

**EL DORADO COUNTY TRANSPORTATION COMMISSION  
BROADWAY VILLAGE STAKEHOLDER ADVISORY COMMITTEE  
MEETING #4  
WEDNESDAY, AUGUST 19, 2009**

**MEETING MINUTES**

**PRESENT**

**STAKEHOLDER ADVISORY COMMITTEE:**

Eileen Crim, Trails Now	Corey Harkins, EDC Youth Commission
Don Williams, Eskaton Village	Ann McQuillen, PDBA and BVA
Carol Anne Ogden, City of Placerville	Andrew Painter, City of Placerville
Shawn Ebrahimi, BVA	Kathi Lishman, Community Pride
Duane Beichley, Trails Now	Sam LaCara, Louisiana Schnell School
Peter McQuillen, PDBA	Ron Vardanega, BVA
Randy Pesses, City of Placerville	Glenn Webb, BVA

**STAFF / CONSULTANTS:**

Jeff Schwein, Project Manager, Lumos & Associates	Jerry Barton, EDCTC
Gladys Cornell, Facilitator, AIM Consulting	Donna Lucchio, AIM Consulting
Audra Miller, Lumos & Associates	

**MINUTES**

The fourth Stakeholder Advisory Committee (SAC) meeting for the EDCTC Broadway Village Corridor Multi-Modal Implementation Plan was held Wednesday, August 19, 2009 from 4:00 p.m. to 7:00 p.m. at the Golden Dragon Restaurant, 1341 Broadway Street, in Placerville. The stakeholders present for the meeting and the group(s) they represent are listed above. The meeting was facilitated by AIM Consulting and recorded as follows:

**WELCOME, AGENDA REVIEW AND INTRODUCTIONS**

The meeting was called to order at 4:10 p.m. by Gladys Cornell of AIM Consulting. She welcomed all attendees and provided an overview of the meeting agenda. Ms. Cornell asked everyone to introduce themselves and the organization they represent. Once completed, she distributed copies of the updated Project List to all attendees for review later in the meeting.

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## OPPORTUNITIES FOR LAND USE PROJECTS

Ms. Cornell introduced Audra Miller who presented an overview of the issues related to land use opportunities that the project consultants recommend for inclusion in the project report.

Ms. Miller identified the issues as parking, signage, bike racks and landscaping related to specific improvements being considered.

Ms. Miller stated that at the last SAC meeting, land use did not appear to be a major concern of the Committee. She clarified two items from the last meeting: Residential is allowed in the Highway Commercial (HWC) zone; and public facilities (i.e. parks) are allowed in the current zoning with a Conditional Use Permit (CUP).

She recommended that as a long-term goal, a specific district should be considered for Broadway Village. This designation would establish design standards that reflects Broadway Village, address issues unique to Broadway Village, and explore more flexibility with land use (i.e. parks permitted outright).

Ms. Miller then presented the specific recommendations as follows:

### Parking

**Requirements:** Parking is required for new structures or expansion. Required parking must be provided on the parcel or contiguous parcel. Maximum distance is 300-feet from boundaries of the parcel, under same ownership and in same or less restrictive zone.

**Recommendation:** Provide more flexibility by considering the use of shared parking.

Further discussion of the topic included the following questions and comments:

Committee Member Comment: Some parking lots have spaces that back into each other or have poor/unsafe circulation.

Mr. Schwein stated that recommendations will be made relative to parking circulation and pedestrian laterals in the final report.

### Landscaping - Parking Areas

**Requirements:** If new parking lot/area is being constructed, then landscaping must meet code. If expanding an existing parking area, then the new area must meet code. If restriping and/or repaving, then existing landscaping can be maintained. If replacing existing paving with no expansion of area, it would most likely be a minor change and the City would evaluate on a project-by-project basis. However, if the existing area is not code compliant, it would most likely require upgrades to meet code.

**Recommendation:** The use and/or addition of landscaping is encouraged.

### Bicycle Racks

**Requirements:** Not necessarily mandatory -- will be discussed during Site Plan review on a project-by-project basis.

**Recommendation:** If not mandatory, then must show at Site Plan review how bicyclists are accommodated.

Jeff Schwein asked Ms. Miller to define Site Plan Review for the Committee. It was defined as follows: The Planning Department will review the Site Plan of all new or expansion commercial projects relative to code compliance. Recommendations will be made and provided to the Planning Commission for their approval as submitted, approval with conditions, or denial.

Mr. Schwein added that Site Plan revisions include changes to existing parking, modifications to the existing site and new construction.

Further discussion of the topic included the following questions and comments:

Committee Member Question: Should design standards for bike racks be considered for Broadway Village or should choice be individual? A standard could encourage variety or consistency.

Ms. Miller stated that a wide variety of bike racks are available, and developing a standard could be used as a branding element for Broadway Village.

Jerry Barton stated that he had discussed this topic with Ian Moore of ALTA Planning and Design. Bike racks should be useful and easy to use. He described a few different kinds and their positive/negative aspects to the Committee. He stated that the final report will recommend a style and type of bike rack for use relative to Broadway Village.

Committee Member Comment: Location of bike racks and the "character" they convey should also be included.

Mr. Schwein commented that the report can suggest locations, but as individual projects progress to design and construction phases, more specific site work would be required at that time.

Committee Member Comment: Bike racks should be treated like a handicap space -- consistency of spacing, relative location to a building, etc.

Mr. Schwein agreed that users need to know where to look for a bike rack. There should be a rhythm/pattern to their layout.

### Signage

**Requirements:** A-Board, sandwich board and sidewalk menu signs are prohibited in current zone. Murals are permitted, but cannot advertise a specific business.

**Recommendation:** A-Board, sandwich board and/or sidewalk menu signs should be allowed in certain circumstances.

Further discussion of the topic included the following questions and comments:

Committee Member Comment: The current sign ordinance is the result of a long-term process that has included merchants, city officials, residents, etc. A change to this ordinance should not be recommended at this time.

Q: If a Design District is established, can changes be made to the sign ordinance for special events, certain hours, etc.?

A: (Andrew Painter) Signage cannot be specific to a District, it has to be treated universally by the City.

Committee Member Comment: The current ordinance allows for a sign permit on a case-by-case approval.

Ms. Miller stated that signage becomes a First Amendment issue, which does not apply to setbacks or landscaping.

Committee Member Comment: If evidence can be provided that proves that these types of signs increase sales for a business, then it is worthwhile to reopen the issue. However, to date, no evidence of this kind has been presented, and this is a very controversial issue.

Jerry Barton asked the Committee members why these types of signs are not permitted under the current ordinance. Comments included:

- In a pedestrian friendly environment, they obstruct sidewalks and make streets look bad.
- They are also an ADA issue.
- It is a safety issue.

#### Site Plan Review Process

**Current Process:** City staff review plans through the Site Plan review process utilizing code and development guidelines. This provides an opportunity for the City staff and Planning Commission to review the project. It is a public hearing process.

**Recommendation:** In the future, Broadway Village should be included in the review process. A Redevelopment Agency would probably be included as part of the review.

Ms. Miller concluded her presentation and introduced Jeff Schwein. He asked if the Committee had any questions. They were as follows:

Q: Do these suggested changes have to go before City Council?

A: (Jerry Barton) At this point, these are recommendations only. If the City adopts the final report with the recommendations included, this is understood to mean that the City agrees with the recommendations.

Q: If a property is currently being worked on, will incorporation of the recommendations be required of this property owner at a later date?

A: Recommendations do not affect the current ordinance. The City would have to adopt a new design standard to change a current ordinance.

#### INTERSECTION ALTERNATIVES

Mr. Schwein reviewed with the Committee that the goal of the final report/plan was to increase multi-modal alternatives in the Broadway corridor. The product is a planning document that will make recommendations only.

Relative to short-, mid- and long-term project goals, tangible costs and timeframes are possible for short-term projects, and specific recommendations will be made in the report. Mid- and long-term projects will require and recommend further study and analysis.

Mr. Barton added that this is a planning study that will present preliminary design recommendations only. The report will address what is possible within the limits of the grant.

Q: (Gladys Cornell) If recommendations are adopted by the City, then what?

A: (Jerry Barton) City Council, City Staff, Community Groups, EDCTC, etc. may seek funding to implement recommendations.

Mr. Schwein added relative to a private property owner, each would evaluate and embrace recommendations on a project-by-project basis. Also, some engineering work has gone into the recommendations (i.e. street dimensioned cross-sections). This information can be used by future engineers involved on specific projects.

Mr. Schwein identified that intersection alternatives will be presented in the final report for: US 50 Broadway Offramp; Blair's Lane; and Schnell School Road / Wiltse.

Mr. Schwein presented a summary of the traffic analysis methodology used for the study as follows:

- Based on traffic volumes and turning counts from the Lumsden Ranch EIR.
- Based on “existing” as well as “existing + project” traffic volumes and turning counts.
- Recommendations based on field review and existing information analysis.
- Preliminary engineering analysis must be performed to determine true feasibility and impacts of recommendations.

Mr. Schwein stated that this information formed the basis of the study, then projections were made for the future. These projections were compared to projections made by the Lumsden Ranch EIR, and even if outcomes fluctuate +/- 15%, the recommendations in the study still work. He added that intersections are not being designed at this time, and further analysis is required of each, on a project-by-project basis.

#### US 50 Broadway Offramp

**Traffic Analysis:** Currently meets peak hour traffic signal warrants.

#### **Recommendations:**

- Alternative #1: Lengthen, realign, and signalize.
- Alternative #2: Porkchop and widen.
- Alternative #3: No change.

Further discussion of the topic included the following questions and comments:

Q: What if Alternative #2 was used with no left turn?

A: That option would hinder people from getting to destinations on Broadway.

Jerry Barton stated that closing the off-ramp and using Schnell School exit was discussed previously, and was not widely accepted by the SAC and the TAC.

Randy Pesses stated that the long-term plan is to provide a new intersection or interchange at Mosquito Road.

Q: How does Alternative #2 help alleviate congestion?

A: It doesn't. It does help pedestrians cross and provides additional vehicle storage, preventing backups onto US 50.

Q: Are sidewalks required on both sides of the road?

A: We are currently recommending sidewalks on both sides of Broadway for consistency and to promote transit usage. We have proposed a transit station on the north side of the road, and the sidewalk supports that. The study will recommend sidewalks from Mosquito Road to the end of the project boundary.

Mr. Schwein stated that Alternate #1 would designate lanes for left-turn, straight and right-turn traffic, which also improves conditions for cyclists and pedestrians.

#### Blair's Lane

**Traffic Analysis:** Does not meet peak hour traffic signal warrants. Bike/pedestrian improvements and driveway consolidation projects along Broadway will improve safety and driver comfort at this intersection.

#### **Recommendations:**

- Alternative #1: Leave as stop controlled with cursory improvements. Remove sight distance obstructions east and west. Improve pedestrian facilities around intersection.
- Alternative #2: No change.

Further discussion of the topic included the following questions and comments:

The Committee noted the following concerns:

- Left turn visibility is obstructed and forces cars into traffic.
- Constant cross traffic.
- Visual obstructions.

Mr. Barton stated that many of the recommended improvements are expected to calm traffic and make the intersection safer.

Committee Comment: The service stations should move their signs back.

Mr. Schwein stated that the study needs to focus on what can be controlled in the public right-of-way, then at a later date, see if property owners are willing to cooperate.

Mr. Pesses stated that the bridge improvements currently in design should also improve safety at the intersection. New sidewalks will extend from the bridge around the corners onto Broadway, creating new driveway aprons at the gas stations on Blair's Lane.

Q: Has the future build-out of Eskaton been accounted for in the traffic study?

A: Yes

Mr. Pesses added that if the intersection warrants a signal in the future, one could be installed at that time.

Q: Is a 4-way stop an option?

A: The traffic engineers do not recommend a stop sign as it would hinder traffic flow on Broadway.

#### Schnell School/Wiltse

**Traffic Analysis:** Meets peak hour traffic signal warrants. A preliminary engineering analysis is recommended to determine the feasibility of these recommendations.

#### **Recommendations:**

- Alternative #1: 5-leg roundabout.
- Alternative #2: Signalize intersection, re-align Wiltse.
- Alternative #3: Signalize intersection, prohibit left turns in and out of Wiltse.
- Alternative #4: No change.

Mr. Schwein noted that a roundabout has a significant cost impact and requires additional land, but Alternative #1 has been preliminarily analyzed by engineers and is recommended as the best way to accommodate the odd alignment of Schnell School / Wiltse.

Further discussion of the topic included the following questions and comments:

Q: If Alternate #2 used, doesn't that require the acquisition of a building with three businesses?

A: Not necessarily. More detailed design analysis is needed. It could in fact be a shared R/W take with properties on the northwest and southeast corners and limit impact to any one parcel.

Committee Comment: The parcel directly east is vacant. The City could purchase this lot and negotiate a land swap to relocate these tenants.

Q: Will Schnell School Road be shifted?

A: Both Alternatives #1 and #2 will require some realignment of Schnell School Road. Schnell School Road cannot be aligned to Wiltse due to the physical design constraints.

Q: Is one alternative dramatically better than the other?

A: Further analysis is required to determine if one solution is dramatically better than the other.

Ms. Cornell announced a 10 minute break.

After the break, Ms. Cornell asked all Committee Members to take copies of the Community Meeting Announcement for distribution to community members. She stated that it is also available on the EDCTC website as a pdf file and can be downloaded and printed or distributed via e-mail.

Mr. Barton added that he will also e-mail the announcement to all Committee Members.

Ms. Cornell asked if everyone had a copy of the Updated Project List. She then introduced Jeff Schwein to discuss the project list and impacts.

#### UPDATED PROJECT LIST AND IMPACTS

Mr. Schwein provided an overview of the updated project matrix and noted that it had been broken down into short-term projects (0-5 years), mid-term projects (5-15 years), long-term projects (10-20 years) and Future (20+ years). The matrix included categories for each project including: financial impacts, work effort impact, quantity, unit, right-of-way affected (sf), number of parcels affected, and comments.

Mr. Schwein stated that impacts (work effort and financial) were only tangible for short-term projects, and were provided using a ranking system. Mr. Schwein explained the ranking system.

Mr. Schwein then presented, utilizing a large aerial map with overlay sketches, the recommended improvements, including a summary of the benefits and impacts, and right-of-way affected for each. Recommended improvements included:

- Bus Pullouts
- Landscape / Center Medians
- Driveway Consolidation and Realignment
- Bike Rack / Corral Locations
- Bike Lanes
- Pedestrian Laterals

Further discussion of the topic included the following questions and comments:

Constraints relative to existing parking needs and a proposed location of a bus pullout at Hangtown Plaza was discussed. Mr. Schwein noted that the team will look at modifying the location of the bus pullout so that it would not diminish the quantity of existing parking.

Q: Would the existing crosswalk near the Gold Country Inn and Shoestring Hot Dog be removed due to new ones identified?

A: Yes

Mr. Barton noted that ADA issues exist with the existing crosswalk, as well as pedestrian visibility from east to west.

Q: Does the Taco Bell Drive-thru and proposed parking locations create a conflict for cars?

A: Adequate circulation should be provided.

Q: If driveways are consolidated, will it create more of a back-up, since there will be fewer?

A: Consolidation will improve safety, but further study needs to be done to assess traffic patterns.

General discussion followed, and circulation connections were suggested by the Committee to aide with traffic flow. These were noted on the printed map by Mr. Schwein.

Mr. Schwein stated that the study will provide a series of preliminary design diagrams that will correlate to the proposed short-, mid- and long-term projects.

He thanked the Committee for all questions, suggestions and comments.

## NEXT STEPS

Mr. Schwein discussed the next steps.

A Community Meeting will be held on September 9, 2009 at Louisiana Schnell School, 6:00 p.m. to 8:00 p.m. The project team will present preliminary designs to date, the overall plan concept, and ask for community feedback

Further discussion of the topic included the following questions and comments:

Q: Will the format be presentation or displays?

A: Both. Attendees will be able to walk through display stations, then a small presentation will be made based on the same information.

Q: Is the purpose to inform the community or look for constructive ideas?

A: Both. The community will be given an opportunity to contribute, but there are no guarantees that every recommendation will be included in the final report.

Q: Will the announcement be sent to a list of property owners? Certain people should definitely be at this meeting. Can they be formally invited?

A: The announcement can be e-mailed, but we are looking to the Committee to get the word out. Flyers can also be posted.

Mr. Barton offered to provide special assistance if Committee members would provide contact information.

Q: Can we notify property owners within a determined radius? Who can do this? What are the costs to do this?

A: If determined necessary.

Q: Will the meeting notification be advertised in the Mountain Democrat?

A: (Gladys Cornell) Yes, press releases will be submitted to both the Mountain Democrat and the Sacramento Bee.

Mr. Barton expressed concerns relative to the cost and process for mailing the invitation for the community meeting. He indicated that the draft report would go before the Transportation Commission, City Council and Planning Commission so there will be many opportunities for the public to comment and participate in the process.

Committee Comment: It was suggested that we invite everyone to hear and address concerns or we deal with issues later in the process.

Committee Comment: SAC members understand that much of this is conceptual planning, but the challenge is to help the public understand this. The SAC members should help at the meeting, maybe by wearing a different colored badge.

Ms. Cornell asked if it would be helpful to create topic points that would be distributed to all Committee Members prior to the meeting? They agreed that it would.

Committee Comment: Staff/Committee members could be designated to display areas where their expertise is most relevant so they can address community questions/concerns.

Committee Comment: Dots should be provided to meeting attendees so they can identify what proposed projects they like best - Start the meeting on a positive note. Include the community in the process.

Committee Comment: It is important to identify long-term projects as "might" or "potential."

Mr. Schwein suggested that short-term projects be presented in design form, but others are left as a blank slate for future.

Ms. Cornell noted that if a project is going to be included in the final report, then it needs to be included in the community meeting. The presentation can clearly emphasize the plans timeframe and concept.

Committee Comment: The BVA has taken great pride in asking for community input and comment. We want to continue this sense of community.

Committee Comment: The mission is to assure people that Broadway can be transformed to a place they want to return to.

Committee Comment: Wendy Mattson should provide the opening statement.

Mr. Barton suggested there be opening remarks by an elected official. The SAC members stated that Wendy is a key person who most identifies with the project.

It was suggested that both are included in the meeting.

Ms. Cornell reviewed Committee tasks as follows:

- Ann McQuillen would provide property owner information for distribution of the meeting announcement.
- Randy Pesses would announce the meeting at next City Council Meeting scheduled for Tuesday evening.
- Talking points will be developed prior to meeting and distributed to SAC members.

#### ADJOURNMENT

Ms. Cornell closed the meeting and thanked everyone for attending. The meeting was adjourned at 6:45 p.m.

Minutes prepared by Donna Lucchio, August 20, 2009