

CITY OF YUBA CITY
STAFF REPORT

Date: November 20, 2018
To: Honorable Mayor & Members of the City Council
From: Public Works Department
Presented by: Diana Langley, Public Works Director

Summary

Subject: Approval of Highway 20 Corridor Master Plan Design Concepts

Recommendation: A. Approve the corridor landscape and wayfinding design concepts presented in the Highway 20 Corridor Master Plan to further implement the City's Highway 20 revitalization strategy.

B. Authorize staff to implement the Highway 20 Corridor Master Plan design concepts as development and funding arise.

Fiscal Impact: No current impact – The fiscal impact of future implementation projects will be determined based on scope and funding sources available.

Purpose:

To create a vibrant Highway 20 commercial corridor to promote new development, reinvestment, and redevelopment.

Background:

The City Council has prioritized improving the Highway 20 corridor, with a goal to help bring new economic energy to the area by creating an attractive environment with adequate public facilities. The City has received two Community Design Grants in the amount of \$100,000 from the Sacramento Area Council of Governments (SACOG) to continue to revitalize the corridor, and expects to receive a third. The City utilized the first grant in 2013 to commission the Walkable and Livable Communities Institute, led by Dan Burden, a national expert in walkable community design, to prepare a Highway 20 Better Street Design Guide (Guide). As part of the preparation of the Guide, the City hosted a series of meetings to engage key stakeholders in identifying future improvements to help the City achieve its vision for the corridor. A few of the recommendations identified through the Guide include:

- Enhance landscaping
- "Green the street" by planting street trees along with other plants in the medians
- Create an edge and buffer between the sidewalks and vehicle travel lanes
- Install wayfinding signage
- Manage vehicle access by consolidating driveways

To begin improving the corridor, the City initiated a Highway 20 Revitalization Project. The City Council approved a landscape design concept in November 2015 for the first phase of the Highway 20 Revitalization Project. The design concept was applied to the reconstruction of the landscape median between Stafford Way and Clark Avenue in December 2017 (Attachment 2).

As the next step in the Highway 20 revitalization strategy, Council awarded a new contract in December 2016 to Melton Design Group to create a full landscape corridor and wayfinding signage concept plan for the subject area.

Analysis:

Over the past year and a half, the Melton Design Group, in coordination with City staff, has conducted two (2) Community Workshops and coordinated with Caltrans and City Departments to create a Highway 20 Corridor Master Plan for the roadway from SR-99 to the 10th Street Bridge. The design concepts outlined in the master plan will be a guiding source of information for City staff and the business community as development occurs along the corridor.

Application of the design concepts in the master plan will allow the City to implement a cohesive theme that matches the desires of the community. The City will work to implement phased improvements when funds become available, establish frontage improvement standards for application to surrounding properties when they redevelop, and implement consistent wayfinding signage throughout the City. Implementation of the plan will ultimately create a unique community identity, improve pedestrian access, and encourage travelers to stop and explore Yuba City.

Upon the recommended Council approval of the proposed design concepts, staff would move forward with finalizing the master plan document by incorporating any proposed additions and final details.

Fiscal Impact:

The costs to develop the master plan were previously allocated through the City's Capital Improvement Program Account No. 901165 (Highway 20 Revitalization), which utilized available SACOG grant funds and City funding. No additional direct costs are associated with approving the design concepts.

Fiscal impacts associated with future projects that implement the master plan design concepts will be based on the scope of the projects and any available grant and private funding that becomes available. Having an implemented detailed plan has historically placed the City in a better position to apply for and acquire regional grant funding. Additionally, it allows the City to capitalize on private development monies that can be spent towards a collaborative goal.

Alternatives:

Direct staff to develop alternative design concepts or ideas for the future corridor enhancements.

Recommendation:

- A. Approve the corridor landscape and wayfinding design concepts presented in the Highway 20 Corridor Master Plan to further implement the City's Highway 20 revitalization strategy.
- B. Authorize staff to implement the Highway 20 Corridor Master Plan design concepts as development and funding arise.

Attachments:

1. Draft Hwy 20 Corridor Master Plan
2. Examples of Design Concept Application

Prepared by:

/s/ Benjamin K. Moody
Benjamin K. Moody
Deputy Public Works Director – Engineering

Submitted by:

/s/ Steven C. Kroeger
Steven C. Kroeger
City Manager

Reviewed by:

Department Head

DL

Finance

RB

City Attorney

TH via email

ATTACHMENT 1

HIGHWAY 20

GATEWAY AND STREETScape MASTER PLAN

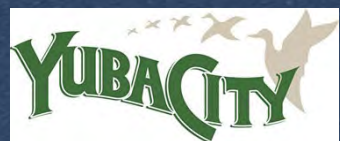
"Visioning the corridor from HWY 99 to Feather River Bridge"



Prepared for:

City of Yuba City

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Prepared by:

Melton Design Group

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DRAFT

NOVEMBER 2018



Signage Program - Hierarchy

Corridor Intersections





Signage Program - Primary

Gateway Monument

- STEEL LETTERS - GREEN ANODIZED COLOR
- BACKGROUND TREES
- BLUE STEEL PANELS WITH SILHOUETTE OF BUTTES
- CORTEN PANEL WITH CATTAIL SILHOUETTES
- DROUGHT TOLERANT GROUNDCOVERS
- ORNAMENTAL GRASSES
- LANDSCAPE BOULDERS
- STANDARD STRIPED CROSSWALK



SR 20 & HIGHWAY 99 - SOUTHEAST CORNER





Gateway Monument

- 40' TALL, ROUND METAL WATER TOWER WITH ANODIZED COLOR
- CITY LOGO WITH DUCKS
- METAL PANELS WITH NATIVE FISH CUTOUTS - BLUE ANODIZED COLOR
- BACKGROUND TREES
- LANDSCAPE BOULDERS
- DROUGHT TOLERANT GROUNDCOVERS

SR 20 - FEATHER RIVER BRIDGE ENTRY





Signage Program - Secondary

Secondary Monument

- EXISTING MALL BUILDINGS
- BACKGROUND TREES
- BLUE STEEL PANELS WITH CUTOUTS OF
 - FRUIT
 - CROP DUSTER
 - WILDLIFE
- CORTEN RIBBON WITH FOOTHILL SILHOUETTE
- BACKGROUND SHRUBS
- LANDSCAPE BOULDERS
- DROUGHT TOLERANT GROUNDCOVERS
- ORNAMENTAL GRASSES
- STANDARD STRIPED CROSSWALK



CUTOUTS AND PERFORATIONS ON PANELS



SR 20 & HIGHWAY 99 - NORTHEAST CORNER





Secondary Monument

- EXISTING UTILITY BOXES PAINTED WITH ART
- BLUE STEEL PANELS WITH SILHOUETTE OF BUTTES AND TREES
- CORTEN RIBBON WITH SILHOUETTE OF FIELDS
- EXISTING RV DEALERSHIP - SCREENED WITH TREES
- DROUGHT TOLERANT GROUNDCOVERS
- STREET TREES
- ORNAMENTAL GRASSES
- LANDSCAPE BOULDERS
- STANDARD STRIPED CROSSWALK

SR 20 & HIGHWAY 99- NORTHWEST CORNER





HIGHWAY 20 - GATEWAY AND STREETScape MASTER PLAN

Secondary Monument

- EXISTING RV DEALERSHIP AND BUILDING
- EXISTING UTILITY BOXES PAINTED WITH ART
- CORTEN RIBBON WITH FOOTHILL SILHOUETTE
- BLUE STEEL PANELS WITH CUTOUTS OF
 - FRUIT
 - CROP DUSTER
 - WILDLIFE
- BACKGROUND TREES



- STANDARD STRIPED CROSSWALK
- ORNAMENTAL GRASSES
- LANDSCAPE BOULDERS
- DROUGHT TOLERANT GROUNDCOVERS

SR 20 & HIGHWAY 99 - SOUTHWEST CORNER





Signage Program - Wayfinding

Throughout Corridor



KIOSK WITH MAP

Provide directions to major City destinations.
Placed at secondary street intersections.



STREET POLE SIGNS

Provide directions to upcoming cross streets.



BUSINESS SIGNS

Sign consolidation for future improvements



GROUND SIGNAGE

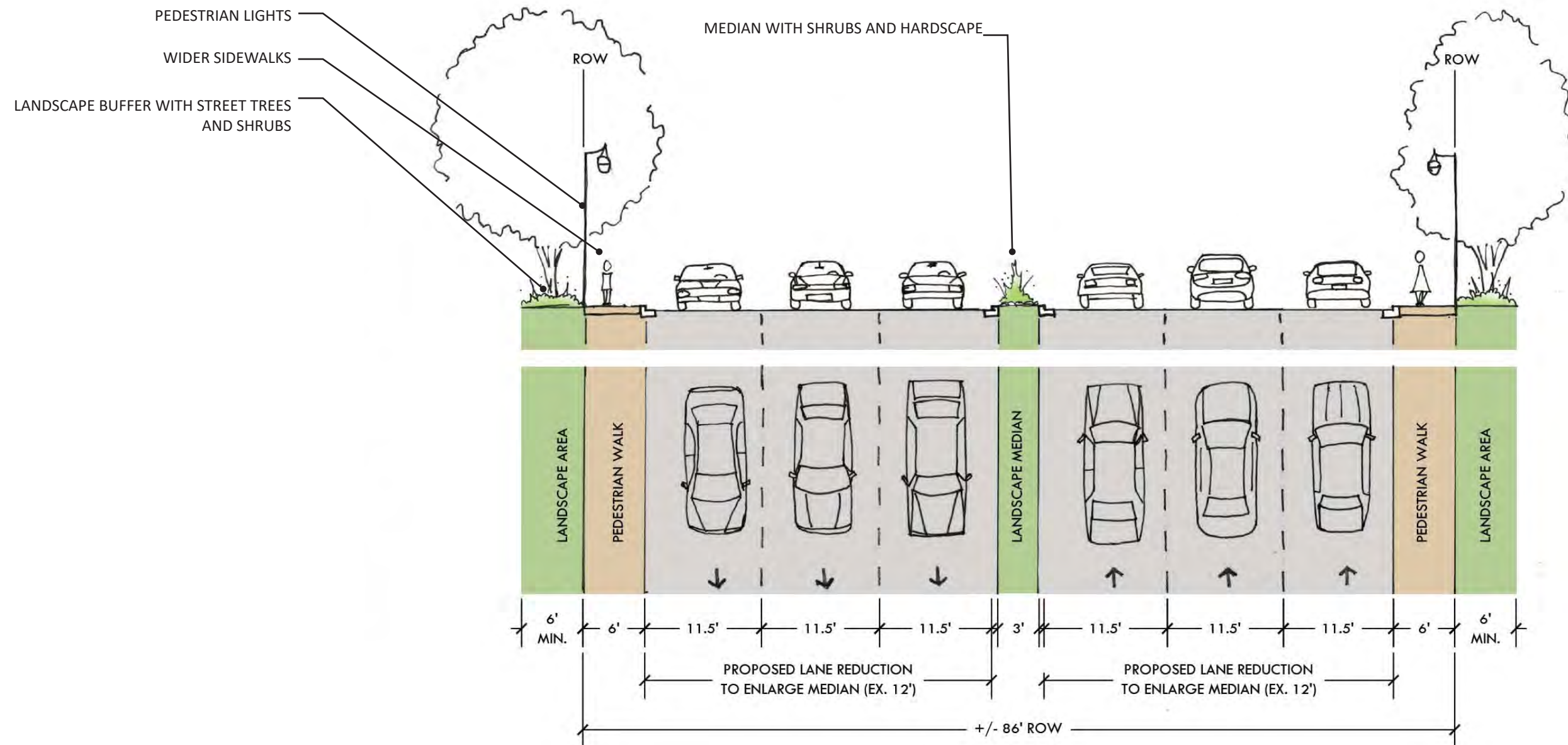
Sidewalk Signage for pedestrians for major city destinations.





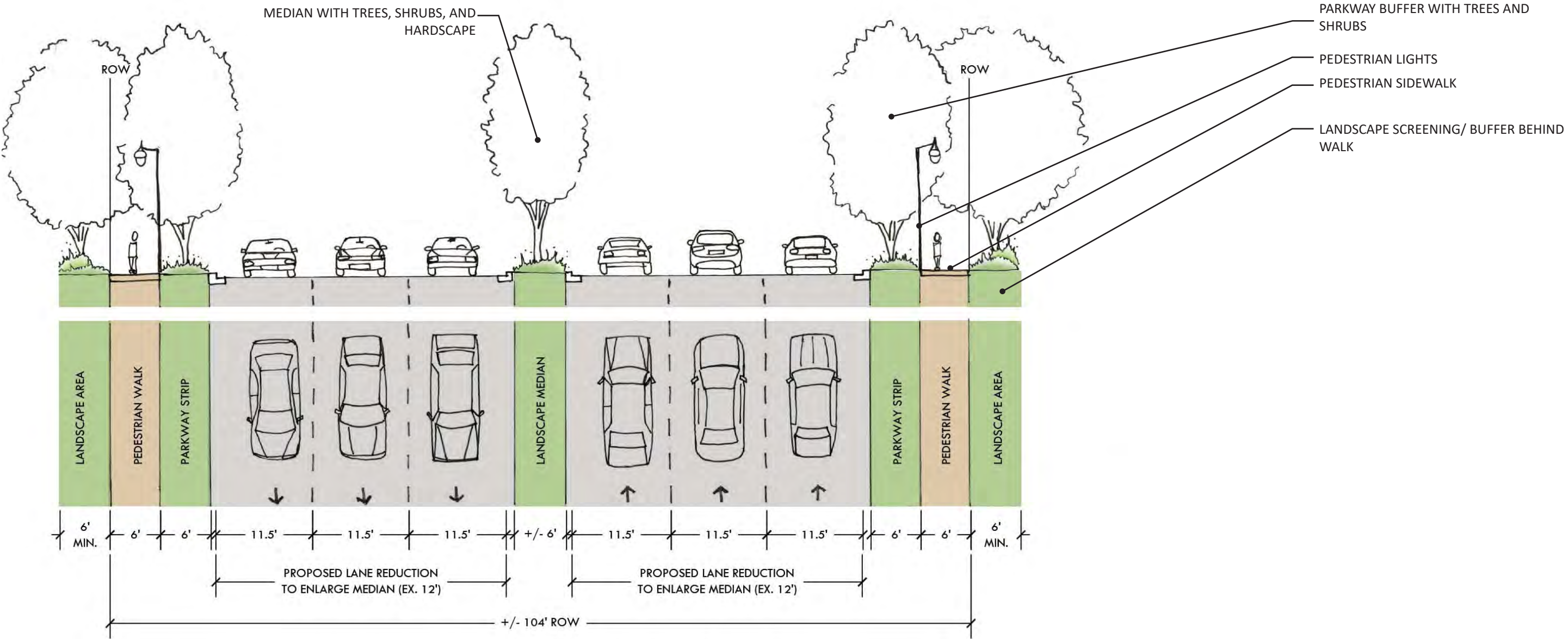
Street Improvements Opportunities

RIGHT-OF-WAY 86' +/-





RIGHT-OF-WAY 104' +/-





Typical Street Improvement Plan





Median Improvements















Existing Conditions

Site Analysis

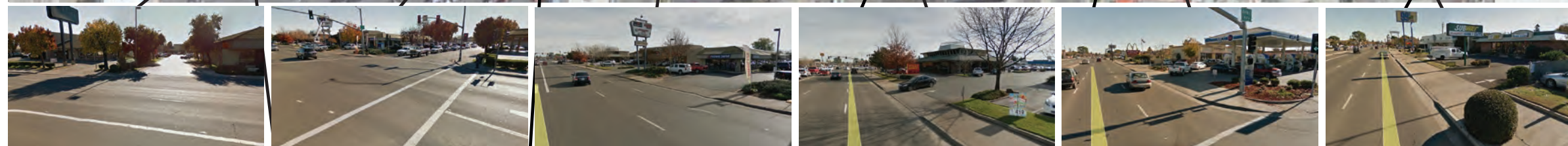
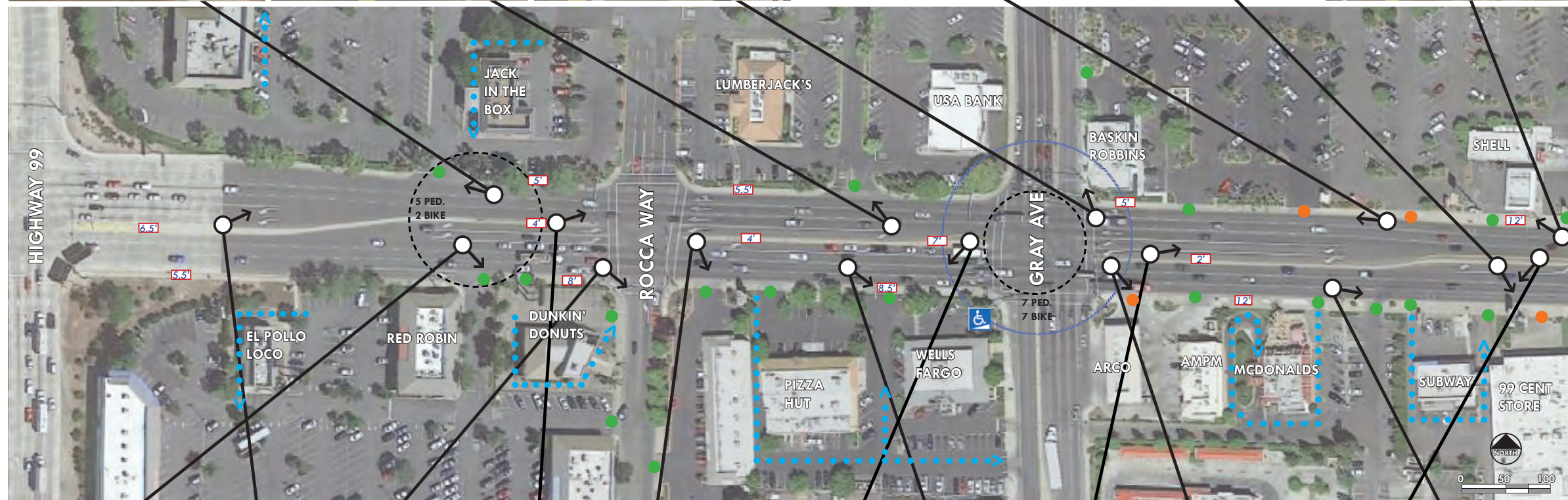
A site analysis was conducted to review the existing corridor conditions. The site analysis included driving and walking the corridor. Times of visits included morning hours during rush hour, at noon during lunch time, and evening hours. Special attention was paid to pedestrian and vehicular circulation, wayfinding, and accessibility. The following legend and exhibits summarize observations.

LEGEND

-  **EXISTING DRIVEWAY PROPOSED FOR REMOVAL**
CORRIDOR CONTAINS AN EXCESS NUMBER OF DRIVEWAYS. DRIVEWAY REMOVAL AIMS TO CONTROL THE ACCESS POINTS ALONG THE CORRIDOR TO IMPROVE VEHICULAR AND PEDESTRIAN CIRCULATION.
-  **EXISTING DRIVEWAY TO REMAIN**
CORRIDOR CONTAINS AN EXCESS NUMBER OF DRIVEWAYS. REMOVAL OF DRIVEWAYS IS AIM TO CONTROL THE ACCESS POINTS ALONG THE CORRIDOR TO IMPROVE VEHICULAR AND PEDESTRIAN CIRCULATION.
-  **REASSESS DRIVEWAY**
DRIVEWAYS AT THESE LOCATIONS COULD BE MODIFIED OR ELIMINATED IF SITE CHANGES ITS USE OR IF REDEVELOPED OCCURS.
-  **PEDESTRIAN CROSSWALK NEEDED**
SITE LACKS A SAFE CROSSWALK FOR PEDESTRIANS.
-  **ACCESSIBILITY**
ACCESSIBLE RAMPS ARE EITHER NEEDED AT THIS LOCATIONS OR EXISTING RAMPS REQUIRE IMPROVEMENTS.
-  **DRIVE-THROUGH LOCATION**
EXISTING SITES CONTAINS DRIVE-THROUGH DRIVEWAY. ARROW SHOWS VEHICULAR PATH OF TRAVEL THROUGH DRIVE.
-  **COMMERCIAL MODIFICATIONS NEEDED**
CURRENT SITE USE FORCES VEHICLES TO BACKUP ON CORRIDOR OR LAYOUT OF SITE SHOULD BE STUDIED WITH FUTURE DEVELOPMENT TO IMPROVE VEHICULAR AND PEDESTRIAN ACCESS.
-  **LIMITED SPACED IN RIGHT-OF-WAY**
AREAS WITH LIMITED SPACE WITHIN RIGHT-OF-WAY WHERE FUTURE IMPROVEMENTS COULD BE HARD TO INCORPORATE.
-  **WIDTH OF EXISTING SIDEWALK OR MEDIAN**
-  **HIGH COLLISION AREAS**
APPROXIMATE LOCATION WHERE MORE THAN 2 COLLISIONS HAVE OCCURRED FROM 2006-2018. ONLY 3 FATAL COLLISIONS HAVE OCCURRED WITHIN STUDY AREA. AREAS IDENTIFY WHO WAS FAULT AS FOLLOW: BIKE, CAR, PED., AND FATAL. # LIST EACH INDIVIDUAL COLLISION.



HIGHWAY 20 - GATEWAY AND STREETScape MASTER PLAN

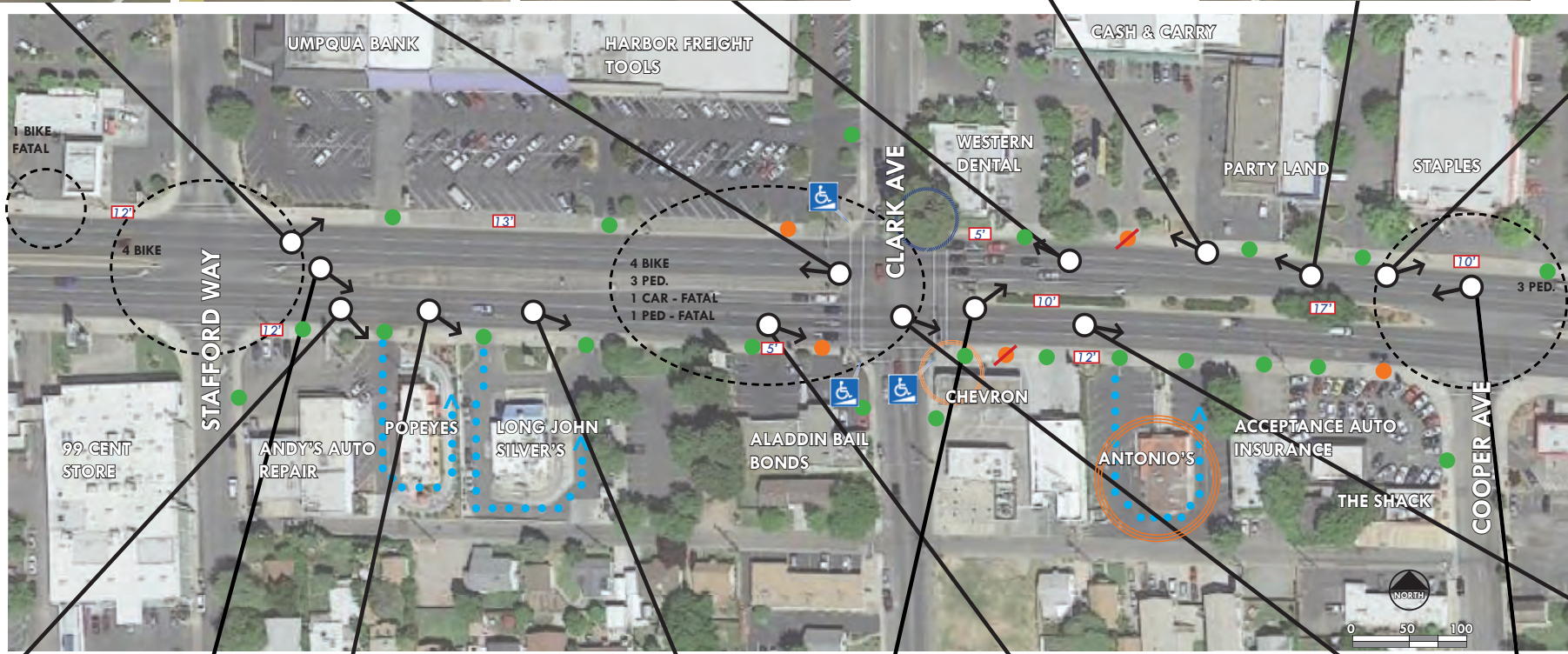


SR 20 - HIGHWAY 99 TO STAFFORD WAY





HIGHWAY 20 - GATEWAY AND STREETScape MASTER PLAN



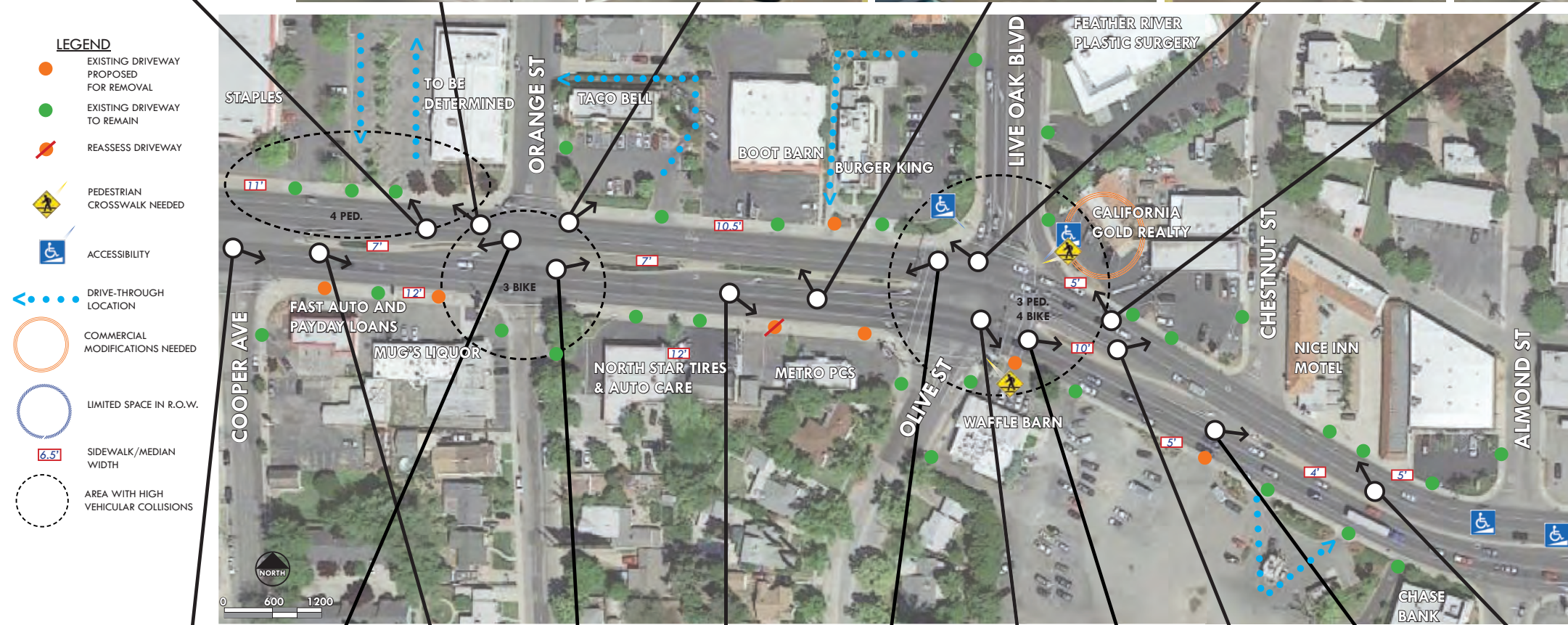
- LEGEND**
- EXISTING DRIVEWAY PROPOSED FOR REMOVAL
 - EXISTING DRIVEWAY TO REMAIN
 - ↗ REASSESS DRIVEWAY
 - PEDESTRIAN CROSSWALK NEEDED
 - ACCESSIBILITY
 - ← DRIVE-THROUGH LOCATION
 - COMMERCIAL MODIFICATIONS NEEDED
 - LIMITED SPACE IN R.O.W.
 - 6.5' SIDEWALK/MEDIAN WIDTH
 - AREA WITH HIGH VEHICULAR COLLISIONS



SR 20 - STAFFORD WAY TO COOPER AVENUE



HIGHWAY 20 - GATEWAY AND STREETScape MASTER PLAN

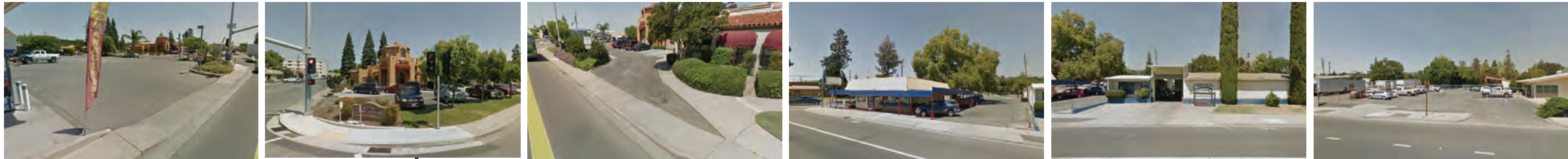


SR 20 - COOPER AVENUE TO ALMOND STREET





HIGHWAY 20 - GATEWAY AND STREETScape MASTER PLAN



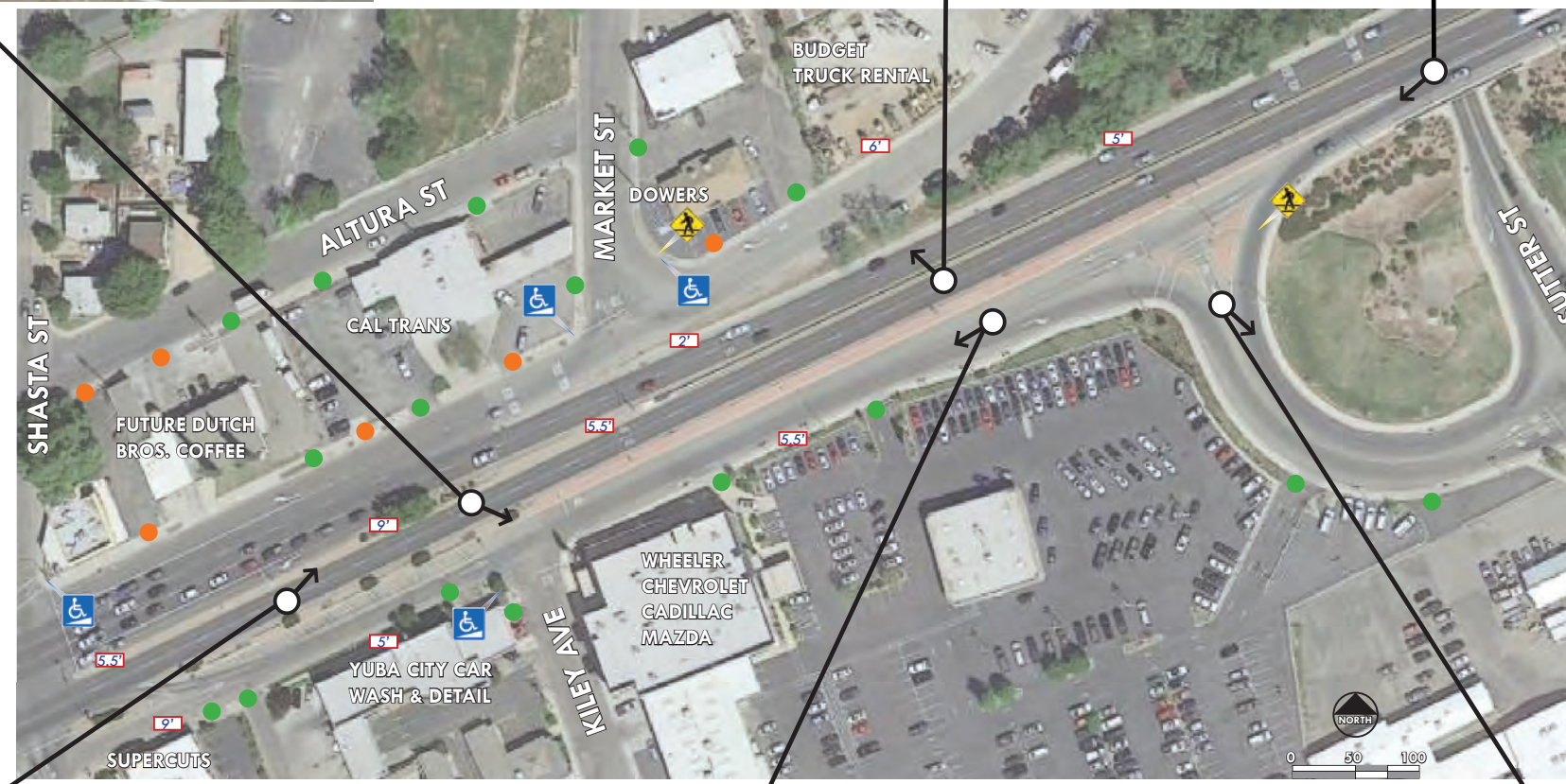
- LEGEND**
- EXISTING DRIVEWAY PROPOSED FOR REMOVAL
 - EXISTING DRIVEWAY TO REMAIN
 - ↻ REASSESS DRIVEWAY
 - PEDESTRIAN CROSSWALK NEEDED
 - ACCESSIBILITY
 - DRIVE-THROUGH LOCATION
 - COMMERCIAL MODIFICATIONS NEEDED
 - LIMITED SPACE IN R.O.W.
 - SIDEWALK/MEDIAN WIDTH
 - AREA WITH HIGH VEHICULAR COLLISIONS



SR 20 - ALMOND STREET TO KILEY AVENUE



HIGHWAY 20 - GATEWAY AND STREETScape MASTER PLAN



- LEGEND**
- EXISTING DRIVEWAY PROPOSED FOR REMOVAL
 - EXISTING DRIVEWAY TO REMAIN
 - ✂ REASSESS DRIVEWAY
 - PEDESTRIAN CROSSWALK NEEDED
 - ACCESSIBILITY
 - DRIVE-THROUGH LOCATION
 - COMMERCIAL MODIFICATIONS NEEDED
 - LIMITED SPACE IN R.O.W.
 - SIDEWALK/MEDIAN WIDTH
 - AREA WITH HIGH VEHICULAR COLLISIONS



SR 20 - SHASTA STREET TO SUTTER STREET





HIGHWAY 20 - GATEWAY AND STREETScape MASTER PLAN



- LEGEND**
- EXISTING DRIVEWAY PROPOSED FOR REMOVAL
 - EXISTING DRIVEWAY TO REMAIN
 - ✂ REASSESS DRIVEWAY
 - ⚠ PEDESTRIAN CROSSWALK NEEDED
 - ♿ ACCESSIBILITY
 - ⋯ DRIVE-THROUGH LOCATION
 - COMMERCIAL MODIFICATIONS NEEDED
 - LIMITED SPACE IN R.O.W.
 - 6.5' SIDEWALK/MEDIAN WIDTH
 - AREA WITH HIGH VEHICULAR COLLISIONS



SR 20 - SUTTER STREET AND FEATHER RIVER BRIDGE ENTRY



ATTACHMENT 2



ANDY'S
AUTO REPAIR & TIRES

99¢
Only

SPEED
LIMIT
35

RADAR
ENFORCED

Shell

Shell

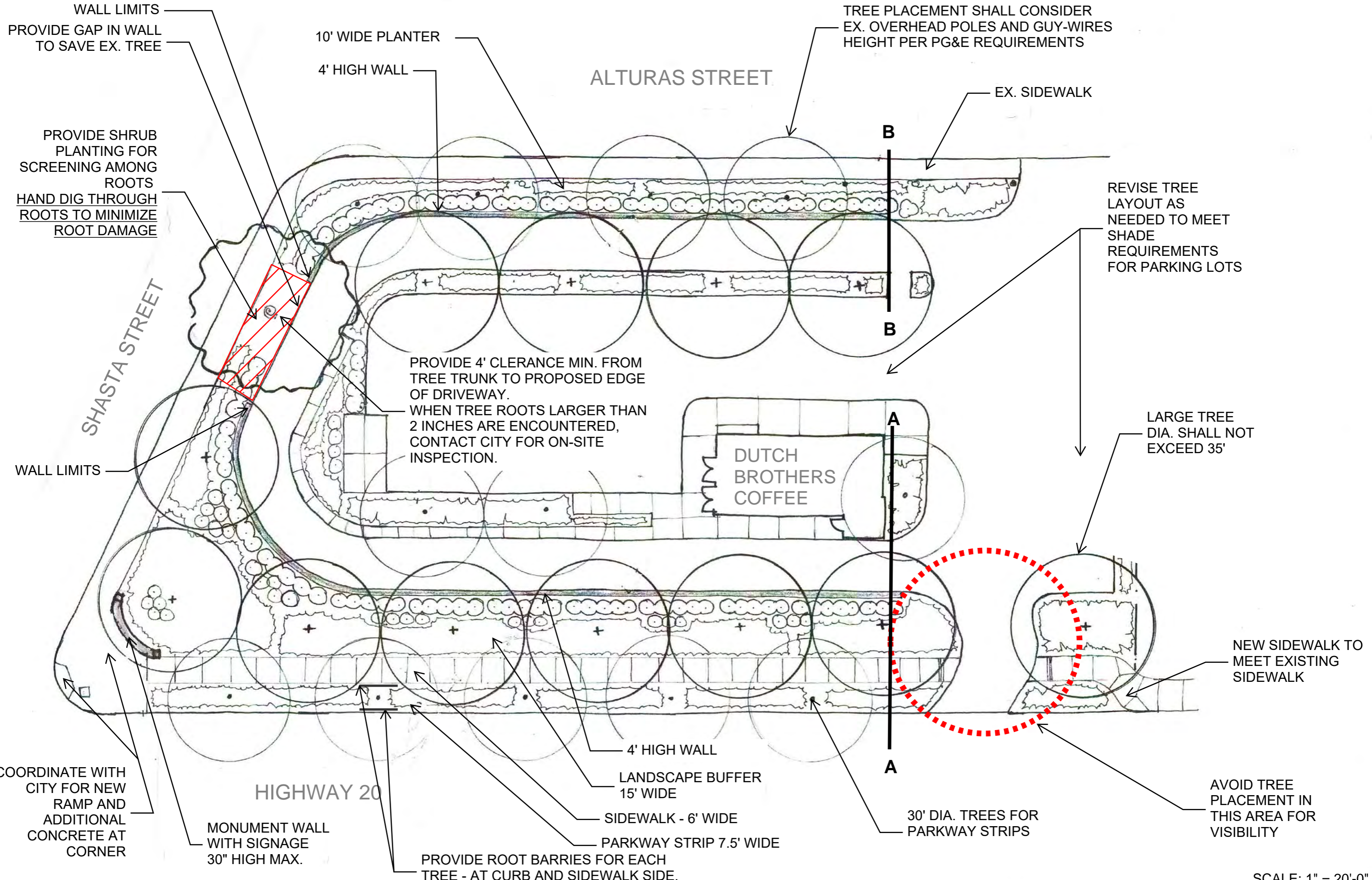
U-HAUL
RIGHT EQUIPMENT... LOWEST COST!
\$19.95
FUEL EFFICIENT
EASY TO DRIVE
TOW YOUR CAR

UMPQUA
BANK

Barebones
OUTDOOR WORKWEAR

5T34413





WALL LIMITS
 PROVIDE GAP IN WALL
 TO SAVE EX. TREE

10' WIDE PLANTER
 4' HIGH WALL

TREE PLACEMENT SHALL CONSIDER
 EX. OVERHEAD POLES AND GUY-WIRES
 HEIGHT PER PG&E REQUIREMENTS

ALTURAS STREET

EX. SIDEWALK

PROVIDE SHRUB
 PLANTING FOR
 SCREENING AMONG
 ROOTS
HAND DIG THROUGH
ROOTS TO MINIMIZE
ROOT DAMAGE

REVISE TREE
 LAYOUT AS
 NEEDED TO MEET
 SHADE
 REQUIREMENTS
 FOR PARKING LOTS

SHASTA STREET

PROVIDE 4' CLERANCE MIN. FROM
 TREE TRUNK TO PROPOSED EDGE
 OF DRIVEWAY.
 WHEN TREE ROOTS LARGER THAN
 2 INCHES ARE ENCOUNTERED,
 CONTACT CITY FOR ON-SITE
 INSPECTION.

LARGE TREE
 DIA. SHALL NOT
 EXCEED 35'

WALL LIMITS

DUTCH
 BROTHERS
 COFFEE

NEW SIDEWALK TO
 MEET EXISTING
 SIDEWALK

COORDINATE WITH
 CITY FOR NEW
 RAMP AND
 ADDITIONAL
 CONCRETE AT
 CORNER

HIGHWAY 20

MONUMENT WALL
 WITH SIGNAGE
 30" HIGH MAX.

4' HIGH WALL

LANDSCAPE BUFFER
 15' WIDE

SIDEWALK - 6' WIDE

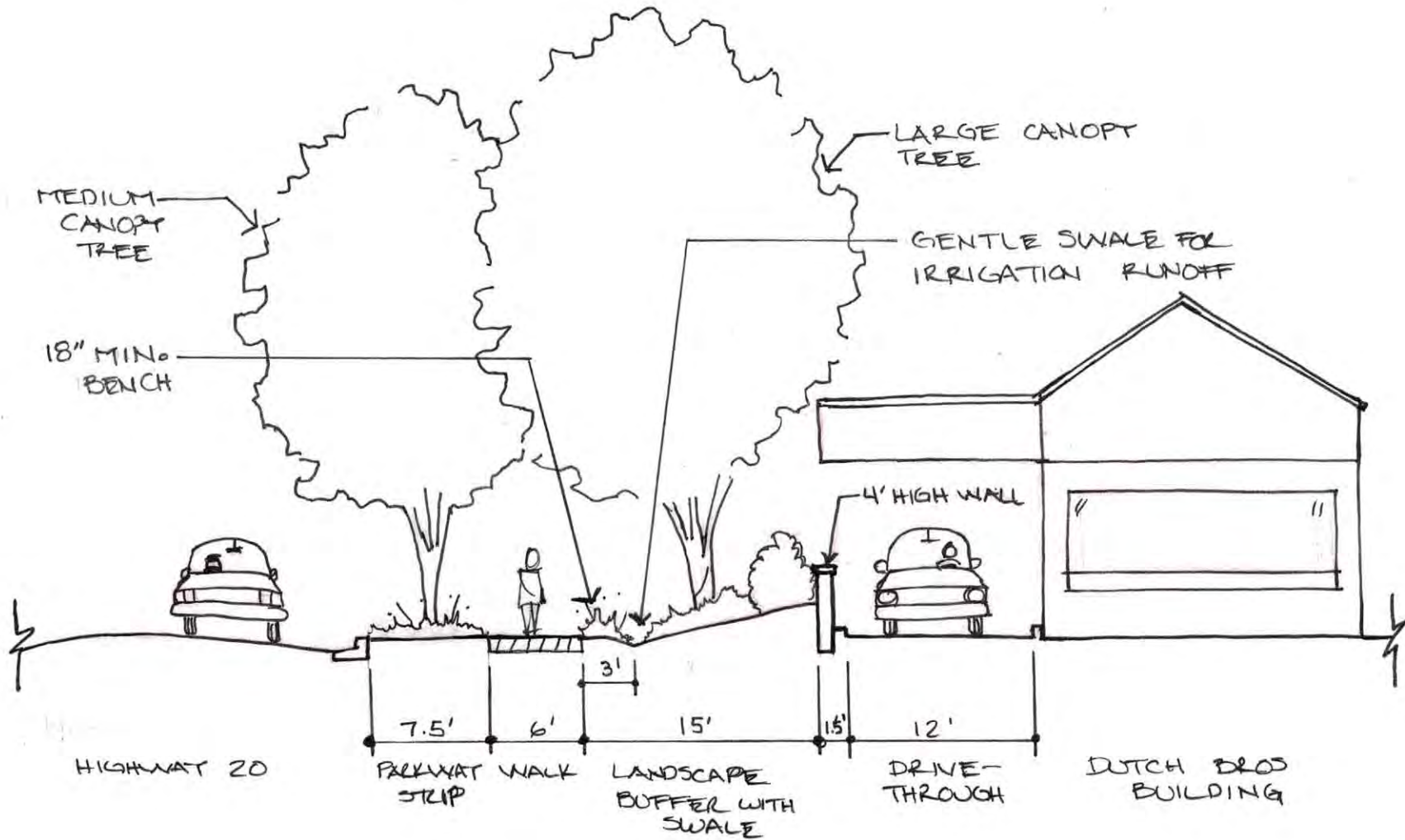
PARKWAY STRIP 7.5' WIDE

PROVIDE ROOT BARRIES FOR EACH
 TREE - AT CURB AND SIDEWALK SIDE.

30' DIA. TREES FOR
 PARKWAY STRIPS

AVOID TREE
 PLACEMENT IN
 THIS AREA FOR
 VISIBILITY

SCALE: 1" = 20'-0"



SECTION A - HIGHWAY 20 FRONTAGE