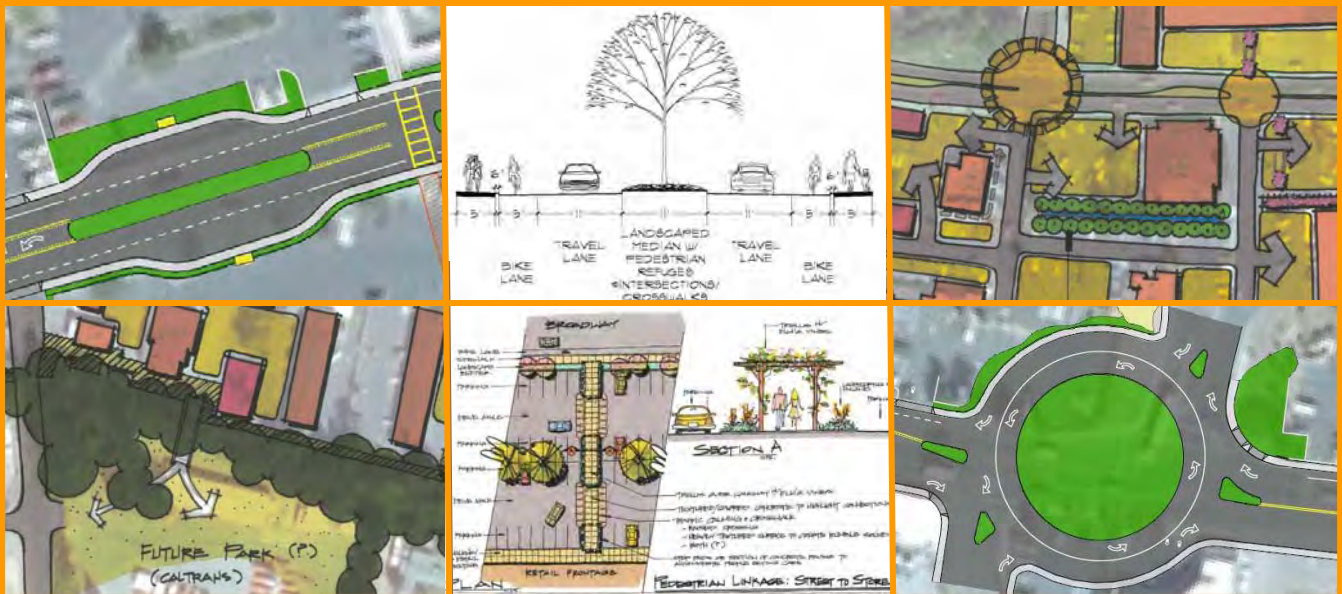


Broadway Village Corridor Multi-Modal Implementation Plan

Placerville, California

February 4, 2010



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EXECUTIVE SUMMARY

In October of 2007, the Broadway Village Association held a “Design Day” event where Broadway business and property owners, community members, and experts in the fields of planning, architecture, and transportation gathered to develop ideas on how to improve the Broadway Corridor. Ideas ranged from signage, traffic safety and access, outdoor art, landscape/streetscape, and architecture to public opinions about issues along the Corridor. Shortly after that event, the El Dorado County Transportation Commission (EDCTC) was approached by members of the Broadway Village Association to pursue grant funding on behalf of the organization and the City of Placerville. After receiving approval from the City of Placerville staff for the Commission to lead the effort, the grant was developed. In October of 2008 EDCTC was awarded \$125,000 in Caltrans Community Based Transportation Planning grant funds to develop the Broadway Village Corridor Multi-Modal Implementation Plan.

The Broadway Village Corridor Multi-Modal Implementation Plan (Plan) propels the Design Day ideas from concept to implementation. The Plan lays out a short, mid, long and future vision for improved transportation and land use throughout the Broadway Village Corridor. The Plan includes proposals for improved non-motorized transportation facilities and improved landscape, streetscape, and transit facilities that encourage transit use and bicycle or pedestrian travel. The Plan also proposes safety, mobility, and operational improvements to improve vehicular circulation along the Broadway Corridor through improved access management to the roadway and adjoining businesses.

The Broadway Village Multi-Modal Corridor Implementation Plan effort kicked off in February

2009 with a Technical Advisory Committee meeting. A Stakeholders’ Advisory Committee (SAC) was established and ratified by the EDCTC Board in March 2009. The SAC role as community liaisons was to advise the consultants, City of Placerville, and EDCTC staff throughout the process. Four SAC meetings guided the planning process. A community meeting was held on September 9, 2009 at Louisiana Schnell School in the City of Placerville.

With the strong desire for change established by the Broadway Village Association and the completed Plan, the Broadway Village Corridor is positioned to receive funding for specific projects outlined in the Plan. It is anticipated that with the planning direction and projects identified in the Plan, all modes of transportation will support improved access to the businesses and amenities in the Corridor and benefits such as safety, an improved economy, and a unique identity will be established.

FINDINGS

- The Stakeholders Advisory Committee (SAC) embraces the “Village Concept” as defined in Section 4.4.2.
- In general, there is excess parking throughout the Corridor, but limited parking on specific parcels.
- The US 50 at Broadway off ramp and two key intersections within the Corridor need improvements.
- Zoning code modifications and design review guidelines need to be developed in order to reach the community’s goals.
- Implementation of the Plan recommendations will:
 - Improve safety, access, and mobility for pedestrians.
 - Improve safety, access, and mobility for bicyclists.

- Promote the use of public transportation by providing efficient, accessible transit facilities and links to commercial businesses.
 - Improve safety and efficiency for automobiles through infrastructure improvements.
 - Reduce traffic congestion and greenhouse gas emissions through infrastructure improvements.
 - Create an environment conducive to multi-modal transportation.
-
- The SAC and community embrace the complete streets design philosophy.
 - Project recommendations must be built upon in order to reach the future vision of the Plan.
 - In order to fully implement the Plan, projects must be completed in both the public and private rights of way.

CONCLUSION

Building upon the momentum of the Broadway Village Association's Design Day, the Broadway Village Corridor Multi-Modal Implementation Plan establishes a design for multi-modal transportation facilities and includes a prioritized project list to create a foundation for a vibrant, healthy, and attractive mixed use Corridor.

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CHAPTER 1: INTRODUCTION

The Broadway Village Corridor Multi-Modal Implementation Plan (Plan) was funded by the Caltrans' Community Based Transportation Planning (CBTP) Grant Program. The CBTP program is designed to fund planning projects statewide that support livable community concepts, coordinate land use and transportation planning and promote community involvement. The study was administered by the El Dorado County Transportation Commission (EDCTC) on behalf of the City of Placerville and the Broadway Village Association. The Plan aims to create a long and short range strategy for improved transportation and land use throughout the Broadway Village Corridor. The project area extends from Main Street to Smith Flat Road, in the City of Placerville.

The Plan is intended to address four primary themes:

- 1) The Plan includes proposals for improved non-motorized transportation facilities and improved landscape, streetscape, and transit facilities that encourage transit, bicycle, and pedestrian travel.
- 2) The Plan develops a strategic short, mid, long range and future vision for improved transportation and land use throughout the Broadway Village Corridor.
- 3) The Plan proposes safety, mobility, and operational improvements to improve safety and vehicular circulation along the Broadway Corridor through intersection improvements and improved access to businesses along the Corridor.
- 4) The Plan will help take the previous planning efforts from concept to implementation.

1.1 Grant Program

The California Department of Transportation (Caltrans) provided support for the study through its

Community Based Transportation Planning (CBTP) grant program, which focuses on integrating transportation and land use planning. The goal of the program is to create "livable communities" through community involvement in the planning process.

What are Livable Communities?

"Livable communities are characterized by compact, pedestrian and bicycle friendly design of streets and buildings often within easy walking distance of a major transit station. Livable communities integrate a range of housing options, jobs, commercial services, and recreational opportunities and include amenities for transit riders, pedestrians, and cyclists. Transit and non-motorized uses promote pedestrian activity and enable people to get around without a car. The healthy mix of homes, shops, work places, schools, parks, and civic institutions, in a livable community gives residents greater access to life's daily essentials and offers a higher quality of life to a wider range of the population than conventional development patterns."

-Surface Transportation Policy Partnership

The CBTP program promotes:

- Partnerships with community groups to conduct outreach;
- Working with the community to identify top priority transportation needs that support safe, non-motorized transit;
- Development of top priority improvements through technical analysis, agency participation, and outreach, and;
- Building consensus in the community to help develop the recommended projects through to implementation.

1.2 Definition of Common Terms

Throughout the planning process and this document the terms “Broadway”, “Broadway Corridor”, and “Broadway Village” are used. Generally the terms can be thought of as very similar, but warrant individual definitions as their intended use identifies different aspects and functions of the area:

“Broadway” is a road

Broadway is the road that provides a travel way for cars, buses, pedestrians, and bicyclists.

“Broadway Corridor” is a transportation facility

Broadway Corridor is the road and associated infrastructure, including parking, pedestrian laterals, bus shelters and bike lanes that provides a synergetic travel way for all users

“Broadway Village” is a place

Broadway Village is the area roughly defined by Mosquito Road to the west and Smith Flat Road to the east including commercial, residential, open space, mixed uses and transportation facilities.

1.3 Previous Planning Efforts

1.3.1 Broadway Village Association Design Day

In January 2007 a group of concerned property and business owners formed the Broadway Village Association (BVA) for the purpose of developing a grass-roots approach to envisioning the future of Broadway Village. The group hosted a “Design Day” event offering local businesses, property owners, and community members an opportunity to envision a new and improved Broadway Village experience. The Broadway Village Corridor Multi-Modal Implementation Plan project utilized these valuable efforts to further progress on improving Broadway.

The BVA prefaced their purpose with the following questions:

- What makes Broadway Village unique and what role does it play in Placerville?
- What changes need to be made so Broadway Village can better serve our community?
- Why would locals and tourists view Broadway as a compelling place to eat, shop, and conduct business while enjoying this unique area in the Sierra foothills?

Within the BVA, sub-committees were formed to examine and provide feedback and potential solutions on various components of the Broadway Village Corridor. The components included; signage, traffic, safety and access, outdoor art, landscape and streetscape, and architecture.

Some of the prevailing ideas from the “Design Day” document are as follows:

Signage

- Emphasize that businesses on Broadway are customer friendly.
- Revise highway signs to indicate services available for travelers (i.e. corporate signs).
- Install arches or gateways to identify the area as a distinct district.
- Encourage signage consistency amongst businesses.



Figure 1: Concept Signage

Traffic Safety and Access

- Address the redundancy in driveways.
- Reconfigure parking lots to maximize pedestrian and business interactions.
- Establish reciprocal easements between properties to relieve congestion on Broadway.
- Reconfigure confusing and atypical intersections.
- Improve traffic flow at highway off ramps.
- Connect sidewalks to the interior businesses by use of laterals.
- Connect, repair, install, and widen sidewalks.
- Create a pedestrian interface with Hangtown Creek.
- Add and reconfigure transit stops.
- Evaluate and reconfigure crosswalks.
- Consider the use of a parking structure.
- Improve the rears of buildings that back up to the highway or neighboring properties.



Figure 2: Concept Outdoor Art

Outdoor Art

- Promote public art to enhance and compliment the natural surroundings of Broadway and the City.
- Incorporate local themes into art projects such as regional attractions, outdoor recreation, and local history.
- Use public art to beautify otherwise blank building facades.

Landscape and Streetscape

- Address landscaping issues through a coordinated plan.
- Consider the establishment of community gardens.
- Consider establishing mini parks and interfaces with Hangtown Creek.
- Maintain landscaping through assessment districts, self policing, and city enforcement.

Architecture (and Design)

- Reinforce links between districts.
- Create locations for public use areas to define a sense of place.
- Incorporate water features either natural or manmade.
- Explore the potential for buildings to be sited closer to Broadway.

The Broadway Village Design Day document can be seen in its entirety in Appendix A.

1.3.2 Related Community Planning Efforts

There are four distinct business districts within the City of Placerville, listed from east to west below:

1. Smith Flat
2. Broadway
3. Historic Main Street
4. Placerville Drive

Community members from the four districts are working together to improve the economic vitality of the four business districts, while encouraging each to take on its own individual identity or character. Community members, business owners, and property owners from the four different areas have recently formed an action committee called the “Placerville Area Convergence Team” (PACT). Members of PACT are working collaboratively with the City of Placerville staff to form a redevelopment district that may encompass some or all of the four business district areas.

The Placerville Drive Multi-Modal Corridor Mobility Study was a community based transportation planning study focused on Placerville Drive in the City of Placerville between the limits of the Placerville Drive-Forni Road interchange on the west and the new Placerville Drive/US 50 interchange on the east. Working over a nine month period in 2008, a diverse Stakeholder Advisory Committee (SAC) developed a concept for Placerville Drive that set a vision to integrate future land use changes with a future destination/down-scaled, multi-modal roadway facility.

The recommended/adopted roadway concept consists of changing the existing 2-lane and 3-lane roadway which has no median control or landscaping and serves as a “regional/commuter” facility into a “destination/downscaled” roadway. The new roadway

will have a landscaped median, controlled left turns at select locations and intersections, and will include sidewalks, bicycle lanes, and room for transit service needs. In addition, the Hangtown Creek Bridge will be reconstructed and is envisioned as widened for four lanes, yet utilized as a two lane facility until the additional capacity is required for traffic service.

The Placerville Drive Study was prepared under similar scope, intent, and funding sources as the Broadway Village Corridor Multi-Modal Implementation Plan. Together, these plans will promote multi-modal project implementation to enhance mobility and access on a citywide scale.

1.4 Planning Process – Broadway Village Corridor Multi-Modal Implementation Plan

The Broadway Village Multi-Modal Corridor Implementation Plan process was designed to include input from the community throughout the development of the Plan. Planning processes such as this typically involve organizing and collaborating with groups of interested and involved community members referred to as stakeholders. Stakeholders are an important component to the planning process for the following reasons:

- Local community members bring a more intimate knowledge to an identified area which proves valuable during the planning, design and construction of a project, and;
- Local community members representing different perspectives who have a vested interest in the project area can use their combined knowledge to create more effective solutions.

The planning process engages and educates stakeholders, providing them with an understanding

of the issues and opportunities. Given this understanding, stakeholders are able to envision solutions and make informed decisions.

1.4.1 Stakeholder Advisory Committee

The Broadway Village Corridor Stakeholder Advisory Committee (SAC) has the following responsibilities:

- Attend meetings and represent their constituency;
- Provide input to the group;
- Provide information to their constituency throughout the process and provide feedback from them;
- Encourage the broader community to get involved during community outreach efforts, and;
- Assist the EDCTC in developing mobility solutions for Broadway.

Stakeholder Advisory Committee

Members

- Broadway Village Association
 - Louisiana Schnell School
 - El Dorado County Transit Authority
 - Eskaton Village
 - Placerville Downtown Association
 - Apple Hill Growers Association
 - El Dorado County Winery Association
 - EDC Chamber of Commerce
 - Trails Now
 - Community Pride
 - City of Placerville Planning Commission
-

The SAC held their first meeting on April 23, 2009. The SAC identified goals for both the stakeholder process and development of the Plan. In addition to identifying user groups who will benefit from the planning effort, the SAC listed the barriers and opportunities to implementing the identified goals.

Lastly, the SAC developed a purpose and need statement which served as the underlying foundation of their efforts.

Purpose and Need Statement:

“Broadway Village currently serves as one of Placerville’s principal commercial areas. The Corridor’s dated and auto centric design; lack of bike and pedestrian pathways; ineffective traffic controls; safety concerns for motorized and non-motorized transportation; and disconnected building and property designs keeps the area from realizing its full potential. Through this collaborative planning effort the Broadway Village SAC will assist EDCTC and their project team in developing a multi-modal transportation system within the Corridor that lays the foundation for creating an overall cohesive sense of place that is authentic to the community’s historical roots and natural resources and provides opportunities for enhanced recreation and economic development.”

1.4.2 Technical Advisory Committee

The Technical Advisory Committee (TAC) is comprised of consultants, local agency engineers, and local and state transportation agency representatives. The purpose of the TAC is to provide direction, technical support, and expertise to the project team and the SAC.

The TAC is responsible for performing planning and engineering analysis through a combination of design investigations, information analysis, stakeholder involvement, and traffic engineering. Through the use of Geographic Information Systems (GIS), surveying, and infrastructure inventories, existing conditions were identified.

Technical Advisory Committee Members

- California Department of Transportation (Caltrans)
- El Dorado County Transit Authority
- El Dorado County Transportation Commission
- City of Placerville
- Lumos & Associates, Inc.
- AIM Consulting
- Alta Planning + Design

The TAC met several times in 2009 to develop conceptual multi-modal improvements in the project area. Members of the TAC participated in a bicycle and walking tour of the Corridor to gain a more intimate view of the challenges and opportunities that exist for pedestrians and bicyclists in the Broadway Village area. Items discussed in the TAC forum included:

- Operational improvements
- Transit facilities
- Bike facilities
- Pedestrian facilities
- Medians
- Ingress/egress
- US 50
- Right of Way
- Intersection improvements
- Landscape/streetscape and open space
- Hangtown Creek

CHAPTER 2: EXISTING CONDITIONS

2.1 Introduction

The project team performed a series of inventories, data gathering, and planning level physical surveys of the transportation infrastructure to establish a baseline condition for the planning area. The TAC and the SAC then reviewed the existing conditions and summaries and provided input and verification that anecdotally supported the baseline condition. From this baseline condition, the project team developed strategies to meet the desires of the community for the Broadway Corridor.

2.2 Broadway Corridor

Broadway functions as a critical transportation corridor serving a wide variety of commercial properties. Roadway widths and facilities vary greatly along the approximate one mile long roadway segment. Conditions such as inconsistent pavement markings, signage deficiencies, offset "T" intersections, lack of continuous sidewalks, lack of bicycle lanes, inconsistent bus stop facilities, expansive parking lots, and minimal landscaping produce an environment that is unpredictable and challenging for all users.

Automobile traffic conditions on the roadway and intersections generally fall within what is considered an acceptable level of service (LOS). LOS is a measurement developed by the Transportation Research Board. LOS, as it is described in the Highway Capacity Manual, is based on the amount of time each vehicle is delayed. The typical acceptable LOS is A, B, and C. LOS D and E are considered unacceptable and F is "failed" and needs priority attention.

Level of Service (Highway Capacity Manual)

LOS	Allowable Seconds of Delay at Intersections	
	Signalized	Un-signalized
A	≤10 sec	≤10 sec
B	10-20 sec	10-15 sec
C	20-35 sec	15-25 sec
D	35-55 sec	25-35 sec
E	55-80 sec	35-50 sec
F	≥80 sec	≥50 sec

The City of Placerville General Plan states that:

"The City shall strive to attain the highest possible traffic levels of service consistent with the financial resources available and within the limits of technical feasibility".

As part of a review for an adjacent housing development, LOS was determined for all of the intersections in the Broadway Corridor (Lumsden Ranch, Environmental Impact Report, 2007). The Lumsden Ranch project includes the development of 366 single family homes on a 130 acre parcel located in an area southeast of Broadway. The EIR establishes an LOS based on existing traffic and then projects future traffic volumes utilizing the traffic generation standard established for single family residential development.

The existing and existing plus (366 additional residential homes)-Lumsden Ranch project (plus-project) peak hour LOS at the US 50/Broadway offramp (exit 47) intersection is as follows:

US 50 eastbound Broadway off ramp (exit 47)

Existing: A.M. - LOS E and P.M. - LOS F

Existing plus project: A.M. - LOS E and P.M. - LOS F

It should be noted that the intersections of Schnell School Road at Broadway, Wiltse Road at Broadway and Schnell School Road at the US 50 on and off ramps should be considered as a single system due to their close proximity with one another. The intersections of Schnell School Road at Broadway and Wiltse Road at Broadway currently function at LOS A for both A.M. and P.M. peak hours. Under existing-plus-Lumsden Ranch project, the intersection is projected to function at LOS A for the A.M. peak hour and LOS C for the P.M. peak hour. The Schnell School Road at US 50 westbound ramp intersection is projected to function at LOS E for the A.M. peak hour under existing plus Lumsden Ranch project conditions.

2.3 Private Land

The general design of the Corridor’s commercial buildings and their locations in the project area are a product of the building codes and design requirements and trends of the 1960s, 70s, and 80s. Large parking lots with deeply setback building frontages are the norm on the south side of Broadway.



Figure 3: Existing large setback in the Broadway Corridor

This design limits pedestrian access and compromises safety. The north side of Broadway, which is constrained by US 50, contains parking lots that are smaller and building placements that provide

better pedestrian accessibility between the buildings and street.

Vehicles access parcels and parking lots from Broadway via several driveway access points. In some areas, driveways are not shared and access between neighboring parcels and parking lots is not available. The lack of shared access between neighboring parcels often creates unnecessary turning movements on and off of Broadway.

2.4 Public Land

The public area of the Broadway Corridor is defined as the area within the travel right of way, including sidewalks and the roadway. Development or redevelopment in the Broadway Corridor in the last two decades has typically included street frontage improvements such as sidewalk, curb, and gutter. Many of the older areas that have not experienced development or re-development do not have any pedestrian or drainage facilities.



Figure 4: Existing pedestrian barrier on the Broadway Corridor

2.5 Hangtown Creek

Within the Broadway Corridor project area, Hangtown Creek functions primarily as a drainage feature for urban runoff. Current conditions in the creek within the City of Placerville present significant risks for flooding and water quality degradation

within the watersheds of Hangtown Creek. The creek currently exhibits a compromised habitat value and provides minimal aesthetic value within the Broadway Corridor.



Figure 5: An existing section of Hangtown Creek in the Broadway Area

Much of the creek in the Broadway Corridor area is routed underground or within narrow channels without aesthetically pleasing attributes or physical means of access. A partnership between the El Dorado County Water Agency, the City of Placerville, the Placerville Downtown Association, El Dorado County Resource Conservation District, and the American River Conservancy was formed to develop a Master Plan for the Hangtown Creek Watershed. This effort is in the preliminary stages of development. Objectives of the Plan include relocation of trunk sewer lines out of the creek channel and the ongoing restoration of Hangtown Creek and its tributaries (Cosumnes, American, Bear, and Yuba Integrated Regional Water Management Plan, 2009).

2.6 Public Transportation

Public transportation in the Broadway Corridor is provided by the El Dorado County Transit Authority (EDCTA). The EDCTA provides fixed route, Dial-A-Ride and para-transit services in El Dorado County and the City of Placerville. There are four designated

bus stop locations in the Broadway Corridor area with two bus stops in the eastbound direction and two in the westbound direction. The facilities at each of these stops vary from basic signage to covered bus stops and on-street loading or parking lot service.



Figure 6: Existing transit facility on Broadway

The Placerville Station Transfer Center, located on Mosquito Road northwest of the Broadway intersection at Mosquito Road, serves as a multi-modal hub of transportation services and park and ride lot.

2.7 El Dorado Trail

The El Dorado Trail (EDT) is a concept for a trail that spans the entire length of El Dorado County from the western county line to the Lake Tahoe Basin. The current alignment of the EDT includes two railroad rights of way: the Michigan-California railroad right of way and the Sacramento-Placerville Transportation Corridor. Some segments are already completed with Class I bike paths (as defined in Section 3.5); other segments are currently in development or are proposed. In relation to the Broadway Corridor area, the EDT is parallel and north of US 50. Within the project area, the trail can be accessed via Mosquito Road, Carson Road, and Schnell School Road. Connections between the EDT and Broadway are challenging due to the barrier presented by US 50, as well as the lack of developed

access points onto the trail. The existing overpasses and underpasses typically do not have adequate widths to accommodate pedestrians, bicyclists, and automobiles. Concepts for improved access to the EDT are identified in the short term project list.

2.8 Parking

Parking facilities in the Broadway Corridor consist of paved parking lots that are generally oriented between the buildings they serve and Broadway. Parking lot areas on the north side of Broadway are generally smaller than those on the south side. An initial review of aerial photographs and site observations of parking lot usage indicated that parking capacity is high and parking usage comparatively low in some areas of Broadway Village. In order to investigate this further a parking analysis was prepared to determine the quantity of existing parking in the study area. The complete results of the parking analysis are summarized in Chapter 3 of this document.

Parking Analysis

The parking analysis found that the Broadway Corridor has approximately 1,700 existing parking spaces. In accordance with the Placerville City Code, the existing land uses and business types are required to have 1,450 spaces throughout the entire Corridor. The parking analysis compared the existing and Placerville City Code parking amounts with the recommendations of the Institute of Transportation Engineers (ITE). ITE standards are commonly used to identify parking needs among land uses and businesses of this type. The ITE recommendations for Broadway are for 1,000 parking spaces for the entire corridor, based on the existing condition of the land and business uses at the time the analysis was conducted.

2.9 Summary

The initial review of roadway facilities and commercial services, combined with site and infrastructure evaluations undertaken during this planning process, demonstrates that there are challenges to overcome in order to transform the public Broadway Corridor and adjacent private lands into an area that can serve a wide variety of visitors and transportation modes. Completion of the improvements proposed in this document will create an environment that supports commerce for both local residents and regional travelers. In the following chapters this document describes the community outreach conducted and technical analysis performed to identify improvement options and provide recommendations for project implementation.

CHAPTER 3: ANALYSIS AND FINDINGS

The TAC performed a series of technical evaluations to analyze the baseline conditions in light of the intent of the goals of the Plan as recommended by the SAC. Technical evaluations include parking, signage, access, traffic, right of way and land use.

3.1 Zoning and Land Use

Placerville does not have a specific zoning district for the Broadway Corridor, so the designated Highway Commercial (HWC) zoning code standards apply uniformly throughout the Corridor. HWC's stated purpose is:

1. Provide for freeway oriented uses, such as fast food restaurants, gas stations and other uses which are necessary and convenient to the traveling public.
2. Provide for the development of highway commercial facilities concentrated in well defined and designated areas.
3. Create conditions conducive to a convenient and desirable environment for customers and employees.
4. Protect areas in this designation from encroachment by unrelated and incompatible uses.
5. Differentiate freeway and travel oriented uses from those of the downtown business district and other light commercial areas.

The current conditions of Broadway Village can be attributed to the historic influence of the Placerville Zoning Code. The existing zoning code promotes the site design on a parcel by parcel basis rather than the Corridor as a whole. For instance, it does not allow for shared parking and promotes the development of very large parking lots through its

minimum parking requirements. However, the existing zoning code allows for residential uses on the second level, or basement level of buildings, but does not have a residential occupancy goal or similar performance measure to promote a mixed use environment.

In general, the existing conditions are consistent with the expectation of highway commercial uses and do not meet the compatibility needs of a highway commercial area that integrates with a local commercial area. Specific guidelines for architectural style and theme are not currently a part of the Placerville Zoning Code; however, the 1993 City of Placerville Development Guide incorporates and implements the goals and objectives of the General Plan. The Development Guide outlines policies and objectives for design issues such as landscaping, building orientation, architectural standards and general development issues. The City of Placerville staff generally review architectural and building design standards during the site plan review process. While the Broadway Village area is not considered a special district, and therefore does not have an appointed review committee, the property owners and public may review and comment on existing conditions and proposals during the public meeting process. The Broadway Village area is currently being considered as a potential redevelopment area which may provide the property owners more input and consideration during the site plan review process.

During the SAC meetings, design guidelines and zoning considerations were analyzed and discussed.

There was consensus on the following focus areas:

- Allowing more shared parking.
- Encouraging walking and bicycling by providing facilities and amenities that support and encourage those activities.
- Ensuring improvements to existing developed parcels address minimum landscape standards.
- Continuing efforts to establish a design theme for the Corridor.

Based on the list of desired projects identified during the SAC meetings (see Chapter 4) the following short, mid and long term Placerville Zoning Code change recommendations are proposed to encourage and enable the physical projects to be realized. These recommendations are primarily for the privately owned property within the Broadway Corridor. Short term focus should be on working with the City to revise Placerville Zoning Code provisions to encourage more pedestrian and bicycle friendly design standards.

The findings related to short term projects are:

1. Amend the Placerville Zoning Code to allow shared parking between uses. Currently, the Placerville Zoning Code only allows shared parking within 300' of the parcel and the parcel must be under the same ownership.
2. Change minimum parking standards to maximum parking standards. Maximum parking standards ensure properties are not over parked.
3. Review landscaping improvement policies with Placerville staff and seek ways to encourage property owners to improve landscaping even if the Placerville Zoning Code does not mandate improvements.

4. Establish a minimum amount of bike racks per parking spaces.

For the midterm, the focus should be on establishing a design review process that has more input from the Broadway Village Association (BVA) property owners and businesses.

The midterm recommendations are:

1. Establish a formal role for the BVA in the site plan review process.
2. If a redevelopment district is formed, implement policies whereby all improvement projects within the Broadway Corridor must be reviewed and approved by the redevelopment district or other reviewing authority.

For the long term, the Placerville City Code and design revision efforts should focus on developing a theme for Broadway Village and developing uniform design guidelines.

The long term recommendations are:

1. Develop an overlay district for the Broadway Corridor. The overlay district should include:
 - a. Architectural and signage standards, including permitting sandwich boards;
 - b. Performance standards that are more pedestrian oriented, e.g., increased sidewalk width, buildings closer to street frontages, enhanced landscape standards, and;
 - c. Allow for areas of public use, which are currently only permitted with the acquisition of a conditional use permit.

3.2 Intersections

Transportation and traffic engineers utilized the 2007 Lumsden Ranch Environmental Impact Report (EIR) data to evaluate intersection needs and possible improvement alternatives. Traffic conditions of the

three main intersections were assessed in the study area, based on site observations, current design analysis, and the data available in the Lumsden Ranch EIR.

**Schnell School Road / Wiltse Road and
Broadway**

This intersection meets the peak hour signal warrants as specified in the Manual on Uniform Traffic Control Devices (MUTCD) based on the traffic volumes listed in the Lumsden Ranch EIR for current plus-project conditions.



Figure 7: Existing Schnell School Road/Wiltse Road/Broadway Intersection

There are various factors contributing to the operating problems with this intersection, including; the offset nature of Schnell School Road and Wiltse, the close proximity to the US 50 eastbound off ramp, and the various driveways entering the roadway in and around the intersection.

Based on the current and projected traffic patterns and existing intersection designs at the Schnell School Road / Broadway / Wiltse Road Intersection,

the following alternatives are recommended for further study in priority order:

1. Replace the intersection with a roundabout.

A roundabout would likely satisfy the traffic needs within this complex intersection. A conceptual design was developed by Lumos & Associates that illustrates the space needed to construct a roundabout. Though this is the preferred alternative to date based on the traffic recommendations prepared for this Plan, there will be significant impacts on surrounding properties if it is implemented. An experienced roundabout designer should further research the configuration of the roundabout and the eminent impacts to local properties. Additionally, a traffic operations simulation should be performed to ensure traffic does not back up on the nearby US 50 eastbound off ramp at Schnell School Road.

2. Signalize the intersection and realign Wiltse with Schnell School Road.

The realignment of Wiltse Road and signalizing the intersection is recommended unless a full roundabout is built that solves the deficiencies of the intersection. The realignment of Wiltse Road would move the roadway east so it lines up with Schnell School Road. This would allow for a functional “cross” intersection that should be signalized. The signal should have exclusive left turn lanes on Broadway with protective phasing in both directions. Since significant impacts would occur to properties east of the current alignment of Wiltse Road, further preliminary design work should be pursued by an intersection design expert. Additionally, work with property owners should begin early in the planning process.

The Lumsden Ranch EIR recommends adding lanes to the Broadway and Schnell School Road approaches at the signalized intersection but not to

the realigned Wiltse Road approach. Departure lanes from the intersection would also have to be added. The number of lanes at the intersection should be determined at the time the signal installation is initiated based on current and projected traffic.

3. Signalize the intersection and prohibit in/out left turns at Wiltse Road.

A signal at Schnell School Road and Broadway is recommended and left turns in/out of Wiltse Road should be prohibited if the intersection cannot be controlled by a roundabout or Wiltse Road realignment/signalization. To accomplish this, a barrier must be constructed on Broadway to prohibit left turns. The “KEEP CLEAR” pavement markings on eastbound Broadway adjacent to Wiltse Road should be kept in place. Once that is done, the stop on eastbound Broadway at Wiltse Road can be eliminated, which will cut down on delay, air pollution, and fuel consumption. Once the eastbound stop sign on Broadway at Wiltse is removed, parking on Broadway at the southwest corner of the Wiltse Road intersection must be prohibited for about 50 feet from the intersection. This action will improve sight distance for motorists turning right from Wiltse onto Broadway.

This alternative will cause an inconvenience to motorists wishing to head west on Broadway from Wiltse Road and westbound Broadway traffic wishing to turn left to travel south on Wiltse Road. These motorists will probably use commercial driveways to turn around and access their desired route. The most effective mitigation for the deficient conditions at the Schnell School Road at Broadway intersection indicated in the Lumsden Ranch EIR will be either the signalized intersection alternative or the roundabout alternative.

Blairs Lane and Broadway

At this intersection, Broadway has two lanes on each approach, one through lane and one continuous left turn lane, and Blairs Lane has a one lane approach. This intersection can remain as stop controlled.



Figure 8: Existing Blairs Lane/Broadway Intersection

Based on Lumsden Ranch EIR current plus-project data, the traffic volumes do not meet signal warrants or all way stop control warrants. Only Blairs Lane needs to be stop controlled. The sight distance is adequate for Blairs Lane traffic at the stop sign but should be improved. Vegetation east and west of the Blairs Lane approach should be removed and replaced with ground cover. The current species of plants in place can grow to obstruct sight distance in a very short time without proper maintenance.

US 50 Broadway Off Ramp at the Intersection of Broadway (exit 47)

The US 50 Broadway off ramp (exit 47) as it intersects with Broadway is located just to the east of Mosquito Road. Based on the current plus-project traffic volumes in the Lumsden Ranch EIR, the intersection meets peak hour signal warrants specified in the Manual of Uniform Traffic Control

Devices. The intersection is currently functioning with a LOS C and will move to a LOS E or F under future conditions.



Figure 9: Existing US 50 off ramp/Broadway Intersection

The approach on Broadway has one lane and the off ramp has two lanes controlled at the intersection of Broadway by a stop sign. There are no east-west stop controls on Broadway at the intersection. A traffic signal is recommended at this intersection. It is also recommended that the US 50 off ramp onto Broadway be lengthened. The length of the ramp should be sufficient to store the queues of cars that wait at the signal and to provide adequate deceleration space for US 50 exiting traffic. The length of the ramp should be designed based on the traffic signal timing and traffic volumes when the signal is installed. Preliminary queue length for right turning traffic exiting US 50 is 360 feet. Preliminary queue length for left turning traffic exiting US 50 is 220 feet. The queue lengths are based on planning level assumptions, but provide an indication to engineers and planners as to the extent of the problem. Moving the intersection east will also align it with an existing congested driveway near McDonald's. This alignment and associated intersection improvements will help mitigate

congestion in the parking lot and improve safety for bicycles and pedestrians navigating the intersection. There are existing problems with sight obstructions at the current intersection of the US 50 ramp and Broadway. Large vehicles turning left onto Broadway obstruct visibility to vehicles turning right onto Broadway from US 50. Vegetation to the west of the stop sign should be replaced with low level ground cover to enhance visibility. This will improve safety for bicyclists and pedestrians navigating the intersection.

3.3 Circulation

The analysis of circulation in the Broadway Corridor is based on recent average daily traffic volume data, traffic evaluation, and site observations (Appendix B: Traffic Recommendations). Generally, automobile circulation on Broadway is considered acceptable. While there are challenges at intersections as mentioned in Section 3.2, the capacity of the roadway is adequate. Broadway's original purpose was to provide services for automobile travelers on US 50 which is consistent with the Highway Commercial land use and zoning designations throughout the Corridor. However, the Broadway Corridor currently serves the local and surrounding rural population of Placerville with restaurants, grocery stores, gas stations, and a wide variety of goods and services. There is a strong relationship between the Broadway Corridor and US 50; therefore, the following circulation patterns are identified:

US 50 Eastbound – Automobiles have the option of using exit 47 (Broadway) at the western end of the Corridor or exit 48 (Schnell School Road) to reach Broadway.

US 50 Westbound – Automobiles have the option of using exit 48 (Schnell School Road) or exit 47 (Mosquito Road/Broadway) to reach Broadway.

Broadway East and Westbound – Automobiles have the option of using Schnell School Road to gain access to US 50 in either direction or using Mosquito Road to access US 50 westbound.

Traffic volumes on Broadway are moderate. 2006 data provided by the City of Placerville Department of Public Works identifies the following average daily trip totals:

Broadway- west of Smith Flat Road – 5,352

Broadway- east of Carson Road – 11,964

Caltrans traffic volume data for the on and off ramps in the area support the following assumptions:

- That the majority of US 50 traffic uses the Mosquito Road/Broadway Exit and Schnell School Road/US 50 off ramps
- That most of the traffic originates from and returns to the west.

New and existing residential land uses to the east, south, and north will impact the circulation patterns of the Broadway Corridor. Improved multi-modal facilities connecting the commercial activity centers of Broadway with the neighboring residential areas will support the increased number of short trips associated with these new developments. See Appendix B for the traffic recommendations report.

3.4 Parking

The parking analysis of the Broadway Corridor was conducted to determine the quantity of existing parking along the study Corridor (Appendix C: Parking Analysis). Existing parking was then

compared with the Placerville City Code parking requirements and Institute of Transportation Engineers (ITE) parking standards.

The City of Placerville staff provided tax lot parcels, GIS data and aerial photographs to determine existing parking. Parcel identification number, ownership, and land use was determined for each parcel along the study Corridor. High resolution aeriels from TerraServer were used to count marked parking spaces for each parcel. In locations where parking was not marked, or where aeriels did not show parking (where trees or building shadows obscured the view), the parking area was measured on the city-provided aerial and a parking area of 300 square feet was assumed. Google Street View and phone verification interviews were also used to clarify parking areas on the aeriels.

Placerville City Code section 10-4-4, Parking and Loading, provides parking requirements for all businesses in Placerville. In general, the Placerville City Code requires that businesses provide one parking space for each 200 square feet of floor area, measured to the nearest 200 square feet.

For the purposes of the parking study, 70% of buildings were assumed to be used by employees and customers. The 70% figure was used to calculate parking requirements (see Appendix C for details).

The parking analysis determined that parcels adjacent to and served by Broadway have nearly 1,700 existing parking spaces. The Placerville City Code requires 1,450 spaces for the current land use designation. The Institute of Transportation Engineers (ITE) industry standard guidelines recommend that an even lower number (<1000) of parking spaces throughout the Corridor would adequately serve the community. There are a

number of specific parcels (~50%) that are excessively (+ - 10 spaces) over-parked (38% of parcels) and some that are under-parked (22%). This analysis indicates that there is an opportunity to balance existing parking capacities to better support community uses of the space.

3.5 Non-Motorized Transportation

Non-motorized transportation in the Broadway Corridor is typically via walking and bicycling. While there are some facilities for both modes of transportation, there is a general lack of continuity and consistency throughout the Corridor.

Bikeway Classifications

The California Streets and Highways Code Section 890.4 defines a “bikeway” as a facility that is provided primarily for bicycle travel. It further classifies them as follows:

Class I Bikeway (Bike Path)

Provides a completely separated right of way for the exclusive use of bicycles and pedestrians with cross flow by motorists minimized.

Class II Bikeway (Bike Lane)

Provides a four-foot wide striped lane for one way bike travel on the shoulder of a street or highway.

Class III Bikeway (Bike Route)

Provides for shared use with pedestrian or motor vehicle traffic, designated by Bike Route signage.

There are no designated bike lanes and few bicycle parking facilities in the Broadway Corridor. Consistent with the 2005 City of Placerville Non-Motorized Transportation Plan and the opinions of the SAC, bike lanes are recommended throughout Broadway. This Plan proposes high quality Class II Bike Lanes along the entire Corridor; whereas the City’s Non-Motorized Transportation Plan identifies a Class III Bike Route from Mosquito Road to Schnell School Road, and

Class II Bike Lanes from Schnell School Road east to Smith Flat Road.



Figure 10: Effective bike parking facility

Bicycle parking amenities should be placed at or near transit stops, public areas and in front of businesses as determined appropriate via the city’s development and redevelopment processes. See Attachment D, Bicycle Parking Analysis, for details of recommended locations and bicycle parking facilities.

Similar to the bicycle facilities in the Corridor, pedestrian facilities lack continuity and occasionally do not meet the standards of the Americans with Disabilities Act. In an effort to provide basic pedestrian facilities and improve pedestrian safety within the Corridor, the SAC concluded that sidewalks, curb ramps, and crosswalks were a priority and included them in the short term project list.



Figure 11: Conceptual roadway design with transit pull out

The idea of utilizing and improving pedestrian laterals to promote safe and convenient access from the sidewalks to businesses was also embraced by the SAC and TAC. Due to the deep setbacks and placement of many buildings in the Corridor, pedestrians are often required to walk across large expanses without facilities that define their use.

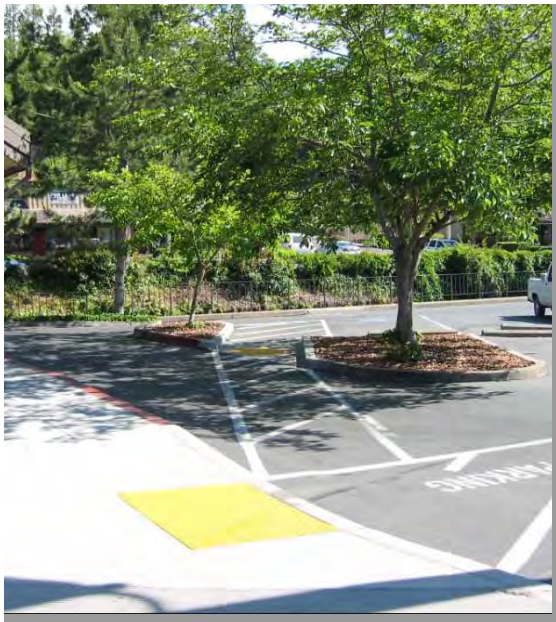


Figure 12: Existing pedestrian lateral in the Broadway Corridor

Beginning with simple pavement markings and evolving into protected, shaded, and accommodating

walkways, pedestrian laterals can encourage walking and improve safety throughout the Corridor.

3.6 Public Transportation

As mentioned in Chapter 2, there is one bus stop with a shelter and the remaining bus stops on Broadway have El Dorado Transit signage. None of the stops along Broadway have appropriate pull outs that allow transit vehicles to adequately leave the travel lane to make a stop.

The Broadway Village area is part of the Placerville west- and eastbound routes that provide hourly service to the activity centers in and around the City of Placerville. A number of additional El Dorado Transit local and commuter routes stop at the Placerville Station Transfer Center located just north of the intersection of Broadway and Mosquito Roads.

Providing quality public transportation facilities, whether it is consistent signage or protective shelters, promotes the use of the public transportation system. The roadway enhancement projects identified by the SAC and listed in Chapter 4 as short term projects include bus pullouts, shelters, and signage.

3.7 Engineering Design

There are several aspects of engineering design that will play a major role in how the Broadway Corridor is planned. The primary focus of this Plan is to identify the general design of Broadway in order to enhance multi-modal transportation both along the roadway and within the Corridor. This Plan presents a consistent and functional conceptual design for the roadway and includes facilities for trucks, automobiles, pedestrians, bicyclists and public transportation. The conceptual design of the roadway was developed by a team of engineers,

draftspersons, and planners with extensive input from the TAC and SAC members.

3.8 Landscaping

Landscaping is an important component of the overall improvements to the Broadway Corridor and Broadway Village. When selected, installed, and maintained in a responsible manner, landscaping contributes to aesthetic enhancement, a sense of place, environmental benefits, and enjoyable areas for pedestrians. While the specifics of a detailed landscaping project was not included in the scope of this Plan, areas appropriate for landscaping were identified in concept in the recommended improvement maps (Attachment B).

When suitable, it is desired to have at least one side of the pedestrian paths bordered by landscaping and shade trees to provide refuge from exposure to the elements. Additionally, these landscaping treatments provide important barriers between automobiles and pedestrians and increase pedestrian sense of safety.

It is recommended that a landscape design guide be developed for the Corridor in order to establish a consistent pattern of plant selection, installation, and maintenance. Landscaped medians and pedestrian refuges should be installed during the roadway reconstruction with landscape treatment installation in the privately owned land recommended during reconstruction or redevelopment as guided by forthcoming landscape development guidelines.

CHAPTER 4: PROJECT RECOMMENDATIONS

The identification and selection of the following project recommendations was the result of several groups, input processes, and coordination with the City of Placerville and the EDCTC. Project recommendations were established on both a public right of way and private property basis and include the anticipated timeline for implementation. Funding availability and constraints will play a major role in the ability of local agencies and private property owners to implement the project recommendations in accordance with the timeline presented, therefore, the timeline should be viewed as a best case scenario.

The project recommendations address a variety of needs and issues of Broadway Village and the Broadway Corridor, including: safety, aesthetics, circulation, sense of place, access, environment, and commerce. Project recommendations are not intended to dictate what occurs on private property, but rather encourage enhancements to all of Broadway Village. Recommended revisions to the Placerville City Code are included as part of this Plan and are likely to have an effect on the future design, feel, and function of the Corridor.

The following sections provide an overview of project recommendations based on short, mid, long and future timelines. In each section, recommended project lists are included and color coded in the following manner:

Short Term
Mid Term
Long Term
Future

Section 4.1 through 4.4 provides a brief description of the overall focus for each term and a brief description of a few key projects in each term. Please refer to the map books in Attachment A for graphical illustrations of recommended improvements by short, mid, long and future terms. For specific project components, impacts of short term projects, predicted costs, and required effort, refer to the project information in Attachment B.

4.1 Short Term (0-5 years)

Short term project recommendations are primarily focused on the establishment of a transportation foundation for what is referred to as the Broadway Corridor, i.e. the transportation infrastructure and redesign to encourage and enable access for all modes of transportation.

4.1.1 Public Space – Short Term

Projects identified for the short term in the public spaces generally consist of facilities that enable, promote and encourage pedestrian, bicycle, and transit use.

Public Space – Short Term (0-5 yrs)

- Crosswalks
- Sidewalks
- Bicycle Lanes
- Bicycle Parking (corral)
- Bicycle Parking (rack)
- Transit Shelters
- Landscaping (median)
- Landscaping (sidewalk)
- Streetscape Accents
- Corridor Entry Monument
- Public Art
- No Parking Signs
- Driveway Consolidation
- Renaming of Broadway/signs

Facilities such as transit shelters, bicycle parking, sidewalks, crosswalks, bicycle lanes, and curb ramps are recommended throughout the Broadway Corridor. Some of the recommendations, such as public art, streetscape accents, signage, and an entry monument establish a sense of place, uniformity, and unique identity to the Corridor.

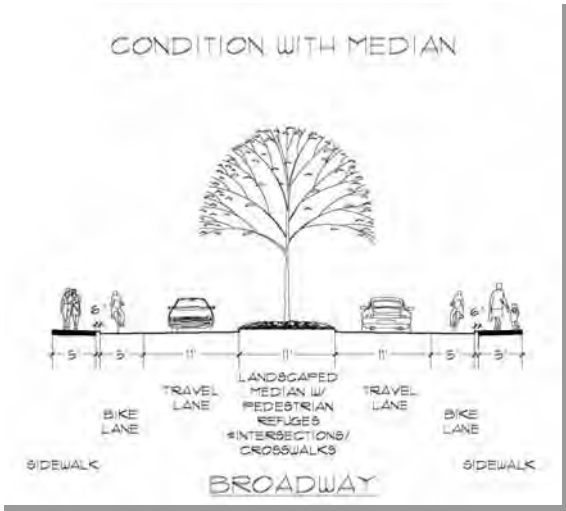


Figure 13: Recommended street cross section with median

4.1.2 Private Land – Short Term

Project recommendations within privately held land are intended to complement the public spaces and increase accessibility between public and private spaces. Projects recommended in the privately owned areas generally consist of the extension of multi-modal transportation facilities that encourage access, both to the businesses and destinations within and adjacent to the Corridor. For example, pedestrian laterals are proposed in the short term. Refer to Figure 14-Conceptual design for a pedestrian lateral and Attachment C for design recommendations.

Private Land – Short Term (0-5 yrs)

- Pedestrian Laterals
- Landscaping
- Transit Pullouts
- Bus Shelters
- Bicycle Parking (corral)
- Bicycle Parking (rack)
- Public Art
- Driveway Consolidation

Consistency between public and private spaces is encouraged through the incorporation of design elements such as landscaping and the development of a sense of place through art and architectural design elements.

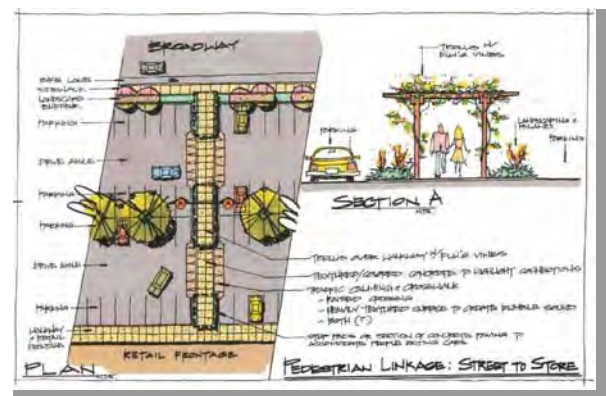


Figure 14: Conceptual design for a pedestrian lateral

Carrying out the architecture and engineering design themes identified in the Design Day process and discussed throughout the development of this Plan are an important step toward creating an attractive, consistent Corridor.

4.2 Mid Term (5-15 years)

Generally, mid term project recommendations include intersection improvements and other projects that improve multi-modal access to Broadway.

Additionally, the mid term private land project recommendations focus on developing new design and development guidelines that will improve the character of Broadway and improve access to Hangtown Creek and between parcels. Mid term projects are shown in the long term map panels in Attachment A.

4.2.1 Public Space – Mid Term

The projects recommended for the public spaces in the mid term period are primarily establishing and improving access points to and from the Broadway Corridor and improving vehicle circulation.

Public Space – Mid Term (5-15 yrs)

Spanish Ravine Extension to Broadway
 Driveway Consolidation
 US 50/Broadway Exit Realignment
 Blair's Lane/Broadway Improvements

The extension of Spanish Ravine Street to Broadway will provide direct access from the residential areas to the south to the Corridor as well as establish a modified grid street pattern on the western edge of Broadway. This improvement will require the acquisition of right of way and possible business relocation/removal, so it is included as a private property mid term project as well.

4.2.2 Private Land – Mid Term

The projects recommended for the mid term on private land involve establishing access to Hangtown Creek, reconfiguring parking access and implementing shared or reciprocal use parking, establishing a policy that defines the Broadway Village as a district (including extending Spanish Ravine Street to Broadway), and delegating design

review to a redevelopment district or other reviewing authority.

Private Land – Mid Term (5-15 yrs)

Reciprocal Parking Agreements
 Driveway Consolidation
 Walkway along Hangtown Creek
 Bridge over Hangtown Creek
 Driveway Realignment
 Identify Land Use Improvements
 Spanish Ravine Extension to Broadway

4.3 Long Term (10-20 years)

Projects identified during this planning horizon focus on improving circulation and flow of traffic, expanding non-motorized transportation access, implementing design and architectural standards during infill development, and providing usable, natural open space areas along Hangtown Creek.

4.3.1 Public Space – Long Term

Similar to the short and mid term projects for public spaces, projects to improve circulation and pedestrian access are the theme of the long term recommendations in the public spaces.

Public Space – Long Term (10-20 yrs)

Schnell School/Broadway Intersection
 Sidewalks East to Point View

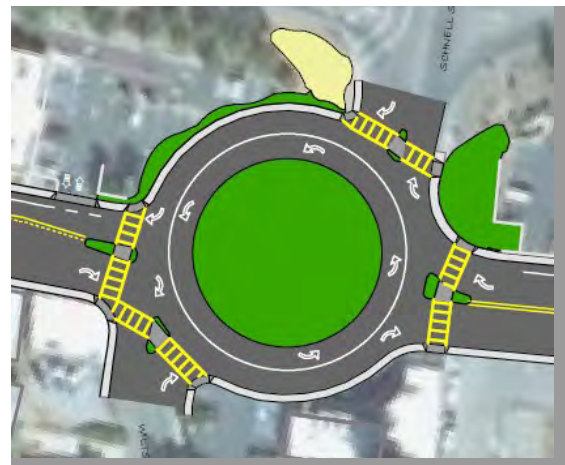


Figure 15: Conceptual Schnell School Road/Broadway roundabout design

A concept for a roundabout at Schnell School Road and Broadway was developed as a component of this Plan. However, further studies on private property impacts, specific design of the roundabout, and Corridor compatibility are necessary.

Realignment of the Broadway off ramp is proposed in the midterm. The intent of this recommendation is to build upon the efforts to develop the village concept by aligning the Broadway off ramp to the Spanish Ravine Road extension, creating a four way intersection. This area is anticipated to be a focal point of travelers and residents due to the existing and projected use of the US 50 Broadway off ramp.

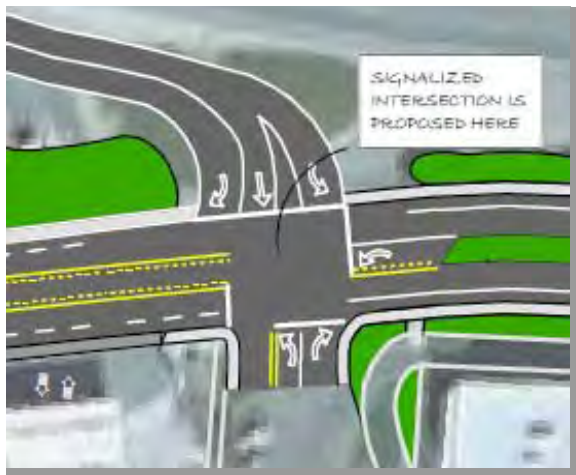


Figure 16: Recommended US 50 Broadway off ramp design and intersection

4.3.2 Private Land – Long Term

Project recommendations for private land in the long term include the establishment of a village square to create an organizing focal point capable of accommodating marketing and promotional events that attract shoppers and visitors. The village square concept is anticipated to generate pedestrian traffic, economic activity, and an overall lively, social atmosphere. An actual location for a village square has yet to be identified, although participants of the Design Day event considered the Caltrans yard near Blairs Lane as an option.

The primary goal of the long term projects is transformation of the auto oriented series of disconnected strip malls and expansive parking lots into a pedestrian friendly shopping village with a distinct image and ambiance that reflects the area's history and contextual geography. Key objectives critical to attaining this goal include the following:

- Encouraging flexible, mixed-use infill development.
- Eliminating and relocating incompatible land uses out of the Corridor.
- Creating a gridded street pattern for improved connectivity.

Improving the riparian habitat along Hangtown Creek will reestablish a natural linear feature throughout the length of the Corridor. Accomplishing this vision will require extensive cooperation and coordination among private landowners, all jurisdictional agencies, and utility providers to overcome constraints that include the variety of parcel sizes, shapes and ownership, fixed utility locations, current street rights of way, parcel access and parking.

Private Land – Long Term (10-20 yrs)

- Broadway Village Square
- Infill Development
- Improve Access to Hangtown Creek
- Restore Sections of Hangtown Creek
- Schnell/Broadway Intersection
- Relocate Incompatible Land Uses
- Implement Land Use Improvements

A catalyst for these changes will be the implementation of design and zoning code revisions to the Placerville City Code identified in the mid term planning period. Building upon the treatments for improving access to Hangtown Creek, restoration and improved access to the creek is proposed for this planning period.

4.4 Future (20+ years)

Project recommendations for the future term include the implementation of “big picture ideas”. They are dependent on economic vitality and strong leadership from the community.



Figure 17: Pocket park concept and improved connectivity

4.4.1 Public Space – Future

An interchange at Mosquito Road was identified as a potential mitigation for future traffic needs. The SAC and the City of Placerville support this future project; however, in order to develop a project of this magnitude, long term planning for an interchange at this location needs to begin immediately.

Public Space – Future (20+ yrs)

Interchange at Mosquito Road

A new interchange would improve access to the freeway from downtown and Broadway for both eastbound and westbound traffic.

4.4.2 Private Land – Future

Implementation of the village concept is the recommended project for the future planning horizon.



Figure 18: Proposed aesthetic improvement to the Hangtown Creek channel

Private Land – Future (20+ yrs)

Implement Village Concept

Shoppers behave in ways far different than the mid-60's when the Broadway Corridor assumed its strip-mall character. Marketing has transformed today's shopping into an experience, and even entertainment, less focused on automobile access. It has become a pedestrian affair, dependent on personal exploration and discovering a community.

Today, variety and density are conditions necessary to draw a crowd and generate energy. Expansive parking lots with big box facilities set far from the street, and each other, disperse attractions and discourage walking, thereby making the experience less convenient and discouraging social interaction. The grid street pattern proposed in the future term, village concept project, provides a framework for more compact and connected development that supports pedestrian oriented land uses, convenience, and social interaction.

Transformation of Broadway Village from a strip mall to a *shopping district* with a strong and unifying identity requires creating a more urban character with many opportunities for social engagement in close proximity where one may see and be seen.

This transformative development concept will be a long-term effort involving reconfiguration of private properties and public rights-of-way, as well as accommodation of major existing and newly required infrastructure. This translates into significant financial investment. It will take time to gather sufficient resources and execute a process to thoroughly recognize the concept and determine the best means for implementing a new vision for Broadway Village.

CHAPTER 5: PROJECT IMPLEMENTATION

The Broadway Village community is encouraged to seek financial support to implement project recommendations included in this report.

5.1 Project Prioritization

A total of 34 projects were identified throughout the project and were prioritized in four categories measured by year of implementation or “term” (as described in Chapter 4). Projects were then stratified by public and private land ownership. Within the project terms, projects must be evaluated based on available human and financial resources required to achieve completion.

Due to the more identifiable qualities of projects in the short term category, they were evaluated more closely than projects in the mid, long, and future terms. Most of the short term projects have cost estimates and two impact rankings associated with them (Attachment B: Project Information). Additionally, the conceptual designs developed for the short term projects are closer to the preliminary design needed to proceed to complete the projects (Attachment A: Recommended Improvement Maps). It is recommended that projects in the mid, long, and future terms be evaluated more closely on an individual project basis as the term approaches.

5.2 Project Impacts

There are many levels of impacts associated with the recommended projects for the Broadway Corridor. The TAC and SAC agreed to develop the project lists with a vision of what the Corridor should look like when goals were met and then work toward mitigating the impacts of the projects. This methodology enabled the SAC to develop a

consistent infrastructure development pattern within the project terms.

5.2.1 Short Term Project Impacts

Numeric rankings were assigned to each project in the short term project list in an effort to weigh the feasibility of the project. The rankings include financial and “work effort” impacts. The financial ranking is based on five levels of direct costs and the work effort ranking is based on an estimated amount of human effort that might be associated with the particular project.

The project team developed cost estimates for many of the short term projects, including a consistent roadway cross section that spans the entire Corridor and incorporates the majority of projects in the short term, “within public right of way” category. The project evaluations and ranking system are displayed as Attachment B.

5.2.2 Mid, Long, and Future Term Project Impacts

Mid, long, and future term projects identified in this report are expensive and will likely require right of way acquisition. These projects should be further considered in future planning processes such as specific plan development or general plan updates. Additionally, these projects are presented in conceptual form only and will require more detailed planning and design work to ensure feasibility.

5.3 Project Financing

The State and national financial crisis is limiting traditional funding sources for capital programs such as the City’s Capital Improvement Program and the State Transportation Improvement Program (STIP). Funding for projects that lead to a reduction in greenhouse gas emissions is proving to be more secure. Federal resources for capital projects as

identified in the Safe, Accountable, Efficient Transportation Equity Act: A Legacy for Users (SAFETEA-LU) such as the Transportation Enhancement (TE) program, Safe Routes to Schools (SR2S/SRTS), and Congestion Mitigation and Air Quality (CMAQ) are maintaining stability. In California, groundbreaking legislation passed that supports greenhouse gas reduction in the Global Warming Solutions Act of 2006 (AB 32) and subsequent legislation (SB 375). Additionally, the State's initiative adopting Complete Streets and the Smart Mobility Framework are indications that multi-modal transportation projects will be financially supported at the State and federal levels. Potential funding sources are associated with each project in the project information available in Attachment B.

A blend of public and private financing will be required to fulfill the long term goals of the SAC and the community for Broadway. Cost estimates were identified for the short term projects in the public spaces. Cost estimates for the remaining longer term projects will need to be identified once the projects are further developed. It is recommended that the SAC remain organized in their efforts to seek planning and infrastructure grants and foster the City's commitment to improving the Broadway Corridor.

5.3.1 Financing Short Term Projects

Developing the projects associated with the consistent roadway cross section should be a high priority of the community and city. The costs associated with a consistent roadway section from Mosquito Road to Smith Flat Road are estimated at \$775,000 and include sidewalks, minor roadway realignment, transit pullouts, bike lanes and pedestrian striping treatments (Attachment B- Impacts: in public right of way total cost minus corridor entry monuments). The construction of this

group of roadway improvements will have the most dramatic impact on the Broadway Corridor and provide a safe, attractive multi-modal platform to build upon.

Projects in the short term qualify for two important funding opportunities: Transportation Enhancement (TE) and Congestion Mitigation Air Quality funds (CMAQ). It is recommended that the SAC work with the City of Placerville and the El Dorado County Transportation Commission to explore the capacity of these two programs in the next five years.

Alternative and additional funding for projects in the short term could come from various grant programs such as the Bicycle Transportation Account (BTA), Safe Routes to School (SR2S/SRTS) (possibly for improvements around the Schnell School at Broadway intersection), and Federal Transit Assistance grants for capital projects.

Funding for projects such as the gateway monument, streetscape accents, landscaping, and public art could be incorporated into the aforementioned Capital Improvement Program funding efforts. However, further community based decision making is necessary to identify the specific choices to be included with the infrastructure projects themselves.

5.3.2 Financing Mid, Long, and Future Term Projects

Developing a financing strategy for the larger projects such as intersection improvements and the community park should begin early. These projects not only have a large financial component, but impacts to private property will be significant and the "work effort impacts" defined in Section 5.2 are significant as well.

The two major intersection projects are likely to see some prioritization due to the operational deficiencies identified in the traffic recommendations (Appendix B) and the Lumsden Ranch EIR. Both the US 50/Broadway exit and the Schnell School Road/Wiltse Road/Broadway intersections will soon be operating at a level of service below the City's standards based on projected traffic growth volumes. These intersection improvements require large capital financing strategies. The major funding sources for projects of this magnitude include the STIP, the City's Capital Improvement Program, and future revenue generated by redevelopment initiatives. However, a coordinated funding strategy is recommended with resources such as the TE and CMAQ programs.

The Hangtown Creek projects can be considered for several available grant programs. Restoration of native trout habitat in Hangtown Creek would qualify for a coordinated grant program through Trout Unlimited and the National Oceanic and Atmospheric Administration (NOAA). Additionally, there are community and regional organizations available to organize and perform the physical work of improving watersheds.

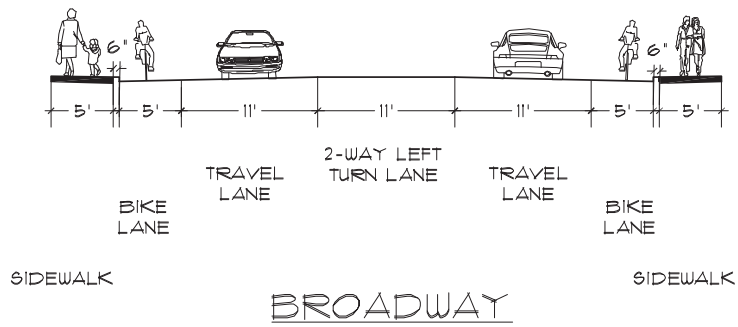
Watershed restoration efforts benefit not just the plants and animals, but also water quality and community health. For these issues, the United States Environmental Protection Agency has numerous grant program opportunities, including the Department of Commerce's Economic Development Administration, the Clean Water Act programs such as Drinking and Clean Water State Revolving Fund programs, and the United States Department of Agriculture's rural water programs for non-point pollution mitigation.

The Department of Housing and Urban Development (HUD) offers Community Development Block Grants that could be sought for projects in the Broadway Corridor. Both development of a community park and restoration and improvements to Hangtown Creek would be eligible for HUD grant funding.

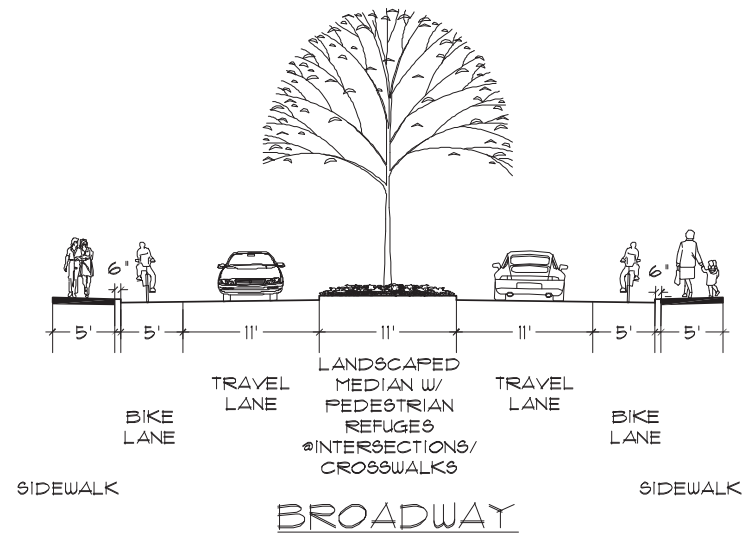
The land use projects identified in the mid and long term project lists will require funding and consistent effort to implement. The Placerville City Code changes are typically originated through General Plan updates or zoning code updates, but may be spurred by private or quasi public enterprises seeking specific plans or specific overlay zones. In an effort to maintain momentum of improvements within the Broadway Corridor, it is recommended that the stakeholders work with the City to seek funding for the development of zoning code revisions defined in section 4.3.2 and section 4.4 of this Plan. Additionally, to implement the dramatic changes identified in the future projects list, it is recommended that a more thorough economic benefit and conceptual design effort be conducted within five years of the adoption of this plan.

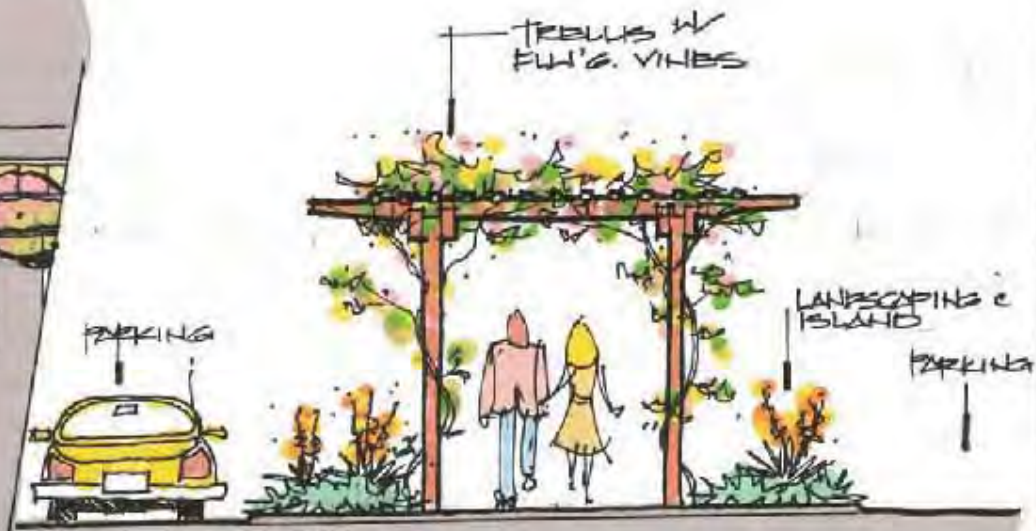
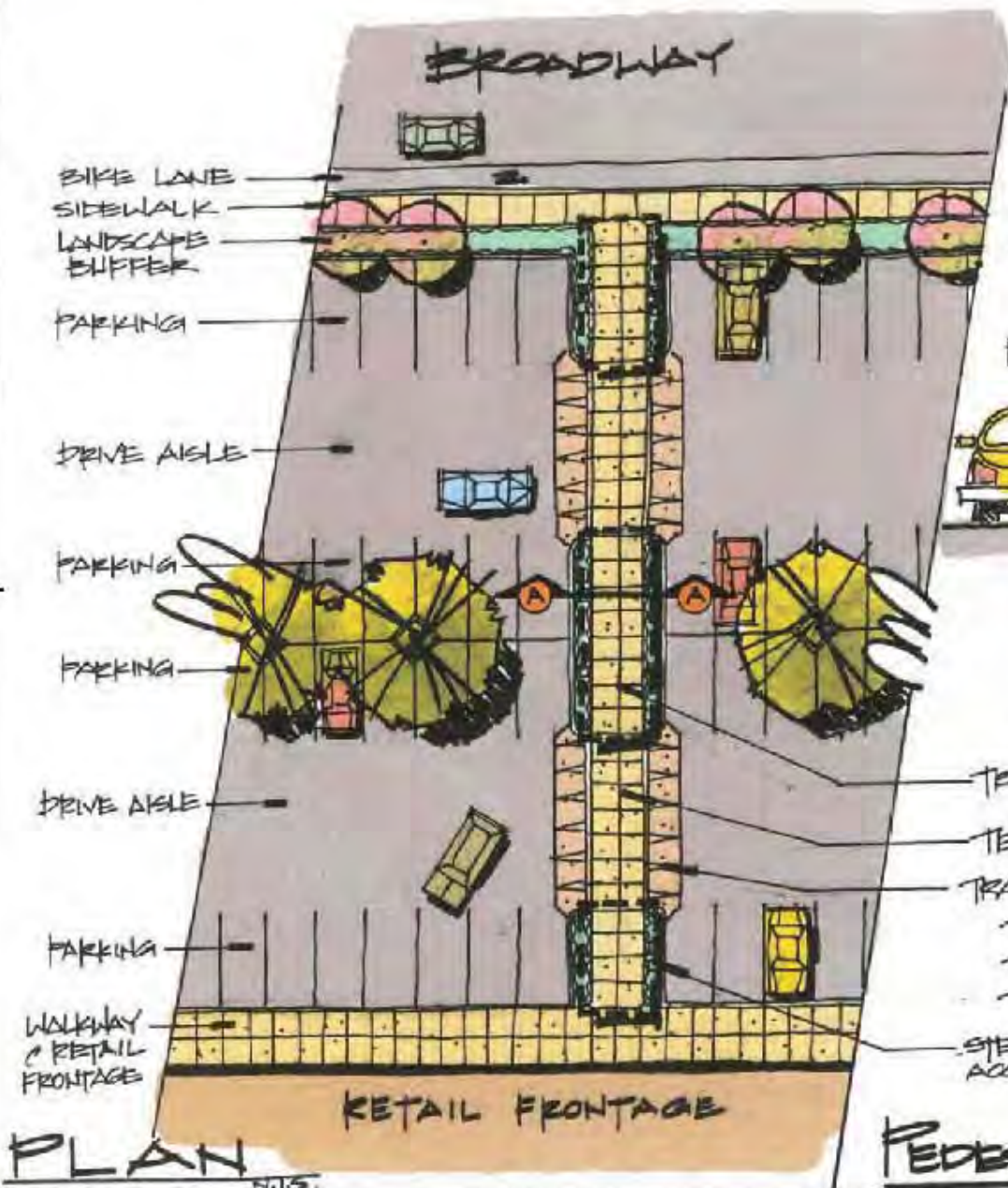
Attachment C: Design Recommendations

CONDITION AT TURN LANE



CONDITION WITH MEDIAN





SECTION A
N.T.S.

- TRELLIS OVER WALKWAY W/ FLW'G. VINES
- TEXTURED/COLORED CONCRETE TO HIGHLIGHT CONNECTIONS
- TRAFFIC CALMING @ CROSSWALK
 - RAISED CROSSING
 - HEAVILY TEXTURED SURFACE TO CREATE RUMBLE SOUND
 - BOTH (?)
- STEP PADS OR SECTION OF CONCRETE PAVING TO ACCOMMODATE PEOPLE EXITING CARS

PEDESTRIAN LINKAGE: STREET TO STORE

Appendix A: Broadway Village Corridor Design Day

BROADWAY VILLAGE *Design* **DAY**

*Ideas, Suggestions and Inspirations
for the improvement and renewal of Broadway*



October 20, 2007

Sponsored by the Broadway Village Association

BROADWAY VILLAGE *Design* **DAY**

A grass-roots approach to envisioning the future of Broadway

PREFACE

What makes Broadway unique and what is the potential of this section of town?

What changes need to be made so Broadway can better serve our community?

Why would locals and tourists view Broadway as a compelling place to eat, shop and conduct business while enjoying this unique area in the Sierras?

These are the questions to be addressed in order to create a Destination, not just a bump in the road called Broadway.

In January 2007, a group of concerned property and business owners formed the Broadway Village Association in order to tackle these issues. Since that time, our membership has grown to a cohesive group who is committed to the rebirth and renewal of this unique section of Placerville called Broadway.

On October 20, 2007, the BVA hosted *Broadway Design Day*, a grass-roots effort to envision our potential. Teams of local professionals came together and used their talents and individual areas of expertise to brainstorm, plan, explore, and dream. It was an event where planners, designers and the business community worked together to create a Broadway which will be an asset to Placerville and to all of the residents of El Dorado County.

These are some of the inspired ideas that transpired...

THE PARTICIPANTS

Much gratitude goes to the following participants who helped us address five main issues:

SIGNAGE, ACCESS/TRAFFIC & SAFETY, LANDSCAPE/STREETScape, ARCHITECTURE, OUTDOOR ART

Design Teams:

Mark Acuna - Mayor of Placerville
Steve Calfee - Director of Community Services
Manny de Aquino - Placerville Planning Commission
Charlie Downs - Anova Architects
Don Getz - Professional Artist/Muralist
Steve Forney - PG&E
John Hance - Smith Flat Development
Sandy Hendricks - Sandy Hendricks & Assoc.
Sheri Hoeger - Mad Stencilist/Big Oaks Arts
Ryan Hoeger - Mad Stencilist/Big Oaks Arts
Mindy Jackson - El Dorado Transit
Joseph Mackay - Smith Flat Development
Courtney Mattson - The Printing Press
Peter McQuillen - Team Real Estate
Jennifer Mountjoy - Studio Dué
Carol Anne Ogdin - Placerville Planning Commission
Randy Pesses - Public Works Director
Judy Puthuff - PUBA Properties
Steve Puthuff - PUBA Properties
Sal Mineo - Financial Advisor/Consultant
Pierre Rivas - Placerville City Council
Jerry Sheets - Architectural Consultant

George Staton - Staton Signs
Les Russell - Placerville Planning Commission
Keith Wills - Western Sign Company
Perry Wilson - Western Sign Company
Peter Wolfe - Architect / Planning Commission

Special Guests:

Patty Borelli - Placerville City Council
William Cochran - Special Presentation
Carl Hagen - Vice Mayor

Broadway Village Association:

Wendy Mattson, President
Shawn Ebrahimi, Vice President
Ann McQuillen, Secretary/Treasurer
Elisa Alloway, Merchant Association
Glenn Webb, Board
Rosie Gier, Marketing Coordinator
Barry Bullis, Board

Signage



SIGNAGE

This group sought to emphasize that Broadway is customer friendly.

The group looked at the following types of signs: Highway 50, Directional Signs, Pole Banner, Welcome Signs, Center Pole Signs, Individual Business Signs.

George Staton and Keith Wills presented the group's findings. First they looked at the Highway 50 Caltrans signs.

CURRENT PROBLEM:

Traveling Eastbound, the first Broadway exit is a difficult one. While it's clearly marked "Broadway Exit" the better off-ramp at Schnell only says "Schnell School Road". Travelers would not know you could access Broadway. Also, there are not indications on Highway 50 of the services a traveler would find on Broadway.

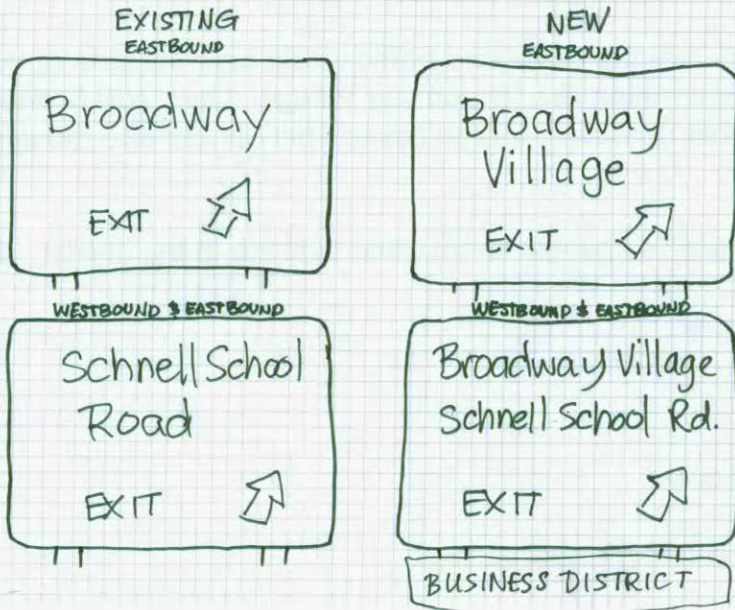
PROPOSED SOLUTIONS:

Highway 50 Signs should have the following changes:

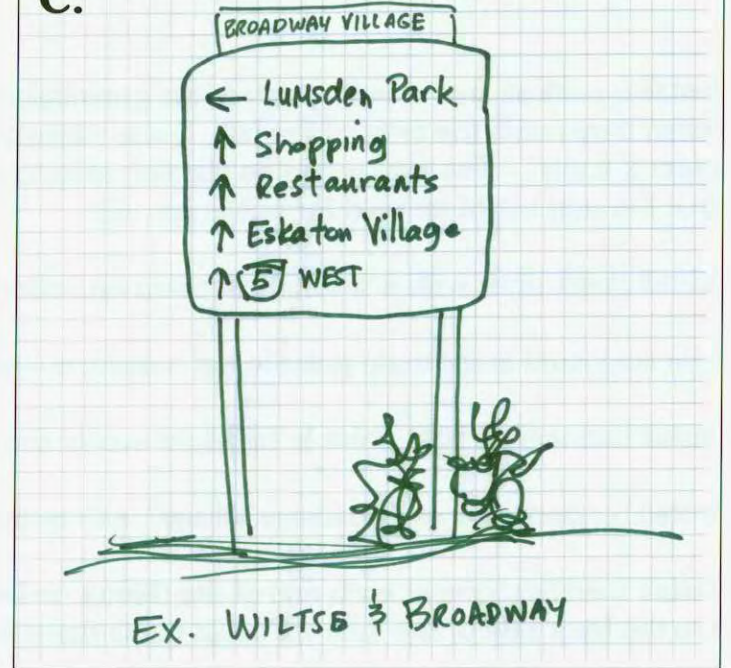
- Broadway Exit should read "Broadway Village"
- Schnell School Road should read "Broadway Village / Schnell School"
- Business District rider should be added to the bottom of all exit signs
- Corporate Identity Sign needs to say we have McDonald's, Starbuck's, Taco Bell, etc. This would bring people off the highway. The group sought input from Steve Calfee, Director of Community Development, on this idea. He has spoken with Caltrans, and if the City Council passed a resolution approving a corporate Identity Sign for Broadway, it should be something we could do. (A)
- Renovation of City of Placerville sign needs to be 3 sided, giving directions to Broadway Village and Historic Old Town on sides with the face remaining the same (B)
- Broadway exit needs to have a directional sign across from the stop sign that would highlight what's available on Broadway such as Eskaton, Lumsden Park, food, fuel, etc. (C)
- Install signage on the El Dorado Trail flyover which is above the 1st Broadway exit inviting people traveling west from Tahoe to shop on Broadway. (D)

A.

CAL TRANS SIGNS



C.



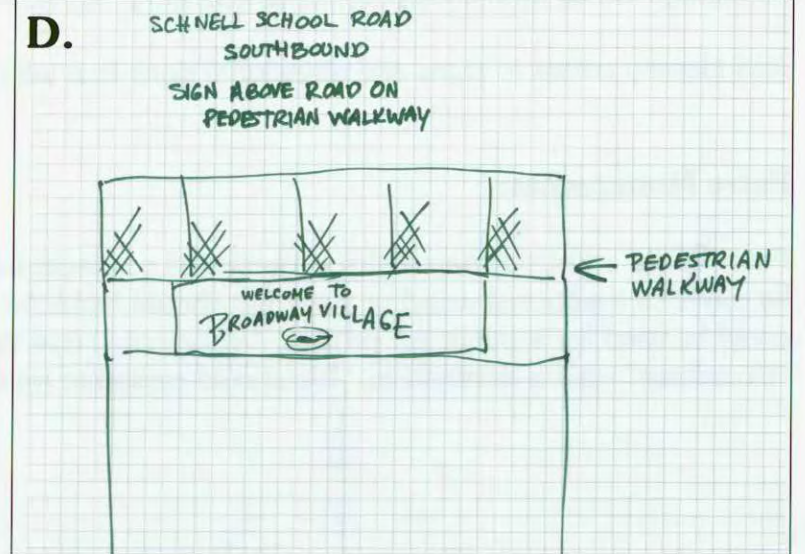
B.



CAL TRANS SIGN WESTBOUND



D.



- Signage -

Install a vertical, free standing sign in the greenbelt area across from Starbuck's as the eastbound traffic would have full view of this when they reach the crest of the hill. It was suggested that the message be something like "*Broadway Village - Over 100 Stores Next 2 Exits*". The sign would be planting seed to pull off and check out what Broadway Village has to offer. It was also thought that the sign might be used for public art. (E)

Install street signs with a smaller extension on bottom saying "Broadway Village" so people know when they are in the district. (F)

Use staggered and ornate poles to get a uniform look as well as define the area.

Install banners on light poles to highlight events and seasons.

Install banners saying "Broadway Village" with every 3rd banner advertising event.

Install 2 arches, one at each end of the district, to let people know they are entering a special area.
On the back side of the arch we could thank them for coming.

Individual Business Signs should be of similar style or design and size for continuity within the various shopping centers.
All signage other than shopping centers or stand alone signs should use the same logo, colors, and font for continuity.

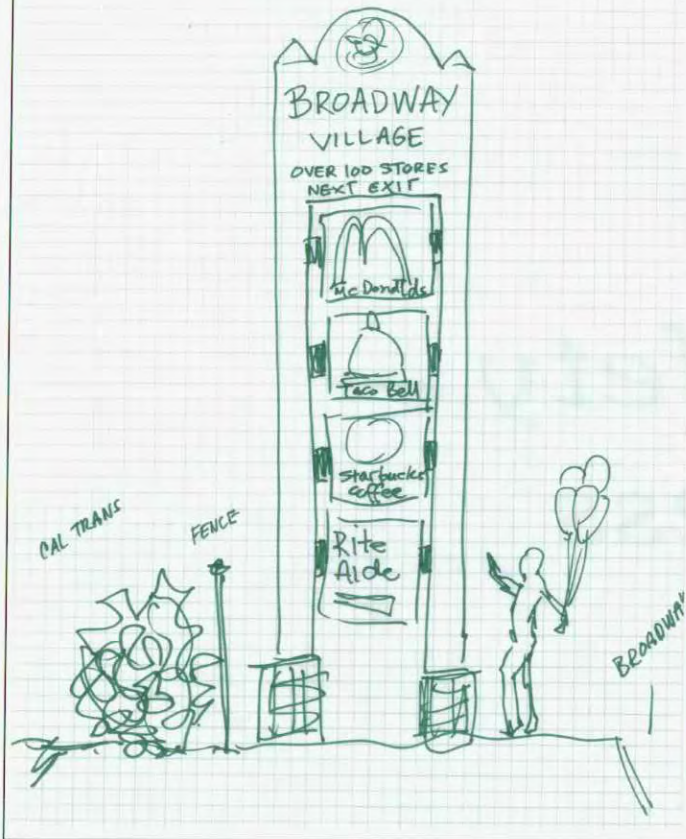
Add identity colors to signs and directional signs that tell people they are in the Broadway Village, underlying a sense of identity.

Entry Monuments:

Peter Wolfe and Courtney Mattson presented concepts for an entry arch to be erected at the end of the district. The arches could be made of traditional wood or steel, but should highlight the history of the area: miners, wheelbarrows, water cannons, etc. and could be used for a public art project. Wolfe noted that Broadway has an important connotation - people enjoy going to "Broadway" - it's a destination. We should capitalize on that. (G & H)

E.

ON CITY PROPERTY BETWEEN
HWY 50 & BROADWAY ACROSS FROM
HANTOWN VILLAGE



G.



H.



F.



SIGNAGE

Traffic, Safety and Access



TRAFFIC, SAFETY AND ACCESS

Preliminary Observations:

Given the anticipated development just east and southeast of Broadway, the question was raised as to whether to provide solutions for future traffic needs or for present day needs. We decided to look at current issues. The point was raised that generally when traffic congestion is an issue, one of the first solutions to be considered is to increase the number of lanes from 2 to 4.

However, the four-lane concept was set aside due to:

- Perceived geographic limitations. With Highway 50 to the north and Hangtown Creek to the south, there did not seem to be enough room.
- Potential increase of pass-through traffic. Even with just two lanes, it was observed that there are a large number of cars that use Broadway to get from one end to the other without stopping at any of the merchants. They simply want to avoid Highway 50. It was thought that adding two more lanes would encourage even more “pass-through” traffic.
- Wasn't consistent with a “village” theme.

Bird's Eye View:

The group stepped back and made observations based on the aerial view of the project. We saw: (I)

- Large amount of asphalt
- Lack of trees and greenery
- High number of driveway
- Stores are set back away from street
- Minimal bus stops with very little or no protection from the elements
- Minimal, badly placed crosswalks and sidewalks

Lack of Village Center:

The team agreed that our community should have a Village Center or Square. We currently have no gathering spot or place to socialize or conduct non-commercial activities. The midpoint between Mosquito Road and National 9 is approximately where the abandoned PG&E building is located along with the gas stations and transit yard. This seemed to be an ideal place for a center or “The Commons”. Hangtown Creek could even be incorporated into the plan. (J)

Hangtown Creek:

The creek, which runs the entire distance from National 9 to Mosquito Road, is an opportunity. We should consider re-opening and highlighting it as part of the redesign thereby enhancing our natural setting.

I.



J.



TRAFFIC SAFETY & ACCESS

Recommendations:

Reduce the number of driveways

Each property owner, regardless of the size of property, seems to have taken advantage of the maximum number of driveways available, regardless of need. This results in excessive use of left turn lanes, both of which stops traffic unnecessarily and increases potential for accidents. We all agreed that the Carriage trade Center was a good example of the ration of the number of driveways to the size of the parking lot.

Reconfigure parking lots

Consider one-way ingress and egress and/or diagonal slots to bring shoppers closer to the stores and maximize exposure for each business, while reducing congestion on Broadway and inside the parking lots.

Establish reciprocal easements between properties

Most property parking lots are not accessible to each other, creating a connectivity problem. By allowing traffic to flow from one parking lot to another without entering or exiting the lots relieve congestion on Broadway.

Address the confusion of the Schnell School/Broadway/Wiltse intersection

Part of the confusion of this confluence, is the use of stop signs which occurs eastbound Broadway at Wiltse but not westbound Broadway. One suggestion was to close Wiltse, making the eastbound stop sign unnecessary and creating an oval-about, space permitting. Placement of a traffic signal at Schnell was not advised, since it could potentially cause a back-up on the Highway 50 off-ramp.

Address the Highway 50/Broadway off-ramp

The use of a roundabout to redirect and ease traffic flow was suggest here as well.

Connect the sidewalks to the interior businesses by use of laterals

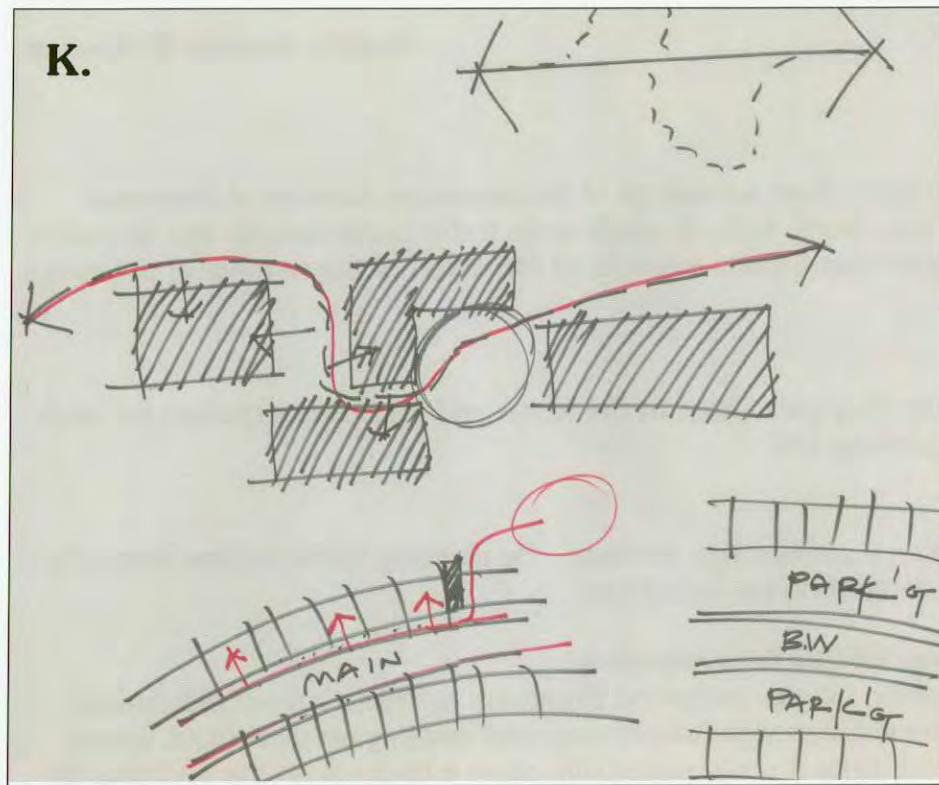
Currently, there are not pedestrian accesses from the sidewalks / street to the stores. This creates a dangerous situation for pedestrians walking into the center from the street. Consider the use of sheltered laterals. (K)

Connect, widen and repair sidewalks

There are many areas on Broadway that do not have sidewalks on both sides of the street. Further, the existing sidewalks vary in height and width. This makes it impossible to safely walk the length of Broadway from either side of the street. Create continuous and protected sidewalks. (L)

Create interior sidewalks/bikelanes along the re-opened Hangtown Creek

This would remove pedestrians and bikers from the potentially hazardous automobile traffic along the street and relieve congestion on Broadway. Create a pedestrian / bicycle greenbelt.



Consider building a parking structure

If implementation of the recommendations results in the unacceptable number of parking spaces, consider building a parking structure with retail on street level and provide parking shuttle to alleviate traffic.

Add and reconfigure transit stops

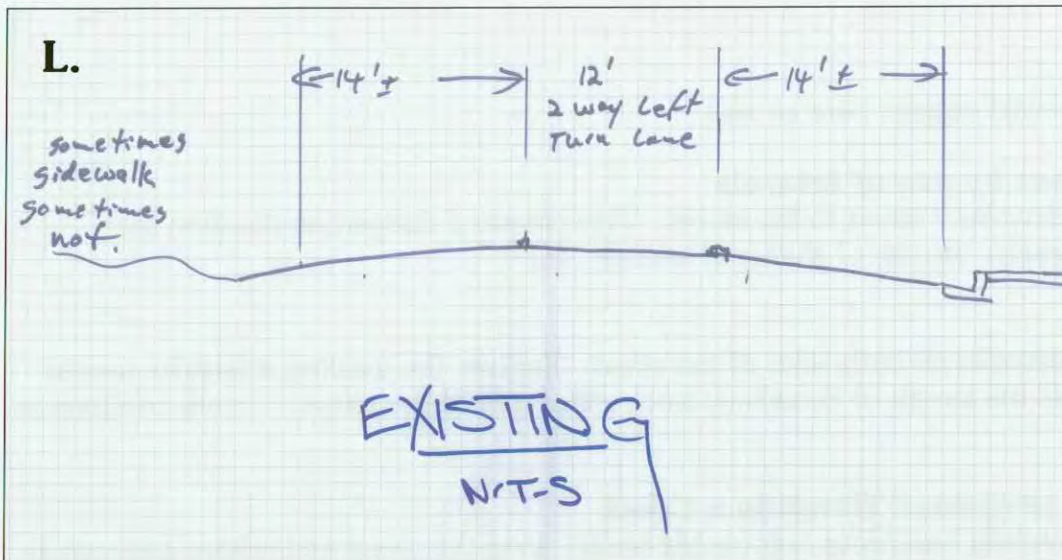
There are three existing transit stops, two on the street and one inside one of the lots. Advise total of 6 to 8 stops.

Reconfigure pedestrian crosswalks

Once the driveways, transit stops and sidewalks have been finalized, rethink the location and the design of the crosswalks, to ensure that core traffic and pedestrian circulation patterns have been considered and that the crosswalks are pedestrian oriented. Lighted crosswalks (lights embedded in the street) were brought up, but immediately declined by the group due to the expense and perceived marginal effectiveness. There lights were largely ignored, because they were constantly set off by kids.

Develop the backs of the businesses on the north side of Broadway

use reciprocal easements to solve connectivity on the backside of the buildings on Broadway. Trim bushes and trees to maximize exposure to highway traffic. Consider installing pedestrian, bicycle path between rear driveways and highway.



Outdoor Art



History

The history of outdoor art is a long and varied one. It has its roots in the ancient world, where people used natural materials to create art. In the modern world, outdoor art has become a popular form of expression. It can be found in parks, public spaces, and even in the homes of private collectors. Outdoor art is a reflection of the community it is created in, and it can play a role in improving the quality of life in a neighborhood. It can be a source of pride and a way to bring people together. Outdoor art is a form of art that is accessible to everyone and that can be enjoyed by all.

OUTDOOR ART

The goal of public art is to enhance and compliment the natural surroundings of Broadway and our area.

Points of Discussions:

- How can we enhance the natural setting of Broadway?
- What is our mission for public art?
- How can public art enhance the efforts of the other groups?
- How can we use art to link diverse elements within the community?
- How can we use art to generate commerce?
- How can art make Broadway more attractive to shoppers?
- What do we want to attract to Broadway?

MURAL THEMES :-
GOLD MINER / PANNING & DIGGING
VINEYARDS — TOURS
STAGE COACH — WELLS FARGO
APPLE HILL
GATEWAY TO TAHOE

History

We cannot discount our past. Placerville is where the California Gold History starts.

However, there are a lot of riches today.

The theme “Yesterday’s Gold ... Today’s Gold Too” came to mind.

Placerville is the gateway to the Sierras. Rather than simply dwelling on the past, we need to also move past what was and emphasize where we are going and what is currently happening here. Art throughout the area should reflect this.

Murals could link yesterday’s gold to today’s riches (apples, wine, Christmas trees, etc.)

Art can combine these elements. We could use art as a way to bring people into the area to see the art and then keep them here with our businesses. We need to celebrate the diversity that we have in history, in our lifestyles and in all the incredible things to do here.

Murals

We are surrounded by history, and yet someone new to our town would have no idea what that history is. Broadway does not reflect our ancestry. We should look for locations through the area where we can use murals to depict historical events. As a spin-off, we could publish a guidebook that gives historical information behind the murals which gets people to read more about the local history and possibly do a coloring book that could be used in local schools and for tourist souvenirs. Obviously, we need to highlight the Gold Rush as well as the famous people who have lived here like Markham, a famous poet and namesake of a local junior high, and Mark Twain who worked for the Mountain Democrat!

Recommended Mural Locations:

The end of the old Sierra Bank Building in Broadway Plaza is a great location with Highway 50 and Broadway visibility. It would catch the attention of locals and well as tourists.

A mural on the walls of the Schnell School underpass would highlight Apple Hill and the wineries. Art at that location would help tie the activities of Apple Hill to Broadway.

Use the end of Broadway Plaza where the fly fishing store is to highlight local recreational activities.

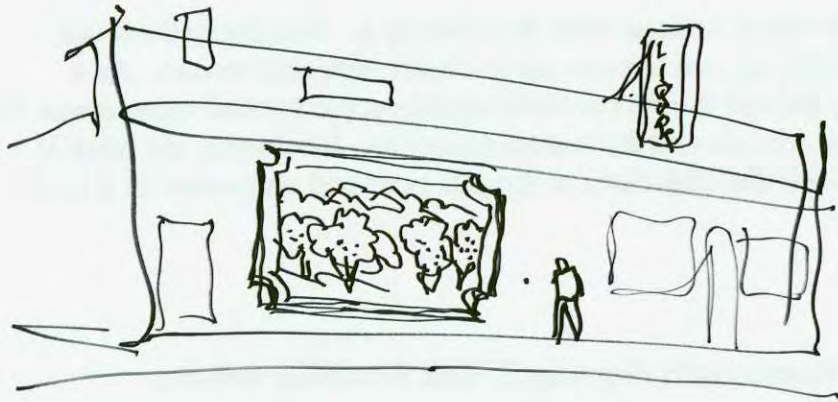
The PG&E building is a blank and ugly canvas. We could use it for multiple murals which could then be sold to raise money for public art.

Have a contest involving local artists asking them to design suitable canvases for 8' x 8' to be displayed in areas where we would like to have murals. This would generate a buzz.

The sign for Chuck's Restaurant has space where we could add a sculpture or mini mural.

Install a mural or canvass on the front of the liquor store to give more interest.

A public art program on Broadway would be a wonderful way to bring the community together. A comprehensive program could include places for children's art as well as opportunities for amateur and professional artists of the highest quality. Bringing a great diversity where everyone has a voice promotes the village concept.



LIQUOR STORE



Rt. 50 UNDERPASS

- PG&E -



PAN GOLD

VINEYARDS

STAGECOACH

GOLD
MINE

APPLE
ORCHARDS

SCULPTURE —



MINER
8 FT
TALL

OUTDOOR ART



FLY FISHING SHOP



MURAL ON CREEK



1319 BROADWAY



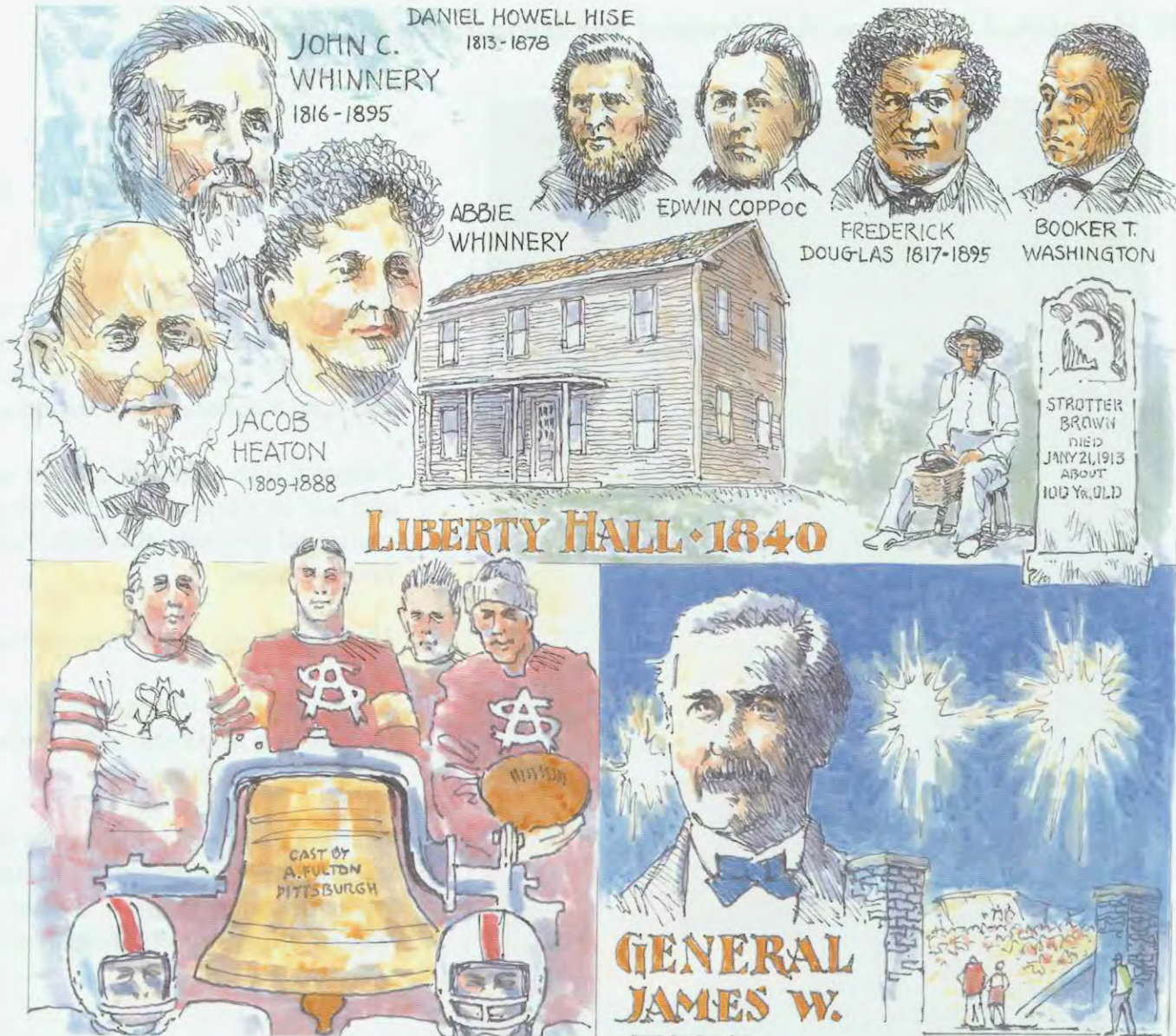
VIEWED FROM RT 50 NORTH



OUTDOOR ART

SECTION "G"
IN COLOR

ORIGINAL SCANNED B+W DRAWINGS WERE THEN DIGITALLY PRINTED ON WATERCOLOR PAPER. WE WASHES WERE THEN ADDED FOR FINAL SCANNING.



Close-up of mural

First Proposed Outdoor Art Project for Broadway Village...



Art Takes Flight on Broadway

Business owners and merchants will sponsor tromp l'oeil images of local birds on various buildings, doorways, towers, etc. combined with an inspirational quote on art and how it enhances our experience.

Proposal is to start with at least six images on Broadway and add to the program. As we get funding and expand our mural program, the birds can be incorporated into future designs.

Merchandising opportunities include:

- Creating a set of notecards for local merchants to sell. Information about the local bird to be incorporated on the back of notecard.
- Create a “game” around the outdoor art which encourages the community to discover the birds and the participating merchants. A nice drawing prize to the winner encourages participation and observation.

LANDSCAPE & STREETScape

Streetscapes need more color and more diversity in the size and types of trees. Shopping centers need to use small, medium and large trees within their landscaped areas. The pallet of plant material that works and lives a long time needs to be used as we have some plants that are not faring well. We need to help owners identify what will work in their applications and help keep things coordinated with other owners. The hills looks nice, but the streets desperately need help. We need to highlight pinch points with color spots and add container planting like those in Hangtown Village Square. We also need to address and enhance walking trails around Hangtown Creek.

Recommendations:

A Landscaping Committee should be established to interface with owners and merchants to beautify the area. Recommendations could be made as to what grows well and what doesn't, what trees are appropriate to maximize shade and minimize obstruction, what plants provide year-round color.

The following should be considered:

Address the lack of landscaping. We have too much asphalt and little shade. Work with owners to add trees, such as in the Mountain Democrat lot.

Help owners with their landscaping plans. Larger trees need to be planted and limb up existing trees so the merchants and businesses can be seen.

Help with seasonal landscaping. Something should be coming in and going out at all times.

Address how we keep the landscaping in good shape once it's planted.

Locate places to sit and talk down by Hangtown Creek.

Locate paths along areas where the creek is exposed.

Consider the creek area as a possible mural site.

- Landscape & Streetscape -

Find ways to encourage owners to decrease asphalt to soften the look of the area.

Make a 5 year plan and stick to it. It takes that long for landscaping to mature.

Establish a self policing entity for landscaping issues.

Find out if there is money available from Parks & Recreation for small "mini" parks in the area.

Have Community adopted areas which they maintain like at the Fairgrounds.

Have a Community Garden for the residents of Eskaton who are not allowed to alter the landscaping in any way at their homes. Plenty of residents would love gardening opportunities.

Another Community Garden could be established at the corner of Schnell and Broadway. It could be a garden for the children of Schnell under the direction of their nationally known gardening program.

Add corner monuments with hanging flower baskets.

Landscape traffic points and circles such as Broadway and Main/Mosquito, Schnell/Broadway, etc.
Look for possible water feature locations in the malls and along the creek.

Add banners and plant hangers to street lamps.

Ask owners of Stage Coach Square to repair the water wheel, add landscaping and plant birch trees near the water wheel.

Liquid Ambers need to be kept away from sidewalks as they can cause problems.

Clean up off ramp areas and plant some trees in the large areas near the first Broadway exit.

Sponsor a Schnell school project to help design and maintain landscaping on Broadway.

- Landscape & Streetscape -

Add red oaks for the parking lots. These trees have very high tops and good shade, but leave buildings exposed for businesses.

Plant medians and pint points with seasonal flowers.

Landscape the corner in front of Off Broadway and add rock rose bushes behind it.

Work with the owner of Carriage Trade Center, Save Mart, The Paint Spot Center and Mountain Democrat because these areas have no landscaping, and improvements here will greatly help other owners to get involved.

Consider forming an assessment district to help with the costs to develop Broadway landscaping.

Add landscaping to the retaining wall across from Jed's or consider replacing wall with something more attractive.

Turn Caltrans lot into a park with an amphitheater, grass, plants, and open creek area.

Ask Der Weinerschitzel to update and renew their landscaping that's either dead, dying or missing.

Ask City of Placerville to enforce landscaping plans that exist in their records.

Perhpas we should consider a small park in the back parking lot of the Mountain Democrat and Motel where we could capitalize on the creek and give people a place to side and enjoy nature. Envision using water spouts to shoot water at a retention wall along the creek. The water feature would create a spectacle as it cascaded down the concrete, could be lit with color to highlight the seasons, and it would be reminiscent of the Placer mining on which our town was named.



Over the years, the design of buildings has evolved from simple structures to complex, multi-story edifices. The process of architecture involves the creation of a plan that guides the construction of a building. This plan takes into account the building's purpose, the site's characteristics, and the client's requirements. The architect's role is to translate these needs into a visual representation that can be used to guide the construction process.

The design process begins with a conceptual phase, where the architect explores various ideas and concepts. This is followed by a more detailed design phase, where the architect develops a comprehensive plan for the building. The final stage of the design process is the construction phase, where the building is built according to the architect's plan.

Architecture

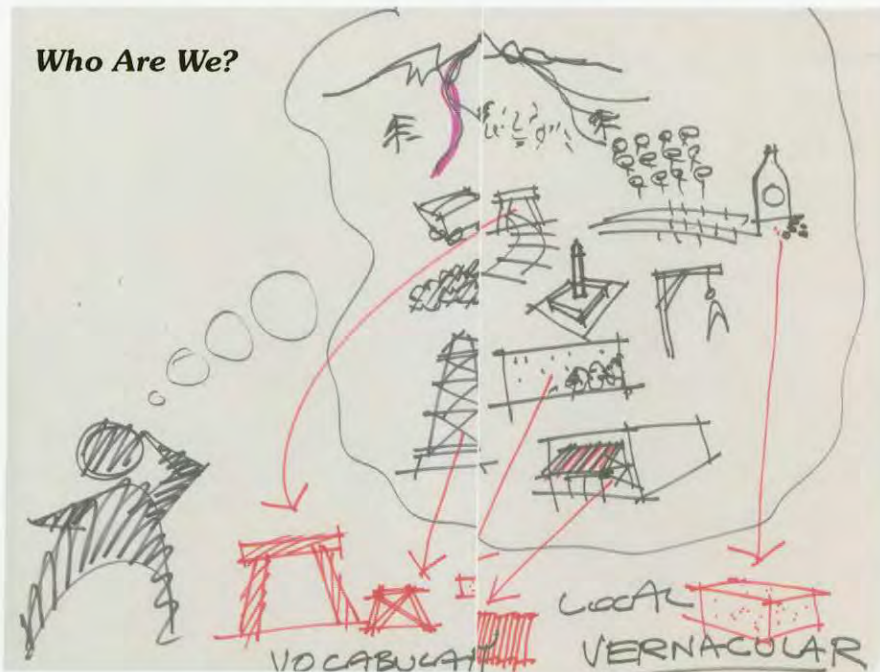


ARCHITECTURE

Charlie Downs spoke for the group saying that Broadway needs a vision of what we're trying to create and how to get a sense of "place". Architecture needs to focus on what's unique about Placerville and Broadway. We have forests on both sides, an ancient north-south river by Eskaton where the miners used water canons to get at the gold. Broadway has a unique history. When people were asked what they thought of when you said "Placerville" or "Broadway", the answers were: rock climbing, proximity to skiing, mining, druids, apples, wine, the hangman, Bell Tower, Placerville Hardware. These pieces are our vocabulary in what we create in our architecture.

Broadway needs a landmark. Right now Broadway is a path - you go from point A to point B. Downtown has a focal point in the Bell Tower. We need to create a center. Lots of bits and pieces are happening here, and there's no critical mass of anything. A village center was suggested at the Caltrans yard.

We need to work against traditional designs here and push projects forward toward the street. The Carriage Trade Center is an example. There is tremendous opportunity to move the building pads closer to the street, incorporating more retail opportunities and decreasing the huge expanse of asphalt in the parking lot. This would generate a more human feel.



★ LANDMARK

∴ BROADWAY VILLAGE CENTER

★ WATER WATER ELEMENT

★ OUTDOOR PERFORMANCE SPACE -

MULTI PURPOSE FARMERS MARKET!

★ CAFE

★ DELI

★ ART

★★★

PERMANENT LOCATION!

★ MUSEUM

FROM FAIR GROUNDS!!

★ MOVE FROM FAIRGROUNDS CITICAL MASS



CATALYST

Recommendations:

We need to reinforce links between districts: Placerville Downtown Association, Placerville Drive Business Association, Broadway Village Association and the Smith Flat Gateway area.

Find locations for an outdoor cafe, deli, public art, museum and offer the farmers market a permanent location.

Move the historical museum to Broadway and emphasize our rich local history.

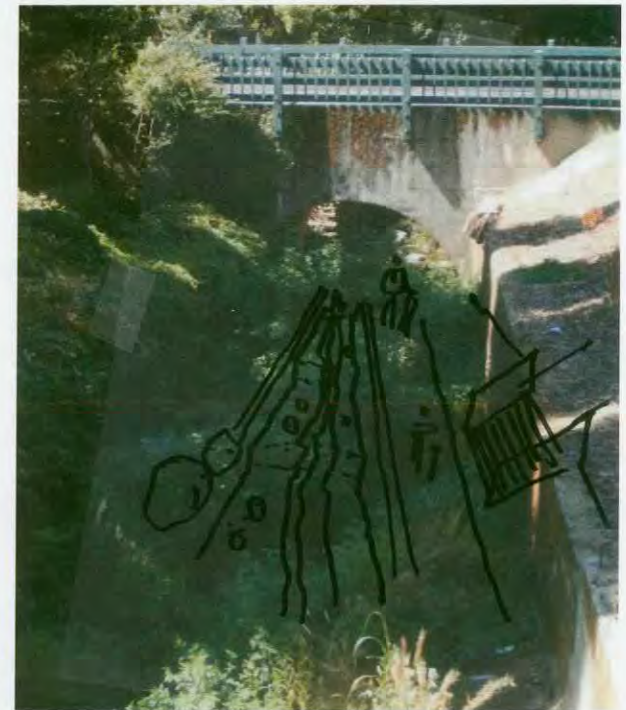
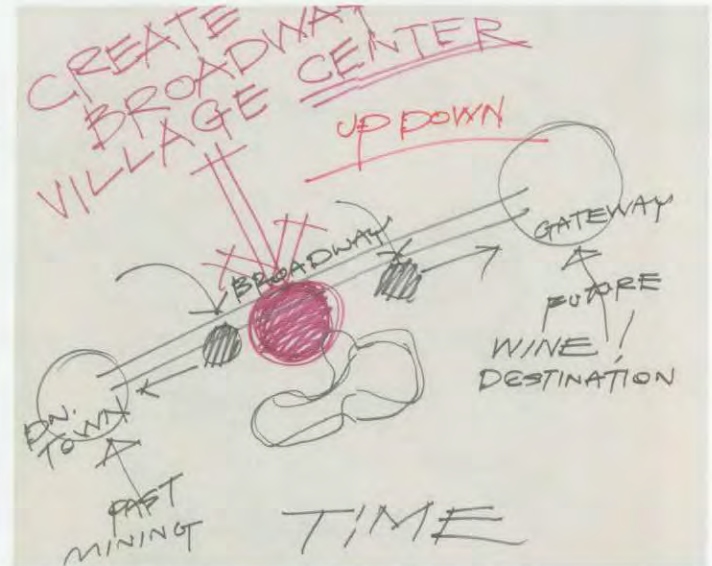
Use the Village facility to show off what's rusting at the Fairgrounds. Become a destination by opening the creek, and take advantage of that by adding mulitpurpose plazas, amphitheatre and parking in between.

Create terraces around the creek so people can get off car level and engage in nature.

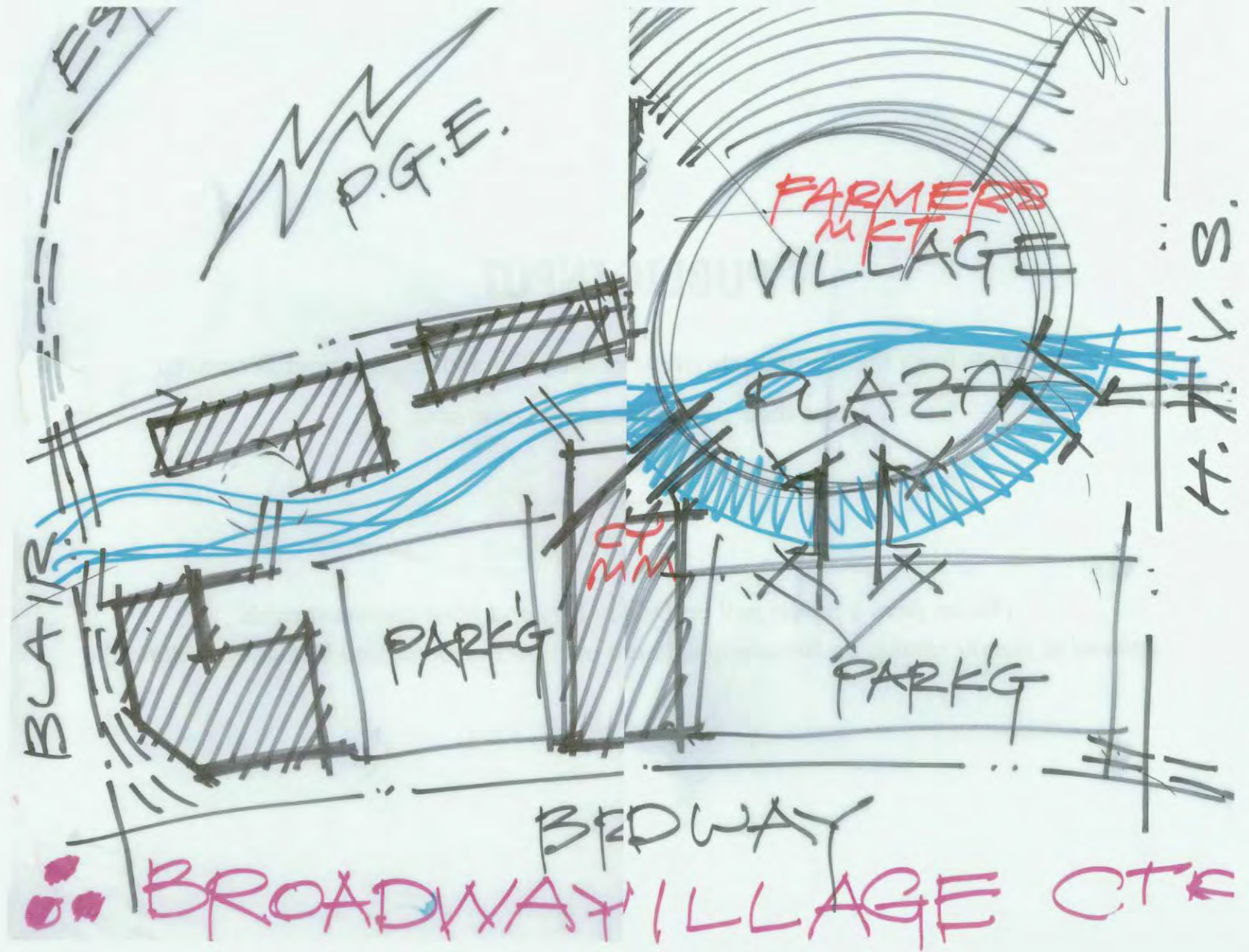
Install a water feature that will bring people to the area to experience it.

Use Public Art like sculpture to give the control of a fence without using one.

Redesign the building facades and add buildings closer to the street to counteract the retro feel give Broadway a more modern flair.



**Play Up Hangtown Creek -
Terrace creekside**



PUBLIC INPUT

Comments from the Community on what they like and dislike about Broadway
plus their suggestions and comments.



*(Taken from a public poll on Design Day and from comment cards
placed at the merchants on Broadway who are members of Broadway Village Association)*

COMMENTS FROM A CONSUMER POLL - OCTOBER / NOVEMBER 2007

(Individual responses listed)

WHAT DO YOU LIKE ABOUT BROADWAY?

- Grocery Outlet & Dollar Tree
- Enjoy the small shops
- Close to home. Like Starbucks, though I'd like to see other "coffee shops".
- Like Baskin Robbins
- Free parking – accessibility
- Good access. You don't have to go through downtown to get to Broadway.
- Love the name Broadway
- Like the name
- Easy parking
- Like the Mom & Pop stores where "everyone knows your name".
- Nice variety of stores & eating places
- Like the small office supply store
- Parking available
- Some of the landscaping is upgraded
- Variety of services
- Freeway access if fairly easy.
- People who run shops are helpful and friendly – a BIG plus
- Old Placerville feel – some wonderful shops
- Compared to the changes made on Missouri Flat, traffic is MUCH better on this side of town
- Easy shopping
- Like Starbucks & Ace Hardware
- Easy parking
- Like the shops and the people
- Lots of parking
- Like Teriyaki Junction and Starbucks
- I like the fact that there is not too, too many corporate businesses. Like Teriyaki Junction, Water Store and the Steakout
- Easy on-off from Camino

WHAT DO YOU DISLIKE ABOUT BROADWAY?

- No Sidewalks.
- Soup Kitchen & Upper Broadway
- Loss of continuity from Old Main Street.
- All the vacant stores in the Dollar Tree center
- Hard to get in and out of centers.
- Not much support for Community Events
- Empty stores
- Dislike that it turns into a Ghost Town past Jim Boy's Tacos
- Dislike seeing homeless, downtrodden people smoking all over
- Homeless people around
- All of the businesses are "parking lot in front" instead of store front. Store fronts are what gives Main Street its charm.
- Homeless situation and Mexican businesses
- Some of the shopping centers are old and run down – especially the Grocery Outlet center/ PG&E building and Save Mart, and the center across from Save Mart
- Driveways need to be opened up between shopping centers to improve traffic flow and access
- Broadway is too exposed and noisy. It's an unattractive traffic corridor.
- Old strip malls are ugly
- Too much traffic
- Garish color scheme on hot dog shack – very intense!
- Old, unused neon sign frame near the house between apts. & eye doctor's office. It's ugly and unnecessary – take it down!
- Too much pavement and a lack of trees and planter boxes
- Many cars do not observe the speed limit
- Not enough "curb cuts" for shops – wheelchair access is poor
- Nothing
- Difficult to exit parking lots onto Broadway at times. The former Lucky's/Albertsons is a very small, crowded store
- I dislike how many corporations there are like Starbuck's, McDonalds, Baskin Robbins, Taco Bell.
- Police are protective of Police Station. Dislike the Military recruiters.

WHAT WOULD YOU MOST LIKE TO SEE CHANGED?

- Put in sidewalks PLEASE!!!!
- Would be nice to continue "Old Placerville" theme so Main Street & Broadway tie together as a historic landmark. Play upon El Dorado County being the 1st county established in California. Store fronts reflect historical aspect.
- Add hanging baskets & flowers
- Upper Broadway needs to be improved where Dollar Tree is.
- Better traffic flow
- Clean up shopping area in upper Broadway. Need total overhaul of Dollar Tree Center
- Friendlier merchants
- In Stagecoach Village, one office building is too brightly lit until about 10 pm. Have more modest lighting.
- As you approach Broadway from Main Street, some signage is needed by the dentist's office showing that the street will be turning and that there are nice shopping opportunities on Broadway as well as Highway 50 access.
- Historical sites need to be highlighted: plaque where the Civil War armory was; mine where the duplex is. Mine went into Eskaton property. Modern movers and shakers that changed Broadway in the last 50 years should be honored.
- Design theme. Some design elements are needed to tie the whole area together. (Think redo of Tahoe main drag – all the same style)
- Keep Broadway natural but also add modern green stuff
- Homeless people
- Needs to have a contiguous sidewalk with ramps for strollers & the handicapped
- Need planters on both sides of street to make Broadway more visually appealing. They would provide visual relief from the blacktop and be a safety barrier for the walker or jogger when they are placed between the street and the sidewalk.
- More benches or areas where people can gather
- Improve the "park" opposite Off Broadway. No one ever goes there although it could be an asset.

- Hate the cheap chain stores. I can't believe Pville is getting a Target (yuck) and Wal Mart is the worst. Trader Joes would be nice though
- Something as to be done to improve the Broadway off-ramp from Highway 50 Eastbound. Impossible to turn left on Broadway
- Desperately need sidewalks and safer pedestrian crosswalks. At night it is dangerous to cross Broadway
- Need tree and shrub cover with a safe, pleasing pedestrian/cycling plan that incorporates occasional rest areas
- Utilize abundant blacktop to stage events and activities: parking lot sales, farmer's market, community flea market, 4th of July picnic/parade, music/drama events, country and western hoedowns, chili cookoffs. These are a few ideas that require larger areas that Downtown cannot offer because of limited space!
- Many of the buildings require cosmetic help! A "makeover" doesn't need to make every center unified; each building could maintain its architectural identity (if one exists), but a default style and color mix would help "spiff-up" the area
- Have a bike lane that flows from the Schnell School bike trail. Have bike racks near the food and drink stores.
- Appearance and landscape improved.
- Soften facades and add color
- Control traffic better
- Need plazas where people can congregate – have tables for chess, benches, free entertainment on Friday, Saturday nights
- Uniform signage. Some signs are blocked by street lights
- Don't like weeds growing in cracks and around poles – ugly!
- Some shopping centers have NO outside trash cans!
- More greenery. Maybe colorful banners like they have on Main St.
- Would love more beautification – trees and flowers. Maybe a theme with street lights that extend the look and feel of Main St.
- Better, safer egress from the Rite Aid, McDonald's area
- More creek water action please. We need more parks and maybe a basketball court for local kids
- Haven't really thought about it much...seems a shame that so many small shops/stores are set so far back from Broadway

WHAT KINDS OF STORES / SERVICES WOULD YOU LIKE HERE?

- Regular retail mix. Traders Joes.
- Shops for women's wear
- Fabric stores
- Mid-range shoe store (something between Evergreen and Payless)
- Pet Smart or other full service pet store
- Cleaners
- Frozen yogurt and old fashioned bakery
- Full service grocery store
- Seafood restaurant or steak restaurant
- Restaurants & cleaners. Clothes stores. Linens and houseware stores
- Have open spaces and places to sit outside. Public plazas. Lunch and/or coffee place.
Not like Starbuck's where you're sitting in a parking lot with cars driving in front of you, but protected.
- Would love a live theater her on Broadway or "Off Broadway"!
- Keep out the Big Box Store!
- More restaurants
- Keep it Mom & Pop stores
- We need a nice, family ice rink
- Auto parts and sports equipment
- Boutique grocery store, walk-in clinic, linen and household store, men's clothing store
- Nice restaurant, clothing store, another grocery store
- Would love a yardage or craft store
- If there were a karate center or dance, music or gymnastic place where parents would bring children, it would bring foot traffic to Broadway
- More clothing stores and unique gift stores, plus a "regular" book store
- I would like more local businesses
- Better turn lanes

ADDITIONAL COMMENTS:

- Light up centers at night and have more stores open
- Thank you for asking for consumer opinion
- Some buildings (Chuck's comes to mind) are boring to look at. Just a contrasting horizontal line or two would break the monotony.
- Thanks for asking
- Dark green seems to be a common color up and down Broadway. That would look nice as an accent on Chuck's.
- Parts of the north side of Broadway are pedestrian unfriendly with broken, cracked or uneven pathways. They look bad.
- Broadway has the potential to be quaint and appealing, but the older stores keep people from coming to this end of town
- Too many big parking lots. I love you, Placerville! *(So do we!)*

Thank you for caring and for helping us create a renewed

BROADWAY VILLAGE

for the benefit of Placerville & the entire Community!

Appendix B: Traffic Recommendations

TRAFFIC RECOMMENDATIONS

EAST BROADWAY

PLACERVILLE, CALIFORNIA

SEPTEMBER 2, 2009

Prepared By
Thomas C. Ferrara
Traffic Engineer #413

Prepared for
Lumos & Associates, Inc.

California Public Works Studies Program
Civil Engineering Department
Research Foundation
California State University, Chico



Thomas C. Ferrara

Introduction

On Wednesday July 29, 2009 a trip was made to Placerville to look over East Broadway and attend a stakeholder advisory committee meeting. A preliminary presentation was made as to recommendations. Plans for improvements on East Broadway were also presented and reviewed.

The Lumsden Ranch Draft Environmental Impact Report was also reviewed. It provided the basis for traffic volumes that are used to make the recommendations herein.

US 50 Broadway Off-Ramp at the Intersection of Broadway

This intersection is just to the east of Mosquito Road. Based on the current plus project traffic volumes in the Lumsden Ranch EIR the intersections meets peak hour signal warrants specified in the Manual of Uniform Traffic Control Devices. The approaches on Broadway have one lane each and the Off-Ramp has two lanes. Details of the signal warrant are presented below:

Broadway Two Way PM Peak Hour	Off-Ramp PM Peak Hour Volume	Off-Ramp PM Peak Hour Volume Required
1100	429	250

A traffic signal is recommended at the intersection. With the traffic signal, the E and F level of service projected in the Lumsden Ranch Draft EIR based on existing traffic should be mitigated. When a traffic signal is installed, the intersection needs to be moved to the east and the length of the off ramp extended. The length of the ramp needs to be sufficient to store the queues of cars that wait at the signal and to provide adequate deceleration space for Highway 50 exiting traffic. The length of the ramp needs to be designed based on the traffic signal timing and traffic volumes when the signal is installed. Preliminary queue length for right turning traffic exiting Highway 50 is 360 feet. Preliminary queue length for left turning traffic exiting Highway 50 is 220 feet. The queue lengths are based on very uncertain assumptions, but will give an indication to planners as to the extent of the problem.

There are some modest problems with sight obstructions at the current stop controlled approach. Large vehicle turning left can obstruct visibility to stopped right turning vehicles. Drivers need to be cautious when they cannot view the oncoming traffic from the east. Bushes to the west of the stop sign should be replaced with ground cover to enhance visibility.

Blair's Lane and Broadway

This intersection can remain as stop controlled. Based on current plus the Lumsden Ranch project the traffic volumes do not meet signal warrants or all way stop controlled warrants. At this intersection Broadway has two lanes on each approach, one through lane and one continuous left turn lane, and Blair's Lane has a one lane approach. Details of the signal warrant are presented below:

Broadway Two Way PM Peak Hour	Blair's Lane PM Peak Hour Volume	Blair's Lane PM Peak Hour Volume Required
1132	59	240

The all way stop control warrant calls for an average of at least 300 vehicles per hour for any 8 hours of an average day. The combined vehicular, pedestrian, and bicycle volume entering the intersection from the minor street approaches (total of both approaches) must average at least 200 units per hour for the same 8 hours. The vehicle volume entering from Blair's Lane and the driveway opposite Blair's Lane totals 99 in the PM peak hour and 73 in the AM peak hour. Based on general observations the total would not come to at least 200 per hour for 8 hours when bicycles (which should have been counted as vehicles) and pedestrians are added.

Only Blair's Lane needs be stop controlled. The sight distance is adequate for Blair's Lane traffic at the stop sign but should be improved. The bushes east and west of the Blair's lane approach should be removed and replaced with ground cover. The current bushes in place can grow to obstruct sight distance in a very short time.

Schnell School Road/Wiltse Lane and Broadway

Based on the current and projected traffic patterns and existing intersection designs at the Schnell School Road/Broadway/Wiltse Lane Intersection, the following improvements are recommended in priority order:

- I. Replace the intersection with a 5 leg roundabout.
- II. Signalize the intersection and realign Wiltse with Schnell School Road.
- III. Signalize the intersection and prohibit in/out left turns at Wiltse.

The intersection meets the peak hour signal warrants as specified in the Manual on Uniform Traffic Control Devices based on the traffic volumes listed in the Lumsden Ranch EIR for current plus project conditions. There are various factors contributing to the operating problems with this intersection, including, the off-set nature of Schnell School Road and Wiltse, the close proximity to the US 50 eastbound off-ramp, and the various driveways entering the roadway in and around the intersections. Details of the signal warrants are presented below:

Broadway Two Way PM Peak Hour	Schnell School Road PM Peak Hour Volume	Schnell School PM Peak Hour Volume Required
1142	487	315

I. Replace the intersection with a 5 leg roundabout.

A 5 leg roundabout would likely satisfy the traffic needs within this complex intersection. A conceptual design was developed by Lumos & Associates that shows the space needed to construct a roundabout and has significant impacts to properties. An experienced roundabout designer should further research the configuration of the roundabout and the eminent impacts to local properties. Additionally, a traffic operations simulation should be performed to ensure traffic does not back up on the near-by US 50 eastbound off ramp at Schnell School Road.

II. Signalize the intersection and realign Wiltse with Schnell School Road.

Re-alignment of Wiltse Road and signalizing the intersection is recommended unless a full roundabout is built. The re-alignment of Wiltse would move the roadway east so it lines up with Schnell School. This would allow for a functional “cross” intersection that should then be signalized. The signal should have exclusive left turn lanes on Broadway with protective phasing in both directions if Wiltse is realigned. Since significant impacts would occur to properties east of the current alignment of Wiltse, further preliminary design work should be pursued by an intersection design expert. Additionally, work with property owners should begin early in the planning process.

The Lumsden Ranch EIR recommends adding lanes to the Broadway and Schnell School Road approaches at the signalized intersection but not to the realigned Wiltse approach. Departure lanes from the intersection would also have to be added. The number of lanes at the intersection should be determined at the time the signal installation is initiated based on current traffic and projected traffic at that time. The EIR does not mention a roundabout for this intersection.

III. Signalize the intersection and prohibit in/out left turns at Wiltse.

A signal at Schnell School Road and Broadway is recommended and left turns in/out of Wiltse should be prohibited if the intersection cannot be controlled by a roundabout or Wiltse realigned to be opposite Schnell School Road. To accomplish this a raised median must be constructed on Broadway to prohibit the left turns. The “KEEP CLEAR” pavement markings on eastbound Broadway adjacent to Wiltse Road should be kept in place. Once that is done the stop on eastbound Broadway at Wiltse can be eliminated, and it will cut down on delay, air pollution, and fuel consumption to Broadway traffic. Once the eastbound stop sign on Broadway at Wiltse is removed, parking on Broadway at the southwest corner of the Wiltse Road intersection must be

prohibited for about 50 feet from the intersection. This action will improve sight distance to stopped right turning motorists at Wiltse.

This alternative is the third priority alternative. It will cause inconvenience to motorists wishing to head west on Broadway from Wiltse and westbound Broadway traffic wishing to turn onto Wiltse. These motorists will probably use commercial driveways to turn around and access their desired route. However, the closeness of the intersections makes this necessary should Wiltse not be realigned.

At Schnell School Road with the traffic signal or roundabout, the PM peak hour F level of service indicated in the Lumsden Ranch Draft EIR based on long term cumulative traffic should be mitigated.

Overall Broadway Corridor Circulation Analysis

Pedestrian Facilities. The proposal to place continuous sidewalks on both sides of Broadway is an excellent idea. Pedestrian refuge islands in the median will allow pedestrians to cross one direction of traffic flow at a time. Pedestrian refuge islands in the median should be placed wherever possible. Enhanced visibility crosswalks will enhance safety and make the crosswalks more visible to drivers.

The crosswalk just to the west of the Gold Country Inn should be moved to the east side of the driveway at the strip mall on the north side of Broadway. Moving the crosswalk will allow for a median refuge island to be placed in the crosswalk. Thus eastbound left turning traffic entering the strip mall can use the continuous dual left turn lane. With the many driveways along Broadway continuous dual left turn lanes are an excellent idea.

Bicycle Lanes. Adding bike lanes to both sides of Broadway will encourage bicycle traffic and accommodate it. It is recommended. With the many driveways on Broadway, there is potential for collisions should bicycle operators ride the wrong way in the bicycle lanes. Motor vehicle drivers leaving a driveway to turn right on Broadway typically concentrate on motor vehicle traffic to their left and may not see a bicyclist approaching from the wrong direction. Enforcement and education of bicyclists to encourage them to only use the bike lane in the proper direction is recommended.

Bike lanes must meet the specified standards in Chapter 1000 of The California Department of Transportation Highway Design Manual. Minimum widths for bike lanes adjacent to a vertical curb, as planned for Broadway, are 1.5 meters (5 feet) with at least 0.9 meters (3 feet) of asphalt adjacent to the gutter pan within the bike lane. The Highway Design Manual states “the minimum lane width (for adjacent motor vehicles) is 3.6 meters” (12 feet.) It also states “in determining the appropriateness of narrow traffic lanes, consideration should be given to” many factors. One of the factors mentioned is truck volumes. Wide trucks and buses need adequate lane width to avoid encroaching in the bike lane. With the bus service planned for Broadway and the many delivery trucks

that serve the active businesses on Broadway, narrowing the lanes below 12 feet is a serious consideration. The Highway Design Manual goes on to state “where favorable conditions exist, traffic lanes of 3.3 meters (11 feet) may be feasible.” Prior to installing 11 foot lanes adjacent to bike lanes the City of Placerville must review all the concerns and approve the narrower lanes.

Bus Turnouts. Adequate bus turnouts are planned for Broadway. They will allow bicycles and motor vehicles to pass stopped buses without encroaching into other lanes. Bus turn outs are highly recommended.

Conclusions

The people of Placerville are to be commended for making a concerted effort to improve Broadway. The attendees at the stakeholder advisory committee meeting on July 29, 2009 were actively involved in supporting an excellent plan. Drivers along Broadway were quite courteous as they seemed to obey the 25 mile per hour speed limit posted on the west end of Broadway. Drivers also actively yielded to pedestrians crossing Broadway.

Appendix C: Parking Analysis



Technical Memorandum

To: Broadway Village Plan Project Team

CC: Jeff Schwein, *Lumos and Associates*

From: Ian Moore and Hannah Kapell, *Alta Planning + Design*

Date: May 28, 2009

Re: Broadway Corridor Parking Analysis

Introduction

The parking analysis of the Broadway Corridor was conducted to determine the quantity of existing parking along the study corridor. Existing parking was then compared with City Code Requirements and Institute of Transportation Engineers (ITE) parking generation numbers.

This technical memorandum provides a methodology for the parking analysis.

Existing Parking

City of Placerville staff provided tax lot parcels GIS and aerial photographs to determine existing parking. Parcel identification number, ownership and land use was determined for each parcel along the study corridor. Higher-resolution aerials were available online from TerraServer, and used to count marked parking spaces for each parcel. In locations where parking was not marked, or where aerials did not show parking (where trees or building shadows obscured the view), the parking area was measured on the City-provided aerial and a parking area of 300 square feet was assumed. Google StreetView was also used to clarify parking areas on the aerials.

City Code Parking Requirements

City Code section 10-4-4 Parking and Loading¹ provides parking requirements for all businesses in Placerville. In general, City Code requires that businesses provide 1 parking space for each 200 square feet of floor area, measured to the nearest 200 square feet. Table 1 on the following page presents City Code requirements for parking.

For the purposes of this study, 70% of buildings was assumed to be used by employees and customers, and was therefore used to calculate parking requirements.

¹ http://www.sterlingcodifiers.com/codebook/index.php?book_id=509 Accessed 5/26/2009.

Table 1. City of Placerville Code Parking Requirements

Automotive service center	1 space each 500 square feet maintenance area. 1 space each 200 square feet office/retail area
Beauty shop, barbershop	2 for each operating chair
Bowling establishment	8 for each lane
Eating or drinking establishment	1 for each 4 seats of maximum seating capacity
Fast food eating and drinking establishments	1 for each 50 square feet of floor area, plus 1 space for every 4 seats of maximum indoor and outdoor seating capacity, with a minimum of 5 required
General office, bank, studio, retail repair and service	1 for each 200 square feet of floor area, measured to the nearest 200 square feet
Hospitals	1 1/2 for each bed
Medical office	1 space each 150 square feet of floor area
Miniature golf course	2 for each hole
Multiple uses	The sum of the requirements for each individual use
Packing, manufacturing, processing service or research facilities	1 parking space per 500 square feet of gross floor area or 1 space per employee of maximum working shift, whichever is the greater of the two
Place of assembly or worship, mortuary	1 for each 4 seats of maximum seating capacity
Pool and billiard tables, golf driving ranges, pinball machines and other indoor recreational uses	2 for each recreational unit, such as a table, range or machine or court, or 1 space for each 100 square feet of floor area measured to the nearest 100 square feet, whichever is the lesser of the two
Rest homes, sanitariums, and convalescent hospitals	1 space for each 3 employees and 1 space for each 3 beds
Retail furniture, appliance stores and similar uses	1 parking space per each 250 square feet of gross floor area, measured to the nearest 250 square feet
Retail sales	1 for each 200 square feet of floor area, measured to the nearest 200 feet
Rooming or boarding house, motel, hotel	1 for each rental unit
Schools:	
Nursery schools	1 space for every 500 square feet
Elementary schools	2 spaces for each classroom
High schools	7 spaces for each classroom
Colleges	15 spaces each classroom
Shopping centers	1 space for each 200 square feet of floor space. A "shopping center", for the purpose of this section, is defined as an area upon which there are situated multiple retail or service type business enterprises in which the total floor space is at least 20,000 square feet Fast food restaurants shall not be considered part of a shopping center and shall provide parking at a ratio as specified under fast foods of this section
Single-family residence	2 spaces
Multi-family	1.5 spaces per dwelling unit
Wholesale or bulk storage	1 parking space per 1,500 square feet of gross floor area or 1 for each employee of maximum working shift, whichever is the greater of the two

For some few land uses, parking requirements are not based on square footage – parking requirements for restaurants are based on seating capacity, and for hotels are based on rooms. This information was collected by calling the establishments and inquiring into seating capacity or number of rooms, respectively.

ITE Parking Demand

The ITE Parking Demand manual uses studies of commercial properties throughout the country to determine average parking demand for business type by urban, suburban or rural, time of day and day of week. Weekday suburban peak-period averages were used in this study. Parking demand for the land uses found in the study corridor are shown in Table 2.

Table 2. ITE Parking Demand Figures

<u>Land Use</u>		Avg. Peak Period Parking Demand (Weekday)
Code	Type	(vehicles per 1,000 sq. ft. GFA)
310	Hotel	1.3 spaces per room
320	Motel	0.9 spaces per room
492	Health/Fitness Club	5.9
630	Clinic	5.5
701	Office Building	2.84
820	Shopping Center	2.04
848	Tire Store	4.17
850	Supermarket	4.36
	Convenience Market	
851	(Open 24 Hours)	3.4
		5.88-2.10 vehicles per 1,000 sq. ft. GFA (Saturday)
854	Discount Supermarket	
911	Walk-in Bank	2.3
931	Quality Restaurant	0.53
	High-Turnover (Sit-Down) Restaurant	
	Family Restaurant	10.1
	Restaurant w/	
932	bar/lounge	13.3
	Fast-Food Restaurant without Drive-Through	
933	Window (Non-Hamburger)	8.2
	Fast-Food Restaurant with	
934	Drive-Through Window	9.9

Results

The parking analysis found that, the corridor overall has almost 1,700 existing parking spaces. City Code requires 1,450 spaces, while ITE requires less than 1,000 along the corridor. These numbers indicate that there is a substantial opportunity to modify existing parking areas to better support community uses of the space. Table 3 on the following pages shows the complete results of the analysis per parcel in the study corridor.

Table 3. Parking Analysis Results

Parcel	Establishment Type	Existing Parking	City Code Requirements			ITE Requirements		
			City Code	Required	Differential	Demand (vehicles/1,000 ft ² GFA)	Required	Differential
South Side								
Mosquito Way								
220114	International Buffet	0	1 per 4 seats	25	(25)	10.10	42	(42)
220115	Mimosa Spa	40	1 per 200 ft ²	6	24	2.84	3	19
	Strands Organic Salon		1 per 200 ft ²	6		2.84	3	
	Air Force/Navy Recruiter		1 per 200 ft ²	6		2.84	3	
	Family Services		1 per 200 ft ²	10		5.50	12	
411137	Cigarettes/Tobacco	5	1 per 200 ft ²	4	1	3.40	2	3
411127	Gas/Mini Mart	2	1 per 200 ft ²	5	(3)	3.40	4	(2)
426112	McDonald's	35	1 per 50 ft ² + 1 per 4 seats	93	(58)	9.90	34	1
426123	Baskin' Robbins	172	1 per 4 seats	2	86	8.20	5	95
	Teriyaki Junction		1 per 4 seats	8		8.20	5	
	London Best Fish & Chips		1 per 4 seats	10		8.20	5	
	Rite Aid		1 per 200 ft ²	10		4.36	56	
	Wells Fargo		1 per 200 ft ²	1		2.30	0	
	Munchkins		1 per 200 ft ²	1		2.04	0	
	Amerikan Ichi Sushi		1 per 4 seats	1		0.53	0	
	Body/Mind Pilates Studio		1 per 200 ft ²	1		5.90	1	
	Flowers		1 per 200 ft ²	1		2.04	0	
	Jewlers		1 per 200 ft ²	1		2.04	0	
	Water & Filters		1 per 200 ft ²	1		2.04	0	
	Pizza Factory		1 per 4 seats	50		8.20	1	
	Snap Fitness		1 per 200 ft ²	1		5.90	1	
	Studio/Lighting Design		1 per 200 ft ²	1		2.04	0	
	Architect		1 per 200 ft ²	1		2.84	0	
	Physical Therapy		1 per 200 ft ²	1		5.50	1	

Parcel	Establishment Type	Existing Parking	City Code Requirements			ITE Requirements		
			City Code	Required	Differential	Demand (vehicles/1,000 ft ² GFA)	Required	Differential
426116	Starbucks	21	1 per 200 ft ²	8	13	8.20	13	8
426103	Parking Lot	17	n/a	0	17	0.00	0	17
426122	Taco Bell	17	1 per 50 ft ² + 1 per 4 seats	49	(32)	9.90	17	0
426106	Bank	31	1 per 200 ft ²	26	5	2.30	12	19
426102	Savemart	153	1 per 200 ft ²	77	68	3.99	61	88
	PGH Gas/Electric		1 per 200 ft ²	8		2.4	4	
426124	Gas Station/Mini Mart	4	1 per 200 ft ²	4	0	3.40	3	1
Blair's Lane								
413138	Gas Station/Mini Mart	6	1 per 200 ft ²	5	1	3.40	3	3
413137	Chuck's Restaurant	37	1 per 4 seats	23	9	10.10	28	2
	Shoestring Hot Dogs		1 per 50 ft ² + 1 per 4 seats	6		9.90	7	
413140	Cold Country Inn	67	1 per unit	45	22	0.9 per room	41	26
413132	Newspaper	132	1 per 200 ft ²	67	65	2.84	38	94
413133	Liquor Store	0	1 per 200 ft ²	15	(15)	4.36	13	(13)
413105	Gun Store	6	1 per 200 ft ²	5	1	2.40	2	4
	Real Estate		1 per 200 ft ²			2.40		
Wiltze Road								
419148	Vacant	14	n/a	0	1	0.00	0	11
	Real Estate		1 per 200 ft ²	3		2.04	1	
	UPS Store		1 per 200 ft ²	5		2.04	2	
	State Farm Insurance		1 per 200 ft ²	5		2.84	0	
419150	Auto Shop	36	1 per 500 ft ² maint. area + 1 per 200 ft ² office/retail	105	(69)	4.17	31	5
420122	Grocery Outlet	311	1 per 200 ft ²	73	68	3.99	58	197
	Purple Frog Espresso (vacant)		n/a	0		0.00	0	
	One-Stop Market		1 per 200 ft ²	15		3.4	7	
	Vacant		n/a	0		0	0	
	Tjuana Market		1 per 200 ft ²	15		3.4	7	
	Tattoo Parlor		1 per 200 ft ²	15		2.04	4	
	Discount Cigarettes		1 per 200 ft ²	15		2.04	4	
Check Cashing	1 per 200 ft ²	15	2.04	4				

Parcel	Establishment Type	Existing Parking	City Code Requirements			ITE Requirements		
			City Code	Required	Differential	Demand (vehicles/1,000 ft ² GFA)	Required	Differential
	Nail Parlor		1 per 200 ft ²	15		2.04	4	
	Weight Watchers		1 per 200 ft ²	15		2.04	4	
	H & R Block		1 per 200 ft ²	15		2.04	4	
	Vacant		n/a	0		0	0	
	Umpqua Bank		1 per 200 ft ²	15		2.3	4	
	Auto Supply (vacant)		n/a	0		0	0	
	Vacant		n/a	0		0	0	
	Vacant		n/a	0		0	0	
	Fabric/Crafts Store (vacant)		n/a	0		0	0	
	Dollar Tree		1 per 200 ft ²	35		2.04	15	
420114	Vacant	94	n/a	0	47	0.00	0	36
	Mary's Beauty Korner		1 per 200 ft ²	6		2.04	2	
	Health Food Store		1 per 200 ft ²	6		2.04	2	
	Music Shop		1 per 200 ft ²	6		2.04	2	
	Jed's Mexican & Bar		1 per 4 seats	30		10.10	51	
420112	National 9 Inn	88	1 per unit	25	63	.9 per unit	23	66
420113	Tire Shop	18	1 per 200 ft ²	50	(32)	4.17	42	(24)
4910014	Stadium Club & Sports Lounge	22	1 per 4 seats	23	(1)	2.04	4	18
4910015	Mini Mart	11	1 per 200 ft ²	8	3	3.40	5	6
North Side								
Rosier Street								
224416	Clothing	12	1 per 200 ft ²	10	2	2.04	4	8
224417	Pay Day Loans	44	1 per 200 ft ²	13	18	2.04	5	33
	Vacant		0	0		0	0	
	Dry Cleaners (vacant)		0	0		0.00	0	
	Oak Furniture Center		1 per 200 ft ²	13		2.04	5	
224406	Vision Care Center	10	1 per 200 ft ²	8	2	5.50	9	1
224123	Paint Store	49	1 per 200 ft ²	2	(5)	2.04	1	20
	Laundromat		1 per 200 ft ²	2		2.04	1	
	Jewelry		1 per 200 ft ²	2		2.04	1	

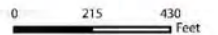
Parcel	Establishment Type	Existing Parking	City Code Requirements			ITE Requirements		
			City Code	Required	Differential	Demand (vehicles/1,000 ft ² GFA)	Required	Differential
	Bike Shop		1 per 200 ft ²	17		2.04	7	
	Ace hardware		1 per 200 ft ²	9		2.04	4	
	Broadway Barber Shop		1 per 200 ft ²	9		5.90	11	
	Coffee & Espresso Drive Thru		1 per 50 ft ²	2		8.20	1	
	Shoes		1 per 200 ft ²	10		2.04	4	
225118	Sheriff Financial Office	122	1 per 200 ft ²	18	12	2.04	7	49
	Robinsons Medical Equipment		1 per 200 ft ²	20		5.50	22	
	Vacant		n/a	0		0	0	
	Print Shop		1 per 200 ft ²	8		2.04	3	
	Cabinets		1 per 200 ft ²	8		2.04	3	
	Fly Fishing		1 per 200 ft ²	8		2.04	3	
	Subway		1 per 200 ft ²	8		8.20	14	
	Golden Dragon Chinese Food		1 per 4 seats	30		10.10	17	
	Video & Music		1 per 200 ft ²	8		2.04	3	
225120	Car Wash & Oil Change	18	1 per 200 ft ²	14	4	4.17	12	6
226115	Weinerschnitzel	0	1 per 50 ft ² + 1 per 4 seats	55	(55)	8.20	16	(16)
226116	Parking lot	26	n/a	0	26	0.00	0	26
Schnell School Road								
226134	Jimboy's Tacos	21	1 per 50 ft ² + 1 per 4 seats	51	(30)	8.20	15	6
226135	Les Schwab	21	1 per 200 ft ²	27	(6)	4.17	22	(1)
226136	Waffle Shop	42	1 per 4 seats	30	13	10.10	34	8
Corridor Total		1,693		1,455	236		918	771



Broadway Parking Analysis - ITE Parking Differential

City of Placerville, CA
 Broadway Village Plan
 Source: Data obtained from City of Placerville
 Author: HK
 Date: June 2009

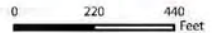
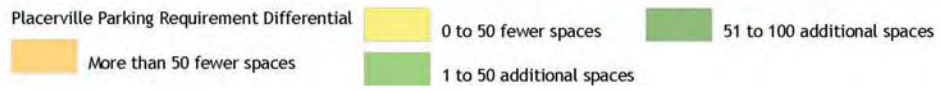
ITE Parking Requirement Differential





Broadway Parking Analysis - Placerville City Code Parking Differential

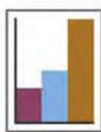
City of Placerville, CA
 Broadway Village Plan
 Source: Data obtained from City of Placerville
 Author: HK
 Date: June 2009





Broadway Parking Analysis - East

City of Placerville, CA
 Broadway Village Plan
 Source: Data obtained from City of Placerville
 Author: HK
 Date: May 2009



Placerville Parking Requirement
 ITE Parking Requirement
 Existing Parking

Placerville Parking Requirement Differential

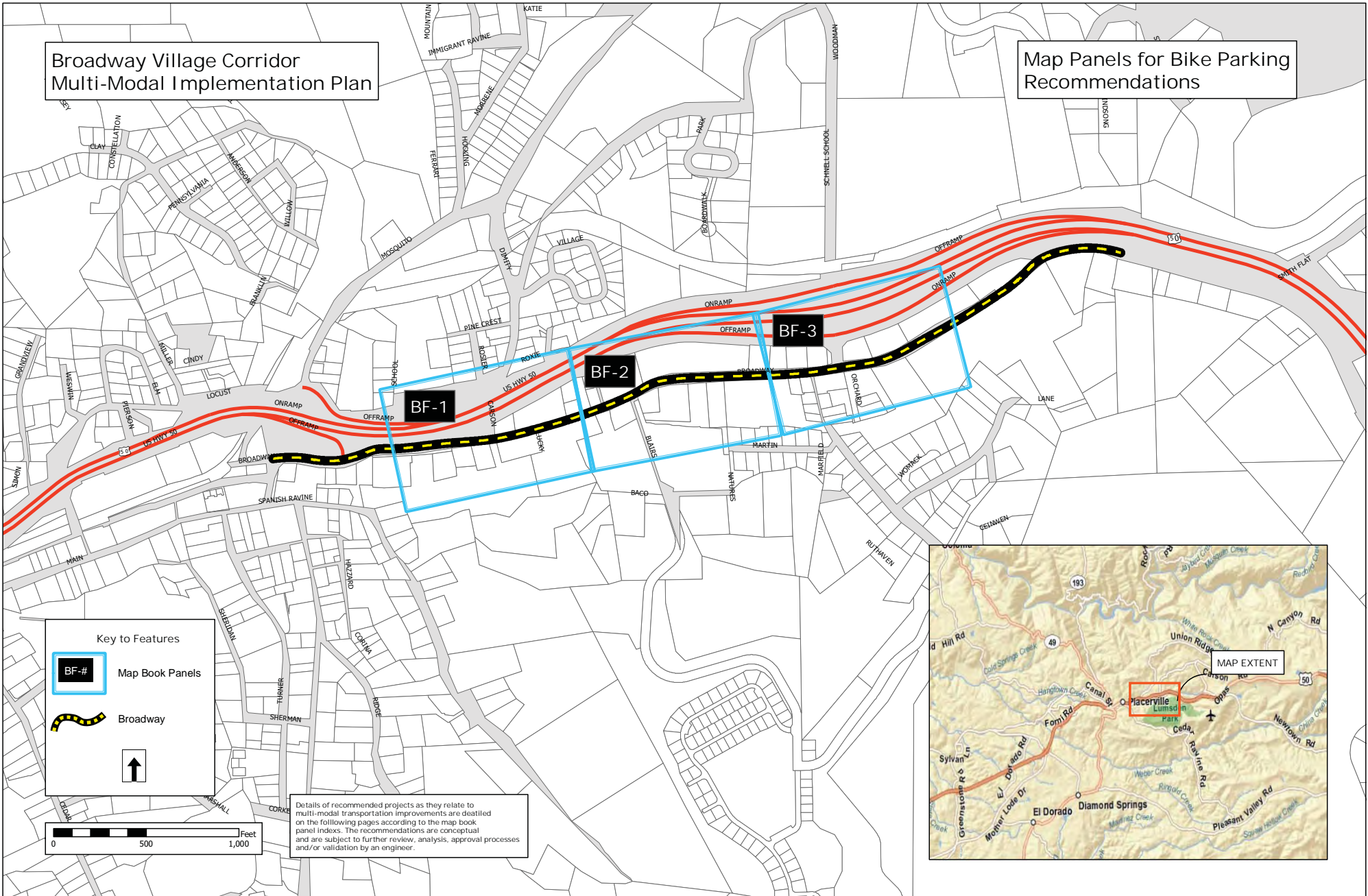
- 50 to 100 fewer spaces
- 50 to 0 fewer spaces

- 1 to 50 additional spaces
- 51 to 100 additional spaces

Appendix D: Bicycle Parking Analysis

Broadway Village Corridor Multi-Modal Implementation Plan

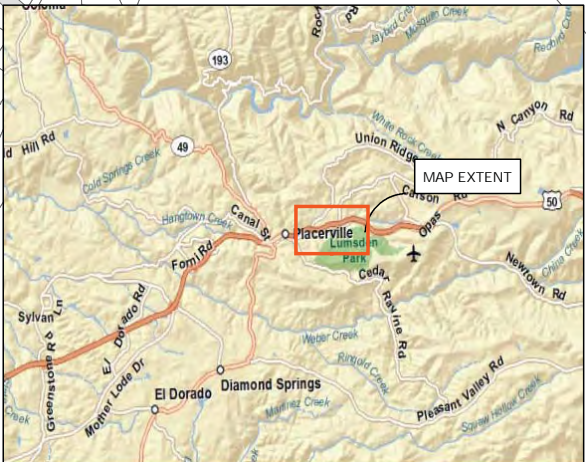
Map Panels for Bike Parking Recommendations



Key to Features

- BF-#** Map Book Panels
- Broadway
-

Details of recommended projects as they relate to multi-modal transportation improvements are detailed on the following pages according to the map book panel indexes. The recommendations are conceptual and are subject to further review, analysis, approval processes and/or validation by an engineer.



Panel: BF-1

Next Panel: BF-2

BICYCLE PARKING LOCATION
 TYPE: CONVERSION OF CAR PARKING SPACE,
 TO BICYCLE CORRAL
 MINIMUM DIMENSIONS: 8' X 20'
 NOTES: WHEN RECONFIGURING THIS DRIVEWAY
 ENTRANCE, DESIGN IN CONJUNCTION
 WITH BICYCLE PARKING CORRAL. THIS LOCATION
 OFFERS GOOD VISIBILITY, EASE OF
 ACCESS TO TACO BELL LOCATION; ADEQUATE
 ROOM FOR UP TO 6 U RACKS

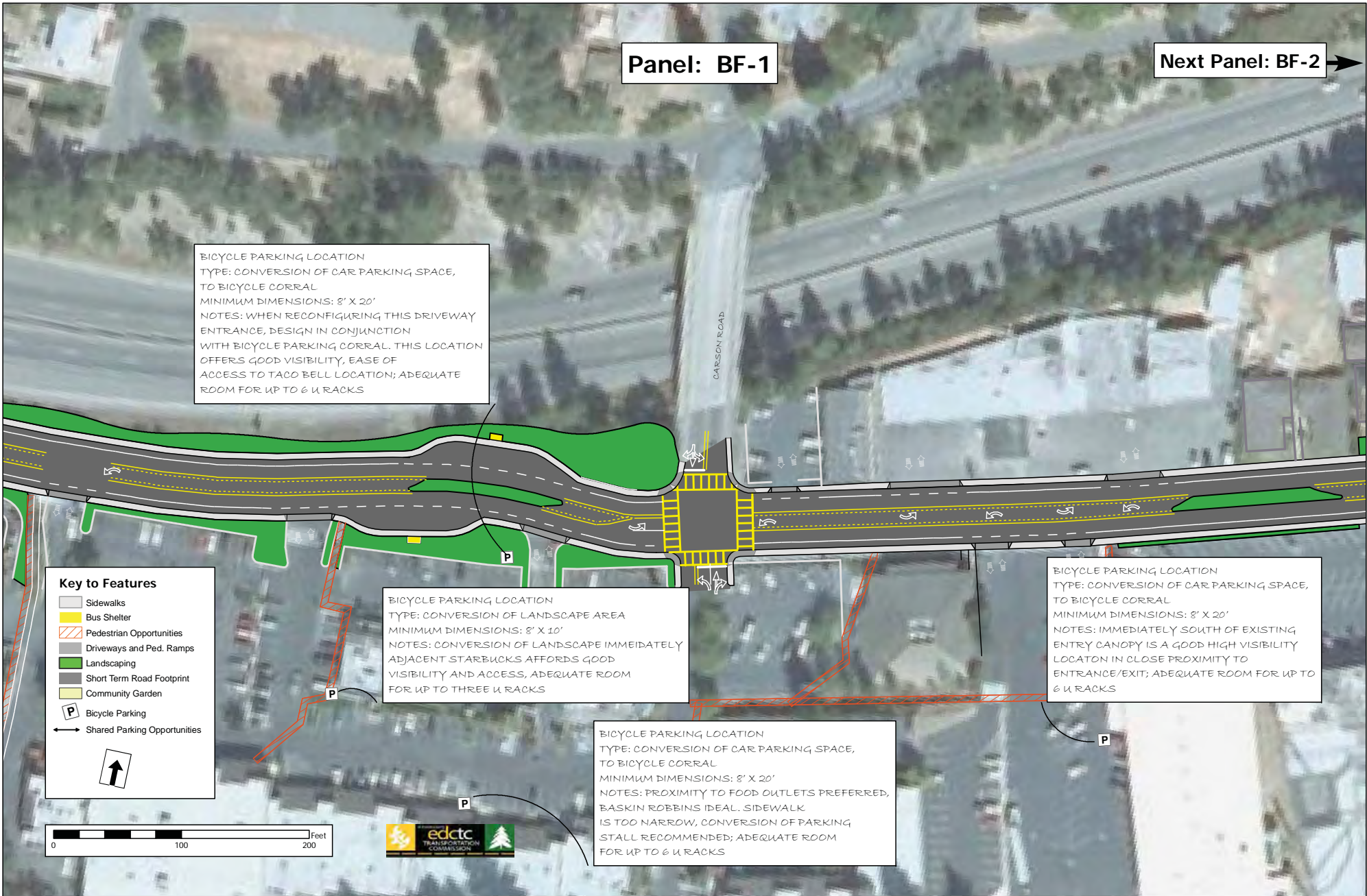
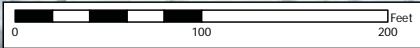
BICYCLE PARKING LOCATION
 TYPE: CONVERSION OF LANDSCAPE AREA
 MINIMUM DIMENSIONS: 8' X 10'
 NOTES: CONVERSION OF LANDSCAPE IMMEDIATELY
 ADJACENT STARBUCKS AFFORDS GOOD
 VISIBILITY AND ACCESS, ADEQUATE ROOM
 FOR UP TO THREE U RACKS

BICYCLE PARKING LOCATION
 TYPE: CONVERSION OF CAR PARKING SPACE,
 TO BICYCLE CORRAL
 MINIMUM DIMENSIONS: 8' X 20'
 NOTES: IMMEDIATELY SOUTH OF EXISTING
 ENTRY CANOPY IS A GOOD HIGH VISIBILITY
 LOCATION IN CLOSE PROXIMITY TO
 ENTRANCE/EXIT; ADEQUATE ROOM FOR UP TO
 6 U RACKS

BICYCLE PARKING LOCATION
 TYPE: CONVERSION OF CAR PARKING SPACE,
 TO BICYCLE CORRAL
 MINIMUM DIMENSIONS: 8' X 20'
 NOTES: PROXIMITY TO FOOD OUTLETS PREFERRED,
 BASKIN ROBBINS IDEAL. SIDEWALK
 IS TOO NARROW, CONVERSION OF PARKING
 STALL RECOMMENDED; ADEQUATE ROOM
 FOR UP TO 6 U RACKS

Key to Features

- Sidewalks
- Bus Shelter
- Pedestrian Opportunities
- Driveways and Ped. Ramps
- Landscaping
- Short Term Road Footprint
- Community Garden
- Bicycle Parking
- Shared Parking Opportunities

← Previous Panel: BF-1

Panel: BF-2

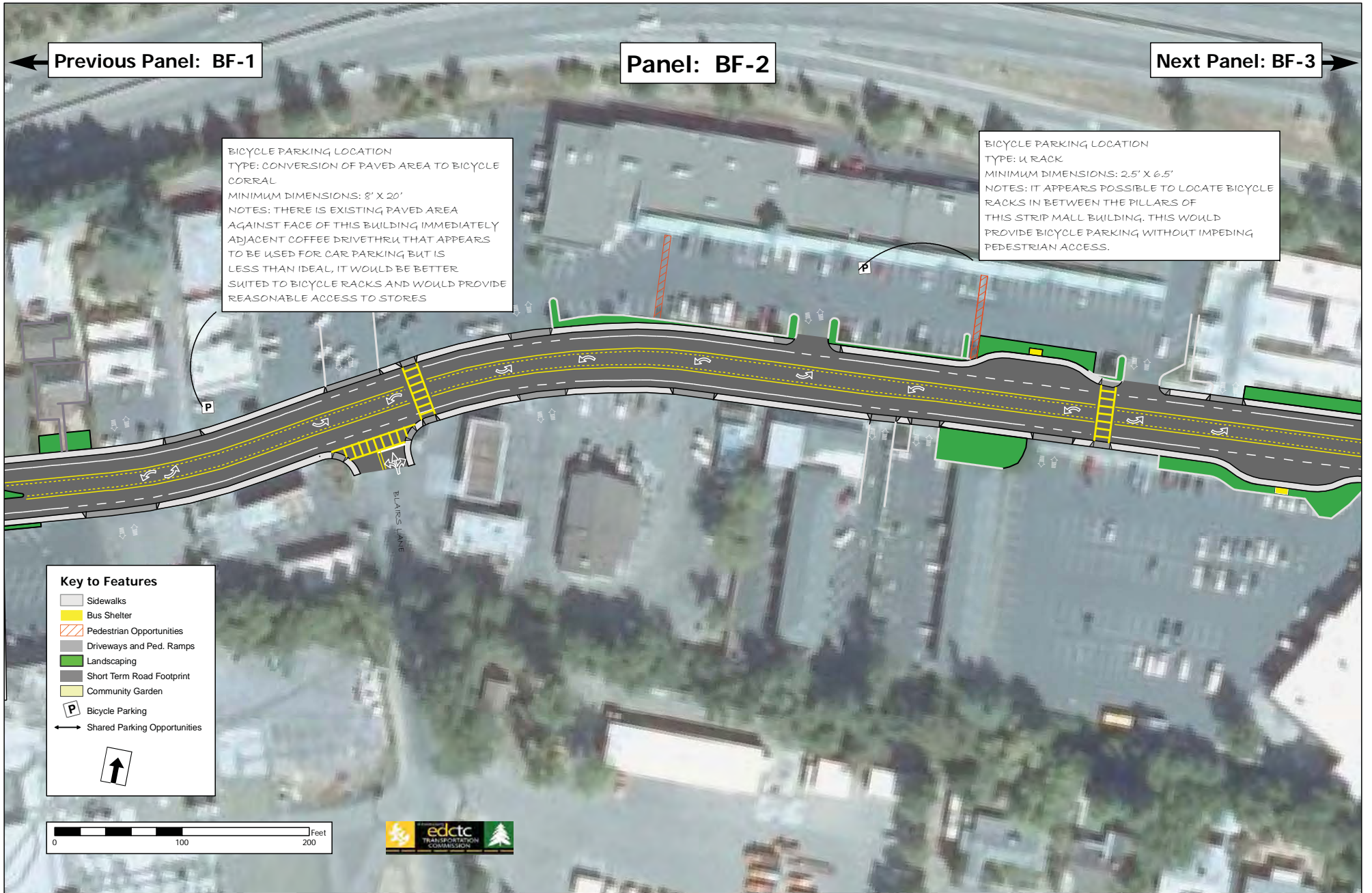
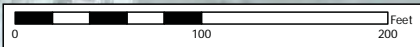
Next Panel: BF-3 →

BICYCLE PARKING LOCATION
TYPE: CONVERSION OF PAVED AREA TO BICYCLE CORRAL
MINIMUM DIMENSIONS: 8' X 20'
NOTES: THERE IS EXISTING PAVED AREA AGAINST FACE OF THIS BUILDING IMMEDIATELY ADJACENT COFFEE DRIVETHRU THAT APPEARS TO BE USED FOR CAR PARKING BUT IS LESS THAN IDEAL, IT WOULD BE BETTER SUITED TO BICYCLE RACKS AND WOULD PROVIDE REASONABLE ACCESS TO STORES

BICYCLE PARKING LOCATION
TYPE: U RACK
MINIMUM DIMENSIONS: 2.5' X 6.5'
NOTES: IT APPEARS POSSIBLE TO LOCATE BICYCLE RACKS IN BETWEEN THE PILLARS OF THIS STRIP MALL BUILDING. THIS WOULD PROVIDE BICYCLE PARKING WITHOUT IMPEDING PEDESTRIAN ACCESS.

Key to Features

-  Sidewalks
-  Bus Shelter
-  Pedestrian Opportunities
-  Driveways and Ped. Ramps
-  Landscaping
-  Short Term Road Footprint
-  Community Garden
-  Bicycle Parking
-  Shared Parking Opportunities



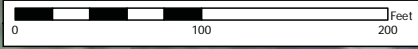

← Previous Panel: BF-2

Panel: BF-3

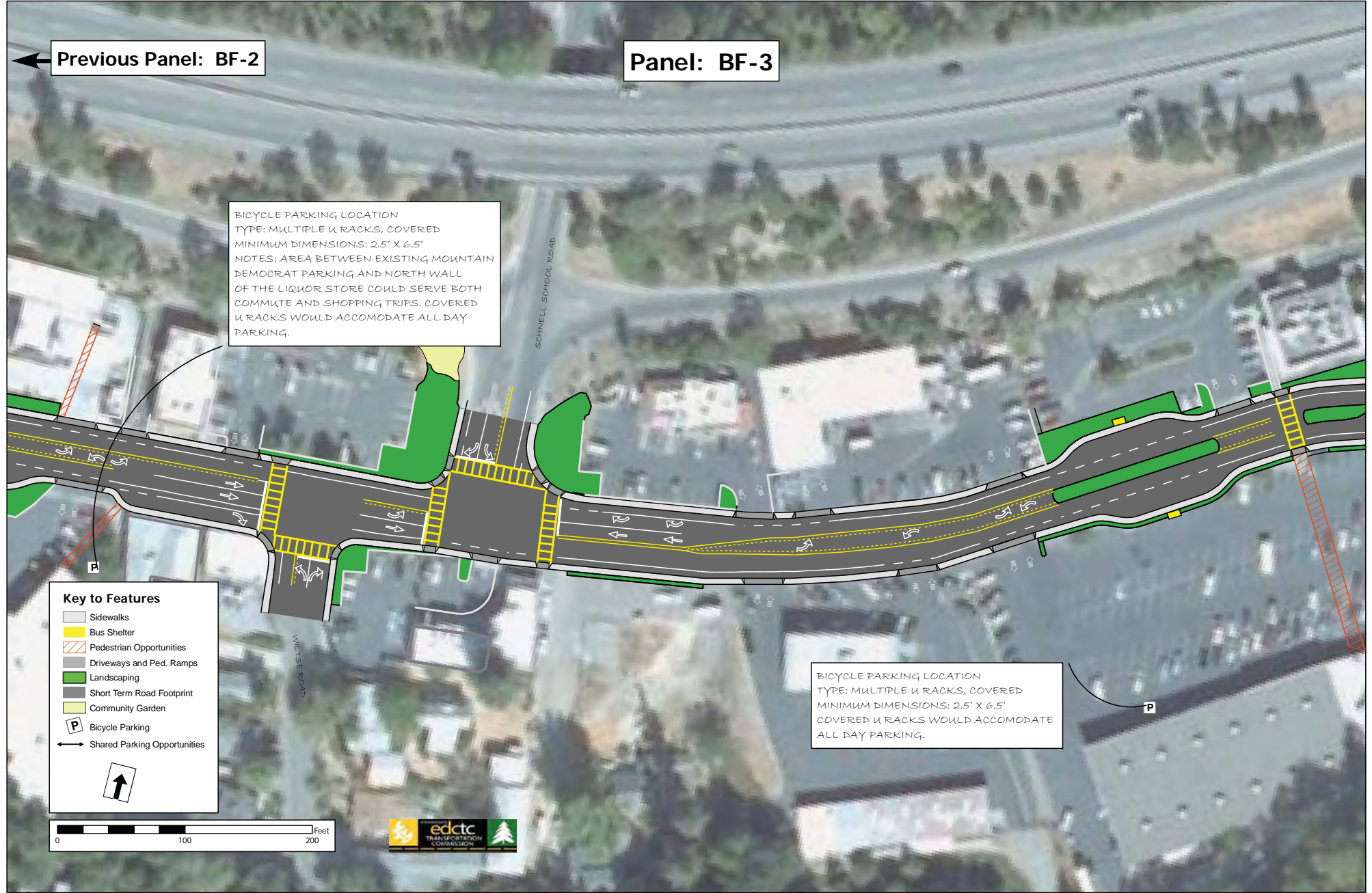
BICYCLE PARKING LOCATION
TYPE: MULTIPLE U RACKS, COVERED
MINIMUM DIMENSIONS: 2.5' X 6.5'
NOTES: AREA BETWEEN EXISTING MOUNTAIN
DEMOCRAT PARKING AND NORTH WALL
OF THE LIQUOR STORE COULD SERVE BOTH
COMMUTE AND SHOPPING TRIPS. COVERED
U RACKS WOULD ACCOMMODATE ALL DAY
PARKING.

Key to Features

- Sidewalks
- Bus Shelter
- Pedestrian Opportunities
- Driveways and Ped. Ramps
- Landscaping
- Short Term Road Footprint
- Community Garden
- Bicycle Parking
- Shared Parking Opportunities



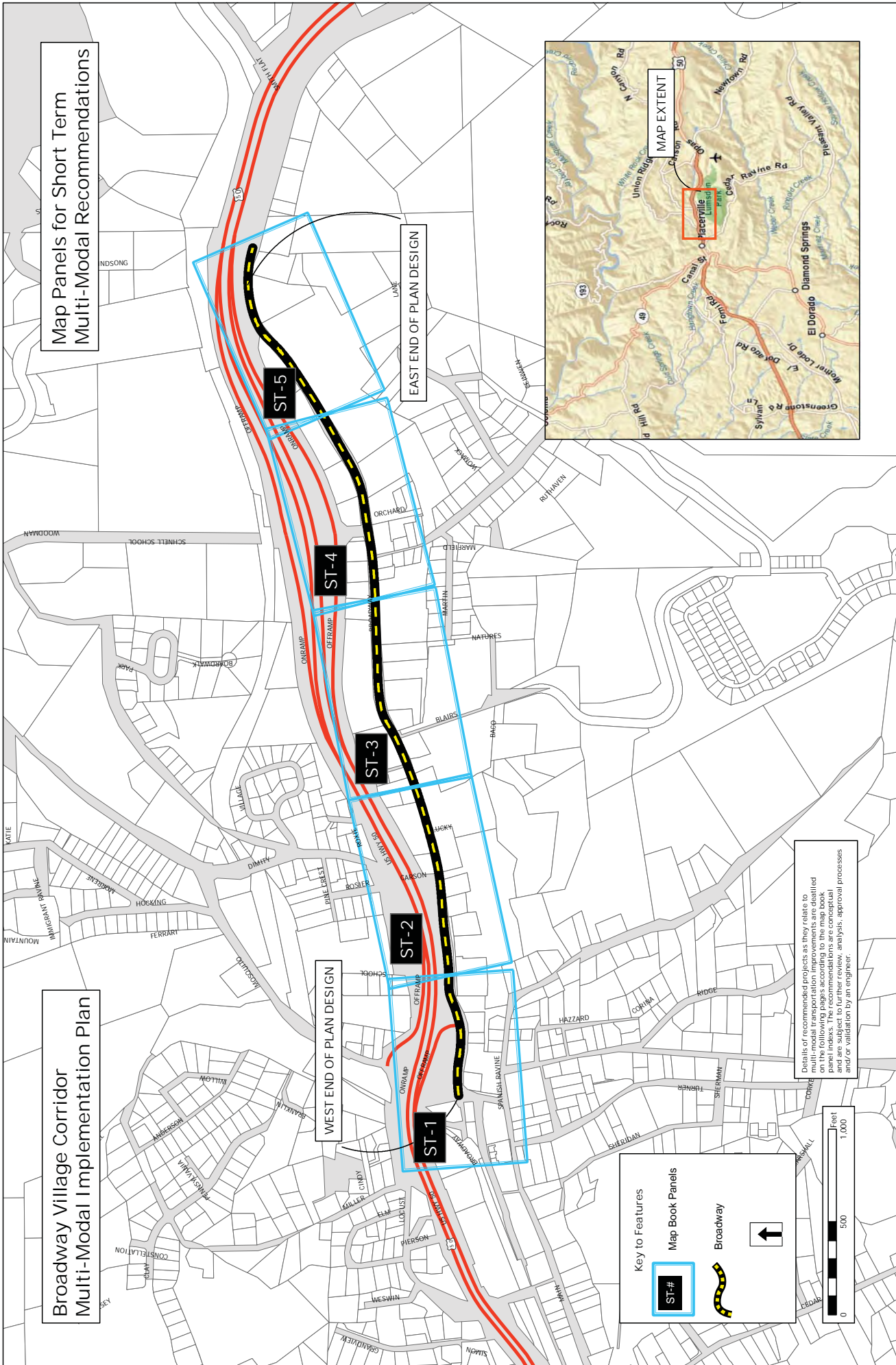
BICYCLE PARKING LOCATION
TYPE: MULTIPLE U RACKS, COVERED
MINIMUM DIMENSIONS: 2.5' X 6.5'
COVERED U RACKS WOULD ACCOMMODATE
ALL DAY PARKING.



Attachment A: Recommended Improvement Maps

Map Panels for Short Term Multi-Modal Recommendations

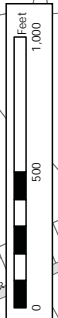
Broadway Village Corridor Multi-Modal Implementation Plan



Key to Features

- Map Book Panels (represented by a box with 'ST-#')
- Broadway (represented by a dashed line with yellow dashes)

Details of recommended projects as they relate to the implementation plan are detailed on the following pages according to the map book panel indexes. The recommendations are conceptual and are subject to further review, analysis, approval processes and/or validation by an engineer.



Next Panel: ST-2 →

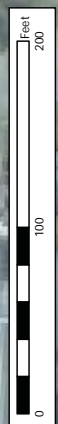

Panel: ST-1

TO THE
EL DORADO TRAIL
AND
PLACERVILLE STATION
TRANSFER CENTER

REMOVE BARRIER
TO ALLOW BIKE
AND PED PASSAGE

Key to Features

- Sidewalks
- Bus Shelter
- Pedestrian Opportunities
- Driveways and Ped. Ramps
- Landscaping
- Short Term Road Footprint
- Community Garden
- Bicycle Parking
- Shared Parking Opportunities



← Previous Panel: ST-1

Panel: ST-2

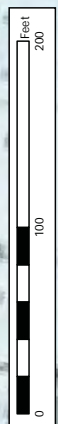
Next Panel: ST-3 →

TO THE
EL DORADO TRAIL

CARSON ROAD

Key to Features

- Sidewalks
- Bus Shelter
- Pedestrian Opportunities
- Driveways and Ped. Ramps
- Landscaping
- Short Term Road Footprint
- Community Garden
- Bicycle Parking
- Shared Parking Opportunities



← Previous Panel: ST-2

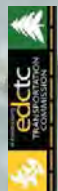
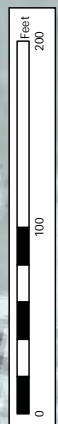
Panel: ST-3

Next Panel: ST-4 →



Key to Features

- Sidewalks
- Bus Shelter
- Pedestrian Opportunities
- Driveways and Ped. Ramps
- Landscaping
- Short Term Road Footprint
- Community Garden
- Bicycle Parking
- Shared Parking Opportunities



Next Panel: ST-5

Panel: ST-4

Previous Panel: ST-3

TO SCHNELL SCHOOL

SCHNELL SCHOOL ROAD

WILTSE ROAD

Key to Features

- Sidewalks
- Bus Shelter
- Pedestrian Opportunities
- Driveways and Ped. Ramps
- Landscaping
- Short Term Road Footprint
- Community Garden
- Bicycle Parking
- Shared Parking Opportunities



Panel: ST-5

← Previous Panel: ST-4

CONTINUES WITH THIS ALIGNMENT TO SMITH FLAT ROAD

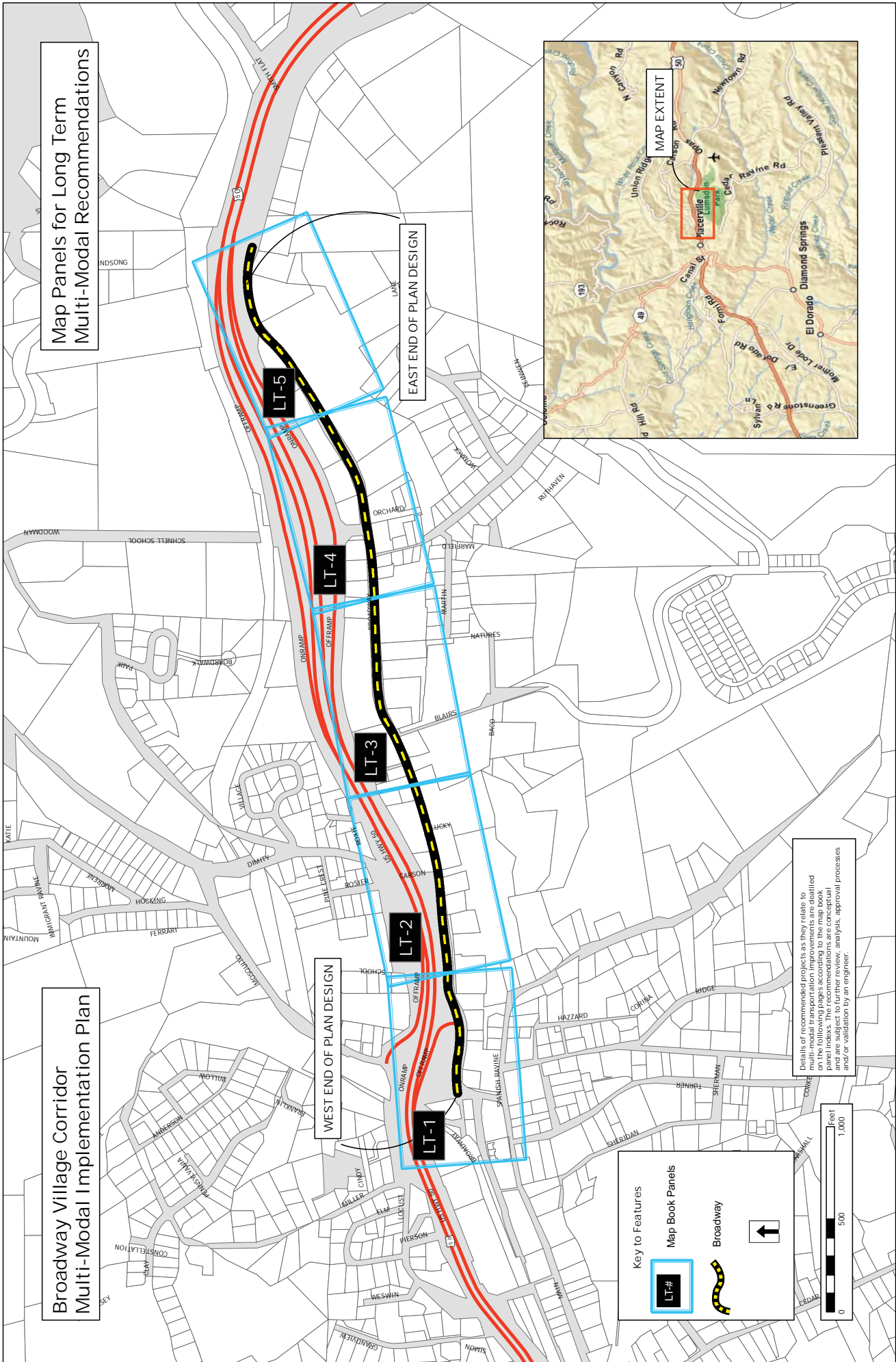
Key to Features

- Sidewalks
- Bus Shelter
- Pedestrian Opportunities
- Driveways and Ped. Ramps
- Landscaping
- Short Term Road Footprint
- Community Garden
- P Bicycle Parking
- ↔ Shared Parking Opportunities



Map Panels for Long Term Multi-Modal Recommendations

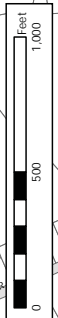
Broadway Village Corridor Multi-Modal Implementation Plan



Key to Features

- Map Book Panels (represented by a blue box with 'LT-#')
- Broadway (represented by a thick black dashed line)

Details of recommended projects as they relate to the implementation plan are provided in the following panels according to the map book panel indexes. The recommendations are conceptual and are subject to further review, analysis, approval processes and/or validation by an engineer.



Next Panel: LT-2










Panel: LT-1


TO THE
EL DORADO TRAIL
AND
PLACERVILLE STATION
TRANSFER CENTER

SIGNALIZED
INTERSECTION IS
PROPOSED HERE

REMOVE BARRIER
TO ALLOW BIKE
AND PED PASSAGE

Key to Features

-  Sidewalks
-  Bus Shelter
-  Pedestrian Opportunities
-  Driveways and Ped. Ramps
-  Landscaping
-  Long Term Road Footprint
-  Community Garden
-  Bicycle Parking
-  Shared Parking Opportunities





← Previous Panel: LT-1

Panel: LT-2

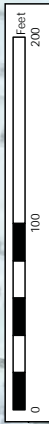

Next Panel: LT-3 →

TO THE
EL DORADO TRAIL

CARSON ROAD

Key to Features

- Sidewalks
- Bus Shelter
- Pedestrian Opportunities
- Driveways and Ped. Ramps
- Landscaping
- Long Term Road Footprint
- Community Garden
- Bicycle Parking
- Shared Parking Opportunities



Next Panel: LT-4

Panel: LT-3

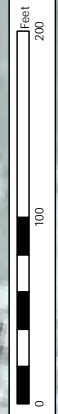
Previous Panel: LT-2



Key to Features

- Sidewalks
- Bus Shelter
- Pedestrian Opportunities
- Driveways and Ped. Ramps
- Landscaping
- Long Term Road Footprint
- Community Garden
- Bicycle Parking
- Shared Parking Opportunities

POTENTIAL LOCATION FOR
A COMMUNITY PARK LINKING
TO GREENWAY OF HANGTOWN CREEK



BLAIR'S LANE

HANGTOWN CREEK (CONCEAL)

P

P

Next Panel: LT-5

Panel: LT-4

Previous Panel: LT-3

TO SCHNELL SCHOOL

REHABILITATION OF HANGTOWN CREEK

SCHNELL SCHOOL ROAD

WILTSE ROAD

Key to Features

- Sidewalks
- Bus Shelter
- Pedestrian Opportunities
- Driveways and Ped. Ramps
- Landscaping
- Long Term Road Footprint
- Community Garden
- Bicycle Parking
- Shared Parking Opportunities




Panel: LT-5

← Previous Panel: LT-4

CONTINUES WITH THIS ALIGNMENT TO SMITH FLAT ROAD

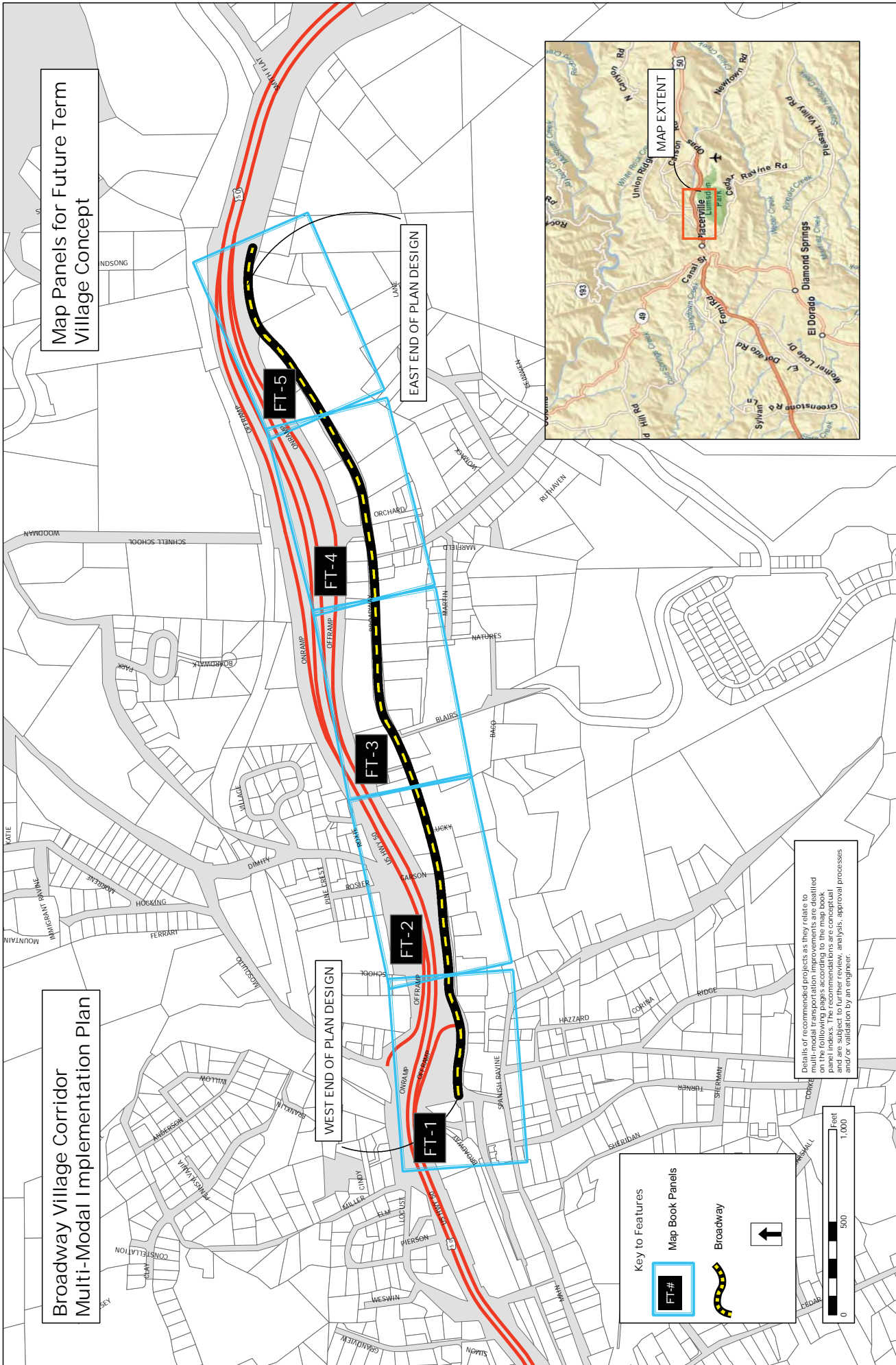
Key to Features

- Sidewalks
- Bus Shelter
- Pedestrian Opportunities
- Driveways and Ped. Ramps
- Landscaping
- Long Term Road Footprint
- Community Garden
- Bicycle Parking
- Shared Parking Opportunities



Broadway Village Corridor Multi-Modal Implementation Plan

Map Panels for Future Term Village Concept



WEST END OF PLAN DESIGN

EAST END OF PLAN DESIGN

Key to Features
 Map Book Panels
 Broadway



Details of recommended projects as they relate to the implementation of the plan are detailed on the following pages according to the map book panel indexes. The recommendations are conceptual and are subject to further review, analysis, approval processes and/or validation by an engineer.

Next Panel: FT-2

Panel: FT-1

- SIGNALS
- ADD STACKING & DECORATION
- FREE RIGHT TURN



ALTERNATIVE #2



MOSQUITO ROAD



DOWNTOWN



- SHORT BLOCK LENGTHS

Previous Panel: FT-1

Panel: FT-2

Next Panel: FT-3

CARSON ROAD



Next Panel: FT-4

Panel: FT-3

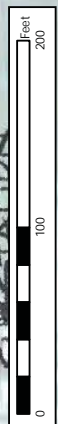
Previous Panel: FT-2



FUTURE PARK (P)
(CALTRANS)

BLAIRS LANE

ELECTRICAL
STATION



Next Panel: FT-5

Panel: FT-4

Previous Panel: FT-3

SCHNELL SCHOOL ROAD

WILTSE ROAD





Panel: FT-5

← Previous Panel: FT-4



Attachment B: Project Information

BROADWAY VILLAGE CORRIDOR MULTI-MODAL IMPLEMENTATION PLAN

Project List

PROJECTS WITHIN PUBLIC RIGHT OF WAY

Short Term (0-5 yrs)	Mid Term (5-15 yrs)	Long Term (10-20 yrs)	Future (20+ yrs)
Crosswalks Sidewalks Bicycle Lanes Bicycle Parking (corral) Bicycle Parking (rack) Transit Shelters Landscaping (median) Landscaping (sidewalk) Streetscape Accents Corridor Entry Monument Public Art No Parking Signs Driveway Consolidation Renaming of Broadway/signs	Spanish Ravine Extension to Broadway Blair's Lane/Broadway Improvements US 50/Broadway Exit Realignment	Schnell School/Broadway Intersection Sidewalks East to Point View	Interchange at Mosquito Rd.

PROJECTS INVOLVING PRIVATE PROPERTY

Short Term (0-5 yrs)	Mid Term (5-15 yrs)	Long Term (10-20 yrs)	Future (20+ yrs)
Pedestrian Laterals Landscaping Transit Pullouts Bus Shelters Bicycle Parking (corral) Bicycle Parking (rack) Public Art Driveway Consolidation	Reciprocal Parking Agreements Walkway along Hangtown creek Bridge over Hangtown Creek Driveway Realignment Identify Land Use Improvements	Broadway Village Square Infill Development Improve Access to Hangtown Creek Restore Sections of Hangtown Creek Schnell School/Broadway Intersection Implement Land Use Improvements Sidewalks East to Point View	Implement Village Concepts

BROADWAY VILLAGE CORRIDOR MULTI-MODAL IMPLEMENTATION PLAN

Short Term Project Impacts

PROJECTS WITHIN PUBLIC RIGHT OF WAY

Short Term (0-5 yrs)

	Financial Impacts	Work Effort Impact	Quantity	Unit	Cost Per Unit	Project Cost	Right of Way Affected (sq ft)	# of Parcels Affected	Comments
Crosswalks	5	2	15	Ea	\$210	\$3,150			
Sidewalks	3	1	2578	Lf	\$125	\$322,250	13794		
Bicycle Lanes	5	2	13200	Lf	\$2	\$19,800			
Bicycle Parking (corral)	5	2	4	Ea	\$3,500	\$14,000			
Bicycle Parking (rack)	5	1	7	Ea	\$500	\$3,500			
Transit Shelters	5	1	6	Ea	\$1,200	\$7,200	8615		
Landscaping (median)	4	1	10000	Sf	\$12	\$120,000			
Landscaping (sidewalk)	1	1	N/A	N/A	N/A	N/A			
Streetscape Accents	3	1	1	Comp	\$250,000	\$250,000			
Corridor Entry Monument	1	1	2	Ea	\$350,000	\$700,000			
Public Art	5	3	10	Ea	\$2,000	\$20,000			
No Parking Signs	5	2	70	Ea	\$225	\$15,750			
Driveway Consolidation	N/A	1	N/A	Individual	N/A	N/A			
Renaming of Broadway/signs	N/A	1	N/A	Ea	N/A	N/A			

Total Short Term Public Project Costs

\$1,475,650

PROJECTS INVOLVING PRIVATE PROPERTY

Short Term (0-5 yrs)

	Financial Impacts	Work Effort Impact	Quantity	Unit	Cost Per Unit	Project Cost	Right of Way Affected (sq ft)	# of Parcels Affected	Comments
Pedestrian Laterals	2	1	10	Ea	\$35,000	\$350,000			
Landscaping	4	2	N/A	N/A	N/A	N/A			
Transit Pullouts	5	2	N/A	N/A	N/A	N/A	8615		Becomes public
Bus Shelters	5	3	N/A	N/A	N/A	N/A			
Bicycle Parking (corral)	5	2	4	Ea	\$3,500	\$14,000			
Bicycle Parking (rack)	5	2	7	Ea	\$500	\$3,500			
Public Art	5	3	20	Ea	\$500	\$10,000			
Driveway Consolidation	3	1	7	Individual	N/A	N/A			

Financial Impacts	Ranking
\$500K+	1
\$350K-\$500K	2
\$150K-\$350K	3
\$25K-\$150K	4
\$0-\$25K	5

Work Effort Impacts	Ranking
Intensive	1
Moderate	2
Low	3

BROADWAY VILLAGE CORRIDOR MULTI-MODAL IMPLEMENTATION PLAN-Funding Resources

	TE	CMAQ	SHOPP	STIP	CIP	SRTS	SR2S	BTA	STA	CTPG	FTA Grants	Env. Grants	RD	Incentives	Donation	Code	Private
Short Term (0-5 yrs)																	
<small>Acronym key on page 2</small>																	
Crosswalks *	X	X		X	X	X	X										
Sidewalks *	X	X		X	X	X	X										
Bicycle Lanes*	X	X		X	X	X	X	X									
Bicycle Parking (corral)	X	X			X	X	X	X									
Bicycle Parking (rack)	X	X			X	X	X	X									
Transit Shelters*	X								X		X						
Landscaping (median)*	X	X		X	X												
Landscaping (sidewalk)*	X	X		X	X												
Streetscape Accents	X				X								X				
Corridor Entry Monument	X												X		X		
Public Art	X												X		X		
No Parking Signs	X	X		X	X	X	X										
Driveway Consolidation	X			X	X												
Renaming of Broadway/signs	X									X			X				
Pedestrian Laterals														X		X	X
Landscaping														X		X	X
Transit Pullouts*	X	X		X	X				X								
Bus Shelters*	X	X		X	X				X		X						
Bicycle Parking (corral)	X	X		X	X	X	X	X									
Bicycle Parking (rack)	X	X		X	X	X	X	X									
Public Art														X	X	X	X
Driveway Consolidation	X			X	X												
Mid Term (5-15 yrs)																	
Spanish Ravine Extension to Broadway	X			X	X	X	X										
US 50/Broadway Exit Realignment		X		X	X												
Blair's Lane/Broadway Improvements		X		X	X												
Reciprocal Parking Agreements														X		X	X
Walkway along Hangtown creek												X	X	X			X
Bridge over Hangtown Creek	X	X			X			X					X				
Driveway Realignment		X		X	X												
Identify Land Use Improvements													X	X		X	X
Long Term (10-20 yrs)																	
Schnell School/Broadway Intersection		X		X	X												
Sidewalks East to Point View	X	X		X	X	X	X	X									
Broadway Village Square					X								X	X		X	X
Infill Development													X	X		X	X
Improve Access to Hangtown Creek					X							X	X	X			X
Restore Sections of Hangtown Creek												X	X	X			X
Implement Land Use Improvements													X	X		X	X
Future (20+ yrs)																	
Interchange at Mosquito Rd.		X	X	X	X												
Implement Village Concepts													X	X		X	X

BROADWAY VILLAGE CORRIDOR MULTI-MODAL IMPLEMENTATION PLAN-Funding Resources

	Funding Program	Funding Source	Resource
TE	Transportation Enhancement	Federal	Regional
CMAQ	Congestion Mitigation Air Quality	Federal	Regional
SHOPP	State Highway Operation Protection Program	State	State
STIP	State Transportation Improvement Program	State	Regional/Local
STA	State Transit Assistance	State	Regional
CIP	Capital Improvement Program (city Public Works, Parks, etc.)	City of Placerville	Local
SRTS	Safe Routes to Schools	Federal	Competitive Grant
SR2S	Safe Routes 2 Schools	State	Competitive Grant
BTA	Bicycle Transportation Account	State	Regional
CTPG	Caltrans Planning Grants	State	Competitive Grant
FTA Grants	Federal Transit Authority Grants	Federal	Competitive Grant
Env. Grants	Environmental Grants (USEPA, conservation organizations)	Federal, State, Private Non-Profit	Competitive Grant
RD	Redevelopment Funds (future agency, grants, etc.)	Local	Local
Incentives	Matching funds or other	Local	Local
Donation	In kind funds, labor, and materials	Local	Local
Code	Placerville City Code Requirement (existing or future)	Private	Private
Private	Funds from private land owners	Private	Private

*Many projects are considered part of the consistent street section project that improves bicycle, pedestrian and transit safety and mobility. Projects identified in the short term may have a variety of funding sources identified and not necessarily targeting specific projects, but the overall street section project.

BROADWAY VILLAGE CORRIDOR MULTI-MODAL IMPLEMENTATION PLAN

Project Financing Options

PROJECTS WITHIN PUBLIC RIGHT OF WAY

Short Term (0-5 yrs)	Financing Options	Mid Term (5-15 yrs)	Financing Options
Crosswalks *	TE, CMAQ, SRTS, SR2S, STIP, CIP	Spanish Ravine Extension to Broadway	TE, STIP, SRTS, SR2S, CIP
Sidewalks *	TE, CMAQ, SRTS, SR2S, STIP, CIP	Driveway Consolidation	TE, STIP, CIP
Bicycle Lanes*	TE, CMAQ, SRTS, SR2S, STIP, CIP, BTA	Blair's Lane/Broadway Improvements	STIP, CMAQ, CIP
Bicycle Parking (corral)	TE, CMAQ, SRTS, SR2S, CIP, BTA	US 50/Broadway Exit Realignment	STIP, CMAQ, CIP
Bicycle Parking (rack)	TE, CMAQ, SRTS, SR2S, CIP, BTA		
Transit Shelters*	TE, STA, FTA Grants		
Drive/Cross (mid-block)*	TE, CMAQ, SRTS, SR2S, STIP, CIP		
Landscaping (median)*	TE, CMAQ, STIP, CIP		
Landscaping (sidewalk)*	TE, CMAQ, STIP, CIP		
Streetscape Accents	TE, RD, CIP		
Corridor Entry Monument	TE, RD, Donation		
Public Art	TE, RD, Donation		
No Parking Signs	TE, CMAQ, SRTS, SR2S, STIP, CIP		
Driveway Consolidation	TE, STIP, CIP		
Renaming of Broadway/signs	TE, RD, CTPG		
Long Term (10-20 yrs)	Financing Options	Future (20+ yrs)	Financing Options
Schnell School/Broadway Intersection	STIP, CMAQ, CIP	Interchange at Mosquito Rd.	SHOPP, STIP, CMAQ, CIP
Sidewalks East to Point View	TE, CMAQ, SRTS, SR2S, STIP, CIP, BTA		

PROJECTS INVOLVING PRIVATE PROPERTY

Short Term (0-5 yrs)	Financing Options	Mid Term (5-15 yrs)	Financing Options
Pedestrian Laterals	Incentives, Code, Private	Reciprocal Parking Agreements	Incentives, Code, Private
Landscaping	Incentives, Code, Private	Driveway Consolidation	TE, STIP, CIP
Transit Pullouts*	TE, CMAQ, STIP, CIP, STA	Walkway along hangtown creek	Env. Grants, RD, Incentives, Private
Bus Shelters*	TE, CMAQ, STIP, CIP, STA, FTA Grants	Bridge over Hangtown Creek	TE, BTA, CMAQ, RD, CIP
Bicycle Parking (corral)	TE, CMAQ, SRTS, SR2S, CIP, BTA	Driveway Realignment	STIP, CMAQ, CIP
Bicycle Parking (rack)	TE, CMAQ, SRTS, SR2S, CIP, BTA	Identify Land Use Improvements	RD, Code, Incentives, Private
Public Art	Donation, Incentives, Code, Private		
Driveway Consolidation	TE, STIP, CIP		
Long Term (10-20 yrs)	Financing Options	Future (20+ yrs)	Financing Options
Broadway Village Square	RD, CIP, Code, Incentives, Private	Implement Village Concepts	RD, CIP, Code, Incentives, Private
Infill Development	RD, Code, Incentives, Private		
Improve Access to Hangtown Creek	Env. Grants, CIP, RD, Incentives, Private		
Restore Sections of Hangtown Creek	Env. Grants, RD, Incentives, Private		
Schnell/Broadway Intersection	STIP, CMAQ, CIP		
Relocate Incompatible Land Uses	RD, Code, Incentives, Private		
Implement Land Use Improvements	RD, Code, Incentives, Private		
Sidewalks East to Point View			

BROADWAY VILLAGE CORRIDOR MULTI-MODAL IMPLEMENTATION PLAN

Project Financing Options

Funding Program		Funding Source
TE	Transportation Enhancement	Federal
CMAQ	Congestion Mitigation Air Quality	Federal
SHOPP	State Highway Operation Protection Program	State
STIP	State Transportation Improvement Program	State
CIP	Capital Improvement Program (city Public Works, Parks, etc.)	City of Placerville
SRTS	Safe Routes to Schools	Federal
SR2S	Safe Routes 2 Schools	State
BTA	Bicycle Transportation Account	State
CTPG	Caltrans Planning Grants	State
FTA Grants	Federal Transit Authority Grants	Federal
Env. Grants	Environmental Grants (USEPA, conservation organizations)	Federal, State, Private Non-Profit
RD	Redevelopment Funds (future agency, grants, etc.)	Local
Incentives	Matching funds or other	Local
Donation	In kind funds, labor, and materials	Local
Code	Placerville City Code Requirement (existing or future)	Private
Private	Funds from private land owners	Private

*Many projects are considered part of the consistent street section project that improves bicycle, pedestrian and transit safety and mobility. Projects identified in the short term may have a variety of funding sources identified and not necessarily targeting specific projects, but the overall street section project.

Projects by Term**Project Descriptions****Short Term (0-5 yrs)**

Crosswalks *	High visibility crosswalks are recommended at 15 locations throughout the Corridor. It is recommended that high-visibility ladder-style crosswalks are utilized and that median barriers are installed where applicable and appropriate.
Sidewalks *	2,758 linear feet of sidewalks are recommended to be constructed or replaced. The recommendation is part of the larger project to develop a consistent cross section of roadway from Mosquito Road to the eastern part of Broadway near Schnell School Road. The sidewalks should meet ADA and City of Placerville design standards.
Bicycle Lanes*	Class II Bicycle Lanes are recommended throughout the entire length of the Broadway Corridor from Mosquito Road to Smith Flat Road and ultimately, beyond Smith Flat. The intent is to provide bicyclists with a safe, convenient facility that will also assist in traffic calming.
Bicycle Parking (corral)	Bike corrals provide a protected parking area for bicycles that is gated and has a locked entrance. Four locations on Broadway have been identified as potential bike corral sites.
Bicycle Parking (rack)	Seven bike rack locations have been identified on public and private property throughout the Broadway Corridor as identified in Appendix D of the Plan.
Transit Shelters*	Transit shelters provide transit users with an identifying stop feature as well as a sense of security and comfort while waiting for a bus. Six transit shelter locations have been identified throughout the Broadway Corridor to be installed in conjunction with transit pullouts.
Transit Pullouts*	Transit pullouts are an integral component to the multi-modal aspects of the Broadway Corridor. Six locations have been identified to allow transit vehicles to completely exit the thru travel lanes when making stops. The pullouts will improve safety for motorists and bicyclists and provide transit users with a safe, efficient and comfortable transit experience.
Landscaping (median)*	A few areas on the Broadway Corridor have been identified as suitable for medians that could be landscaped to enhance the aesthetic nature of the community. Approximately 10,000 square feet of area has been identified on the design drawings in Attachment A of the Plan.
Landscaping (sidewalk)*	Landscaping opportunities on the public right of way, near sidewalks, exist at the proposed transit pullout location near Hangtown Plaza. Actual location and design have not been determined.
Streetscape Accents	Streetscape accents include items such as benches, trash bins, streetlights, etc. Accents provide an amenity while also providing a consistent design theme throughout the Broadway Corridor. Specific accent choices and locations were not identified as part of this planning project. However, themes from the Design Day project were reinforced and an estimated cost of \$250K was given to assist in the next streetscape accent implementation stage.
Corridor Entry Monument	Two Corridor entry gateway points were identified; one spanning Broadway at Mosquito Road and the other in the center of the recommended roundabout at the Schnell School Road intersection with Broadway. Specific design of the monuments will need to be developed at the project implementation stage.

Projects by Term**Project Descriptions****Short Term (0-5 yrs)**

Public Art	Public art was identified as an important part of the existing and future character of the Broadway Corridor that can be implemented in public and private spaces. Opportunities for implementation of art projects should be discussed during the project design phase of the infrastructure projects. A mural project on the Mosquito Road underpass was discussed as a potential short term project.
No Parking Signs	Parallel parking along the entire Broadway Corridor is recommended for elimination to provide safer conditions for bicyclists, pedestrians and motorists. The roadway should be marked as a no parking zone. This project is likely to coincide with the bike lanes, sidewalk, curb ramp, and transit pullout projects. The quantity, location and distance of signs should be determined during project implementation.
Driveway Consolidation	There are a few driveway locations along the Broadway Corridor that are recommended for consolidation to improve safety and traffic flow. Driveway consolidations were included in both the public space and private space project lists because they affect both properties.
Renaming of Broadway/signs	Stakeholders and community members have indicated that Broadway is not identified well on US 50 by signage. A project to improve the visibility of Broadway to travelers on US 50 is considered an important improvement that will positively impact Broadway. An option to re-name Broadway to Broadway Village Road was discussed. New signage will require extensive coordination with Caltrans.
Pedestrian Laterals	Pedestrians can be provided a safe and comfortable passage from the roadway to businesses within properties through development of designated walkways and pedestrian laterals. Recommended alignments have been identified for parcels along Broadway on the design drawings in Attachment A.
Landscaping	Landscaping on private property is minimally required by the Placerville City Code. Revisions to the Code are recommended to ensure a consistent landscaping presence and proper maintenance on private property. Financial incentives could be developed to assist property owners willing to improve their landscaping without a formal requirement.

Mid Term (5-15 yrs)

Spanish Ravine Extension to Broadway	There is an emergency access connection between Spanish Ravine Road and parking lots accessed from Broadway. This is used as an informal pedestrian and bicyclist connection between Spanish Ravine and Broadway. It is recommended that the connection be made as a permanent roadway to improve circulation, safety and access. The project would include changes to the parking areas on Broadway parcels. Ideally, the project would follow improvements to the intersection at US 50 off ramp and Broadway to promote effective circulation onto Broadway.
US 50/Broadway Offramp Realignment	Extend the off ramp to improve deceleration space and to align the intersection with the MacDonald's driveway on the south side of Broadway. A traffic signal is recommended.
Blair's Lane/Broadway Improvements	Improve sight distance by removing obstructing vegetation and signs. Sidewalk improvements at the intersection are also a component of these improvements.
Reciprocal Parking Agreements	Encouraging the development of reciprocal (shared) parking agreements will improve the flexibility for property owners to develop more walkable spaces between businesses. This project requires an amendment to the Placerville City Code to allow flexibility in the reciprocal parking requirements including maximum distance and property ownership.
Walkway along Hangtown creek	Hangtown Creek is recognized as an underutilized resource and a walkway was identified as a potential project. The specific alignment and parcels affected by a walkway have not been identified. It is recommended that additional project level planning be conducted. Connecting businesses and residential areas as well as a future village square were identified as important aspects of the walkway project.
Bridge over Hangtown Creek	A bridge over Hangtown Creek for pedestrians and bicyclists was identified as a project. The goal is to improve access to the creek resource as well as provide another circulation point between businesses and residential areas. The specific location of a bridge is yet to be determined. During preliminary discussions, SAC members considered a bridge over the creek near the Caltrans property on Blair's Lane. The bridge could be a focal point of a potential future village square in that area.
Driveway Realignment	The driveway across Broadway from Carson Road is recommended to be realigned so it forms a conventional four-way intersection. The realignment would require the modification of parking spaces in the parking lot on the south side of Broadway.
Identify Land Use Improvements	Potential improvements to land use in the Broadway Corridor are detailed in Section 3.1 of this Plan. Due to the process anticipated for implementation of land use changes, identification of improvements is listed as a mid term project. Implementation of those improvements is included in the long term project list.

Projects by Term**Project Descriptions****Long Term (10-20 yrs)**

Schnell School/Broadway Intersection	This intersection has been identified as requiring major operational improvements and a conceptual roundabout design was analyzed. The roundabout was recommended as a project alternative and should enter the next stage of feasibility and design. Early discussions with affected property owners is recommended due to the significant impacts the project will have on private property owners, including Caltrans right of way.
Sidewalks East to Point View	As Broadway develops over time and residential and commercial development occurs at the east end of Broadway, sidewalks are recommended to be extended to Point View Road.
Broadway Village Square	The Village Square concept is to identify a central place on Broadway to allow people to congregate and hold events. The Village Square concept was discussed and ideally, it should be centrally located on the Corridor. The Caltrans property on Blair's Lane was identified as a possible location due to its central location and proximity to Hangtown Creek.
Infill Development	This project is related to identifying and implementing land use improvements. It is recommended that properties be identified for infill development opportunities and promoted as such.
Improve Access to Hangtown Creek	Hangtown Creek is recognized as an under-utilized resource within the Corridor. Improving access to the creek and riparian area will enhance the character of the community. Access improvements include the trail identified in the mid term project list and improved access from businesses along Broadway. Additionally, two creekside areas within parking lots on the Corridor have the potential to be enhanced and used as an aesthetic complement Broadway.
Restore Sections of Hangtown Creek	Hangtown Creek has been identified as a fragmented and damaged habitat for fish, wildlife, and riparian vegetation species. Wherever possible, improvements to the stream channel and riparian habitat will improve the natural and aesthetic value of the creek.
Implement Land Use Improvements	Potential improvements to land use on the Broadway Corridor are detailed in Section 3.1 of the Plan. Due to the process anticipated for implementation of land use changes, identification of improvements is listed as a mid term project. Implementation of those improvements is included in the long term project list.

Future (20+ yrs)

Interchange at Mosquito Rd.	There are numerous functional deficiencies with the Mosquito Road access points onto and off of US 50. In order to address the deficiencies completely, it is likely that a new interchange will be required. Due to the scale of the project, planning should begin now for future implementation of a project.
Implement Village Concepts	The concept of developing a village out of the Broadway Corridor was developed during a mini-visioning exercise at a stakeholder meeting. A conceptual design drawing that includes new smaller streets forming a grid pattern between the existing buildings was developed. The concept encourages development of commercial buildings within the expansive parking lots on the Corridor to bring the street access closer to store fronts.