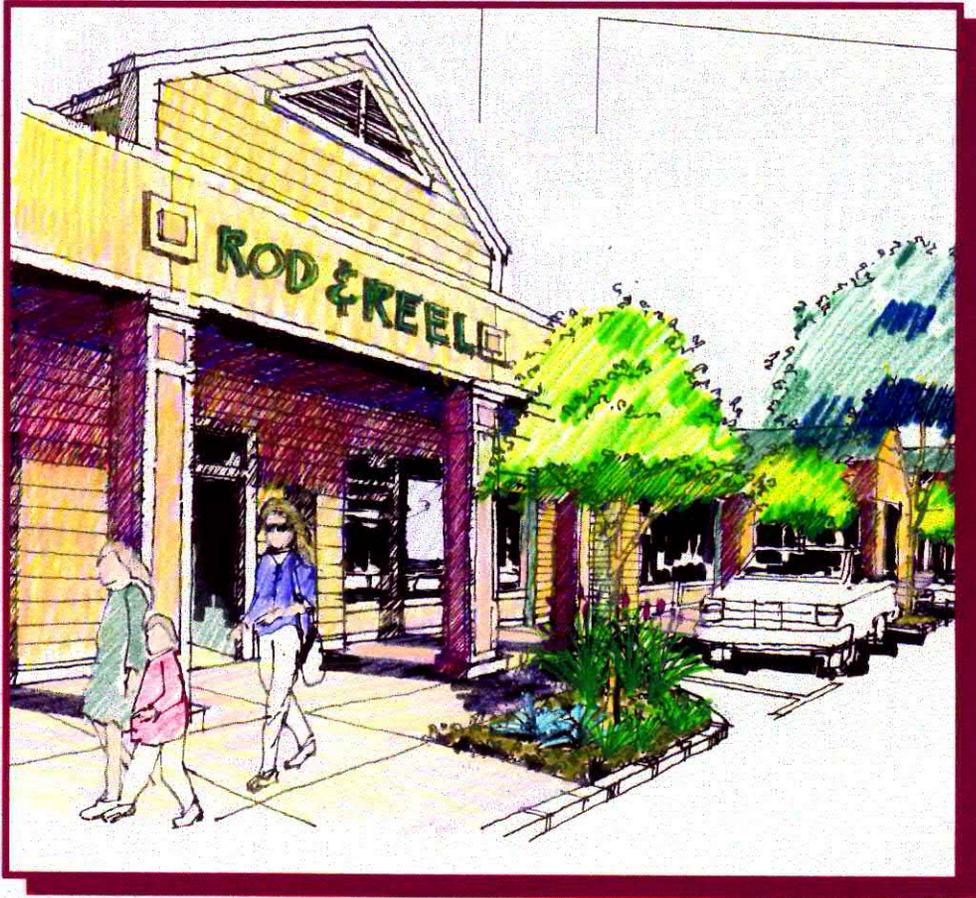


CENTRAL BUSINESS DISTRICT

CONCEPTUAL PLAN AND IMPLEMENTATION STRATEGY



PREPARED FOR:
THE CITY OF SHASTA LAKE

PREPARED WITH FUNDING FROM:
STATE OF CALIFORNIA
COMMUNITY DEVELOPMENT BLOCK GRANT
PLANNING AND TECHNICAL ASSISTANCE FUNDS
(CONTRACT NUMBER: 96-EDBG-424)

PREPARED BY:



SDA
Landscape Architecture
Site Planning
Environmental Design

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I. CITY OF SHASTA LAKE CENTRAL BUSINESS DISTRICT PLAN EXECUTIVE SUMMARY

The Conceptual Plan and Implementation Strategy prepared by the consultant team of Omni-Means, Ltd., Diaz Associates and Steven Dailey and Associates identifies specific goals and strategies to effect beneficial change for the physical and economic environment of the Shasta Dam Boulevard Area. These goals and strategies were developed through a series of eight community workshops and public hearings conducted by the Shasta Lake Area Merchants Association, Redevelopment Agency Citizens Advisory Committee, Planning Commission, and the City Council. The study established a Conceptual Plan and strategy which seeks:

1. To provide a comprehensive planning framework for future improvement and development of the Shasta Dam Boulevard Corridor.
2. To preserve and enhance the quality of small community life.
3. To provide for a balanced mix of activities in close proximity to each other which accommodate a variety of compatible commercial land uses.
4. To establish functional, safe and secure traffic circulation patterns for Shasta Dam Boulevard and secondary street networks.
5. To minimize the negative impacts of the automobile and create a humanly scaled environment that is safe and secure for the pedestrian.
6. To capitalize on the recreation and tourism market potentials of Shasta Dam and the surrounding area.

7. To provide a “civic center” or “town square” to function as the City’s primary public community space.
8. To maintain and where necessary, enhance the natural landscape.

After review and analysis, a Conceptual Plan was developed which embodies the above goals and strategies. In developing the Plan, existing land use, traffic circulation, parking, urban structure, visual, existing architecture, and infrastructure were analyzed. The result was a concept that advances a Shasta Dam Boulevard Corridor Plan.

The Corridor Plan provides for the restructuring of Shasta Dam Boulevard to balance vehicular traffic and public transportation with pedestrian movement and bicycle traffic. The Plan also provides for the beautification of the Boulevard with shade trees, sidewalks, crosswalks and center median plantings of small flowering trees with ground cover. The Plan links the proposed Village Commercial, City Center, and Highway Commercial Districts that provides a land use approach that guides and encourages development in an orderly and beneficial fashion. Concentrating related retailers in specialized districts provides convenience to the consumer while promoting shared-customer draw to the retailer. It enables the automobile to provide convenience when needed but restricts automobile traffic in zones where its impact is undesirable

The Village Commercial District proposes the rehabilitation of existing structures and in-fill with new structures to create a small retail center for three blocks. The district would concentrate small and mid-size retailers at the west end of Shasta Dam Boulevard. New buildings would be constructed at the right-of-way edge on both sides of the street. Sidewalk, parking, landscaping, plazas and travel lane configurations are proposed to encourage pedestrian oriented commercial “village.”

The Civic or City Center, strives to concentrate municipal and other social services within this area, and provides for the potential expansion of City offices in a municipal complex south of the Boulevard. This urban space becomes the activity hub for the community. A large "Civic Center Plaza" which becomes the "heart" or center of the City is proposed. The space would provide for an open-air elevated pavilion, fountains, lawn areas, and civic oriented structures such as a performing arts center, youth center, library or daycare facilities with attendant parking. The City of Shasta Lake would now have a sizeable urban space to accommodate public/community functions.

The Highway Commercial District, close to Interstate 5 would attract auto-oriented land uses, i.e., fast food service, automotive services, retail outlets, and large consumer-goods retailers. This district is available for auto-oriented users who service the local market, i.e., video rental, hardware, building supply, home furnishings, appliances, office supply, sporting goods, etc.

A series of "Implementation Strategies" were also developed to assist in the development of the Plan. Some of the strategies advanced include: the preparation of a market absorption study; undertaking of general plan, redevelopment plan and zoning amendments; preparation of development standards and design guidelines; development of a

capital improvement program; preparation of a coordinated parking management and construction program; identification of parcels for acquisition; development of transit improvements; preparation of a design manual for rehabilitation and conversion of existing structures; coordination with Caltrans to implement improvements; coordination with the business community; and, evaluation and actively seeking funding sources. The strategies propose programs to be evaluated, and if appropriate, approved to implement the goals advanced by the Conceptual Plan. It should be noted that as strategies are evaluated, additional strategies would more than likely be identified. The implementation strategy is a dynamic process subject to further refinement. Care must be taken so that the Plan does not limit creativity, but instead serves to stimulate the creative process.

The Conceptual Plan and Implementation Strategy seeks to create an orderly and beneficial compact or cohesive structure along Shasta Dam Boulevard. The structure promotes land use and circulation efficiency, pedestrian movement, and an urban "liveliness" at a human scale. This produces an environment that is a pleasure to experience - a delight to work, play and live within. Restoring the human appeal to the urban environment is key to revitalizing commerce and creating economic stability which will sustain the City of Shasta Lake into the 21st century.

II. INTRODUCTION

The true potential for re-vitalizing our communities must come from an understanding of planning as a tool - a tool capable of re-shaping the physical and economic environment to create livable and enduring towns and cities.

Planning is important because it can be used as a powerful tool to enhance or depreciate the quality of human interaction in a developed environment. In urban or semi-urban settings where human activity is diverse and concentrated, planning efforts are necessary to periodically re-evaluate the cityscape, insuring that it accommodates human needs and values. In a small community, such as the City of Shasta Lake, diversity, pedestrian scale, public space and the structure of linked neighborhoods and districts, which serve the whole, should define the urban quality of the community.

Planning is a tool that can be utilized for beneficial change. Any form of a community plan, such as this *Conceptual Plan and Implementation Strategy*, however, is only an instrument for recording the values and vision of a community at a given point in time. This *Conceptual Plan and Implementation Strategy* which has emerged from a public planning study effort reflects the current values and vision of its participants, however, it is the on-going commitment of the local citizenry that determines just how much vision the City of Shasta Lake will collectively realize.

III. PLANNING AND DESIGN GOALS

The *Conceptual Plan and Implementation Strategy* identifies specific goals and strategies to effect beneficial change to the physical and economic environment of the Shasta Dam Boulevard *Study Area*. This *Plan* will establish a plan and strategy which seeks:

1. To provide a comprehensive planning framework for future improvement and development of the Shasta Dam Boulevard Corridor.
2. To preserve and enhance the quality of small community life.
3. To provide for a balanced mix of activities in close proximity to each other which accommodate a variety of compatible commercial land uses.
4. To establish functional, safe and secure traffic circulation patterns for Shasta Dam Boulevard and secondary street networks.
5. To minimize the negative impacts of the automobile and create a humanly scaled environment that is safe and secure for the pedestrian.
6. To capitalize on the recreation and tourism market potentials of Shasta Dam and the surrounding area.
7. To provide a "civic center" or "town square" to function as the City's primary public community space.
8. To maintain and where necessary, enhance the natural landscape.

IV. INVENTORY AND ANALYSIS

The consultant team conducted an on-site inventory and analysis of the physical properties of the *Study Area*. This data collection effort included:

1. Existing Land Use inventory,
2. Traffic Circulation Analysis
3. Parking Analysis,
4. Urban Structure Analysis,
5. Visual Analysis,
6. Existing Architecture Photo Survey, and
7. Public Infrastructure Inventory.

1. Existing Land Use Inventory

Within the *Study Area*, land usage was mapped for five zoning districts affecting several blocks along Shasta Dam Boulevard

(Boulevard): Planned Development (PD), Community Commercial (C-2), Commercial-Light Industrial (C-M), Public Facilities (PF); Multiple-Family Residential (R-3); and Single-Family Residential. (R-1). Figure 1 illustrates a predominance of commercial zoning adjacent to Interstate 5 and then along either side of Shasta Dam Boulevard beginning at Washington Avenue and extending westerly to the Union Pacific Railroad tunnel. Commercial zone districts increase to a depth of two city blocks south of the Boulevard from Deer Creek Road to Cabello Avenue. The majority of Public Facilities (PF) are centrally located north of the Boulevard between Hardenbrook Avenue and Grand River Avenue. Residential zones are not adjacent to the Boulevard except for several blocks of Multiple-Family Residential (R-3) east of Mussel Shoals Avenue. A single block of Planned Development Commercial (PD) exists between Locust Avenue and Montana Avenue and Locust Avenue.

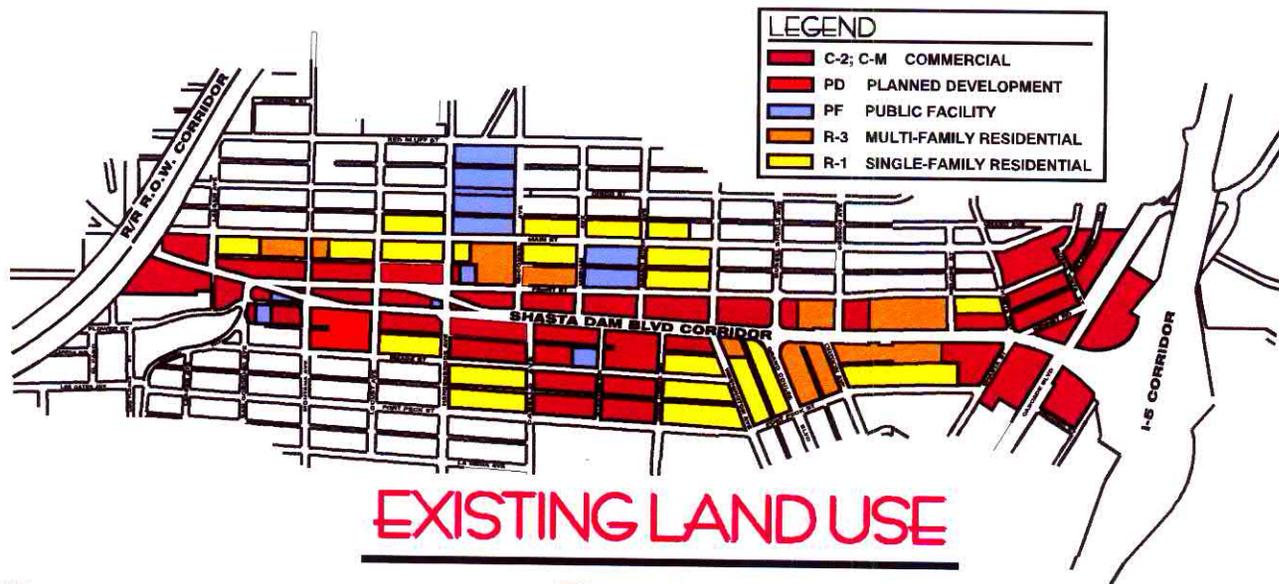


Figure 1

2. Traffic Circulation Analysis

In the eastern portion of the City, Interstate 5 is the primary vehicular corridor running in a north/south direction to provide regional and interstate linkages. Shasta Dam Boulevard is the principal arterial running in an east/west direction through the City serving as a link between Interstate 5 and Lake Boulevard and Shasta Dam, further to the west. However, the local and regional significance of the Boulevard, as a traffic carrying arterial, may be reduced with the construction of the Pine Grove Avenue extension which is parallel to and south, about one mile, of Shasta Dam Boulevard.

Minor arterials connecting to the Boulevard include Ashby Road, Montana Avenue, Hardenbrook Avenue and Grand Coulee Boulevard serving areas to the south. Montana Avenue, Hardenbrook Avenue and Mussel Shoals Avenue serve lands to the north. Shasta Dam Boulevard is a four-lane collector from Interstate 5 to Hardenbrook Avenue where the roadway splits and becomes a one-way couplet to Ashby Road. This creates identifiable intersection conflicts for northern and southern traffic movements on Ashby Road, Locust Avenue and Hardenbrook Avenue at their intersections with Shasta Dam Boulevard. **Figure 2** illustrates the circulation pattern within the Study Area.

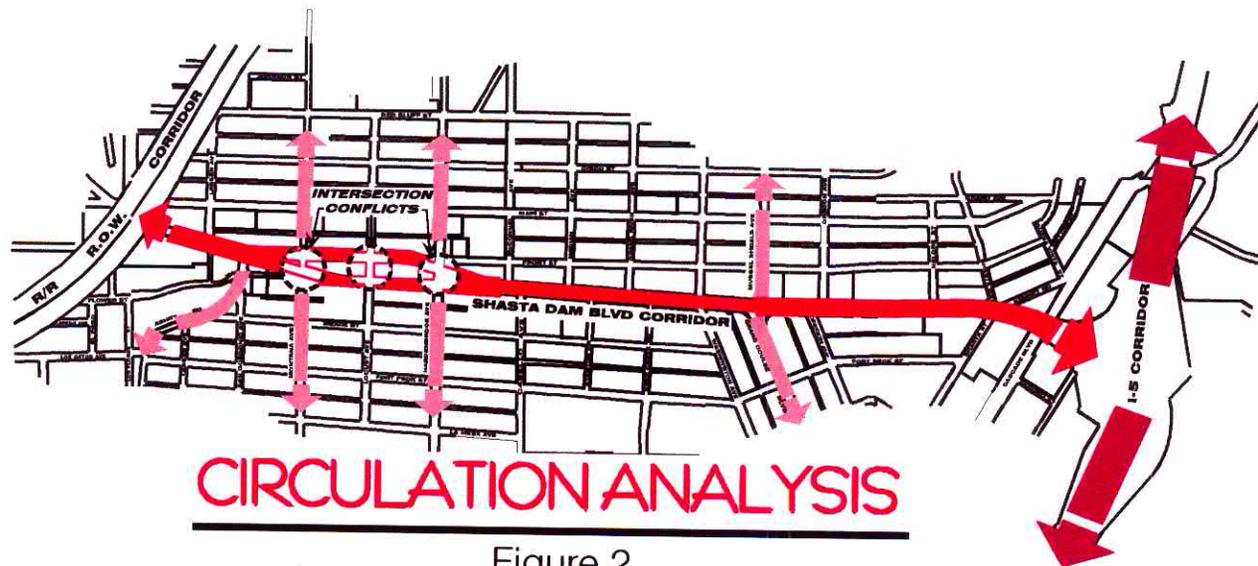


Figure 2

3. Parking Analysis

On-street parking in the *Study Area* is provided adjacent to, or in close proximity to the particular land use served, or small single purpose off-street facilities are provided for the respective business or residence. By and large parking is not a significant problem. Two notable exceptions are the City Hall and the Senior and Community Center areas, when special events, public meetings or City meetings are being held. Enhanced retail and or public activity centers will require that a coordinated parking management and construction program be initiated.

4. Urban Structure Analysis

The *Urban Structure Analysis Map (Figure 3)* attempts to analyze the existing fabric of the developed or “built” environment. Existing structures, open space, and vacant land were mapped. Structures were classified according to use as being civic, municipal, commercial, or residential structures. Radius indicators of one-quarter mile and one-half mile identify distances related to pedestrian movement. A one quarter mile radius represents a five minute walk and a one-half mile radius indicates a 10 minute walk from the Senior and Community Center and the adjacent Claire Engle Park identified by the public at the first workshop as being the center, or “heart” of the City.

A planning methodology is used to define activity areas and classifying them as **Neighborhoods**, **Districts** and **Corridors**. These areas identify component parts of the *Study Area*.

Neighborhoods are identifiable areas with a center and an edge with an optimal distance of one-quarter mile from center to edge. Neighborhoods structure building sites within a network of interconnecting streets with a mix of residential, retail, office, schools, churches and recreation land uses. Finally, neighborhoods give priority to public space and the appropriate location of civic uses.

The area that was identified by residents at the first workshop as being the “heart of the City” is classified as the *Neighborhood Zone*, which exhibits all of the classic characteristics of such a designation.

Districts are urbanized areas that are “functionally specialized.” Two districts exist within the Central Business District. The first is the *Highway Commercial District*, whose “function” is specialized highway commercial uses. The second is the *Village Commercial District*, a retail zone whose “function” is specialized to address local and tourist commercial uses.

Corridors function as linkages and separators of neighborhoods and districts. Two *Transition Corridors* have been identified within the structure of the *City of Shasta Lake Central Business District*.

The first corridor links and separates the *Highway Commercial District* from the central *Neighborhood District*. The second corridor links and separates the *Village Commercial District* from a prominent physical edge of the *Central Business District* at the Union Pacific Railroad tunnel.

The planning methodology used for identifying Neighborhoods, Districts and Corridors assists to establish a framework for developing concepts which respect and strengthen the relationships between various components of the community fabric.

5. Visual Analysis

A visual photographic survey of the *Central Business District* was compiled and mapped to identify prominent physical and spatial qualities. Five major visual points are identified on the map. A “Gateway” visual focus exists at Shasta Way as the observer enters the Shasta Dam Boulevard corridor traveling west from Interstate 5. This point becomes visually significant due to the curvature of the Boulevard creating a strong entry identification focus on axis with the

roadway. A vacant parcel exists at this point and should be considered for a "Community Identification" graphic. Two vantage points exist at either ends of the Boulevard which are elevated and provide the observer commanding views of the Boulevard and its periphery. A fourth visual focus point exists along the Boulevard at Hardenbrook Avenue where the Boulevard splits into a one-way couplet. A fifth visual focus potentially exists perpendicular to the Boulevard looking north toward Claire Engle Park and the Senior and Community Center.

6. Existing Architecture

The architecture in the *Study Area* is collectively nondescript, but does contain numerous individual structures with special characteristics. Various wood structures, both natural and painted, are evident. Stucco buildings are interspersed among the wood structures. Many of the commercial buildings provide porticos or overhangs that protect users from sun and rain. Almost all of the existing buildings within the *Study Area* are small, single-story and "humanly scaled." Many of the older structures within the *Study Area* reflect a quality of impermanence, in both materials and construction quality.

V. CONCEPT ALTERNATIVES

Based on input from the public workshops and the *Program Goals and Inventory and Analysis* data, two alternative concepts plans were developed, each proposing a different design strategy for the alignment of Shasta Dam Boulevard. Both concepts propose the creation of a *Civic Center* block to be implemented through closure of Front Street from Grand River Avenue to Median Avenue. This permits the enlargement of the block and establishment of a relationship with Shasta Dam Boulevard. Both concepts propose the conversion of the one-way couplet along Shasta Dam Boulevard into a two-way road in the northern right-of-way. The southern right of way becomes a pedestrian-oriented *Village Commercial District*.

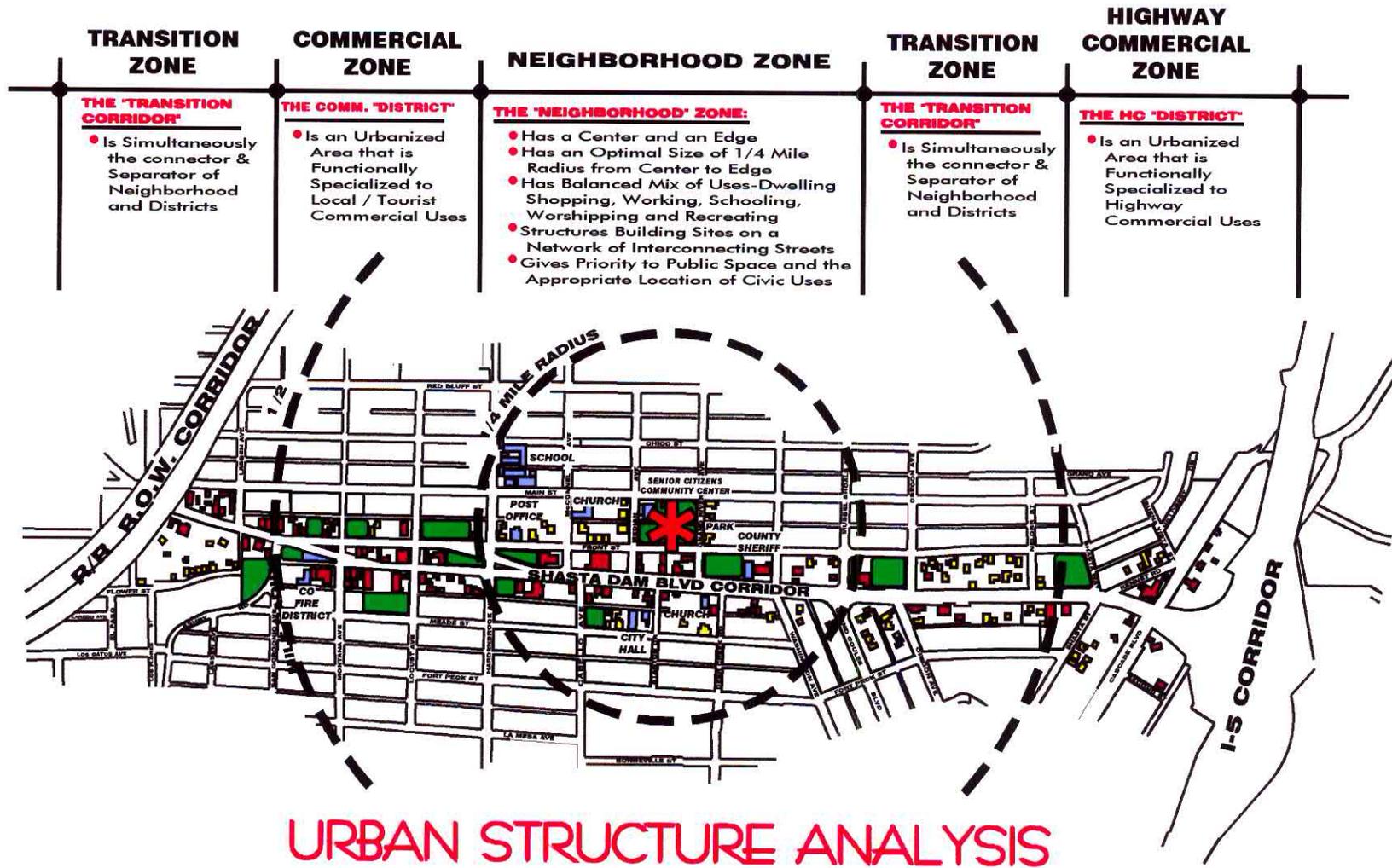


Figure 3

1. Concept Alternative A

This concept (Figure 4) proposes the elimination of the one-way couplet along Shasta Dam Boulevard. The concept depicts the Boulevard alignment from Hardenbrook Avenue to the Union Pacific Railroad tunnel as a two-way thoroughfare. This allows the southern portion of the couplet to function as a minor two way arterial with the potential to be developed as a pedestrian oriented street within the *Village Commercial District*. Retail in-fill could then occur on both sides of the street with a specific right-of-way setback. Parallel parking could be accommodated within the right-of-way. In addition, the cross streets of Montana Avenue and Locust Avenue might be utilized to accommodate on-street parking within the block south of

the Boulevard. Parking lots could also be created on nearby adjacent parcels.

Shasta Dam Boulevard from Washington Avenue to Cabello Avenue would have median planter strips with accommodations for right and left hand turn lanes.

Front Street would be closed from Grand River Avenue to Median Avenue to create a *Civic Center* block from Main Street to the Boulevard. This block would function as the City's primary "central park," or "town center" visible from the Boulevard.

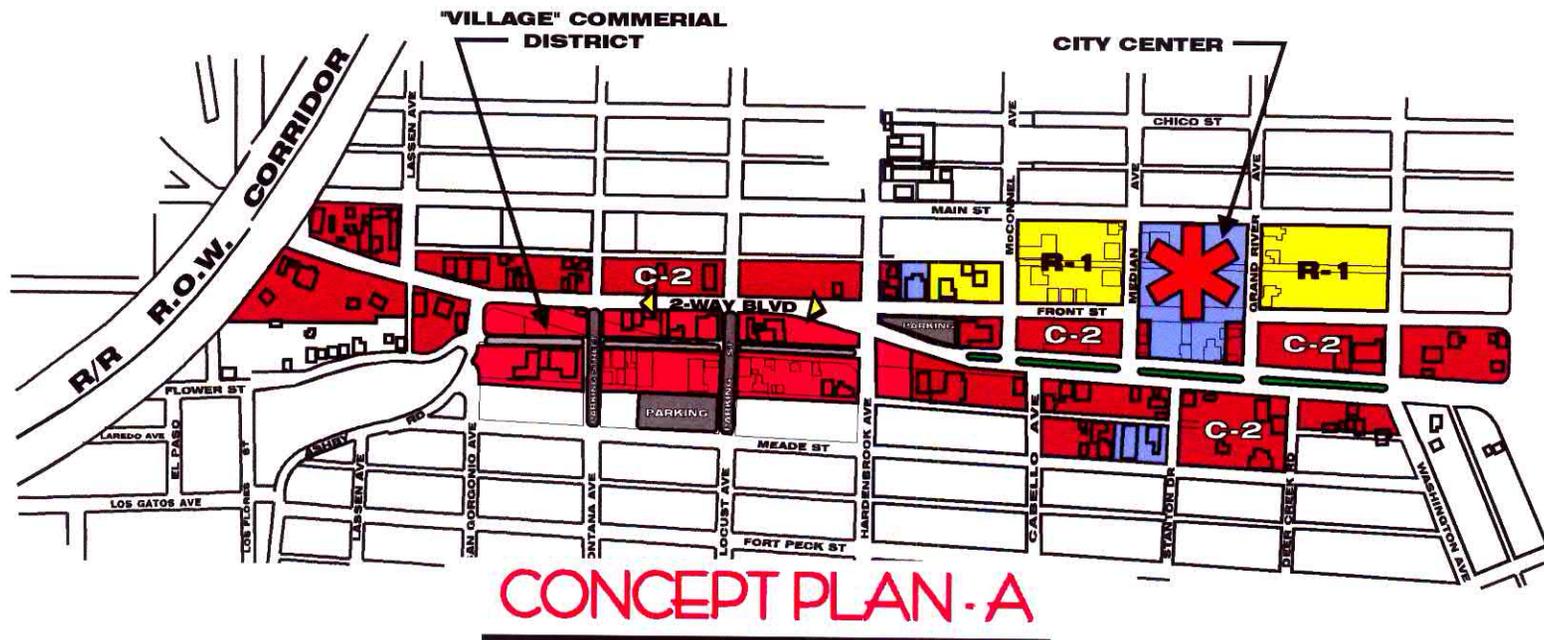


Figure 4

2. Concept Alternative B

This concept (Figure 5) also proposes the elimination of the one-way couplet along Shasta Dam Boulevard. The concept depicts the Boulevard alignment from Median Avenue through the Sentry Market site to the Union Pacific Railroad tunnel as a two-way thoroughfare. This again allows the southern portion of the couplet to function as a minor two-way arterial with the potential to be developed as a pedestrian oriented street within a *Village Commercial District* that strongly links it to the center of the City, the *Neighborhood Zone*. Retail in-fill could then occur on both sides of the street with a defined right-of-way setback. Parallel parking could be accommodated within the right-of-way. In addition, the cross streets of Montana Avenue, Locust Avenue and Cabello Avenue could be utilized for on-street parking within the block south of the Boulevard. Parking lots could also be created on nearby adjacent parcels.

Shasta Dam Boulevard from Washington Avenue to Cabello Avenue would be designed with median planter strips with accommodations for right and left hand turn lanes.

Front Street would be closed from Grand River Avenue to Median Avenue to create a *City Center* block from Main Street to the Boulevard. This block would function as the City's primary "central park," or "town center visible from the Boulevard.

3. Preferred Alternative Concept

In the second community workshop, *Concept Alternative A* was identified as the preferred alternative concept. The *Final Conceptual Plan* was developed based on the strategies identified for *Concept Alternative A*.

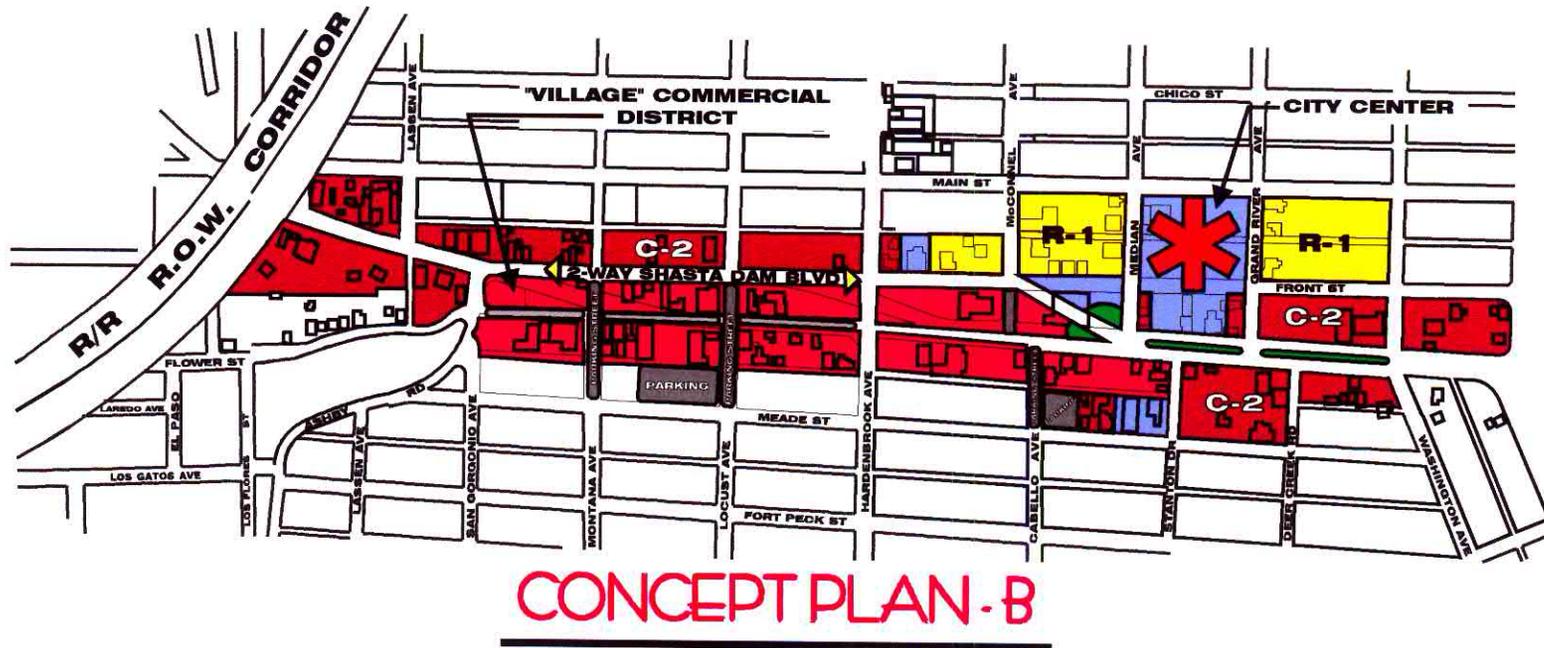


Figure 5

VI. CONCEPTUAL PLAN

1. City Center Concept Plan

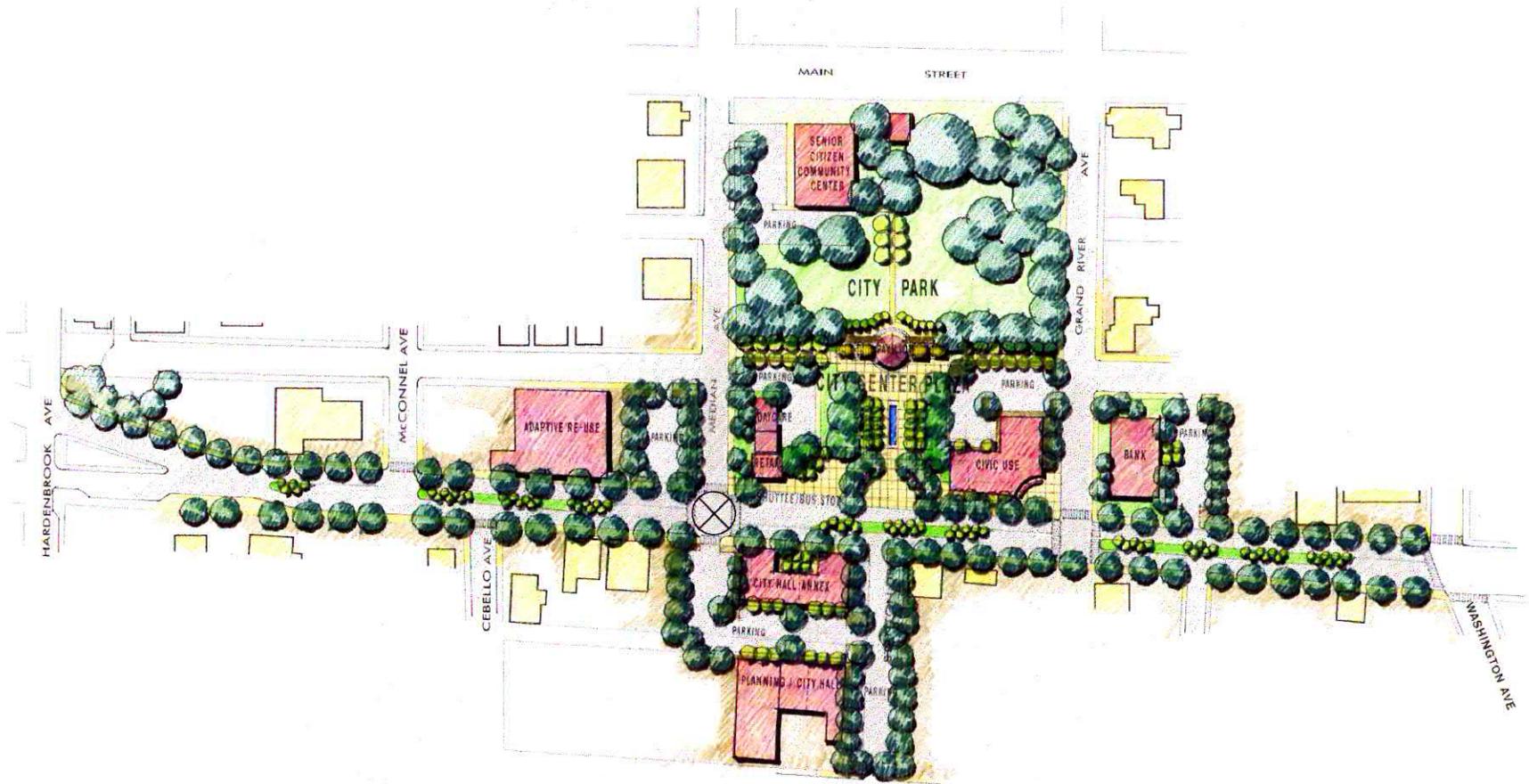
The *Final Conceptual Plan* identified as a new City Center District (**Figure 6**) which proposes a new channelization scheme for Shasta Dam Boulevard from Washington Avenue to Ashby Road (**Figure 7**). The Boulevard corridor from Washington Avenue to Cabello Avenue proposes an 80-foot right of way width, with two 21-foot wide travel lanes with a 15-foot wide median with a turn lane in the center of the road alignment. The 21-foot wide lanes will provide for a six-foot wide bike lane in both directions. A four and one-half foot planter strip will separate the curb edge from seven-foot wide sidewalks on both sides of the Boulevard. The width will permit the planting of large, spreading, deciduous shade trees along the sidewalks. The center medians shall be planted with smaller flowering trees and ground cover.

Front Street shall be closed from Grand River Avenue to Median Avenue permitting the extension of Claire Engle Park to the Boulevard. This links existing community services (the Senior

Citizen and Community Center and Claire Engle Park) with the Boulevard and provides space to accommodate a large “*City Center Plaza*” (**Figure 6**) which becomes the “heart” or center of the City. The space should provide for an open-air elevated pavilion, fountains,

lawn areas, and civic oriented structures such as a performing arts center, youth center, library or daycare facilities with attendant parking. The City of Shasta Lake would now have a sizeable urban space to accommodate public/community functions: festivals, celebrations, farmer’s markets, arts and crafts shows, boat and automobile shows, musical performances, fund-raisers, etc. This urban space becomes the activity hub for the community and should be designed accordingly. Parking should be adequate and in close proximity. Public transportation should service the plaza with a shuttle/bus stop for local and regional service with emphasis toward establishment of a shuttle service to Shasta Dam.

The *Boulevard Corridor Concept Plan* also proposes a signalized intersection at Median Avenue that provides entry into the existing City municipal complex and the *Civic Center Plaza*. A City Hall Annex structure is shown along the southern side of the Boulevard north of Median Avenue (**Figure 6**). Along with the existing City Hall, this area will house a true “Civic Center.” Future expansion potential for professional, governmental, City, etc. offices lies within the one-block area south of the Boulevard between Median Avenue and Grand River Avenue and Shasta Dam Boulevard and Meade Street.



CITY CENTER CONCEPT PLAN

KEY:
 FUTURE TRAFFIC SIGNAL

Figure 6

2. Village Commercial District

Between Cabello Avenue and Hardenbrook Avenue, Shasta Dam Boulevard's 80 foot wide right-of-way narrows to a 60 foot width. The *Final Conceptual Plan* proposes to re-channel the Boulevard from Cabello Avenue to Ashby Road to two-way traffic within the confines of the northern 60 foot wide right-of-way (Figure 10) and to create a pedestrian-oriented *Village Commercial District* (Figure 11) oriented toward retail shopping adjacent to the southern 60 foot wide right-of-way. As primary north/south collectors, Hardenbrook

Avenue and Montana Avenue will remain open thoroughfares. Locust Avenue is to be closed from Shasta Dam Boulevard south to the new *Village Commercial District* street. The elimination of the one-way couplet and the closure of Locust Avenue will eliminate three principal intersection conflicts along the Boulevard.

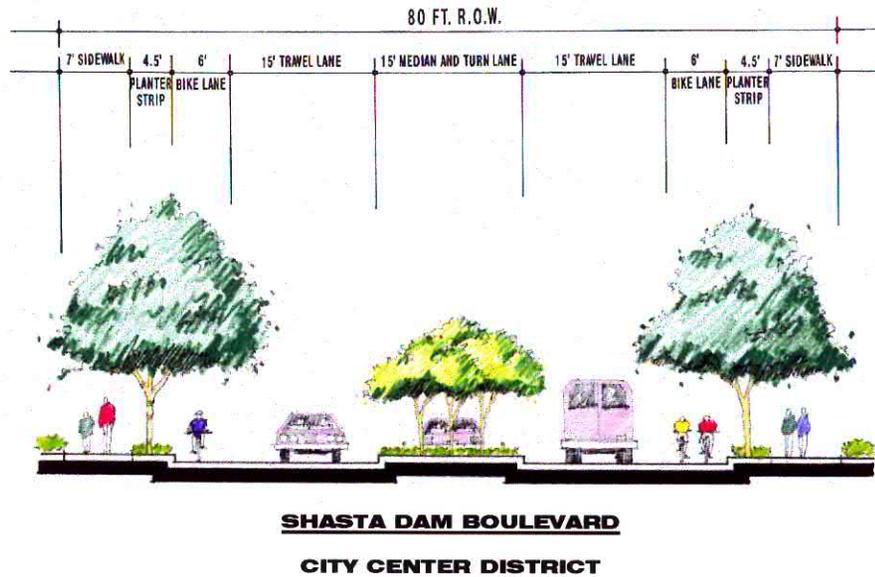


Figure 7

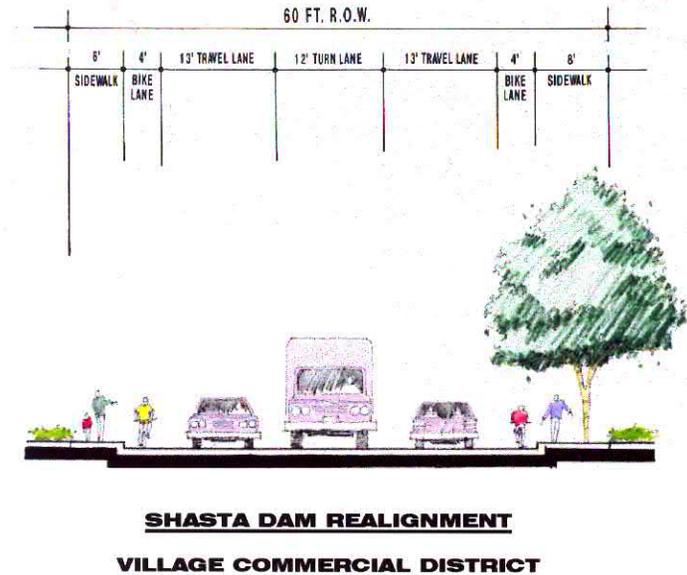
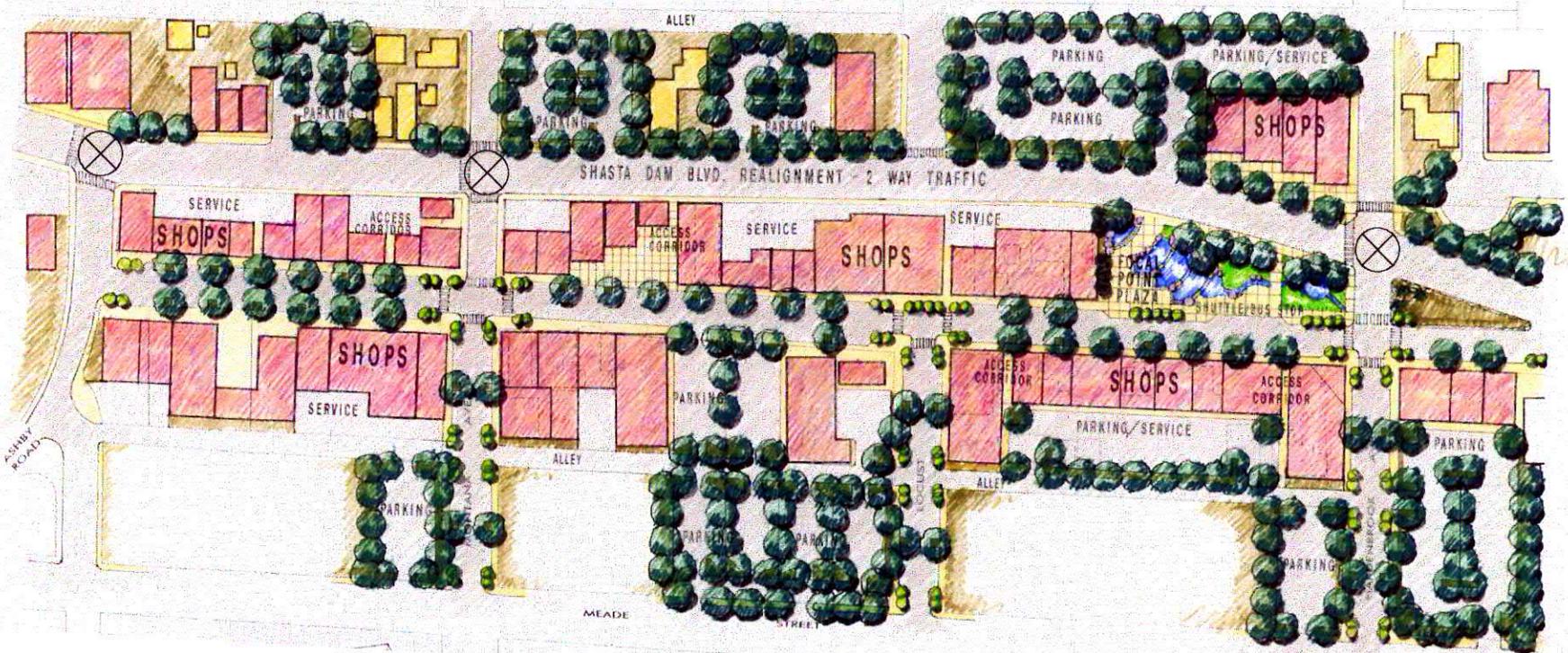


Figure 8



VILLAGE COMMERCIAL DISTRICT

Figure 9

KEY:
 FUTURE TRAFFIC SIGNAL

The *Village Commercial District* proposes the rehabilitation of existing structures and in-fill with new structures to create a small retail center for three blocks from Ashby to Hardenbrook. New buildings should be constructed at the right-of-way edge on both sides of the street (Figure 10). The 60-foot wide right-of-way shall have nine foot wide sidewalks, eight foot wide parallel parking lanes, and two 13 foot wide travel lanes (Figure 11). Street tree planters (eight feet by eight feet square) are to be located every two parking stalls in the eight-foot wide parking lane (Figure 12). Intersections shall have “bulbed” treatments at street corners to minimize pedestrian distances in the crosswalks (Figure 13). “Bulbed” intersections shall be planted with small flowering trees and ground covers. Crosswalks

shall be ten feet wide with two foot wide painted strips denoting the pedestrian lane.

A *Focal Point Plaza* (Figure 14) is proposed for the split of the northern and southern right-of-way that presents an opportunity to create a small urban plaza to anchor the retail area, as well as to provide a focal terminus for the Boulevard at it’s western edge. The plaza should contain a water feature, shade trees, some “hardscape” with benches and other street furnishings, a lawn area and a shuttle/bus stop for local and regional transit and future shuttle service to Shasta Dam.



Figure 10



Figure 11

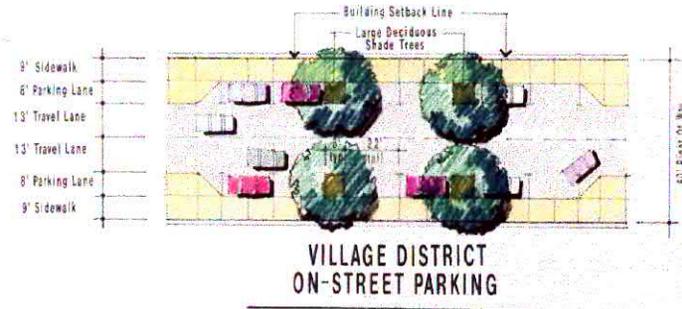


Figure 12

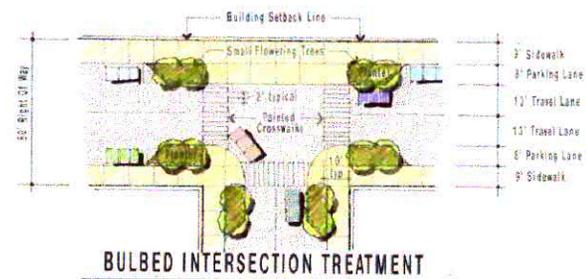
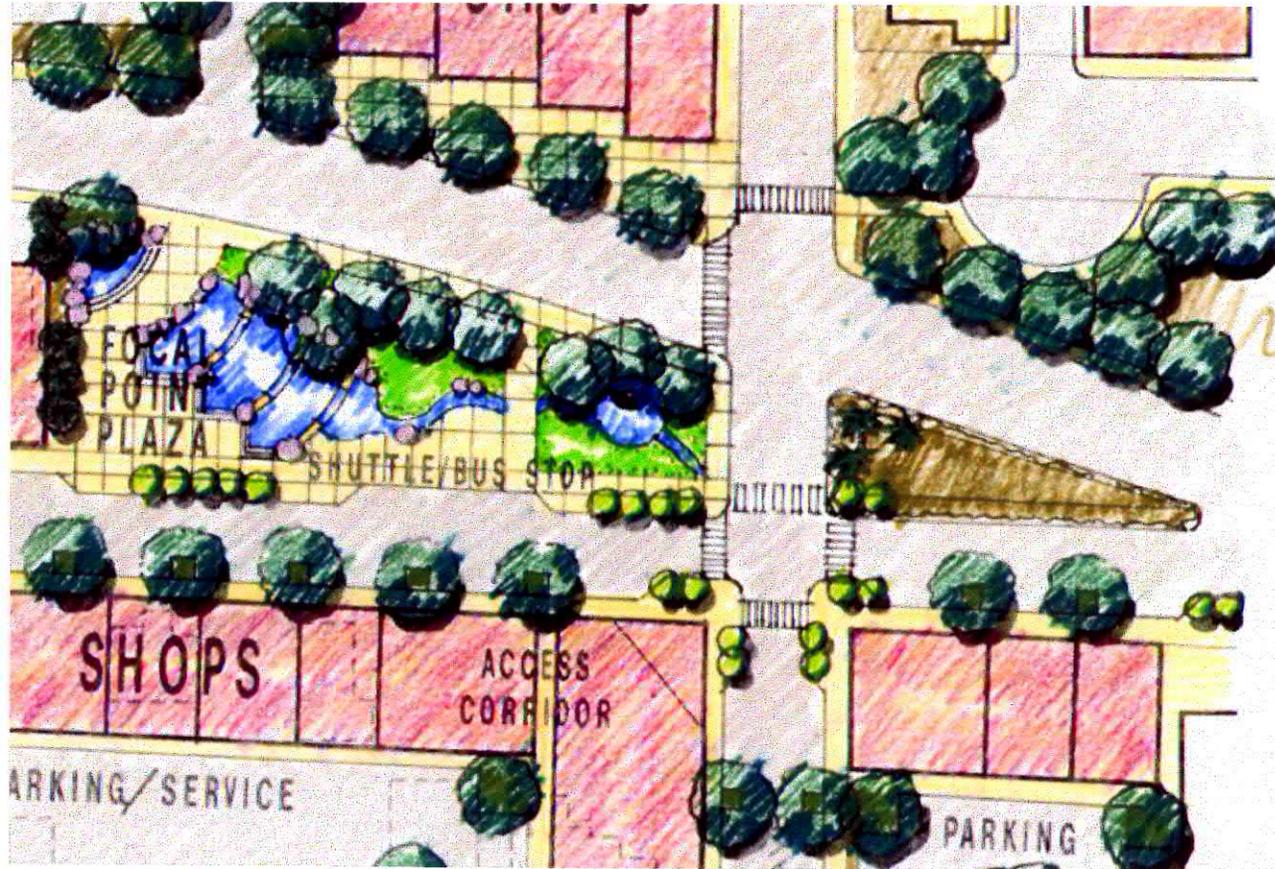


Figure 13



FOCAL POINT PLAZA

Figure 14

3. Traffic and Circulation

During the workshop, concerns were raised regarding what was perceived as one lane of traffic flowing in an east and west direction, particularly in the area of the proposed *Village Commercial District* which is currently the area of the couplet. Of particular concern was how this “one lane” would lead to congestion. Some felt that the proposed road section would serve as a deterrent to attracting tourists in recreational vehicles to the area. A few persons expressed concerns regarding how unsafe it is to cross Shasta Dam Boulevard.

Channelization and Signalization

The ability to develop the *Village Commercial District* is totally dependent on the realignment of the currently eastbound Shasta Dam Boulevard traffic to the north (Front Street). The proposed realignment results in two-way traffic along what is now the westbound traffic way (Front Street). Because the public right-of-way is limited to 60 feet in this area, it is necessary to carefully consider the use of the available right-of-way. There is the obvious need to carry local and through traffic, as well as pedestrian traffic. Bicycle needs must also be considered.

Because of the expected continued (and perhaps increased) use of the roadway by recreational vehicles and delivery trucks, the traffic lanes must be maintained at an adequate width. Standard lane widths for highways and freeways are twelve feet. This width is often varied in urban areas where speeds are slower than freeway and highway conditions. In these areas very low volume turn lanes can be as narrow as ten feet, and eleven foot wide through lanes and turn lanes are common. For example, the lane widths at the Cypress Avenue underpass at the interchange with Interstate 5 in the City of Redding are eleven feet wide. Traffic volumes being carried are approximately 36,000 ADT's with about 3,600 ADT's during peak hours. These narrow lanes can be effective because of the speed of traffic and the width of vehicles. For example, recreational vehicles and trucks are

limited to maximum width of eight-feet and six inches from outside mirror to mirror.

The ability to move the traffic safely and expediently with minimum congestion up and down Shasta Dam Boulevard through the narrower right-of-way areas can be accomplished through channelization of the roadway.

In the *City Center District Area*, the main lane that will carry traffic in an east/west direction will be 15 feet wide, which is more than sufficient to accommodate recreational vehicles and trucks. At certain intersections, the 15 foot wide landscaped median will be channelized to accommodate left hand turn lanes and right turn lanes will be accomplished through channelization stripping. This results in the provision of exclusive lanes for right and left turning traffic at locations of heavier turn activity or, in the case of right turns, where significant pedestrian conflicts are expected. In this way the through lanes are un-impeded by the turning traffic. On-street parking will not be provided to allow traffic to flow easier. In addition, the relatively low cross street traffic demand allows for priority flows along Shasta Dam Boulevard.

In the *Village Commercial District*, there will still be two lanes heading eastward and westward. However, they are going to be split. The northern street (Front Street to be named Shasta Dam Boulevard) will become a two way street with 13 foot wide travel lanes and a 13 foot wide painted median strip to provide turning movements. On-street parking will not be provided so that traffic can move along. The southern street (which is currently Shasta Dam Boulevard and will need to be renamed) will serve the *Village Commercial District*, which is pedestrian, oriented. At the SLAMA luncheon meeting on July 23, some persons were informed that this street was to become a pedestrian walk and that traffic would be prohibited. On the contrary, Figure 13 in the *Plan* (page 14) identifies that there will be two 13

foot wide travel lanes with on-street parking. On this street, traffic will be encouraged to slow down so that the traveler can be “enticed” to park and browse stores and shops.

This approach will prove successful along Shasta Dam Boulevard from Ashby Road through the *Village Commercial District* and the *City Center District* because of the use of turn lanes coupled with traffic signalization at Ashby Road, Hardenbrook Avenue, Montana Avenue and Median Avenue

The proposed *Conceptual Plan* advances concepts that will serve to relieve future congestion problems due to existing lane configurations and lack of signalization that do not provide for future safe and unimpeded traffic flows. The *Plan* will also allow the Shasta Dam traveler to proceed without having to drive through the pedestrian oriented component of the *Village Commercial District*, yet still afford the traveler the opportunity to stop and park in conveniently located designated areas. The traveler can also stop on the way back from the Dam.

Pine Grove Avenue Extension

Another issue, which arose, was with regard to the extension of Pine Grove Avenue. Concerns were raised that the public would want to use Pine Grove Avenue and bypass Shasta Dam Boulevard altogether.

It should be understood that the Pine Grove Avenue extension would serve to connect the industrial areas in the Ashby Road area with Interstate 5. Whereas, local residents will use Pine Grove Avenue when convenient, they will use Shasta Dam Boulevard to do their necessary shopping, unless a major commercial center is developed along the Pine Grove Avenue extension. However, the proposed Gateway Shopping Center will preclude the development of any major shopping areas in the Pine Grove Avenue extension area for many years. Furthermore, Pine Grove Avenue will not be a tourist route, as it neither connects tourist attractions to Interstate 5, nor does it

provide access to tourist oriented facilities. On the contrary, the improvements envisioned for the Shasta Dam Boulevard corridor would provide attractive uses, the kind that would lure the tourist from their car, truck or recreation vehicle. The proposed *Plan* would serve to provide such uses.

There are three locations along Shasta Dam Boulevard that might experience potentially critical traffic operations in the future, and all are within the *Village Commercial District*. The three locations are Ashby Road, Hardenbrook Avenue and Montana Avenue. These locations are expected to be critical because of the narrow right of way width and limited roadway cross section resulting from the realignment of all through traffic to the north leg of the current couplet.

A peak hour intersection capacity analysis was performed for the intersections of Shasta Dam Boulevard at Ashby Road, Montana Avenue, and Hardenbrook Avenue. The results of the analysis are identified in **Table 1**. The capacity worksheets are on file at the City Planning Division.

**TABLE 1
YEAR 2015 PM PEAK HOUR
INTERSECTION LEVEL OF SERVICE CONDITIONS**

Intersection Number	Intersection	LOS	Delay	V/C
1	Shasta Dam Boulevard/Ashby Road	B	12.7	0.65
2	Shasta Dam Boulevard/Montana Avenue	F	3.0	N/A
3	Shasta Dam Boulevard/Hardenbrook Avenue	C	19.2	0.79

OVRFLL = Extreme oversaturated conditions, calculation of delay impractical

The capacity calculations are based on protected left-turn lanes and shared through/right lanes at all intersection approaches, with the exception of Montana Avenue which was assumed as a shared left/through/right single lane approach, and the eastbound Shasta Dam Boulevard approach to the Hardenbrook Avenue intersection which was assumed to include a separate dedicated right-turn lane. The intersections at Ashby Road and Hardenbrook Avenue are assumed to be signalized, and the Montana Avenue intersection controlled with stop signs at both the northbound and southbound Montana Avenue approaches.

As indicated in **Table 1**, acceptable “Level of Service” (LOS) conditions are forecasted for the signalized intersections of Shasta Dam Boulevard with Ashby Road, and Shasta Dam Boulevard with Hardenbrook Avenue. However, the stop sign controlled intersection of Shasta Dam Boulevard and Montana Avenue is projected to operate with LOS F (worst level of traffic congestion) conditions sometime prior to the Year 2015.

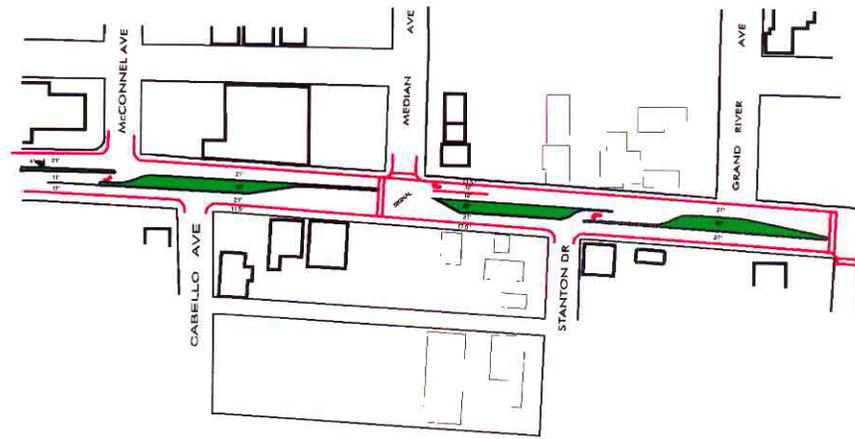
As traffic volumes on Shasta Dam Boulevard increase and approach Year 2015 projections (based on buildout of the *City of Shasta Lake General Plan*), the left-turn movements from Montana Avenue should be restricted. Left-turn movements from Shasta Dam Boulevard onto Montana Avenue could still be allowed and acceptable LOS conditions maintained

Figures 15 and **16** illustrate the schematic channelization for Shasta Dam Boulevard.



SHASTA DAM BLVD.
CHANNELIZATION PLAN
VILLAGE AREA

Figure 15



SHASTA DAM BLVD.
CHANNELIZATION PLAN
PLAZA AREA

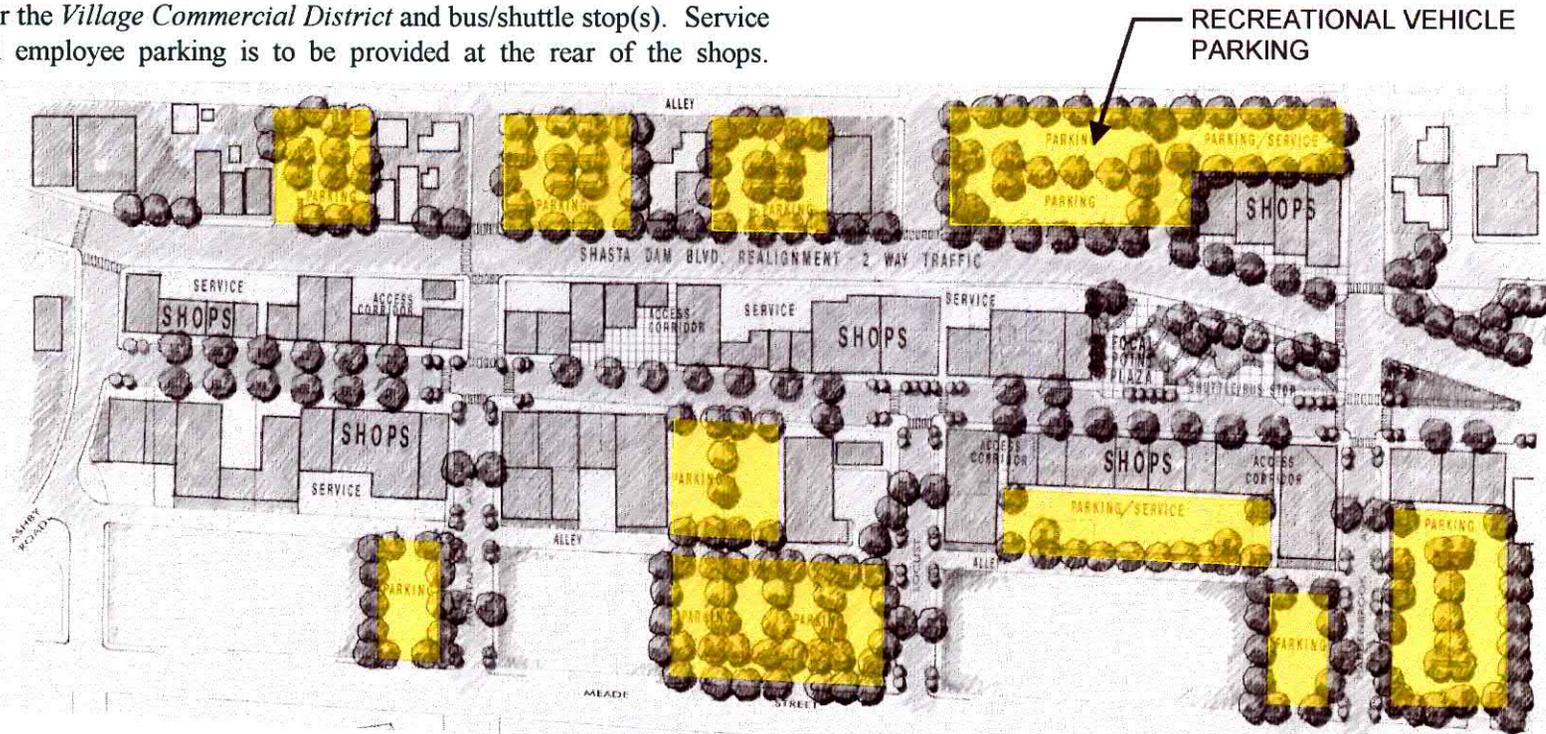
Figure 16

4. Parking

Parking is provided on street, in parallel stalls on the main *Village Commercial District* street and within the right-of-way's of Hardenbrook, Locust and Montana Avenues. Support parking is to be provided on vacant parcels surrounding the *Village Commercial District* area which is accessible via the existing alleys (Figure 17). Parking lots should be designed for automobile parking with a designated recreation vehicle lot located off Shasta Dam Boulevard near the *Village Commercial District* and bus/shuttle stop(s). Service and employee parking is to be provided at the rear of the shops.

Pedestrian access corridors permit foot traffic from parking areas to the commercial shop fronts at various "mid-block" locations.

The *Village Commercial District Conceptual Plan* denotes approximately 168,000 square feet of commercial space with approximately 845 parking spaces for a parking ratio of 5 spaces per 1000 square feet. This is well within acceptable ratios for commercial retail space.



PROPOSED VILLAGE PARKING

Figure 17

5. Concept Plan Proposals

The specific proposals outlined for the *City of Shasta Lake Central Business District Conceptual Plan* are an attempt to provide the City with a variety of options to guide and control both private and public development within the *Central Business District*.

The *Concept Plan* provides for the restructuring of Shasta Dam Boulevard to balance vehicular traffic with pedestrian movement and bicycle traffic. The *Plan* also provides for the beautification of the Boulevard with shade trees, sidewalks, crosswalks and center median plantings of small flowering trees with ground cover.

The *Plan* provides for the creation of a *Civic Center*, an acknowledged physical center of the City. It strives to concentrate municipal and other social services within this area, and provides for the potential expansion of City offices in a municipal complex south of the Boulevard. Preferred land uses within this zone include recreation uses, youth services, performing arts center, city offices, daycare services, financial services, library, medical services, professional offices, etc.

In addition to establishing a *Civic Center* zone that incorporates public open space and community services, the *Plan* establishes a *Village Commercial District* zone that concentrates small and mid-size retailers at the west end of Shasta Dam Boulevard. In conjunction with the highway commercial uses along Interstate 5 and the larger retail uses along the Boulevard east of Washington Avenue, this district provides the City with a variety of options for accommodating prospective development. The *Highway Commercial District*, between the Interstate and Washington Avenue will attract auto-oriented land uses, i.e., fast food service, automotive services, retail outlets, and large consumer-goods retailers. This district is available for auto-oriented users who service the local market, i.e., video rental, hardware, building supply, home furnishings, appliances, office supply, sporting goods, etc. The *Village Commercial District*

should be oriented to local and tourist markets, i.e., apparel stores, cafes, restaurants, jewelry, music/books, antiques, crafts, novelties, specialty shops, etc.

Overall, the *Conceptual Plan* seeks a land use approach that guides and encourages development in an orderly and beneficial fashion to businesses and tourists, and in turn, the residents of the community. Concentrating related retailers in specialized districts provides convenience to the consumer while promoting shared-customer draw to the retailer. It enables the automobile to provide convenience when needed but restricts automobile traffic in areas where its impact is undesirable.

The *Conceptual Plan* seeks to create an orderly and beneficial “compact”, or cohesive structure, for the *Study Area* focused along Shasta Dam Boulevard between Interstate 5 and the Union Pacific Railroad tunnel. The structure promotes land use and circulation efficiency, pedestrian movement, and an urban “liveliness” at a human scale. This produces an environment that is a pleasure to experience - a delight to work, play and live within. Restoring the human appeal to the urban environment is key to revitalizing commerce and creating economic stability which will sustain the City of Shasta Lake into the 21st century.

6. Design Theme Concepts

The current architecture in the *Study Area* represents a collection of various styles, time periods and use of materials. There does not appear to be any single significant architectural style or material that is predominate in the *Study Area*. There are only a few historical structures within the commercial and municipal sectors of the City, certainly not enough to recommend a historical theme. Nevertheless, a strong small town ambiance characterized by single or two story commercial structures does exist. Posted porticos are evident on some older structures and historically this feature was predominant. Buildings within the older commercial sectors are aligned along a

common setback and interior setbacks are non-existent or very minimal. Wood and stone are materials that are indigenous to the area.

The proposed design theme for the *Conceptual Plan* might be described as “mountain community”. The *Civic Center* area design thematic should reflect the contemporary nature of a vital, thriving community emphasizing the public over private space. The *Village Commercial District* should reflect the scale of a “small town main street” commercial district. Architectural massing should be humanly-scaled, single or two-story structures. Materials should be consistent within a blend, but should be compatible through the use of small scale and response to local climatic conditions, i.e. roof overhangs, posted porticos, awnings. The “mountain community” design thematic should relate more to the scale of a small community and the use of similar building materials, rather than strive to emulate any given historical period or style.

VII. PUBLIC INVOLVEMENT PROCESS

The planning process was conducted in open public forums with a series of community workshops held to insure public input throughout the process. Questions and commentary were taken from attendees throughout, and particularly, at the close of each workshop session.

An initial community workshop was conducted with members of Shasta Lake Area Merchants Association (SLAMA), the Redevelopment Advisory Committee (RDAC), Planning Commission, City Council and interested local citizenry on January 23, 1997. The workshop focused on the issues of

- **Public expectations of the planning process,**
- **The study boundaries,**
- **Land use,**
- **Vehicular circulation and parking,**
- **Urban design, and**
- **Planning and design goals.**

A synopsis of the workshop public commentary is included in *Appendix A*.

A second community workshop was conducted on March 5, 1997. The consultant team briefed those in attendance on the completed inventory and analysis mapping. The consultants also presented two concept alternatives. The first, *Conceptual Alternative A* was identified as the preferred concept and the consultant team was instructed to develop that concept.

A third community workshop was conducted on May 22, 1997 where the *Conceptual Plan* for the Shasta Dam Boulevard Corridor and the *Village Commercial District* were presented

A fourth community workshop was held on June 26, 1997 to reaffirm the *Conceptual Plan* previously presented and to present the Implementation Strategy.

The Planning Commission then held a public hearing on July 31, 1997 to obtain any additional input and to make a recommendation to the City Council regarding the *Plan*. The City Council considered the Planning Commission's recommendation at a public hearing on September 2, 1997.

VIII. IMPLEMENTATION STRATEGY

The following strategies propose programs to be evaluated and, if appropriate, approved to implement the goals advanced by the *Conceptual Plan*. The numerical sequencing of the strategies is not a prioritization, but rather serve to identify the strategy. Some strategies need to be implemented before others begin and will be noted as such. As the evaluation process proceeds, additional strategies will more than likely be identified. The implementation strategy is a dynamic process subject to modification. Care must be exercised so that the *Plan* does not limit creativity, but instead serves to stimulate the creative process.

1. General Plan, Redevelopment Plan and Zoning Amendments

The City should immediately commence the process to amend the *General Plan and Redevelopment Plan* and to *Rezone* parcels so that they reflect the land uses advanced by the *Plan*. After obtaining public input, the City Council should consider imposing a six month moratorium on the processing of any general plan amendments, rezonings, variances, use permits, etc. unless they are consistent with the *Plan*.

2. Development Standards and Design Guidelines

Development standards and design guidelines should be prepared for the *Neighborhood District, Village Commercial District and Highway Commercial District* to insure compatibility with the planning and design goals of the *Conceptual Plan*. The resultant document would address design and development standards for land use, site planning, architecture, landscaping, signing, lighting, and maintenance.

3. Capital Improvement Programming

Develop a capital improvement program to identify specific infrastructure improvements and costs over a defined period of time.

4. Market Absorption Study

A market absorption study should be undertaken that specifically identifies the type and amount of retail square footage that could be absorbed in the *Village Commercial District* and *Boulevard Corridor District* over a defined period of time. This effort would be closely coordinated with the Shasta Lake Area Merchants Association.

5. Coordinated Parking Management and Construction Program

Once the market absorption study is completed, a program should be undertaken to identify specific parking needs to accommodate the square footage's identified in the absorption study. A funding, acquisition and construction program would be developed to meet the parking needs.

6. Parcel Acquisition

The Plan identifies parcels that would be used for public uses. These parcels need to be specifically identified and the acquisition process should begin as soon as possible.

7. Transit Improvements

In coordination with the Redding Bus Authority (RABA), the Shasta County Regional Transportation Planning Agency (RTPA) the U.S. Bureau of Reclamation and the U.S. Forest Service, bus/shuttle routes and stops should be developed for local and regional transit service. In addition, a shuttle service to Shasta Dam should be evaluated.

8. Design Manual

Based on the development standards and design guidelines developed, a "Design Manual" should be developed to assist commercial and residential property owners to rehabilitate and/or convert existing structures to the proposed design theme identified for the *Plan*.

9. Caltrans Coordination

The City must coordinate with Caltrans to implement road way improvements along Shasta Dam Boulevard. In addition, the acquisition of the Boulevard by the City should be evaluated.

10. Business Community Coordination

The City should strengthen its relationship with SLAMA and other business groups. In addition to attracting new industry to the City, efforts should be undertaken to retain and improve existing businesses within the City.

11. Improvement Funding

The City, in coordination with lending institutions, state and federal agencies should actively seek low interest grants and loans to be utilized specifically to rehabilitate existing commercial sites and structures within the *Plan* area. In addition, property owners in coordination with the City should evaluate the formation of Zone of Benefit Districts, Assessment Districts, and Infrastructure Financing Districts to fund necessary infrastructure improvements.