

**EL DORADO COUNTY TRANSPORTATION COMMISSION
BROADWAY VILLAGE STAKEHOLDER ADVISORY COMMITTEE
MEETING #2
WEDNESDAY, JUNE 3, 2009
MEETING MINUTES**

PRESENT

STAKEHOLDER ADVISORY COMMITTEE:

Wendy Mattson, BVA	Glenn Webb, BVA
Duane Beichley, Trails Now	Tony Granados, Placerville Downtown Assoc.
Andrew Painter, City of Placerville	Randy Pesses, City of Placerville
Shawn Ebrahimi, BVA	Kathi Lishman, Community Pride
Carol Anne Ogdin, City of Placerville	Mindy Jackson, El Dorado Transit
Corey Harkins, EDC Youth Commission	Ann McQuillen, PDBA and BVA
Peter McQuillen, PDBA	Don Williams, Eskaton
Ann Wofford, AHGA	Sam LaCara, Placerville Unified School District
Justin Boeger, El Dorado Winery Association	

STAFF / CONSULTANTS:

Jeff Schwein, Project Manager, Lumos & Associates	Jerry Barton, EDCTC
Gladys Cornell, Facilitator, AIM Consulting	Donna Lucchio, AIM Consulting
Chad Crutcher, Lumos & Associates	Ian Moore, ALTA Planning & Design

MINUTES

The second Stakeholder Advisory Committee (SAC) meeting for the EDCTC Broadway Village Corridor Multi-Modal Implementation Plan was held Wednesday, June 3, 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 AND AGENDA REVIEW

The meeting was called to order at 4:05 p.m. by Gladys Cornell of AIM Consulting. She welcomed all attendees and provided an overview of the meeting agenda

REVIEW OF PROJECT

Ms. Cornell presented a brief review of the project to date, including a summary list of the committee's top goals, as follows (the numbers represent a poll of the SAC members top issues):

- Improve non-motorized facilities (4);
- Speed control (3);
- Improve aesthetics (8);
- Improve circulation (3);
- Enhance economic development opportunities (2);
- Other (3).

Ms. Cornell asked for comments from the committee. All agreed that the list covered all of their goals. She then asked all in attendance to introduce themselves and share any new ideas or concerns they have. Comments included the following:

- Nothing new to share (7);
- Safe traffic flow for elders who still drive;
- Availability of transit stops and/or connections with Eskaton and for those who do not drive;
- Resolve traffic problems at Blair's Lane;
- Provide cycling/pedestrian access and paths;
- Provide cycling/pedestrian connection to Schnell School;
- Provide continuous sidewalks;
- Need for improved street access to Schnell School – Iowa Hill project would use same road for access to development;
- Need for safe access for students going to Schnell School – provide adequate sidewalks;
- Location near Mosquito Road Park-and-Ride could be a future parking location for visitors with link to Broadway;
- Resulting plan needs to have actionable products;
- Implementation plan should have short/mid/long range goals that are usable, buildable and feasible;
- Will the plan include a timeframe?

Jeff Schwein answered that it was up to the group to establish time frames, and that through the process of gathering information, a vision would be defined, projects would be identified, as well as funding sources, all of which would establish the plan timeframe. It is assumed at this time that the plan will be based upon a 15-20 year vision.

REVIEW OF PURPOSE AND NEEDS STATEMENT

Ms. Cornell read to the committee a Purpose and Needs Statement that was developed at the last meeting. It reads as follows:

Broadway Village currently serves as one of Placerville's principal commercial areas, but the corridor's dated and auto-centric design, lack of bike and pedestrian pathways, ineffective traffic controls, lack of safety for motorized and non-motorized transportation, and disconnected building and property designs keep the area from realizing its full potential. Through this collaborative effort, the Broadway Village SAC is assisting EDCTC and their project team in developing a multi-modal transportation system within the corridor that will lay 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 economic development and recreation.

Ms. Cornell asked for comments and input from the committee. Comments included the following:

- Defining a timeframe is good. The hallmark of the BVA is that they are moving forward – Goals are required to realize plan;
- The Purpose and Needs Statement should include a commitment to implementation within a determined timeframe;
- The plan's goals should be actionable, feasible and implementable with both short- and long-range timeframes.
- Create a 20 year plan with a review of the plan in 10 years

Jerry Barton responded that a timeline will develop as the plan evolves and projects are identified, and suggested that the plan may identify goals based upon 1, 1-2, 2-5, 5-8, 8-15 and 15+ years if the committee chose to do so. General discussion followed and the committee unanimously felt that a 20 year plan with a review in 10 years was their desired approach. It was also agreed that the Purpose and Needs Statement should be revised to include a statement regarding "actionable" and "feasible" short-and long-range goals with an identified timeframe for implementation.

INTRODUCTION OF BROADWAY VILLAGE OPTIONS

Jeff Schwein and Jerry Barton presented a Power Point presentation that introduced alternatives for roadway improvements for key intersections that were identified by the committee as problematic. It was noted that Blair's Lane was not yet analyzed, but alternatives for this intersection will be developed. The presentation included the following:

The presentation began with slides of Roadway Cross-Sections that illustrated two alternatives for the 43' existing right-of-way – a center turn lane (Option 1) and a center landscaped median (Option 2). Option 1 could be used through the entire corridor, and Option 2 could be used where turn lanes were not required and would improve the ingress/egress of traffic, and enhanced aesthetics.

Mr. Schwein asked the committee for questions and/or comments, which included:

- Q: Can large delivery trucks maneuver with these options?
A: Yes, 40-foot trucks can be accommodated.

- Q: Have private property areas been considered relative to road widths?
A: There have been some right of way barriers identified, but the specifics have yet to be determined.
- Q: What is the condition of existing sewer lines? Should this be determined and updated at the same time?
A: Yes, this should be looked at before building new streets.
- Q: Relative to a 20 year plan, are two lanes enough? For example, the World Savings Building location creates a bottleneck. Can/should we plan now for these types of conditions over time?
A: The project team will look at options for improved access to and from US 50 to accommodate future traffic increases.
- Broadway has traditionally been a shopping area for residents. We don't want negative impacts on merchants as a result of making changes.

The presentation continued with slides of diagrammatic plans of key intersection alternatives, including two alternatives for the Broadway Offramp, and two alternatives for the Schnell School/Broadway intersection.

Mr. Schwein asked the committee for questions and/or comments, which included:

- Q: Would a round-a-bout handle the Lumsden Ranch development traffic needs?
A: A round-a-bout can be a very effective solution and it is anticipated that this roundabout would accommodate the projected traffic in the Broadway area. Also, this intersection is difficult to signalize due to the off-set alignment and location of US 50 on/off ramps.
- Q: Would a round-a-bout solve speed issues?
A: Yes, roundabouts are effective for traffic calming.
- Q: What about pedestrian/bike safety?
A: A bike lane is not feasible, so cyclists will ride in the vehicle lane through the round-a-bout. Children or inexperienced riders dismount their bikes and go through round-a-bout as a pedestrian. Pedestrians are accommodated with an island refuge and prominent crosswalks. Accommodating young children at the location of the US 50 on/off ramps present challenges.

Ian Moore then continued the presentation addressing the topics of bike, pedestrian and parking alternatives.

Bike: The bike lanes along Broadway are proposed to be 5-foot wide, which is preferred – 4 feet is allowed by the Caltrans design standards. What happens at driveways and intersections will be presented in plan view at a future meeting. The Caltrans design standard allows bike lanes to be

dropped at intersections, and continue through driveways. The proposed plans will address ways to enhance motorist awareness.

Pedestrian: Mr. Moore presented slides and a discussion to illustrate methods of enhancing pedestrian visibility and circulation at crosswalks and mid-block locations. Methods included crosswalk treatments of paint, differentiated paving materials and patterns, and colorized asphalt. Mid-block suggestions added elements such as bollards, signage, activated flashers, and pedestrian refuge medians. Parking lot circulation suggestions included striped pedestrian crossings, raised pathways, high-visibility crossings with landscaping or reflectors, storefront sidewalk connections and pedestrian circulation aisles.

Parking: Mr. Moore presented bar graph analysis slides of properties located on the Broadway Village corridor that compared three parking methods: 1) the number of existing parking stalls based upon field verification and utilizing the standard of 300 square feet per parking space; 2) the code requirement of 1 parking stall per 200 square feet of building on the site based on City of Placerville Code standards for commercial properties; and 3) the Institute of Transportation Engineers (ITE) standard based on national survey data for specific commercial business types including such examples as “Fast Food Restaurant,” “Auto Repair/Tires”, etc. Mr. Moore summarized the analysis stating that parking will require further refinement and validation, but initial results determine that there are approximately 1,700 parking spaces available in the corridor, approximately 1,000 are required according to the ITE guidelines, and that according to this analysis, the corridor is over parked by a total of approximately 700 parking stalls. This number is equivalent to approximately five acres of land. This estimate is based on current tenants and current vacancy. Overall, current vacancy in the Broadway Village Corridor Project Area is less than the national average for commercial-strip centers of similar building age and development characteristics.

Mr. Moore then asked for the committee’s questions and comments, which included the following:

Q: There is a desire to get from one shopping center to another without getting on to Broadway. Can pedestrians do this too?

A: Pedestrian corridors can provide access along store fronts as well as providing perpendicular access from sidewalk frontage to building fronts. They are not limited to parking lot circulation.

Q: When these parking lots were designed, large and massive parking was desired, but this is no longer true. Can we plan to diminish parking and increase pedestrian, bike and landscape opportunities.

A: Yes.

Q: Ease of parking for patrons currently exists. Does it make sense to get rid of what is already there to accommodate future growth. Can it just be beautified?

A: Based upon initial analysis, overall there is an abundance of parking. Shared parking concepts can be explored to accommodate future growth. Streetscape enhancements are a component of the plan.

Q: How do you get land from property owners?

A: There are methods for shared use parking and reciprocal access agreements that can be pursued.

Ms. Cornell asked for any additional questions/comments and announced a 10 minute break.

STREETSCAPE/CORRIDOR IDENTITY

Ms. Cornell introduced Chad Crutcher, who continued the presentation with slides on streetscape/corridor identity. Through his presentation of examples of different solutions he emphasized that the committee should trust the process, it is a problem solving process, even though it may appear a mystery to the committee he assured them it is not a mystery, and it is expected that they will have questions and not answers.

Mr. Crutcher restated the end of the committee's Purpose and Needs Statement "... creating an overall cohesive sense of place that is authentic to the community's historical roots and natural resources, and provides opportunities for enhanced economic development and recreation". He continued by stating that what is missing is an answer to this and asked the committee "What kind of place is Broadway Village going to be?" It is the committee's task to come up with one simple idea that is strong and provides a meaning of place . . . then they would have to remain relentlessly dedicated to carrying out this idea through all future ideas and projects. He gave examples of what the process may include to arrive at their answer – a change to something that works better – aesthetically, economically and functionally.

MASTER PLAN

Mr. Crutcher presented a diagrammatic master plan that addressed initial ideas to enhance existing natural resources and buildings, and ideas on how to improve constraints, which the committee might consider for incorporation into the Broadway Village corridor plan. The presentation was called a "Freethinking Exercise" to encourage the committee to think out of the box, that this may help them define their "idea" for Broadway Village. Ideas presented included: A neighborhood gateway; Street grid; Arts & Crafts antique mall; Hangtown Creek Park/Plaza; Hangtown Creekwalk; The Slot; Community Gateway; Schnell School Roundabout and a shuttle bus terminous. He concluded that before any of these ideas can develop, the committee must first define and identify their "theme".

Ms. Cornell asked the committee for questions/comments, which were as follows:

Q: Three districts have already been identified for Placerville. Broadway Village is not a tourist destination. It has survived providing the needs, not wants, of the local residents. Providing needs had sustained businesses over time (40-50 years). Shouldn't we only enhance who we already are, not change what we do?

A: It was agreed that too much change isn't good, and enhancing what already exists, not reinventing, was a good approach, but the committee identified themselves as dated in the purpose

and need statement – so, what’s not right? This needs to be identified. Also, the corridor needs to position itself to react and thrive when change occurs.

Comment: I want to see Placerville become a beautiful California foothill town with roots in the Gold Rush era. People can buy anything, anywhere, we need to draw people for other reasons, a weekend getaway, etc.

Comment: Design Day was the start of this effort. It determined that more excitement was desired, an amphitheater was suggested, as well as public art. The difference is that we have been asked today to identify who we want to be so everything we do will fit the theme and allow us to become successful.

COMMUNITY MEETINGS

Jerry Barton concluded the presentation by stating that the next meeting will start the development of a visionary draft plan that will begin to refine and explore ideas and reality check the visionary/freethinking concepts. It was suggested that a public meeting not be held until after this has occurred.

Mr. Cornell asked the committee, as a homework assignment, to talk among themselves prior to next meeting to start dialogue regarding a theme. Also, the power point presentation would be available on-line for their review and use.

NEXT STEPS

The next meeting is tentatively scheduled for Wednesday, July 29, 4:00 p.m.–7:00 p.m. at the Golden Dragon Restaurant.

Discussion followed regarding a possible venue for the first public meeting. Town Hall and Schnell School were suggested locations. A tentative date of Wednesday, September 9, from 4:00 p.m.-8:00 p.m. was set, with location to be determined.

ADJOURNMENT

Ms. Cornell closed the meeting and thanked everyone for attending. The meeting was adjourned at 7:15 p.m.

Minutes prepared by Donna Lucchio, June 4, 2009.