



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

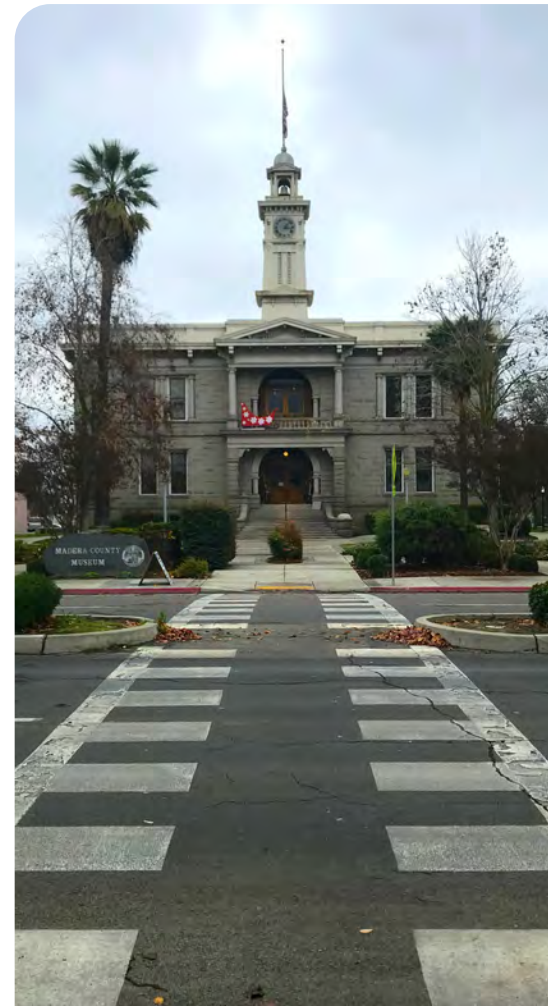


Public Workshop: Presentation of Alternatives Summary Report

PREPARED BY:

Mark Thomas

First 5 Family Resource Center
525 E. Yosemite Ave. Madera, CA
Wednesday, November 13, 2019
5:30 - 7:00 pm



General Information About This Document

This document is a summary report of the Public Workshop: Presentation of Alternatives held for the City of Madera State Route 145 (Yosemite Avenue) as Downtown Main Street Plan. This document describes what took place at the meeting.

What should you do?

- Please read this document.
- If you have any questions about this document and its contents, please contact Ed Noriega, Project Manager – Mark Thomas 559.374.3111 or enoriega@markthomas.com
- To comment on the project or for general questions about the project, please contact Randy Bell, Project Manager – City of Madera 559.661.5089 or rbell@madera.gov or Robert Lorenz, Design Engineer – Mark Thomas 559.374.3110 or rlorenz@markthomas.com

Report Summary

The second public workshop for the State Route 145 (Yosemite Avenue) as Downtown Main Street Plan was held on Wednesday, November 13, 2019 at the First 5 Madera County Family Resource Center. The purpose of the meeting was to provide interested members of the community with an opportunity to review conceptual designs and the Master Plan and to ask questions of agency representatives.

The agenda included possible improvements to Madera's downtown core – including improvements such as street lighting, landscaping, bike lanes, and the installation of street art. Attendees included public officials (Derek O. Robinson: Council Member – District 4, Robert L. Poythress: County Supervisor – District 3), residents, businesses, community and faith-based organizations, and community members at large. Consultants from engineering firm Mark Thomas and city engineer Keith Helmuth, led the presentation.

The presentation centered around the area in question, the heart of downtown Madera, from H street to Lake and 4th street to 6th, bisected by State Route 145 (Yosemite Avenue). The main goal of the plan is to, “reduce congestion, vehicle miles traveled by city residents, reduce greenhouse gas emissions and ultimately make it a more attractive place to live, work and play and to boost economic development opportunities.” The plan proposed by Mark Thomas will be centered around projects that are competitive and fundable.

The audience was participatory and had many questions about the future of their downtown. Questions included:

- Will State Route 145 be re-routed? Will Yosemite Avenue be given to the City?
 - These are complicated issues. It is important to note that before any transfer can take place, it would require Caltrans to upgrade pavement and ADA ramps before a transfer can be made.
- Where will funding come from for all these improvements?
 - Part of this Project's “next steps” involves researching possible funding sources and including them in the final report to the city.
- Will street improvements be coupled with Private Property improvements?
 - Private property improvements are the responsibility of the property owner. However, the city has incentives in place to help encourage private improvements.
- Will parking be taken away because of these improvements?
 - No. Parking cannot be taken away without an in-depth analysis, which is not included in the consultant's contract.
- Will planned tree planting damage existing sidewalks?
 - Planting strategies have come a long way in the last 10 years and special care will be taken in the choice of species and planting method when improving downtown

Madera.

Feedback was gathered and will be used by the consultants to adjust their plans to better align with the feelings expressed by the Madera community. The modified plan will be presented at the next public workshop to be held in January 2020.

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1.Introduction

On the evening of Wednesday, November 13, 2019 a Public Workshop was conducted for the State Route 145 (Yosemite Avenue) as Downtown Main Street Plan. It was hosted by the City of Madera with support by Mark Thomas and The Rios Company. The meeting was held from 5:30 to 7:00pm at the First 5 Family Resource Center, 525 E. Yosemite Avenue, Madera, CA 93638. Mark Thomas, along with the City of Madera, have been working to create a Master Plan for the downtown area which includes installations and improvements that are both competitive and fundable.

1.1 Announcement of the Public Workshop

The public workshop was announced through multiple sources including electronic mail, eblasts, social media, the city's website, and media advisories. As a part of the outreach meeting notices were distributed in the downtown and other key areas. The Promotores de Salud of Camarena Health served as part of the grassroots outreach plan.

1.2 Purpose of the Workshop

The purpose of the meeting was to provide interested members of the community with an opportunity to review conceptual designs and the Master Plan and to ask questions of agency representatives.

1.3 Workshop Format

The meeting agenda included a presentation and Q&A/open house period format.

- 5:00 pm Guest Arrival
- 5:30 pm Welcome
- 5:45 pm Introduction to the Project
- 6:00 pm Presentation of Alternatives and Master Plan
- 7:00 pm Open House/Q&A
- 7:30 pm Adjourn

2.Meeting Proceedings

2.1 The Welcome Desk

Attendees were greeted by members of the Public Outreach Staff and asked to sign-in on the forms created to collect data on community members attending the meeting. This provides a record for the project of interested parties. These records may be viewed in Appendix A. Attendees were invited to review the display stations and ask staff questions they might have.

2.2 Displays and Exhibits

Staff from Mark Thomas, the project's lead engineering consultant, provided the displays and exhibits. Display stations were set up around the room showing details of the project such as project area, conceptual designs and projected timelines.

2.3 Project Team Members at the Meeting

City of Madera:

Randy Bell
Keith Helmuth

Mark Thomas:

Ed Noriega
Robert Lorenz
Christine Anderson
Chris Camarillo

The Rios Company:

Angie Rios
Samuel Norman
Douglas Madaris
Joshua Riojas
Michelle Flores
Joanna Molina

3. Comments

A variety of opportunities were provided for the public to make comments to staff while attending the meeting. Comment cards, pens, and fact sheets were provided to submit comments on the project, the presentation, or any other concerns or questions attendees may have had. Email addresses were provided to contact Project Managers from the City or Mark Thomas.

A total of 19 comment cards were received.

There were many comments and there seemed to be a trend stressing walkability, while not losing any roadway on Yosemite Avenue. See Appendix B.

4. Public Outcome

The public began to arrive at 5:00pm for the workshop and were welcomed and asked to sign-in so their names could be added to the stakeholders list. Attendees were directed to the displays set up around the room and encouraged to ask questions of staff members.

At around 5:30pm, the attendees were greeted by Samuel Norman of The Rios Company and after brief housekeeping announcements, a presentation by Ed Noriega and Christine Anderson, engineers with Mark Thomas, was conducted. They spoke generally about the project and where their Master Plan would eventually end up. This was followed by questions from the audience and answers; Keith Helmuth, City of Madera engineer, joined to help assist in the presentation.

The Q&A went until 7:30pm. Attendees were encouraged to submit comments on provided cards. Email addresses were provided for the project team for additional questions or comments.

Final Statistics:

- 81 Attendees
- 18 Staff members
- 19 Comment Card

SR 145 Community Workshop
SIGN-IN SHEET

Please Print Clearly

11/13/2019

#	NAME	TITLE	ORGANIZATION	ADDRESS	PHONE	E-MAIL
1	LINDA D. CLARK	BORED MEMBER CDBG/TAB ADMIN	BGC / TAB BOARD FAITH BASED	313 WALLACE AVE	559 706-7977	THREKA@msn.com
2	Fredeslinda Tenorio	Promotora Camarena	Camarena	525 Riverside Dr.	559 481-9666	fredeslinda76@gmail.com
3	Sara Gonzalez	Promotora Camarena	Camarena	27409 Georgia Avenue	559/706-7452	
4	Caellia H. Tenorio	Promotora Camarena	Camarena	29536 Ave 15 Naderia	479-2575	ctenorio1974.ct@gmail.com.
5	Bryan Preciado	Camarena Promotora	Camarena	334 E 1st Street	(559) 604-4000	Bpreciado3@camarena.edu
6	Brenda Henrich	community outreach specialist	Camarena	344E 1st St.	479-4551	bhenrich@camarena health.org
7	Charles Williams				673-2146	
8	Charles Jacob	Myadere Tribune Editor		3591 Mitchell Court 93637	706-0302	claud@wadsontribunet
9	Josmin Rios	Workforce Development Manager	Camarena	730 I St.	703-1690	jrios@camarenahalth.org
10	Ana Rios	Promotora	Camarena	1516 Station Ln	871-8695	03ana1969@gmail.com

Appendix A - Sign-in Sheets

SR 145 Community Workshop

SIGN-IN SHEET

11/13/2019

Please Print Clearly

#	NAME	TITLE	ORGANIZATION	ADDRESS	PHONE	E-MAIL
11	Letraa Gonzalez	Chief of Staff, 2014	Madera County	200 W. 4th St	(502) 10010	Letraa.Gonzalez@maderacounty.org
12	Chile Morales	transit committee		800 Sierra	363-5297	
13	Jon BARSSTI	VICE PRES.	DOUBLED ASSOC.		416-6135 cell	
14	Alejandra Pinedo	promotora de salud comunitaria	Comadre			Alejandra.pinedo@gmail.com
15	Amada Rocha	Office Clerk	Madera Chamber	330 W. Clark St #100	415-8697	mracham@maderachamber.org
16	Sabellia Ventura	Health Commissioner	Yli		330-7456	bellaventura2002@icloud.com
17	Bill McIntyre	Retired		734 DeCesari	706-3055	msmckmck@gmail.com
18	Ed McIntyre	Broker	Linwood Real Estate	401 N. I St - A	706-2250	lre@madera@gmail.com
19	Mandy Alexander	Photography	Madera Tribune		260-7510	mandy@maderatribune.net
20	Joe Dwyer	Retired	—	1916 W. Foothill	674-6141	jdw@me.com

SR 145 Community Workshop

SIGN-IN SHEET

11/13/2019

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#	NAME	TITLE	ORGANIZATION	ADDRESS	PHONE	E-MAIL
21	Corisaelo Castillo				559-4812879	
22	Steve Sauter				559-367-2510	
23	Kum Saito				559-363-2571	
24	Jessica Men	Realtor	Cal Prime Realty	413 South H St Madison CA (559) 232-0750	559-474-3275	
25	Waltera Garcia	Teacher	MQC			
26	Andy Alley	Realtor	CBP		832-8946	
27	Israel Cortes	Broker	Cortes Insurance	109 Mainbury	(589) 2307402	
28	Pat Weed			109 West 19th St Madison	674-6141	
29	Yolanda Williams		Community Bible Church	2337 Fidelity	673-8545	
30	Paula Munoz		Community	1109 Valley Lung	232-9437	amunoz7200512@gmail.com

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#	NAME	TITLE	ORGANIZATION	ADDRESS	PHONE	E-MAIL
31	Bonnie Holiday				232-6584	
32	Carol Holiday					
33	Maria Martinez				559-975-3453	
34	Ray Seibert					ray.seibert@epa.gov
35	Hissia Amador	Reactor	Relmax Cold		555-761579	hissia.amador@gmail.com
36	Tamara Aguiar					
37						
38						
39						
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SR 145 Community Workshop

SIGN-IN SHEET

11/13/2019

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#	NAME	TITLE	ORGANIZATION	ADDRESS	PHONE	E-MAIL
41	Wendy Hand	Bus Dev. Manager	Madura Co EDC	2405 Cleveland	605-7708	sherk@maduraaccountfed.com
42	Abel Perez	Loan Officer	Welcome home funding	3674 River View	726-1241	abel22perez@yahoo.com
43	Corrus T.		Canarana	785 Klane Ln.	389-2072	
44	Debi Belavia	Counselor City	Madura City	1806 W. W. W. W.	491-7690	D Robinson DCSYIF M17094
45	Alv Salazar	Planning Comm		60 W. W. W. W.	232 5400	Alv Salazar @ gmail.com
46	David Martinez	Director	SS	70 E. W. W. W.	675-7841	David Martinez @ madura.com
47	Ramona Davie	Bank Manager	Union Bank	201 N D St	673-5046	ramona.davie@unionbank.com
48	Lana Mendoza	Community Resident		905 Riverside Dr. Bldg 4	202305-1156	N/A
49	Lana Mendoza	Substitute Teacher		649 St Michelle Dr Madura, CA	481-0872	lana2000@hotmail.com
50	Melissa Balero	Admin / Small Business Assistant / owner	Mavis Sewing	204 E Yosemite Ave, Madura CA	481-9809	mbalero95@gmail.com

SR 145 Community Workshop
SIGN-IN SHEET

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#	NAME	TITLE	ORGANIZATION	ADDRESS	PHONE	E-MAIL
1	Walter Clark	CEO	Afro List Mud Body and Soul	317 Wallace Ave Madera, CA 93638	(510) 823-3857	FLOPTEEE@Gmail.com
2	Estela Torres	Estrella Promotora	Camarena C.	35441 AVE 18 Madero CA 93638	(555) 206-3739	estelatorres@att.net
3	Toni Jordan	Admin. Assist.	Madera Chamber	120 N. E. Street Madera 93638	559 673-3563	tjordan@madera-chamber.com
4	Aracelis Mendez				559 645-9446	
5	Cydney DH		Jos			
6	TRACY BARKS		Latino Book Conference	405 N. E. ST. A Madera 93637	559 9309969	
7	Larry Reed		CITY OF MADERA			
8	Keith Helms	City Engineer	City			
9	Melvin Nalund	Promotora	Camarena			
10	Isha Bains	Youth Commissioner District 6	NLI	1700 Galeto Ave Madera CA 93637	559-871- 6244	ishabains02@gmail.com

SR 145 Community Workshop

SIGN-IN SHEET

11/13/2019

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#	NAME	TITLE	ORGANIZATION	ADDRESS	PHONE	E-MAIL
11	Goldwyn Jones	County Supervisor	Madona Co.		703-3370	
12	CRISTINA PENDON	HEALTH EDUCATION MANAGER	CEMATEMIA-HEALTH		604-4123	
13	Celia Ortiz				559 660 9993	
14	Edilberto				559 3953291	
15	Anne O'Rourke			2190 N. Salmon Ave, Madona, CA #110	559-363-1290	anne13orourke13@gmail.com
16	STAN ABBOS			508 Hillman Rd	559-206-3885	STAN563@Comcast.net
17	MARC LUNA	TRANSIT COMMITTEE		806 STEVEN ST		
18	Marite Rocha	Sub Teacher	Madona CA	909 E Yosemite Ave	925.7976	
19	Marta Perez	Program coordinator	YLI		559 274 1815	YF10123@YLI.org
20	Avery Cordero	YLI / Youth Com.	YLI	560 Chablis Ave.	559 232 695	

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11/13/2019

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#	NAME	TITLE	ORGANIZATION	ADDRESS	PHONE	E-MAIL
31	JACK MOORE	PRIVATE CONSULTANT		122 MAPLE ST	352 673-0458	
32	Steve Copland	Insurance Agent		1501 Howard Blvd #1	673-7027	
33	Hector Muñiz	Investor				
34	Julie O'Kane	Private Ed. Member	Madeira Co. AGS Authority	205 CEDARWOOD DRIVE	674-0779	
35	Maria Mataraz	CTU	Camdena Health	1800 WESMITH WAY	559-706-6091	
36	Marisela Balero	Store Clerk	Maris Jewelry Store	204 E Yosemite Ave	559 5362127	webalero@gmail.com
37	Mark Rice	Citizen		209 NW 5th St Madison	559-536-1246	nice008@gmail.com
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SR 145 Community Workshop


SIGN-IN SHEET

11/13/2019

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#	NAME	TITLE	ORGANIZATION	ADDRESS	PHONE	E-MAIL
41	Ric Avedondo			1495 Verde Mesa Lug 93038 285 W. 4th St	681-5176	RicAvedondo@gmail.com
42	Jorge Rojas	Manager	City of Madras	3016 Fairway 931037	559 515-92106	jrojas@madras.or.gov mgarcia10@gmail.com
43	Michelle Garcia			2701 Highway 100	559 479-4469	
44	Imelda Aguilar			1831 Clinton Ave	559 700.2509	
45	Xochitl Villaseca	Community Member		209 N 017th Madras	559 536-1628	
46	Gabriel Rayalos					
47						
48						
49						
50						

Appendix B - Comment Cards



Name _____

☐ Mr. ☐ Mrs. ☐ Ms. ☐ Dr. ☐ _____

Title _____

Address _____

City _____

Phone _____

Email _____

Provide your comments on the State Route (SR) 145
(Yosemite Avenue) Plan:

(Additional space for comments on the back)

Additional comments

Thank you for your comments!

For office use only:

Date: _____

Event: _____

Stakeholder Type:

☐ Resident

☐ Public Agency

☐ Business

☐ Civic Club

☐ CBO

☐ Other: _____

<p>"I am excited about the beautification of Yosemite state route 145. More visible cross walks are needed. I am not a big fan on the medians in the middle of Yosemite. More bike lanes are definitely needed. I am concerned about more trees with our water issues and crow/pigeon issue in downtown Madera. I like the idea of keeping 4 lanes."</p>
<p>"Repair all pavements! We have a pigeon problem more trees could make it worse. Do you have anything recommended?"</p>
<p>"The use of dollars would help with traffic and pedestrian controls. Concern about semi-trucks on Yosemite Ave after improvements streetlight banners. Round about at lake St. and 4th plus intersections without traffic lights."</p>
<p>"Yes! We want this, my only concern is the homeless. My mom has lives on the east side of Yosemite for 30 years and needs all of this!"</p>
<p>"Reduce Yosemite to 2 lanes to give more room to add amenities i.e. outside seating, Bulb outs, street lights! Safe crosswalks. Good start?"</p>
<p>"sidewalks- Who will pay to install them where there are none. Trees- Who will pay for upkeep and watering. Slowing traffic down!- Don't bulb outs slow too much- why slow down when traffic gets congested. -What incentives will be given to business owners for buy in? -Close alleys for walls per artwork -who will upkeep? Pretty sidewalks with ugly existing old buildings. What will happen to those businesses? -Yosemite- keep 4 lanes, but remove parking? -medians with trees impede visibility."</p>
<p>"I would like to consideration to for the streets where traffic will be directed to. These side streets need lights to direct traffic and also need more crosswalks."</p>
<p>"1. Consider shade swills instead of trees. 2. Move concert seating. (no benches) 3. No water Features more art Features that create water friendly ideas without water. 4.Trash cans- locked but are type fracture. 5. Downtown, city & county crow abstract program to remove birds. More trees would hurt tis project."</p>
<p>"Bulb-outs- Wheel chairs access? I think if we just fixed the sidewalks we have it would be more beneficial than adding bulb-outs, plus it slows down traffic."</p>
<p>"I would recommend investing in clear/ very visible crosswalks with lights & safe crossing & also focus on improving bike safety creating a watching community."</p>
<p>"Provide additional "signage" to crosswalks along with lighting/ high visibility colors and textures to Yosemite and "A" street intersection and Yosemite and "B" street. "Solar Signage"</p>
<p>"Improvements are definitely needed in downtown Madera. Widening sidewalks do not need to be made, Instead fixing the old sidewalks would help the areas already being commuted on. With this project definitely keep in mind parking and leaving room in plan to improve much needed parking."</p>
<p>"How will this be worked in with the new quart out houses being built."</p>
<p>"Must get city to maintain sidewalks (clean + power wash) trees (pruning) great 1st step to improving town area. Bike routes are a must to reduce auto traffic."</p>
<p>"As far as parking I suggest that a parking garage in the area where the old mini mall was and also leave the 4 lanes and make it more possible for as I would say a face lift on the buildings if your doing updates on the streets. Yosemite is not that appealing that anyone would want to shop."</p>
<p>"As a resident here of Madera I truly appreciate the fact that consideration to beautify Yosemite Ave. Especially trying to slower traffic a bit and placing bulbous. High visibility crosswalks and street lighting are very important especially on Yosemite Ave and N A St and the corner of Yosemite Ave and N E street. other than that I truly appreciate he effort to make our town better. Any plan to make our town better I support. excited to see how this plan finalizing."</p>

"I think it's a good idea with Yosemite National Park being ahead. The most important thing is to make sure that its safe for the community. Especially children (students walking home) there has been way too many accidents on Yosemite Ave. Especially right by the funeral home. I have friends that live by there. Too many residents have had their cars parked while someone driving has ran into their cars. That's the only parking they have. Potential improvements sounds great! maybe a stop light before the funeral home, so people can slow down."

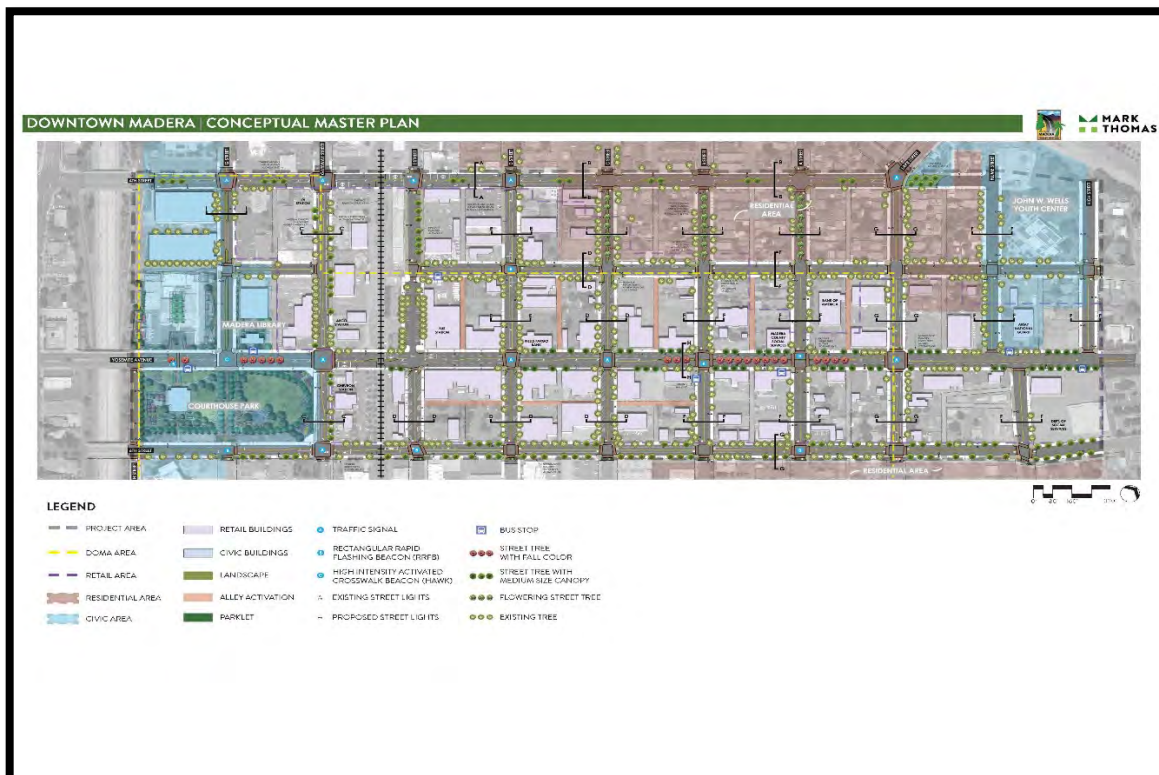
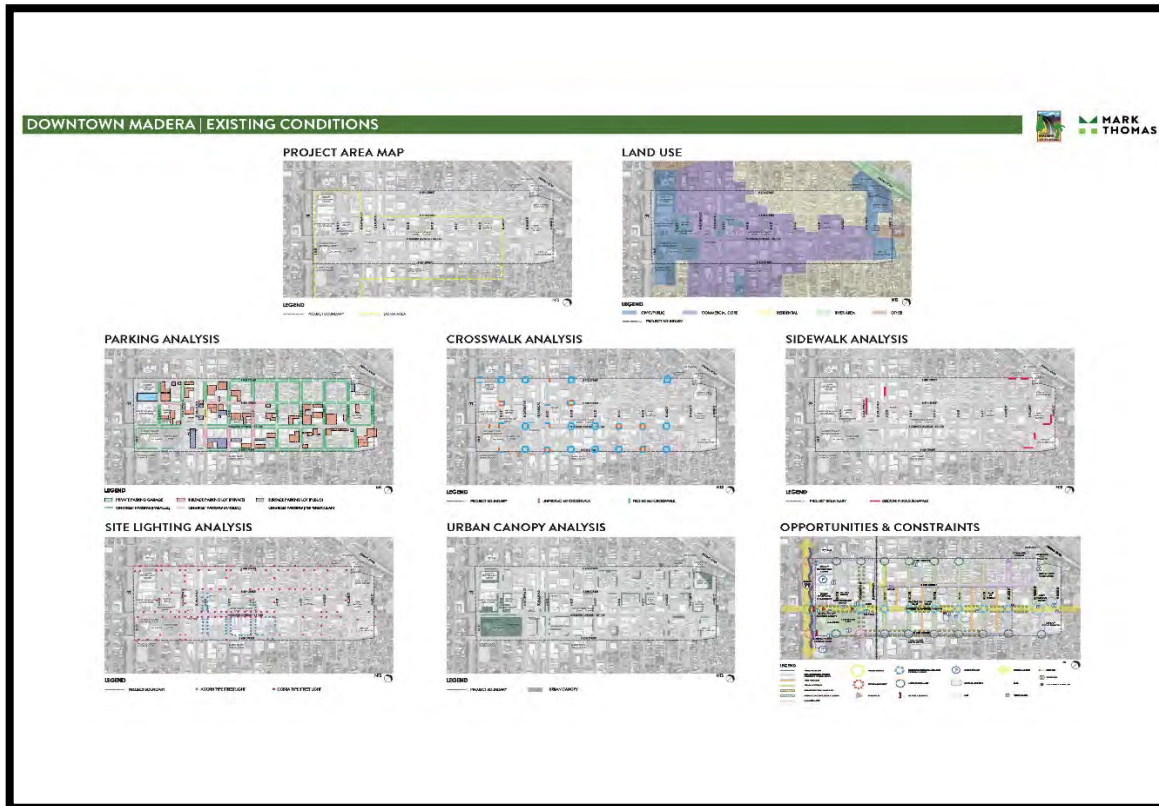
"I do like everything that was proposed. Except for it doesn't reach to my side. But its ok, I'm going to love it! Revalidate homes, rentals, apts. Sidewalks. Need crosswalks (housing Authority Smith Manor) Need stop lights to slow traffic down. Or bumps to slow traffic down. Security cameras for renters, home owners and older citizens. Fix snow white get it going again. More lighting. Streets. Noise Pollution- Young kids racing their loud cars. its very annoying. More security for children and teenagers that walk home from school. More lighting around the wells center. More activities for teenagers. A game room (a building so teenagers can be safe and play games + be safe. Revitalizing all the buildings in the downtown Yosemite Ave. Make buildings a neutral color, adding a different color on and around the window trims. For example like beige building and darker brown trim. or a more visual sign. to advertise the business. More details on the building. More summer youth programs. Rotate the side garbage cans are placed on homeowners alleys, so they don't end up picking up the other neighbors trash. Assign a day so homeowners know when to move their cars, so the street cleaner can clean heir side of the street."

"Estoy completamente da acuerdo en tener mas protection en las correteras cuando el peaton estta cuminando en las banquetas publicas. Alumbramiento, lineas y luces de precavcion en los crvceros y senaleros de advertencia de precaucion. (stop signs) para los automovistas. La ciudad de Madera ysus representantes necesita ver mas por los peatone.(personas caminando en las calles) creo que la griminalidad bajaria en un buen por ciento por que habria mas gente observando\ vijolando la comunidad. Down town Clovis es un gran ejempto da las ponitas calles con sos tiendas y restaurantes bien atendidos. Mi apoyo siempre es para las personas que caminan las calles."

English Translation:

"I completely agree with having more protections on the roads when pedestrians walk on public sidewalks. Lighting, lanes and caution lights at crosswalks and caution signs. (Stop signs) for motorists. The city of Madera and its representatives need to do more for pedestrians. (People walking in the streets.) I believe that crime would go down by a good percentage because there would be more people keeping watch/monitoring the community. Downtown Clovis is a great example of beautiful streets with its well-attended shops and restaurants. My support is always for people who walk the streets."

Appendix C – Board Exhibits



DOWNTOWN MADERA | STREET SECTIONS



DOWNTOWN MADERA | DOWNTOWN CORE - YOSEMITE AVENUE - OPTION A vs OPTION B - SEGMENT 1 - PLAN



OPTION A



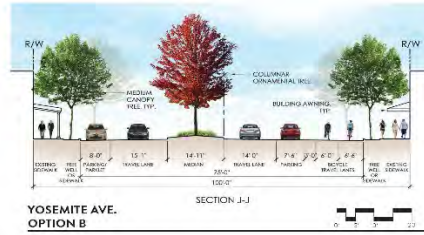
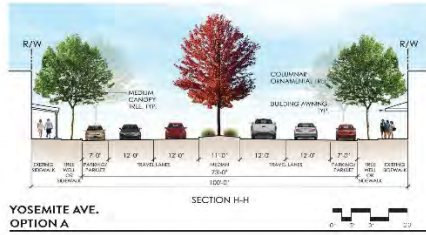
OPTION B



LEGEND

- | | | | |
|------------------|--|-------------------------------------|------------------------|
| RETAIL BUILDINGS | TRAFFIC SIGNAL | STREET TREE WITH FALL COLOR | EXISTING STREET LIGHTS |
| CIVIC BUILDINGS | RECTANGULAR RAPID FLASHING BEACON (RRFB) | STREET TREE WITH MEDIUM SIZE CANOPY | PROPOSED STREET LIGHTS |
| LANDSCAPE | HIGH INTENSITY ACTIVATED CROSSWALK BEACON (HAWK) | EXISTING TREE | |
| ALLEY ACTIVATION | | | |

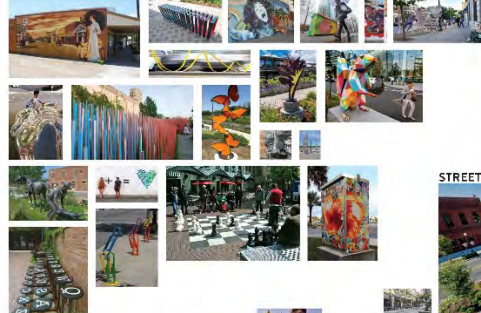
DOWNTOWN MADERA | OPTION A vs OPTION B - SECTIONS



DOWNTOWN MADERA | STREET IMPROVEMENTS - INSPIRATION



PUBLIC ART



GATEWAYS & WAYFINDING



ATTRACTIONS



STREETSCAPE AMENITIES



BULB-OUTS & CROSSINGS



ALLEY ACTIVATION



DOWNTOWN MADERA STREET IMPROVEMENTS - 4th & LAKE RECONFIGURATION



OPTION A



OPTION B



DOWNTOWN MADERA STREET IMPROVEMENTS - ENLARGEMENTS



ENHANCED BULB-OUTS & PARKLETS - INTERSECTION OF 5TH STREET & C STREET



BUS STOP - YOSEMITE AVENUE & A STREET



DOWNTOWN MADERA | DOWNTOWN CORE - YOSEMITE AVENUE - OPTION A vs OPTION B - SEGMENT 2 - PLAN



OPTION A



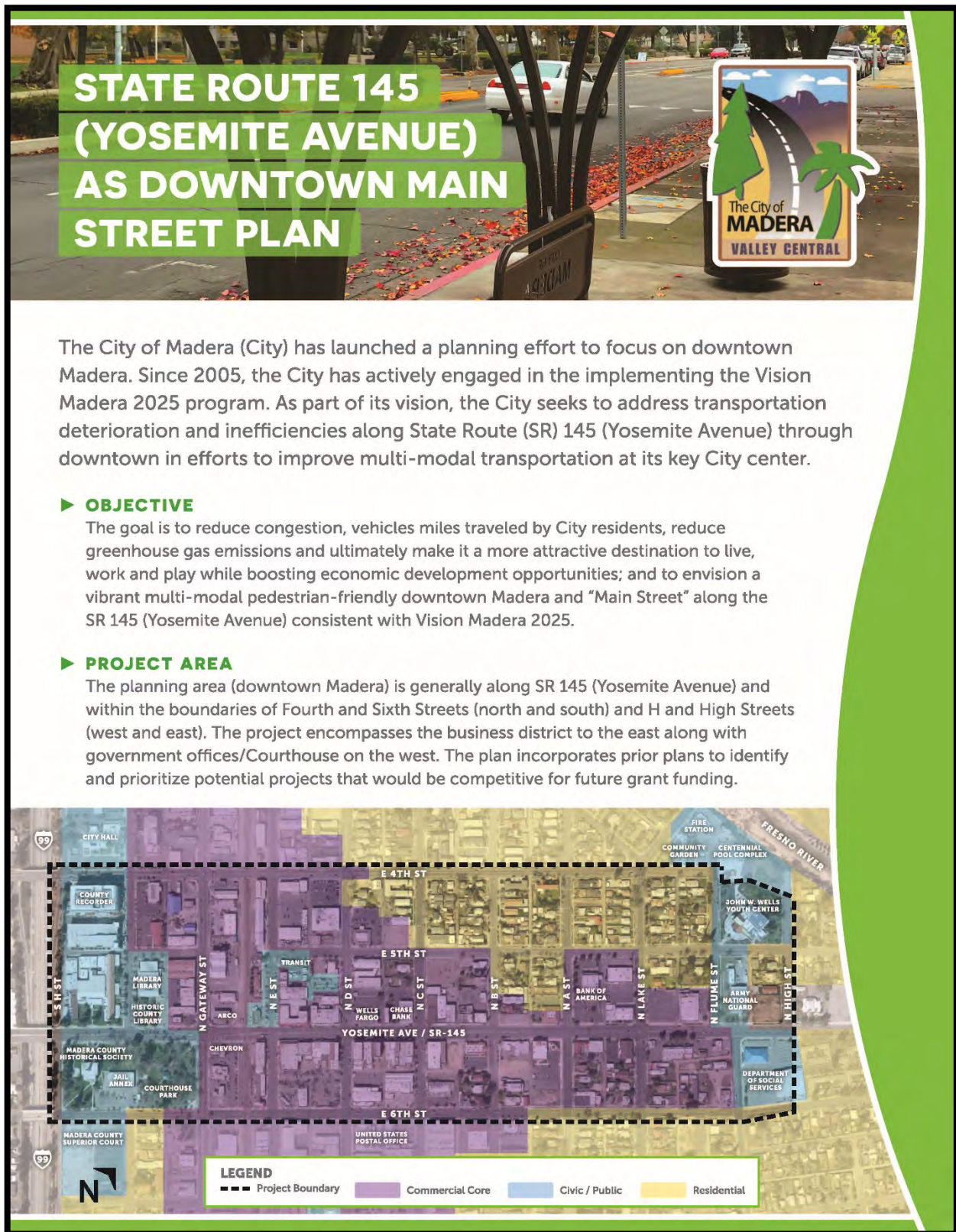
OPTION B



LEGEND

- | | | | |
|------------------|--|-------------------------------------|------------------------|
| RETAIL BUILDINGS | TRAFFIC SIGNAL | STREET TREE WITH FALL COLOR | EXISTING STREET LIGHTS |
| CIVIC BUILDINGS | RECTANGULAR RAPID FLASHING BEACON (RRFB) | STREET TREE WITH MEDIUM SIZE CANOPY | PROPOSED STREET LIGHTS |
| LANDSCAPE | HIGH INTENSITY ACTIVATED CROSSWALK BEACON (HAWK) | EXISTING TREE | |
| ALLEY ACTIVATION | | | |

Appendix D – Fact Sheet



POTENTIAL IMPROVEMENTS

Creating a multi-modal pedestrian-friendly environment requires the implementation of traffic calming devices that encourage vehicles to travel at slower speeds. The following improvements are samples of traffic calming devices that are being considered for the project.



**HIGH VISIBILITY
CROSSWALKS**



BULBOUTS



BUFFERED BIKE LANES



ANGLED PARKING



STREET ART



STREET LIGHTING

HOW TO GET INVOLVED

The City will be seeking input from the community through two Public Workshops before the project is completed in early 2020. The workshops are scheduled as follows:

► **November 2019**

► **January 2020**

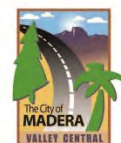
Notices will be circulated to the community a few weeks before the workshops. If you would like to receive notifications, please email one of the contacts provided below.

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

**For More
Information
Contact:**

City of Madera
Randy Bell, Project Manager
(559) 661-5089
rbell@madera.gov

Mark Thomas
Robert Lorenz, Design Engineer
(559) 374-3110
rlorenz@markthomas.com



RUTA ESTATAL 145 (AVENIDA YOSEMITE) COMO PLAN DE LA CALLE PRINCIPAL DEL CENTRO DE LA CIUDAD DE MADERA



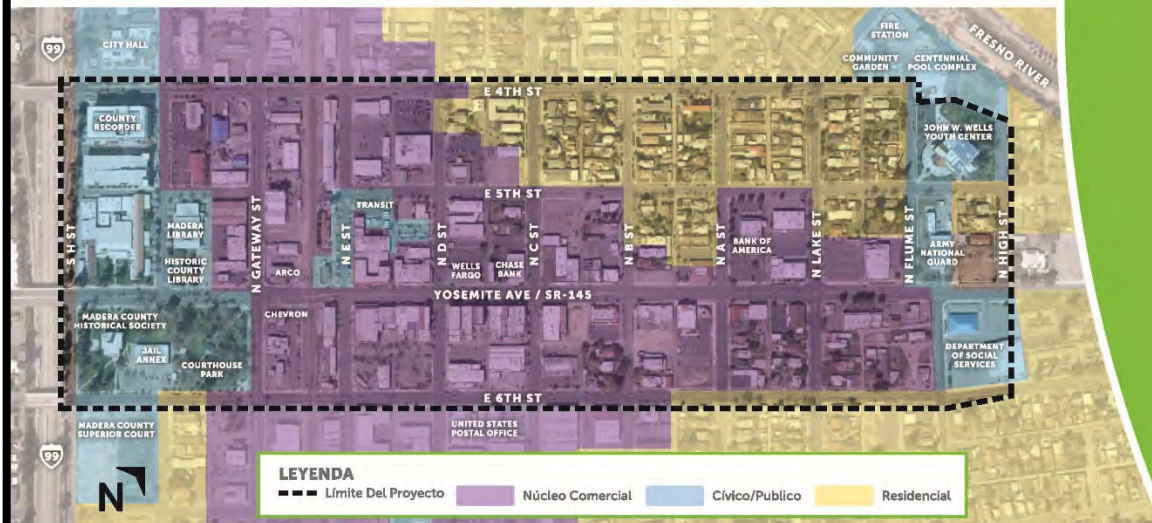
La ciudad de Madera (Ciudad) ha puesto en marcha un esfuerzo de planificación para enfocarse en el centro de Madera. Desde 2005, la Ciudad ha participado de manera activa en la implementación del programa Visión Madera 2025. Como parte de su visión, la Ciudad busca abordar el deterioro del transporte y las ineficiencias a lo largo de la Ruta Estatal (SR) 145 (avenida Yosemite) a través del centro de la ciudad en un esfuerzo por mejorar el transporte multimodal en su centro de ciudad clave.

► OBJETIVO

El objetivo es reducir la congestión, las millas vehiculares recorridas por los residentes de la Ciudad, reducir las emisiones de gases de efecto invernadero y, en última instancia, convertir la Ciudad en un destino más atractivo para vivir, trabajar y jugar, al tiempo que se aumentan las oportunidades de desarrollo económico; y para concebir un centro de Madera y "calle Principal" vibrantes, multimodales y favorables para los peatones a lo largo de la Ruta Estatal 145 (avenida Yosemite) de conformidad con el programa Visión Madera 2025.

► ÁREA DE PROYECTO

El área de planificación (centro de Madera) se encuentra generalmente a lo largo de la Ruta Estatal 145 (avenida Yosemite) y dentro de los límites de las calles Cuarta y Sexta (norte y sur) y las calles H y High (oeste y este). El proyecto abarca el distrito comercial al este junto con las oficinas gubernamentales/tribunal en el oeste. El plan incorpora planes anteriores para identificar y priorizar posibles proyectos que serían competitivos para futuros fondos de subvención.



POSIBLES MEJORAS

La creación de un entorno multimodal favorable para los peatones requiere la implementación de estrategias de pacificación de tráfico que alienten a los vehículos a viajar a velocidades más lentas. Las siguientes mejoras son ejemplos de estrategias de pacificación de tráfico que se están considerando para el proyecto.



**CRUCES PEATONALES
DE ALTA VISIBILIDAD**



**EXTENSIONES DE
BORDILLO**



**CICLOVÍAS CON
ESPACIO DE SEPARACIÓN**



**ESTACIONAMIENTO
EN ÁNGULO**



ARTE CALLEJERO



ALUMBRADO PÚBLICO

CÓMO PARTICIPAR

La Ciudad buscará la opinión de la comunidad mediante dos talleres públicos antes de que el proyecto se complete a principios de 2020. Los talleres están programados como sigue:

► **Noviembre de 2019**

► **Enero de 2020**

Se enviarán avisos a la comunidad unas semanas antes de los talleres. Si desea recibir avisos, envíe un correo electrónico a uno de los contactos que se proporcionan a continuación.

Obtenga más información sobre el proyecto Ruta Estatal (SR) 145 (avenida Yosemite) en: www.madera.gov/downtown-main-street

Para obtener
más información,
comuníquese con:

Ciudad de Madera
Randy Bell, Gerente de Proyecto
(559) 661-5089
rbell@madera.gov

Mark Thomas
Robert Lorenz, Ingeniero de Diseño
(559) 374-3110
rlorenz@markthomas.com



Appendix E – Meeting Notice



City of Madera

YOU'RE INVITED!

— TO ATTEND A COMMUNITY WORKSHOP FOR THE —

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



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

Business owners, residents, and community organizations

You're invited to attend an informational workshop to learn and provide feedback on the State Route 145 (Yosemite Avenue) As Downtown Main Street Plan. Planning is taking place to establish multi-modal improvements for traffic, bicyclists, and pedestrians downtown to create a safer and more attractive regional destination.

WHEN:
Wednesday, November 13, 2019

WHERE:
First 5 Madera County
525 E. Yosemite Ave. Madera, CA 93638

TIME:
5:30 pm – 7:00 pm

Refreshments will be served.

To learn more about how to get involved contact:

City of Madera
Randy Bell, Project Manager
Telephone: (559) 661-5089
Email: rbell@madera.gov

Mark Thomas
Robert Lorenz, Design Engineer
Telephone: (559) 374-3110
Email: rlorenz@markthomas.com

Or visit www.madera.gov/downtown-main-street

POTENTIAL ENHANCEMENTS

- Landscaping
- Crossing Safety Enhancements
- Enhanced Bicycle and Pedestrian Facilities
- Street Lighting
- Parking



Ciudad de Madera

¡ESTÁ INVITADO!

— PARA ASISTIR A UN TALLER COMUNITARIO —

RUTA ESTATAL 145 (AVENIDA YOSEMITE) COMO PLAN DE LA CALLE PRINCIPAL DEL CENTRO DE MADERA



RUTA ESTATAL 145 (AVENIDA YOSEMITE) COMO PLAN DE LA CALLE PRINCIPAL DEL CENTRO DE LA CIUDAD DE MADERA

Propietarios de negocios, residentes y organizaciones comunitarias

Se le invita a asistir a un taller informativo para recibir información y poder proporcionar comentarios sobre la Ruta Estatal 145 (avenida Yosemite) como el Plan de la Calle Principal del Centro de Madera. Se está llevando a cabo planificación para realizar mejoras multimodales para el tráfico, los ciclistas y los peatones en el centro de la ciudad para crear una designación regional más segura y más atractiva.

CUANDO:
Miércoles, 13 de Noviembre de 2019

DONDE:
First 5 Madera County
525 E. Yosemite Ave. Madera, CA 93638

HORARIO:
5:30 pm – 7:00 pm

Se servirá refrigerio.

Para obtener más información sobre cómo participar, comuníquese con:

Ciudad de Madera
Randy Bell, Gerente de Proyecto
Teléfono: (559) 661-5089
Correo Electrónico: rbell@madera.gov

Mark Thomas
Robert Lorenz, Ingeniero de Diseño
Teléfono: (559) 374-3110
Correo Electrónico: rlorenz@markthomas.com

O visite www.madera.gov/downtown-main-street

POSIBLES MEJORAS

- Paisajismo
- Mejoramientos a la seguridad de cruce
- Mejoramientos a las instalaciones para bicicletas y peatones
- Alumbrado público
- Estacionamiento

Appendix F – Photos



