

Placerville Drive Development and Implementation Plan

Final Preferred Vision Plan

Adopted on March 9, 2009

FINAL REPORT

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	Executive Summary	1
I.	Introduction	5
II.	Purpose of the Development & Implementation Plan	5
III.	The Preferred Vision Plan Program	6
	A. A Central Village Core	6
	B. Mixed Use	6
	C. An Entertainment District	6
	D. More Commercial Uses	7
	E. Enhance the El Dorado County Fairgrounds	7
	F. A Multi-modal Center	7
	G. A Variety of Open Spaces	7
IV.	Circulation	7
V.	Travel Lanes	9
VI.	Streetscape Improvements	11
	A. Amenities	11
VII.	New Development Character	12
	A. Site Planning	12
	B. Landscaping	12
	C. Architectural Character	12
VIII.	Implementing the Preferred Vision Plan	13
	A. Implications	13
	B. Strategies for Implementation	14
	1. Action Items	14
	2. Amend City Documents	17
	3. Maintenance Implications	17
	C. Phasing Plan of Actions	18
	Phase One: 1 to 3 years	18

	Phase Two: 3 – Year 5	19
	Phase Three: 5 – Year 10	19
D.	Funding Mechanisms	20
	1. Federal Programs	20
	2. State Programs	21
	3. El Dorado County Programs	22
	4. CALTRANS Programs	23
	5. Local Programs	24
	6. PG&E Rule 20A Utility undergrounding	26
	 Appendix A Public Workshop Results	 27

Placerville Drive Development and Implementation Plan Final Preferred Vision Plan

Executive Summary

The Placerville Drive Development and Implementation Plan was prepared in cooperation with the City, the community, and El Dorado County Transportation Commission, under funding from a Sacramento Area Council of Governments Civic Engagement (SACOG) grant. This final report outlines the objectives and vision for future development of the Placerville Drive corridor and environs and is the product of a yearlong public outreach process. As a result of these public meetings, the community's overarching goal is to establish the Placerville Drive area as an attractive destination with its own sense of place, and less of a thoroughfare. The plan discusses the purpose of the Preferred Vision Plan, the development program for future uses, the streetscape design elements and circulation changes, the character of new development, and the implementation measures and action strategies to achieve the vision within a 10-year phasing horizon, including an outline of possible funding sources for new public improvements.

The purpose of the Preferred Vision Plan is to provide a community based and endorsed document by which the City of Placerville and the community can endeavor to revitalize the corridor and its adjacent lands using a common foundation. The Preferred Vision Plan is closely related to and reflects the SACOG Blueprint principles.

The Preferred Vision Plan, which was adopted unanimously by the Placerville City Council on March 9, 2009, proposes an intensification and mix of land uses in order to attract more businesses and patrons to the area. By providing greater opportunities for retail shops, restaurants, professional offices and services, residential over retail uses, as well as overnight lodging and entertainment uses throughout the Placerville Drive area, the stage has been set for the revitalization of the corridor. Also included are more public open spaces, new lane configurations for Placerville Drive, continuous sidewalks and bike lanes, as well as a multi-modal transportation facility. To provide a more holistic vision, other urban design components and land use changes have also been recommended for the lands adjacent to the corridor. The principal elements of the plan as reflects in the Vision Poster on page 3 of this document are as follows:

- A Central Village Core
- New Mixed Use Development
- An Entertainment District
- More Commercial Uses
- Enhancement of the El Dorado County Fairgrounds
- A Variety of Open Spaces
- A Multi-modal Transportation Center

The changes proposed to the corridor and adjacent lands will likely occur gradually over time depending on the willingness and ability of property owners to renovate or build, and on the availability of funding mechanisms used to implement the public right-of-way improvements as presented in the plan.

This report also describes the streetscape beautification program to enhance the attractiveness and safety of the corridor for pedestrians, bikes and vehicles alike. The three aspects of the streetscape discussed are:

- the broader future circulation changes;

- future travel lane configuration changes; and,
- the character and amenities to be provided such as landscaping and furnishings.

These changes represent the community's vision and concepts and will require further design development before they can be implemented. As the built environment of the corridor transforms in the future with renovation of existing buildings or with new development projects, it is the community's goal to create a special and unique architectural character for Placerville Drive. General objectives or guidelines are provided for site planning, landscaping, and architecture.

Finally, in order to implement the Preferred Vision Plan there are a series of recommended actions that will need to be taken by the City and the Placerville Drive Business Association over time. The implementation section discusses the general implications of the key elements of the plan as well as the strategies of implementation including action steps, phasing of those actions, and possible funding sources.

The important next steps toward implementing the Placerville Drive Development Plan include property negotiations for revised rights of ways, streetscape design development, additional studies to substantiate the preferred land use types, revisions to the capital improvement program, and updating the City's planning documents. The suggested action items are phased over the next ten years.

The City of Placerville will need to use a variety of funding mechanisms in implementing the vision for the corridor. These would include the formation of a Landscape and Lighting District, development impact fees, the formation of Business Improvement District, generating parking revenues, pursuing a Pacific Gas and Electric Rule 20A utility undergrounding program, and obtaining as much potential grant funding as possible.



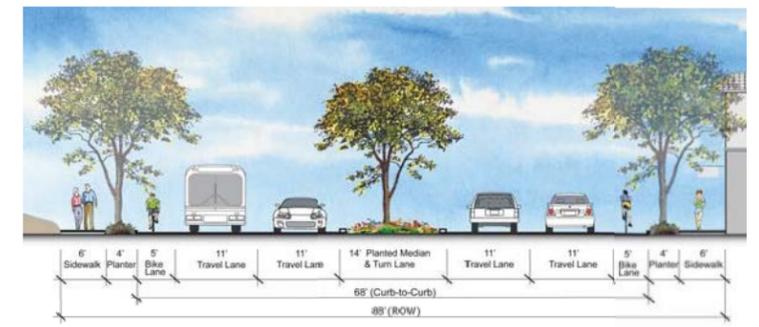
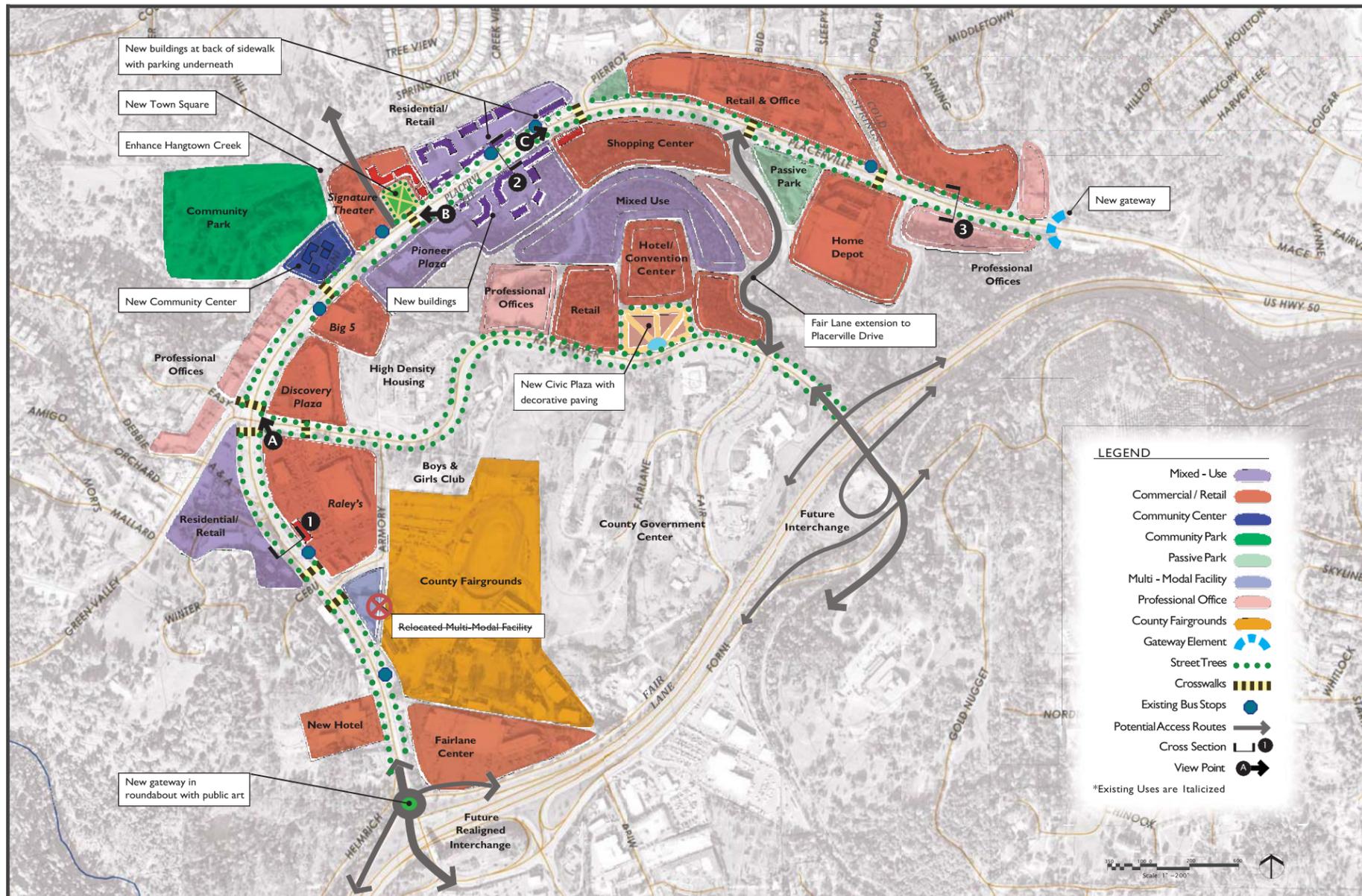
A Enhanced pedestrian-oriented streetscape and building orientation



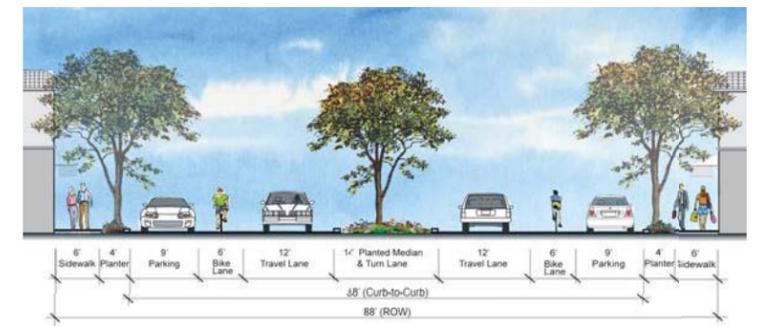
B Potential aesthetic quality of new Town Square and Signature Theater



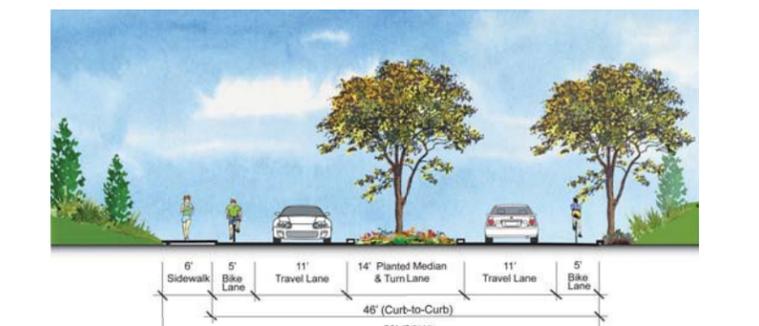
C Streetscape/median improvements along Placerville corridor



1 Cross-Section from Western Highway 50 Interchange to Ray Lawyer Drive



2 Cross-Section of Ray Lawyer Drive to Cold Springs Drive



3 Cross-Section of Cold Springs Drive to the Eastern Highway 50 Interchange

I. Introduction

The Placerville Drive Development and Implementation Plan (the Plan) as set forth in this report will guide the future development of the Placerville Drive corridor including new land uses and streetscape improvements. The urban design or “ Preferred Vision Plan” was developed as a basis to revitalize the corridor. The vision plan is based on the issues and ideas that were the focus of two public workshops, meetings with key stakeholders in the corridor and the Placerville Drive Business Association, and coordination with the El Dorado County Transportation Commission (EDCTC) mobility study for the corridor.



Looking north on Placerville Drive

During these meetings, community members repeatedly expressed the following goal: ***“To enhance the Placerville Drive area as an attractive destination and less of a thoroughfare.”***

II. Purpose of the Development and Implementation Plan

The purpose of the Plan is to provide a community-based and supported foundational document which the City of Placerville, the Placerville Drive Business Association, and the local community can use to revitalize the corridor and its adjacent lands with a common vision. The changes proposed to the corridor and adjacent lands will likely occur gradually over time and are dependent on private sector market forces, public and private investment and the willingness and ability of property owners to renovate or build. The public right-of-way streetscape improvements will be implemented as public funding mechanisms become available.

The vision is directly related to the Sacramento Area Council of Governments (SACOG) Blueprint principles by:

- Treating the corridor as a unique destination, and capitalize on its past,
- Providing for more compact development and more pedestrian accessibility,
- Incorporating a mix of land uses,
- Assuring safe pedestrian, bike, and vehicular circulation,
- Providing access for, and to, multiple modes of transportation, and
- Providing opportunities for appropriate economic development, through infill and transformation of underutilized parcels.

III. The Preferred Vision Plan Program

The Goal:

“To intensify and introduce a new mix of uses in order to create more visitor attractions and patrons to the Placerville Drive area.”

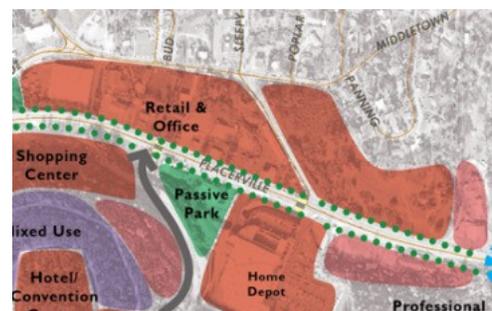
The Preferred Vision Plan was created by combining the preferred features of the “Eastern Village” and “Central Village” alternatives that were crafted and endorsed during the community outreach process. The Preferred Vision Plan proposes an intensification and mix of uses in order to attract more patrons to the area, by providing more opportunities for retail shops, restaurants, professional offices and services, residential over retail, as well as overnight lodging and entertainment uses throughout the Placerville Drive area. Also included are more public open spaces and new lane configurations, continuous sidewalks and bike lanes, as well as a multimodal transportation facility. To provide a more holistic vision, other urban design components and land use changes have also been recommended for the lands adjacent to the corridor. The principal elements of the plan are as follows:



The Central Village Core



The Oetting Property Project Site



Retail and office use near Cold Springs

- A. **Central Village Core**
 Comprised of a mix of retail and residential uses that are centrally located to the Placerville Drive area from Pierroz Road to the theater area, adjacent to Hangtown creek and flanking both sides of Placerville Drive. Considered a catalyst site, the focus of the village core would be a public town square.
- B. **Mixed Use**
 Development including residential and retail in the Village Core, and in other locations along the corridor, including the Oetting parcel catalyst site adjacent to Placerville Drive.
- C. **An Entertainment District**
 To provide more nighttime uses for families and visitors, in vicinity of the Regal Theater and in combination with other retail uses.

D. More Commercial Uses

To include good quality restaurants, overnight lodging (i.e. near Hwy 50 interchange and on the Oetting property), and office professional and personal services. The existing formula business development and highway oriented commercial uses will remain.

E. Enhance the El Dorado County Fairgrounds

With more modern facilities to serve the county and the city on a day -to-day basis. New facilities could include; an indoor/outdoor theater, park and active recreation uses, modernized kitchen facilities and large event meeting halls. Convenient access to the multi-modal center. In order to make this happen, the city should explore enhanced liaison activities with multiple jurisdictional entities such as El Dorado County and the Fair Board.

F. A Multi-modal Center

~~At Vets Hall parcel on Placerville Drive and/or~~ At current location back of Raleys market. Convenient for users of the fairground's amenities year-round. This effort is part of the EDCTC planning effort

G. A Variety of Open Spaces

Of differing sizes and passive or active uses, to include:

- A Town green in Village Core
- A Town plaza on Oetting property fronting on Ray Lawyer Drive
- A Community Park and center on Vicini property including Hangtown Creek
- A Pocket park at Pierroz and Placerville Drive
- A Passive park west of Home Depot along the creek
- Potential enhancement of Hangtown Creek as an open space amenity .

It should be noted that this is a preliminary mix of uses being proposed. To assure economic success a market study is recommended to assess the proposed uses and/or recommend other viable uses for the corridor area. This is particularly important since a community goal is to protect against competing with the downtown uses in order to protect its viability, and to offer uses that are different to those found in the Missouri Flat area just down the road.

IV. Circulation

The Goal:

“To improve circulation on Placerville Drive by balancing the needs of all users of the corridor.”

This includes provision of; good, safe vehicle traffic flow and turning movements, traffic calming techniques to reduce speeds, safer pedestrian and bike access and crossings, and maintain good access to the existing and new businesses. Since the majority of these objectives have been addressed by the EDCTC Multimodal Study, this section focuses on other issues associated with the recommended road improvements.

The City has allowed some of the property owners and businesses along Placerville Drive to use the excess rights-of-way for on-street parking to serve them, As the properties are renovated the City will work with those property owners to arrange for other parking arrangements or alternative means of transportation to formally secure the necessary legal rights-of-way to accommodate the streetscape design project.

In order to manifest some of the land use changes envisioned for the corridor, external traffic demands will need to be alleviated by providing alternative routes in vicinity of Placerville Drive area. The city is exploring other connections and routes which would address this issue, which may have the positive result of reducing the projected traffic demand as described in the General Plans EIR. Therefore, proposed changes to circulation should include:



Example of a continuous driveway

- A future direct extension of Ray Lawyer Drive across Placerville Drive to provide an alternative route from Highway 50 to Cold Springs Road. This is one of many alternatives being considered by EDCTC relating to the Highway 49 Corridor Realignment Study that is underway at the time of this writing.
- Connect Fair Lane to Placerville Drive as part of the Oetting property development.
- Create gateway elements at intersections with Hwy 50 to announce arrival to Placerville, including the roundabout at the western interchange.
- Provide Class II Bike Lane and continuous sidewalks.
- Facilitate driveway consolidations to reduce vehicle turning movements and pedestrian conflicts.
- Provide landscaped medians with turn lanes for; traffic calming, regulating turn movements, and increasing corridor beautification.

There are some important right-of-way challenges to be addressed and resolved before the road improvements can be designed or installed, and these are discussed further in Section VIII. Implementation.

The opportunity to fund the widening of Hangtown Bridge will only come once and as such it will need to be structurally wide enough to accommodate four 11' travel lanes should future traffic demand warrant it. Since the widening project has not yet been designed an alternative interim treatment is being suggested. The widened bridge could include two 11' travel lanes, a 12' decorative median, two 16' multiuse paths (pedestrian and one way bike lane) on each side. For added safety an additional 1' wide barrier in the form of a low decorative wall or curb, or alternatively a landscape buffer should be provided between the multiuse path and the travel lanes.

The appropriate future road configuration for Placerville Drive was largely determined by a separate transportation study conducted by the EDCTC. However, the transportation study and land use visioning efforts were conducted simultaneously, so that there would be harmony between the proposed land uses and circulation changes. The EDCTC study process included input from an advisory committee and two public workshops. After much deliberation, three road configurations were selected for the entire corridor to fit within the existing rights of way where feasible.

The road segments were designed to accommodate the different land use subareas envisioned for the corridor. A wider four-lane configuration is more appropriate for the highway-oriented uses in the vicinity of Highway 50 from the interchange to Ray Lawyer Drive. A two lane with center median and turn pockets is more suitable for the creation of a pedestrian oriented village core. The three road segments are described in further detail below .

V. Travel Lanes

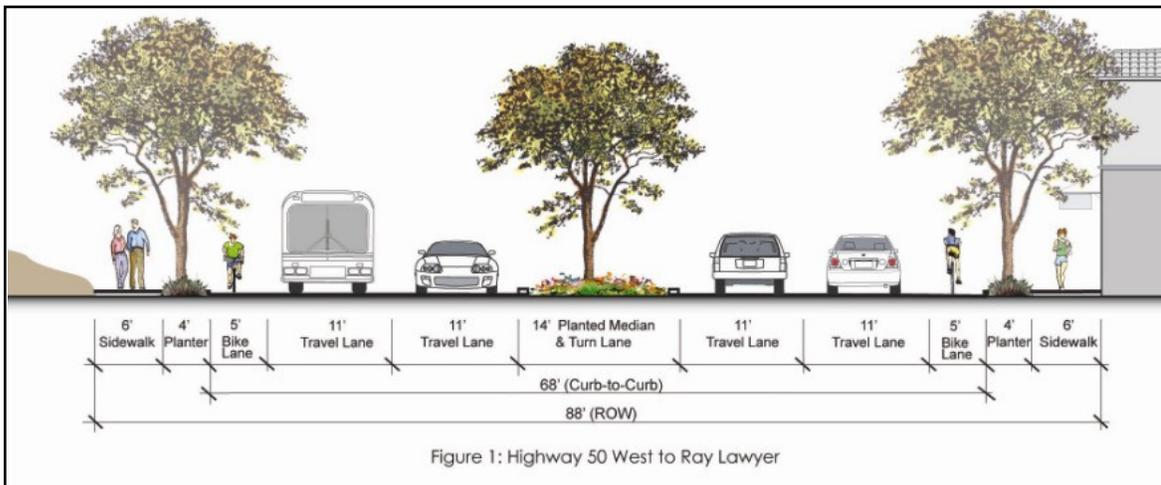
The Goal;
“To provide safe, attractive, and well defined travel lanes, and crosswalks, as well as continuous sidewalks and bike lanes.”



Desired Streetscape character in some areas

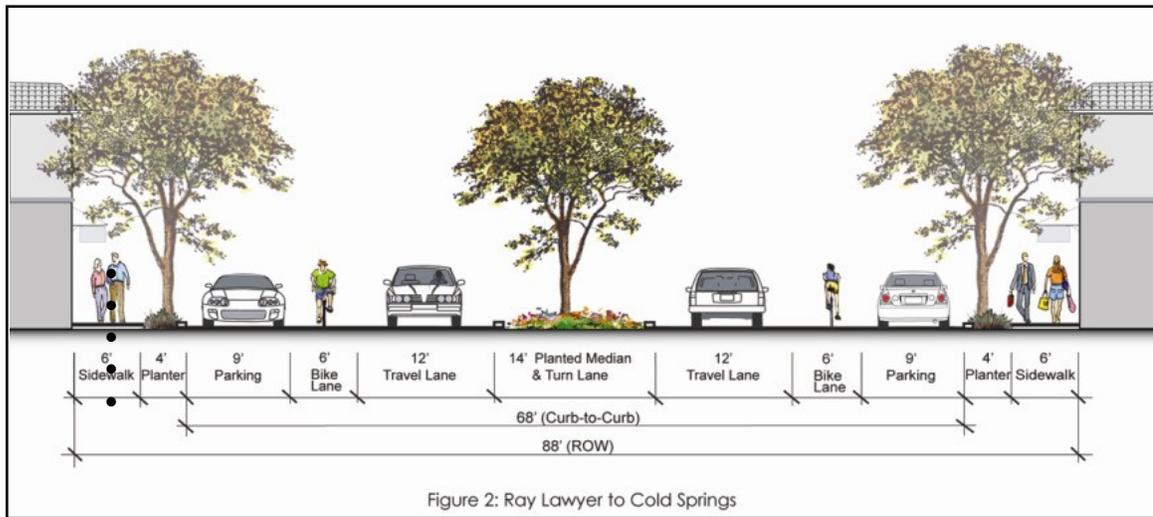
The following section describes the road cross sections and their locations. With the inclusion of planter strips and sidewalks, the proposed new road sections would be improved as follows:

- Highway 50 west to Ray Lawyer Drive. This 88’ right-of-way is to include: four 11’ wide travel lanes, a 14’ center median with turn pockets, two 5’ bike lanes (66’ curb-to-curb) and no on-street parking, and a 4’ planter strip at the street edge of a 6’ sidewalk. (see Figure 1)

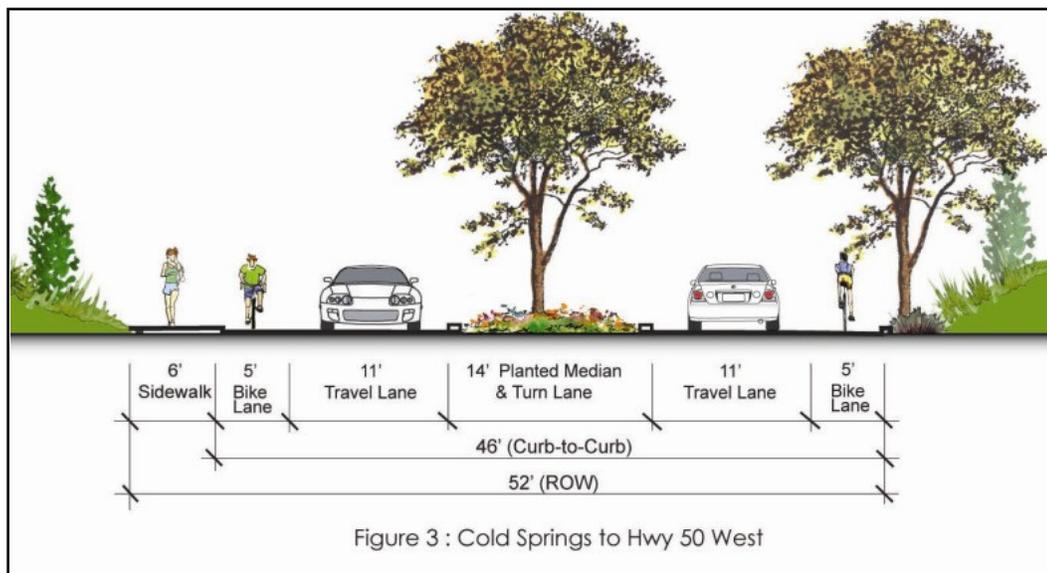


- Ray Lawyer Drive to Cold Springs Road. An 88’ ROW to include: two 12’ travel lanes, a 14’ center median with turn pockets, two 6’ bike lanes, and two 9’ parallel parking lanes. A 4’ planter strip at the street edge of a 6’ sidewalk. (see Figure 2)

The bike lanes and parking lanes are wider than normal standards along this stretch of Placerville Drive to be “convertible” should the future traffic demand in the corridor increase beyond the capacity of a three lane road. In the future the lane widths for the ROW between Ray Lawyer and Cold Springs may be reduced to 11’, the parking lanes can be re-stripped as 11’ travel lanes, and the bike lanes can be narrowed to 5’. Therefore, the lane configurations would still fit within the curb-to-curb right of way as built, and not require reconstruction.



- Cold Springs Road to Hwy 50 East interchange. A 52' ROW to include: two 11' travel lanes, one 14' median with turn pockets where feasible, two 5' bike lanes, one 6' sidewalk/pedestrian path on the south side only . (see Figure 3). Or alternatively, the bike and pedestrians could share a 12' multi-use path on the south side. If feasible, the multiuse path could be aligned on the south side of the creek east of the Home Depot parcel, if private property owners were willing to accommodate it.



There are some critical challenges to achieving the new road improvements. For example, there are reaches of Placerville Drive where the right-of-way narrows to 80'. Those areas will require some form of public access agreement to accommodate the sidewalks, such as access easements or property acquisition. In addition, some properties use the road right-of-way as a continuous pull-in driveway and parking.

VI. Streetscape Improvements

The Goal:

“To create an attractive streetscape while increasing pedestrian and bike safety and comfort along the corridor.”

The character of the streetscape play is a large role in the attractiveness of a place to visit and patronize, for pedestrians, bikes and vehicles alike. Some fine examples of attractive landscaping exist in the corridor, but it is spatially inconsistent along the corridor and the community desires a streetscape beautification program. Pedestrian comfort is also considered since seasonal climate changes can be extreme in the Sierra foothills.

The new amenities of the streetscape to be provided include street furniture, lighting and landscaping. These changes represent the community’s vision or concept and will require further design development and plant specification before they can be implemented.



Pedestrian Scale Lighting

A. Amenities

The desired streetscape improvements include:

- Provide more street trees and landscaping throughout, including on developed parcels.
- Strategically place planted medians on Placerville Drive.
- Provide planter strips with street trees as a buffer between the sidewalk and travel lanes.
- Incorporate street furniture such as pedestrian scale light poles, benches and trash receptacles with a unique “rustic” mountain character.
- Provide special climate compatible paving at crosswalks that complements the mountain character.
- Provide landscaped bulb-outs at crossings when feasible to shorten walking distances.
- To further contribute to a unique sense of place install public art along the corridor including the potential use of objects from the Historical Museum. These could be installed in medians and at the Hwy 50 round-about with landscaping as part of a gateway statement.



Plant ed Buffer St rip



Rustic Mountain Style Bench

- Consider a multiuse trail in the corridor. There are two opportunities in the study area; within the Hangtown Creek corridor, and adjacent to Placerville Drive on the eastern reach from Cold Springs Road to the Hwy 50 interchange.

VII. New Development Character

The Goal:

“To create a special and unique architectural character for new development adjacent to Placerville Drive.”

As the built environment of the corridor transforms in the future, with renovation of existing buildings or with new development projects, the following general objectives should be implemented at a minimum:

A. Site Planning

- Provide a variety of building locations in relationship to the street, some at the back of sidewalk, some setback from the sidewalk.
- Provide separated landscaped walkways with-in large parking lots.
- Parking lots should be located to the rear of buildings that front onto Placerville Drive when feasible, or provide smaller lots between buildings.
- Encourage reciprocal parking arrangements to reduce driveway cuts and turn movements.
- Utilize below street grade areas (i.e. the MORE site) for parking or carports under new buildings. This will also allow more buildings to locate at back of sidewalk and activate the street.

B. Landscaping

- Provide generous landscape setbacks at parking lot frontages.
- Provide more shade trees and landscaping in parking lots
- When feasible provide a landscaped setback between building and sidewalk.



Good landscape character

C. Architectural Character

- Allow up to four stories, especially in new mixed use developments.
- In formula business development use a variety of façade heights and setbacks instead of one large rectangle.
- Architecture should be designed either as rustic or contemporary “mountain” styles, not ultra-modern. Use a mix of wood, stone and stucco.
- Corporate chain architecture should use the same materials unique to the mountain character.



Mountain architectural character example

VIII. Implementing the Preferred Vision Plan

In order to implement the vision for the Development Plan there are a series of actions to be taken by the city and the business association over time. The following is a discussion of the general implications for the key elements of the plan as described in section III. above and the strategies of implementation including action steps, phasing of those actions, and possible funding sources.

A. Implications

The chart below summarizes the major features of the Vision Plan and their implications for possible future development.

	Features	Implications
1.	Central Village Core	<ul style="list-style-type: none"> • Central location is walkable for area residents and visitors alike • Creates a pedestrian oriented destination • Includes parcels by Pioneer Plaza • Close to future Community Center and park • Close to entertainment facilities • Some challenging elevation changes can be used to provide understory parking
2.	Community Center	At Vicini Property : <ul style="list-style-type: none"> • Centrally located to the corridor area • Combines with a larger community park • Adjacent to Hangtown Creek • Requires property acquisition
3.	Town Green/Square	In Village Core <ul style="list-style-type: none"> • May require public acquisition • Centrally located to mix of retail and residential uses • Level ground at the creek and on Placerville Drive On Oetting Parcel <ul style="list-style-type: none"> • Centrally located to Civic uses and project • Entry statement and visibility to Conference Center • Loss of commercial uses on Oetting project
4.	Parks	<ul style="list-style-type: none"> • Shallow parcels east of Home Depot difficult to develop commercially, good open space opportunity • Requires public acquisition and/or relocation of existing use • Good creek frontages • City owns triangle parcel at Pierroz & creek
5.	El Dorado County Fairgrounds	<ul style="list-style-type: none"> • Develop a sub-plan that looks at building improvements and ensures integration of fair functions and activities, including the racetrack. • Needs a Master Plan to describe future improvements • Needs City to engage Fair Board and El Dorado County • City to explore enhanced liaison activities with multiple jurisdictional entities such as El Dorado County and Fair Board.

6.	Transit Center	<p>Existing location behind Raleys:</p> <ul style="list-style-type: none"> • Not conveniently accessible from Placerville Drive. • Difficult topography • Good parking space available <p>At Vets Hall parcel:</p> <ul style="list-style-type: none"> • Vets Hall may be moving • Good access at Placerville Drive • Easy bus access from “frontage” road and egress to Placerville Drive • Could park in existing lot
7	Road Segments:	<ul style="list-style-type: none"> • Generally works in existing ROW • Keeps traffic flowing, but reduces speeds • Safer turn movements by limiting turn areas • Planted median provides heat relief, narrow s road appearance, traffic calming • Consolidates or better defines driveways • Hangtown Creek bridge widening funding requires 4 lane capacity

B. Strategies for Implementation

This section describes the important next steps toward implementing the Placerville Drive Development Plan. This includes property owner negotiations for City rights of ways if needed, streetscape design development, additional studies, and capital improvement updates. Section 2 covers updating the City’s planning documents, and section 3 discusses maintenance implications.

1. Actions Items

The next steps of action are provided in descending order of importance. However, some steps will need to be executed simultaneously and are described as such.

Step 1: Approval of the Placerville Drive Development Plan

The first step to implementing the Development Plan is for the City Council to approve the Development Plan document for planning purposes. Once approved, the City and agencies will have a foundational document to utilize in applying for and obtaining funding and grants to help implement the Development Plan.

Step 2: Appoint Implementation Committee

The City should form an Implementation Committee comprised of key stakeholders in the Placerville Drive Area that would work with the City and other entities to oversee implementation of the Preferred Vision Plan.

Step 3: Placerville Drive Existing Conditions and Record Survey

In order to prepare the streetscape design development document, the City is in the process of preparing a record survey of the right-of-way, the extent of the roadway, utilities, and the existing improvements.

Step 4: Develop a Funding Strategy (simultaneous with Step 4)

Developing a funding strategy requires identification of the funds that would be appropriate for the improvements for the corridor, and to assign or hire a grant administrator to oversee the process as described below;

a. Determine which funds to pursue

The City and the Placerville Drive Business Association should target appropriate funding streams for the capital improvements and maintenance of streetscape improvements. Earmarking funds today will establish a base of matching funds for grants in the near future (refer to section D. Funding Mechanisms below).

b. Appoint a Grant Administrator

The City will need to appoint or hire a person or team to begin to actively pursue public grant monies. This may include the EDCTC. A grant administrator will need to act on the City's behalf to oversee the application process and to make sure the terms of any grants awarded are fulfilled. The grant team will need to identify specific funding opportunities, coordinate specific grants with the appropriate portions of the project and complete grant applications within the required time frame.

Step 5: Prepare the Streetscape Design Plan Document Package

Upon obtaining grant funding, proceed with hiring an engineering and landscape architecture firm, and commence with producing engineered construction drawings and specifications for the Streetscape Design Plan. This assumes the City or County have the right of way surveyed, which will allow public/private negotiations to go forward (establishing ownership and feasibility). If a survey is required, this will need to be completed before a streetscape design can commence.

Step 6: Environmental Review and Permitting (same time as Step 5)

Any publicly-funded project is required by law to comply with the terms of the California Environmental Quality Act (CEQA), another potentially lengthy process, before construction can begin. The City should begin applying for permits and undergoing environmental review during the design and engineering phase as soon as a definite scope of improvements has been determined. This will allow a resiliency in both processes: the review will consider all of the potential impacts, and improvement designs will be revised based on Initial Study review. Costs associated with environmental review vary based on the scope of work and permits required.

Step 7: Private Property Owners Negotiations

As soon as the Development Plan has been approved, negotiations with property owners should begin right away for any necessary public access and right-of-way negotiations, and to facilitate any shared parking agreements (as a result of driveway consolidations)

a. Right-of-way Acquisition Plan

The City, working closely with property owners and the Placerville Drive Business Association, will need to develop a plan of action that identifies the exact limits of proposed public improvements and targeted

properties where public and private cooperation are necessary for access driveways (and their consolidations) and public walkways, and alternative parking arrangements.

b. Right-of-way Agent

With this information in hand, a professional right-of-way agent from outside the community would probably be the most efficient negotiator between public and private entities, especially if there seem to be major conflicts. A small group of members of the business association would be a potentially effective second best negotiation team. The agent will need to follow the uniform State protocols for State (CalTrans) and federal funding sources.

c. Driveway Consolidation & Reciprocal Agreements

The City will need to work closely with the individual property owners who are selected in item a. above, to discuss possible driveway consolidations and encourage the sharing of internal driveways in order to reduce the amount of curb cuts and access and egress points. Reciprocal Agreements should be drawn up as legal arrangements for access and maintenance responsibilities.

Step 8: Apply for Grants to Fund the Streetscape Design Concepts Documents

The City should apply for grants from Caltrans and other agencies to fund preparation of design development and construction documents for the Streetscape Design Plan for Placerville Drive (refer to section D below). This includes the preparation of engineered road and streetscape improvement drawings and specifications in order to construct the new road improvements as delineated in the Streetscape Design Concepts.

The proposed road improvements near the State Route 50 interchange improvements may be able to piggyback onto the CEQA process for the interchange, if the timing coincides with the Placerville Drive schedule.

Step 9: Additional Studies

During the outreach process the community expressed concern with the traffic impacts of the proposed land uses and with the economic feasibility of those uses. It was not clear that the traffic forecasts associated with EIR for the city's 2020 General Plan had anticipated the types of uses suggested in the Placerville Vision Plan. Therefore, the following additional studies are recommended.

a. Placerville Drive Area Traffic Study

The purpose of this study would be to assess the traffic impacts of the proposed Land Uses in this Development Plan.

b. Placerville Drive Economic Study

The purpose of this study would be to assess the viability of the proposed land use mix and to make recommendations for adjustments.

Step 10: Establish a Maintenance Plan

Before construction for the streetscape begins to establish a plan for the maintenance of the public improvements. It should include landscaping,

lighting, furniture and walkway maintenance. The City will need to examine the alternative methods available and decide on the most affordable and feasible one for the Placerville Drive corridor. Alternatives may include; City Public Works Department as lead agency, create a Landscape & Lighting District, or create a Business Improvements District.(See also section 3 below)

Step 11: Streetscape Construction

Once construction documents are completed and approved and construction funding is in place the construction documents will be put out to bid and installation of public improvements can begin. Part of this process will require a construction manager to oversee the phasing of installations and coordinate the improvements with PGE's undergrounding project.

2. Amend City Planning Documents

Amending the following City documents may happen concurrently .

a. General Plan Update

The City should commence amending the General Plan to include the proposed land uses for the Placerville Drive area once the plan document has been approved by City Council. This includes formulation and adoption of a new mixed use land use designation and zone with special standards for shared use parking associated with such development.

b. Zoning Ordinance

The zoning ordinance will need to be amended to include provisions for Mixed Use development at the same time the General Plan is being amended.

c. Circulation Element/Transportation Plan Updates

In coordination with the EDCTC the city should update the Transportation Plan to include future road realignments and extensions in the vicinity of Placerville Drive. Amend the Circulation Element of the General Plan to reflect the new lane and median road sections for Placerville Drive from the Highway 50 interchange to Ray Lawyer Drive and from Ray Lawyer Drive to Cold Springs Road.

d. Capital Improvements Program

As part of its annual Capital Improvements Program, the City should consider making a regular appropriation for public improvements to the Placerville Drive corridor over the next ten (10) years. This includes the streetscape improvements and park acquisitions, designs or improvements.

3. Maintenance Implications

A significant commitment from the City will be required to maintain the street, landscaping, gateway elements, and community center recommended in this Report.

Given the challenging State and local budgets of recent years, the City is probably not in a position to simply assume financial responsibility for maintaining all of these facilities without recapturing some of the costs associated with those maintenance activities.

The City's Public Works Department, which is responsible for street maintenance, should develop an estimate for the recurring costs associated with the maintenance for these elements. With that information the City will need to consider whether to:

- form a Landscape and Lighting District for the corridor, or
- form a new Placerville Drive Property Owner Business Improvement District,

C. Phasing Plan of Actions

In implementing the Placerville Drive Vision Plan, it is recommended that the city of Placerville take the following phased actions as outlined below .

Phase One: 1 to 3 years

1. Have the Placerville City Council adopt the Placerville Drive Development and Implementation Study and appoint an Implementation Committee.
2. Amend the city's General Plan and zoning ordinance to embrace the land use concepts contained in this study .
3. Prepare an existing conditions and record survey of the Placerville Drive corridor.
4. Prepare design plans for the Hangtown Creek bridge reconstruction.
5. Obtain state and/or federal funding to assist constructing Hangtown Creek Bridge. (see section D. Funding Mechanisms)
6. Oetting Property Project- Encourage the owners/prospective developers to prepare a precise plan, General Plan Amendments and rezonings associated with that precise plan for the Oetting property, and encourage those owners and investors to move forward with their project in a manner consistent with the recommendations of this study .
7. Request the Fair Board of the El Dorado County Fairgrounds develop a Master Plan. Also have the city consider whether it would be willing to provide some funding to match other funding that might be raised by the Fair Board to pay for such an effort and explore potential viability of a possible joint powers agreement between the El Dorado County Fairgrounds Board and the City of Placerville.
8. Apply for any available grants with the appropriate state and federal agencies to obtain funding for preparing the detailed design plan for the Placerville Drive Corridor including the streetscape improvements for the entire corridor.

Phase Two: 3 – Year 5

1. Apply for a CalTrans or other agency grants to prepare a streetscape design plan for the entirety of the Placerville Drive Corridor.
2. Prepare a detailed design plan for the full improvement of the Placerville Drive corridor between its interchanges on Highway 50, including grading and drainage recommendations.
3. Upon approval of the design plan, proceed with the development of construction documents, making phased improvements to the Placerville Drive Corridor streetscape.
4. Obtain local match to State and/or Federal funding necessary to build the improvements at the Hangtown Bridge.
5. As part of the development applications review and approval for the Oetting property, require the following as conditions of any approval:
 - require the installation of a road connecting Fair Lane Drive through the Oetting property to the Placerville Drive Corridor to the north
 - require frontage improvements along the southern edge of the Placerville Drive frontage of the Oetting property project.
6. Work with the County Fair board in creating a Master Plan for the fairground's property.
7. Explore acquisition of potential creekside park properties on Hangtown Creek.
8. Explore acquisition of the site designated for a town square on the north side of Placerville Drive near the theater complex.
9. Apply for Proposition 84 funding to develop plans for the creekside parks.
10. Develop conceptual designs for the creekside parks.
11. Develop conceptual design for the Town Square on Placerville Drive.

Phase Three: 5 – Year 10

1. Install phased improvements to the Placerville Drive corridor as public funding allows.
2. Require new developments along the Placerville Drive corridor to install streetscape frontage improvements per the streetscape design plan.
3. Facilitate the development of the Oetting property per an approved planned development application.
4. Facilitate the mixed use village development in the Central Village Core by incentivizing such development through assistance in infrastructure development, accelerating the processing of entitlements, and parking incentives recognizing mixed used developments.

5. Consider forming a Landscape and Lighting District on properties fronting Placerville Drive.
6. Consider formation of a Property Business Improvement District (PBID) to assist in marketing, promoting, and improving the Placerville Drive Corridor businesses.
7. Facilitate improvements to the El Dorado County Fairgrounds per the Master Plan developed conjunctively between the city and the Fair Board.

D. Funding Mechanisms

The City of Placerville will need to use a variety of funding mechanisms in implementing the Development Plan. These would include the formation of a Landscape and Lighting District, development impact fees, the formation of Business Improvement Districts, parking revenues, Pacific Gas and Electric Rule 20A utility undergrounding funds, and potential grant funding as available. Each of these implementation tools is discussed in this section of the report.

There are several important points to be kept in mind with regard to all of these funding sources:

- Except where indicated, most of these sources can be used for implementation and construction activities.
- Many sources require that a specific number of jobs be created at certain levels of funding and many funding sources are specifically aimed at existing businesses.
- Some sources may require a matching contribution from the recipient or from the private sector.
- All of these programs are very competitive and generally receive between 5 and 10 applications per grant award.

Applications for most grant programs would need to be submitted by the City, or a non-profit corporation. Applications that demonstrate a partnership between agencies are viewed favorably. Utilizing any of the financing vehicles for local funding would require working through the City to set up the financing vehicle, particularly for long-term maintenance. In most cases additional planning would be required to establish assessment district boundaries or conduct a nexus analysis to impose fees to cover ongoing maintenance expenses.

1. Federal Programs

- a) **SAFETEA Funding (expires 9/2009)**
The State and County is able to apply on an annual basis for Federal SAFETEA funding through the El Dorado County Transportation Commission to obtain capital improvements and design funding for projects that benefit a mix of automobile, bicycle, and pedestrian circulation. Because the design of public improvements on Placerville Drive will dramatically enhance the pedestrian experience while simultaneously reducing traffic speeds along the corridor, the Development Plan has an excellent chance of obtaining significant funding to assist in the construction and design of the project.

Administering Agency: EDCTC

Project Type: Design & Construction
Eligible Projects: Varies
Application Deadline:
Web Link: www.edctc.org/rtp.htm

b) Transportation Enhancement (TE) Program

TE is a Federal funding source that provides for transportation-related capital improvement projects that enhance quality-of-life, in or around transportation facilities. TE projects must fall within twelve specific categories, including the provision of facilities for pedestrians and bicycles, the provision of safety and educational activities for pedestrians and bicyclists, and preservation of abandoned railway corridors (including the conversion and use thereof for pedestrian or bicycle trails). The TE program is authorized by the Federal government in 6-year cycles under the federal surface transportation bill.

Administering Agency: Caltrans / EDCTC
Project Type: Construction
Eligible Projects: Varies
Application Deadline: Not Applicable
Web Link: <http://www.dot.ca.gov/hq/TransEnhAct/TransEnact.htm>
www.edctc.org/rtp.htm

2. State Programs

a) Sustainable Communities Grant and Loan Program (SCGL)

This program is sponsored by the State Treasurer's Office in their role as the California Pollution Control financing authority. The grants are intended to encourage sustainable development which includes infill development, proximity to transportation, promotion of economic development in low income areas, support alternative transportation and so forth. The funds can be used for planning or implementation. The maximum grant amount is \$350,000. Total annual amount statewide is \$2.5 million. Counties and cities are eligible. Counties can submit one application per round. Application solicitation is currently awaiting funding authorization but is expected by the end of the year.

b) Community Development Block Grants (CDBG)

The CDBG program is a flexible program that provides communities with resources to address a wide range of unique community development needs. The program provides money for streetscape revitalization, which may be largely comprised of pedestrian improvements. Federal Community Development Block Grant Grantees may use CDBG funds for activities that include (but are not limited to): 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).”

Administering Agency : CA Dept. of Housing and Urban
Development
Project Type: Construction
Eligible Projects: Various Public Works Improvements
Application Deadline: On-going
Web Link: <http://www.hcd.ca.gov/fa/cdbg/about.html>

c) CDBG Planning & Technical Assistance

These Planning and Technical Assistance grants offer up to \$35,000 each. Each county is eligible for two grants per year, one for General Allocation projects (housing and infrastructure) and one for Economic Development projects.

d) State Department of Water Resources Proposition 84 Funding
Proposition 84 funding is focused on increasing the water quality of the states streams and rivers by assisting in stream restoration projects that also increase the publics appreciation and access to those water bodies. These funds may be used for the park projects adjacent to Hangtown Creek which include creek restoration in their plans.

3. El Dorado County Programs

a) STIP Funds

STIP – Bicycle & Pedestrian Program. State Transportation Improvement Program (STIP) funding can be used toward bicycle and pedestrian projects. The County vehicle is the Metropolitan Transportation Improvement Program (MTIP) through a local, competitive process. Future cycles of the Bicycle & Pedestrian Program represent an outstanding opportunity to implement improvements identified in the Plan. This fund is administered through EDCTC. www.edctc.org/rtp.htm

b) RSTP Funds

Currently the share of these funds is passed through to the County and cities on a formula basis. However, in the future some of these funds (up to \$100,000 per year) may be reserved by EDCTC for special projects.

d) Transportation Development Act (TDA) Article 3 Funds

Transportation Development Act (TDA) Article 3 funds are generated from State gasoline sales taxes and are returned to the source counties from which they originate to fund transportation projects. Article 3 funds provide a 2 percent set aside of the County TDA funds for bicycle and pedestrian projects. Eligible projects include right-of-way acquisition; planning, design and engineering; support programs; and construction of bicycle and pedestrian infrastructure, including retrofitting to meet ADA requirements,

and related facilities. SACOG awards funds on an annual basis from TDA funds to bike and pedestrian projects. These funds can be used as matching fund requirements for state and federal grants.

Administering Agency: SACOG/EDCTC
Project Type: Construction, Planning, Maintenance, Education Programs
Eligible Projects: Bicycle, Pedestrian
Application Deadline: Varies, Contact EDCTC
www.edctc.org/rtp.htm

4. CALTRANS Programs

a) Transportation for Livable Communities (TLC)

These CALTRAN grants are for the purpose of making communities more livable through enhanced connectivity and opportunities to walk and ride bikes, as well as increased pedestrian access to public transit. These funds can be used for preparation of the streetscape design plans for Placerville Drive

Regional TE

These funds are awarded by SACOG. All of the recent round of funding has been awarded. The next round of funding is not expected until 2010.

c) Caltrans-Safe Routes to School (SR2S)

Established in 1999. Caltrans, in consultation with the California Highway Patrol (CHP), makes grants available to local governmental agencies under the program based upon the results of a statewide competition. The goals of the program are to reduce injuries and fatalities to school children and to encourage increased walking and bicycling among students. The program achieves these goals by constructing facilities that enhance the safety for pedestrians and bicyclists. By enhancing the safety of the pathways, trails, sidewalks, and crossings, the likelihood of attracting and encouraging additional students to walk and bike increases. Funds awarded annually. Applications solicited in October.

Administering Agency: Caltrans
Project Type: Construction & Non-Infrastructure
Eligible Projects: Bicycle and Pedestrian
Application Deadline: Varies bicycle
Web Link:
<http://www.dot.ca.gov/hq/LocalPrograms/saferoutes/saferoutes.htm>

d) Caltrans-Bicycle Transportation Account-BTA

The Bicycle Transportation Account (BTA) is an annual statewide discretionary program that is available through the Caltrans Bicycle Facilities Unit for funding Bicycle projects. The BTA provides state funds for city and county projects that improve safety and convenience for bicycle commuters. To be eligible for Bicycle Transportation Account (BTA) funds, a city or county must

prepare and adopt a Bicycle Transportation Plan (BTP) that addresses items a – k in Streets and Highways Code Section 891.2. BTP adoption establishes eligibility for five consecutive BTA funding cycles. Funding is available through a statewide competition. \$7.2 million was available for FY 2009/10. Applications for 2009/10 BTA funds are due to Caltrans Districts by December 1, 2009.

Administering Agency: Caltrans
Project Type: Construction
Eligible Projects: Commuter Bicycle Projects
Application Deadline: December
Web Link:
<http://www.dot.ca.gov/hq/LocalPrograms/bta/btaw ebPage.htm>

e) Caltrans Transportation Planning Grants

Caltrans Transportation Planning Grants are intended to promote strong and healthy communities, economic growth, and protection of our environment. These planning grants (Environmental Justice: Context-Sensitive Planning, Community -Based Transportation Planning, Partnership Planning, and Transit Planning) support closer placement of jobs and housing, efficient movement of goods, community involvement in planning, safe and convenient pedestrian and bicycle mobility and access, smart or strategic land use, and commute alternatives.

Administering Agency: Caltrans
Project Type: Planning
Eligible Projects: Bicycle, Pedestrian, Transit
Application Deadline: January
Web Link:
<http://www.dot.ca.gov/hq/tpp/grants.html>

5. Local Programs

These are programs the City will oversee, initiate or implement.

a) Landscape and Lighting Districts

Formation of a Landscape and Lighting Districts will cover the maintenance costs associated with major new improvement projects. Local property owners will benefit from the level of public investment shown in the Final Vision Plan. To gain support from the property owners, it would be helpful for the City to retain a qualified economist to evaluate the plan and demonstrate an economic rationale as to how implementation of the plan would benefit private property owners.

b) Development Impact Fees

The City typically collects development impact fees at the time of recording final subdivision maps or obtaining building permits associated with new development within the City's boundaries. Again, because the City is attempting to create incentives for the revitalization of the Placerville Drive corridor, it may be necessary to create a more favorable fee structure for infill development. Reduced development fees, for example, could help to

encourage private investment in the desired improvements and uses. Increased development fees, on the other hand, could discourage private investment.

c) Business Improvement Districts

The State law allows the formation of a business improvement district through a vote of those affected by such districts. There are two types of districts that can be formed:

i. A Business Improvement District (BID)

A BID is typically formed through a vote of merchants to increase their business license fees for the purpose of covering the expenses associated with marketing and promotion of the business area, special events, and other organizational activities. An increase in business license fees will financially affect only the merchants and tenants involved in this type of district.

ii. A Property Business Improvement District (PBID)

A PBID involves an assessment on actual properties and financially affects the landowners of those properties. PBIDs are often used to assist in defraying costs associated with property improvements and maintenance of those improvements. For truly successful business districts, often both types of districts are formed so that both the property owners and the merchants are vested in the successful revitalization of an urban area.

The City should reach out to business owners in the corridor about forming its own BID, to assess fees on business licenses in the District for the purpose of promoting the corridor as a distinct economic unit within the City of Placerville.

d) Parking Provisions

The underlying goal of the Development Plan is to spur mixed use urban infill along the corridor. Besides the many benefits associated with mixed use infill, including creating a dynamic sense of “place”, there is also usually a benefit in reducing the amount of parking actually required, relative to conventional zoning standards. Some possible ways to provide incentives and revenue are:

i. Revise Parking Standards

With mixed use infill development on the rise as a part of desired public policy, communities have committed to creating incentives for mixed use by reducing parking requirements anywhere from 25-50%. This is due to the different peak period demands associated with residential, office and commercial uses. An added bonus of reducing the amount of land required for parking, it frees up additional land for infill development, and further spurs the vitality of a mixed use district.

It is recommended that the City amend its parking standards to reduce on-site parking requirements associated with mixed use development up to a 50% where appropriate based on the mix of uses proposed.

iii. Parking Meters

Many communities use parking meters to help generate revenues for street improvements. It may be worth considering the option of introducing this tool for the purpose of funding and maintaining street frontage and landscaping improvements.

iv . Parking Permits

Creating parking permits for employees within the district implies that the City would need to acquire land for public parking lots and incur the additional administrative responsibility associated with handling and enforcement of permit parking programs.

e) Development Mitigations/Exactions

Mitigations can be imposed whenever a development requires approval by a local entity . Mitigations are imposed as a condition on a tentative map for private development projects. These conditions reflect on and off site mitigations that must be completed in order to be able to develop. Development agreements are another form of mitigation. Mitigations can include providing adequate pedestrian access, setbacks, parking requirements, lighting, signage, sidewalks, landscaping and so forth. (Note that development standards and design guidelines often can be used to accomplish the same objectives.

6. PG&E Rule 20A Utility Undergrounding

The City should coordinate with Pacific Gas and Electric Company to establish a power line undergrounding program that is funded through PG& E Rule 20A. However, the funds within that budget are extremely limited so the City will need work with PG&E to secure appropriate funding to cover the costs associated with undergrounding utilities along Placerville Drive between Ray Lawyer Drive and Cold Springs road or beyond.

Appendix A

Public Workshop Results

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Placerville Drive Development & Implementation Plan Public Workshop #1: Issue Identification, Priority Setting, and Visual Preference Survey

June 18, 2008

Summary of Results

I. Introduction

On Wednesday, June 11, the first public workshop was held in the M.O.R.E building on Placerville Drive in Placerville. The purpose of this initial workshop was to obtain input on issues and ideas to be addressed in crafting a future development vision and implementation plan for the Placerville Drive corridor. During the first section of the workshop participants shared ideas, and then prioritized those ideas as most or least important. The second section of the workshop involved an interactive Visual Preference Survey, indicating which design elements and characters were more appropriate along Placerville Drive. Approximately 13 people attended the workshop.

This report summarizes the outcome of the Issue Identification and Priority Setting exercise, and secondly the outcome of the Visual Preference Survey noting areas of commonalities and divergence, and those items requiring further discussion.

II. Issue Identification and Priority Setting Exercise

A total of seven (7) topic banners were placed on the walls within the room. The topics to be addressed in the alternative vision plans and the implementation plan were as follows:

- Walkability
- Future Development Character
- Landscape
- Places of Opportunity
- Future Types of Uses
- Parking Locations
- Other

Participant comments were written on the appropriate banners. Upon completion of all of the banners, participants were then given tape dots to prioritize the issues by indicating their support or lack of support for the ideas. Those tape dots were distributed as follows:

- Two (2) large green tape dots indicating the *strongest support* on a topic area or statement under one of those topics.
- Twelve (12) small green dots indicating *support* for any of the statements.
- One (1) large red dot indicating *strongest opposition* to an idea or concept listed under the topic banners.
- Six (6) small red dots also indicating *lack of support* for a statement made under the banners.

The topic banners garnering the most voter activity were; “Future Type of Uses” with a total of 47 votes, followed by “Walkability” with 43 votes, and “Parking Locations” received a total of 31 votes. These results indicate many of the attendees who participated in the exercise felt strongly about what type of uses are desirable in the corridor, how people are going to walk along the Drive, and what parking choices there would be if they drive.

The following is a summary of statements, descending from most active to least active, with votes expressed as percentages of the total votes on that topic banner. The first column states Supporters. The second column states Opposition for that statement. The actual tallies of the tape dot exercise are attached at the back of this report.

Future Types of Uses (47 total dots) Topic with most voter activity.

Greatest Support (GS) Support	Great Opposition (GO) Opposed
Mixed Use (15% GS, 2%)	
Shuttle/ Trolley to Downtown (11%)	
Restaurants (11%)	
Community Square (11%)	
Open Space, Viewsheds, and Greenbelts (9%)	
Lodging, overnight (9%)	
Multi-Modal Facility (7%)	
Entertainment (7%)	
Parking Garage (4%)	
Retail (2%)	
Public safety facilities (2%)	
Park (2%)	
MU > Retail/ professional (2%)	
MU > Residential/ professional	2% GO
Residential (0%)	
Commercial (0%)	
Business Professional (0%)	
Business Activities during the Day, restaurants for night (0%)	
Bring back bowling	2%

Walkability (43 total dots) 6 votes -Most Important topic

Greatest Support (GS), Support	Great Opposition (GO) Opposed
Walking Trail along Creek (3% GS, 9%)	
Make more inviting (14%)	
Safe Crosswalks (14%)	
Shaded Sidewalks (14%)	
Public Restrooms (3%)	5% GO, 10%
Streetlights (Similar to Downtown) (7%)	
Dedicated Transit stops (5%)	
Pedestrian path from Mobile Home park (5%)	
Provide pedestrian refuge islands (5%)	
Walking continuity (5%)	
Add sidewalks (3%)	

Street Furniture (3%)	
Encourage more residents to walk (0%)	

Future Development Character (30 total dots) 5 votes-Second most important topic

Greatest Support (GS), Support:	Great Opposition (GO) Opposed
Mountain Modern - heavy timber and Stone (13%)	
Build to the street (10%)	3%
Build street to buildings (3%)	7%, GO, 17%
Eclectic/Contemporary	10%
Entertainment District (7%)	
Placerville Dr. as Destination (7%)	
Vicini Building (3%)	3%
Don't emulate Main Street	3%
Historic	3%
Gateway to the Sierras- reflective of Sierras (0%)	
Look of Home depot (0%)	
Reflect character of Lynch Building, Masonic Temple (0%)	

Places of Opportunity (28 total dots) 2 votes- Third most important topic

Greatest Support (GS) Support	Great Opposition (GO) Opposed
Take max advantage of creek (4% GS, 14%)	
Move the fairgrounds	14% GO, 4%
Gateway elements (4% GS, 4%)	
Restaurants on Creek (14%)	
Creekside amenities (7%)	
Focal point in front of credit union (7%)	
Vicini Property w/ creek	7%
Consolidate hodgepodge (4%)	
Corner of Placerville Dr and Pierroz (4%)	4%
Improve connections to high school (4%)	
Oetting property (4%)	
Theater (4%)	
Signage for businesses	4%
Corner of Placerville Dr and Fairlane (0%)	
Kobus property (0%)	
Medians (0%)	
MORE Building- mixed use opportunity (0%)	
Periphery of Placerville Dr. (0%)	
Rail/ trail corridor (0%)	
Western Placerville Dr Interchange (0%)	

Parking Locations (31 total dots).

Greatest Support (GS) Support	Great Opposition (GO) Opposed
Bicycle parking (10%)	
Parking Structure	16%
Raley's Parking Structure	23%
Diagonal on-street (3%)	16%
Parallel on-street	7%
Structure near Regal Center	7%
Park once and walk (7%)	
More parking east of Pierroz (3%)	
Retail and Parking structures (3%)	
Cost effective parking (0%)	
More smaller parking facility	3%
Parking Structure central to core (0%)	
Reduce Surface parking for structures (0%)	
Shared parking opportunities (0%)	

Landscape (28 total dots)

Greatest Support (GS) Support	Great Opposition (GO) Opposed
Pedestrian oriented landscaping (4% GS, 7%)	
Passive park/picnic area at Pierroz (18%)	
Street Trees (14%)	
Use for traffic calming (14%)	
Develop own theme from list (11%)	
Keep creek corridor natural (11%)	
Landscaped median (7%)	
Shade trees in parking lots (7%)	
Drought tolerant plants (4%)	
Shade trees (4%)	
Encourage private landscaping (0%)	
Garden planting strips? (0%)	
Irrigation (0%)	
Lots of it (0%)	
Native landscaping (0%)	
Revisit parking landscape standards (0%)	
Use as buffer along creek (0%)	
Use plants on City's list (0%)	

Other (5 total dots)

Greatest Support (GS) Support	Great Opposition (GO) Opposed
Need Design Guidelines (20% GS, 20%)	
How sign ordinances relate to Placerville Drive (40%)	20%
Connect gov't center to P.D. (0%)	
Consolidate driveways (0%)	

The following summarizes the support and opposition of the ideas obtained at the workshop.

1) Strong Support

- Mixed Use development
- Walking Trail along Creek
- Take maximum advantage of creek, restaurants on the street
- Make walking more inviting, shaded sidewalks
- Safe crosswalks
- Entertainment uses
- Pedestrian-oriented landscaping
- Passive park/picnic area at Pierroz
- Use landscaping for traffic calming
- Add street trees, shade sidewalk
- Gateway elements
- Traffic calming
- Need for Design Guidelines

2) Support

- Mountain Modern development character
- Shuttle/Trolley
- Create a destination
- Restaurants
- Open space, Viewshed Community Square
- Overnight lodging
- Bicycle Parking
- Park once and walk
- Build to Street
- Restaurants on creek
- Entertainment District
- Use distinct street trees here
- Keep creek natural
- Multi-modal facility

3) Nearly Equal Support and Opposition

- Use the Vicini building as development character
- Use the corner of Pierroz and Placerville Drive as a place for opportunity
- How sign ordinances relate to Placerville Drive
- Parking Garage (as a Future Type of Use)
- Place more parking east of Pierroz

4) Strong Opposition

- Public restrooms
- Moving the Fairgrounds
- Build street to buildings
- Parking Structure
- Raley's Parking Structure
- Historic Development Character
- Diagonal On-street parking

Opposition

- Structure near Regal Center
- Eclectic/contemporary development character
- Gateway to the Sierras-Reflective of the Sierras
- Rail/Trail corridor
- Use the Vicini Property along the creek
- Bring back bowling
- Parallel on-street parking

Controversial Issues- Parallel on-street parking will require further discussion:

III. Visual Preference Survey Results

The Preference Survey generally explored the character of new development and streetscape along Placerville Drive. Images of building massing, overall character, and materials were shown, as well as streetscape elements including sidewalk treatments and parking locations. A total of 27 questions were presented to the 13 participants to choose their preference. The raw data and images are attached to this summary.

NOTE: All votes were correctly tallied in the program, even though it wasn't apparent at the workshop.

Building Massing and Siting

- Vast majority preferred to require landscaped setbacks on private sites when feasible.
- Majority preferred buildings 3 stories tall, followed by both one and two stories.
- Major preference for a variety of building locations, including close to sidewalk.
- No support for buildings to be set behind a parking lot.

Building Character and Materials

- Major preference for the overall character to be unique, versus similar to Old Town.
- Major preference for both Rustic and Contemporary Rustic building style, with more preference for the stone and lumber look of Contemporary Rustic.
- Similar preference for both Stone and Mixed Materials on buildings.
- Major preference for wooden contemporary buildings versus metal finished buildings in strip malls.
- No support for the Chevy's contemporary building style.
- Marginal majority do not support the two story new western commercial character.
- Marginal majority do not support the 3 story new contemporary craftsman building.
- Major preference for many facades on a formula business store.
- Major preference for corporate tenants to be unique.

Streetscape and Parking

- Equal preference for dense and open style of landscaping along the street.
- Moderate preference for a wide parkway setting, with less support for downtown style street.
- Vast majority preferred planted medians.
- Equal preference for a sidewalk with landscaped buffer and a traditional sidewalk butting up to a building.
- Major preference for special paving in crosswalks.
- Vast majority preferred landscaped bulb-outs.
- Major preference for including a multi-use trail in the corridor, followed by at appropriate locations.
- Vast majority preferred a separate walkway through large parking lots.
- Moderate preference for parallel parking, in a limited area.
- Major preference to not allow diagonal parking, yet moderate support for diagonal parking in limited areas.
- Major preference for both dense landscaping and only trees in on-site parking lots, with dense landscaping as the second most preferred method.

Street Furniture

- Vast majority preferred rustic themed street furniture.
- No support for historic themed furniture.
- Vast majority did not want contemporary themed street furniture.

Summary

Walkability, types of uses and development character are important along Placerville Drive, as well as the look of the street itself. The community seems to feel strongly that Placerville Drive area should developed with a unique identity but still have a connection to other portions of the greater town of Placerville. The vision plan and implementation plan for Placerville Drive should strive to address the following issues:

- Create a well landscaped greenway and lots of shade, with landscaped sidewalks, bulb-outs, and medians. The street furniture should reflect the mountain community with a more rustic feel.
- Create safe, walkable corridors and connections along Placerville Drive and Hangtown Creek.
- Create more open space and gathering areas, a community square or a focal point.
- Enhance and maintain Hangtown Creek as a natural element as well as create commercial and retail opportunities along the creek.
- Encourage development adjacent to Placerville Drive with a mix of uses.
- Encourage new development to have unique character with “mountain modern” architectural influences such as the Home Depot materials .
- Ensure adequate parking for businesses, but not as a parking structure. Some areas may be suitable for on-street parallel parking.
- Buildings can be up to three stories tall and may be sited adjacent to the sidewalk and road, and according to the survey, should not be placed behind a parking lot.
- In addition, the creation of design guidelines should be considered, and the local sign standards may need to be modified.

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Placerville Drive Development & Implementation Plan Public Workshop #2: Presenting the Alternatives August 26, 2008 Summary of Results

I. Introduction

On Wednesday, August 20, the second public workshop was held in the bingo hall building at the El Dorado County Fairgrounds in Placerville. The intent of this workshop was to present the two alternative land use vision plans for the Placerville Drive corridor and to obtain public input on them. The efforts of this workshop were combined with the transportation planning by the El Dorado County Transportation Commission and Parsons and Brinkerhoff, who had created four road section concepts for the Placerville Drive corridor.

The first section of the workshop was the presentation of the two alternative land use vision plans, their implications, and the road section concepts. After the question and answer segment of the presentation, the public broke out into the second session of the workshop to participate in the report card exercise. Residents, property owners, fairground board members, and local business owners were present to vote on the alternative they liked best and which key elements they preferred.

This report summarizes the outcome of the Report Card exercise for the Land Use Vision alternatives, noting areas of commonalities and the results of which will be used to create the Preferred Land Use Vision Plan.

II. Report Card Exercise

Participants gathered around the land use plan exhibits, and a total of eleven persons filled out a report card. The transportation planners also created a report card for feedback for their concepts, but the following results are strictly for the land use vision plans. Participants we asked about their relationship to the Placerville Drive corridor, and their preferred elements shown in each plan.

Both vision plans were well received by the participants, each received 50 percent of the votes, and one participant did not vote for an overall plan.

Alternative A - Eastern Village Core

The elements that were liked included: the town green located next to Home Depot, and the walkability of the hotel across from the fairgrounds. The elements that could be improved were: widening Hangtown Creek bridge to a four-lanes, expanding the Fair parking to better serve transit, add transit stop at front gate, removing the residential/multi-use aspect, and creating financially viable land planning coinciding with an existing "business district." And would add the following from Alt. B: a larger park at mid Placerville drive, and Professional Office uses.

Alternative B - Central Village Core

The elements that were liked of this alternative included: locate a community park at the Vicini's yard next to Hangtown Creek, and its closer to the fairground visitors, pocket park at Pierroz, offers a greater diversity of uses such as the professional office uses, it renovates the Fairgrounds parcels with new uses, and because it seems more community friendly. One suggestion to improve the Central Village alternative was to create more emphasis on self-sufficient economics. The items to be added from Alternative A were: Multi-Modal Center at back of Raley's, and a park next to Home Depot.

The following is a summary of the features included in each of the plans and the level of support granted by each of the participants.

1) Strong Support

- Village Core at Signature Theater area
- Multimodal center at Veteran's Hall
- Town Green at Village Core
- Town plaza on Oetting property
- Community Park west of Theater
- Extend Fair Lane to Placerville Drive
- Mixed Use Development in Village core
- Mixed Use throughout the corridor
- Mixed Use on the Oetting Property
- Dining & shopping next to Hangtown Creek
- Hotels where located
- Entertainment "District"

2) Moderate Support

- Village Core at Pierroz & Cold Springs
- Multimodal center back of Raley's
- On-street parallel parking in Village Core only
- Fairgrounds with community center
- Entertainment throughout

3) Nearly Equal Support and Opposition

- 2 lanes w/ center median in Village Core

4) No Support

- Fairgrounds transformed to Commercial /Mixed Use destination
- Community Park on the Fairground

Controversial Issues

There seems to be no support for transforming the Fairgrounds into a commercial/mixed use development, but there are community members who like the idea of seeing the fairgrounds turn into something new. Another possible controversial

issue could be the use of planted medians along Placerville Drive, since there was an even split of support and non-support.

Other Discussion Items

The following are ideas and issues discussed during the question and answer period for the PowerPoint presentations on the land use and transportation concepts.

- Fairgrounds should be considered a destination as it is. Used all year round for many diverse events. Also serves as a park.
- The cost and CEQA requirements for relocation of the fairgrounds makes it unfeasible at this time.
- County General Plan calls for Fairgrounds relocation in the future(?).
- Consider reconfiguring the Fairgrounds for better utilization. Could have a theater, renovate kitchen facilities.
- Need to confer with the County when proposing changes to their properties.
- Consider speed limits for the 2 lanes vs. 4 lanes and impacts on safe bike lanes and crossings.
- Don't limit customer access with the new road improvements.
- What is the level of service for 2 lanes vs 4 lanes?
- New interchange is for 2 lane configuration.
- How do the new road configurations fit in the existing ROW?
- Create good accessibility to the town square.

III. Preferred Vision Plan Elements

Participants suggested the following be included as part of the preferred Vision Plan:

- Keep the fairgrounds at current location and viewed as a destination location.
- Highway 49 realigned in order for Ray Lawyer to help take through-traffic off of Placerville Drive, using 2 travel lanes with median and bike lanes
- General Plan revision for implementation
- Create a long term financing plan for public road and beautification improvements
- Employ energy efficient methods

Staff was commended for their efforts on this project. It was then moved by Councilmember Machado and seconded by Vice-Mayor Rivas that the City Council adopt a Resolution accepting the Offers of Street Dedication from the following grantors:

Sharon R. Swayze and Richelle S. Tharp (340 Canal Street); Donna L. Sievert, Robert Bigelow and Lois Bigelow (420 Canal Street); and Placerville Union School District (2800 Moulton Drive); and

Authorized the City Clerk to record said Offers of Street Dedication with the Office of the El Dorado County Recorder. The motion was passed by the following vote:

AYES: Acuna, Borelli, Machado, Rivas
 NOES: None
 ABSENT: Hagen
 ABSTAIN: None

10. ORDINANCES – None Scheduled

11. PUBLIC HEARINGS

11.1 Placerville Drive Development and Implementation Plan (Mr. Calfee)

The Director of Community Development presented a summary of the community workshops that have been held over the past year with interested community members, property and business owners, and other stakeholders. A PowerPoint presentation was presented to the City Council by consultant Keith Gurney of RRM Design Group. Following the presentation, Mr. Gurney responded to Council questions. The Mayor opened the public hearing for comment. Public comment was received from Mike Kobus, Placerville Drive business owner, and Anne McQuillen, Placerville Drive business owner. The Mayor closed the Public Hearing. It was then moved by Councilmember Machado and seconded by Vice-Mayor Rivas that the City Council take the following action:

1. *Adopt the Placerville Drive Development and Implementation Plan;*
2. *Accept four Planning Commission recommendations:*
 - a. *Substitute the term formula business for big box;*
 - b. *Provide broader discussion for the Ray Lawyer/ Cold Springs Road extension;*
 - c. *Item 5, page 13, remove bullets 1, 2 and 4 and replace with “Develop a sub-plan that looks at building improvements and ensures integration of fair functions and activities, including the racetrack.”*
 - d. *City to explore enhanced liaison activities with multiple jurisdictional entities such as El Dorado County and Fair Board.*
3. *Return to the Council in four weeks with alternatives regarding a*

Committee formation for the Implementation Committee and funding sources.

The motion was passed by the following vote:

AYES: Acuna, Borelli, Machado, Rivas
 NOES: None
 ABSENT: Hagen
 ABSTAIN: None

11.2 The Cottages – Placerville Planned Development (Mr. Calfee)

The Director of Community Development presented an overview of the proposed project and responded to Council questions. The Mayor opened the Public Hearing for comment. Public comment was received from Meredith Harvan, project proponent, Dr. Lorraine Johnson, owner of Sierra Animal Hospital, and Anne McQuillen, Placerville Drive property owner. The Mayor closed the Public Hearing. Following Council discussion, it was moved by Vice-Mayor Rivas and seconded by Councilmember Acuna that the City Council takes the following action:

1. *Deny the project in concept; and*
2. *Direct staff to return to the Council in four weeks with the appropriate findings, consistent with the Council's discussion, for denial of the project.*

The motion was passed by the following vote:

AYES: Acuna, Borelli, Machado, Rivas
 NOES: None
 ABSENT: Hagen
 ABSTAIN: None

12. DISCUSSION/ACTION ITEMS

12.1 Assembly Bill 1204/El Dorado County Transportation Commission (Mr. Driscoll)

Resolution No. 7693

The City Manager/Attorney summarized the proposed Assembly bill. Following Council discussion, it was moved by Vice-Mayor Rivas and seconded by Councilmember Acuna that the City Council adopt a Resolution expressing opposition to Assembly Bill 1204 (AB 1204) and authorize staff to comment in opposition to the Bill. The motion was passed by the following vote:

AYES: Acuna, Borelli, Machado, Rivas
 NOES: None

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RESOLUTION NO. 8768

**A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF PLACERVILLE
AMENDING THE PLACERVILLE DRIVE DEVELOPMENT AND
IMPLEMENTATION PLAN-FINAL PREFERRED VISION PLAN, SECTION III,
SUBSECTION F ENTITLED A MULTI-MODAL CENTER**

WHEREAS, the members of the City Council and the United States Military veterans have both taken an oath to support and defend the Constitution of the United States and the Constitution of the State of California; and

WHEREAS, on November 30, 1938, Loren and Mary Forni dedicated the property located at 100 Placerville Drive to be exclusively used by veterans of the military service of the United States of America; and

WHEREAS, March 3, 1941, El Dorado County acquired the property at 100 Placerville Drive, and has continually and exclusively operated it for the use by multiple veteran organizations that exist in El Dorado County, as well as for the use by the Veteran's Administration of the United States and the California Department of Veteran's Affairs for the purpose of providing benefits and assistance to the United States military veterans residing in El Dorado County; and

WHEREAS, on November 11, 1961, the building located at 100 Placerville Drive was formally dedicated as the "Veteran's Memorial Building"; and

WHEREAS, Military and Veteran's Code Section 1266(a) protects buildings that are dedicated by cities or counties for the use and benefit of veterans organizations by prohibiting revocation of the dedication; and

WHEREAS, on April 28, 2009, the City Council adopted the Placerville Drive Development and Implementation Plan-Final Preferred Vision Plan, which in Section III, Subsection F (page 7) identified a "Multi-Model Center" at 100 Placerville Drive ("At Vets Hall parcel on Placerville Drive and/or at current location back of Raley's market."):

NOW, THEREFORE, BE IT HEREBY RESOLVED that the City Council of the City of Placerville hereby makes the following findings and determinations:

1. The above recitals are true and correct and incorporates them by reference herein; and
2. Section III, Subsection F of the Placerville Drive Development and Implementation Plan-Final Preferred Vision Plan has an apparent conflict with Military and Veteran's Code Section 1266(a); and

3. Section III, subsection F of the Placerville Drive Development and Implementation Plan-Final Preferred Vision Plan is therefore amended by the strike out of the words, "At Vets Hall parcel on Placerville Drive and/or."; and
4. The City Council supports the continued use of 100 Placerville Drive as a Veteran's Memorial Building by all military veterans and active military personnel indefinitely.

The foregoing Resolution was introduced at a regular meeting of the City Council of the City of Placerville held on July 9, 2019, by Vice-Mayor Saragosa who moved its adoption. The motion was seconded by Councilmember Taylor. The motion was passed by the following vote:

AYES: Acuna, Saragosa, Taylor, Thomas

NOES: None

ABSENT: Borelli

ABSTAIN: None



Mayor Mark A. Acuna

ATTEST:



Regina O'Connell, City Clerk

