

Community Development Department

MEMORANDUM

DATE: January 4, 2006

TO: City Council

FROM: Steve Calfee, Community Development Director

SUBJECT: *Main Street Streetscape Design Development Plan*

RECOMMENDATION

Receive, approve and file the *Main Street Streetscape Design Development Plan*

BACKGROUND

The “*Main Street Streetscape Design Development Plan*” represents the final design effort by a number of stakeholders throughout the downtown, community and city over the last ten years. This effort began with the adoption of the *Downtown Revitalization Action Plan*, (Freedman, Tung & Bottomley, 1996), which was a conceptual plan with many components to help revitalize the historic downtown area.

Shortly thereafter, Property and Business Improvement Districts (PBIA/PBID) were formed to fund and implement components of that plan. Many streetscape improvements, including street lighting, signage, trash receptacles, benches and other components have been installed consistent with the *Downtown Revitalization Action Plan* and some are pending.

One component of that plan called for the conversion of the Bell Tower area into a multi-purpose plaza to enhance the focus, aesthetics and use of the Bell Tower area. In 2000 - 2001, the Capitol Improvement Program (CIP) authorized a project that would transform the Bell Tower area into a plaza. The Bell Tower Plaza CIP was approved at roughly the same time the PBIA /PBID Committee was implementing various components of the *Downtown Revitalization Action Plan*. At this point in time concerns were raised that a single coordinated and more detailed blueprint for the downtown was necessary in order to create a consistent and cohesive streetscape design.

Shortly thereafter, the City Council authorized the preparation of a plan to establish a final synthesis of design for the downtown area. This plan, the *Main Street Streetscape Design Development Plan*, was presented to the stakeholders and was distributed to the City Council late last October.

Last November the Placerville Planning Commission conducted a public hearing on the plan and subsequently recommended that the City Council adopt the plan.

DISCUSSION

The planning effort of the *Downtown Revitalization Action Plan* and subsequent implementation of many of that plan's components by the PBIA/PBID Committee and downtown stakeholders should be highly praised. In fact, it is this effort that laid the foundation for the final streetscape plan. While many of the components in this plan are reiterations of the *Downtown Revitalization Action Plan*. This plan takes those components through to the final stage in advance of engineering design, funding and implementation.

Rather than repeat the plan components, a summary of the plan is attached hereto and various components of the plan will be presented by the city's consultant at the City Council meeting of January 10th, 2006.

One of the greatest benefits of an adopted plan is that implementation can either begin, and/or continue. While it is important to note that the plan is detailed with respect to the many components it contains, it is and should be dynamic in that it can be implemented by component, funding sources, or priority.

Also, not every component as presented in the plan need be strictly followed. An example of this is a suggestion in the plan that the clock tower near the Old City Hall be relocated. This need not be done, but is a suggestion of the plan. More importantly, the plan which once adopted is easier to seek funding sources for a plan which is adopted.

Additionally, certain components of the plan are funded, but waiting implementation until the plan is adopted in its final form. For example, there is a funding set-aside remaining from the PBIA/PBID in the amount of approximately \$55,000 dollars for landscape "pop-outs" in conjunction with crosswalk enhancements. These may now be engineered & installed. Additionally, some funds have been set aside by the El Dorado Transportation Commission and developer sources for the Clay Street realignment and roundabout improvements. Funding has also been approved by the City Council for plaza improvements adjacent to New City Hall which will serve only to further downtown streetscape improvements proposed by this plan and perhaps serve as a catalyst for additional streetscape components identified in the plan. In this regard and as the budget for fiscal year '06/07 proceeds staff will seek funding sources for plan components and present these opportunities to the City Council during the budget development process.

Steve Calfee, Community Development Director

John Driscoll, City Manager