

**Community Focus Statement D:** Provide a thriving and vibrant local business environment



**Action Statement D.2:** *Coordinate with Caltrans to enhance and change signage on I-215 from “Highland” to “Mountain Resort Communities” or another alternative wording that capitalizes on the mountain areas.*

**Benchmark:** Signage on I-215 is updated to capitalize on the mountain areas.  
**Champion:** Volunteer group or person or can be identified by the community  
**Estimated Cost:** Volunteer time.



The Lake Arrowhead communities could coordinate with Caltrans to change the signage on Interstate 215 from “Highland” to something more specific to the mountain communities. The “Highland” sign is misleading and confusing, as the city of Highland is located in the valley area near the city of San Bernardino. Changing the sign would provide better wayfinding information for drivers and serve as a gateway into the mountain communities. A meaningful sign would better support the business environment, as tourists will be directed into the Lake Arrowhead communities.

Lake Arrowhead community members will need to work with Caltrans, cities and other mountain communities involved to gain consensus on new signage. New community identification signs on I-215 could cost

\$160,000 each. Local businesses that would benefit from improved wayfinding could sponsor or raise funds for new signage.

| Action                                                                                  | Action Leader                                                                  | Timeline                   | Resources                                                                                                                                                            |
|-----------------------------------------------------------------------------------------|--------------------------------------------------------------------------------|----------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1. Meet with Caltrans to discuss potential sign changes.                                | Champion with Lake Arrowhead Communities Chamber of Commerce, local businesses | Months 1–3                 | Caltrans Quick Change Sign Post<br><a href="http://www.dot.ca.gov/nets/tech/maintenance/qcsp/qcsp.htm">http://www.dot.ca.gov/nets/tech/maintenance/qcsp/qcsp.htm</a> |
| 2. If Caltrans supports sign changes, secure funding for sign changes as appropriate    | Champion with local businesses and community                                   | Month 4, ongoing as needed |                                                                                                                                                                      |
| 3. Update directions, marketing materials, and other resources to reflect sign changes. | Champion with Lake Arrowhead Communities Chamber of Commerce, local businesses | Following sign changes     |                                                                                                                                                                      |