

Community Focus Statement B: Improve the visibility and access to Helendale from Route 66 and Interstate 15

B

Action Statement B.1: Coordinate with the County to design a corridor plan for National Trails Highway that improves aesthetics, provides wayfinding and addresses safety from Oro Grande through Helendale.

Benchmark: Completion and adoption of a corridor management plan.

Champion: Volunteer group or person or can be identified by the community

Estimate Cost: Staff time, \$150,000–\$250,000

Helendale is located just off the National Trails Highway (Historic Route 66) and has the potential to capture a greater number of passersby as they travel to other destinations. Currently there is very little indication of the services in Helendale available to travelers. A corridor plan is one tool that can be used to develop a comprehensive strategy to better capitalize on this local asset.

A corridor plan is a planning tool used to analyze local conditions, develop a future vision, and identify strategies to support positive change along a transportation corridor. The plan would address the Route 66 corridor from Oro Grande to Helendale and the Vista Road link to Silver Lakes. The plan's intent would be to better connect Helendale to this major corridor and promote local businesses and attractions located just off the highway in the community.

A corridor plan includes policy direction, design guidance, and implementable action items to clearly identify what, when, how, and by whom future improvements will take place. The plan for Helendale could address a range of issues important to the community, such as safety, tourism opportunities, aesthetics, wayfinding signage, gateway treatments, parking, and other improvements. The following are a few examples of details to include in the plan:

- A list of specific types of businesses to recruit in order to attract tourism
- A proposed land use plan
- The location and design of gateway signs at Route 66 off-ramps from both approaches to welcome highway travelers to Helendale and promote local attractions and amenities
- A street beautification and safety strategy that includes the location and design of new streetlight fixtures, street trees, directional and traffic signage, sidewalks, landscaping, benches, and other pedestrian facilities or traffic calming devices

SEATING + RECEPTACLES



DuMor Bench



DuMor Receptacle



Landscape Forms Bench



Landscape Forms Receptacle

LIGHTING



Sternburg-Milford



Sternburg-Recator



Epic



Sternburg Existing

BIKE RACK



Streetscape palette as part of a corridor plan showing implementation of lighting and furniture.

Note: Focus Statements A.2, B.1, and B.2 are very similar and could be addressed as part of one planning process. The community should consider all three objectives at once when considering implementation of these focus statements.

Action	Action Leader	Timeline	Resources
1. Form a Committee	Champion	Month 1	Route 66 BLM Link http://route66ca.org/corridor-management-plan/
2. Seek funding.	Committee	Months 1–4	
3. Issue an RFP and secure a contract for professional services to prepare the corridor plan.	Committee	Months 5–9	Bloomington, San Bernardino County, Valley Corridor Plan http://www.sbcounty.gov/Uploads/lus/SpecificPlans/ValleyCorridorSPDraftOct2016web.pdf
4. Consider creating a community-based design committee with key stakeholders from the community to help guide the process.	Committee	Months 10–12	Albuquerque Route 66 Action Plan https://www.cabq.gov/planning/documents/rte66ActionPlanFinalNov2014F_to_wresenacted.pdf
5. Engage the community and conduct meetings to gather input on land use, design guidelines, and streetscape furnishings.	Committee	Months 13–18	Arizona Historic Route 66 Corridor Management Plan https://azdot.gov/docs/default-source/scenic-routes/cmp_route_66.pdf?sfvrsn=2
6. Prepare the corridor plan and implement.	Committee	Months 13–24	