

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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DRAFT

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Introduction

Project Purpose

This master plan aims to create designs that follow the enhancement of the Highway 20 Corridor. It begins with the premise that all changes and improvements should add value, and safety the adjacent properties, bring continuity to the corridor and create a more vibrant experience that will attract new business, appeal to the existing community and promote visitors.

Running east-west, Highway 20 is a four to six lane state highway that acts as one of the primary vehicular corridors in Yuba City. The corridor is not visually appealing or comfortable to motorized and pedestrian users and entrances into the corridor lack a sense of identity.

The purpose of this document is to analyze the existing physical conditions of the Highway 20 corridor and to develop a vision and master plan for gateway and streetscape improvements.

The proposed improvements enclosed in this document focus on maintaining the corridor's vehicular capacity while integrating a corridor identity to enhance the experience of all the corridor users. Most importantly, the proposed improvements aim to facility and guide future corridor redevelopment that is cohesive and beneficial to users.

Vision

The key element to the Master Plan is the vision for an inviting and welcoming environment that prepares for how future projects will relate to the streetscape. Each adjacent property will be addressed with the re-development or re-use of the property.

Project Goals

Create an iconic arrival and gateway into the community from the North and East.

Provide streetscapes that are safe, visible, and accessible to all users.

Enhance vehicular and pedestrian circulation.

Create an identity for the corridor with appealing landscape and hardscape elements.

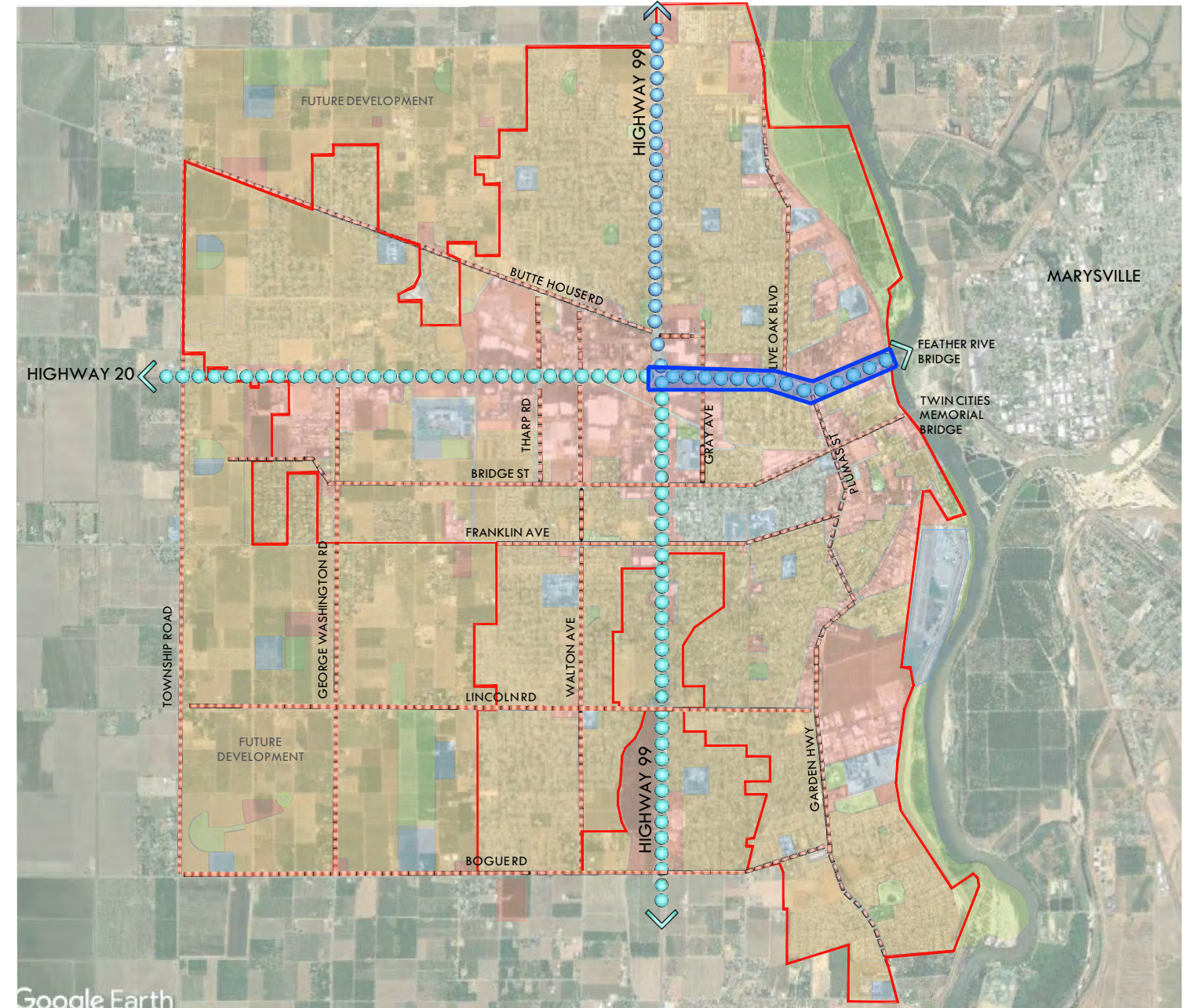
Foster economic development to improve the business climate.

Introduce a wayfinding system that is consistent throughout the corridor.

Stakeholders

All the groups below have participated in two community workshops and provided feedback on conceptual designs and existing conditions boards

- Yuba City Residents
- Business Owners and Merchants
- Public Works Department
- Economic Growth and Public Affairs
- Caltrans District 3
- Planning Commission and City Council



ROAD LEGEND		ZONING LEGEND	
	HIGHWAY		RESIDENTIAL
	ARTERIAL		PUBLIC & SEMI-PUBLIC SCHOOLS
	FREEWAY		COMMERCIAL, BUSINESS AND MANUFACTURING
	CITY LIMITS		PARKS, RECREATION AND OPEN SPACE
	STUDY AREA		



Figure 1 - City Limits, Zoning, and Major Roads





Study Area

The study area for this project focuses on the east side of the Highway 20 corridor from the Highway 99 intersection to the Feather River Bridge. The study area is about 1.3 miles long and targets the four corners at Highway 99 and Highway 20 intersection and the on and off-ramps for the Feather River Bridge on the west side of the river.

Based on the 2004 Yuba City General Plan, the land use classifications fronting the corridor from Highway 99 to Live Oak Street are identified as regional commercial. From Live Oak Street to Market Street, the land uses alternate between from community commercial to regional commercial. From Market Street to Sutter Street the land uses north of Highway 20 are manufacturing, processing, and warehousing, while the land uses to south fall under regional commercial and business, technology and light industry.

Based on the land use classifications, the study area is a highly vehicular oriented environment not only to access all the retail establishments and services along the corridor but also as a major transportation corridor connecting the City to Colusa and I-5 on the west and to Marysville and State Route 70 to the east. Running north-south, Highway 99 is the second major transportation corridor that connects the City to Oroville and Chico to the north and to Sacramento to the south.

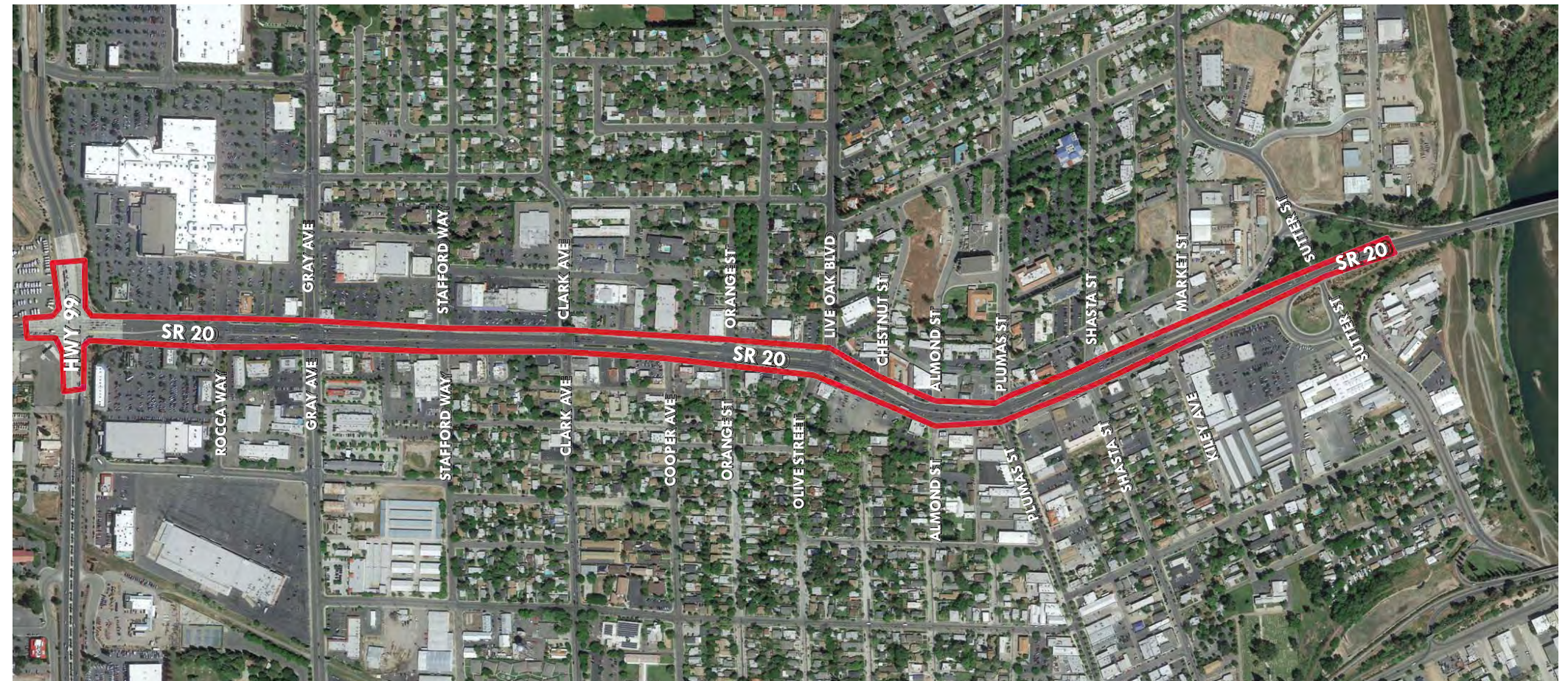


Figure 2 - Study Area - Not to Scale.





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.

Site Utilities, Lighting, & Hardscape

Utilities are currently located in both sides of the streets in the public easements of SR 20. Many of the suggestions in the plan will work within the existing utilities, that may require adjustments or movement to the utilities in various ways. Primarily the adjustments relate to adjusted curb, gutter and sidewalk with the additions and relocations of lighting and or storm drains.

Water lines for irrigation will be relocated and sleeves installed for the proposed landscape and connection to new future landscapes as adjustments occur.

Street Lights will need upgrading to match the new City standards, such as the ones found on the new Bridge Street modifications. These poles are black with double arms and a teardrop finish fixture. Decorative poles will be installed at regular intervals between poles of approximately 150'-200'.

Additional lighting will occur as accents to illuminate wayfinding signs, art and monuments. Electrical connections could also be provided for seasonal street tree lighting.

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.

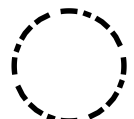


LIMITED SPACED IN RIGHT-OF-WAY

AREAS WITH LIMITED SPACE WITHIN RIGHT-OF-WAY WHERE FUTURE IMPROVEMENTS COULD BE HARD TO INCORPORATE.



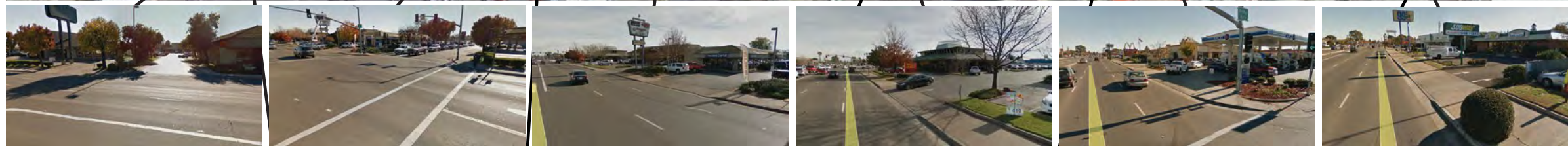
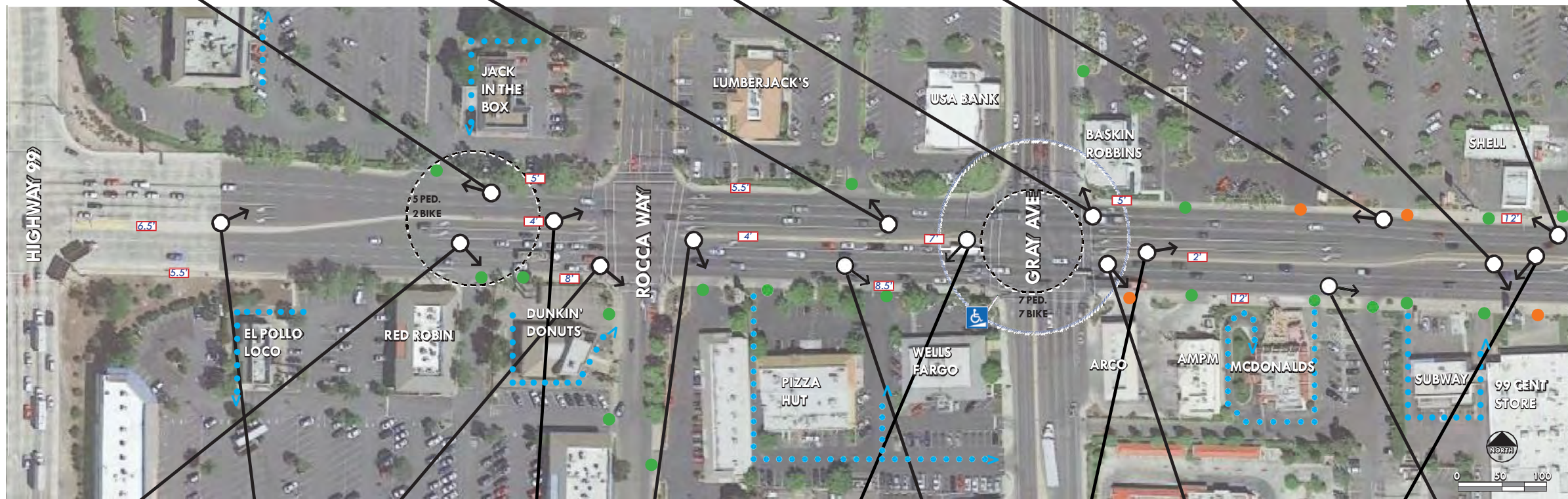
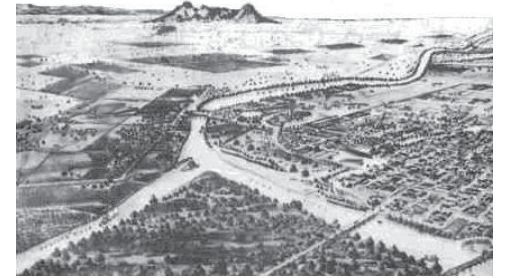
WIDTH OF EXISTING SIDEWALK OR MEDIAN



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.



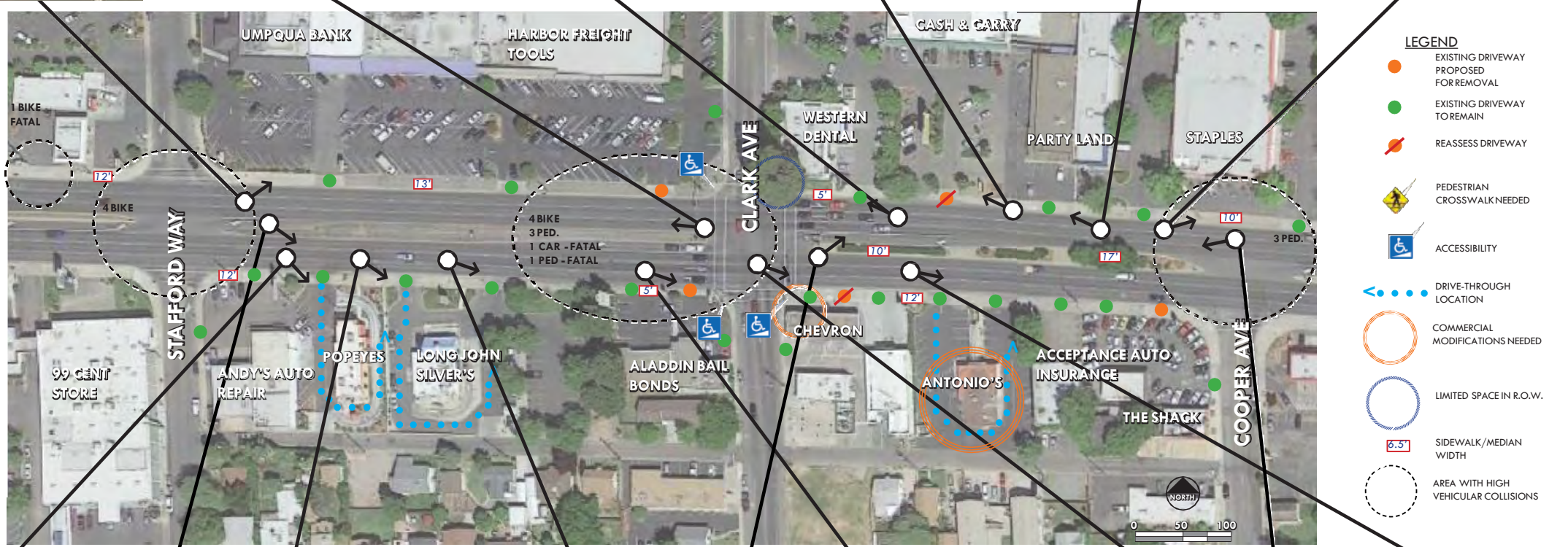


SR 20 - HIGHWAY 99 TO STAFFORD WAY



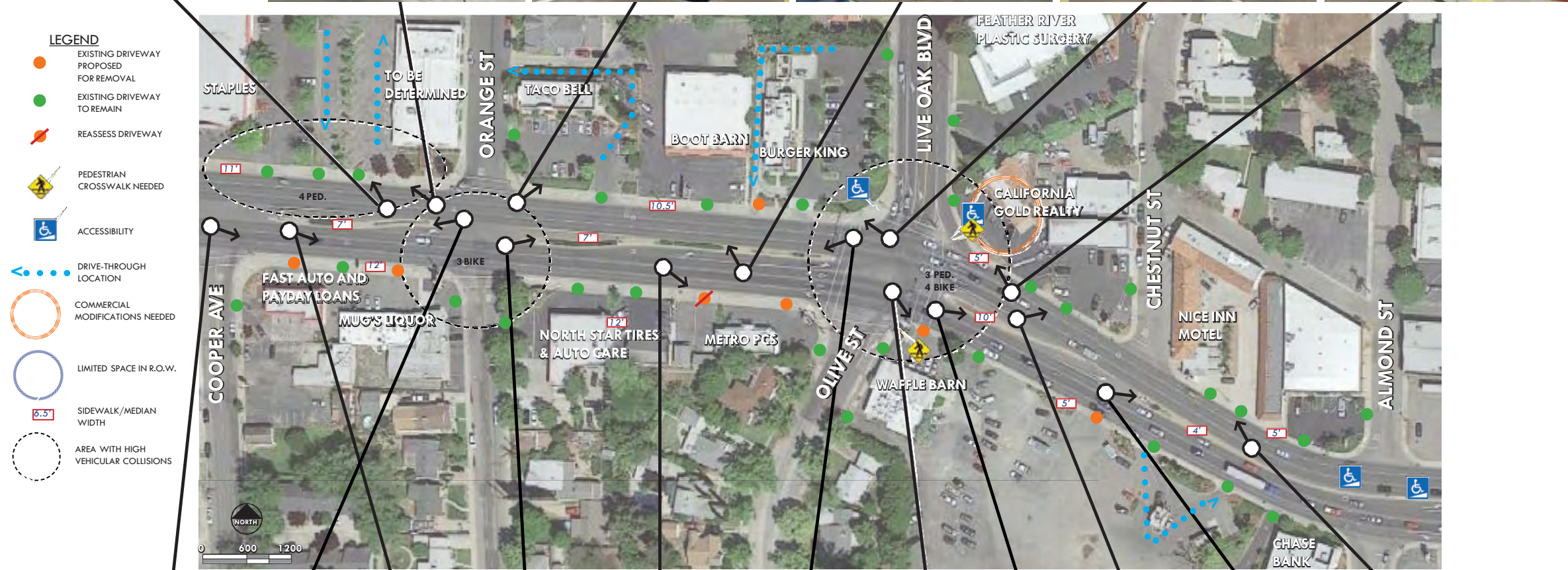


HIGHWAY 20 - GATEWAY AND STREETScape MASTER PLAN



SR 20 - STAFFORD WAY TO COOPER AVENUE



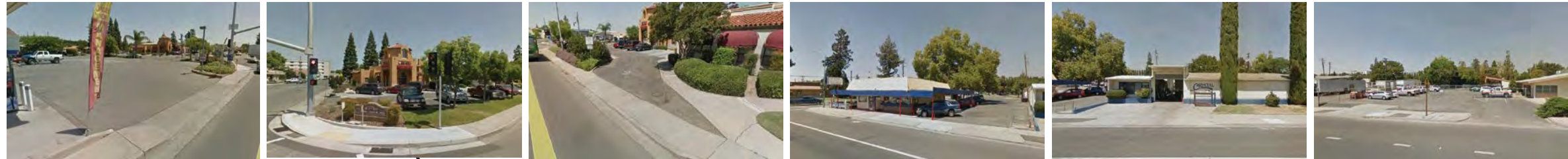


SR 20 - COOPER AVENUE TO ALMOND STREET





HIGHWAY 20 - GATEWAY AND STREETScape MASTER PLAN



SR 20 - ALMOND STREET TO KILEY AVENUE





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.
 - SIDEWALK/MEDIAN WIDTH
 - AREA WITH HIGH VEHICULAR COLLISIONS



SR 20 - SUTTER STREET AND FEATHER RIVER BRIDGE ENTRY





Design Approach

Previous Studies

The City has applied for and was awarded two grants in the amounts of \$100,000 from the Sacramento Area Council of Governments (SACOG).

In 2013, the City utilized the first grant to commission the Walkable and Livable Communities Institute, a non-profit organization, to prepare a Highway 20 Better Street Design Guide.

The Guide identified the following recommendations:

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

The City also commissioned a Traffic Impact Study (TIS) to identify any significant traffic impacts associated with the revitalization of Highway 20. The TIS was prepared by KD Anderson and Associates, Inc., a transportation engineering firm. The TIS concluded that with appropriate mitigation the project would not create any significant traffic impacts.

This plan also is based on design guidelines from the Caltrans document; Main Street, California - A Guide for Improving Community and Transportation Vitality. Key components that were studied include:

- Place Making and Community Identity
- Livable Main Street Design and Traffic Calming
- Design for the Pedestrian Realm
- Sustainable Design Elements: LID, Native Plants and Trees, water conservation, cooling pavements.

California Streets & Highways Code and the California Vehicle Code

The California Codes include laws that must be followed in street design. These are embodied in the California MUTCD, Manual on Uniform Traffic Control Devices.

Opportunities and Constraints

The Highway 20 Gateway and Streetscape Master Plan has a great opportunity to use the existing branding and identity the City has developed and create a plan that really expresses the identity and integrates it throughout the corridor.

Secondly, there is a great opportunity to use the space on the parkway strips and medians to bring a tree canopy to the corridor and create more walkable streets. The following lists identify the opportunities and constraints of the project.

Needs and Opportunities:

1. There is space to create iconic arrival gateways at both the Highway 99/20 intersection and the eastern side of Highway 20 by the Yuba City side of the Feather River Bridge.
2. Develop secondary accents at those same locations.
3. Develop a uniform consistent wayfinding throughout the corridor
4. Establish a parkway and median tree planting for a strong corridor landscape reducing the heat sink and develop sidewalks that are safer and more comfortable to walk on.
5. Create driveway removal plan to minimize accidents and create easy flow throughout the corridor.

Constraints:

1. The massiveness of the Hwy 99 intersection
2. The corridor is auto-oriented and uninviting to the pedestrian
3. The lack of room for bulb-outs or lane alteration capabilities, minimizes pedestrian activity and due to unsafe crossings and sidewalks, the corridor is not comfortable to walk along.
4. Maintaining visibility of existing commercial signage
5. Narrow median strips and minimal parkways are the reasons for the lack of street trees, landscape and areas for storm water capture.
6. Lack of pedestrian circulation
7. Minimal driveway options for some of the existing commercial buildings.
8. Lack of shade trees and landscape create a heat island effect.

Median and Parkway Improvements

In 2015, the City initiated a Highway 20 Revitalization Project to begin improvements along the corridor. The first phase of this project focused on improving the landscape median between Stafford Way and Clark Avenue. The landscape improvement plans for the median were prepared by Melton Design Group.

The median improvements were installed in 2017 and consist of the following elements:

- Create flowing features that run with flow of cars
- Develop a consistent repetition of materials to establish east/west median design in the community.
- Use materials that are community based and reduce the amount of maintenance
- Incorporate additional identity features such as the light standards with banner attachments and attractive features.

Parkways

Proposed parkways will also carry a consistency in planting and materials. Additionally, they will create a green space buffer between the flow of traffic and pedestrian. These areas will also carry the wayfinding elements identifying key parts of the community and street signs.



Bridge Street - Median Improvements





Design Identity

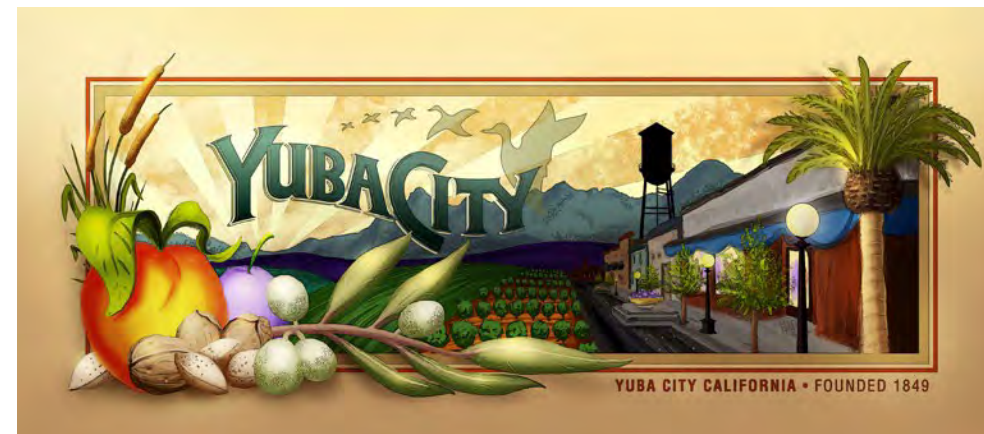
Branding a City

The Design of the gateways and signage was originally directed to look at the existing gateway signs and incorporate the Cities branding by following the key elements in the crate label brand (image on the right). The branding had great images that were from the community and various array of colors to incorporate into the monuments.

To bring these elements we identified the key areas that people were to be coming and going into the city and with that the two likely candidates was the median location as you come over the bridge on the east and the four corners of the Highway 99 and 20 intersection. Some of the key items we captured from the brand and community were as follows:

- The silhouette of the Sutter Buttes
- The rolling foothills
- The Cattails, Ducks, and Geese that are both on the brand and used on other signs within the community capture the wetland and waterfowl that inhabit the area.
- The representation of agriculture in the use of the olive branches, the peach, nuts, etc. with the rows shown in the middle of the print.
- The use of the large Water Tank that is towering above the City Streets.

All of these elements were considered as we formulated the components of the corridor. We established that there are the two main gateways with the opportunities to add to the corridor within the on ramp at Sutter Street and throughout the corridor with wayfinding signs and business monuments.



City of Yuba Crate Label

Materials and Textures

The selection of steel and aluminum for the primary materials of the signs was used for the durability and the natural colors that the materials create when treated with differently.

Minimizing treatments with clear coating the blue steel sheets or by using Corten steel for the rusty orange color is a great approach as these colors match the need of the foothills and mountains. Additional powder coating will be used to seal the steel and provide additional colors in addition to the natural colors of the steel or aluminum material.

Additionally, we will be perforating the steel sheets into shapes and textures, along with using pure cut-outs to create some of the key images of the theme. The site and landscape around the gateway monuments will use large granite boulders, with cobble incorporated into earth forms with combination of plant material that mimics the natural and agricultural plantings in the area.



Water tower on northwest corner on Plumas and Bridge Street

Community Engagement

The process of public outreach and engagement is to inform the public and stakeholders of the parameters of the project, invite their input, and instill the importance of a successful engagement. Ownership and participation in a project is key for long term success. There have been several engagements of which we valuable feedback business owners and long term residents.

The following approaches were performed to address the key elements of the project:

- Public Workshops at the City Hall (2)
 - Notification by mailer, door to door, newspaper and web page
- Web site with specific project for on-line access and engagement
- Engagements were noticed and advertised weeks prior to the event
- Planning Commission Meeting
- City Council Meeting

The project was presented at each of these meetings with multiple medias:

- Power point presentations that identified the parameters of the project along with the design approach and design concept alternatives that have been created, along with hard copy presented around the room for easy access.
- The public and stakeholders had opportunities to provide both verbal and written responses along with the use of colored dots (green good, yellow for neutral and red for a not liked)

Key Comments from the Public workshops included:

- Themed elements were narrowed to represent Agriculture, waterfowl, and crop dusters
- Gateways need to allow views to surrounding business and signs.
- Driveway access points are dangerous but necessary for some stores to survive.
- Caltrans - provide a comprehensive plan with City support and we will comment and discuss.
- Water tank is a good brand but it needs to look real an represent our community well
- Gateways need to be portable for when the overpass occurs at 99/20 in 20 years.
- Can we create median islands for ease of crossing? - Yes, safe havens are possible
- Who is responsible for the maintenance - City
- Signage for business need to be approved by City and business owners



Left: Signage on northeast corner of Highway 20 and Stabler Lane



Right: City sign on HWY 99 north of Steward Road, south side of City limits

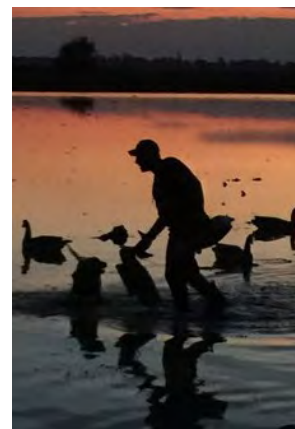




Corridor Theme

History - Geography - Agriculture

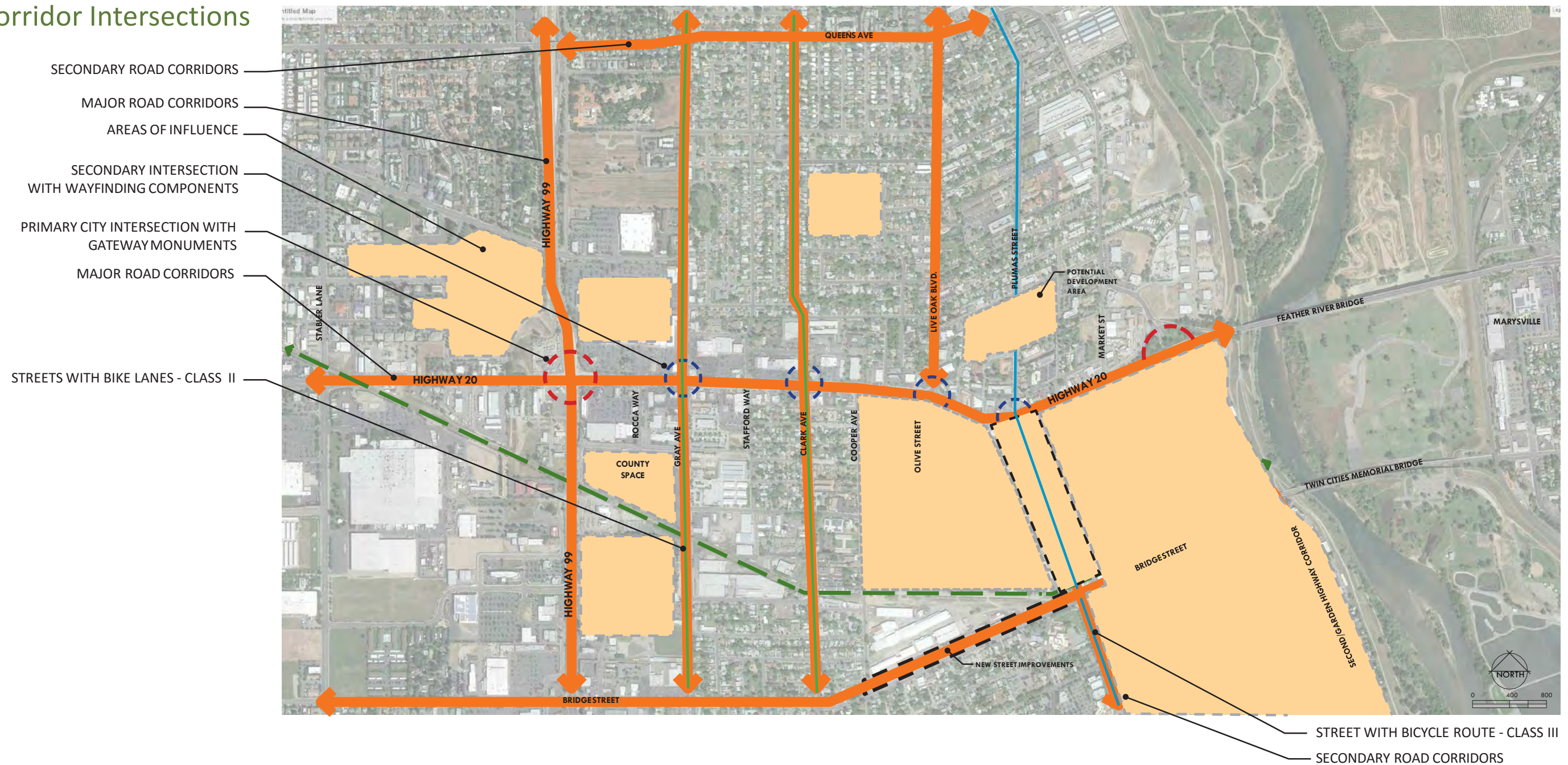
The design components highlight Yuba City's geographical setting with its magnificent Buttes, wildlife, the Feather River, and incorporates its rural and agricultural history.





Hierarchy of Design Components

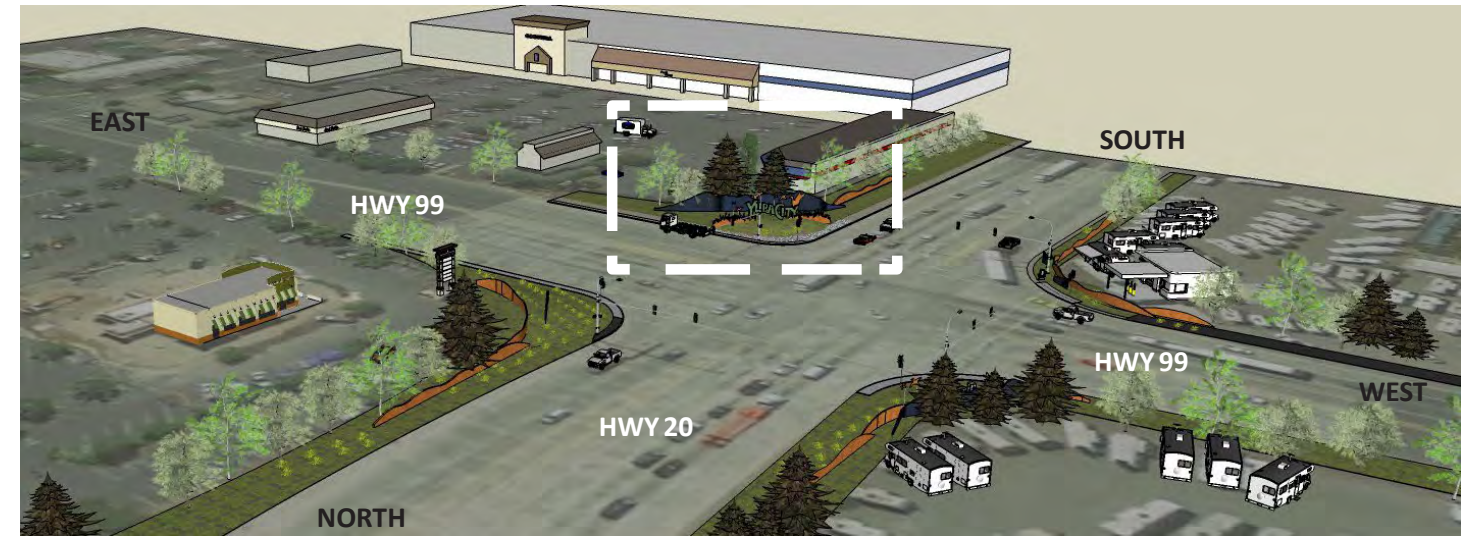
Corridor Intersections





Gateway 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



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

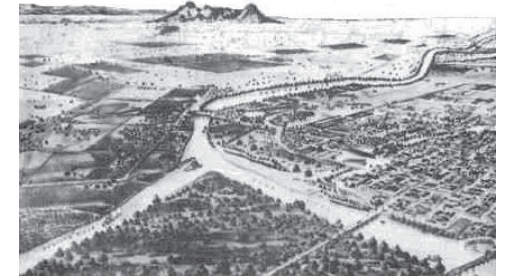
- EXISTING RV DEALERSHIP AND BUILDING
- EXISTING UTILITY BOXES PAINTED WITH ART
- CORTEN RIBBON WITH FOOTHILL SILHOUETTE
- BLUE STEEL PANELS WITH CUTOUTS OF
 - FRUIT
 - CROP DUSTER
 - WILDLIFE
- BACKGROUND TREES



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

SR 20 & HIGHWAY 99 - SOUTHWEST CORNER





Signage Program - Wayfinding



KIOSK WITH MAP

Provide directions to major City destinations. Placed at secondary street intersections or where there is the need for directions.

The sign design captures the Buttes with a agricultural feature represented on the side.



STREET POLE SIGNS

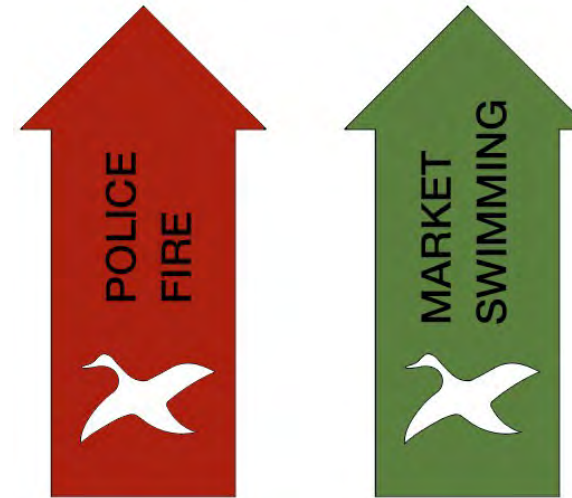
Provide information for primary roadway and directions to upcoming cross streets.



COMMERCIAL MONUMENT SIGNS

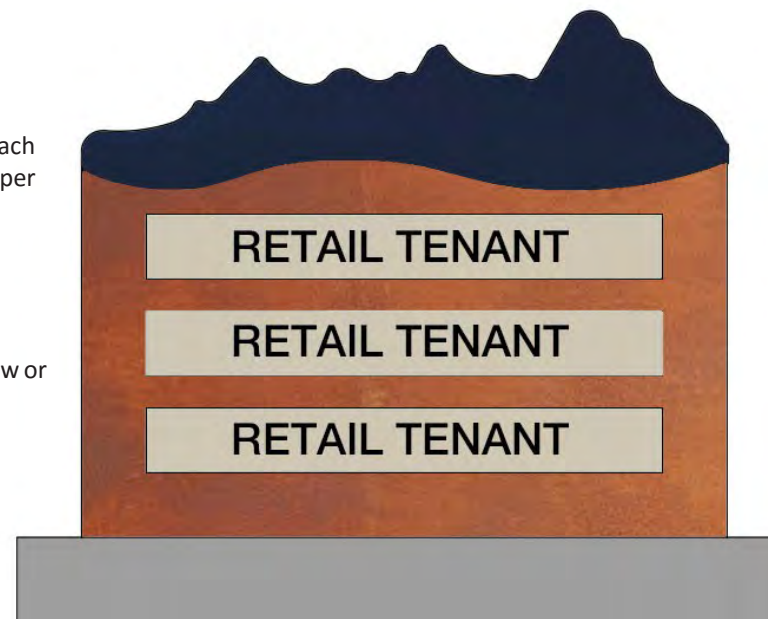
The goal of the business sign ordinance is to gain sign consolidation and consistency throughout the corridor. The approach is to have the monument consistent, but to have variety and individual branding for each business with their logos and colors to be per each business' brand.

As the corridor renovation occurs the City is requiring signs to be updated and for all businesses to participate. There is a sign approval process that will occur with all new or renovation projects.



GROUND SIGNAGE

Sidewalk Signage for pedestrians for major city destinations. This product is a tape that is adhered to the sidewalk or roadway.



Finding your Way

Navigating ones City is important for ease of circulation and economic benefit. Wayfinding is a process in which pedestrians and motorists orient themselves and move throughout your community. A consistent and comprehensive plan along with clear and easy to read and recognizable signs will facilitate easy movement and will add to the aesthetics and identity of your corridor. Some of the elements we used with the wayfinding signs will be recognized on the gateway signs also:

- The silhouette of the Sutter Buttes
- The rolling foothills
- The Cattails, Ducks and Agriculture

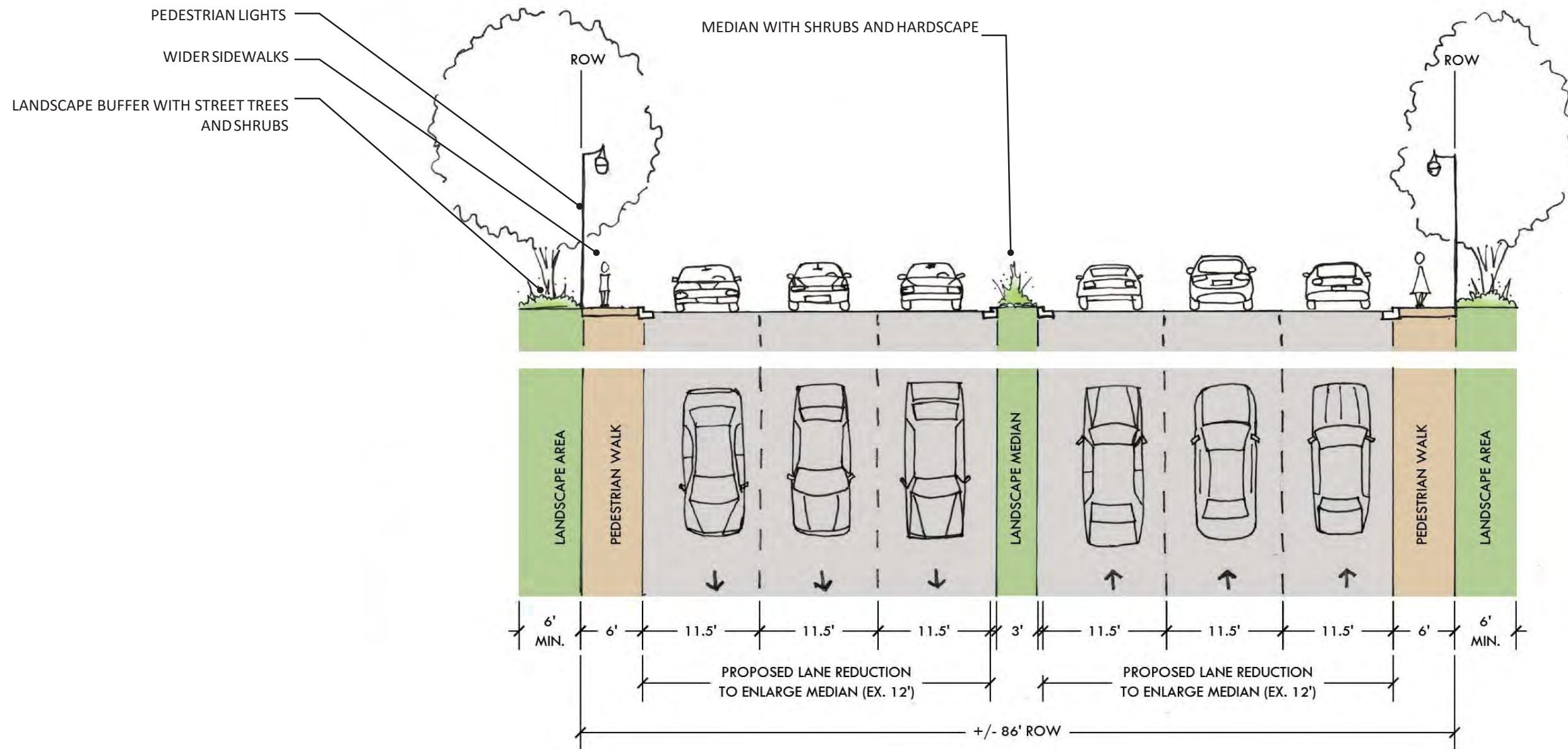
These signs will be placed throughout the corridor as needed to direct the pedestrian and motorist. Currently, they are planned at the key cross streets for the kiosk signs and at for the Commercial Monument Sign, they are proposed where you have a grouping of businesses with the same access points.





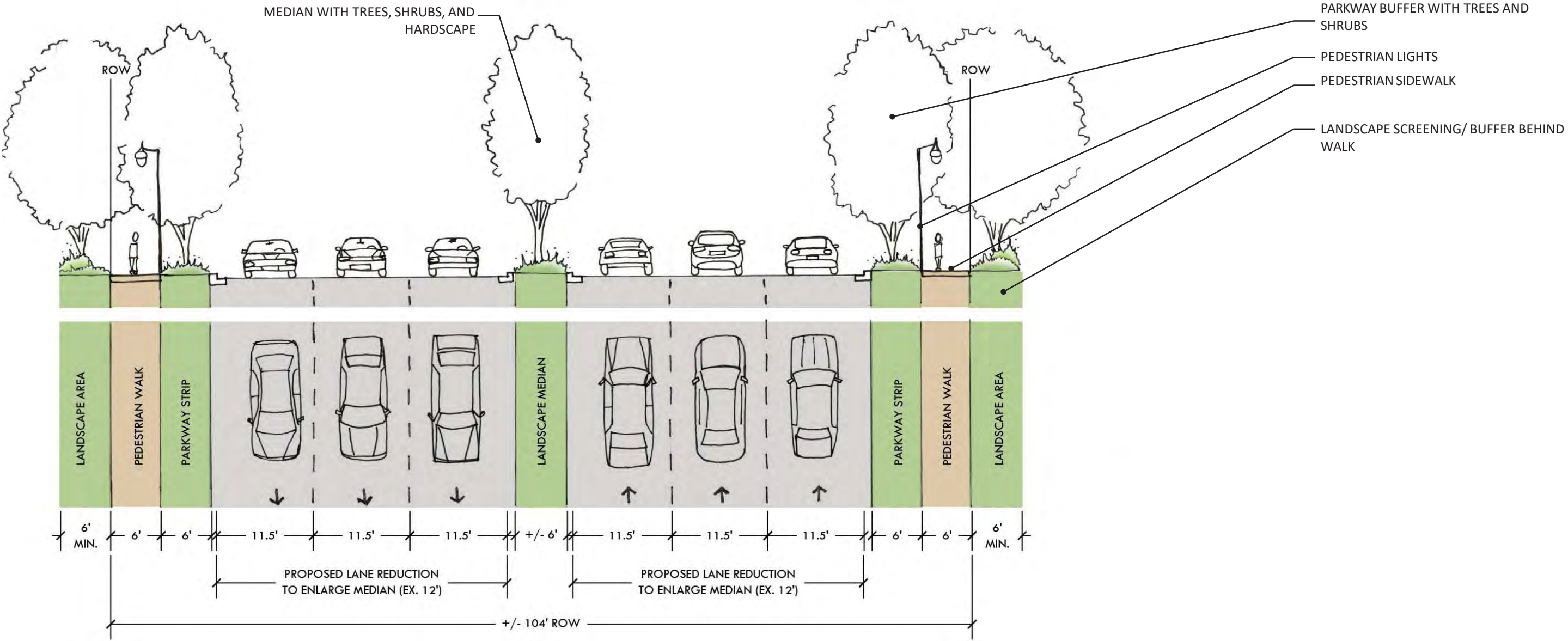
Typical Street Improvements

RIGHT-OF-WAY 86' +/-



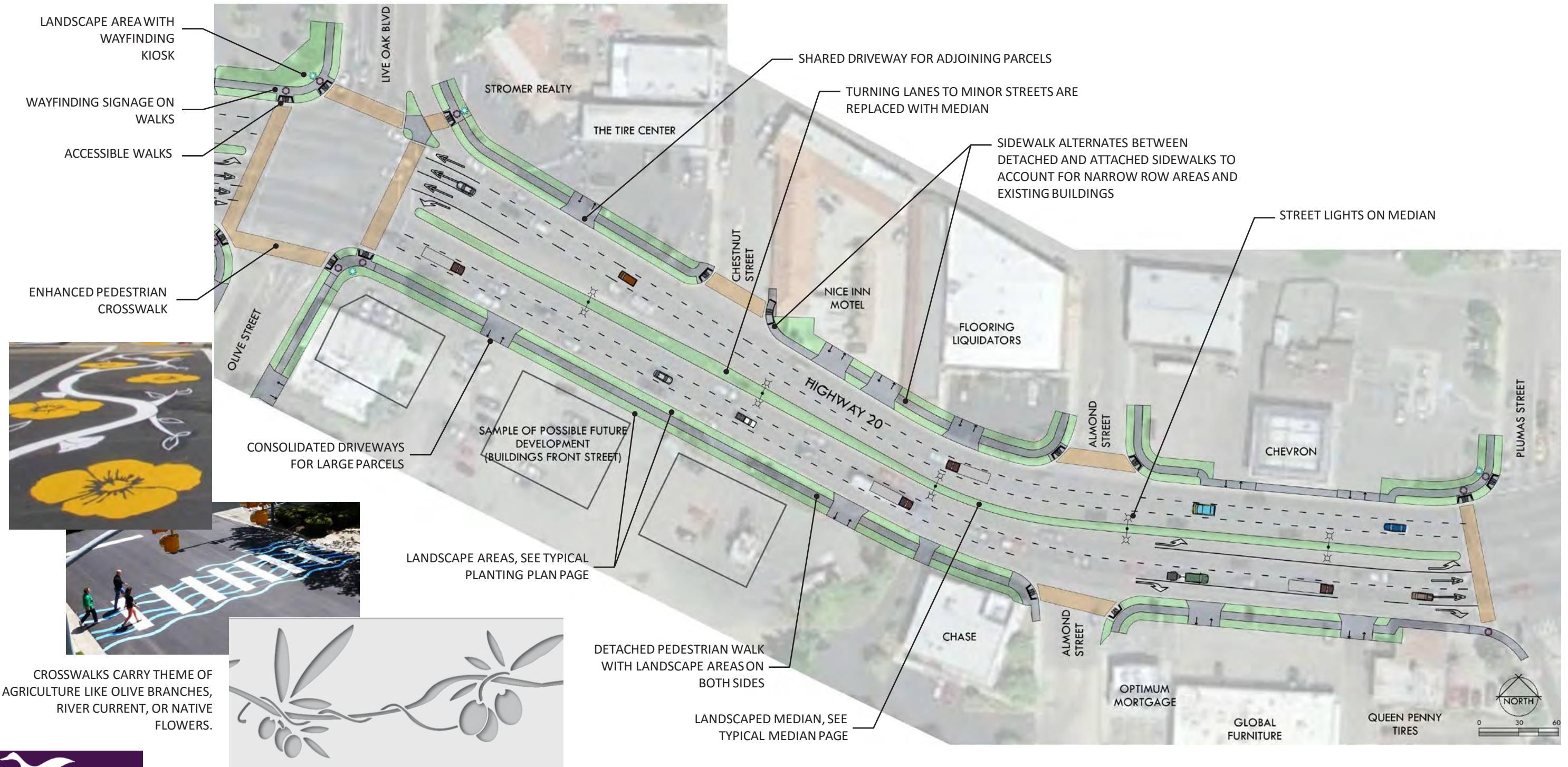


RIGHT-OF-WAY 104' +/-



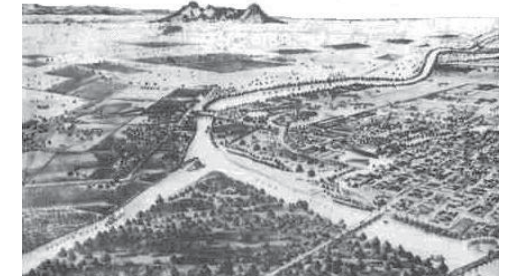


Typical Hardscape Plan



CROSSWALKS CARRY THEME OF AGRICULTURE LIKE OLIVE BRANCHES, RIVER CURRENT, OR NATIVE FLOWERS.





Typical Planting Plan



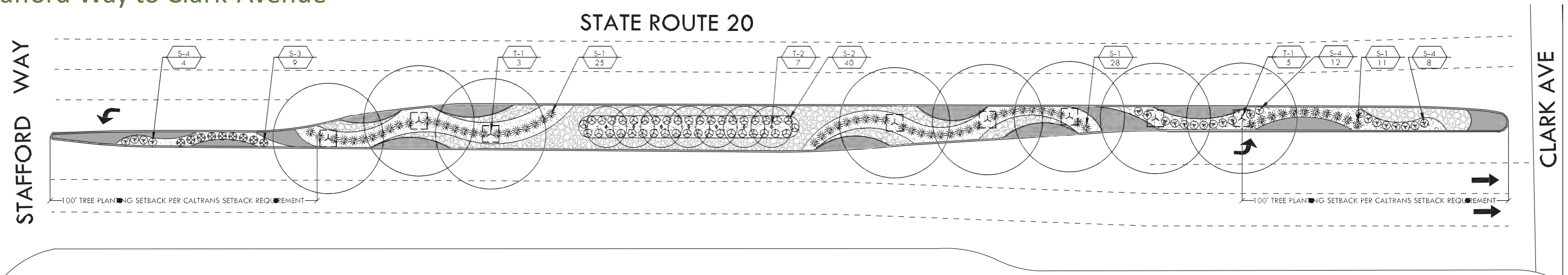
Left to Right: Accolade Elm, 'June Bride' Littleleaf Linden, Natchez Crape Myrtle





Typical Median Improvements

Stafford Way to Clark Avenue



'Little Gem' Dwarf Southern Magnolia



'Keith Davey' Chinese Pistache





Master Plan Implementation

Once this document is adopted by the City it will act as a guide to enhance the gateway and create more aesthetic and safer streets for the City. During the implementation of the plan, it is important that the various city departments and local agencies work in tandem to provide the infrastructure for the enhancements. Critical points while enhancing the medians, parkways and the development of the properties that front Highway 20, will include the project identification, cost estimates and a multi-disciplinarian approach to preparation of the design.

The Yuba City Municipal Departments, Caltrans and local Agencies include:

1. Public Works
2. Planning
3. Traffic Engineering
4. Transportation planning
5. Parks and Trees
6. Maintenance and Service
7. Fire, Police and other departments.

Caltrans Staff Review and Input

Caltrans District 3 Staff have attended public meetings, interacted with phone conversations and reviewed the draft master plan. Their input has been promising and they have encouraged us to continue to design within the direction of the City and the public. They do want to see a complete concept plan that drives the corridor for future development.

In regard to elements that are typically outside their standards, they have commented that "as long as it is part of a comprehensive planning process that the City is supporting they will take an approach that is open to elements that are not typical standards."

Long Term Schedule

City Council Approval

- November 2018

Final Master Plan

- January 2019 - capturing all comments

Apply for Grants to Build

Construction Documents and Permits

Typical Time line

- Monument 3-5 to 10 years
- Street Improvements
 - Median Improvements - ongoing
 - ROW areas 7-10 years or pending development

