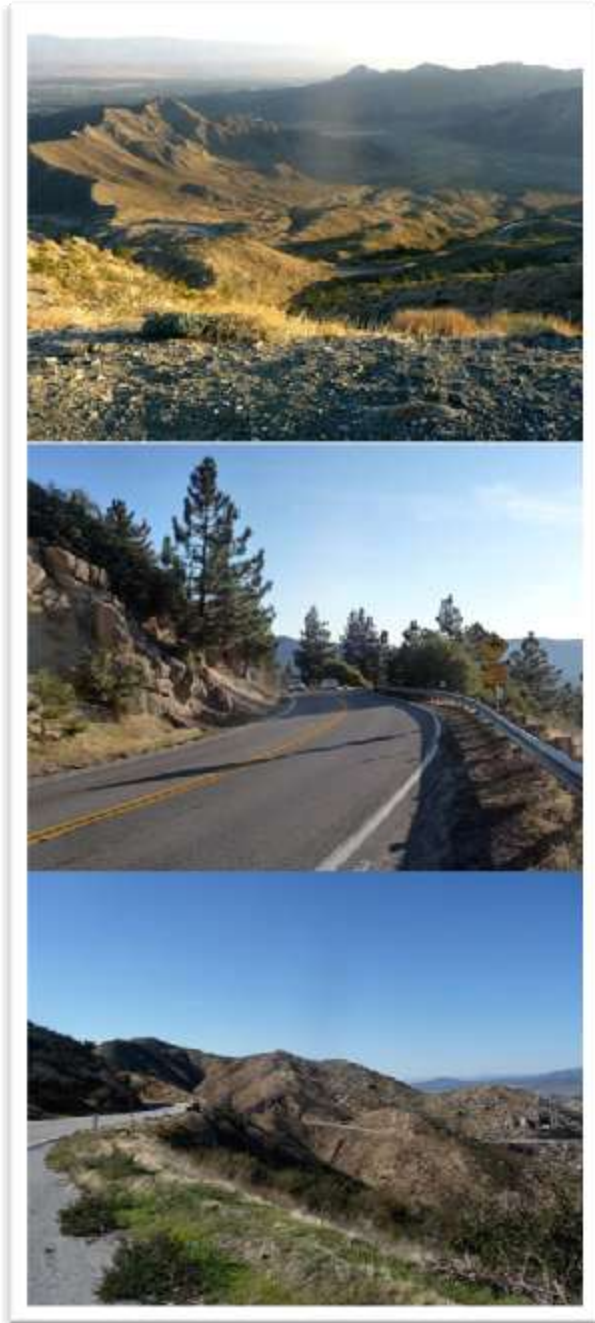


Palms to Pines Scenic Byway Corridor Management Plan

**PALMS TO PINES STATE SCENIC HIGHWAY
CALIFORNIA STATE ROUTES 243 AND 74**



June 2012



**Recreation
Solutions**



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CHAPTER 1 – THE PALMS TO PINES SCENIC BYWAY



Photo by Bonnie Adkins

Introduction

The Palms to Pines Scenic Byway is one of the most naturally diverse scenic drives in California. The route traverses four different Merriam's life zones (Lower Sonoran, Upper Sonoran, Transition and Boreal) in a mere 76 miles, while taking the byway traveler from desert palms to high mountain pine forests and jagged rock outcrops, then back down into the desert once again. The route is unparalleled in the array of wildland beauty offered.

Approximately half of the byway traverses the San Jacinto Ranger District of the San Bernardino National Forest (NF). The remaining portion travels through, or adjacent to, the Mount San Jacinto State Park, the Santa Rosa and Morongo Indian Reservations, and the Santa Rosa and San Jacinto Mountains National Monument (National Monument).

The changing landscape, natural scenery, multiple public land management agencies, communities and partners along the byway provide the perfect setting to bring conservation education and public land stewardship to youth and their families while engaging all Americans in healthy outdoor activities on public lands. The diverse and unique natural landscape, cultural, historical, recreational, and scenic qualities serve both as a backdrop and a conservation education laboratory for visitors.

The Palms to Pines Scenic Byway is a residential route as well as a visitor destination. Often visitors are unfamiliar with mountain driving conditions and can cause conflicts that impact quality of life for residents. Some communities along the byway are interested in the economic benefit of attracting tourism while other communities would like to recede from public view. The scenic byway plan is intended to address the positive potential of managing visitor use in a way that preserves the unique aspects and natural resources of the area while providing a safe travel corridor for all users.

Benefits of National Scenic Byway Designation

Scenic byways provide an opportunity for travelers to enjoy the unique features of an area, while providing local communities an opportunity to increase tourist revenue. Designating and protecting scenic byways is a way to preserve America's beauty and heritage for everyone to enjoy. To receive the official designation as a National Scenic Byway, a route must be a state-designated scenic route, possess multiple intrinsic qualities that are nationally significant and have a completed corridor management plan. A nomination packet must be submitted to the Federal Highway Administration (FHWA) for consideration. Additional information can be found at <http://www.bywaysonline.org/nominations/>.

The Palms to Pines Scenic Byway was designated as a California State Scenic Highway in two sections (October 1971 and March 1972) and as a National Forest Scenic Byway in July 1993. Formal recognition as a National Scenic Byway would provide additional benefits to area visitors, nearby residents and businesses, and bring opportunities to surrounding communities. Some of these benefits include:

National Recognition

National Scenic Byway recognition identifies the premier scenic routes in the U.S., and brings recognition to the agencies, organizations and communities that sought designation. Identification of the Palms to Pines Scenic Byway on state and federal maps and on auto club brochures can lead to more tourism opportunities for the area.



Increased Pride

National Scenic Byways reflect local pride and provide citizens an opportunity to showcase the beauty of their region. The corridor management plan gives stakeholders a forum to discuss what they value and want to feature in their communities. It also identifies how to preserve these qualities while encouraging thoughtful economic growth.

Increased Funding Opportunities

If the Palms to Pines Scenic Byway was designated a National Scenic Byway, the route would be eligible for federal funding through the National Scenic Byways Program. These funds could be used to develop interpretive facilities, information kiosks, restrooms and other needed byway improvements. In addition, implementation of the

corridor management plan could result in increased business, tax revenue and jobs from tourist dollars.

Corridor Management Planning

Corridor management plans (CMP) highlight the extraordinary values the public places upon a scenic route. A CMP articulates the community's vision for a scenic byway and represents a commitment to maintain and enhance its intrinsic qualities. It specifies the actions, procedures, operational and administrative practices and strategies that will maintain the natural, scenic, recreational, historic and cultural qualities of a byway corridor while recognizing the primary transportation role of the highway. A CMP is a working document and intended to be continually reviewed and revised as new information becomes available. Importantly, the CMP process is guided by community participation.



Contents of the Corridor Management Plan

This corridor management plan will serve to document the commitment of the communities and land management agencies to preserve the unique character of the byway corridor while providing for the safety of both visitors and residents. It provides a vision for maintaining and enhancing the Palms to Pines Scenic Byway and prescribes management strategies including:

- Protection of the highway's intrinsic qualities
- Improving roadway safety
- Development of interpretive features to enhance the visitor's experience
- Recommendations for existing and future byway visitor messaging - including communicating the appropriate locations visitors should seek amenities and recreation
- Implementation strategy
- Continued participation from local communities, the public, land management agencies and highway agencies

This plan has been cooperatively funded by a Federal Highway Administration SAFETEA-LU Grant and the USDA Forest Service.

Public Involvement

Public Workshops

A community introductory meeting was held in July 2010 to introduce the National Scenic Byway program. Emilyn Sheffield, California State University Research Foundation, Chico then led a series of four 2-hour workshops between November 2010 and June 2011 to develop the content for the CMP. A fifth workshop series was held in November 2011 to share the draft CMP and discuss “next steps” for the byway communities. The workshops were well attended by community members, Santa Rosa Tribal representatives and employees of the Forest Service, the Bureau of Land Management (BLM) and Caltrans.

Each workshop was advertised via posters, newspaper (the Idyllwild Town Crier), the San Bernardino NF Website (<http://www.fs.fed.us/r5/sanbernardino/>), the National Monument Website (<http://www.blm.gov/ca/st/en/fo/palmsprings/santarosa.html>) and emails. Letters were mailed prior to the first workshop. Throughout the process, the email and mailing list grew, reflecting the growing interest in the planning process.



Workshop 1, held November 8 through 10, 2010, included an introduction and background of the project, description of a corridor management plan, the project timeline, a discussion on National Scenic Byway designation and a conversation about what the community envisions for this highway corridor.

During **Workshop 2**, held January 31 through February 2, 2011, members of the community identified important features (intrinsic values) along the route, interpretation themes and a discussion of how they work together. Potential artwork (icons) was identified.

April 5 through 7, 2011, **Workshop 3** participants discussed transportation safety improvement desires and signing.

Workshop 4, held May 31 through June 2, 2011, focused on the byway vision, positioning, and corridor management plan implementation.

Workshop 5, held November 15 through 17, 2011 included an introduction of the draft document and discussions of the next steps the communities could take toward implementing elements of the CMP when finalized.

The workshop series were held to determine the interest of the local public and administering land entities in the management of the Palms to Pines Scenic Byway. Participants identified concerns and opportunities, developed a vision statement and goals, desired safety conditions and discussed seeking National Scenic Byway designation for the byway. Opportunities and concern common to meeting participants included:

- Preserving the historic character and uses of the corridor
- Helping visitors and residents to travel the roadway safely
- Enhancing the visitor and resident experience by providing desired opportunities, information and services
- Developing infrastructure and information to reduce congestion and direct visitors to areas that can best serve their needs
- Increasing the visibility of selected intrinsic features along the route
- Sharing the story of the place to engender a sense of caring and stewardship



Public Review of the CMP

The draft document was posted on the San Bernardino NF and the National Monument Websites in December 2011. An email announcing the posting was sent to the mailing list on December 6, 2011.

Niche, Vision and Goals

Byway visitor traffic brings both benefits and impacts to local community residents. Visitor benefits include direct economic contributions and the opportunity to provide natural resource education. Impacts can include traffic congestion, inappropriate visitor behaviors and impacts to resources.

The question this corridor management plan strives to answer is how the local byway communities can plan for increasing population growth and manage visitor use to improve livability for residents while providing a safe, rewarding visitor experience.

Niche

The Palms to Pines Scenic Byway appeals to travelers drawn to the unique locales of the Coachella Valley and the resort community of Idyllwild; the rich settlement and ranching history of the Hemet and Garner valleys; and the cultural heritage and expression of the area's first peoples, the Cahuilla Indians.

The vast public lands of the San Bernardino National Forest, Santa Rosa and San Jacinto Mountains National Monument, Mount San Jacinto State Park and Riverside County Regional Parks and Open Space District provide opportunities to learn more about desert ecosystems and elevation-aligned life zones.

Vision Statement

The vision statement for the corridor management plan was developed during public meetings. It describes the future participants hope to see for the Palms to Pines Scenic Byway. It also provides a foundation for establishing goals and management strategies that will protect the intrinsic qualities of the byway. The vision statement reflects a diverse set of interests.

The Palms to Pines Scenic Byway takes you safely from lush desert palms to cool mountain pines and back again, offering travelers a refreshing connection to nature and a respite from urban life. This treasured place will continue to exist only if residents and visitors actively work to conserve, protect and sustain it.

Goals

Goals are developed to translate the vision into reality. Goals address specific steps that can be implemented through policy and management. Management goals for the Palms to Pines Scenic Byway identified at public workshops include:

- Preserve the historic character and uses of the corridor.
- Help visitors and residents to travel the roadway safely.
- Enhance the visitor and resident experience by providing desired opportunities, information and services.
- Develop infrastructure and information to reduce congestion and direct visitors to areas that can best serve their needs.
- Increase the visibility of selected intrinsic features along the route.
- Share the story of the place to engender a sense of caring and stewardship.

CHAPTER 2 – INTRINSIC QUALITIES

The Palms to Pines Scenic byway is a state highway with world-class assets in all six categories of intrinsic qualities. Byway travelers can observe the seemingly barren desert hillsides, which hide relatively lush canyons, where Cahuilla and other Native American tribes lived and thrived for thousands of years. The open spaces in the Garner Valley tell a story of the early settlers making a living off the land, 100 years ago and today. The gradual changes from desert to alpine forest offer opportunities to marvel at the diversity of nature and encourage visitors to continue to care and explore public lands. The awe-inspiring vistas allow travelers to wonder at the “wildness” of the public lands that exist so close to one of the most crowded corners of the United States. The past and recent history of fire, evident between Banning and Idyllwild, provides an opportunity to address the importance of fire to both the natural environment and to the people who care about public lands in southern California. The over 200 miles of trails, 22 campgrounds, interpretive sites and picnic areas along the byway provide diverse opportunities encouraging visitors to stop and explore.

Intrinsic qualities are defined as inherent, essential, unique or irreplaceable features representative or distinctly characteristic of an area. These qualities may be natural or historic features and create a sense of place unique to an area. The six intrinsic qualities that are evaluated are scenic, natural, historic, cultural, archaeological and recreational.

Although workshop participants developed an extensive list of intrinsic qualities for this corridor management plan, it is by no means exhaustive. The rich history of the area has inspired many authors. Refer to appendix B for a list of books and organizations that can provide additional fascinating and detailed information.

(Note: Intrinsic qualities can be listed under multiple categories.)

Scenic Environment

Scenic features are heightened visual experience derived from the view of natural and manmade elements of the visual environment.

The Palms to Pines Scenic Byway showcases a scenic forested island along the southern California desert divide. Traveling from a desert oasis to snow-peaked mountains, this route is unparalleled in the array of wild land beauty offered. The San Jacinto Mountains are separated from other southern California ranges by the Sonoran Desert, San Geronio Pass, and the Coachella and San Jacinto Valleys. Because they stand alone, these mountains provide a dramatic contrast to the surrounding desert landscape. The combination of white rocks, green pine trees and relatively undeveloped mountain valleys make this region a paradise for weary-eyed urbanites. Drivers can pull-off the winding and often steep road at pull-offs or lookout points for sweeping views of spectacular mountain peaks or vast desert valleys.

The dramatic landscape and geologic diversity is accompanied by a sense of solitude hard to find in this otherwise densely populated region of southern California. Locals and visitors alike enjoy the lack of commercial development and franchising in the communities along the byway. They describe a different energy “up here” and relish the

clean, mountain air, the quiet, slower pace of life and the sense of community among residents.

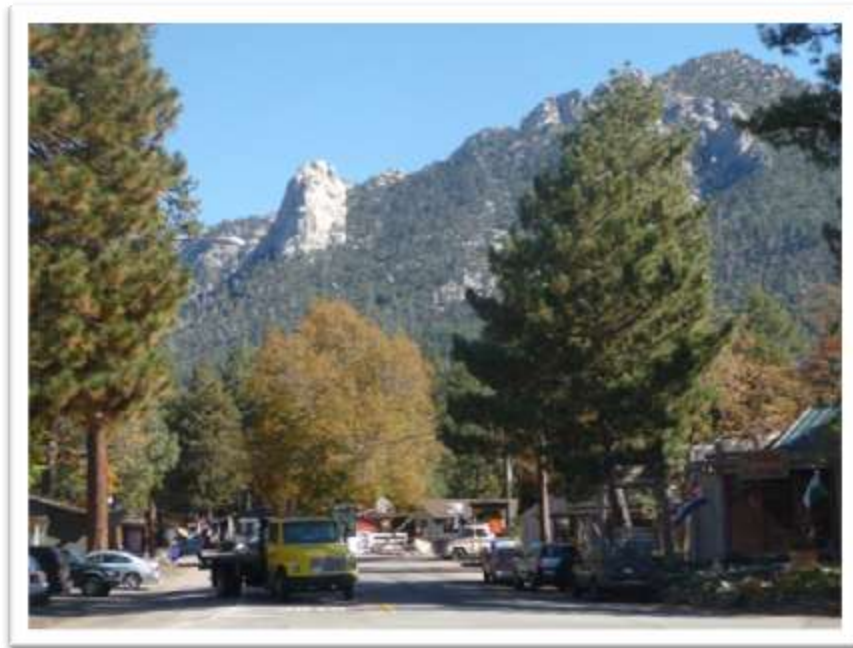
Community workshop participants identified the dramatic scenic vistas provided in this unique desert-to-mountain setting as an important intrinsic quality. The steep topography and diversity of terrain the route travels provides remarkable views either looking up to the mountains above or down to the valleys below; with changing seasons to provide snow-topped peaks in the winter and carpets of wildflowers in the spring.

Mount San Jacinto

The Mount San Jacinto escarpment is one of the steepest in the United States, rising in a short distance from 1,200 feet above sea level to 10,834 feet. The sudden rise from desert floor to high mountains creates a diverse range of life zones for the observant visitor to enjoy.

Lily Rock

The unmistakable cone shape of Lily Rock juts out of the forest above Idyllwild, attracting photographers and rock climbers alike.



“Faces in the Rocks”

Shifting daylight and changing season can provide travelers with a unique experience along the National Monument portion of the byway route. The geologic features of the terrain bear a striking resemblance to human faces or various animals for the careful viewer. These illusive images in the rock formations evoke the ancient history and life force of the seemingly barren desert landscape.

Seven Level Hill

The aptly named “Seven Level Hill” is an approximately 5 mile stretch of the byway between the San Bernardino NF boundary and the National Monument Visitor Center, dropping a spectacular 1,500 feet down seven narrow switchbacks. On clear days, travelers can see Salton Sea basin, as well as mountain peaks in Mexico from the highest elevation. However attention to driving the road is necessary for navigating the tight turns. The Coachella Valley Overlook provides a pull-off location to safely appreciate the remarkable view.



Natural Environment

Natural features are those in the visual environment that are in a relatively undisturbed state. These features predated the arrival of human populations, and may include geological formations, fossils, landforms, water bodies, vegetation and wildlife.

The Palms to Pines Scenic Byway is a mountain island of biodiversity surrounded by the Colorado portion of the Sonoran desert on the east and the dry, alluvial farmlands of the San Jacinto Valley on the west. Ranging from a few hundred feet above sea level to over 6,000 feet in the Idyllwild area, the 76-mile Palms to Pines Scenic Byway showcases an amazing diversity of habitat and wildlife. The effect of altitude on ecosystems is readily apparent as one ascends the byway from any of the low elevation communities. Rainfall in the lower elevations is relatively low and temperatures range from extremely hot and dry in the lower elevations in summer to cold and snowy in the upper elevations in winter.

Close to a dozen plant communities or ecosystems are represented along the route, including dune, palm oasis, creosote scrub, riparian, desert wash, rocky hillside,

chaparral, pinyon-juniper woodland, oak woodland and pine forest. One of the special features of the byway is the ability to experience all of these communities and their varied wildlife in a single day's drive. It's like taking a trip from Mexico to Canada ([California Watchable Wildlife](#)).

Community workshop participants identified the “giant, old, irreplaceable trees” along the byway as an exceptional intrinsic quality of the routes driving experience.



“I love coming up out of Hemet and you’re in the trees, in the mountains. Those big trees are the character of the place.”

San Bernardino National Forest

While traversing the San Bernardino NF, the byway route passes through wildlife habitat ranging from desert oases to expansive forests flanking towering mountains. A wide diversity of plant and animal species are located in this area, including many rare species. Flowers of the Ziegler’s tidy-tips, Johnson’s rock cress, California penstemon and Munz’s hedgehog cactus are visible from the road in season. Bald eagles winter along the shores of Lake Hemet and the rocky mountainsides are home to the peninsular bighorn sheep. The opportunities for birding, botanical observation, nature photography and general wildlife viewing are outstanding.



The forest provides important habitat for several endangered and sensitive species like the Quino checkerspot butterfly, mountain yellow-legged frog, the lemon lily and Peninsular bighorn sheep, a critically endangered species synonymous with the desert environment. The area supports active recovery efforts such as the partnership between the San Jacinto RD and the San Diego Zoo Institute for Conservation

Research to establish the first captive bred population of mountain yellow-legged frogs and the lemon lily restoration project.

The lemon lily is a fragrant flower native to Idyllwild that used to blanket the local creek banks but came close to extirpation due to overharvest by bulb collectors and flower pickers. Restoring lemon lily populations is a collaborative effort between Idyllwild residents and the Forest Service. The Forest Service is working on a plan to restore the lilies on national forest and wilderness lands, while local citizens with the help of the Lemon Lily Festival at the Idyllwild Nature Center are undertaking the effort on privately held lands.

Santa Rosa and San Jacinto Mountains National Monument

The 280,000-acre National Monument was created on October 24, 2000 and is a cooperative effort of the BLM, the FS, the Agua Caliente Band of Cahuilla Indians, state agencies, local governments and private partners. This designation recognizes the significance of this land to the entire nation because of its outstanding biological, cultural, recreational, educational, scientific and geological values.

The National Monument is a land of extremes. At lower elevations where the land sits just above sea level, the summers are hot and dry with



occasional monsoonal rains. Sparsely vegetated slopes here clearly expose a landscape that has yielded to powerful geologic forces. In contrast, at more than 10,000 feet above the desert floor, geometric chunks of granite tower above the mature forests. As light shifts with the hour and the season on these canyons and mountains, the beauty of the landscape continually surprises viewers.

This diverse elevational range creates incredible biodiversity. There are plants found in the National Monument that exist nowhere else in the world and the region hosts many rare and endangered animal species such as the Peninsular bighorn sheep, southern yellow bat and the least Bell's vireo. Plant species such as the creosote bush, desert agave, pinyon pine and native California Fan Palm define the area botanically and provide ideal habitat for the kangaroo rat, rosy boa, Costa's hummingbird, Gambel's quail, roadrunner and other animal species.

The Idyllwild Nature Center

Operated by Riverside County Regional Park and Open-Space District and located a mile northwest of Idyllwild on Highway 243, the Idyllwild Nature Center offers field study trips, environmental education programs and guided tours by appointment. Programs focus on mountain ecology, habitats, flora and fauna, Cahuilla Native culture and the history of the San Jacinto Mountains. The area surrounding Idyllwild Nature Center is filled with trails perfect for hiking, biking or horseback riding. Easy to moderate effort trails can be found. Picnic tables set amongst the tall pine trees are available for relaxing and enjoying a meal after exploring the area.



Wildlife Watching

The Palms to Pines Scenic Byway is California Watchable Wildlife [Site No. 155](#). The route showcases an amazing diversity of habitat and wildlife. Wildlife watching can be enjoyed any month of the year. Early morning and early evening are usually the best times to catch a glimpse of birds and mammals, especially on hot summer days. Lizards and snakes can be seen during the heat of the day. A resident pair of Bald Eagles can be viewed at Lake Hemet any season of the year.

There are several convenient locations along the byway to pull-off and observe wildlife.

Visitors may see California ground squirrels, coyotes, gray foxes and occasional bobcats anywhere along the route. Table 1 describes locations California Watchable Wildlife recommends for specific wildlife viewing.

Table 1. Wildlife Watching Locations along the Byway

Facility	Management	Description	Access
Lake Fulmor	FS	<p>Lake Fulmor is home to mountain quail, mountain chickadees, and purple finches. The rare black swift may be seen in summer soaring above the lake.</p> <p>Look for ground squirrels, tree frogs, butterflies and dragonflies along the trail winding around the lake. Listen for the raucous chatter of Steller's jays.</p>	Located 10 miles north of Idyllwild on Hwy 243.
Indian Vista	FS	The chaparral and oak woodlands surrounding Indian Vista overlook may reveal views of mule deer, acorn woodpeckers, western scrub jays, towhees and other songbirds. Red-tailed hawks and ravens may soar above. Lizards, including western skinks, alligator lizards and coast horned lizards may be found at ground level. With patience you may see a bobcat, gray fox, and coyote.	Located on Hwy 243, 9.5 miles northwest of Idyllwild.
Alandale Fire Station	FS	Interpretive signs illustrate the wildlife of the area, including woodpeckers, bluebirds, jays, deer, squirrels, pack rats, hawks, and insects.	Located 5 miles north of Idyllwild on Hwy 243.
The Idyllwild Nature Center	Riverside County	The trails at the Nature Center provide opportunity to view and interpretation of the flora and fauna common to this elevation of the byway.	Located 1 mile northwest of Idyllwild on Hwy 243
Idyllwild		Watch the trees of Idyllwild for western gray squirrels, white-headed woodpeckers and Steller's jays.	
Garner Valley	FS/Private/Caltrans	Western bluebird nesting boxes in roadside trees can be seen along the section of the route passing through Garner Valley.	South of Idyllwild on Hwy 74

Facility	Management	Description	Access
Lake Hemet	FS	Lake Hemet hosts great blue herons, violet green swallows, osprey, golden eagles and Caspian terns and is a winter destination for Canada geese, American white pelicans and other waterfowl. A pair of bald eagles has taken up residence in the pines bordering the lake. White-tailed kites occasionally hunt the nearby meadows, where you may also find western meadowlarks and California quail. Look for large, noisy flocks of pinyon jays along the highway. Coyotes, deer and bobcat are sometimes seen along the shore.	Located 8 miles southeast of Idyllwild on Hwy74.
Cahuilla Tewanet	FS	The pinyon pines will thin and agave and yucca will dominate the vegetation as you reach Cahuilla Tewanet. Here you will enjoy views into Deep Canyon and can listen for the flute-like song of the Scott's Oriole, a flashy black and yellow bird common in the area. Golden eagles, prairie falcons and peregrine falcons nest on the canyon walls and may be spotted hunting or flying to the nest.	Located 10 miles south of Palm Desert on Hwy 74
Santa Rosa and San Jacinto Mountains National Monument	BLM/FS	The Santa Rosa and San Jacinto Mountains National Monument preserves approximately 280,000 acres of vital habitat for a number of rare animal species including the desert tortoise, the endangered Peninsular bighorn sheep and the slender salamander	Located at the south end of the Palms to Pines Scenic Byway along Hwy 74.

Historical Resources

Historic features encompass legacies of the past that are distinctly associated with physical elements of the landscape, whether natural or manmade, that are of such historic significance that they educate the viewer and stir an appreciation of the past.

The area's historical resources span centuries of use as the ancestral homeland of the Cahuilla Indians through 19th century natural resource exploration and 20th century ranching and recreation. The story of the byway route itself from its original development as the Cahuilla's trail for the collection of pinyon harvesting, hunting and ceremonial events to the construction of the current paved route for recreation access to the cooler, mountain climate and Mount San Jacinto State Park is an integral piece of the area's broader history.

Penny Pines Plantations

Recognizing the need to restore burned areas on the Shasta-Trinity NF, the San Francisco Sportswomen's Association sponsored the first Penny Pines Plantation in 1941. Since that contribution, the number of participating groups and individuals has grown each year. They include such organizations as the Garden and Women's Clubs, Boy and Girl Scouts of America,



civic and sportsmen's clubs, and many others. Over the years these groups have contributed more than a million dollars to the Penny Pines Reforestation Program. Through these donations, more than 27 million of seedlings have been planted, renewing 88,000 acres of national forest land in California--truly an outstanding achievement.

A Penny Pines Plantation can be viewed from several locations along the Palms to Pines Scenic Byway along Highway 243.

Lake Hemet Dam

Lake Hemet Water Company placed the first stone of the Hemet Dam on January 6, 1891. When this arched masonry structure was completed in 1895 at a height of 122.5 feet (37.3 m), it was the largest solid masonry dam in the world—a title it would retain until the construction of Roosevelt Dam in Arizona in 1911.

Other important historical features identified by workshop participants include:

- Rich ranching and settlement history including the Garner and Wellman families
- Phony gold rush schemes
- The DeAnza Expedition

Numerous historical references and organizations are available to provide a detailed history of the Palms to Pines Scenic Byway corridor and surrounding area. The following organizations listed below are excellent resources for learning more about the history of the area. Please see appendix A, a bibliography with historical references.

Table 2. Natural and Cultural History Organizations

Organization	Description	Contact Information
Idyllwild Area Historical Society	The Museum displays many historical artifacts that reflect the richness and diversity of this region, from Early Cahuilla Indians, early ranchers, pioneer lumber barons, the tourist trade, vacation cabins, and organized summer camps. Numerous photos and documents are displayed and tell the story of Idyllwild and the interesting characters who made it possible.	http://www.idyllwildhistory.org/ Located in a charming cabin at 54470 North Circle Drive in Idyllwild.
The Hamilton Museum	The Hamilton Museum is a one of a kind facility that gives a visitor an idea of the unique western lifestyle that prevailed in the local mountain communities until recent years. Through old photos, documents, artifacts and a restored homestead house, visitors explore the past, learning how Cahuilla people and early settlers lived before the 1950s arrival of paved roads, electricity and telephones.	http://www.hamiltonmuseum.org Located at 39991 Contreras Road in Anza. a
The Santa Rosa and San Jacinto Mountains National Monument Visitor Center	The National Monument Visitor Center has natural history interpretive displays and visitor programs.	http://www.blm.gov/ca/st/en/fo/palmsprings/santarosa.html Located just south of Palm Desert on Hwy 74.

Organization	Description	Contact Information
Malki Museum, Inc.	<p>Malki Museum is the oldest museum founded by Natives on a reservation in California, and has been the inspiration for several other Indian museums.</p> <p>The museum collects and displays art, artifacts and historical materials of the Indians of the San Geronio Pass area, and acts as a common meeting ground for Natives and non-Natives to learn about the past.</p>	<p>http://www.malkimuseum.org/</p> <p>Located at 11795 Fields Road on the Morongo Reservation in Banning.</p>
Gilman Historic Ranch and Wagon Museum	<p>The Gilman Historic Ranch and Wagon Museum preserves, celebrates, and interprets the late 1800's history of California, from the Cahuilla Indians to the exploration and settlement of southern California and the San Geronio Pass, including the homestead ranch of James Marshall Gilman.</p>	<p>http://www.rivcoparks.org/historic-sites/gilman/gilman-historic-ranch-and-wagon-museum-main-page/</p> <p>Operated by Riverside County Parks, the museum is located at 1901 West Wilson Street in Banning.</p>
Hemet Museum	<p>The exhibits at the Hemet Museum, housed in the historic Hemet Depot, showcase the area's colorful history. You'll see agricultural displays, Native American artifacts, railroading relics, rare historical photographs from the Ramona Pageant and more.</p>	<p>Located on the corner of State Street and Florida Avenue in downtown Hemet.</p>

Organization	Description	Contact Information
Agua Caliente Cultural Museum	Inspires people to learn about the Agua Caliente Band of Cahuilla Indians and other Native cultures. They keep the spirit alive through exhibitions, collections, research, and educational programs.	http://www.accmuseum.org/ The Museum is located on the Village Green Heritage Center in the heart of downtown Palm Springs at 219 S. Palm Canyon Drive in Palm Springs.
The Historical Society of Palm Desert	Located in the Old Palm Desert Firehouse with a fascinating collection of historical photos, newspaper, magazine archives and oral histories on the early settlers.	http://www.hspd.org/ Located at 72-9861 El Paseo just west of Hwy 74 in Palm Desert .
Coachella Valley History Museum	Shares the unique history of the desert and the pioneers who forged through the difficult environment to create the valley as is today.	http://www.coachellavalleymuseum.org/ Located at 82-616 Miles Ave. in Indio.
Anza Borrego Desert Natural History Association	Connects members, nature and history through education and interpretation of the desert area.	http://www.abdnha.org/ Located in Borrego Springs.

Cultural Expressions

Cultural features are the evidence and expressions of the customs or traditions of a distinct group of people. Cultural features include, but are not limited to, crafts, music, dance, rituals, festivals, speech, food, special events and vernacular architecture that are currently practiced.

Native Cahuilla Cultural Expression

Oral history describes the Cahuilla Indians as inhabitants of the area surrounding the Palms to Pines Scenic Byway since the beginning of creation. The byway route crosses reservation lands for the Santa Rosa Band of Cahuilla Indians and the Morongo Band of Mission Indians and a large portion of the National Monument encompasses Agua Caliente reservation lands. These communities are a vibrant and vital part of the local culture and economy.

The Agua Caliente Cultural Museum holds an annual Festival of Native Film and Culture in March. The Morongo Bands hold an annual Cultural Heritage Days Celebration in late spring featuring Bird Songs and dancing, a rodeo, peon games, softball tournament, pageant, parade and cultural demonstrations and workshops.

Bird Songs recount the story of the Cahuilla creation and their life and migration after the death of their Creator. After his death, the Cahuilla people circled the continent three times, eventually coming back to Southern California. The Bird Songs are sung in sequence and the songs describe everything from creation, to the things they encountered on their journey including animals, weather, the land, etc. The full sequence, no longer done, took nearly a week to sing but the individual songs are social songs that are still sung at gatherings and holiday celebrations.

See Table 2 for area museum information featuring Cahuilla culture, traditions and events.

Fire Ecology and Fire Safety Education

Following the catastrophic wildland fire seasons of the last decade, national forests in California have embarked on a proactive approach of fire management including fire ecology and prevention education.

The San Bernardino NF offers interpretive information regarding fire ecology along the byway in several locations including the Idyllwild Ranger Station and with the Esperanza Fire Memorial at the Alandale Fire Station.



Film Heritage

The Palms to Pines Scenic Byway corridor has been part of the cinema industry since the early days of filming. Beginning in 1914 with Cecil B. DeMille's "The Squaw Man", the following decades featured the San Jacinto Mountains, Idyllwild and Garner Valley as the backdrop in silent pictures, Westerns, and television series such as "Blind Heritage" (1919), The Great Escape (1963), Bonanza (1959-1973) and "Kid Galahad" with Elvis Presley (1961). Seven Level Hill, on the south end of the byway, is famously featured in the opening scene of "It's a Mad, Mad, Mad, Mad World" (1963) as Jimmy Durante drives recklessly down the mountain and crashes.

The byway and surrounding area is still featured today in automobile commercials and other commercial film endeavors.



Elvis Presley and Joan Blackman visiting with Idyllwild residents during a break while filming Kid Galahad in 1961.

Photo courtesy of the Idyllwild Historical Society.

Camps and Retreat Centers

For centuries, the Idyllwild area was the summer home for bands of Cahuilla Indians. Commercial development for vacation and restorative retreat centers began in the 1870s and include the 1901 Idyllwild Sanatorium built to accommodate and treat tuberculosis patients. This tradition continues with a long history of summer camps programs and conference and retreat centers.

The following list includes some of the current camp and retreat opportunities along the byway corridor.

- **Camp Ronald McDonald for Good Times** – Apple Canyon Center offers a variety of year-round residential camping opportunities for cancer patients, their siblings and parents.
- **Yokoji Zen Mountain Center** is a Zen Buddhist training and retreat center on 160 acres north of Idyllwild.
- **Thousand Trails** is a 200-acre camping preserve with panoramic scenery.
- **Camp Buckhorn** is a 120-acre year-round facility for churches, music, Scouts, outdoor education, planning, training, family reunions, school clubs and holistic healing programs.
- **Astrocamp** is a 90-acre kids' summer camp focusing on exploration of the universe.

- **Idyllwild Arts Academy** offers a unique summer arts camp for students of all ages pursuing music, dance, filmmaking or creative writing.
- **Idyllwild Pines Camp and Conference Center** is a 50-acre facility established in 1923. It provides facilities for rental groups and limited programming for adults, youth and children.
- **Camp Maranatha** is a non-profit campground and conference center that has been located at its current location near Idyllwild since 1951. In addition to hosting guest groups throughout the year, Camp Maranatha hosts several conference sponsored camps.
- **Camp Emerson at Boseker Scout Reservation** is owned and operated by the California Inland Empire Council, Boy Scouts of America.
- **Pathfinder Ranch** is a 72-forested acre camp and private lake providing opportunities for hiking, exploration, self-discovery and fun.
- **Camp Alandale** is a Christian non-profit organization serving abused and neglected children, 4th -12th grade, through a mountain camping program.
- **Spirit Mountain Retreat** is open year round for individual, couple and small group retreats, programs and sabbaticals.
- **Alhatti Christian Resort and Retreat Center** is located on 120 acres providing cottages, a meeting center, outdoor amphitheater and many amenities.



*Idyllwild Sanatorium.
Photo courtesy of the Idyllwild Historical Society.*

Idyllwild

The quaint, alpine town of Idyllwild is home to locally owned shops and restaurants, free from franchising and development. Named one of the “100 Best Small Art Towns in America,” Idyllwild is home of the Idyllwild Arts Academy, an internationally renowned art and music school. The well-developed arts and music community hosts a number of music festivals and cultural events throughout the year. Annual events in Idyllwild include:

- Idyllwild Independent Film Festival of Cinema (January)
- Earth Fair (May)
- Wildlife and Art Exhibit (May)
- AAI Plein Air Art Festival (June)
- Lemon Lily Festival (July)
- Summer Concert Series (July and August)
- Jazz in the Pines (August)
- Fall Acorn Gathering Festival at Idyllwild Nature Center (October)
- Art Alliance of Idyllwild Art and Wine Walk (October)
- Harvest Festival (November)
- Winterfest and the Holiday Tree Lighting (December)

Other annual events near the byway corridor include:

- Santa Rosa and San Jacinto Mountains National Monument’s Wildflower Festival (March)
- Anza’s annual Earth Day Festivals (April)



Archaeological Resources

Archaeological features are historic and prehistoric features that are on or adjacent to the byway, are still visible and capable of being inventoried and interpreted, and which are appropriate to highlight.

The Palms to Pines Scenic Byway corridor traverses the ancestral homeland of the Cahuilla Indians and evidence of their use can be

found in many places. There are several locations providing interpretation for these archaeological resources along the route, including the National Monument visitor center and Cahuilla Tewanet.



Recreational Resources

Recreation features involve outdoor recreational activities directly associated with, and dependent upon, the natural and cultural elements of the corridor's landscape.

The San Jacinto and Santa Rosa Mountains are a nearby oasis for millions of southern Californians who want to escape for the weekend. The higher elevations of the forest mean that the summertime temperatures are cooler than the valleys below. The byway provides a rich variety of experiences for the visitor. Wilderness exploration, photography, hiking, horseback riding, camping, mountain biking, historical research, geological study, night sky viewing, rock climbing, off-highway vehicle driving, swimming, fishing and hunting are some of the most popular activities.

San Bernardino National Forest and the National Monument Recreation Facilities

Developed **campgrounds** have various services and facilities; commonly with shaded sites near streams or lakes. Many campgrounds are adjacent to beautiful natural areas and you can find solitude on quiet **wilderness** trails. Most campgrounds can accommodate both tent campers and RVs. All campgrounds have picnic tables and restroom facilities, and some even have showers and other amenities. Some campgrounds are open yearlong but most open in May and close October or November. Visit <http://www.fs.fed.us/r5/sanbernardino/> for more San Bernardino NF recreation information.

The Santa Rosa and San Jacinto Mountains have more than 200 miles of **hiking trails** with varying degree of difficulty to explore. Many of these trails originated with the Cahuilla Indians as they traversed the wooded canyons gathering food and other resources. Others were developed by ranchers, 19th-century vacationers and the Depression-era Civilian Conservation Corp. The granite peaks, sub-alpine forests, mountain meadows and desert canyons offer the best opportunity to enjoy primitive high-country views or serene palm oases in southern California.

The 2,660-mile **Pacific Crest National Scenic Trail (PCT)** can be accessed from two locations along the byway. Trailhead access is located north of Idyllwild and the PCT itself crosses the byway west of Pinyon Pines. Visit <http://www.pcta.org/> for more information.

Mountain biking is a growing sport in the mountains. Riding is permitted on approximately 200 miles of dirt roads and more than 40 miles of trails offering varying degrees of difficulty. The area plays host to two annual mountain biking events, the 24 Hour Adrenaline Mountain Bike Race in September and the Idyllwild Spring Challenge.

Horseback riding is permitted on all national forest roads and trails, except for nature trails. Near the byway, McCall Memorial Equestrian Park and Ribbonwood Equestrian Campground offer overnight camping with horse accommodations. Guided horse rides are offered out of McCall in the spring and summer, and Ribbonwood in the fall and winter.

The San Bernardino NF's **off-highway vehicle (OHV) trail system** features many miles of varied terrain for SUV/4-wheel drive vehicles, ATVs and motorcycles. The trail system includes terrain suitable for novice, intermediate and expert uses, and the trails are signed from easy to difficult. A small, designated OHV route system is located near the byway. Current motor vehicle use maps (MVUM) are available at the San Jacinto Ranger Station for route information. Non-highway vehicle legal registration (Green

Sticker or Red Sticker) and U.S. Forest Service approved spark arrester are required.



Tahquitz (also known as Lily Rock) and Suicide Rock near Idyllwild are the premiere, multi-pitch traditional **rock climbing** crags in southern California and offer numerous climbs of all levels from one to seven pitches in length. These internationally known climbing rocks are integral

to the US rock-climbing story beginning in the 1930s, including being the location where the Yosemite Decimal System (YDS) for rating climbing technical difficulty was developed by climbers in the 1950s.

Public lakes and streams in the area are stocked regularly by the California Department of Fish and Game. Lake Hemet, Lake Fulmor and Strawberry Creek are all popular locations for **fishing** along the byway.

See Table 3 for more information regarding trails, camping and other recreation facilities located along the byway.

Mount San Jacinto State Park

This 14,000-acre park can be reached via Highway 243 from Idyllwild or by tram from Palm Springs. Its granite peaks, subalpine forests and mountain meadows offer the best opportunity to enjoy a primitive high-country experience south of the Sierra Nevada range. The park offers two drive-in campgrounds near the town of Idyllwild.



Most of the park is a designated **wilderness** area enjoyed by hikers and backpackers. The park offers an extensive trail system designed and developed over the years to minimize the impact on scenic and wilderness values. See Table 3 for additional camping information in Mount San Jacinto State Park.

Palm Springs Aerial Tramway

Although not directly adjacent to the byway, The Palm Springs Aerial Tramway is gateway to the National Monument traversing the north end of the monument from Palm Springs and providing access to the upper elevations of the Mount San Jacinto State Park.

The spectacular 10-minute ride provides an excellent view of the Mount San Jacinto escarpment and five unique life zones. Mountain Station, at an elevation of 8,516 feet, accesses 54 miles of hiking trails, primitive campgrounds, a ranger station and an adventure center for winter activities during snow season. Mountain Station can be accessed from the byway via national forest and state park trails.

Riverside County Regional Park and Open-Space District (Park District)

The Park District includes regional parks, natural resources, trails, open space and recreation programs across Riverside County. The district's focus encompasses providing high-quality recreational opportunities and preserving important features of the county's natural, cultural and historical heritage.

Several facilities are located along or near the Palms to Pines Scenic Byway corridor including Hurkey Creek Campground, Idyllwild Park, Idyllwild Nature Center, McCall Memorial Equestrian Center and the Lawler Lodge and Alpine Cabin rentals. Table 3 for more information regarding amenities offered at each of these locations.



Winter Recreation and Travel

Snow can fall in the mountains any time between October and June. It can bring many opportunities for outdoor fun but can be treacherous for those who are unprepared or inexperienced. Always check mountain weather and road conditions at 1-800-427-2751 or at www.dot.ca.gov/hq/roadinfo and carry chains and extra clothing.

There are no designated snowplay areas along the Palms to Pines Scenic Byway. The narrow, winding nature of the byway route limits parking along the shoulder. Parking along the route that blocks private access or hinders traffic and snowplows is illegal and can be dangerous.

Snow-seeking visitors can safely enjoy winter recreation at the Idyllwild Nature Center. This location offers suitable areas for sledding and winter parking.

Table 3. Camping, Trail Access and Other Recreational Sites along the Byway

Facility	Management	Description	Location
Hwy 243 from Banning to Mountain Center			
Black Mountain Trail 2E35	FS	The trail begins in chaparral at 4480' and ends on the forested slopes of Black Mountain at an elevation of 7772'. There are excellent views of the Banning Pass and Mt. San Geronio. This trail passes through a Research Natural Area containing ecosystems used for research and study purposes.	This hike leaves Hwy 243 1.3 miles south of the Vista Grande Fire Station at approximately milepost 19.
Mellor Ranch OHV Road 4S05	FS	This trail runs 3.8 miles from State Route 243 to the junction with 4S06 Indian Canyon OHV Road.	This hike leaves Hwy 243 1.3 miles south of the Vista Grande Fire Station at approximately milepost 19.
Lake Fulmor Day Use Area	FS	Lake Fulmor is a delightful oasis for people and wildlife. On the trail winding around the lake, look for ground squirrels, tree frogs, butterflies and dragonflies. Listen for the raucous chatter of Steller's jays. There is a fully accessible pier, picnic tables and toilet. Rainbow trout are planted fall through spring.	Milepost 14.5 on Highway 243.
Indian Vista	FS	Watch for songbirds in the chaparral and oak trees and red-tailed hawks and ravens soaring above. In the warmer months, varieties of lizards sun themselves on the rocks. If you are lucky (and patient) you may see deer, bobcat, gray fox, and coyote.	This scenic viewpoint is on Highway 243, 9.5 miles northwest of Idyllwild.
Indian Mountain OHV Road 4S21	FS	This 2.6-mile OHV Road 4S21 runs from State Highway 243 to the junction with San Jacinto Ridge OHV Road 5S09.	Accessed just west of Indian Vista Overlook at approximately milepost 14 on Hwy 243.

Facility	Management	Description	Location
Pacific Crest National Scenic Trail (PCT)	FS	The PCT is for horse and foot traffic only; all motorized vehicles and bicycles are prohibited. There are two entry and exit points along the byway, which makes the trail ideal for short nature walks, half-day hikes or day hikes, as well as longer backpacking trips.	The PCT can be accessed along the byway from two locations on both Hwys 243 and 74. Access off Hwy 243 is at approximately milepost 12.5 via the Black Mountain Road. This also provides access to the Fuller Ridge Trail and the Black Mountain Group Campground and Firetower.
Fuller Mill Creek Picnic Area	FS	A nice beautiful area on a hot day, this picnic area has plenty of shade. Note: Fuller Mill Creek is closed to public access by Forest Order to protect the mountain yellow-legged frog.	Milepost 12 on Highway 243
Fuller Mill Creek – National Wild and Scenic River	FS	<p>This 3.5-mile Wild and Scenic River system finds its source on the heights of San Jacinto Peak in the Mount San Jacinto State Game Preserve and Wilderness Area. The Pacific Crest National Scenic Trail crosses its upper reaches. Above the confluence of Fuller Mill Creek and the North San Jacinto River is a picnic area and fishing access location. Hike upstream from here to see lovely waterfalls.</p> <p>This area supports habitat for many at-risk species, including mountain yellow-legged frogs, California spotted owls, the rubber boa, and the San Bernardino flying squirrel.</p>	Can be accessed at milepost 12 on Highway 243

Facility	Management	Description	Location
San Jacinto River North Fork – Wild and Scenic River	FS	<p>This 10.2-mile Wild and Scenic River system finds its source on the heights of San Jacinto Peak in the Mount San Jacinto State Park and Wilderness Area. The Pacific Crest National Scenic Trail crosses its upper reaches. Above the confluence of Fuller Mill Creek and the North San Jacinto River is a picnic area and fishing access location. Hike upstream from here to see lovely waterfalls.</p> <p>This area supports habitat for many at-risk species, including mountain yellow-legged frogs, California spotted owls, the rubber boa, and the San Bernardino flying squirrel.</p>	Can be accessed at milepost 11.5 on Hwy 243.
Lawler Lodge and Alpine Cabins	Riverside County	<p>Lawler Lodge & Lawler Alpine Cabins is a reservation-only group camping location. Open year-round, the lodge was designed and constructed by the same contractor who built Yosemite Lodge in Yosemite National Park in 1916.</p> <p>Lawler Lodge and Lawler Alpine Cabins is an ideal location for any retreat. Two separate groups, accommodating 126 people, can use the park at the same time.</p>	Milepost 11.4 on Highway 243 approximately 8 miles north of Idyllwild on Highway 243.
Alandale Fire Station	FS	<p>Interpretive signs illustrate the wildlife of the area, including woodpeckers, bluebirds, jays, deer, squirrels, pack rats, hawks, and insects.</p> <p>This fire station is also the location of the Esperanza Firefighter Memorial.</p>	Located at milepost 9.6 on Hwy 243.

Facility	Management	Description	Location
Deer Springs Trail to Suicide Rock 3E17 to 3E33	FS	Follow the first 2.3-mile section to a junction, take the cutoff trail to the right and travel one mile to the top of Suicide Rock with panoramic views of Strawberry Valley and Idyllwild. This route starts in oak woodlands at 5600' and ascends to 7300' in the pines on top of Suicide Rock. Back at the junction of Deer Springs Trail and Suicide Trail, the trail to the left continues to San Jacinto Peak.	The Deer Springs Trail begins on Hwy 243 one mile north of Idyllwild.
Idyllwild Nature Center	Riverside County	Idyllwild Nature Center offers field study trips, environmental education programs and guided tours by appointment. Programs focus on mountain ecology, habitats, flora and fauna, Cahuilla Native culture and the history of the San Jacinto Mountains. The area surrounding Idyllwild Nature Center is filled with trails perfect for hiking, biking or horseback riding. Easy to moderate effort trails can be found. Afterwards, enjoy your lunch at one of the several picnic tables set amongst the tall pines.	Milepost 5.25 on Highway 243 approximately 1 mile northwest of Idyllwild on Hwy 243.
Mount San Jacinto State Park	State	Developed campsites are available in Mount San Jacinto State Park at Idyllwild and Stone Creek campgrounds. Sites accommodate motor homes or trailers up to 24 feet long. Winter camping demands preparation and good equipment. Hike-in camping is available but requires a Wilderness Camping Permit.	The Idyllwild Campground is accessed in the town of Idyllwild off Hwy 243 across from the San Jacinto Ranger Station. Stone Creek Campground is located 5 miles north of Idyllwild off Hwy 243.

Facility	Management	Description	Location
Idyllwild Park	Riverside County	<p>The park has 202 acres of beautiful open space, mature forest, breathtaking hiking trails and a wonderful nature center.</p> <p>Campers can enjoy access to fire rings, picnic areas, restrooms and showers while camping at one of the 88 individual camping sites. During the day, campers can hike on one of the 5 breathtaking trails overlooking the majestic skyline. Or, for a more adventurous experience, campers can enjoy rock climbing on enormous granite boulders.</p>	Idyllwild Park is located less than 1 mile north of Idyllwild at the end of Riverside County Playground Road.
Strawberry Creek Fishing Area	FS	California Department of Fish and Game plants rainbow trout twice per month in the spring and early summer at the Hwy 243 bridge and downstream at the bridge near Camp Emerson.	In Idyllwild at milepost 4 on Hwy 243.
South Ridge Trail 3E08	FS	This moderate trail leads to Tahquitz Peak Lookout. Both the trail and peak provide spectacular views of the Desert Divide, Strawberry Valley and beyond. Beginning at 6800', the elevation gain is 2000'. Recommended for morning hours during the summer; the trail can be warm and dry during other parts of the day.	Access is off Hwy 243 south of Idyllwild just before the Mountain Center junction with Hwy 74. Follow signs on Saunders Meadow Road leading to South Ridge Trail and Forest access road 5S11.
Hwy 74 from San Bernardino NF Boundary near Hemet to Palm Desert			
Bee Canyon OHV Road 5S07	FS	<p>The 4.1-mile Bee Canyon OHV Road runs from just north of State Route 74 to the junction with San Jacinto Ridge OHV Road 5S09. The route is open to all vehicles. Vehicle registration or a Green or Red OHV sticker registration is required.</p>	Access is off Hwy 74 just outside of Hemet and west of the Cranston Fire Station.

Facility	Management	Description	Location
South Fork Trail 2E17	FS	This moderately strenuous trail descends from the trailhead elevation of 3800' on SR74 to the South Fork of the San Jacinto River. The trail then ascends to 4600' at Rouse Ridge Road (5S15). The trail provides access to fishing at the San Jacinto River.	This trail begins on the south side of Highway 74, four miles west of Mountain Center. Park at the Caltrans cinder bin turnout on Highway 74, west of Mountain Center.
McCall Memorial Equestrian Campground	Riverside County – Concession Site	McCall Memorial Park is an extraordinary park for its commitment to equestrian camping and is one of the few parks that center its attention on trails and open spaces for equestrians and their horses. Accommodations for horses include spacious troughs, 53 corrals and 88 acres of open park space. Human accommodations include camping, biking, hiking and equestrian trails, picnic areas, barbeques, showers and a pet-friendly policy.	McCall Memorial Park is located in Mountain Center, 2 miles from the town of Idyllwild.
Hurkey Creek Park - Campground and Picnic Area	Riverside County	<p>This beautiful park is a vast and remote getaway with plenty of luscious pine trees, seasonal creek, numerous trails and stunning mountain views.</p> <p>There are 130 campsites, RV accommodations, showers, and the campground is pet friendly. There is a seasonal creek located within the park and fishing is available nearby at Lake Hemet. Extensive hiking/biking trails are accessible from within the park. A small general store is located approximately 1 mile away. The campground also has large group areas with 5 separate loops that can accommodate 80-100 campers each.</p>	Located 3.5 miles South East of Mountain Center off Hwy.

Facility	Management	Description	Location
Lake Hemet Day Use Area	FS	Lake Hemet offers plenty of shore fishing to the angler. Campers can stay overnight at the adjacent campground operated by the Lake Hemet Municipal Water District. The Water District also has small boats available for day rental. California Department of Fish and Game plant rainbow trout twice per month from spring into fall. This site is accessible.	Located approximately 3.75 miles south of Mountain Center off Hwy 74.
Lake Hemet Campground	Lake Hemet Recreation Company for the Lake Hemet Municipal Water Department	Lake Hemet has 515 camping sites that include both full hook-ups and dry camping for tents or RVs. Many dry sites have potable water available nearby. Available activities include fishing, boating, hiking, bicycling, bird watching, volleyball and baseball.	Located approximately 3.75 miles south of Mountain Center on Hwy 74.
Access to Tool Box Springs camping sites.	FS	These 6 remote camping sites offer isolated scenic locations ideal for tent and car camping or a relaxing picnic far from the crowds. Other than a pit for campfires, these sites do not contain the amenities found at developed campgrounds. There is no water, no picnic tables, no restrooms nearby, and no trash containers. All sites are first-come, first-served.	Accessed via Forest Road 6S13 off Hwy 74 south of Lake Hemet.
Fobes Ranch Road and Spurs	FS	The roads are easy to moderate and offer more than two miles of mountain bike riding.	This trail is located three miles south of Lake Hemet on Highway 74 in Garner Valley.
Ramona Trail 3E26	FS	Starting at 4400', this moderate trail climbs 1500', offering views of Garner Valley. The hike ascends to Toolbox Spring on Thomas Mountain Road (6S13). The 17-mile Ramona and Thomas Mountain loop is considered one of the best mountain bike rides in the area.	Trailhead sign is about 3.5 miles south of Lake Hemet on Highway 74.

Facility	Management	Description	Location
Pacific Crest National Scenic Trail (PCT)	FS	The PCT is for horse and foot traffic only; all motorized vehicles and bicycles are prohibited. There are two entry and exit points along the byway, which makes the trail ideal for short nature walks, half-day hikes or day hikes, as well as longer backpacking trips.	The PCT can be accessed along the byway from two locations on both Hwys 243 and 74. Access off Hwy 74 is approximately 1 mile east of the Hwy 371 junction.
Pinyon Flat Campground	FS	First come, first serve with overnight fee. Eighteen sites are available. Accessible.	Accessed off Hwy 74 at approximately milepost 80.25 via Pinyon Drive.
Pinyon Trail 5E03	FS	This rolling, high desert trail is at approximately 4000' elevation. The area is within the Santa Rosa and San Jacinto Mountains National Monument.	Look for the Pinyon Flat Campground sign. Parking in the campground requires payment of a day use or overnight fee, or park outside along Pinyon Drive. The trail heads west, crossing Palm Canyon Drive en route to meeting up with the Palm Canyon Trail
Palm Canyon Trail 4E01	FS	8.1 miles of Palm Canyon Creek is designated as a Wild & Scenic River. This creek supports the nation's largest fan palm oasis and offers important habitat for endangered Peninsular bighorn sheep, the southwestern willow flycatcher and many sensitive songbirds.	Turn north past Pinyon Flat Campground to the Palm Canyon Trailhead.
Palm Canyon Creek – Wild and Scenic River	FS		This Wild and Scenic River is accessed via the Pinyon and Palm Canyon Trails.

Facility	Management	Description	Location
Ribbonwood Equestrian Campground	FS	<p>This campground is located in a chaparral brush/high desert environment. Amenities include accessible flush toilets, hot showers, hitch rack and drinking water. All campsites have tables, fire rings, two horse corrals (10' X 10"). Campfires are allowed within the fire rings provided. Firewood is not sold at the campground.</p> <p>First come, first served sites are NOT available. Reservations are required through the National Recreation Reservation Service at www.recreation.gov.</p>	Accessed off Hwy 74 at approximately milepost 80.25 via the Pinyon Flat Transfer Station Road
Cactus Spring Trail 5E01	FS	A high desert trail that begins in Pinyon Flat at 4000' descending 2.5 miles to Horsethief Creek It then continues 2 miles to a spring that is difficult to find, although the trail is fairly easy to follow to this point. The trail then continues another 15 miles to Martinez Canyon and Highway 86 in the low desert and may become difficult to follow. Much of the trail is within the Santa Rosa Wilderness area.	Across from the Pinyon Flat Campground, take the road south to the designated parking area (also for Sawmill Trail), just before the Pinyon area Riverside County Transfer Station. Take the access trail on the east end of the parking area and look for the trailhead sign. To enter the Santa Rosa Wilderness register at the sign-in box a short way beyond the trailhead sign. This serves as your wilderness permit.
Sawmill Trail 5E02	FS	Visitors can ride a horse or bicycle, hike, or use a four-wheel drive vehicle up the first 5.5 miles of the rough Sawmill Truck Trail road. The trail starts at the top of the road and connects with Santa Rosa Mountain Road. The road and trail ascend 3000' to 7000' and are within the Santa Rosa and San Jacinto Mountains National Monument. They offer spectacular views of the desert areas below.	From Highway 74, across from the Pinyon Flat Campground, take the road south to the designated parking area (also for Cactus Spring Trail), just before the Pinyon area Riverside County Transfer Station.

Facility	Management	Description	Location
Cahuilla Tewanet	FS	Cahuilla Tewanet is a nature trail/overlook that tells the story of the early Native Americans' lifestyles.	Located 10 miles south of Palm Desert on Hwy 74
Coachella Valley Vista Point	Caltrans	Offers great views north and east of Palm Desert, Indian Wells and La Quinta, as well as awesome views of the San Jacinto and San Gorgonio mountains. On a nice clear day (especially after a rain or snowstorm) you can see the north tip of the Salton Sea about forty miles away to the southeast.	Vista Point is about five miles up Hwy 74 as it snakes its way out of the Coachella Valley south of Palm Desert and into the Santa Rosa Mountains.
Art Smith Trail	BLM, California Dept. of Fish and Game, City of Palm Desert	The Art Smith Trail is a strenuous 8.3-mile hike, with an elevation change of 1465 ft. This is truly one of the signature trails in the National Monument, offering scenic views across the Coachella Valley to the Little San Bernardino Mountains and Joshua Tree National Park, and over the bustling cities of Palm Desert and Rancho Mirage. Hikers escape the sights and sounds of the urban area as the trail climbs through hidden canyons and alongside lush palm oases. Although the oases beckon, stick close to the trail to avoid disturbing desert animals that depend on these vital habitats.	The Art Smith Trail starts at Highway 74 near the National Monument Visitor Center.

Facility	Management	Description	Location
Randall Henderson Trail	City of Palm Desert, BLM	This easy 2.4-mile trail offers a good introduction to desert hiking for the novice. Starting at the National Monument Visitor Center on Highway 74, this loop trail – named for a founder of Palm Desert – gently rises about 400' over its 2.4-mile route. Typical plants of the Colorado Desert, such as creosote bush and cholla cactus, adorn the trail as it meanders through small canyons and across low ridges.	Accessed from the National Monument Visitor Center. Check with Visitor Center staff for times and dates of guided hikes during the fall and winter months. Parking is available at the Visitor Center during operating hours.

CHAPTER 3 – LAND MANAGEMENT AND PROTECTION STRATEGIES

Land Management

The Palms to Pines Scenic Byway corridor weaves through lands managed by federal, tribal, state, county and private entities (see map, appendix A. The scenic, natural, historical, cultural, archaeological and recreational resources linked to the Palms to Pines Scenic Byway corridor are a vital component of the quality of life for local residents, as well as for the visitor experience. One of the goals of this corridor management plan is to protect, conserve and enhance the resources found along the corridor for present and future generations.

Existing land management direction for the various governing agencies is described in this chapter.

Federal Land – San Bernardino National Forest

National Forest System lands surrounding the Palms to Pines Scenic Byway are managed by the San Bernardino NF, San Jacinto Ranger District. The Forest Service's mission is "to sustain the health, diversity and productivity of the nation's forests and grasslands to meet the needs of present and future generations."

The byway is managed by the San Jacinto Ranger District of the San Bernardino NF. Management of the San Bernardino NF is guided by the 2005 San Bernardino National Forest Land Management Plan (LMP), which includes established goals, objectives, and standards and guidelines for managing resources (social, physical and biological). The San Bernardino NF is divided into fifteen geographic units known as "Places," and each "Place" has its own landscape character that has a theme, setting, desired condition and program emphasis (LMP, Part 2, page 41). The byway is located within the Idyllwild, Garner Valley, and Santa Rosa and San Jacinto Mountains National Monument "Places."



The Idyllwild Place is located in the higher elevations of the San Jacinto Mountains and is characterized by steep canyons and jagged rocks, with elevations ranging from 2,000 to 10,834 feet at the top of San Jacinto Peak. In the Idyllwild Place, California State Highway 243 (entering the national forest from the north at Banning) runs southeast as the Palms to Pines scenic byway. The desired condition for the Idyllwild Place is maintained as a natural appearing landscape that functions as a recreation setting and wilderness gateway. Among the valued landscape attributes to be preserved over time are the natural appearing views from the scenic byway. A more detailed description of the Idyllwild Place can be found in the LMP, Part 2, pages 68-71.

The Garner Valley Place is located within the San Jacinto Mountain Range, and offers access and views into the San Jacinto Wilderness. California State Highway 74 (Palms to Pines scenic byway) traverses this area from southeast to northwest. The desired condition for the Garner Valley Place is that the area is maintained as a historic and natural appearing landscape that functions as a recreation setting offering scenic vistas of open pine forests. Among the valued landscape attributes to be preserved over time are the natural appearing landscape views from the scenic byway. A more detailed description of the Garner Valley Place can be found in the LMP, Part 2, pages 65-67.

The Santa Rosa and San Jacinto Mountains National Monument Place encompasses the area designated as a national monument in 2000. It was designated as a national monument to protect nationally significant biological, cultural, recreational, geological, educational, and scientific values found in the Santa Rosa and San Jacinto Mountains. The monument includes both BLM and FS lands and the two agencies are joint managers. The San Bernardino NF LMP provides land management direction for National Forest System lands within the national monument. The desired condition for this place is to maintain the area as a natural appearing and naturally evolving landscape that functions as a rugged backdrop that provides remote recreation opportunities and a refuge for unique plant and animal species. A more detailed description of the Santa Rosa and San Jacinto Mountains National Monument Place can be found in the LMP, Part 2, pages 89-92. (Additional management direction for the lands within the National Monument is described in the following section.)

In addition to the geographical units called “Places”, the LMP also designates land use zones (CFR 219.11(c)) which identify appropriate management activities consistent with the achievement of desired conditions (LMP, Part 2, page 2). The byway is located primarily within the Back Country land use zone, which includes areas of the national forest that are generally undeveloped with few roads. Most of the national forest’s remote recreation and administrative facilities are found in this zone, and the level of human use and infrastructure is generally low.

Several sections of the byway adjacent to communities or concentrated use areas occur in the Developed Area Interface land use zone, and one short section of the byway near Lake Hemet occurs in the Back Country Motorized Use Restricted land use zone. A more detailed description of the land use zones can be found in the LMP, Part 2, pages

5-12. Tables that outline the suitable management activities for each land use zone can be found in the LMP, Part 2, pages 2-5.

Federal Land – Santa Rosa and San Jacinto Mountains National Monument (Bureau of Land Management (BLM) and Forest Service)

The management of the National Monument is the responsibility of the BLM (Palm Springs–South Coast Field Office) and Forest Service (San Jacinto Ranger District). The National Monument was established through the National Monument Act of 2000 (Public Law 106-351), and was the first congressionally designated national monument that was to be jointly managed by the BLM and Forest Service.

As required by the National Monument Act of 2000, the BLM and Forest Service completed a National Monument Management Plan (NMP) in 2004. The NMP provides management guidance and identifies land use decisions for the federal lands within the National Monument boundary. The NMP tiers to the San Bernardino NF LMP (2005) and BLM's California Desert Conservation Area (CDCA) Plan (1980, as amended), which provide management direction on National Forest System lands and BLM lands respectively, within the monument boundary.



Although there are a multitude of other land ownerships within the established monument boundary, including Agua Caliente Band of Cahuilla Indians lands, California Department of Parks and Recreation lands, California Department of Fish and Game lands, city lands and private lands, the NMP only directs management of federal lands and federal interests within the monument boundary. However, the NMP established a comprehensive interagency approach to land and resource management and provides a mechanism for collaboration between the BLM, Forest Service, other federal and state agencies, tribal governments, local government agencies, and interested private landowners and holders of valid existing rights within the monument boundary. An advisory committee comprised of individuals representing various jurisdictions and interests makes recommendations that help guide management of the National Monument.

Coachella Valley Multiple Species Habitat Conservation Plan

The federal lands within the National Monument are also part of a multi-jurisdictional planning effort, led by the Coachella Valley Association of Governments. The 2007 Final

Recirculated Coachella Valley Multiple Species Habitat Conservation Plan (CVMSHCP), adopted in 2008, provides a regional vision for balanced growth to meet the requirements of federal and state endangered species laws, while promoting enhanced opportunities for recreation, tourism and job growth.

The CVMSHCP aims to conserve over 240,000 acres of open space and protect 27 plant and animal species. By providing comprehensive compliance with federal and state endangered species laws, the plan not only safeguards the desert's natural heritage for future generations, it allows for more timely construction of roads and other infrastructure that is essential to improving quality of life in the Coachella Valley.

State of California

State Park Lands

California State Public Resources Code, Section 5019.53, State Park Classification governs management of state parks with the following direction:

State Parks consist of relatively spacious areas of outstanding scenic or natural character, often times also containing significant historical, archaeological, ecological, geological, or other such values. The purpose of State Parks shall be to preserve outstanding natural, scenic and cultural values, indigenous aquatic and terrestrial fauna and flora, and the most significant examples of such ecological regions of California as the Sierra Nevada, northeast volcanic, great valley, coastal strip, Klamath-Siskiyou Mountains, southwest mountains and valleys, redwoods, foothills and low coastal mountains, and desert and desert mountains.

Each State Park shall be managed as a composite whole in order to restore, protect and maintain its native environmental complexes to the extent compatible with the primary purpose for which the Park was established. Improvements undertaken within State Parks shall be for the purpose of making the areas available for public enjoyment and education in a manner consistent with the preservation of natural, scenic, cultural, and ecological values for present and future generations.

The April 2002 Mount San Jacinto State Park General Plan

(http://www.parks.ca.gov/pages/21299/files/ar_616_284.pdf) provides conceptual parameters and guidelines for long-term management, development and operation of Mount San Jacinto State Park, to allow for optimum use and enjoyment of the unit as well as the protection of its unique visitor experience and pristine resource conditions.

Mount San Jacinto State Park (Park) consists of seven management zones delineated by natural, geographical, cultural, aesthetic and recreation sensitivities and values. The Idyllwild Gateway Zone in the western portion of the park is within the byway corridor and supports a higher level of developed facilities and social activities than the rest of the park. All management zones adhere to the appropriate goals and guidelines found in

the Parkwide Goals and Guidelines Section and the Management Zone Matrix in the 2002 General Plan.

Scenic Highway Program

California's Scenic Highway Program was created by the California State Legislature in 1963. Its purpose is to protect and enhance the natural scenic beauty of California highways and adjacent corridors, through special conservation treatment. The state laws governing the Scenic Highway Program are found in the Streets and Highways Code, Sections 260 through 263.

The status of a proposed state scenic highway changes from eligible to an official designation when the local governing body applies to Caltrans for scenic highway approval, adopts a corridor protection program, and receives notification that the highway has been officially designated a scenic highway.



When a city or county nominates an eligible scenic highway for official designation, it must identify and define the scenic corridor of the highway. Scenic corridors consist of land that is visible from the highway right of way, and is comprised primarily of scenic and natural features. Topography, vegetation, viewing distance and/or jurisdictional lines determine the corridor boundaries. The city or county must also adopt ordinances, zoning and/or planning policies to preserve the scenic quality of the corridor or document such regulations that already exist in various portions of local codes. They should be written in sufficient detail to avoid broad discretionary interpretation and demonstrate a concise strategy to effectively maintain the scenic character of the corridor. These ordinances and/or policies make up the corridor protection program.

Riverside County implemented their plan for the protection and enhance of this scenic byway corridor in: A Plan and Action Program for the Pines to Palms Scenic Highway, dated April 1971, with subsequent official State Scenic Highway designations in 1971 for SR 74 and 1972 for SR 243.

Riverside County

The byway is located entirely within Riverside County, which was formed in 1893 from a small portion of San Bernardino County and a larger part of San Diego County, taking its name from the city of Riverside. Riverside County, population 2,189,641, is “the fourth largest county in the state of California, stretching nearly 200 miles across and

comprising over 7,200 square miles of fertile river valleys, low deserts, mountains, foothills and rolling plains. Riverside County shares borders with densely populated Imperial, Orange, San Diego and San Bernardino Counties...extending from within 14 miles of the Pacific Ocean to the Colorado River (www.countyofriverside.us)."

The county is responsible for land use regulations on private inholdings and private lands surrounding the San Bernardino NF and BLM lands. Riverside County is guided by the Riverside County General Plan (2003), which was updated as of 2008 to incorporate amendments that have been adopted as of December 2008. The General Plan 2003 and 2008 documents can be found on the Riverside County Planning Department website at: <http://www.rctlma.org/genplan/>

The Riverside County General Plan (2008) outlines policies, standards and programs to guide day-to-day decisions concerning Riverside County's future. The General Plan is grounded in the Riverside County Integrated Project (RCIP) Vision, sets direction for the county's land use and development in strategic locations, as well as the development of its economic base, the framework of its transportation system, and the preservation of the extremely valuable natural and culture resources it contains. According to the 2008 General Plan (chapter 2, page V-2), the vision for Riverside County is simply summarized as "Riverside County is a family of special communities in a remarkable environmental setting."

The General Plan covers the unincorporated portion of the county and is augmented by 19 detailed area plans, which provide more focus at the community level. The Palms to Pines Scenic Byway occurs within the Riverside Extended Mountain Area Plan (REMAP) and Western Coachella Valley Area Plan. Policies related to scenic corridors and scenic highways are outlined in the Chapter 3, Land Use Element (pages 31-32), Chapter 4, Circulation Element (page 46), Chapter 5, Multipurpose Open Space Element (pages 45-46), and the Area Plans (Volume 2). In general, the policies seek to protect and conserve scenic resources along the scenic highways and to manage development so as not to detract from the area's natural character and scenic quality.

Scenic Resource Strategies

San Bernardino National Forest

The San Bernardino NF manages National Forest System land and scenic resources within the byway corridor. "The rugged wildland landscapes are increasingly valued for the visual contrast they provide in a rapidly urbanizing region, and the contrast between the urban and natural settings is the unique characteristic that distinguishes the southern California area from other regions of the country. Driving for pleasure and viewing scenery have become some of the more popular national forest activities, and visitors expect a certain level of 'naturalness' in the recreation and tourism settings they pursue" (LMP, FEIS, Volume 1, pages 10, 268).

The LMP provides guidance for protecting the visual qualities of National Forest System lands within the San Bernardino NF utilizing the scenery management system (SMS), which is a tool for integrating the benefits, values, desires and preferences regarding aesthetics and scenery for all levels of land and resource management planning. Scenic integrity objectives, established through the SMS, have been designated for all areas of the national forest. Scenic integrity objectives represent the minimum levels of scenic integrity to which landscapes are to be managed. At the project level, all national forest activities are subject to review of the scenic integrity objectives.

Six scenic integrity objectives have been established, derived from the landscape's attractiveness and the public's expectations or concerns. Each scenic integrity objective depicts a level of scenic integrity used to direct landscape management: very high (unaltered), high (appears unaltered), moderate (slightly altered), low (moderately altered), and very low (heavily altered). The scenic integrity objective along the scenic byway is rated as "high" (LMP, Part 2, Appendix C, Scenic Integrity Objectives Map, SBNF South).

The LMP also identified "Key Places" in the planning area that represent the most picturesque national forest locations. These places possess their own distinct landscape character and are particularly valued for their scenic quality. They generally serve as urban backdrops or recreation-destination settings, or they contain scenic features along scenic routes and byways. The Idyllwild, Garner Valley, and Santa Rosa and San Jacinto Mountains National Monument areas were identified as "Key Places" (LMP, FEIS, Volume 1, pages 269-270), each of which encompasses the scenic byway. There are no specific standards for "Key Places," but the identification of "Key Places" essentially prioritizes these areas for landscape restoration and emphasizes the maintenance of landscape character as part of the LMP strategy.

Part 2 of the LMP (San Bernardino NF Strategy) provides the forest-wide program strategy and tactics (appendix B, pages 119-157) by resource area. Part 3 of the LMP (Design Criteria for the Southern California National Forests, pages 3-16) contains standards by primary resource area, which constitute the 'rules' that the Forest Service will follow as the national forest implements projects and activities. The following are program strategies that the forest may choose to make progress toward achieving the desired conditions and goals related to protecting scenic values (LMP, part 2, appendix B, page 144).

LM 1 - Landscape Aesthetics

Manage landscapes and built elements to achieve scenic integrity objectives:

- Use best environmental design practices to harmonize changes in the landscape and advance environmentally sustainable design solutions.

LM 2 - Landscape Restoration

Restore landscapes to reduce visual effects of nonconforming features:

- Prioritize landscape restoration activities in key places (Arrowhead, Big Bear, Big Bear Back Country, Front Country, Garner Valley, Idyllwild, Lytle Creek, San Bernardino Front Country, San Geronio, and Santa Rosa and San Jacinto Mountains National Monument). Integrate restoration activities with other resource restoration.
- Restoration of landscape should consider not only the existing condition but the sustainable natural appearing landscape that is the desired condition of the mature forest.

LM 3 - Landscape Character

Maintain the character of "Key Places" (see LM2) to preserve their intact nature and valued attributes:

- Maintain the integrity of the expansive, unencumbered landscapes and traditional cultural features that provide the distinctive character of the place.
- Promote the planning and improvement of infrastructure along scenic travel routes.

The following are the Forest-wide Aesthetics Management Standards (LMP, Part 3, page 6).

S9: Design management activities to meet the Scenic Integrity Objectives (SIOs) shown on the Scenic Integrity Objectives Map.

S10: Scenic Integrity Objectives will be met with the following exceptions:

- Minor adjustments not to exceed a drop of one SIO level is allowable with the Forest Supervisor's approval.
- Temporary drops of more than one SIO level may be made during and immediately following project implementation providing they do not exceed three years in duration.

Santa Rosa and San Jacinto Mountains National Monument

The BLM (Palm Springs–South Coast Field Office) and San Bernardino NF (San Jacinto Ranger District) manage the scenic resources on the BLM lands and National Forest System lands, respectively in the National Monument within the byway corridor. The BLM CDCA Plan and the San Bernardino NF LMP provide guidance for protecting the visual qualities of federal lands within the National Monument. Visual resource management (VRM) class objectives established through the BLM's CDCA Plan and the Forest Service's SMS are considered when management actions are proposed. (The Forest Service's scenic resource management on national forest lands is described in the previous section above.)

The Coachella Valley portion of the CDCA was most recently amended in December 2002 (CDCA Plan Amendment). All CDCA land use allocations pertaining to lands within the National Monument were brought forward into the NMP. Through the CDCA Plan Amendment, non-Wilderness BLM lands within the National Monument were designated

as VRM Class 2. BLM Wilderness lands within the National Monument were designated as VRM Class 1. The VRM class objectives for Class 1 and 2 are defined as follows:

Class 1: Natural ecological changes and very limited management activity are allowed. Any contrast created within the characteristic landscape must not attract attention. This classification is applied to Wilderness areas, Wild and Scenic Rivers, and other similar situations.

Class 2: Changes in any of the basic elements caused by management activity should not be evident in the characteristic landscape. Contrasts are visible, but must not attract attention.

The San Bernardino NF LMP (2005) identified the scenic quality objective within the non-wilderness portions of the National Monument as “high” (appears unaltered), which includes the scenic byway corridor. The LMP also identified the National Monument as a “Key Place”. As described in the previous section, “Key Places” in the planning area represent the most picturesque national forest locations. These places possess their own distinct landscape character and are particularly valued for their scenic quality.

Mount San Jacinto State Park (Park)

The 2002 Mount San Jacinto State Park General Plan contains development guidelines for careful planning and siting of future visitor use and Park operations facilities including roads, trails, campsites and buildings to ensure the protection of the natural and cultural resources and to provide an integrated and aesthetically pleasing park setting.

The following guidelines pertain to all development within the Park regarding aesthetics:

- Development shall blend with and complement the natural surroundings.
- Development shall not dominate the site but rather remain in harmony with the native landscape.
- Textures of the development, whether of material or of the over-all physical profile, shall be reflective of the surrounding environment.
- Design aesthetics shall be equally weighed with the facilities function, without compromising the basic human needs for comfort and safety.
- Retain existing viewsheds by strategically locating, minimizing or consolidating future developments.
- Development shall not disturb or displace ridgelines or natural drainage systems.
- Night lighting shall not obscure or intrude upon the nighttime sky. Park activity such as stargazing shall be fully considered in developing lighting concepts. If required for visitor safety, energy efficient light fixtures set low to the ground plane, to reduce glare and light pollution, will be used.
- Offensive odors and other issues related to the sense of smell will be fully considered in the design process.

- Both existing and future utilities such as telephone and electric lines will be installed underground wherever possible or out of viewshed corridors.

Riverside County

Riverside County's vision builds heavily on the value of its "remarkable environmental setting." Riverside County contains abundant natural visual resources, including low-lying valleys, mountain ranges, rock formations, rivers and lakes, and these scenic resources play a significant role in defining that "remarkable environmental setting". Scenic resources are an important quality of life component for residents of the county, and policies are found throughout the General Plan that are designed to conserve and protect these significant scenic resources. The General Plan specifically outlines policies that seek to protect and maintain resources along scenic highways under the scenic corridors section found in chapter 3 (Land Use Element), chapter 4 (Circulation Element), chapter 5 (Multipurpose Open Space Element), and the specific area plans. The specific policies related to scenic corridors and scenic highways are outlined below.

Land Use Element (chapter 3, pages 31-32)

Scenic Corridors

- **LU 13.1** Preserve and protect outstanding scenic vistas and visual features for the enjoyment of the traveling public. (AI 32, 79)
- **LU 13.2** Incorporate riding, hiking, and bicycle trails and other compatible public recreational facilities within scenic corridors. (AI 33, 41)
- **LU 13.3** Ensure that the design and appearance of new landscaping, structures, equipment, signs, or grading within Designated and Eligible State and County scenic highway corridors are compatible with the surrounding scenic setting or environment. (AI 3, 32, 39)
- **LU 13.4** Maintain at least a 50-foot setback from the edge of the right-of-way for new development adjacent to Designated and Eligible State and County Scenic Highways. (AI 3)
- **LU 13.5** Require new or relocated electric or communication distribution lines, which would be visible from Designated and Eligible State and County Scenic Highways, to be placed underground. (AI 3, 32)
- **LU 13.6** Prohibit offsite outdoor advertising displays that are visible from Designated and Eligible State and County Scenic Highways. (AI 6)
- **LU 13.7** Require that the size, height and type of on-premise signs visible from Designated and Eligible State and County Scenic Highways be the minimum necessary for identification. The design, materials, color, and location of the signs shall blend with the environment, utilizing natural materials where possible. (AI 3)
- **LU 13.8** Avoid the blocking of public views by solid walls. (AI 3)

Circulation Element (chapter 4, page 46)

Scenic Corridors

- **C 19.1** Preserve scenic routes that have exceptional or unique visual features in accordance with Caltrans Scenic Highways Plan. (AI 79)
- **C 19.2** Wind turbine generators have proven to be a unique tourist attraction.

Multipurpose Open Space Element (chapter 5, pages 45-46)

Scenic Resources

- **OS 21.1** Identify and conserve the skylines, view corridors, and outstanding scenic vistas within Riverside County. (AI 79)

Scenic Corridors

- **OS 22.1** Design developments within designated scenic highway corridors to balance the objectives of maintaining scenic resources with accommodating compatible land uses. (AI 3)
- **OS 22.2** Study potential scenic highway corridors for possible inclusion in the Caltrans Scenic Highways Plan.
- **OS 22.3** Encourage joint efforts among federal, state, and County agencies, and citizen groups to ensure compatible development within scenic corridors.
- **OS 22.4** Impose conditions on development within scenic highway corridors requiring dedication of scenic easements consistent with the Scenic Highways Plan, when it is necessary to preserve unique or special visual features. (AI 3)
- **OS 22.5** Utilize contour grading and slope rounding to gradually transition graded road slopes into a natural configuration consistent with the topography of the areas within scenic highway corridors. (AI 3)

Riverside Extended Mountain Area Plan (REMAP, Pages 35-36)

Scenic Highways

- **REMAP 11.1** Protect the scenic highways in REMAP from change that would diminish the aesthetic value of adjacent properties in accordance with the Scenic Corridors section of the General Plan Land Use, Multipurpose Open Space, and Circulation Elements.
- **REMAP 11.3** Enforce at least a 150 foot setback from the centerline of the scenic highway for new development, where such a setback requirement would not prohibit the use of a parcel.

Western Coachella Valley Area Plan (Pages 44-47, 52)

Signage

- **WCVAP 15.4_a** For premises adjacent to the right-of-way of scenic corridors, single support freestanding signs for on-site advertising shall be

prohibited. A sign affixed to buildings, a free-standing monument sign, or a free-standing sheathed support sign which has minimal impact on the scenic setting shall be utilized for on-site advertising purposes along the referenced scenic corridors, [which includes State Route 74].

d. On-site advertising signs for businesses located along highway scenic corridors shall comply with the following:

(1) Notwithstanding the other provisions of this policy, a single-business monument sign may be approved with a maximum height of 10 feet, and a maximum 150 square feet of sign surface area. A multiple business monument sign may be approved with a maximum height of 12 feet or less, and a maximum 200 square feet of sign surface area.

(2) Notwithstanding the other provisions of this policy, a single-business sheathed-support sign or a multiple business sheathed-support sign shall not be erected along a highway scenic corridor.

(3) A sign affixed to a building, advertising the business contained therein, shall not exceed 10 percent of the surface area of the building wall facing the highway. A single sign, or a total of all signs, affixed to a building and advertising multiple businesses contained therein shall not exceed 10 percent of the surface area of the building wall facing the highway.

Scenic Highways

- **WCVAP 19.1_a** Protect the scenic highways in the Western Coachella Valley from change that would diminish the aesthetic value of adjacent properties in accordance with policies in the Scenic Corridors sections of the Land Use, Multipurpose Open Space, and Circulation Elements.

Natural Resource Strategies

San Bernardino National Forest

The San Bernardino NF LMP provides management direction for wildlife, fish, plants, vegetation management, soil, water, riparian, and air resources. Part 2 of the LMP (San Bernardino NF Strategy) provides the “Place” specific standards (pages 99-101) and the forest-wide program strategy and tactics (appendix B, pages 119-157) by resource area. Part 3 of the LMP (Design Criteria for the Southern California National Forests, pages 3-16) contains standards by primary resource area, which constitute the ‘rules’ that the Forest Service will follow as the national forest implements projects and activities. The following highlights are brief excerpts of the LMP that may pertain to management activities within the Palms to Pines Scenic Byway corridor. Please reference the LMP for full management direction.

Wildlife, Fish, and Plants

The following are program strategies that the forest may choose to make progress toward achieving the desired conditions and goals related to managing wildlife, fish, and plants (LMP, part 2, appendix B, pages 123-129, 137).

IS 1 - Invasive Species Prevention and Control

Prevent the introduction of new invaders, conduct early treatment of new infestations, and contain and control established infestations through the implementation of the Noxious Weed Management Strategy (see LMP, part 3, appendix M) and other guidelines.

WL 1 - Threatened, Endangered, Proposed, Candidate, and Sensitive Species Management

Manage habitat to move listed species toward recovery and de-listing. Prevent listing of proposed and sensitive species through implementation of priority conservation strategies (San Bernardino NF Conservation Strategy, Table 531, LMP, Part 2, pages 126-128) and other guidelines.

WL 2 - Management of Species of Concern (SBNF LMP, Part 2, page 129)

Maintain and improve habitat for fish, wildlife, and plants, including those with the following designations: game species, harvest species, management indicator species, and watch list species.

Link 1 - Landscape Linkages (SBNF LMP, Part 2, page 137)

Identify linkages to surrounding habitat reserves and other natural areas for maintenance of biodiversity. Collaborate with local government, developers, and other entities to complement adjacent federal and non-federal land use zones and associated design criteria:

The following are place specific standards (SBNF LMP, Part 2, page 99) related to wildlife, fish and plants that apply to the Garner Valley, Idyllwild, and Santa Rosa and San Jacinto National Monument “Places.”

SBNF S4 - Where available, in suitable southern rubber boa habitat retain a minimum of nine down logs per acre (minimum 12 inches diameter and 180 total linear feet) except in Wildland/Urban Interface Defense Zones and fuelbreaks. Give preference to large diameter logs (Arrowhead, Big Bear, Big Bear Back Country, Front Country, Garner Valley, Idyllwild, Silverwood, San Geronio, and Santa Rosa and San Jacinto National Monument Places).

SBNF S5 - Evaluate potential long-term impacts of new projects and activities on important landscape level habitats that are identified in the places. These include landscape linkages, wildlife movement corridors, key deer and bighorn sheep fawning and lambing areas, and winter ranges, and raptor nesting sites. Minimize or mitigate impacts to maintain their functionality over the long-term (all Places).

SBNF S6 - Provide compatible management on those portions of National Forest System land designated as being part of Multiple Species Habitat Conservation Plans (MSHCP) under the National Memorandum of Understanding with the U.S. Fish and Wildlife Service



(Coachella Valley Plan: San Bernardino Front Country, San Gorgonio, and Santa Rosa and San Jacinto Mountains National Monument Places; Mojave Plan: Big Bear, Cajon, Desert Rim, Mojave Front Country, and Silverwood Places; and Western Riverside County Plan: Anza, Idyllwild, and San Bernardino Front Country Places).

Soil, Water, and Riparian Areas

The following are program strategies that the forest may choose to make progress toward achieving the desired conditions and goals related to protecting soil, water and riparian areas (LMP, part 2, appendix B, pages 134 to 135).

WAT 1 - Watershed Function

Protect, maintain and restore natural watershed functions including slope processes, surface water and groundwater flow and retention, and riparian area sustainability.

WAT 2 - Water Management

Manage groundwater and surface water to maintain or improve water quantity and quality in ways that minimize adverse effects over the long-term.

The following are the forest-wide soil, water, and riparian standards (LMP, Part 3, page 10 to 12) applicable within riparian conservation areas:

S47: When designing new projects in riparian areas, apply the Five-Step Project Screening Process for Riparian Conservation Areas as described in Appendix E - Five-Step Project Screening Process for Riparian Conservation Areas.

S48: For non-hydroelectric and exempt hydroelectric surface water development proposals (such as flood control reservoirs and municipal water supplies),

instream flows favorable to the maintenance and restoration of riparian dependent and aquatic resources and channel conditions will be required.

S49: Require fish passage instream flows associated with dams and impoundments where fish passage will enhance or restore native or selected nonnative fish distribution and not cause adverse effects to other native species.

Forest-wide standards applicable when implementing recreation activities:

S50: Mitigate negative long-term impacts from recreation use to soil, watershed, riparian or heritage resources (refer to Appendix D - Adaptive Mitigation for Recreation Uses).

Vegetation Management – Timber and Fuels

The following are program strategies that the forest may choose to make progress toward achieving the desired conditions and goals related to vegetation management (LMP, part 2, appendix B, pages 130-132, 157).

FH 1 - Vegetation Restoration

Restore vegetation through reforestation and revegetation or other appropriate methods after stand replacing fires, drought, or other events or activities that degrade or cause a loss of plant communities. Post reforestation activities may require treatment of competing vegetation to ensure the ability of the planted trees to out-compete vegetation for moisture, nutrients and sunlight. Treatment may require use of pesticides including herbicides.

FH 2 - Prevention of Fire Induced Type Conversion

Minimize vegetation type conversion (permanent or long-term loss of plant communities) resulting from increased human caused fires.

FH 3 - Restoration of Forest Health

Protect natural resource values at risk from wildland fire loss that are outside the desired range of variability, or where needed for wildlife habitat improvement.

FH 4 - Insect and Disease Management

Protect natural resource values at risk due to insect or disease loss at levels outside of the historic range of variability or where needed to improve habitat.

Fire 5 - Fuelbreaks and Indirect Community Protection

Maintain the existing system of roadside fuelbreaks and fuelbreaks along watershed boundaries to minimize fire size and the number of communities threatened by both fires and floods. Consider constructing new fuelbreaks on land outside of wilderness or other special designations.

The following are the forest-wide vegetation management standards (LMP, part 3, pages 3-5).

S3: Maximum Size Openings Created by Timber Harvest (36 CFR 219.27 (d) (2)). Table 3.1: Appropriate Silviculture Systems and Vegetation Treatments by General Forest Type (Part 3, page 3) identifies the maximum allowable opening acreage for forest types. This limit shall not apply where harvests are necessary as a result of catastrophic conditions, such as fire, insect and disease attack, windstorm, or drought.

S4: Design fuelbreaks in forests to be open; averaging no more than 40 percent crown closure along the center corridor with an understory of grasses, forbs, and small shrubs. Thinning of forests should favor retention of large-diameter trees. Crown closure and understory vegetation increase gradually, moving from the inside toward the outside of the shaded fuelbreak.

S6: Seed to be used on National Forest System lands will be certified to be free of noxious weeds. Where available, only locally collected native seed will be used, or seeds will be used from species that are noninvasive and nonpersistent. When available, wattles, mulch and livestock feed to be used on National Forest System lands will be certified free of noxious weeds.

S7: There are extensive areas within and adjacent to the national forests of southern California meeting the definition of Wildland/Urban Interface (WUI) as described in the Healthy Forests Restoration Act of 2003. WUI (as defined by the Act) is a variable width up to 1.5 miles from communities at risk or as defined in individual community fire protection plans. This forest plan further identifies a direct protection buffer (WUI Defense Zone) and an indirect protection buffer (WUI Threat Zone) that fall within the broader definition WUI. A WUI Defense Zone is the area directly adjoining structures and evacuation routes that is converted to a less-flammable state to increase defensible space and firefighter safety. The WUI Threat Zone is an additional strip of vegetation modified to reduce flame heights and radiant heat. The Threat Zone generally extends approximately 1.25 miles out from the Defense Zone boundary. Yet, actual extents of Threat Zones are based on fire history, local fuel conditions, weather, topography, existing and proposed fuel treatments, and natural barriers to fire and community protection plans, and therefore could extend well beyond the 1.25 mile. The two zones together are designed to make most structures more defensible.

S8: Community protection needs within the WUI Defense Zone take precedence over the requirements of other forest plan direction, including other standards identified in Part 3 of the forest plan. If expansion beyond the 300-foot minimum width of the defense zone is needed due to site-specific conditions, projects will be designed to mitigate effects to other resources to the extent possible.

Air

The following are program strategies that the forest may choose to make progress toward achieving the desired conditions and goals related to protecting air resources (LMP, part 2, appendix B, pages 133).

Air 1 - Minimize Smoke and Dust

Control and reduce smoke and fugitive dust to protect human health, improve safety and/or reduce or eliminate environmental impacts.

- Incorporate visibility requirements into project plans.
- Use emission reduction techniques (ERT).

Air 2 - Forest Air Emissions

Maintain and update the inventory for wildland fire emissions and other national forest resource management emissions within the current State Implementation Plan (SIP). The SIP inventories establish levels of air pollution that meet the long-term federal air quality goals for bringing the nonattainment areas to attainment of the national ambient air quality standards.

Santa Rosa and San Jacinto Mountains National Monument

The NMP, the BLMs CDCA Plan Amendment, and the San Bernardino NF LMP provide direction for the management of biological resources (wildlife and plants), water resources (surface and ground water), and geologic resources on the National Monument. San Bernardino LMP direction that applies to the management of national forest lands within the National Monument is outlined in the previous section. The applicable direction from the Monument Plan and BLMs CDCA Plan Amendment is provided below.

Biological Resources (Wildlife and Plants)

Management of Habitat (NMP, chapter 2, page 5; appendix E)

- The Habitat Conservation Objectives described in the CDCA Plan Amendment for the Coachella Valley (Monument Plan, appendix E) provide criteria and guidance for the management of vegetative community types to ensure quality habitat for migratory songbirds, amphibians, and other wildlife species in the National Monument. For each of the eight vegetation community types (sand dunes and sand fields, desert scrub communities, chaparral communities, desert alkali shrub communities, marsh communities, dry wash woodland and mesquite communities, riparian communities, and woodland and forest communities), the habitat conservation objectives would be used to assess compatible uses and to develop appropriate mitigation measures within conservation areas on BLM-managed lands. Future activities would be required to conform to the objective established for a particular community type within the conservation areas.

No additional actions specific to addressing habitat-based management for wildlife are found in the Monument Plan.

Management of Peninsular Ranges Bighorn Sheep (NMP, chapter 2, page 5; appendix E and F)

The Peninsular Ranges bighorn sheep recovery strategy established through the CDCA Plan Amendment for the Coachella Valley (NMP, appendix E and F) outlines the measures that BLM will follow to protect and promote the recovery of Peninsular Ranges bighorn sheep within the National Monument. Those decisions that are applicable to the National Monument are found in appendix C of the NMP. Guidelines that may pertain to management in the Palms to Pines Scenic Byway corridor are outlined below. Additional information is described under the recreational resources section of this corridor management plan.

- Acquire, or exchange to acquire, bighorn sheep habitat from willing landowners.
- Manage road use on BLM-managed lands, consistent with the CDCA Plan (1980) as amended, to minimize habitat fragmentation or interference with bighorn sheep resource use patterns.
- Develop and implement education and public awareness programs.
- Coordinate all management and monitoring efforts with the U.S. Fish and Wildlife Service, California Department of Fish and Game, Coachella Valley Association of Governments, and local jurisdictions to ensure a landscape level approach to recovery of bighorn sheep populations.
- Maintain existing water sources through tamarisk eradication and provide additional artificial water sources on public lands. Locations for artificial water sources would be carefully selected to reduce interactions between bighorn and the urban interface.
- Reduce impacts to bighorn sheep (especially during the water stress and lambing season) using a combination of methods, including voluntary avoidance programs, closures, seasonal restrictions, and permit stipulations and mitigations. Projects emphasizing the least disturbing techniques available and practicable would be encouraged. Some level of disturbance to bighorn sheep may be permitted during water stress and lambing season to obtain information, resulting in more effective management of bighorn sheep and their habitat.
- Construct fences across public lands to exclude bighorn sheep from urban areas where there is a demonstrated problem. Projects would be coordinated with local jurisdictions, U.S. Fish and Wildlife Service, and the California Department of Fish and Game to ensure that water is available before sheep are excluded from urban areas known to provide water.

Management of Noxious, Non-native, and Invasive Plant and Animal Species (NMP ROD, page 4; NMP, chapter 2, page 6).

The BLM and Forest Service will seek partnership opportunities to manage and control the spread of weeds, non-native and invasive plant and animal species, to manage and

promote existing native plant resources, and to foster the reintroduction of species that compose the site's natural plant communities. While there are currently no species listed as noxious by Animal and Plant Health Inspection Service (APHIS) within the National Monument, the BLM and Forest Service would apply the actions listed below to control plant and animal species listed as "noxious" in the future.

- Inventory public lands to determine distribution of indigenous plant species and non-native species in the National Monument to assess protection and eradication needs, respectively.
- Develop and implement an action plan for eradicating noxious, non-native, and invasive plant and animal species as well as an action plan for reintroducing indigenous species. Manage existing native vegetation, in coordination with tribes, federal, state and local agencies, experts and local interest groups such as the Southern California Indian Basketweavers Organization (SCIBO) or NEX'WETEM, California Native Plant Society (CNPS), and the Andreas Canyon Club.
- Educate the public regarding non-native, invasive species in the National Monument, such as tamarisk and fountain grass, and their impacts to the environment.
- Prepare and distribute an annual report describing noxious, non-native, and invasive plant and animal treatments and accomplishments.

Management of Special Status Species (NMP, ROD, page 4; NMP, chapter 2, page 7).

Special Status Species are plant and animal species, officially listed, proposed for listing, or candidates for listing as threatened or endangered by the Secretary of the Interior under the provisions of the ESA; those listed or proposed for listing by the State of California under CESA, Native Plant Protection Act – CA "rare" plants, and those designated by the BLM State Director and Regional Forester as sensitive. Special Status Species will be managed in accordance with the ESA, BLM standards/policy (BLM Manual 6840) and Forest Service standards/policy and guidelines (FSH 2670). Special Status Species will be managed to facilitate recovery of listed species and prevent future listings of plants and animals. The following Special Status Species strategy is outlined in the NMP (ROD, page 4).

- Work with partner agencies, tribes and volunteer groups to update existing inventories of plant and animal species occurrence and distribution to establish updated models for habitat and baseline conditions for monitoring.
- Coordinate Special Status Species management with CDFG, USFWS, researchers and local jurisdictions to promote consistency, effectiveness and efficiency of recovery actions and monitoring activities.
- Encourage research projects designed to enhance management activities that facilitate recovery of sensitive species, including federal and state listed species.

- Develop partnerships with entities such as CNPS for education and outreach.

Water Resources (Surface and Ground Water)

Best management practices (BMP) are required by the Federal Clean Water Act (as amended by the Water Quality Act of 1987) to reduce non-point source pollution to the maximum extent practicable. BMPs are considered the primary mechanisms to achieve California water quality standards. All management activities and practices within the National Monument will be consistent with the BMPs. In addition to following the BMPs for achieving water quality standards, the BLM and Forest Service will increase levels of interagency coordination as well as coordination with adjoining land managers. The following water resources management strategy is outlined in the Monument Plan (ROD, page 12; chapter 2, page 34). The BLM and Forest Service will coordinate with USGS, tribes, Riverside County, local water districts, private water companies, and other private water users to enhance current efforts to manage surface and ground water.

Geological Resources

The Santa Rosa and San Jacinto Mountains are among the most impressive of southern California because of their great height and proximity to the Salton Trough. These mountains are eroded from a greatly elevated mass of igneous and metamorphic rocks formed deep in the earth's crust, but adjacent to the deeply subsided and sediment-filled Salton Trough (NMP, chapter 2, page 23). Geologic features are to be protected under national monument legislation. The following geological resources strategy for the National Monument is outlined in the NMP ROD for outreach and interpretation (pages 8-9), and protection and preservation (page 9).

Outreach and Interpretation

- Develop interpretation such as guided walks using geologic features in the National Monument and include both general geologic processes, (e.g. erosion, mountain building, and earthquake faulting) and specific geologic features (e.g. Martinez Mountain Landslide, ancient Lake Cahuilla features, and the San Jacinto Fault Zones).
- Work with volunteers to prepare geologic road guides for the Highway 74 and 111 corridors, focusing on the geology and geologic history of the Santa Rosa and San Jacinto Mountains, with emphasis on geologic features visible at specific, safe road turnouts. These road guides would be similar to other published road guides such as the Geologic Road Guide to Northern California.
- Establish geologic points of interest within and adjacent to the National Monument by using interpretive signs or plaques describing the geologic feature or process visible at that point. Coordinate with the Caltrans for placement of signs off highways and rest stops. For example, an interpretive sign could be placed at the I-10 rest area at Whitewater, describing the significant elevation difference between the prominent uplifted slopes of Mt. San Jacinto and the downdropped Coachella

Valley/Salton Trough. Information could also be provided concerning the tectonic origin of the mountain range and the basin and the San Andreas Fault Zone in the region.

- Prepare a pamphlet and/or guide describing the mining history and mineral resources of the National Monument, which emphasizes that mineral development is no longer allowed on public lands within the National Monument; includes rules and regulations concerning the collection of rocks and minerals within the National Monument; and addresses safety issues concerning abandoned mined lands in the National Monument.
- Develop partnerships and research agreements with USGS, academic departments, and other applicable entities to encourage geologic research in the National Monument; provide opportunities for student internships to prepare interpretive signs and pamphlets; and establish representative rock mineral collections and perform research on the unique geologic features within the National Monument such as the Martinez Mountain Landslide, the Santa Rosa Shear Zone, and ancient Lake Cahuilla features.

Protection and Preservation

- Restrict the collecting of rocks and minerals within the “tufa” and “coral reef formations” located along the ‘watermark’ of the ancient Lake Cahuilla. These areas should be monitored periodically so as to confirm that the tufa and reef formations are not being disturbed or removed.

Mount San Jacinto State Park (Park)

All development in the Park is subject to the following guidelines regarding protection of natural and cultural resources:

- Development shall only occur in areas that will not adversely impact significant natural and/or cultural resources. Sacred and historical sites will be respected and protected.
- Disturbance of native vegetation shall be minimized by integrating the development with the native landscape and topography. When appropriate, weave structures through forest areas rather than clear cutting or grubbing.
- Sufficient setbacks or natural buffers shall be established to protect sensitive species, resources, and biocorridors.
- Sustainable design and maintenance practices shall be prescribed that promote energy conservation, waste reduction, recycling, and other resource conservation practices. No development shall occur until such issues are addressed.
- Technologies that improve upon the current waste management practices within the Park shall be utilized. Current sewage leach fields and pit toilets shall be evaluated for their impacts to the Park's scenic value and water resources.

Natural resource management guidelines specific to the Idyllwild Gateway Zone of the Park include:

- Maintain and protect the natural character including sensitive watersheds, wetlands and creeks.
- Avoid, minimize or mitigate impacts on natural and cultural resources.

Riverside County

Riverside County is known for its extraordinary environmental setting, which provides recreational, ecological and scenic value. The county's environmental setting is a critical component of its vision for the future and its quality of life. The Riverside County Integrated Project (RCIP) Vision states:

"We value the unusually rich and diverse natural environment with which we are blessed and are committed to maintaining sufficient areas of natural open space to afford the human experience of natural environments as well as sustaining the permanent viability of the unique landforms and ecosystems that define this environment."

The county's biological health and diversity is dependent upon the preservation of natural open spaces. Policies to preserve and enhance open spaces are found under the Land Use Element (chapter 3), and include restrictions on development of open space, focusing urban growth, providing recreational and open space opportunities within the built environment, and achieving a balance between urban uses and open space/habitat. The Multipurpose Open Space Element (chapter 5) specifically addresses open space issues within the context of policies that address the risk of poorly planned growth and development, which would threaten to eliminate or degrade this essential feature of the County. These policies were developed based on the RCIP Vision. The Conservation and Open Space Resource System Vision Statement (chapter 2, pages 18-19) includes:

- Conserved multi-purpose open space is viewed as a critical part of the County's system of public facilities and services required to improve the existing quality of life and accommodate new development.
- The open space system and the methods for its acquisition, maintenance and operation are calibrated to its many functions: visual relief, natural resource protection, habitat preservation, passive and active recreation, protection from natural hazards and various combinations of these purposes. This is what is meant by a multi-purpose open space system.
- A major thrust of the multipurpose open space system is the preservation of components of the ecosystem and landscape that embody the historic character and habitat of the County, even though some areas have been impacted by man-made changes.
- Native habitat for plants and animals endemic to this area that make up such important parts of our natural heritage now have interconnected

spaces in a number of locations that allow these natural communities to prosper and be sustained.

- An incentive-based market system for habitat protection is in operation that includes options to use transfers of development rights (TDRs), conservation credits, and management programs to achieve equitable sharing of costs and benefits.
- The cost to the public of maintaining open space and critical habitat areas continue to be supported because of the habitat value, recreational contributions and economic benefits the areas provide.
- Strategies and incentives for voluntary conservation on private land are an integral part of the County's policy/regulatory system and are referred to nationwide as model approaches.
- Where natural streams and watercourses are located within designated multipurpose open space systems, they have been preserved as natural living systems. Where they pass through areas that are developed or designated for development (including agriculture), to the extent allowed by existing conditions, their continuity is maintained and protected as environmental corridors linking open space areas. Their viability is enhanced in numerous cases by being included in publicly maintained open spaces rather than in narrow concrete channels.
- Important watershed resources to support downstream habitat are being maintained. This includes watershed functions such as peak flows, water quality, recharge, and sediment transport, which are necessary for sustaining downstream resources.

Both the REMAP and Western Coachella Valley Area Plans are characterized by a vast network of natural open space with tremendous natural resource values. The area plans contain policies that seek to preserve the unique natural setting while minimizing the impacts of encroaching urban uses. Policies specific to multipurpose open space are found in the REMAP on pages 43-47. For the Western Coachella Valley Area, policies specific to multipurpose open space are found in the area plan on pages 59-60.

Historical, Cultural, Archaeological Resource Strategies

San Bernardino National Forest

Heritage resources (defined as cultural, historical, archaeological, ethnographic, and tribal) represent past human activities or uses and, by their nature, are considered an irreplaceable and nonrenewable resource if not managed for preservation over the long-term (FEIS, volume 1, page 238). The San Bernardino NF LMP provides management direction for heritage resources.

The following are program strategies that the forest may choose to make progress toward achieving the desired conditions and goals related to heritage resource management (LMP, Part 2, appendix B, pages 120, 140-141) which may relate to management within the scenic byway corridor.

Tribal 1 - Traditional and Contemporary Uses

Continue traditional uses and access to traditionally used areas (as well as contemporary uses and needs) by tribal and other Native American interests.

Tribal 2 - Government to Government Relations

Establish effective relationships with federally and non-federally recognized tribes.

Her 2 - Public Involvement Program Provide public involvement programs with opportunities for the public to partner in the stewardship of heritage resource sites.

Her 3 - Forest-wide Heritage Inventory

Increase knowledge of the occurrence, distribution, and diversity of site types for heritage resources on the national forest.

Her 4 - Heritage Research

Document and strengthen the linkages between heritage research and ecosystem management and research, and integrate knowledge and appreciation of past cultures into today's diversity.

The following includes the forest-wide cultural and historic standards (LMP, Part 3, page 13).

S62: Protect the access to and the use of sensitive traditional tribal use areas.

Santa Rosa and San Jacinto Mountains National Monument

The NMP provides for protection and preservation of cultural resources through inventory, monitoring, site stewardship, physical protection of significant sites and areas, and collection and curation of important artifacts and materials. The NMP also provides for development of a Cultural Resources Management Plan that incorporates and expands upon all of the above components and develops strategies for directing visitor traffic away from significant and/or vulnerable sites, where possible.

The ancestral territory of the Cahuilla Indians includes lands within the boundaries of the National Monument, therefore the National Monument and its management are of critical concern to all the Agua Caliente Band of Cahuilla Indians. Portions of the Agua Caliente Band of Cahuilla Indians reservation fall within the National Monument boundary, and the Agua Caliente are cooperatively managing those lands as part of the National Monument. Native American coordination and consultation is an integral part of the NMP.

The following cultural resources strategy for the National Monument is outlined in the NMP ROD for research (pages 4-5), inventory (page 5), existing cultural conditions assessment (page 5), protection and preservation (page 5), interpretation and education (page 6), management plan (page 6), access to traditional material collecting and

gathering locations and ceremonial sites (pages 6-7), and Native American coordination and consultation (page 7).

Research

- Work with tribes to identify significant prehistoric, historic and cultural events.
- Work with tribes, partners, state and local agencies, and volunteer groups to develop an oral history program and to identify and interview members of the public and Native Americans who have knowledge of historic and prehistoric use of the National Monument.

Inventory

- Complete an annual, intensive survey of one specific area identified through archival and ethnographic research as having a high potential to contain significant or threatened sites. Include inventory of existing roads and trails to identify sites that are being adversely impacted by public visitation and access.
- Record sites to current standards by including photos and sketch maps to document the overall site setting and condition, specific artifacts and features, and any damage whether due to natural or human causes.
- Assess integrity and cultural significance of sites and make site-specific management recommendations for avoidance, protection, or interpretation.

Existing Cultural Conditions Assessments

- Gather baseline condition data and identify threats to cultural resources through field inventory, review of existing site forms, and consultation with tribes and members of the public. Solicit input on resource conditions from BLM and Forest Service staff in all disciplines. Determine areas that are vulnerable to specific types of threats. Example: areas adjacent to trails may be most vulnerable to impacts from increased visitation while other areas may be vulnerable to erosion or other natural processes.
- Develop and implement a monitoring program that includes a schedule for monitoring threatened sites, vulnerable areas, and resources along trails. Monitor at least five sites and five miles of trails each year. Develop, implement and maintain a site stewardship program. Provide stewardship training to members of the public and tribes, as identified during the public scoping process and through consultation.
- Track changes over time in the condition of specific resources. Define key indicators of change.
- Make recommendations for avoidance and mitigation of adverse impacts to significant cultural resources.

Protection and Preservation

- Develop a prioritized list of site-specific protection and preservation needs prior to the end of each fiscal year, in preparation for out-year planning and budgeting.
- Identify and interpret “magnet” sites to attract visitors and satisfy their desire to experience the history and prehistory of the area. Prepare at least one historic and one prehistoric archaeological site for this type of visitor usage.
- Propose trail management actions, subject to NEPA, to protect sensitive resources.

Interpretation and Education

- Develop a program for public interpretation, education and environmental awareness for the National Monument, wherein cultural and ethnographic resources are addressed with other resources.
- Involve interested tribes in development of interpretive programs (reviewing interpretive materials and programs, providing input, etc.).
- Design and make available to the public educational brochures, pamphlets, monographs, web pages and other works of a popular and technical nature, emphasizing the relevance, fragility and other values of cultural and historic resources.
- Provide information regarding historical use of the National Monument, including ranching, mining, and recreation.
- Work with the Cahuilla Indian leadership, elders, and traditional practitioners to establish a mock village site to educate the public and provide an opportunity for sharing how the Cahuilla lived, gathered and prepared food, and created traditional materials such as basketry and pottery.
- Develop a program of guided hikes and interpretive programs that utilize Tribal members as interpreters, guides and storytellers.
- Develop programs in cooperation with and support of established Cahuilla cultural events and institutions such as the annual agave harvest and tasting sponsored by the Malki Museum.
- Seek partnerships with tribes, agencies and volunteers to accomplish the above.

Riverside County

Policies that are intended to ensure the preservation of cultural, historical and archaeological resources in Riverside County are outlined under the multipurpose open space element (chapter 5, page 43).

Cultural Resources

OS 19.2 Review all proposed development for the possibility of archaeological sensitivity.

OS 19.3 Employ procedures to protect the confidentiality and prevent inappropriate public exposure of sensitive archaeological resources when soliciting the assistance of public and volunteer organizations.

OS 19.4 Require a Native American Statement as part of the environmental review process on development projects with identified cultural resources.

Historical Resources

OS 19.5 Transmit significant development proposals to the History Division of the Riverside County Regional Park and Open-Space District for evaluation in relation to the destruction/preservation of potential historical sites. Prior to approval of any development proposal, feasible mitigation shall be incorporated into the design of the project and its conditions of approval.

OS 19.6 Enforce the Historic Building Code so that historical buildings can be preserved and used without posing a hazard to public safety.

OS 19.7 When possible, allocate resources and/or tax credits to prioritize retrofit of County historic structures, which are irreplaceable.

Mount San Jacinto State Park (Park)

Management direction for cultural resources are grouped with natural resource values in the Mount San Jacinto State Park General Plan and can be found in the natural resource strategies section in this CMP.

Recreation Resource Strategies

San Bernardino National Forest

The focus of outdoor recreation management is to provide a wide range of environmentally sustainable opportunities in natural settings in order to meet the needs and desires of visitors. Recreation in southern California is a complex social activity, constantly changing and posing increased challenges for agency managers. Some unique factors that affect the environmental sustainability of recreation management within the southern California national forests include (FEIS, Volume 1, page 245):

- The Forest Service has a unique niche of nature-based, day-use mountain recreation in southern California. Key attractions include scenic vistas, green forests, cool temperatures, lake and stream-based waterplay, picnicking, winter sports, wilderness areas and hundreds of miles of trail systems and motorized backcountry recreation routes. Visitors want to escape the stress of urban life, traffic and smog, and to relax in nearby mountain refuges.
- Intensive, all-season recreation leads to resource and habitat impacts and a struggle for the Forest Service to maintain environmentally sustainable recreation opportunities. Competition for space, visitor group and community conflicts, and deterioration of facilities and areas occur in many parts of the national forests.

- There is no off-season in southern California. Use is year-round, often spontaneous (for example, snowplay after major winter storms), and the daily site turnover rate is often high at some facilities.
- There is a lack of room to expand recreation facilities at some popular areas due to steep topography and limiting land boundaries.
- Rapid urban development is occurring adjacent to and within national forest boundaries, leading to use pressures (such as "social" trails) and resource impacts. Urban social problems are migrating to this nearby open space, leading to public safety concerns.
- Demographics are rapidly changing. Complex public information strategies are needed, based on urban orientations and many languages, cultures and class diversities.
- Visitor expectations are higher than in some parts of the country. More amenities are expected, such as recreational vehicle utility hook-ups, flush toilets and hot showers.
- Despite strong regional media markets, little Forest Service identity or branding is perceptible to most people in southern California. A perception exists that some parts of the national forests are, to a certain extent, more of a regional park than federal lands.
- Many new recreation activities originate or become popular in southern California and are first practiced in these urban national forests. They include mountain biking, hang-gliding, radio-controlled airplanes, geocaching and paintball gaming, and more. Development of these new technologies often changes or increases visitors' ability to access and use the national forests.
- There are increased opportunities for recreation and conservation education partnerships between the Forest Service and non-profit organizations, volunteers, and businesses.

The following are program strategies in the San Bernardino NF LMP that the forest may choose to make progress toward achieving the desired conditions and goals related to recreation resources (LMP, Part 2, appendix B, pages 142-143, 147).

REC 1 - Recreation Opportunity

Manage national forest land to achieve recreation opportunity spectrum (ROS) classes.

REC 2 - Sustainable Use and Environmental Design

Analyze, stabilize and restore areas where visitor use is appreciably affecting recreation experiences, public safety and environmental resources. Manage visitor use within the limits of identified capacities.

REC 3 - Recreation Participation

Offer a wide range of high-quality, environmentally sustainable developed and dispersed recreation opportunities to a rapidly growing and culturally diverse visitor population. Ensure minimal visitor conflicts and effects to other resources:

- Develop new, environmentally sustainable recreation opportunities, areas and infrastructure to relieve concentrated demand within existing high-use areas and to accommodate future growth and new uses elsewhere.
- Improve, remove or replace aging developed recreation infrastructure to meet current needs and future demand. As a priority compensate for opportunities lost due to closures.
- Inventory and analyze existing and potential dispersed use, including recreational target shooting, plinking, waterplay, snowplay and camping opportunities. Identify areas where that use is consistent with resource protection and public safety, and mitigate or eliminate problems over time.
- Implement adaptive management processes at recreation facilities to proactively respond to persons with disabilities, contemporary urban visitors, aging populations, diverse ethnic groups, and day-use emphasis (see Appendix C, Monitoring Requirements).

REC 4 - Conservation Education

Visitors have a greater understanding about the significance and importance of forest ecosystems, heritage resources, and the interrelationship between people and the natural environment:

- The Forest Service plays a leadership role in the development of strong, well-supported conservation education partnerships with nonprofit groups, volunteer groups, communities, governments, organization camps, school districts, universities, colleges, and private entities, while emphasizing and enhancing the capability of field program and project delivery, especially to underserved populations. Coordination between national forests is promoted for maximum results and cost efficiencies of programs, projects and visitor centers.

Trans 1 - Transportation Management

Plan, design, construct and maintain the National Forest System roads and trails to meet plan objectives, to promote sustainable resource conditions, and to safely accommodate anticipated levels and types of use. Reduce the number of unnecessary unclassified roads and restore landscapes:

- Enhance user safety and provide adequate parking at popular destinations on high traffic passenger car roads, while also minimizing adverse resource effects.
- Using priorities identified in the Roads Analysis Process, reduce the road maintenance backlog to provide safe, efficient routes for recreationists and through-traveling public, and to safely accommodate fire protection equipment and other high-clearance vehicles.

Trails

Develop an interconnected, shared-use trail network and support facilities that complement local, regional and national trails and open space, and that also enhance day-use opportunities and access for the general public:

- Construct and maintain the trail network to levels commensurate with area objectives, sustainable resource conditions, and the type and level of use. Manage the Pacific Crest National Scenic Trail for the conservation and enjoyment of its nationally important scenic, historic, natural, and cultural qualities.
- Maintain and/or develop access points and connecting trails linked to surrounding communities.

Off-Highway Vehicles

Improve off-highway vehicle opportunities and facilities for highway licensed and non-highway licensed vehicles:

- Manage the National Forest System roads for a spectrum of 4-wheel drive opportunities in the easy, more difficult, and most difficult categories of route difficulty.
- Develop motorized trails that address the needs of off-highway vehicle enthusiasts in conjunction with the designation of low-maintenance standard roads.
- Submit candidate roads and trails to the state of California, Off-Highway Motor Vehicle Division, for designation as the California Backcountry Discovery Trail as opportunities to provide this experience are identified.



Santa Rosa and San Jacinto Mountains National Monument

The National Monument was established “in order to preserve the nationally significant biological, cultural, recreational, geological, educational, and scientific values found in the Santa Rosa and San Jacinto Mountains and to secure now and for future generations the opportunity to experience and enjoy the magnificent vistas, wildlife, land forms, and natural and cultural resources in these mountains and to recreate therein”

(Public Law 106-351). Recreation was a key component of the establishment of the National Monument.

The NMP addresses recreational resources in chapter 2, pages 16-23. With the exception of management decisions related to hang gliding, recreational paintball, and recreational shooting, direction for recreational resources is contained within the BLM's CDCA Plan Amendment and the San Bernardino NF LMP.

Non-Motorized Recreation

Current non-motorized activities, including hiking, backpacking, camping, rock climbing, mountain biking, picnicking and casual collecting of materials, within the National Monument would continue provided such uses are consistent with related Plan decisions and National Monument goals. Recreational activities would be monitored to ensure that resource values within the National Monument would be protected and maintained. No specific direction for non-motorized recreational uses is found in the NMP, with the exception of pet restrictions within essential bighorn sheep habitat.

- Pets would be allowed in designated areas only and must be on a leash (maximum length of 10 feet). Owners would be required to collect and properly dispose of their pet's fecal matter. Designated pet areas will be identified in the comprehensive trails management plan (pending).
- Use of BLM lands, including entry with pets, shall be managed in accordance with the recovery Strategy for Peninsular Ranges bighorn sheep described in the CDCA Plan (1980, as amended), i.e., impacts to bighorn sheep shall be reduced using a combination of methods, including voluntary avoidance programs, closures, seasonal restrictions, and permit stipulations and mitigations (see Appendix F of the Monument Plan). Specific management prescriptions are being developed through the comprehensive trails management plan. Interim management pending completion of the trails plan prohibits dogs on BLM lands east of Palm Canyon, except for specified areas west of Cathedral City Cove and south of La Quinta Cove.

A comprehensive trails plan has been developed through the Coachella Valley Multiple Species Habitat Conservation Plan (CVMSHCP). The trails plan addresses non-motorized recreation activities on both federal (BLM) and non-federal lands in the Santa Rosa and San Jacinto Mountains. The non-federal portion of the CVMSHCP, including the trails plan was approved on October 1, 2008. the federal portion of the trails plan will be approved subject to issuance of a Biological Opinion by the USFWS (notes from the Palm Springs-South Coast Field Office, California Desert District, Advisory Council Meeting, June 3-4, 2011). The proposed trails plan would implement actions in furtherance of the CDCA and the NMP.

The trails plan addresses the opportunities for public use of the lands within the Santa Rosa and San Jacinto Mountains Conservation Area, including the development, use and maintenance of trails and areas for hiking, equestrian and mountain bike use. The trails plan was developed to address two primary goals: (1) minimize to the maximum extent feasible the risk of potential adverse impacts to Peninsular bighorn sheep from

recreational activities, and (2) provide recreational opportunities that are consistent with recovery of bighorn sheep. The trails plan proposes cross-country travel restrictions, restrictions on season of use, and camping restrictions for hiking, equestrian and mountain bike use. In addition, the trails plan restricts dogs to two designated areas. More detailed information about BLM trail plan implementation may be found on the Santa Rosa and San Jacinto Mountains National Monument website at:

<http://www.blm.gov/ca/st/en/fo/palmsprings/santarosa.html>

Recreational Paintball (ROD, page 2)

The discharge of gas and air-propelled weapons and simulated weapons (including paintball and paintball-like weapons) would not be allowed within the National Monument.

Recreational Shooting (ROD, page 2)

No recreational shooting, except for hunting, would be allowed on federal lands within the National Monument. Hunting would continue to be permitted according to CDFG regulations.

Motorized Recreation

Vehicle routes on BLM lands within the National Monument have been designated as open or closed, through the CDCA Plan Amendment. All motorized vehicles are prohibited off designated roads and on roads designated as closed.

Routes on National Forest System lands were designated in the San Bernardino NF LRMP and through the Motorized Travel Management Decision Notice and Finding of No Significant Impact (2009). Cross-country motor vehicle traffic by the public is prohibited off designated National Forest System roads and trails.

No specific direction for motorized recreation is found in the Monument Plan.

Hang Gliding (ROD, page 2)

Launches of hang gliders, paragliders, ultralights and similar aircraft from and landing on the BLM and national forest lands within and adjacent to essential Peninsular Ranges bighorn sheep habitat in the national monument, including Vista Point, would not be allowed.

- Identification of appropriate launching and landing sites outside Peninsular Ranges bighorn sheep habitat and dissemination of information about these sites would occur in coordination with hang gliding and other applicable associations.
- BLM and Forest Service would identify federal lands outside Peninsular Ranges bighorn sheep habitat where these activities would be inappropriate.
- Launching and landing of aircraft, including helicopters, hang gliders, hot air balloons, parasails and parachutes, is prohibited in designated wilderness areas.

Mount San Jacinto State Park (Park)

Traditionally, the recreational value of the Park has been associated with its wilderness experience. The majestic views of the mountain ranges within and beyond its boundaries have attracted hikers, climbers and backpackers.

Aside from the important characteristic of the wilderness experience - the opportunity for solitude - visitors seek out other recreational opportunities such as cross-country skiing, equestrian use, snow shoeing, bird watching, star gazing, astronomy and nature appreciation.

Goals and guidelines in the California State Park General Plan include:

Goal: Provide for diverse recreational uses while protecting the wilderness experience and cultural and natural resources.

Guidelines:

- California State Parks will work to introduce recreational opportunities that interpret or enhance the wilderness experience.
- Recreational uses will be carefully controlled to minimize impact on the wilderness experience while allowing visitor enjoyment of the Park.
- Where current recreational uses are deemed incompatible with the Park's purpose or are impacting natural or cultural resources, the recreational use will be modified or eliminated and restoration or enhancement of the undermined resources will be undertaken.
- California State Parks will monitor public use and visitors' experience and where necessary develop management plans to address conflicts between recreational uses and between recreational use and the protection Park resources.
- Recreational uses or opportunities that may adversely impact natural and cultural resources of the Park and that can be attractions in and of themselves will not be permitted.

Additional recreation goals and guidelines regarding trails, camping, climbing and stock use can be found in the General Plan on page 53.

Visitor experience and uses guidelines specific to the Idyllwild Gateway Zone of the Park include:

The visitor will have a broad spectrum of experiences within this zone, from the exploration of the natural environment to the participation in social activities and the enjoyment of conveniences of developed facilities. This zone will serve as the west gateway into the Park.

- high level of use
- frequent contact with others
- overnight use permitted
- hiking

- motorized equipment and vehicles allowed on designated Park roads
- equestrian activities restricted to designated trails
- cross country skiing/snow shoeing
- scientific research

Riverside County

The General Plan Multipurpose Open Space Element (chapter 5) allows for the public's access for recreational purposes to be expanded and stresses the importance of recreational opportunity for both the community and tourism (economy). Open space and recreation areas offer residents and visitors myriad recreational opportunities while providing a valuable buffer between urbanized areas. The protection and preservation of open space areas from urbanization is an increasingly important issue for Riverside County. The following policies relate to the preservation, use and development of a comprehensive open space system consisting of passive open space areas, and parks and recreation areas that have recreational, ecological and scenic value. The following policies pertain to parks and recreation (chapter 5, page 44-45).

OS 20.3 Discourage the absorption of dedicated park lands by nonrecreational uses, public or private. Where absorption is unavoidable, replace park lands that are absorbed by other uses with similar or improved facilities and programs. (AI 74)

OS 20.4 Provide for the needs of all people in the system of County recreation sites and facilities, regardless of their socioeconomic status, ethnicity, physical capabilities or age.

OS 20.5 Require that development of recreation facilities occur concurrent with other development in an area. (AI 3)

OS 20.6 Require new development to provide implementation strategies for the funding of both active and passive parks and recreational sites. (AI 3)

The General Plan Circulation Element (chapter 4) contains policies related to non-motorized recreation, including multipurpose trails and bike ways. A well-planned and built trail system can provide for an improved quality of life for Riverside County residents by providing a recreational amenity and by providing a viable alternative to the automobile. Ideally, this system would connect community centers, residential neighborhoods, recreational amenities, employment centers, shopping areas and activity areas. Providing a safe user environment can encourage utilization of trails within commercial, office and residential areas. Use of trails within recreation and natural open-space areas can be encouraged through proper signage and publicity.

The Riverside Extended Mountain Area Plan (REMAP) contains significant recreational opportunities, including riding and hiking trails, parks, playgrounds and natural reserves. It is vital for the future of this environment to provide adequate recreation opportunities

for residents and visitors of all segments of the population. The following are policies from the REMAP pertaining to recreation resources.

REMAP 6.1 Encourage the development of privately owned and operated recreational and educational facilities such as camping areas, recreational vehicle parks, equestrian stables, campgrounds and equestrian parks to supplement public recreational facilities.

REMAP 6.2 Encourage the development of public and/or private campgrounds which separate primitive camping from recreational vehicle-type camping.



CHAPTER 4 – HIGHWAY CONDITION AND TRANSPORTATION SAFETY

In the 1920s a series of public policy decisions promoted coordinated efforts between local and federal agencies to construct a modern road to meet the demands for automobile access to mountain recreation areas in southern California's national forests.

The origins of State Routes (SR) 74 and 243 can be traced to aboriginal trails and nineteenth century wagon roads that provided access for timber harvest. However, their period of significance began when

automobiles became cheap and reliable enough to allow large numbers of southern Californians access to mountain recreation.



As increasing numbers of vacationers headed for Idyllwild and the other nearby mountain communities, it became clear that the original winding, steep, and narrow roadways were inadequate for safe travel by numerous motor vehicles. By the mid-1920s, the need for an all-year, "high gear" highway became apparent. Local government efforts to establish San Jacinto National Park also spurred efforts to construct better access to the high mountains.

After several years of planning and construction, Riverside County road crews, assisted by prison labor, finished the Hemet to Idyllwild route in 1929. By 1932, Riverside County prison labor crews and the Federal Bureau of Public Roads had constructed the remainder of SR 74 from Mountain Center to Palm Desert. The original highway fulfilled the utilitarian purpose of providing easier automobile access to Mount San Jacinto State Park from Hemet, Banning and the desert side of the mountains, while affording motorists diverse scenic panoramas along the way. Improvements to the original highway were made in the 1940s, 1950s and 1960s, but today's drivers essentially still follow the original engineered route.

Although the Palms to Pines Scenic Byway is a working highway today, it still retains a high degree of integrity with respect to its setting, location, and design. This historic road continues to express the aesthetic sense of a scenic mountain highway, with wide-open areas under western skies and dramatic mountain vistas, which has brought visitors to the San Jacinto Mountains for over 100 years.



Designations

The Palms to Pines Scenic Byway was designated as a California State Scenic Highway in two sections (October 1971 and March 1972) and as a National Forest Scenic Byway in July 1993.

There are also several memorial highway designations along the route. The 30-mile stretch of the byway between Banning and Mountain Center was

dedicated to the five U.S. Forest Service firefighters killed in the 2006 Esperanza Fire.

Two sections of Highway 74 near Palm Desert are dedicated to the late Riverside County Supervisor, Roy Wilson. One section, within the Palm Desert city limits between El Paseo Drive and the Monument Visitor Center, was dedicated by the city of Palm Desert as the S. Roy Wilson Scenic Highway. The other section, between the Monument Visitor Center and the Coachella Valley Vista Point, was dedicated by the state as the Roy Wilson Memorial Highway. The late county supervisor was an avid environmentalist who also loved Highway 74.

Roadway Maintenance

State Route 74 entered the State Highway System in 1933. State Route 243 entered the State Highway System in 1970. These two-lane paved highways serve residents, tourists, motorcyclists, bicyclists and hikers. In addition, the portion of SR 74 from Palm Desert to the junction with SR 371 serves as a desert to coast commuter route.

Existing law provides California Department of Transportation (Caltrans) with full possession and control of all state highways. Caltrans District 8 covers Riverside and San Bernardino Counties in southern California and is responsible for maintaining the Palms to Pines Scenic Byway routes 243 and 74. In the months free of snow, crews are responsible for asphalt work, shoulder work, drainage maintenance, storm water management, roadside right-of-way vegetation management, and road sign installation and maintenance. In winter, crews are responsible for snow removal and ice control.

The Santa Rosa and San Jacinto Mountains National Monument - Final Monument Plan Record of Decision (NMP ROD) (2004) states Caltrans, the Forest Service and the BLM will complete a memorandum of understanding (MOU) to identify the process for communication, cooperation and consultation regarding activities along Highway 74. Items to address include designing future safe interpretive opportunities, monitoring

vehicle use, coordinating outreach regarding safe passage through the National Monument on Highway 74, identifying cooperative grants with local city and county transportation agencies, coordinating grant and funding applications, and collaborating future corridor management plans and scenic byway designation.

California's State Scenic Highway Program

California's Scenic Highway Program was created by the legislature in 1963. Its purpose is to protect and enhance the natural scenic beauty of California highways and adjacent corridors, through special conservation treatment. The state laws governing the Scenic Highway Program are found in the Streets and Highways Code, Sections 260 through 263.

Designation as a California State Scenic Highway requires local government bodies to adopt protection measures in the form of ordinances, zoning, and/or planning policies that apply to the scenic byway corridor. The five legislatively required elements of corridor protection are:

1. Regulation of land use and density of development (i.e., density classifications and types of allowable land uses),
2. Detailed land and site planning (i.e., permit or design review authority and regulations for the review of proposed developments),
3. Control of outdoor advertising (i.e., prohibition of off-premise advertising signs and control of on-premise advertising signs),
4. Careful attention to and control of earthmoving and landscaping (i.e., grading ordinances, grading permit requirements, design review authority, landscaping and vegetation requirements), and
5. The design and appearance of structures and equipment (i.e., design review authority and regulations for the placement of utility structures, microwave receptors, wireless communication towers, etc.).

Official designation of the Palms to Pines Scenic Byway occurred when Riverside County implemented their plan for the protection and enhance of the scenic corridor in: A Plan and Action Program for the Pines to Palms Scenic Corridor in April 1971. (Note: Riverside County's original designation named the route Pines to Palms Scenic Highway but the route is now commonly referred to as the Palms to Pines Scenic Byway.)

Effects of Official Designation on Highway Construction, Emergency Repairs and Maintenance Activities

According to California's Scenic Highway Guidelines, highway construction and emergency repairs proposed on designated State Scenic Highways are evaluated for visual impact to scenic views as part of the environmental process. If impacts occur, then appropriate mitigation measures are necessary. Generally, the designation of a route as an official scenic highway does not substantially alter the type of project

proposed but it may limit the use of statutory or categorical exemption from the California Environmental Quality Act (CEQA).

Caltrans works with appropriate agencies to ensure the protection of scenic corridors to the maximum extent feasible. It identifies impacts to scenic corridors such as degradation and obstruction of scenic views as an integral part of its project planning, project development and maintenance operations.¹

Average Daily Traffic

Caltrans collects traffic data on routes in the state highway system using electronic counters between October 1 and September 30 of each year. The results are adjusted to account for seasonal influence and other variables and are used to determine the average annual daily traffic (AADT) count at specific mileposts. The following table displays the AADT data from the 2000, 2005, and 2010 Annual Average Daily Traffic Reports² for points along the Palms to Pines Scenic Byway (Caltrans Traffic Data Branch).



¹ http://www.dot.ca.gov/hq/LandArch/scenic/guidelines/scenic_hwy_guidelines.pdf

² www.dot.ca.gov/hq/traffops/saferesr/trafdata accessed 2/2012

Table 4. AADT for SRs 74 and 243 over the previous decade.

Hwy	Milepost	Description	2000 AADT	2005 AADT	2010 AADT	% Increase Over Last Decade
74	48.29 – 59.25	San Bernardino NF Boundary to the junction with SR 243 at Mountain Center	3,200	3,600	3,500	9%
74	59.25 – 71.75	Junction of SR 243 at Mountain Center to the junction with SR 371	2,200	4,000	3,300	33%
74	71.75 – 94.44	Junction with SR 371 to the intersection with Homestead Road in Palm Desert	2,600	2,800	3,400	24%
74	94.44 – 96.01	Intersection with Homestead Road to the intersection with SR 111 in Palm Desert	19,000	19,300	19,000	0%
243	0.00 – 3.61	Junction with SR 74 in Mountain Center to the intersection with Country Club Drive in Idyllwild	3,300	3,500	3,400	3%
243	3.61 – 4.45	Intersection with Country Club Drive to the intersection with Circle Drive in Idyllwild	4,550	5,000	5,000	9%
243	4.45 – 4.51	Intersection with Circle Drive to the intersection with Pine Crest Avenue in Idyllwild	4,550	6,000	6,100	25%
243	4.51 – 7.53	Intersection with Pine Crest Avenue in Idyllwild to the intersection with Marion Ridge Drive in Pine Cove	4,000	4,200	4,000	0%
243	7.53 – 28.28	Intersection of Marion Ridge Drive to the intersection with San Geronio Avenue in Banning	1,800	1,800	1,800	0%

Accidents

There were 235 accidents in the 5-year period between 4/01/2005 and 3/31/2010 on Highway 243 with 8 fatalities and 153 injuries. There were 749 accidents during the same period on Highway 74 between the scenic highway beginning at the San Bernardino NF boundary outside of Hemet and the junction with Highway 111 in Palm Desert with 24 fatalities and 480 injuries.

No unusual highway conditions were present 98 percent of the time. Primary collision factors were attributed to speeding (34 percent), improper turns (24 percent), failure to yield (6 percent), alcohol (8 percent), other violations (25 percent) or factors other than the driver (2 percent).

Source data is from Caltrans Accident Summary Data. This information is provided per FHWA requirement for a general review of the routes' safety record. Specific locations and other accident detail are unavailable for this document's scope and purpose.

Law Enforcement

Law enforcement is provided by four entities along the Palms to Pines Scenic Byway. The California Highway Patrol is responsible for traffic violations and responds to accidents on State Routes 243 and 74. The Riverside County Sheriff Department is responsible for protecting people and their property, including illegal drug use, disorderly conduct, stolen camping gear, domestic violence or accidents. The Forest Service is responsible for natural resource and forest property issues, such as vandalism or cutting firewood without a permit. They also enforce Title 36, Code of Federal Regulations (CFR) and forest issued orders such as keeping pets on a leash in campground areas or prohibiting motor vehicle use on non-motorized trails. Similarly, the Bureau of Land Management is responsible for natural resource and visitor protection, and enforces Title 43, CFR.

In addition to law enforcement, county fire departments generally are responsible for responding to accidents and providing emergency medical treatment, while the Riverside County Sheriff's Department usually coordinates search and rescue efforts. The Forest Service, county fire departments, and a number of volunteer crews assist with fire prevention and suppression.

Community participants expressed a desire for better speed limit enforcement to reduce speed related traffic accidents and fatalities. There is the potential to seek a Corridor Safety Grant through the California Office of Traffic Safety to implement traffic safety countermeasures.

Desired Highway Features

Although State Routes 74 and 243 are modern, paved highways meeting Highway Safety Act standards, increasing visitor and commuter traffic, improved automobile performance and excessive speeds inappropriate for the two-lane, winding mountain routes have contributed to repeated accidents in some locations.

Community participants strongly voiced the desire to increase traffic safety while maintaining the highway's current natural ambience. Residents recognized the need for infrastructure improvements such as additional guardrails and improved traffic signing, but high values were placed on the aesthetics of the winding nature of the route and the roadside trees. A strong antipathy to any potential plans for widening or straightening the route was expressed. Installing guardrails matching the aesthetics of the surrounding environment or painting existing guardrails a desert brown color was suggested to maintain the natural appearance of the route.



“Slow the traffic down; do not allow the highway to become a commuter shortcut! Look ahead years from now...In 2030 the experience on the Highway will provide a vivid contrast to the high speed ribbons of concrete all over the Nation.”

Safety Improvements

Participants at public meetings expressed concerns about traffic safety arising from motorists driving at excessive speeds for roadway conditions, lack of guardrails, insufficient pullout lanes for slower traffic, insufficient instructions for slower drivers to use pullout lanes and inexperienced drivers unprepared for winter, mountain driving conditions. Local first responders voiced concerns over traffic safety problems associated with inappropriate use of public right-of-way for parking or snow play during winter. They indicated that traffic congestion, stalled or stuck vehicles, and inappropriate use of right-of-way slopes for sledding and other forms of snow play contribute to an increasing number of injuries and other incidents requiring assistance or intervention by public safety officials and emergency medical services.

Other concerns voiced by community members included the safety of non-motorized users of the byway corridor such as bicyclists, equestrian users, and hikers, particularly between trailheads associated with loop trails along the byway.

The following table lists community participant suggestions for route and signing safety improvements along the byway. Not all participants were in complete agreement regarding solutions. For example, some felt strongly that speed limits should be reduced on portions of the route, while others felt enforcement of existing speed limits would be sufficient to reduce traffic hazards. The table endeavors to represent the diverse views of the community participants.

Table 5. Site-specific Safety Improvement Suggestions*

Location	Description	Potential Solutions Suggested by Participants
<i>*Note: Solutions are those proposed by community participants and are not regulatory changes. Any changes within State right-of-way would require review by Caltrans and compliance with State standards.</i>		
All route locations	Mix of traffic as a scenic byway, commuter route, commercial traffic route, bicycle, motorcycle and other recreation traffic such as hikers or equestrians is unsafe.	Reduce speed limit along entire route or within specific congested location; consider placing limitation on various modes of traffic. For example: No motorcycles on Saturday or Sunday between the hours of 8am and 5pm or no commercial truck traffic over 30,000 pounds or with more than 10 wheels. Others suggested enforcement of existing speed limits would mitigate these hazards.
All route locations	Drivers using excessive speeds and motorcycle riders who race the route to post their speed/time travelled on the Web.	Reduced speeds; additional speed limit signing; additional CHP enforcement; other traffic calming techniques such as full stop signs along the continuous route.
Various locations between Banning and Idyllwild on Hwy 243	Visitors pull off at unsafe locations to see the view or take photographs.	Consider additional viewpoint parking or signing telling visitors to park completely off the travel corridor.

Location	Description	Potential Solutions Suggested by Participants
Various locations between Banning and Idyllwild on Hwy 243	SR 243 does not have any slow traffic lanes, very few turnouts, and only has two locations where passing is allowed. The two passing lanes are not optimal for safe passing. As local drivers become frustrated with slow-going visitors, they will pass in dangerous locations out of frustration.	Additional signing indicating distance to next passing lanes; additional signing instructing slow drivers use turnouts for others to pass; additional information regarding mountain driving conditions. (Caltrans has a proposed project for construction of additional turnouts and passing lanes on SR 243 but due to budget concerns, the project is on hold.)
All route locations	Better signage and direction as to the “safe” pullout locations is needed. Drivers unfamiliar with the route are unsure of the locations of upcoming turnouts and may miss them or use an unsafe pullout location in their haste to move out of the way of traffic behind them.	Additional signing indicating distance to next passing lanes; additional signing instructing slow drivers use turnouts for others to pass; additional information regarding mountain driving conditions.
Various locations	Drivers cross the centerline in the curves.	Additional centerline rumble strips or Botts’ dots to keep traffic to their own lane in the corners and curves; additional warning signs
Various locations between Banning and Idyllwild on Hwy 243	Fog lines have deteriorated and/or are hard to see.	Repair and maintenance of fog lines.
Hwy 243 near access to PCT trailhead.	The turnoff is located following a bend in the road and many travelers unfamiliar with the location come upon it unexpectedly.	Better signing indicating the trailhead parking for the PCT is close (e.g. “PCT trailhead parking ahead x miles”).
Between MP 5.15 and 7.3 on Hwy 243 (Near Pine Cove)	The highway lacks recessed reflectors.	Install recessed reflectors (Recessed reflector installation scheduled for Summer 2012)
The Cedar Glen area on Hwy 243	Traffic entering/exiting the highway near the Cedar Glen area is dangerous due to limited sight distance.	Reduced speed limits and/or signage regarding residential traffic.

Location	Description	Potential Solutions Suggested by Participants
The Nature Center Entrance on Hwy 243	As traffic has increased, ingress/egress from the Nature Center has gotten more dangerous.	Additional signing, possibly with solar powered blinking lights to indicate turning traffic/congestion ahead. A slower speed limit in the area approaching the Nature Center.
Various locations between Idyllwild and Pinyon on Hwy 74	As traffic has increased, ingress/egress from the Hurkey Creek Campground has gotten more dangerous, particularly for southbound traffic where sight distance is limited.	Additional signing, possibly with solar powered blinking lights to indicate turning traffic/congestion ahead. A slower speed limit in the area approaching the Nature Center.
Hwy 74 near the Garner Valley Ranch	The asphalt has broken away at the edge of the road within the traffic lane forcing bicycle traffic into the lane of motor vehicle traffic.	Asphalt repair and maintenance.
Santa Rosa Reservation entrance on Hwy 74 junction	The location and angle of approach at the junction has limited sight distance making turning traffic dangerous both entering and exiting the drive.	Additional signing, possibly with solar powered blinking lights to indicate turning traffic/congestion ahead. A left hand turning lane for northbound traffic to enter the Reservation route would also be beneficial.
Santa Rosa Reservation entrance on Hwy 74 junction	Snow seeking visitors block the approach, particularly when the snow-plow leaves large piles in the turnout at the entrance. This makes climbing the grade on the snow covered route difficult for residents.	“Emergency parking only” signing in the turnout at the entrance.
Milepost 86.23 on Hwy 74	There is a gravel pull out that is used as parking at this location. It is located at the end of a paved turnout creating congestion.	Close/block this location or pave it and tie in with turnout for better traffic flow.
Milepost 87.26	A 4-wheel drive road allows people to access the National Monument in violation of the intent of limiting vehicular access in these kinds of bighorn sheep areas in the Monument. In addition, people park in this driveway on what is a sharp curve in the road. Access in and out is hazardous.	Recommend that a gate with a lock be installed so that BLM/FS and Deep Canyon have exclusive use of this road.

Location	Description	Potential Solutions Suggested by Participants
Milepost 88.0 - Carrizo Canyon trailhead (has a locked gate)	There is a large uphill-bound pullout that is often used as a pullout and a parking area. This creates a conflict for cars attempting to pull over to let other vehicles pass. The grades on this pullout make it difficult to make the transition back to Hwy 74.	Improve parking; smooth grade
Milepost 89.67, 88.93 and 88.90	There are small single car turnouts that are hazardous due to limited sight distance for ingress/egress and insufficient space to merge with traffic flow.	Improve signing to direct traffic to appropriate turnouts; eliminate unsafe locations by extending guardrails.
Milepost 90.4	There is a large gravel turnout and parking area with several huge piles of broken concrete rubble. This large pullout has very poor sight lines when approaching from downhill due to the uphill road cut blocking a view of the turnout. People in cars come uphill at 60 - 65 mph and the “crotch rockets” zoom through at 80 mph plus.	Reduce speed limits or provide solar-panel powered electronic signs, which display driver’s speed to discourage exceeding the speed limit.
Mileposts 86.07, 91.09, 91.4, 91.95 and various other locations on Hwy 74	These locations have gravel pull outs that are hazards as drivers make transition from gravel to asphalt.	Close or pave all pullouts to reduce confusion as to which locations are appropriate and safe to use.
Milepost 91.51 on Hwy 74	There is an old dirt road at mile post 91.51 that people try to use as a pull-out and as a parking location to walk that road to the north for hiking. The road is not passable in passenger vehicles and the gate is locked. This is a dangerous ‘driveway’ because it is too small to make a practical turn-around so people back out onto Hwy 74.	Close/block this location as a pullout or parking area; improve trailhead parking.
Various route locations	Equestrian use along and/or across the route in poor site distance locations.	Additional signing about horse-crossings; reduced speed limits.

Location	Description	Potential Solutions Suggested by Participants
Various route locations	The narrow nature of the route is accentuated by rock formations immediately adjacent or overhanging the roadway.	Remove/remediate rock formations where possible without significantly widening or straightening the route.
Various locations between Pinyon and Palm Desert on Hwy 74; particularly between MP 75 and 85	There are several persistent locations above the 2,000-foot and 4,000-foot elevation signs where cars go over the edge of the road.	Guardrails are needed in these locations. Other potential suggestions included reduced speeds; additional speed limit signing; additional CHP enforcement; other traffic calming techniques such as full stop signs along the continuous route.
Hwy 74 between the Monument Visitors' Center and Sugarloaf	This is the windiest section of the south portion of the byway with the biggest combination of slow visitor, motorcycle and commuter traffic.	Additional guardrails; reduced speeds; additional CHP enforcement; other traffic calming techniques such as full stop signs along the continuous route.
Coachella Valley Vista Point	<p>Ingress/egress from the vista point is dangerous due to limited site distance and the high speed of traffic. Uphill turning traffic often comes to a complete stop on a blind corner.</p> <p>The existing pedestrian crossing sign encourages people to park on the shoulder opposite the vista point, which requires crossing traffic lanes in dangerous locations.</p>	This is a place to look for innovation and improvement. Consider slowing traffic speeds to 35 mph, installing stop signs to bring traffic to a complete halt, or accommodate through traffic with turning lanes for those interested in stopping at the Vista Point. Alternatively, eliminate the downhill entrance (block and paint for parking) so there is only one entrance/exit in the location with additional sight distance. It appears that there is additional parking along the cutslope, opposite the Vista Point (newly painted solid white line and pedestrian crossing signs) but foot traffic crossing the highway at this point is dangerous. There may be room for a left-turning lane if space from the shoulder is used.
All route locations with elevation change	Although most of the road surface may be dry and clear, there are portions of the route that remain in the shadow on winter mornings and are unexpectedly icy.	Additional warning signs; reduced speed limits.

Location	Description	Potential Solutions Suggested by Participants
The 3,000 foot elevation range on Hwy 74	A regular travel corridor for peninsular sheep crosses the byway in a blind corner near the 3,000-foot elevation sign on the south side of SR 74.	Additional wildlife crossing warning signs are needed. A larger project to consider could be a wildlife passage or wildlife bridge type crossing. The Bighorn Sheep Institute is a potential partner for funding. Consider possibility of project to address wildlife viewing and safe crossing installations for people and wildlife.
The Carrizo Road intersection	Traffic coming around corner at speed may not expect stopped traffic waiting to turn left.	A turning lane is needed. Additional residential traffic/turning traffic signage is needed to warn through traffic of congestion ahead. There is a sign indicating the intersection is 400 feet a head (although only 350 feet) but as an information sign it does not sufficiently warn visiting traffic of potential danger.
The Carrizo Road intersection	The turnout for uphill traffic has large holes in the portion of the lane you would use to merge back to the traffic lane.	Asphalt repair and maintenance.
Approach to Cahuilla Tewanet	There is insufficient signage indicating the approach to the Cahuilla Tewanet from the south. (Signage is better approaching from the north.)	A left turning lane would also improve the safety for turning and through traffic. Suggested signing includes “Downhill Traffic Doesn’t Stop” or stop signs on either side of vista point to halt traffic
Various route locations	There is no official “snow play” area. Visitors come unprepared without appropriate tires/chains or winter mountain driving experience. They engage in dangerous activities like sledding on to the highway corridor and obstruct local resident’s access to their properties. The Idyllwild Nature Center has volunteered to serve as designated snow play area. Increased education and signage would be needed to direct visitors to their location	Driver education through signing, information kiosks, shared information at the National Monument Visitor Center, the Nature Center, Idyllwild Ranger Station or other locations. Seek locations for designated snow-play areas such as The Nature Center or Hurkey Creek Campground.

Location	Description	Potential Solutions Suggested by Participants
Various route locations	Some paddle markers are in disrepair. For example MP 83 paddle is bent over perpendicular to the road.	Maintenance and repair of paddle markers.
Various route locations	Elevational signs are missing	Sign maintenance to assist with assessing ice and snow potential as well as an interesting aspect of the visitor experience.

Traffic Signing

All three communities concur there is need for a comprehensive signing plan. Many find the current signing inadequate and find it primarily designed for residential traffic. Additional signage specifically geared toward visitor traffic would improve many safety issues. There is also a desire for additional interpretation signing to educate visitors about conserving and protecting this special place (see Chapter 7- Interpretation for more information about this theme.)

The site-specific safety improvements in Table 5 include many suggested signing improvements.

Trash

The 4-mile stretch from the National Monument Visitor Center to the Coachella Valley Vista Point accumulates trash, taxing the resources of both Caltrans and the National Monument. Safety concerns along this stretch of the route preclude community volunteer clean-up efforts. There is a need to identify methods to manage the trash along the route, particularly at the Coachella Valley Vista Point. A possible solution may be found using a trash and recycling trailer type operation and funding may be available through recycling grants.

Additional Data Needs

Anecdotal information indicates there are locations along the route with higher numbers of traffic related fatalities. Some community participants would like to narrow down the broad traffic accident data specific to these locations to highlight the need for safety improvements.

Projects and Proposals

In addition to maintenance and general upkeep, Caltrans projects for 2011 through 2015 on Highway 74 include pavement rehabilitation, guardrail installation, culvert extensions, additional rumble strips and replacing Hurkey Creek Bridge. Five additional speed limit signs were installed in the summer of 2011.

The construction of a left turning lane on Highway 74 at the Highway 371 junction, completed in early 2011, greatly improved traffic flow along this portion of the byway.

Construction of additional recessed pavement markers in various locations along Highway 243 is tentatively scheduled for the summer of 2012 and “SHARE THE ROAD” signing (for bicycle safety) is pending upon the Caltrans sign crew schedule. Caltrans had proposed a project to construct turnouts and or passing lanes on Highway 243, however budget concerns have put the project on hold.



CHAPTER 5 – COMMERCE AND DEVELOPMENT

Commerce

The Palms to Pines Scenic Byway is located almost entirely within the San Bernardino NF or Santa Rosa and San Jacinto Mountains National Monument where limited opportunities for private enterprise exist. However, Palm Desert and Idyllwild are destination communities offering travelers a range of lodging, restaurants, shopping, information, recreation activities and adventures. Idyllwild has been a popular mountain resort for more than 100 years with gift shops, motels, restaurants, a thriving arts community and numerous festivals throughout the year. In addition, the byway gateway cities of Banning and Hemet provide a wide range of visitor services while smaller communities such as Pine Cove and Mountain Center offer some limited roadside amenities. Table 6 displays the hospitality infrastructure along the byway, from north to south (including the Hemet portion of SR 74).

Although opportunities for growth and development are limited along the byway, population growth figures for Riverside County and southern California are dramatic. The route is within two hours drive from the Los Angeles basin on the west and directly adjacent to the growing Coachella Valley metropolitan areas on the east. The route is seeing increases in commuter traffic from both weekday working residents and weekend vacationers travelling between Palm Desert and the San Diego metropolitan area.



Table 6. Hospitality Infrastructure along the Palms to Pines Scenic Byway

	Banning	Pine Cove	Idyllwild	Mountain Center	Hemet	Pinyon Pines	Palm Desert
Visitor/ Information Center	X		X				X
Public Restrooms	X	X	X		X		X
Lodging	X	X	X				X
Vacation Rentals			X		X		X
RV Sites	X	X	X		X		X
Restaurants	X		X	X (Paradise Valley Restaurant)	X	X	X
Food Stores	X	X	X	X	X		X
Fuel	X	X	X		X		X
Shopping	X		X		X		X
Guided Services			X				X
Rec. Rental Equipment			X				X
Professional Services	X		X		X		X
Emergency Services	X		X		X	X	X

Development Plan

The Palms to Pines Scenic Byway corridor is predominantly managed as public land but small patches of private land and development are found around the byway communities. Private lands along the byway are subject to zoning established by Riverside County. This corridor management plan recognizes the role and authority of local governments and of private property owners to make decisions regarding the development and use of private lands within the corridor. Some of the policies and guidelines that are relevant to development of lands within and near the Palms to Pines Scenic Byway corridor are summarized below.

Federal Land Acquisition Programs

Both the San Bernardino NF and the National Monument have active land acquisition programs to improve administrative and public access, increase recreation opportunities, and promote species recovery through habitat protection. Working with partners like the Friends of the Desert Mountains, the San Bernardino Mountains Land Trust, the Trust for Public Lands and others, isolated private land inholdings are purchased to reduce effects of urbanization and preserve important habitat and watersheds.

A 110-acre parcel of the historic Garner Valley Ranch on Sugar Pine Ridge was acquired by the San Bernardino in NF in 2011 and the forest is currently working toward acquiring 480 acres of the Fleming Ranch located within and adjacent to the San Jacinto Wilderness. Nearly 1,600 acres along the Highway 74 portion of the Palms to Pines Scenic Byway near Pinyon were acquired in between 2003 and 2005 to protect the scenic corridor and wildlife habitat.

Riverside County General Plan and Land Use Element: Scenic Corridors

Riverside County contains abundant natural visual resources, including low-lying valleys, mountain ranges, rock formations, rivers and lakes. These features are often enjoyed via the county's many roadways. Due to the visual significance of many of these areas, several roadways have been officially recognized as either Eligible or Designated State or County Scenic Highways, including the Palms to Pines Scenic Byway.

The intent of the Scenic Corridor Land Use Element is “to conserve significant scenic resources along designated scenic highways for future generations and to manage development along scenic highways and corridors so as not to detract from the area's scenic quality.”

Riverside County Land Use Policy Element 13: Scenic Corridors

LU 13.1 Preserve and protect outstanding scenic vistas and visual features for the enjoyment of the traveling public. (AI 32, 79)

LU 13.2 Incorporate riding, hiking, and bicycle trails and other compatible public recreational facilities within scenic corridors. (AI 33, 41)

LU 13.3 Ensure that the design and appearance of new landscaping, structures, equipment, signs, or grading within Designated and Eligible State and County scenic highway corridors are compatible with the surrounding scenic setting or environment. (AI 3, 32, 39)

LU 13.4 Maintain at least a 50-foot setback from the edge of the right-of-way for new development adjacent to Designated and Eligible State and County Scenic Highways. (AI 3)

LU 13.5 Require new or relocated electric or communication distribution lines, which would be visible from Designated and Eligible State and County Scenic Highways, to be placed underground. (AI 3, 32)

LU 13.6 Prohibit offsite outdoor advertising displays that are visible from Designated and Eligible State and County Scenic Highways. (AI 6)

LU 13.7 Require that the size, height, and type of on-premise signs visible from Designated and Eligible State and County Scenic Highways be the minimum necessary for identification. The design, materials, color, and location of the signs shall blend with the environment, utilizing natural materials where possible. (AI 3)

LU 13.8 Avoid the blocking of public views by solid walls. (AI 3)

(The AI reference indicates the Action Item within the General Plan's Implementation Program related to the Land Use Policy.)

Riverside Land Use Plan: Communities within the Riverside Extended Mountain Area Plan and Western Coachella Valley Area Plan

The land use plan focuses on preserving the unique features of the county while guiding accommodations for growth. It reflects community desires to maintain the lifestyle currently associated with this area's predominantly remote and rugged environment. Limited development will be focused in established communities under policies and guidelines that will sustain the special character of these places. A vast majority of the Riverside Extended Mountain Area (REMAP) (land use plan, pages 11-20) and Western Coachella Valley (land use plan, pages 15-24) is designated for rural and open space uses, including the areas along the byway.

Local land use policies within the REMAP (land use plan, pages 25-30) are designed to maintain the unique character of the developed mountain communities, as well as preserve the surrounding natural environment. These local land use policies address local land use issues that are unique to the area or that require special policies that go above and beyond those identified in the General Plan. An example of the local land use policies that are addressed in the REMAP include design standards for new development, community design and providing services to meet the needs of local residents while preserving the "small town, semi-rural" atmosphere, and providing adequate recreation opportunities for residents and visitors alike.

Within the land use plan for the Riverside Extended Mountain Area, the Idyllwild/Pine Cove Village Tourist Area has been designated as a 'policy area' (REMAP, pages 21-22). A 'policy area' is a portion of an area plan that contains special or unique characteristics that merit detailed attention and focused policies. The policies within the Idyllwild/Pine Cove Village Tourist Area focus on guiding development to support a variety of uses serving both permanent residents and vacationing populations.

The Idyllwild Downtown Historic District was created in 2011 to meet public health and safety requirements while preserving the historic character of buildings when alteration or construction is proposed. At the time of this writing, the timeline and guidelines for implementing the district had not been set.

Design Guidelines

Historic Places

Property and structures eligible for listing in the National Register of Historic Places located on federal land must be protected in accordance to the National Preservation Act of 1966 and any alterations to national historic buildings must be in accordance with the Secretary of Interiors Standards and Guidelines for Rehabilitating Historic Buildings.

Design Theme

The Palms to Pines Scenic Byway passes through a variety of ecosystems ranging from clusters of desert palms to high country conifer forests. The byway winds through mostly natural, undeveloped areas and offers dramatic scenery of urbanized valleys to rugged mountains.

The byway is located in the "Southwest Province," described as a land of

dramatic landscapes dominated by plateaus, mountains, valleys, plains and canyons with vast skies and long vistas. A hot, dry climate and arid landscape gives way to a more semiarid climate with conifer forests in the higher elevations. The Southwest Province is home to the oldest building traditions in the United States. The Native American building model influenced Spanish colonists, and centuries of Spanish-Mexican presence from southern California to central Texas created a design heritage well adapted to climate, geography and scarcity of water (USDA FS 2001).



Design Elements

The Forest Service published a guide for the built environment (USDA FS 2001), which refers to the administrative and recreation buildings, landscape structures, site furnishings, structures on roads and trails, and signs installed or operated by the Forest Service, its cooperators and permittees. The Built Environment Image Guide (BEIG) states that “the elements of the built environment constructed on National Forest lands and grasslands, or those used for administrative purposes in rural areas, towns and cities, shall--to the extent practicable--incorporate the principles of sustainability, reflect their place within the natural and cultural landscape and provide optimal service to our customers and cooperators.”

These elements will:

- Be located, planned and designed with respect for the natural systems in which they reside.
- Aesthetically integrate their natural, cultural and experiential context.
- Contain design elements, including appropriate signs, which reinforce a national agency identity.
- Emphasize efficiency of energy and materials consumption in construction and operation.
- Serve as premier examples to interpret conservation of natural resources and sustainable development.
- Create environments for people to enjoy and gain increased appreciation for the natural environment, and in which employees work productively, experiencing the connection to the resources they manage.

Architectural Guidelines

Architectural guidelines for the Southwest Province are outlined in chapter 4.8 of the BEIG (pages 213-230). The following are some of the site selection and architectural guidelines for the Southwest Province outlined in the BEIG:

- Choose site based on the availability of shade.
- Locate buildings for views and access to water.
- Avoid riparian areas—direct people to the water with trails, but do not locate facilities there.
- Select site based on the form of the land; for example, site structures to match the horizontal plane of the landscape.
- Structures are usually low, horizontal, blocky, and rectilinear. In California, foothills evoke taller, more vertical structures, especially in areas with taller oaks and mountain backdrops.
- Create a solid, firm base as a connection to the ground.

- Design a rock foundation if rocks are prevalent in the area. Stone bases are more prevalent in California landscape types. Employ more variety in base types, and design the base to be more vertical.

Site Design

Site design should incorporate simple solutions that emphasize the existing natural features and use natural or natural appearing materials. Developed recreation sites or private businesses will have more constructed features and more architectural features. Roadside vistas and undeveloped interpretive sites may rely primarily on signage and subtle manipulation of the existing site to accomplish objectives (See Chapter 7- Interpretive Plan for more information on interpretive sites).

Developed Site Criteria

- Construct elements that express the theme through design, material type and colors.
- Incorporate universal design principles to accommodate the broadest possible spectrum of people, regardless of ability. Apply the most up-to-date standards, currently the Uniform Federal Accessibility Standards (UFAS) and Americans with Disabilities Act Accessibility Guidelines (ADAAG).
- Apply sustainable measures to the architectural design through landscape planning, energy conservation, water conservation and recycling strategies. Architectural guidelines for sustainability can be found in the BEIG in chapter 4 (pgs. 42-44) and chapter 4.8 (pg. 226).
- Many sites are located along the highway, within Caltrans right-of-way. They must approve any project and encroachment permits and a site-by-site review of the plans is required.

Materials and Color

The careful selection of materials creates buildings that are more ecologically sound and a better match for particular settings. Use natural, nontoxic building materials that require little maintenance. Employ materials with integral colors that weather rather than materials that must be painted or stained. Some of the architectural guidelines for materials for the Southwest Province include:



- Select natural materials with integral colors that do not need to be painted or stained. Materials may be more varied in the mountains of California. If wood siding is used, use siding that is stained rather than painted.
- Use strongly textured wall materials to create a pleasing play of light and shadow patterns.
- Use decomposed granite and concrete to match surrounding earth tones for path ways.
- Use native or locally produced materials when possible.

Parking and Structures

Parking areas should be located away from the focus of the site, subordinate to landscape features and away from primary vistas. Provide adequate parking for normal demand.

Pedestrian Routes

Visitors should be welcomed with convenient, safe, and attractive walkways and circulation areas. Pedestrian routes are safe, accessible and recognizable.

Signage

Signs are carefully sited, properly sized and consistent with the corridor sign plan (see chapter 6). Like any other built element, a sign should complement the natural and cultural context. Directional, regulatory, safety, informational and interpretive signs are effective but do not dominate their specific setting. Symbols are used to provide uniformity between sites and reinforce the identity of the route.



CHAPTER 6 – IDENTITY AND INTERPRETATION

SIGNING

Signs provide important messages to the visitor and familiarize them with their location. Signs provide cautionary notices warning travelers of sharp curves and rockslide areas. In addition, signs provide important locator information for restrooms, campgrounds, and picnic areas. Scenic values and signs need to complement each other. It is important to inventory and review what kinds of signs exist along the byway and to identify changes needed to provide a more cohesive sign component for the byway. This may include adding new signs, changing locations of existing signs, or even eliminating some signs that are currently in place. It is beyond the scope of this plan to complete a thorough analysis of all sign needs for the Palms to Pines Scenic Byway. It is recognized that opportunities exist for improvement.

Signs, Icons, and Byway Identity

The Palms to Pines Scenic Byway logo will be available for signs and written materials featuring the byway. The logo will serve as a trademark or emblem, consistently used throughout the corridor. As part of the grant, a series of six graphic icons highlight specific intrinsic qualities found along the byway were developed in the same style as the logo. The California State University, Chico, Department of Communication Design, developed all icons.

List of Possible Icons/Identity

- Lake Hemet (recreation theme, with mountain backdrop, eagles)
- Changing ecological zones along the route
- Peninsular bighorn sheep
- The National Monument (although will need to be integrated with existing identity)
- Hurkey Creek Campground or other camping opportunities
- Seven-level hill (possibly a night driving scene)
- Hiking through the desert or forest
- PCT
- View from Indian Vista
- Idyllwild's cultural attractions (festivals, film, arts)
- View of Santa Rosa and San Jacinto Mountains from Coachella Valley
- Rock climbing

Information, Orientation, and Interpretive Signs

Informational signs are located throughout the corridor at Forest Service offices, fire stations and interpretive sites; historic places; Chamber of Commerce locations and kiosks or information bulletin boards found at trailheads.

Maps of the byway are currently located along the byway on kiosks at the Forest Service and National Monument facilities, however additional signing regarding safely driving mountain roads is needed at these locations and at byway gateway locations.

A complete sign inventory of the Palms to Pines Scenic Byway is located in appendix C. Interpretive sign needs and design recommendations are described in depth in chapter 7.

Funding and Maintenance

Signage construction, installation and maintenance responsibilities will be determined based upon site-specific conditions. Caltrans District 8 must review and approve all signs within the highway right-of-way.

Funding for continued care and maintenance of interpretation signs is a concern for all land management agencies along the byway. Graffiti and other vandalism repair, general wear and tear and other infrastructure maintenance and replacement costs must all be considered when identifying byway sign needs.

Outdoor Advertising Controls

Forest Service policy states, “Signs or advertising devices erected on National Forest System lands shall have prior approval by the Forest Service as to location, design, size, color, and message. Erected signs shall be maintained or renewed as necessary to neat and presentable standards, as determined by the Forest Service. Additionally, any route designated as a State or National Scenic Byway (post 1991) is prohibited from erecting new billboards, either on forest or private lands. The purpose of this requirement is to maintain an attractive right-of-way for the highway and avoid sign clutter (FSH 7102-11 and 2709.11).” The Palms to Pines Scenic Byway was designated as a State Scenic Highway prior to 1992.

Riverside County Zoning Ordinance 348, Article IXb, defines typical uses of Zone C-P-S Scenic Highway Commercial including limited commercial uses with Conditional Use Permit and minimum setbacks for buildings greater than 35 feet in height.

Outdoor advertising displays are only permitted in the C-1/C-P, M-SC, M-M and M-H Zones. Outdoor advertising displays are expressly prohibited in all other zones.

CHAPTER 7 – INTERPRETIVE PLAN

Interpretation

Interpretation is a communication process that forges emotional and intellectual connections between the interests of the audience and the inherent meanings in the resource (National Association for Interpretation). The fourth principle held by Freeman Tilden, considered by many to be the father of interpretation, is that the chief aim of interpretation is not instruction but provocation. As such it can be a valuable tool for affecting change and influencing attitudes and perceptions.

Interpretation implies a contract between the provider and the visitor. Visitors seek interpretation at their leisure and in their free time. They decide to spend their time in exchange for something of value – fascinating information or an interesting experience. Effective interpretation provides a memorable moment for the visitor to take home – a thought, image or a concept that reminds them of their visit. It also raises awareness and appreciation in the visitor for the unique qualities and attributes found along the byway and encourages them to behave in a way that protects or fosters those attributes.

Some common vehicles for interpretation include personal interpretation or programs delivered to the public by guides or rangers, exhibits, displays, wayside signs, brochures, audio tours, web-based information and guided or self-guided trails and programs.



The following describes how interpretation supports the vision for the byway, how it can assist with management concerns and what attributes and features lend themselves to interpretation along the byway. It identifies themes that help focus interpretation, discusses where and how those themes can be interpreted and suggests criteria for prioritizing implementation of these recommendations.

Public Input

Residents who know and love this area understand best how to “read” the landscape. Interpretation helps visitors learn to love the land the way residents do by making them aware of some of those features recognized by residents. The public workshops held in 2010 and 2011 helped determine what features of the byway were most valued by local residents and what the objectives of interpretive planning should be.

Intrinsic Features

Visitors travel to experience new places. Interpretation highlights those qualities that make a place unique. Several aspects of the Palms to Pines Scenic Byway were identified by the communities as the intrinsic features that define and make this place special. Many of these features have existing interpretation along the byway, others have not yet been developed. The features and the opportunities they provide for interpretation are discussed below.

Cultural and Archaeological Features

Beginning with the ancient Cahuilla people and continuing to modern day communities, camps and festivals, Palms to Pines traverses an area of rich culture. With a few exceptions, such as the interpretation at Cahuilla Tewanet, orientation signs along the byway will generally direct people to places where human cultural history is interpreted and modern culture is celebrated.

Historic Features

Evidence of historic road construction in the form of rock walls and barriers is a major contributor to the unique character of the byway. Interpretation of this history is appropriately placed along the byway. Interpretation of early settlement and ranching in Garner Valley and the construction of the Hemet Dam, both adjacent to the byway, are additional interpretive themes appropriately located. Several local museums (Table 2) provide visitors interpretation of the area’s early history.

Recreation features

Byway orientation maps and Forest Service, National Monument and State Park information sites and publications highlight recreation opportunities such as day use areas, camping, fishing, rock climbing and hiking, mountain biking, OHV and equestrian trails.

Scenic features

The steep terrain of Palms to Pines Scenic Byway takes travelers from dramatic desert landscapes to snowcapped peaks and mountain meadows in a single odyssey of discovery. From Mount San Jacinto and the iconic Lily Rock, along the winding route to the desert below, visitors are treated to a wealth of dramatic vistas providing an opportunity to interpret geology and the processes that shaped this land as well as natural history themes such as fire ecology that can readily be illustrated at these sites.

Natural features

The Palms to Pines Byway travels through four biotic life zones in 76 miles. This diverse habitat offers visitors a rare opportunity to easily compare the effects of temperature, moisture and elevation on flora and fauna and to appreciate the diversity of life as they pass from one zone to the next along this route. Exploration of these life zones and the unique habitats they offer is a major focus of interpretation on the byway.

Visitor Demographic

Although further work is required to identify a target visitor audience for the Palms to Pines Scenic Byway, based on the available data from current studies, observation and comments from local residents, some assumptions can be made about the typical traveler on this road.

There is a long tradition of family vacations and summer camps in these mountain resort communities, which continues today. With increasing populations in the urban communities below, more and more people are seeking relief from the heat and busy city life by traveling to the mountains, making these communities a popular destination. Increasingly, some residents of these communities also commute to the lower urban areas for work. There are also significant numbers of people who drive the road just for the experience of visiting the mountains. This combination of experienced drivers familiar with the road and leisurely drivers who may not be used to mountain driving make safety a primary concern.

The aim of these interpretive recommendations is to reach a wide audience with information that will help to increase awareness for safe driving, appreciation for the diverse environment and direct visitation to areas that are equipped to handle it. This information needs to be appropriate for a visitor public with varied capabilities and cultural backgrounds.

Visitor Experience

Interpretation is ultimately about visitor experience. The goal of interpretation is to enhance the visitor's experience while improving their understanding of the resource and fostering an awareness of environmental and safety issues.

People have different learning styles and preferences. To be most effective, interpretive information should appeal to a variety of learning styles and accommodate the range of experiences offered on the byway. Interpretive recommendations should also be designed to support management concerns and objectives such as safety and visitor distribution.

Interpretive Objectives

Carefully planned interpretation can have a positive impact on tourism, communities and resource management goals as well as on the visitors' experience.

Interpretive objectives for the Palms to Pines Scenic Byway include:

- Support a safe driving experience for visitors and residents alike
- Direct visitors to locations where they can safely and comfortably experience and appreciate the mountain environment
- Protect and enhance resources along the corridor for present and future generations
- Provide interpretive programs and facilities that are accessible to users of various ages, cultures and backgrounds, and abilities
- Provide interpretive and educational programming using a variety of media, to facilitate understanding and appreciation of the natural, historic and cultural resources
- Develop a unique and recognizable logo representing the byway for interpretive, orientation, and informational signs and other materials, such as brochures

Existing and Potential Interpretation

Several interpretive signs and attractions are already located along the byway. Appendix C identifies those sites and interpretive stories currently found within the Palms to Pines Scenic Byway Corridor. This list identifies stories that are already being told and provides a starting point for identifying future interpretive possibilities.

Recommendations for additional wayside interpretation consider the necessity of safe wayside pull-offs along the byway as well as the desirability of keeping people moving along the byway rather than encouraging frequent stops. Gateway locations near each of the three communities where the byway begins could help visitors prepare for their driving experience. Here visitors could be given some basic safety information about driving this road, they could also receive an orientation to the four life zones, be directed to interpretive and recreation opportunities that lie ahead and be told where they can get interpretive products such as audio tours or brochures to enjoy while they are driving along the route.

Additional recommendations include establishing byway identity at existing interpretive sites or at recreation sites and identifying existing interpretation that may need to be upgraded.



Interpretive Themes

In this age, most people are bombarded with information and constantly need to filter out the bits that don't seem relevant. One objective of interpretive planning is to focus information to essential ideas, which visitors recognize as something they can relate to

personally and will retain as useful or of interest. Interpretive themes help create that focus. Interpretive themes and sub-themes provide a way to organize information to ensure that visitors come away with a clear understanding of key messages or ideas.

The following main theme and sub-themes suggest some of the stories that can be told along the Palms to Pines Scenic Byway.

Main Theme:

The Palms to Pines Scenic Byway offers travelers a glimpse of adaptations to the changing topography from lush desert palms to cool mountain pines.

Natural History

The Palms to Pines Scenic Byway crosses four biotic life zones providing homes to many unique species and offering visitors a rich experience of the natural environment.

Safety Theme

Mountain driving requires special skills, awareness and considerations.

Native Culture

People have lived off this land for thousands of years.

Transportation History

This road, built on early trails, still exhibits the historic flavor of early engineering.

Settlement History

Mountain resources were attractive to early settlers.

Interpretive products

The following is a brief description of some of the interpretive products that can be developed. They are designed to appeal to a variety of visitors and to be appropriate for various activities and locations. These products should complement the existing programs to avoid duplication of efforts and to target underserved visitors or untapped opportunities.

While there are a range of typical interpretive products that can be offered this byway has some unique concerns. To accommodate safe travel along this winding route and address the relatively few places for roadside pull-off, new opportunities for interpretation should use established sites, as well as virtual, audio or other methods that can be enjoyed while visitors drive, at their destination or while walking a trail on the byway.

Visitor Guide

A visitor guide containing a detailed map of the byway and describing points of interest, services and available activities is valuable to all byway visitors. All of the main interpretive themes can be introduced here to generate excitement and prepare visitors for opportunities offered along the byway. The visitor guide should prominently display the byway logo and use a color scheme and graphics that are consistent with other

byway products. It could be a product offered at and supported by local businesses. It could be made available at agencies, businesses and gateway communities through their local visitor information centers.

Interpretive Signage

Wayside signage is a traditional roadside enhancement. It provides visitors an opportunity to get out of their cars and experience something of the byway in a safe and accessible way. Interpretive signage is relevant to the site, interpreting an event in the vicinity or something the visitor is able to see from that location. Interpretive signage along the byway should all have a similar and recognizable look to make the visitor's experience seamless and cohesive and to reinforce byway identity and themes. Interpretive signage should be placed where it may be appreciated by all visitors who drive the byway. Specific recommendations for wayside signage are addressed in the following section.



Auto Tour Brochure

Interpretive information in a brochure that is keyed to features along the driving route can greatly enhance visitors' experience as they drive the byway. Several themes can be addressed including Native American, history, geology or natural history themes. Brochures can also be offered in more than one language to accommodate international visitors.

Auto Tour brochures may also offer visitors the option of following the theme beyond the main route of the byway to explore nearby areas of interest. These brochures should be recognizable as part of the byway family of interpretive products through the use of graphics and the byway logo. These brochures could be made available at agencies, businesses and gateway communities through their local visitor information centers.

Walking Tour Brochure

A walking tour brochure provides visitors with an opportunity to explore some of the specific themes represented along the byway. They might highlight natural history themes such as life zones featuring plants and animals or geology and could feature some of the trails accessed along the byway. These brochures could be available at agencies, businesses and gateway communities through their local visitor information centers.

Audio/Video Guided Tours

An emerging product in the interpretive world uses GPS technology to access digital based interpretive information. These are location based, self-guided touring systems. Several types of systems are available. Some use dedicated hardware and others can be accessed through visitor's cell phones or personal media devices. Examples of just a few of these products can be found at www.gpsranger.com, www.antennaaudio.com, www.guidebycell.com or www.tagwhat.com.

This technology allows the presentation of interpretive information to enhance a hiking or auto touring experience. It can also be used to make information accessible to the hearing or visually impaired.

The Idyllwild Nature Center has audio recordings of Native American elders that could be adapted to this technology. A new series could be developed talking about life zones or biotic communities. Each zone could be introduced by a naturalist and contain sounds of animals in that zone and the voice of local residents talking about what they appreciate about their environment. A geology tour highlighting some of the dramatic vistas, faulting and mountain building that is visible from the byway would be interesting and exciting for byway travelers.

Poster

An attractive poster that contains a map of the byway and information about byway attractions and themes could be displayed at various locations in nearby communities. A map-based poster, which used orientation sign information, would give visitors a tool to plan activities and could be easily and inexpensively displayed at local businesses. Offering these posters for sale to visitors further distributes the information while supporting local commerce.

Stewardship Passport

Since engaging residents and the visitor public is a major objective of this CMP, a stewardship program could be implemented that involves visitors in actual projects caring for the land while educating them about various environmental issues. A stewardship passport could be issued that could be filled with stamps representing the various life zones and Forest Service personnel organizing the project could sign off on projects completed in the various zones. Volunteers could be encouraged to participate in a project in each zone and an incentive such as a pin or patch could be issued upon completion. Use of the endangered mountain yellow-legged frog and/or lemon lily as icons would tie to local concerns.

Wayside Interpretation

Locations along the byway corridor where visitors are expected to stop can be divided into two categories based on visitor needs and desire for information. Portal or gateway sites are considered primary sites. This is where visitors first enter the byway and where all visitors are expected to stop (such as visitor information centers). At these locations

visitors are primarily interested in orientation and specific byway information. They want to know what lies ahead. Where can they plan their stops? Where do they want to spend time? What choices do they have? Orientation sites typically contain a multi-paneled kiosk with orientation and interpretive signs as well as a bulletin board that can be used to inform visitors of changeable conditions or scheduled events. This is also an appropriate location to introduce visitors to the main interpretive themes along the byway and could present information to visitors about safe driving skills required for mountain byway driving.

Secondary sites are points of interest where visitors may choose to stop if it is convenient. They are located at pull out points along the byway where it is convenient and safe for visitors to leave the road. These sites contain interpretive signs with a theme that is specifically appropriate to that location. Interpretation relates directly to something visitors may be able to see at that location or an event or item of interest at that site that may not be apparent. The location in some way contributes to the understanding of the theme explored at that site. Interpretation at these sites should not try to communicate exhaustive information but instead leave the visitor with one interesting concept, question or thought to ponder and perhaps a lead for more information.

Byway orientation at secondary sites should contain the same byway map as gateway sites but featured attractions focus on more localized activities such as trails in the vicinity.



Interpretive Signage

The following discussion details interpretive recommendations at specific sites along the Palms to Pines Scenic Byway. Because traffic concerns are paramount, recommendations focus on three gateway locations and the existing safe and already developed wayside sites along the byway. Orientation at these sites will direct visitors to places where interpretation and other activities are available and visitors can be accommodated safely and conveniently. It also makes recommendations for enhancing interpretation at sites where interpretation already exists and establishing byway identity at these locations to create a seamless and cohesive byway experience.

Banning/Hemet/Palm Desert

From Highway 243 in Banning and Highway 74 in both Palm Desert and in Hemet, the road heads up into the mountains. This marks the beginning of the byway in each of these cities.

Existing Conditions

In general, visitor information centers in these communities do have not much awareness or information about the byway or driving conditions on the highway.



Recommendation

A poster, modeled after the byway orientation sign could be displayed at visitor information centers in these communities inviting visitors to experience the byway and reminding visitors of the special requirements of mountain driving. (For example, if there is a car behind you, you are the slow vehicle and need to pull over at the next safest location to allow them to pass.) This poster would help visitors prepare for their byway experience and encourages them to explore the byway. Auto tour, digital programs and visitor brochures available at these locations would help visitors to get the most out of their byway driving experience by offering interpretation about the area they are driving through.

Lake Fulmor

About 10 miles north of Idyllwild on Highway 243, Lake Fulmor provides day use activities for the public. It is stocked with trout by the California Department of Fish and

Game from spring through summer. The 2-acre lake, on Forest Service property, offers fishing and picnic areas with grills, and a trail that circles the lake and crosses a bridge. A parking area is located across the highway from the lake.



Existing Conditions

Existing interpretation follows a natural history theme with information about fish, ecosystems and the

endangered mountain yellow-legged frog. These interpretive signs are uniquely mounted on thematically shaped, naturally weathered metal, pedestal sign mounts.

Recommendations

This is the first site along Highway 243 from Banning that lends itself to gateway orientation information. The parking area across from the lake is large enough to accommodate many visitors and is well marked. The parking area is in a naturalized setting with islands planted with native vegetation. This is a good place to introduce visitors to the life zones they will be driving through on the byway, provide advice about the requirements of safe driving on mountain roads and alert them to the opportunities along the byway for learning more about the area.

A three-panel kiosk at this site could display one map based orientation panel with photos and descriptions of attractions along the byway such as the Idyllwild Museum, trails and the Idyllwild Nature Center. This panel could also contain information about driving safely on mountain roads. A second interpretive panel could introduce the life zones along the byway with an overview of those zones and a graphic or color corresponding to each one that establishes its thematic identity and a third interpretive panel featuring species from the life zone at this site.

Gateway Kiosk

- Byway orientation featuring visitor attractions and safe mountain driving awareness
- Life zone overview
- Natural history interpretation

Vista Grande

Vista Grande is a fire station that carries the name of an earlier historic Civilian Conservation Corps (CCC) facility at this location. It is located just off Highway 243 beyond Lake Fulmor.

Existing Conditions

A visitor orientation sign is located in the back of the Fire Station. The orientation sign is not immediately visible, it isn't obvious that there are visitor accommodations here and visitors may feel like they are intruding on the busy functioning of the fire station.

Recommendations

Visitor information could be moved closer to the parking area or otherwise made more visible



by increasing the size of the signage and making access more obvious from the parking area. This site would be a good place for natural history interpretation. Here visitors can be invited to hike Black Mountain Trail, which leaves Highway 243 1.3 miles south of the fire station and passes through a research natural area used for ecosystem research and study. The trail begins in chaparral at 4,480 feet and ends on the forested slopes of Black Mountain at an elevation of 7,772 feet. Trailhead orientation at this location would alert visitors to indicators of the various life zones they will be walking through and other interesting things they might see along the trail as well as ongoing research. This location could also tell the story of the history of early forest road building and firefighting by the CCC in the 1930s. There is also a Penny Pines Plantation nearby, a portion of which was mechanically thinned in 2009. Interpretive opportunities include benefits of managing the forest, the role of fire in nature and the importance of forest products in today's economy.

Interpretation

- Byway orientation featuring Black Mountain Trail
- Life zone interpretation,
- CCC road building and fire fighting interpretation

Indian Vista

Indian Vista is a large, well-developed pullout on Highway 243 between Banning and Idyllwild. It features an accessible, paved overlook with river rock walls from which visitors can look down onto the valley below.

Existing Conditions

This well-marked and well-developed site easily can safely accommodate visitors. Interpretive signs are in good condition and attractively mounted on the rock wall at the overlook. There is a large rock construction at the entrance to the site with a bulletin board and Palms to Pines orientation sign. One low angle interpretive sign is mounted on the rock wall interpreting fire ecology and pine beetle damage. There is also a peak identifier at the bottom of this sign.



Recommendations

Replace the existing byway orientation panel with an updated version. Add an additional interpretive sign on the life zone represented at this site and a second sign interpreting the San Geronio Pass and San Andreas Fault, geology and mountain building.

Interpretation

- Byway orientation
- Life zone interpretation
- Geology interpretation

Alandale Fire Station

This site is a fire station located on Highway 243. An attractive interpretive site with two signs and a bench is located south of the station building. In front of the building, along the byway, there is a large roofed firefighter memorial containing a monument and interpretive signs.

Existing Conditions

Interpretation on the north side of the station consists of two, low angled interpretive signs about oak trees and the animals that live in them. These are sited on a path away from the parking area and include a bench and attractive landscaping. Closer to the road and in the front of the building is a large roofed kiosk with an orientation panel, two fire interpretation signs and a memorial to the firefighters lost in the Esperanza Fire. The fire interpretation and the natural



history interpretation on the side of the building are obviously two separate efforts. The sign styles are different and the more obvious, larger fire interpretation overshadows the less obvious natural history interpretation. Signs in the firefighter kiosk are placed under plexi-glass, which is cracked and weathered.

Recommendations

The addition of an interpretive panel identifying and interpreting this life zone would establish byway identity and would tie the existing interpretation to the byway. The firefighter kiosk signs could be remanufactured of high-density polyurethane or other more durable material, which would eliminate the need for the plexi-glass cover, eliminating signs of weathering. A byway orientation panel replacing the existing older style orientation panel, of the same material and design as the life zone interpretive sign, would help unify this site and relate it visually to the byway.

Interpretation

- Byway orientation panel
- Life zone interpretive panel

Idyllwild Nature Center

Located just one mile northwest of the town of Idyllwild on Highway 243, Idyllwild Nature Center contains permanent indoor exhibits and displays and outdoor trails, as well as offering visitors field trips, environmental education programs and tours. Programs focus on mountain ecology, habitats, flora and fauna, Cahuilla Indian life ways and the history of the San Jacinto Mountains.

Existing Conditions

The nature center is open Tuesday through Sunday and holiday Mondays, from 9 am to 4:30 pm. The nature center has excellent displays both inside and outside, trails and picnic areas as well as a variety of visitor programs.

Recommendations

A byway interpretation panel placed near the parking area would tie this site to the byway and offer visitors an attraction during times the center is closed. The Nature Center could be a featured attraction on the gateway visitor orientation panel.

The Nature Center has a collection of native stories told by elders. This information could be adapted to a personal digital device or smart phone for enjoyment by travelers as they drive the byway. Byway tours and brochures could be offered to visitors at the nature center.

Interpretation

- Life zone interpretation panel
- Auto tours, audio tours, brochures

San Jacinto Ranger Station

Located near the center of the community of Idyllwild, the staffed, public reception area of the ranger station *contains* interpretive information as well as visitor information, sales items and information about a stewardship program.

Existing Conditions

The ranger station has a 3-D map of the area and an attractive interpretive exhibit displaying fire interpretation, ecology and stewardship information and interpretation about the endangered mountain yellow-legged frog. Sales items including maps, Adventure Passes and books are available. This material is in good condition and well displayed.



Recommendations

In addition to the information that is already on display, this is a good location for visitors to find orientation to the byway in the form of visitor guides and brochures as well as downloadable interpretation or audio tours. A byway orientation poster could be easily displayed on the bulletin board in the reception area.

Interpretation

- Visitor guides, brochures and tours
- Byway orientation poster

Idyllwild Museum

The Idyllwild Museum is located in a historic cabin near the center of the town of Idyllwild. It is composed of the museum, and several outbuildings containing offices and curation facilities.



Existing Conditions

Interior displays at the museum focus on local history from Cahuilla Indians to ranchers, pioneer lumber barons, the tourist trade, vacation cabins and organized summer camps.

Numerous photos and documents are displayed that tell the story of Idyllwild and the interesting characters who first lived here. The attractively landscaped grounds contain a display of native plants.

Recommendations

This is an appropriate location for visitors to the byway to get

information on the historic themes of the area. Byway orientation panels and other visitor information products could direct visitors to this facility. The museum could have brochures or posters with information about the byway. It could also be a location to offer auto tours or brochures.

Interpretation

- Byway orientation poster
- Brochures, auto tour and audio tours

Cranston Station

This is a Forest Service fire station located on Hwy 74 just east of Hemet at milepost 48.25.

Existing Conditions

A large graveled parking area, lawn and picnic table, an interpretive kiosk, water and a portable toilet accommodate visitors. Interpretation at this site includes two orientation signs and a horned lizard interpretive sign. It has good access and visibility from the highway and ample parking.



Recommendations

Upgrade the portable toilet and install a three-panel gateway kiosk with a byway orientation sign featuring byway attractions, information about safe mountain driving, life zone orientation and an interpretive panel detailing historic transportation. The road up the mountains from Hemet was the original stage route and a toll road as well as being used for historic logging. This is an ideal location to tell that story.

Gateway Kiosk

- Byway orientation featuring visitor attractions and safe mountain driving awareness
- Life zone overview
- Historic transportation interpretation

Mountain Center

At this location, Highway 243 from Banning joins Highway 74. The road intersection forms a triangle in which is located a store with parking area.

Existing Conditions

There is currently no interpretation at this site.

Recommendations

Because this is a major intersection where three parts of the byway come together, it is a good place for visitors to find orientation information about what choices lay in either direction. A multiple sign kiosk



at this location could contain byway orientation featuring local attractions and interpretation. Hemet Dam interpretation and an E Clampus Vitus (a local history organization) monument are currently located farther southeast along Hwy 74 at a location that doesn't lend itself to visitor stops. Interpretation for these locations could be moved to Mountain Center making it safer for visitors to view them. Bluebird interpretation, which is also found in the Garner Valley, can be included in this location as well. This would also be an appropriate place to tell the story of Garner Valley, historic ranching, notables who visited and archaeology of the area. If this location proves to be unavailable, the same interpretation could be placed at the trailhead near Hemet Lake.

Interpretation

- Byway orientation featuring attractions such as Lake Hemet and Hurkey Creek Park, Cahuilla Tewanet and area trails
- Life zone interpretation
- Archaeology, historic settlement and ranching interpretation

Hurkey Creek Park

This is a Riverside County park with 130 sites accommodating up to six people per site and a group area that accommodates 80 people at each of five sites.

Existing Conditions

There is currently no interpretation at this site.

Recommendations

This could be an opportunity for the Nature Center or Forest Service to partner in offering interpretive programs. It would also be a good place for an orientation poster featuring byway opportunities. This would help visitors locate other activities and recreation opportunities along the byway.

Interpretation

- Live interpretive programs offered by the Nature Center
- Byway orientation poster

Lake Hemet

Lake Hemet offers accessible shore fishing to the angler. Campers can stay overnight at the adjacent campground operated by the Lake Hemet Municipal Water District. The water district also has small boats available for day rental. The Forest Service maintains a day use area at this location.

Existing Conditions

The day use area contains interpretation of fish and fish ecology. These signs are mounted in thematic shaped, upright sign mounts of blue colored metal. One sign is shaped like a bat, one like a fish and one like a bird.



Recommendations

The preferred spot for byway interpretation at this location would be at the large pull off and trailhead just off Highway

74. This could have natural history interpretation of the life zone of Garner Valley. This location is also an alternative to the Mountain Center junction for byway orientation.

Interpretation

- Life zone interpretation
- Byway orientation (alternate location)

Cahuilla Tewanet

Located on Highway 74 near Pinyon Flats and within the Santa Rosa and San Jacinto Mountains National Monument, Cahuilla Tewanet is a nature trail/overlook, which tells the story of the early Native Americans' lifestyles.

Existing Conditions

The interpretive signs, which are fiberglass are badly weathered or damaged to the point where some of them are difficult to read. One sign is missing.



Recommendations

Replace the worn signs with an updated version in high-density polyurethane or other durable material. Byway orientation and life zone interpretation placed near the entrance to this site would assist byway travelers and relate the natural history interpretation of the trail to the byway.

Interpretation

- Byway orientation featuring attractions in the area

- Life zone interpretation of ecosystems and/or species at this elevation

Coachella Valley Overlook

Coachella Valley Overlook is located about five miles up Highway 74 from the National Monument Visitor Center as it snakes its way out of the Coachella Valley south of Palm Desert. It offers great views to the north and east of Palm Desert, Indian Wells and La Quinta, and views of the San Jacinto and San Geronio mountains.



Existing Conditions

This large, paved parking area has dry-laid rock style walls and viewing areas along with a brass plaque welcoming visitors and remembering those who have lost their lives on the highway. There is currently no interpretation at this site.

Recommendations

A two or three panel interpretive kiosk with a shade structure over it would help visitors understand what they are looking at and contribute to the quality of their experience at this stop while offering some protection from the desert heat. Byway orientation could feature local attraction, safe mountain driving reminders and life zone orientation with an interpretive sign focused on lower Sonoran/creosote bush habitat. It could also describe the geologic features on this side of the mountains such as the Martinez Mountain landslide, ancient Lake Cahuilla and the San Andreas fault zones.

Interpretation

- Byway orientation featuring local attractions and safe mountain driving awareness
- Life zone interpretation of ecosystem at this elevation
- Interpretation of geology

Santa Rosa and San Jacinto Mountains National Monument Visitor Center

The visitor center is located at the southern edge of Palm Desert on Highway 74. The National Monument Visitor Center is jointly managed by Forest Service and BLM and is supported by a nonprofit organization, the Friends of the Desert Mountains. Both inside and outside exhibits focus on natural history. The center also has visitor information and sales of related items.



Existing Conditions

Hikes and other events are offered throughout the year at the National Monument Visitor Center. Primary topics of information and/or interpretation include an introduction to the National Monument, its natural and cultural resources and opportunities for recreation. The visitor center organizes bus tours for birding and starry night events.

Recommendations

Excellent visibility from the highway, ample parking and proximity to the byway make this a good location for a gateway orientation kiosk. The three-panel kiosk could contain byway orientation, visitor attractions, life zone orientation and natural history interpretation, and safe mountain driving awareness. The visitor center is also a good place for people to get byway brochures, auto tours and audio tours.

Gateway Kiosk

- Byway orientation featuring visitor attractions and safe mountain driving
- Life zone overview
- Natural history interpretation

Creating a Visual Identity

Just as with packaging and marketing a product, the visual identity of a scenic byway is an important component of a successfully planned interpretive strategy. Discussion of the byway logo can be found in another section of this plan. It features significant aspects of the byway in an attractive visual format. Placement of this logo along the roadway reassures visitors they are on the byway and helps them to recognize byway related materials. A coordinated look to signage and a common approach to site development ensures that visitor's experience is seamless and of consistent quality across the byway.

Built Environment

The remnants of historic road construction, one of the defining characteristics of the byway, could establish a historic theme. This historic look also suggests the long history of recreation in these mountain communities. Use of rock for interpretive sites along the byway would reinforce this theme. This would be consistent with the recommendations in the Forest Service Built Environment Guide for this region. Rock walls reflect the natural environment while providing a safe place from which visitors can view dramatic vistas and at the same time defining the site. They also make attractive mounts for

interpretive signs. Use of rock walls at Indian Vista and the Coachella Valley Vista Point, as well as the numerous rock retaining structures at Lake Fulmor echo this early construction and establish a strong visual element on the byway.

Kiosks and sign mounts along the byway are currently of several different styles. Kiosks at the fires stations are constructed with roofs and squared timbers. Individual interpretive signs are mounted in these kiosks on large plywood panels set at a low angle. These panels could easily accommodate additional signage and the use of a more durable material would eliminate the need for a Plexiglass cover, which in many locations are weathered or damaged. Although Plexiglass provides a means for

repair or replacement if the site is vandalized with graffiti, in recent years many sign manufacturers have developed products that make it easier to remove graffiti. An internet search will reveal sign materials that are designed to resist graffiti as well as “green” products that will remove paint, ink and markers from signs. Most sign manufacturers will supply samples of their material upon request. The advantages and disadvantages of this more aesthetic option should be compared to Plexiglass for future signage.

Interpretive sign mounts vary along the byway at other locations. At Indian Vista, interpretive signs are mounted on low rock walls. At Lake Fulmor, low angle interpretive signs use a rusted metal, two-pedestal type mount in the shape of a fish or other

element related to the theme of the sign. Similar sign mounts are used at Lake Hemet but these are of blue metal and of a more refined style. New byway signage should use elements from the gateway kiosk such as rock and naturally weathered (rust colored) round pipe similar to what is used at the National Monument Visitor Center on the southern edge of Palm Desert.

Signage along the byway is varied reflecting distinct,



successive projects. Byway interpretation should strive to pull existing elements together rather than adding another layer of interpretive design. While individual sites could continue to have their own identity, consistent use of the byway logo and graphic signature would help to unify the byway with a single identity.

Use of a gateway kiosk structure similar to the one found at the National Monument Visitor Center would make a strong visual statement and help to unify the byway.

The picnic shelter at Lake Fulmor contains many of the same elements and is a similar scale. Similar structures could provide shade for low angled interpretive signs along the byway echoing the gateway structure.

Graphics

Because changing life zones form a major thematic component, an overview of this theme could be introduced at the gateway kiosk where the four life zones are depicted on one of the kiosk panels. Interpretation of natural history at the various sites along the byway can be tied back to that initial depiction through the use of a color band or other graphic device that identifies the life zone and which was introduced at the gateway kiosk.

Priorities

As with any project recommended within this corridor management plan, proper planning is crucial. The following are recommendations for prioritizing the interpretive recommendations in this plan.

1. An orientation map and visitor opportunity guide is the highest priority interpretive product. Building on the strengths of what already exists along the byway, the first product targets those attractions and directs visitors to where they can best be accommodated. The orientation map forms the basis for both interpretive signs, and brochures and could also be produced as a poster and used on a web site. Photos and brief text describing attractions would complement the map.
2. Along with orientation, visitor safety is a key issue. Driving these winding mountain roads in particular requires specific skills and awareness. Providing this information at multiple locations would improve both resident livability and visitor experience.
3. Byway identity is equally important to visitor orientation. Strategically placed highway markers containing the byway name and logo would raise visitor expectations and send a message that they are in a special place.
4. Moving interpretation such as the E Clampus Vitus memorial type bronze plaque and Hemet Dam interpretation to a location that can better accommodate visitors would help to make the byway experience a safer one by consolidating visitor stops at safe locations.

5. After safety and orientation, quality visitor experience is the next most important aspect of interpretation. Introduction and overview of the life zones visitors travel through would prepare them to appreciate their byway driving experience and make the interpretation along the way more meaningful.
6. Digital or audio tours or driving brochures would also enhance the driving experience and encourage visitors to stop only at points that are safe and well marked.
7. Replacing old and damaged signs would upgrade the byway image and appeal.



Table 7. New and Existing Interpretation Recommendations

Site Name	Exist	New	Recommendation	Priority
Banning/Hemet/ Palm Desert/		X	Byway orientation poster or panel including mountain driving information	1
			Visitor Guide	1
			Audio or Brochure tours	5
Lake Fulmor	X			
		X	Gateway kiosk Byway orientation Safe mountain driving Life zone orientation	1
Fuller Mill		X	Byway identity marker	1
Vista Grande	X		Replace orientation panel with new byway orientation	1
		X	Life zone interpretive panel	4
Indian Vista	X		Replace old byway map with new byway orientation sign	1
		X	Life zone interpretive panel	4
Alandale	X		Replace worn interp signs	6
		X	Life zone interpretive panel	4
Idyllwild Nature Center	X		Refer visitors to Nature Center on orientation panel and brochure	
		X	Byway orientation panel Life zone interpretive panel	4
San Bernardino NF Ranger Station	X			
		X	Visitor guide byway orientation poster or panel including mountain driving information	1
			Audio or brochure tours	5
Idyllwild Museum	X		Refer visitors to the museum for historic information on orientation panel and in visitor brochure	1

Site Name	Exist	New	Recommendation	Priority
		X	Byway information, brochures and audio tours	5
Cranston Station		X	Gateway kiosk Byway orientation Safe mountain driving Life zone orientation	1
Mountain Center	X		Move e clampus vitus memorial and Hemet Dam interpretation to this site	3
		X	Historic Garner Valley interpretation, with sidebar on life zone	4
			Byway orientation	1
Hurkey Creek Park		X	Partner with Nature Center to create interpretive programs that can be offered at the campground	5
Lake Hemet		X	Byway orientation panel	1
		X	Life zone interpretation featuring blue birds	1
Cahuilla Tewanet	X		Replace worn interpretive signs with updated material	6
		X	Byway orientation Life zone interpretation Geology interpretation	1
Coachella Valley Vista Point		X	Gateway kiosk Byway orientation Safe mountain driving Life zone orientation	1

CHAPTER 8 – MESSAGING ABOUT THE PALMS TO PINES SCENIC BYWAY

Highways 74 and 243, the two routes that combine to form the Palms to Pines Scenic Byway, link the communities of the Coachella Valley, southern California's Inland Empire, north San Diego, and Orange and Los Angeles counties to deserts and forests in a treasured and fragile place. The byway brings people to a national monument to learn about and explore the desert. The byway brings people to a national forest and the legendary Pacific Crest Trail for relaxation and active recreation. The byway brings people to California State Parks, Riverside County parks and nature centers, the community of Idyllwild and more than a dozen camps or retreat centers.

But the byway delivers visitors, albeit inadvertently, to private residential areas and tribal lands, rather than the destination experiences they seek. Unsafe or inexperienced drivers sometimes create accidents and cause injuries and fatalities, for themselves and others, as they travel along the scenic byway.

The byway also transports desert and forest residents to outside retail centers, workplaces, and other destinations. Many thousands of weekly commuter trips and regular excursions along the route by year-round and seasonal residents add to the traffic volume of the Palms to Pines Scenic Byway.

As the byway traverses the desert and forested landscapes of central Riverside County it passes through four unique life zones, home to many – human and otherwise – seeking life, leisure or livelihood in the desert and forest. People have sought out these desert and forest areas for millennia and will continue to seek them as long as life endures.

Can the roadway that transports tens of thousands through the forest and desert terrain help to retain the special characteristics and intrinsic features of forests and deserts? Can designation as a national scenic byway enable people to work together to secure a better future for the Palms to Pines area than it might otherwise have? Will another “named and national” asset serve as a mechanism for residents, business people, landowners, tribal and agency leaders and travelers to come together to celebrate and protect the landscapes and inhabitants of the area traversed by the Palms to Pines Scenic Byway? Can a byway designation and engaged community advisory group draw resources and attention—the right kinds of resources and attention—to help preserve this special place?

Is it possible to protect the scenic byway's intrinsic features, enhance the residents' daily experiences, improve roadway safety and engage the traveling public in the protection of this special place? The core planning team for the Palms to Pines Scenic Byway Corridor Management Plan believes so. This conviction is grounded in the legislation that undergirds the scenic byway program and it is tempered by the ideas and passion of local residents.

Residents, agency professionals and a far-flung army of allies cherish the area and want it protected into the future. The purpose of this chapter is to describe a messaging

strategy that will respond to the unique characteristics and features of the Palms to Pines Scenic Byway while responding to FHWA guidance that requires “a narrative describing how the National Scenic Byway will be positioned for marketing” (America’s Byways Resource Center, no date).

The route carries sufficient traffic so there is no need to increase the number of vehicles on the Palms to Pines Scenic Byway. Rather, there is a need to develop key messages and to establish a position in the thoughts and decision-making of existing travelers along the scenic route. The heart of any message must be grounded in the intense desire of residents to protect these special places and the lifestyles they support. However, recognizing that more growth is projected for the Inland Empire and most counties in the southwestern United States, and acknowledging that people have sought these areas for millennia, the circumstances suggest that it is not possible to remain “hidden in plain sight” as some might wish.

In the Palms to Pines area, population growth is projected in the millions but plant growth is measured in fractions of inches and some of the area’s threatened or endangered species continue to creep toward extinction. Open space and water grow scarce. It seems counter-intuitive to increase the visibility of anything that has the potential, as roadways do, to increase use. However a thoughtfully crafted message to existing audiences about why these desert and forest ecosystems must be protected could inspire new allies to steward these lands. The existing traffic along the Palms to Pines Scenic Byway is sufficient to ensure community vitality but also capable of overwhelming the surrounding ecosystems unless coordinated action is taken. The Palms to Pines Scenic Byway can be a catalyst for positive change and coordinated action. The messaging goals and objectives are designed to support this outcome. Information from a variety of sources including the public meetings, and agency and association sponsored research help to answer four important questions:

1. Where are we now?
2. Where do we want to be?
3. How do we get there?
4. How will we know when we have arrived?

A brief response to each of these four questions is followed by more extensive analysis about key elements of the Palms to Pines Scenic Byway messaging strategy.

Situation Analysis

Where are we now? There are many ways to approach this question, but for the purposes of the corridor management plan the context is the FHWA National Scenic Byway program and the 14 points identified in the Interim Guidelines for the program. After working together for more than a year, it is clear that the Palms to Pines Scenic Byway has the intrinsic features and visitor services required for designation as a

National Scenic Byway through FHWA. The chapter on the scenic byway's intrinsic qualities (chapter 2) identifies numerous intrinsic qualities in each of the six categories.

A byway can be nominated for one or more of six categories of intrinsic features. The six categories are scenic, natural, historic, archaeological, cultural or recreation. The dramatic terrain more than qualifies as a scenic feature and adds greatly to the driving experience. Many of the area's natural features – landforms, vegetation, wildlife, bodies of water and geological formations – remain largely unchanged and many acres are permanently protected as part of the national forest or national monument. The historic features span thousands of years, remain accessible to contemporary travelers and are interpreted or capable of being interpreted; archaeological features (historic and prehistoric) continue to exist and may be appropriately shared. The cultural features are diverse, spanning many generations and many perspectives. Outdoor recreation resources abound with dozens of trails to support varied uses (e.g., hiking, mountain biking, riding), and climbing, fishing, wildlife watching, water recreation and camping.

As the interpretive plan (chapter 7) makes clear, there are many interesting stories to share and preserve. A main theme of adaptation and supporting themes focused on the area's natural, cultural and transportation history, including the need for safety, weave compelling stories of permanence and change. These interpretation themes inform core messages designed to increase safety and inspire stewardship to retain the intrinsic features of the route and the area surrounding the highway corridors.

There are many historical associations and societies to assist with the interpretation of the area's stories, and tribal leaders and community members have a strong presence along the corridor. Adequate infrastructure in the form of nature centers, picnic and recreation areas, campgrounds and parks support outdoor recreation and environmental education, but there are many opportunities to provide more consistent and compelling interpretation and education along and about the corridor and its intrinsic features.

The Palms to Pines Scenic Byway is a well-traveled route with residents, commuters and visitors contributing to traffic volume. At present, the scenic driving experience is disconnected although there are several strong destination draws along the route. Fortunately, there are many ways to share the stories of the Palms to Pines Scenic Byway that fit the characteristics of the route, add to the scenic driving experience, utilize contemporary communication technology and advance the preferences of local residents. The roadway itself is challenging to visitors unfamiliar with mountain driving and that, in turn, makes for a frustrating driving experience for residents and commuters more familiar with the route.

There is little desire and no need to try to attract new markets for the scenic byway, but there are numerous opportunities to better position the route with residents, commuters and existing visitors. The number and type of existing drivers is sufficient to contribute to community vitality. Adequate visitor services are available in gateway and destination communities but inadequate signage leads to private property trespass and associated negative impacts to en route residential areas.

Where do we want to be? A variety of scenic byway stakeholder groups (or potential stakeholders) share some level of awareness of the route although not all are currently aware of its designation as a national forest scenic byway or a state scenic highway. Residents, not surprisingly, are more aware of the routes' name and history than commuters and visitors.

There is a valuable opportunity to use the routes' designations as part of a larger strategy to protect the intrinsic features of the surrounding ecosystems and to retain vital communities along the route. The goals for the CMP reflect the consensus among workshop participants (e.g., community residents and agency personnel) about their vision for the route and their desires to:

- Preserve the historic character and uses of the corridor,
- Help visitors and residents to travel the roadway safely,
- Enhance the visitor and resident experience by providing desired opportunities, information and services,
- Develop infrastructure and information to reduce congestion and direct visitors to areas that can best serve their needs,
- Increase the visibility of selected intrinsic features along the route,
- Share the story of the place to engender a sense of caring and stewardship.

How do we get there? While there is consensus that the area is special and needs to be protected in perpetuity, there is less agreement about the best approach to protecting the corridor and the surrounding ecosystems. Some folks feel that another national designation will simply draw more visitors to the area. Others feel that a national designation will make it easier to secure resources to preserve the intrinsic features of the scenic corridor, to encourage stewardship of these natural and cultural resources and to create a better driving experience for all (e.g., visitors, commuters and residents). Dramatic population growth in Riverside and surrounding southern California counties make it challenging to protect the fragile ecosystems of the desert and forest and to preserve the privacy and small town ambiance of the communities. Despite these challenges, points of agreement that emerged during the corridor management plan workshops suggest ways to achieve the goals of the corridor management plan. These points of agreement form the basis of the proposed approach to scenic byway messaging.

How will we know when we have arrived? Success measures, with or without the national scenic byway designation, could include:

- Greater awareness about the scenic byway's intrinsic features among existing travelers along the route,
- Greater cooperation between communities, agencies and organizations to protect the scenic corridor and its intrinsic features,

- Decreasing numbers in metrics associated with traffic safety issues (e.g., accidents, injuries),
- Stable or improved ecosystem metrics for desert and forest,
- Improved economic conditions for Idyllwild and surrounding communities.

Trends (Demographic, Lifestyle, Travel)

A trend, casually defined as a change in a data point between two periods of time, provides a useful way to think about how things change and how they remain the same. There are so many ways to think about trends and so many sources of trend data that it can get a little overwhelming. A limited number of trends in three general categories – demographic, lifestyle and travel – provide a context for the byway messaging elements and the corridor management plan. Demographic trends deal with changes in the size, composition and distribution of the population. Lifestyle trends examine how people organize their work, social and home lives. Visitor trends highlight changes that people are seeking in travel experiences. A few trends with far-reaching implications for the Palms to Pines Scenic Byway include the growing populations of folks living near the scenic byway corridor and the visitors seeking experiences in the area.

Demographic Trends

Three demographic trends eclipse all others in terms of their societal impacts. The population of the United States (and California) is growing larger, older and more diverse. A brief description of each trend is followed by one or more implications for the Palms to Pines area and the scenic route.

In the United States and California, the population, already large, continues to grow. The U.S. population in 2010 was about 308 million. In California, the figure was 38 million. Nationally, the 400 million mark will be passed in the late 2030s and California's population is projected to exceed 50 million sometime in the 2030 decade (State of California Demographic Unit, 2007). Focusing closer, Riverside County's 2010 population was 2,189,641 making Riverside County one of California's four largest counties in population size. Pre-recession data from the California Department of Finance projected Riverside County to be the second largest California county by 2050, growing over 200 percent between 2000 and 2050, and second only to Los Angeles County for numerical growth in population (California Department of Finance, 2007). Although most of Riverside County's population currently lives in the western portion of the long, narrow county, residential development continues to move east as more residents call Riverside County home. Despite record unemployment levels and foreclosure rates, the county's population continued to grow during the recent recession (Miller, 2010).

In 2011, the leading edge of the baby boom turned 65. It is always noteworthy when a cohort hits a milestone such as the traditional retirement age, but with the baby boom, the largest population cohort ever, the impacts will amplify as the recession tapers and more boomers cross the retirement threshold. All of the communities adjacent to the

Palms to Pines Scenic Byway are strongly influenced by recreation (and tourism, a form of recreation), retirement trends and housing patterns. Since the percentage of the population over the age of the 65 is projected to double over the next few decades, these portions of the population are likely to have even stronger impacts on local communities. The baby boomers have transformed every life stage and they are likely to transform retirement as well. With time and money to travel, recreate and volunteer, baby boomers represent an important segment to consider.

The growing racial and ethnic diversity of the U.S. and California population is a third important population trend. With large proportions of Latinos, African Americans, Asian Americans and people from many other racial or ethnic backgrounds, California is the country's most diverse state. Riverside County in its entirety reflects this diversity but the communities along the scenic byway are less diverse than the urbanized areas. Culturally inclusive strategies to engage a wider variety of people will be important to achieve the stewardship and protection goals expressed by workshop participants and agency mission statements.

Lifestyle Trends

Two of the many lifestyle trends are particularly important to gaining an understanding of contemporary consumer decision-making, whether that of a resident, a commuter or a visitor. Consumer attitudes and communication technology are changing every aspect of contemporary life.

Consumer confidence is low and uncertainty and general anxiety are high. Stress levels are high and people do not feel in control of their time or their lives. In tandem, these trends create a sort of inertia or a retreat to the safety and security of familiar experiences. The trend is toward shorter, closer and more affordable excursions, often with a wider network of family and friends.

Running parallel to this “cocooning” mentality is an explosion of personal communication technologies and associated social media applications. People now have ready access to previously unknown amounts of information about everything, including leisure opportunities and lesser-known destinations. Record numbers are sharing their perceptions and opinions with a far-flung network of friends and like-minded enthusiasts. The next generation of supporters and sustainers will be markedly different than current travelers as virtual and physical realms become increasingly intertwined.

Visitor Trends

Of the many trends about contemporary visitors, four are particularly important to people concerned with the future of the communities and habitats traversed by the Palms to Pines Scenic Byway. Today's travelers are very value conscious but they define value as more than price. Rather than just sightseeing, they want to experience a destination and better understand it was well as themselves. Authenticity matters as much as price point. With hectic lives and crowded schedules, simplified planning assumes greater importance. Well-organized information, one-stop shopping and credible intermediaries

are elements of the hassle-free, easy planning experience that contemporary travelers crave. The Palms to Pines Scenic Byway can become an important mechanism to link disparate experiences into a pleasing integrated experience for visitors and residents alike.

SWOT Analysis of the Palms to Pines Scenic Byway

SWOT analysis emerged in the 1970s as a strategic planning tool. SWOT is an acronym for strengths, weaknesses, opportunities and threats. Strengths and weaknesses are internal. Opportunities and threats are external conditions that could affect the organization, agency or area. Together, the SWOT characteristics form an environmental scan. Selected strengths, weaknesses, opportunities and threats for the Palms to Pines Scenic Byway appear in Table 8.

Table 8. Key Themes from Strengths, Weaknesses, Opportunities and Threats Analysis

STRENGTHS	WEAKNESSES
<ul style="list-style-type: none"> • National assets (monument, forest, trails) • Vibrant Native American presence • State and regional parks • Gateway communities with visitor services • Idyllwild's reputation as an arts destination • Solid local involvement by community groups • Strong tradition of cooperative management by Bureau of Land Management and USDA Forest Service • Interstate highways are close • Adequate existing traffic along corridor 	<ul style="list-style-type: none"> • Lack of consensus about best approach to projected population growth • Limited capacity for community volunteers to take on additional activities • Some residential and reservation areas have been negatively impacted by existing traffic and congestion • Safety concerns about the highway • Roadway is a well-known and high speed motorcycle route • Growing use of the route by road bicyclists • High volume transportation corridors
OPPORTUNITIES	THREATS
<ul style="list-style-type: none"> • Respond proactively to projected population growth by planning together • Increase highway safety without radically changing the roadway • Use the scenic byway to connect dispersed assets and attractions to create a more compelling experience for current drivers • Develop signage to get travelers to areas available to support them • Direct snow play enthusiasts to safe and secure experiences • Respond to growing interest in cultural heritage • Convert drivers into safer and more engaged supporters 	<ul style="list-style-type: none"> • Growing Inland Empire population could overwhelm the natural resources and outdoor recreation infrastructure of the area • Unplanned development could further fragment habitat • Limited water • Seasonal weather conditions increase safety risks • Reduction and/or consolidation within FHWA of transportation enhancement and scenic byway programs

PEST (Political, Economic, Social, Technological)

A brief scan of PEST (political, economic, social and technological) themes provides additional information to support decision-making and message development. Though far from exhaustive, some themes are introduced in Table 9.

Table 9. Key Themes from Political, Economic, Social and Technological Analysis

POLITICAL	ECONOMIC
<ul style="list-style-type: none"> • Byway communities tend to focus on local rather than area planning and issues • Southern California population increases will create new development and open space alliances • Western portions of the county will continue as population centers but significant political strength exists in the Coachella Valley 	<ul style="list-style-type: none"> • Coachella Valley communities, Idyllwild and many of the gateway communities are recreation-dependent (e.g., tourism, second-home, retirement) • Increased retirements in the baby boom cohort is likely to increase the recreation-retirement components of the local economy • Need for alternative energy sources will create new economic activity in the area
SOCIAL	TECHNOLOGICAL
<ul style="list-style-type: none"> • Interactions between long-time and recent residents and residents and visitors vary with the type of community, level of services available to support visitation, and role of visitor spending in the local economy 	<ul style="list-style-type: none"> • Communication technology provides opportunities for end user control of content and message development • Cost and compactness of communication technology continues to decrease • New safety and communication technologies create new messaging opportunities

Positioning Strategy and Message Development

Many view the desert as an inhospitable place of little value and vitality. Because there is little perceived value, there is little thought to the negative consequences of littering and other types of depreciative behavior. On the other hand, those who love the desert often seek to “position” it more favorably in the minds (and hearts) of those who live in or near it or pass through it. Increasing the value of the desert in the minds of residents, commuters and travelers, they believe, is a key means to ensuring its protection. The same might be said for any valued asset or idea such as the value of forests or the importance of respecting private property rights.

The natural and cultural resources of the Palms to Pines Scenic Byway hold different positions in the minds of different stakeholders. The purpose of the messaging segment of the corridor management plan is to: a) better describe the existing position held by the Palms to Pines Scenic Byway and the resources it traverses in various stakeholder groups; b) identify key messages to use in positioning the Palms and Pines Scenic

Byway with key audiences; and c) develop objectives and action steps to achieve the communication goal for the Palms to Pines Scenic Byway.

To this end, this section identifies points of agreement that emerged during the workshop series and key messages and audiences suggested by these points of agreement. Objectives and action steps to achieve the messaging goal for the Palms to Pines Scenic Byway Corridor Management Plan follow a more detailed analysis of core audiences and associated message distribution systems.



*Idyllwild Inn early in the 20th Century.
Photo courtesy of the Idyllwild Historical Society.*

Points of Agreement

Through the course of the workshop series numerous points of agreement emerged. Rather than focus on differences, these points of agreement form the basis of the messaging strategy for internal and external stakeholders. Agreement exists about the special nature of the places traversed by the Palms to Pines Scenic Byway and the local stewardship connections to these places. There are points of agreement about highways 74 and 243, the roadway and drivers. There is also agreement about the importance of place-based stories and the best locations to share them with residents, commuters and visitors. Finally, there are points of agreement about population growth in southern California. Table 10 through Table 13 identify points of agreement and implications for messaging, positioning and implementation. Internal stakeholders—community leaders, agency decision-makers, planners, community members—who will guide the future of the Palms to Pines Scenic Byway and the communities it connects are the intended audience for these tables.

Table 10. Points of Agreement about the Nature of the Places Traversed by the Palms to Pines Scenic Byway and the Local Stewardship Commitment

Points of Agreement	Implications and Ideas for Messaging, Positioning and Implementation
Palms to Pines Scenic Byway traverses special places	There are only 3 highways in US where you have this full transition across life zones; the corridor is not only special, it is very unique. The key message—every audience, every time—care for this place the way we care for the place.
Caring people have preserved and protected this area for generations	<ul style="list-style-type: none"> - People have cared for generations – the Tribes, ranching families, families with cabins. - A point of community consensus is “help us preserve this and pass it on.” - There are few places in the US that have this number of generations tied to one place. - Some participants expressed frustration with the word conservation. They feel it’s lost its meaning of wise use and been usurped with a “keep out preservation” intent.
The Monument has an education mission as well as a preservation mission	The relatively new national monument has added to the environmental education mix along the scenic byway route and can serve as a gateway to the entire Palms to Pines Scenic Byway.

Table 11. Points of Agreement about Highways 74 and 243 and Drivers along these Routes

Points of Agreement	Implications and Ideas for Communication, Positioning and Implementation
The historic character should be maintained	<p>All participants were unanimously opposed to creating a wider four-lane corridor. One participant wrote he would like the year 2030 driving experience “to provide a vivid contrast to the high speed ribbons of concrete all over the nation.”</p> <p>Consensus does not extend to how to enhance safety. Some feel enforcement of existing speed limits would mitigate hazards, some feel speed limits should be adjusted, and other support judicious route realignment in limited locations and strategic rock removal at road edges to improve sight distance.</p>
Curbing and curves are important features of the route.	The curbing near the Monument and the roadway curves are important features of the route. The route was engineered specifically as an experiment, with modern canting.
Inexperienced drivers are often scared, drive too slowly, pull-out in the wrong areas, or stop in the road to take pictures	There is near unanimous support for more and better-signed turnouts, additional turning and passing lanes, guardrails, rumble strips, and mountain driving information at route termini to improve route safety. Clearly signing appropriate pullouts with earlier messaging about mountain driving conditions has support as a starting point.

Points of Agreement	Implications and Ideas for Communication, Positioning and Implementation
Scenic drivers often end up in the wrong places (e.g. trespass or areas with limited services)	Idyllwild and the Monument want to be destinations. There is a need to develop a signing/interpretation strategy that encourages visitors to respectfully bypass the Pinyon and Garner Valley communities and head straight to their destinations. The need for en route visitor information is an important difference between residents and non-residents. Directing visitors to available visitor services and opportunities will lessen the likelihood of trespass.
Some areas along the route prefer to “recede” from view/visitors	Pinyon communities and Garner Valley residents would prefer that travelers remain on SR 74 between Idyllwild and the Monument. When en route services are not available or visitors are not desired clear and consistent messaging is needed to get visitors through the destination areas that can support their needs.
Highway 74 is a well-traveled commuter route	Traffic and congestion are likely to increase and “style” conflicts may rise as the population in southern California grows. Commuters may represent a user group to strategically engage but further research is needed to determine the desirability of engaging these drivers.
There are numerous opportunities for visitor contact and environmental education aligned with the byway corridor	Local, county, state and federal visitor contact stations, nature centers, trailheads and recreation areas provide many opportunities to communicate with scenic drivers. There are potential visitor contact opportunities along highways 74 and 243 at lower elevations to inform visitors about en route visitor services, the challenges of mountain driving, and to promote safety awareness along the corridor.

Table 12. Points of Agreement about Sharing the Story

Points of Agreement	Implications and Ideas for Communication, Positioning and Implementation
There are numerous opportunities for visitor contact and environmental education aligned with the byway corridor	Most scenic byway storytelling needs to be concentrated at the national monument, in Idyllwild, the county parks (Nature Center, Hurkey Park, etc.), the FS Ranger District offices/visitor contact stations, fire stations and water recreation sites like Lake Fulmor. Focus en route interpretation at places with adequate parking and roadway entrance/egress. Avoid interpretation at pullouts. Augment visual experience with auditory elements (e.g., pod-casts, programs at destinations, campgrounds, visitor/nature centers.)
A strong visual identity will help create an integrated experience but it will also increase visibility	Creating a strong visual identity system can direct visitors to areas where visitor services exist. Highlight intrinsic features near the Monument and Idyllwild. Consider omitting Garner Valley from the identity system by only focusing on generic recreation opportunity for that portion of the route (e.g., do not create a Garner Valley mark/icon).

Points of Agreement	Implications and Ideas for Communication, Positioning and Implementation
Locate recreation infrastructure thoughtfully	Recreation infrastructure can be designed to draw (or displace) different user groups. There is community consensus that adequate recreation infrastructure exists and that there is little or no need to add more.
Special events can be designed to draw (and displace) selected visitors	Use events and guided activities to attract visitors with values that are aligned with communities and inform existing byway drivers (visitors and commuters) about seasonal special events.

Table 13. Points of Agreement about Population Growth in Southern California

Points of Agreement	Implications and Ideas for Communication, Positioning, and Implementation
Continued growth is projected for southern California and Inland Empire counties	Population increases forecast for Riverside County and southern California will affect traffic levels much more dramatically than national scenic byway designation. Regardless of designation, the CMP can be a useful tool to help plan for visitor management along the route. Scenic byway drivers are a like-minded recreation population to attract to your area.
Idyllwild and Coachella Valley communities are established destinations	These long-time destinations will continue their decades-long tourism and visitor development efforts with renewed attention real estate for retirees and second-home owners. There is value in working together but also in remembering that the burden of accidents and recovery calls on the local fire station.
Highway 74 is a well-traveled commuter route	Since it is not possible to eliminate visitation, a proactive effort to manage and direct the increasing traffic may help preserve the current character of the area. Garner Valley participants generally felt that anything that increased visitation and traffic, including a national scenic byway designation, was to be avoided.

Message Development

(Note – It is important to note that messages are directed toward existing visitors rather than drawing additional visitors.)

The key messages for the Palms to Pines Scenic Byway deal with safety and stewardship of the natural and cultural resources of the area traversed by the route. For internal stakeholders, there are additional messages about the potential value of the Palms to Pines Scenic Byway as a way for local communities to work together to achieve shared goals. These messages can be developed and refined for three general types of audience—residents, commuters and visitors. In addition, there are key messages about scenic byway designations, redirecting visitors away from residential areas and redirecting three types of outdoor recreation to more suitable locations.

For residents and local decision-makers, the desired outcome for messaging is to increase support for working together to care for these special places. The key message is that scenic byways can provide a way to work together to protect the area and its communities. The safety message deals with working together to increase safety and to manage growth and change. The stewardship message is to communicate an intentional strategy to engage residents, visitors and commuters in caring for areas through which the Palms to Pines Scenic Byway passes.

For commuters, the desired outcome of messaging is to increase their awareness of the unique features of the area so they come to care for it as much as the residents. The scenic byway is presented as a way to enliven the daily commute and the core safety message is to commute safely on a route that varies with the seasons. The stewardship message contains an invitation to learn about the route while en route and to return to the route's destination areas with loved ones for special events, rest and relaxation, and to participate in stewardship opportunities to help protect the area.

For existing visitors the desired outcomes of messaging are to increase visitor satisfaction and to engage them as stewards in caring for the area. The scenic byway message is that the experience begins with the byway (rather than at the destination). The safety message focuses on getting visitors where they desire to go safely or where they can safely go for the outdoor recreation opportunities they seek. The stewardship message is an invitation to return often with loved ones to learn about and protect nature. It is important to note that messages are directed to existing visitors rather than toward attracting additional visitors.

Table 14. Summary of Messaging Elements for Three General Audiences

	Residents	Current and Future Commuters	Existing Visitors
Outcome	Increase support for working together to sustain the area	Increase awareness of need to sustain the area	Increase satisfaction and engage visitors as stewards
Idea	A way to work together to care for this place	Please care for this place as much as we do	Please help us care for this place
About scenic byways	Scenic byways can help sustain areas and communities	Scenic byways provide a way to enliven your commute	Your experience starts with the scenic byway
Safety	Working together to increase safety and manage growth and change	Be safe and learn about area while en route	Get you where you want to go safely
Stewardship	Engaging all to care for this special place.	Return with loved ones for events, relaxation and stewardship	Come back to learn about and help care for nature

Messages about Scenic Byway Designations: National Scenic Byway/All American Road and the Palms to Pines Scenic Byway

The Palms to Pines Scenic Byway has been a named route for generations. Historically, media and destination marketing materials have presented the route as a way to get to Idyllwild. The recent designation of the Santa Rosa and San Jacinto National Monument with its visitor center, overlook and interpretation has added a new dimension to the route. The Palms to Pines Scenic Byway is one of two national (forest) scenic byways on the San Bernardino National Forest and forest communications offer scenic byways as a way to visit the forest.

The Palms to Pines Scenic Byway can become much more than a roadway. Scenic byways provide a way for local groups to work together to protect the area. Scenic byways can be a way for commuters to learn more about the area through which they commute. Scenic byways can also provide a way for existing visitors to have a safer, better and more coherent experience in the mountains, forest and desert.

These outcomes are consistent with a National Scenic Byways Program that seeks to “create a distinctive collection of American roads, their stories and treasured places” (FHWA, 2001). There are two types of national scenic byways in the FHWA program. National Scenic Byways, currently 150 in number in 46 states (America’s Byways Fact Sheet, 2011), were nominated by their local groups based on one or more of six intrinsic qualities: scenic, natural, historic, archeological, cultural, or recreational. All American Roads are the most exceptional scenic driving opportunities with attention to the additional services required by international visitors and the group travel industry.

Presented collectively as “America’s Byways,” the purpose of the FHWA program is to create unique travel experiences and enhance local quality of life through efforts to preserve, protect, interpret and promote the intrinsic qualities of designated byways.

For each of the three general audiences, the key message about the national scenic byway program and route designation is slightly different. Most residents are more interested in enhancing local quality of life. Most visitors are interested in unique travel experiences. Most commuters do not view themselves as travelers along a scenic byway.

Messages about Residential Areas

Several areas and three types of outdoor recreation activity require special messaging. Several en route communities, residential areas and the reservation have never been destination areas and do not seek to become destination areas for visitors. Three types of outdoor recreation consistently create safety issues for residents, commuters and visitors.

In the workshops attended by residents of Garner Valley, one or more of the Pinyon communities and the Santa Rosa reservation, concerns were expressed about trespassing and visitors leaving the byway to drive into reservation and residential areas.

The key message for these situations is to inform travelers about the boundary between the public roadway and the residential or private areas. A secondary message is to communicate the lack of visitor services and to direct them to destination areas or needed services (e.g., nearest public facilities are X miles away).

Better signage can help visitors get to the destination areas that have services and personnel to respond to their needs. Figure 1 shows signage that clarifies expectations for visitors while helping visitors get to their intended destinations. It is excerpted from the Cape Flattery Scenic Byway CMP (2006).



Figure 1. Signage to Direct Visitors Away From Areas with No Public Access

Messages about Repositioning Three Types of Outdoor Recreation

Workshop participants identified three types of outdoor recreation—snow play, high-speed motorcycles and increasing use of the highway by bicyclists and bike touring companies—as growing safety hazards. The key message for these audiences is two-fold. The first message is to try to direct them to areas more suitable for their recreational activities. A secondary message is to communicate with group organizers, when known, to let them know about special events, highway construction or weather related conditions that might negatively impact the recreational experience of their groups.



Primary Audiences

An adequate market already exists for the Palms to Pines Scenic Byway to ensure community vitality and to engage existing visitors and traveling publics in learning about and caring for areas traversed by Palms to Pines Scenic Byway. The diversity of opportunity, the presence of national and state attractions, the existing traffic volumes, proximity of destinations such as Idyllwild and the Coachella Valley, and growing residential populations in the Inland Empire and southern California ensure an enduring audience but also make it unlikely that the area can somehow become invisible. Table 15 summarizes selected population and visitation statistics relevant to the Palms to Pines Scenic Byway. Adequate audiences are already affiliated with the route but the driving experience for residents, commuters and visitors can be enhanced.

Table 15. Visitation and Population Statistics

Area	Statistics
Riverside County Population	Increased 41.7% from 2000 to 2010 growing from 1.5 to almost 2.2 million
San Bernardino Population	Increased 19.1% from 2000 to 2010 growing from 1.7 to 2.0 million
Coachella Valley Population	Increased nearly 37% from 2000 to 2010 growing from 309,530 to 423,644 based on figures from the Coachella Valley Economic Partnership website

Area	Statistics
Idyllwild Population	A mountain community of about 4,000 people, up from about 3,500 in 2000.
Santa Rosa Reservation	Currently, there are 110 recognized Tribal Members (18 and over) and approximately 70 persons living on the Reservation based on the Santa Rosa Band of Cahuilla Indians Tribal website
San Bernardino National Forest	Visitation increased by 23% between 2003 and 2008 based on National Visitor Use Monitoring data collected by the USDA Forest Service
Santa Rosa and San Jacinto National Monument	Estimated at 547,550 in 2002 monument interpretation conceptual plan
San Jacinto State Park	Divergent figures ranging from 60,000 to over 330,000 visitors according to California State Park data
Highway traffic volumes	Transportation chapter contains this data

Visitors to the San Bernardino National Forest

In 2008 the San Bernardino National Forest conducted a forest-wide survey of national forest visitors. An estimated 2.4 million people visited the San Bernardino National Forest in 2008, up 25 percent from 2003, the baseline year a similar survey was conducted. Data from the National Visitor Use Monitoring (NVUM) database are not available for the Idyllwild Ranger District but the forest-wide visitor profile still provides useful information about visitors to the national forest, an important and valued aspect of the local and visitor amenity mix.

Key findings and implications from the 2008 survey:

- More than 50 percent of all forest visitors lived within 50 miles of the site where they were intercepting making the forest a local as well as national asset. Eighty-three percent were within 100 miles of home.
- About 30 percent report traveling a scenic byway (there are two on the forest).
- About 50 percent of the visits were to developed sites (day use and overnight) rather than general forest areas so focused messaging opportunities exist to communicate with visitors.
- More than a quarter of the visitors come to the forest between six and 20 times annually (and another 50 percent make 1 to 5 visits) creating an excellent opportunity to promote stewardship messages about the area.
- Median forest visit duration is 3 to 4 hours.
- About three-quarters of the national forest visits included some type of physically active outdoor recreation such as hiking, biking, or skiing. The top five activities included hiking/walking (46.5 percent), relaxing (36.5 percent), viewing natural

features (31.4 percent), downhill skiing (30.2 percent), viewing wildlife (27.1 percent) and driving for pleasure (20.9 percent).

- Nearly twenty special events located on national forest lands drew at least 1,000 participants in 2007 or 2008 forming a ready audience for additional messaging about the Palms to Pines Scenic Byway.
- In terms of racial and ethnic background, nearly 90 percent of the forest visitors were white (a racial category). Almost 18 percent were Hispanic; Hispanics can be of any race.
- The gender mix between men and women was about 2:1 male/female.
- Group size averaged 2.8 persons and nearly 90 percent were only visiting one national forest site during their visit.
- Twenty percent of the forest visitors were estimated to be younger than 16. Slightly less than 10 percent were over the age of 60. About 65 percent were between the ages of 20 and 59.

These findings, all from the NVUM website, demonstrate the “economic importance of the national forest to communities across southern California. Recreation activities on the national forest sustain jobs in communities within 50 miles of the forest, where visitors purchase goods and services for their recreational activities...and lodging as well as supplies from local businesses such as groceries, fishing tackle, and bicycle rentals” (San Bernardino National Forest, 2010, page 1).

Visitors to Mount San Jacinto State Park

There is no park-wide visitor survey for Mount San Jacinto State Park but some information is available for day use and overnight camping. Those figures are included as Table 16. The vast differences in fee day use compared to camping, a reservation-based activity, suggest a change in data collection protocols. Wassenberg, Hendricks and Greenwood (2009) stated that Mount San Jacinto State Park had more than 400,000 visitors annually.

Table 16. Visitation Statistics for Mount San Jacinto State Park

Type of Park Use	2000	2005	2010
Paid Day Use	3,992	1,315	522
Free Day Use	294,619	316,801	33,584
Camping	31,820	22,562	28,392
Total	330,431	340,678	62,498

Source: California State Parks

Researchers at California Polytechnic University, San Luis Obispo completed visitor study of the Mount San Jacinto Wilderness Area (Wassenberg et al. 2009). Key findings from that effort are summarized in two extended quotations from the report:

The visitors are mostly married, white, about 46 years old, highly educated, and with relatively high levels of annual household income. Most of the visitors are from California and the majority of California residents are from neighboring counties of Riverside, Los Angeles, San Diego, Orange, and San Bernardino. However, the park also receives a significant number of visitors from other states and countries. Nearly 16 percent of the visitors are from other states and approximately 11 percent reside in other countries.

Visit attributes are somewhat specific to Mount San Jacinto. The average group size is between 3 and 4 individuals and the majority of the subjects intend to hike trails within the park rather than to hike to San Jacinto Peak. Nearly all subjects access the park by way of the Palm Springs Aerial Tramway. The subjects frequent the park often with the average person previously visiting the park 15 times. The subjects primarily participate in hiking, photography, wildlife viewing, shopping at the gift shop, bird watching, visiting the visitor center, and eating at the snack bar (page 32).

Visitors to the Santa Rosa and San Jacinto National Monument

No recent visitor surveys have included the National Monument. Several estimates about visitation were contained in the conceptual plan for interpretation (Interpretive Arts Unlimited! 2002) and the Monument Management Plan (Bureau of Land Management 2003). Personal communication with monument staff suggests that greatly increased visitation has not accompanied the designation as a National Monument.

Communication/Message Distribution Systems

The audiences are there and the stories are compelling. The three general audiences – residents, commuters and visitors – can be further segmented based on how they interact with the route and its intrinsic qualities/features or by geography. Table 17 provides a brief description of each audience and an analysis of distribution systems (means) available for communication and key messages to share (messages).

Table 17. Core Audiences and Communication/Message Distribution Systems

Audience	Description	Distribution Means	Key Messages
Visitors to the National Monument and other local, state and federal agency sites (e.g., national forest, state and county parks)	Day-trippers and overnight visitors seeking outdoor recreation and environmental learning opportunities	Web sites Printed collateral On site staff at Visitor Center On-site interpretive information	Byway Orientation Available Programs and Events Stewardship Opportunities and Messages
Idyllwild Visitors	People staying overnight in Idyllwild or visiting the village as part of a day-trip or special event	Web sites Printed collateral On site staff at chamber of commerce, in retail businesses, accommodations, restaurants and the FS Idyllwild Ranger Station	Byway Orientation Available Programs and Events Stewardship Opportunities and Messages
Camps and Retreat Center Visitors	Overnight visitors to retreat center and/or program participants; Adults dropping off or retrieving campers	Web sites Printed collateral, especially registration materials On site staff	Learning about the landscape as you travel to your destination Helping to preserve the landscape
Commuters	Persons traveling point-to-point along highways 74 or 243	Service stations Repositionable roadside messaging signs	Travel safely so you can return with those you love Learning as you commute
Residents	Persons living in communities along the Palms to Pines Scenic Byway	Local media Word of mouth/social media/blogs Community groups Community/merchant bulletin boards Local government communications	The byway helps get people where you'd like them to go Learning about nature in your "America's backyard."

Audience	Description	Distribution Means	Key Messages
Event Planners and Sponsors	Special event planners and sponsors in communities along the route	Direct communication with planners	Let your visitors know about the route and the places they can go to get more information about Palms to Pines SB
Coachella Valley residents and visitors	Persons living in Coachella Valley communities or visiting for business or pleasure	Local media, Clubs and Organizations, Friends network Accommodations sector	Visit your national monument to learn more about the desert and its inhabitants
Southern California residents with links to the Palms to Pines area	Persons living in the Inland Empire counties of Inland Empire and Southern California coastal counties.	Members of organizations and agencies with a current presence or concern in the area Respond to media inquiries with protection messages	Special events provide safe and fun ways to learn about nature Your national monument and national forests provide new ways to learn about and care for nature
Snow Play	Families seeking opportunities to play in the snow during the winter	Riverside County PARD Local media and local ethnic media Community centers/gathering places	Safe places to enjoy the snow How to prepare for a snowy adventure
Road Cycling and Roady Motorcycling	Individuals and groups seeking exciting road cycling opportunities	Club contacts, specialty tour operators, social media - especially on-line forums	Alerts for high congestion situations (e.g., special events, seasonal wildlife migration/movement, families dropping off campers, highway construction).

Revisiting the Goals and Objectives for the Corridor Management Plan and Interpretation Plan

Goals are developed to translate the vision into reality. Goals are supported by objectives and action steps can be implemented through policy and management. Strong alignment between the corridor management plan goals, the interpretation goals and themes, and messaging is essential. Overall goals for the corridor management plan

and for interpretation are detailed in other sections of the document but they are reproduced here because they frame the context for byway messaging and positioning.

Goals for the Corridor Management Plan

Management goals for the Palms to Pines Scenic Byway identified through the public workshops include:

- Preserve the historic character and uses of the corridor.
- Share the story of the place to engender a sense of caring and stewardship.
- Help visitors (first time and returnees), commuters and residents to travel the roadway safely.
- Enhance the visitor and resident experience by providing desired opportunities, information and services.
- Develop infrastructure and information to reduce congestion and direct visitors to areas that can best serve their needs.
- Increase the visibility of selected intrinsic features along the route to increase public support for the protection of these features.

Objectives and Themes for Interpretation

The objectives for the interpretation plan and the interpretation themes for the Palms to Pines Scenic Byway appear here as a reminder of the purposes and important story lines and concepts to convey to residents, commuters and visitors. Six objectives are delineated in the interpretation plan (chapter 7). These objectives are to:

- Support a safe driving experience for visitors and residents alike.
- Direct visitors to locations where they can safely and comfortably experience and appreciate the mountain environment.
- Protect and enhance resources along the corridor for present and future generations.
- Provide interpretive programs and facilities that are accessible to users of various ages, cultures and backgrounds and abilities.
- Provide interpretive and educational programming using a variety of media, to facilitate understanding and appreciation of the natural, historic and cultural resources.
- Develop a unique and recognizable logo representing the byway for interpretive, orientation, and informational signs and other materials, such as brochures.

Interpretation Themes

Interpretation themes form the basis of communication and help to structure the story of the place. A main theme and five supporting themes will help to reinforce the overall goal of protecting the special places traversed by the Palms to Pines Scenic Byway.

- Main Theme: The Palms to Pines Scenic Byway offers travelers a glimpse of adaptations to the changing topography from lush desert palms to cool mountain pines.
- Natural History Theme: The Palms to Pines Scenic Byway crosses four biotic life zones offering visitors a rich experience of the natural environment.
- Safety Theme: Mountain driving requires special skills, awareness and considerations.
- Native Culture: People have lived off this land for thousands of years.
- Transportation History: This road, built on early trails, still exhibits the historic flavor of early engineering.
- Settlement History: Mountain resources were attractive to early settlers.

Messaging Goal and Communication Objectives

The messaging goal and communication objectives developed for the Palms to Pines Scenic Byway are designed to support the goals established for the corridor management plan as well as to harmonize with the interpretation objectives and themes. Based on the information developed from the workshop series and gleaned from the planning documents or other research available to support the development of the corridor management plan, a messaging goal and three objectives have been crafted for the Palms to Pines Scenic Byway. A number of action steps to support goal attainment have also been developed.

All messaging will focus on internal stakeholders, existing visitors and commuters, or organizations and entities with an existing interest in the area. This messaging goal has been established for these audiences.

The Palms to Pines Scenic Byway will increase highway safety and preserve the intrinsic features of the route with focused communications designed to engage existing visitors, commuters and residents to enjoy and protect the scenic corridor and its intrinsic features.

Three messaging objectives will enhance the visitor and resident experience while protecting the intrinsic features of the Palms to Pines Scenic Byway. The objectives are presented below and followed by action steps to help accomplish each objective.

Messaging Objectives

1. Increase awareness of the Palms to Pines Scenic Byway as a regional asset to help communities manage growth and change.
2. Improve way finding along the Palms to Pines Scenic Byway to increase safety and reduce the negative impacts of visitation.
3. Increase visitor and resident stewardship through compelling byway-themed interpretation and environmental education.

Messaging Action Steps

Communication and messaging goals and objectives are important but specific action steps propel change. Possible action steps are listed below for each messaging objective. Action steps are SMART (Canter 2007) when they are Specific, Timely, Achievable, Relevant and Trackable. Specific timelines are difficult to establish since many of the action steps require local leadership to continue the byway collaboration or require resources that have yet to be secured. Despite these obstacles, it is possible to annotate each action step as near-term, long-term, resource-dependent or ongoing. Near-term [NT] action steps can be pursued through the end of 2013. Longer term [LT] action steps would not be expected to be completed prior to 2013 or cannot realistically begin before. Resource dependent [RD] action steps can only be pursued if community support and resources are available to implement these action steps. Ongoing [ON] action steps are continuous.

1. Increase awareness of the Palms to Pines Scenic Byway as a regional asset to help communities manage growth and change [NT].
 - Assemble byway organization/task force to serve in interim capacity to [NT]:
 - Share the corridor management plan (CMP) with local elected officials, national forest leadership, and stakeholder groups;
 - Assist with development of identity system and its applications (e.g., stewardship guide, signage, websites);
 - Establish a process to distribute the digital artwork files and design standards;
 - Manage implementation of selected strategies and tactics relating to safety and messaging along the Palms to Pines Scenic Byway;
 - Coordinate with the scenic byway community on behalf of the Palms to Pines Scenic Byway;
 - Seek common ground between the no-growth, balanced growth and high-growth factions aligned with the corridor;
 - Determine timing and decision process for decision to pursue designation as National Scenic Byway or All American Road;
 - Monitor the FHWA National Scenic Byway nomination/designation process to determine when FHWA will invite new nominations;
 - Investigate special safety designations for segments of the route that would benefit from an increased law enforcement presence.
 - Continue to develop information and compile data to aid in decision-making and strategy formation [NT, LT, RD, ON].

- Develop seasonal estimates of the proportions of residential, commuter, and scenic/recreational driving segments in the existing travel corridor [RD];
- Design a matrix that charts desired safety improvements and enhancements with available transportation funding [NT, LT];
- Develop summary of research about the scenic driving segment of the traveling public [NT].
- Enhance outdoor recreation infrastructure within the national monument, at county and state parks and nature centers, and in national forest recreation areas along the scenic byway [RD].
 - Connect infrastructure improvements identified in the Corridor Management Plan with national forest and national monument funding plans for improvements adjacent to the corridor [NT];
 - Improve existing facilities along the route (e.g., vistas, campgrounds, day-use areas, trailheads) [RD].
- Retain the intrinsic features of the scenic corridor by securing protected status for more acres within the view shed of the scenic byway [RD].
 - Invite representative(s) from friends groups, cooperating associations or land trusts to participate in the byway advisory committee [NT];
 - Insert messages in the stewardship guide to invite people to join or donate to “friends groups,” cooperating associations and/or land trusts working to protect desert and forest ecosystems aligned with the Palms to Pines Scenic Byway [NT];
 - Identify lands within or adjacent to the national forest or national monument that would also enhance the scenic driving experience if additional protected status was secured [NT].
- 2. Improve way finding along the Palms to Pines Scenic Byway to increase safety and reduce the negative impacts of visitation [RD].
 - Develop and implement an integrated signage plan for the Palms to Pines Scenic Byway that adds portal signage at gateways, installs en route byway signage, redirects travelers from residential areas, more clearly identifies pull-outs, and includes interpretive signage at appropriate locations along the route [RD].
 - Coordinate with transportation planning authorities to seek transportation funding for scenic byway safety, IT (intelligent transportation), CSS (context sensitive solutions) and community sustainability projects that:
 - Add better, more clearly identified pull-outs[RD];

- Implement elements of “complete streets” (e.g., better/safer transit for pedestrians and bicyclists) in Idyllwild [RD];
 - Model/beta test sustainable design (Forest Service), Service First (Forest Service and BLM), sustainable communities (DOT, EPA, HUD) and Context Sensitive Design (Caltrans, FHWA) [RD];
 - Develop safety data collection systems to generate data for grant applications [NT, RD].
- Redirect outdoor recreation activities that decrease safety (e.g., on-road biking, roadside snow play) to appropriate areas [NT, RD].
- Redirect travelers from residential areas to destinations with visitor services [NT, RD].
- Manage or reduce the negative impacts, regardless of the source (e.g., residents, commuters, tourists, scenic drivers), in the scenic corridor [NT, RD].
- 3. Increase visitor and resident stewardship through integrated and compelling byway-themed interpretation and environmental education [NT, RD].
 - Incorporate community preferences in the development and application of the Palms to Pines Scenic Byway identity system [NT].
 - Use key messages to invite existing residents, commuters and visitors to learn more about the features that make the Palms to Pines area special [NT].
 - Strengthen the use of key messages in agency collateral (e.g., websites, printed materials) and information about the scenic byway [NT].
 - Expand byway messaging plan to communicate key messages to priority stakeholders through existing distribution channels (e.g. print, non-print, web) [NT]:
 - Create an integrated special event calendar for byway adjacent communities [NT];
 - Contact national forest association camps and other group special use permit holders to explore common interests [NT].
 - Develop a stewardship guide (e.g., passport or booklet) to the Palms to Pines Scenic Byway that includes [NT]:
 - Special events and public programs with byway and/or stewardship themes;
 - Information about Friends groups, cooperating association, land trusts and other organizations that protect ecosystems and open space;
 - Safety messages about mountain driving in areas with active outdoor recreation and wildlife.

- Develop and distribute family-oriented itineraries for the families coming to organizational camps, retreat centers or short-term vacation rentals in Idyllwild [NT, RD].
- Increase interpretation, experiential education and stewardship opportunities within the national monument, at county and state parks and nature centers, museums, organization camps/facilities and in national forest recreation areas along the scenic byway [NT, LT, RD]:
 - Visitor welcome, orientation and stewardship invitation to the Palms to Pines Scenic Byway at visitor centers or public contact stations [NT];
 - Exhibits of seldom seen or difficult to see features (e.g., wildlife, wildflowers, seasonal variations) [RD];
 - Opportunities to download audio and podcasting/digital story-telling materials for en route interpretation [RD].
- Work with partners (e.g., outdoor recreation businesses, specialty tour companies, non-profit organizations) to develop stewardship programs (e.g., habitat restoration, citizen science, environmental education) focused on the intrinsic features of the Palms to Pines Scenic Byway [RD].

CHAPTER 9 – IMPLEMENTATION AND FUNDING

Implementation Activities and Responsibilities

The full length of the Palms to Pines Scenic Byway has been recognized and managed as a unique scenic resource by the State of California since 1972, and the Forest Service since 1993. The Palms to Pines Scenic Byway has not been nominated nor designated by the FHWA as a National Scenic Byway at the time of this writing. If the local communities choose to nominate the Palms to Pines Scenic Byway, developing this corridor management plan fulfills a FHWA prerequisite for nomination submissions. National recognition increases opportunities for funding and would assist local communities and agencies in managing this spectacular corridor and implementing this plan.

However, regardless of designation as a National Scenic Byway, a corridor management plan describes a publicly developed vision for the byway corridor and lists implementation items or improvement projects desired by the communities and agencies along the byway.

These projects could include planning, printed materials, presentations, exhibits, infrastructure construction, highway safety improvements or any items the community and agencies think are important. An additional part of this process is to evaluate the current resources available to implement these projects.

Communities and agency personnel can use this list of criteria to set priorities in accomplishing tasks. The documentation of public involvement, shared vision and land management policy included in this CMP will provide a platform for future grant applications that may improve an applicant's competitiveness.



Table 18. Potential Future Projects along the Palms to Pines Scenic Byway*

Project or Activity	Health and Safety	Enhance Resident and Visitor Experience	Improve Accessibility	Funding and Staffing	Long-term Maintenance Addressed
<p>Completion of the MOU between the FS, BLM and Caltrans to identify the process for communication, cooperation and consultation regarding activities along Highway 74.</p> <p>Items to address include designing future safe interpretive opportunities, monitoring vehicle use coordinating outreach regarding safe passage through the National Monument on Highway 74, identifying cooperative grants with local city and county transportation agencies, coordinating grant and funding applications, and collaborating future corridor management plans and scenic byway designation.</p>	X	X		FS, BLM and Caltrans	
Implement site-specific traffic studies in areas with perceived high accident rates. Determine what site-specific safety measures can be taken.	X	X		Grants, Caltrans, San Dimas Technology and Development Center, FS, BLM	
Implement site-specific traffic counts in areas along SR 74 between SR 371 and Palm Desert. Time these counts to determine commuter and seasonal traffic volumes.	X	X		Grants, Caltrans, San Dimas Technology and Development Center, FS, BLM	
Complete a comprehensive study of sign and safety needs along the route.	X	X		Grants, Caltrans, FS, BLM	

Project or Activity	Health and Safety	Enhance Resident and Visitor Experience	Improve Accessibility	Funding and Staffing	Long-term Maintenance Addressed
Improve slow vehicle turnout signing both to indicate locations and provide specific traffic code violations for failing to pull over and let vehicles pass.	X	X		Caltrans	
Improve turning lane at entrance to Santa Rosa Reservation to provide safer ingress/egress for Tribal residents and visitors.	X	X		Grants, BIA, HUD, RTA, Tribe, Caltrans	
Improve parking at the National Monument Visitor Center to reduce need for overflow parking along SR 74. Pedestrian traffic crossing the highway at this location is a safety concern for residents and visitors.	X	X		Grants, Community Byway Partners, Caltrans, FS, BLM	
Repair pedestrian portion of Lake Fulmor Bridge on SR 243. Accident damage has rendered this pedestrian path unusable and visitors now use this narrow highway bridge for recreation access along the shore of Lake Fulmor.	X	X	X	Grants, Community Byway Partners, Volunteers, Caltrans, FS	

Project or Activity	Health and Safety	Enhance Resident and Visitor Experience	Improve Accessibility	Funding and Staffing	Long-term Maintenance Addressed
Educate visitors at visitors' centers (Nature Center, National Monument Visitor Center) on how to navigate the scenic route. Describe mountain driving conditions and instruct drivers to use turnouts if they have traffic behind them. Need to create/nurture relationships in Anza, Hemet and Banning for consistent messaging at access points along the route. Strategically located wayfinding kiosks with similar messaging.	X	X		Grants, Community Byway Partners, Volunteers, FS, BLM	
Identify the route and give the visitor confidence off Interstate 10 they are following the scenic highway into mountains. This could include National Forest Scenic Byway signing. Provide signing and education to be prepared for mountain driving conditions.	X	X		Grants, Community Byway Partners, Volunteers, FS, BLM, Caltrans	
Improve "pack it out" signing at the Coachella Valley Vista Point and Cahuilla Tewanet. Seek alternative methods to handle trash at these sites; potentially using a trash/recycling trailer configuration	X	X		Grants, Community Byway Partners, Volunteers, FS, BLM, Caltrans	
Research and submit proposals to the California Office of Traffic Safety's grant program.	X	X	X	Grants, Community Byway Partners, Volunteers, FS, BLM	
Develop an image and icon system for the corridor.		X		Part of CMP	

Project or Activity	Health and Safety	Enhance Resident and Visitor Experience	Improve Accessibility	Funding and Staffing	Long-term Maintenance Addressed
Update outdated and damaged interpretive signs throughout the corridor as outlined in the Interpretive Inventory		X		Grants, Community Byway Partners, Volunteers, FS, BLM	
Continue to make improvements, such as guardrails, and monitor traffic speed to reduce accidents.	X	X		Caltrans, California Highway Patrol	
Develop scenic byway entry portals and/or wayfinding kiosks. Identify a wayfinding system and disseminate orientation materials from portal.		X	X	Grants, Community Byway Partners, Volunteers, FS, BLM	
Develop an interpretive auto tour brochure. Several versions could be developed to highlight various themes such as Native American, historical, geologic or natural history themes. Brochures can also be offered in more than one language to accommodate international visitors.		X		Grants, Community Byway Partners, Volunteers, FS, BLM	
Audio/video guided tours. These are location based, self-guided touring systems. Some use dedicated hardware and others can be accessed through cell phones or personal media devices.		X	X	Grants, Community Byway Partners, Volunteers, FS, BLM	
Identify California Watchable Wildlife and FS Nature Watch sites along the byway. Look for opportunities to nominate those sites to those two Websites. Look for opportunities to provide local site interpretation		X		Grants, Community Byway Partners, Volunteers, FS, BLM	

Project or Activity	Health and Safety	Enhance Resident and Visitor Experience	Improve Accessibility	Funding and Staffing	Long-term Maintenance Addressed
Develop or participate in development of smart phone applications to enhance byway interpretation.		X		Grants, Community Byway Partners, Volunteers, FS, BLM	
Develop additional scenic vistas in safe locations.		X	X	Grants, Community Byway Partners, Volunteers, FS, BLM, Caltrans	
Rehabilitate/replace faded and damaged interpretive signing at Cahuilla Tewanet.		X		Grants, Community Byway Partners, Volunteers, FS, BLM	
Update existing signage that is currently in good condition to redo the graphics and add byway identity to bring the sign into alignment with the rest of the new signs on the byway.		X		Grants, Community Byway Partners, Volunteers, FS, BLM	

*Some items addressed during development of the CMP included additional guardrail installation, speed limit signs and rumble strips along SR 74 (scheduled Caltrans maintenance) but workshop participants desire additional safety improvements. Caltrans also improved the pack-it-out trash signing at the Coachella Valley Vista Point based on workshop input.

Funding Opportunities

Groups or individuals working to improve scenic byways or highway safety related projects can seek special funding through various sources. Three main sources of funding opportunities exist for scenic highways – federal government, state government and private sources. The majority of funding is available at the federal and state levels through government grants, trusts and assistance programs.

Each source of funding has specific application requirements and stipulations on how the monies are used. Some require National Scenic Byway designation as a

prerequisite. The Palms to Pines Scenic Byway has not been designated a National Scenic Byway, but interested groups could seek national designation using this corridor management plan.

When drafting a proposal or filling out an application, it is important to get the most up to date information prior to submittal and work with state byway coordinators. Proper research and documentation improve chances for successful grant proposals. For example, important criteria to consider for FHWA funding opportunities include considering:

- Sustainability
- Livability
- Quality visitor experience
- Accessibility
- Potential for partners and volunteers
- Readiness to Implement
- Job creation
- Opportunity for addressing long-term maintenance needs

The following tables list several funding opportunities and contact information. Information was gathered from the following web sites: Catalog of Federal Domestic Assistance (CDFA) <https://www.cfda.gov/>, Grants.gov <http://www.grants.gov/>, and Foundation Center Source <http://foundationcenter.org/>.



On July 6, 2012, the President signed a new surface transportation funding bill, Moving Ahead for Progress in the 21st Century (MAP-21), which will sustain the Highway Trust Fund and provide States and communities with 2 years of steady funding to build needed roads, bridges, and transit systems. Although the National Scenic Byway Program remains a FHWA program, MAP-21 does not include a discretionary grant program specific to scenic byways. Instead projects will be eligible for funding under a new Transportation Alternatives Program and decisions will be made at the State level. The partnerships between community leaders and state transportation offices established during the CMP development process are key to successful funding applications for byway related projects.

Table 19. Federal Funding Opportunities

Grant Managing Organization	Type of Proposal	Applicant Eligibility	Contact / Address	Typical Funding Range
Federal Lands Access Program (FLAP)	Provides funds for projects that improve access to federal lands on infrastructure owned by states, counties, and local governments.	Programming decisions will be made by a committee comprised of FHWA, a representative of the state DOT, and a representative of any appropriate political subdivision of the state, such as a county.	http://www.fhwa.dot.gov/map21/	Allocates \$250 million for the FLAP for each year (2013 and 2014), which is divided by formula to the states based on visitation, federal land area, federal public road miles, and federal public bridges. This formula will result in 80 percent of the funds going to 12 western states.

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Grant Managing Organization	Type of Proposal	Applicant Eligibility	Contact / Address	Typical Funding Range
Federal Lands Transportation Program (FLTP)	<p>Eligible projects include:</p> <ul style="list-style-type: none"> • Program administration, transportation planning, research, preventive maintenance, engineering, rehabilitation, restoration, construction, and reconstruction of Federal lands transportation facilities; • Adjacent vehicular parking areas; • Acquisition of necessary scenic easements and scenic or historic sites; • Provision for pedestrians and bicycles; • Environmental mitigation in or adjacent to Federal lands open to the public; • Construction and reconstruction of roadside rest areas, including sanitary and water facilities; • Congestion mitigation; • Operation and maintenance of transit facilities; • Other appropriate public road facilities as determined by the Secretary; • Any other transportation project eligible under title 23, USC, that is within or adjacent to, or that provides access to publicly accessible Federal lands. 	Authorized under MAP-21, applicant eligibility still undetermined (July 2012).	http://www.fhwa.dot.gov/map21/	<p>Discretionary funding program.</p> <p>\$300 Million total appropriation. \$240 million to the NPS, \$30 million to the FWS, and \$30 million to the FS, BLM, and Army Corp of Engineers</p>

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Grant Managing Organization	Type of Proposal	Applicant Eligibility	Contact / Address	Typical Funding Range
Forest Highway Funds	For access to and within the national forests.	For state agencies and USDA Forest Service.	http://www.wfl.fha.dot.gov/	
FHWA Planning and Construction	Construction of facilities of scenic and historic highway improvements.	State transportation departments. In some instances federal, state, or local agencies and private community-based organizations.	Federal Highway Administration Office Director, (202) 366-9494 http://www.fhwa.dot.gov	
FHWA Transportation Alternatives Program	Construction, planning, and design of on-road and off-road trail facilities for pedestrians, bicyclists, and other nonmotorized forms of transportation. Conversion and use of abandoned railroad corridors for trails. Construction of turnouts, overlooks, and viewing areas. Reduce vehicle-caused wildlife mortality or to restore and maintain connectivity among terrestrial or aquatic habitats.	State transportation departments, metropolitan planning organizations.	http://www.fhwa.dot.gov/map21/	
USDA Forest Service National Forest, Dependent Rural Communities (10.670)	Develop strategic action plans to diversify the economic base and to improve the economic, social, and environmental well-being of rural areas.	Local government or tribe represented by a nonprofit corporation or institution under federal or state law to promote economic development in rural areas. Specifically, rural communities economically dependent upon forest resources.	Deputy Chief, State and Private Forestry, (202) 205-1657 www.fs.fed.us/spf/index	\$1000-\$30,000

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Grant Managing Organization	Type of Proposal	Applicant Eligibility	Contact / Address	Typical Funding Range
USDI National Park Service Preserve America Grant Program	Planning, development, and implementation of innovative activities and programs in heritage tourism such as surveying and documenting historic resources, interpreting historic sites, planning, marketing, and training.	Designated Preserve America Communities and Neighborhoods, State Historic Preservation Offices, Tribal Historic Preservation Offices and Certified Local Governments that have applied for Preserve America Community designation are all eligible to apply for Preserve America grants.	Historic Preservation Grants, (202) 354-2020 Preservation_Grants_Info@nps.gov http://www.nps.gov/history/hps/hpg/PreserveAmerica/index.htm	
USDI National Park Service Save America's Treasures Grant Program	Preservation and conservation work on nationally significant intellectual and cultural collections and nationally significant historic properties. Historic properties include historic districts, buildings, sites, structures and objects.	State Historic Preservation Offices, Tribal Historic Preservation Offices, Certified local governments, educational institutions, nonprofit organizations and federal, state and local governments.	Historic Preservation Grants, (202) 354-2020 Preservation_Grants_Info@nps.gov http://www.nps.gov/history/hps/treasures/index.htm	
National Scenic Byways Program	Interpretive Information and Signing, Corridor Management Planning.	National byway sponsors	http://bywaysonline.org/grants/ or http://www.nsbfoundation.com/	

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Grant Managing Organization	Type of Proposal	Applicant Eligibility	Contact / Address	Typical Funding Range
FHWA Recreation Trails Program	Maintenance and restoration of existing trails; development & rehabilitation of trailhead facilities and trail linkages; development and dissemination of publications to promote safety and environmental protection.	A state agency designated by the Governor can accept proposals from private organizations, or government entities.	FHWA – Recreation Trails Program Director; (202) 366-3409 www.fhwa.dot.gov/environment/recreation/index.htm	To be determined under 2012 surface transportation funding bill – MAP-21
USDA Forest Service Rural Development, Forestry, & Communities (10.672)	Technical assistance, training, and education.	Tribal nations, state and federal agencies, local governments, state foresters, non-profit and others working in support of community identified goals.	State and Private Forestry Headquarters; (202) 205-1657 http://www.fs.fed.us/spf/coop/programs/eap/index.shtml	\$1000 - \$50,000
DOT Federal Transit Administration Transit Planning and Research (20.514)	Assessing and improving local transportation conditions including bus routes.	Public entities, nonprofit institutions, state and local agencies, universities, and legally constituted public agencies and operators of public transportation services, and private for-profit organizations.	 http://www.fta.dot.gov/grants_financing.html	

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Grant Managing Organization	Type of Proposal	Applicant Eligibility	Contact / Address	Typical Funding Range
USDI, USDA Recreation Enhancement Act (REA)	Enforcement and maintenance of byways.	The majority of fee revenues (at least 80% by law), are retained locally to enhance recreation sites/areas and services for which fees are charged.	National recreation fee program information can be found at: http://www.fs.fed.us/passespermits/about-rec-fees.shtml California Recreation Resource Advisory Committee information can be found at: http://www.fs.fed.us/r5/passes/rrac/	Collection on site, amount varies.
AmeriCorps Corporation for National and Community Service (94.018) Lean and Serve America Innovative Community-Based Service-Learning Program	Learn and Serve America grants are used to create new programs or replicate existing programs, as well as to provide training and professional development to educators and volunteers. Service-learning programs allow schools, community groups and colleges to combine community service activities with educational, civic, or leadership objectives. All Learn and Serve America programs work to support education, the environment, public safety, and other human needs.	For state or federal agencies, and nonprofit organizations. Learn and Serve America's School-Based programs provides grants to State Education Agencies and to nonprofit organizations.	Corporation for National and Community Service (202) 606-5000. Or the eGrants Help Desk: 1-888-677-7849, ext. 533 http://www.national-service.gov/for_organizations/funding/index.asp	Project grants. Matching funds for operating and volunteer living expenses.

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Grant Managing Organization	Type of Proposal	Applicant Eligibility	Contact / Address	Typical Funding Range
Institute of Museum and Library Services, National Foundation on the Arts and the Humanities (45.303)	Efforts to conserve the Nation's historic, scientific, and cultural heritage resources.	Public or nonprofit organization responsible for operating a museum (exhibiting for at least 2 years).	Institute of Museum and Library Services, (202) 653-4674 http://www.ims.gov	Grants will not exceed \$150,000 and require a 1:1 match on the total request.

State Funding Opportunities

Table 20. State Funding Opportunities

Organization	Type Of Proposal	Applicant Eligibility	Contact / Address	Typical Funding Range
California Coastal Commission – Whale Tail Grants	Environmental education grants for projects that enhance or protect inland watersheds.	Non-profit organizations or government entities	(800)-262-7848 http://www.coastal.ca.gov/publiced/plate/plgrant.html	Up to \$50,000
California Department of Transportation	Transportation enhancement projects and recreational trail projects.	20% non-federal match local groups, through the regional transportation planning agency (RTPA)	http://www.dot.ca.gov/hq/TransEnhAct/TransEnact.htm	Specific project allocations
Dept of Parks and Recreation Environmental Enhancement & Mitigation Program	Design, construction, or expansion of new transportation facilities/trails.	Local Groups, through RTPA	http://www.dot.ca.gov/hq/LandArch/	
California State Heritage Network Plan and Grants Program	Development of heritage corridors within the state heritage network for disability access, interpretive facilities (including heritage corridor highway signs), interpretive programs and publications, etc.	Heritage corridors	http://ohp.parks.ca.gov/	Up to \$50,000
State Transportation Improvement Program (STIP)	Projects on or off the state highway system	Project must be identified as a priority to the region in the county's regional plan, through the RTPA	http://www.dot.ca.gov/hq/LocalPrograms/STIP.htm	

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Organization	Type Of Proposal	Applicant Eligibility	Contact / Address	Typical Funding Range
California Office of Traffic Safety	Office of Traffic Safety (OTS) has several priority areas for grant funding, including: alcohol and other drugs, police traffic services, occupant protection, traffic records, emergency medical services, roadway safety, pedestrian and bicycle safety, motorcycle safety	State or local agencies can apply for OTS grant funding and in turn subgrant to non-profit agencies including community based organizations. These state or local agencies are referred to as “host” agencies	http://www.ots.ca.gov/	Approximately \$74.9 million was awarded to 225 grantees in 2005.

Corporate, Local and Private Funding Opportunities

Table 21. Corporate, Local and Private Funding Opportunities

Organization	Type Of Proposal	Applicant Eligibility	Contact / Address	Typical Funding Range
Edwin W. and Catherine M. Davis Foundation.	Addressing environmental problems.	Regional	30 7 th St East, Ste 2000, St. Paul, MN. 55101 (651) 228-0935	varies
Ludwick Family Foundation	Often tangible items such as equipment, vehicles, modernization and improvements to facilities, educational materials.	Non-profit organizations	PO Box 1796 Glendora, CA 91740 www.ludwick.org/	\$5000-50,000
PowerBar Inc. Corporate Giving Program	Nonprofit organization involved with natural resources conservation and protection and recreation.	Nationwide	2150 Shattuck Ave., Berkeley, CA 94704 (510) 665-2580 http://www.powerbar.com/ Apply online	
Resources for Community Collaboration	Multiple listing of grant organizations supporting varying project proposals.	Community-based organizations	www.rccproject.org http://www.communitycollaboration.net/	

Organization	Type Of Proposal	Applicant Eligibility	Contact / Address	Typical Funding Range
Robert V. Sanford and Laraine M. Sanford Charitable Foundation	Wildlife preservation and protection, recreation.	California	5476 Quail Meadows Dr, Carmel, CA. 93923	
The Mazda Foundation (USA), Inc.	Environmental or, natural resources, education	Nationwide	Washington, DC. http://www.mazdafoundation.org/	Sponsorship of Student Conservation Assoc. (SCA) employees, also cash awards.
The Raintree Foundation	Children's education, Environment beautification	California	6054 La Goleta Road, Goleta, CA 93117	\$500-5000
The Shapiro Family Charitable Foundation	Environment and conservation.	California	9401 Wilshire Blvd., Suite 1201 Beverly Hills, CA 90212 (310) 550-0960	
The Windfall Foundation	Environment and natural resources, historic preservation, recreation	California	11355 West Olympic Blvd. Los Angeles, CA. 90064 (212) 246-7203	

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Organization	Type Of Proposal	Applicant Eligibility	Contact / Address	Typical Funding Range
Larry and Phillis Wilkinson Foundation	Wildlife, preservation, environment, natural resources, education	National	PO Box 223755, Carmel, CA 93922	
Will J. Reid Foundation	Environment and supporting organizations.	National	2801 East Ocean Blvd, Long Beach, CA. 90803	

APPENDIX A – MAP

APPENDIX B – REFERENCES AND BIBLIOGRAPHY

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Margaret Wellman Jaenke is a fifth generation member of the intertwined Wellman, Arnaiz and Hamilton families who have lived in the Anza and Garner Valley area since the 1800s. A lifelong interest in the history of the entire mountain and hill country has resulted in an extensive collection of information including family stories, pictures, documents and other material. An essential history to the early settlement in the country around the Palms to Pines Scenic Byway.

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Steve Lech is a park planner by profession, but a local historian by heart. He has spent over 25 years collecting nearly 500 books relating to Riverside, Riverside County, Southern California and San Bernardino County. He is a published author of several books covering various aspects of the history of Riverside County and is currently preparing a history of the Pines to Palms Scenic Highway. Visit his website for more information and to see a small sampling of the 4,000 Riverside area picture postcards he has collected.
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APPENDIX C– SIGN INVENTORY

(Separate Document)

APPENDIX D – 1969 PLAN AND ACTION PROGRAM FOR THE “PINES TO PALMS” SCENIC CORRIDOR

(Separate document)

APPENDIX E – PALMS TO PINES [NATIONAL FOREST] SCENIC BYWAY NOMINATION REPORT

(Separate Document)