

Draft Downtown Concept for Main Street

Town Council September 1, 2010

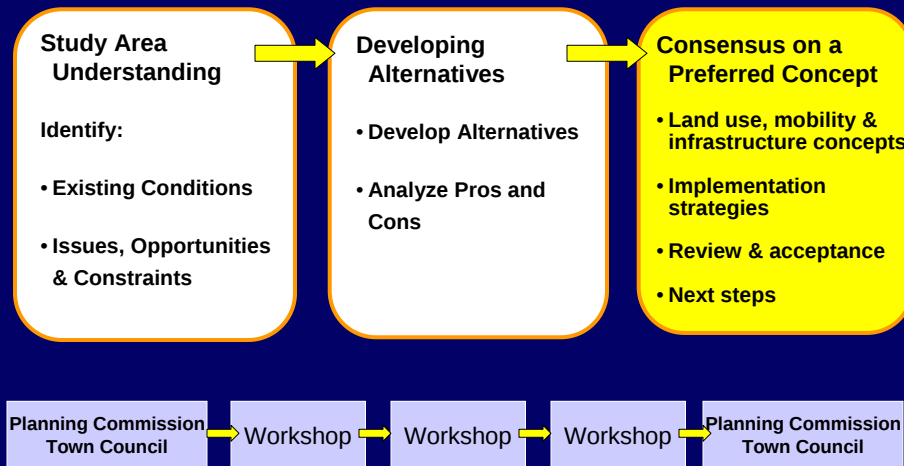


What Is the Downtown Concept for Main Street?

A COMMUNITY-DRIVEN planning study that is a well-defined starting point for additional analysis to test and refine the Preferred Concept and recommendations

- Not a “PLAN”
- Additional analysis to be completed
 - Traffic modeling
 - PAOT/PIEC
- Refine Concept and recommendations
- CEQA
- Zoning Code Update (“codified”)

How the NDP Process Worked



3

Meetings/Workshops Held

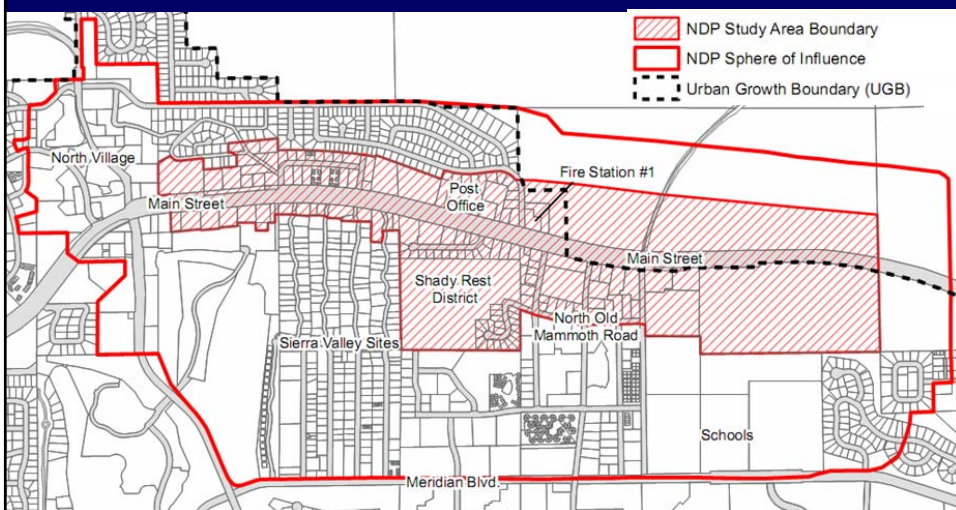
- 5 Focus Group meetings
- 3 Community workshops
- 2 Open houses
- Numerous on-going agency partner (e.g. Caltrans, USFS, MCWD, MLFPD, MUSD, etc) and stakeholder meetings
- T&R, Mobility, and Public Art Commission review and comment
- Planning Commission review, comment, and recommendation to Town Council for acceptance

4

Framework Overview



Framework: Approved Boundaries



6

Existing Conditions Analysis: Key Issues

- Lack of sense of arrival at the town entry.
- Incoherent visual character, with a “hodge-podge” of uses, building types, and development styles.
- Lack of suitable gathering places for activities and special events.
- Poor connectivity and challenging pedestrian environment. High vehicle speeds, peak traffic volumes, and width of Main Street make pedestrians feel unsafe.
- Existing surface parking is inefficient, unattractive, and is not the best use of land.

7

Existing Conditions Analysis: Key Issues

- Poor visibility for local businesses due to berming of snow along Main Street.
- Lack of a strong streetscape because buildings are set far back from the street and behind surface parking.
- The need to create additional visitor opportunities to stabilize and diversify the economy mid-week and at shoulder seasons.



Alternative Concepts



Hart/Howerton Concept



Alternatives Concept Summary

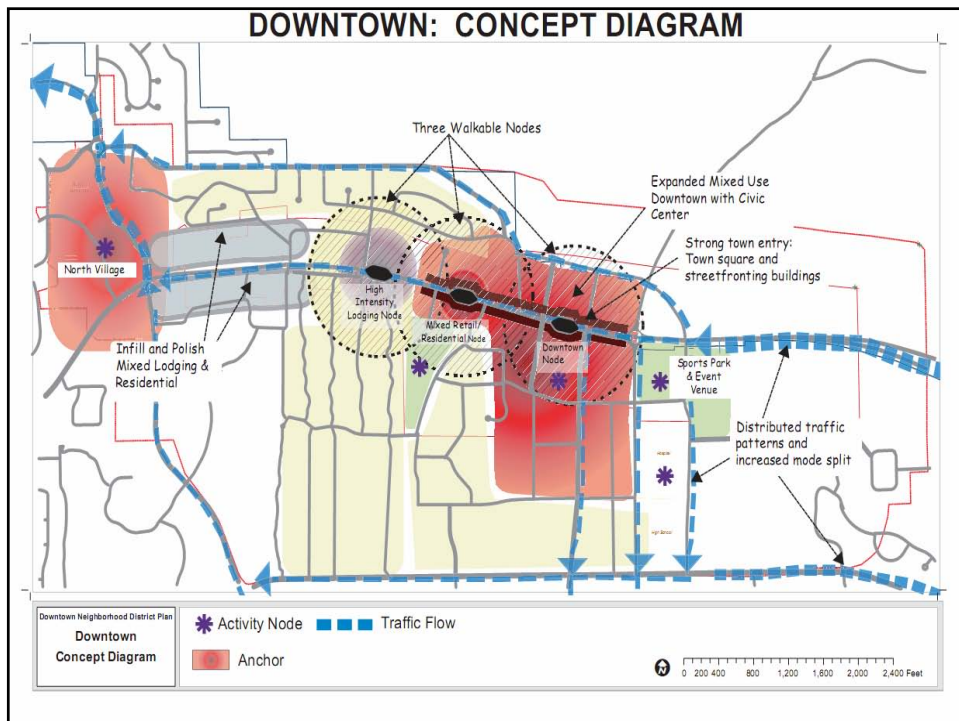
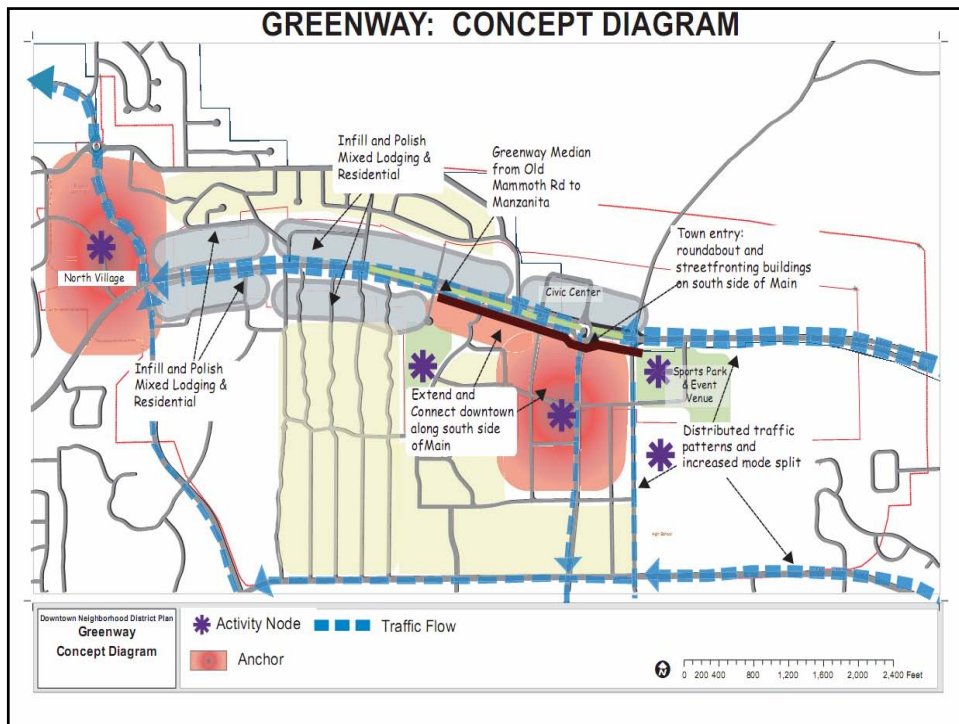
- **Polished Plan** – focused, incremental changes to improve aesthetics and functionality
- **Linked Anchors/Median and Roundabouts** – N. Village and Town Center provide anchoring hubs, median and roundabouts on Main Street/SR 203
- **Linked Anchors/Greenway** – N. Village and Town Center provide anchoring hubs, central greenway in median
- **Walkable Nodes** – Land use intensity in concentrated, pedestrian-oriented nodes along Main Street; new roads spread traffic; increase trips captured to transit (bus and gondola)
- **Gondola Options** – Three concepts of extending gondolas through town; 7, 9, and 10 station concepts

11

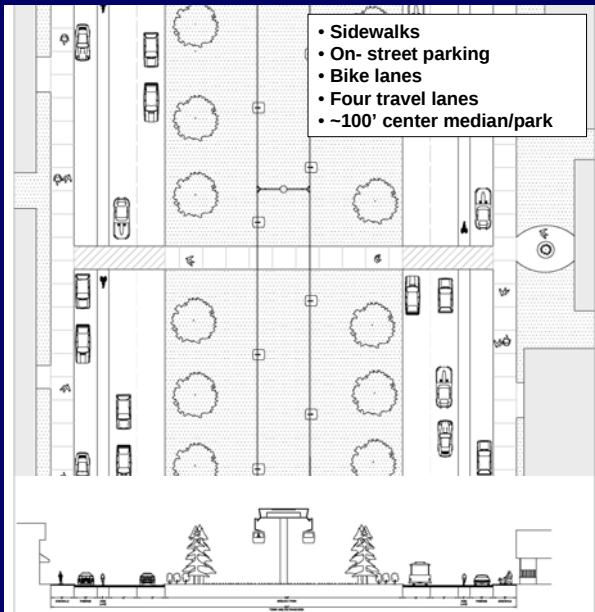
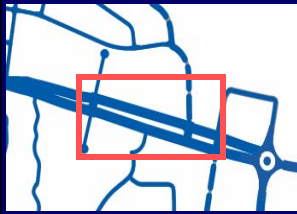
Refined Alternatives

- **Greenway** – Main Street is an attractive, functional, and efficient east-west corridor, including a central greenway extending from OMR to Manzanita, linking well defined anchors at the North Village and Town Center
- **Downtown** – Main Street is defined by a series of strong, well integrated and walkable nodes that unify and connect its north and south sides, providing a traditional “main street” character with street-fronting buildings, supported by a greater mode split and improved traffic management to a more efficient and connected street grid

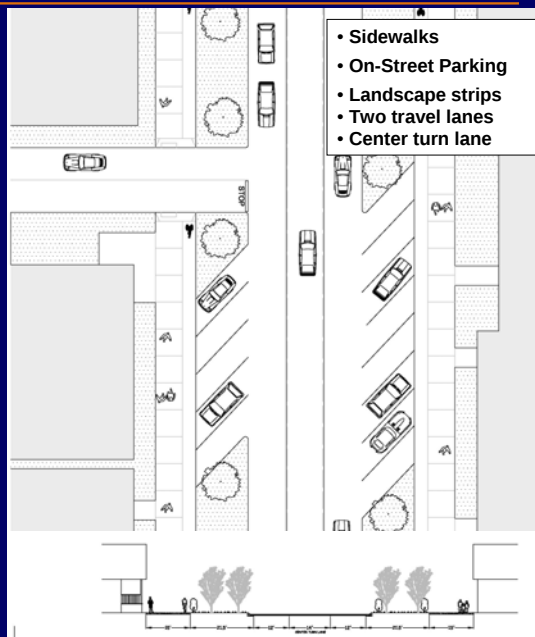
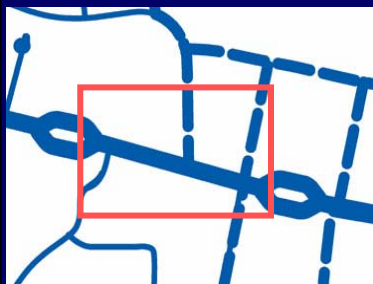
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Greenway: Street Sections



Downtown: Street-front Retail Section

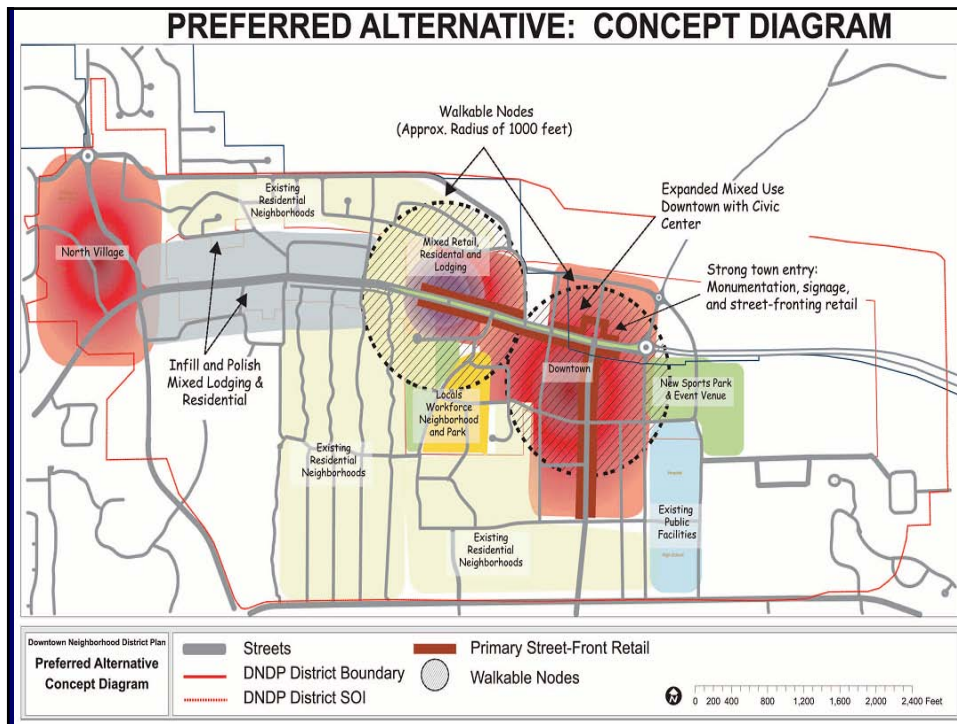


Preferred Concept / Recommendations



Preferred Concept

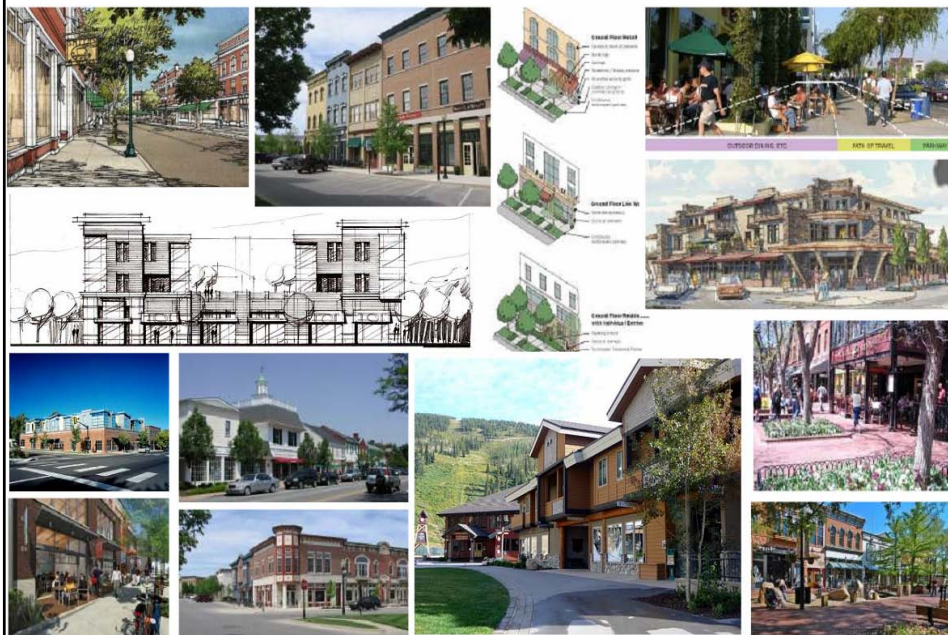
- A substantial **center median** provides an area for public art and streetscape features that add aesthetic appeal.
- The existing discontinuous **frontage roads are removed**, and **on-street parking, sidewalks and bike lanes** are accommodated within a narrowed right-of-way.
- **Buildings are oriented to the street** with sidewalks and public paths connecting the east end of Main Street to the Village.



Preferred Concept

- A thriving mixed use, walkable, and connected downtown focused around the east end of Main Street and North Old Mammoth Road is created.
- Ongoing infill and improvements to vacant and underutilized properties on Main Street west of Manzanita Road.
- Parking is strategically located in public and private parking lots and structures, and on-street.

Downtown Core – Mixed Use, Street Front Retail, and Pedestrian Friendly



PREFERRED ALTERNATIVE: RETAIL STREETS

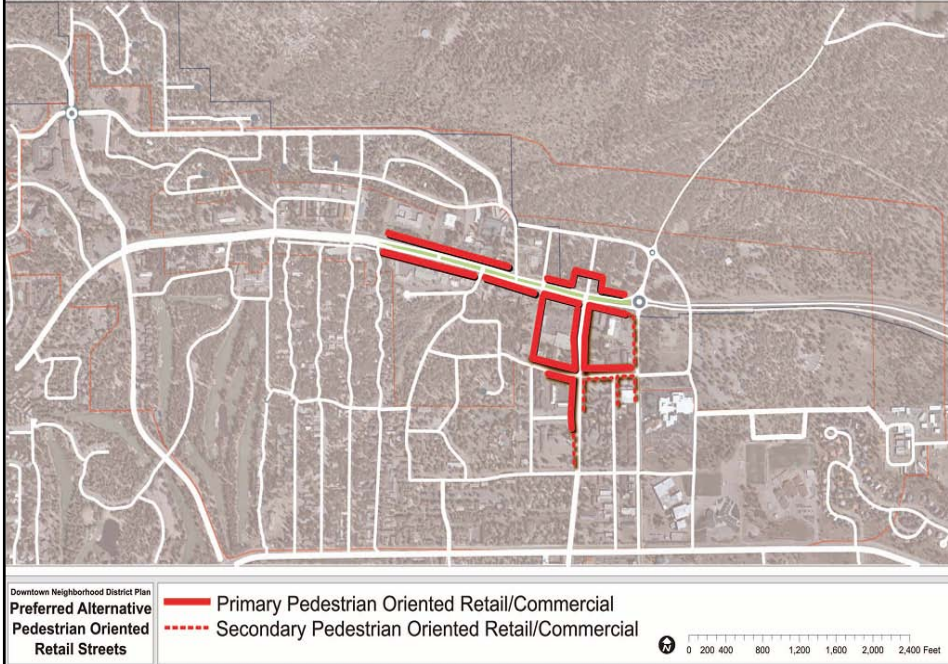
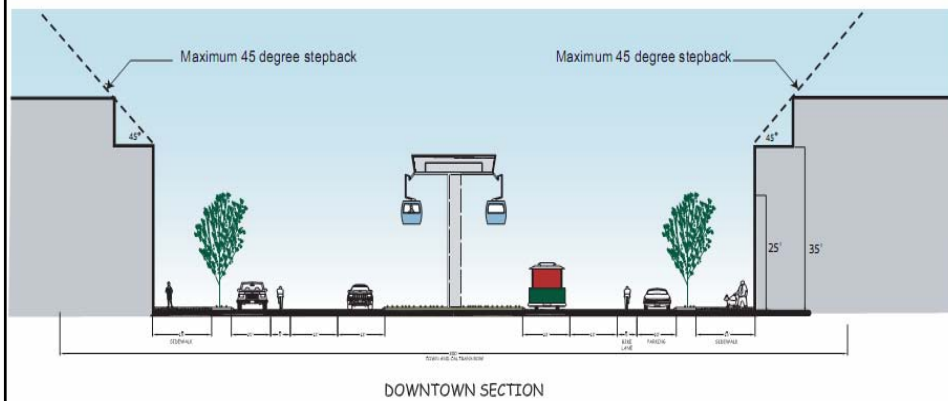
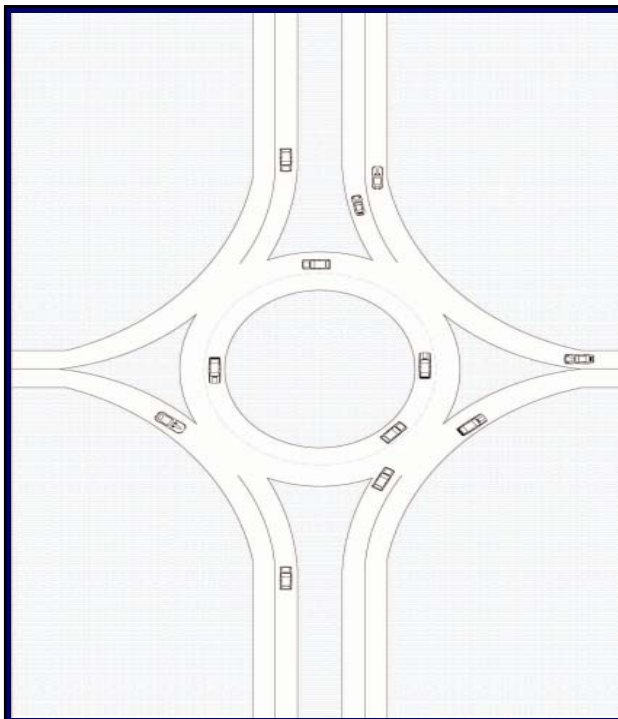


Figure 5-24

MAIN STREET CROSS SECTION AND BUILDING HEIGHTS

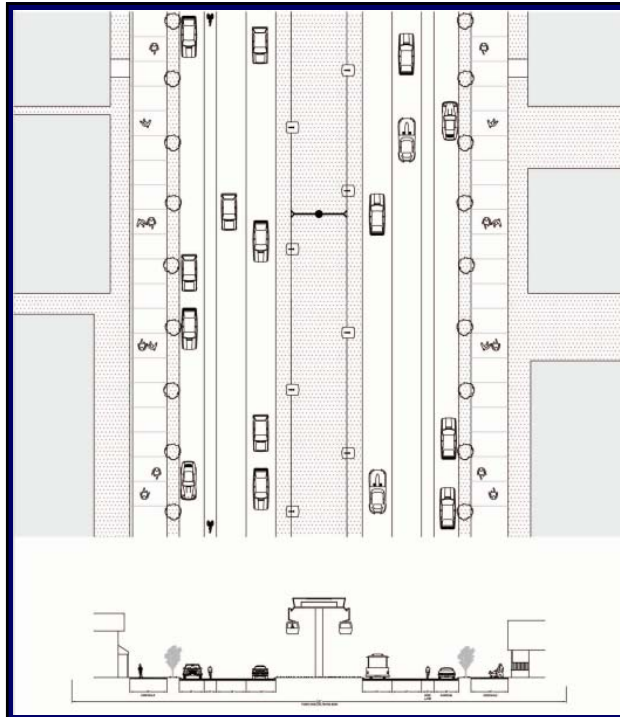


23



Typical Main
Street Section:
East of Old
Mammoth Road

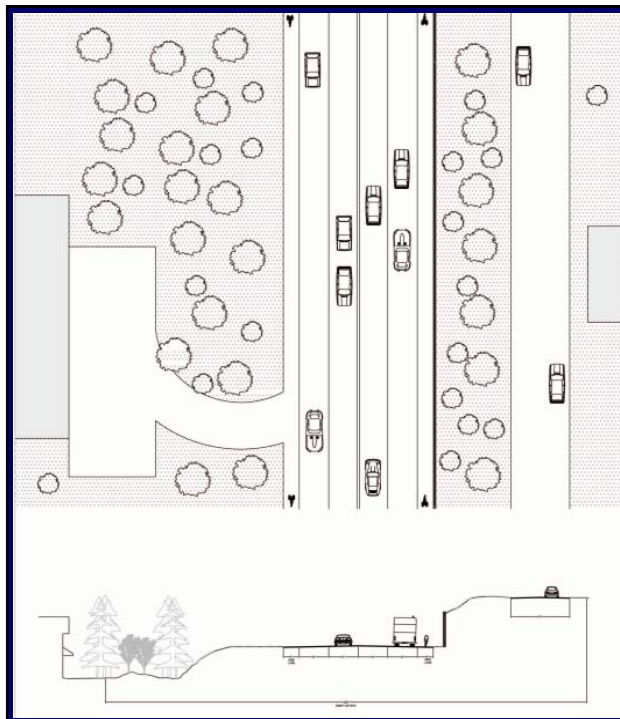
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Typical Main Street Section: Downtown

- Sidewalks
- On-street parking
- Bike lanes
- Four travel lanes
- Center median/park
- Landscaping

25



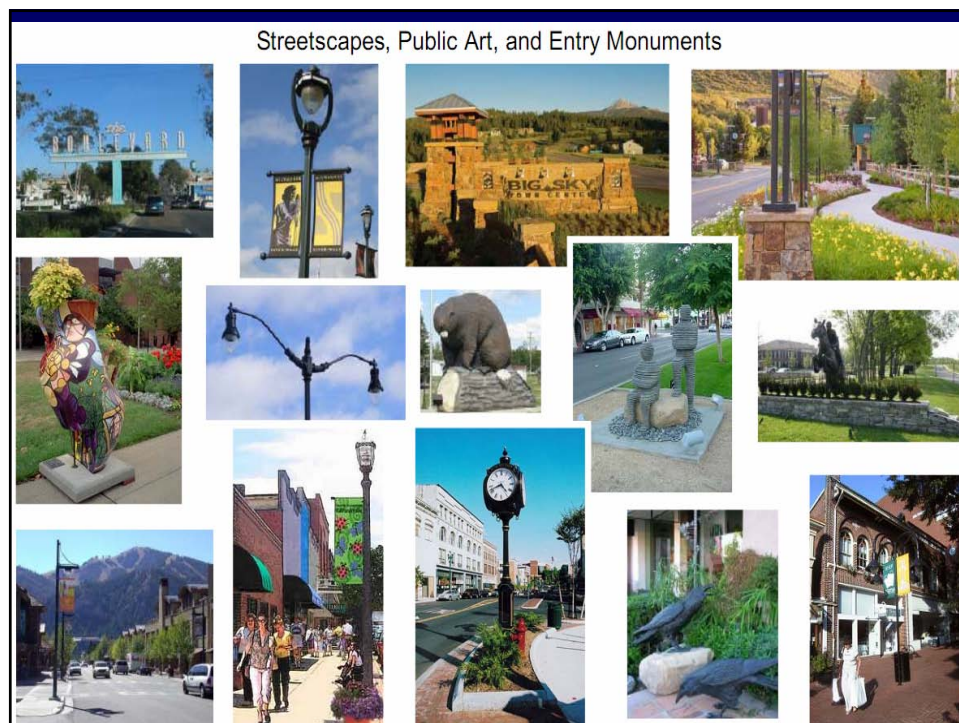
Typical Main Street Section: West Manzanita

26

Preferred Concept

- A **distinctive gateway entry** to town frames the transition along Main Street from forested to the urbanized area.
- Potential **new roundabouts** at Main Street/SR 203 and Meridian, Main Street and Sierra Park Road and on Sawmill Cutoff Road improve traffic flow.
- **Complete streets.**
- Transportation system enhancements including **additional road network connections** and an emphasis on **alternate transportation modes** efficiently manage vehicles and transit. Improved wayfinding and signage are key.

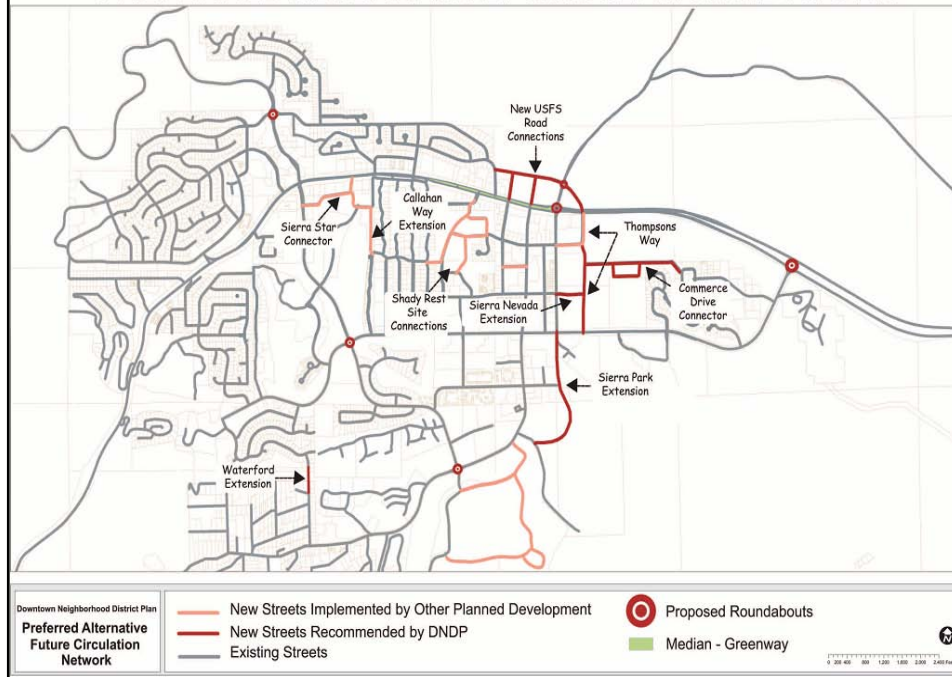
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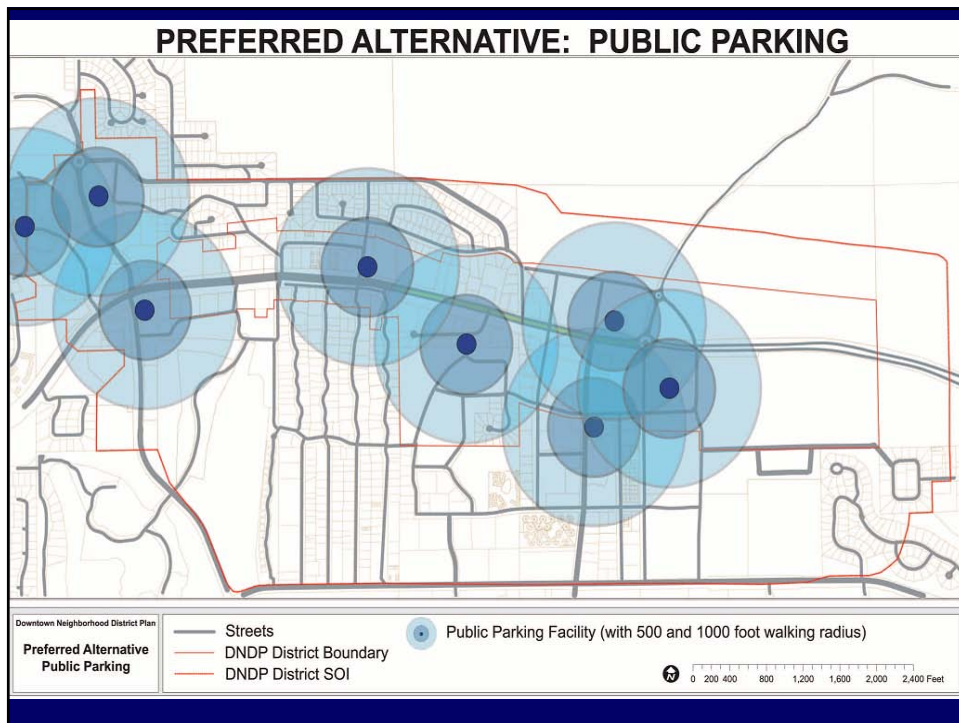
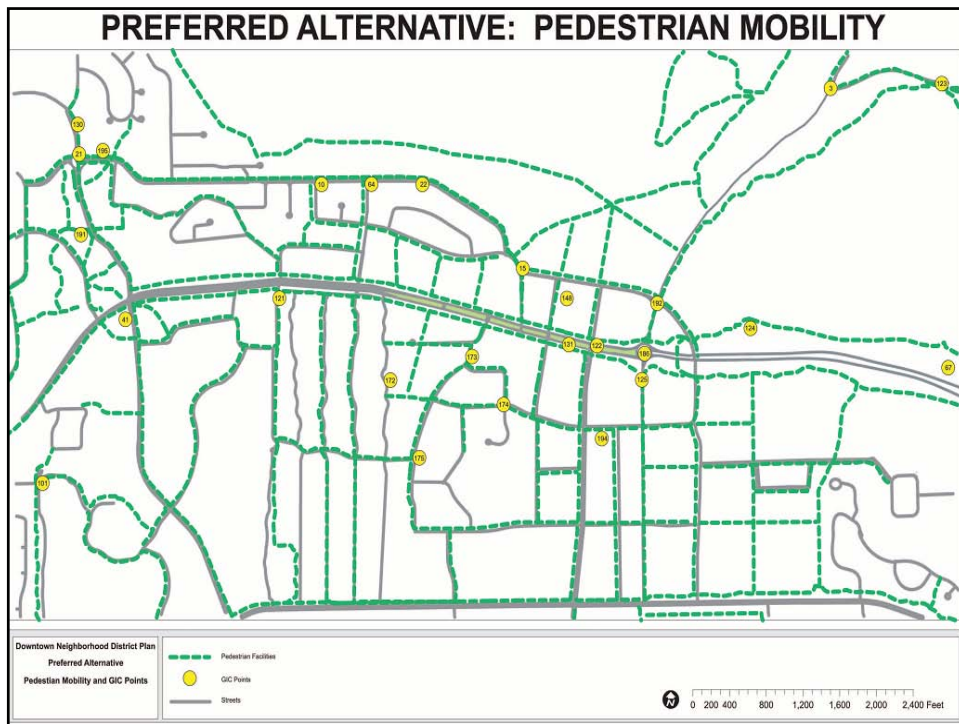


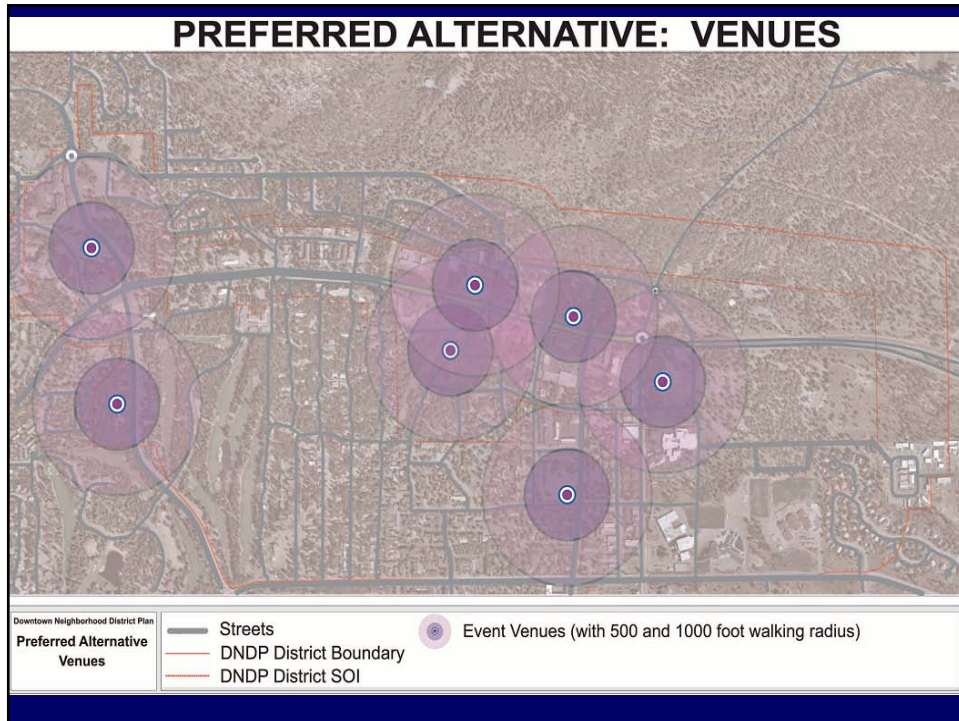
Medians, Roundabouts, and Plazas



PREFERRED ALTERNATIVE: CIRCULATION NETWORK





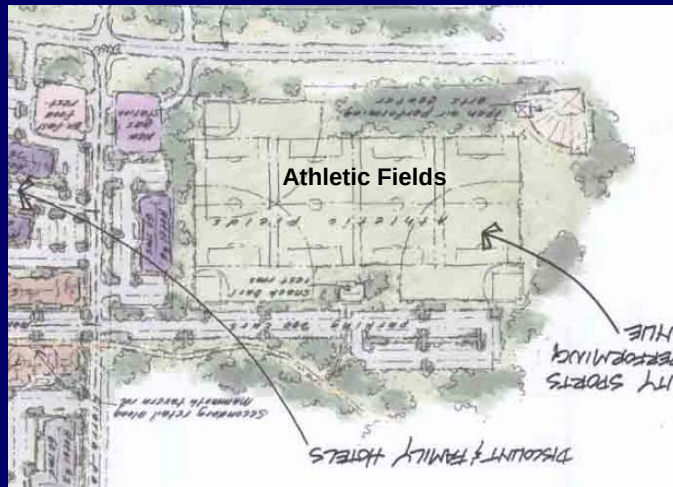


Civic Center Concept



- Civic / government uses
- Public open space
- Employee housing

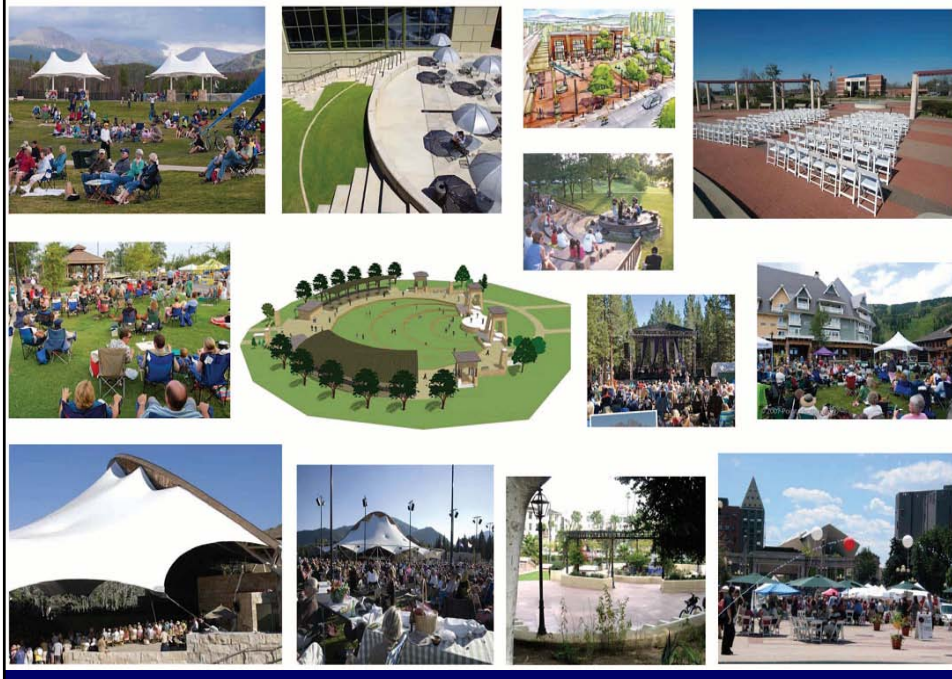
Sports Park/Event Venue Concept



- Civic / government uses
- Recreational open space
- Event venue

35

Public Event Spaces



Build Momentum: Short Term Actions

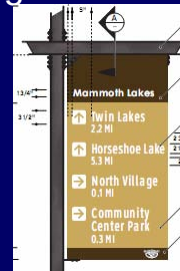
Action items that can be implemented in the near-term, to build early momentum for a revitalized Main Street:

- Implement pilot projects, including temporary conversion of selected frontage road segments into attractive pedestrian walkabout and gathering spaces.
- Install a message/gateway marker.
- Establish a design palette and install street furniture.
- Encourage aesthetic upgrades through simple improvements.

39

Build Momentum: Short Term Actions

- Build on the wayfinding and directional sign system.
- Implement a focused public art plan.
- Upgrade transit stops and shelters.
- Alternative snow removal/management programs.
- Partner with agencies and other to achieve positive short term improvements.
- Develop incentives for commercial property enhancements.



40