

TO: James L. App, City Manager
FROM: Ronald Whisenand, Community Development Director
SUBJECT: Local Designation for Historic U.S. Highway Route 101
DATE: October 7, 2008

Needs: Consider a request by The Paso Robles Main Street Association to designate Spring Street as part of Historic U.S. Highway Route 101 and place up to four State approved historic signs along the corridor.

Facts:

1. The Paso Robles Main Street Association has approached the City with a request to designate Spring Street as historic in accordance with the Historic U.S. Highway Route 101 program.
2. Prior to the re-routing of U.S. 101 in its present location, Spring Street was one of the State's primary transportation links between Southern California and the Bay Area. The character of Paso Robles and development along the Spring Street corridor responded to advances and popularity of automobile travel in the early 1900s. Several excellent examples of early motor hotels (motels), service stations, and restaurants still dot the Spring Street corridor today.
3. In recognition of the historic significance of remaining sections of the original U.S. Highway Route 101, the State Legislature in 1998 adopted ACR 92 that established a process for communities to recognize the historic segments of U.S. 101.
4. No specific locations for the signs have been identified. At a minimum the City staff and Main Street feel a sign facing northbound traffic on Spring Street near the Niblick Bridge and a second sign facing southbound traffic at the northerly entrance of town would be appropriate. It may be desirable to have a third and fourth sign along Spring Street just north and south of 24th Street.
5. Since this historic route is not proposed for listing on the National or State Registers of Historic Places, the designation is not subject to environmental review pursuant to the California Environmental Quality Act (CEQA).

Analysis &
Conclusion: City Council action is needed to locally designate Spring Street as Historic U.S. Route 101 and to authorize the installation of the Caltrans approved signage (sign copy attached). The "site" being considered for designation is the actual Spring Street right of way extending from the highway off-ramp at the north end of town to the highway on-ramp at the south end of town.

The purpose of designation is to encourage public knowledge and education about Paso Robles transportation, and impacts that various events and decisions have made at a local, regional, and state level. Promotion, tourism, and other activities associated with a historical route designation are possibilities. Heritage tourism is a multi-million dollar industry nationwide. The nostalgia and resurgence of interest in roads such as Route 66 have proved beneficial to jurisdictions that have actively promoted the asset which is similar in concept to Paso Robles' Spring Street corridor

Because Legislature's designation was honorific, there are no other criteria, such as retaining historic features of the highway or having the roadway or surrounding environment look the way it did when the highway was first built and used. In other words, as long as it is a historical alignment of designated historic highway, then it is eligible to receive "historic highway" designation and special signage. The designation will have no effect on the permitting and environmental review processes for fronting properties.

Fiscal
Impact:

The signs will be purchased by the Paso Robles Main Street Association. City street crews will install the signs in accordance with City standards at a minimal cost.

Options:

- a. Adopt Resolution No. 08-XXX designating Spring Street as part of Historic U.S. Highway Route 101 and authorize City staff to place up to four Caltrans approved historic signs along the corridor.
- b. Amend, modify or reject the foregoing option.

Attached:

1. Draft Council Resolution
2. Sample sign graphic

RESOLUTION NO. 08-

A RESOLUTION OF
THE CITY COUNCIL OF THE CITY OF EL PASO DE ROBLES
DESIGNATING SPRING STREET AS PART OF HISTORIC U.S. HIGHWAY
ROUTE 101 AND AUTHORIZING THE ERECTION OF APPROPRIATE
SIGNAGE ATTESTING TO THE DESIGNATION

WHEREAS, Spring Street is a motor vehicle corridor that runs north-south through the City of El Paso de Robles; and

WHEREAS, Spring Street was part of the original U.S. Highway Route 101 and is eligible for designation as historic pursuant to California Assembly Concurrent Resolution No. 92; and

WHEREAS, the designation of Spring Street as Historic U.S. Highway Route 101 will encourage public knowledge, understanding and appreciation of the role that this arterial played in the events and development of Paso Robles and other municipalities at the local, state, and national level; and

WHEREAS, on October 7, 2008, the City Council held a duly noticed hearing to hear and consider evidence and testimony from interested parties on the historical designation; and

WHEREAS, the project has been determined to be exempt pursuant to the California Environmental Quality Act of 1970 and the State Guidelines thereto as amended to date; and

WHEREAS, based on such evidence and testimony and reports, this Council finds as follows:

1. That the designation of Spring Street as Historic U.S. Highway Route 101 exemplifies an era of prosperity, civic involvement, and social change based upon the ability to conduct commerce and convey pleasure travelers along Spring Street in Paso Robles.
2. That the identification and promotion of Historic U.S. Highway Route 101 and the special identity it confers upon our community is important to the heritage and tourism potential at the local, regional, and national level;

NOW, THEREFORE, BE IT RESOLVED, DETERMINED AND ORDERED, by the City Council of the City of El Paso de Robles as follows:

1. That the entire portion of Spring Street within the City's jurisdiction is hereby designated as Historic U.S. Highway Route 101 in recognition of its local historic significance.
2. That a historic permit is hereby issued to erect appropriate signs proclaiming Historic U.S. Highway Route 101 at intervals along Spring Street to be determined by staff.

PASSED AND ADOPTED THIS 7th day of October, 2008 by the following Roll Call Vote:

AYES:
NOES:
ABSENT:
ABSTAIN:

FRANK R. MECHAM, MAYOR

ATTEST:

DEBORAH ROBINSON, DEPUTY CITY CLERK

HISTORIC



ROUTE

PROOF OF PUBLICATION

LEGAL NEWSPAPER NOTICES

PLANNING COMMISSION/CITY COUNCIL
PROJECT NOTICING

Newspaper: Tribune

Date of Publication: September 24, 2008

Hearing Date: October 7, 2008

Project: To designate Spring Street as part of the State's Historic U.S. Highway Rout 101 extending from the highway off-ramp at the north-end town to the highway on-ramp at the south end of town.

I, Lonnie Dolan, employee of the Community Development Department, Planning Division, of the City of El Paso de Robles, do hereby certify that this notice is a true copy of a published legal newspaper notice for the above named project.

Signed: 
Lonnie Dolan

forms/newsaffi.691

NOTICE OF PUBLIC HEARING

NOTICE IS HEREBY GIVEN that the City Council of the City of El Paso de Robles will hold a Public Hearing to consider a request by the Paso Robles Main Street Association to designate Spring Street as part of the State's Historic U.S. Highway Route 101; and place up to four CalTrans approved historic signs along the corridor. The "site" being considered for designation is the actual Spring Street right of way extending from the highway off-ramp at the north end of town to the highway on-ramp at the south end of town. The designation will not extend to private property fronting Spring Street and will not change the land use permitting and environmental review processes for these fronting properties.

This hearing will take place in the City Hall/Library Conference Room, 1000 Spring Street, Paso Robles, California, at the hour of 7:30 PM on Tuesday, October 7, 2008, at which time all interested parties may appear and be heard.

This application is Categorically Exempt from environmental review per Section 15315 of the State's Guidelines to implement the California Environmental Quality Act (CEQA).

Comments on the proposed project may be mailed to the Community Development Department, 1000 Spring Street, Paso Robles, CA 93446 provided that such comments are received prior to the time of the hearing. Should you have any questions regarding this application, please call Ron Whisenand at (805) 237-3970 or email to rwhisenand@pcity.com.

The staff report for this request will be available for review at the Community Development Department, 1000 Spring Street, Paso Robles, CA 93446, on the Thursday before the scheduled date of the hearing.

If you challenge the designation request in court, you may be limited to raising only those issues you or someone else raised at the public hearing described in this notice, or in written correspondence delivered to the City Council at, or prior to, the public hearing.

Ronald Whisenand,
Community Development Director
September 24, 2008 8783700