

# STATE ROUTE 145 (YOSEMITE AVENUE) AS DOWNTOWN MAIN STREET PLAN



## New Project Focuses on Creating 'Main Street' Vibe on Yosemite Avenue

A new planning design effort in downtown Madera is considering ways to redefine the Yosemite Avenue (State Route 145) corridor as a car, bicyclist and pedestrian-friendly destination to live, work and play. Beyond Yosemite Avenue, the planning area (downtown Madera) is generally along SR 145 (Yosemite Avenue) and within the boundaries of Fourth and Sixth Streets (north and south) and H and High Streets (west and east). This area overlaps with the Madera County Arts Council Downtown Madera (DOMA) project area. DOMA is a two-year community engagement planning process to develop downtown into an arts-centric neighborhood. The non-motorized and streetscape improvements along SR 145 and neighboring streets will support the DOMA project efforts.

The Project is a partnership between the City and Caltrans. The project is funded from Caltrans' Sustainable



Transportation Planning Grant. Currently, officials are gathering information and opinions about the downtown core that will help guide conceptual design alternatives to create a "Main Street" atmosphere on Yosemite Avenue.

The Project focuses on issues – such as traffic flow, safety and identity – within the project area, while building off already prepared plans for the City. The Project will identify multi-modal (car, bus, bicycle and

pedestrian, for example) improvements and prioritize potential projects that could compete for grant funding.

This planning effort fits into the City's Vision Madera 2025 program that seeks to address and improve multi-modal transportation in the downtown core.

In part, officials are looking at ways to transform Yosemite Avenue into a safer and more attractive destination to walk,

shop, bike and visit. Design options might include new lighting, lower speed limits, more bike lanes, urban pocket parks, new entryway signage and different kinds of parking.

The City has hired Mark Thomas to lead this planning project.

Public participation is a critical part of the planning effort. A June 27 walking tour with the Project Steering Community served as an early opportunity to receive feedback on how the community functions that would be considered in the plan.

Two community workshops will be held before the project is completed in early 2020. The community workshops are scheduled as follows:

- early-November 2019
- mid-January 2020

Notices will be circulated to the community a few weeks before workshops. If you would like to receive notifications, please email one of the contacts provided on the last page.

## Project Steering Committee Ensures Coordination on Planning Effort

A community-based project steering committee has been formed to help guide the State Route 145 (Yosemite Avenue) as Downtown Main Street Project.

The local committee includes representatives from the community, business, government, public and other agencies and groups. Committee members are:

- **Josiah Arnold, County of Madera**
- **Chinayera Black-Hardaman, First 5 Madera County**
- **Debi Bray, Madera Chamber of Commerce**
- **Gloria Brown, Madera NAACP**
- **Jason Burns, Landmark Real Estate**
- **Michael Claiborne, Leadership Counsel for Justice and Accountability**
- **Amelia Davies, Madera County Transportation Commission**
- **Evelyn Espinosa, Madera County Transportation Commission**
- **Francisco Garcia, Madera Downtown Association**
- **Jamaica Gentry, Caltrans**
- **Christina Herrera, City of Madera**
- **Ivette Iraheta, City of Madera**
- **Bobby Kahn, Madera County EDC**
- **Lois Leonard, Madera County EDC**
- **Leslie Martinez, Leadership Counsel for Justice and Accountability**
- **Chris Miller, Leighton's Jewelers**
- **Baldwin Moy, California Rural Legal Assistance, Inc.**
- **Stephanie Nathan, Madera County Public Health Department**
- **Rochelle Noblett, Madera County Arts Council**
- **Paulo Soares, Camarena Health**

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## Walking Tour Generates Ideas for Yosemite Avenue Improvements

More than a dozen steering committee members, comprised of community organizations, business representatives and officials -- talked over ideas and opinions about downtown Madera during a recent walking tour focused on potential

design improvements within the project area.

The June 27 tour was an opportunity to collect information for the State Route 145 Yosemite Avenue as Downtown Main Street



Project, which could help define the general area and downtown core as a regional destination to shop, eat and play.

Stakeholders representing business owners (Chris Miller), community members (Rochelle Noblett), police (Community Service Officer Wayson Juarez) and others -- put on their walking shoes along with representatives from the City of Madera and Mark Thomas, the engineering firm handling the project on behalf of the city.

Stakeholders visited nearly a half-dozen spots, or waypoints, within the project area. Those included stops on Yosemite Avenue near Courthouse Park, on South Gateway near 6th Street, on E

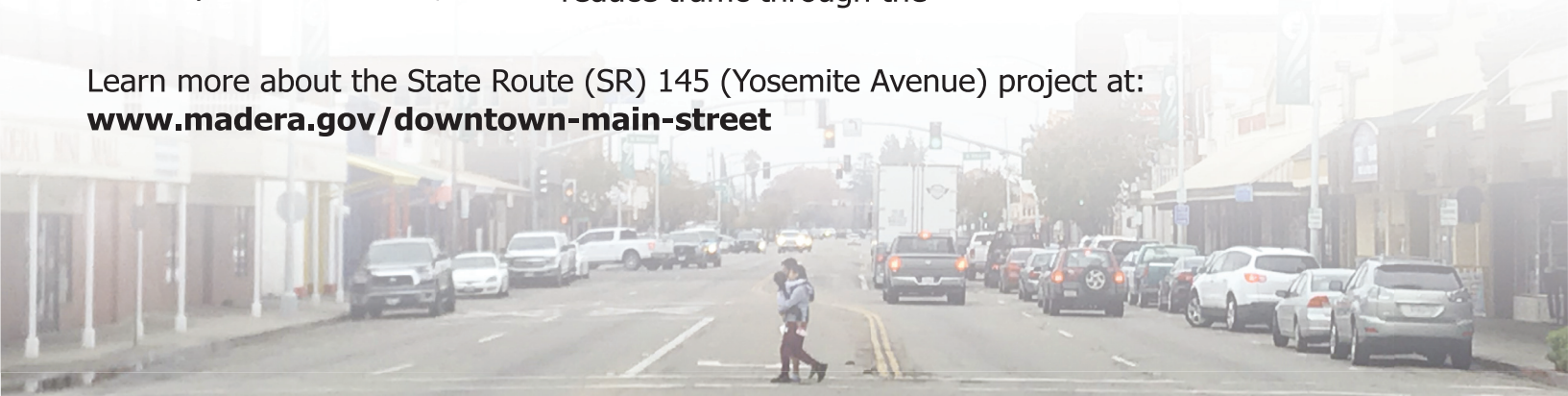


Street near the transit hub and the Y-shaped intersection of Fourth and Lake Streets and Central Avenue.

In general, several community members talked about the need to cultivate downtown as a destination and slow or reduce traffic through the

area that is simply heading from one part of town to another. With each stop, tour members discussed topics such as traffic flow and speed, lighting, the environment for pedestrians and bicyclists and opportunities for improvements.

Learn more about the State Route (SR) 145 (Yosemite Avenue) project at: [www.madera.gov/downtown-main-street](http://www.madera.gov/downtown-main-street)



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