



# IMPROVING ORICK'S SENSE OF PLACE AS A GATEWAY TO REDWOOD PARKS

*Final Charrette Report*

**July 2012**

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Local Government Commission  
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July 2012

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*Views and opinions presented in this report do not necessarily represent the views or opinions of  
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## Prelude

This report summarizes the results of a Design Fair held in Orick, California from October 19 - 22, 2011. During the Design Fair, a series of interactive public events spanned several days and resulted in a high level of participation and input from the community. The Orick Design Fair focused on enhancing Orick's "Main Street" (Highway 101 through the central business district) by improving Orick's sense of place as a gateway community to Redwood National and State Parks. Gateway monuments, transportation art, traffic calming, pedestrian and bicycle safety, lighting, landscaping, and trail access were identified as important components of helping Orick become a Gateway Community.

Part I of this report, Background and History, is comprised of Chapters 1-3. Chapters 1-3 provide an overview of this project and the community process used to gather input that formed the basis of this plan. It mentions past planning efforts, includes a brief history of Orick, and a summary of existing conditions in the central business district. Community design, geotourism, and phasing recommendations are included in Part II - Recommendations and Conceptual Plans.

Gateway Communities are important for providing food, lodging, transportation, and other business support for visitors, and as portals to cherished landscapes. Across the Country, the vast majority of residents of Gateway Communities feel a strong attachment to the landscape and the character of their town. They want a healthy economy, but not at the expense of their natural surroundings or community character. -- Excerpted from National Geographic's Center for Sustainable Destinations



*Aerial view of Orick circa 1950*

## PART I: BACKGROUND AND HISTORY

### Chapter 1

Introduces the community of Orick, this community planning project, and the process utilized to develop the recommendations in this report.



**Chapter 2**

Discusses a brief history of Orick, and a likely future with Orick as a Gateway Community to Redwood National and State Parks.

**Chapter 3**

Provides an explanation of existing conditions in the project area.

**PART II - RECOMMENDATIONS AND CONCEPTUAL PLANS****Chapter 4**

Presents recommendations and conceptual plans from the October 2011 Design Fair.

**Chapter 5**

Describes Geo-Tourism as an approach to economic development and identifies Geo-Assets in and around Orick.

**Chapter 6**

Discusses funding sources and implementation strategies.

**Chapter 1: Introduction****Background**

Orick is a small, historic town located in the northwestern corner of Humboldt County, California with a population of about 314. The town is considered to be the southern Gateway Community to Redwood National and State Parks. It is a rural town surrounded by the Parks, private forests and agricultural lands and has Redwood Creek meandering through its center. An informal trail network connects Redwood National Park to Freshwater Lagoon Beach via the Redwood Creek Levee Trail through downtown Orick. Highway 101 serves as the town's main street.

This plan focuses on community input collected during a four-day Design Fair held October 19-22, 2011 in Orick. The plan area for the report includes the central

business district along Highway 101 from Hilton Road to the South to Orick Hill Lane to the North.

### Community Action Plan Orick's Vision

**“Orick is a thriving coastal town that, through hard work and entrepreneurial innovation, has become a model for rural community revitalization. The town has nurtured and capitalized on the beauty of its natural surroundings and proximity to and positive relationship with the Redwood National and State Parks...”**

**- 2003 Community Action Plan  
Humboldt Co. Planning Dept.**

The project was funded through a California Department of Transportation Environmental Justice Grant received by the County of Humboldt Economic Development Division in partnership with the non-profit Local Government Commission (LGC) and the Orick Community Services District. Matching funds were provided by the Orick Economic Development Corporation. The LGC is a Sacramento based non-profit organization that works with communities, agencies, and elected leaders to create healthy, walkable, and resource-efficient communities.

The LGC assembled a skilled consultant team to conduct the Design Fair and prepare the recommendations and designs presented in this report. Team members included a consulting environmental planner, the traffic engineering and transportation planning firm Whitlock & Weinberger Transportation, Inc (W-Trans), a graphic illustrator, and a project manager and urban designer from the Local Government Commission. The design team provided technical input to the community and government agencies during the October 2011 Design Fair.

This project builds on previous planning efforts, and focuses on “Main Street” concepts for Orick. The following documents provided background information to this project and are referenced throughout this report:



*A poster used for community outreach.*



*A focus group for Community Service Providers was attended by staff from Caltrans, Humboldt County Departments of Economic Development, Public Works and Planning, and Redwood State and National Parks.*

- Orick Community Plan, Humboldt County General Plan, May 1985
- Orick Community Action Plan, July 2003
- Redwood State and National Parks General Plan/ General Management Plan, 2000
- Humboldt County Coastal Trails Implementation Strategy, February 2011
- Humboldt County Economic Development Strategy – Prosperity!, 1999
- Orick Wastewater Project Environmental Impact Report, 2011

During the Community Action Plan process, community members chose four focus areas for initial action plan development. The four chosen goals were to:

- Improve Highway 101 Corridor
- Improve Housing Stock
- Improve Infrastructure
- Diversify Employment Opportunities

The Community Action Plan identified Highway 101 beautification as a priority for the town. Goals associated with this theme include:

- Continue to advance downtown improvement and beautification projects.
- Take measures to promote pedestrian safety through traffic calming.
- Keep planting street trees.

This report represents the first detailed effort to focus on improving and beautifying the Highway 101 Corridor. The conceptual plans described in this report are consistent with Community Action Plan goals, and offer engineering-level solutions that were generated by the community and have been vetted with State and local agencies.

### Community Engagement Process

With the guidance of a Community Advisory Committee, the Local Government Commission organized a public process to provide input that forms the backbone of this report. This process included a four-day series of focus



*The Design Team met with community members at the Family Resource Center to hear about issues affecting the Youth.*

group meetings, presentations, a walking audit, and hands-on planning exercises that engaged residents, business-owners, youth, community organizations, and local, state, and federal agencies including: Redwood National and State Parks, Caltrans, County of Humboldt Public Works, County of Humboldt Economic Development Division, and the Orick Community Services District (OCSD). Three focus group meetings were conducted on October 19 in advance of the public meetings. Members of the design team and the OCSD met with community service providers, downtown business and property owners, and youth/youth services to hear input from a variety of viewpoints and interests. Notes from these focus groups are included in the appendix.

The public events kicked off with a Walking Audit on October 19, focusing on the Highway 101 corridor immediately North and South of the Redwood Creek bridge. Approximately 25 people met at the flag pole next to La Hacienda Restaurant and walked the area looking at issues from a pedestrian perspective. Common issues that were identified were:

- Excessive speed of traffic,
- Long pedestrian crossing distances,
- Lack of sidewalks and safe crosswalks,
- Potentially dangerous driving behavior such as passing in the center turn lane at high speeds,
- Poor drainage,
- Potentially dangerous school crossing,
- Need for better lighting, and
- Large shoulders (up to 60') that support high speeds and a lack of differentiation between the pedestrian and vehicular realms.



*Business and property owners discussed how to improve the central business district.*



*During the walking audit, participants discussed issues and opportunities in the project area.*



*Over 100 people attended the Opening Presentation.*



*The Orick Volunteer Fire Department cooked tri-tip using the local barrel method.*

An Opening Presentation and Community Social were held on Thursday, October 20. Over 100 people were in attendance and County Supervisor Ryan Sundberg provided opening comments. A delicious meal was served, including a tri-tip barbecue by the Orick Volunteer Fire Department. Following the feast, LGC staff gave a presentation on existing conditions and opportunities for improving the study area. Following the presentations, participants worked in six groups at design tables. Using dialogue and creative illustration, the groups drew and wrote on maps of the study area and made recommendations for improving Orick.

Using the private room in the back of the community hall as a design studio, the design team fleshed out community design recommendations and conducted fieldchecks. During Friday afternoon's Open Studio, community members and Caltrans staff came to vet the recommendations.

Preliminary recommendations were presented to approximately 60 community members during a closing presentation on Saturday, October 22. These recommendations are outlined in the following chapters of this report. The recommendations were well received, and participants added the following closing comments:

- Promote Orick through brochures,
- Re-vamp the old brochure,
- Create placemat maps for use at all diners,
- Consider placing the radar feedback signs at the following locations:
  - North Sign: north of Orick Hill Lane
  - South Sign: toward the 35 mph and school zone near Lundblade Street
- Consider a raised median near the school if possible,
- Include crossing beacons in Phase I,
- Consider moveable radar feedback sign for use in multiple locations, and

- Have Caltrans grind down the crown of the road, even if just at the pedestrian crossing locations to improve visibility.



*Volunteers decorated the Community Hall with flowers donated by Sun Valley Bulb Farm.*



*Participants made recommendations for improving "Main Street".*



*Each group presented their concepts to the community.*



*Yurok sweat house near Orick (undated).*

## Chapter 2: History and Future of Orick

### First Americans (from time immemorial)

The early inhabitants of the North Coast occupied a land of plenty; salmon-filled streams and acorn-rich oak savannas. Among the many “Tribes of the Tall Trees” were the Yurok who generally occupied land and waters between the Klamath River and Little River from time immemorial. The Yurok are the only Algonquian language-speaking member of the North Coast tribes (*Redwood National & State Parks: Tales, Trails, & Auto Tours*, Jerry & Gisela Rohde, Mountain Home Books, 1994).

The ancestral territory of the Yurok people is comprised of a narrow strip along the Pacific Ocean stretching north from the village on the Little River (*me'tsko or sreport*) in Humboldt County to the mouth of Damnation Creek in Del Norte County. Within the ancestral territory there are approximately 74 known villages, which are situated along the banks of the Klamath or along the ocean streams and lagoons. Many of these villages were permanent settlements, particularly the villages where ceremonial dances were held, while others were only temporarily inhabited. Each village had its own geographical boundaries, as well as its own leaders who governed various sites and activities within the village. These sites include fishing and hunting spots, permanent home sites, seasonal sites, gathering areas, training grounds, and spiritual power sites (*A History of Transportation on the Yurok Indian Reservation, Humboldt and Del Norte Counties, California, Yurok Tribe*, Winzler & Kelly, Consulting Engineers, January 18, 2005).

According to T. T. Waterman, among the many Yurok coastal village sites was *oreq 'w* (a town). This town was one of five in Yurok territory in which jumping dances might be held. The original population of the whole community must have amounted to two or three dozen (*Initial Cultural Resources Study for the Orick Community Services District Wastewater Project in Humboldt County, California*, Janet Eidsness, September 15, 2011).

### **Gold Rush – 1850-1870**

Euro-Americans began to settle the northern California coast in the spring of 1850 after a group of miners from the Weaverville area came overland to locate suitable harbors for supplying inland mining districts. Towns were quickly established on the lower Eel River, Humboldt Bay and Trinidad. The trade into Humboldt Bay and the Trinidad harbor improved access to supplies, but also brought a rush of gold-seekers who opened up new mining territories on the Klamath, Salmon and lower Trinity rivers and on coastal beaches. By 1894 there were five gold mining claims of beach sands near Orick at what was then referred to as the Gold Bluff District, which did not pan out well compared to the inland mining areas (Initial Cultural Resources Study for the Orick Community Services District Wastewater Project in Humboldt County, California, Janet Eidsness, September 15, 2011). The gold boom only lasted a short while and by the 1870s most of the mines were closed (*Orick Action Plan*, Humboldt County Department of Community Development Services, July 2003).

Yuroks continued to live in the Orick area after the first Euro-Americans settled in the valley. Historical background research revealed that some early white settlers married Indian wives and raised families. Today, Yurok people still live in the area on the Trinidad Rancheria and Yurok Reservation lands and elsewhere.

### **Dairy – 1870-1940**

Early travel in the area was along the beaches utilizing horses and horse-drawn freight wagons. In 1894, a county wagon road was completed between Eureka and Crescent City making travel to Orick easier. In the early 1900s a horse stage linked Trinidad with Requa.

Over the decades of the late 19th and early 20th centuries, the valley floor around Orick was cleared of forests for dairy farming. Orick Valley's reputation as good dairy country was well-earned, as its grass was as productive as any in the county and its many small dairy operations prosperous. Orick's development and marketing of its dairy products were improved first with the construction of a wagon road from Arcata to Crescent City in the 1890s. Until 1903, when the first bridge was constructed, the Redwood Creek crossing at Orick continued via Swan's Ferry (Eidsness, 2011).



### Timber – 1940-1970

The post World War II housing boom and its demand for timber transformed Orick into a timber mill town. As rich in timber as the region was the supply was rapidly declining as surrounding forest lands were heavily logged (Rohde, 1994).

The timber industry continued to grow into the 1960s until a variety of factors began contributing to its decline including the automation and relocation of mills to more central locations, the housing industry's decreased dependence on lumber, and the establishment and expansion of the Redwood National Park (Orick Action Plan, 2003).

### Tourism – 1920 – present



*Herbert Hoover (center) in Jedediah Smith State Redwood Park (Save the Redwoods League photo)*

Over the past 40 years, the loss of timber related jobs in the woods and mills has resulted in many people moving out of the area in search of employment. Many of Orick's citizens believe the economic future of Orick would depend in part on tourism to the State and National parks that surround the Redwood Creek Valley.

Looking back in time we can view another era of tourism drawn to the area by the majestic giant redwoods. The decades of the 1920s and '30s saw the construction of various stretches of the Redwood Highway to connect the San Francisco Bay area with the Oregon border.



*Dedication ceremony for Jedediah Smith State Park (Save the Redwoods League photo).*

Begun in 1922, it took two years to complete the highway to Orick. Completion of the highway through Orick opened the area to tourists coming to the north coast to see the redwoods, visit the new state parks, and fish Redwood Creek and the Klamath River. Dairy cows still dotted Orick's fields and were the mainstay of Orick's economy, but tourist accommodations, including new tourist courts, auto camps, and filling stations, along with the Orick Inn, became important contributors (Eidsness, 2011).

During this time the community of Orick embraced the tourism spawned by the increasing popularity of the giant coastal redwoods. The first Orick Inn burned down in 1918 and was replaced in 1922. In 1925, the Orick Inn housed 520 guests during the first 20 days of July. The Inn was a favorite stop for fisherman and luminaries that included Herbert Hoover, actors Ronald Coleman and Fred MacMurray, and the famous opera singer Madame Ernestine Schuman-Heink. Today, the Orick Inn still stands as a landmark to that era (Rohde, 1994).



*The Orick Inn has aged since it’s hey day in the early 1920s.*

Upon creation of the National Park, many Orick residents hoped to see a return of the tourism popular in the 20s and 30s. Indeed, for 2010, 418,820 people visited the park with peaks, as expected, during the summer months. Surprisingly, even during the wet winter months, visitation remained steady as illustrated below.

**Table 1  
2010 Visitor Counts for Redwood National Park\***

Jan	Feb.	March	April	May	June	July	August	Sept.	October	Nov.	Dec.
20,500	13,621	19,051	25,252	32,892	56,028	67,234	70,215	43,030	35,534,	16,390	19,023

\* NPS Stats, National Park Service Public Use Office, Redwood National Park, 2010 (<http://www.nature.nps.gov/stats/viewReport.cfm>).

For 2010, the following visitor statistics\* were recorded:

- Concession lodging = 162
- Tent campers = 1,758
- Back country campers = 903
- Misc. campers = 4,656

Total overnight stays = 7,479

\* NPS Stats, National Park Service Public Use Office, Redwood National Park, 2010 (<http://www.nature.nps.gov/stats/viewReport.cfm>).

As expected, the vast majority of these visits occur during the summer months of June, July, and August. Visitation to Humboldt Lagoons State Park just south of Orick brings additional tourism to Orick.

## A Sustainable Future – Orick as Gateway to Redwood National & State Parks



*The towering giant coast redwoods are like natural cathedral spires reaching to the sky offering a dramatic experience for travelers from around the world. (Save the Redwoods League photo)*

Orick is uniquely located to serve as a southern gateway to the Redwood National and State Parks and the northern gateway to Humboldt Lagoons State Park.

Both Redwood National and State Parks visitation numbers and Caltrans traffic data indicate a high number of people traveling through Orick. While not all of these people are visiting the National and State parks (many using Highway 101 as a means of traveling to points north and south), all travelers need places to stop and re-fuel themselves and their automobiles, use a bathroom, stretch their legs, and be enticed to purchase a souvenir or other items.

Building on the era of tourism during the 1920s and 1930s and the heritage of the Yurok culture, gold rush, dairying, and timber would provide a strong foundation as a gateway for tourism with a focus on the surrounding National and State redwood and lagoons parks.

Developing a cottage industry economy in support of the existing tourism is likely the most promising future for the Orick community. This economic development strategy could be small in scale, enabled by relatively low start-up costs, could easily expand and contract depending on the season and the level of demand, and could be sustainable over time. See Chapter V., A Sustainable Future Through GeoTourism, for more discussion on park tourism and the future of Orick.



## Chapter 3: Existing Conditions

### Existing Study Area Roadway Descriptions

#### Highway 101- Hilton Road to Redwood Creek Bridge

Within this segment, Highway 101 includes two travel lanes, a two-way left turn lane and shoulders. The roadway width varies between 60-70 feet. Typical land uses include residences and the town's only school. Orick School is located just south of the bridge at the corner with Lowell Street. Highway 101 carries an Average Daily Traffic (ADT) of 5,200 vehicles per day\* within this section. The posted speed in the core of the town is 35 miles per hour with a 45 mph speed limit south of Lunblade Street.

#### Highway 101- Bald Hills Road to Redwood Creek Bridge

The northern section of Orick includes commercial development including motels, restaurants, markets and the California State Park Operation Center in addition to residential units. Within this area there are two 10 foot travel lanes, a 14 foot two-way left-turn lane, and eight to ten foot shoulders on either side. Some shoulder areas within the commercial district are wider, encompassed by undefined parking areas, especially near Hufford Road and the local motel, where there is an additional 10-26 feet of unused pavement. The ADT within this segment of Highway 101 is 4,900 vehicles.\* The posted speed limit entering town is 35 mph in the core commercial area, followed by 45 mph limits to the north.

#### Pedestrian and Bicycle Facilities

Orick is a small community with no dedicated bicycle facilities and few pedestrian facilities. There are some sidewalks and adequate shoulder width for bicycle traffic through town. The Pacific Coast Bike Route is located along Highway 101 through Orick.

#### Pedestrian Traffic

The Town of Orick is representative of a rural environment, with few pedestrian facilities such as sidewalks, curb ramps and enhanced pedestrian warning devices. Because of the lack of sidewalk it can



*The 26' wide shoulder in front of the Palm Cafe and Motel at Hufford Road creates a large undefined paved area that isn't part of the roadway, parking, nor the pedestrian realm.*

\*Caltrans website (<http://traffic-counts.dot.ca.gov>), Traffic and Vehicle Data Systems Unit, 2009 Traffic Volumes on State Highways (peak month ADT)

be assumed pedestrians use the wide shoulders in the southern part of town and parking areas on the northern side to access different areas within town.

There are three marked crosswalks within the town limits including:

- Southern crosswalk located 330 feet south of Lowell Street
- Center crosswalk located on the south leg of Lowell Street
- North crosswalk located approximately 300 feet north of Hufford Road

### **Bicycle Traffic**

There are no marked bike lanes within the town of Orick, but bicycle activity is present within the study area, especially during the summer months, where the predominant cyclist movement is southbound on U.S. 101. There is also bicycle use for local trips to the store and school.

### **Pedestrian and Bicycle Counts**

Caltrans collected video of the crossing areas near the Orick Store, north of the bridge, and near the Orick School, south of the bridge. The cameras were placed at: 1) the northeast corner of Highway 101/Lowell Street pointing south towards the crosswalk on the south side of the intersection and 2) on the west side of Highway 101 near the South Operations Center pointing south towards the crosswalk located approximately 300 feet north of Hufford Road. These were collected for various peak periods including:

- Thursday, September 1, 2011 (2:00-6:00 pm)
- Friday, September 2, 2011 (7:30-9:00 am, 4:00-6:00 pm)
- Saturday, September 3, 2011 (11:30-12:30 pm)

The traffic consultant on the project used the video to count pedestrian crossings and bicycle volumes in the corridor as summarized in Table 2. As shown, the most significant pedestrian crossings of Highway 101 occur in the northern commercial core near the store and post office during the morning peak. These crossings are

generally spread between those using the crosswalk and crossings within 100 feet or less of the crosswalk. There are generally two to four bicycle trips per hour with a mix of recreational tour bikes and local bicycle trips. In general, these pedestrian and bicycle volumes would be considered low, but are still vulnerable to the traffic travelling through the community.

**Table 2  
Pedestrian and Bicycle Counts**

	Weekday a.m. peak (9/2/11)	Weekday school peak (9/1/11)	Weekday p.m. peak (9/2/11)	Weekend midday peak (9/3/11)
<b>Highway 101/Orick Store Crossing Area (north of bridge)</b>				
101 Crosswalk crossings	8	n/a	3	n/a
Crossings outside crosswalk/south	8	n/a	3	n/a
Crossings outside crossing/north	5	n/a	4	n/a
Bikes	3	n/a	4	n/a
<b>Highway 101/Lowell Street Orick School Crossing (south of bridge)</b>				
101 Crosswalk Crossings	1	2	2	1
101 Crossings outside crosswalk	2	2	1	0
Lowell Street Crossings	6	5	2	7
Bikes	1	1	3	3

\* Volumes are an average hourly volume within the typical two-hour peak period traffic count.

### Collision History

The collision history for the study area, Highway 101 between Bald Hills Road and Hilton Road, was reviewed to determine any trends or patterns that may indicate a safety issue. Collision rates were calculated for two segments of Highway 101, including one from the southern edge of town to the Redwood Creek bridge and one from the bridge to the northern town limit. These rates were based on records available from the

California Highway Patrol as published in their Statewide Integrated Traffic Records System (SWITRS) reports. The most current three-year period available is July 2007 through June 2010.

**Table 3**  
**Collision Rates for the Study Segments**

<b>Study Roadway Segments</b>	<b>Number of Collisions (7/1/07-6/30/10)</b>	<b>Calculated Collision Rate (c/mvm)</b>	<b>Statewide Average Collision Rate (c/mvm)</b>
U.S. 101 (South Limit to Redwood Creek bridge)	5	1.86	1.22
U.S. 101 (North Limit to Redwood Creek bridge)	6	1.17	1.22

As presented in Table 3, the calculated collision rates for the two roadway segments were compared to average collision rates for similar facilities statewide, as indicated in 2007 Accident Data on California State Highways, California Department of Transportation. For this three-year period, the southerly roadway segment of U.S. 101 experienced collision rates above the statewide averages for similar facilities, while the northerly roadway segment of U.S. 101 experienced collision rates slightly below the statewide average for similar facilities.

Six collisions for the northern segment of Orick, which includes the northern town limit to Redwood Creek Bridge, were reported during the reviewed three-year period, while five collisions were reported in the southerly segment. Of these 11 collisions, nearly 75 percent, or eight collisions, involved a vehicle hitting a fixed object rather than another vehicle, with the primary collision factor identified as improper turning in nearly 40 percent of these collisions. This pattern may be a result of the wide expanse of pavement that enables motorists to make improper turns due to low traffic volumes and unfettered

by curbs, sidewalks, or medians. There were no reported collisions involving pedestrians or bicyclists during the study period.

## General Conditions

### Drainage

Standing water impedes safe pedestrian passage during the rainy season in several locations in the project area. Most notably, the west side of the crosswalk in front of the Orick theatre is submerged through the rainy season. Other locations in the project area have standing water along the roadside or in the shoulder.

### Lighting

Lack of lighting was a common safety concern expressed by many participants during the Design Fair. In particular, the Redwood Creek bridge undercrossing does not have adequate lighting to light the way for pedestrians, nor to deter transient activity or crime. Additionally, lighting at crosswalks is needed for night time visibility. The street light in front of the Orick Market was non-operable during the Design Fair, and several community members commented about the danger this presented. Subsequent to the Design Fair, Caltrans confirmed that the street light is a PG&E facility and the request was made to replace the light.

### Motorist Behavior

Vehicle travel speeds are often perceived to be higher than the posted speeds in the project area. During the walking audit, participants commented that they observed high speeds through the downtown area and in front of the Orick School. Participants also witnessed a motorist using the center turn lane as a passing lane. Local residents commented that this was a common occurrence in downtown Orick.



*The crosswalk in front of the Orick theatre is submerged through the rainy season.*





## PART II - RECOMMENDATIONS AND CONCEPTUAL PLANS

## Chapter 4: Highway 101 as Orick's Main Street



*Orick's Main Street circa 1953*

Chapter 1. described the Design Fair forums and events that together identified a number of improvements participants felt desirable to turn Highway 101 into a "Main Street" and make the immediate environment more safe and friendly for pedestrians and bicyclists. The Design Team has taken the ideas and preferences expressed in the various Design Fair forums and refined consensus concepts into distinct elements that make up an overall conceptual plan. The recommended concepts are organized into three categories: 1) Southern Approach, 2) Northern Approach, and 3) Downtown Orick. The recommended improvement concepts are presented below.

### Southern Approach

The southern approach covers the section of Highway 101 from the intersections of Hilton Road and Foster Lane to Lunblade Street. Northbound travelers have just left a section of the highway through Humboldt Lagoons State Park, characterized by sharp curves and low speeds. At the intersections of Hilton Road and Foster Lane, the highway straightens out and returns to a posted speed limit of 55 mph. As the highway approaches Orick, the posted speed limit is reduced to 45 mph. In spite of the posted speed limits, observations suggest that drivers exceed the posted limit even as they begin to enter a populated and more congested environment.



*Approach from the south*



### Gateway Monument & Transportation Art

Gateway treatments typically include some kind of sign or monument that announces to the driving public that they are entering an area that is distinct and different and requires a change in behavior as the driver begins leaving the highway environment and entering the “Main Street” environment. Caltrans has specific rules and guidelines for placement of gateway monuments or transportation art along state highways.

#### Gateway Monument

A Gateway Monument is defined as any freestanding structure or sign, non-integral or non-required highway feature that will communicate the name of a city, county or township. According to the Guidelines for Gateway Monuments, only one monument would be allowed (one in each direction) contiguous to the highway and text that can communicate the name of the city, county or township. Gateway Monuments shall be located well beyond the clear recovery zone or otherwise placed such that there will be minimal likelihood of being struck by an errant vehicle (*Gateway Monument Guidelines*, California Department of Transportation, 11/16/11)

#### Transportation Art

Transportation Art is defined as context-sensitive design that reflects the aesthetic, cultural and environmental values of the affected community. Among the Guidelines for Transportation Art, the art must be appropriate to its setting and in proper scale with its surroundings. Transportation Art is not limited to one in each direction but cannot include any text. Transportation Art shall be located well beyond the clear recovery zone or otherwise placed such that there will be minimal likelihood of being struck by an errant vehicle (*Design Guidelines for Transportation Art*, Project Development Procedures Manual, Chapter 29 – Landscape Architecture Section 6 – Transportation Art, 3/4/2010)



*Gateway Monuments help create a “sense of place” by reflecting community values and identity.*

While there are signs announcing the approach to Orick, there is no “official” entry point that serves visually as a “gateway” or provides for a sense of arrival. There is an existing informal gateway feature at the southern approach to Orick called the Eloise Nelson Gateway Garden. The garden is currently located in an area that is access controlled and requires an encroachment permit from Caltrans. Caltrans has indicated that this garden should be included in a future study and formalization of the proposed future gateway monument/transportation art.

During the public input process, numerous ideas were expressed about the appropriate sign or icon that truly represents Orick as a gateway community to Redwood National & State Parks. Consensus led to the selection of the Roosevelt Elk. Elk are common among the fields and meadows adjoining the highway both in and outside Park boundaries and often cause traffic jams as travelers stop to view and photograph these beautiful animals or are required to stop as the animals occupy the roadway itself.

The community stated that the best location for the Elk gateway monuments for the southern approach could be near Hilton Road, the point on Highway 101 when the traveler begins to “enter” the Orick community. As such, the posted speed limit at this point is reduced from 55 mph to 45 mph and is signed accordingly. While still some distance from “Downtown Orick,” community members felt strongly that this was the appropriate point for an initial gateway treatment - announcing the pending southern approach and arrival to Orick.

### Radar Feedback Sign

Northbound, from the intersections of Hilton Road and Foster Lane, Highway 101 is very straight for approximately  $\frac{3}{4}$  of a mile giving drivers the sense that they can safely drive faster than the posted speed limit of 45 mph. Accordingly, the majority of the community was very supportive of a “radar feedback” sign that could provide drivers with their actual speed, hopefully increasing their awareness of the speed they are traveling and inspiring them to reduce that speed to the posted limit.

### Clear Recovery Zone

An area clear of fixed objects adjacent to the traveled way is desirable to provide a clear recovery zone (CRZ) for vehicles that leave the traveled way. Studies have indicated that on high-speed highways, a clear width of 30 feet from the edge of the traveled way permits about 80 percent of the errant vehicles that leave the traveled way to recover. On most conventional highways, a 30-foot CRZ may be difficult to justify for engineering, environmental or economic reasons. For these reasons, a minimum CRZ of 20 feet on conventional highways is advised (Caltrans Traffic Manual - Chapter 7 Traffic Safety Systems).



*Option 1. An elk gateway monument located a minimum of 20 feet from the Clear Recovery Zone would welcome visitors to Orick and contribute to a sense of place. (Illustration not to scale)*



*Option 2. Elk transportation art located on both sides of the highway a minimum of 20 feet from the Clear Recovery Zone would contribute to a sense of place and arrival. (Illustration not to scale)*



*Signs depicting the Pacific Coast Bicycle Route should be placed at appropriate points.*



*Bicycle lanes in the center of town could be highlighted by coloring them green as shown in this photo.*



*Colorized shoulders, like the one shown above on State Route 16 through the town of Capay, slow motorists down.*

In the northbound direction, the radar feedback sign could be located near the existing 25 mph speed limit (when children are present) sign located approximately 950 feet south of Lowell Street, immediately after northbound vehicles have completed the final turn into town.

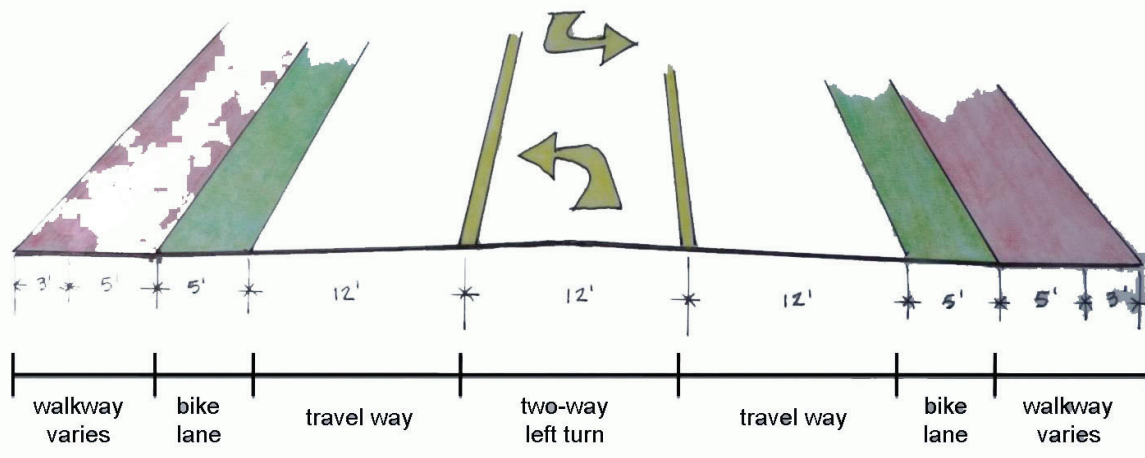
### Pedestrian and Bicycle Facilities

The Pacific Coast Bicycle Route (PCBR) extends from Vancouver, British Columbia to Imperial Beach, California, near the Mexico border. Beginning at the California-Oregon border in Del Norte County, the Humboldt County segment largely runs along U.S. Highway 101. In spite of this designation, dedicated bicycle facilities are relatively few along the stretch of Highway 101 from the northern and southern gateway points to and through "Downtown Orick." Shoulders on both sides of the highway are barely wide enough for pedestrians or bicyclists and are mostly unpaved. The only paved area for bicycles is a thin strip of asphalt outside the fog line of the roadway.

To further enhance the southern approach for pedestrian and bicycle use, widen shoulders to a minimum of 8 feet if possible on both sides of the highway and include striping and signage that dedicates them as bicycle lanes and red brick colorized shoulders. Since the occurrence of pedestrians and bicyclists occupying a section of shoulder at the same time would be very infrequent, there would be little conflict between the two modes since this type of activity on rural type highways would be expected.

Signs depicting the Pacific Coast Bicycle Route and California Coastal Trail would be placed at appropriate points.

Colorized shoulders are recommended to provide dedicated space for pedestrians from Lunblade Street to the Shoreline Deli near Foster Lane and Hilton Road. Colorizing (usually a red brick-like color) narrows the vision of the driver which often results in a decrease in speed. Furthermore, the presence of pedestrians or bicyclists often makes drivers more conscious of their speed as well as safety concerns. Colorizing of widened shoulders could make the roadway much safer for



56' - 62' of variable right of way provides ample space for travel ways, left turn lane, dedicated bike lanes, and colorized shoulders for walkways. In the downtown core, colorized shoulders transition to sidewalks and travel lane widths are reduced to 11 feet.

pedestrians and bicyclists from the Gateway monument to Lunblade Street. Over the long term, the bicycle lanes in the center of town could be highlighted by coloring them green and including the bicycle stencil.

### Sidewalks and Crosswalks

Recommendations include new sidewalks on both sides of the highway from Lowell Street to Lunblade Street connecting to the colorized shoulders on the section between Lunblade Street and Hilton Road. Currently there is one existing crosswalk located at the crossing between the Snack Shack and Green Valley Motel (midway between Lunblade Street and Lowell Street). A new high visibility crosswalk with a raised median is proposed at the intersection of the highway with Lunblade Street. The Snack Shack/Green Valley Motel crosswalk could also be replaced with a high visibility crosswalk, but not raised median. An existing crosswalk at the intersection with Lowell Street could be replaced with a high visibility crosswalk and raised median.

### Raised Refuge Medians

Raised refuge median islands in the middle of a street at an intersection, midpoint of the block, or continuously



*Shark's teeth indicate the point at which motorists are supposed to yield (or stop) for pedestrians.*

along a street protect crossing pedestrians from oncoming traffic by serving as a barrier from motor vehicles, reduce crossing distance and allow pedestrians to focus on one direction of traffic at a time.

An alternative to raised medians, flush medians could be utilized to provide some visual clues to the approaching drivers.

High visibility crosswalks include a combination of the following treatments which enhance safety of the crossings:

- High Visibility Ladder style marked crosswalks guide pedestrians and alert drivers to a crossing location, so it is important that both drivers and pedestrians clearly see the crossings.



A

B

Crosswalk A is a traditional parallel line crosswalk. Crosswalk B is high-visibility crosswalk with a ladder design.

- Extra width on the crosswalks to increase driver visibility
- Advanced Yield Line (Shark's Teeth)
- Sidewalk curb extensions to narrow the crossing
- Refuge Medians
- Appropriate Pedestrian Warning signs

source: Safe Routes to School Guide

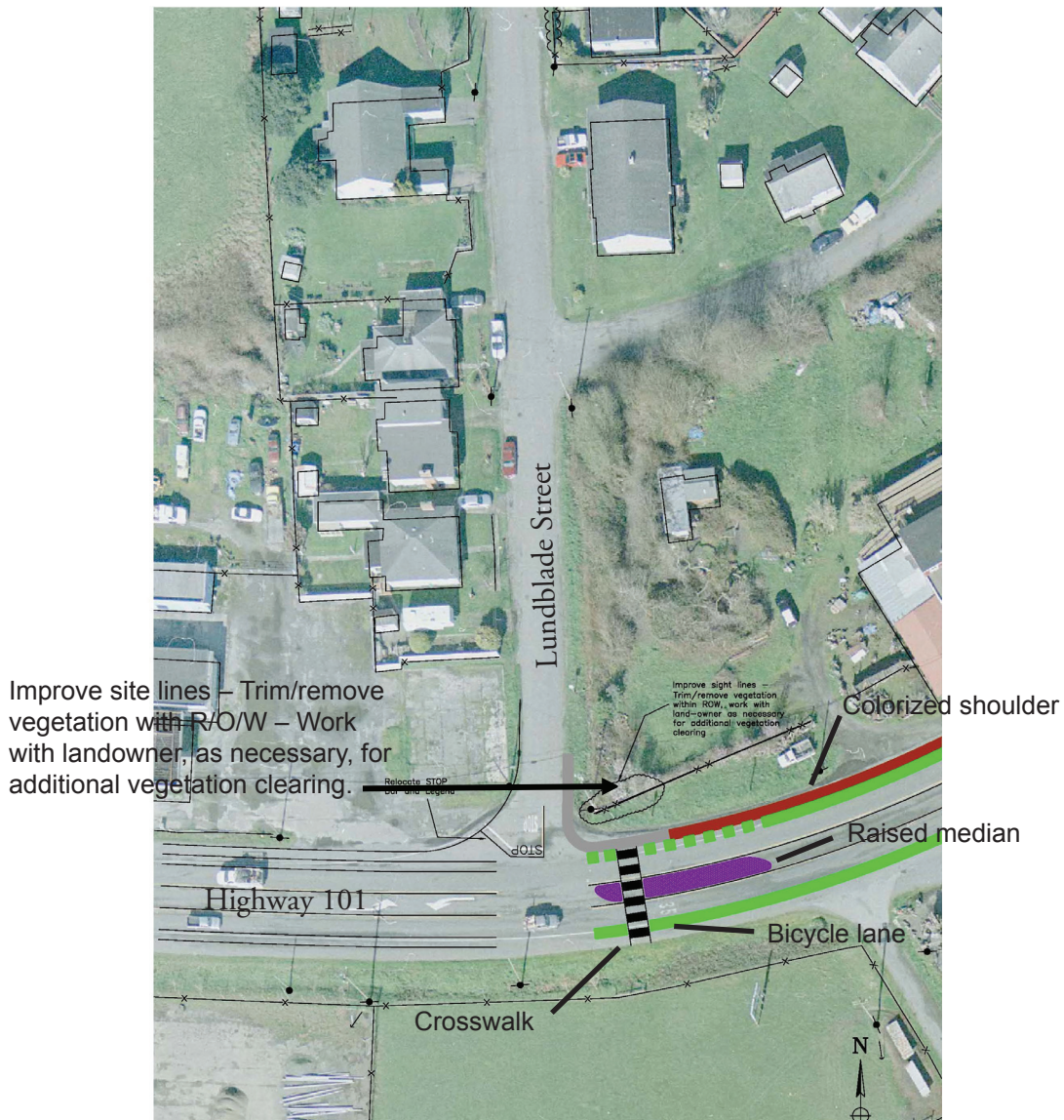


*This photo illustrates a raised refuge median proposed for the Lunblade Street intersection.*

### Improvements to Lunblade Street

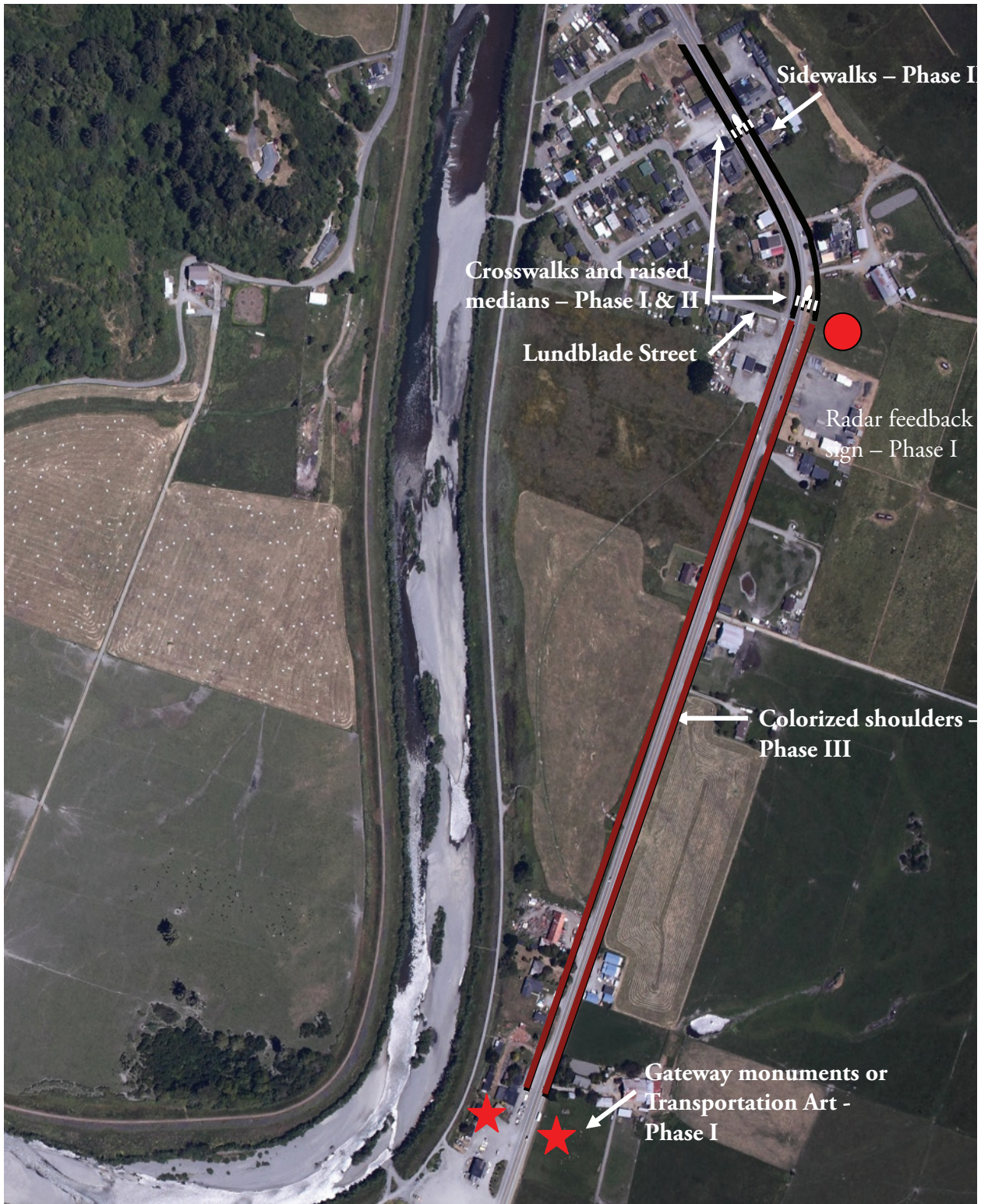
Currently, the sight distance for vehicles exiting Lunblade Street onto Highway 101 is obscured by the curve in Highway 101 and the existence of vegetation on the northeast corner. Together, these conditions create a hazard to both oncoming traffic and vehicles entering the highway from Lunblade. To address this situation, an extension of the stop bar and legend further out toward the highway and trimming or removing the vegetation on the northeast corner has been recommended. Some of this trimming can be accomplished within the Caltrans right-of-way but it may be necessary to work with the land owner to trim enough vegetation to remove it as a barrier for viewing oncoming southbound traffic. The combination of extending the stop bar and trimming

the obscuring vegetation could remove this barrier to the sight line of southbound traffic and reduce the hazard to vehicles traveling Highway 101. Furthermore, a high visibility crosswalk with a raised median is proposed on the east side of the intersection with Highway 101.



*Proposed improvements to Lundblade Street include a high-visibility crosswalk and raised median on the east side of the intersection with Highway 101.*





*Aerial view showing location of proposed gateway monuments/Transportation Art and radar feedback sign, sidewalks and two crosswalks, and colorized shoulders from monuments to Lundblade Street.*



*In spite of a reduction in the posted speed limit many travelers continue to exceed that limit as they enter Orick.*

## Northern Approach

The northern approach to Orick generally begins at Orick Hill Lane, or alternatively, just south of Orick Hill Lane. After meandering through Redwood National & State Park, the highway straightens out just past Bald Hills Road to Orick Hill Lane where the posted speed is reduced to 45 mph. As with the southern approach, drivers typically speed up and observations suggest they may exceed the posted limit even as they begin to enter a populated and more congested environment.

## Gateway Monument & Transportation Art

The community stated that the best location for the Elk gateway monument or Transportation Art for the northern approach would be just before approaching Orick Hill Lane, the point on Highway 101 when the traveler begins to “enter” the Orick community. As such, the posted speed limit at this point is reduced from 55 mph to 45 mph and is signed accordingly. While still some distance from “Downtown Orick,” community members felt strongly that this was the appropriate point for an initial “gateway” treatment - announcing the pending approach and arrival to Orick. If the community desires a Gateway Monument allowing text, the Caltrans guidelines would only allow one gateway monument with text. Guidelines for Transportation Art would not limit such art to one in each direction but would not allow text.

## Radar Feedback Sign

From the north, the radar feedback sign could be located at Orick Hill Lane, or alternatively, just south of Orick Hill Lane. The posted speed limit near this location is 45 mph and becomes 35 mph near the Redwoods National & State Parks South Operation Center (RNSP SOC).

## Pedestrian and Bicycle Facilities

As with the southern approach, shoulders on both sides of the highway are barely wide enough for pedestrians or bicyclists and are mostly unpaved. To further enhance the northern approach for pedestrian and bicycle use, the recommendations include widening the shoulders on both sides of the highway. A colorized section could



*Option 1. An elk gateway monument located a minimum of 20 feet from the Clear Recovery Zone would welcome visitors to Orick and contribute to a sense of place. (Illustration not to scale)*



*Option 2. Elk transportation art located on both sides of the highway a minimum of 20 feet from the Clear Recovery Zone would contribute to a sense of place and arrival. (Illustration not to scale)*

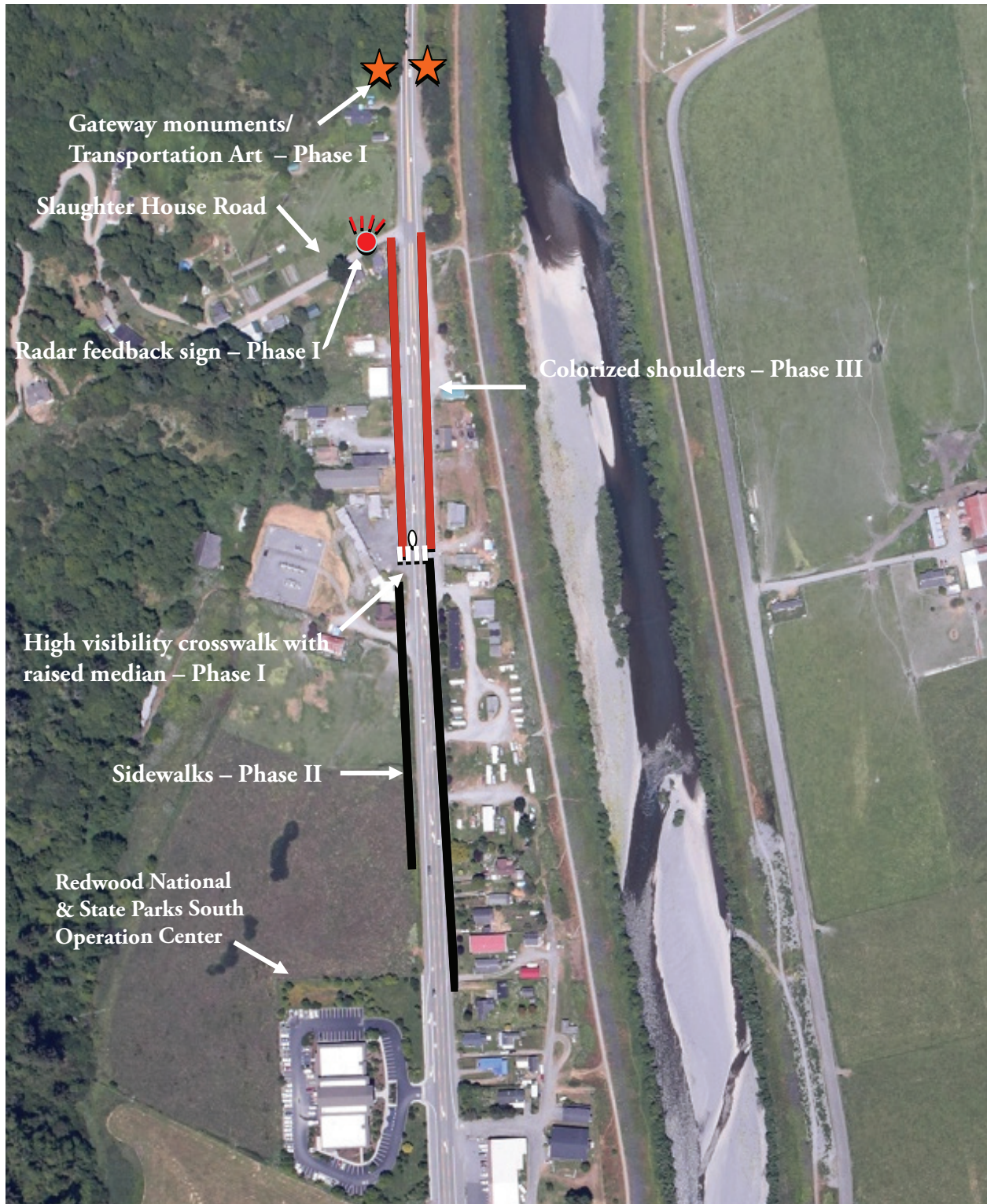
provide space for pedestrians on both sides of the Highway from the Trailer Park and Slaughter House Road to the Orick Hill Lane. Bicycle lanes could be striped, marked and signed as dedicated bicycle lanes. In the short-term, the bicycle lanes could be colorized green from the north to south gateway monuments.

### Sidewalks and Crosswalks

From the Post Office to the Trailer Park and from the Redwood National and State Parks South Operation Center (RNSP SOC) to Slaughter House Road, sidewalks are recommended on both sides of the highway. Additionally, a new high visibility crosswalk is proposed to facilitate safe crossing for pedestrians. The crosswalk could be located at the intersection of Highway 101 with Slaughter House Road across from the Trailer Park. To increase the safety of the crosswalk, a median refuge island with a minimum width of six feet should be added.

### Raised Refuge Medians

Raised medians could be added at the crosswalk locations to provide refuge for pedestrians while acting as a traffic calming device to help reduce speeds on Highway 101. The medians could consist of raised curbs with landscaping and appropriate traffic warning signs. A median could be located at Slaughter House Road.



Aerial view showing location of Gateway features, Radar Feedback sign, colorized walkways and sidewalks.

## Downtown Orick

Downtown Orick can generally be defined as beginning at Lowell Street south of the bridge to the Post Office north of the bridge. The majority of services for residents and visitors are located in this area. They include the Post Office, the Orick Market and La Hacienda Café, north of the bridge and east of the highway; and the Palm Motel and Café, the Orick Theater complex, and the Hawg Wild Bar and Grill north of the bridge and west of the highway. The Orick School is located south of the bridge on the east side of the Highway.

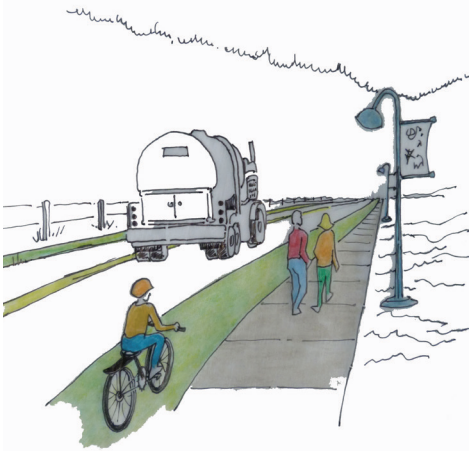
This section of Highway 101, in spite of it traversing the downtown center of Orick, is characterized by large areas of paved surfaces, vehicle traffic including large trucks, and limited controlled access and egress from adjoining businesses and parking lots. Pedestrian and bicycle traffic related to the school and area businesses and services do not enjoy dedicated sidewalks or path systems separate from the highway itself.

### Sidewalks and Crosswalks

North of the bridge and west of the highway, sidewalks are limited to a standard strip in front of the RNSP SOC and a substandard sidewalk from the Operations Center to the Orick Theater complex and Palm Motel and Café. There are no sidewalks on the east side of the highway north of the bridge.

South of the bridge, with the exception of a sidewalk extending from Lowell Street to the crosswalk near the school, there are no sidewalks on either side of the highway including in front of the Orick School. Sidewalks are available for pedestrians or bicyclists to cross the bridge but are not compliant with the Americans with Disabilities Act (ADA). A pedestrian undercrossing of the bridge on the southside appears little used due to no lighting and overgrown vegetation. No facilities for wheelchair access are available anywhere in town per the requirements of the ADA.

To enhance the downtown area for pedestrian use and safety, recommendations include new sidewalks on both



*Sidewalks and colorized bike lanes provide dedicated right-of-way to pedestrians and bicyclists in the downtown core.*

sides of the highway from the Orick School crosswalk to the Post Office north of the bridge and from the Orick School to Lowell Street south of the bridge. These sidewalks could connect to the colorized shoulders described above for the southern and northern approaches to Orick.

Currently, two existing crosswalks are located on Highway 101 within the downtown area. One crosswalk exists from the Orick Post Office to a point just north of the Orick Theater complex; another existing crosswalk is located at the Orick School. The school crosswalks include state-mandated signing emphasizing crossing points and posted 25 mph speed limits (when children are present).

The existing crosswalk across from the Post Office could be replaced with a high visibility crosswalk and raised median refuge island. New high visibility crosswalks are recommended for the access drive to La Hacienda Café and at the intersection of Hufford Road with Highway 101.

The crosswalks could include the same combination of treatments recommended for those in the southern and northern approach to enhance safety of the crossings.

### Raised Refuge Medians

Raised medians could be added at the crosswalk locations to provide refuge for pedestrians while acting as a traffic calming device to help reduce speeds on Highway 101. The medians could consist of raised curbs with landscaping and appropriate traffic warning signs. Medians could be located at the following locations:

- Orick Post Office
- Block between Hufford Road and La Hacienda access
- Orick School Crossing at Lowell Street
- Lunblade Street

A raised median located at the crosswalk at the Lowell Street and Highway 101 intersection could help slow traffic as it approaches from the south, and provide



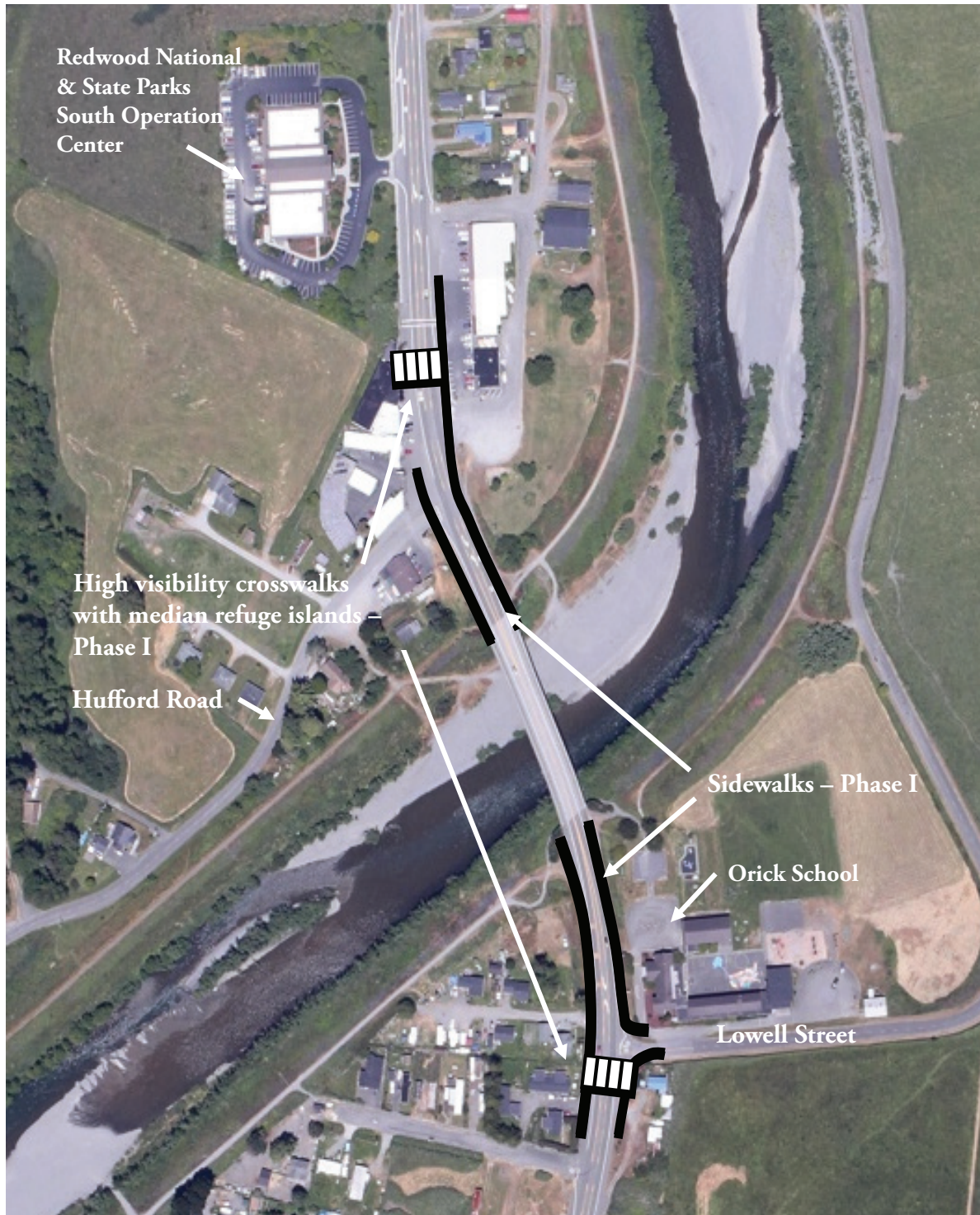
*Ladder style marked crosswalks are highly visible to motorists.*



*Sidewalk curb extensions narrow the distance for pedestrians using crosswalks.*

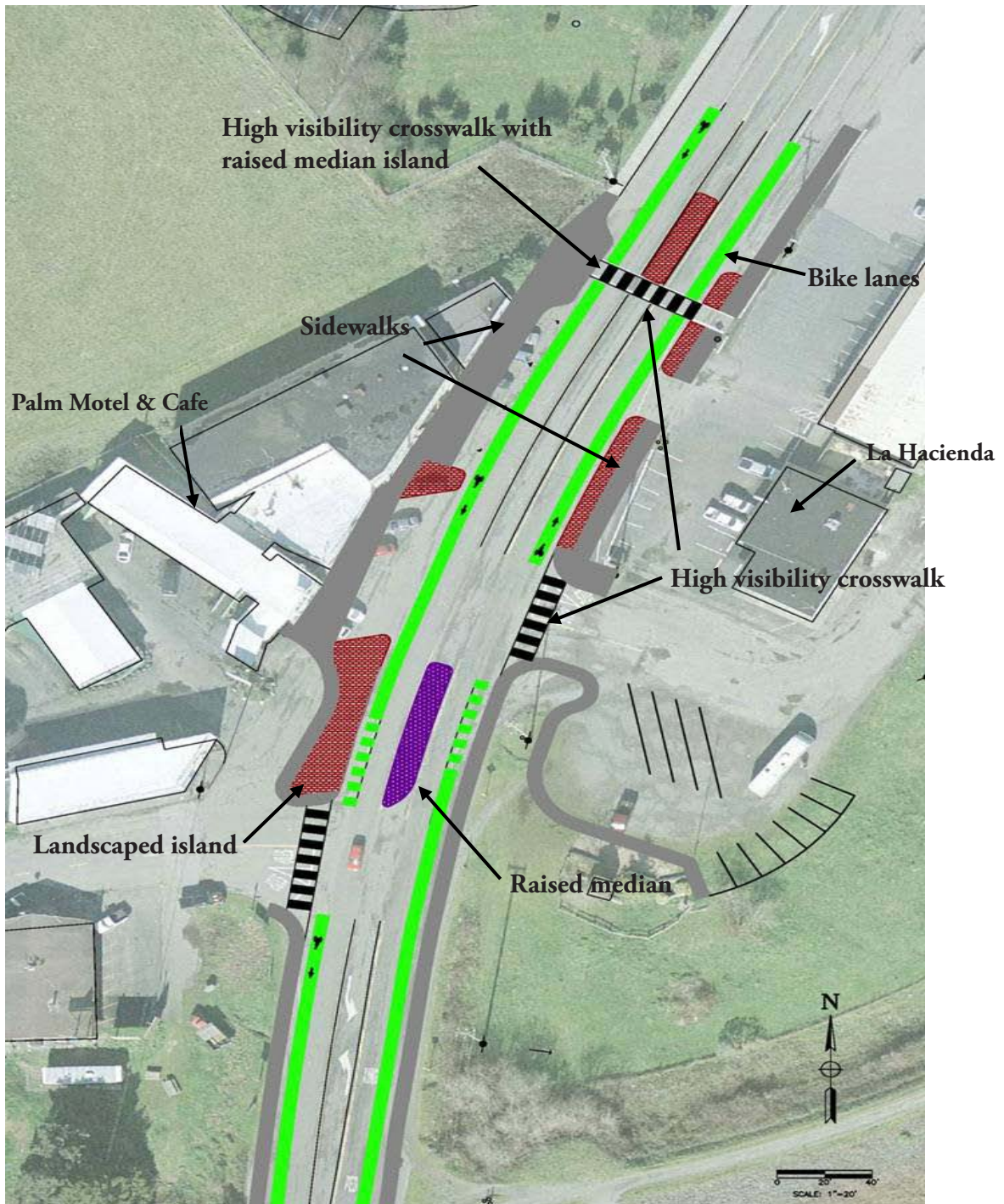


*Warning sign along with a high visibility crosswalk and a raised median island inform the motorist of pedestrians.*

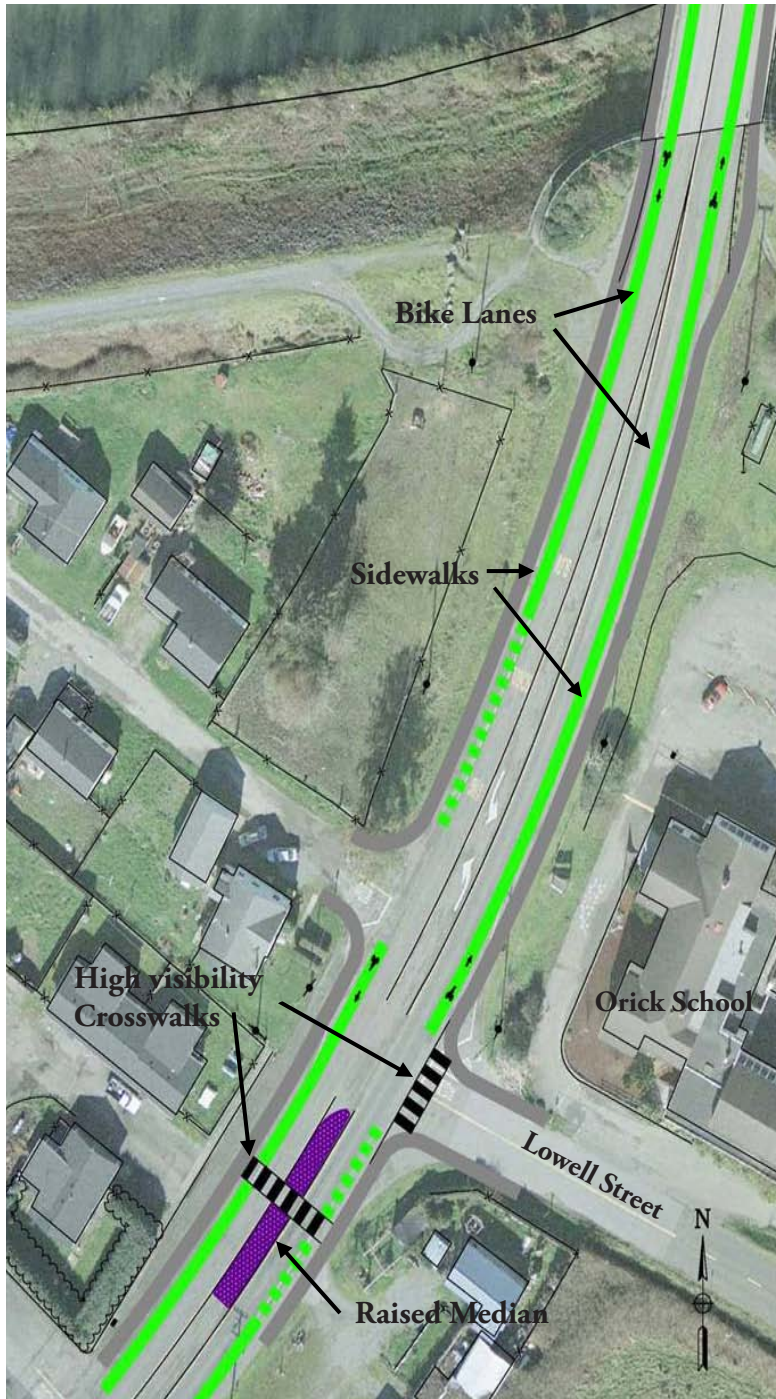


*Aerial view of proposed sidewalks and crosswalks in Downtown Orick.*

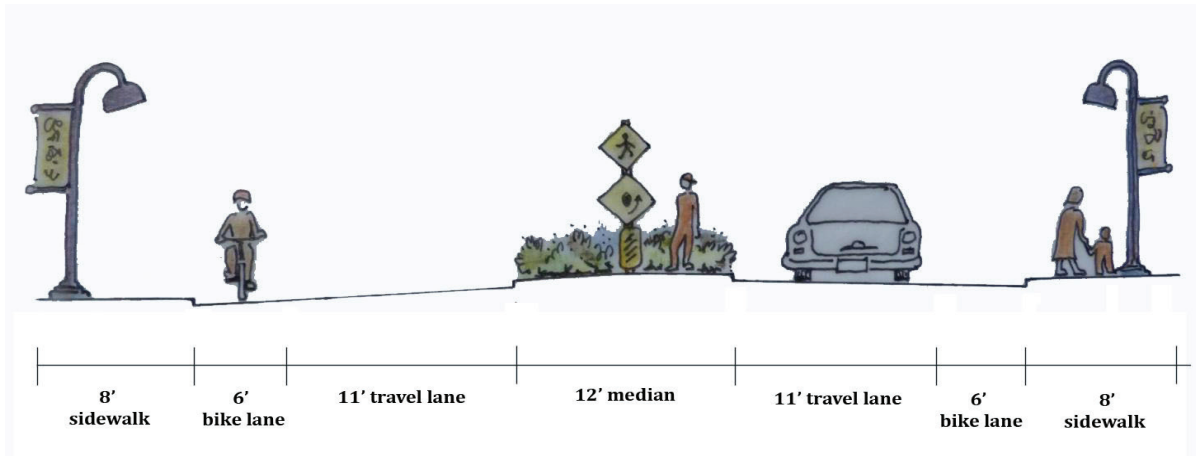




*Aerial view of proposed Phase I improvements north of the bridge. Green bike lanes throughout the project area would be added in Phase II.*



*Aerial view of proposed phase I improvements south of the bridge. Green bike lanes throughout the project area would be added in Phase II.*



A cross section of Highway 101 as Main Street illustrates the dimensions of the proposed improvements in relationship to the typical right-of-way.



Example of raised medians at crosswalk locations that allow a refuge for pedestrians crossing a roadway with two-way traffic.



In this example, street trees enhance the quality of the pedestrian environment.

refuge at the school crossing. It can be located in the median within the exiting two-way left-turn striping area.

The median should be located north of the existing crosswalk, between the crosswalk and Lowell Street (about 30-40 feet in length). This should not interfere with left-turn access to any properties. There is an existing driveway on the west side of the highway, immediately south of the crosswalk which could continue to have use of the center lane for left-turns.

### Bicycle and Travel Lanes

For the Downtown Orick section of Highway 101, recommendations include reducing the width of travel lanes from 12 feet to 11 feet allowing for a 6 foot bicycle lane. Reducing the width of the travel lane could further influence the driver to slow down and respect the posted speed limit while the increase in the width of the bicycle lanes could provide more room for bicycles to travel the highway through the downtown area more safely.

### Street Trees

One of the goals of the Orick Gateway Project is to enhance the setting of Orick to make it more appealing to people traveling through town and encourage them to stop in Orick to relax, take a walk along local trails, have a meal, and enjoy local shops. One of the easiest ways to enhance the overall appeal of any landscape is to

plant attractive trees along the street. In the case of Orick, the planting of street trees would likely occur on private property behind the sidewalks and maintenance can be provided by the community.

### Landscaped Island

The area at the intersection of Hufford Road and Highway 101, immediately adjacent to the Palm Motel and Café entry and exit, has a large amount of asphalt that contributes to high vehicle speeds and makes it difficult for pedestrians to cross Hufford Road safely.

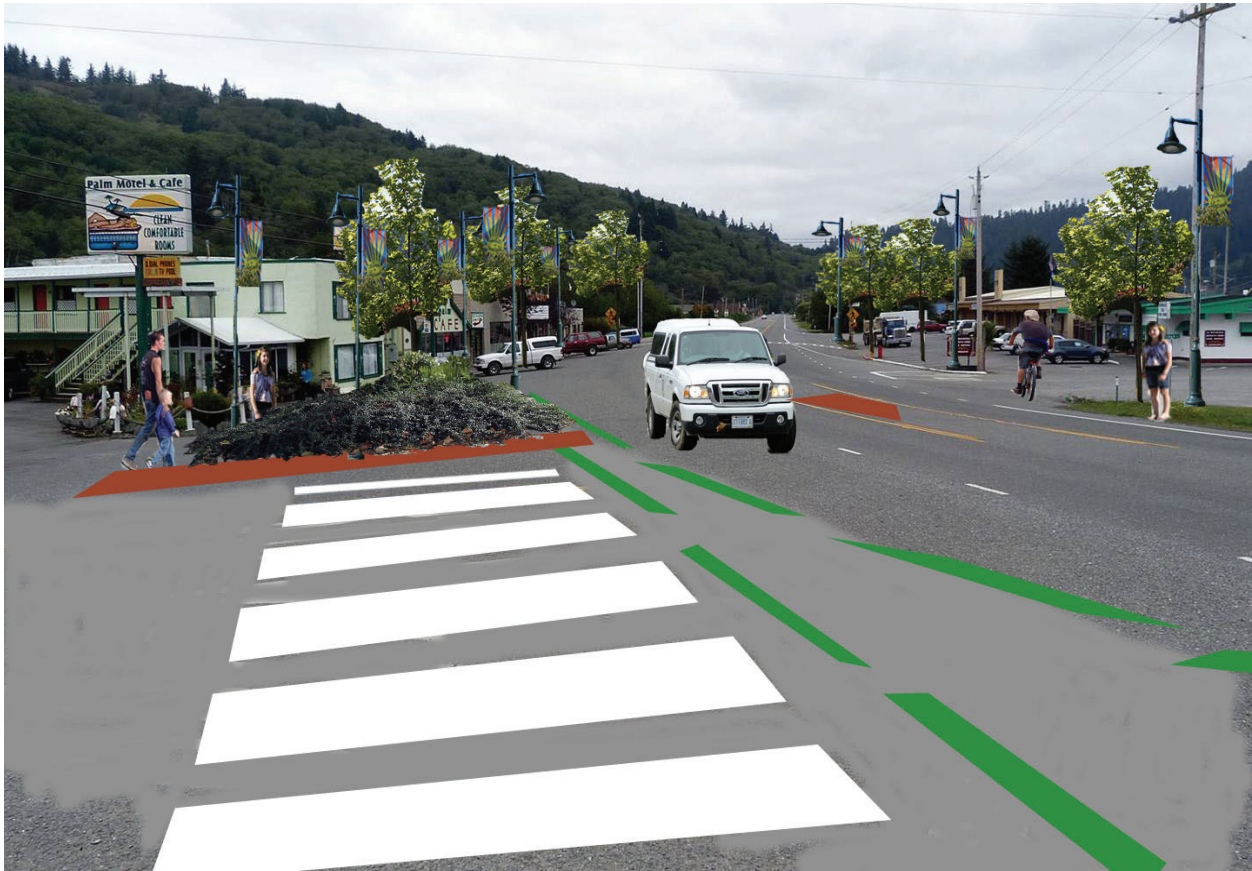
In order to better delimit the intersection and the driveways, as well as provide for a more safe and pleasant pedestrian space, a landscaped island is recommended (as shown in the drawing below) for this area. Access and egress to the Palm Motel from Highway 101 could be redirected to Hufford Road.



*Photo of expanse of asphalt in front of the Palm Motel and Café at Hufford Road.*



*Illustration of proposed landscaped island in front of Palm Motel and Café at Hufford Road.*



*A photo simulation illustrates the reconfiguration of the intersection at Hufford Road.*

The frontage of the Palm Motel and Café can then be extended and developed as a raised-curbed island with sidewalks, landscaping and lighting.

### Street Lights

As with trees, pedestrian scale lighting can also add an aesthetic element to enhance the appeal of the downtown Orick area. Lighting also provides for safety when located at and in between crosswalks. Lighting could be installed as sidewalks are constructed in Phases I and II.



*Street lights and colorful banners can add an aesthetic and safety element to the pedestrian environment.*



*Dark-sky friendly lighting, local art banners, and street trees work together to form a cohesive downtown environment in Laytonville.*

## Phasing of Improvements

The many improvements discussed above will not be implemented all at once. A recommended phasing plan has been developed to assist the community and the various agencies involved in implementation of the proposed improvements. In addition to the recommended changes that would require funding from a variety of sources (See Chapter VI. Funding & Implementation), a number of improvements were identified by Design Fair participants that could be sponsored and supported by local community efforts. These local improvements have been incorporated into the phasing plan as Community Projects. The phasing plan is presented below.

### Phase I (Within 5 years):

The first implementation phase combines community clean up and façade improvements with critical transportation infrastructure improvements that are most likely to change driver behavior in the town core. Installation of gateway monuments and/or transportation art at the north and south entry to town, along with radar feedback signs are a major component of Phase I improvements that can be funded by Caltrans. The addition of pedestrian and bicycle facilities in the town core are listed below. Infrastructure improvements in Phase I can be funded by bundling Community Development Block Grants, Local Transportation Funds, State Transportation Improvement Funds, Transportation Enhancement Activities, Bicycle Transportation Account, and other funds.

The Phase I improvements focus on: 1) more transformative measures (sidewalks, bike lanes, medians, pavement narrowing) in the core area of town where the concentration of pedestrian and bicycle activity is located, and 2) lower cost and less intrusive modifications such as gateway monuments and radar feedback signs at the entry points to town.

#### Community Projects

- Clean up and revitalization of the flag pole / interpretive center
- Ask Caltrans to clean up their yard south of town

- Encourage businesses to paint facades

Agency Projects

- Install Radar Feedback signs between Shoreline Deli and Zanotti Lane and at Orick Hill Lane
- Gateway Monuments or Transportation Art at gateway locations
- Enhance two crosswalks with curb extensions and pedestrian refuge islands at school and post office
- Sidewalks from school crosswalk to post office crosswalk (across bridge)
- Creation of wide landscaped island in front of the Palm café.
- Bike Lanes striping, markings and signage from monument to monument
- Lighting at and in between crosswalks (when sidewalks are constructed)
- Striped median islands
- Tree planting on backside of sidewalks (on private property)

Phase II (5-10 years):

The second phase of implementation focuses on improving pedestrian and bicycle facilities outside the town core: from Orick School to Lunblade Street and from the Post Office to the north monument entry. Within the town core, community groups such as the Orick Economic Development Corporation, Orick Chamber of Commerce and Orick Community Services District can embellish landscaping and streetscaping.

The Phase II improvements expand the coverage of the bicycle lanes and crosswalk improvements outside of the core area.

Community Projects

- Plant and/or maintain landscaped sidewalks
- Design and print banners for lamp posts

Agency Projects

- Extension of sidewalks from Orick School to Lunblade St. and from Post Office to the north monument entry
- Add two new enhanced crosswalks at Lunblade and Slaughter House Road

ORICK COMMUNITY  
*Beautification Project*



**Proposal**

To revamp and improve the site located on the north side of the Highway 101 Bridge Crossing in Orick and behind the Orick Market/La Hacienda Restaurant. The area to the south serves as an informal parking area with a flag pole, flag monument, redwood slab and interpretive signage. To the north, is the Orick Community Hall which has served as a community gathering place for several decades.

**Partners:**

McNamara Family (property owners)  
Orick Design Fair Advisory Committee  
Orick Community Services District  
Redwood National & State Parks  
Redwood Parks Association  
County of Humboldt Public Works



**Overview**

That a Community Clean-Up Weekend be held to revitalize the flag pole/interpretive center located on Highway 101. Tasks will include vegetation removal, removal and disposal of rotted fence posts and rails, grading of parking area, delineation of designated parking, installation of picnic tables and benches, wood chips around display area, pressure cleaning and painting of the '1927' pole monument and revamping/installation of interpretative displays.

The proposed clean up area is the site of a clustered leachfield system for 5 downtown commercial businesses and is unable to be developed. Planting of trees or installation of support buildings is not recommended due to possible impacts to the leachfield infrastructure.

**Tasks**

Property Owner Approval  
Approval by RNSP or RPA to revitalize signage



**Equipment/Supplies**

Pressure Washer	Chainsaws/Brush Cutters
Paint/Paint Brushes	Trailer
Rakes/Shovels/Hammers	Grader/gravel fill
Chipped bark	Lumber for table/seating

CONTACT: XXX AT 707.488-XXXX  
SCHEDULED FOR APRIL 21-22, 2012

*Community-sponsored projects are an important component of realizing improvements to Orick's Main Street.*



- Green bike lane from monument to monument

Phase III (10-15 years):

The third phase of implementation focuses on the addition of facilities to the Community Open Space adjacent to the flag pole / interpretive center, and long-term improvements to the transportation infrastructure. In Phase III, there will be greater understanding of how driver behavior has changed during Phases I and II and raised landscaped medians may be able to be permanently installed. Red colorized shoulders will support pedestrian and bicycle travel on the outskirts of town.

The final phase enhances the impact of the previous phases through the addition of raised medians and red shoulders.

Community Projects

- Restroom and facility improvements to the Community Open Space

Agency Projects

- Raised landscaped medians
- Red colorized walkways from limits Lunblade to Shoreline Deli (south), and northern sidewalk limit to Orick Hill Road (north).



## Chapter 5. A Sustainable Future through GeoTourism

### California's Coastal Redwood Forest

Orick is uniquely located to serve as a gateway to the Redwood National and State Parks. Recalling the decades of the 1920s and '30s, when another era of tourism was drawn to the majestic giant redwoods, a strong foundation for building a gateway community remains an untapped opportunity. Developing a cottage industry economy in support of the existing tourism is likely the most promising future for the Orick community.

*Sequoia sempervirons*, coast redwoods, grow along a 450-mile strip along the Pacific Coast from southern Oregon near the Chetco River to central California near Big Sur. The world's tallest trees, extend no more than 50 miles inland – only as far as the coastal climate has its influence. Fog plays a vital role in the survival of these trees, protecting them from the summer drought conditions typical of this area. They also benefit from abundant winter rain and moderate year round temperatures ([www.savetheredwoods.org](http://www.savetheredwoods.org)).

Coast redwoods are the climax species of this section of temperate coniferous rain forest that extends from southeast Alaska to the southern extent of the redwoods. A mixture of trees and shrubs creates a multi-layered canopy that supports the growth of each species in the grove. Diversity is crucial to the redwood forest; every plant, tree, and even fallen logs, play a crucial role. Among the other tree species present in the redwood forest are Douglas fir, Big Leaf Maple, California Bay Laurel, and Tan Oak. The forest floor is also the home of Redwood sorrel, Redwood Trillium, Sword ferns and Bracken Ferns, Rhododendrons and Azaleas among many others. Coast redwoods live for 2,000 years or more and can grow more than 320 feet in height (about as tall as a 30-story building). The tallest tree in the world reaches up to 379 feet in height and up to 26 feet in diameter (at breast height).

Of the original 2 million acres of ancient coast redwood forest, approximately 95% has been logged. Today,



Coast Redwoods occupy a thin stretch of coastline from southern Oregon to central California.



Orick is uniquely located to serve as a gateway to Redwood National & State Park

fewer than 106,000 acres (5%) of these ancient coast redwood forests remain.

Most areas that were ancient redwood forests 200 years ago are second- or third-growth redwood forests today. There is an urgent need to restore original habitats in these forests to protect imperiled species that rely on old-growth ecosystems ([www.savetheredwoods.org](http://www.savetheredwoods.org)).

### Redwood National & State Park

Within the vicinity of Orick we see a composite of state and national parks created in large part to protect the coast redwoods in perpetuity. To the north, these parks include Jedediah Smith Redwood State Park (5,567.94 acres); Del Norte Coast Redwood State Park (3,316.55 acres); Prairie Creek Redwoods State Park (16,936 acres); and Redwood National Park (396.17 acres). Immediately south of Orick is Humboldt Lagoons State Park (1,871.77 acres) which includes Big Lagoon, Stone Lagoon, and Dry Lagoon.

In addition to the designations as national and state parks, the coast redwood parks have also been recognized as having international distinction.

### UNESCO World Heritage Site

In 1980, the United Nations Educational, Scientific, and Cultural Organization (UNESCO) designated the Redwood National & State Park as a World Heritage Site. The purpose of the World Heritage Site designation is to encourage the identification, protection and preservation of cultural and natural heritage around the world considered to be of outstanding value to humanity. To be included on the World Heritage List, sites must be of outstanding universal value and meet at least one out of ten selection criteria (<http://whc.unesco.org>)

### UNESCO California Coast Ranges Biosphere Reserve

In 1983, UNESCO designated the entire coast redwood range as the California Coast Ranges Biosphere Reserve.



*Coast Redwoods are home to the world's tallest trees.*

A Biosphere Reserve is a unique kind of protected area that differs from a national park, wilderness area, national forest, or wildlife refuge in several important ways. Biosphere Reserves have three very different, but equal, aims: conservation of genetic resources, species, and ecosystems; scientific research and monitoring; and promoting sustainable development in communities of the surrounding region (<http://www.unesco.org/mabdb>). These designations essentially attest to the significance and uniqueness of the coast redwoods as world-class destinations.

### Publications Equal National Attention and Distinction

Recently, the coast redwoods have received even more attention. In 2007, the book "The Wild Trees" by Richard Preston was published. According to the Economist magazine, Preston "brings to life the mystery and majesty of these giant wonders of the botanical world." Essentially this book describes the research being performed by Humboldt State University scientist Steve Sillett and others who literally climb up these giant trees to explore the diversity of life in the canopy (*The Wild Trees*, Richard Preston, Random House Trade Paperbacks, New York, 2008). For a period of time, this book attained a place on the New York Times Bestseller List.

In 2009, the October issue of National Geographic (Official Journal of the National Geographic Society) focused on the "Tallest Trees." Chronicled by two National Geographic Explorers-in-Residence who walked the length of the coast redwood range and highlighted how the world's "tallest forest had been exploited in the past and is being treated today" (*The Tallest Trees*, National Geographic Magazine, October 2009).

### Concept of Geotourism

National Geographic Society's Center for Sustainable Destinations (NGCSD) has introduced the concept of Geotourism:

Tourism that sustains or enhances the geographical character of a place — its environment, culture,

aesthetics, heritage and well-being of its residents.

Geotourism incorporates the concept of sustainable tourism — that destinations should remain unspoiled for future generations — while allowing for ways to protect a place's character. Geotourism also takes a principle from its ecotourism cousin: that tourism revenue should promote conservation, and extend it to culture and history as well - all distinctive assets of a place.

National Geographic Travelers Magazine identifies 55 million Americans as geotourists (concerned with sustainability) with 100 million leaning in that direction. Of the 1.36 million people who traveled internationally (at least 3 times in the last 3 years), 74% qualify as geotourists who enjoy aspects of a place that make it distinctive and unique; and are more likely to take measures to protect the environment while they travel.

NGCSD traveler surveys have found:

- 70% of travelers believe people must live in harmony with nature in order to survive
- 40% would do more for the environment if they knew specific actions to take
- 27.7 million travelers (18%) would pay a premium to visit sites that control the number of people entering.

### A Geotourism Strategy

Geotourism promotes a 4-step strategy that focuses on geotourism-assets

Step 1. Identify geo-tourism assets:

Step 2. Sustain - Protect the tourism product: THE PLACE!

Step 3. Develop - Build on character of place. Base tourism on community assets.

Step 4. Market - Tell great stories. Enhance sense of place, through a Geotourism Stewardship Council, private enterprise, conservation and preservation, and civic participation.

### THE GEOTOURISM TEST:

**Are we sustaining or enhancing the unique quality of our place?**

### What are Orick's Geo-assets?

*Redwood National and State Park Trails* - Redwood National and State Park lands occupy forested terrain immediately north and east of Orick. The Redwood Creek Estuary Trail described below proposes a pedestrian trail along the existing Redwood Creek levee that would connect downtown Orick to trails within the National and State Park to the north of Orick. Additionally, a trail head right behind the Orick School would connect hikers and horseback riders to an extensive trail system to the east of Orick.

*Humboldt Lagoons Trails* – Together, Big Lagoon, Dry Lagoon, Stone Lagoon and Freshwater Lagoon include six miles of beach, hiking trails, boat ramps, fishing, picnic area and campsites. Big Lagoon is a Humboldt County Park. Dry and Stone Lagoon are State Parks while Freshwater Lagoon is part of Redwood National and State Parks.

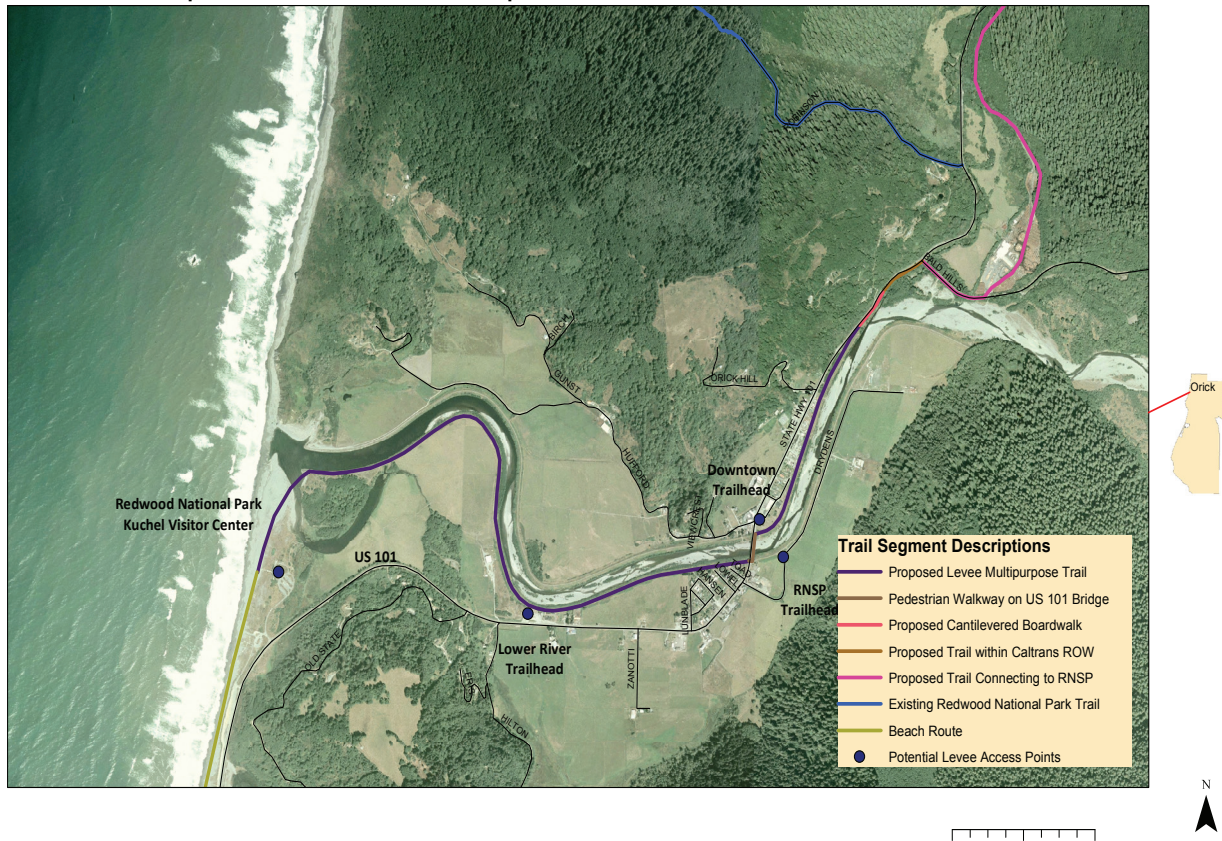


*Redwood Creek Estuary Trail follows the creek to ocean beaches and connects with other trails within the Park.*

*Redwood Creek Estuary Trail* – The Redwood Creek Trail Plan is part of a County-wide Trail Plan that promotes pedestrian, bicycle, and, in some case, equestrian modes of transportation. The Redwood Creek Trail Plan proposes a multi-purpose trail that begins at the Highway 101 Bridge over Redwood Creek in Orick. One leg occupies the existing levee and leads west to the Redwood Creek Estuary, approximately 2 ½ miles downstream. The other leg also occupies the levee and heads north where it would connect with a proposed cantilevered boardwalk, a proposed trail within Caltrans right-of-way, connecting to another proposed trail that would connect with existing trails within Redwood National Park.

*The California Coastal Trail (CCT)* – The California Coastal Trail (CCT) is a network of public trails established on or near the California coastline extending 1,200 miles from Oregon to Mexico. The CCT's history began in 1972 when Californians passed Proposition 20 recommending that a coastal trails system be established. In 1999, the CCT was designated at the state and federal level as Millennium Legacy Trail, and in 2001 state legislation called for its completion.

Proposed Coastal Trail Improvements for Redwood Creek Levees



*Pacific Coast Bicycle Route (PCBR)* - The Pacific Coast Bicycle Route (PCBR) is the most significant bicycle route in Humboldt County. It extends from Vancouver, British Columbia to Imperial Beach, California, near the Mexico border, winding along the Pacific Ocean coastline for approximately 1,830 miles. The Humboldt County segment features breathtaking cliffs, ocean vistas, redwood forests, beaches, and a rugged coastline. This all-weather accessible route offers varied terrain, including steep ascents, moderate climbs, and gentle grades. It includes state highways, county roads, city streets, rural side roads, and designated bike paths. The route also offers rest stops, which are necessary for distance cycling. Touring cyclists typically travel north, taking advantage of the tailwinds from the prevailing wind patterns.



*Bicyclists riding the increasingly popular Pacific Coast Bicycle Route through Orick.*

In California the PCBR is a State-designated bike route of Class 2 and 3 bikeways, beginning at the California-Oregon border in Del Norte County. The Humboldt

County segment largely runs along Highway 101.

When Caltrans improves Highway 101, it widens the shoulders for bicyclists, wherever possible. Caltrans is currently evaluating priorities for shoulder improvements along Highway 101.



*The Roosevelt elk are among the area's most common and popular wildlife*

**Wildlife** – Wild animals abound in the parkland surrounding Orick. The most popular animals are the Roosevelt Elk which are commonly seen grazing in meadows that adjoin Highway 101 and often stop traffic as they cross and occupy the roadway itself. As wild animals, the Elk should be viewed from a distance. Visitors should be especially careful when encountering bulls during the breeding season (the rutt) and when encountering cows with calves. Another animal common to the area is the Black Bear which often visits camping and picnicking areas in search of left-over food scraps. Less commonly seen is the cougar (aka mountain lion). In 2009, an older gentleman was attacked by a cougar while hiking a trail in Redwood National Park, only to survive when his wife came to the rescue by using a branch and a pen to beat and stab the animal, which eventually released its grip on her husband and ran away.

Cougars are seldom seen and such attacks are very uncommon. Other wildlife common to the area include the coyote, black-tailed deer, gray fox, spotted and striped skunks, several species of squirrels among many others. Over 260 species of birds make the parks a very popular place for bird watchers.

**Existing Community Assets** - Currently, Orick offers several facilities and services oriented towards visitors as listed below:

- Redwood Park Lodge Elk Meadow Cabins
- Redwood Adventure Tours
- Horse Rides – Redwood Creek Buckaretttes
- Redwood River Trips
- RNSP Trail Heads
- Palm Motel & Café
- La Hacienda Restaurant
- Kayak Zak's
- Redwood Trails Campground
- Redwood Trails Horseback Rides
- Orick Rodeo

Additional facilities are currently being proposed for the area:

- Redwood Park Ecolodge
- Redwood Park RV Park

The proposed RV Park would be located on property just south of downtown Orick adjoining the west side of Highway 101. The Redwood Park Lodge Company is currently exploring possible sites north of Orick for an ecolodge.



*Adaptive Reuse of existing buildings can support geo-tourism facilities and services as illustrated by the before and after images above.*



During the Design Fair additional needs were identified to increase and improve visitor-oriented services. These included the following:



*Another opportunity for a community project would be to upgrade and improve the Log Interpretive Display on the northeast side of the bridge. Maintenance has been lacking over the years and the area needs some TLC. This area could become a visitor center with interpretive information and list of available services in town.*

**Visitor Information Center** - Currently, the Redwood National and State Park Visitor Center is located south of Orick on the beach near the mouth of Redwood Creek. The Redwood National and State Park Operations Center, located in Orick, is not open to the public and does not offer visitor-related information. As part of the effort to encourage visitors to stop in Orick, an in-town visitor center or station could supplement the more detailed Park Visitor Center. An in-town center could be a kiosk-type structure that could list the visitor services available in town and include a map of where these services are located.

**Public Restrooms and Showers** - Rest areas for campers, hikers, and bicyclists could include bathrooms, and possibly even showers. Many travelers not utilizing area lodging would likely appreciate having toilets and showers available for their use.

**Outdoor Gear and Supply Outlet** - While travelers would not need a fully-stocked outdoor equipment store, they may appreciate a place where they can purchase basic camping, hiking, fishing and bicycling supplies like bicycle tires and inner tubes, basic camping supplies like propane cylinders for stoves and lanterns, flashlights and batteries, hats, dark glasses, raingear, sunscreen, insect repellent, first-aid kits, to mention a few of the possible array of supplies. It may be worthwhile to contact companies like Adventure's Edge and the Outdoor Store in Arcata about their willingness to provide certain supplies in an "outlet" facility in Orick. Depending on the economics, the old gas station south of downtown could be a good place to retrofit for such an outlet-type facility.



*Travelers always appreciate access to public restrooms*

**Guided Bicycle Tours** - With so many trails available in the area, the opportunity may exist for guided bicycle tours similar to those currently provided for boat tours of Redwood Creek and horseback tours of the nearby National and State Park trail system.

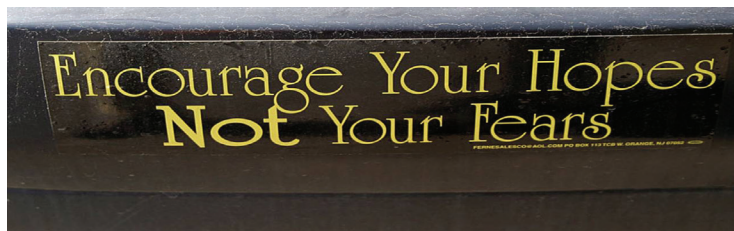
**Picnicking Areas** - Related to the restrooms and showers would be areas to stop, relax and have lunch in

a picnic-like setting. Covered structures would extend the use to the rainy season and offer visitors cover during rainstorms. The picnic area layout below is conceptual and may not be possible on this specific site. However, there may be other available and suitable sites elsewhere in Orick.



*Opportunities exist to provide a rest area for tourists, which could include picnic areas, restrooms and showers, along with information on services available in Orick.*

Throughout the Design Fair the focus was on “what is possible” and the importance of having community champions who will assume the responsibility of turning the possibilities into realities.



## Chapter 6: Potential Funding Sources

### Funding



As an unincorporated community, Orick can increase access to the funding pool by partnering with Humboldt County or Humboldt County Association of Governments (HCAOG), to meet funding eligibility requirements. In some cases, the Orick Community Services District may be able to directly pursue some of these funding sources. A number of funding opportunities exist to construct the projects recommended in this report.

Key federal funding sources for walking and bicycling are available. The Federal Highway Administration provides a matrix of funding opportunities at <http://www.fhwa.dot.gov/environment/bikeped/bp-guid.htm#bp4>. Support for accessing these funds can be found through HCAOG.

Each of these funding sources is subject to changes in state and federal law, the economy and revenue levels, and project priorities. The following is a summary of programs as they existed at the time of this report.

### Federal, State, and Regional Funding Programs

#### *Bicycle Transportation Account (BTA)*

This state fund, administered by the Caltrans Division of Local Assistance, can be used to support bicyclists, including through bike lanes, median crossings, and bicycle/pedestrian signals. Annual BTA funding is projected to be in the range of \$7 million a year, statewide.

To be eligible for BTA funds, a city or county must prepare and adopt a Bicycle Transportation Plan. Adoption of a plan establishes eligibility for five consecutive funding cycles.

For more information, visit: <http://www.dot.ca.gov/hq/LocalPrograms/bta/btawebPage.htm>

#### *California Business, Transportation, and Housing Agency (BTH) Infrastructure State Revolving Fund (ISRF) Program*

The Business, Transportation and Housing Agency

(which includes Caltrans) administers a revolving loan fund for local governments to finance infrastructure improvements, including county streets.

Counties may apply for and receive loan funding from \$250,000 up to \$10 million, with terms of up to 30 years for a broad range of projects. Eligible applicants include cities, counties, special districts, assessment districts, joint powers authorities and redevelopment agencies. Eligible projects include local roads and State highways, drainage, water supply and flood control, educational facilities, environmental mitigation measures, parks and recreational features, port facilities, public transit, sewage collection and treatment, solid waste collection and disposal, water treatment distribution, defense conversion, public safety facilities, and power and communication facilities.

For more information visit:

[http://www.ibank.ca.gov/infrastructure\\_loans.htm](http://www.ibank.ca.gov/infrastructure_loans.htm)

#### *Community Development Block Grants (CDBG)*

Under the State Small Cities Community Development Block Grant (CDBG) Program, Humboldt County could apply for funding on behalf of Orick for the:

- acquisition of property for public purposes;
- construction or reconstruction of streets, water and sewer facilities, neighborhood centers, recreation facilities, and other public works;
- demolition;
- rehabilitation of public and private buildings;
- public services;
- planning activities;
- assistance to nonprofit entities for community development activities; and
- assistance to private, for profit entities to carry out economic development activities (including assistance to micro-enterprises).

For more information visit:

[www.hud.gov/offices/cpd/](http://www.hud.gov/offices/cpd/)

*Environmental Enhancement and Mitigation Program (EEMP)*

The program offers a total of \$10 million each year for grants to local, state, and federal governmental agencies and to nonprofit organizations for projects to mitigate the environmental impacts caused by new or modified public transportation facilities. Eligible projects must be directly or indirectly related to the environmental impact of the modification of an existing transportation facility or construction of a new transportation facility. Grants are awarded in three categories: 1) Highway Landscaping and Urban Forestry Projects that offset vehicular emissions of carbon dioxide; 2) Resource Lands Projects to acquire or enhance resource lands to mitigate the loss or degradation of resource lands lying within or near the right-of-way acquired for transportation improvements; 3) Roadside Recreation Projects to acquire or develop roadside recreational opportunities.

The Guidelines and Application are published by the Natural Resources Agency each year. The Natural Resources Agency evaluates project proposals and provides a list of recommended projects to the California Transportation Commission (CTC) for consideration. The Department of Transportation administers the approved grants.

For more information visit:

<http://www.resources.ca.gov/eem/>

*Local Transportation Funds (LTF)*

LTF funds are administered by HCAOG, for regional transportation planning, public transit, bicycle and pedestrian projects. Funds are derived from ¼ cent of the statewide sales tax.

For more information visit:

<http://www.dot.ca.gov/hq/MassTrans/State-TDA.html>

*Office of Traffic Safety Grants*

The Office of Traffic Safety (OTS) administers traffic safety grant funds to reduce traffic deaths, injuries and economic losses. OTS distributes funds statewide in the form of traffic safety grants that are awarded to political subdivisions of the state based upon certain criteria. OTS develops a yearly Highway Safety Plan (HSP) that identifies the primary highway safety problems in the State and provides potential solutions. Identified in conjunction with the National Highway Traffic Safety Administration, OTS has several priority areas for grant funding, including Police Traffic Services, Emergency Medical Services, Roadway Safety, and Pedestrian and Bicycle Safety. Political subdivisions of the state are eligible to apply for and receive OTS grant funding. In addition to state governmental agencies, state colleges, and state universities, subdivisions of the state include local city and county government agencies, school districts, fire departments, and public emergency services providers. Non-profit, community-based organizations (CBOs) are eligible to apply for funding through a political subdivision of the state. For example, a county department may submit a proposal that includes funding for CBO participation. The CBO funding would be included under contractual services in the proposal budget.

For more information visit:  
<http://www.ots.ca.gov/>

*USDA-Rural Business Enterprise Grants (RBEG)*

These grants are available to rural public entities (towns, communities, State agencies, and authorities), Indian tribes and rural private non-profit corporations. The primary criterion is the creation of jobs and economic development, with an emphasis on small business. They can be used for training, technical assistance, capital expenditures, parking, access streets and roads, façade improvements, and other uses. They typically range from \$10,000 to \$200,000.

See website at [www.rurdev.usda.gov/rbs/buspr/beg.htm](http://www.rurdev.usda.gov/rbs/buspr/beg.htm).

*Regional Surface Transportation Program (RSTP)*

Apportioned through HCAOG, the program provides funding for bicycle and pedestrian facilities, safety improvements and hazard elimination, traffic management systems, intersections with high accident rates or congestion.

For more information visit:

[http://www.dot.ca.gov/hq/transprog/federal/rstp/Official\\_RSTP\\_Web\\_Page.htm](http://www.dot.ca.gov/hq/transprog/federal/rstp/Official_RSTP_Web_Page.htm)

*Safe Routes to School Programs*

Caltrans administers state and federally funded Safe Routes to School (SRTS) programs to improve walking and bicycling conditions in and around schools. State grants are primarily focused on infrastructure (capital) projects. Projects for federal funding can include both infrastructure or non-infrastructure (education, encouragement, enforcement and evaluation) categories.

The program seeks to fund projects that incorporate engineering, education, enforcement, encouragement and evaluation components. Engineering is listed first, because that effort creates the durable features that support other local efforts. However, successful programs often require that all 5 "E"s are addressed. Encouragement and Education programs can often be started at low cost and have proven to be very successful in getting more children to walk or bicycle safely to school. Applicants are encouraged to develop their proposals as partnerships of the school, city and community.

For more information visit:

[www.dot.ca.gov/hq/LocalPrograms/saferoutes/saferoutes.htm](http://www.dot.ca.gov/hq/LocalPrograms/saferoutes/saferoutes.htm)

*State Transportation Improvement Program (STIP)/  
Federal Transportation Improvement Program  
(FTIP)*

This program represents the lion's share of California's state and federal transportation dollars. STIP/FTIP funds can be used for a wide variety of projects, including road rehabilitation, intersections, bicycle and pedestrian

facilities, public transit, and other projects that enhance the region's transportation infrastructure. Funding for this program usually occurs every two years.

For more information visit: <http://www.dot.ca.gov/hq/LocalPrograms/STIP.htm>

#### *Transportation Enhancement Activities (TE)*

Federal Transportation Enhancement funds are for construction projects that are "over and above" normal types of transportation projects. These projects may include street trees and landscaping along roadways, pedestrian and bicycle access improvements and other scenic beautification. Gateways are also eligible for TE funds. Regional TE funds are administered through HCAOG, and State TE funds are administered through Caltrans.

For more information visit:  
<http://www.dot.ca.gov/hq/TransEnhAct/TransEnact.htm>

#### *Total Roads Improvement Programs (TRIP)*

This program offers a huge opportunity for substantial savings by funding street maintenance and improvement projects early. California Communities® offers a pooled securitization program to assist local agencies in bonding against future payments to obtain funding for more projects today. As a pooled public offering, program participants would benefit from reduced issuance costs and better interest rates as compared to stand-alone issues. The program does not require a pledge of the local agency's General Fund.

The Gas Tax Accelerated Street Improvement Program would allow local governments to leverage their State Motor Vehicle Fuel Tax (the "Gas Excise Tax") to finance road improvement projects. The use of proceeds from the Gas Excise Tax, an 18-cent State excise tax collected on fuel sales, is restricted to the maintenance and construction of public streets and highways. The obligations would be secured solely by a pledge of Gas Excise Tax revenues of the participating agencies.

For more information visit:  
<http://www.cacommunities.org/>



*Urban Greening for Sustainable Communities Grant Program (UG)*

The Proposition 84 Bond Act of 2006 provided funds for urban greening. The Strategic Growth Council is administering these funds, and anticipates three funding cycles. Cities, counties and nonprofits are eligible to apply for these grants for projects to preserve, enhance, increase or establish community green areas such as urban forests, open spaces, wetlands and community spaces (e.g., community gardens). Funds for street trees and median landscaping might be eligible under this program. Up to 25 percent of the funds may be available for the preparation of comprehensive Urban Greening Plans.

For more information visit:  
<http://www.sgc.ca.gov>.

### Local Funding Partners & Opportunities

*Volunteer initiatives and private donations*

In addition to funding sources, programs can be created for volunteer initiatives such as “Adopt-a” programs where individuals or groups engage in beautification projects such as tree plantings, or monitoring and keeping up local transit shelters. Local artists, art centers, or school art programs can be partners in community-based projects to create distinctive public artwork, renovation of the Interpretive Redwood Log, sculptures, water features, or other amenities. Private donors or businesses can be solicited to sponsor downtown enhancement activities. These programs can be led by the Chamber of Commerce, Orick Economic Development Corporation, or other citizen group.

*Orick Economic Development Corporation (OEDC)*

The OEDC is a corporate entity established to support economic development in Orick. It may qualify as a community based organization for purposes of pursuing certain funding sources.

*Redwood National and State Parks*

Redwood National Park (RNP) and Redwood State Park (RSP) are included this local funding opportunities section because they are important local partners. RNP/

RSP may be able to provide funds for facilities in Orick that are consistent with their Management Plans and/or they may be able to support funding proposals as partners in improving Orick as a Gateway Community.

The Funding and Implementation Matrix on the following page summarizes potential sources of funding for the phased recommendations.



Funding and Implementation by Phase and Project

PROJECT	ELIGIBLE ENTITY	POTENTIAL FUNDING SOURCES														
		BTA	BTH ISRF	CDBG	EEMP	LTF	OTS	Private Donations	RBEG	RSTP	SRTS	STIP / FTIP	TE	TRIP	UG	OEDC
<b>PHASE I: Improvements to the Town Core</b>																
Revitalize interpretive center	Community		x				x	x						x	x	x
Caltrans yard clean-up	Caltrans															
Building façade painting	Chamber/OEDC/Community						x	x							x	
Radar feedback signs	Caltrans					x			x	x	x					
Gateway monuments	Caltrans								x		x	x				
2 Crosswalks, Curb extensions, refuge islands at school & post office	County/CSD	x	x	x		x	x			x	x	x	x	x		
Sidewalks in town core (across bridge)	County/Caltrans		x	x		x	x			x	x	x	x	x		
Bikelane striping, marking, signage	County	x				x	x			x		x	x			
Lighting in between 2 crosswalks	County/Caltrans			x		x	x			x		x	x			
Stripe median islands	County/Caltrans					x	x			x		x	x			
Tree planting	County/Caltrans				x					x		x	X			
Landscaped island in front of Palm Café	County/Caltrans			x		x				x		x	x	x	x	
<b>PHASE II: Improvements Beyond the Town Core</b>																
Plant/maintain landscaped sidewalks	Caltrans/Community				x											
Banners for lamp posts	Chamber/OEDC/Community							x	x				x		x	x
Sidewalks: Orick School to Lunblade St. & post office to north monument	Caltrans/County		x	x		x	x			x	x	x	x			
Enhanced crosswalks at Lunblade & Slaughter House Rd.	County/CSD		x	x		x	x			x	x	x	x			
Green bike lane through project limits	County/Caltrans	x				x	x			x	x	x	x			
<b>PHASE III: Hardscaping Beyond the Town Core</b>																
Facilities in Community Open Space	County/CSD/OEDC		x	x	x			x	x						x	
Raised landscaped medians	County/Caltrans						x			x		x	x			
Red shoulders from Lunblade to southern gateway & northern sidewalk limit to Orick Hill Rd.	County/Caltrans						x			x		x	x			

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**Appendix A - Community Service Provider  
Focus Group Notes**

**Orick Design Fair Focus Group**  
**Community Service Providers**  
**October 19, 2011**  
**1:30 – 2:30 pm**

**What are the opportunities for Orick, especially along Main Street?**  
**How can your agency or group support this project?**

- Orick Community Action Plan includes a beautification scheme
- Minor parts have been implemented
- Creating a more attractive roadway experience for people passing through Orick is still largely undone
- Orick entry way landscaping on the south end of town is great; little projects can go a long way
- The Parks Operations building is surprisingly imposing on Orick; keep the scale to a small town
- RV Park proposal under review for Redwood Park Lodge – signing, appearance and landscaping plan needs to be fleshed out. Been in limbo for 6 years.
- Combining zone allows for Architectural review in Orick
- What to do about dilapidated development.
- See a lot of potential for the town.
- Competition for shoulder widening and traffic funds is tough. Not sure how much support there would be from the community, especially individual property owners.
- Its good to have slower speeds posted in Orick (45 mph or slower), relative to Smith River. Slower speeds allow for streetscape improvements, ie. curbs.
- Clark Davis at Caltrans Traffic Safety has looked at crosswalks through Orick (contact Ralph Martinelli).
- The issue is not about capacity, its safety, and even reducing the shoulder.
- Safe Routes to School project for Orick School looked at undercrossing under bridge to improve visibility and make access safer through lighting and brush removal, parent escorts, more affective marking marking for crosswalk. Reviewing positioning of driveway for Park Operations building.
- Opportunities for levee access for recreation.
- Defining entry ways to businesses would cut down on conflicts – controlled ingress and egress. Opportunity for medians with controlled access.
- Orick is a great little town that could get more people stopping by making it more appealing. Caltrans Advanced planning has done Project Study Reports – can do it through reimbursement. HCAOG has planning money, ppm monies.
- District 1 sidewalk policy: if a community wants to put in sidewalks on state facility, the district pays for 50% of that.
- Community Development Services is a grant-writing, grant-administering agency. The tourist-serving appeal is compromised in Orick. Any project is going to have to come with strong community support.
- A leader/unifier plays a huge role in seeing a vision through to implementation.
- CDBG funding – income eligible funding, income survey would be necessary to prove the population is 80% below AMI.
- Identify responsible parties for implementing components of the projects. Individual property owners can assist with some of the visual impacts.
- Important to create firm monument markers for entering and exiting communities. Signage, sidewalks, highway median would all help calm traffic.
- Design challenge: high crown on the highway
- National Park Service recognizes increased tourism associated with national park is a good thing – its part of the mission of the park service. There is a resultant economic stimulus to communities. Orick fits into the Park's plan in 3 ways:
  1. The entrance point to a trail system that NPS has invested heavily in. Without assistance to community and school, there isn't a good entrance port. School board provided a 99 year lease for the entrance, a permanent trail head to access Orick trail system. Lightly used trail system up in Orick Hills

should be better used. Contract with Humboldt County to allow access as well.

2. NPS wants to have commercial development necessary to provide services to visitors inside park – these services should be outside park and keep the impact off the park. Orick is perfectly positioned for this.

3. ½ of NPS and SPS are here in Orick. Employees are placed here in Orick. They have a need to cross the road without being run over. 50-60 employees in summer time.

- Housing? Might get a small group of employees that might consider living here but others still want to be closer to services. Lack of housing does limit choices. Need more services. Park is close to limit on parking and other services. More shuttle services, concessions (bus tours, bicycle tours, etc.) could work. Orick well positioned to provide all of that.
- Orick is a gateway community. Services: parking infrastructure, concessions. Parks are reaching capacity. Services in Orick are very necessary. Shuttle services, bike tours, hiking tours, bus tours, etc.
- Restoration of the fishery – used to bring thousands of people to fish. County fish hatchery.

### **Participants:**

Jill Duffy, OCSD

Chris Whitworth, Humboldt County Department Public Works

Andrew Whitney, Humboldt County Economic Development

Michael Sweeney, Consultant

Leishara Ward, Caltrans

Janet Mohorovich, Caltrans

Paul Hailey, Caltrans

Tom Hofweber, Humboldt County Planning Department

Jeff Bomke, California State Parks

Steve Chaney, National Park Service

**Appendix B - Business/Property Owner  
Focus Group Notes**



**Orick Design Fair**  
**Business and Property Owners Focus Group**  
**October 19, 2011**  
**5:30 – 6:30pm**

**What are the top issues and opportunities in Orick?**

- Walking safety. Sporadic lights, sporadic sidewalks. Difficult to walk at night. Lights on bridge. Continuous sidewalk beyond. Façade theme is needed for buildings... Rustic logging town. Making buildings stand out. Why did Caltrans block ADA access to sidewalk at bridge?
- I live near Samoa in Arcata. They're totally redoing it. It's amazing how changing width of sidewalk can create thematic look. Downtown Orick says "logging trucks going through town". Its saying this isn't pedestrian friendly. It could use brick patterns, brickwork, lighting. Make more of a gate way to National Park than truck stop. Safety for kids. Lighting of underpass. Improve grade to make ADA.
- Challenges: Big thoroughfare/highway. Opportunities: have a lot of thoroughfare/highway. RV park: putting in landscape. Berry vines are a challenge. Lodge Company: We want people to recognize that they've arrived in the park. Right now there is no gateway, no place to pay fee. So folks don't know when they've arrived.
- What happens here is interwoven with the National Park. Develop a theme without being tacky.
- Theme issue has come around several times but we could come up with a theme. Challenge is then getting everyone on corridor to go along. A lot of the architecture that you can pull from: Craftsman houses.
- Safety issues foremost. Riding bikes, running across the road. Crosswalks have helped. Like idea of sidewalk. Maybe bicycle trail on other side. Theme and lighting are the big issues.
- Take the flagpole and log and make it community property. Make an information kiosk, park, etc. Currently that's a septic field. Once sewer system comes along there's more potential to do some thing there.
- Bike access... more tourism on the highway. Demonstrate it's part of the route. Landscaped is lands would be good. Help slow traffic down. Brick texture. Trees would add to theme. Use native plants. Spruce. Separation between drive area and sidewalk.
- Laytonville examples: sidewalks, bicycle lanes, lighting, hitching posts, lights w/banner holders.

**What are some ideas for themes?**

- Themes are as much about what you want community to be as what it has been... Redwoods.. If think about in future what you'd want to become.
- Southern gateway to Redwood National Park. Bald Hills road doesn't have a street sign. It needs one.
- We would need to get property owners on board.
- Caltrans yard is an eyesore. Get them to improve it and make it more attractive.

Crosswalks. Can they be improved?

- Chain saw art? Sculptures, gateway features? There are only 3 or 4 shops now. There used to be a dozen or more but now only 3 or 4. They used to put their pieces out on the road. Incorporate into gateway or plaza.
- Classic park buildings. Visitors center at park. Check it out.
- Opportunity for outdoor recreation. Problem: People who live here have no hope, no vision. River rock berm like in Willow Creek. Change those points where enter into town.

**Attendees:**

Jill Duffy, OCSD

Matt Schroeder, resident

Matt Ross, teacher, partner Redwood River Trips

Joe Hufford, resident

Donna Hufford, Redwood Park Lodge Association, Orick Presbyterian Church

Gregory Hufford, resident, Civil Engineer

John Sutter, Superintendent/principal/teacher at Orick School, Redwood River Trips

Steve Weinberg, W-Trans

Michael Sweeney

Alison Pernell, LGC

Paul Zykofsky, LGC