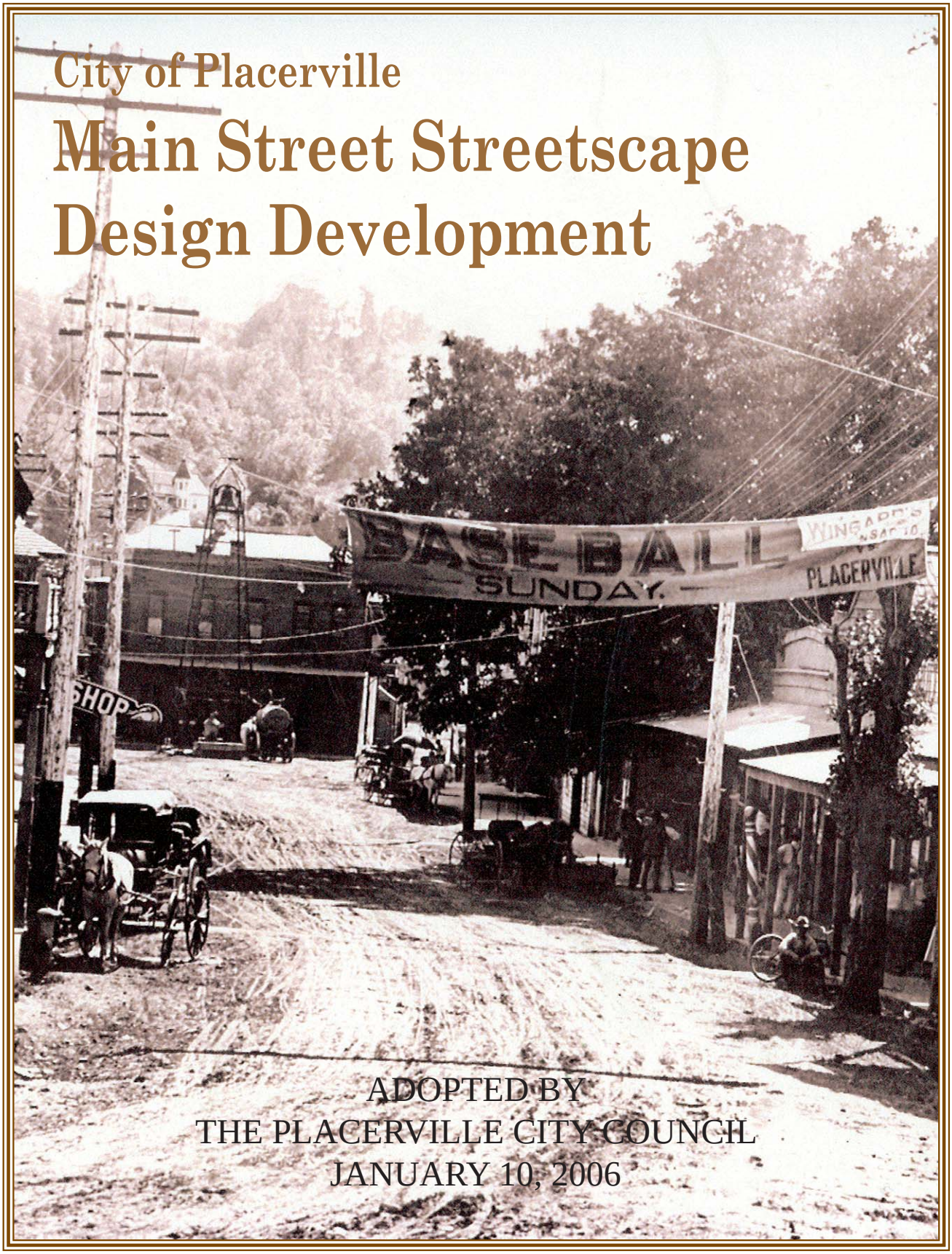

City of Placerville

Main Street Streetscape Design Development

ADOPTED BY
THE PLACERVILLE CITY COUNCIL
JANUARY 10, 2006

Prepared by
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January 2006

City of Placerville

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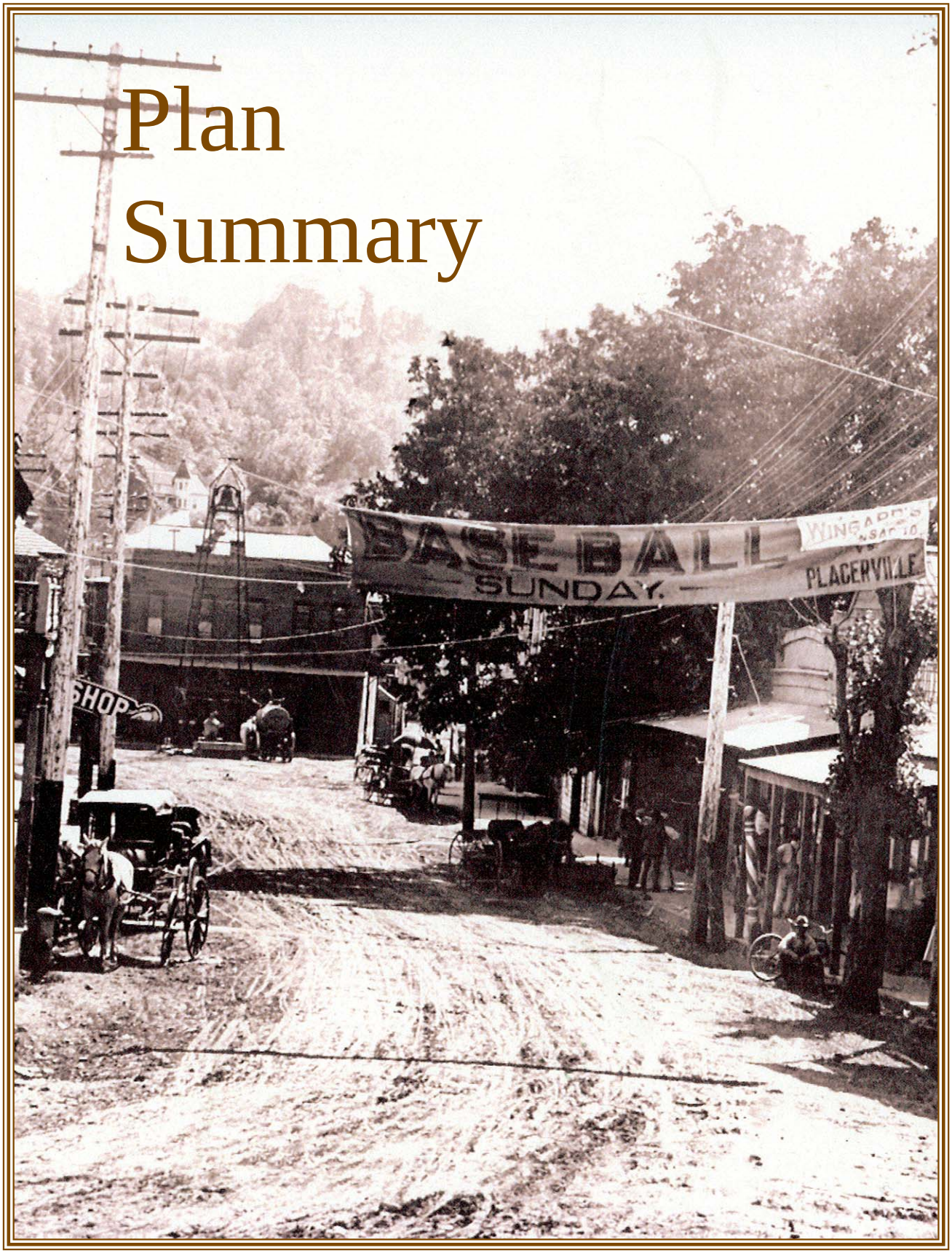
Plan Summary



Plan Summary

This plan is a synthesis of previous plans and ideas for the Main Street streetscape developed over the last twelve years. As such, it does not break new ground or take a new direction in the vision of what the Main Street streetscape should be. Instead, it refines existing design ideas and gives detailed descriptions of the forms, materials, quantities, configurations, and costs associated with the full realization of the Main Street streetscape vision developed by the community in the previous planning efforts.

Old Placerville
figure 1

Over the last decade several new "Big Box" retail stores have appeared in the region. This change in the retail dynamic has placed a greater focus on Main Street as a recreational shopping and dining destination.

Placerville's abundance of wealth in history and architectural character provide an excellent background for these shopping activities. Consequently, preservation and enhancement of Main Street's unique character is key to Downtown's continued retail success.

Therefore, this plan focuses on three primary objectives as it provides detail for implementation of the Community's vision of the streetscape improvements:

1. Preserve and enhance the historical character and assets of Downtown.
2. Improve the pedestrian shopping experience.
3. Develop a plan that is aesthetically cohesive and economically viable, a plan that can be implemented through a multi-phase and multi-year effort.

The major elements in the proposed improvements consist of the conversion of the area adjacent to the existing Bell Tower into a public plaza with significant public-transit-oriented facilities; accessibility improvements at the street intersections; widening of the pedestrian walkways; addition of planting areas and accent planters; pavement textures at the cross walks and other significant pedestrian spaces along Main Street; monument signs, new street lights, benches, and other character-appropriate street furniture; areas for outdoor dining; and, a roundabout at the intersection of Main Street and the realigned Clay Street.

The theme that unifies these improvements is derived from elements of style of the American Victorian period. The general time frame for American Victorian is from 1840 to 1910. It is during this period that Placerville (also known as Dry Diggins and Hangtown) came into being and many of the most architecturally significant buildings along Main Street were developed.

The estimated cost of the proposed improvements is 1.6 million dollars. Given the size of this sum and the continuing tough, but improving economic times for California municipalities, the plan has been divided into packages or segments. Some of these segments are immediately feasible while other larger projects will require that the City secure additional funding before proceeding with implementation.

Approaches to financing fall into three major categories. First there are the traditional forms of financing capital improvements available to municipal government in California. These include, general fund, bonds, assessment districts and grants.

The second is funding through enterprise efforts such as parking fees, leasing public space, and short-term rental of public space.

The third category consists of the less traditional forms of funding including fund raising, private sector grants, and donations.

The following recommendations represent the best opportunities from

each of these three categories.

I. Investigate the use of special funding districts in conjunction with other revenue sources readily available to the City.

   A. Determine the funds required to implement major street improvements including the proposed Bell Tower Plaza, the Main Street reconfiguration, the Clay Street realignment, and the Roundabout

   B. Deduct the amount of all readily available revenue resources from the total improvement amount determined in task A. above.

   C. Calculate the costs and time frames associated with creating a special funding district to make up the shortfall.

   D. Determine if a district is financially and politically feasible. If it is, develop a campaign to build community support.

   E. Once support is sufficient bring the issue to the City Council for discussion and action.

II. Investigate the possibility of leasing public areas in front of restaurants for outdoor dining.

   A. Canvas existing restaurants to determine the level of interest.

   B. Maintain flexibility in streetscape design and implementation to accommodate interested establishments. Note this may require the loss of minimal additional parking along Main Street.

   C. Develop lease agreements and build in attractive terms for leasers willing to help with the capital improvement costs

III. Investigate the possibility of renting the Bell Tower Plaza area for special events.

IV. Apply for grants from federal, state and regional agencies.

   A. Develop a list of potential programs and agencies.

   B. Consider declaring Main Street a historic park and apply to California Department of Parks and Recreation for funding to provide elements described in the Historic Interpretation paragraphs of Section II.

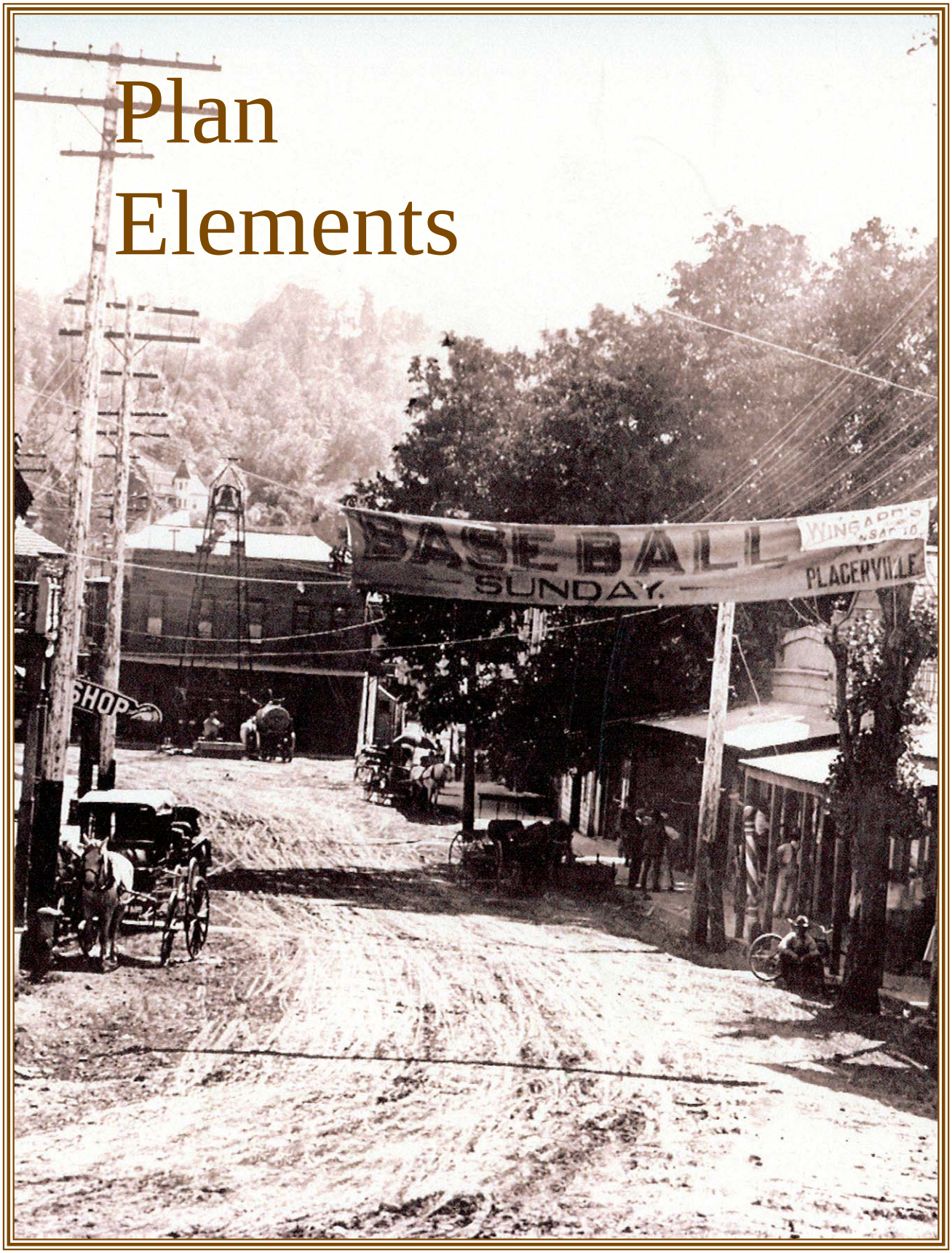
This approach is also applicable for the proposed improvements at the Bell Tower Plaza.

V. Investigate the possibility of creating a permanent Main Street non-profit organization to promote economic and recreational aspects of Main Street.

   A. Use this organization to apply for private grants, run local fundraisers, train and coordinate docents for historic downtown walks, and conduct an ongoing Main Street marketing effort.

Success of the Main Street streetscape improvement effort will only come after years of effort by both the public and private sectors. The City, working closely with the business community, has already accomplished much. Continuation and expansion of this partnership is the primary ingredient for future success. With this plan as the blueprint, and the continuation of the existing successful relationship between the City and the business community, the majority if not all of the improvements proposed in this plan can be realized within the next decade.

Plan Elements



Plan Elements

Introduction

The purpose of this streetscape design development plan for Placerville's Main Street is to refine and finalize the community's concepts and ideas regarding Main Street, (represented by the Downtown Revitalization Plan and the Streetscape Concept Plan) into a document that provides the detailed design statement, cost estimates, and phasing necessary for the implementation of the Streetscape Improvements.

Therefore, this design development plan does not break new ground nor take a new direction in the vision of what the Main Street streetscape should be. This plan's focus and overriding goal is to give a detailed description of the forms, materials, quantities, configurations, and costs associated with the full realization of the Main Street streetscape vision.

Downtown Placerville Today
figure 2

The three underpinning objectives of this plan's goal are as follows:

- Preserve and enhance the historical character and assets of Downtown.
- Improve the pedestrian shopping experience and thus bolster Downtown's retail economic viability.

- Develop a plan that is aesthetically cohesive and economically viable, a plan that can be implemented through a multi-phase and multi-year effort.

Streetscape Elements

The following are recommendations and descriptions for the individual streetscape elements. The format is designed to provide a context for these proposals and furnish the reader with an idea of how these concepts evolved. After each individual element heading an appropriate excerpt from the two previous planning studies is provided to restate the design direction established by those efforts.

A description of the element as proposed by this plan is then provided along with any discussion necessary to explain refinements or alterations of the previous plans. Element descriptions from the City of Placerville Downtown Revitalization Action Plan are preceded by the heading DOWNTOWN REVITALIZATION ACTION PLAN. Element descriptions and proposals from the Placerville Streetscape Concept Design are preceded by the heading PLACERVILLE STREETSCAPE CONCEPT DESIGN.

Each element is keyed to the design development plan so the reader may see how and where the proposed element will be configured within the overall streetscape context. In addition to the design development plan, please refer to the associated sections, details, materials graphics and descriptions.

■ Street Lights

DOWNTOWN REVITALIZATION ACTION PLAN

Replace the existing utilitarian poles with decorative ones that extend the character of the historic architecture out into the streetscape. Improve light color and illumination levels as well.

PLACERVILLE STREETSCAPE CONCEPT DESIGN

No comment.

DESIGN DEVELOPMENT PLAN RECOMMENDATIONS

Of all the improvements made to the streetscape since the completion of the Downtown Revitalization Action Plan, none have had a more striking and significant positive impact than the replacement of the cobra head street lights with the period appropriate cast iron light poles and fixtures (see figure 3). This replacement lighting effort has met or exceeded each of the plan objects stated previously. It sets a standard for success for elements of this plan.

Seating

DOWNTOWN REVITALIZATION ACTION PLAN

Provide frequent comfortable places for people to sit down. This is particularly important in a tourist-serving downtown in which convenience retail is less prevalent than specialty retail. A specialty retail core must keep people interested and comfortable for long periods.

PLACERVILLE STREETSCAPE CONCEPT DESIGN

No comment.

DESIGN DEVELOPMENT PLAN RECOMMENDATIONS

Next to safety, comfort is the most important element a streetscape can provide to encourage people to visit and linger in public spaces. In fact, there is a synergistic effect between safety and comfort in that the more comfortable citizens are in a space, the longer they are likely to stay. It is an accepted fact in the planning and public safety professions that well-populated urban spaces are safer spaces, thus the direct correlation between safety and comfort.

New Cast Iron Period Light Standards
figure 3

Seating opportunities are provided in three distinct ways in this plan. Period-appropriate benches have been selected and placed throughout the Main Street area in strategic locations. This effort is already underway.

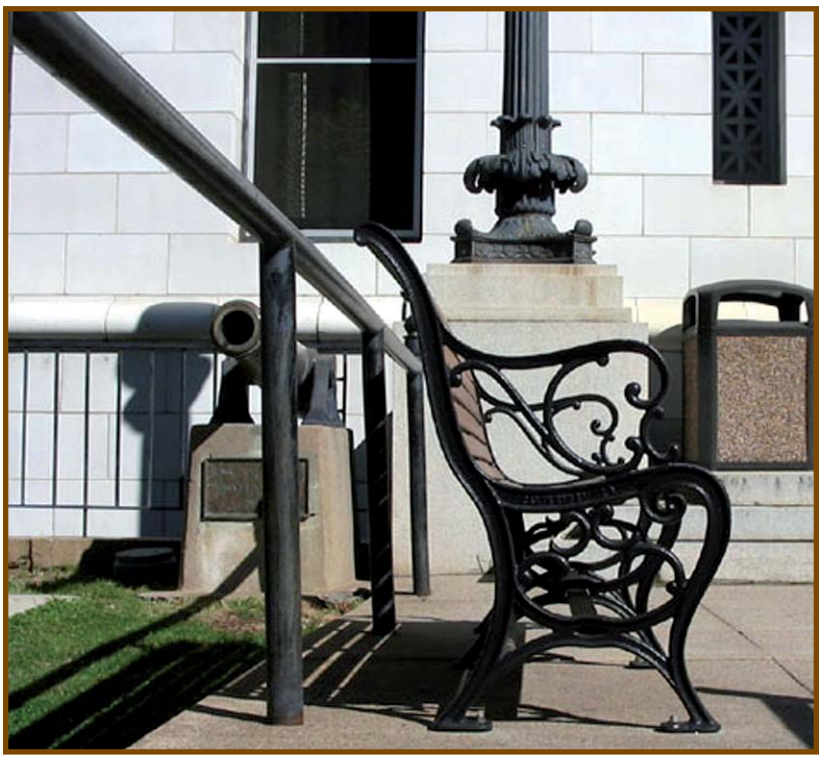
The second opportunity is provided by the low brick seatwalls proposed in several locations throughout the streetscape. These walls provide an important informal and temporary seating opportunity for visitors waiting for someone in their group to finish exploring a particular shop, to take

Bench Use at Antique Fair
figure 4

a brief rest on their journey exploring the mile of building facades and streetscape in downtown, or just to do a bit of people watching.

The third method is to provide public spaces adjacent to restaurants, cafes, and coffee bars, which will encourage these businesses to establish

New Bench at Court House
figure 5



an outdoor seating element that complements their business.

Street Trees and Accent Planting

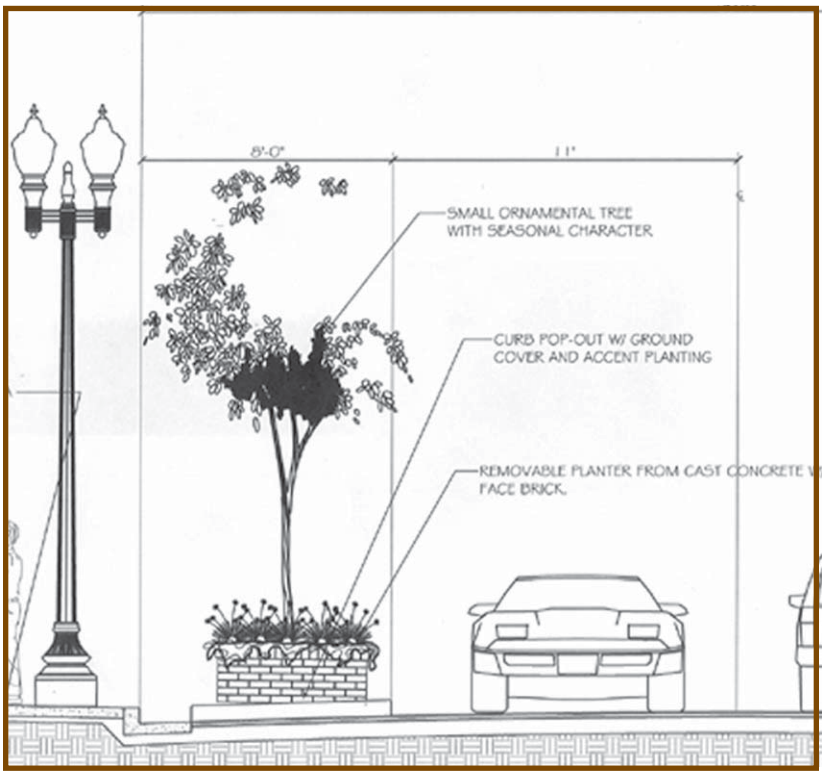
DOWNTOWN REVITALIZATION ACTION PLAN

Add trees for spatial definition, amenity and summertime shade, without detracting from shop front visibility. To do so, place street trees as far from the buildings (and as close to the motorist) as possible. Select street trees that are structurally open, and prune them open and far up on the trunk. Also remove existing street trees that inhibit store front visibility.

PLACERVILLE STREETSCAPE CONCEPT DESIGN

Street trees have a cultural niche in the downtown streetscape and they must be accommodated in any renovation concept. This concept limits the number of trees but at a minimum it will provide replacement trees for each tree dedicated to a fallen Vietnam veteran. This concept will solve the main problem with existing street trees, which is that they do not have enough room to grow properly. The current street tree situation in downtown is a monument to the ability of trees to survive (not thrive) in the most extreme adverse conditions.

This concept provides "bulb-outs" in the street for new trees to be planted. The bulb-out is a planting area provided in the street, spaced between parallel parking spaces. It will be approximately eight feet wide and eight feet long. It will be surrounded with concrete curbing and it will be configured in a manner that will not require major modifications to the existing gutter drainage system. They have been successfully installed and



New Street Tree Planters
figure 6

maintained in other cities and towns in California. These bulb-outs along with horticultural/structural soil will give the proposed trees a proper place to grow without adversely affecting the pedestrian or vehicle flows, or storefront visibility and curb appeal.

In conjunction with the bulb-out, brick seat walls will be located on the inside of the street curb adjacent to the tree. This provides a comfortable place for pedestrians to briefly rest and it provides an outstanding pedestal and frame for the existing dedica-

tion monuments.

DESIGN DEVELOPMENT PLAN RECOMMENDATIONS

The fate of street trees in the downtown area has been a significant source of controversy since the development of the Downtown Revitalization Action Plan. This issue was further complicated by the fact that some of the trees along with a bronze plaque were placed to honor Placerville's sons killed in the Vietnam War.

The plaque issue has been resolved by the creation of a Veterans Memorial to be placed at the El Dorado County Government Center. The plaques will be placed permanently in a section of the memorial dedicated to veterans of the Vietnam War. The health and longevity of the street trees, on the other hand, is still a significant challenge.

Urban street trees by their very nature are transient. The average life of an urban street tree in the United States is less than twenty-five years.

This lack of longevity is due to several factors including poor species selection, inadequate planting space, insufficient soil preparation and drainage, as well as the rigors of urban life such as massive reflected heat, automobile exhaust, vandalism, and vehicle accidents (the tree vs. car kind). The existing street trees on Main Street show symptoms of all of these ills.

Furthermore, there are additional challenges to the use of street trees in the downtown. They include existing utility lines and potential relocation of some of those lines. However, the most important issue is the potential for street trees to negatively impact the architectural facades and business signs on Main Street.

The use of street trees on Main Street can be successful and they can reinforce and support the objectives of this plan. This can be done but a new approach needs to be taken in order to overcome the challenges previously described.

The primary issue is the selection and placement of trees that will enhance the historic character of Downtown and not overpower and screen the architectural facades that are the essence of that character. An equally important issue is providing enough room and growing medium for the trees to thrive in.

For the portion of Main Street that consists of two or more stories with little or no spaces between buildings (Sacramento Street to Bedford Street), street tree species with a narrow and vertical character have been selected. In addition to these characteristics the ability to keep the height under twenty feet (either through natural characteristics or selective prun-

ing) is an important attribute. Additional desirable characteristics of trees for this section of Main Street are showy flowers and/or seasonal color. Furthermore, the ability to thrive in relatively confined space (planters) is another critical characteristic of trees for this location.

In areas where ample room is supplied e.g., the Roundabout, species with a stately space-defining character have been selected. These trees will be a significant statement to the skyline. They will define a major

Free Standing Planter along Street Typical
figure 7

public space along the street where buildings do not. They will provide shade for the parking lots and they will relate—through form, texture, and color—to the surrounding natural landscape (see Appendix A for the list of proposed trees).

In the section of Main Street from the intersection of Sacramento Street to intersection of Bedford Street, trees will be planted in containers for several reasons. First of all a planter will provide a significant controllable medium, one in which nutrients, drainage and soil friability can be controlled in detail. Secondly, since the future of sewer modifications and relocations is in question, the planters have been designed to be moved temporarily or even, if necessary, relocated permanently. The tree planters to be located within the planting pop-outs along Main Street (as illustrated in the typical street cross section) will be precast concrete with a brick veneer. The brick will match the brick previously selected for the monument sign at the intersection of Bedford Street and Main Street.

The precast concrete container will be designed to withstand temporary relocation if utility repair is required. Hooks for crane cables will be cast into the structure and the irrigation lateral line will have compression fittings to facilitate relocation.

Although not discussed in detail when originally proposed in the Downtown Revitalization Action Plan, planting pockets are still a critical element in the proposed streetscape improvements. They provide a foundation planting and space away from the buildings for trees, they break up the visually unrelenting string of parallel parked cars along Main Street, and they provide pedestrians and motorists more visibility at crosswalks. In addition, planting pockets also provide an opportunity to integrate interpretive elements regarding the Gold Rush, an event that created Placerville, catapulted California into world prominence, and instigated the largest human migration in history. The Gold Rush interpretive element will be discussed in a later section. See the Typical Street Cross Section and the Design Development Plan for proposed configurations and locations of planting pockets.

In addition to the planting proposed in planting pockets and tree planters, accent planting in large planting beds adjacent to parking lots and in accent planters is proposed throughout the streetscape. The accent planters will be terracota with a profile reminiscent of Victoriana. They will be placed in locations to create seating niches with benches and at other prominent focal points where planting beds are not possible.

■ Refuse Containers

DOWNTOWN REVITALIZATION ACTION PLAN

Keep Downtown neat and clean by replacing leaking and deteriorated trash receptacles with new ones. New receptacles should be durable and permanent, and selected to match the historic downtown character.

PLACERVILLE STREETSCAPE CONCEPT DESIGN

No comment.

DESIGN DEVELOPMENT PLAN RECOMMENDATIONS

Trash container selection and placement was one of the first efforts carried out after the Downtown Revitalization Action Plan was adopted. The containers are definitely an improvement over what was used previously. However, as other streetscape elements have been selected with a strong eye toward using Victorian ornament as the unifying thread for the various periods of architecture represented along Main Street, the trash containers become increasingly out of character. This is particularly apparent when a trash container is placed next to one of the new street lights. To correct this situation, as the trash containers reach the end of their life cycle or as opportunities present themselves to relocate the existing containers to more appropriate locations (e.g., the City's parks), the trash containers should be replaced with ones that create a seamless

visual unity with the street lights and benches.

In addition to the trash containers, cigarette butt containers are appropriate at various locations (primarily adjacent to bars and restaurants). The design must be functional and fit with the Victorian character established for the streetscape.

Existing Trash Containers
figure 8

■ Bell Tower Plaza

DOWNTOWN REVITALIZATION ACTION PLAN

Bell Tower Square is the center of the town. Add simple improvements to make that obvious to everyone, and to enhance the comfort and identity of the new public space here.

PLACERVILLE STREETSCAPE CONCEPT DESIGN

In many ways, downtown from a public space perspective, the tower area is the heart of Main Street. It has the most open space, albeit primarily asphalt. And, excluding the surrounding architecture, the bell tower is probably the major historic structure in the vicinity. As with most towns with a history that reaches back beyond the automobile, Placerville has some problematic street configurations that complicate the creation of a functional and aesthetically pleasing public pedestrian plaza. However, deep within these street configurations lies an opportunity to bring the various elements of the town fabric together in a public space that would be uniquely Placerville.

The triangular space surrounding the bell tower could be refined into a public plaza space that is inviting to pedestrian, visually pleasing to motorists, and functional for

merchants, pedestrians, and motorists alike.

The backbone of this concept is a combination of paving textures and curb relationships that reinforce and modify the existing vehicle circulation pattern, while providing additional physical and psychological space for pedestrians. These modified ground plane relationships are reinforced in the third dimension with strategically placed seat walls, planters, kiosk, signage, and trees. The material selections have a strong foundation in the existing town image, landscape character, and local culture.

Spatially, the plaza design takes a weak existing public space and transforms it into the heart of an impressive and distinctive downtown public square (albeit actually a semicircle).

The materials and forms used in the plaza set the theme for Downtown. In essence the plaza area provides the vocabulary and grammar for the expression of the rest of Main Street.

The pedestrian space is expanded and reinforced with brick paving. The brick will be used at the tower area, the expanded sidewalk/plaza to the north of Main Street, in the crosswalks, and at special nodes along the sidewalk.

The vehicle area within the plaza area, including Main Street, will be an interlocking paving that recalls the texture and colors of cobblestone. Please note that this material will not have the wide spaces and chamfered abutments of the traditional cobblestone. Unlike some of the traditional cobblestone, this material will be pedestrian (especially high heel) friendly.

Both of these materials have the added feature of generating a sound different from that of asphalt as vehicle tires traverse them. Thus these materials have a built-in warning to the vehicle operator that he/she is entering a different space.

Main Street proper is separated from the turnaround area via a driveway apron. The apron provides a grade, texture, and spatial change that requires the vehicle operator to slow down. Therefore, the existing turning movement is maintained but a much better relationship between vehicles and pedestrians is created.

The travel lane from the parking garage east to Main Street is maintained. However a driveway apron is added and vehicles are directed over pedestrian paving via bollards and substantial planters. This new hierarchy gives the pedestrian a higher standing in the relationship with the vehicle. However, the paving materials and street furniture, as well as traffic control signage, will communicate "proceed with caution" to pedestrians and vehicles alike.

Site furniture, including lighting, bollards, planters, benches, trash receptacles, seat walls, etc. will be selected to reinforce the 1890s theme previously described.

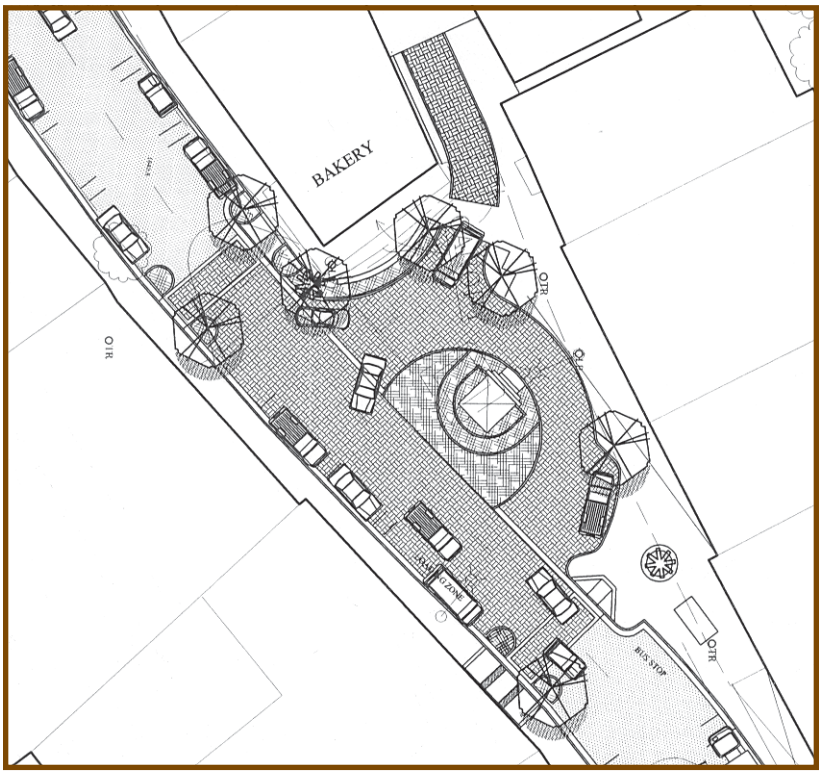
An information kiosk will be located in the main plaza area. It will be designed with a compatible character to the other streetscape elements. It will function as a public notice bulletin board and it will contain a Main Street location map. We recommend that the signage be developed in a way that will allow individual merchant locations to be identified.

A bus turnout is planned for the plaza area. It will be located directly in front of the tower. However, to avoid an architectural conflict with the tower, a bus shelter will be provided in the plaza area directly east of the turnaround on the location map. The location map design should be able to incorporate updates, as new businesses appear on Main Street.

DESIGN DEVELOPMENT PLAN RECOMMENDATIONS

The Bell Tower Plaza area was conceptualized in the Downtown Revitalization Action Plan and took its first form in the Placerville Streetscape Concept Plan. After many iterations, much debate, and public comment, it has matured to the form presented in this plan.

Detail of Bell Tower Plaza
figure 9



1. The concept of using the actual Bell Tower foundation as a public gathering and seating area has been abandoned. The Bell Tower foundation still plays a significant role in the overall composition, but it has evolved into a space to view instead of enter. Exceptions to this would occur when the foundation area is used as a bandstand, stage, or podium.

   This approach eliminates three major problems experienced in the previous design:

   a. The impetus for pedestrians crossing from sidewalks on to the vehicle way to reach seating areas has been eliminated.

   b. Potential for the foundation location to become a spawning ground for social misbehavior, as experienced in the City's past, has been eliminated.

   c. Removal of paving and seating areas has significantly increased the area available for planting and thus in-

creased the visual foreground available for permanent and seasonal plant compositions.

Colored asphalt with a basketweave pattern will be used where pedestrian and vehicles share space. Where expanses of concrete paving are required, a four-foot-by-four-foot scoring pattern will be used. This serves the dual purpose of maintaining a human scale in the larger areas, and controlling random cracking, which can have negative visual and maintenance impacts.

4. The minor relocation of the Bell Tower provides the opportunity to expand the public space to the west. The proposed pedestrian space is increased approximately 175 percent from its previous size. A low brick wall set three feet in from the curb follows the arc of the street curb. The low wall provides a place for informal seating, it creates a visual separation of pedestrian and vehicle space, and it provides a physical barrier between pedestrians and vehicles exiting the parking garage or making a U turn on Main Street. The area between the seat wall and the street is softened and dressed up with a low ornamental planting strip.

5. The turning area around the Bell Tower will be a vehicle space. Use of stamped asphalt, a narrow lane width and driveway ramp transitions between the turning area and the paving on Main Street all serve to slow down the motorist. One short term parking space is provided in this turning

Period Appropriate Community Bulletin Board and Merchant Map
figure 10

area to accommodate a motorist's quick stop to pick up a magazine or a cup of coffee for the road. Sleeves in the pavement for removable bollards will be located so the area around the Bell Tower can be cordoned off for expanded pedestrian use on special occasions.

6. The expanded Bell Tower Plaza area will have a large

Period Appropriate Bollards
figure 11

circular planter with the town clock (currently located at the restroom by old City Hall) on a brick pedestal and foundation planting as its center piece. The clock planter along with a combination bus shelter seating area and community bulletin board structure will provide balance and counter point to the linear plaza space. The plaza space will be augmented with benches, accent planters, trash receptacles, and street lights at appropriate locations.

Center Street

DOWNTOWN REVITALIZATION ACTION PLAN

Center Street has the potential to be a charming, "European-scale" streetscape with a unique mountain village flavor.

(a) Inset new shop fronts into the first bay of parking in the structure facing on the lane.

(b) Encourage businesses located across from the parking garage to open building backs as storefronts to the lane.

(c) Improve the lane's paving and lighting.

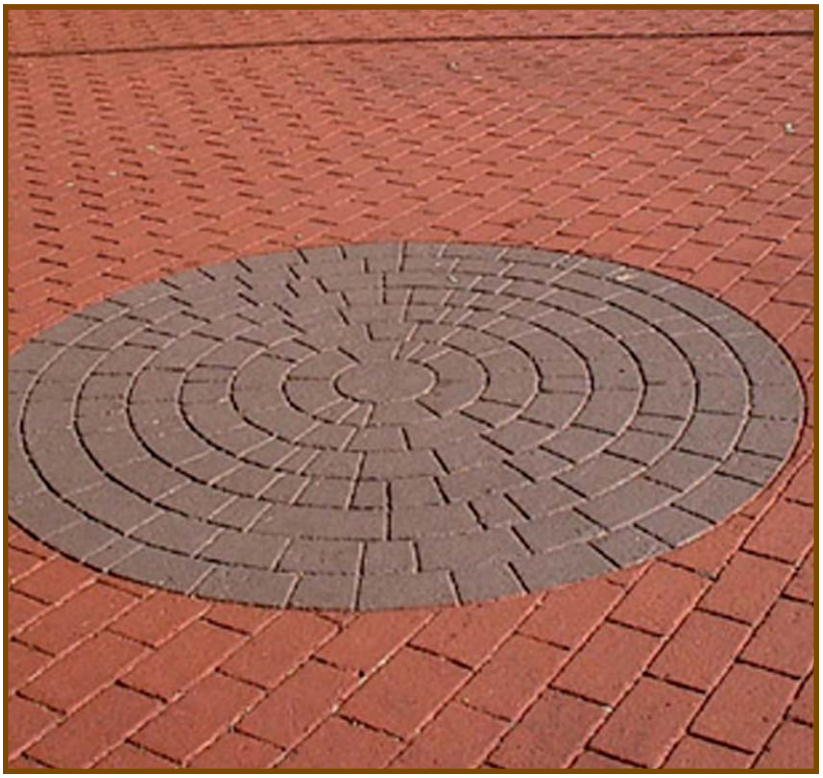
PLACERVILLE STREETSCAPE CONCEPT DESIGN

No comment

DESIGN DEVELOPMENT PLAN RECOMMENDATIONS

Center Street presents some of the most difficult challenges and potential rewards of the Main Street existing conditions. The stakes have been raised in this regard with the acquisition of the El Dorado Savings building for the new City Hall. Interaction of vehicle and pedestrian circulation is the most crucial, with visibility and aesthetics closely following.

The alley offers an excellent transition from the parking garage to Main Street. With the placement of stamped asphalt (the texture signifying shared use between vehicles and pedestrians) and business storefronts facing the lane (as recommended in item (b) of the Downtown Revitalization Action Plan) this area would be transformed from a utilitarian service entrance into the main visitor gateway to Main Street pedestrian access.



Stamped and Colored Asphalt Sample Patterns
figure 12

Downtown Restroom

DOWNTOWN REVITALIZATION ACTION PLAN

Designate a location for public restroom facilities and construct. If they are to be located in the parking garage, evaluate the safety and attractiveness of existing garage lighting and upgrade if necessary.

PLACERVILLE STREETSCAPE CONCEPT DESIGN

No comment.

DESIGN DEVELOPMENT PLAN RECOMMENDATIONS

The restroom adjacent to Main Street that was installed since this recommendation rivals the street lights for the title of most successful project in the streetscape effort. It captures the character of historic Placerville without the over-the-top mimicry of a theme park. As with the street lights, it meets all of the criteria of a successful addition.

Existing Public Restroom
figure 13

Intersection Enhancements:

DOWNTOWN REVITALIZATION ACTION PLAN

No comment.

PLACERVILLE STREETSCAPE CONCEPT DESIGN

At specific intersections throughout Downtown, paving, street furniture and planting enhancements are proposed to reinforce the concept of town gateways. These enhanced intersections may or may not be in conjunction with entry monuments. The hierarchy of enhancement will relate to a hierarchy of gateway. The paving enhancements will follow the theme of brick for pedestrians and cobblestone for vehicles. If desired the special

vehicle paving can be configured into mosaics that reinforce the overall theme.

DESIGN DEVELOPMENT PLAN RECOMMENDATIONS

While definitely in the right direction, the Placerville Streetscape Concept Design proposed intersection improvements risked overwhelming the architectural character they were to preserve. By scaling back the pavement textures and area, the Design Development Plan strikes an excellent balance. In addition, capital and maintenance costs have been significantly reduced without detriment.

Although it is beyond the scope of this study, the City should strongly consider extending these intersection improvements, as well as the other streetscape amenities west to Lower Main Street and east to the police station. Directional signage at some major intersections has been installed as part of this planning effort. Although the budget did not allow it at the time, eventually all of these entry signs should be reinstalled with the monument columns and planters similar to the sign at the intersection of Main Street and Bedford Avenue.

Existing Mid-Block Pedestrian Crossing
figure 14

■ Transit Stop

DOWNTOWN REVITALIZATION ACTION PLAN

Investigate opportunities to establish transit service to Placerville. Although not likely to happen in the near future, a transit stop in Downtown would be a financial boon the City and would be an important part of establishing a more livable City and region.

PLACERVILLE STREETSCAPE CONCEPT DESIGN

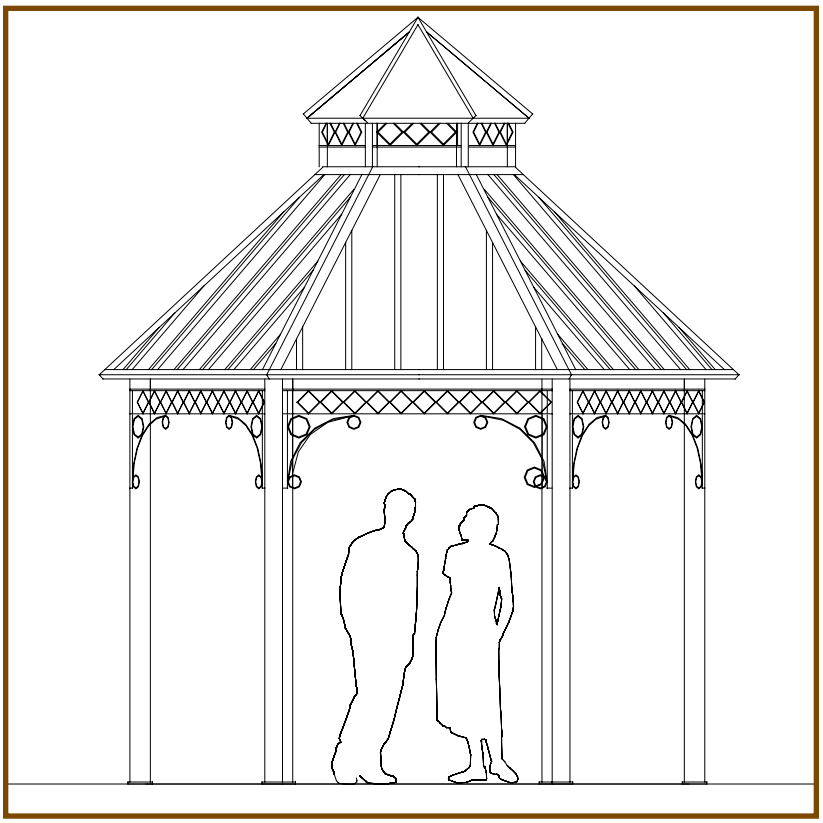
No comment.

DESIGN DEVELOPMENT PLAN RECOMMENDATIONS

A permanent transit stop shelter is an integral element in the Bell Tower Plaza design. The plan relocates the existing transit stop (located near the existing public restroom) to a more central location in the Bell Tower area. This has several advantages. First of all it provides a comfortable semi-sheltered place for riders to wait for the bus.

Secondly, it will act as a seating area for pedestrian shopping traffic. It also offers the opportunity to provide space for a community event billboard on one side and a business location map on the other. The shelter will have a context sensitive theme with a metal roof and Victorian detailing. This shelter, along with the town clock planter, will add visual substance to the plaza and provide a counterpoint to the Bell Tower.

■ Entry Monument and Signage



Character Elevation of Proposed Transit Stop
figure 15

DOWNTOWN REVITALIZATION ACTION PLAN

Gateway Treatments at Downtown Entry Streets

The existing visual character of the three street entrances to Downtown is not highly noticeable or memorable, yet they are potentially strong opportunities for helping to attract and invite passing motorists to enter Downtown. A visual highlighting of the three entry points into Downtown from Highway 50 (Spring Street, Center Street and Bedford Avenue) is recommended, consisting of two elements: a bridge railing enhancement and cross-street pole mounted banners.

PLACERVILLE STREETSCAPE CONCEPT DESIGN

The entry monument concept developed in this effort was conceived to give a general form and character to the element. Entry monuments are proposed for the key town gateway locations and each monument must be tailored to its particular site.

The concept depicts a general form and materials relationship, which is designed to recall and reinforce the other proposed streetscape elements. The monument rendered in the study shows how existing City signage design, and specific historic elements (the bell adjacent to the District Attorney's office slated for relocation by Caltrans) can be incorporated into a cohesive design. As specific monument signs are developed, this design will need to be modified to incorporate horizontal or vertical emphasis, surrounding terrain, and surrounding buildings and landscaping.

DESIGN DEVELOPMENT PLAN RECOMMENDATIONS

Entry monumentation has been developed and refined in sufficient detail. No additional work in this area is required.

New Entry Monument at Intersection of Bradford and Main Streets
figure 16

■ Roundabout

DOWNTOWN REVITALIZATION ACTION PLAN

No comment.

PLACERVILLE STREETSCAPE CONCEPT DESIGN

The Roundabout or traffic circle is second only in importance to the Bell Tower Plaza area from a public image and spatial organization standpoint. The proposed Roundabout will be incorporated in the realignment of Clay Street and the reorganization of the Ivy House parking lot, which the City Public Works Department has previously studied.

The Roundabout will eliminate the combination of yield and stop signs and the existing intersection of Cedar Ravine and Main Street. The new configuration will funnel the existing traffic and traffic from Clay Street into a single, one-way yield system.

DESIGN DEVELOPMENT PLAN RECOMMENDATIONS

The analysis concerning the Roundabout (traffic circle) set forth in the Placerville Streetscape Concept Design is still valid.

In fact with the additional modifications made in this plan it will become a public space (for both automobile and pedestrian) that will be a source of community wealth and pride equaling the Bell Tower Plaza.

Roundabouts are circular intersections with specific design and traffic control features. These features include yield control of all entering traffic, channelized approaches, and appropriate geometric curvature to ensure that travel speeds on the circulatory roadway are typically less than 30 mph. Thus, roundabouts are a subset of a wide range of circular intersection forms.

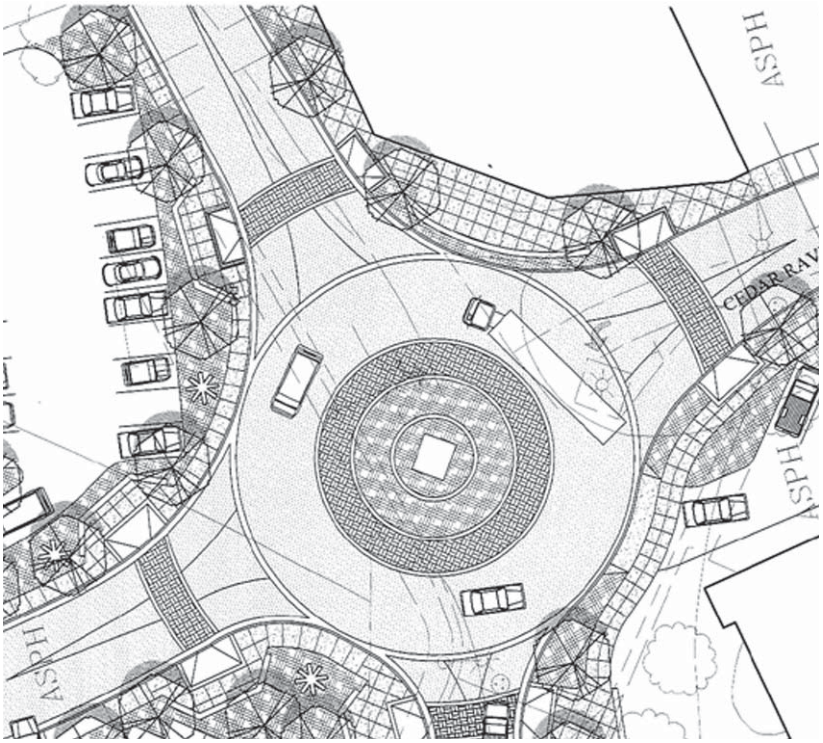
Safety, of course, is of primary concern. The Federal Highway Administration (FHWA) prepared crash models to develop a comparison between roundabouts and traditional four way intersections. With a model volume of 20,000 ADT (average daily trips) for a single lane roundabout, FHWA predicts 33 percent fewer injury crashes in urban and suburban areas. This decrease in crashes makes the roundabout comparable in safety to a signalized intersection with a higher ADT.

Existing Druid Monument
figure 17

"Roundabouts: An Informational Guide" prepared by the FHWA summarizes the reasons for increased safety level at roundabouts as follows:

> *Roundabouts have fewer conflict points in comparison to conventional intersections. The potential for hazardous conflicts, such as right angle and left turn head-on crashes is eliminated with roundabout use. Single-lane approach roundabouts produce greater safety benefits than multi-lane approaches because of fewer potential conflicts between road users, and because pedestrian crossing distances are short.*
>
> *Low absolute speeds associated with roundabouts allow drivers more time to react to potential conflicts, also helping to improve the safety performance of roundabouts.*
>
> *Since most road users travel at similar speeds through roundabouts, i.e., have low relative speeds, crash severity can be reduced compared to some traditionally-controlled intersections.*
>
> *Pedestrians need only cross one direction of traffic at a time at each approach as they traverse roundabouts, as compared with unsignalized intersections. The conflict locations between vehicles and pedestrians are generally not affected by the presence of a roundabout, although conflicting vehicles come from a more defined path at roundabouts (and thus pedestrians have fewer places to check for conflicting vehicles).*

Some concern has been expressed in previous public meetings about the loss of parking that the Roundabout will generate. Study of the issue shows that the primary loss of parking in the proposed Roundabout location is generated by the realignment of Clay Street. This realignment is proposed as a separate public works project that will move forward



Detail of Proposed Roundabout
figure 18

whether or not the Roundabout is installed. The total number of spaces lost by the Clay Street realignment is thirteen. Eliminating the roundabout will only reduce that number by two spaces.

Given the myriad of benefits from a safety, function, and aesthetic standpoint that a Roundabout offers, it is well worth the loss of two parking spaces, an area equal to an 18-foot-by-18-foot patch of asphalt.

■ Parking

DOWNTOWN REVITALIZATION ACTION PLAN

No comment.

PLACERVILLE STREETSCAPE CONCEPT DESIGN

No comment.

DESIGN DEVELOPMENT PLAN RECOMMENDATIONS

A critical issue for most Main Street merchants is parking. The City has been struggling with this issue for some time. Parking meters were once used along Main Street, but there is no existing data on the revenue and costs associated with them.

The majority of Main Street merchants do not like meters because they believe that the meters adversely effect business. Since one of the objectives of the Main Street improvements is to unclutter the streetscape and given the fact meters were once used, and for whatever reason removed, the City should continue to search for other methods of solving the Main Street parking issue, e.g., an additional parking garage in the Main Street vicinity.

■ Historic Interpretation

DOWNTOWN REVITALIZATION ACTION PLAN

No comment.

PLACERVILLE STREETSCAPE CONCEPT DESIGN

No comment.

DESIGN DEVELOPMENT PLAN RECOMMENDATIONS

Placerville is surrounded by significant California history. The Gold Rush is chief among the prominent historic events and it offers an excellent opportunity to blend the streetscape concept with the historic flavor that will create a “Placerville History Walk” along Main Street.

The addition of planting pockets along Main Street offers an opportunity to place selected gold mining artifacts and interpretive panels in a fashion that will add a unique element to the Main Street improvements.

The history walk can also incorporate important buildings and sites. The walk can be either self-guided or docent-led. Of course this endeavor

Ore Car at Shop on Main Street
figure 19

will require significant research and organizational effort if it is to be successful both from a popularity and accuracy standpoint. Developing and operating a feature like this is well beyond the current capacity of City staff. Therefore, the City should explore developing a partnership with one of the historical organizations in the area. In addition, a Main Street nonprofit organization (details of which will be discussed later)

Placer Mining Activities on the American River Circa 1849
figure 20

may be the best vehicle for training and scheduling docents. The physical design of exhibits is critical. Issues including lines of sight, vandalism, readability, and impacts on pedestrian and vehicle circulation must be fully addressed. The City should contact the California State Department of Parks and Recreation to see if assistance from their exhibit design staff is available in solving these challenges.

■ Architectural Facades

DOWNTOWN REVITALIZATION ACTION PLAN

No comment.

PLACERVILLE STREETSCAPE CONCEPT DESIGN

No comment.

DESIGN DEVELOPMENT PLAN RECOMMENDATIONS

The importance of the architectural facades of Main Street cannot be over stated. They are the foundation of the Placerville Main Street experience. Opportunities to place some buildings on the National Historic Trust's list of historic buildings should be explored. Of course this should be on a volunteer basis. However, the prestige, along with the availability of government grants for restoration, may be sufficient to attract many landlords.

One additional tool that will help bolster the success the City has experienced with facade enhancement is the creation of architectural

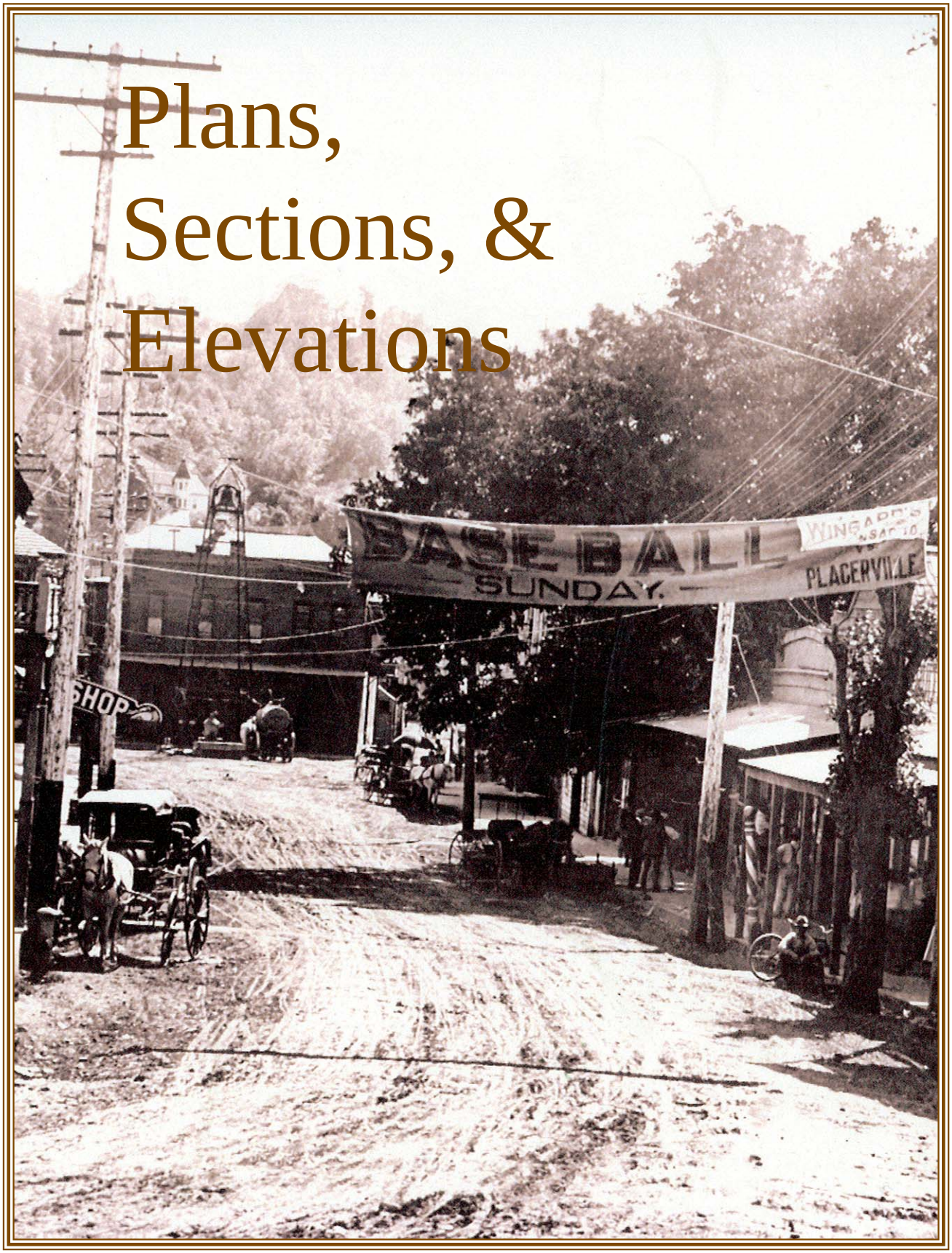
Placerville Soda Works is on the Register of the National Historic Trust
figure 21

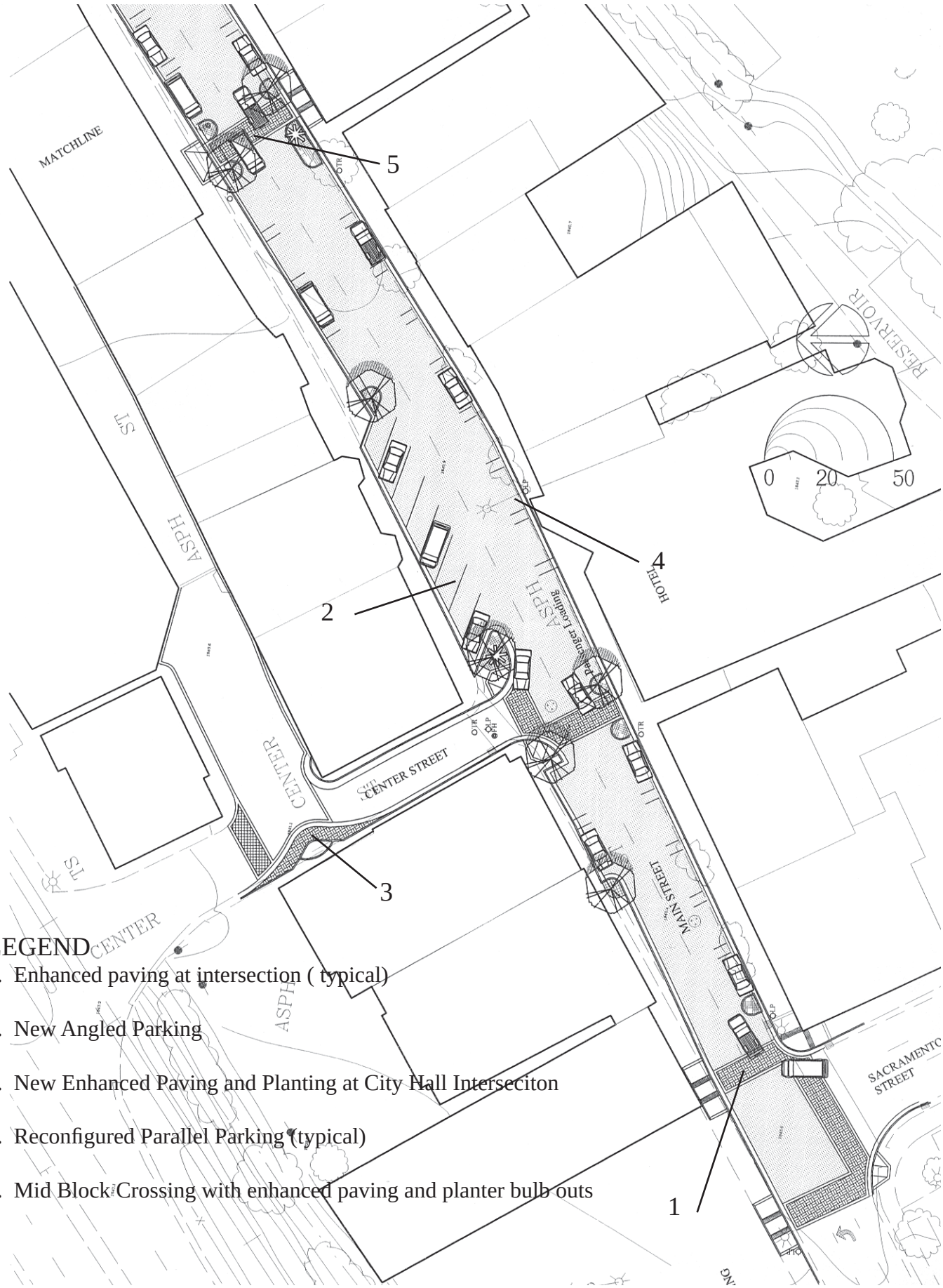
guidelines.

The guidelines should provide a range of styles and details appropriate for the Downtown that is flexible enough to allow businesses to establish individual identities but have enough unifying characteristics to create a visually-pleasing composition.

An architectural guidelines review should be included in any appropriate project staff reports to the Planning Commission. This approach is desirable because projects will be analyzed and recommendations will be prepared by planning professionals in an unbiased and empirical manner. As with other planning issues, the Planning Commission will have the discretionary approval over the recommendations, thus giving them the opportunity to weigh the Community interests against any additional burden the guidelines may place on the project.

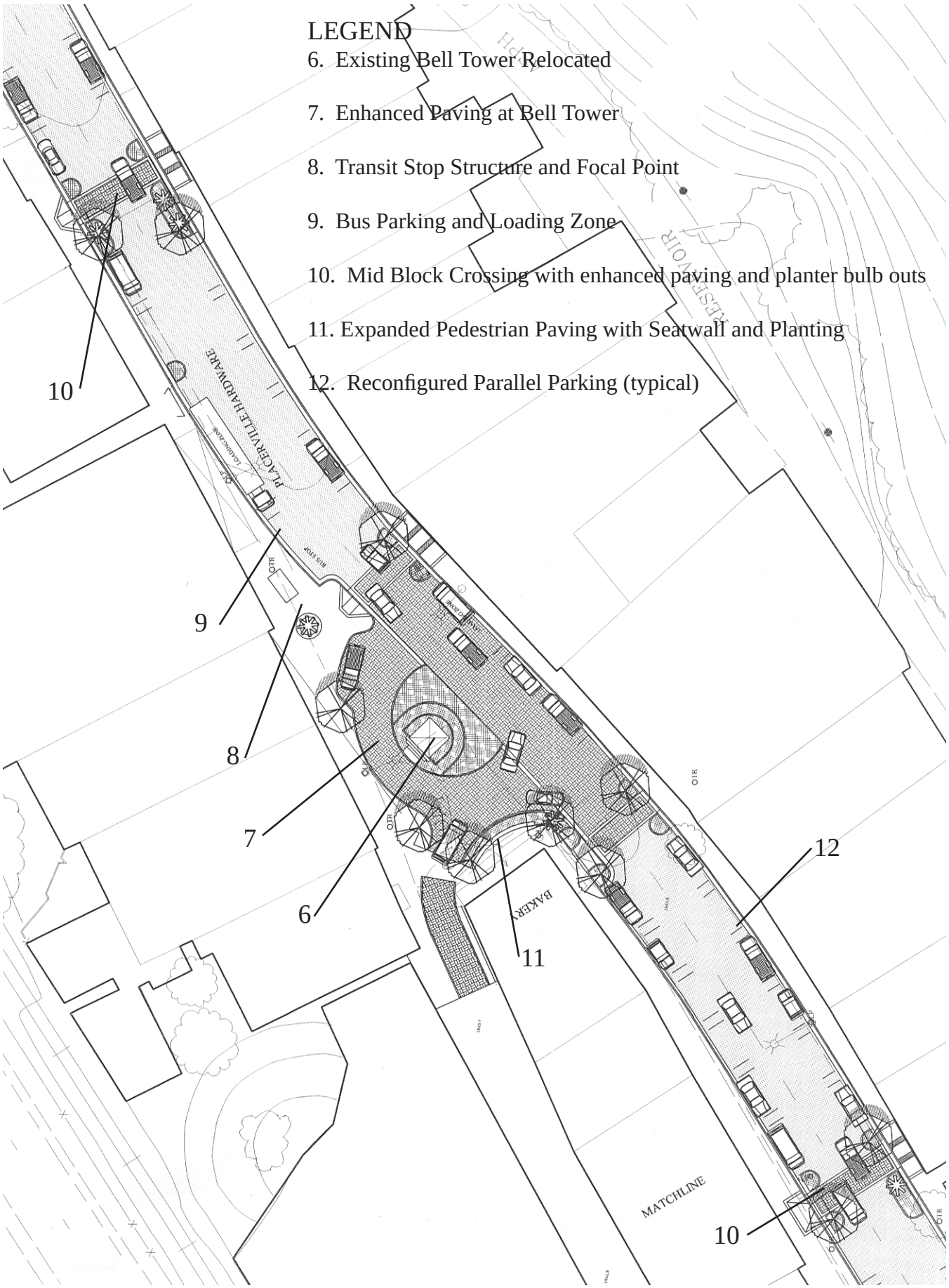
Plans, Sections, & Elevations

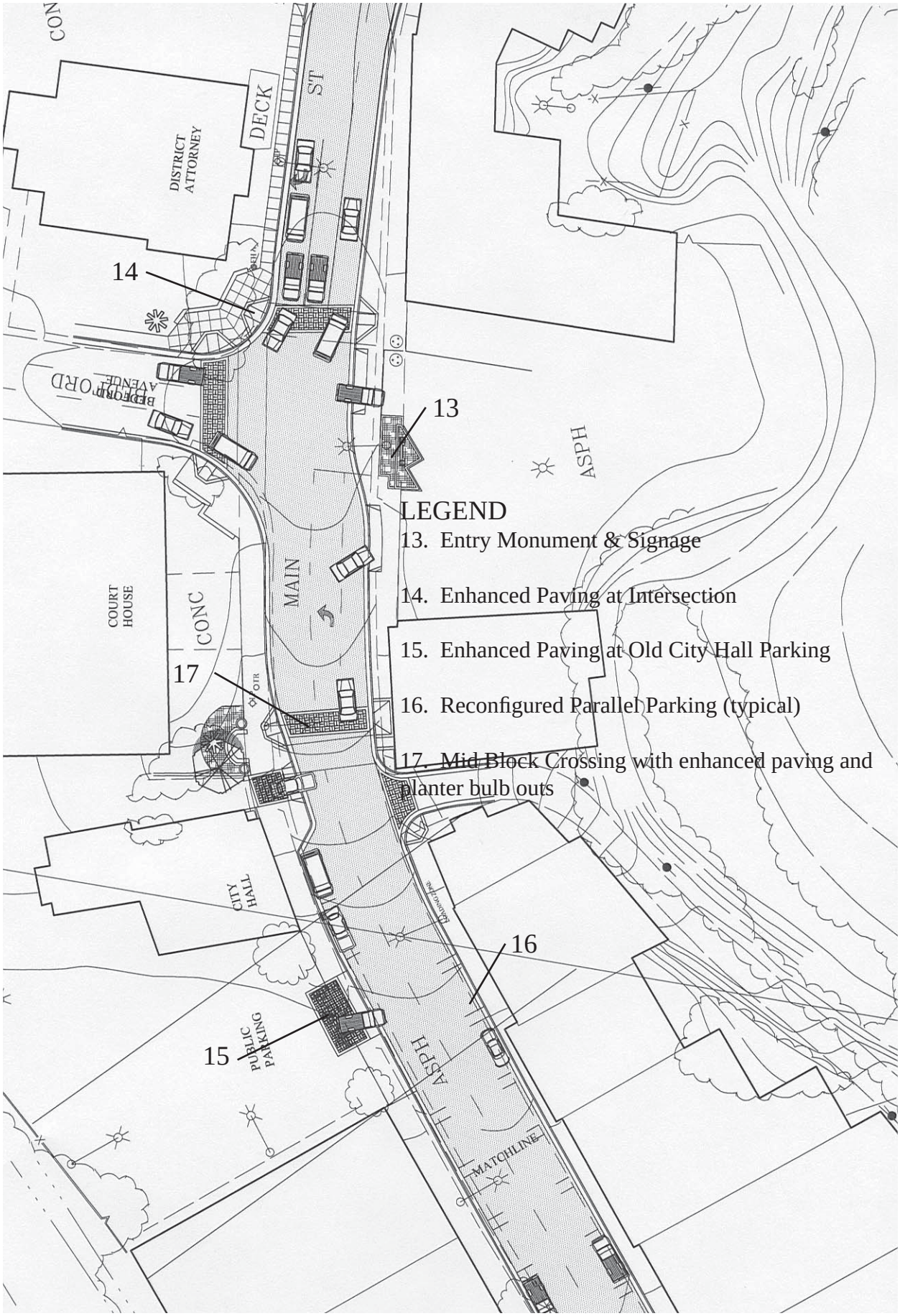




LEGEND

1. Enhanced paving at intersection (typical)
2. New Angled Parking
3. New Enhanced Paving and Planting at City Hall Interseciton
4. Reconfigured Parallel Parking (typical)
5. Mid Block Crossing with enhanced paving and planter bulb outs


LEGEND
6. Existing Bell Tower Relocated
7. Enhanced Paving at Bell Tower
8. Transit Stop Structure and Focal Point
9. Bus Parking and Loading Zone
10. Mid Block Crossing with enhanced paving and planter bulb outs
11. Expanded Pedestrian Paving with Seatwall and Planting
12. Reconfigured Parallel Parking (typical)
PLACERVILLE HARDWARE
BUS STOP
LOADING ZONE
BAKERY
MATCHLINE
10
9
8
7
6
11
12
10



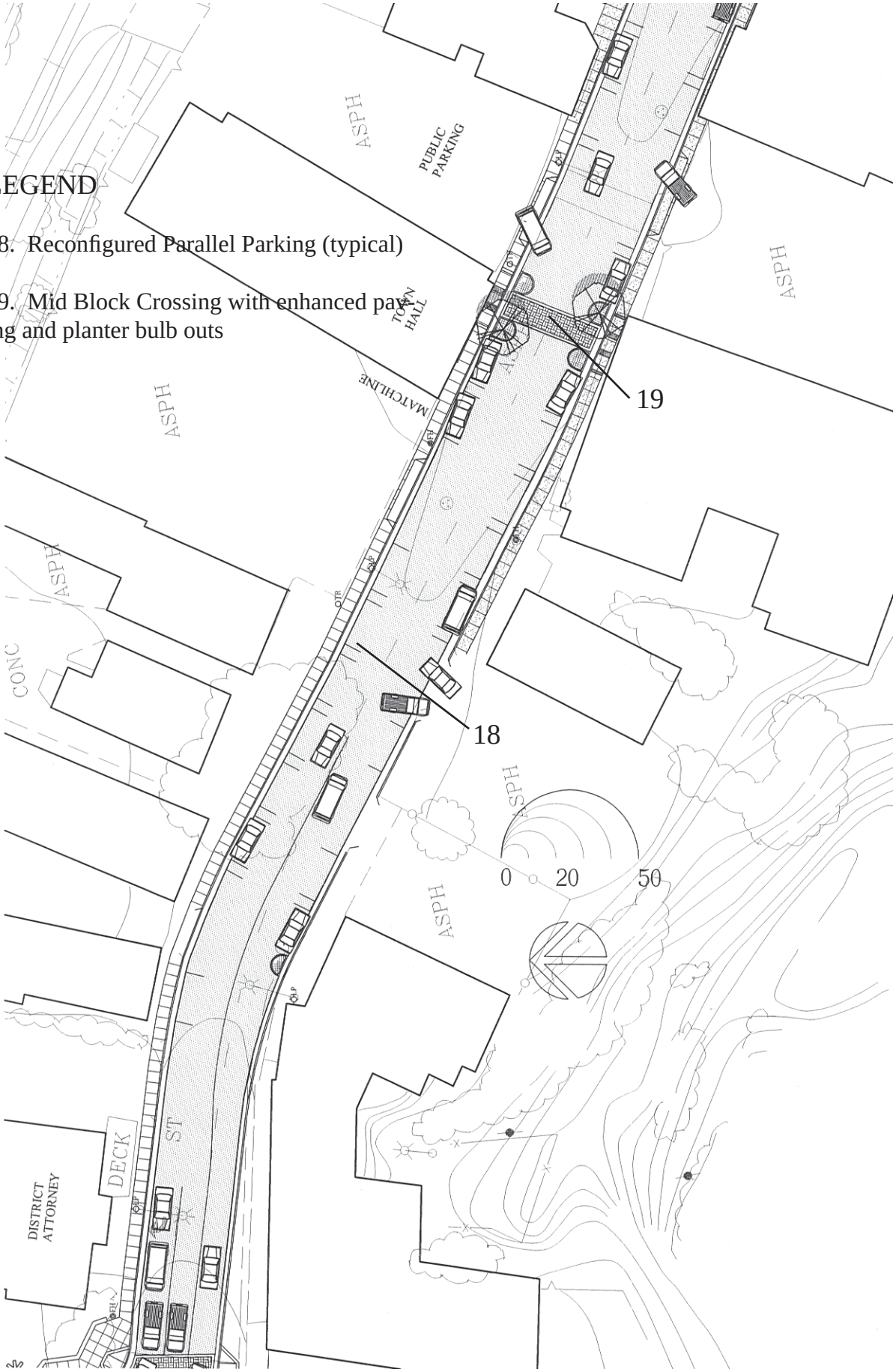
LEGEND

13. Entry Monument & Signage
14. Enhanced Paving at Intersection
15. Enhanced Paving at Old City Hall Parking
16. Reconfigured Parallel Parking (typical)
17. Mid Block Crossing with enhanced paving and planter bulb outs

LEGEND

18. Reconfigured Parallel Parking (typical)

19. Mid Block Crossing with enhanced paving and planter bulb outs



LEGEND

20. Reconfigured Parallel Parking (typical)

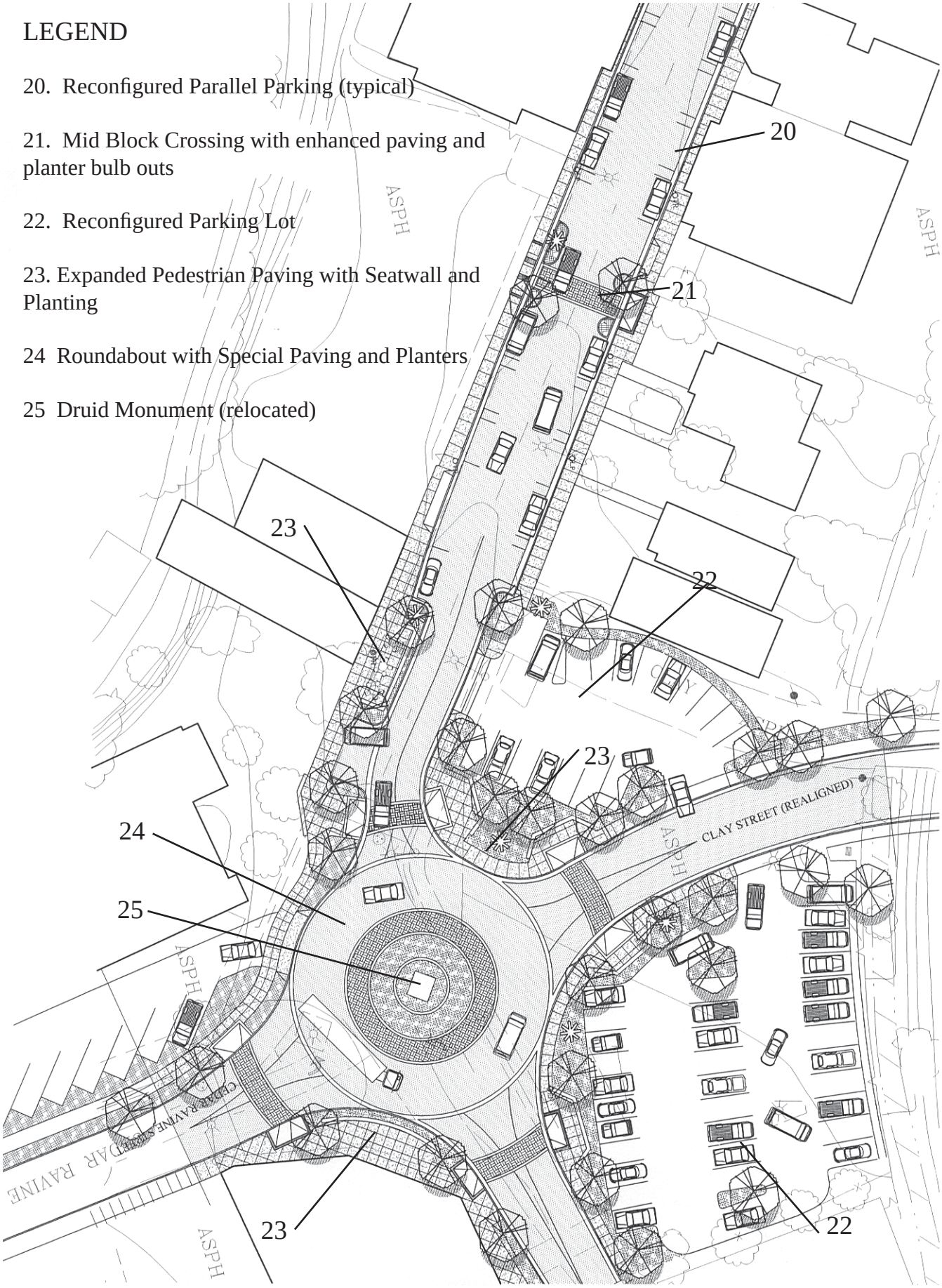
21. Mid Block Crossing with enhanced paving and planter bulb outs

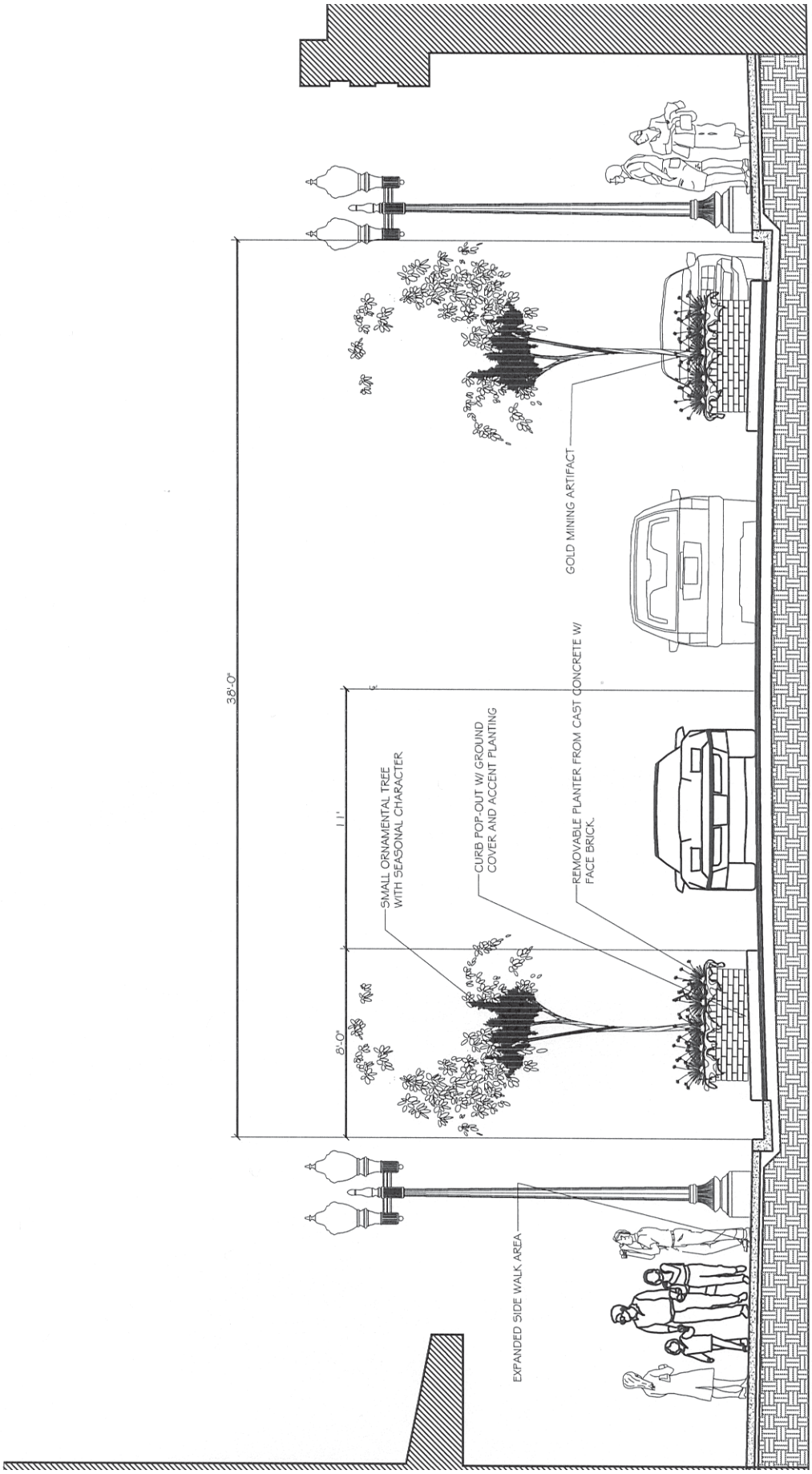
22. Reconfigured Parking Lot

23. Expanded Pedestrian Paving with Seatwall and Planting

24 Roundabout with Special Paving and Planters

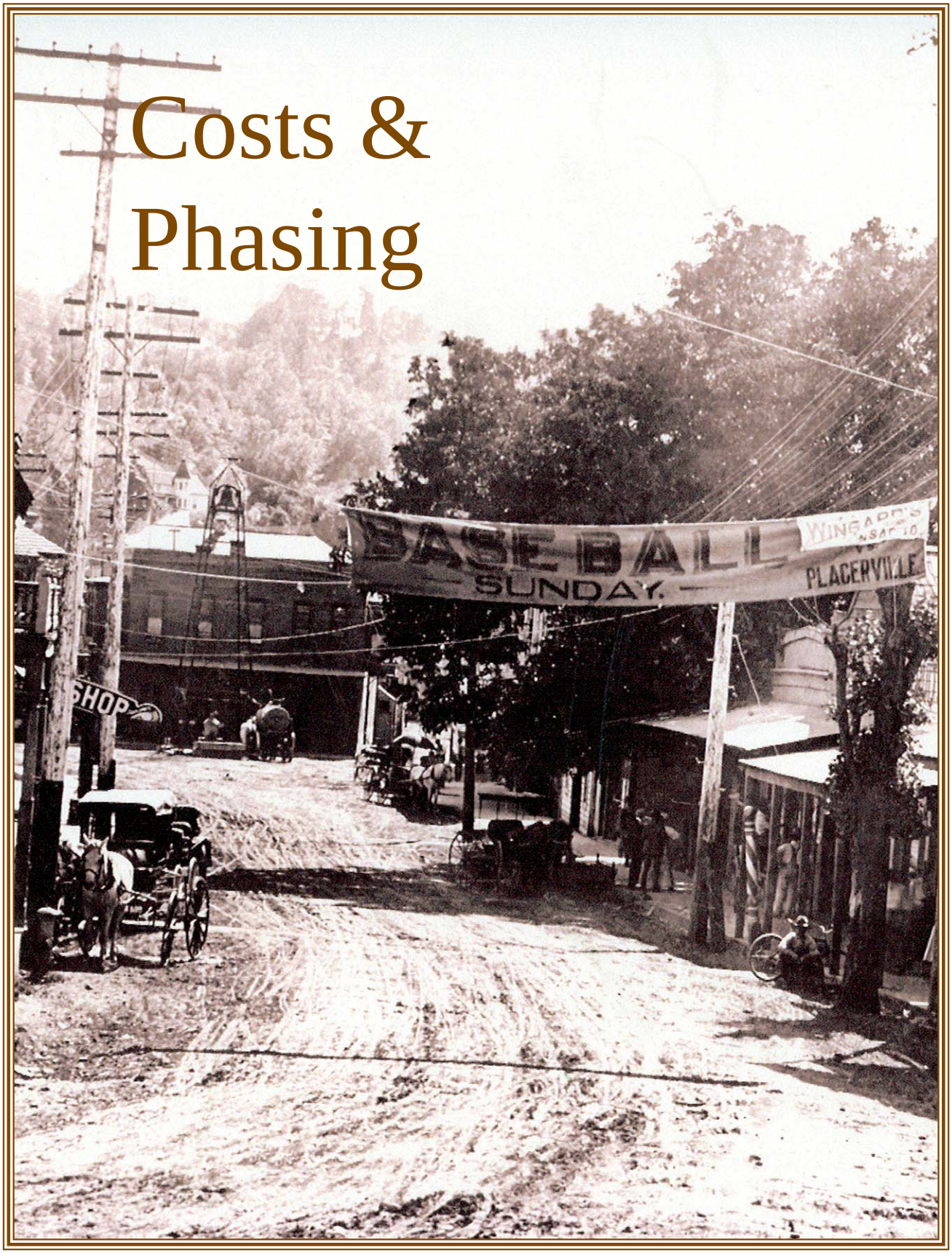
25 Druid Monument (relocated)





Typical Street Cross Section

Costs & Phasing



Costs & Phasing

A cost estimate for a multi-phase project like the proposed improvements for the Placerville Main Street streetscape is similar to a snap shot in that it records the conditions at a particular time under particular circumstances. As with any other dynamic process or set of circumstances change is always underway. The changes that are of most concern are changes that could effect costs, these include but are not limited to: inflation, seasonal influences, world events (last year's dramatic increase in oil prices had a significant effect of cost of materials and transportation), level of construction activity in the market place and so on.

For this project the number of phases required to complete the project as well as the overall time frame will have a significant effect on the final cost.

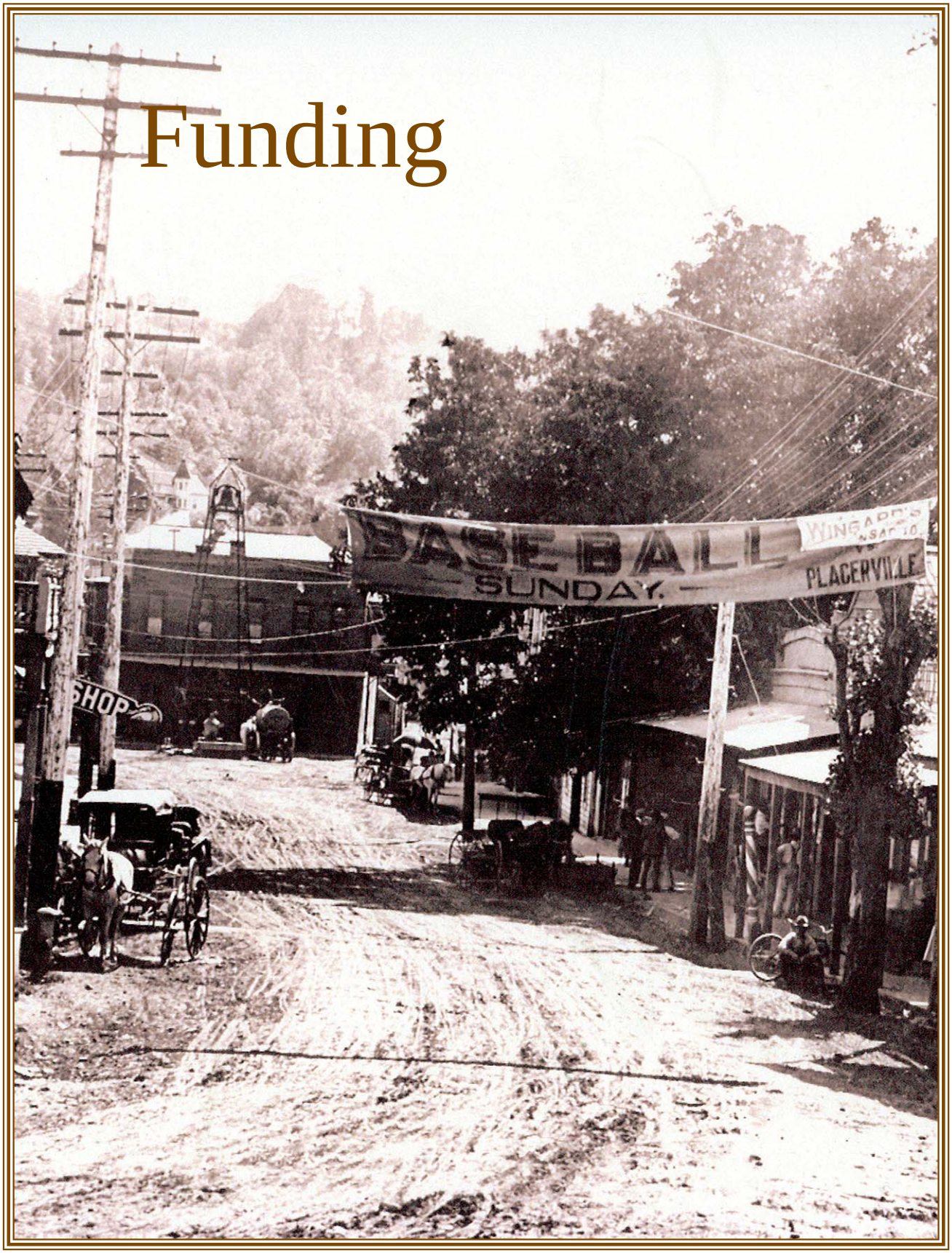
Another significant issue for any project is the level of construction documentation available at the time the estimate is prepared. The estimates for this document are at the design development level. This means a substantial construction contingency must be included (for this work 20 percent was used).

The Cost Estimate Summary below relates potential phasing to physical locations along Main Street. Actual phase implementation will depend primarily on availability of funding sources.

Summary Estimate of Probable Construction Costs

Section	Description	Sub-Total
A	0+00 - 1+01	$28,956
B	1+01 - 2+14	$32,152
C	2+14 - 2+59	$24,903
D	2+59 - 4+66	$126,617
E	4+66 - 5+95	$18,568
F	6+39 - 8+92	$358,250
G	9+40 - 11+30	$72,023
H	11+30 - 12+55	$67,689
I	12+55 - 15+57	$90,673
J	17+85 - 18+15	$26,683
K	19+85 - 20+22	$27,273
L	20+22 - 22+08	$40,733
M	Roundabout	$748,988
	TOTAL	**$1,663,508**

Funding



Funding

Introduction

The purpose of the section is to define funding options for paying the cost of capital improvements presented in this streetscape plan. The final financing action plan will develop from the City's consideration and selection of the option(s) that meets the forces of timing, costs of capital, and political needs that initially generated this streetscape planning effort. The goal here is to describe potential funding sources as they relate to these forces in conjunction with possible phasing options for implementation.

The following discussion will be in three major sections. First we will discuss the traditional forms of financing capital improvements available to municipal government in California. These include general fund, bonds, assessment districts, and grants. We will then turn the discussion to enterprise efforts the City can undertake such as parking fees, leasing public space, and short-term rental of public space. Finally we will discuss less traditional forms of funding including fund raising, private sector grants, and donations.

■ Categories of Improvements

As we consider how to pay for the proposed improvements, it is helpful to think of them as belonging in one of three major categories:

- Roadway-associated improvements
- Pedestrian-associated improvements
- Architectural historical preservation and restoration

The first category, roadway-associated improvements, has traditionally had many options and resources due to the motor vehicle's central role in our economy and culture over the last century.

It is helpful to create a separate category for pedestrian-associated improvements, or streetscape elements, because the spectrum of financial resources is narrower than for streets and roadways. Furthermore, streetscape elements, when properly composed, become an essential element in the improvement scheme, thus raising them to a level of importance equal with the roadway or street and making them a 50/50 partner in the desired synergistic impact on the City fabric.

The last category, architectural historical preservation and restoration, is included to re-emphasize the critical role that architecture plays in creating the unique downtown atmosphere that draws visitors to Main Street. Strictly speaking architecture, and architectural facades in particular, are

beyond the scope of this planning effort. Nevertheless, they are critical to the success of this endeavor and therefore, we must allocate effort towards discussing financing methods necessary for preservation and restoration.

A matrix of the funding sources, proposed improvements and recommended priorities is presented in Appendix D.

Forms of Financing

The last 30 years have seen major changes in financing municipal needs in California. Prior to Proposition 13, local property tax revenue at one time provided 15 percent of the average city's total revenues. Today, for the City of Placerville, it is less than 4 percent. The decline of this general-purpose revenue source has caused a greater reliance on local sales tax, the traditional sources of which have been threatened in recent years by the appearance of "Big Box" retail in the County, as previously discussed.

In addition to its impact on the amount of revenue generated from property tax, Proposition 13 gave the state unprecedented authority over the allocation of the local property tax. The result is that in times of state budget stress and shortfall (such as we are currently experiencing) the use of this authority impacts fund amounts available to the City and creates uncertainty and unreliability regarding revenue sharing resources. Furthermore, Proposition 62, Proposition 218, and AB 1600 have exacerbated this situation.

The other end of this financial vice that Placerville (along with most other municipal governments) finds itself in is the significant reduction of federal-level funding sources. All together, the reduction in state and federal aid to cities has declined from 21 percent in 1974-75 to 13 percent today.

This situation has led local government to rely more than ever on municipal bonds, special financing districts, developer exactions, and redevelopment and user fees to make up the shortfall. At first glance many of these mechanisms appear appropriate for the streetscape improvements. However, no matter how attractive these mechanisms appear, the level of desire for the streetscape improvements expressed by the general public (in some cases) and the Main Street business population (in most cases) will be the determining factor in whether or not the use of some or all of these mechanisms is practical.

GENERAL FUND (CIP)

The continued use of the general fund for projects with narrow scopes and small construction costs is highly recommended. These types of projects include crosswalks, handicap ramps, planter pop-outs, limited planting

and irrigation, individual elements of street furniture, e.g., benches, and limited sidewalk renovation. The advantage to using the general fund is that some money is readly available, albeit in small amounts. Implementing small projects immediately allows the City to show progress towards implementation and keeps the public energized about the improvements. Larger capital cost improvements are not recommended for two reasons: first, the emphasis towards immediate small steps towards implementation must be maintained; and second, the money for large projects is not in the general fund, and is not likely soon to be.

LOW INTEREST LOANS

Some low interest loans for significant public works improvements are available from the state and private interests. The draw back to this approach is that no direct revenue stream to the City will be created by the streetscape improvements and therefore debt service responsibilty will ultimately fall to the general fund. If interest rates are favorable this method should be considered. However, it should only be considered for large elements of the streetscape such as the Bell Tower Plaza the Roundabout, sidewalk expansion and small-scope projects that logically fall within the larger improvement project being funded.

ASSESSMENT DISTRICTS AND MELLO ROOS DISTRICTS

The advantage of the assessment district approach is that payment for the improvements is directed towards Main Street landowners that would directly benefit from the streetscape improvements. Under this approach payment amount would be related to the level of benefit. With a Mello-Roos, payment would be spread equally among the landowners within the district. The use of special district financing will require a full buy-in from the downtown landowners. Furthermore, as with a redevelopment approach, the scope of the district area and proposed improvements may need to be expanded to garner the necessary support.

PARKING REVENUE

On the surface this concept has significant advantages in addition to revenue generation (see parking resources discussion in Section II). However, the actual feasibility from a financial and political standpoint will have to be gauged by parking professionals and the City. If successful, it can be a continual resource for minor project funding as well as maintenance and operations related to Main Street.

LEASE AGREEMENTS

This approach is recommended only for a few public spaces that would prove beneficial to retail businesses, primary restaurants and coffee bars. There is a synergistic benefit to this in that additional street life is drawn to the Downtown area and the City will create a continual revenue stream to support operations and maintenance.

GRANTS

The use of federal, state, regional, and non-profit grants for the streetscape improvements is highly recommended. In fact they are the only source that is recommended accross the spectrum of proposed improvements. There are costs associated with obtaining grants. First of all it takes a significant amount of staff or consultant resources to prepare a successful grant application. The second set of costs is often hidden to most except the staff that gets saddled with administering the grant as an additional task to their normal workload. In addition, depending on the granting source, the reporting burden can range from heavy to onerous. Nevertheless, that is the price that any agency seeking grants must pay and the City should not use grants as a method of funding unless they are fully prepared to pay the for the additional effort required either through hiring a consultiant or bringing on additional staff.

Creating a Main Street non-profit organization to seek grants unavailable to government is a strategy that many agencies have employed, some extensively. The range of improvements that private granting agencies offer is limited in scope but some of the proposed improvements, in particular the gold mining artifact exhibit, would be strong canidates for this source of funding.

FUND RAISING AND DONATIONS

Fund raising events are being used everywhere to make up the shortfall of traditional funding, particularly in our school system. The creation of a non-profit to support Main Street development along with a readilly available public space, the Bell Tower, sets the stage (so to speak) for a permanent fund raising effort based on seasonal events in the Placerville area.

One example of the myriad of possibile funding efforts such an organaization could take on is a “name on a brick” ongoing fund raising program. Although this technique may have been over-used in the past, with a slight twist it may become a very effective funding tool. In lieu of targeting local donors for a fee of $100 to $200 per brick, the feasibility of providing names on bricks for $10 to $20 per brick and targeting the visitor market should be investigated. With the proper marketing program “your name on a brick at the historic Placerville Bell Tower” may be appealing to regional and local visitors alike.

This non-profit could also administer a donations program. The donations could include money, services, and volunteer time for maintenance and operations. There is already a significant volunteer effort by the Community Pride group. Furthermore private and corporate sponsorship of some public spaces or street furniture is a real possibility.

Recommendations

A multi-pronged funding program is the best approach to successfully financing the streetscape improvements. A serious initial review of each of the methods discussed should be conducted. As the number of possibilities is refined the elements of an action plan will become self-evident. For instance, if it appears that a financing district or even a redevelopment district is a real possibility, then one of the first steps in the action plan would be to determine the exact costs and time frame associated with that method. On the other hand if these "silver bullet" approaches are not feasible, the more creative and less traditional approaches will need to be employed. Whatever role these alternative methods play in the funding program, a strong grant writing program should be initiated. It may be best for the city to initially hire a grant writing consultant. This will allow the city to determine the cost benefit ratio without overburdening existing city staff or hiring a full time grant writer. Eventually however, if the City is successful in using the available grant programs to generate funds, a full time grants person will be necessary not only to write additional grants but to administer the grants received.

The following are a few first steps of developing a funding action plan:

I. Investigate the use of special funding districts in conjunction with other revenue sources readily available to the City.

   A. Determine funds required to implement major street improvements including proposed Bell Tower Plaza, the Main Street reconfiguration, the Clay Street realignment and the Roundabout

   B. Deduct the amount of all readily available revenue resources from the total improvement amount determined in task A above

   C. Calculate the costs and time frames associated with creating a special funding district to make up the shortfall

   D. Determine if a district is financially and politically feasible. If it is develop a campaign to build community support

   E. Once support is sufficient bring the issue to the City Council for discussion and action

II. Commission a parking fee study to determine the financial feasibility of parking meters along Main Street.

   A. If a parking structure is feasible as discussed in recommendation I, incorporate the Main Street meter proposal in a district wide parking fee study

B. If meters are financially feasible develop a campaign to build community support

C. Once support is sufficient bring the issue to the City Council for discussion and action

III. Investigate possibility of leasing public areas in front of restaurants for outdoor dining.

A. Canvas existing restaurants to determine the level of interest

B. Maintain flexibility in streetscape design and implementation to accommodate interested establishments. Note this may require the loss of minimal additional parking along Main Street

C. Develop lease agreements and build in attractive terms for leasers willing to help with the capital improvement costs

IV. Investigate the possibility of renting the Bell Tower Plaza area for special events.

V. Apply for grants from federal, state and regional agencies.

A. Identify potential programs and agencies and investigate the applicability of the program and determine the feasibility of success.

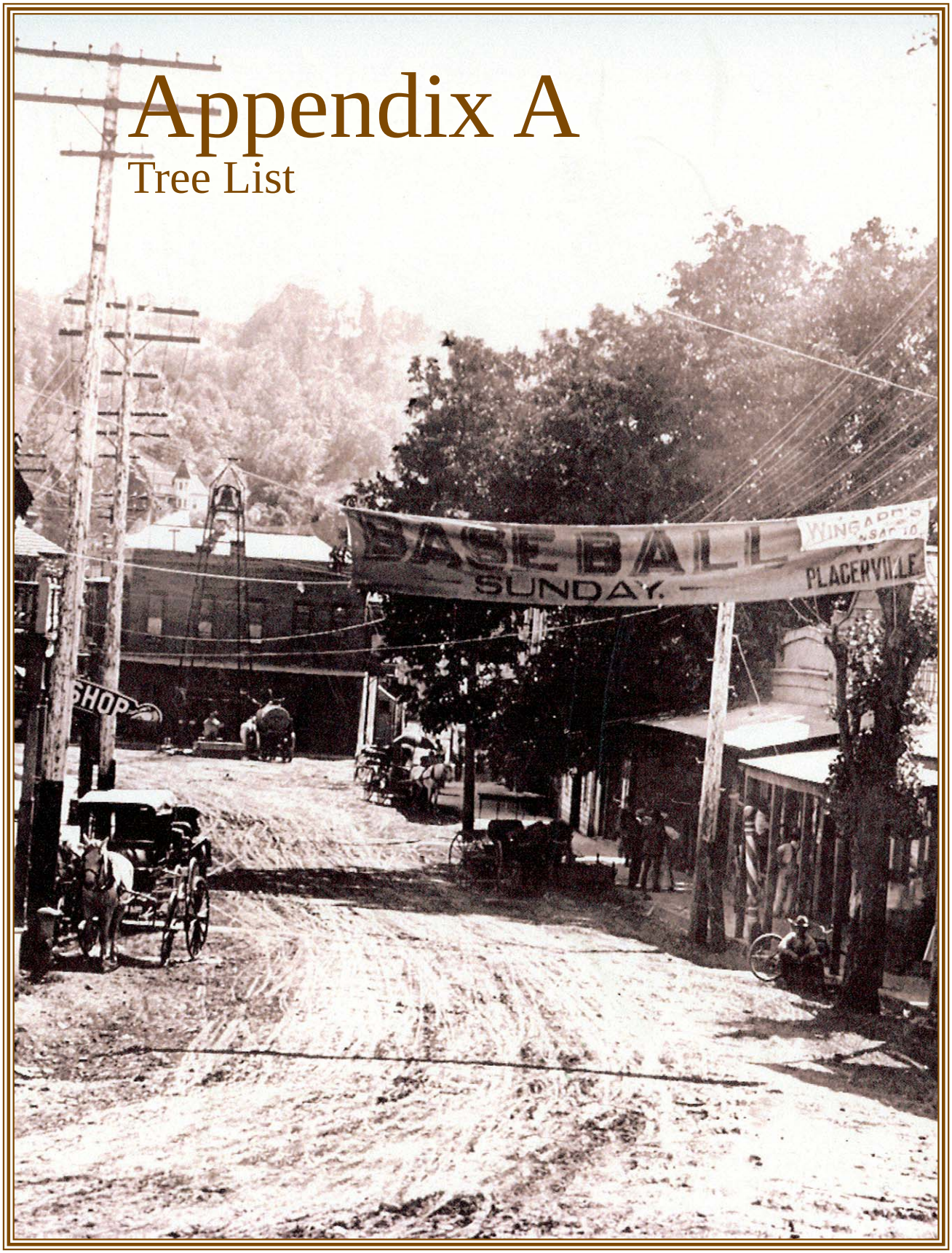
B. Consider declaring Main Street a historic park and apply to California Department of Parks and Recreation for funding to provide elements described in the Historic Interpretation paragraphs of Section II. This approach is also applicable for the proposed improvements at the Bell Tower Plaza

VI. Investigate the possibility of creating a Main Street non-profit organization to promote economic and recreational aspects of Main Street.

A. Use this organization to apply for private grants, run local fundraisers, train and coordinate docents for historic downtown walks, and conduct an ongoing Main Street marketing effort.

Appendix A

Tree List



Accent Trees
(For Main Street From Sacramento St. to Bedford St.)

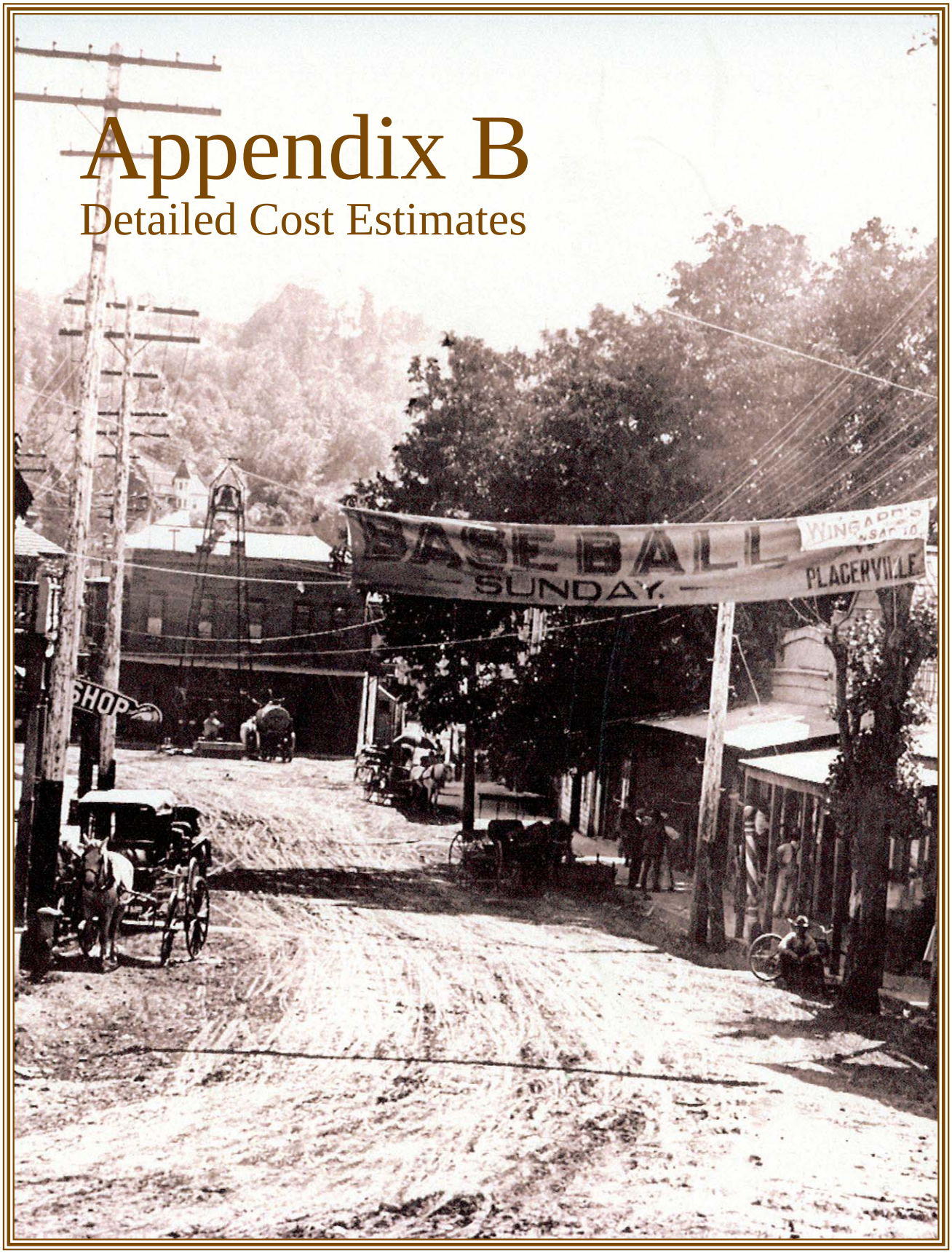
Acer palmatum / Japanese maple
Cercis canandensis / Eastern Red Bud
Lagerstromia indica / Crape Myrtle

Street Trees
(For Main Street From Bedford St. To Cedar Ravine)

Calocedrus decurrens / Incense Cedar
Cedrus deodara / Deodar Cedar
Liriodendron tulipifera / Tulip Tree
Quercus Lobata / Valley Oak
Quercus rubra / Red Oak
Pistacia chinensis / Chinese Pistache

Note: Please see Section II for detailed explanation of tree size and characteristic requirements

Appendix B
Detailed Cost Estimates



City of Placerville Main Street Design Development Plan

Station 0+00 to 1+01

Item #	Description	Qty	Unit	Cost	Item Total	Sub-Total
A	Project Start-up					
	Mobilization, and Bonds 5% of subtotal	Allow			$835.66	
	Construction staking	Allow			$334.27	
	Traffic Control	Allow		$2,000.00	$2,000.00	
						$3,170
B	Handicap Ramps					
	Type 1	3	ea	$2,921.00	$8,763.00	
	Type 2	1	ea	$1,351.00	$1,351.00	
						$10,114
C	Stamped Pavement Cross Walk	105	lf	$53.25	$5,591.25	$5,591
D	Pop Out Planter	48	sf	$21.00	$1,008.00	$1,008
E	Construction Sub-Total					$18,875
F	Design and Engineering				$2,831.28	$2,831
G	City Contract Administration				$1,415.64	$1,416
H	20% Construction Contingency				$4,826	$4,826
	TOTAL					$28,956

Station 1+01 to 2+14

Item #	Description	Qty	Unit	Cost	Item Total	Sub-Total
A	Project Start-up					
	Mobilization, and Bonds 5% of subtotal	Allow			$906.41	
	Construction staking	Allow			$362.57	
	Traffic Control	Allow			$2,000.00	
						$3,269
B	Demolition					
	Sawcutting	190	lf	$2.50	$475.00	
	Curb and Gutter	153	lf	$8.00	$1,224.00	
	Concrete Pavement	663	sf	$2.50	$1,657.50	
						$3,357
C	New Curb and Gutter	171	lf	$30.00	$5,130.00	
D	New Side Walk	979	sf	$7.25	$7,097.75	
E	Drainage Modifications	Allow			$1,500.00	
F	New A/C	170	sf	$3.50	$595.00	

G	Planter	44	sf	$21.00	$924.00	$924
H	Construction Sub-Total					$21,872
I	Design and Engineering				$3,280.83	
J	City Contract Administration				$1,640.42	
K	20% Construction Contingency				$5,359	
	TOTAL					$32,152

Station 2+14to 2+59

Item #	Description	Qty	Unit	Cost	Item Total	Sub-Total
A	Project Start-up					
	Mobilization, and Bonds 5% of subtotal	Allow			$628.06	
	Construction staking	Allow			$251.23	
	Traffic Control	Allow			$2,000.00	
						$2,879
B	Handicap Ramps					
	Type 1	1	ea	$2,921.00	$2,921.00	
	Type 2	2	ea	$1,351.00	$2,702.00	
						$5,623
C	Stamped Pavement Cross Walk	53	lf	$53.25	$2,822.25	$2,822
D	Pop Out Planter	196	sf	$21.00	$4,116.00	$4,116
E	Precast Tree Planter	1	ea	$1,500.00	$1,500.00	
F	Construction Sub-Total					$16,941
G	Design and Engineering				$2,541.08	$2,541
H	City Contract Administration				$1,270.54	$1,271
I	20% Construction Contingency				$4,150	$4,150
	TOTAL					$24,903

Station 2+59 To 4+66

Item #	Description	Qty	Unit	Cost	Item Total	Sub-Total
A	Project Start-up					
	Mobilization, and Bonds 5% of subtotal	Allow			$3,885.93	
	Construction staking	Allow			$1,554.37	
	Traffic Control	Allow			$2,000.00	
						$7,440
B	Demolition					

	Sawcutting	390	lf	$2.50	$975.00	
	Curb and Gutter	359	lf	$8.00	$2,872.00	
	Concrete Pavement	3,159	sf	$2.50	$7,897.50	
						$10,770
C	New Curb and Gutter	404	lf	$30.00	$12,120.00	
D	New Side Walk	3,958	sf	$7.25	$28,695.50	
E	Drainage Modifications	Allow			$4,500.00	
E	New A/C	6,175	sf	$3.50	$21,612.50	
D	Planter	150	sf		$21.00	$21
E	Construction Sub-Total					$86,134
F	Design and Engineering				$12,920.07	$12,920
G	City Contract Administration				$6,460.03	$6,460
H	20% Construction Contingency				$21,103	$21,103
	TOTAL					$126,617

Station 4+66 to 5+95

Item #	Description	Qty	Unit	Cost	Item Total	Sub-Total
A	Project Start-up					
	Mobilization, and Bonds 5% of subtotal	Allow			$591.10	
	Construction staking	Allow			$236.44	
	Traffic Control	Allow			$1,000.00	
						$1,828
B	Handicap Ramps					
	Type 1	1	ea	$2,921.00	$2,921.00	
	Type 3	1	ea	$1,440.00	$1,440.00	
						$4,361
C	Stamped Pavement Cross Walk	36	lf	$53.25	$1,917.00	$1,917
D	Pop Out Planter	264	sf	$21.00	$5,544.00	$5,544
E	Construction Sub-Total					$8,106
F	Design and Engineering				$1,215.83	$1,216
G	City Contract Administration				$607.92	$608
I	20% Construction Contingency				$3,095	
	TOTAL					$18,568

Station 6+39 to 8+92

Item #	Description	Qty	Unit	Cost	Item Total	Sub-Total
A	Project Start-up					
	Mobilization, and Bonds 5% of subtotal	Allow			$10,822.86	
	Construction staking	Allow			$4,329.14	
	Traffic Control	Allow			$2,000.00	
						$17,152
B	Demolition					
	Sawcutting	300	lf	$2.50	$750.00	
	Curb and Gutter	367	lf	$8.00	$2,936.00	
	Existing Tower Base	Allow			$3,000.00	
	Concrete Pavement	3,708	sf	$2.50	$9,270.00	
						$15,206
C	New Curb and Gutter	677	lf	$30.00	$20,310.00	
D	New Side Walk	5,135	sf	$7.25	$37,228.75	
	New Handicap Ramps					
	Type 1	2	ea	$2,921.00	$5,842.00	
	Type 2	1	ea	$1,352.00	$1,352.00	
	Type 3	1	ea	$1,440.00	$1,440.00	
						$8,634
E	Drainage Modifications	Allow			$15,000.00	
F	New Stamped Asphalt	6,482	sf	$5.64	$36,558.48	
G	New Stamped Asphalt Crosswalks	56	lf	$53.25	$2,982.00	
H	New Seat wall	30	lf	$80.00	$2,400.00	
I	New Accent Planters	9	lf	$1,000.00	$9,000.00	
J	Relocate Clock Tower	Allow			$3,500.00	
K	Clock Tower Planter Base	32	lf	$70.00	$2,240.00	
L	Bus Shelter	Allow			$15,000.00	
M	Benches		ea		$0.00	
N	Precast Tree Planters	5	ea	$1,500.00	$7,500.00	
O	New Bell Tower Base	Allow			$4,000.00	
P	Bell Tower Relocation	Allow			$5,000.00	
Q	Bell Tower Renovation	Allow			$15,000.00	

R	Planter Walls at Bell Tower	155	lf	$70.00	$10,850.00	
S	Pop-Out Planters	288	sf	$21.00	$6,048.00	
T	Irrigation For Accent Planting					
	BFPD	1	ea	$1,500.00		
	Controller	1	ea	$2,000.00		
	Main Line	453	lf	$4.00	$1,812.00	
	Shrub Irrigation	1,256	sf	$1.00	$1,256.00	
S	Accent Planting	1,256	sf	$5.00	$6,280.00	
U	Construction Sub-Total					$243,707
V	Design and Engineering				$36,556.09	$36,556
W	City Contract Administration				$18,278.04	
X	20% Construction Contingency				$59,708	
	TOTAL					$358,250

Station 9+40 to 11+30

Item #	Description	Qty	Unit	Cost	Item Total	Sub-Total
A	Project Start-up					
	Mobilization, and Bonds 5% of subtotal	Allow			$1,637.36	
	Construction staking	Allow			$654.95	
	Traffic Control	Allow			$1,000.00	
						$3,292
B	Demolition					
	Sawcutting	150	lf	$2.50	$750.00	
	Curb and Gutter	148	lf	$8.00	$2,936.00	
	Concrete Pavement	1,518	sf	$2.50	$9,270.00	
						$12,956
C	Handicap Ramps					
	Type 1	1	ea	$2,921.00	$2,921.00	
	Type 3	2	ea	$1,440.00	$2,880.00	
						$5,801
D	New Curb and Gutter	152	lf	$30.00	$4,560.00	
E	New Concrete Paving	1,769	sf	$7.25	$12,825.25	
F	New AC	600	sf	$3.50	$2,100.00	
G	Stamped Pavement Cross Walk	36	lf	$53.25	$1,917.00	
H	Pop Out Planter	264	sf	$21.00	$5,544.00	
I	Construction Sub-Total					$48,996

J	Design and Engineering				$7,349.33	
K	City Contract Administration				$3,674.67	
L	20% Construction Contingency				$12,004	
	TOTAL					$72,023

Station 11+30 to 12+55

Item #	Description	Qty	Unit	Cost	Item Total	Sub-Total
A	Project Start-up					
	Mobilization, and Bonds 5% of subtotal	Allow			$1,920.06	
	Construction staking	Allow			$768.03	
	Traffic Control	Allow			$2,000.00	
						$4,688
B	Demolition					
	Sawcutting		lf	$2.50	$0.00	
	Curb and Gutter	146	lf	$8.00	$1,168.00	
	Concrete Pavement	1,188	sf	$2.50	$2,970.00	
						$4,138
C	New Curb and Gutter	223	lf	$30.00	$6,690.00	
D	New A/C Paving	500	sf	$3.50	$1,750.00	
E	New Handicap Ramps					
	Type 1	2	ea	$2,921.00	$5,842.00	
	Type 2	1	ea	$1,351.00	$1,351.00	
						$7,193
F	New Side Walk	1,110	sf	$7.25	$8,047.50	
G	New Stamped Asphalt	500	sf	$5.64	$2,820.00	
H	Drainage Modifications	Allow			$3,500.00	
I	New Stamped Asphalt Crosswalks	47	lf	$53.25	$2,502.75	
J	New Seat wall	22	lf	$80.00	$1,760.00	
K	Benches	3	ea			
L	Irrigation For Accent Planting					
	BFPD	1	ea	$0.00	$0.00	
	Controller	1	ea	$1,000.00	$1,000.00	
	Main Line	75	lf	$4.50	$337.50	
	Shrub Irrigation	270	sf	$1.00	$270.00	
M	Accent Planting	270	sf	$5.00	$1,350.00	
N	Construction Sub-Total					$46,047
O	Design and Engineering				$6,907.03	

P	City Contract Administration				$3,453.51	
Q	20% Construction Contingency				$11,281	
	TOTAL					$67,689

Station 12+55 to 15+57

Item #	Description	Qty	Unit	Cost	Item Total	Sub-Total
A	Project Start-up					
	Mobilization, and Bonds 5% of subtotal	Allow			$2,491.18	
	Construction staking	Allow			$996.47	
	Traffic Control	Allow			$2,000.00	
						$5,488
B	Demolition					
	Sawcutting	489	lf	$2.50	$1,222.50	
	Curb and Gutter	428	lf	$8.00	$3,424.00	
	Concrete Pavement	3,264	sf	$2.50	$8,160.00	
						$11,584
C	New Curb and Gutter	489	lf	$30.00	$14,670.00	
D	New Side Walk	3,593	sf		$0.00	
E	Drainage Modifications	Allow			$10,000.00	
F	New Stamped Asphalt Crosswalks	66	lf	$53.25	$3,514.50	
G	New A/C Paving	978	sf	$3.50	$3,423.00	
H	Benches		ea		$0.00	
I	New Seat Wall	70	ea	$80.00	$5,600.00	
J	Pop- Out Planters	48	sf	$21.50	$1,032.00	
K	Irrigation For Accent Planting					
	BFPD	1	ea		$0.00	
	Controller	1	ea	$1.00	$1.00	
	Main Line	84	lf	$4.50	$378.00	
	Shrub Irrigation	795	sf	$1.00	$795.00	
L	Accent Planting	795	sf	$5.00	$3,975.00	
M	Construction Sub-Total					$61,683
N	Design and Engineering				$9,252.40	
O	City Contract Administration				$4,626.20	
P	20% Construction Contingency				$15,112	

	TOTAL					$90,673

Station 17+85 To 18+15

Item #	Description	Qty	Unit	Cost	Item Total	Sub-Total
A	Project Start-up					
	Mobilization, and Bonds 5% of subtotal	Allow			$661.30	
	Construction staking	Allow			$264.52	
	Traffic Control	Allow			$1,000.00	
						$1,926
B	Handicap Ramps					
	Type 1	2	ea	$2,921.00	$5,842.00	
	Type 2	1	ea	$1,351.00	$1,351.00	
						$7,193
C	Stamped Pavement Cross Walk	36	lf	$53.25	$1,917.00	
D	Pop Out Planter	196	sf	$21.00	$4,116.00	
E	Precast Tree Planter	2	ea	$1,500.00	$3,000.00	
E	Construction Sub-Total					$18,152
F	Design and Engineering				$2,722.77	
G	City Contract Administration				$1,361.39	
H	20% Construction Contingency				$4,447	
	TOTAL					$26,683

Station 19+85 To 20+22

Item #	Description	Qty	Unit	Cost	Item Total	Sub-Total
A	Project Start-up					
	Mobilization, and Bonds 5% of subtotal	Allow			$703.41	
	Construction staking	Allow			$281.37	
	Traffic Control	Allow			$2,000.00	
						$2,985
B	Handicap Ramps					
	Type 1	1	ea	$2,921.00	$2,921.00	
	Type 3	1	ea	$1,440.00	$1,440.00	
						$4,361
C	Stamped Pavement Cross Walk	105	lf	$53.25	$5,591.25	
D	Pop Out Planter	196	sf	$21.00	$4,116.00	
E	Precast Tree Planter	1	ea	$1,500.00	$1,500.00	
E	Construction Sub-Total					$18,553

F	Design and Engineering				$2,782.95	
G	City Contract Administration				$1,391.48	
I	20% Construction Contingency				$4,545	
	TOTAL					$27,273

Station 20+22 To 22+08

Item #	Description	Qty	Unit	Cost	Item Total	Sub-Total
A	Project Start-up					
	Mobilization, and Bonds 5% of subtotal	Allow			$558.89	
	Construction staking	Allow			$223.56	
	Traffic Control	Allow			$2,000.00	
B	Demolition					
	Sawcutting	320	lf	$2.50	$800.00	
	Curb and Gutter	204	lf	$8.00	$1,632.00	
	Concrete Pavement	678	sf	$2.50	$1,695.00	
						$2,782
C	New Concrete Curb	300	lf	$30.00	$9,000.00	
D	New Concrete Paving	1,059	lf	$7.25	$7,677.75	
E	New A/C Paving	1,000	lf	$3.50	$3,500.00	
F	Brick Seat Wall	32	lf	$80.00	$2,560.00	
G	Irrigation For Accent Planting					
	BFPD	1	ea	$0.00	$0.00	
	Controller	1	ea	$0.00	$0.00	
	Main Line	100	lf	$4.00	$400.00	
	Shrub Irrigation	534	sf	$1.00	$534.00	
						$934
H	Accent Planting	534	sf	$5.00	$2,670.00	
I	Construction Sub-Total					$33,251
J	Design and Engineering				$4,987.68	$4,988
K	City Contract Administration				$2,493.84	$2,494
L	20% Construction Contingency				$8,147	$8,147
	TOTAL					$40,733

Roundabout

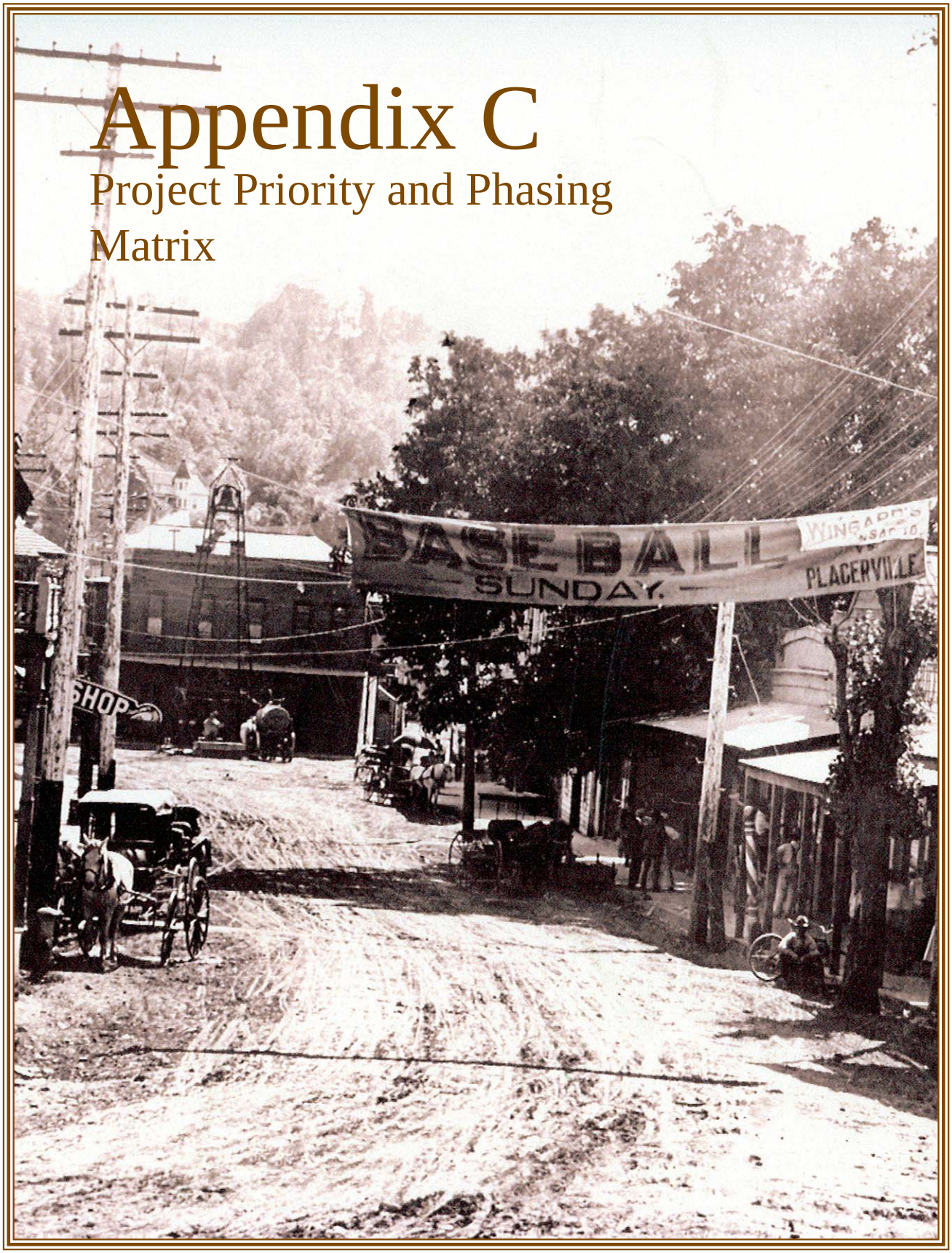
Item #	Description	Qty	Unit	Cost	Item Total	Sub-Total

A	Project Start-up					
	Mobilization, and Bonds 5% of subtotal	Allow			$21,069.69	
	Construction staking	Allow			$8,427.88	
	Traffic Control	Allow			$10,000.00	
						$39,498
B	Demolition					
	Sawcutting	489	lf	$2.50	$1,222.50	
	Curb and Gutter	556	lf	$8.00	$4,448.00	
	Existing Tower Base	Allow			$1,000.00	
	Existing A/C	50,368	sf	$1.00	$50,368.00	
	Concrete Pavement	2,780	sf	$2.50	$6,950.00	
						$62,766
C	New Curb and Gutter	1,112	lf	$30.00	$33,360.00	
D	New Curb at Parking Lot	705	lf	$20.00	$14,100.00	
E	Striping	Allow			$10,000.00	
F	New Rolled Curb	186	lf	$20.00	$3,720.00	
G	New Concrete Band	322	lf	$15.00	$4,830.00	
H	New Side Walk	6,072	sf	$7.25	$44,022.00	
I	New Handicap Ramps					
	Type 4	8	ea	$1,934.00	$15,472.00	
J	Drainage Modifications	Allow			$45,000.00	
K	New A/C Paving	33,552	sf	$3.50	$117,432.00	
L	New Stamped Asphalt	1,434	sf	$5.64	$8,087.76	
M	New Stamped Asphalt Crosswalks	112	lf	$53.25	$5,964.00	
N	New Seat wall	216	lf	$80.00	$17,280.00	
O	New Accent Planters	9	lf	$1,000.00	$9,000.00	
P	Benches	3	ea			
Q	Druid Monument Base	Allow			$3,000.00	
R	Druid Monument Planter	198	lf	$70.00	$13,860.00	
S	Druid Monument Relocation	Allow			$3,500.00	
T	Druid Monument Renovation	Allow			$10,000.00	
U	Irrigation For Accent Planting					
	BFPD	1	ea	$1,500.00	$1,500.00	

	Controller	1	ea	$2,000.00	$2,000.00	
	Main Line	300	lf	$4.00	$1,200.00	
	Shrub Irrigation	7,117	sf	$1.00	$7,117.00	
V	Accent Planting	7,117	sf	$5.00	$35,585.00	
W	Construction Sub-Total					$509,516
X	Design and Engineering				$76,427.37	
Y	City Contract Administration				$38,213.69	
Z	20% Construction Contingency				$124,831	
	TOTAL					$748,988

Appendix C

Project Priority and Phasing Matrix



The following Project Priority Matrix assigns an overall rating and priority to each of the major capital improvement areas. This is accomplished by first identifying attributes which influence project prioritization for this type of capital improvement. Each of the appropriate attributes is then given a number which rates the applicability of each attribute category to each project type. Projects then can be ranked according to priority based on the overall score.

PROJECTS	Attribute 1	Attribute 2	Attribute 3	Attribute 4	Attribute 5	Overall Rating
Enhance Mid Block Pedestrian Crossings	3	2	3	3	3	**14**
Monument Signage	0	0	3	3	3	**9**
Handicap Ramps/Intersection Enhancement	3	1	3	0	1	**8**
Clay Street Realignment	1	0	3	0	3	**7**
Tree Well and Striping	0	0	3	0	3	**6**
Traffic Circle	0	0	3	1	2	**6**
Bell Tower Plaza	0	0	3	1	0	**4**

ATTRIBUTE LEGEND

Attribute 1 Existing facilities which require renovation to preserve the health and safety of the public

Attribute 2 Projects mandated and or assisted by State or Federal agencies

Attribute 3 Projects that make a significant contribution to the preservation of historic character, improve the pedestrian environment, and enhance the esthetic character of Main Street

Attribute 4 Projects which have been previously initiated

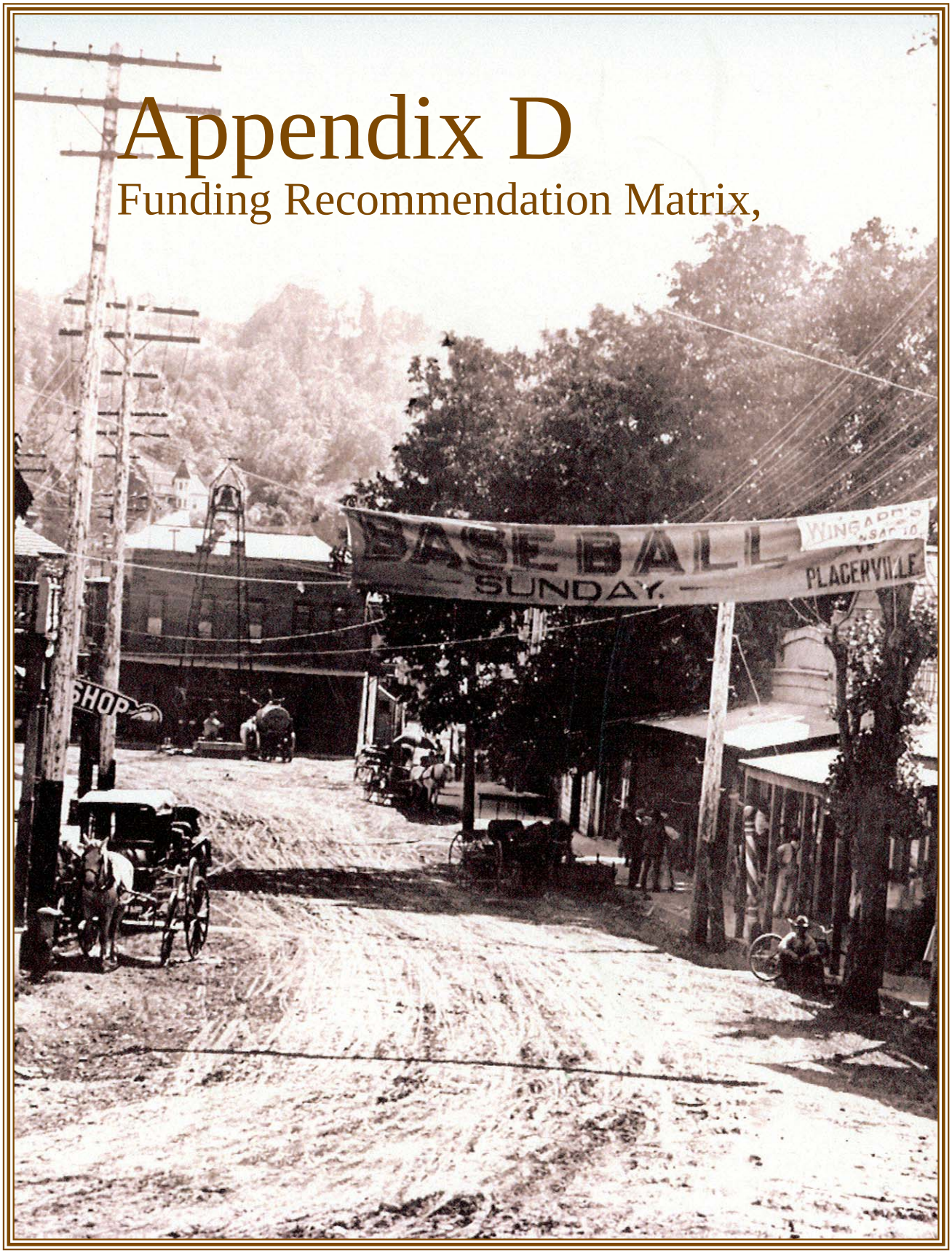
Attribute 5 Projects with available funding

APPLICABILITY RATING

0 - Does not apply
1 - Somewhat applies
2 - Applies
3 - Applies significantly

Appendix D

Funding Recommendation Matrix,



Potential Funding Sources	Improvements												
	Cross Walks	Handicap Ramps	Planter Pop-Outs	Planting & irrigation	Street Furniture	Bell Tower Plaza	Bus Shelter	Specialty Seating	Sidewalk Renovation	Sidewalk Expansion	Clay Street Realignment	Roundabout	Architectural Facades
General Fund (CIP)	1	1	1	1	1	3	3	3	1	3	3	3	2
Low Interest Loans	3	3	3	3	3	2	2	2	2	2	2	2	1
Assessment District	3	3	3	3	3	2	2	2	2	2	2	2	3
Mello-Roos District	3	3	3	3	3	2	2	2	2	2	2	2	3
Bonds	2	2	2	2	2	2	2	2	2	2	2	2	3
Parking Revenue	1	1	1	1	1	2	1	3	1	2	2	2	3
Lease Agreements	3	3	3	3	3	3	3	3	3	3	3	3	3
Federal Grants	1	1	1	1	1	1	1	1	1	1	1	1	1
State Grants	1	1	1	2	1	1	1	1	1	1	1	1	1
Regional Grants	1	1	1	1	1	1	1	1	1	1	1	1	1
Non-Profit Grants	1	1	1	2	1	1	2	2	2	2	3	2	1
Donations	1	1	1	1	1	1	1	1	2	2	3	3	3
Fund Raising	1	1	1	1	1	1	1	1	2	3	3	2	3

LEGEND

Highly Recommended	1
Recommended	2
Not Recommended	3