

CITY OF YUBA CITY
STAFF REPORT

Date: October 6, 2020
To: Honorable Mayor & Members of the City Council
From: Public Works Department
Presented by: Diana Langley, Interim City Manager and
Michele Reeves, Principal, Civilis Consultants

Summary

Subject: Bridge Street Widening - Consultant Presentation

Recommendation: Accept presentation and provide direction to Public Works staff should design modifications regarding lane widths, street parking, parkway strips, curb, gutter, or sidewalks be desired.

Fiscal Impact: Informational item only

Purpose:

To provide City Council with information regarding the feasibility of infill development and park activation along Bridge Street between Gray Avenue and Cooper Avenue and incorporate any necessary design modifications into the Bridge Street Widening Project.

Background:

The Bridge Street Widening Project (Project) is the third phase of improvements for the Bridge Street Corridor from State Route 99 to the new 5th Street Bridge (Corridor). The purpose of the Project is to widen the two lane section between Gray Avenue and Cooper Avenue so there would be a consistent four-lane route throughout the entire Corridor.

As currently designed, the Project provides a parallel, alternate to State Route 20 that facilitates a large volume of traffic between State Route 99 and State Route 70 in Marysville. Design features currently include 12-foot lane widths, limited on-street parking only available on the south side of Bridge Street, parkway strips, and a 10-foot wide shared path for pedestrians and cyclists on the north side of Bridge Street. The Project design is currently about 90% complete.

In December 2019, the Sacramento Area Council of Governments (SACOG) and the City invited consultants working on SACOG's Rural Main Streets Program, including Civilis Consultants, to tour the Corridor. The City then continued to work with Civilis Consultants to analyze the Corridor and produce a report (Attachment 1) that identified the various characteristics of the Corridor and the practicality for various approaches regarding development of the City-owned vacant space and activation of park space on the north side of Bridge Street between Gray Avenue and Cooper Avenue.

Analysis:

The infill development options and activation of park space presented in the Civilis Report are things Council can address over time in conjunction with the Development Services Department. However, some of the Project design modifications such as wall minimization, lane width, on-street parking for the north side of Bridge Street, and adding a crosswalk near Lloyd Park are items that need to be addressed this fall if construction of the Project is to commence as planned next summer.

Staff has invited Michele Reeves of Civilis Consultants to present her analysis of the Corridor to facilitate a fully informed decision on potential design modifications. After receiving this presentation, staff is requesting direction on any design modifications that Council may desire such as narrower lane widths or reducing widths of parkway strips and sidewalks to allow for the addition of on-street parking on the north side of Bridge Street. Typical cross sections showing the current design and staff recommendations are included in Attachment 2.

Fiscal Impact:

Informational item only.

Alternatives:

Not Applicable.

Recommendation:

Accept presentation and provide direction to Public Works staff should design modifications regarding lane widths, street parking, parkway strips, curb, gutter, or sidewalks be desired.

Attachments:

1. Civilis Report – Phase 3, Bridge Street
2. Cross Sections

Prepared by:

[/s/ William Jow](#)

William Jow
Assistant Civil Engineer

Submitted by:

[/s/ Diana Langley](#)

Diana Langley
Interim City Manager

Reviewed by:

Department Head

Finance

City Attorney

[DL](#)

[SM](#)

[SLC by email](#)

ATTACHMENT 1

Phase 3, Bridge Street

presented to
Yuba City, CA



CIVILIS CONSULTANTS
PO Box 28502
715 NW Hoyt St #28502
Portland, OR 97228
503.867.8465
michele@civilisconsultants.com

TABLE OF CONTENTS

Project Overview	3
Road Identity	4
Land Development Approaches	12
Design Musings	25
Conclusion	28



.....

Intended Use. *This report is intended to be used for conceptual brainstorming only. All information, square footage estimates, and financial estimates should be confirmed and further refined through architecture and engineering services, city staff reviews, and contractor estimates. No conditions or dimensions have been field verified prior to writing this report. Please note, market conditions and code requirements are subject to change without notice. All building sketches contained in this report are approximate and not to scale.*

PROJECT OVERVIEW

In December of 2019, the Sacramento Area Council of Governments (SACOG) and the City of Yuba City invited the consultants working on SACOG’s Rural Main Streets program—Robert Liberty, the Local Government Commission (LGC), and Civilis Consultants—to tour Bridge Street and discuss the ongoing road improvements happening on that corridor.

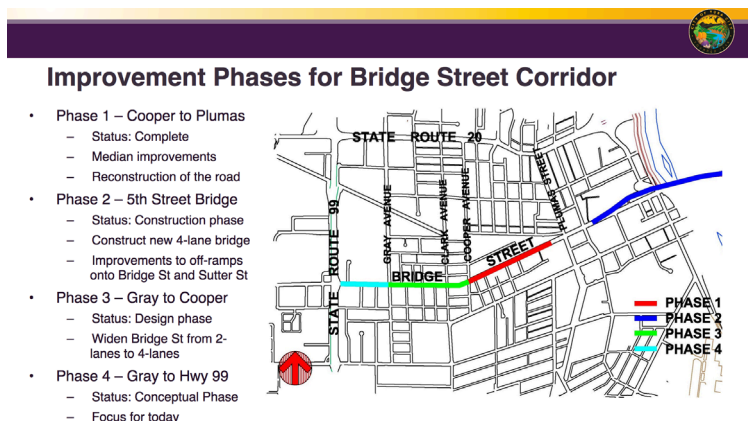
The widening of Bridge St is ultimately slated to occur between Highway 99 and the Feather River. Thus far, Phase 1 and 2 are underway and/ or completed, on the east portion of Bridge St. Phase 3 is well underway in terms of planning, but fundraising for the improvements is still to be completed. Phase 4 will be the last phase. These phases are shown in the image below.



Road Construction Near the River

The City of Yuba City asked for assistance from SACOG in three areas:

- **Mitigate Widening Impacts.** Phase 3 of the Bridge St road improvement project goes through a residential use area of Yuba City. Civilis Consultants and LGC ran a workshop in July of 2020 to explore design approaches that could help mitigate negative impacts of the road widening project on the residential neighborhood.
- **Property Development.** As a part of Bridge Street’s Phase 3 project, the City acquired property along the north edge of Bridge St. After the roadwork is complete, Yuba City requested ideas for how to approach development of these lots, which Civilis Consultants will address further in this memo.
- **Road Improvement Fundraising.** The Local Government Commission will work together with Yuba City to consider how best to position Phase 3 to attract funding for this portion of the road improvement project.



ROAD IDENTITY

When working on long corridors, I prefer to begin by quantifying their authentic identities. Ironically, frequently traveled roads are often the least attractive places in a city, but they serve as the primary gateway to neighboring communities and businesses. Everyone benefits from a positive identity, and the best way to build that is to work from a place's existing brand.

I break corridors down in these three ways (essentially taking the 10,000 foot view, and then zooming in), which are described in more detail to follow.

- Contextual Identity
- Sectional Identity
- Site Identity

CONTEXTUAL IDENTITY

Broadly, I generally encounter three types of corridors in my work.

1. **Rural Road.** These are usually state highways going through smaller towns. They aren't wide roads, in fact they are often just two lanes. And, they feature a wide variety of uses, including residential, all mixed together.
2. **Mid-Century Corridor.** These are roads that generally have only single-story commercial spaces, that were largely developed from the 50s to the 80s. They feature smaller lot commercial sites that have buildings recessed from the street with front or side parking lots. Often, there is a residential neighborhood nearby.
3. **Big A\$\$ Corridor.** These are wide roads with giant lot sizes, which break up cross traffic.

BRIDGE STREET HAS ELEMENTS OF ALL THREE IDENTITIES



On a first-pass basis, Bridge St really has elements of all three. It has the area between Gray and Cooper (Phase 3), which feels like a small-town rural road. It has sections with a mid-century feel (smaller commercial lots near residential). And, it has some very large sites and industrial uses, coupled with a four lane widened road that give it a big corridor feel.

Contextual Identity Takeaway: This corridor has elements of a lot of different identities right now, which is not a bad thing! Just an observation, and something that we might want to honor when it comes to future design.

SECTIONAL IDENTITY

Most corridors do not have a single cohesive identity, and that's okay! It would be very boring to have a long street with just one look and feel. Generally, corridors have different types of identities along different sections. Interestingly enough, it's pretty easy to identify where those sections might be even from an aerial map.

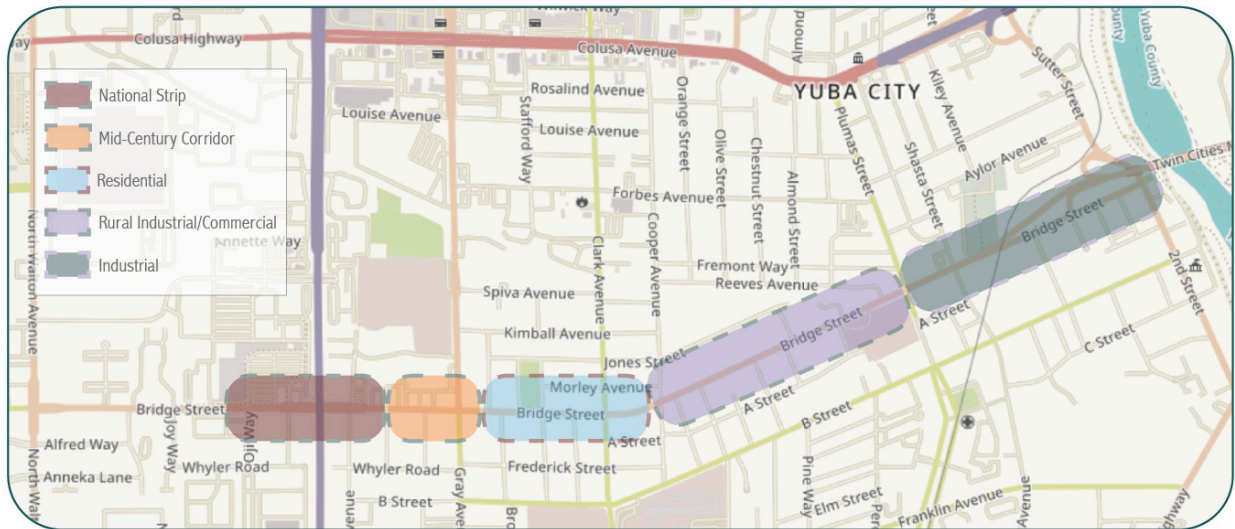
I usually start by assessing whether I can determine sectional identities from the sky. An analysis of various features that might impact road identity is shown below for Bridge St.

ELEMENTS THAT MIGHT IMPACT SECTIONAL IDENTITY



After looking at inflection points from the aerial view, I like to marry those to what I see and feel on the ground in terms of section identities. This feel comes largely from the collective identity of the business mix, building form, lot sizes, and road characteristics. Below is how I would break down Bridge Street's Sectional Identities.

SECTIONAL IDENTITIES FOR BRIDGE STREET



© OpenStreetMap.org Contributors
Shared Under Open Data Commons Open Database License

As is not surprising, there is a National Strip identity near the State Highway intersection. These are generally good spots for things like grocery-anchored centers.

There is a distinct identity to the residential section, which we would also expect. The bend in the road really does represent a change, because the road goes from narrow and residential to wide and industrial very quickly.

And, the area near the riverfront reflects the complex relationship all cities have with their rivers; namely, they used to be industrial and/or working waterways, but no longer serve the same purpose today. However, the districts near rivers still often retain that original identity of rough industrial space.

Sectional Identity Takeaway: This corridor has very distinct sectional identities that represent a few challenges, which are discussed below, along with a few observations.

The first challenge is that the widening project is antithetical to residential uses. High traffic volume and loud traffic noises do not go hand-in-hand with creating desirable living spaces.

The second challenge is that there is not a very effective gateway to downtown off of Bridge St since it's smack dab in between two different kinds of industrial identities. (Incidentally, this also is a terrible corner for an elementary school.)

In general, there are not a lot of retail uses on all of Bridge Street. Those that exist are generally food related. Everything else is office, industrial and residential, with industrial having a very dominant physical presence on the street.

Wide streets with high traffic volumes limit what can be successful on its edges—generally you will find a lot of office, industrial, with some food uses on wider, older corridors. Bridge St is true to form in that regard, with its strong industrial and office presence with a strong food representation in the form of drive-thrus, convenience stores, restaurants, and grocery stores (including speciality grocery stores). The changes to Bridge St in Phase 3 will influence what development can be successful on the city-owned parcels, and the categories most often found on these streets should provide inspiration for development approaches!

SITE IDENTITY

The last step in the identity journey is understanding how individual sites are contributing to overall look and feel of a district, this is really where a place's brand comes from. In other words, I want to know what buildings and land are doing to give me a great experience as a consumer. How are the uses along the road being a good citizen of the commercial landscape?

Site Identity Takeaway: Honestly, there is little of note in the private sector-controlled areas of Bridge St that get my attention in a positive way, especially as a someone passing through the center of Yuba City for the first time.

BRIDGE STREET HAS VERY FEW SITES OFFERING A DYNAMIC VISUAL EXPERIENCE



It's like the private sector is trying NOT to tell me any story, that it's trying not catch my attention. This is a problem because this is a high traffic street, so it will be the way many people experience Yuba City, and if the experience on offer is not good, it reflects on the City as a whole as well as on the collection of businesses along Bridge St.

DETOUR

SITE IDENTITY DETOUR CITRUS HEIGHTS, CA

DETOUR

Let me share an example of how site identity can transform the way you might feel about a place. This is an example of a long-vacant restaurant site on Auburn Blvd in Citrus Heights, CA.



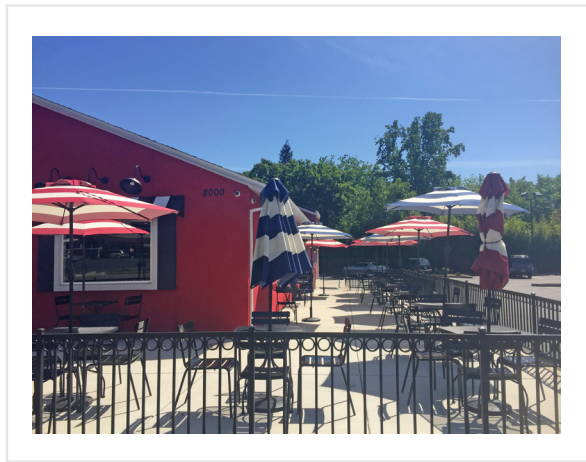
Before



Before



After



After

There is a simple formula to get these results, described in the following pages!

IMPROVING SITE IDENTITY

The four elements needed to execute on a great exterior building experience, that will draw maximum customer attention and loyalty, and improve district brand are listed below. These four items are easy to implement in phases out of cash flow for the private sector, and they provide the biggest district bang for the lowest cost.



Second Floor Office Space in Concrete Block Bldg

- ***Color.*** There is no cheaper or easier way to bring vibrancy and excitement to a place than by introducing color. When was the last time that someone called you up and said, “Oh my gosh, the coolest building just got painted in our downtown, you have to come see it!” That is exactly what happened with the building pictured to the right. Every building in all of your districts should be using color to show visitors something about their business, about the area, and about the experience they want to provide.
- ***Highlight Building Detail.*** Every building has interesting elements or unique materials that can be highlighted to make the structure engaging, eye catching, and inviting. This is doubly important on a corridor, where potential consumers are hard to engage. Using color to make a building more appealing, and to highlight building detail, completely changes market perception of the space, makes businesses more high profile, and improves district identity.
- ***Transparency.*** The hardest thing that any business has to do is get someone to walk through the door, whether it’s for the first time or as a repeat customer. This is particularly true for a small business with which we have no familiarity. The bottom line is that customers do not like to enter businesses unless they can see inside, because they want to first understand the experience on offer. So everything in the windows must appeal to consumers. This lesson is all too often lost with small ground-floor businesses, especially if they have blocked their windows. Consumers should be able to tell whether a store is open or closed, and know what a business actually does by glancing at the windows for a second or two.

This idea of transparency is doubly important for food businesses because their customers are unique—their only job is to hang out and the product is

multi-sensory! So every restaurant/bar should be showcasing its customers, essentially making them very visible, in order to attract more visitors. And, it makes a district vibrant!

- **Exterior Lighting.** Every place, every building, and every business is telling a story, 24 hours a day, 7 days a week. So even if a business closes at 5 pm, it does not mean their responsibility for contributing to the experience of being in the district ends at 5 pm. It is building lighting, tree lighting, product lighting, sign lighting—everything other than street lighting—that tells us a district is safe, a district is welcoming, a district is interesting, a district is open for business.

AUTO BODY SHOP TO MICRO-RESTAURANT CONVERSION

A great example of a typical arterial type of building being converted into a fabulous citizen of the street is this project called “The Ocean.” It was an auto body shop, shown below left, that was redeveloped into micro-restaurant spaces. The parking lot in front of the building was adapted into an outdoor seating area.



Another great example is shown on the next page. It is a site that is located next to Interstate 84 in Portland, Oregon. This unattractive mid-century box with a large parking lot was a gym before it was converted to a Trader Joe's. Notice the impact of the introduced transparency. By opening up the facade, through the use of warm

natural wood as a dominant color, and the addition of fabulous lighting, they were able to create an inviting atmosphere in a sea of asphalt.

This building is priming people to want to shop, to want to spend money, to want to partake of the Trader Joe's experience long before they walk in the door! And it sure upgrades the rest of the area around it too.

THE POWER OF TRANSPARENCY



BEFORE: Dated Box Last Used as a Gym



AFTER: Reimagined Into Vibrant and Compelling Retail

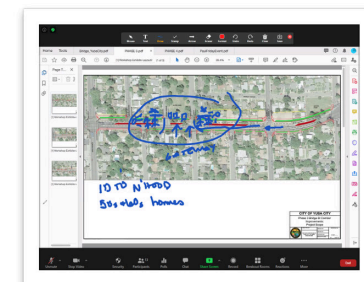
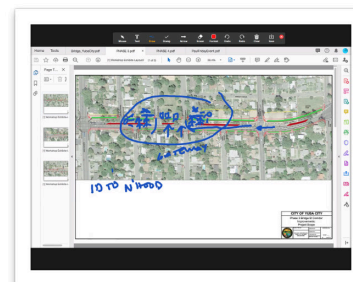
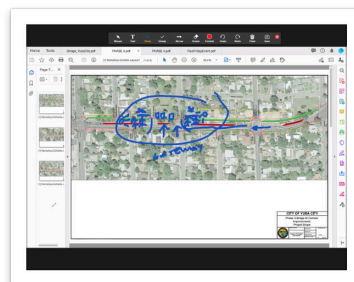
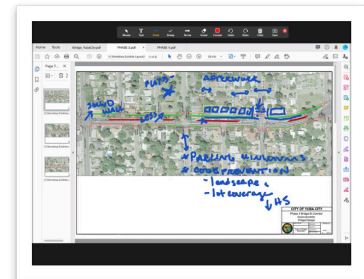
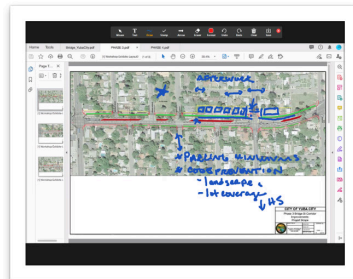
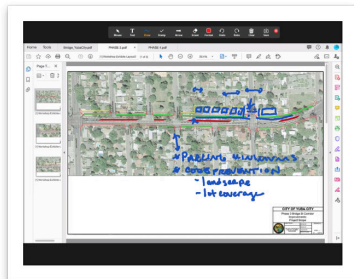
LAND DEVELOPMENT APPROACHES

There were a whole lotta table top drawings sketched out in our July 2020 virtual workshop. (No one can make fun of my computer sketched trees, which actually look somewhat like the Chinese character for Magnesium.)

Our goal in looking at development options along the northern border of Bridge St was to incorporate our findings about the various authentic identities of the street as a whole, while also being true to the realities of the Phase 3 section specifically, as a place. The goal is to accomplish the following:

- Create economic opportunity for Yuba City businesses.
- Provide a buffer between residential uses and cars whizzing by on a widened street.
- Host successful and thriving uses.
- Be a good citizen of this residential neighborhood.

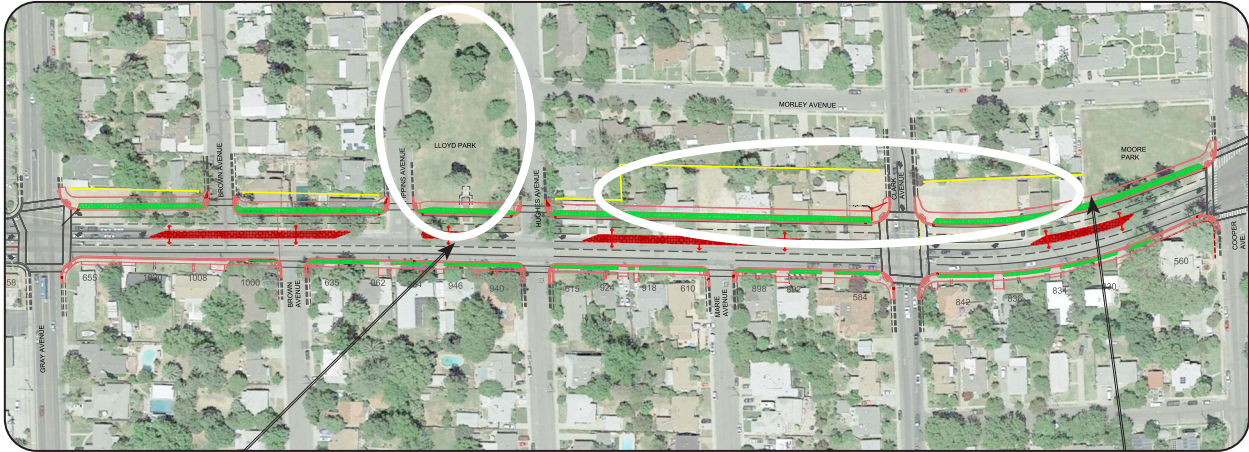
DEVELOPMENT SKETCHES AT THE WORKSHOP!



EXISTING CONDITIONS

The two areas in Phase 3 with opportunity to host commercial activity include Lloyd Park and the parcels purchased by Yuba City to widen the road:

PHASE 3 AREAS TO CONSIDER FOR COMMERCIAL USE



LLOYD PARK

This is a wonderful community amenity. The question is, what happens to the edge of the park when it is on a very busy, fast-moving road? A green space is essentially a big, outdoor room that needs framing. So how can we provide a soft edge to the park along Bridge St that will fit in with the neighborhood, create some framing so people feel safe in the park buffered from the passing traffic, and that also provides for pass through visibility?

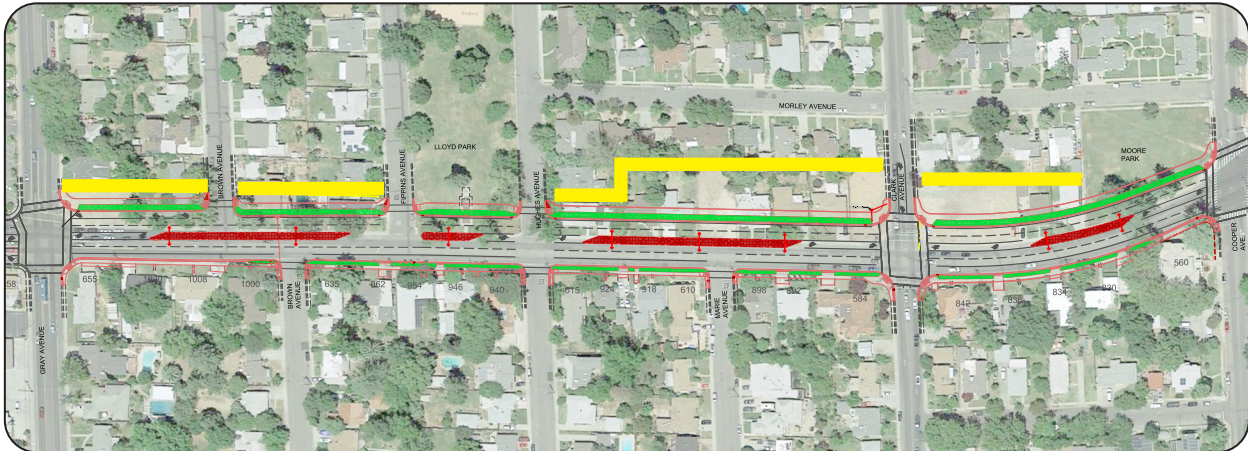
CITY-OWNED PARCELS

The city bought land on the northern border of Bridge Street to widen the road. Most of these were older, rectangular single-family home sites with dimensions in the ballpark of 50' wide by 100' deep. After the road widening, the remaining parcels will make a wide tract that is only about 50' deep. It is entirely possible to develop these lots for commercial use in a contextually sensitive way, even though they are smaller than people might at first consider suitable.



Additionally, there is going to be a continuous sound wall running east-west, as shown in yellow in the diagram below. The only opening to that wall in Phase 3 will be the entry to Lloyd Park from Bridge Street.

PHASE 3 SOUND WALL SHOWN IN YELLOW BELOW



As we consider development options, and in the next section, design thoughts, the wall will be a part of those deliberations, such as:

- The opening at Lloyd Park creates a natural gateway feel from the street, so we want to consider how we might take full advantage of that to make this its own interesting and unique amenity to showcase from the street.
- No matter how much you spruce 'em up, a wall will always tell a story of division, of separation, of disconnection, of hinderance, and of restriction. So where you can develop in front of them, you should, because it will hide the walls. And where they are close to the street, we want to figure out how to make them less visible, less wall-like, and as attractive as possible.

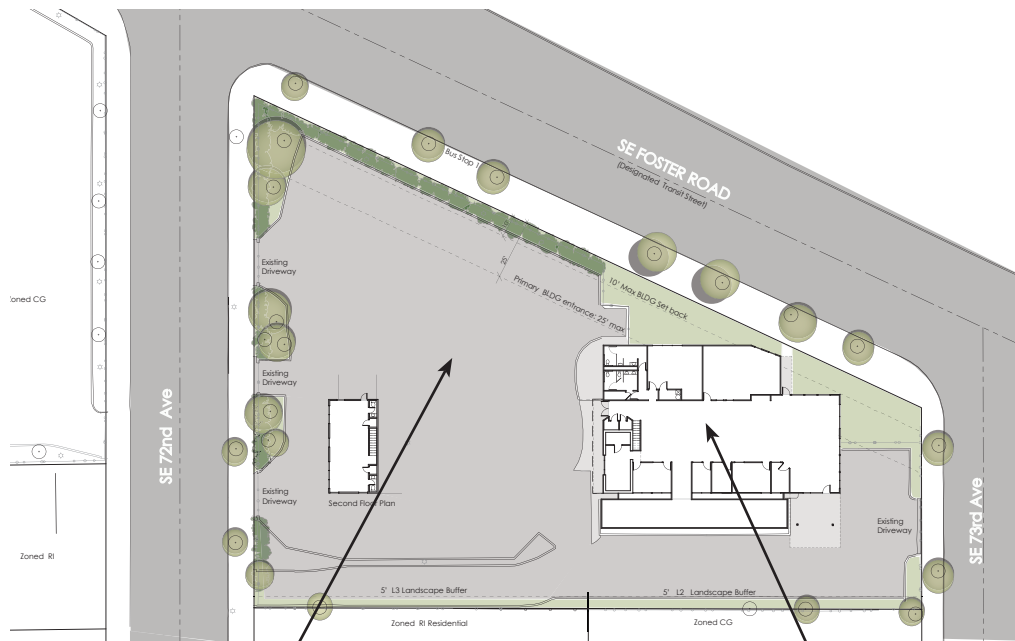
DEVELOPMENT APPROACHES

Lloyd Park

I was inspired by the food cart pod that was installed as a part of the Mercado Project in Portland, Oregon as an approach to the Bridge St entrance to Lloyd Park. I like the idea of a food cart pod because it could create a soft entrance form a busy street. Also, the users of the food cart pod can appreciate and interact with the park, as a park! And park-goers can consume the amenities the food cart pod brings. Lastly, take-out food is a concept that can succeed on a busy street!

Portland Mercado Example

Below is the site plan for this project, which is located on a 4-lane corridor with no on-street parking in Portland, Oregon. It was a corner with nothing but empty buildings and parking lots.



Existing Site Plan

Job No: 1334
Date: May 16, 2013



The ~40,000 Existing Lot



The ~7,000 SF Existing Building

The goal of Hacienda CDC, the developers, was to create an entrepreneurship ecosystem around food to encourage Latino immigrant business startups.

The challenge with the site was that the existing building was too small to create the number of small restaurant spaces needed to become a destination draw for lunch/early dinner. However, the site did have one thing going for it: a large parking lot. So, instead of spending a lot of time and money building something new and then constructing a ton of commercial kitchens, the Mercado bought 8 food carts, installed them in the parking lot, and rented them out as start-up restaurant spaces.

PORTLAND MERCADO EXTERIOR FOOD CART POD



Additionally, the changes to the exterior of the building using color, transparency, highlighting building detail, and lighting were very dramatic, as you can see below.

PORTLAND MERCADO SITE IDENTITY BUILDING IMPROVEMENT



Foodcart Pod Layout at Lloyd Park

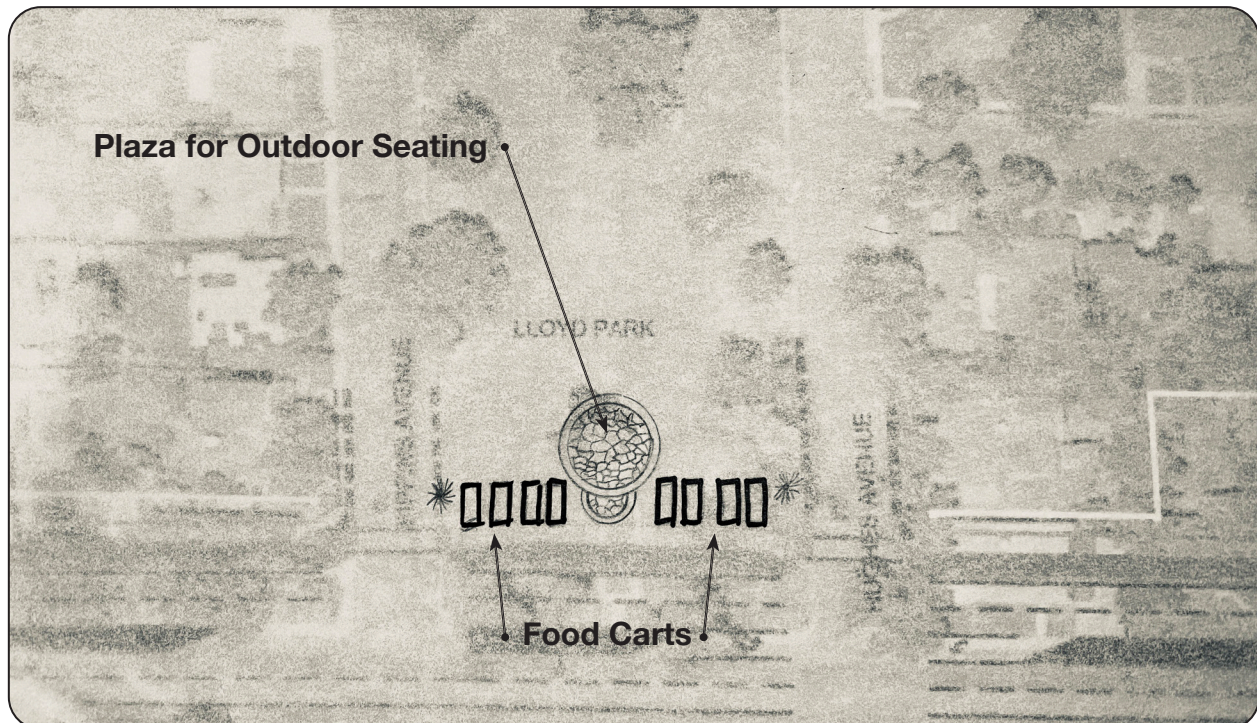
I want to stress that I am recommending food carts here and not food trucks. Food carts are much cheaper than food trucks, and they can be organized to create an intimate area that is human scaled when adjacent to a seating area.

A food cart pod could be a great solution for the entry to Lloyd Park for many reasons:

- Carts could provide a sound and visual barrier to the busy street.
- A configuration of carts would still offer visual permeability into the park.
- It dovetails with park use—there is no better place to sit on a picnic bench and eat yummy food cart offerings than an actual park. Idyllic! And, you could even be whimsical and create an eating area setting that would include park-friendly amenities, like an outdoor chess set, outdoor connect four, outdoor table tennis, outdoor chess tables, etc.
- It can become a neighborhood amenity.
- Quick food is a use that can be successful on a busy street.
- These can be offered to minority entrepreneurs and long-time residents of the immediate neighborhood.

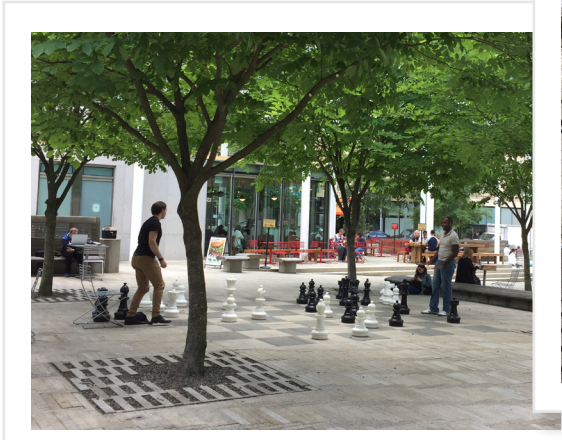
Food carts are about 8' x 16' in size. A possible way to lay out the edge of the park nearest the future road is shown below.

POSSIBLE FOOD CART LAYOUT FOR LLOYD PARK



Behind the food carts, outdoor games could be installed, including chess, connect four, etc.

OUTDOOR GAMES AT THE FOOD CART POD!



Chess



Connect Four

Food Cart Pod Development Considerations

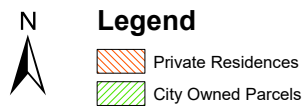
- During road construction, pull water, sewer, and electrical to the food cart pod site.
- The City could partner with a non-profit to implement a food cart pod. The city's responsibilities could include helping with the utilities, infrastructure, and purchasing the food carts. The non-profit could manage with an equity lens for operators of color and long-time residents of the neighborhood.
- Food carts can cost between \$20,000 - \$40,000 per cart.
- Food carts can be rented to operators for between \$500 - \$1,000 per month.
- Tenants should pay their share of utilities.
- The city should ensure that county code is able to license food carts for in-space preparation and cooking of food.



Patacones Con Pollo!

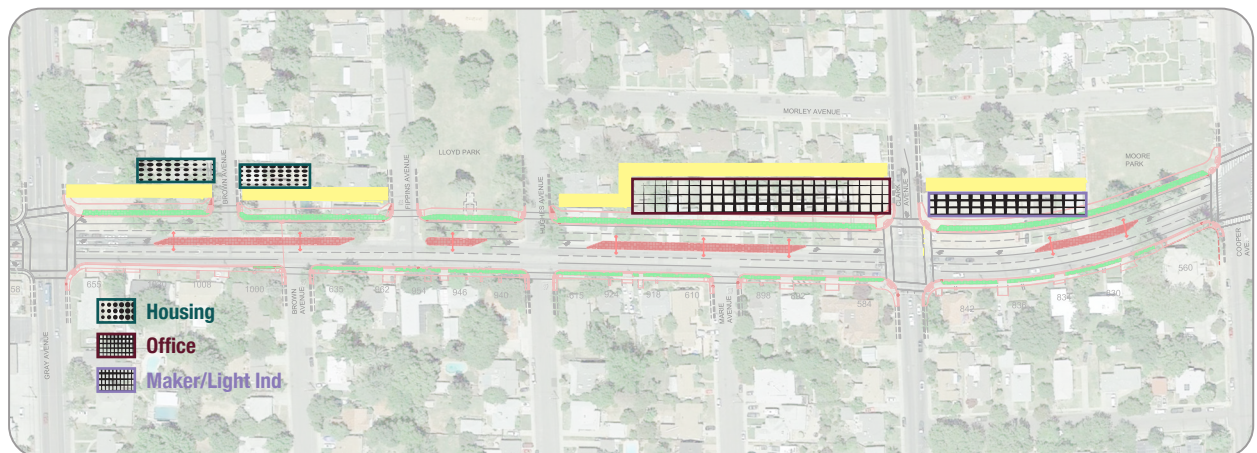
City-Owned Parcels

The parcels purchased by the City to widen the road are shown in green below.



Once the road is constructed and the sound wall (in yellow) is built, the City-owned parcels will roughly look like the following, shown in cross-hatched sections below. The proposed development approach for these parcels is shown below, as well.

CITY-OWNED PARCELS AFTER ROAD/WALL CONSTRUCTION



It is going to be important to develop the areas in front of the wall pretty intensely, so as to block the visual impact of the wall from Bridge St. You do not want the signature element of this part of Bridge St to be something that is divisive, like a wall.

There are three sorts of developments I would consider for the City-owned parcels, described in more detail below. The focus for this report will be the commercial spaces.

Housing

Any buildable parcels behind the wall should be converted into housing to meet Yuba City's housing obligations. These could be interesting parcels to introduce some gentle density, such as a duplex or row house!

Office

The parcels between Hughes and Clark on the map on the previous page could be developed into a series of small home-like, wood-frame structures that can be used for professional service office, personal service office, or even retail.

This development direction corresponds to the current identity of the street as a rural road, both in terms of scale of the street and the small mid-century houses that dot its edges. Continuing that form, even if the use changes, creates consistent identity in the district. And, if you populate these with professional service office, personal service office, or even retail, they should fit in with the street.

EXAMPLES OF SMALL HOUSES CONVERTED TO OFFICE/RETAIL



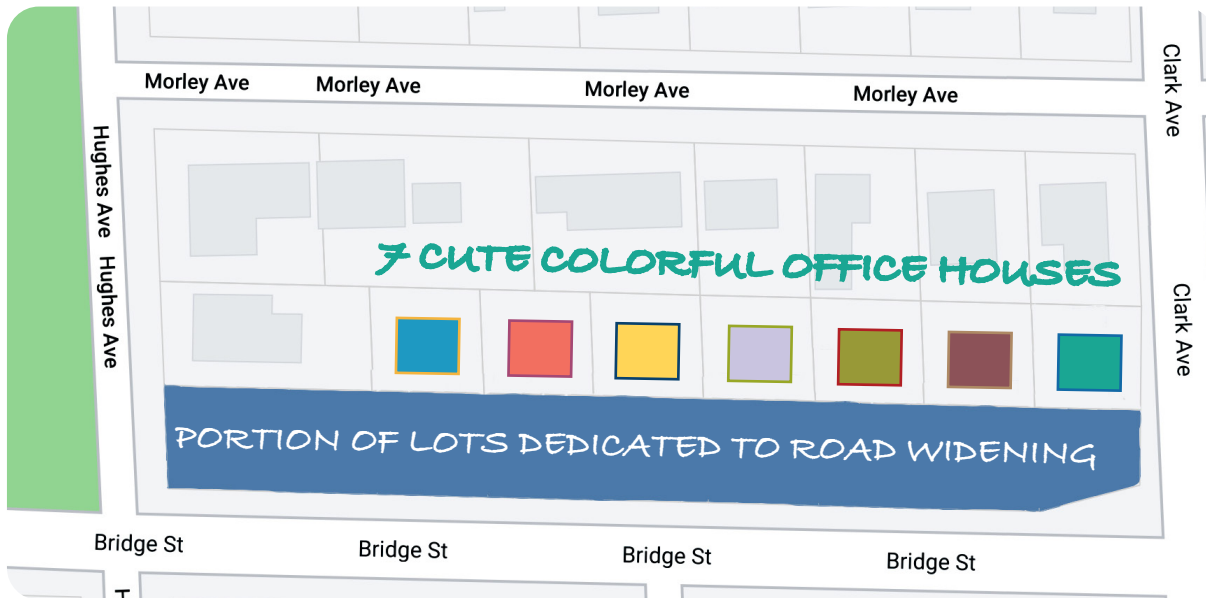
Madras, OR Office



Prineville, OR Retail

In order to develop these small “house offices,” I would probably keep the remaining lot lines and build 1,000 SF to 1,500 SF offices that are colorful and cute on each of the square-ish lots that remain after the widening is complete. See below. Imagine how charming it would be to drive down the road and see these seven little gems.

ROOM FOR SEVEN HOUSE-INSPIRED SMALL OFFICES



OFFICE DEVELOPMENT CONSIDERATIONS

- These can be a local economic development wealth building product for existing businesses. They could be made available to entrepreneurs of color and long-time residents of the neighborhood and structured in a way that eliminates barriers to ownership. For example, the City could build them and carry the initial contract to sell them. On a rough back-of-the-envelope basis, it appears that it would be possible to offer these on financial terms that would include a low down payment and a monthly cost competitive with leasing. See very rough estimates to construct above, and to sell on the following page.

ROUGH PROJECT COST ESTIMATES		
PROJECT COSTS		
Existing Land Value (~17,500 SF)	\$ 175,000.00	(\$10/SF)
Existing Building Value	\$ 0.00	
Project Hard Costs	\$ 1,470,000.00	(\$140/SF, 7 units, 1,500 SF/Unit)
Project Soft Costs	\$ 441,000.00	(30% of hard costs)
TOTAL PROJECT COSTS	\$ 2,086,000.00	All 7 Units
<i>Cost/Unit</i>	<i>\$ 298,000.00</i>	

- This kind of product is generally targeted at existing business owners who have had challenges purchasing in the past.
- If the City did choose to carry a contract with initial buyers, they could make the contract unassignable. This way, as units are sold by the initial owners, more conventional financing would cash out the City's position.
- Zoning/Code issues that would need to be addressed might include: color, use, parking minimums, and lot coverage restrictions. Additionally, there are the complexities of building and selling the units.
- These types of small office spaces tend to be very leasable and salable in up and down markets.
- These could be built in phases and introduced to the market over time. However, having a critical mass of adorable, well designed, colorful house-offices finished at one time would probably create more market interest.
- No parking would be required if there was sufficient on-street parking on Bridge St. Between the side streets and Bridge St, there should be enough parking to serve the prospective businesses. Additionally, not having off-street parking helps to prevent a wave of auto uses, which would be a detriment to the residential character of the neighborhood.

CITY CARRIED CONTRACT/UNIT		
Office User Purchase Amount	\$	298,000.00
Down Payment Percentage		5.00%
Down Payment Amount	\$	14,900.00
<i>Amount to Finance</i>	\$	283,100.00
Interest Rate		4.00%
Term		25
Points		0.000
Monthly Payment	\$	1,494.31

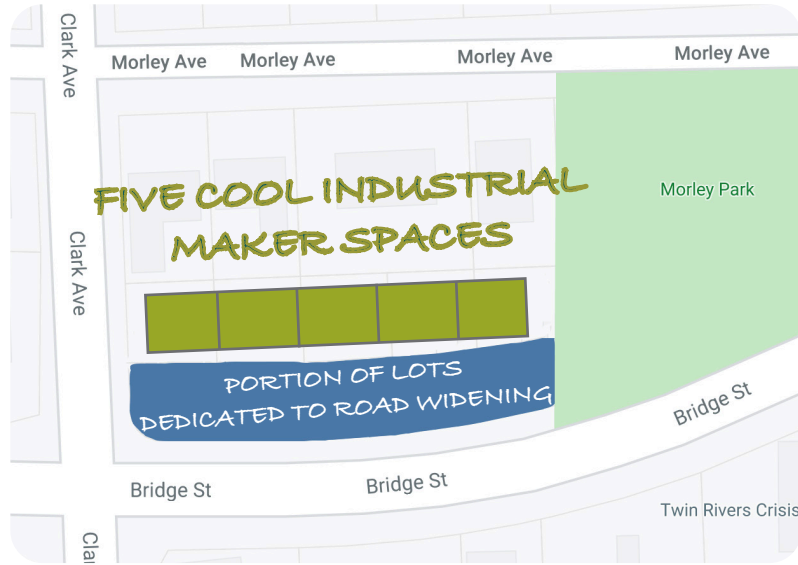
Maker/Light Industrial

The last set of parcels between Clark Ave and Morely Park shown on the development map on page 20 could easily be developed into really cool maker/light industrial space. One metal building with grand glass roll up doors could be constructed, and divided into commercial condominiums, which could be offered for sale on a similar basis as the cute house office space.

These kinds of units are very hard to find on the market and there is always demand for them, whether it's Internet wholesalers, office users, hobbyists, etc. They are also in de-

mand both for sale, and for lease. This building would have a higher lot coverage than the small office spaces and would be demised into roughly 2,000 SF spaces.

ROOM FOR FIVE COMMERCIAL CONDOMINIUMS



MAKER DEVELOPMENT CONSIDERATIONS

- This structure would be a little cheaper to build because the units share elements of the core & shell.
- Each unit would be platted as a commercial condo with the intention that the City would sell these and back out of ownership/control over time, as the units flipped in the future.
- The same equity lenses can be applied to the sale of these units.

ROUGH PROJECT COST ESTIMATES		
PROJECT COSTS		
Existing Land Value (~11,745 SF)	\$ 117,450.00	(\$10/SF)
Existing Building Value	\$ 0.00	
Project Hard Costs	\$ 1,000,000.00	(\$100/SF, 5 units, 2,000 SF/Unit)
Project Soft Costs	\$ 300,000.00	(30% of hard costs)
TOTAL PROJECT COSTS	\$ 1,417,450.00	All 5 Units
<i>Cost/Unit</i>	\$ 202,492.86	

CITY CARRIED CONTRACT/UNIT	
Office User Purchase Amount	\$ 202,492.86
Down Payment Percentage	5.00%
Down Payment Amount	\$ 10,124.64
<i>Amount to Finance</i>	\$ 192,368.21
Interest Rate	4.00%
Term	25
Points	0.000
Monthly Payment	\$ 1,015.39

DESIGN MUSINGS

A summary of design considerations for Phase 3 brainstormed by the group during the workshop are summarized below.

GENERAL DESIGN APPROACH

This is a special part of Bridge St that is very different from what surrounds it to the east and to the west. This means that the road should be very different from what surrounds it. People should understand through cues such as lane width, street furniture, design, and lighting that they are entering a place where they should slow down. While we want trucks to be able to get through, we don't want this part of Bridge Street to be optimized for semi traffic because it's a residential neighborhood. There are two parks, a nearby high school, and houses on both sides of the street. It needs to be clear for all involved that walkers and bikers are just as welcome, if not more welcome, than cars!

THIS AREA'S AUTHENTIC IDENTITY SHOULD INFORM ALL DESIGN DECISIONS



© Google Maps

NEIGHBORHOOD GATEWAY

In your design for the street, consider creating gateway elements at the entries to the residential neighborhood to show pride, a distinct identity, and to slow drivers down. (See the stars on the satellite image above.)

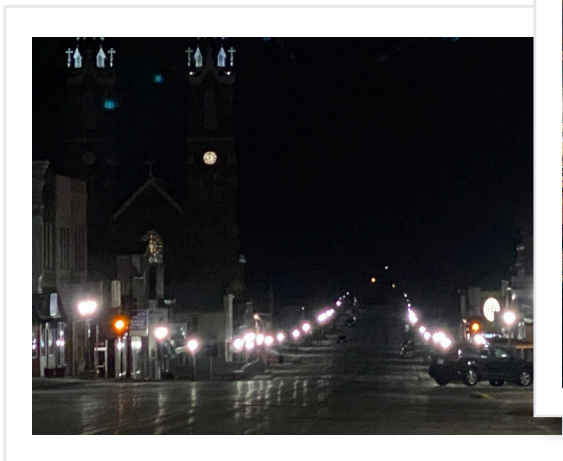
LIGHTING

The secret sauce of mood, whether you are making a movie or creating a retail atmosphere, is lighting. The color of light makes places and people look either great or

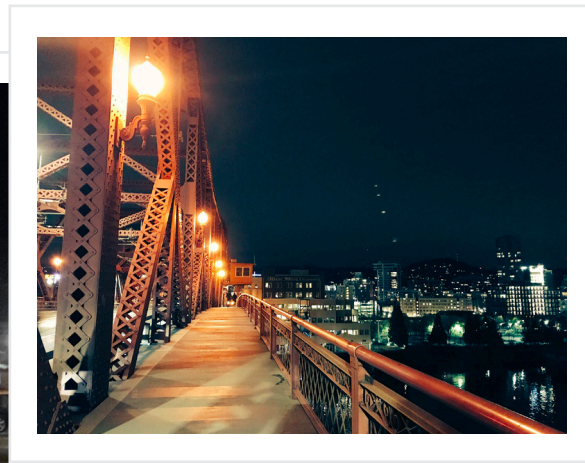
terrible. One of the biggest challenges we are facing in the public realm with the advent of LEDs is that most public works folks have never had to understand the complexities of light color and its impact on the built environment from a commerce, health, or brand perspective. I can't stress enough how critical this is!

Below are two examples of lighting. One is from Dyersville, IA, home of the movie "Field of Dreams." They have a very cute downtown with gorgeous light fixtures, but the bulb in the fixtures is so bright and so blue that it is almost blinding. Pedestrians and drivers cannot see surrounding buildings and it gives you a headache if you are downtown for too long. Alternatively, consider these lights that illuminate the pedestrian walkway across the Willamette River on the Broadway Bridge. Warm and glowy. Very different feel!

THE COLOR OF YOUR LIGHTING MATTERS



Dyersville, IA



Broadway Bridge

Considerations for lighting:

- LEDs are programmable. Seek out fixtures that allow you to change lighting color (you could do green and red for some holiday fun) or lighting power, as needed.
- Generally, you want a color range of below 3,000 Kelvin to create a warm, gorgeous mood.
- Consider light fixtures that are very different than Phase 1 and 2, something that really reinforces someone is in a residential neighborhood rather than something that has a highway/freeway feel.

THE WALL

The wall to the west of Lloyd Park will be very visible. (If you complete development of the lots east of Lloyd park, the wall be less visible in that part of Phase 3.) You will want to think about how you are minimizing the look of the wall... climbing vines, landscaping, up lighting on plants at night, art, etc.



A Wall by Any Other Name Is Still a Wall

LLOYD PARK GATEWAY

The addition of decorative gateway elements to the east and west of Lloyd Park's edge on Bridge St would go a long way to create a dramatic sense of entry to the park. This is the only break in the sound wall that exists other than at street crossings, so this is important to create a sense of permeability and invitation.

LANE WIDTH

We discussed shrinking the lanes to slow traffic and make more room for parking. 10 to 11 feet distances were suggested as having worked well in other areas by the Local Government Commission.

ON-STREET PARKING

The small parcels to the north of Bridge Street that remain after the road widening would be very hard to develop if they required their own off-street parking spaces. Therefore, having parking on both sides of the street is critical to developing this property. Both LGC and Civilis recommended inclusion of parking on both sides of the street.

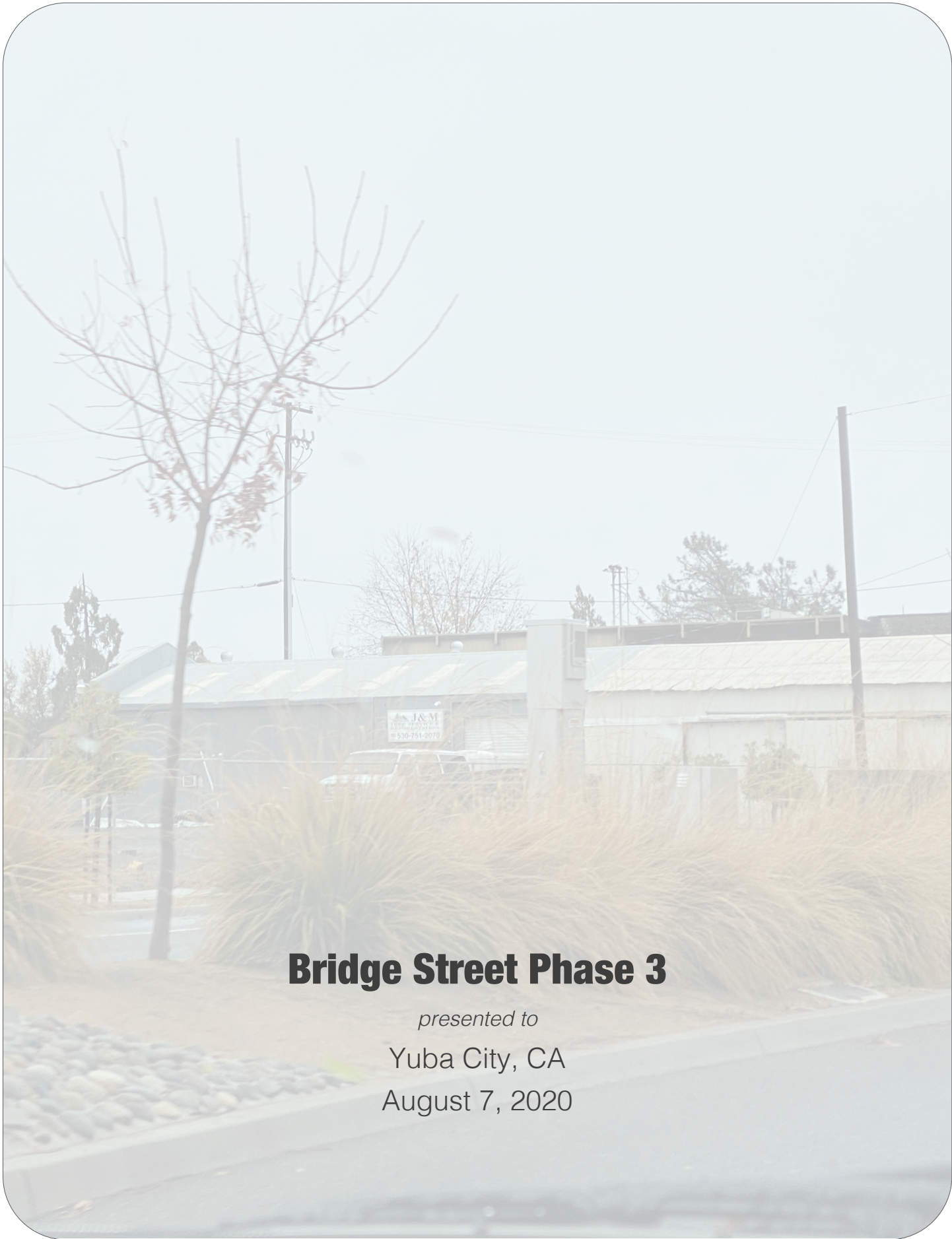
MID-BLOCK CROSSING

When constructing medians, plan ahead for the spots that pedestrians may scoot across the street and have spots of hard scape that can serve as an informal refuge for those crossing on foot mid block.

CONCLUSION

The Phase 3 road improvement project for Bridge St has the opportunity to be a game changer for the residential neighborhood that surrounds Bridge. By thinking about design, traffic speed, commercial uses, and lighting, this project can:

- Provide economic opportunity to Yuba City residents.
- Create a unique and distinct brand for the neighborhood.
- Offer new amenities that could be a draw to the district.
- Create an environment that stresses safety and multi-modality.
- Prevent the road-widening from creating a “pass through” place.



Bridge Street Phase 3

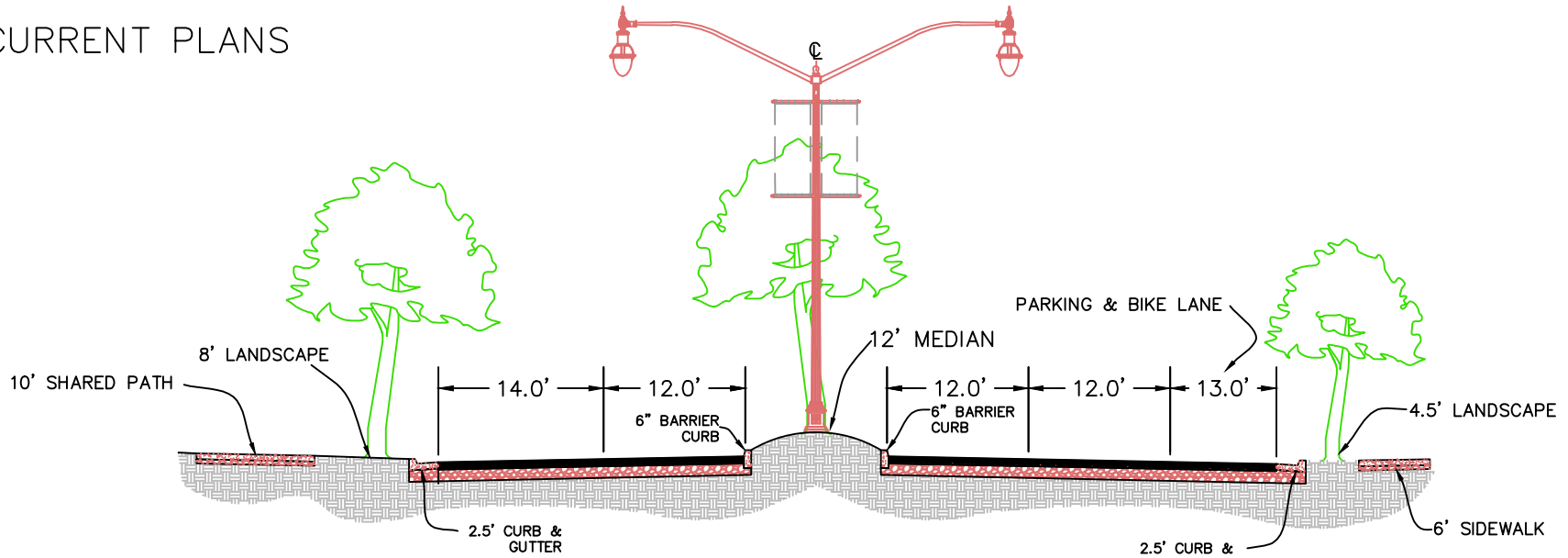
presented to

Yuba City, CA

August 7, 2020

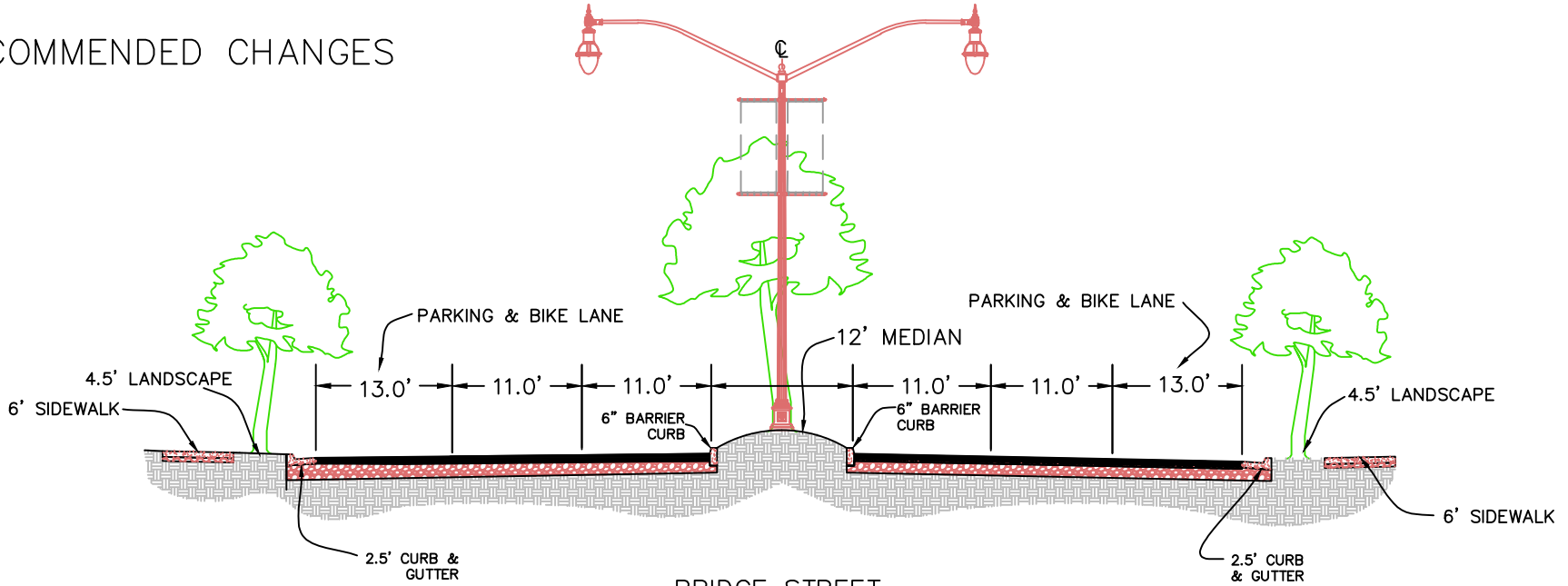
ATTACHMENT 2

CURRENT PLANS



BRIDGE STREET
LOOKING EAST
BROWN TO COOPER

RECOMMENDED CHANGES



BRIDGE STREET
LOOKING EAST
BROWN TO COOPER