area mines. Completion of the Southern Pacific Railroad from Mojave to Daggett in 1882 led to its growth and development. The original alignment of Historic Route 66 ran through the older commercial area of Daggett for many years. This commercial area contained several general stores and the Stone Hotel which is extant along with three other buildings. Just to the west, at “A” St. and National Trails Hwy is an eye-catching, white clapboard bldg. with a Russian Orthodox-influenced roof style that served as a Café for Route 66 travelers (see Figure 141 on page 113). This collection appears to meet National Register criteria for their architectural and historical significance.

Another notable building nearby is the Seymour Alf Blacksmith Shop built in 1890. Alf operated his blacksmith shop for many years and also used his “Fresno Graders” to build and grade sections of the Old National Trails Highway, which later became Route 66. As traffic increased along Historic Route 66 the highway was relocated to the south side of the railroad tracks and a few businesses and gas stations remain extant in this section of the community.

It is recommended that the Stone Hotel and the adjacent buildings undergo stabilization efforts to prevent further deterioration. It is recommended that the blacksmith shop, including all the equipment (objects), both within the primary historic structure, displayed in adjacent buildings, and outside, within the fenced compound, be photographed and documented and then undergo preservation and restoration efforts as a high priority. The Seymour Alf Blacksmith Shop should also be listed in the National Register and interpretive information added to the site.

Priorities for Restoration

Restoration treatment for properties along Historic Route 66 will be most applicable for motels and gas stations in Needles and Barstow which have been remodeled in recent decades. Many of these motels remain in use as either operating motels or low-income housing. The motels in Needles retain a high degree of integrity and many appear to meet criteria for listing in the National Register. Listing would provide property owners with tax credits which could encourage restoration of these properties back to their original exterior appearance. In Barstow many motels remain extant but the majority of these have undergone significant remodeling. Common changes in recent years include the removal and replacement of historic windows and doors, new signage and the application of modern exterior wall treatments such as faux stucco. Because of the extent of these changes the majority of motels in Barstow no longer retain



Figure 103 Stone Hotel and Store in Daggett



Figure 104 The Best Motel in Barstow is an example of a remodeled motel from the early 1960s. This was originally an Imperial 400 Motel which was designed with a distinctive “gull wing” roof at its lobby. The building has added exterior wall surfaces, windows and doors.



Figure 105 El Garces, Needles



Figure 106 Union 76 Station, Needles

For further information on the State of California National Register nomination procedures and policies, contact:

*California State Parks
Office of Historic
Preservation 1725
23rd Street, Suite 100
Sacramento, CA 95816
Jay Correia, Supervisor,
State Historian III
Phone: 916-445-7008
jay.correia@parks.
ca.gov*

sufficient integrity to meet National Register criteria. However, property owners should be encouraged to consider future restoration in keeping with their original appearance to cater to the Historic Route 66 visitor.

Reconstruction

No historic properties along Historic Route 66 between Needles and Barstow have been identified with sufficient architectural or historical significance to be recommended for Reconstruction. Dozens of buildings have disappeared in this section and in many cases only foundations remain. There are many historic photographs of buildings no longer extant at various museums and archives. These could provide sufficient documentation for reconstruction if so desired. However, preservation efforts should first be focused on conserving the extant structures and other roadside features.

NATIONAL REGISTER OF HISTORIC PLACES

A number of properties along Historic Route 66 between Needles and Barstow meet the criteria for listing in the National Register of Historic Places. The National Register is the nation's official list of buildings, districts, structures, sites and objects that have architectural, historical or archeological significance on the local, state or national level. The National Register is maintained by the National Park Service. Nominating eligible properties to the National Register is highly encouraged in order to gain this honorary recognition and qualify for possible tax credits and grants.

The California State Parks Office of Historic Preservation (CSOHP) staff routinely assists in the completion of nominations to the National Register of Historic Places. Nominations are often prepared by property owners, universities, local governments, historical societies or professional firms, and once reviewed by the staff these nominations are presented to a group of preservationists who comprise the State Historical Resource Commission. The Commission meets at least four times a year to evaluate significance of the state's historic properties and make nomination recommendations to the National Park Service. The nomination process may take up to a year to complete.

According to the National Park Service regarding listing on the National Register:

From the Federal perspective (the National Register of Historic Places is part of the National Park Service), a property owner can do whatever they want with their property as long as there are no Federal monies attached to the property.

If federal tax credits are accepted, then modifications to the building must follow the Secretary of Interior's Standards. Listing on the National Register (or eligibility for listing) offers protections from

certain federal actions under Section 106 of the National Historic Preservation Act. There are no requirements for public access to privately-owned properties. There are no guidelines property owners must follow. Owners or a majority of owners must consent to listing.

Benefits of National Register Listing

Listing on the National Register provides a number of important benefits:

- Provides information about historic resources for federal, state, local, or private agencies to use as a planning tool
- Makes the public aware of historic resources by documenting their importance
- Expedites the federally mandated review of federal undertakings (funding, licensing) that could affect historic resources. This review includes mitigation which attempts to limit the adverse impacts on historic resources
- Makes owners of historic properties eligible to apply for federal grants to undertake preservation projects when funds are available
- Enables owners of income-producing depreciable historic properties to use federal historic preservation tax credits for rehabilitation that follows the Secretary of the Interior's Standards

The California Legislature is considering passage of a state tax credit for rehabilitation. This could provide an income tax credit, under both the Personal Tax and Corporation Tax laws equal to 20 percent of qualified rehabilitation expenditures on an historic structure.

Cultural resources along Historic Route 66 have intrinsic value to the history and evolution of the highway. Commercial properties within the Historic Route 66 corridor between Needles and Barstow can benefit greatly from National Register listing. The downtown area of Needles is among those which appear to possess eligible properties. Listing would provide property owners with the option of undertaking a substantial building rehabilitation and receive a 20 percent federal tax credit if the work meets certain guidelines. This tax credit has been widely used across the state and has resulted in millions of dollars in investment.

How Are Properties Listed?

Properties may be listed in the National Register, either individually, as historic districts, or as part of a thematic or multiple property group. Properties individually eligible must retain a high degree of integrity of their original location, setting, feeling, association, design, workmanship and materials. These properties may be significant for their historic context, association with an important person or event, architecture or archeology.

A concentration of properties with notable architecture and/or historical significance may be eligible as an historic district. These are properties which collectively display a particular sense of time and place from a period in history. Properties may also be eligible as part of a thematic listing where numerous non-contiguous buildings, structures or sites represent a particular time period or have similar historical associations across time. A geographic area such as a community or county may also have properties eligible as part of a Multiple Property Documentation Form. This approach allows the listing of all eligible properties within a certain geographic area as long as they meet National Register criteria individually or collectively.

Individual Listings are National Register nominations focused on an individual building, structure, objects, site, or landscape. The following briefly describes each category:

- **Buildings:** must include all of their basic structural elements. Parts of buildings, such as interiors, facades, or wings, are not eligible independent of the rest of the existing building. The whole building must be considered, and its significant features must be identified.
- **Structures:** must include all of the extant basic structural elements.
- **An Object:** is that which is primarily artistic in nature or relatively small in scale and associated with a specific setting or environment as opposed to a building or structure.
- **A Site:** is the location of a significant event, a prehistoric or historic occupation or activity, or a building or structure, whether standing, ruined, or vanished, where the location itself possesses historic, cultural, or archeological value regardless of the value of any existing structure.
- **A Landscape** may be eligible if it has significance as a design or work of art, was consciously designed and laid out by a master gardener, landscape architect, architect, or horticulturist to a design principle, or an owner, has historical association with a significant person, trend, event, etc., or a significant relationship to a theory or practice of landscape architecture.

Historic District Listing is a nomination focused on a collection of historic buildings and sites. A district derives its importance from being a unified entity, even though it is often composed of a wide variety of resources. The identity of a district results from the interrelationship of its resources, which can convey a visual sense of the overall historic environment or be an arrangement of historically or functionally related properties. A district must be significant, as well as be an identifiable entity. It must be important for historical, architectural, archeological, engineering, or cultural values. Therefore, districts that are significant will usually meet the last portion of Criterion C plus Criterion A, Criterion B, other portions of Criterion C, or Criterion D. A district can contain buildings, structures, sites, objects, or open

spaces that do not contribute to the significance of the district. The number of noncontributing properties a district can contain yet still convey its sense of time and place and historical development depends on how these properties affect the district's integrity. In archeological districts, the primary factor to be considered is the effect of any disturbances on the information potential of the district as a whole.

Multiple Property Documentation Form nominates groups of related significant properties through themes, trends, and patterns of history shared by the properties organized into historic contexts and the property types that represent those defined themes, trends, and patterns. The Multiple Property Documentation Form (MPDF) is used to nominate and register thematically-related historic properties simultaneously or to establish the registration requirements for properties that may be nominated in the future. The nomination of each building, site, district, structure, or object within a thematic group is made on the MPDF. The name of the thematic group, denoting the historical framework of nominated properties, is the multiple property listing. When nominated and listed in the National Register of Historic Places, the Multiple Property Documentation Form, together with individual Registration Forms, constitute a multiple property submission. This Form helps to streamline the method of organizing information collected in surveys and research for registration and preservation planning purposes. As a management tool, the thematic approach can furnish essential information for historic preservation planning because it evaluates properties on a comparative basis within a given geographical area and because it can be used to establish preservation priorities based on historical significance.

Existing National Register Listed Properties

There are currently only seven individually listed properties on the National Register within the project area of Route 66. These are as follows:

- Archeological site D-4 (address restricted),
- Archeological site D-7 (address restricted)
- Archeological site D-12, (address restricted)
- Archeological site Topock Maze, Needles
- El Garces Harvey House, Needles
- Goffs Schoolhouse, Goffs
- Harvey House, Barstow

While many other Historic Route 66 properties have been well documented by enthusiasts and road historians, no other official National Register work has been completed to date. It is recommended that many properties along the route be listed in the National Register for designation, protection, and assistance with preservation and rehabilitation efforts.

Properties Recommended for National Register Individual Listing

Properties recommended for listing include:

- Individual nomination for the Historic Route 66 Highway alignment between Needles and Ludlow. This nomination would include the alignment and associated bridges, guardrails, culverts and other associated features. Additional sections of alignment may also be eligible in the area from Ludlow west to Barstow. However, the presence of Interstate 40 adjacent to the Historic Route 66 alignment may disqualify this section.
- Individual nomination for the Needles Theater at 825 W. Broadway, Needles
- Individual nomination for the Claypool & Co. Building at 725 W. Broadway, Needles
- Multiple Property Documentation Form for Historic Route 66 related motels, hotels and gas stations in Needles.
- Individual nomination for the Chambless Café and cabins in Chambless
- Historic District nomination at Amboy
- Historic District nomination at Daggett
- Individual nomination for the Alf Blacksmith Shop in Daggett
- Individual nomination for the El Rancho Motel at 100 E. Main Street, Barstow
- Intensive survey is also recommended to identify any additional eligible Historic Route 66 resources in Barstow besides the El Rancho Motel. Motels and gas stations in Barstow appear to have undergone more significant changes and alterations than those in Needles. However, a survey of these resources may identify others with sufficient integrity to meet National Register criteria.



Figure 107 Historic Route 66 east of Amboy

Priorities for Individual Nomination to the National Register

- **Individual nomination for the Historic Route 66 Highway roadbed between Needles and Barstow:** United States Highway 66, popularly known as Historic Route 66, is significant in American history as one of the earliest and most important highways linking the Midwest and California. The designation of Historic Route 66 in 1926 signified the nation's growing commitment to improved transportation arteries and the increased influence of the automobile on American lifestyles. From 1926 to 1937, Route 66 was transformed from interconnecting segments of paved, gravel and dirt roads into one continuous paved highway connecting Chicago, Illinois on the east to downtown Los Angeles and ultimately to Santa Monica. With Route 66's growing prominence, hundreds of businesses were created along the highway to cater to travelers and tourists. As a result, Route 66 had a transformative effect on the American landscape through which it passed. This landscape continues to provide a visual narrative history of America's automobile culture of the 20th century and its legacy of related commerce and architecture. At this time,

the California Department of Transportation, CalTrans (with concurrence from the SHPO), has deemed the roadbed eligible for National Register listing and plans to fund the listing in the near future. Nominating the roadbed for National Register listing would include road associated structures such as the associated alignments, bridges, guardrails, culverts, etc.

- Individual nomination for the Needles Theater at 825 W. Broadway, Needles, CA:** The Needles Theater was constructed in 1929 by the local Masonic Order for approximately \$120,000. The building was designed by architect DeWitt Mitcham of San Bernardino. The Masons occupied the upper floor, while the ground floor housed a real estate company and a Sweet Shoppe along with the theater. Opening on March 1, 1930, the theater offered seating for 700 and included a full stage, orchestra pit and a water-based heating and cooling system. In its later years, the building served as a local community center for a variety of performances and events, including the Miss Needles contest. After a fire burned the building's roof in 1992, it sat vacant for five years. In 1997, the Masonic Order donated the building to the City of Needles. The Area Chamber of Commerce commenced a \$4 million renovation project in 2002, but soon realized limited funding prevented completion. The Chamber sold the property to a private owner in 2006. The "Friends of the Needles Theater" organization has raised \$400,000 to help with restoration of the historic theater.
- Individual nomination for the Claypool & Co. building at 725 W. Broadway, Needles, CA:** The Claypool & Co. building is a 1930 Art Deco-style building originally used as a general store selling hardware, groceries, lumber, and clothing. The business was established by William Claypool and the company remained in business until 2002. The Claypool family donated the building to the Palo Verde Community College District which received funds for the building's restoration. The building now serves as a satellite campus for PVCC. This building is the best example of the Art Deco architectural style in the city.
- Individual nomination for the Chambless Café and cabins in Chambless, CA:** The town of Chambless was named for homesteader James Albert Chambless, who settled near the National Trails Road and Cadiz Road in the early 1920s. After the designation of Route 66 a store was built at the Chambless site in the late 1920s. In 1932, Chambless built a gas station and motel. In 1939, the Chambless post office opened, and a café and a row of concrete block cabins were added. The businesses at Chambless were aided by the drilling of wells into the Cadiz Aquifer, an underground pool of water, which allowed for the planting of trees and other vegetation. The shade trees and other amenities made Chambless a popular stop for Route 66 tourists. These businesses closed after the opening of I-40 in the early 1970s. The Chambless store and tourist cabins are vacant



Figure 108 Needles Theater at 825 W. Broadway



Figure 109 Claypool & Company, Needles



Figure 110 Cabins at Chambless



Figure 111 Seymour Alf Blacksmith Shop, Daggett



Figure 112 El Rancho Motel, Barstow



Figure 113 This 1925 photo shows Amboy and the Old National Trails Highway. Amboy retains the original office for Roy's Motel, cabins, café and sign.

but are notable examples of the types of businesses that opened along Route 66 in the 1920s and 1930s. This complex of buildings appears to meet the criteria for listing in the National Register.

- **Individual nomination for the Seymour Alf Blacksmith Shop in Daggett, CA:** See page 93.
- **Individual nomination for the El Rancho Motel at 100 E. Main Street, Barstow, CA:** Route 66's influence on the growth of Barstow is evident in the increase of auto-related establishments listed in road guides published by the automobile associations from the 1910s through the 1950s. By the mid-1950s, nine motels on Route 66 were open for business, many embracing the western desert landscape in their names: El Rancho Motel, Sage Motel, Sands Motel, Cactus Motel, Desert Lodge Motel, Dunes Motel, and Skyview Motel. Many of these motels remain extant and continue to be used for overnight lodging. The majority of these motels have been remodeled in recent decades with new exterior materials, windows and doors and no longer retain integrity of their original design. However, the most intact historic motel in Barstow is the El Rancho Motel at 100 E. Main Street, which was built in 1947. Cliff Chase constructed the motel of discarded railroad ties from the Tonopah & Tidewater Railroad line. The motel was built in a U-shaped plan and retains much of its original materials, design, setting and prominent sign. The motel appears to meet National Register criteria for its architectural and historical significance. Barstow contains over a dozen other motels built from the 1940s to the 1970s with varying degrees of their original design.
- **Historic District nomination at Amboy, CA:** Amboy was originally a mining site before the railroad came. It was first settled in 1858, though the town was not established until 1883. Lewis Kingman, a locating engineer for the Atlantic and Pacific Railroad, created the town of Amboy as the first of a series of railroad stations to be constructed across the Mojave Desert. With the establishment of Route 66 in the 1920s, Amboy became a popular stop between Needles and Barstow. At its height there were once numerous Route 66 businesses here including Bill's Service Station, Bender's Service Station and Camp, and Conn's one-stop service station and cabins. In the 1930s, Roy and Velma Crowl owned a large part of Amboy, building a cafe, motel, and service station. In 1938, Roy's Motel and Café opened which was one of the most modern motels in the Mojave Desert. During the 1930s, a one-room schoolhouse was built in Amboy and a new school building was constructed in the 1950s. Operated by the Needles School District, it was last in use as a K-8 grade school until 1999. The current owner of the school property is the BLM, which is considering a range of uses for the complex. In 2005, Albert Okura, owner of the Juan Pollo restaurant chain, purchased the Town of Amboy and has preserved many of the original buildings. Today, Roy's Café currently operates as a fuel

and snack stop. Amboy is the best preserved Route 66 community between Needles and Barstow and its collection of buildings appears to meet the criteria for listing in the National Register. Not only is the roadside architecture significant but Amboy also retains its school, church and dwellings representative of the growth and development of the community.

- Historic District nomination at Daggett, CA:** During the mining period of the late nineteenth century, Daggett was the outfitting hub and commercial center of the Mojave Desert. The town was originally founded in the 1880s just after the discovery of silver in area mines. The completion of the Southern Pacific Railroad from Mojave to Daggett in 1882 led to its growth and development and for a period the Pacific Borax Company used Daggett as the terminal for its twenty-mule-team run from Death Valley. The original alignment of Route 66 ran through the older commercial area of Daggett for many years. This commercial area contained several general stores and the Stone Hotel. Three of these buildings continue to stand to the west of the Daggett Garage and are an important remnant of the original community. This collection of buildings appears to meet National Register criteria for their architectural and historical significance.
- Multiple Property Documentation Form for Historic Route 66 related motels, hotels and gas stations in Needles, CA:** The Needles Highway, an extension of Broadway through Needles, CA, contains a number of notable motels and gas stations. Some of the motels have been converted into low-income housing for Needle's residents while others continue to provide overnight lodging. These motels were largely built from the 1950s to the 1960s and retain much of their original design. A thematic approach to Multiple Property listing for all Historic Route 66 related motels and gas stations along the Needles highway will aid in preservation management of the wide array of resources located in Needles, CA.
- Intensive survey for possible Multiple Property Documentation Form for Historic Route 66 related motels in Barstow, CA:** Barstow is the largest city in the Mojave Desert and had a population of approximately 23,000 residents in 2010. Route 66's influence on the growth of Barstow is evident in the increase of auto-related establishments listed in road guides published by the automobile associations from the 1910s through the 1950s. Even in 1927, one year after Route 66 was commissioned, the Central Garage and Machine Works was the only listing in Barstow. By 1940, however, listings included the Casa Loma Motel, Kail Court, Rio Grande Cottages, and Tom Tyler Motor Inn. By the mid-1950s, nine motels on Route 66 were open for business, many embracing the western desert landscape in their names: El Rancho Motel, Sage Motel, Sands Motel, Cactus Motel, Desert Lodge Motel, Dunes Motel, and Skyview Motel.



Figure 114 1908 Store at Daggett



Figure 115 Daggett Garage

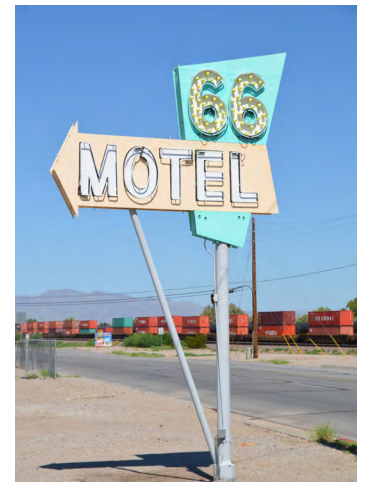


Figure 116 Motel 66 sign in Needles (photo courtesy of Doran Sanchez, BLM).

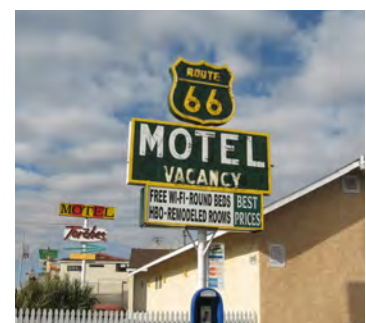


Figure 117 Route 66 Motel in Barstow

Preservation Resources

- University of Southern California Certificate in Historic Preservation
204 Watt Hall, MC 0291
University Park Campus
Los Angeles, CA 90089
Contact: Serena Elliott
Phone: 213-821-2168
- CA State Polytechnic University Pomona
Department of Architecture
College of Environmental Design
3801 West Temple Avenue,
Building 7 Pomona, CA 91768
Phone: 909-869-2683
<http://www.csupomona.edu/~arc/>
- Southern California Institute of Architecture
960 E. Third Street
Los Angeles, CA 90013
Phone: 213-613-2200
- University of California, Los Angeles
Dept. of Architecture and Urban Design
1317 Perloff Hall
Los Angeles, CA 90095
Phone: 310-825-7857
- University of California, Riverside Department of History, Public History Program
Department of History
1212HMNSS Building
900 University Avenue
Riverside, CA 92521
Phone: 951-827-5401

(Continued on next page)

Many of these motels remain extant and continue to be used for overnight lodging. The majority of these motels have been remodeled in recent decades with new exterior materials, windows and doors altering the integrity of their original design. Barstow has grown significantly since the 1970s in part due to its location at the junction of Interstates 15 and 40. Barstow's Main Street is the historic alignment of Route 66.

Over the past several decades there has been extensive commercial development along this section of the highway and many of the original gas stations and restaurants have been replaced with modern structures. As a result of the preliminary inventory of Historic Route 66 related structures in Barstow, it is recommended that an intensive survey and evaluation be completed for all Route 66 related motels and gas stations in Barstow, CA. An intensive survey will further evaluate the condition and integrity of these properties for their eligibility in creating a thematic Multiple Property Listing.

Resources for Nominations to the National Register

Researching, writing and submitting a National Register nomination for an individual property, historic district, or multiple property listing requires many dedicated hours of work and access to resources. It is recommended that those interested in assuming the task of listing any or all suggested properties utilize the resources at surrounding universities and community colleges offering degrees or certificates in Historic Preservation. Often students studying within these programs benefit from internships offering experience writing National Register nominations. Internships can support the basic research necessary to complete these recommended nominations. Local universities and colleges with Historic Preservation or Public History programs are listed in the adjacent sidebars

ADDITIONAL PRESERVATION ACTIONS

Completing a nomination for the National Register of Historic Places is only one tool used to protect historic and cultural resources. There are many avenues that should be explored when developing a strategy for preservation planning for the resources located along Historic Route 66. These avenues can include creating historic preservation commissions, establishing certified local governments, creating a plan for a community heritage area, conducting intensive historic resource surveys, and incorporating statewide preservation standards and tools in with culture resource management plans of Route 66 resources.

Establish a Historic Preservation Commission and Historic Preservation Ordinance for Needles

A regulatory Historic Preservation Commission is established to review proposed projects within historic districts or involving historic resources for compliance with standards established for rehabilitation/alteration, new development, and demolition. Then binding decisions are made regarding the issuance or denial of municipal permits. The Historic Preservation Commission is charged with overseeing a Historic Preservation Ordinance that designates and regulates historic sites or historic districts and establishes design criteria and guidelines for their municipality.

- Step One: the local officials and municipalities must draft a Historic Preservation Ordinance (utilizing outside expert support, if needed).
- Step Two: Municipality adopts the approved Historic Preservation Ordinance.
- Step Three: A Historic Preservation Commission is structured based on guidelines outlined in the historic preservation ordinance. The commission is often comprised of members appointed by the Mayor with expertise in architectural history, building and construction or architecture, preservation, local history, and/or residents of the municipality. An experienced real estate professional committed to and experienced in preservation could be very effective on the Commission.
- Step Four: The Historic Preservation Commission creates design guidelines, policies and regulations regarding rehabilitation/alterations, new construction, and demolition.

Pursue Certified Local Government Designation for Needles, CA

The 1980 amendments to the National Historic Preservation Act of 1966, as amended, provided for the establishment of a Certified Local Government (CLG) program to encourage the direct participation of local governments in the identification, evaluation, registration, and preservation of historic properties within their jurisdictions and promote the integration of local preservation interests and concerns into local planning and decision-making processes. The CLG program is a partnership among local governments, the State of California Office of Historic Preservation, and NPS, which is responsible for administering the National Historic Preservation Program. Becoming a Certified Local Government through the California State Parks Office of Historic Preservation offers credibility, technical assistance, streamlining, involvement, funding opportunities, autonomy and economic benefits to the municipality apply for designation. For more information on becoming a Certified Local Government, contact: Lucinda Woodward, Supervisor State Historian III Ordinances, General Plans, CLG Coordinator. 916-445-7028

(Continued from previous page)

- California State University, Fullerton Masters in History Department of History 800 N. State College Boulevard Fullerton, CA 92834 Phone: 657-278-3474
- California State University, San Bernardino CSUSB Public and Oral History Program 5500 University Parkway San Bernardino, CA 92407 Phone: 909-537-3836
- San Diego State University Department of History 5500 Campanile Drive, MC 6050 San Diego, CA 92182 Phone: 619-594-0930
- Department of History, Public History Graduate Program University of California, Santa Barbara Santa Barbara, CA 93106 Phone: 805-893-5681
- University of Nevada Las Vegas UNLV Department of History Public History Program 4505 Maryland Parkway Box 455020 Las Vegas, NV 89154 Phone: 702-895-3349

Create Conservation/Community Heritage Districts for downtown Needles and Barstow

Conservation or Heritage Districts are widely used to promote the historic and architectural character of a downtown area or neighborhood. In these districts a Design Review Commission is created by the municipal government to assist property owners in guiding appropriate new construction and rehabilitation. The guidelines are intended to provide property owners with information on how to rehabilitate historic storefronts and upper facades. New construction is also reviewed so that new buildings will be as compatible as possible with the existing older architecture.

Both downtown Needles and Barstow have numerous historic buildings, however, many of these have been remodeled with new windows and doors and synthetic exterior wall materials such as faux stucco. Because of the extent of these alterations, neither city's downtown areas meet the criteria for National Register listing. An alternative to National Register Listing is to create a Community/Heritage Conservation District. The District helps to facilitate the creation of a more attractive downtown and center for tourism. Rehabilitation and restoration treatments of historic buildings are encouraged. Establishing Conservation/Community Heritage Districts would create solutions and guidelines for appropriate rehabilitation and preservation. These types of districts can also delay demolition of Historic Route 66 and related historic resources for a period of time so that all possible avenues of preservation can be explored.

Conduct an Intensive Survey of Route 66 Properties Built Before 1970

Historic resource surveys are performed to identify, record, and evaluate historic properties within a community, neighborhood, project area, or region. Surveys provide information needed to make informed planning decisions, prioritize preservation goals and objectives, develop and implement land use policies; perform environmental review, develop adaptive reuse and heritage tourism initiatives, educate the public and increase the understanding of and appreciation for the built environment as a tangible reminder of the community's history. Surveys also assist in the identification of resources worthy of designation in a local register of historic resources, the California Register of Historical Resources, or the National Register of Historic Places, as well as properties potentially eligible for federal tax benefits or other state and local preservation incentives.

- Historic Resource Surveys are conducted and initiated by the local government in order to obtain financial assistance from the state. The survey recommendations can be used in the development of design guidelines, historic preservation overlay zones, conservation zones or historic preservation commission review.
- A thematic survey may also be conducted to focus on resource types facing the greatest potential for loss as the result of development efforts, neglect, vandalism or other disturbances.

For more information regarding survey standards and processes contact:

Amanda Blosser, State Historian II, Surveys Coordinator
916-445-7048
amanda.blosser@parks.ca.gov

Evaluate Potential for Establishing a Rural Historic Landscape District from Ludlow to Goffs

According to the National Park Service:

“Nominations are made on the National Register Registration Form (NPS 10-900 and processed according to the regulations set forth in 36 CFR Part 60. Where the study of rural area identifies several properties eligible for listing and related by common historic contexts, the National Register Multiple Property Documentation Form (NPS 10-900-b) is used to document the contexts, property types, and methodology; separate registration forms then document each eligible property.”

Incorporate Statewide Preservation Standards and Tools:

The National Cooperative Highway Research Program (NCHRP) completed a manual titled “The Guidelines for Design and Management of Historic Roads.” This manual was developed to address a specific type of historic property—historic roads—and intended to demonstrate how the inherent flexibility in the current policies, manuals, criteria, rules, standards, and data sets that underlie the transportation planning and project development process can be used to preserve historic roads and roads in historic districts and settings. The guidelines outline some of the approaches encouraging use of flexibility and how to apply it to develop balanced solutions tailored to all types of projects, from new construction to addressing site specific safety problems. The guidelines are specific to historic roads and roads in historic settings because they are frequently part of transportation projects, but it is in no way exclusive to them. It is recommended that Barstow, Needles, and San Bernardino County review the NCHRP guidelines for potential solutions along Historic Route 66.

Rural Historic Landscapes

The rural historic landscape is one of the categories of property qualifying for listing in the National Register as a historic site or district. For the purposes of the National Register, a rural historic landscape is defined as a geographical area that historically has been used by people, or shaped or modified by human activity, occupancy, or intervention, and that possesses a significant concentration, linkage, or continuity of areas of land use, vegetation, buildings and structures, roads and waterways, and natural features (McLelland, et al, 1999).

Preservation strategies for the road itself incorporating many of the recommendations from this manual are included in Chapter 6, Transportation.

5. Enhancing the Visitor Experience

The purpose of the Corridor Management Plan’s Visitor Experience element is to accomplish the following: define visitor expectations; examine potential audiences; develop primary themes for interpretation; and enhance visitor infrastructure. Potential enhancements are based upon desired visitor experiences and the available interpretive and resource opportunities. The chapter includes potential ideas for the kinds of interpretive tools and communication techniques that can be utilized to achieve the desired visitor experiences.

Strategies in this chapter are based upon issues and considerations identified through public outreach efforts conducted during initial phases (November 2013 through March 2014) of the project as described in Chapter 2, page 23. Initial strategies on enhancing visitor experience were reviewed at the May 22, 2014, web meeting. Additional input was received from stakeholders and land managers throughout the corridor.

Suggestions from public outreach included the following ideas among others:

- Adapt GPS systems to identify and recognize Route 66
- Use mobile application and web-based media to guide travelers, tell the story of Route 66 and identify landmarks on mobile devices
- Provide training to hospitality and service industry workers to share information with visitors
- Activate landmarks/unoccupied historic resources with lighting, signage and displays to help visitors understand the historic features
- Develop educational visitor information in multiple languages
- Generate programs that recognize and highlight local landmarks such as gas stations and old town sites
- Involve local historians in developing educational materials and awareness programs for Historic Route 66 through the Mojave Desert; link to BLM programs such as the BLM’s Discover the Desert initiative at <http://www.blm.gov/ca/st/en/fo/cdd/DiscovertheDesert.html> to connect people with BLM-managed public lands in the California Desert
- Provide preservation related resources and training to facilitate the preservation of Historic Route 66 resources
- Interpretive Themes should include “From Trail to Starship: Exploration and Transportation along the Route 66 Corridor” using

Visitor Experience Goal:

Enhance visitor infrastructure to support the promotion of sustainable tourism and community economic growth



Figure 118 Many of the significant “Route 66 Attractions” are marked by signs installed through a program originally funded by Hampton Inn.

the NASA Goldstone site tours as the best location to interpret the role of the Mojave Desert in space exploration

- Install a large “Route 66” sign on ‘B’ Hill in Barstow, similar in scale to the “Hollywood” sign

VISITOR EXPERIENCE AND EXPECTATIONS

Public outreach efforts identified expectations that visitors to the Mojave Desert portion of Route 66 should have met during their travel experience. A key concept is that this desert corridor is different than any other part of Route 66 (or any other early highway). Visitors should also understand how Route 66:

- Is an example of early and innovative engineering adaptation to desert topography and drainage
- Communities grew and adapted to harsh conditions
- Played a significant role in shaping roadside architecture
- Played a role in military training and preparedness, especially during World War II
- Shaped the communities that were dependent upon the travelers for their livelihood and how those same communities significantly impacted immediately after I-40 was built
- Served as both a backdrop and as a subject for film and the arts



Figure 119 An abundance of historic photographs from the heyday of Route 66 are readily available

POTENTIAL AUDIENCES

Understanding the audience likely to be traveling along the route helps to define the kinds of enhancements that are needed to achieve the visitor experience goal. Targeted and potential audiences are discussed more extensively in Chapter 7 Marketing. In summary, potential audiences include the following:

- Route 66 enthusiasts (national and international)
- Cultural heritage travelers
- California travelers (in-state, families, travelers visiting California as a destination, recreational travelers)
- Travelers associated with specific ethnic groups (African-American, Hispanic, Asian)
- Multi-generational travelers and travel groups
- Niche markets (seniors, railway enthusiasts, bicyclists, rock hounds, photographers, motorcyclists, military history buffs, amateur astronomers and space enthusiasts, fans of Charles Schultz and the ‘Peanuts Cartoon’ character of Spike)
- Route 66 Geocache Trail enthusiasts

BROAD THEMES AND CONTEXTS SPECIFIC TO THE MOJAVE DESERT REGION

Interpretation and storytelling is one of the best ways to engage residents and visitors, strengthen local identity and enhance quality of life in communities along Historic Route 66. Interpretation helps

residents relate to the place in which they live. Interpretation can help both residents and visitors to better understand how Route 66 shaped their community and its desert landscapes. Interpretation can build support for the needed preservation initiatives. Interpretation, when done well and in a coordinated way, provides more things to see and do, enticing visitors to stay longer, to buy a meal, to stay overnight and to come again during a different season. Historic Route 66 should present itself as a unified interpretive attraction and experience in which the corridor's many local and regional interpretive partners and sites participate, each telling its own story within the context of the whole. A unified interpretive experience is achieved by first identifying broad interpretive themes.

Interpretive themes are the most important ideas or overarching concepts that link the stories together into a regionally-scaled exhibit hall, an outdoor museum connected together by the ribbon of pavement that is Route 66. There are at least five overarching themes significant to Route 66 and its Mojave Desert context:

- **Early patterns of exploration, settlement, and adaptation to harsh desert conditions**
- **Influence of the railroad on community development and the alignment of Route 66 through the Mojave Desert**
- **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**

ENHANCE VISITOR INFRASTRUCTURE

Historic, cultural and natural resources found along Historic Route 66 provide opportunities that can be used as a foundation for achieving the overall goals for sustainable heritage tourism. However, some investments are required to make this heritage available for those that may not be as familiar with the history as the Route 66 enthusiast. Investing in visitor infrastructure along Historic Route 66 in the Mojave Desert will also help to introduce new visitors to its rich history, nature and culture. Existing visitor infrastructure is a limiting factor in expanding the potential travel markets for Historic Route 66 through the Mojave Desert. Even



Figure 120 Needles Union 76 Station with antique cars and pumps (photo courtesy of Doran Sanchez, BLM).



Figure 121 The restoration of El Garces in Needles presents an important opportunity to establish a gateway site for visitor information and interpretation



Figure 122 The Barstow Visitor Center is already located at the Harvey House



Figure 123 Mojave River Valley Museum, Barstow



Figure 124 Desert Discovery Center, Barstow

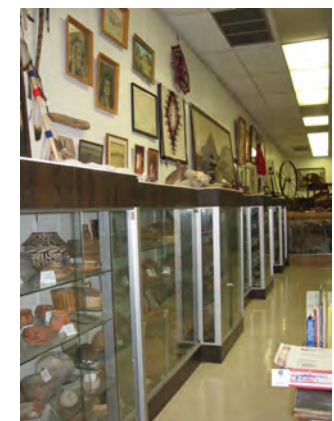


Figure 125 Needles Museum interior

Figure 126 Barstow murals



Route 66 enthusiasts sometimes turn north toward Las Vegas after leaving Arizona due to a lack of visitor infrastructure. A frequent anecdotal refrain from travelers is “there is nothing there” when speaking of Historic Route 66 across the Mojave Desert from Needles to Barstow.

1. ESTABLISH GATEWAY COMMUNITIES TO ORIENT VISITORS

More signage, wayfinding and interpretive resources are needed to identify Route 66 and its significant resources and points of interest. Efforts to increase awareness of Historic Route 66 in the Mojave Desert should start in two of its three gateway communities—Needles and Barstow. Victorville is a third gateway community for the Mojave Desert Region of Historic Route 66 but is outside the study area for this CMP and will be the focus of the central region CMP.

Figure 127 BLM-developed gateway and kiosk at Five Mile Road exit from I-40 provides a model design for additional gateways and kiosks





The following actions are needed to establish Needles and Barstow as the Gateway Communities:

- 1.1 Use Harvey Houses in Needles and Barstow as the primary Mojave Desert visitor information centers for Route 66
- 1.2 Introduce primary themes at existing museums and visitor centers
 - Route 66 “Mother Road” Museum, Barstow
 - Mojave River Valley Museum, Barstow
 - Desert Discovery Center, Barstow
 - Western America Railroad Museum, Barstow
 - Needles Regional Museum
- 1.3 Support existing efforts to establish walking tours and driving itineraries in Needles, highlighting local Route 66 history (camps, motels/neon, gas stations, etc.) and its interpretation through Needles’ murals
- 1.4 Support existing efforts to establish walking tours and driving itineraries highlighting Barstow murals, motels/neon and interpreting Old Spanish Trail/Route 66 where they share the roadbed on Barstow’s Main Street
- 1.5 Establish interchange visitor orientation kiosks at Five Mile Road exit (completed) and at a location to be determined at the Barstow end of the corridor to introduce I-40 travelers to Route 66 sites and across the Mojave Desert

Figure 128 Amboy School presents an opportunity to establish an educational support facility for educational programs, training, exhibits and artists or scientists in residence programs



Figure 129 Establish a similar program to the Amboy School as Essex School, but at a smaller scale

2. DEVELOP REGIONAL INTERPRETIVE SITES TO SUPPORT AND EDUCATE VISITORS

New investments in facilities within the heart of the Mojave Region of Route 66 are needed. These additional resources can be used to support educational programs, hospitality training, visitor support

Figure 130 This parking area at the Ludlow I-40 exit presents an opportunity to install a gateway kiosk similar to the one developed by BLM at the Five Mile Road exit east of Needles





Figure 131 Existing parking area at Klinefelter along the US 95 alignment of Historic Route 66 presents an opportunity to interpret the role the railroad played in shaping the Route 66 location



Figure 132 The "oasis" at Fenner



Figure 133 Essex Post Office



Figure 134 Existing wayside exhibit at Danby presents a model design prototype for additional wayside exhibits

services and coordinated interpretive exhibits and artists-in-residence programs. Visitor support and education is needed to draw Route 66 visitors into the Mojave Desert, increase their comfort level and knowledge about how to safely and productively visit the desert.

The following actions are needed to establish regional interpretive sites with visitor support and interpretation:

- 2.1 Support efforts to establish regional multi-service destinations as focal points for interpretation at locations with existing services at the following four locations
 - Goffs
 - Essex School
 - Amboy School
 - Ludlow Main Street (outdoor interpretation supported by cafes)
- 2.2 Seek funding for feasibility studies and necessary preservation planning for adaptive re-use of the Essex and Amboy Schools
- 2.3 Pursue funding for development of master plans in support of regional interpretive sites at Goffs and Ludlow (site location, site development and visitor infrastructure planning)

3. IDENTIFY PRIORITY SITE SPECIFIC OPPORTUNITIES FOR INTERPRETATION AND COORDINATION

Throughout the planning process, Route 66 enthusiasts suggested places in addition to the regional service centers noted above (Ludlow, Amboy, Essex and Goffs) for interpretation and storytelling. The following actions are based on potential stories and site opportunities to share them.

- 3.1 Develop smaller-scale site specific interpretive



Figure 135 "Then" and "Now" exhibits can be developed for many viewpoints using readily available historic photographs and postcards; Chambliss Store, above, in its heyday and right prior to its 2014 rehabilitation



destinations focused primarily on the Route 66 related themes at the following locations:

- Needles sites - Carty's Camp plus motels, gas stations, Charles Schultz sites and General Patton on the golf course
- Klinefelter - former railroad community ghost town
- Fenner (I-40 exit) - Roadside commercial area
- Essex - post office, school and town well; and the nearby Essex and Clipper Divisional Camps, located within the Desert Training Center and established by Patton in 1942
- Danby pull-off - enhance existing pulloff with shade structure and Patton encampments story
- Chambless
- Roadrunner Cafe
- Landmark that commemorates the original story of Bagdad
- Siberia
- Historic Bridge at Ludlow (on former alignment no longer in use)
- Hector Road pull-off
- Newberry Springs (Whiting Brothers and Cliff House)
- Agricultural Inspection Station
- Daggett (Garage, Hotel, Store and Alf's Blacksmith Shop)
- El Rancho, Barstow



Figure 137 Roadrunner Cafe



Figure 138 Original Bagdad street view from 1939 postcard



Figure 139 Original Bagdad site today



Figure 136 "Then" and "Now" showing the Cliff House Pool in Newberry Springs in its heyday and in 2014



Figure 140 Daggett Inspection Station



Figure 141 Former cafe near Daggett

4. ESTABLISH CONSISTENT VISUAL AND GRAPHIC IDENTITY

It must be easier for travelers to associate authentic sites with their Route 66 travel experience. One way to accomplish this is through distinctive graphic design elements that are consistently applied throughout the corridor.

The following actions are needed to establish a distinct visual and graphic identity for Historic Route 66 through the Mojave Desert:

- 4.1 Prepare a visual and graphic identity guide that provides sites and attractions with simple and easy to use templates for use in all printed, web-based, mobile, signing media. The graphic identity guide should start with an analysis of existing environmental signing and communication elements
- 4.2 Incorporate identity into community wayfinding to direct Route 66 visitors to full service visitor information sites
- 4.3 Use visual and graphic identity to provide reassurance to travelers of the authenticity of sites, attractions and visitor services
- 4.4 Apply visual and graphic identity to all web-based and mobile technologies, printed media, events and programming to reassure travelers of the authenticity of visitor information, trip planning, itinerary building, and programmed activities

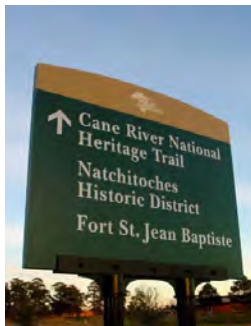
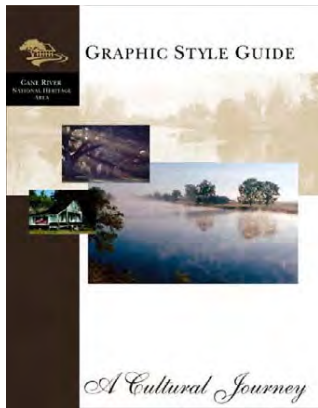
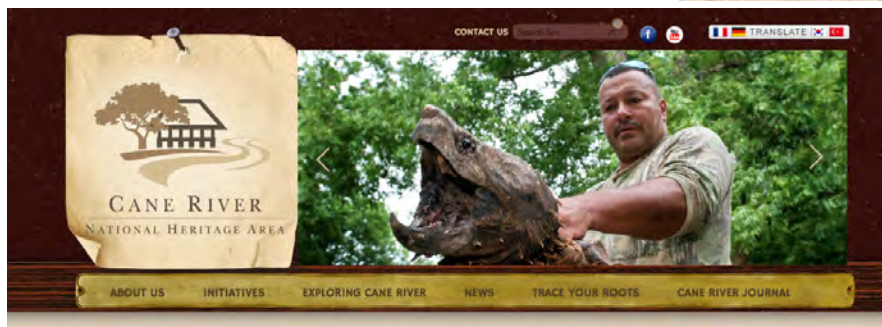


Figure 142 Visual and graphic identity system established for the Cane River National Heritage Area in Louisiana using the graphic style guide (top) and applied to wayfinding signs (above and far right); visitor center exhibits (center) and web page (below). Color, type, and graphic design help to provide a consistent look and feel for print and web media (courtesy of Dawson Associates and Cane River National Heritage Area)



5. DEVELOP INNOVATIVE WAYS TO TELL THE ROUTE 66 STORY

Route 66 enthusiasts who participated in the planning process identified several innovative ideas to tell the Route 66 stories. Use of “then” and “now” photographs, and connecting to the Mojave Desert and Cultural Heritage Association (MDCHA) on-line web site would provide the quickest and most interesting approach.

Critical to the success of the visitor experience is the integration of storytelling with authentic places. Avoid the use of traditional interpretation that relies upon “words on a stick.” The following actions suggest some alternative ways to reach the traveler through innovative storytelling.

- 5.1 In cooperation with the MDCHA, link the on-line exhibit using images from the Frasher Foto Postcard Collection of the Pomona Public Library to on-site QR codes at the locations in the field
- 5.2 Pursue funding opportunities to bring the MDCHA exhibit into Historic Route 66’s landscape
- 5.3 Identify potential exhibit sites for QR codes based upon availability of post card image, cell and/or wi-fi service, tied to a safe place to pull off and use
- 5.4 Develop a theme for each town that emphasizes different resources and coordinates the story from place to place
- 5.5 Partner with universities, National Park Service and others to share expertise and resources
- 5.6 Use film history of Route 66 for stories and to encourage broader programming in the arts and culture (e.g. Grapes of Wrath, Bagdad Cafe)



Figure 143 Frame and transparent image used to exhibit “then and now” photographs as seen by a camera

Figure 144 Screen shot of “Desert Waysides: Burton Frasher’s California Route 66” web-based exhibit by Chris Ervin for the Mojave Desert Heritage and Cultural Association (<http://www.historypin.com/attach/uid45548/tours/take/id/1977/title/Desert%20Waysides%20Burton%20Frasher%27s%20California%20Route%2066/#11>)

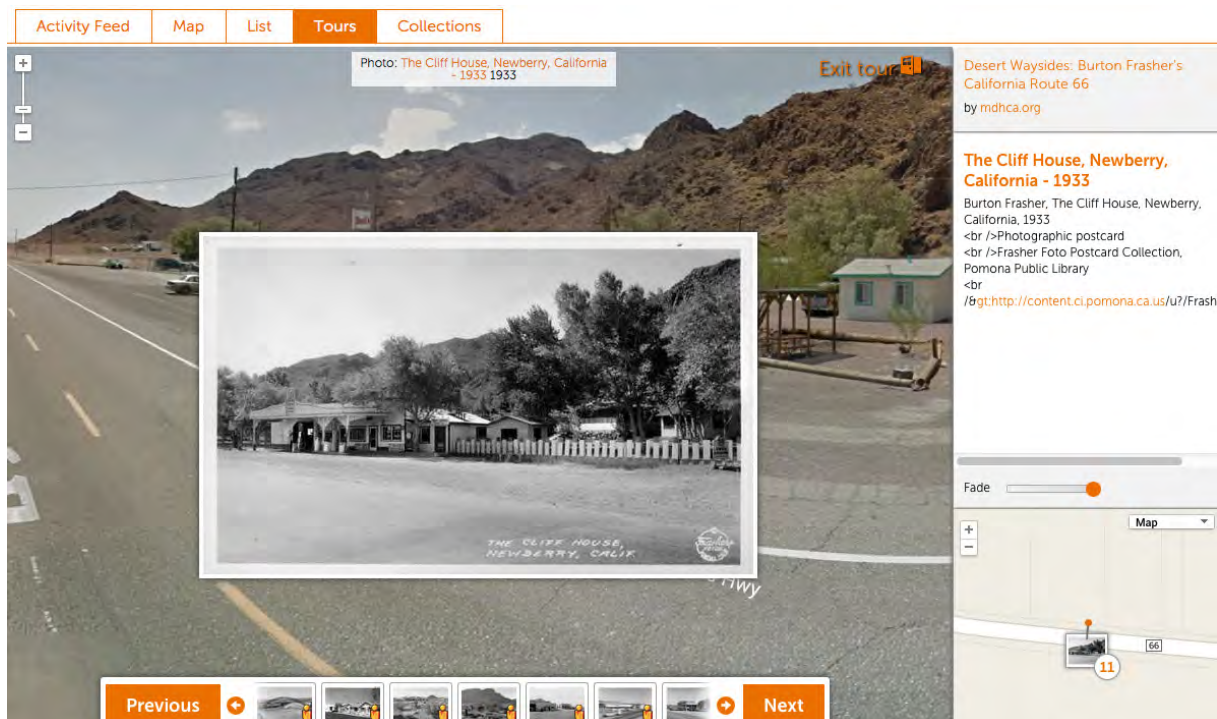


Figure 145 Historic photographs can be placed in the landscape to help visitors better visualize the military training activities that took place throughout the corridor; - bringing back “lost and found” sound can also contribute to the experiential interpretation of the “then and now” photography; photo on left from Camp Essex correlated to existing view;



- 5.7 Bring back Route 66 imagery from advertising to help tell the story of Route 66 (Burma Shave and others)
- 5.8 Develop interpretive itineraries using AMTRAK travel
- 5.9 Prepare printed map and exhibit guide excursions

6. USE TECHNOLOGY TO HELP TELL THE STORIES

Technology—both high tech and low tech—is needed to tell the stories in ways that will reach the intended audiences. The following ideas should be pursued as part of an overall interpretive master plan for the corridor:

- 6.1 Use interactive recordings so that a visitor can get a better sense of the sounds of the desert
- 6.2 Expand use of historical images in empty storefronts (e.g. Palm Springs example)
- 6.3 Use technology (Mobile Application or GPS-enabled software, downloaded audio files from web, CD) to tell the story as a visitor is traveling (e.g. Highway 395 through Owens Valley)
- 6.4 Take better advantage of interpretive opportunities at roadside rest areas
- 6.5 Use Pinterest or Instagram to communicate stories as a means of capturing younger generation

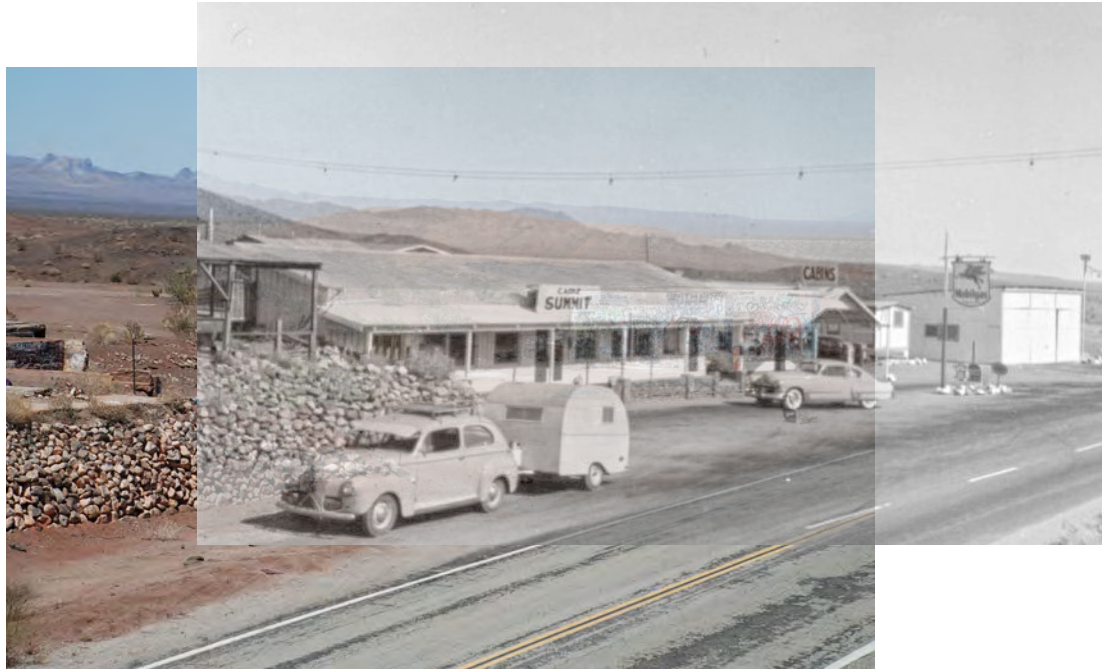


Figure 146 Cadiz Summit “then and now” imagery can be viewed from a hill across Route 66

7. INCREASE LEVEL OF CARE FOR RESOURCES

Historic Route 66—when managed as an outdoor museum that interprets local history as part of a larger story—will yield secondary benefits, such as subtle encouragement of private land owners along the route to clean up their land. Adding additional eyes on the landscape may also improve landowner protections against vandalism. Leverage for state and federally sponsored preservation and clean up programs and grants can be gained by linking them to Historic Route 66’s efforts to establish an “outdoor museum.”

The following actions will help increase the level of stewardship for Historic Route 66 resources throughout the Mojave Desert:

- 7.1 Target future enhancements to support coordinated interpretive development
- 7.2 Give priority to interpreted sites for preservation and enhancement funding, technical assistance and marketing assistance
- 7.3 Work with property owners to clean up sites (taking care to respect historic and environmental resources)
- 7.4 Work with local government to develop recognition programs for interpreted sites (expand upon existing site marker programs)
- 7.5 Work with BLM and state agencies to link recreational opportunities with Route 66 interpretation (e.g. introduce interpreted themes at recreational sites and provide information about Route 66)
- 7.6 Develop technical assistance program for property owners having Route 66 resources (with help and coordination with other states and NPS)



Figure 147 Three-dimensional interpretive exhibit on the Lewis and Clark National Historic Trail [Photos by K. Dahl, copyright 2007, permission requested]



Figure 148 Gallatin City Hotel ruins preserved in place

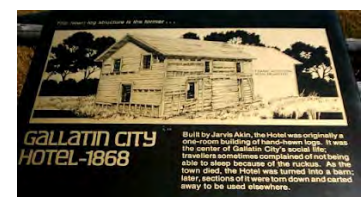


Figure 149 Gallatin City Hotel interpretive panel

- 7.7 Work with property owners to preserve and enhance roadside character by best practices in community design and historic preservation to preserve, maintain and enhance the character defining features of existing communities (including both incorporated cities of Barstow and Needles, and the unincorporated communities of Goffs, Fenner, Essex, Danby, Chambless, Amboy, Ludlow, Newberry Springs and Daggett)
- 7.8 Develop design guidelines for use by the rural communities noted to provide guidance, at a minimum, on the following issues and principles:
- **Building and yard placement** - Buildings should be sited in the front of the lot facing Route 66 with parking and ancillary uses to the side or rear.
 - **Architectural Design** - Adapt, re-use, expand, or replace commercial structures in a manner that is sensitive to their historic character; small-scale commercial structures should reinforce the patterns established in Route 66's Heyday period in proportion, fenestration, material and color choices
 - **Roadway access** - Driveway access should be the minimum necessary to achieve safe access and egress and no more. Due to the low volume of traffic on Historic Route 66, acceleration and deceleration lanes, if needed at all, should be the minimum length necessary for safety
 - **Fencing and screening** - should utilize materials that have minimal visual contrast and be attractive in and of themselves as part of the streetscape areas
 - **Lighting** - should be full, cutoff fixtures to reduce light trespass and glare; light standards should minimize visual contrast with the community context
 - **Signing** - Use Route 66 Heyday era signing styles for capturing the character defining features of small-scale commercial buildings in rural areas (see Figures 1, 18, and 19 for examples)
 - **Construction** - minimize the footprint of construction vehicles and equipment storage by using areas that are already paved, or areas where the ground has already been extensively disturbed

8. LINK RECREATIONAL AND CULTURAL ACTIVITIES TO ROUTE 66 TO EXPAND AUDIENCES

The Route 66 experience is about the feeling of the place that can only be captured by getting visitors out of their cars and into the landscape. Historic Route 66 introduces new visitors to its desert landscape (and vice versa) in many ways:

- Through recreation opportunities on adjoining public lands
- Through adventure bicycling opportunities as a designated National Bicycle Route
- As astronomers and amateur star gazers with abundance of high quality night sky that can be supported with quality camping and recreational experiences
- Through an abundance of designated off-road vehicle opportunities
- As visitors who seek out recreational opportunities of the Colorado River near Needles
- As visitors to the NPS's Mojave National Preserve, the Kelso Depot Visitor Center, and other attractions within the Preserve
- As visitors with an interest in "Spike," the Charles Schultz character who lived in Needles (as did Charles Schultz for a period of time)

The following actions are recommended to take better advantage of Historic Route 66 and its role in film, the arts, and outdoor experiences :

- 8.1 Reach out to the arts community of Southern California to increase awareness of the ephemeral qualities and opportunities associated with Historic Route 66 through the Mojave Desert
 1. Evaluate the feasibility of adapting the schools at Essex and Amboy for housing artists in residence, hostels for educational tours, and/or performance and gallery spaces
 2. Evaluate the feasibility of adapting abandoned buildings that are still intact for exhibit and gallery spaces
 3. Develop programs to coordinate and bring new works of performing, visual and design artists who are inspired by the Mojave Desert. Help them tell the stories of the Route 66 communities, first by utilizing the web and secondly, to adaptively reuse gallery spaces (see <http://mojaveproject.org>)



Figure 150 Historic Route 66 already serves as a significant geocaching destination (see Chapter 7 marketing)

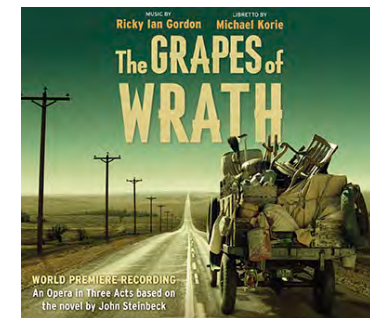


Figure 151 Historic Route 66 continues to serve film industry and the arts; especially those seeking landscapes that retain the qualities of the desert context



Figure 152 Well designed exhibit panels can be utilized, such as these for an exhibit at the Presidio, to extend the life of existing exhibits into rehabilitated Route 66 structures

Figure 153 Ulrich Wulff, Danish artist studio in Chambliss - Working in an abandoned gas station, Wulff completed a number of watercolor studies inspired by the desert (<http://www.tifsigfrids.com/items/ulrich-wulff-november-16-2013/>)



9. AMERICAN INDIANS AND ROUTE 66

A project of the American Indian Alaska Native Tourism Association (AIANTA),¹ Route 66 played a major role in the history of the United States. It's been called "America's Main Street" and "The Mother Road;" and it continues to draw the adventurous motorist. While images of American Indians were often used by businesses along the Route to entice travelers west, very little about the historic and cultural relationship between the Tribes and Route 66 is available.

AIANTA's American Indians and Route 66 project will correct that omission and develop interpretation, publications and a destination website to provide educational and promotional opportunities previously unavailable to the tribes and other businesses.

There have been two studies on this subject: "Documenting the American Indian Experience of Route 66," (2005) and an ethnographic study called "Route 66 Native Americans" (2009). Both cover only a portion of Route 66, limiting the number of tribes addressed; and both relied heavily on literature rather than obtaining participation from all relevant tribes. AIANTA proposes to help tribes tell their stories and become part of today's Route 66.

The project will create publications and develop oral histories telling the stories of Indian Country from the Tribal perspective before Route 66, how it has changed for each of the Native Nations along the Route and what there is to see and do today.

¹ Source: <http://aianta.org/aianta-projects.aspx>

6. Visitor Safety and Roadway Experience

The purpose of this chapter of the Corridor Management Plan (CMP) is to address considerations associated with visitor safety and travel along Historic Route 66. This chapter focuses on the experience of traveling the iconic roadway across the Mojave Desert, both now and in its heyday, as affected by safety and maintenance considerations.

Any proposed modifications to historic Route 66 intended to increase safety should be done in a manner that will not detract from the overall quality of the travel experience. Considerations should include being able to get out of a car safely to enjoy roadside features and nearby landscapes. Any modifications should use context sensitive design strategies to preserve, maintain or enhance the character-defining features of the route.

This chapter builds on preservation issues and recommendations discussed in Chapter 4, Stewardship. That chapter focuses on the roadside and context. Here we focus on the roadway itself. In practice, however, roadway maintenance and stewardship strategies must be closely linked to ensure that the significant qualities of this historic travel route are maintained while ensuring a safe and enjoyable travel experience.

PUBLIC OUTREACH RECOMMENDATIONS/ISSUES

Three primary recommendations and a number of related questions and issues concerning the roadway were identified in the public outreach effort conducted along the corridor between November 2013 and March, 2014. They are summarized below:

Preserve and maintain character-defining features of the historic transportation route and roadway:

- The County of San Bernardino is responsible for maintenance and repair of 128 timber trestle bridges/structures on National Trails Highway (one of which is on Ludlow Road, an original alignment west of Crucero Road). Timber trestle bridges were constructed during the period of time from 1929 to 1935 with a life expectancy of 50 years. Many are in need of repair or replacement
- If bridges are replaced, retain character-defining features for bridge elements (bridge parapet walls, approach rails, abutment walls, etc.)
- The road surface between Ludlow and Newberry Springs is in critical need of re-pavement. When doing future re-pavement

Roadway Goal:

Increase safety of the travel route in a manner that is sensitive to its historic context



Figure 154 Historic Route 66 near Amboy

work, preserve features associated with the historic roadway, especially its drainage features such as the “Whoop-di-dos” (dips) and berms that direct runoff towards the washes

- Old alignments now abandoned—how should they be preserved and interpreted?
- Use of chip seal is the most cost effective and preferred maintenance treatment. In response to bicycle users questions about chip seal use, the evaluation of aggregate size along with the County’s standard practice of applying a fog seal over the chip will provide a smoother surface for the bicycle users while providing the roadway preservation treatment

Prioritize and phase bridge repair and replacement and roadway resurfacing needs and pursue funding for top priorities:

- Designation of Historic Route 66 as an official emergency route could leverage additional funding for repairs and replacement of inadequate bridges
- There is some concern that such a designation as an official emergency route would imply the requirement to use a higher level of design standards and guidelines for bridge widths, parapet walls, approach rails and other design elements
- A follow up study is needed to determine issues related to designating Historic Route 66 as an official emergency route
- Ensure proper weight restriction postings are in place for enforcement requirements
- Phase repairs over time while maintaining access to communities and historic features of Historic Route 66 based upon priorities identified as part of San Bernardino County studies and plans
- Maintain adequate sight distances for desired pull-offs or wayside exhibits to safely tell the story of Historic Route 66

Make it easier to find Historic Route 66 sites and attractions:

- Consider additional signage and wayfinding tools to ensure that visitors can find various sites and attractions and get the needed safety information in advance of planning a trip or making on-the-road travel decisions
- Visitor information is needed regarding availability of services (gas, food, lodging, water, restrooms, medical, law enforcement etc.)
- Advisory information is needed (climatic conditions/weather, off-road conditions for side trips, etc.) for advance travel planning and spur of the moment decisions

PRESERVING AND MAINTAINING CHARACTER-DEFINING FEATURES

Most alterations to the road and associated roadside elements (bridge modifications, alignment changes, intersection modifications,

shoulder work, drainage, lighting, signage and access provisions) will also alter the travel experience. The goal, with Historic Route 66, is to increase traffic safety, comfort and convenience in a manner sensitive to its historic context.

1. ENSURING THAT HISTORIC ROUTE 66 RESOURCES ARE ACCURATELY IDENTIFIED AND CONSIDERED IN FUTURE TRANSPORTATION AND LAND USE DECISION-MAKING

Vulnerable historic and archeological sites along Route 66 are not well-protected by standard Section 106 practices. Route 66 resources are not adequately inventoried and what is inventoried is found in multiple locations. A system is needed that can be easily accessed and utilized for project sponsors that identify Historic Route 66 resources so that local, state and federal governments have better access to this information when doing work within the identified Route 66 corridor. The following steps are recommended:

- 1.1 Establish a central repository for all Route 66 related resource inventories and seek funding in support of managing the inventory and monitoring Section 106 activities to ensure accurate information is considered
- 1.2 Transmit CMP-developed GIS data and inventory maps to the City of Needles, City of Barstow, San Bernardino County, CalTrans, and BLM to as an interim method to increase awareness of Historic Route 66 resources
- 1.3 Establish a method among regulatory agencies for adding new information to existing data bases and coordinating the delivery of that information to responsible agencies, utilizing the common data base transmitted and maintained in Strategies 1.1 and 1.2
- 1.4 Seek funding for more detailed resource inventories on an annual basis to support listing on state and national registers of historic places

2. USING CONTEXT SENSITIVE SOLUTIONS

Context sensitive solutions (CSS), as applied to historic roads, refers to a collaborative, interdisciplinary approach that involves all stakeholders to ensure that modifications to that historic road and corridor fit its setting. For historic roads, CSS provides the underlying rationale for applying alternative and more flexible approaches to transportation design and management. Flexible design approaches reflect the need to maintain the route's significant character-defining features while increasing safety. Chapters 3 and 4 document the significance of Historic Route 66's character-defining features. The following recommendations outline the CSS approach for future transportation-related modifications to the road:

- 2.1 Establish an appropriate process for communicating the rationale for preserving Historic Route 66 and its features to County and

California State Historic Building Code

"18961. All state agencies that enforce and administer approvals, variances, or appeals procedures or decisions affecting the preservation or safety of the historical aspects of qualified historical buildings or structures shall use the alternative provisions of this part and shall consult with the State Historical Building Safety Board to obtain its review prior to undertaking action or making decisions on variances or appeals that affect qualified historical buildings or structures."

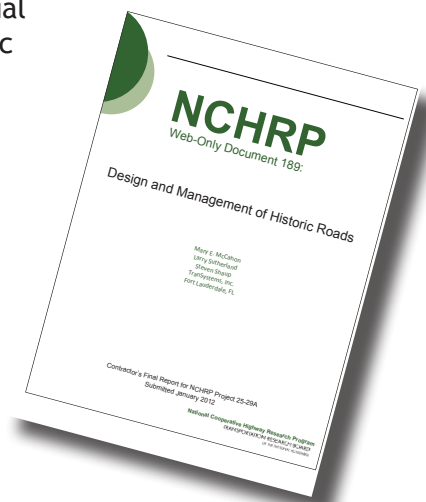


Figure 155 NCHRP Web-Only Document 189 "Design and Management of Historic Roads" provides useful guidance for addressing traffic and engineering issues on historic roads

Special Concerns for Desert Travel

A large portion of Route 66 in the targeted corridor involves travel through the Mojave Desert. This sidebar lists important tips for a safe trip.

- Plan your trip: know where you are going; and how long it will take to get there.
- Never travel alone if possible and share travel plans with family and friends. Have a communication plan and check in often.
- Ensure vehicle is in good working condition. Always start with a full tank of gas. Fuel frequently and always try to maintain half a tank.
- Have a GPS unit, cellular phone, area map, compass, or a SPOT (Satellite Personal Observation Tracker).
- Pack food, snacks and at least one gallon of water per person per day.
- Pack emergency kit with a first aid kit, knife, signal mirror, flashlight, matches and a kite (as signaling devices to attract search and rescue teams).
- Plan for extreme desert temperatures.
- Have sunscreen, sunglasses and broad brimmed hat. Use frequently.
- Dress in layers for comfort at all temperatures.
- Don't panic! If you get stranded, make a large X on the ground using newspaper, rocks, or other bright/shiny material that does not match the natural surroundings.
- Watch for snakes, spiders, and scorpions among the rocks.
- ... and don't leave the vehicle. It is easier to see the vehicle than a person walking in the desert. Fly the kite if possible.

- State transportation agencies for both federally funded and non-federally funded projects and activities, including the economic values related to heritage- and nature-based tourism
- 2.2 Coordinate any proposed or planned maintenance with appropriate land management agency or office of jurisdiction to evaluate and minimize potential impact on adjacent public lands
 - 2.3 Consult the report *NCHRP (Web-only) 189 Design and Management of Historic Roads* for recommendations regarding design issues, terms, approaches and guidance for doing design work on historic roads
 - 2.4 Agree upon appropriate guidelines and engineering design standards that impact the geometric design, lane widths, crash-barrier design as well as the future operating speeds for the historic roadway
 - 2.5 Determine the nature of future truck use along Historic Route 66 to ascertain priorities for future bridge work and potential funding sources and select appropriate design criteria
 - 2.6 Determine the applicability of California's State Historical Building Code as a tool for historic preservation¹:
 - If specific structures are identified as eligible, does the State Historic Building Code apply to work required to complete repair or replacement?
 - If the entire travel route is identified as eligible for the National Register, would the State Historic Building Code apply to "non-contributing structures"
 - 2.7 Adopt a historic treatment plan for Historic Route 66 through the Mojave Desert. At a minimum, the treatment plan should incorporate the following topics:
 - 1) Process and Approach
 - 2) Applicable Guidelines
 - 3) Discussion of Design Speed vs. Operational Speed
 - 4) Roadway Geometry - maintaining present alignment; preserving past alignments
 - 5) Pavement Resurfacing
 - 6) Drainage
 - 7) Structures
 - 8) Roadside Features and Elements
 - 9) Signage
 - 10) Accommodating Bicycles
 - 11) Travel Services

(See "Historic Preservation Treatment Plan" on page 126)

3. LEVERAGING HISTORIC SIGNIFICANCE TO FACILITATE MORE FUNDING OPTIONS

Historic Route 66 is both an important heritage-based touring route and the de facto emergency alternative route to I-40. CalTrans needs to either formally designate Historic Route 66 as an official

¹ See http://www.dgs.ca.gov/dsa/AboutUs/shbsb/shbsb_health_safety.aspx

emergency alternate route, or they need to more aggressively limit overweight trucks from using the route when I-40 is closed. Official designation should bring with it increased priority for funding needed bridge repair or replacement and roadway resurfacing.

As documented in Chapter 3, Historic Route 66 is an international destination for heritage travelers. In enacting Public Law 106-45, the 106th Congress in 1999 voted unanimously to preserve the cultural resources of the Route 66 corridor and authorized the Secretary of the Interior to provide assistance. The following recommendations outline the steps needed to increase the range of funding options for needed roadway and bridge work on Historic Route 66.

- 3.1 Adopt, as part of the County of San Bernardino General Plan Update, a policy designating Historic Route 66 as a heritage tourism destination and, with CalTrans concurrence, confirm the de facto role as an emergency alternate route to I-40.
- 3.2 Develop and adopt a phased historic preservation treatment plan that will allow bridge and resurfacing work to occur on distinct segments, between interchanges, while keeping as much of the route as possible open for business and accessible to residents.
- 3.3 Coordinate any and all proposed or planned road/right-of-way improvements with appropriate land management agency/office of jurisdiction to review and avoid any potential impacts to adjacent public land resources (cultural, historic, pre-historic, botanical, wildlife, scenic, etc.)
- 3.4 Based upon 3.3, above, develop and adopt a programmatic environmental assessment for all identified 3R work (bridge repair and roadway resurfacing) in consultation with California SHPO and CalTrans, BLM and other federal and state agencies. The agreement must facilitate the necessary permitting for all necessary modifications identified in the treatment plan, allowing the work to be phased over time.
- 3.5 Seek funding from federal and non-federal sources to provide a means of financing road modifications through partnerships with heavy users of the route (BNSF railroad, resource extraction, utilities, renewable energy developers, etc.)

4. FACILITATING BROADER RANGE OF TRAVEL MODES

There are multiple ways to travel Historic Route 66—by automobile, recreational vehicle, motorcycle, bicycle, on foot, or by passenger train. Currently, the vast majority of travel trips are by automobile, recreational vehicle or motorcycle. Increasing the choices and safety for those choosing to travel on foot, by bicycle or by public transportation will further enhance heritage tourism goals for the corridor. Linking public transportation together with travel itineraries for bicycle touring, bus touring, or car-sharing services



Figure 156 Heart of the Mojave trailhead located at the new BLM California Route 66 Gateway wayside

Potential Roadside Pull-off Locations at Associated Features

- Five Mile Road (BLM Kiosk completed)
- Needles¹ at Carty's Camp
- Needles at El Garces/ Park
- Needles at Texaco
- Klinefelter
- Goffs
- Fenner
- Essex
- Danby
- Cadiz Summit
- Chambless
- Roadrunner Café
- Amboy
- Bagdad
- Siberia
- Ludlow Main Street
- Route 66 wayside at Hector Road
- Newberry Springs Gas Station
- Newberry Springs Bagdad Cafe
- Daggett (Hotel/ Garage)
- Daggett (Seymour Alf)
- Daggett: Inspection Station
- Barstow Sante Fe Trail
- Barstow Railroad Yard

¹ Additional locations in Needles and Barstow will be interpreted as part of walking tours or as gateway sites (see Chapter 5)



Figure 157 Route 66 approaching Newberry Springs eastbound



Figure 158 View east from Danby Rest Area



Figure 159 Route 66 and Roadrunner Cafe site near Chambless

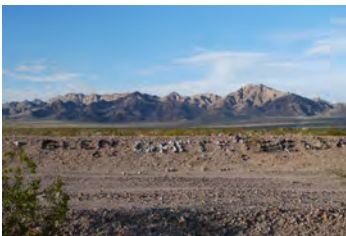


Figure 160 Route 66 and modern era "Rock Art" near Roadrunner Cafe site



Figure 161 Long distance motorcycle travelers over Cadiz Summit

will enhance heritage tourism goals for Historic Route 66 (see page 158). The following recommendations outline steps needed to broaden the range of travel choices and increase the safety of travel.

- 4.1 Work with bicycling clubs and user groups to establish appropriate long-distance routes, support facilities, and safety protocols for long distance bicycle trips on Route 66. Incorporate context sensitive design guidelines for accommodating bicycle travel in a manner that is consistent with its historic significance.
- 4.2 Work with AMTRAK, County, and private transit companies in cooperation with primary Historic Route 66 destination staffs and hospitality providers to establish mass-transit itineraries, events and programming (see Chapter 7, Marketing).
- 4.3 Ensure that desert travel safety measures are printed on all collateral materials for itineraries and incorporated boldly on all web-based information (see sidebar, page 124, for travel safety tips utilized by BLM).
- 4.4 Develop and maintain up-to-date signage and visitor information kiosks regarding available services at exit points where I-40 and Historic Route 66 intersect.
- 4.5 Develop and maintain up-to-date route marking and wayfinding signage to ensure that travelers can follow the route and find points of interest and destinations.
- 4.6 Develop safe and accessible pull-offs at key features along the roadway including viewpoints, historical wayside exhibits, and recreational trailheads (see sidebar, page 125).

HISTORIC PRESERVATION TREATMENT PLAN

Chapter 4 presents the need for historic treatment plans for individual or small groups of roadside features along Historic Route 66. This Chapter's discussion focuses on the roadway itself. The roadway requires a historic preservation treatment plan that addresses future modifications to bridges, repaving, drainage, signage, accommodating bicycle use and other related factors.

Fortunately, CalTrans, SHPO, FHWA, and the County of San Bernardino among others have maintained an ongoing partnership for the past three years to inventory historic resources associated with the 128 timber trestle bridges between I-40's Mountains Springs Road exit and Daggett. The results of this partnership have been an evaluation of the significance and the documentation of roadway related resources that are eligible for the National Register of Historic Places. Under this partnership effort, San Bernardino County has established context sensitive approaches to reconstructing two of the timber trestle bridges that are forming the basis for the needed Historic Preservation Treatment Plan.

APPROACH

When county or municipal governments or CalTrans prepare to undertake roadway related work along Historic Route 66, they need to consider, at the outset of the project, historic significance and design elements of current and past alignments when making roadway safety or capacity changes. These considerations become the basis of an overall treatment plan which is especially important when considering the 128 timber trestle bridges—many of which are eligible for listing on the National Register of Historic Places.

Such a treatment plan should include: documentation of historic significance; documentation of travel history; and understanding of its character-defining features; a determination regarding appropriate treatments; agreement regarding purpose and need for proposed modifications; and compatibility with federal and state guidelines for appropriate modification. Each of these elements are detailed below:

Document Historic Significance

The County of San Bernardino is undertaking work to ascertain historic significance and integrity of the timber trestle bridges. Route 66's alignment is considered eligible for listing on the National Register of Historic Places (see "National Register Eligible Determination" on page 45 and SHPO letter of November 25, 2014 in Appendix III) meaning that Section 106 of the National Historic Preservation Act applies to work funded directly or indirectly through federal sources. The Historic Property Survey Report, Archeological Survey Report and Historic Resources Evaluation Report prepared for California Highway 66/National Trails Highway (NTH) (P-36-002910, CA-SBR-2910H), the segment of California US Highway 66/NTH from Daggett to Mountain Springs Road Exit on I-40 provides extensive information about the cultural resources associated with the alignment.

Significance of the route and its features has also been well documented by other sources. National Old Trails Road/Route 66/ National Trails Highway (CA-SBR-2910H National Old Trails Road) has previously been determined to qualify as eligible for the National Register of Historic Places (National Register), and is also listed in the California Register of Historic Resources (CRHR) as documented in the following²:

Matt Bischoff, 2005, Life in the Past Lane: The Route 66 Experience, Historic and Management Contexts for the Route 66 Corridor in California, Volume 1, Route 66 in the California Desert. Note: Bischoff recommended preparation of a Multiple Property Document Form (MPDF) and indicated that Route 66

² Information provided by San Bernardino County as part of the ongoing work of their cultural resource consultant, Roger Hatheway (2014)



Figure 162 Timber trestle bridge at Avon Wash



Figure 163 View of bridge rail and abutment walls at Amboy bridge



Figure 164 Timber trestle bridge east of Danby Rest Area that still retains historic wood parapet rail with metal 'W'-beam approach rail attached

is eligible for the National Register under Criterion A and C and possibly B and D (portions). Bischoff also made the statement that all earlier U.S. Highway 66 and National Old Trails Road alignments are also eligible to the National Register.

Carol Roland, 2011, National Register of Historic Places Multiple Property Documentation Form: U.S. Highway 66 in California, Mead & Hunt, September 28, 2011. The MPDF suggests that a wide variety of properties may be eligible along California U.S. Highway 66 in association with Criteria A-D and Criterion G, based on individual evaluations. Note: The MPDF was approved by the State Historic Preservation Officer (SHPO), forwarded to the California State Historical Resources Commission (SHRC), and approved by the SHRC on October 28, 2011. The alignment appears to qualify under National Register OHP Status Code - 2CB.

Respect the Travel Experience

Historic Route 66 is more than just a ribbon of pavement. Historic Route 66 is a travel experience that is enjoyed by visitors from all over the world, many of whom go from Chicago to Los Angeles. Historic Route 66 includes roadway features, adjoining historic sites, nearby attractions and views providing the setting for that travel experience. As noted on page 125, visitors travel by car, recreational vehicle, motorcycle, bicycle, on foot, by train or bus.

Within the study corridor's rural portion, west of Needles and east of Daggett, Historic Route 66 provides access to small rural communities, individual residences and businesses, numerous historic sites, maintenance vehicles from BNSF Railroad and other utilities, and those seeking recreational access to public lands managed by the BLM, NPS, and the State of California.

Traveling on Historic Route 66 for pleasure is worthwhile. Vehicle operating speeds vary. Some drivers are traveling at a leisurely pace and enjoying the experience, but are unfamiliar with the route and may be searching for hidden roadside features. Others are local drivers looking to get from one point to another as quickly as possible.

Historic Route 66 through the Mojave Desert has a low volume of traffic. Average Daily Traffic (ADT) is approximately 1000 vehicles per day near Daggett and decreases to less than 500 vehicles per day between Newberry Springs and Ludlow, and less than 400 between Ludlow and Amboy. Traffic volumes increase to approximately 500 ADT between Amboy and Essex. US Route 95 between Goffs Road and Interstate 40 carries between 2500 and 3250 ADT.

Statistics record very few crashes on the rural sections of Historic Route 66 (between Daggett and Needles) in comparison with other higher traffic volume roads, such as Interstate 40 or US Route 95.

Understand Character-defining Features

Those designing roadway modifications on Historic Route 66 need to understand how its character-defining features—including roadway features, roadside features (such as associated structures and uses), and its views and context—contribute to the route’s significance (see “Historical and Cultural Significance” on page 28.)

Determine What Treatments are Appropriate

Appropriate treatments can be adapted from the U.S. Secretary of the Interior’s *Standards for the Treatment of Historic Properties* (1995). The Secretary’s Standards provide an approach for understanding the significance of historic resources and for guiding treatment decisions that preserve the physical fabric and character-defining features of resources. This framework can be applied to the stretch of Historic Route 66 through the Mojave Desert as follows:

PRESERVE: Applies to historic features that 1) reflect their period or periods of significance and 2) retain their integrity. For Historic Route 66 this includes design elements that retain their original design and materials in good condition. For example, a few timber trestle bridges are still largely intact, and include original materials, while others have had replacement guardrails or approach rails installed among other items.

Where a historic feature is identified, work will generally focus on the ongoing maintenance and repair of historic materials and features rather than extensive replacement and new construction. Preservation might also be appropriate to retain a specific roadside building or a particular view such as the view down Route 66 from Cadiz Summit toward Chambless (see Figure 60 on page 63).

MAINTAIN: applies to the majority of the Historic Route 66 roadway alignment where the goal is to retain the character-defining features of the historic roadway, while addressing safety issues. The Secretary of Interior’s Guidelines use the terms “restoration” and “rehabilitation” but those terms apply to specific engineering practices and are found to confuse engineers. Instead, the emphasis here is on those types of maintenance practices (resurfacing, restoration and rehabilitation, or 3R) that can resolve a safety issue while retaining character-defining features, including “context sensitive replacement” of features integral to the design. For example, timber trestle bridges whose guardrails and approach

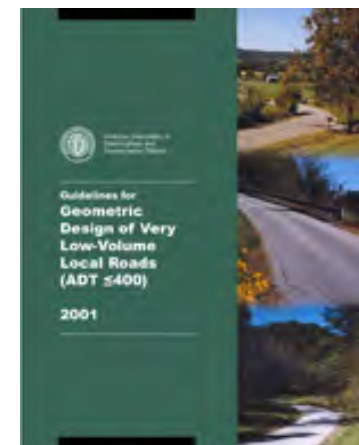
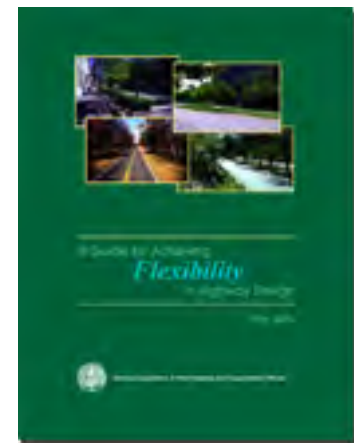


Figure 165 Guidance for work along historic roads should reflect the inherent flexibility built into the AASHTO ‘Green Book’ (top) as documented in AASHTO’s own “Guide to Achieving Flexibility in Highway Design” (middle) and in other special reports such as the Geometric Design of Very Low Volume Local Roads (bottom)

rails have already been replaced could be brought up to current standards using an appropriately designed guardrail that reflects the period of significance but does not attempt to mimic it.

ENHANCE: applies to sections of Historic Route 66 where character-defining features are no longer present or where interpretive opportunities exist to tell the story of the route’s development over time. The Secretary of Interior’s Guidelines use the term “Reconstruction”, but that is a term with different meaning in standard engineering practice. Using the same bridge example, if a timber trestle bridge had to be completely replaced due to structural failure, then the design of the new bridge should reflect the traditional design in scale, proportion, and character, but the materials would be modern and up to current standards. A timber trestle bridge could also be replaced by a bridge with a similar method and means of construction, such as a timber trestle bridge kit, but may take on a different appearance. In addition, concrete abutments, foundations and columns could be used depending on local conditions such as hydrology/hydraulics, but will utilize tinting, coloring, texture of timber to minimize impacts.

Once an appropriate treatment has been selected—whether to preserve, maintain, or enhance the character-defining features—then an appropriate design approach must be developed that enables the necessary design flexibility needed to meet treatment goals.



Figure 166 Historic alignment curves more as it rises up to the top of Cadiz Summit. Historic alignments should be preserved and interpreted. At Cadiz Summit this alignment would make a good interpreted walking path focused on how mountain topography shaped the Route 66 experience in its heyday.

Agree On the Purpose and Need for Proposed Modification

In addition to major work on 128 timber trestle bridges noted above, most of remaining transportation-related work that will be implemented along Historic Route 66 will likely be resurfacing, restoration, and rehabilitation (3R) work. The purpose of 3R work is primarily to focus on preservation and extension of service life for existing facilities and on safety enhancements. Under the classification of 3R projects, the types of improvements to existing federal-aid highways include: resurfacing; chipseals, pavement structural and joint repair; minor lane and shoulder widening; striping; minor alterations to vertical grades and horizontal curves; bridge repair; cleaning channels under bridges; and, removal or protection of roadside obstacles.

Identify Appropriate Guidelines that Apply to Project Activities

The “Green Book” of the American Association of State Highway Transportation Officials (AASHTO) is the standard reference for design guidance on highways. According to its own foreword, the Green Book “is not intended as a policy for resurfacing, restoration, or rehabilitation (3R) projects”.

Instead, the foreword refers to Transportation Research Board (TRB) Special Report 214, “*Designing Safer Roads: Practices for Resurfacing, Restoration and Rehabilitation*” and related publications for guidance. These reports describe procedures for 3R projects and relationships among safety, cost, tort liability and geometric design.

The intent of TRB Special Report 214 is to begin with existing conditions and performance of the road, rather than to design by attempting to meet numerical design guidelines of the AASHTO Green Book. On a historic road, design of highway modifications should be based on this “careful fit” approach to ensure that a section of highway targeted for a proposed highway modification *will not look substantially different from the rest of the road afterwards*.

Each state was invited to develop and adopt minimum design criteria for non-freeway 3R projects. The result is that states typically employ design criteria for 3R projects that are lower than those contained in the AASHTO Green Book. Using the timber trestle bridge example once again, CalTrans provides guidance to locally administered projects for bridge lane widths that are the same as the approach road lane widths on roads with ADT of less than 750.³

AASHTO and FHWA have both published several guidance documents on process, engineering guidance and best practices for context sensitive solutions including the application of more flexibility when using AASHTO “Green Book” guidelines.

For lower volume roads, AASHTO published *Geometric Design of Very Low Volume Local Roads*, which can be utilized to provide the rationale for applying appropriately scaled design values as a means of reducing impact and the footprint of roadway projects. More awareness of this guidance document is needed, as it applies to county funded projects as well as state and federally funded projects on local roads.

BEST DESIGN AND PRESERVATION PRACTICES

Design and preservation decisions affecting the travel experience of Historic Route 66 can benefit from the use and application of proven practices that have been applied in other similar situations. The following design and preservation practices are recommended based upon similar efforts on historic roadways and scenic byways throughout the country.

³ See http://www.caltrans.ca.gov/hq/Local_Programs/lam/forms/acrobat/LAPM11A.pdf, for example).



Figure 167 The recently reconstructed Amboy bridge maintains the white finish and uses a W-beam guardrail which has been reinforced with a double thickness for crash-worthiness.

Design Speed and Operating Speed Definitions¹

The Design Speed is a selected speed used to determine the various geometric design features of the roadway. (AASHTO, Green Book)

Operating Speed— Operating speed is the speed at which drivers of free-flowing vehicles choose to drive on a section of roadway. (TRB Special Report 254, 1998)

¹ For a more comprehensive history of these terms, please see Fitzpatrick, et al; NCHRP REPORT 504, Design Speed, Operating Speed, and Posted Speed Practices

Chip Seal 1.2

Traffic Range:
Typical AADT < 1,000 when placed on aggregate base. Typical AADT < 2,000 when placed on existing HACP.

Life Expectancy:
3 to 7 years (average 5 years).

Unit Price:
Material & Installation: \$1.00 to \$1.50/m² (\$0.80 to \$1.25/yd²).

Appearance:
Appearance is influenced by the binder and aggregate chip color. Surface texture is influenced by the aggregate size, but is generally coarse.

Advantages:
Lower initial cost than many other surface treatments; Durable; Widely available.

Limitations:
Loose chips can be windshield hazard.

Product Description: A chip seal is a single thin surface treatment constructed by spraying a bituminous binding agent and immediately spreading and rolling a single layer of aggregate cover, typically 6 to 9.5 mm (0.25 to 0.375 in.) thick.

Photo Source: Golder Associates Inc. Page 1 of 4

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Figure 168 Example from associated image tools as part of the Federal Lands Highways pavement selection guidelines.



Figure 169 Existing timber rail with desert wash behind showing use of earthen berms to direct storm flows under the bridge.



Figure 170 Historic 'C' shaped guardrail at Victorville's California Route 66 Museum.

Roadway Geometry

Present Historic Route 66 alignments should be maintained and past alignments preserved. Historic Route 66's alignment is primarily composed of two types of roadway segments: long and straight segments and long curved radii. The exception occurs at points where the road crosses the railroad (such as at Amboy and Ludlow) or where it traverses mountain passes (Cadiz Summit).

The majority of today's Historic Route 66 is used as a secondary highway, with the exception of where it overlaps with other corridors. Portions of the route (US Route 95 between

Needles and Goffs Road and Interstate 40 between exits 2 and 5 and again east of Needles) are Major Highways and Divided Highways respectively. The pavement is generally 26 feet wide with lane widths of 11' and two-foot shoulders for the two lane portions where the road is a secondary highway.

Bridge roadway widths for most of the 128 timber trestle bridges between Mountain Springs Road and Daggett are at least equivalent to approaching lane widths (with a few exceptions). Yet the bridge conditions report indicates that these bridges do not have adequate width. For an historic road, whose original function was replaced by I-40, lane widths are unlikely to increase at any point in the future.

Given very low traffic volumes and limited number of trucks, recreational vehicles and buses, approach lane and bridge widths for new, reconstructed or rehabilitated timber trestle bridges should maintain the same widths and alignments as the approach roads, or as determined on a case by case basis by detailed engineering design to accommodate anticipated design vehicles, including anticipated bicycle and pedestrian use.

Design Speed versus Operational Speed

Design speed should be matched with desired operating speed to the extent practical, avoiding use of excessive safety margins that tend to induce excessive speeding. Selection of design speed in relation to desired operating speed is one of the most important factors in determining eventual roadway and roadside character.

Where a road is already designed at a much higher design speed than desired operating speed (approaching a settled area for example) actual operating speeds are often perceived by residents to be

excessive. Where land use change has introduced a wider range of turning movements than originally envisioned, unpredictable turning movements may become an issue. Rather than introduce wider roads or turn lanes on an historic road, speed reduction and other traffic-calming measures should be considered to solve the problem (based upon detailed engineering studies). Traffic calming measures are designed to reduce operating speeds to increase safety, rather than widening the road to accommodate high speeds for “through” traffic.

The posted speed limit for much of the route is 55 miles per hour (mph) except when approaching or entering into each community where speed limits are reduced to 35 mph or less. Operational speeds on roadways have not been measured for this planning effort.

Based on informal observations by scenic byway planning team members (and not on actual engineering studies), there appear to be two types of drivers: regular travelers along the route (living or working); and visitors to the route (from both Southern California and from around the world). Visitors, often unfamiliar with the route and communities, are traveling at a relatively slow rate of speed, especially in areas with historic features or other points of interest. Regular drivers are more concerned about getting from their origin to their destination and are traveling at a relatively higher rate of speed. On other byways and historic touring routes, the competing needs of drivers has become a management issue.



Figure 172 Existing (and original) timber bridge railing

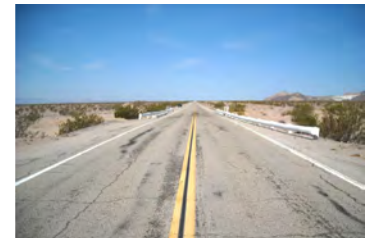


Figure 173 Existing 'C' shaped guardrail painted white (courtesy of San Bernardino County DPW)



Figure 174 Existing 'W' shaped guardrail painted white (courtesy of San Bernardino County DPW); note post caps extend above the 'W' beam



Figure 171 Existing Dola Bridge elevation (above) and two options for bridge abutment treatments (arrows): concrete (top right) and timber (bottom right). Simulations courtesy of San Bernardino County DPW; note post caps will extend above the 'W' beam which will be reinforced by joining two 'W' beams together to increase its strength without increasing the height and proportion of the railing.

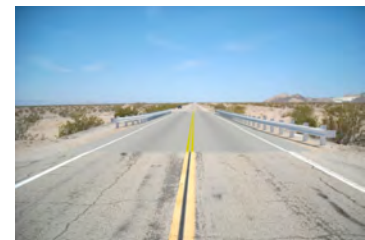


Figure 175 Simulation showing proposed 'W' shaped guardrail painted white (courtesy of San Bernardino County DPW); note post caps will also extend above the 'W' beam



Figure 176 Rough pavement between Newberry Springs and Ludlow limits the potential for bicycle-based heritage tourism.

From ‘Biking Brian’ —as he blogs on Day 5 of a Route 66 bicycle trip through the desert

“Then things started to get interesting after the frontage road went over to the south side of the freeway. I had been wondering why I only saw one car on this stretch for the first 15 miles or so after leaving Ludlow, but now I saw why. The pavement suddenly looked as it went through a war, with many huge cracks in the direction of travel that could swallow up my buddy John’s 38 mm wide tires! This section was the worst of the trip, much worse than the short section between Kingman and Oatman that I had complained about a couple of days ago.”

<http://www.bikingbrian.com/2010/03/18/route-66-bicycle-tour-day-5/>

Pavement Resurfacing

Context sensitive pavement materials and surfaces may also be more cost effective for pavement resurfacing (see <http://www.cflhd.gov/programs/techDevelopment/pavement/context-roadway-surfacing/documents/context-sensitive-roadways.pdf>).

In a desert environment such as Historic Route 66 between Needles and Barstow, the pavement itself is one of the most dominant visual elements. The Office of Federal Lands Highways (FLH) has developed a pavement selection process (and associated image tools) that provides a choice and balance between functionality, strength, and cost while ensuring that the completed roadway enhances or is, at a minimum, compatible with surrounding landscapes.

Lower traffic volumes associated with Historic Route 66 also provide an opportunity to use pavement surfacing that more closely resembles the historic pavement surface without a significant increase in cost or maintenance. For discussion about the use of chip seal’s affect on bicycle safety, please see “Bicycle Compatibility with Chip Seal Surfaces” on page 136.

Drainage

The engineered system of berms, dips and 128 timber trestle bridges on Historic Route 66 between Needles and Barstow is found nowhere else along the entire route of Historic Route 66 from California to Illinois. The system is a significant engineering feature—adapting the road to the topography and washes of the high desert. The drainage system and the bridges have a symbiotic relationship, having been built simultaneously. Their design treatment is uniform throughout. The majority of the system retains a high level of integrity in design, materials and workmanship to this day. Eligibility of the drainage system for the National Register of Historic Places should be evaluated as a high priority.

Structures and Related Elements

Preserving the most visible design elements such as the remaining historic guardrails while maintaining the character-defining features of the timber trestle bridges through the use of materials that are similar in form, line color and texture to the historic rails is integral to retaining the corridor’s integrity.

There have been three evolutions of guardrail design: the original timber parapet railings (Figure 172) to a ‘C’ shaped metal guardrail painted white (Figure 173) to a ‘W’ shaped guardrail also painted white (Figure 174).

San Bernardino County has developed an approach that allows them to replace the bridge in a manner consistent with its historic scale and materials (Figure 175). The County is recommending that two

‘W’ beam guardrails be bolted together to achieve the desired strength without increasing the height of the guardrail or using the thicker ‘thrie’ beam.

San Bernardino County is considering two options for abutments: one concrete; and the other timber. The less costly concrete retrofit options should be considered for reinforcing the less visible parts on the underside of the bridge deck, abutments, foundation, and columns. Concrete tints should be used to better match desert soil color. Abutments can be made of concrete using formwork and tinting to provide the color and texture of timber. Cost savings can be applied to using higher quality preservation treatments on more visible portions.

While the San Bernardino County approach is the preferred, new types of guardrails that meet current standards may need to be considered in the future if the reinforced ‘W’ Beam approach does not work as anticipated. There are many excellent aesthetic treatments for guardrails that could be applied here, including using rusting steel W-Beam or box beams. Both alternatives would likely meet minimum test level standards for these bridges. Anodized finishes are more consistent with the historic finishes. While more expensive, this approach would minimize the contrast created by the standard galvanized W-beam rails currently being used as replacements.

Bicycle Use

Bicycle accommodations and facilities should be integrated into all future pavement, wayside, and visitor facilities, including provisions for shade, water, repair and other visitor services. Bicyclists preferred road width for touring is 24’ wide (two 12’-wide lanes), with 2’ to 4’ of paved shoulders on each side.

Scenic and historic roads are often sought out by bicyclists as an attractive travel route for both short and long excursions. Historic Route 66 is included as part of the California section of US Bicycle Route 66. Traffic volume on Route 66 is quite low, making it ideal for use by bicycles (and motorcycles) who appreciate its wide open feel and broad desert expanse.

Work is being done to establish US Bike Route 66 across the 8 states through which Route 66 passes. A Preliminary Concept map of the California section of the route was developed for presentation to Southern California Association of Governments (SCAG) in the fall of 2013 by representatives of the advocacy group Adventure Cycling—a group that is actively working to establish bicycle routes that cross the country. California representatives of the group are seeking to establish Bike Route 66 as part of a functional network of regional bicycle routes connecting the

California Assembly Language Designating Historic Route 66

Based upon RESOLUTION CHAPTER 52, Assembly Concurrent Resolution No.6-Relative to Route 66 [Filed with Secretary of State July 11, 1991], the portion of former U.S. Route 66 extending from the California border to Santa Monica was officially designated as “Historic Highway Route 66”. The resolution further requested that the Department of Transportation “develop an appropriate marker for Historic Highway Route 66, consistent with signing standards, and to identify the cost of erecting a reasonable number of markers along the entire route of former U.S. Highway Route 66, in cooperation with affected local agencies, and in such a manner that will avoid a designation that would lead a motorist to conclude that the entire route is a state-maintained facility;

and be it further Resolved

That the Department of Transportation, for the portion of former U.S. Route 66 still under its jurisdiction, and local agencies, for the portions of former U.S. Route 66 currently under their jurisdiction, upon receiving donations from private sources and other nonstate funds covering the cost of erecting suitable markers, are hereby directed to erect those markers.”



Figure 177 Existing gateway sign visible from I-40 over the Colorado River



Figure 178 Pavement markers in urban areas, such as Barstow, are sometimes difficult to see



Figure 179 Pavement markers are combined with other elements in Rancho Cucamonga to improve visibility and enhance the streetscape



Figure 180 In rural areas, such as Amboy, community gateways should be kept simple so as to not compete with the beauty and setting of the town



Figure 181 The interpretive wayside at Danby is a model for future waysides

region and serving commuter, recreational and touring cyclists. A written report was prepared that contains a concept map including National Trails Highway (Historic Route 66) in eastern California's Mohave Desert.

Several challenges need to be overcome before actively promoting the proposed Historic Route 66 bicycle route for either daily or long-distance travel:

- Obtaining water in certain sections can be extremely difficult and even life-threatening, especially with extreme temperatures in warmer seasons.
- The route from Ludlow to Newberry Springs parallels the Interstate and its surface is significantly degraded causing flat tires, bent rims and other damage to bicycles, making it particularly challenging.
- August/September 2014 storms have further degraded road surfaces, closed bridges and left extensive debris from overburden as runoff from storms overtopped bridges and undercut bridge abutments and certain road sections.

Bicycle Compatibility with Chip Seal Surfaces

Given low traffic volumes and limited funding available for routine resurfacing, it is highly likely that a chip seal surface will be utilized. Bicyclists have expressed their opinion on concerns with chip seals. San Bernardino County uses smaller chip rock (e.g. 5/16"), additional sweeping, and application of a fog seal to improve roadway smoothness, remove excess chip rock and bind chips together to reduce future loose chips.

A study performed by the University of California on the "macrotexture" of Caltrans pavement surface treatments and a review of bicycle ride quality surveys led to the following preliminary recommendations relative to bicycle suitability of chip seal⁴:

- To account for bicycle traffic and bicyclist ride quality, modified binder with the finer 3/8" grade chips or smaller should be used and the coarser 3/8" grade should not be used.
- Further measurement of macrotexture on a larger sample of two chip seal test sections with alternative gradations should be performed to better determine the texture variability, as well as their viability when applied to roadways with bicycle traffic.
- Consider either cinder seal, microsurfacing, slurry, or sand seal as a remediation treatment for SLO-1. The slurry and sand seals

⁴ University of California Pavement Research Center UC Davis, UC Berkeley. *Preliminary Results: Measurement of Macrotexture on Surface Treatments and Survey of Bicyclist Ride Quality on Mon-198 and SLO-1 Test Sections*; Part of Partnered Pavement Research Program (PPRC) Strategic Plan Element 4.47: Impact of Chip Seal on Bicyclists. August 2013. Technical Memorandum: UCPRC-TM-2013-07. See <http://www.ucprc.ucdavis.edu/PDF/UCPRC-TM-2013-07.pdf>

may be the better options because bleeding appeared in test sections with microsurfacing and especially on the section with the cinder seal. The second application of a chip seal to produce a double chip seal may also be considered to improve ride quality but its surface texture may be coarser than that of the slurry or sand seals.

The study also concluded that some actions were not recommended:

- Mandating the use of a steel roller during construction to reduce Mean Profile Depth (MPD) is not recommended by the study (as opposed to allowing a choice of steel or rubber-tired rolling)
- The use of additional rolling after initial construction to reduce MPD is not recommended by the study

Signage

Sign proliferation should be minimized while providing for adequate route marking and gateway identification as currently practiced (using existing signage requirements from each jurisdiction). There are six types of signage requirements for a route to function as a viable heritage touring destination:

- **Gateway signage to Route 66** - these are primarily used to direct visitors from Interstate or other Primary Routes on the National Highway System to Historic Route 66. These signs already exist for the most part and need to be maintained and periodically replaced.
- **Route markers** - are typically provided (see sidebar, “California Assembly Language Designating Historic Route 66” on page 135).
- **Community Gateways** - Route 66 communities range in size from ghost towns with zero population such as Siberia or the original Bagdad, to Barstow and Needles that serve as regional hubs and provide extensive visitor services. Community gateway signage is needed to associate these communities with the Route 66 Heritage Travel experience.
- **Community Wayfinding** - in the larger communities of Barstow and Needles there is a need to provide Route 66 (and other interstate) travelers with wayfinding signs to museums, historic sites and other exhibits and waysides.
- **Site markers** - Some Route 66 historic sites were marked as part of a signage program implemented with funding from Hampton Inns (See Figure 118 on page 107, for example). Additional sites are marked with State of California Historic Markers (See Figure 4 on page 2, for example).
- **Interpretive Information** - An interpretive display was installed at Danby Rest Area with funding from BMW (Figure 181).

Legislation led to erection of brown signs with white lettering along Interstate 40 directing travelers to Historic Route 66. San Bernardino County installed painted route markers on the road surface of Historic Route 66 to eliminate the problems associated with theft,

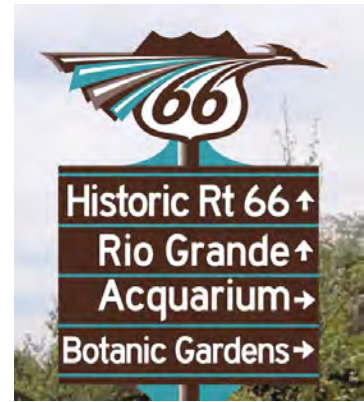
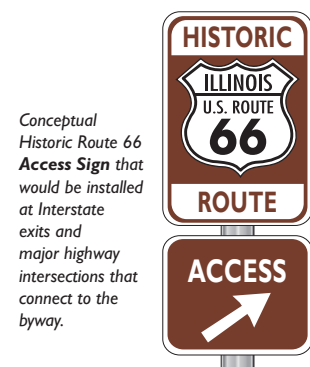


Figure 182 Albuquerque is taking the roadrunner image and slicing it through the Route 66 shield.



Conceptual Historic Route 66 Access Sign that would be installed at Interstate exits and major highway intersections that connect to the byway.



Standardized directional signs to primary attractions. The design replicates the colors and Route 66 shield of the IDOT highway signs, which travelers are used to watching for.

Figure 183 Illinois Route 66 developed this scheme for wayfinding signage in their 2008 interpretive plan

vandals and souvenir hounds that made it difficult to maintain metal route marker signs. The painted surface route marker symbol has become an icon of travel along Route 66.

As a result of these ongoing signage efforts, Route 66 itself is adequately marked for visitors. However, signage programs need to continually be maintained and in some cases refreshed to ensure that the signage program is supporting the heritage tourism goals.



Figure 184 Chicago Solar Plug-In Charging Station (Source: Inhabitat)

Electric Vehicle Support Facilities

There has been considerable discussion about making Historic Route 66 an electric highway. The Historic Electric Vehicle Foundation (HEVF) promoted the effort at the Route 66 International Festival in August 2014. The theme, “Crossroads of the Past and Future,” appropriately substantiated presentations on installation of charging stations along the Mother Road and the history of electric and alternative energy vehicles in America.⁵ HEVF opened the world’s first International Electric Vehicle Museum in Kingman, Arizona in conjunction with the festival in August.



Figure 185 CART 66 Historic Gas Station Awning

The necessity of charging stops for electric cars would provide opportunities for substantiating destinations along the route. Rest stops that were once popular during the heyday of the route could be reborn or reinvented. Cultural images and experiences of the roadway could be coupled with new technology, as solar-powered EV charging stations begin to emerge. The iconic gas station awnings along Route 66 could be rebuilt, meeting current building code specifications, to support the solar infrastructure necessary for EV charging.



Figure 186 Example of curved PV panel installed on utility poles directly may be a more attractive alternative

Solar panel technology required for EV charging stations should be integrated directly onto the top of a structurally approved canopy if the angle is appropriate. Alternatively, ground mounted units that are appropriately sited behind the historic structure could be used with jurisdictional approval.

Charging stations are becoming popular around and within National Parks as agencies such as the Black Bear Solar Institute (BBSI) support the US Department of Energy’s “the EV Project.” A “Green Gateway” in Tennessee was established by BBSI linking Interstate Highways and major metropolitan areas in Tennessee with the Great Smoky Mountains National Park (GSMNP). With this technology, electric vehicles are able to tour GSMNP without emissions, reducing haze that obscures views to distant mountain ridges and balds. Future plans will bring solar electric shade canopies to gateway communities of GSMNP.

⁵ EV World.com article, Historic EV Foundation Supports Route 66 National Electric Highway <http://evworld.com/news.cfm?rssid=32240>

7. Marketing

Marketing strategies in this chapter are designed to position Historic Route 66 “front and center” in partner promotions, making the route and surrounding attractions a primary destination for identified target audiences.

This chapter includes the following sections:

- California Historic Route 66 strengths
- California Historic Route 66 opportunities
- Potential Route 66 travelers
- Marketing organizations and venues
- Marketing strategies
- Partner promotional resources

The eastern section of the route from Needles to Barstow passes through spectacular BLM-managed landscapes. They offer a wide variety of engaging historical stories, cultural resources and recreational activities that are highly marketable to many audiences.

However, an analysis of current marketing channels shows that California Route 66 appears most often in the background with only the Route 66 logo or inclusion of the route on a map. Additionally, there are many websites which feature information on the route that are not regularly updated. Some may contain inaccurate information.

Successful marketing will require strong partnerships and a long-term commitment to communicating the unique experience that awaits travelers on California Historic Route 66. Strategies are needed to take advantage of the unique, cultural and natural qualities of Historic Route 66 through the Mojave Desert and position the route as the centerpiece travel destination for all types of travelers.

CALIFORNIA HISTORIC ROUTE 66 STRENGTHS

The Mojave Desert region of California Historic Route 66 offers travel opportunities that today’s travelers are searching to find. The assets position the area for tourism growth. Primary strengths include:

- **Diverse history and unique stories** - The area’s multiple layers of history, ranging from military history to railroad history, World War II and even the story of Spike, brother of Snoopy in the cartoon Peanuts, provide opportunities to engage visitors with a variety of interests. The many unique stories create an outstanding marketing opportunity to tell visitors they can have these experiences “only on California Historic Route 66.”
- **Name recognition** - The famed Route 66 is known nationally

Marketing Goal:

Develop a consistent message along with current and correct information for use by partners across all promotional platforms. Promotions will communicate the unique experience of this section of Historic Route 66. The consistent message will draw connections between California Historic Route 66 and cultural, historic and natural attractions along the route and adjacent BLM Conservation Lands.



Figure 187 Route 66 enthusiasts at the Needles Texaco



Figure 188 Bagdad Café, Roadside Attraction sign program

and internationally, providing instant name recognition. A 2012 study of Historic Route 66 travelers (including the entire length of the roadway)¹ found almost 80 percent knew “some or a lot” about the road’s historical significance. Travelers also indicated historical significance was a primary reason for travel on Historic Route 66.

- **Appeal to niche markets** - Historic Route 66 and surrounding region already have much to offer travelers with specific interests. Photographers will find unlimited opportunities to capture images of landscapes or historic structures; railroad enthusiasts will be drawn to the two Harvey Houses and the Western America Railroad Museum; astronomers will want to point their telescopes toward the night sky; and history buffs will enjoy museums, historic sites and murals.
- **Growth of travel to rural areas** - Findings from a 2011 study² on rural tourism in California (defined as areas outside of the four major metropolitan areas of Los Angeles, San Francisco, San Diego and Anaheim) found an increased interest among travelers in visiting rural areas. One of the key motivating factors for considering a rural destination is to experience a unique place—“what I can’t see or do anywhere else.” This desire to visit a unique place aligns perfectly with the nature of the route.

CALIFORNIA HISTORIC ROUTE 66 OPPORTUNITIES

The route offers new opportunities to build on identified strengths and to expand the range of audiences that may be interested in traveling along Historic Route 66. Primary opportunities include:

- **Develop new visitor experiences** - Marketing is only effective if visitor experience matches up to the message communicated to visitors. The visitor experience chapter (Chapter 5) in the document discusses strategies to develop new interpretative materials at sites throughout the area, to create a consistent visual and graphic identity and to establish visitor information centers in the gateway communities of Barstow and Needles. As more sites, activities and experiences emerge, additional opportunities for marketing promotions will be created.
- **Expand marketing information to reach more visitors** - Primary visitor information resources for traveling in the area offer little or no information to help a tourist plan a trip along California Historic Route 66 or explore the surrounding area. It is time-consuming for a tourist to look through multiple sources to gather trip-planning information. The challenge is further increased by the inability to determine whether information is up-to-date or accurate. Travel industry partners will need to



Figure 189 Needles “Travelodge” postcard view

- 1 *Route 66 Travelers Study*, Rutgers University for the World Monuments Fund
- 2 California Rural Tourism Research, Destination Analysts, Inc. for the California Travel and Tourism Commission

gather and make information available in a consistent manner that makes it easy for visitors to find what they need to know to plan a trip.

- Currently there are few options available for guided tours. Opportunities exist for developing new guided tours by preparing packages and training opportunities for tour operators, step-on guides and educational travel groups.

POTENTIAL ROUTE 66 TRAVELERS

Specialized interests help marketers categorize travelers as high priority “audiences” for travel on California Route 66. They include: Route 66 enthusiasts; international visitors to California; cultural heritage travelers; and California travelers. Other important audiences, or target markets, include ethnic groups that like to travel in California; American Indian travelers; age-specific audiences, and niche markets. Each of these “audiences” for travel on California Route 66 are discussed below:

ROUTE 66 ENTHUSIASTS

Route 66 enthusiasts are a ready-made audience. These travelers already know about the route and are interested in an authentic travel experience.

A 2012 study of Route 66³ profiled travelers along the entire route. It is important to note that although this study provides valuable insights into Route 66 travelers, only four of 33 sites where surveys were placed were in California. Of these, two were located in the Barstow to Needles section of the route: the Route 66 Mother Road Museum in Barstow and Roy’s in Amboy. These two sites contributed 101 surveys of the 4,176 collected and analyzed. The survey was offered in English only, which may have affected the responses from international visitors or Spanish-speaking domestic visitors. According to many people knowledgeable about Route 66, the number of international travelers was vastly under counted in this survey. Nevertheless, the key findings in the study are worth understanding:

- 84.7 percent were U.S. residents; 15.3 percent international
- Travelers came from all 50 states and 38 foreign countries
- Socioeconomic profile: 97 percent white; median age of 55; well educated; middle income; work in management or professional occupations
- Median length of trip was five days and was often part of a longer trip
- 77.5 percent were vacationing
- 67.1 percent were travel parties of two adults
- 78.9 percent knew about the road’s historical significance

³ *Route 66 Travelers Study*, Rutgers University for the World Monuments Fund

What is a travel audience?

The term organizes travelers by their specialized interests such as “Route 66 enthusiast” or “Geocacher.” From this identification, specific marketing tactics can be developed based upon more detailed knowledge of the demographics associated with people having similar interests.



Figure 190 Route 66 Motel, Needles

- Important characteristics of the route for enthusiasts include historic sites and monuments, notable places, landmarks and landscapes
- Other important traits about Route 66 found in the national survey include: small towns, U.S. history, National Parks, vintage restaurants and motels; Gateway to the West and car/motorcycle cruising

INTERNATIONAL VISITORS TO CALIFORNIA

This travel audience is projected to grow 4-5 percent through 2017. International travel markets include Mexico, Canada, China, U.K., Australia, Japan, Germany, South Korea, France, Scandinavia, India and Brazil. An October 2014 study⁴ found the following:

- In 2013, there were 15.6 million international travelers to California; 6.6 million were of overseas origin
- International travel is forecasted to grow 4-5 percent annually through 2017
- Total direct spending in California was \$109.6 billion, creating 965,800 jobs
- Travel spending generated \$2.8 billion in local taxes and 4.3 billion in state taxes

CULTURAL HERITAGE TRAVELERS

According to the U.S. Department of Commerce, Office of Travel and Tourism Industries, a cultural-heritage traveler is defined as having participated in one or more of the following activities: art gallery/museum, concert/play/musical, cultural heritage sites, ethnic heritage sites, American Indian community, historical places, and national parks. When cultural heritage travelers take a trip, the primary reason is to experience a destination's history and culture. A 2013 national study⁵ of cultural heritage travelers found that among the activities they enjoy are:

- Visit historic sites (40 percent)
- Visit history museums (38 percent)
- Attend historical re-enactments (38 percent)
- Take a tour of local history (37 percent)
- Explore small towns (24 percent)
- Take a scenic drive (16 percent)

The study also reported findings about all leisure travelers:

- They prefer to take trips that offer a wide variety of activities (culture/shopping/nature/exercise) (76 percent)
- They like to purchase local/regional memorabilia (73 percent)
- They enjoy tasting local food and wines (70 percent)

4 "Insights and Planning Research: October 2014," Dean Runyan Associates, D.K. Shifflet & Associates, U.S. Department of Commerce, CIC Research Inc., TNS Travels America, Tourism Economics, Smith Travel Research, Rakuten Research for Visit California

5 *2013 Cultural Heritage Traveler Report*, Mandala Research LLC

- They seek travel experiences where the destination, its buildings and surroundings retain their historic character (63 percent)
- They want travel to be educational, and they make an effort to explore and learn about local culture (56 percent)

CALIFORNIA TRAVELERS

A report released in October 2014, by the state tourism office⁶ provided information on travelers to California:

- Average length of stay ranged from 2.3 days (travelers from in-state) to 12.2 days (travelers from overseas)
- Top states of visitor origin are California, Washington, Nevada, Oregon, Utah, Colorado and Arizona
- 78.6 percent of travelers are California residents traveling in their home state; 60 percent of spending is from California residents
- 52 percent of travelers are visiting friends and family
- International visitation is increasing with visitors from Mexico, Canada, China, U.K., Australia, Japan, Germany, South Korea, France, Scandinavia, India and Brazil
- Spending is at an all-time high
- Domestic travel is forecasted to grow 2-3 percent annually through 2016
- International travel is forecasted to grow 4-5 percent annually through 2017
- Rural areas are seeing an increase in visitation
- The state's priorities for targeted marketing are: U.S. long haul travel; U.S. primary Western markets; U.K., Canada, Mexico, Australia, Brazil, China, Japan and South Korea

California travel audiences, which can be target markets include:

- **Travelers from in-state** - Residents of California are a top source of tourism, accounting for 78.6 percent of domestic travel and 60 percent of travel spending in the state in 2013. The Inland Empire and Desert regions drew the majority of visitors from California residents in 2013.
- **Families** - While only 26 percent of travelers to California have members of the travel party under the age of 18 (reflecting national travel statistics), families may still be considered as a travel audience by promoting the educational opportunities presented by a trip along Route 66.
- **International travelers to California** - see page 142
- **Recreational travelers** - Cultural heritage travelers can also be recreational travelers with 76% saying they like to take trips that offer a wide variety of activities including culture and nature. Recreation can encompass activities such as hiking, camping and

⁶ *Insights and Planning Research: October 2014*, Dean Runyan Associates, D.K. Shifflet & Associates, U.S. Department of Commerce, CIC Research Inc., TNS Travels America, Tourism Economics, Smith Travel Research, Rakuten Research for Visit California

biking. California's visitor research shows that 21.7% of travelers to the state enjoy outdoor recreation activities on their trips.

ETHNIC TRAVEL AUDIENCES

It is difficult to determine the percentage of African American, Hispanic or Asian travelers in California or in the route's region due to minimal or no tracking by ethnicity in California's visitor research. Additionally, the national Route 66 travelers study was only offered in English which may have limited the number of Spanish-speaking respondents. Ninety-seven percent of travelers who responded to the national Route 66 traveler study were white. The following ethnic travel audiences may be important markets for the route but additional research is needed to determine where to focus marketing resources:

- **African American travelers** - Only one percent of visitors responding to the national Route 66 traveler study self-identified as African American. There is limited national research available on the African American travel market; however, a 2014 study by the National Newspaper Publishers Association⁷ found the economic resources of this market are growing. Group travel also appears to be growing for this market.
- **Hispanic travelers** - California's visitor research indicates that 11.4 percent of visitors to the state in 2013 said they were of Hispanic origin. The national Route 66 traveler study had a response of 3.5 percent Hispanic/Spanish/Latino visitors. This is an under served potential market nationally, as 25 percent of the residents living within one-mile of the Route 66 corridor are of Hispanic origin⁸.
- **Asian travelers** - Only one percent of visitors responding to the national Route 66 traveler study said they were Asian or of Asian descent.

AMERICAN INDIAN TOURISM MARKETS

There is strong interest along Route 66 nationally by American Indians wanting to tell their story in places where that story can best be told. Route 66 presents an outstanding opportunity to attract travelers with an interest in American Indian history and culture as told by American Indians. The American Indian and Route 66 project of the American Indian and Native American Tourism Association (AIANTA) is the best opportunity available to partner with tribal organizations to better capture this market potential.

7 Nielsen Company and the National Newspaper Publishers Association study entitled "*The State of the African American Consumer*," 2014

8 2011 Route 66 Economic Study, TECHNICAL REPORT, VOLUME I, History, Characteristics, and Economic Contributions, Rutgers, The State University of New Jersey

AGE SPECIFIC AUDIENCES

Two age-specific audiences that can be targeted for promotion of the route are Baby Boomers and youth:

- **Baby Boomers** - Baby Boomers are defined as having been born between 1946 and 1964. By 2029, when all Baby Boomers will be age 65 and older, they will comprise more than 20 percent of the U.S. population. California's 2013 visitor research showed that 36.7 percent of travelers were age 55+. Travel research for Route 66, cultural heritage travelers and other studies shows that this is a large segment of the travel industry and is likely to increase as Baby Boomers retire and have time to travel. (By 2011, 54 percent of Baby Boomers had already retired.) An AARP study showed that Baby Boomers place a high value on travel.⁹
- **Youths** - Comprehensive studies of the number of youth groups that travel or the resulting economic impact are not readily available; however, the Student Youth Travel Association (SYTA) states that this segment makes up 20 percent of the U.S. travel market. SYTA indicates that this is one of the fastest growing travel audiences and includes college students under age 25 as well as elementary, middle and high school-age youth traveling for band, choir, church, sports, science, civics and language activities and programs. The SYTA report¹⁰ finds an average age of 10 for a student's first school field trip. In addition to school field trips, there are opportunities to attract youth groups including Girl Scouts, Boy Scouts, Boys' and Girls' Clubs and YMCA groups.

NICHE MARKETS

This target market, which can include small groups and individual/couples/family travelers, can also include an unlimited number of special interest categories. Some of these categories may overlap. For example, a space travel enthusiast may also be an amateur astronomer or a bicyclist may also be a photographer.

Studies on some individual niche audiences are available (information provided below), although information is anecdotal for others or based on observation (such as the many railroad enthusiast clubs which indicate interest by large numbers of people). Audiences identified as having potential for the route's promotion include:

- **Seniors** - Special interest tours for senior groups can be built around a theme such as golf, cycling, a historical era or other topic. The convenience of traveling with a group can be appealing as a tour operator handles the details of transportation, lodging, dining and activities. There are many organizations that offer tours for seniors including Road Scholar (<http://www.roadscholar.org>), the Red Hat Society (<http://www.redhatsociety.com>)

⁹ See <http://www.babyboomerstraveling.com>

¹⁰ 2007 Student Youth Travel Report, Michigan State University for SYTA



Figure 191 Western America Railroad Museum, Barstow



Figure 192 General view of a street leading to the depot of the Atchison, Topeka, and Santa Fe Railroad, Needles, CA; Library of Congress, Prints & Photographs Division, FSA/OWI Collection, [reproduction number, LC-USW3-021415-E]



Figure 193 Amboy Crater, courtesy of Doran Sanchez, BLM



Figure 194 Historic Route 66 travels through significant elements of General Patton's military training facilities and encampments



Figure 195 Pin reflects the strong interests in geocaching along Historic Route 66

What is Geocaching?

Geocaching is an outdoor treasure hunting game using GPS-enabled devices. Participants attempt to find the geocache (a hidden weather tight container) by navigating to a specific set of GPS-enabled map coordinates.

- www.redhatsociety.com) and American Association of Retired Persons (AARP) at (<http://www.aarp.org>).
- **Railway enthusiasts/Train buffs** - Learning about the golden age of train travel, taking a train excursion, train spotting, collecting railroad memorabilia and visiting historic sites such as railroad depots or Harvey Houses attracts many people who enjoy traveling to find places to engage in their interest in trains. Photography is often a parallel interest. These enthusiasts can be reached through railroading clubs and magazines devoted to trains and railroad travel.
- **Bicyclists** - According to a 2010 study by the Outdoor Industry Association¹¹, 43.3 million Americans six years and older participate in bicycling, making it one of the top five outdoor recreation activities. (This includes bicycling, road biking, mountain biking and motorcross). The Adventure Cycling Association is developing Bicycle Route 66 as part of the National Bicycle Route System which is anticipated to bring between eight and 16 bicycle riders per day through the area¹². As mentioned in the section on “Bicycle Use” on page 135, the deteriorating road condition of Route 66 in certain areas along the route may prevent travel by bicyclists.
- **Rockhounds** - Amateur geology, known as rockhounding, is the hobby of collecting rocks and mineral specimens. Many clubs offer instruction on collecting and identifying rocks. Gem and mineral shows are also popular. The California Federation of Mineralogical Societies includes California, Hawaii, Nevada and Arizona (<http://www.cfmsinc.org>). It includes 110 clubs, mostly in California. The society offers a regular schedule of field trips.
- **Photographers** - A 2008 study by the National Survey on Recreation and the Environment (NSRE),¹³ the most comprehensive survey of recreation in the nation, found that photographing flowers and trees was at the top of the list of nature-based activities from 2000-2007. The number of people engaged in this activity climbed 25.8 percent. The number of times over the last year people participated surged 77.8 percent during the period. Second on the list is viewing or photographing natural scenery. This activity saw a 14 percent increase in number of people, with a 60 percent increase in times participated. There are many camera clubs across the United States. In California, the Southern Council of Camera Clubs (<http://www.s4c-photo.org>) and the Northern Council of Camera

11 See http://outdoorindustry.org/images/researchfiles/TOF_ResearchParticipation2010.pdf?121

12 See <http://www.adventurecycling.org/routes-and-maps/us-bicycle-route-system/national-corridor-plan>

13 National Survey on Recreation and the Environment (NSRE). The Interagency National Survey Consortium, Coordinated by the USDA Forest Service, Recreation, Wilderness, and Demographics Trends Research Group, Athens, GA and the Human Dimensions Research Laboratory, University of Tennessee, Knoxville, TN

Clubs (<http://www.n4c.org>) are good resources for finding clubs throughout the state.

- **Motorcyclists** - Motorcycle riding continues to grow in popularity with 9.4 million registered motorcycles in 2012, according to the Motorcycle Industry Council. The demographic of motorcyclists is changing, with women making up 10 percent of owners and Baby Boomers increasingly taking up cycling. One place to promote motorcycling is Motorcycle Roads U.S. (<http://www.motorcycleroads.us>). The website has a section on roads in the Desert Southeast region including State Roads 62, 74 and 79, County Road 3, and several other roads including the National Trails Highway from Ludlow to Essex. As mentioned in Chapter 6, page 121, the deteriorating road condition of Route 66 in certain areas along the route may prevent travel by motorcycle.
- **Geocache Enthusiasts** - Route 66 is already being used as a thematic geocaching itinerary in all eight states. A search of "Route 66" at <http://www.geocaching.com> lists more than 800 geocache locations in California. The economic contribution of this group of travelers was evident in Nevada when the Nevada Department of Transportation removed 1000 geocache sites along the Extraterrestrial Highway and tourism dropped significantly. (Cited in a March 31, 2011 post on Route 66 News, <http://www.Route66news.com>).
- **Amateur astronomers and space enthusiasts** - Looking at the sky through a telescope to monitor and learn more about space and its planets, stars, comets, asteroids and what else may be in outer space is an intriguing hobby for many. One way to reach astronomy enthusiasts is through the Night Sky Network (<http://nightsky.jpl.nasa.gov>), a partnership of amateur astronomy clubs, the Astronomical Society of the Pacific and other organizations. The network is supported by the NASA/JPL Exoplanet Exploration public engagement program, publicly known as PlanetQuest (<http://www.nightsky.jpl.nasa.gov>). The website lists clubs and their activities and programs. Space enthusiasts will also be drawn to Goldstone Deep Space Communication Complex, an hour's drive northwest of Barstow. Goldstone is one of three NASA Deep Space stations around the world. The facility offers tours to educate visitors and school groups about tracking and communicating with space missions. (<http://www.gdsc.nasa.gov>)
- **Military history buffs** - Military history can include learning about the causes of war, how a war was fought (technologies, leadership and logistics) and determining factors in the outcome. In addition to researching and studying military history, military history buffs like to travel to see places where battles were fought or where training took place. Interpreting the history of General Patton's encampment in the desert during World War II is the type of destination that would appeal to this audience.

Route 66 and the Desert Training Center

In February 1942, General George S. Patton established the Desert Training Center (DTC) to train American soldiers in tank warfare under harsh desert conditions for combat against German troops in North Africa. Patton selected approximately 18,000 square miles in southern California and western Arizona for the DTC, making it the largest military installation and maneuver/training area in the world. Patton established twelve divisional camps within the DTC. Two of the Camps were located in close proximity to Route 66 between Needles and Essex.

Between 1942 and 1944, more than a million soldiers and 60 armored, infantry and artillery divisions, and fighter pilots and heavy bomber squadrons trained at the DTC. They participated in what is considered the most realistic war games under the harshest conditions imaginable. In a very real sense, many battles of World War II were won on these desert lands.

BLM and their partners will be commemorating the extraordinary military achievements of General George S. Patton Jr., the soldiers who trained at the Desert Training Center/ California-Arizona Maneuver Area, and the contributions of the public lands that 70 years ago helped Allied forces win World War II and secure world peace.

More information about General Patton and the Desert Training Center can be found at <http://www.blm.gov/ca/st/en/fo/needles/patton.html>.

- **History buffs** - this group includes elementary, middle school, high school, and college history teachers with an interest in using Route 66 as a teaching laboratory with potential for staging historical events and re-enactments related to California Route 66 sites and history.
- **Preservation groups** - Although their traditional focus is on historic structures, an opportunity exists to expand the interest of preservation groups to include the historical significance and heritage of linear routes of travel. Building on the success of the “*Route 66: The Road and the Romance*” exhibit at the Autrey Museum, many preservation groups in the Los Angeles and San Bernardino area, may now be primed to look more closely at Route 66. Some groups in California already have a strong interest in mid-century modern and its subset of “Googie” architecture (particularly the California Preservation Foundation and the LA Conservancy’s “Mod-Com”). This transportation scale commercial architecture can still be found among the extant structures along the route (See Appendix III).
- **Fans of the “Peanuts” cartoon** - The legacy and ongoing popularity of Charles Schulz’s beloved “Peanuts” cartoons are connected to southern California. The canine character of Spike, the brother of Snoopy, lives in the desert near Needles. Spike appeared many times over the years, making him a popular and recognizable character in the cartoon. Schulz’s inspiration came from living in Needles for a brief time as a child. Spike is named after his childhood dog. A statue honoring Spike is planned for Needles and will be an attraction for fans of the cartoon.

MARKETING ORGANIZATIONS AND VENUES

Route 66 is included in marketing outreach at the national, state, regional and local level along with many other websites and social media venues. A review of information available to plan and enjoy a trip on the route from Needles to Barstow shows the need for a concentrated effort to gather and make information available in a consistent and more accessible manner. Visitors must gather information from many sources. This is further hampered by the inability to discern whether information is up-to-date or accurate.

A summary of marketing organizations and information on how they are currently promoting Historic Route 66 follows. This section primarily looks at web-based information available about the route as this is a common point of entry for travelers looking for information to plan a trip. The U.S. Travel Association’s 2010 study, *Travelers’ Use of the Internet*, shows more than 93 million U.S. travelers using the Internet for travel planning. Of these, 76 percent are planning leisure trips online, including making decisions about lodging, travel routes and places to visit.

CALIFORNIA TRAVEL AND TOURISM COMMISSION: VISIT CALIFORNIA

The California Travel and Tourism Commission (CTTC) is a statewide, nonprofit tourism promotion organization with representation from the state's 12 tourism regions. Operating under the brand Visit California, CTTC develops marketing programs in partnership with the state's travel industry designed to promote California as a premier travel destination. The organization operates under the auspices of the Governor's Office of Business and Economic Development. Commission members represent industry sectors: accommodations; restaurants and retail; attractions and recreation; transportation and travel services; and the car rental industry.



Figure 196 See <http://www.visitcalifornia.com>

A search of "Route 66" on Visitcalifornia.com yields 164 entries. These include listings for the California Welcome Center at Barstow, museums, events, parks, lodging, golf courses and resorts. California Route 66 is found under the Inland Empire section with a listing for the California Route 66 Museum at Victorville and link to the museum's website. The Desert section includes the route from Barstow to Needles but does not have information on California Route 66.

INLAND EMPIRE TOURISM COUNCIL

Discover Inland Empire (Discover IE) is the marketing campaign of the Inland Empire Tourism Council (IETC). IETC, a 501 (C)(6), is the official State of California tourism promotion and destination marketing organization for the Inland Empire. Membership dues vary depending on the level of partnership selected. Currently listed as members from the California Route 66 area are County of San Bernardino Economic Development Association and Needles Economic Development Corporation.



Figure 197 See <http://www.discoverie.com>

IETC recently unveiled a new tourist-focused website, <http://www.discoverie.com>. California Route 66 is included as part of the Desert region which lists the route as a "top reason to visit" on the site's map.

SAN BERNARDINO COUNTY (CALIFORNIA'S OUTDOOR ADVENTURE PLAYGROUND)

The County of San Bernardino Economic Development Office has recently developed new tourism promotion plans to attract visitors to the county and has contracted with Catalyst Marketing as the county's tourism marketing agency. Previously, promotions were divided into two categories—domestic and international—with consultants contracted for each area. The county is a member of Discover Inland Empire and participates in their marketing activities.



Figure 198 See <http://www.californiaoutdoorplayground.com>

The new plan includes branding the county as “California’s Outdoor Adventure Playground.” The route is considered the anchor for both domestic and international travelers through the county. A new website, <http://www.californiaoutdoorplayground.com>, includes the Route 66 logo on the home page map, but no information about the route is found on the website. (Note: the website was still in development in the fall of 2014.)

U.S. BUREAU OF LAND MANAGEMENT - DISCOVER THE DESERT



Figure 199 See <http://www.blm.gov/ca/st/en/fo/cdd/DiscovertheDesert>

A central tenet of Bureau of Land Management’s (BLM) mission is “to educate visitors and residents about BLM-managed public lands in southern California and the desert’s rich history and archaeology, abundant wildlife, unique geology, fragile water resources and economic opportunities.” Building on opportunities for tourism-based partnerships, BLM’s California Desert District is the lead for a new program, “Connecting People to the Desert.” *Discover the Desert* is a promotional campaign designed to highlight California’s desert landscapes managed by the BLM and to showcase the resources on public lands and in the surrounding area. Promoting Route 66 is a key component of the campaign’s strategies. A “Connecting People to the Desert” committee was formed as a subgroup of the California Desert Advisory Council to make recommendations to connect youth and adults with the desert, to identify topics and locations for interpretation and education and to identify opportunities for outreach. The group includes representatives from the arts, recreation, archaeology, history, biological sciences and other disciplines.

Discover the Desert began a six-month rollout campaign in August 2014. The campaign focuses on three themes:

- The desert inspires: art, movies and entertainment
- The desert is alive: nature, travel and adventure
- The desert shapes America: history, heritage and culture

Target audiences include: youth; residents in Los Angeles, Inland Empire, and San Diego; residents in gateway and desert communities; desert visitors; community leaders; and, national/international publics and fan clubs.

Historic Route 66 is identified as one of the primary landscapes and storylines in the campaign. An extensive Internet-based campaign includes a new website, <http://www.blm.gov/ca/st/en/fo/cdd/DiscovertheDesert>, Facebook, Twitter, Flickr, YouTube, Tumblr and Instagram.

The website will become the clearinghouse for providing current information on the route. Links to other websites will be vetted to ensure that information being shared with visitors is current and correct.

A new BLM magazine, *My Public Lands*, was introduced in 2014, and a feature article on California Historic Route 66 is scheduled for the winter 2014/15 edition.

CALIFORNIA HISTORIC ROUTE 66 ASSOCIATION

The Association is a nonprofit organization dedicated to preserving and promoting the route. The membership organization is an all-volunteer group. The Association is a major partner in the development of the Historic Route 66 Needles to Barstow Corridor Management Plan.



Figure 200 See <http://www.route66ca.org>

The Association's website, <http://www.route66ca.org>, is currently focused on providing information on the corridor management planning process. There is a section that includes a brief description of communities along the route. The Association will be updating their website in 2015.

AMERICAN INDIAN ALASKA NATIVE TOURISM ASSOCIATION (AIANTA)



Figure 201 See <http://www.aianta.org/Default.aspx>

AIANTA's mission is to advance Indian Country tourism. According to its website (<http://www.aianta.org>), AIANTA serves as the liaison between Indian Country and governmental and private entities for the development, growth, and sustenance of Indian Country tourism. AIANTA helps tribes build for their future while sustaining and strengthening their cultural legacies. AIANTA has initiated its "American Indians and Route 66 project" designed to "create publications and develop oral histories telling the stories of Indian Country from the Tribal perspective before Route 66, how it has changed for each of the Native Nations along the route and what there is to see and do today."

CHAMBERS OF COMMERCE

There are three Chambers of Commerce organizations in the corridor representing a membership comprised of primarily businesses in Barstow, Needles and Newberry Springs.

Barstow

The Barstow Area Chamber of Commerce and Visitors Bureau is a membership organization that seeks to support local businesses, to attract new businesses and to promote the area to visitors. The Chamber has a tourism committee.



Figure 202 Harvey House in Barstow houses the Barstow Chamber of Commerce' Visitor Center

The chamber's website, <http://www.barstowchamber.com>, includes information on attractions, lodging, shopping, restaurants and the Main Street murals. The Route 66 logo is at the top of the home page. The Mother Road 66 Museum is listed. There is no information about the route on the site.

Needles

The Needles Chamber of Commerce is a membership organization that promotes the business environment in Needles as well as promoting tourism.

The chamber's website, <http://www.needleschamber.com>, includes sections on visiting Needles and information on points of interest, recreation, shopping, history, lodging and dining. A video includes pictures and references to traveling Historic Route 66.

Newberry Springs

The Newberry Springs Chamber of Commerce is staffed by volunteers from the business community and works to promote growth including tourism. The chamber hosts the annual Pistachio Festival.

The chamber's website, <http://www.newberryspringscoc.com>, has the Route 66 logo on the home page. There is no information about Route 66 on the site.

OTHER INFORMATION SOURCES:



Figure 203 See <http://www.theroadwanderer.net>

There are many other information sources for Route 66 such as websites, TripAdvisor, Yelp, Google Field Trips and Facebook which have varying degrees of current, accurate information. A sampling of Internet sources includes:

- <http://www.theroadwanderer.net> - Last updated in 2012. Includes historical information for each state's section of Route 66. A map includes links to additional information about communities illustrated with pictures and vintage postcards.
- <http://www.legendsofamerica.com> - Has a section on Route 66 with mile-by-mile directions for each part of the route and historical information about places to visit. The home page indicates that the site has been in operation since 2003, but there is no date posted of when this information was last updated. The company is based in Missouri and contact information is provided.
- <http://www.historic66.com> - Includes turn-by-turn directions for each state, links to purchase books, maps and DVDs and a forum for discussion about travel on Route 66. Minimal information is provided about sites to visit along the route. This is one of the earliest websites promoting Route 66 and is created and maintained by Swa Frantzen of Belgium.
- <http://www.roadtripusa.com> - Route 66 is one of 11 featured driving tours on this website created and maintained by the author of several books about road trips including *Road Trip USA*, *Route 66*. Updates are posted on the accompanying Facebook page.
- <http://www.national66.org> - Website of the National Historic Route 66 Federation. Includes links to purchase guidebooks and

to other websites including an up-to-date calendar by Route 66 News.

- <http://www.nps.gov/nr/travel/route66> - The National Park Service includes Route 66 in its “Discover Our Shared Heritage” travel itinerary program. This resource includes a list of sites, essays highlighting the road’s history, maps and links to tourism websites. Sites from the Needles to Barstow section of the road are El Garces in Needles and Barstow’s Harvey House.

MARKETING STRATEGIES

Successfully attracting more visitors to California Historic Route 66 will require strategies that combine market research and target audience identification with stronger partnerships among stakeholders and promotional organizations to creatively communicate corridor assets. Previous sections of this CMP addressed visitor experiences, market research, target audiences and partnerships. We now turn to strategies that will attract more visitors to the route.

1. POSITIONING THE ROUTE FOR TOURISM

As previously noted, Historic Route 66 is currently in the promotional background for tourism in California. Little or no trip planning information has been available to travel media, travel professionals or potential travelers. This needs to change. Communications focusing attention on roadside features and surrounding attractions will help California Historic Route 66 become a destination centerpiece and positioned to be “top of mind” for travelers. This will require stronger connection and communication among stakeholders on the corridor management team that must include representation of attractions and activities along the route. A primary goal should be assuring that marketing messages consistently reflect, and actually enhance visitor experiences.

An equally important goal is creating a consistent message about attractions and benefits of Historic Route 66 travel to all target audiences and across all promotional platforms. Messages must effectively communicate the adventures, panoramas, historical wonders, vibrant communities, and multicultural attractions that can only be experienced on Historic Route 66 in California.

Such messages could highlight roadside attractions and worthwhile visitor experience suggestions as:

- Experience the ephemeral beauty of the Mojave Desert
- See the location of General Patton’s World War II encampment
- Visit Needles, hometown of Peanuts’ character “Spike”
- Visit two restored original Harvey Houses
- Drive through a “Grapes of Wrath” landscape

- Discover the exploration of space at Goldstone Deep Space Communications Complex
- Gaze at the stars in a clear night sky
- Learn how early travelers got their “kicks” at the Route 66 “Mother Road” Museum

2. STRATEGIES TO FACILITATE TRIP PLANNING AND TRAVEL

Telling visitors about the unique experiences that await them on California Historic Route 66 and making it easy to find information before their trip—and to continue finding information while traveling—is essential to attracting visitors and offering a good visitor experience. Implementation of the following strategies will create a presence for the route as a must-see, must-experience destination.

2.1 Prepare marketing materials in multi-lingual formats

California’s international markets include Mexico, Canada, China, U.K., Australia, Japan, Germany, South Korea, France, Scandinavia, India and Brazil and Eastern Europe (a large group from the Czech Republic comes every year to film videos distributed in Eastern Europe). Additionally, 38 percent of the state’s residents are Hispanic/Latino. Preparing marketing materials in multi-lingual formats will appeal to many of these audiences and make their travel planning easier. Marketing materials should first be translated into Spanish. As resources allow, materials can also be translated into Chinese, Japanese, German and French.

2.2 Provide current, consistent and correct information to all media platforms

Partners and travel resources discussed in the previous section have websites, a social media presence and printed materials. The promotional channels offered by these partners are an excellent, cost effective way to promote the route and area attractions. Each identified travel organization or resource should be reviewed to evaluate the current information (the previous section provides evaluation for websites). Once this assessment is completed, each travel organization or resource should be contacted to request updates, revision of incorrect information and to provide new information on experiencing the route.

This needs to be implemented across all promotional platforms to ensure any resource accessed by a potential visitor has current, consistent and correct information. Visitor research studies confirm that travelers use a wide variety of resources, technologies and services to plan their trips. A July 2014 study¹⁴ found that information is gathered in many ways:

- From information provided by “User-Generated Content” such as

¹⁴ *State of the American Traveler Survey*, July 2014, Destination Analysts, Inc.)

- users posting reviews on travel websites
- Directly from social media sites (peer-to-peer information), such as “check out this hotel”
- From published digital media such as websites or via email newsletters, etc.
- From published printed material such as from a travel article in a newspaper or from a brochure picked up at a visitor center



Figure 204 Route 66 Motel, Barstow

The following table captures how much information is gathered from each source. Many travelers use multiple sources. The grouping by type (the brown bars) indicates another look at the data generated by the survey. Survey respondents were asked to “check all that apply,” so the total amounts will not add up to 100 percent.

Table 4 Traveler data sources	
User-generated content - 43% total	
Hotel reviews	27.6%
Destination travel reviews	20.9%
Restaurant/activity reviews	19.7%
Travel itinerary or blog	7.5%
Use of social media for travel planning - 40.1% total	
Facebook	23.7%
Twitter	8.5%
Instagram	6.6%
Google	9.2%
Friend/fan of destination social media	7.5%
Social photo sharing websites	5%
Use of various technology-based resources	
Mapping website	59.1%
Destination marketing organization (DMO) website	31%
Travel-related email newsletter	8.9%
Online videos	8.9%
Audio file/podcasts	2.5%
Print resources - 49.1% total	
DMO print publication	20.5%
Travel or lifestyle magazine	18.7%
Newspaper travel section	16.3%
Commercial guidebook	13.4%
Direct mail piece	9.7%
Other resources	
Opinions of friends, colleagues or relatives	33.6%
Travel-related TV programs	12.3%
Travel agent	9.7%
Travel-related radio program	5.5%

2.3 Develop an annual schedule for checking, updating and submitting information across promotional platforms

A contact list of partners, travel websites and social media outlets should be compiled. Once the foundational information on California Historic Route 66 is created, a schedule should be developed for checking, updating and submitting information to all resources that are available free of charge. For example, the publication dates for the state visitor guide should be noted with the deadline for submitting information. The process for submitting information to all platforms should also be noted.

2.4 Develop a schedule of events for social media outlets

Events such as festivals, tours or programs, offer an excellent way to communicate up-to-date information that will remind potential visitors of the route and the region. A schedule of major annual events should be created and distributed for posting on the social media outlets of all partners and travel websites.

Table 5 EXAMPLE: Annual schedule for promotional platforms		
Visit California		
	Platform	Deadline
	California Official State Visitor's Guide and Travel Planner - printed and online	August 30 (typical - check for current year deadline)
	What's New in California - quarterly travel newsletter	Contact for deadlines
	Visitcalifornia.com - official state tourism website	Information can be submitted at any time - use online submission form
	BLM Discover the Desert website: http://www.blm.gov/ca/st/en/fo/cdd/DiscovertheDesert.html	Information can be submitted at any time to srazo@blm.gov

2.5 Prepare a set of press materials for travel media

Travel media are an integral part of the tourism industry. The Society of American Travel Writers includes in its membership writers, photographers, editors, film lecturers, broadcast/video/film producers, bloggers, website contributors and owners, creators of mobile apps and public relations representatives. These media professionals can be an excellent conduit for reaching potential visitors through an unlimited variety of venues including newspapers, magazines, travel guides, websites, blogs, radio shows, television programs and mobile apps.

Successfully working with the travel media requires providing information *and* ideas to spark an interest in visiting the area and travelling Route 66 in California. Preparing a "California Historic Route 66 Media Packet" would facilitate responses to inquiries as

well as reaching out to attract travel media interest. The media packet should include the following:

- **Introduction to California Historic Route 66** - This overview of the corridor and its attractions will emphasize the beauty of the area, the message that there are many attractions that can only be found here and the opportunities to explore and discover the region.
- **Story ideas** - Story ideas will reflect the variety of activities that visitors can enjoy such as touring museums, gazing at the night sky, cycling on Historic Route 66, etc. As new interpretation is developed (tours, signage, etc.), the list should be updated to reflect these new activities.
- **Fact sheet** - The fact sheet will include basic information such as the number and types of accommodations, a list of major attractions and activities.
- **Calendar of major events** - An annual calendar of events will include brief descriptions of the event, location and admission charges.
- **Contact information** - Media contact information will include name, phone and email.

2.6 Host an information booth at targeted regional tourism events

Connecting directly with visitors can be accomplished by hosting an information booth at selected events in the region. Materials for the booth should be portable such as display panels that can be folded and easily carried. As videos are developed about the route and area attractions and activities, they can be incorporated into some events if appropriate technology is available.

2.7 Develop and host a multi-media image library

A collection of images and videos is a useful tool to reach potential visitors and to serve as a resource for travel media. The library should include images and videos that reflect the assets of the corridor and the area, including: scenic beauty; festivals and events; historic sites; cultural resources; and, recreational activities. Of particular importance is creating a library of images that show images of people—tourists—enjoying the area. Images of empty landscapes do not convey the enjoyment of a visit to many prospective visitors. For example, images that portray the vastness of the landscape—an important quality of the desert—should have a person in the foreground enjoying the view. Video is especially helpful in convincing a potential visitor to plan a trip. A July 2014 study found that 44.1 percent of travelers would like to have video to help them plan activities or things to do on a trip and

41.4 percent said they would like video to give them destination inspiration or ideas on where to go.¹⁵

Although hiring a professional photographer or videographer may be cost prohibitive, the resource library can be created in other ways such as:

- **Photo clubs** - There are numerous photo/camera clubs in California (<http://www.s4c-photo.org>) that offer member trips, conferences, training and competitions. Clubs in the surrounding area could invite their members to travel the route to take pictures of the road, nearby attractions and the landscape. The California Historic Route 66 Association could welcome club members with a reception and presentation on the area's history in exchange for the donation of pictures by club members.
- **Flickr, Instagram and Pinterest sites** - The three primary online photo and video sharing sites can be a channel for inviting amateur photographers and videographers to post images with permissions for use by others. A brief description of each of these sites follows: (Source: Wikipedia)
 - **Flickr** is an image and video hosting site managed by Yahoo. In addition to being a popular website for users to share and embed personal photographs, and effectively an online community, the service is widely used by photo researchers and by bloggers to host images that they embed in blogs and social media.
 - **Instagram** is a mobile photo-sharing, video-sharing and social networking service owned by Facebook that enables its users to take pictures and videos, and share them on a variety of social networking platforms, such as Facebook, Twitter, Tumblr and Flickr.
 - **Pinterest** is a web and mobile application company managed by Cold Brew Labs that offers a collection, sharing and storage tool. Users create and share the collections of visual bookmarks (boards) for selected topics including travel and planning a vacation.

2.8 Create suggested itineraries for target audiences

A suggested itinerary can be a starting point for a visitor to build his or her own final itinerary, or they may decide to follow the itinerary as provided. In either case, itineraries are an effective tool for helping visitors to plan their trip by suggesting places to see and activities they may not have known were available. There are many ways to approach development of itineraries. The most effective itinerary is one that does not simply list places or activities but offers engaging descriptions of each stop along the journey. Itineraries can be presented as a schedule (i.e. ½ day, one day, two days), as a blog with narratives woven throughout describing

¹⁵ 2014. State of the American Traveler Survey, Destination Analysts, Inc.

the experience or as a build-your-own-trip menu of options. The following are suggestions that may work well for California Historic Route 66:

- **Thematic itineraries** can attract visitors with specific interests that they want to explore and experience. Themes developed as part of the corridor management plan’s visitor experience strategies can also become itineraries as new interpretation is developed (such as exhibits and tour apps). Themes which could be developed into itineraries include:
 - *Wagon Trails to the Mother Road* - Wagon Roads to Modern Highway
 - *Extreme Ecosystem: The Desert is Alive* - Desert Context: Geology and Ecology of the Mojave Desert
 - *The Golden Age of Railroads: Elegance and Efficiency* - The Influence of the Railroad on Community Development
 - *Training for War to Keep the Peace* - Military Training and Installation
- **“Top places” itineraries** can connect with visitor interests in many ways. Examples include:
 - Taking pictures of sunsets or sunrises
 - Finding wildflowers
 - Viewing unique rock formations
 - Learning about California Historic Route 66 history
 - Visiting historic California Historic Route 66 attractions
 - Appreciating the night sky and star gazing
 - Learn about space exploration
 - Riding a bike
 - Learning about General Patton in the Desert
 - Seeing and Experiencing BLM’s National Conservation Lands
 - Exploring year round recreational opportunities on BLM-managed public lands
- **“Ask a Local”** - Engaging residents in promoting the area offers an opportunity to let visitors “get to know” the locals even before they arrive. Residents can be invited to share what they love about California Historic Route 66 and the area’s museums, festivals, history and outdoor recreation. Their stories can be shared through written “testimonies” or video itineraries.

2.9 Produce and distribute inexpensive printed collateral materials

Even with the increased use of technology for trip planning, printed materials are useful as a supplement or as an information source for those who do not use technology. To begin the effort cost effectively, a tear-off map pad can be produced. This piece can include a map of the region with the route highlighted as the main corridor for travel,



Figure 205 Arizona Route 66 poster utilized to promote Arizona’s Historic Route 66 (courtesy Arizona Route 66 Association)

brief listings of sites and towns and contact information. These can be printed in high quantities (100 per pad) at a relatively low cost and distributed throughout the region and to visitor facilities outside the region.

2.10 Identify new venues for promotion to niche audiences

A review of the region's themes and available activities as well as opportunities to create new visitor experiences resulted in identification of a variety of potential niche markets:

- Senior groups
- Railway enthusiasts/train buffs
- Bicyclists
- Rockhounds (amateur geologists)
- Photographers
- Motorcyclists
- Military history buffs
- Amateur astronomers/space travel enthusiasts
- Fans of the "Peanuts" cartoon



Figure 206 Adaptive re-use of the Amboy School complex could provide needed visitor services for attracting more niche groups to Historic Route 66.

Reaching these markets will require careful consideration to establish priorities and track success because each will require a significant investment of time and resources. Considerations include:

- **Special interests** - Each niche group has specific interests which must be accommodated in order to attract this visitor audience. For example, in order to attract bicyclists there may need to be significant work done on Historic Route 66 and other roadways to make the route safe for cycling.
- **Promotional venues** - Each audience must be researched to identify communication channels to reach this niche market in addition to the general tourist channels such as Visit California's website and travel planner. For example, reaching photographers may require researching photography clubs in California and surrounding states to build a database. Promotions to this target market may also require creating informational materials on recommended locations to take pictures of landscapes, historic sites or other places of interest. (Some organizations and website links are provided in the target market section for the niche market audiences.)

2.11 Develop and install information kiosks

The visitor experience section of the corridor management plan includes strategies for developing wayside exhibits and other interpretive displays to tell the story of this part of corridor and the communities along the way. These sites may also offer opportunities to pair visitor information displays with the interpretive exhibits.

As each interpretive location is identified, consideration should be given to the feasibility of placing visitor information there as

well. In addition, other locations for visitor information displays should be identified such as lodging establishments, restaurants or retail businesses. Displays should be designed to accommodate the available space. In smaller spaces, information displays may only include one poster-size panel and a brochure holder. In larger spaces, especially those with security or staffing, displays may be expanded to include multiple information panels and brochure holders, video or display screens for a website monitor and a place for visitors to record notes about their travel experience.

As information displays are installed, a schedule should be developed to check each location periodically to restock brochures and ensure equipment is operational and replace any damaged panels.

3. PARTNER PROMOTIONAL RESOURCES

The following table provides information on partner promotions that are available at low or no cost. As the marketing materials discussed in this section are created, the channels listed on this chart provide direction on where to submit information. Note that each partner agency also offers promotion opportunities that require more financial investment. As resources allow, these opportunities should be explored with the contact person for each agency. (Information on this chart is current as of 2014, and should be updated annually.)

	Visit California	Cost
Contact: Brian Tucker, Industry Relations Liaison, 323-400-7035 btucker@visitcalifornia.com consumer site: http://www.visitcalifornia.com Industry site: http://www.industry.visitcalifornia.com	Provide content to post on visitcalifornia.com - register at www.industry.visitcalifornia.com . Exposure - one million visitors a month	No charge
	Submit content for press releases - Visit California distributes four quarterly press releases and 5-10 themed press releases annually and also makes pitches to the travel media nationally and internationally.	No charge
	California Fun Spots - (co-op program) enhancement on website; ad in state visitor's guide; representation at media events; posts on social media; inclusion in consumer e-newsletter Exposure -three million visitors	\$1,500
	Media familiarization tours (fams) - Visit California coordinates trips for groups and individual travel media to showcase various destinations. Contact Industry Relations Liaison to discuss.	Varies depending on fam

Inland Empire Tourism Council - Discover IE		Cost
<p>Contact: Ashley Harrison Industry Relations Liaison 909-213-4619 ashley@discoverie.com</p> <p>Consumer site: http://www.discoverIE.com</p> <p>Industry site: http://www.ITETCms.com</p>	Events - submit tourism-related events at http://www.ietcms.com (click on "Events.") Upon approval events will be posted on the consumer site DiscoverIE.com	No charge
	Itineraries - submit itineraries at http://www.ietcms.com (click on "Itineraries.")	No charge
	Media distribution list - send press releases to info@DiscoverIE.com for inclusion on the DiscoverIE blog, monthly e-newsletter, etc.	No charge
	Pictures - submit high resolution pictures to info@DiscoverIE.com	No charge
	Join Inland Empire Tourism Council as a Destination Partner. Basecamp Membership Level - members receive additional benefits including enhanced website listings, consideration for inclusion in fam tours, access to tourism market research, consumer leads, inclusion in blogs and social media, features newsletter articles, etc.	\$1,500 annually
Inland Empire Tourism Council - Discover IE		Cost
<p>San Bernardino County Contact: Monique Carter, Economic Development Agency, San Bernardino County 909-387-4437 Monique.carter@eda.sbcounty.gov</p> <p>Consumer site: http://www.californiaoutdoorplayground.com</p>	Program Submit content for inclusion on website and social media - press releases, itineraries and blogs	Cost No charge
BLM Discover the Desert Website		Cost
<p>Bureau of Land Management, California Desert District, Moreno Valley, CA. Contact: Steve Razo, District Public Affairs Officer, (951) 697-5314, srazo@blm.gov.</p> <p>BLM website: http://www.blm.gov/ca/st/en/fo/cdd/DiscovertheDesert.html</p>	Program Submit content for inclusion on BLM website and BLM social media - press releases, itineraries and blogs.	Cost No charge

8. Implementation

This Corridor Management Plan (CMP) is the result of a collaborative effort between the Bureau of Land Management (BLM), California Historic Route 66 Association (CHR66A), and many Route 66 partners and stakeholders. The CMP will serve as the basis for nominating the route as a National Scenic Byway or All American Road designation. As noted in Chapter 1, four of eight Historic Route 66 states (Illinois, Oklahoma, New Mexico and Arizona) have already been so designated. Arizona's section is designated as an All-American Road.

The CMP has been developed to meet the Federal Highway Administration's (FHWA) requirements for nominating the route as a National Scenic Byway or All-American Road. However, the CMP is more than just a nomination requirement. The CMP will serve to spell out the steps that are needed to preserve the route and its internationally significant resources. The CMP also spells out steps that are needed to increase economic benefits of managing the route for heritage tourism.

This chapter describes the recommended organizational structure and a phased approach to implementing recommended management strategies. Long-term stewardship of Historic Route 66 requires a lasting commitment to projects and programs outlined in the CMP. The projects and programs are ambitious. A phased approach is needed to implement the plan and to build partnerships that will be needed to capture new funding and raise awareness of the route's significance and opportunities for preservation and enhancement.

Four distinct phases are recommended:

- **Nomination Phase** - Nominate the route as a National Scenic Byway or All-American Road
- **Establishment Phase** - Implement the necessary level of visitor services to begin actively marketing the route as a heritage tourism destination
- **Development Phase** - Develop new visitor facilities and programs to expand the range of things to see and do along the route
- **Sustaining Phase** - Establish an organizational framework needed to preserve resources and manage the route for heritage tourism

Phases do not need to be implemented sequentially. There are early actions in each phase that can help to increase awareness of the route and make it easier and more enjoyable to visit. Key to successful implementation of the plan is to build the capacity of partnerships needed to sustain the quality of the Route 66 experience over time including its preservation and enhancement.

Potential Route 66 Partners

- Bureau of Land Management (BLM), California Desert District
- California Historic Route 66 Association (CHR66A)
- National Park Service Route 66 Corridor Preservation Program (NPS)
- San Bernardino County (Public Works, Land Use Services and Economic Development)
- City of Needles
- City of Barstow
- CalTrans
- California Preservation Foundation (CPF)
- Visit California
- Discover Inland Empire
- Needles Chamber of Commerce
- Barstow Chamber of Commerce
- Newberry Springs Chamber of Commerce
- Residents and Businesses in Route 66 communities
- National Historic Route 66 Federation "Highway Adopters" (Sections 21, 22, 23)
- University students and faculty
- Preservation and Conservation organizations
- Wildlands Conservancy
- El Garces;
- Needles Museum
- Mojave Desert Cultural and Heritage Association
- Goffs Schoolhouse
- Mother Road Route 66 Museum
- Desert Discovery Center
- Mojave River Valley Museum, Barstow
- Adventure Cycling Association

NOMINATION PHASE

Under the National Scenic Byways Program, the U.S. Secretary of Transportation recognizes certain roads as National Scenic Byways or All-American Roads based on their intrinsic qualities. The six intrinsic qualities include scenic, historic, cultural, natural, archeological, recreational. The Federal Highway Administration (FHWA) promotes the collection as America's Byways®.

Establishment of the National Scenic Byway Program in 1991 provided a form of national recognition and a dedicated funding stream for planning, enhancing, interpreting and marketing scenic byways throughout the state and the nation. The National Scenic Byways Program is part of the U.S. Department of Transportation, Federal Highway Administration, officially established in Title 23, Section 162 of the United States Code. The program is a grass-roots collaborative effort to recognize, preserve and enhance selected roads throughout the United States.

Funding for the Byways program has traditionally been included in a comprehensive transportation bill. The most recent transportation bill, "Moving Ahead for Progress in the 21st Century" (MAP-21), reauthorized federal transportation programs through fiscal year 2014. A continuing resolution was signed extending current transportation funding through May, 2015. Legislation authorizing the National Scenic Byway Program is still in place, but no further funds have been allocated. Funding for implementation of certain scenic byway projects and activities continue as an eligible activity under FHWA's Transportation Alternatives Program (TAP).

The most recent nomination period for designation of routes as National Scenic Byways or All-American Roads was in 2009. Without funding, FHWA has not committed to a new round of nominations. State scenic byway coordinators and the National Scenic Byway Foundation (NSBF) are tracking interest in potential nominations and providing that information to FHWA. In 2009, nominations were received from eighteen routes seeking All-American Road designation and forty-five seeking National Scenic Byway designation. When a similar level of potential nominations are identified, efforts will need to be made by the NSBF, state coordinators, and byway sponsoring organizations (such as California Historic Route 66 Association) to encourage FHWA to open a new round of nominations. Based upon an informal survey by the NSBF, it appears that interest is nearing 2009 nomination numbers.

In anticipation of a new nomination period opening, CMP project partners should be prepared to respond quickly. A nomination period could be opened for as little as 90 days. Given funding issues, any new nomination period that is opened will likely have similar

requirements as 2009. Preparation for nomination should include the following actions:

1. Project partners with responsibilities for the road and right-of-way should endorse the CMP and agree to participate in its implementation. Evidence of that agreement should be in the form of a resolution (San Bernardino County, City of Needles and City of Barstow) or a letter from the agency administrator at the highest level possible (BLM-CDD).
2. A memorandum of agreement should be established that defines responsibilities among partners for implementation of the CMP including establishment of the lead “byway organization” that will serve as primary contact for coordinating all partner activities. See “Establishment Phase” on page 167.
3. Congressional offices should be briefed on CMP status. Top priority projects where federal assistance may be requested and any critical coordination issues where Congressional leadership may be of value to the plan’s implementation should be identified. Letters of support should be requested.
4. Similarly, State Senators and Assembly representatives should be briefed. Letters of support should be requested.
5. Use the FY 2008 Nomination Guide (http://www.fhwa.dot.gov/hep/scenic_byways/nominations/guide/) to prepare materials for the nomination package.
6. Table 1, Chapter 1 provides information (including page numbers) where FHWA’s fourteen requirements for CMPs are found within the CMP document.
7. Map 3, Historic Features (3 panels) should be utilized as the primary map for the nomination application (<http://cmp.route66ca.org>).

All-American Road (AAR) designation is also possible. The primary differences between All-American Road and National Scenic Byway designation is that an AAR: 1) is considered a “destination unto itself” with the organizational structure in place to manage the route as a travel destination; 2) has at least two nationally significant intrinsic qualities; and 3) has the capacity to attract and support international visitors. The route should also be capable of accommodating all types of travelers and vehicles including accommodations for people with disabilities.

The Needles to Barstow section of California Historic Route 66 should be positioned as a logical extension of the western Arizona section, which was successfully nominated as an All-American Road in 2009. Arizona’s application noted evidence in support of nationally significant historic qualities as the longest remaining stretch of Route 66 in the US and the most extensive inventory of Route 66 era buildings and attractions in the US. Natural significance was substantiated by the largest collection of petrified trees in the world and other national and worldly significant natural features of

geologic interest (painted desert, dry caverns, etc.). California's section should be positioned as a logical extension, nearly doubling the length of the longest remaining stretch of US Highway Route 66, post interstate. Unique adaptations to the desert environment include the extensive number of wooden trestle bridges across the desert washes and the introduction of berms to divert runoff from washing out the highway. Nationally significant natural resources include the Mojave National Preserve and other portions of the National Landscape Conservation System that comprise nearly sixty percent of the lands within twenty miles of the route.

NATIONAL HISTORIC TRAIL

Should a future National Scenic Byway and All-American Road nomination period be permanently ruled out by FHWA or should the program be legislatively terminated, renewed efforts should be established for designating the route as a National Historic Trail. According to SEC. 5. [16USC1244] (a), *National scenic and national historic trails shall be authorized and designated only by Act of Congress*. Such a designation would likely be for the entire length from Chicago to Santa Monica and require the cooperation and support of all eight states.

National Historic Trail Comprehensive Management Plan

Legislation authorizing National Scenic and Historic Trails requires that a comprehensive plan be developed for the acquisition, management, development, and use of the trail, including but not limited to, the following items:

- (1) Specific objectives and practices to be observed in the management of the trail, including the identification of all significant natural, historical, and cultural resources to be preserved (along with high potential historic sites and high potential route segments in the case of national historic trails). Details of any anticipated cooperative agreements to be consummated with other entities, and an identified carrying capacity of the trail and a plan for its implementation are also required;
- (2) An acquisition or protection plan, by fiscal year for all lands to be acquired by fee title or lesser interest, along with detailed explanation of anticipated necessary cooperative agreements for any lands not to be acquired;
- (3) General and site-specific development plans including anticipated costs.

The CMP can be utilized as a basis for meeting the management requirements for this section of Historic Route 66. However, further public outreach and agency coordination will be required along with the more detailed elements of items (2) and (3) above that are not included in the CMP.

NATIONAL REGISTER OF HISTORIC PLACES

The benefits, priorities and resources available for developing nominations to the National Register have been listed in Chapter 4, “National Register of Historic Places” on page 94. Nominations for listing on the National Register should be developed on a regular basis as a high priority to further increase awareness, significance and protection of the route.

ESTABLISHMENT PHASE

BLM and CHR66A have both demonstrated a strong commitment to the management needs for Historic Route 66 through their efforts in gaining necessary funding for the CMP and for their ongoing efforts to increase awareness of the significance of Historic Route 66. The opportunities for increasing economic activity in communities along the route through heritage-based tourism can only be captured if there is an enthusiastic and active organizational structure to keep CMP recommendations moving forward toward implementation.

Given changes enacted as part of MAP-21, including elimination of scenic byway program funds and reduction in transportation enhancement funding programs (TAP), management responsibilities must be shared more broadly than they have been in the past for comparable scenic byways and touring routes managed for heritage-based tourism.

In the past, byways and heritage areas have been able to fund a part-time “byway manager” from National Scenic Byway Program funding to coordinate activities of participating agencies, non-governmental organizations, volunteers, and business partners. The byway manager served as the glue that bound together cooperative efforts into a coherent and effective framework for management. The role of byway manager or coordinator is a crucial one and successful byways have found ways to support such a position. Some byways have been able to piece together a “management team” that takes on certain aspects of management responsibilities that had been assigned to a paid coordinator.

Staff support provided by a local, regional, state or federal agency is one approach where a portion of a full-time equivalent position is allocated for the byway coordinator. External funding

through grantsmanship is another approach. However, grantmaking organizations are reluctant to fund administrative activities as they typically want to be sure that administrative capacity is already in place. The manager typically requires a minimum of one-quarter to one-half of a full-time equivalent employee.

In addition to funding challenges for a management entity, the following issues are of critical concern to evaluating alternatives for future management of Historic Route 66 for heritage-based tourism:

- The CMP only covers the eastern portion of Historic Route 66 in California. In the long run, any framework for organizing a management entity must address management of the route from Needles to Santa Monica.
- The sheer number of local government jurisdictions, state and federal agencies, non-governmental organizations and other stakeholders and how they vary across the entire length of California Historic Route 66 makes it difficult to organize a single management entity. Regional committees, building upon CHR66A's existing organizational structure will be needed for establishing a management entity for implementing the plan.
- A critical factor in gaining designation as an All-American Road or National Scenic Byway is that the organizational structure should be established at the time of nomination. An interim organizational structure is reasonable for National Scenic Byway designation as long as it is accompanied by an action plan for establishing a permanent entity.
- The entity, ideally, must be able to serve as fiscal agent with capacity (both legal and administrative) to receive governmental and non-governmental sources of funding or have an ongoing relationship with a partner organization that can serve as fiscal agent.
- The entity will need to develop and maintain strong and positive relationships among the various levels of government involved with the management of Historic Route 66. The entity should be capable of utilizing those strong relationships to establish regional priorities for the route's management at all levels of government to help leverage funding and implementation efforts.

INTERIM MANAGEMENT STRUCTURE

The overall goal of CHR66A, BLM and their partners is to extend the management planning and implementation efforts for the entire length of California Historic Route 66. Any future management entity will need to serve the entire length, balancing needs and opportunities of each particular region.

An interim management structure is needed to begin the process of implementing recommendations for the Mojave (East) region's CMP, while the other two regions are completing their corridor management plans. CHR66A and BLM should continue their partnership to serve as the lead organizations in support of management needs for the route.

BLM has supported the development of the CMP with staff time and other fiscal management, including administration of federal funding for preparation of the CMP. BLM provided funding to assist CHR66A with updates to the web site and public outreach. CHR66A has provided countless additional hours of volunteer time in support of the CMP. San Bernardino County staff have provided information and input on land use planning initiatives, bridge replacement efforts, storm cleanup, and more. Other partners contributed through participation in web-based meetings and public outreach efforts.

Success of the plan's implementation depends on the continuation of these current efforts, and in supporting the administrative efforts needed to keep implementation moving forward. Many similar efforts across the country have stalled due to lack of funding or staff support for administrative needs of the lead organization(s). The following administrative needs are critical to successful efforts to preserve and enhance Historic Route 66 for heritage-based tourism.

Ongoing public outreach and education

Historic Route 66 needs an advocate. Issues related to updating land use plans, renewable energy development, road maintenance, preservation of roadside features, and the role of Historic Route 66 in county, state and federal initiatives for heritage-tourism based economic development are ongoing. Support is needed to ensure that Historic Route 66 is represented in these public policy deliberations.

Grantsmanship and fiscal management

Many of the actions recommended in the CMP will require outside funding from both governmental and non-governmental organizations. In addition to the practical aspects of writing applications, successful grantsmanship requires building of partnerships, creative use of volunteers, and sources of revenue and/or in-kind support to meet required matching requirements. Support is needed to build partnerships and link together related efforts in pursuit of funding for CMP priorities.

Coordinating the efforts of volunteers

Volunteer efforts on behalf of Historic Route 66 come from many different places. Effective use of volunteer efforts require more than just planning and management skills. Dedicated financial and technical support is needed for a volunteer coordinator.

Journey Through Hallowed Ground Partnership

Mission Statement:

(www.hallowedground.org)

... a nonprofit organization dedicated to raising national and local awareness of the unparalleled history in the region, ... [from Gettysburg to Monticello]. From its communities, farms, businesses and heritage sites, we'll celebrate and preserve this vital fabric of America which stands today in the historic, scenic and natural beauty of this region. The Journey Through Hallowed Ground® (JTHG) is dedicated to encouraging both Americans and world visitors to appreciate, respect, and experience this cultural landscape that makes it uniquely American.

How do we achieve this mission?

- Building a strong network of local, regional and national partners to develop a common vision for the conservation and enhancement of the scenic, historic, recreational, cultural, and natural characteristics of the region.
- Developing an education outreach program to reach every student and teacher within the region as well as across the nation.
- Creating a heritage tourism program that will provide economic development opportunities, through regional branding and cooperative marketing, in communities throughout the corridor.

(continued on next page)

Managing and updating web sites and social media

Web sites and social media are likely to be the primary means of communication for both those involved with planning and preservation of Historic Route 66 and those that seek visitor information. In addition to BLM's support for California Historic Route 66 Association's web site, the California Desert District of BLM is sponsoring a Web-based effort to connect people with the Desert (page 150) including a landing page for Historic Route 66. Ongoing support for the management of web-based and social media will be needed to both coordinate planning and preservation efforts and to provide another avenue for information to those interested in visiting California Historic Route 66.

Coordinating with agency partners

Coordination among local, state and federal agency partners provides another potential resource for implementing the CMP. Coordinated action between San Bernardino County, CalTrans, and FHWA have led to successful plans for replacing two of Historic Route 66's more distressed bridges in a manner that is sensitive to historic context—a model for how other bridges can be reconstructed. The Desert Renewable Energy Conservation Plan (DRECP) involves extensive coordination on a regional basis and requires further coordination to assure that Historic Route 66 is adequately recognized for its national and international significance. San Bernardino County is updating their General Land Use Plan. Support is needed to make sure that Historic Route 66 is recognized and referenced appropriately in agency efforts.

Memorandum of Understanding (MOU)

An MOU should be developed and signed by partner organizations that acknowledges the roles and relationships needed to begin the process of implementing the CMP. Depending upon the funding sources, BLM should continue to serve as the fiscal agent for federal funding sources, and CHR66A, with its 501c3 status, should accept and distribute grant funding from other sources as appropriate. Adequate funding for administrative and staff time should be included in the budget of each grant application. Other 501c3 organizations should also be pursuing grants in support of the preservation and enhancement of Historic Route 66 in their communities and utilize the CMP as evidence that community-based projects and programs are part of a larger regional effort.

HIGH PRIORITY PRESERVATION ACTIONS

Pursue immediate funding and preservation action as needed to stabilize and protect from demolition the following high priority historic sites:

- Alf's Blacksmith Shop, Daggett
- Stone Hotel, Daggett
- Whiting Gas Station and Bagdad Café, Newberry Springs
- Carty's Camp, Needles

ESTABLISHING A PERMANENT MANAGEMENT ENTITY

As planning efforts extend to the other regions of Historic Route 66, the roles and responsibilities of potential partners will change. The Mojave Desert Region is primarily rural, bracketed by two cities, Needles and Barstow. The lands within this region are primarily managed by federal agencies, with nearly 60 percent of the land within 20 miles of Historic Route 66 managed by BLM. As the historic route travels westward, private land within the jurisdiction of San Bernardino County and individual cities and towns are more prevalent. BLM manages less and less land within 20 miles of the route east of Cajon Pass.

Many organizations involved with preservation and enhancement of historic roads and scenic byways for heritage tourism benefit from a committee structure to break down management responsibilities into more easily understood (and shared) pieces (see the sidebar "Journey Through Hallowed Ground Partnership" on page 170). Given funding and other challenges, the responsibilities for overall management can continue to be shared through the formation of a management committee that grows out of the existing core team structure that has guided development of the CMP. The following committee structure is recommended.

Local Committees

There has been strong interest in preserving and enhancing Route 66 for heritage-based tourism in Needles, Newberry Springs and Barstow. Local committees should be encouraged. One option would be to use the structure similar to that already established by the National Historic Route 66 Federation's "Adopt-a-Hundred Program." Those adopting hundred mile sections are expected to keep an eye on their stretch and report any preservation problems such as the impending demolition of a landmark. Their role could be expanded, if appropriate, to include the development of local projects and programs as a way to facilitate continued involvement for those who may not have the time or inclination to participate more broadly.

Preservation Committee

There are a large number of potential partners whose primary interest is in the preservation of the route's historic and cultural

- Working in partnership with local, state and national leaders and residents to create and support a National Scenic Byway and a National Heritage Area, to sustain and strengthen our economy, heritage and quality of life in the region.
- Creating open cooperation with property owners, heritage sites, citizens, businesses, real estate leaders and public officials to help communities grow and prosper while preserving America's historic, natural and scenic heritage.
- Promote the creation and maintenance of transportation systems that employ context sensitive design and protect efficient, safe and enjoyable travel through the corridor.

About JTHG

JTHG staff includes a president, vice president and directors of education, marketing, the national scenic byway, and strategic partnerships. They have a dynamic leader that brings in strong board members and advisers. They have an annual meeting and standing committees that meet once or twice a year. Staff carries out the rest of the work. They bring agencies onto leadership boards and advisory councils.

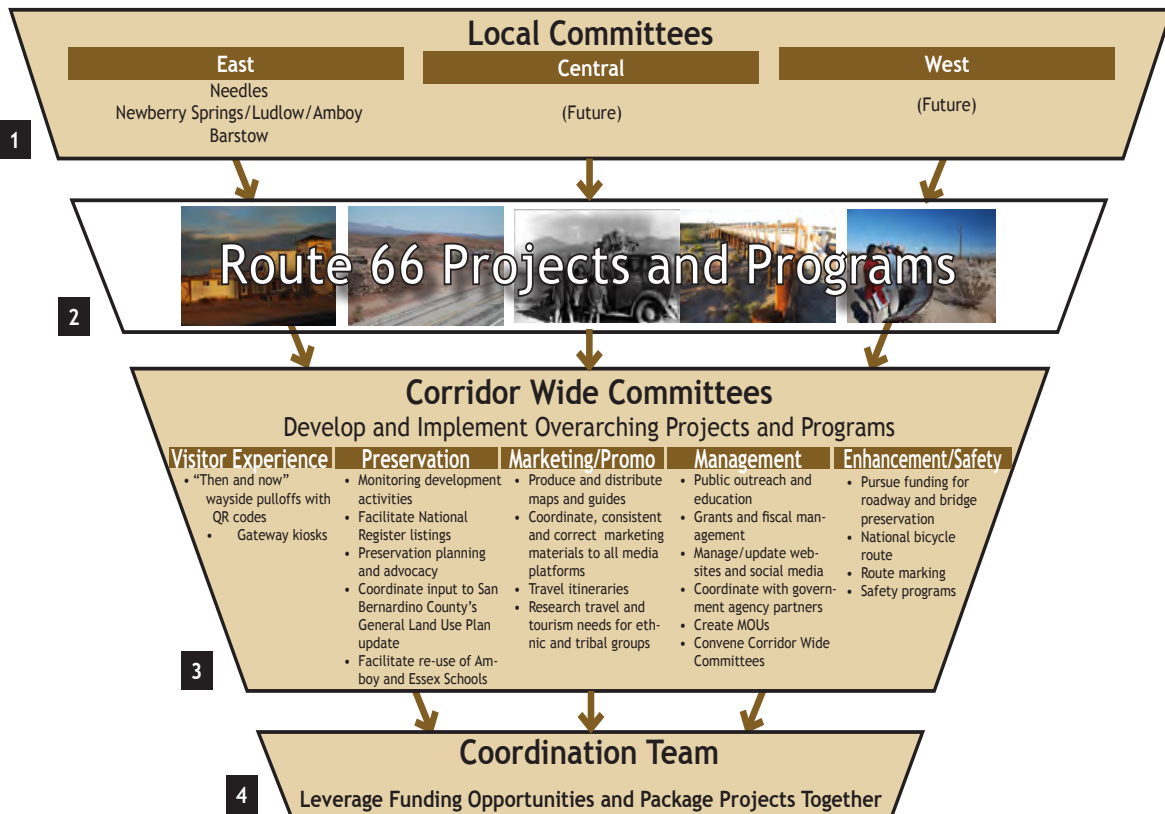
JTHG was initially started with private money, but was supplemented by funds earmarked by Congress to prepare a corridor management plan for the byway. The Journey's Executive Director raises about \$1,500/day to keep the organization going and self sustaining as an entrepreneurial model.

resources. This committee would begin the work outlined in Chapters 4 and 6 including the following priorities:

- Regular monitoring of development activities (including demolition plans for historic structures, renewable energy projects along the route, and new land use proposals) to ensure that Historic Route 66 is considered during the approval process
- Facilitate efforts between willing property owners and the California State Historic Preservation Office (SHPO) to gain National Register listing for eligible properties
- Preservation planning and advocacy to encourage property owners to utilize appropriate preservation treatments when considering adaptive re-use projects for their properties
- Coordinate input to update San Bernardino County’s General Land Use Plan to ensure Historic Route 66 is considered throughout the plan update process

Figure 207 Proposed organizational framework for a permanent management entity

California Historic Route 66 Management Implementation Framework (Organization Chart)



- Work with San Bernardino County and other stakeholders to pursue funding for rehabilitation of timber trestle bridges and other roadway preservation and maintenance treatments (see page 126)
- Advancement and pursuit of funding for the preservation planning and eventual adaptive re-use of the Amboy and Essex Schools for appropriate uses in support of future educational programs (see page 119)

Visitor Experience

The story of Historic Route 66 is told in many different places and many different ways. Heritage-based tourism benefits will accrue at a higher level if the byway stories are told in a coordinated way through educational and interpretative projects and programs. The following priority will set the example for future projects:

- Development of “then and now” wayside pulloffs with QR codes linked to the Mojave Desert Heritage and Culture Association’s Frasher’s Foto web-based exhibit (see page 115)

Enhancement and Safety Committee

The benefits of heritage-based tourism cannot be accrued if the road is not open to all types of vehicles including bicycles, tour buses and recreational vehicles. Increasing the number of things to see and do along the route is also a critical need in order to achieve the economic benefits of heritage-based tourism. The Enhancement Committee would begin the work outlined in Chapters 5 and 6 including the following priorities:

- Advancement and pursuit of funding for additional gateway kiosks similar to the Five Mile Road exit at I-40 developed by BLM along with up-to-date signage and visitor information kiosks regarding available services at exit points where I-40 and Historic Route 66 intersect (see Figure 127 on page 110)
- Advancement and pursuit of additional funding to support Route 66’s designation as a national bicycle route (see page 135)
- Develop and maintain up-to-date route marking and wayfinding to ensure that travelers can follow the route and find points of interest and destinations (see page 137)

Marketing and Promotion Committee

Lack of knowledge and awareness about the special qualities and uniqueness of the Mojave Desert section of Route 66 is one the most limiting factors in its growth as a heritage-based tourism asset in Southern California. Efforts are needed to coordinate marketing and promotion activities to strengthen the brand and awareness of Route 66 through the Mojave Desert. The Marketing and Promotion Committee would begin the work outlined in Chapter 7, and specifically build upon BLM efforts outlined in its “Connecting People to the Desert” program, including the following priorities

- Production and distribution of a map and guide (both print and Web-based) focused on Historic Route 66 through the Mojave region and incorporating the QR codes to the MDHCA's web-based exhibit
- Work to coordinate and then develop and distribute current, consistent and correct travel information and marketing materials to all media platforms (see page 154)
- Create and distribute suggested itineraries targeted at niche audiences (see page 158)
- Research travel and tourism needs and interests for ethnic travel groups (Asian, Hispanic, African American) and tribal travel groups. Note that this is more likely a statewide effort, rather than one just focusing on the Mojave region

Management Committee

A management committee should be comprised of a representative (plus one alternate) of any committee formed to implement the CMP as well as geographic (Needles, Barstow, Newberry Springs and Amboy/Ludlow) and agency representation (BLM, NPS, CalTrans, San Bernardino County). The management committee would be responsible for:

- Coordinating programs that are best managed for the entire route (e.g. Marketing and Coordinated Interpretation/Education programming)
- Seeking funding for the future CMP extensions
- National Scenic Byway designation or other recognition programs
- Advocating on behalf of Historic Route 66 with regard to public and policy issues that affect its future

The management committee should be an outgrowth of the current core committee that is overseeing the development of the CMP. It should be expanded to include representation from those entities that are responsible for the management of the roadway: San Bernardino County, City of Needles, City of Barstow, and CalTrans.

Responsibilities of a Permanent Management Entity

Regardless of whether or not All-American Road or National Scenic Byway designation is pursued and/or achieved, a permanent management entity should be established to increase the economic benefits of managing the route for heritage-based tourism. The following actions should be undertaken to establish the permanent management entity within five years of the completion of CMP:

1. Create a memorandum of understanding among key partners for roles and responsibilities.
2. Identify the primary fundraising organization and operating rules for receiving and distributing funds on behalf of California Historic Route 66.
3. Confirm local, state and federal agency roles in support of the management organization, and revise the MOU to reflect modifications to interim operating agreement.

4. Prepare ongoing two-year action plans updated on an annual basis and a 5-year cycle for updating the priorities of the CMP.
5. Establish a business plan for the organization relative to implementing the recommendations of the CMP as the first step in making the interim organization into a permanent organization.

Management Needs

As the management needs evolve, so too will management structure. The following is a list of activities that a permanent management entity will need to address on an ongoing basis:

Financial

- Receipt of and accounting for donations and revenues from management activities and other sources
- Keeping account of the expenditures it makes in advancing management purposes
- Preparing reports of its financial accounts and its activities

Management and Coordination

- Defining, coordinating and overseeing the tasks of subcommittees
- Supervising the proper completion of visitor improvements and activities

Outreach

- Contact, liaison and coordination with public agencies and private entities with an interest in the byway
- Public outreach for the purpose of disseminating information about Historic Route 66 and its natural and cultural qualities and attractions

Stewardship

- Regular monitoring of Historic Route 66 and potential impacts upon its intrinsic qualities
- Implementation of the corridor management plan

DEVELOPMENT PHASE

The development phase includes all of the necessary actions (both projects and programs) required to establish a high quality heritage-based travel experience so visitors will stay longer, have more fun, and learn more about Historic Route 66 through the Mojave Desert. Development phase projects and programs typically result in a specific product (such as a visitor facility or an ongoing educational program oriented towards target audiences). Development phase projects and programs include the following recommended actions:

- Use Harvey Houses in Needles and Barstow as the primary visitor

- information centers for Route 66 with support from existing museums (see page 110)
- Establish new and expand existing walking tours and driving itineraries in Needles and Barstow (see page 110)
 - Support and involve the development of new educational and interpretive materials emphasizing Route 66 in coordination with BLM’s “Connecting People with the Desert” program
 - Facilitate the development of additional indoor/outdoor interpretive exhibits as focal points for interpretation at locations with existing services (see page 112)
 - Goffs Schoolhouse
 - Essex School
 - Amboy School
 - Ludlow Main Street (outdoor interpretation supported by cafes)
 - Develop a visual and graphic identity and interpretive master plan to coordinate the way that the Route 66 story is presented to visitors (see page 114)
 - Continue to develop and expand “then and now” wayside pulloffs with QR codes linked to the Mojave Desert Heritage and Culture Association’s Frasher’s Foto web-based exhibit (see page 115)

SUSTAINING PHASE

A sustainable and marketable travel experience is one that has all the measures in place to maintain a high quality visitor experience, that is safe and enjoyable to travel by a variety of modes, and is fresh and interesting to visitors. Sustaining phase projects and programs often require changes to policy and often involve programmatic actions implemented on a recurring basis. The following policy and programmatic actions are recommended to sustain the travel experience over time:

- Work with BLM and San Bernardino County to encourage the adoption of a common framework for guiding potential conservation and preservation strategies on both public and private lands using BLM’s visual resource management system as a guide (see page 75)
- Pursue measures to conserve remaining unprotected lands that are visible from the route through the proposed DRECP, through BLM resource management tools and policies, and through the San Bernardino County land use plan update process (see page 77)
- Develop a program and seek external funding to provide technical assistance to property owners seeking to list their property on the California and National Registers of Historic Places (see page 102)
- Develop and work with San Bernardino County to adopt design and preservation guidelines for the route addressing renewable energy projects (see page 81)

- Seek funding and support for preservation planning to guide property owners in their efforts to preserve and adaptively re-use historic properties along the route (see page 88)
- Develop a program and seek external funding to provide technical assistance and small grants to property owners in support of preservation planning, preservation treatment, property clean up and beautification, and where appropriate, interpretive waysides (see page 117)
- Work with BLM’s “Connecting People to the Desert” program to better link Route 66 education and awareness with programming recreational and cultural activities along Route 66 (see page 119)
- Work with and support San Bernardino County and other users of Route 66 to actively pursue funding and support for maintaining, repairing, and reconstructing (where appropriate) existing timber trestle bridges using context sensitive approaches similar to the Dola and Lanzit bridges (see page 124)
- Work with user groups in support of projects that increase the range and safety of alternative (bicycle, pedestrian, train, bus and multi-modal) travel options (see page 125)
- Work with San Bernardino County, CalTrans, and the California State Historic Preservation Office to develop and adopt an historic preservation treatment plan for all roadway related work using the framework outlined starting on page 126
- Continue to implement marketing strategies to sustain the level of interest and awareness of Historic Route 66 as a regional, national and international travel destination (see page 153)

FUNDING AND FINANCE

The preservation and enhancement of Historic Route 66 will require both external funding from both governmental and non-governmental sources as well as non-monetary support among the wide range of partners with an interest in managing the route as a heritage-tourism based destination. The Route 66 experience is already enjoyed by visitors from around the world. Additional investments are needed to help Route 66 communities to better capture both the direct and indirect economic benefits associated with that internationally-based travel interest.

The economic impact of heritage-based travel has been well documented in a study¹ conducted by Rutgers, The State University of New Jersey in collaboration with the National Park Service Route 66 Corridor Preservation Program and World Monuments Fund supported by funding from American Express. As displayed in the following chart, the report found the following economic impact of Route 66 nationally.

1 Route 66 Economic Impact Study, Synthesis of Findings. Rutgers University for the World Monuments Fund, 2011

Table 7 Summary of Route 66 Activity and Benefits	
	Annual
Heritage Tourism	\$38 million
Museum Budget	\$27 million
Main Street	\$67 million
Total	\$132 million

The Rutgers study estimates economic impacts for all eight states. The amount that the State of California, San Bernardino County, or localities and businesses along Historic Route 66 would benefit depends upon how much effort is generated to capture economic benefits. Economic benefits, according to the Rutgers study, come from increased spending associated with a travel trip as well as from increased investments in visitor facilities such as museums and “Main Street” businesses (including related infrastructure) that benefit from external visitor spending. The study estimates that

These mostly middle- and upper-income travelers spend on average \$1,500 to \$2,000 per travel party; a conservative estimate aggregate of annual expenditure by all Route 66 travelers in the United States is \$38 million. This spending in the communities along Route 66 is especially dear from an economic development perspective because a not-insignificant share of the travelers (from 40 percent to 60 percent, depending on different data sources) do not reside locally (i.e., many live in other states or abroad); hence, their spending represents a valued “import” of economic stimulus.

A second economic impact study prepared for Scenic Byway 12, an All-American Road across southwestern Utah from Bryce Canyon to Torrey may be more instructive as to the potential economic benefit for a well-developed scenic byway route. Utah’s Scenic Byway 12 generated economic activity directly attributable to visiting the byway of \$12.75 million in spending in 2013 representing 8.5% of the total sales in Garfield and Wayne Counties that year².

Similar results from other byways nationwide indicate that byway and heritage travelers:

- Stay longer in a particular area
- Support locally-owned businesses such as bed and breakfasts, restaurants, antique stores and “Main Street” retail business
- Spend more money per visit
- Bring in new spending from outside the local economy

Given the potential economic benefits of investments in Route 66, tangible economic and human resources are needed to better

² From economic impact evaluation prepared as part of the Scenic Byway 12 Economic Impact Study by Zions Bank Public Finance; July 2014

capture the potential benefits of increased heritage-based travel. Currently, many visitors reach Needles from the east and head north to Las Vegas, bypassing the remainder of Route 66 and missing other California tourist attractions.

The amount of investment needed is based upon an ongoing assessment of what it takes to entice visitors to continue traveling from Needles to Barstow and beyond. At a minimum, the early actions identified in the “Establishment Phase” would serve to draw more travelers, especially by providing better visitor information that explains what can be found along the route, coupled with web-based or mobile technology tools that help travelers to experience the route as it was in its heyday.

There is an evolving set of potential funding programs from state, federal and non-governmental organizations that could be utilized to begin the process of implementing the CMP. Appendix V provides an overall table that summarizes recommended actions, potential partners, potential funding sources and recommended phasing as discussed in this chapter.

FUNDING STRATEGIES

Given the current and anticipated reductions in funding for governmental programs, there is a clear need for the establishment of stronger partnerships among federal, state and local agencies to mutually endorse and support grant applications that will benefit Route 66. A fundraising arm is also needed to facilitate partnership-building with charitable organizations at a community and regional level. Such partnerships can tap in to resources and provide avenues for groups to raise their own money for projects and programs that stay local. Two critical strategies are recommended to better capture available resources from governmental agencies and external funding sources:

- Proactively seek the involvement of federal and state agencies in the active management of the route where that engagement is mutually beneficial as supported by the June 2014 Memorandum of Agreement (MOA) signed by the participants in the Western States Tourism Policy Council (WSTPC). The MOA *“establish a general framework for cooperation between the FS, NRCS, ITA, COE, BIA, BLM, BOR, FWS, NPS, FHWA, EPA and the WSTPC ... to work together to achieve the common goals of advancing the domestic and international public’s awareness of the travel and tourism opportunities on the public lands, and to encourage the responsible use of these travel and tourism opportunities in an environmentally sensitive manner to produce long-term economic,*

Signatories to the Western States Tourism Policy Council (WSTPC) MOU

DEPARTMENT OF AGRICULTURE

- Forest Service (FS)
- Natural Resources Conservation Service (NRCS)

DEPARTMENT OF COMMERCE

- International Trade Administration (ITA)

DEPARTMENT OF DEFENSE

- Army Corp of Engineers (the Corps)

DEPARTMENT OF THE INTERIOR

- Bureau of Indian Affairs (BIA)
- Bureau of Land Management (BLM)
- Bureau of Reclamation (BOR)
- Fish and Wildlife Service (FWS)
- National Park Service (NPS)

DEPARTMENT OF TRANSPORTATION

- Federal Highway Administration (FHWA)

ENVIRONMENTAL PROTECTION AGENCY (EPA)

and the

WESTERN STATES TOURISM POLICY COUNCIL (WSTPC)

educational, and recreational benefits with an emphasis upon rural areas. This collaborative effort is to encourage economic viability, promote a healthy environment and enhance the quality of life in America through travel and tourism.”

- Utilize the 501c3 status of CHR66A coupled with the resources associated with BLM’s “Connecting People to the Desert” program, to attract outside funding from charitable organizations and potential corporate partners. A list of opportunities is compiled in Appendix V. Past Route 66 corporate partnerships with American Express and Hampton Inns are good examples of mutually beneficial relationships that result in new investments.

Preserving and enhancing Historic Route 66 for heritage tourism as outlined in the CMP can be accomplished at many different levels of investment. Sustaining those investments over time, no matter what the amount, is what leads to the greatest benefit of all—the preservation of the Route 66 experience in Southern California.



California Historic Route 66

NEEDLES TO BARSTOW CORRIDOR MANAGEMENT PLAN

APPENDIX I: ROUTE DESCRIPTION

JANUARY 2015



Bureau of Land Management
California Desert District



California
Historic Route 66
Association

APPENDICES

The following appendices provide background information in support of the plan. Appendices I and V are included in the print versions of the plan. Appendices II, III, IV and VI are available on line at the CHR66A website (<http://cmp.route66ca.org>).

Appendix I: Legislation and Route Description (included)

Appendix II: Maps (download at <http://cmp.route66ca.org>)

- Map 1: Corridor Route Location
- Map 2: Land Ownership
- Map 3: Historic Features (3 panels)
- Map 4: Natural Resources
- Map 5: Recreational Resources
- Map 6: Visual Resource Inventory
- Map 7: Transportation Diagrams (3 panels)

Appendix III: Inventory of Historic Resources (download at <http://cmp.route66ca.org>)

Appendix IV: Public Outreach (download at <http://cmp.route66ca.org>)

Appendix V: Implementation Table (download at <http://cmp.route66ca.org>)

Appendix VI: Bibliography

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Carolyn Brackett, *Heritage Tourism, Marketing*

California Historic Route 66: Needles to Barstow CMP

SECTION	ROAD NAME	JURISDICTION	TURNING DIRECTION	TO	SITE/DESTINATION	AADT Back	AADT Ahead
EASTERN TERMINUS	I-40	CA	take exit	Exit 148/Five Mile Road			
SIDE TRIP	I-40	County-San Bernardino	turn right onto	Park Moabi Road Exit 153	Park Moabi	11,600	11700
	Five Mile Station Road	County-San Bernardino	turn right onto	US-95			
	US-95	CA	continue onto	East Broadway St	Needles	5500	5500
	East Broadway St	Needles	bear left	West Broadway St			
OPTION	East Broadway St	Needles	continue onto	Front Street	El Garces, railroad yard, Santa Fe caboose		
OPTION	Front St	Needles	turn right onto	K St	Old Rt 66		
OPTION	K St	Needles	turn left onto	Spruce St	Old Rt 66		
OPTION	Spruce St	Needles	turn around (dead end); left onto	M St	Return to Main Rt		
OPTION	Mt St	Needles	turn left onto	Walnut St	Return to Main Rt		
	West Broadway St	Needles	turn left onto	Needles Hwy			
	Needles Hwy	County-San Bernardino	bear left	National Trails Hwy			
	National Trails Hwy	County-San Bernardino	turn left onto	Park Rd/River Rd Cutoff			
	Park Rd/River Rd Cutoff	County-San Bernardino	continue onto	I-40 West			
	I-40 West	CA	take exit	Exit 133/US-95 North			
	US-95 North	CA	turn left onto	Goffs Rd	Goffs, Fenner	2500	2750
SIDE TRIP	Goffs Rd	County-San Bernardino	turn right onto	Lanfair Rd	Goffs Schoolhouse		
	Goffs Rd	County-San Bernardino	turn right onto	National Trails Hwy	Essex, Danby, Cadiz Summit, Chambless, Amboy, Bagdad, Siberia		
OPTION	Goffs Rd	County-San Bernardino	turn left onto	Mountain Springs Rd	Old Rt 66 (Pre-1931)		
OPTION	Mountain Springs Rd	County-San Bernardino	turn right onto	National Trails Hwy	Old Rt 66 (Pre-1931)		
	National Trails Hwy	County-San Bernardino	turn right onto	Crucero Rd	Ludlow		
OPTION	Crucero Rd	County-San Bernardino	turn left onto	North Frontage Rd/National Trails Hwy	Old Rt 66		
OPTION	National Trails Hwy (at Lavic Rd)	County-San Bernardino	continue left, then turn right onto	National Trails Hwy	Old Rt 66		
	Crucero Rd	County-San Bernardino	turn left onto	I-40 West	Crucero Road (Ludlow) to Lavic Orad overpass is not the original Route 66		
	I-40 West	CA	take exit	Exit 23/Ft Cady Rd		11,800	11,500
	Ft Cady Rd	County-San Bernardino	turn right onto	National Trails Hwy	Daggett, Newberry Springs		

California Historic Route 66: Needles to Barstow CMP

OPTION	National Trails Hwy	County-San Bernardino	turn right onto	Hidden Springs Rd	Old Rt 66		
OPTION	Hidden Springs Rd	County-San Bernardino	turn left onto	Santa Fe St	Old Rt 66		
OPTION	Santa Fe St	County-San Bernardino	turn left onto	Daggett/Yermo Rd	Old Rt 66		
SIDE TRIP	National Trails Hwy	County-San Bernardino	turn right onto	Daggett/Yermo Rd	Calico Ghost Town Regional Park		
	National Trails Hwy	County-San Bernardino	turn left onto	Nebo St			
	Nebo St	County-San Bernardino	continue onto	I-40 West		16500	16000
	I-40 West	CA	take exit	Exit 2/ I-40 West			
	Exit 2/ I-40 West	CA	turn left onto	National Trails Hwy (E Main St)			
	National Trails Hwy (E Main St)	Barstow	turn right onto	South Frontage Rd (E Main St)			
	South Frontage Rd (E Main St)	Barstow	turn right onto	BL 15/Montara Rd			
	BL 15/Montara Rd	Barstow	continue onto	BL 15/Main St	Barstow		
	BL 15/Main St	Barstow	continue onto	Main St			
SIDE TRIP	Main St	Barstow	right onto	First St	Casa Del Desierto Route 66 Museum		
WESTERN TERMINUS	Main St	Barstow	continue to	Delany Rd			
NOTE- ROUTE SOURCE: McClanahan, Jerry. EZ66 Guide for Travelers, 3rd Edition. 2013.							

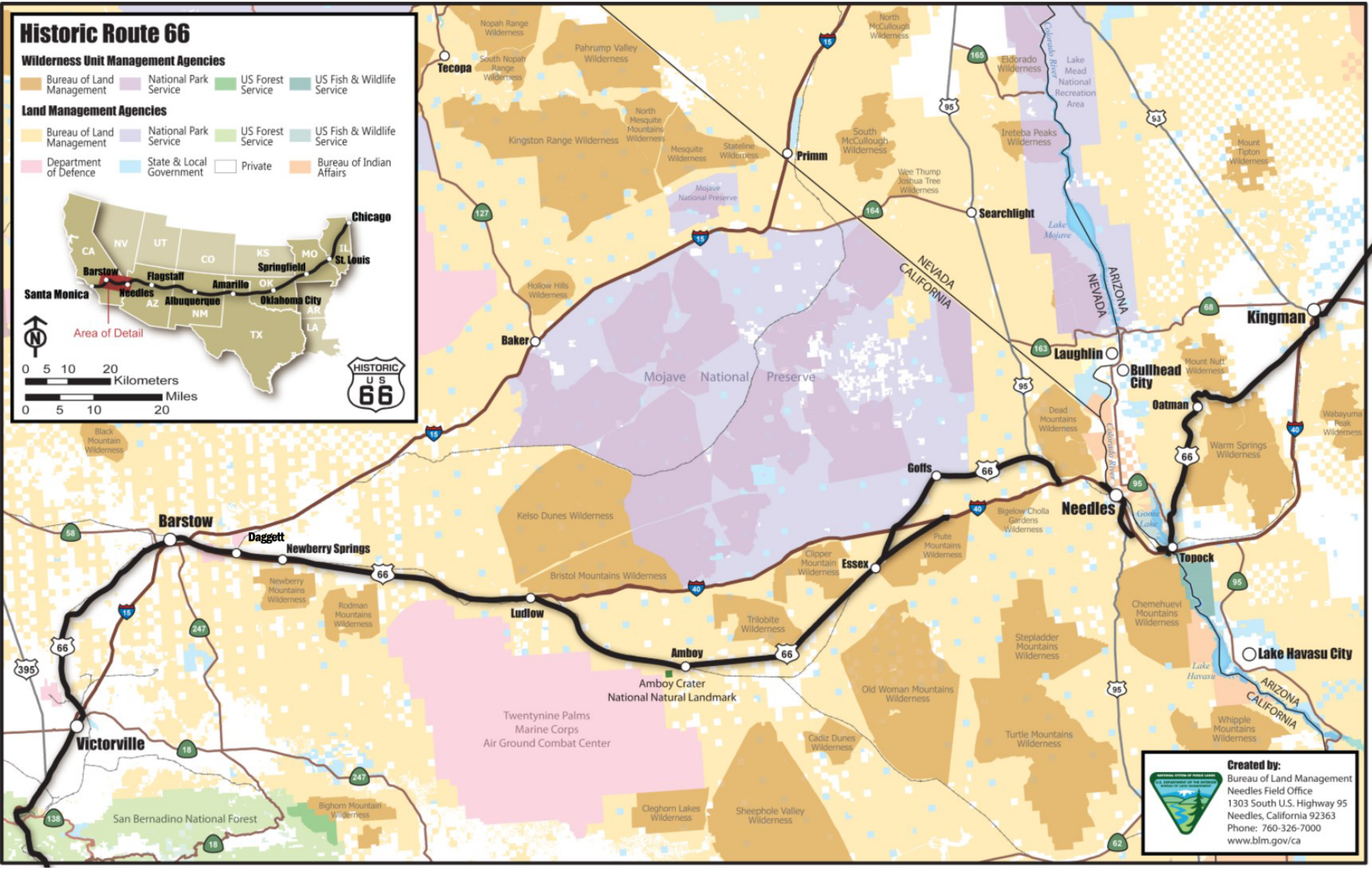
Historic Route 66

Wilderness Unit Management Agencies

- Bureau of Land Management
- National Park Service
- US Forest Service
- US Fish & Wildlife Service

Land Management Agencies

- Bureau of Land Management
- National Park Service
- US Forest Service
- US Fish & Wildlife Service
- Department of Defence
- State & Local Government
- Private
- Bureau of Indian Affairs



Created by:
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 Needles Field Office
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www.blm.gov/ca

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Resolved, That the Senate Committee on Rules may make money available from the Contingent Fund of the Senate as it deems necessary for the expenses of the Joint Committee on School Facilities and its members. Any expenditure of money shall be made in compliance with policies set forth by the Senate Committee on Rules and shall be subject to the approval of the Senate Committee on Rules; and be it further

Resolved, That the Joint Committee on School Facilities shall, within 15 days of authorization, and annually thereafter, present its annual budget to the Senate Committee on Rules for its review and comment; and be it further

Resolved, That the Joint Committee on School Facilities shall submit a report at the end of each legislative session to the Legislature on its activities and recommendations for improvements in the school facilities system; and be it further

Resolved, That the Joint Committee on School Facilities is authorized to act until January 31, 1992, at which time the committee's existence shall terminate.

RESOLUTION CHAPTER 52

Assembly Concurrent Resolution No. 6—Relative to Route 66.

[Filed with Secretary of State July 11, 1991]

WHEREAS, U.S. Route 66, a 2,000-mile highway from Chicago, Illinois, to Santa Monica, California, has played a major role in the 20th century history of our country; and

WHEREAS, Route 66 has become a symbol of the American people's heritage of travel and their legacy of seeking a better life; and

WHEREAS, Route 66 served as a funnel for the 20th century migration from the Dust Bowl to the Central States; and

WHEREAS, Route 66 has been memorialized in books such as "The Grapes of Wrath," songs, motion pictures, and television programs, and has become an accepted part of American popular culture; and

WHEREAS, During the early 1980's, structures and other features along Route 66 began to disappear and their historical value was lost to the State of California and the nation; and

WHEREAS, Some portions of the highway have been turned over to local governments and are no longer in the state highway system; now, therefore, be it

Resolved by the Assembly of the State of California, the Senate thereof concurring, That the portion of former U.S. Route 66 extending from the California border to Santa Monica be officially designated as "Historic Highway Route 66"; and be it further

Resolved, That the Department of Transportation is requested to develop an appropriate marker for Historic Highway Route 66, consistent with signing standards, and to identify the cost of erecting a reasonable number of markers along the entire route of former U.S. Highway Route 66, in cooperation with affected local agencies, and in such a manner that will avoid a designation that would lead a motorist to conclude that the entire route is a state-maintained facility; and be it further

Resolved, That the Department of Transportation, for the portion of former U.S. Route 66 still under its jurisdiction, and local agencies, for the portions of former U.S. Route 66 currently under their jurisdiction, upon receiving donations from private sources and other nonstate funds covering the cost of erecting suitable markers, are hereby directed to erect those markers; and be it further

Resolved, That the Chief Clerk of the Assembly transmit a copy of this resolution to the Director of Transportation, the Counties of Los Angeles and San Bernardino, and affected cities in those counties.

RESOLUTION CHAPTER 53

Assembly Joint Resolution No. 41—Relative to National Missing Children's Day.

[Filed with Secretary of State July 11, 1991.]

WHEREAS, A myriad of children are abducted from their families against their will, either by strangers or family members violating custody decrees, each year; and

WHEREAS, The rising incidence of crimes against children, child abduction in particular, has left many families feeling vulnerable and afraid; and

WHEREAS, On an average, 10 children have disappeared each day across the country in the last seven years; and

WHEREAS, There are 1,710 active files on missing children in California; and

WHEREAS, There have been over 481,000 attempted abductions and over 26,000 actual abductions nationwide since 1984; and

WHEREAS, Of the children that have been abducted, 17,481 have been located alive, 225 have been located deceased, and 9,039 remain missing; and

WHEREAS, In 1981, six-year-old Adam Walsh was kidnapped as he looked at toys in a Florida toy store and was later found brutally slain; now therefore, be it

Resolved, by the Assembly and the Senate of the State of California, jointly, That we commit ourselves to the pursuit of policies that will protect our country's most precious resource, our children; and be it further.

Public Law 101-400 101st Congress

An Act

To authorize a study on methods to commemorate the nationally significant highway known as Route 66, and for other purposes. Be it enacted by the Senate and House of Representatives of the United States of America in Congress assembled,

SECTION 1. SHORT TITLE.

This Act may be cited as the "Route 66 Study Act of 1990" SEC. 2. FINDINGS.

The Congress finds that

- (1) United States Route 66, the 2,000 mile highway from Chicago, Illinois, to Santa Monica, California, played a significant role in the 20th-century history of our Nation, including the westward migration from the Dust Bowl and the increase in tourist travel;
- (2) Route 66, an early example of the 1926 National Highway System program, transverses the States of Illinois, Missouri, Kansas, Oklahoma, Texas, New Mexico, Arizona, and California;
- (3) Route 66 has become a symbol of the American people's heritage of travel and their legacy of seeking a better life and has been enshrined in American popular culture;
- (4) although the remnants of Route 66 are disappearing, many structures, features, and artifacts of Route 66 remain; and
- (5) given the interest by organized groups and State governments in the preservation of features associated with Route 66, the route's history, and its role in American popular culture, a coordinated evaluation of preservation options should be undertaken.

SEC. 3. STUDY AND REPORT BY THE NATIONAL PARK SERVICE. (a) STUDY. -

(1) The Secretary of the Interior, acting through the Director of the National Park Service and in cooperation with the respective States, shall coordinate a comprehensive study of United States Route 66. Such study shall include an evaluation of the significance of Route 66 in American history, options for preservation and use of remaining segments of Route 66, and options for the preservation and interpretation of significant features associated with the highway. The study shall consider private sector preservation alternatives.

(2) The study shall include participation by representatives from each of the States traversed by Route 66, the State historic preservation offices, representatives of associations interested in the preservation of Route 66 and its features, and persons knowledgeable in American history, historic preservation, and popular culture.

(b) REPORT. - Not later than two years from the date that funds are made available for the study referred to in subsection (a), the Secretary shall transmit such study to the Committee on Energy and Natural Resources of the United States Senate and the Committee on Interior and Insular Affairs of the United States House of Representatives.

(c) LIMITATION. Nothing in this Act shall be construed to authorize the National Park Service to assume responsibility for the maintenance of United States Route 66.

SEC 4. AUTHORIZATION OF APPROPRIATIONS There are authorized to be appropriated \$200,000 to carry out the provisions of this Act.

Approved September 28, 1990.

LEGISLATIVE HISTORY - S.963 (H.R. 3493):

HOUSE REPORTS: No. 101-637 accompanying H.R. 3493 (Comm. on Interior and Insular Affairs)

SENATE REPORTS: No. 101-89 (Comm. on Energy and Natural Resources)

CONGRESSIONAL RECORD):

Vol. 135 (1989): Aug. 2, considered and passed Senate.

Vol. 136 (1990): July 30. H.R. 3493 considered and passed House.

July 31, S. 963 considered and passed House, amended, in lieu of HR 3493.

Sept 13, Senate concurred in House amendment.

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Public Law 106-45
106th Congress

An Act

Aug. 10, 1999
[H.R. 66]

To preserve the cultural resources of the Route 66 corridor and to authorize the Secretary of the Interior to provide assistance.

Be it enacted by the Senate and House of Representatives of the United States of America in Congress assembled,

Historic
preservation.
16 USC 461 note.

SECTION 1. DEFINITIONS.

In this Act, the following definitions apply:

(1) **ROUTE 66 CORRIDOR.**—The term “Route 66 corridor” means structures and other cultural resources described in paragraph (3), including—

(A) lands owned by the Federal Government and lands owned by a State or local government within the immediate vicinity of those portions of the highway formerly designated as United States Route 66; and

(B) private land within that immediate vicinity that is owned by persons or entities that are willing to participate in the programs authorized by this Act.

(2) **CULTURAL RESOURCE PROGRAMS.**—The term “Cultural Resource Programs” means the programs established and administered by the National Park Service for the benefit of and in support of preservation of the Route 66 corridor, either directly or indirectly.

(3) **PRESERVATION OF THE ROUTE 66 CORRIDOR.**—The term “preservation of the Route 66 corridor” means the preservation or restoration of structures or other cultural resources of businesses, sites of interest, and other contributing resources that—

(A) are located within the land described in paragraph (1);

(B) existed during the route’s period of outstanding historic significance (principally between 1926 and 1970), as defined by the study prepared by the National Park Service and entitled “Special Resource Study of Route 66”, dated July 1995; and

(C) remain in existence as of the date of the enactment of this Act.

(4) **SECRETARY.**—The term “Secretary” means the Secretary of the Interior, acting through the Cultural Resource Programs at the National Park Service.

(5) **STATE.**—The term “State” means a State in which a portion of the Route 66 corridor is located.

SEC. 2. MANAGEMENT.

16 USC 461 note.

Guidelines.

(a) **IN GENERAL.**—The Secretary, in collaboration with the entities described in subsection (c), shall facilitate the development of guidelines and a program of technical assistance and grants that will set priorities for the preservation of the Route 66 corridor.

(b) **DESIGNATION OF OFFICIALS.**—The Secretary shall designate officials of the National Park Service stationed at locations convenient to the States to perform the functions of the Cultural Resource Programs under this Act.

(c) **GENERAL FUNCTIONS.**—The Secretary shall—

(1) support efforts of State and local public and private persons, nonprofit Route 66 preservation entities, Indian tribes, State Historic Preservation Offices, and entities in the States for the preservation of the Route 66 corridor by providing technical assistance, participating in cost-sharing programs, and making grants;

(2) act as a clearinghouse for communication among Federal, State, and local agencies, nonprofit Route 66 preservation entities, Indian tribes, State historic preservation offices, and private persons and entities interested in the preservation of the Route 66 corridor; and

(3) assist the States in determining the appropriate form of and establishing and supporting a non-Federal entity or entities to perform the functions of the Cultural Resource Programs after those programs are terminated.

(d) **AUTHORITIES.**—In carrying out this Act, the Secretary may—

(1) enter into cooperative agreements, including (but not limited to) cooperative agreements for study, planning, preservation, rehabilitation, and restoration related to the Route 66 corridor;

(2) accept donations of funds, equipment, supplies, and services as appropriate;

(3) provide cost-share grants for projects for the preservation of the Route 66 corridor (but not to exceed 50 percent of total project costs) and information about existing cost-share opportunities;

(4) provide technical assistance in historic preservation and interpretation of the Route 66 corridor; and

(5) coordinate, promote, and stimulate research by other persons and entities regarding the Route 66 corridor.

(e) **PRESERVATION ASSISTANCE.**—

(1) **IN GENERAL.**—The Secretary shall provide assistance in the preservation of the Route 66 corridor in a manner that is compatible with the idiosyncratic nature of the Route 66 corridor.

(2) **PLANNING.**—The Secretary shall not prepare or require preparation of an overall management plan for the Route 66 corridor, but shall cooperate with the States and local public and private persons and entities, State historic preservation offices, nonprofit Route 66 preservation entities, and Indian tribes in developing local preservation plans to guide efforts to protect the most important or representative resources of the Route 66 corridor.

16 USC 461 note. **SEC. 3. RESOURCE TREATMENT.**

(a) **TECHNICAL ASSISTANCE PROGRAM.—**

(1) **PROGRAM REQUIRED.—**The Secretary shall develop a program of technical assistance in the preservation of the Route 66 corridor and interpretation of the Route 66 corridor.

(2) **PROGRAM GUIDELINES.—**As part of the technical assistance program under paragraph (1), the Secretary shall establish guidelines for setting priorities for preservation needs for the Route 66 corridor. The Secretary shall base the guidelines on the Secretary's standards for historic preservation.

(b) **PROGRAM FOR COORDINATION OF ACTIVITIES.—**

(1) **IN GENERAL.—**The Secretary shall coordinate a program of historic research, curation, preservation strategies, and the collection of oral and video histories of events that occurred along the Route 66 corridor.

(2) **DESIGN.—**The program under paragraph (1) shall be designed for continuing use and implementation by other organizations after the Cultural Resource Programs are terminated.

16 USC 461 note. **SEC. 4. AUTHORIZATION OF APPROPRIATIONS.**

There are authorized to be appropriated \$10,000,000 for the period of fiscal years 2000 through 2009 to carry out the purposes of this Act.

Approved August 10, 1999.

LEGISLATIVE HISTORY—H.R. 66 (S. 292):

HOUSE REPORTS: No. 106-137 (Comm. on Resources).

SENATE REPORTS: No. 106-20 accompanying S. 292 (Comm. on Energy and Natural Resources).

CONGRESSIONAL RECORD, Vol. 145 (1999):

June 30, considered and passed House.

July 27, considered and passed Senate.



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California Historic Route 66

NEEDLES TO BARSTOW CORRIDOR MANAGEMENT PLAN

APPENDIX V: IMPLEMENTATION

MAY 2015



Bureau of Land Management
California Desert District



California
Historic Route 66
Association

APPENDICES

The following appendices provide background information in support of the plan. Appendices I and V are included in the print versions of the plan. Appendices II, III, and IV are available on line at the CHR66A website (<http://cmp.route66ca.org>).

Appendix I: Legislation and Route Description

Appendix II: Maps

- Map 1: Corridor Route Location

- See Map 2: Land Ownership

- Map 3: Historic Features (3 panels)
 - West panel

 - Central panel

 - East panel:

- Map 4: Natural Resources

- Map 5: Recreational Resources

- Map 6: Visual Resource Inventory

- Transportation Diagrams

Appendix III: Inventory of Historic Resources

Appendix IV: Public Outreach

Appendix V: Implementation Table

Appendix VI: Bibliography

Project Consulting Team:

Lardner/Klein Landscape Architects, PC

MIG, Inc.

Thomason And Associates

National Trust for Historic Preservation

Jim Klein, *Project Manager, Byway Planner*

Cara Smith, *Planning and research, GIS*

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Joan Chaplick, *Public Outreach*

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Phil Thomason, *Preservation*

Andra Kowalczyk Martens, *Preservation*

Carolyn Brackett, *Heritage Tourism, Marketing*



Memorandum:

To: Distribution
 From: Jim Klein
 Cc: Project Team
 Date: 2/10/15
 Subject: Implementation Table Handout for February 19, 2015 Web-Meeting

Page #	Management Need	Potential Partners	Implementation Technique	Phase
Stewardship (Chapter 4 CMP)				
1. Management framework to guide potential conservation and preservation strategies				
71	1.1 Adopt official map; define travel route & corridor 1.2 Adopt common landscape management units	<ul style="list-style-type: none"> Each jurisdiction with responsibilities for the road All public & private agencies with management or planning responsibilities in the corridor 	Policy adoption: <ul style="list-style-type: none"> Adopt as part of plan endorsement resolution by referencing CMP 	Establishment Phase
2. Preserve the context of Historic Route 66				
72-73	2.1 Identify additional lands to be preserved as part of Nat'l Land Conservation System 2.2 Use BLM Visual Resource Management Objectives to guide land use decisions 2.3 Develop scenic resource management protocol for private lands 2.4 Apply BLM design guidelines from "Best Management Practices for Reducing Visual Impacts of Renewable Energy Facilities on BLM-Administered Lands" 2.5 Identify boundaries for facilitating business development and heritage-based tourism 2.6 Consider additional off-premise sign regulations in Barstow	<ul style="list-style-type: none"> Federal agencies with management responsibilities SB County City of Needles City of Barstow Daggett CSD Newberry Springs CSD Stakeholders in Ludlow, Amboy, Chambless, Essex, Fenner, and Goffs 	Policy adoption: <ul style="list-style-type: none"> Input to Draft DRECP; BLM (adopt VRM land management policy based upon DRECP) County adopt as part of general plan update City of Barstow and City of Needles adopt as part of general plan update and future zoning code revisions, as appropriate; 	Sustaining Phase
3. Preserve Historic Route 66 and directly related features				

Page #	Management Need	Potential Partners	Implementation Technique	Phase
74-75	<p>3.1 Use the Multiple Property Document Form to seek nomination of the route for listing in the National Register</p> <p>3.2 Seek designation for properties that would contribute to NRHP eligibility</p> <p>3.3 Support efforts to develop Comprehensive Historic Treatment Plan meeting the Secretary of Interior's Guidelines for Rehabilitation to retain character defining features</p> <p>3.4 Support efforts by SBC to maintain and/or reconstruct bridges</p> <p>3.5 Prepare NRHP nominations for individual properties eligible within the MPDF</p> <p>3.6 Identify properties worthy of stabilization and rehabilitation. Facilitate actions for their conservation and/or adaptive reuse</p> <p>3.7 Encourage establishment of locally designated "community heritage areas" and/or recognition programs in Barstow and Needles</p> <p>3.8 Develop and implement an "adopt a bridge" program to support needed maintenance and rehabilitation actions</p> <p>3.9 Establish a "circuit rider" program to provide information and technical assistance about preservation options</p>	<ul style="list-style-type: none"> ▪ San Bernardino County ▪ California SHPO ▪ CHR66A ▪ NPS ▪ BLM ▪ California Preservation Foundation ▪ Local Historic Preservation Organizations ▪ Area residents, property owners, volunteers, students, consultants ▪ National 66 Federation adopters (Sections 21, 22, 23) 	<p>Preservation Planning and Implementation:</p> <ul style="list-style-type: none"> ▪ Form a preservation committee to assist with this effort and seek external funding 	Sustaining Phase
Enhancement (Chapter 5)				
1. Establish gateway communities to orient visitors				
	<p>1.1 Use Harvey Houses in Needles and Barstow as the primary visitor information centers for Route 66</p> <p>1.2 Introduce primary themes at existing museums and visitor centers</p> <p>1.3 Support existing efforts to establish walking tours and driving itineraries in Needles</p> <p>1.4 Support existing efforts to establish walking tours and driving itineraries in Barstow and interpreting Old Spanish Trail/Route 66</p> <p>1.5 Establish interchange visitor orientation kiosks at Five Mile Road exit and at Barstow end of corridor</p>	<ul style="list-style-type: none"> ▪ BLM ▪ CHR66A ▪ NPS ▪ Needles Regional Museum ▪ Route 66 "Mother Road" Museum ▪ Mojave River Valley Museum ▪ Desert Discovery Center ▪ Western America Railroad Museum ▪ El Garces ▪ City of Needles ▪ City of Barstow ▪ Chamber of Commerce (Needles and Barstow) ▪ BNSF Railroad 	<p>Design and Implementation:</p> <ul style="list-style-type: none"> ▪ Build upon ongoing City of Needles and City of Barstow efforts for Route 66 based heritage-tourism. ▪ Corridor-wide visitor experience committee to assist with coordinating gateway efforts and to seek funding for signage, museum exhibit and wayside gateway panels for gateway locations. 	Development Phase

Page #	Management Need	Potential Partners	Implementation Technique	Phase
2. Develop regional interpretive sites to support and educate visitors (Goffs, Essex, Ludlow, Amboy)				
	2.1 Support efforts to establish regional multi-service destinations as focal points for interpretation at locations with existing services 2.2 Seek funding for feasibility studies and necessary preservation planning for adaptive re-use of the Essex and Amboy Schools 2.3 Seek funding for development of master plans in support of regional interpretive sites at Goffs and Ludlow	<ul style="list-style-type: none"> ▪ BLM ▪ CHR66A ▪ NPS ▪ MDCHA ▪ Community of Amboy (Albert Okura) ▪ Community of Ludlow and business partners ▪ Community of Essex and business partners ▪ Area residents, property owners, volunteers 	<p>Preservation Planning and Design with external funding required:</p> <ul style="list-style-type: none"> ▪ Corridor wide Visitor Experience committee to pursue grants and sponsorships to coordinate fundraising for these major projects. <p>(Key Words: rural economic development, historic preservation, education, and interpretation)</p>	Development Phase
3. Identify priority site-specific opportunities for interpretation and coordination				
	3.1 Develop smaller-scale site specific interpretive destinations focused primarily on the Route 66 related themes	<ul style="list-style-type: none"> ▪ BLM ▪ CHR66A ▪ NPS (Route 66 Corridor Preservation) ▪ San Bernardino County (ROW) ▪ MDCHA ▪ Chambers of Commerce (Needles, Newberry Springs, Barstow) ▪ Corporate sponsorships ▪ Area residents, property owners, volunteers 	<ul style="list-style-type: none"> ▪ Design and Implementation; external funding or sponsorships: first emphasize sites paired with MDCHA web-based exhibit suitable for installation of QR codes (see page 111) <p>(Key Words: rural economic development, historic preservation, education, and interpretation)</p>	
4. Establish consistent visual and graphic identity				
	4.1 Prepare a visual and graphic identity guide 4.2 Incorporate identity into community wayfinding to direct Route 66 visitors to full service visitor information sites 4.3 Use visual and graphic identity to provide reassurance to travelers of the authenticity of sites, attractions and services 4.4 Apply visual and graphic identity to all web-based and mobile technologies, printed media, events and programming	<ul style="list-style-type: none"> ▪ BLM ▪ CHR66A ▪ NPS (Route 66 Corridor Preservation) ▪ San Bernardino County (ROW) ▪ CalTrans ▪ Managers of Route 66 sites and area museums ▪ Other interested stakeholders 	<ul style="list-style-type: none"> ▪ Graphic design and implementation; external funding required: using corridor wide Visitor Experience committee to pursue grants <p>(Key Words: rural economic development, historic preservation, education, and interpretation)</p>	
5. Develop innovative ways to tell the Route 66 story				

Page #	Management Need	Potential Partners	Implementation Technique	Phase
	5.1 Link the on-line exhibit using images from the Frasher Foto Postcard Collection of the Pomona Public Library to on-site QR codes at the locations in the field 5.2 Pursue funding opportunities to bring the MDCHA exhibit into Historic Route 66's landscape 5.3 Identify potential exhibit sites for QR codes based upon availability of post card image, cell and/or wi-fi service, tied to a safe place to pull off and use 5.4 Develop a theme for each town that emphasizes different resources and coordinates the story from place to place 5.5 Partner with universities, National Park Service and others to share expertise and resources 5.6 Use film history of Route 66 for stories and to encourage broader programming in the arts and culture 5.7 Bring back Route 66 imagery from advertising to help tell the story of Route 66 5.8 Develop interpretive itineraries using AMTRAK travel 5.9 Prepare printed map and exhibit guide excursions	<ul style="list-style-type: none"> ▪ MDCHA ▪ BLM ▪ CHR66A ▪ NPS (Route 66 Corridor Preservation) ▪ San Bernardino County (ROW) ▪ Chambers of Commerce (Needles, Newberry Springs, Barstow) ▪ Corporate sponsorships ▪ Area residents, property owners, volunteers 	<ul style="list-style-type: none"> ▪ Mobile and web-based application design and implementation; external funding required: using corridor wide Visitor Experience committee to pursue grants ▪ (Key Words: rural economic development, historic preservation, education, and interpretation) 	
6. Increase level of care for resources				
	6.1 Target future enhancements to support coordinated interpretive development 6.2 Give priority to interpreted sites for preservation and enhancement funding, technical assistance and marketing assistance 6.3 Work with property owners to clean up sites 6.4 Work with local government to develop recognition programs for interpreted sites 6.5 Work with BLM and state agencies to link recreational opportunities with Route 66 interpretation 6.6 Develop technical assistance program for property owners having Route 66 resources	<ul style="list-style-type: none"> ▪ Area residents, property owners, volunteers, students, consultants ▪ National 66 Federation adopters (Sections 21, 22, 23) ▪ San Bernardino County Solid Waste Management ▪ City of Needles ▪ City of Barstow ▪ Newberry Springs CSD ▪ Daggett CSD ▪ Chambers of Commerce (Needles, Newberry Springs, Barstow) ▪ CalTrans (selected routes) ▪ California Natural Resources Agency ▪ BLM ▪ CHR66A ▪ User groups (bicycling, off-road vehicles, etc.) ▪ School and church groups 	<p>Volunteer coordination and recruitment</p> <ul style="list-style-type: none"> ▪ San Bernardino County Department of Public Works Adopt-a-Road Program ▪ San Bernardino County Community Clean Up & Recycling Events. ▪ NPS Route 66 Corridor Preservation Program ▪ CalRecycle's various grant and payment programs ▪ Corporate sponsorship of clean up efforts 	

Page #	Management Need	Potential Partners	Implementation Technique	Phase
7. Use innovative tools to help tell the stories				
	7.1 Use interactive recordings so that a visitor can get a better sense of the sounds of the desert 7.2 Expand use of historical images in empty storefronts 7.3 Use technology to tell the story as a visitor is traveling 7.4 Take better advantage of interpretive opportunities at restrooms 7.5 Use Pinterest or Instagram to communicate stories as a means of capturing younger generation	<ul style="list-style-type: none"> ▪ City of Needles ▪ City of Barstow ▪ Chamber of Commerce (Needles, Barstow and Newberry Springs) ▪ Needles Regional Museum ▪ Route 66 "Mother Road" Museum ▪ Mojave River Valley Museum ▪ Desert Discovery Center ▪ Western America Railroad Museum ▪ El Garces ▪ Regional arts and cultural organizations 	<p>Interpretative Planning; Exhibit Design and Implementation</p> <ul style="list-style-type: none"> ▪ Seek external funding to develop web- and mobile based technologies as well as site specific exhibits ▪ Place salvaged Autrey Museum exhibits in storefronts 	Development Phase
8. Link recreational and cultural activities to Route 66 to expand audiences				
	8.1 Evaluate feasibility of adapting the schools at Essex and Amboy for housing artists in residence, hostels for educational tours, and/or performance and gallery spaces 8.2 Evaluate feasibility of adapting abandoned buildings that are still intact for exhibit and gallery spaces 8.3 Develop a program for coordinating and bringing new works of performing, visual and design artists that are inspired by the Mojave Desert	<ul style="list-style-type: none"> ▪ California State Historic Preservation Office ▪ California Preservation Foundation ▪ NPS Route 66 Corridor Preservation Program ▪ El Garces; ▪ Needles Museum; ▪ Goff's Schoolhouse; ▪ Mother Road Museum ▪ Desert Discovery Center ▪ Mojave Valley Museum ▪ Autrey Museum ▪ Regional universities and local school districts 	<p>Historic Preservation Planning and Implementation; Interpretative Planning; Exhibit Design and Implementation</p> <ul style="list-style-type: none"> ▪ Seek external funding for preservation planning and to support adaptive re-use of schools and other historic structures ▪ Seek support of regional arts and cultural organizations to bring performances to rural areas 	Development Phase

Page #	Management Need	Potential Partners	Implementation Technique	Phase
Visitor Safety and Roadway Experience (Chapter 6 CMP)				
1. Using context sensitive solutions				
117	<p>1.1 Establish process for communicating the rationale for preserving Historic Route 66 and its features to County and State transportation agencies</p> <p>1.2 Coordinate any proposed or planned maintenance with appropriate land management agency or office of jurisdiction</p> <p>1.3 Consult the report <i>NCHRP 189 Design and Management of Historic Roads</i> for recommendations regarding design issues, terms, approaches and guidance</p> <p>1.4 Agree upon guidelines and design standards that impact the geometric design, lane widths, crash-barrier design as well as the future operating speeds for the historic roadway</p> <p>1.5 Determine the nature of future truck use along Historic Route 66</p> <p>1.6 Determine the applicability of California's State Historical Building Code as a tool for historic preservation</p> <p>1.7 Adopt a historic treatment plan for Historic Route 66 through the Mojave Desert</p>	<ul style="list-style-type: none"> ▪ San Bernardino County (Public Works) ▪ CalTrans (Preservation Office and District 8) ▪ FHWA ▪ California State Historic Preservation Office ▪ California Natural Resources Agency ▪ BLM ▪ CHR66A ▪ 	<p>Preservation Planning; Transportation Planning; Engineering and Facility Maintenance</p> <ul style="list-style-type: none"> ▪ Seek funding to prepare historic treatment plan and programmatic agreement for future maintenance activities needed to keep road open. 	Sustaining Phase
2. Leveraging historic significance to facilitate more funding options				
118	<p>2.1 Adopt a policy designating Historic Route 66 as a heritage tourism destination and confirm the de facto role as an emergency alternate route to I-40</p> <p>2.2 Develop and adopt a phased historic preservation treatment plan that will allow bridge and resurfacing work to occur on distinct segments</p> <p>2.3 Coordinate any and all proposed or planned road/right-of-way improvements with appropriate land management agency/office of jurisdiction</p> <p>2.4 Develop and adopt a programmatic environmental assessment for all identified 3R work (bridge repair and roadway resurfacing) based upon 2.3 above</p> <p>2.5 Seek funding to provide a means of financing road modifications through partnerships with heavy users of the route</p>	<ul style="list-style-type: none"> ▪ San Bernardino County (Board of Supervisors, Public Works, Land Use Services) ▪ BLM ▪ FHWA ▪ CalTrans (Preservation Office and District 8) ▪ California Natural Resources Agency ▪ California State Historic Preservation Office ▪ CHR66A 	<p>Preservation Planning; Transportation Planning; Engineering and Facility Maintenance</p> <ul style="list-style-type: none"> ▪ Combination of local, state, federal and private funding resources will need to be brought forward to meet the projected costs for repairing and replacing bridges and resurfacing degraded sections of Route 66 ▪ Programmatic agreements for environmental approvals are needed to facilitate the phased implementation of the repair and replacement program. 	Sustaining Phase

Page #	Management Need	Potential Partners	Implementation Technique	Phase
3. Facilitating broader range of travel modes				
	3.1 Establish appropriate long-distance routes, support facilities, and safety protocols for long distance bicycle trips on Route 66. Incorporate context sensitive design guidelines for accommodating bicycle travel 3.2 Establish mass-transit itineraries, events and programming 3.3 Ensure that desert travel safety measures are printed on all collateral materials for itineraries and incorporated boldly on all web-based information 3.4 Develop and maintain up-to-date signage and visitor information kiosks regarding available services at exit points where I-40 and Historic Route 66 intersect 3.5 Develop and maintain up-to-date route marking and wayfinding signage 3.6 Develop safe and accessible pull-offs at key features along the roadway	<ul style="list-style-type: none"> ▪ BLM ▪ San Bernardino County (Public Works, Economic Development) ▪ Bicycling clubs (local and national) ▪ AMTRAK ▪ Mass Transit Services (Barstow, Needles) ▪ Private tour guides and recreation equipment providers ▪ Historic Route 66 destinations (multi-state itineraries) ▪ Hospitality providers ▪ Chambers of Commerce (Needles, Newberry Springs, Barstow) ▪ 	<p>Visitor Experience and Interpretive Planning; Transportation Planning; Engineering and Facility Maintenance</p> <ul style="list-style-type: none"> ▪ Agency coordination and external funding required 	Sustaining Phase
Marketing and Promotion		Chapter 7 CMP		
1. Positioning California historic Route 66 for tourism				
	1.1 Develop consistent messaging	<ul style="list-style-type: none"> ▪ BLM ▪ CHR66A ▪ SB County ▪ Visit CA ▪ Discover IE 	Agency Coordination	Establishment Phase

Page #	Management Need	Potential Partners	Implementation Technique	Phase
2. Strategies to trip planning and travel easy				
	2.1 Prepare marketing materials in multi-lingual formats 2.2 Provide current, consistent and correct information to all media platforms 2.3 Develop an annual schedule for checking, updating and submitting information across promotional platforms 2.4 Develop a schedule of events for social media outlets 2.5 Prepare a set of press materials for travel media 2.6 Host an information booth at targeted regional tourism events 2.7 Develop and host a multi-media image library 2.8 Create suggested itineraries for target audiences 2.9 Produce and distribute inexpensive printed collateral materials 2.10 Identify new venues for promotion to niche audiences 2.11 Develop and install information kiosks	<ul style="list-style-type: none"> ▪ BLM ▪ CHR66A ▪ SB County Economic Development ▪ Visit CA ▪ Discover IE ▪ Photo clubs ▪ Chambers of Commerce (Needles, Newberry Springs, Barstow) ▪ El Garces; ▪ Needles Museum; ▪ Goff's Schoolhouse; ▪ Mother Road Museum ▪ Desert Discovery Center ▪ Mojave Valley Museum ▪ AIANTA (California Tribes associated with Route 66 are San Manuel Band of Mission Indians and Fort Mojave Tribal Council) 	<ul style="list-style-type: none"> ▪ Seek external funds (hotel and motel tax receipts, or rural economic development) for web site development, mobile applications, social media marketing, and Flickr, Instagram, Pinterest sites 	Establishment and Development Phases
3. Partner promotional resources				
	3.1 Utilize low cost or no cost promotional resources	<ul style="list-style-type: none"> ▪ CHR66A (website update) ▪ Visit California ▪ Discover Inland Empire ▪ San Bernardino County Economic Development Agency ▪ BLM Discover the Desert Program 	<ul style="list-style-type: none"> ▪ Requires coordination to use materials developed for other marketing efforts and to submit items in a usable format prior to the deadlines noted 	Establishment Phase

Key Words	Grant Name	Sponsor	Brief Description of Purpose	Website	Deadline
Community Development Agriculture	Rural Community Development Initiative	Rural Housing Service, USDA	Qualified private, nonprofit and public (including tribal) intermediary organizations proposing to carry out financial and technical assistance programs will be eligible to receive the funding. The intermediary will be required to provide matching funds in an amount at least equal to the RCDI grant. The respective minimum and maximum grant amount per intermediary is \$50,000 and \$250,000. The intermediary must provide a program of financial and technical assistance to a private, nonprofit community-based housing and development organization, a low income rural community or a federally recognized tribe.	http://www.gpo.gov/fdsys/pkg/FR-2014-08-13/pdf/2014-19132.pdf	11/12/14
Enhancement	Planning Program and Local Technical Assistance Program	Economic Development Administration	Pursuant to PWEDA, EDA announces general policies and application procedures for grant-based investments under the Planning and Local Technical Assistance programs. Under the Planning program EDA assists eligible recipients in creating regional economic development plans designed to stimulate and guide the economic development efforts of a community or region. As part of this program, EDA supports Partnership Planning investments to facilitate the development, implementation, revision, or replacement of Comprehensive Economic Development Strategies (CEDs), which articulate and prioritize the strategic economic goals of recipients' respective regions.	http://www.eda.gov/funding-opportunities/	rolling
Community Development Rural Economic Development					
Historic Preservation	FY2014 SHPO Historic Preservation Fund Grants in Aid	National Park Service	To provide matching grants to States for the identification, evaluation, and protection of historic properties by such means as survey, planning, technical assistance, acquisition, development, and certain Federal tax incentives available for historic properties; to provide matching grants to States to expand the National Register of Historic Places, (the Nation's listing of districts, sites, buildings, structures, and objects significant in American history, architecture, archeology, engineering and culture at the National, State and local levels) to assist Federal, State, and Local Government agencies, nonprofit organizations and private individuals in carrying out historic preservation activities.	http://www.nps.gov/history/hpg/s_hpo/shpo_grants.html	12/31/14
Cultural Resources Heritage Tourism					
Cultural Resources	2015 Preservation Technology and Training Grants	National Park Service	The Preservation Technology and Training (PTT) Grants program provides funding for innovative research that develops new technologies or adapts existing technologies to preserve cultural resources. NCPTT does not fund "Bricks and Mortar" grants. In order to focus research efforts, NCPTT requests innovative proposals that advance the application of science and technology to historic preservation in the following areas: Planning for and responding to Climate Change and the impacts of natural and man-made disasters on cultural resources; 3D documentation and visualization techniques for historic sites, landscapes, buildings and objects; Mobile application development for cultural resource detection, documentation, management, etc.; Development and testing of protective coatings for cultural materials.	http://ncptt.nps.gov/grants/	11/5/14
Historic Preservation					
Natural Resources	Cooperative Landscape Conservation and Science Support	US Fish and Wildlife Service	Landscape Conservation Cooperatives (LCCs) have created a network of partners working in unison to ensure the sustainability of America's land, water, wildlife and cultural resources. Financial assistance may be awarded for science projects and LCC-prioritized biological planning, conservation design and adaptive management projects to include: research; inventory design and implementation; monitoring; goal and priority setting associated with efficient and effective conservation; development of implementation strategies; and projects supporting all other FWS organizational efforts, including planning, establishment maintenance, and general business operations. Proposals will be reviewed and evaluated on a rolling basis subject to available funding.	none provided	9/30/15
Environment Conservation					

Key Words	Grant Name	Sponsor	Brief Description of Purpose	Website	Deadline
Community Development	Advancing Safe and Healthy Homes Initiative	The Kresge Foundation	We support efforts to improve the homes, surroundings and quality of life for children and their families living in low-income communities through three initiatives: In our safe and healthy housing work, we take a comprehensive approach and support efforts to abate hazards, accelerate policy and systems changes, provide community education and build community engagement. In our transportation and the built environment initiative, we partner with organizations addressing the health effects of freight transport, especially on vulnerable communities and workers. We also support efforts to re-examine aspects of the built environment that create barriers to physical activity and affect air and water quality and public safety. In our healthy food initiative, we invest in efforts to improve food-system policies and practices, especially those that provide better access to fruits, vegetables and other healthful foods and that reduce the emphasis on products without nutritional benefits.	http://kresge.org/programs/health/healthy-environments	ongoing
Environment Open Space					
Rural Economic Development	Community Facility Loans	Rural Community Assistance Corporation	Rural Community Assistance Corporation's (RCAC) Community Facilities Loan Program helps create or improve essential community facilities to serve communities in the rural West. This RCAC loan program offers short-term loans to meet early acquisition and pre-development needs, interim construction costs and long-term permanent financing. Essential community facilities include a wide variety of projects, such as public buildings, nonprofit office buildings, treatment centers, emergency and transitional housing, assisted living, human services, public safety, child care, education and cultural facilities. These are only examples; many other types of projects are eligible.	http://www.rcac.org/assets/loan%20fund/community_facilities_Lending.pdf	ongoing
Rural Economic Development	Environmental Infrastructure Loan Program	Rural Community Assistance Corporation	Rural Community Assistance Corporation's (RCAC) Environmental Infrastructure Loan Program helps create, improve or expand the supply of safe drinking water, waste disposal systems and other facilities that serve communities in the rural West. RCAC's loan programs are unique — they provide the early funds small rural communities need to determine feasibility and pay pre-development costs prior to receiving state and federal program funding. RCAC also may provide interim construction financing, as well as intermediate and long-term loans for system improvements. Infrastructure project categories include energy efficiency, water efficiency, green infrastructure, and environmentally innovative projects.	http://www.rcac.org/assets/Enviro_Lending.pdf	ongoing
Conservation Watershed					
Community Development	Sunderland Foundation Grants	Sunderland Foundation	Sunderland Foundation Grants support capital improvement projects in the areas of higher education, churches, youth serving agencies, health facilities, community buildings, museums, civic projects, and housing projects. The Foundation generally awards grants to larger, well-established nonprofit organizations. Start-ups and small, grassroots organizations are encouraged to seek funding elsewhere.	http://www.sunderlandfoundation.org/FundingAreas.asp	Applications are reviewed quarterly
Rural Economic Development Cultural Resources					
Community Development	Wells Fargo Corporate Giving	Wells Fargo Bank	Wells Fargo looks for projects that keep our communities strong, diverse, and vibrant. We make grants in four primary areas: Community Development , Education, Human Services and Civic/Cultural/Arts , and we are also supportive of those nonprofit organizations for which Wells Fargo team members have made a commitment to volunteer via direct service or through committee or Board membership.	https://www.wellsfargo.com/about/charitable/ut_guidelines	Ongoing
Cultural Resources Rural Economic Development					
Community Development	Our Town	National Endowment for the Arts	The National Endowment for the Arts has published guidelines and an application for the next Our Town funding round. Through the annual program, the endowment will provide a limited number of grants for creative placemaking 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 Placemaking	http://arts.gov/grants-organizations/our-town/introduction	12/15/14
Cultural Resources Enhancement					

Key Words	Grant Name	Sponsor	Brief Description of Purpose	Website	Deadline
Community Development	Rural Housing and Economic Development (RHED) Program	US Department of Housing and Urban Development (HUD)	The Rural Housing and Economic Development (RHED) Program provides for capacity building at the state and local level for rural housing and economic development and to support innovative housing and economic development activities in rural areas . Possible activities include: preparation of plans, architectural drawings, acquisition of land and buildings, demolition, provision of infrastructure, purchase of materials and construction costs, use of local labor markets, job training and counseling for beneficiaries and financial services such as revolving loan funds and Individual Development Accounts or IDAs.	http://portal.hud.gov/hudportal/HUD?src=/program_offices/comm_planning/economicdevelopment/programs/rhed	not provided
Conservation	WaterSMART Grants	US Department of the Interior, Bureau of Reclamation	Through the WaterSMART Grants (formerly Challenge Grants) Reclamation provides 50/50 cost share funding to irrigation and water districts, Tribes, States and other entities with water or power delivery authority. Projects should seek to conserve and use water more efficiently, increase the use of renewable energy, protect endangered species, or facilitate water markets . Projects are selected through a competitive process and the focus is on projects that can be completed within 24 months that will help sustainable water supplies in the western United States.	http://www.usbr.gov/WaterSMART/weeg/index.html	funding opportunities to FY 2015 expected to be posted to grants.gov in October 2014; not yet as of 10/27/14
Watershed Protection					
Recreation	Rapid Response Grants	Advocacy Advance: Tools to Increase Biking and Walking	Rapid Response Grants help state and local organizations take advantage of unexpected opportunities to win, increase, or preserve funding for biking and walking . These grants, accepted on a rolling basis, are for short-term campaigns that will increase or preserve investments in active transportation in communities where program choices are being made on how to spend federal, state, and local funding.	http://www.advocacyadvance.org/grants#rapidresponsegrants	ongoing
Community Development					
Watershed	Urban Waters Small Grants	US Department of Environmental Protection	The goal of the Urban Waters Small Grants program is to fund research, investigations, experiments, training, surveys, studies, and demonstrations that will advance the restoration of urban waters by improving water quality through activities that also support community revitalization and other local priorities .	http://www2.epa.gov/urbanwaters/urban-waters-small-grants	Deadlines for 2014 have passed; Urban Waters Small Grants are competed and awarded every two years.
Community Development Enhancement					
Historic Preservation	National Trust Preservation Funds	National Trust for Historic Preservation	Grants from National Trust Preservation Funds (NTPF) are intended to encourage preservation at the local level by providing seed money for preservation projects. Priorities include: 1) Building sustainable communities 2) Reimagining historic sites 3) Promoting diversity and place 4) Protecting historic places on public lands. Grants generally start at \$2,500 and range up to \$5,000. The selection process is very competitive.	http://www.preservationnation.org/resources/find-funding/preservation-funds-guidelines-eligibility.html#EligibleApplications	Application deadlines are February 1, June 1, and October 1
Protection Cultural Resources					
Historic Preservation	Hart Family Fund for Small Towns	National Trust for Historic Preservation	Grants from the Hart Family Fund for Small Towns are intended to encourage preservation at the local level by providing seed money for preservation projects in small towns. Grants from the Hart Family Fund for Small Towns generally range from \$2,500 to \$10,000. The selection process is very competitive. Public agencies and nonprofit organizations in towns with a population of 5,000 or less are eligible.	http://www.preservationnation.org/resources/find-funding/special-funds/hart-fund.html	5/1/14
Protection Cultural Resources					
Historic Preservation	Johanna Favrot Fund for Historic Preservation	National Trust for Historic Preservation	The fund aims to save historic environments in order to foster an appreciation of our nation's diverse cultural heritage and to preserve and revitalize the livability of the nation's communities. Grants from the Johanna Favrot Fund for Historic Preservation generally range from \$2,500 to \$10,000. Public agencies and nonprofit organizations are eligible.	http://www.preservationnation.org/resources/find-funding/special-funds/johanna-favrot-fund.html	5/1/14
Protection Cultural Resources					

Key Words	Grant Name	Sponsor	Brief Description of Purpose	Website	Deadline
Rural Economic Development	Rural Business Opportunity Grant	US Department of Agriculture	The Rural Development Business Opportunity Grant (RBOG) program provides grants to conduct area-wide economic development planning. Public bodies, nonprofit development corporations, Federally recognized Indian Tribes, and rural cooperatives are eligible to apply for funds.	http://www.rurdev.usda.gov/UT-BCPrograms.html#rbeg	not provided
Enhancement	Farm and Ranch Solid Waste Cleanup and Abatement	California Department of Resources Recycling and Recovery	The Department of Resources Recycling and Recovery administers the Farm and Ranch Solid Waste Cleanup and Abatement Grant Program, which provides up to \$1 million annually in grants for the cleanup of illegal solid waste sites on farm or ranch property.	http://www.calrecycle.ca.gov/LEA/GrantsLoans/FarmRanch/	Application due dates for fiscal year 2014/15 were July 15, 2014; October 28, 2014; and February 3, 2015.
Community Development					
Historic Preservation	Route 66 Cost Share Grants	NPS Route 66 Corridor Preservation Program	The Route 66 Corridor Preservation Program provides funding assistance in the form of cost-share grants to support the preservation of the most significant and representative historic Route 66 buildings, structures, road segments, and cultural landscapes in the eight states through which the route passes. Assistance is also provided to support research, planning, oral history, and education outreach projects related to the preservation of Route 66.	http://www.cr.nps.gov/rt66/grants/index.htm	Friday March 27, 2015
Rural Economic Development	Community Connect Grant Program	Department of Agriculture Utilities Programs	The Community-Oriented Connectivity Broadband Grant Program (Community Connect Grant Program) is designed to provide financial assistance to provide service at the Broadband Grant Speed in rural, economically-challenged communities where broadband service does not currently exist. Grant funds may be used to: (1) deploy service at the Broadband Grant Speed to critical community facilities, rural residents, and rural businesses, (2) construct, acquire, or expand a community center, and (3) equip a community center that provides free access to service at the Broadband Grant Speed to community residents for at least two years. Grants will be awarded on a competitive basis for entities to serve all premises in eligible rural areas at the Broadband Grant Speed to ensure rural consumers enjoy the same quality and range of broadband services as are available in urban and suburban communities.	http://www.rd.usda.gov/programs-services/community-connect-grants	2/17/15
Natural Resources	Conservation Innovation Grants	Natural Resources Conservation Service (NRCS)	The Natural Resources Conservation Service (NRCS), an agency under the United States Department of Agriculture (USDA), is announcing availability of Conservation Innovation Grants (CIG) to stimulate the development and adoption of innovative conservation approaches and technologies. Proposals will be accepted from all 50 States, the District of Columbia, the Caribbean Area (Puerto Rico and the U.S. Virgin Islands), and the Pacific Islands Area (Guam, American Samoa, and the Commonwealth of the Northern Mariana Islands). NRCS anticipates that the amount available for support of this program in FY 2015 will be up to \$20 million. Proposals are requested from eligible governmental or non-governmental organizations or individuals for competitive consideration of grant awards for projects between 1 and 3 years in duration.	http://www.nrcs.usda.gov/wps/portal/nrcs/main/national/programs/financial/cig/	Preliminary application due 2/24/15