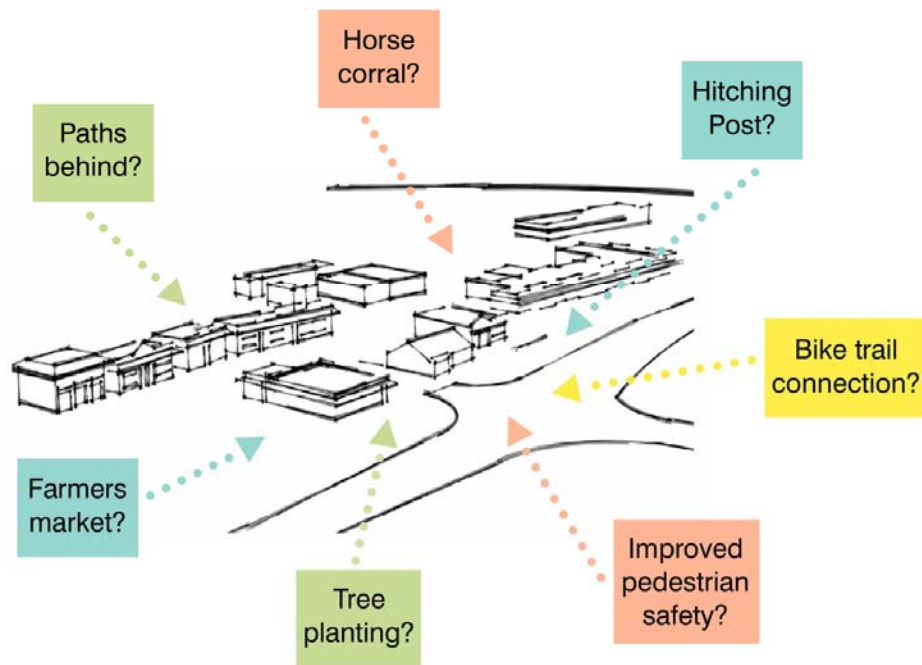


Cool, California:

Ideas for making Cool a "cooler" rural community

A REPORT PREPARED BY PORTLAND STATE UNIVERSITY
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PSU Project Team (Report prepared by grad students Victor and Steve):

- Victor Tran - Student, Masters in Urban and Regional Planning
- Steve Rosen - Student, Masters in Urban and Regional Planning
- Robert Liberty - Director, Urban Sustainability Accelerator (USA)
- Judy Walton - Program Administrator, Urban Sustainability Accelerator



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- The Project Team at Portland State University

- Victor Tran – Graduate Student, Masters in Urban and Regional Planning
- Steve Rosen – Graduate Student, Masters in Urban and Regional Planning
- Judy Walton – Program Administrator, Urban Sustainability Accelerator
- Robert Liberty – Director, Urban Sustainability Accelerator and Institute for Sustainable Solutions

I. Project Objectives

This project sought to engage key stakeholders and the larger Cool community in discussions about planning that would further community and regional goals and remain consistent with the principles of the Sacramento Region Blueprint and the 2015 El Dorado County Regional Transportation Plan. The Portland State University (PSU) project team was asked to gather information about community planning, traffic circulation, and connectivity issues in the commercial center of Cool, and share the information to establish a common understanding around a base set of facts. (See Appendix 1 for an outline of the technical assistance delivered by the PSU team.)

At an open house organized for the community in April 2017, the PSU project team shared successful strategies and examples from other places, and helped spark discussion about challenges, opportunities, next steps, and innovative ideas.

Four primary concerns identified in the interviews and other discussions with stakeholders were:

- How to improve the appearance of Cool to make it more attractive to visitors and residents in ways that highlight Cool's unique rural character and are affordable. This includes enhancing a sense of place; improving pedestrian connectivity, circulation, and safety; and encouraging "active transportation".
- How to create a safe and attractive environment for pedestrians in a commercial district divided by two busy state routes.
- How to ameliorate traffic, parking, and safety problems caused by large outdoor recreation and community events throughout the year; and how to address the lack of awareness of these events and potential opportunities they might bring to the community.
- Understanding and taking advantage of new opportunities for low-cost, high-impact place-making and business developments that are based on Cool's proximity to active outdoor recreation, interregional tourism travel, and growing agritourism opportunities.

II. Stakeholder Interviews

Description

The project team identified 21 stakeholders, of whom 17 were interviewed, mostly by phone. Initial stakeholders were chosen through contacts identified by project partners. Additional stakeholders were contacted based on recommendations by interview participants. (See Appendix 2 for a list of stakeholders interviewed.)

Interviews were conducted between January and March of 2017. Some interviewees provided additional feedback through email. Interviewees represented diverse professional and personal backgrounds, with roles in government agencies (including El Dorado County, El Dorado County Transportation Commission, and Caltrans), local businesses and commercial enterprises, community associations, cultural centers, and a public school.

While following a general script for consistency (see Appendix 3), the interview process was open-ended, allowing respondents to elaborate on their specific concerns or ideas and provide detailed background information. Interviews typically lasted from 30 minutes to an hour.

Responses

Interview responses represented a diversity of thoughts and opinions, but there was general consensus around many concerns. Responses were grouped into five main areas of concern; and each is discussed in some detail below. (See Appendix 4 for a sampling of actual interview responses, grouped by category.)

1. Pedestrian Safety

Given that the commercial area is in close proximity to the intersection of two busy roads - State Routes 49 and 193 – safety is a top concern. The posted speed limit in the area is 45 miles per hour, which encourages a high-speed mentality in conflict with the desire of the commercial area to be more accommodating to non-vehicle users.

Additionally, nearly all interviewees mentioned that drivers often fail to stop at the stop signs and flashing red lights at the junction of State Routes (SR) 49 and 193, thus endangering others.

Vehicle circulation within the commercial area feels unintuitive at times, given the sheer amount of pavement, disconnected parking lots, and lack of directional guidance. In the case of the gas station, drivers heading north frequently enter through the exit driveway to save time (the correct entrance would require passing the gas station, making a U-turn, and returning).

Participants also brought up a recent pedestrian fatality – the area's first – that occurred on SR 49 near the commercial area. One participant described the general lack of security and sense of safety in the commercial area at night, citing car break-ins and illicit activities in poorly lit areas.

Suggestions to improve road and pedestrian safety varied from physical infrastructure (e.g., roundabouts, road medians, stop lights) to road designs that cause drivers to slow down, such as painting road shoulders a different color. Some participants suggested that creating a sense of place would help slow vehicle speeds – i.e., drivers would slow down if it were more obvious they were approaching an area with a significant number of commercial activities and pedestrians.

One suggestion that came up frequently as a way to slow vehicle speeds while allowing thoroughfare was the installation of one or more roundabouts (circular intersections where drivers travel counterclockwise around a center island). Most interviewees thought roundabouts would be a good solution, although one or two worried they might confuse drivers and be cumbersome for larger vehicles such as logging trucks.

2. Parking & Congestion Issues During Large Events

Safety was further highlighted as a concern with respect to the mixing of vehicles, pedestrians, cyclists, and equestrians at large outdoor events. SR 49 often becomes hazardous due to the number of people who park on the side of the road and walk along or cross the road during these events.

3. Lack of Connectivity

The main commercial areas of Cool are separated by SR 49, with a single crosswalk serving as the pedestrian connection between the two areas. The challenges of crossing SR 49 (and SR 193) and the vehicle-oriented environment around the shopping areas creates both physical and perceived barriers to pedestrian, bike, and equestrian connectivity.

Interviewees mentioned that given the fragmented pedestrian realm, store patrons will often drive between shopping areas even if it is a short walk. Specific elements cited as inhibiting walking within and among shopping centers included a fence separating the gas station from a neighboring lot, disconnected boardwalks, and lack of pedestrian infrastructure.

Several business owners expressed interest in working together to find solutions to providing a better pedestrian environment. Ideas included using parts of existing parking lots for pedestrian-related activities, and constructing sidewalks and/or a decomposed granite path behind the businesses. There was an implicit understanding that creating a better sense of place and improved connectivity could enhance the business environment as well.

A number of participants commented on the success of the Class 1 bike path as a means for traveling between the residential area of Auburn Lake Trails, the commercial area, and Northside School. However, we also heard that the bike path would be used much more frequently if certain safety improvements were made – e.g., installing a fence between the path and road along SR 49 and improving the safety of the intersection of SRs 49 and 193. One participant said that connecting the Class 1 bike path to the Olmstead Loop Trail (and other recreational trails in the area) would make a great amenity.

4. Lack of Sense of Place

One of the most frequently mentioned issues in the interviews was the need to create a sense of place in Cool - a physical and social environment that would make Cool more than “a wide spot in the road.” It would reflect the rural nature of Cool - respecting the community’s past history in relation to the Gold Rush and agriculture while catering to current residents who value its rural aesthetic and proximity to outdoor recreation.

Many of those interviewed felt strongly about creating more of a community character, and had long-standing, vested interests in the community; although no clear consensus emerged on what creating a sense of place would look like. Some stakeholders wanted to maintain the feel of a small town, while others wanted bigger development changes, such as building a more direct road to Auburn. All, however, seemed to want a cohesive town center where both residents and visitors would have many reasons to stop and use the commercial area. They especially hoped to attract more local residents during the large events that draw crowds of visitors throughout the year.

5. Business Opportunities

A final set of responses can be grouped loosely under the category of “business opportunities.” The focus of these responses was on creating a more robust business community in the commercial center of Cool, whether through enhancing and supporting existing businesses or attracting and assisting desired new businesses. Many respondents liked the idea of a recreation focus for new business, which could also help with some of the large, annual outdoor recreation events that take place in or near Cool.

III. Project Events and Activities

Stakeholder Meeting

Interview participants and other identified stakeholders were invited to meet immediately before the Cool Community Open House to discuss their ideas, review and provide feedback on materials for the Open House, and identify ways they could help facilitate the event. The Stakeholder Meeting took place on March 20th at the Cool Community Church. More than 25 people attended, including Supervisor Michael Ranalli (see Figure 1 below).

The meeting included a presentation by the two Portland State University graduate student researchers for the project – Victor Tran and Steve Rosen – whose slides illustrated a range of concepts and suggestions for “making Cool a ‘cooler’ rural community.” The ideas they presented drew from the comments and concerns expressed in the interviews. The wide-ranging discussion afterward (see meeting notes in Appendix 5) provided a good test-run for the Community Open House, which immediately followed.



Figure 1. Group shot from the Cool Stakeholder Meeting

Cool Community Open House

The Cool Community Open House took place on March 20, 6:30-8:00 pm at the Cool Community Church, with over 60 participants (plus organizers). Participants were welcomed by Supervisor Ranalli who expressed his excitement about the project and Open House and the ideas it could stimulate for the community. This was followed by a presentation of rural design and place-making ideas relevant to Cool by the two PSU graduate students working on the project – see section above, “Stakeholder Meeting.”

Afterwards, participants were invited to discuss ideas among themselves and provide feedback in several ways several ways:

- Verbally during event or by email afterward.
- Write or draw on a map of Cool placed on each table.
- Comment on a set of images in a packet on each table.

- Write, draw or post sticky notes on a set of “renderings,” or digital illustrations of sites in Cool, taped on the walls (see Figure 2 below).
- Submit “comment cards.”
- Complete an exit questionnaire.

See Appendices 6 and 7 for the results of the Open House.



Figure 2. PSU Team members with community participants (center) at Open House

Visit by Expert on Retail Strategies and Community Identity

After the Community Open House and as a concluding project activity, the Urban Sustainability Accelerator sent one of its expert advisors to Cool to offer pro bono consulting on retail renewal, place-making, and community identity and brand. (See invitation in Appendix 8.)

Michele Reeves of Civilis Consulting spent the morning of Friday, April 14 with a small group of business owners and managers. They began with a meeting in the Holiday Market, where Ms. Reeves presented a toolkit of ideas for property and business owners interested in building their own authentic brand and experience, leading to improved sales per square foot and property values in Cool. Participants also discussed the idea of organizing a district association for businesses and properties in the immediate area (at the junction of SR 49 and SR 193).

Then Ms. Reeves led the group on a walking tour of the shopping centers to discuss how to apply the ideas in her toolkit. She showed what could be done immediately, with small investments of money, to leverage the strengths of existing businesses. The tour ended at the Cool welcome sign (Figure 3 below).



Figure 3. Michele Reeves (with scarf) and group after walking tour of Cool shopping centers

Next Section: “Book of Ideas”

In the next section we present ideas and concepts for “making Cool ‘cooler” based on interview responses from Cool stakeholders and the research conducted by the PSU graduate students. The ideas are arranged by the five themes identified from the interviews.

Each subsection includes a set of resources with further details and ideas. In addition, Appendix 9 provides a list of resources for rural communities in four general topic areas: pedestrian safety and traffic calming; active transportation & complete streets; rural design and placemaking resources; and rural and small town economic development.

IV. Ideas for Making Cool “Cooler”

Section 1: Improving Pedestrian Safety

1.1 Curb Extensions / Bulb-outs

Curb extensions physically narrow the roadway by extending the pedestrian right-of-way, and thereby highlighting the visibility of crosswalk users. Curb extensions are often constructed as a way to enhance a pedestrian gateway. Within Cool, curb extensions could be applied to help improve the pedestrian connection between the east and west ends of SR 49.



Intersections like the one on the left (Figure 4) help increase safety by making drivers more aware of the potential presence of pedestrians. The bulb-out increases pedestrian visibility and shortens the crossing distance.

Figure 4. Curb bulb-out

1.2 Crossing Islands

Medians reduce crossing distance and provide a midblock refuge for pedestrians. This is especially helpful for slower pedestrians, including children, the elderly, and the disabled. Medians reduce car speeds by either physically narrowing the travel lane or causing drivers to perceive it as narrower. According to the [Pedestrian Safety Guide and Countermeasure Selection System](#), crossing islands can reduce car-pedestrian collisions by 39% to 46%. See Figure 5 for an example of a crossing island. Within Cool, crossing islands could be a possibility near the juncture of state routes 49 and 193.



Figure 5. Crossing island

Resources on center island designs:

- [Urban, Rural and Suburban Complete Streets Design Manual](#) (pp. 18-19)

1.3 Speed Feedback Sign

A speed feedback sign typically consists of a static “speed limit” sign and a dynamic “your speed” sign with an electronic display of an approaching vehicle’s speed measured by radar. A test of low-cost traffic calming measures in rural Iowa towns ([FHWA Publication No.: FHWA-HRT-08-067](#), p. 10) found that speed feedback signs on a road with a speed limit of 25 miles per hour and an 85th percentile speed of 37 miles per hour resulted in a reduction of 85th percentile speed by 7 miles per hour. See Figure 6 for examples of speed feedback signs.



Figure 6. Speed feedback signs (FHWA)

In Cool, these signs might be usefully placed on SRs 49 and 193 just prior to their junction, especially if paired with a warning sign saying “stop ahead.”

Resources on speed feedback signs:

- [Traffic Calming on Main Roads Through Rural Communities](#) (p.10)

1.4 Speed Tables / Raised Crosswalks / Raised Intersections

Speed Table

Speed tables are typically used to slow the speed of vehicles while providing pedestrians and non-vehicle users a safer means of crossing a street. They are designed to raise the entire wheelbase of the vehicle and function similar to speed bumps with the exception of having a larger, longer elevated surface. Speed tables can only be installed where vehicle operating speeds are between 25 and 45 miles per hour, so additional traffic calming measures would be required in Cool to reduce vehicle speeds when approaching the speed tables. Once drivers see the tables, they typically reduce speed further to cross them safely.

Resources on speed tables:

- [Speed Table](#) section of NACTO’s online Urban Street Design Guide.

Raised Crosswalks

Speed tables can serve as crosswalks (“raised crosswalks”), making the crosswalk more visible than an ordinary painted crosswalk (Figure 7).



Figure 7. Speed table crosswalk (NACTO)

Resources on raised crosswalks:

- [Urban, Rural and Suburban Complete Streets Design Manual](#) (see pp. 16-17 for more photos and recommended design standards for raised crosswalks)

Raised Intersection

Raised intersections apply the idea of a speed table to an entire intersection, creating a visual and physical landmark to enforce slower speeds when approaching the intersection. Raised intersections are flush with the sidewalk, so there is no grade transition for pedestrians.

Within Cool, the intersection where SRs 49 and 193 meet seems like an ideal location for a raised intersection, reinforcing the need for cars to stop (as required) before driving through the intersection. Figure 8 shows how a raised intersection might look in Cool.



Figure 8. Raised intersection in Cool (rendering by Victor Tran)

Resources on raised intersections:

- [Raised Intersections](#) – in the *Urban Street Design Guide* by NACTO (National Association of City Transportation Officials).

1.5 Road and Intersection Narrowing

Road Narrowing

Road narrowing, as the name implies, reduces the width of travel lanes to induce a reduction in vehicle speed.

Alternatively, road width can be *perceptually* reduced without actually narrowing the road. Installing certain landscaping and trees along the road fringe can reduce the perceived width of the road; this causes drivers to slow because they perceive a need to be more cautious than if the views were wide open. Figure 9 shows how trees on either side can could narrow the perceived width of the road on SR 49 at its intersection with St. Florian Court.

In the interviews conducted for this project, several people identified the nearby town of Coloma as more comfortable for walking near SR 49 because vehicle traffic travels more slowly. The difference between SR 49 in Coloma and Cool is that drivers perceive the road in Coloma as narrower. They slow down to protect themselves, which makes the road safer for everyone else.



Figure 9. Road narrowing by adding trees (Photoshop image by Robert Liberty)

Intersection Narrowing

The intersection of SR 49 and SR 193 is four lanes wide, even though these state routes are largely two-lane roads. The intersection has separate “storage lanes” for each turning movement. Storage lanes are necessary to reduce the length of the queue when waiting for a traffic signal, when a traffic signal allows protected turn movements, and when cars making left turns must yield to oncoming traffic that does not stop in order to allow through-traffic behind them to pass. None of these situations exist at this intersection, which is simply a 4-way stop.

If each leg of the intersection were reduced from four to two lanes it would reduce speeds (drivers would perceive the road as narrower) and increase pedestrian safety by reducing crossing distance.

It would also allow the extra road space to be put to other purposes, such as landscaping, landmarks, or pedestrian features. Figures 10 and 11 illustrate one idea for how this might be accomplished in Cool. Figure 11 shows the narrowed intersection as it would appear to a driver approaching the junction from the north.



Figure 10. Narrowed intersection (rendering by Victor Tran)

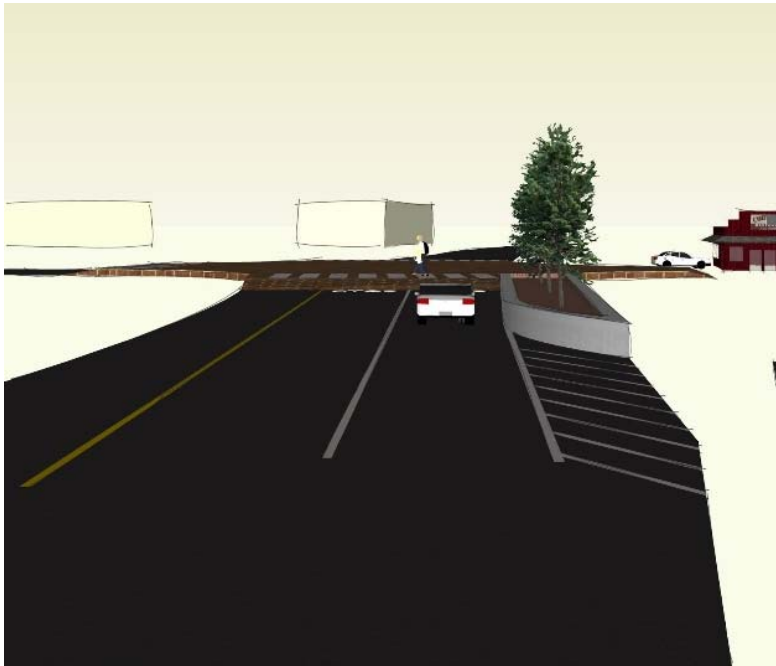


Figure 11. Narrowed intersection (rendering by Victor Tran)

Narrowing Lanes Using Painted Shoulders and Medians

While a study of traffic calming measures in rural Iowa (FHWA-HRT-08-067) found that narrowing lanes by painting a median, an edge line, or a striped shoulder onto the pavement was not effective in reducing traffic speeds, these treatments may be effective in other contexts. Current road width and speed limits should be taken into account.

Resources on road and intersection narrowing:

- [Traffic Calming on Main Roads Through Rural Communities](#) (FHWA 2009)

1.6 Enhanced Speed Limit Marking

Speed limit markings on the pavement, modeled after European entrance treatments using colored pavement, were applied at the east and west community entrances to a rural Iowa town. A large red rectangle (9.5 ft. by 12 ft.) was used to frame the on-pavement "35 miles per hour" speed limit markings. An 8-inch edgeline was also painted along the treatments to enhance visibility (Figure 12).



Figure 12. Enhanced speed limit markings (FHWA-HRT-08-067)

Where 85th percentile speeds exceeded the limit by 10 to 17 miles per hour, these enhanced markings caused a reduction of between four and nine miles per hour. The measure was very cost effective.

Since Caltrans restricts the use of red road markings to indicate stop signs, another color would have to be selected for use in California.

Resources:

- [Traffic Calming on Main Roads Through Rural Communities](#) (FHWA 2009)

1.7 Roundabouts

Roundabouts are installed to improve pedestrian as well as vehicle safety at intersections, help traffic flow more efficiently, and reduce operational costs compared to signalized intersections. They can also serve as “gateways” to signify the entrance to a special district or area. Their circular design eliminates left turns (and associated risks) by requiring traffic to turn right and go around the circle to reach the desired exit street.

Roundabouts are effective at slowing vehicular speeds while maintaining traffic flow. Additionally, they reduce vehicle delays and related greenhouse gas emissions during busy periods.

The Insurance Institute of Highway Safety (IIHS), in partnership with FHWA has shown that roundabouts typically achieve the following improved safety benefits as compared to signalized or side-street stop intersections:

- 37 percent reduction in overall collisions
- 75 percent reduction in injury collisions
- 40 percent reduction in pedestrian collisions
- 75 percent fewer “conflict points” than a traditional intersection
- 90 percent reduction in overall fatalities

Given a properly designed single-lane roundabout, motorist and pedestrian safety is almost always improved when compared to conventional intersections. Results regarding cyclist safety, however, are somewhat more mixed. The key to accommodating pedestrians and bicyclists is to consider their needs from the beginning of the design process, resulting in a balanced design that serves all users.

As of June 2014, Caltrans had installed 21 roundabouts on its roads. Since then it has programmed 35 more and planned 64 more still. Caltrans District 3 has five roundabouts.

One or more roundabouts could be used in Cool to help achieve both traffic safety and placemaking goals. A roundabout at the intersection of the two state routes could feature a landmark or landscaping that reflects and defines the community. Having a landmark in the center of the roundabout could help construct a sense of community (particularly if the community were involved in the landmark’s design) while making the intersection safer for pedestrians and bicyclists.

Multiple roundabouts could be used to establish the edges of Cool to drivers, informing them they are entering a community. Three such “edge roundabouts” could be placed as follows:

- 1) At the intersection of SR 49 and Cave Valley Road, to make it safer for school children, parents, and employees coming to or leaving Northside School.
- 2) At St. Florian Road and SR 49, to make that intersection safer from vehicles coming up out of the canyon, by slowing them down and signaling to them that a community lies ahead.
- 3) At the entrance to Auburn Lake Trails off SR 193.

The Northside School and Auburn Lake Trails roundabouts may be so far from Cool’s commercial center that drivers achieve full highway speed again after passing through them; in that case, roundabouts at the entrances to the Holiday Market from SR 193 and from SR 49 may work instead. Figures 13-15 illustrate these concepts.

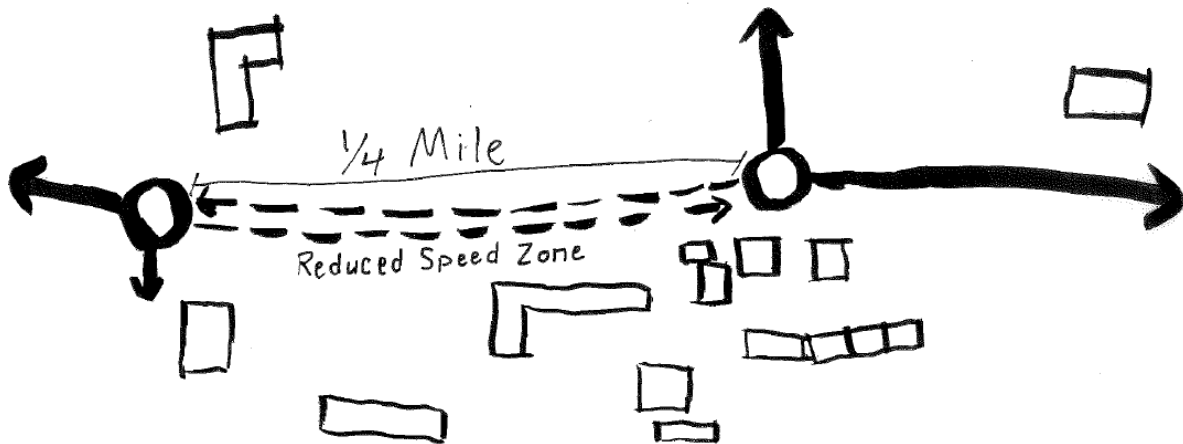


Figure 13. Roundabouts at two intersections
 SR 49 & St. Florian Ct. (left) and SR 49 & SR 193 (right).

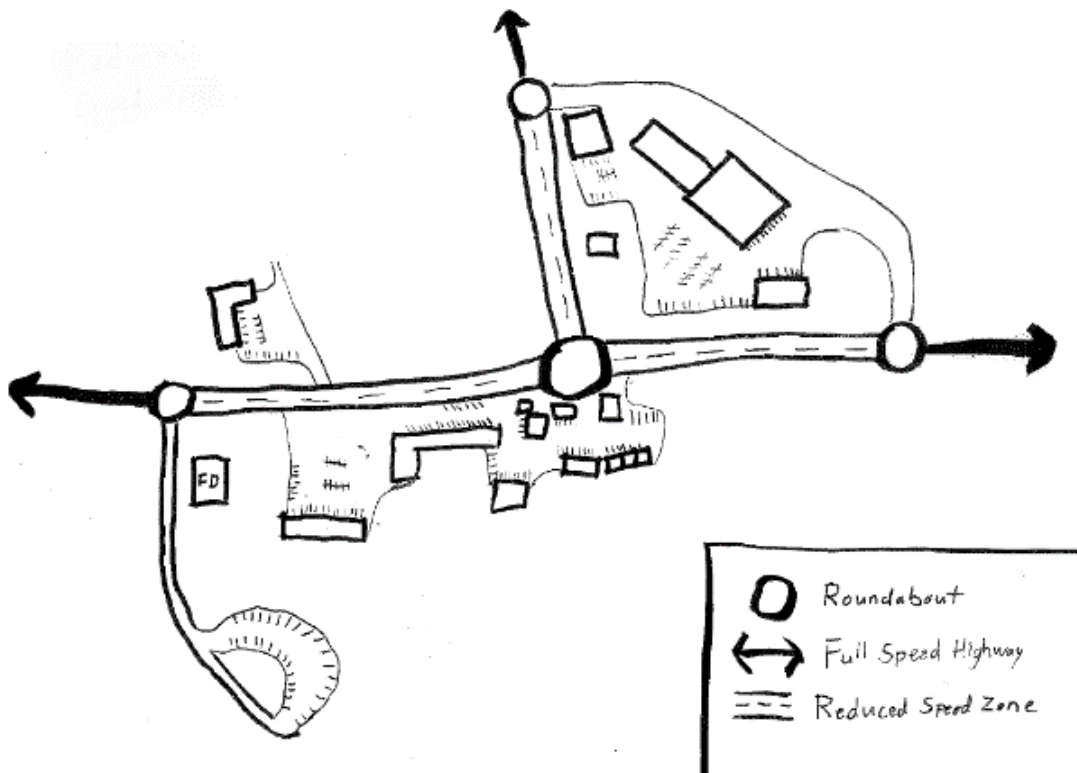


Figure 14. Roundabouts at four intersections
 SR 49 & St Florian Ct. (left), SR 49 & SR 193 (center), and both entrances to Holiday Market shopping center (top and right).

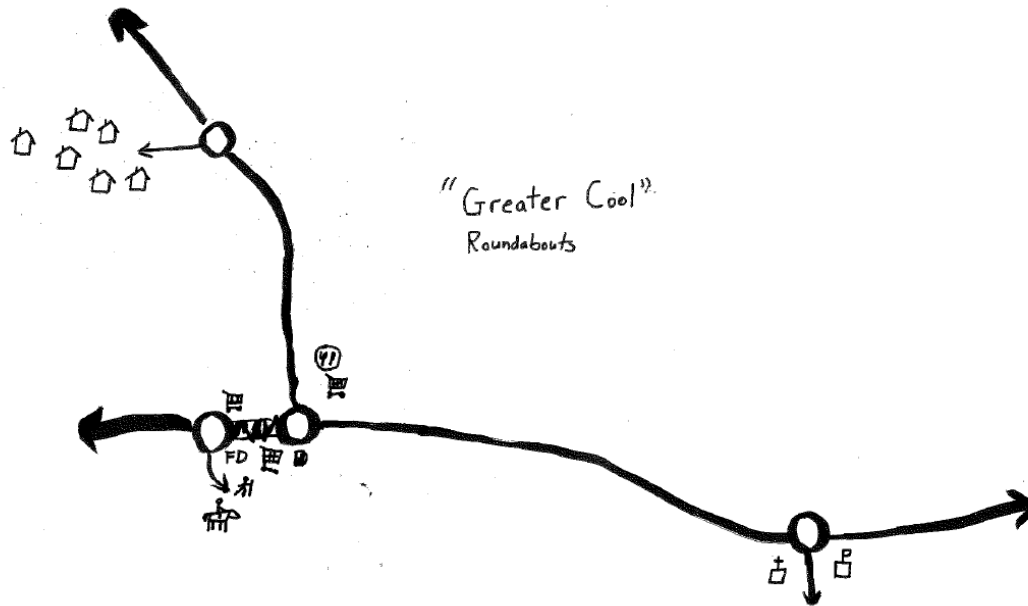


Figure 15. Roundabouts at four intersections (two outside core)
 SR 49 & St Florian Ct. (left), SR 49 & SR 193 (center), entrance to Auburn Lake Trails
 (top), and SR 49 & Cave Valley Rd. (right).

Figure 16 below shows a roundabout in the town of Hopland in rural Mendocino County. It was built at a three-way intersection on a state route in a rural town, similar to the junction of SR 49 and SR 193. It is an example of what Caltrans has actually built on its roads, and what is possible for intersections on low-volume highways.



Ground View ³⁶ District 1, Mendocino County, Hopland, CA - SR 175 and Main Street

Figure 16. Ground view of Hopland roundabout (Caltrans).

Resources on roundabouts:

- [Do Roundabouts Work for Bicycles and Pedestrians?](#) (Pedestrian and Bicycle Information Center, online FAQs)
- [Making Roundabouts Work for Pedestrians and Bicycles](#) (FHWA March, 2014)
- [Protected Roundabout](#) (WALC Institute)
- [Roundabout Insurance Study](#) (MIST - Missoula Institute for Sustainable Transportation)
- [Roundabouts](#) (MIST - Missoula Institute for Sustainable Transportation)
- [Roundabouts: An Informational Guide](#) (FHWA 2000)
- [Roundabouts: An Informational Guide – 2nd Edition](#) (The National Academies)
- [Roundabouts: Mixed Results for Pedestrian and Cyclist Safety](#) (Timothy Boscarino, Smart Cities Dive, online)
- [Roundabouts: The California State Highway System Roundabouts Inventory](#) (2014)
- [Roundabouts: Bicycle Safety Guide and Countermeasure Selection System](#) (BikeSafe online guide, FHWA)
- [Roundabouts Versus Stop Signs: Which is Safer for Cyclists?](#) (Bicycling Magazine, July 20, 2014)
- [Walkability Toolbox](#) (WALC Institute, 2012)
- [Walking and Biking Through Roundabouts](#) (Washington State Department of Transportation, online guide)

1.8 Ideas Not Recommended

Traffic Light

A traffic light at the intersection SRs 49 and 193 would not be an ideal solution for Cool. Traffic lights are tools for controlling traffic at busy intersections, not for calming or slowing traffic. Drivers already fail to make the mandatory stop at the existing stop sign and flashing red light; drivers who see a green light may fail to reduce their speed at all.

Additional Crosswalks

Additional crosswalks are not an ideal solution for Cool. When crosswalks are not supported by additional traffic calming measures, they give pedestrians a false sense of security. Intersections are legally crosswalks, so pedestrians are already protected by the law. A painted crosswalk does nothing to slow drivers, who, unless they have another reason to stop or slow down, may not see it until it is too late.

Section 2: Handling Parking & Congestion During Large Events

Interviewees stated that parking during large outdoor recreation events presents challenges for local residents in Cool. Parking and traffic management programs can alleviate many of these challenges. These programs can include one or more of the measures below... or any others proposed by the hosts of the event.

2.1 Traffic Management Plans

A traffic management plan specifies strategies for managing event-generated traffic within the local and regional impacted areas. It is an in-depth document that outlines mechanisms for site

access and parking, pedestrian accessibility, traffic control plan, en-route driver information, traffic surveillance plan, and traffic incident and safety management plans.

Traffic management plans also include temporary directional signs, requirements or incentives to carpool, instructions to drivers about parking included in the event's registration package, personnel on-site to direct traffic to prevent snarls, and more.

Resources for traffic management plans:

- [Managing Travel for Planned Special Events](#) (U.S. DOT)
- [Sample Transportation Management Plans and Templates](#)
- [Traffic Management Incorporated](#)

2.2 Temporary Event Parking

Event organizers can work with local businesses within the commercial area of Cool to determine if there are areas with agreed-upon parking spaces that can be used temporarily for events. Business owners can decide whether or not to charge for parking to cover the cost of potential lost business.

Business owners can decide to pool resources together to hire a traffic management consultant to help enforce strategic parking strategies on a large, temporary lot, and to prevent cars from parking illegally. Drivers can be charged at the gate by a property manager, or the event organizers can buy spaces in bulk when planning the event and issue parking permits with registration packages or entrance fees.

Figure 18 shows an example of an undeveloped lot used for temporary event parking.



Figure 17. Undeveloped lot used for temporary event parking

2.3 Remote Parking with Shuttle Service

For events that will clearly cause major traffic disruptions and pose potential hazards to safety, a viable option may be to have event organizers arrange satellite parking and enforce a “no parking in Cool” policy. The event attendees would park outside the community and have carpool or shuttle services to Cool (see Figure 19). Doing so would require a large scale-coordination effort involving event organizers, county staff, and traffic planners to work together. Shuttle services will most likely be privately operated.



Figure 18. Shuttle service from remote parking lot

Section 3: Improving Connectivity & Encouraging “Active Transportation”

3.1 Sidewalks and Related Infrastructure

Sidewalks provide pedestrians with designated and safe infrastructure to travel between places. They improve safety and comfort by relieving them of the need to watch for cars and by providing shade and places to rest (Figure 20). Currently there are no sidewalks within the commercial area of Cool, but many residents would like to see sidewalks or bicycle/pedestrian paths installed that connect to existing trail infrastructure. One resident mentioned the need for a sidewalk on the north side of Cave Valley Rd. (across from Northside School) for students passing by the Cool Community Church property on their way to the Class 1 multi-use path.



Figure 19. Sidewalk improvements (<http://ruraldesignguide.com>)

Resources for sidewalks and related infrastructure:

- [Small Town and Rural Design Guide](#) — online design resource and idea book to help small towns and rural communities support safe, comfortable, and active travel for people of all ages and abilities.
- [Urban, Rural and Suburban Complete Streets Design Manual](#) (pp.10-13, “Sidewalks”)

3.2 Expanding the Trail Network

The Class 1 bicycle and pedestrian path currently allows users to travel from Northside Elementary School north to the commercial core, then east to the Auburn Lake Trails residential neighborhood. Having dedicated cycling infrastructure or shared use paths alongside but separate from roads help cyclists feel at ease, and is an important feature in promoting active transportation (Figure 21). Future developments to the multi-use path could include connections to the Olmstead Loop or other nearby recreational trails as a means of encouraging users to cycle, walk, or ride a horse to trails instead of driving to them. Constructing a fence or other barrier between SR 49 and the multi-use path from Northside Elementary School to the Cool commercial center would add an extra layer of safety for path users.



Figure 20. Shared use paths

Resources for trail networks:

- [Rural Cycle Tracks: Getting the Design Right](#) (May 2014)

- [Factors Contributing to Pedestrian and Bicycle Crashes on Rural Highways](#) (Summary Report, Highway Safety Information System)
- [Small Town and Rural Multi-modal Networks](#) (December 2016)

3.3 Unpaved Paths and Connecting Trails – Off-Highway

There are several opportunities in Cool for trails between high-use areas that are not within road rights-of-way. For example, by connecting the Auburn State Recreation Area parking area directly to the shopping amenities with attractive paths that shorten the distance (Figure 22), people might be enticed to stroll to town after enjoying the recreation area. Conversely, people using the parking area at the grocery store while participating in large athletic events across the freeway would be able to walk safely to the starting line without having to walk along the right-of-way. The paths would funnel them to the crosswalks, avoiding dangerous crossings elsewhere.

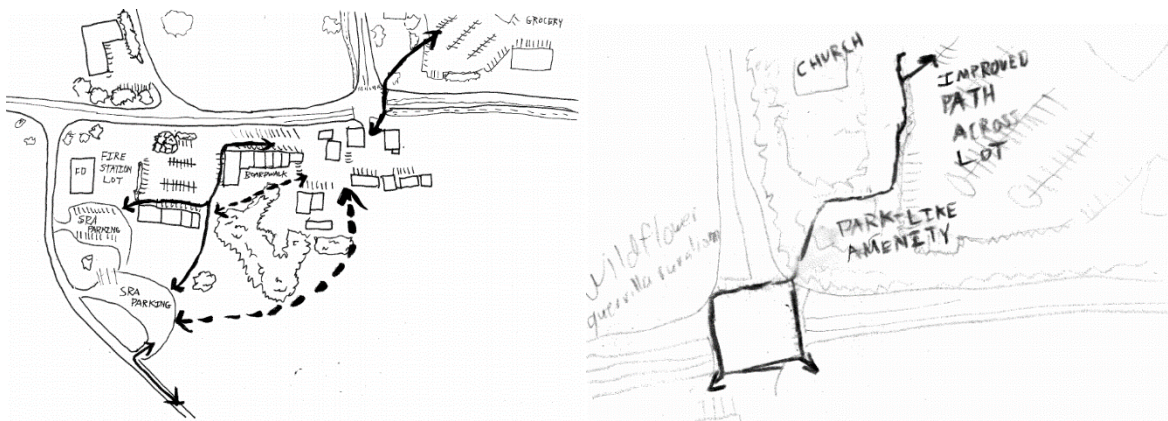


Figure 21. Off-road path ideas in Cool

A crushed granite surface like the one in Figure 23 below would make an ideal material for such connector paths.



Figure 22. Path with crushed granite surface.

Section 4: Enhancing a Sense of Place

Several interviewees mentioned that Cool is the kind of place one speeds through without thinking to stop – that people see it as just “a wide spot on the road.” The ideas in this section offer people a reason to come to Cool’s commercial center, or to linger after they’ve finished their errands.

In terms of building a sense of place, it was very telling that interviewees did not have a common term to describe the area around the SR 49 and SR 193 intersection. Terms varied from “downtown” to “commercial hub” to “commercial center” to “the core.”

4.1 *Extended-Depth Boardwalk and “Parklets”*

Clearly defined commercial boardwalks help pedestrians navigate an otherwise car-oriented environment and contribute to a better perception of safety. They also help create dedicated infrastructure for pedestrian use, activating the public realm and contributing to a sense of place. Figure 24 shows how this looks in Nevada City, CA.

Currently, the boardwalks in front of stores in Cool are confined to just the immediate fronts of stores, and provide little connectivity for pedestrians. They could, however, be extended outward into the parking lot to provide room for outdoor sales and seating, and connecting pathways between boardwalks could be painted onto the parking lot. New construction could incorporate this extended-depth boardwalk and expand on Cool’s existing architectural style.

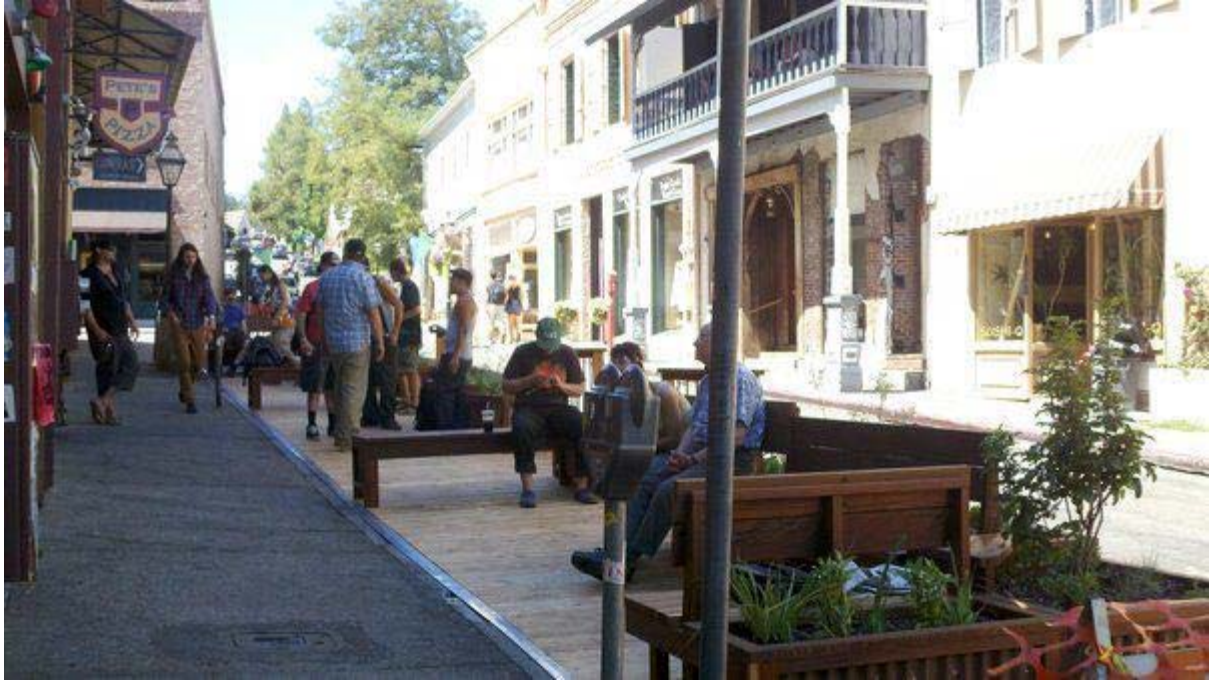


Figure 23. Boardwalk along Commercial Street in Nevada City, CA

The two photos in Figure 25 were taken in Oakland, CA as part of the city's Parklet Pilot Program. The program's [website](#) defines a parklet as "the temporary use of space in the dedicated public right-of-way (parking spaces, unused bus stops, and other types of vehicular and non-vehicular zones) for public uses such as seating or bicycle racks." The parklet concept is also being deployed in the nearby City of Placerville in Summer 2017.



Figure 24. Parklets in Oakland, CA

Figure 26 shows how this parklet concept might look by extending Cool's existing boardwalk.



Figure 25. Cool boardwalk expansion idea (rendering by Victor Tran)

Resources on boardwalks and parklets:

- [Nevada City Commercial Street Boardwalk](#)
- [NACTO Parklet Design Guide](#)
- [Urban, Rural and Suburban Complete Streets Design Manual](#) (pg. 20, “Parklets”)

4.2 Extension of Business Fronts

Temporarily utilizing parking spaces to promote commercial businesses by providing an extended store front. This extension of the business interior into the public realm can include tables of items sold inside, outdoor seating, or anything else appropriate for this public space. Increased visibility of businesses and their merchandise can help attract additional foot traffic, providing a sense of place and creating a friendlier pedestrian environment. Figures 27 and 28 show how a business can expand its store into the public realm.

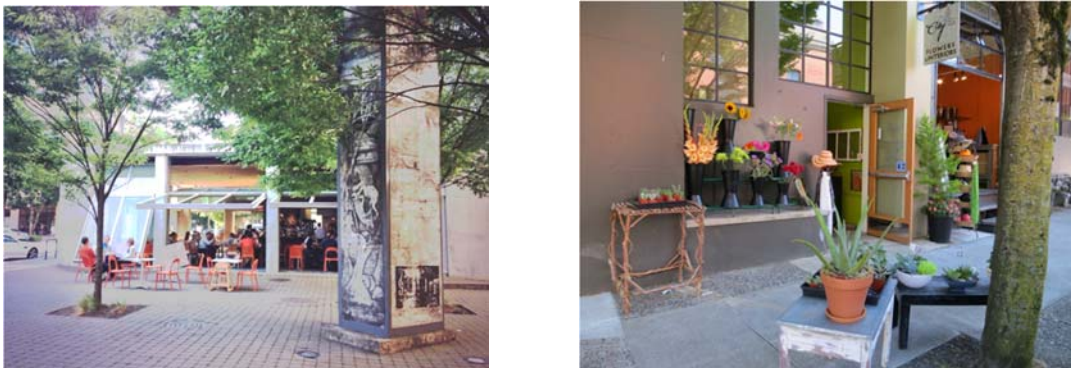


Figure 26. Businesses extend outside store



Figure 27. Business extends outside

Resources on extending storefronts:

- [Facade Guide to Storefront Design](#) (New York City)
- [Iowa City Downtown District Storefront & Signage Guidelines](#) (February 2016)

4.3 Community Node

A place where people can meet without any pressure to spend money. For example, expanding on the pedestrian elements in the lot containing the “Welcome to Cool” sign.

4.4 Gateways

Gateways are a signature entrance or gathering place which function as a highlighted transition zone between different spaces. Gateways are located at strategic edges, and mark an articulated transition or passageway, allowing those who pass through it to easily understand their location in relation to the community as a whole.

While gateways are often associated with high arches spanning the width of a road (Figure 29) objects such as sculptures, public art, and distinctive lighting can also be effective elements in marking a gateway (Figure 30).



Figure 28. Gateway arches in Willits and Modesto, CA.



Figure 29. Public sculpture, signage, lighting and landscaping as gateways.

As a connectivity feature in Cool, a gateway could help connect the two commercial areas on either side of SR 49 in a safe and aesthetically pleasing manner. Key pedestrian access points, such as the junction of SR 49 with SR 193 and with Northside Drive are ideal locations for a gateway. One resident suggested a gateway near St. Florian Court to let drivers who have come uphill from the American River Canyon know they are entering a community and should drive with care. Gateways can also leverage existing pedestrian infrastructure, such as by connecting the public area around the “Welcome to Cool” sign (in front of the fire station) to a gateway.

Resources on gateways:

- [Gateway Markers](#) (Town Center, near Atlanta)
- [Evaluation of Gateway and Low-Cost Traffic-Calming Treatments for Major Routes in Small, Rural Communities](#) (November 2007, Iowa Highway Research Board and Iowa Department of Transportation)

4.5 Public Art

Cool's buildings can become their own landmarks. Eye-catching murals can be oriented toward the two state routes or the Auburn State Recreation Area's trails, or can be secret surprises known only to those who stop and see the town from unconventional vantage points. They can express Cool's history, its present, its future, or its imagination. They can tell stories to long-time residents or to travelers passing through.

Murals do not have to be limited to walls. Cool's parking lots can become a canvas for pictures and patterns too. Sculptures make for eye-catching landmarks as well, as described in the section on "gateways" above. Public arts and culture can also stimulate the local economy. Figure 31 shows examples of public art, both temporary and permanent.



Figure 30. Examples of public art that can enhance a sense of place

Resources on public art:

- [Using Arts and Culture to Stimulate State Economic Development](#)

4.6 Landmark

A landmark boldly declares that a place is worth noticing. The center of Cool seems to be the intersection of SR 49 and SR 193. Should a roundabout be built at this intersection, it would be the ideal site for a landmark. The community could come together to identify a desired landmark feature.

4.7 Special Playground and/or Dog Park

Playgrounds and dog parks bring people together and attract users from farther away than many other types of parks. The "special playground" is the one that the kids from all around beg

their parents to take them to because it has the best play equipment: the big slide, the fire truck, the airplane (Figure 32), the scary tunnels, the water play area, the really tall structure.



Figure 31. Special playground in Los Gatos, CA (warbirds.com)

Dog parks draw people from a wide area because they provide the rare opportunity for dogs to play with other dogs while off leash.

Playgrounds and dog parks also provide places for adults to meet and spend time with each other while the kids and dogs run around and exhaust themselves. Both encourage interaction between strangers who find themselves sharing a bench while their little wild ones play.

One or both of these facilities on the fire station lot in Cool could draw people to the area.

4.8 Parking Lot Management

The overall car-oriented environment remains a challenge for creating a functional and aesthetic pedestrian realm. Numerous authors of rural design guidelines have suggested identifying strategies for managing parking to keep the pedestrian realm open for pedestrian activities. Strategies include identifying shared parking lot spaces instead of having each business control a lot, and encouraging parking behind the main facade of buildings.

Resources on parking lot management:

- [ReThinking a Lot: the Design and Culture of Parking](#) - this book explores a variety of physical design and social placemaking strategies for repurposing parking lots to serve the needs of both vehicles and pedestrians

4.9 Wildflower Patch

A possible location for a wildflower patch is the northeast elevated parking lot site that currently houses the lone food truck in Cool. Elementary school students could scatter wildflower seeds on this lot – especially on the slopes facing the two state routes (49 and 193) – and make it into

a local scenic attraction that would beautify the town and give everyone something to be proud of.

4.10 Parking Lot Rainwater Gardens

The parking areas on the west side of SR 49 and the shoulder on the west side of the road in front of the shopping area are unrelenting blacktop. Planters and planting areas would alleviate this, and perhaps could be functional as well. Planting areas work by catching and holding parking lot runoff for a time while it slowly seeps into the ground, rather than rushing off-site. Lengthening the time it takes to release the water from a storm reduces its velocity and volume, which prevents erosion and wash-outs. Planters also help keep oil, brake dust, and other parking lot nasties out of nearby creeks and other bodies of water. See Figure 33 for examples.



Figure 32. Examples of parking lot planters and rain gardens

4.11 Horse Resting Area

An enhanced equestrian resting, cooling, and watering area could entice equestrians to stay in Cool after their rides in the Auburn State Recreation Area (SRA). The resting area could be in or near the SRA parking lot, or there could be several facilities scattered throughout the central commercial area of Cool. These facilities would have to be developed with people who own and care for horses to ensure that they are safe and comfortable for horses and are perceived as safe and secure and do not pose a danger or health risk to other users of the trails.

Section 5: Considering Business Opportunities

There are several ways to increase the number of potential customers visiting Cool – from both the local area and the greater region – that will complement and support existing businesses.

5.1 Private Campground

Private land designated for commercial use in the core of Cool sits vacant. Demand for commercial space is low. The land could be used as a campground for visitors (Figure 34) and during large events. Investments include sanitation built to the El Dorado County standards for that use, preparing the ground, management, refuse service, and campground furniture.



Figure 33. Bicycle camping

5.2 Food Trucks/Carts

Food trucks (also called “food carts”) are mobile vehicles retrofitted to be able to cook and sell food. Because they are mobile, food trucks can be great temporary solutions for inactive or lightly used spaces. They can be supported with inexpensive infrastructure, such as picnic benches and umbrellas (Figure 35).



Figure 34. Food truck “corral”

Resources on food trucks/carts:

- [Small Biz Survival: The Small Town and Rural Business Resource](#) - an online blog about starting and successfully maintaining businesses in small / rural towns.

5.3 Farmers’ Market

A regular farmers’ market would give local residents a reason to stop and shop every week and support local farmers. Farmers’ markets are temporary and mobile solutions to activate empty or vacant lots. These regular, outdoor events also have a lot of potential to be social nights out for many people, and can eventually grow to include movie nights, concerts, and other fun activities.

Farmers’ markets are also a great way to showcase and support El Dorado County agriculture. Starting a farmers’ market requires obtaining a Certified Producer’s Certificate from the county’s Agriculture Department. There are at least six farmers’ markets in El Dorado County; the two closest to Cool are located in Auburn and Placerville.

Resources on farmers’ markets:

- [Attracting Vendors and Customers to Rural Farmers Markets](#)
- [El Dorado County Farmers’ Market](#)

V. Short-term Actions for Long-term Change

One of the goals of this project was to provide ideas for establishing a sense of place and identity for the community of Cool. Community members and stakeholders mentioned that they would like to create a centralized sense of place around the commercial center – a place where the community comes together regularly for meetings, events, and celebrations.

One way to accomplish this would be to start with small, easy, low-cost, temporary changes that the community itself can do. These have at least four advantages. They:

1. Can be started right away.
2. Can be done locally, without waiting for outside approval or funding.
3. Build knowledge of how people will use the space and what will succeed, helping ensure the success of larger, more permanent investments.
4. Build on successes and attributes that already exist in the community.

Step 1: Identify and Build on What You Have

The first step in this process is to identify and build on existing strengths. What organizations and businesses already exist that can start events, support existing events, and activate underutilized businesses, storefronts and other places? Local events can be focused in Cool. Activities should highlight the local community, engage residents and visitors alike, require minimal investment, and be special and fun.

There are several athletic endurance events in Cool. These events draw a large number of participants from outside the Cool community. Local residents are aware of this increased traffic and try to avoid the increased traffic, limited parking, and overall activity focused around these events. If complementary events of interest to non-participants could be held the same days, the crowds would add value to and enhance the atmosphere of the local event or festival which would encourage the local residents to become involved with the event and share the community with visitors more effectively

Other ideas:

- Shopkeepers could put tables out front displaying their merchandise.
- Local clubs could have fundraising and outreach stands in highly visible places.
- Wineries and breweries could erect tents for a tasting festival.

As your resident-oriented events gain popularity, you can have the attendees help design their town center. Participatory design can make sure that investments are made with the best information available. This involves asking the crowd to help record how they are using the land.

- Chalkboard with prompts like, “Why I like coming to Cool”
- Large aerial photographs or simple hand-drawn maps for people to write and draw on.
- Hand out chalk or spray chalk for people to record their paths on the ground as they walk from one part of Cool to another. They can identify where they stop and talk to each other or eat lunch.

This information can be recorded and used to identify the spots people prefer to linger and the paths people prefer to use so that they can be improved with the features we suggest in this report.

- Bounce castles and petting zoos could be set up for kids and their parents. Drivers would slow down to see the attraction.
- Local equestrians could hold endurance horse events
- On weekends there could be a lawn chair movie night in the parking lot.
- The school play could have an outdoor performance.
- Car and motorcycle clubs could meet in the parking lots for shows
- Horse clubs could organize trail rides in the State Recreation Area and meet for lunch afterward.
- A community bulletin board could be set up, or a chalk board with a question of the week.
- Parades for other holidays could be tried, or even something like a pet parade.
- The vacant stores could be used as pop-up shops. When it's Girl Scout Cookie season, the local troop could open a cookie store. The school band could use the space to wrap gifts at Christmas to raise money for trips to competitions. Clubs could use the empty stores for fundraising dinners.
- The town could have a food truck "rodeo" in one of the parking lots—inviting food carts from around the region to come and serve food around a temporary dining area of picnic tables, and compete for best cuisine (See Figure 36).



Figure 35. Food truck festival in Sacramento

Step 2: Invest in Mobile Equipment to Support Temporary Changes

If the above events are successful, the next step is investing in temporary infrastructure to support the events. Movable barrel or trough planters could create a vegetated buffer along SR 49, or spots of greenery and shade in the parking lots during events. A temporary stage, chairs, tables, shade canopies, grills—could be stored centrally and brought out as needed. Figure 37 below shows an annual event in Cool that uses temporary infrastructure.



Figure 36. Cool Christmas Parade (photo by Linnea Marenco).

The idea is to support success, and owning equipment allows for events to be held more frequently than if the equipment had to be rented each time.

Step 3: Invest in More Permanent Improvements Over Time

To support further success, some permanent equipment can facilitate temporary conversions of space. For instance, lamp posts and flag poles can be built with power outlets, hose bibbs, or fixtures that allow shade canopies to be strung between them and be connected to roofs. Hitching posts might be provided if the equestrian events really take off and people ride over from Auburn State Recreation Area trailheads.

Step 4: Work on Major Infrastructure Improvements

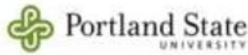
Once the center of Cool has a full calendar of popular events there will be a large constituency to support calls for further investment in public infrastructure, and building owners will see a crowd of customers and be encouraged to make more improvements. At this stage, the community will know what works and what more is needed, so investments will most likely be on target and not wasted. It will be known, for example, where planters work best to provide shade, or the best places for outdoor seating, or the preferred pedestrian routes between buildings. All this at little cost to the community because the ideas were tested first.

Resources for short-term actions for long-term change:

- [Candy Chang](#) – “Before I Die...” and other ideas for inexpensive public art that invites participation
- [POP - Places of Possibility](#) – a wealth of ideas for rural temporary events and public art. Published by Jackson Hole Public Art.
- [Northern Michigan Community Placemaking Guide](#) – a great guide to “placemaking” with examples from rural Northern Michigan. Checklists, ideas, and lots of other resources.
- [Citizen’s Institute on Rural Design](#) – how-to guides for rural towns
- <http://betterblock.org/how-to-build-a-better-block/> - Ideas for events and DIY infrastructure

Appendices

Appendix 1: Outline of Technical Assistance



Technical Assistance Outline for Community Engagement in Transportation and Rural Commercial Center Planning in Cool, California

(Revised Draft January 23, 2017)

Prepared by
Sacramento Area Council of Governments and Portland State University's Urban
Sustainability Accelerator Program
for
El Dorado County and El Dorado County Transportation Commission

Objectives: To engage key stakeholders and the larger Cool community in discussions about planning around community, County and regional goals, including Blueprint principles. The project will gather information about community planning, traffic circulation, and connectivity issues in the area, and share the information to establish a common understanding of a base set of facts. Project participants will discuss challenges and opportunities for sustainable community planning in the area, and then discuss next steps.

Background: The unincorporated community of Cool, California is located on State Highway 49 in the northern portion of El Dorado County, on the way to Auburn. The community has one highway intersection (where State Highways 49 and 193 meet) that is the critical junction for the community – it is where the downtown commercial center is located. The community collectively has not had a community planning effort to address some of the challenges and opportunities it is facing - for example, parking and circulation during the annual "Way to Cool 50K Run" event (which draws approximately 3,000 to 5,000 participants and spectators), and other large planned events. Seasonal day user visits to the Auburn State Recreation Area create another set of transportation issues. The community includes a State Park and two-miles of Class I bike path connecting the largest residential subdivision in Cool with downtown and with Northside Elementary School. Circulation, walkability, and pedestrian/bicycle safety are the

foremost concerns of the community. In addition, lighting, parking, and future plans on State and Federal lands are of importance to area residents.

Key stakeholders include Caltrans, El Dorado County, El Dorado County Transportation Commission (EDCTC), State Parks, U.S. Bureau of Land Management, U.S. Bureau of Reclamation, property and business owners within one-quarter mile of the intersection of Highways 49 and 193, and other relevant individuals.

The role of the Urban Sustainability Accelerator (USA), serving under contract to SACOG, is to provide the community with an “outsider’s perspective” and any insight it has from its experience working with other similar-sized communities across the U.S.

The SACOG/USA assistance team conducted a preliminary visit to Cool with agency stakeholders to understand the current context and learn from them about some of the issues the Cool community is facing. The list of issues identified during the site visit included:

- How to create a safe and attractive commercial district for pedestrians (residents and visitors) – albeit one divided by two busy state highways.
- Traffic, parking and safety problems caused by occasional outdoor recreation events.
- How to improve the appearance of Cool to make it more attractive to customers, but making these improvements in ways that are affordable and fit Cool’s rural, unpretentious, character.
- Understanding and taking advantages of new opportunities for low-impact business development that are based on Cool’s location close to outdoor recreation.

The next step is to conduct phone and/or in-person interviews, to confirm, modify or refine this list of issues and learn from key stakeholders about challenges and opportunities in implementing policies and plans that improve safety, character, access, connectivity and mobility along the Hwy 49 Corridor for all modes of travel, while increasing economic vitality and stability.

USA-affiliated students in Portland State University’s Masters in Urban and Regional Planning Program will develop a menu of potential solutions to the issues above and gather stakeholder and community feedback through online engagement where possible – via an interactive webpage – and two face-to-face meetings in mid-March. The first meeting will be a Stakeholder Convening to share all the information and feedback collected and discuss potential next steps. Immediately following the stakeholder meeting, a Community Open House will take place for a wider group of participants to consider the existing conditions and proposed next steps. After the meetings, the technical team will submit a deliverable summarizing the process, information gathered (online and in the meetings), and proposed next steps.

Appendix 2: Names and Affiliations of Interviewees

*Michael Ranalli	El Dorado County Supervisor, District 4
*Donna Keeler	Senior Planner, El Dorado County
*Woodrow (Woody) Deloria	Executive Director, El Dorado County Transportation Commission
*Jennifer Jacobson	Regional Planning Liaison and Intergovernmental Review Coordinator, Caltrans District 3
Kristin Tornincasa	Analyst, El Dorado County Health & Human Services Agency
Tommy Basham	Manager, Holiday Market
Sol Nisbet	President, Divide Chamber of Commerce
Wendy Westsmith	Principal, Northside School
Michael Nutt	President, Auburn Lake Trails Property Owners Association
Drew Buell	Pastor, Cool Community Church
Carolyn Knisley	Owner, Cool Feed & Ranch Supply
Brandon Mackay	Captain, El Dorado County Fire Protection District, Station 72
Andrew Brandt	Deputy Director for Operations & Maintenance, Caltrans District 3
Terri Potter	Owner, Cher's Hair Salon
Linnea Marengo	Board Member, Divide Chamber of Commerce, and Owner, Penobscot Ranch
Eric Royer	Traffic Operations/Rural Highway Operations Caltrans Dist. 3
Scott Waksdal	Traffic Operations/Rural Highway Operations Caltrans Dist. 3

* Participated in "test" interview

Appendix 3: Interview Script

Introduction

Thank you for taking time to share your thoughts about challenges and opportunities for improving Cool.

I'm a graduate student at Portland State University, in the Master's in Urban & Regional Planning program. I'm working with PSU's Urban Sustainability Accelerator to assist with the community design aspects of this project. With me today is Judy Walton, program administrator for the Accelerator.

As you may know from the letter you received from Supervisor Ranalli, the Urban Sustainability Accelerator is offering to provide technical assistance for Cool through a grant from SACOG. Through these interviews – with county and Caltrans staff, local merchants, and other key stakeholders, we're learning what issues are seen as priorities and concerns for Cool. We're focused on the physical characteristics of the commercial district surrounding the intersection of Highways 49 and 193, rather than social issues.

Based on what we learn, we'll be assembling examples of designs and innovations that will be helpful to Cool and soliciting your feedback on them. This will culminate in a convening of stakeholders and an open house for the community on March 20th. We want to emphasize that this is not a formal, public planning process but more of a facilitated brainstorming.

Do you have any questions before we get started with the interview?

Questions:

1. Can you tell us a little about yourself and your background?
2. What do you think are the biggest challenges or problems for Cool?
3. What should be done to address those challenges, to make Cool a more successful place?
4. Is there a place, or facility that illustrates what you would like to see for Cool or specific parts of Cool?
5. Here is a list of four issues for Cool identified by other people:
 - How to create a safe and attractive commercial district that is divided by two busy state highways.
 - Traffic, parking and safety problems caused by occasional outdoor recreation events.
 - Improving the appearance of Cool to make it more attractive to customers, but making these improvements in ways that are affordable and fit Cool's rural, unpretentious, character.
 - Understanding and taking advantages of new opportunities for low-impact business development that are based on Cool's location close to outdoor recreation.
6. Do you agree that any of these are important issues and opportunities? If so, what do you think can and should be done about them?
7. Would you be interested in reviewing and commenting on ideas for proposed solutions to the problems you identified, by email or other internet connections?
8. Would you be interested in attending the open house at which ideas for proposed solutions

are presented and you can comment informally?

9. Are there any other comments you'd like to make?

Conclusion

Thank you for your time and thoughts. We'll be in touch soon about scheduling the stakeholder convening and the community open house.

Appendix 4: Interview Responses Grouped by Category

Pedestrian Safety	
<i>Dangerous traffic (including cars not stopping at stop sign)</i>	6
<i>Pedestrian, cyclist, and equestrian comfort/safety</i>	7
<i>Traffic around Northside Elementary School is congested during drop-off and pick-up times, and children dart across the road.</i>	2
<i>Walking/biking to school is difficult and often dangerous.</i>	2
<i>Driving through the American River Canyon is slow, congested, or dangerous</i>	2
Parking & Congestion Issues During Large Events	
<i>Event congestion might delay emergency services</i>	2
<i>Parking issues</i>	5
<i>Event activities disrupt life in Cool</i>	3
Lack of Connectivity	
<i>Need better pedestrian, cyclist, and equestrian connectivity</i>	7
<i>Auto circulation within the commercial area west of SR 49 is a problem. People cut through from one lot to another, or it is confusing.</i>	2
<i>Poor connections between different areas; fragmentation</i>	3
Lack of Sense of Place	
<i>Inadequate business signage</i>	2
<i>Lack of distinct center or centers; dispersed across highway</i>	3
<i>Not inviting / lack of sense of place</i>	5
<i>Some buildings don't meet fire code</i>	1
<i>Businesses fail because there are not enough customers, but too few people go to Cool because there are not enough businesses.</i>	2
<i>Facade improvements needed</i>	2
<i>Crime/traffic enforcement</i>	2
Business Opportunities	
<i>New stores and restaurants catering to locals as well as those passing through</i>	5

<i>Filling vacant storefronts</i>	2
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Total interviews conducted: 17

Appendix 5: Notes from Cool Stakeholder Meeting



Notes from Cool Stakeholder Meeting

March 20, 2017 | 4:30-6:00 pm | Cool Community Church

Participants:

Local: Aloha Adams, Tommy Basham, Andrew Brandt, Drew Buell, Ken Calhoon, Jim (“J.P.”) Day, Woody Deloria, Charlotte Donnan, Phil Dyck, Joy Hemp, Jennifer Jackson, Kathy Jackson, Jennifer Jacobson, Donna Keeler, Carolynne Knisley, Bard Lower, Linnea Marengo, Anne Novotny, Terri Potter, Lindell Price, Tom Purciel, Shawna Purvines, Sup. Michael Ranalli, Kristin Tornincasa, Scott Waksdal.

From PSU-USA: Robert Liberty, Judy Walton, Victor Tran, Steve Rosen.

From SACOG: Kacey Lizon

NOTES

Notes are organized by discussion topic:

Reducing traffic speeds

- “Speed surveys need to come first, before reducing speeds. Can't do it without a survey. Can't just lower the speed limit. Data often supports faster speeds after the study is done.”
- [Discussion about roundabouts accommodating logging trucks, as well as horse trailers pulled by large trucks.]
- “People ignore stop sign on SR 49. With roundabout - the worst case is they slow up; best case is they stop at stop sign.”
- “Actually, traffic would keep moving at the roundabout; there would be no stop sign.”
- “Slower speeds and not stopping at a stop sign may also save gas”
- Caltrans: “Not enough information to know yet whether it is feasible. Would guess a dual lane roundabout wouldn't be necessary. The two-roundabout idea [one on each side of town with a section of road in-between] gives you an opportunity to develop pedestrian facilities on both sides - narrow it; make it look more of a community; give more definition to the roads.”

- Painted-on speed limits [painted onto roadway]: “Would have to use other color than red. Studies showed it did not result in significant change in speed [in the area it was tested].”

Sense of Place

- “We’re seeing some of these improvements in Placerville now – there’s a stronger sense of place. Extended boardwalks, flowers, etc.”
- “Rainwater can pick up toxins from parking lot – these new planters can store that water; let it infiltrate (even additional storage filters can be added below).”
- Flower Corner idea: “Have seen cities that have competitions for such types of corners, with awards for the best designed.”
- “Some [places] have artist competitions for the centers of roundabouts.”
- [Sup. Ranalli described a trip to Bend, Oregon, where he met with his counterparts]: “They used their local arts council to improve their sense of place in roundabouts. They bragged not about the beauty but about the lack of stop signs in the west part of the city.”
- “Yes, enhancing a sense of place could have a dramatic effect with not-very-expensive ideas. A trail behind the businesses offers an opportunity for more circulation.”
- “Holiday Market connection is a hard one to make. The question is how to create a desire to walk. Two of the corners don’t have much.”
- “Maybe something temporary – a landscape intervention or coffee cart.”

Roundabouts

- [Discussion. No one was skeptical; many would like to know more, but are receptive.]

Business Health

- “Cool is isolated, sectioned off – a random, unconnected bunch of businesses. People don’t think of it as an integrated area, like a mall. The horse trailer area is packed on weekends - but they never shop in Cool. They don’t seem to think of shopping in Cool. I wonder why they don’t walk over. Having a unified place – a sense of place where you can do all these things; tied together – that would be great.”

Placemaking, Sense of Place

- Creating a trail behind stores: “It could be easy to make that connection.”
- “Night lighting as well. You could work with merchants on a couple of different places.”
- “Can experiment, and reuse materials. Move them around like a palette.”
- “Lighting is a huge piece. The parking lot is dark; people don’t want to walk at night; they may feel unsafe. There’s a lot of energy efficient solar lighting that could be used. It would have more of an evening feel – there are lots of great things happening in the evening.”
- “Cobra lights can create dark shadows – you want to avoid that. Things can be done with lighting the facades of buildings at night, and their interiors.”
- “One of the keys is connecting the bike path to Holiday Market. Currently it means crossing 49, then walking up dirt. There are also rocks & rattlesnakes on that slope. The trail is a linchpin to connecting the church, grocery, etc. [Everyone agreed.]

- “Last year my daughter’s class was going to do a tour of downtown Cool; they bused us to the fire station, then bused us across 49 to the post office. That was a defining moment for me – I said, ‘this is ridiculous.’ We have a bike path to downtown – but just those last few connectors downtown would make it safe for everyone to walk around. Students could actually walk in their own community.”
- “We [family] are out here all the time. Safety on the bike path is a concern. There are stretches where there’s no fence between the bike path and the highway. If there were a way to enclose it a bit more, it would feel safer. ELT folks would use it more too.”
- [People agreed with above comment.]
- “The Institute for Bicycle and Pedestrian Innovation (IBPI) at Portland State University uses the term ‘threshold of ridership.’ The key is feeling safe. Europe has separated bike paths – it’s important for parents and seniors.”

Farmers’ Market

- [Discussion. Participants the liked the idea of a farmer’s market – it would draw people out to have a coffee and browse. For some reason, a previous effort fizzled.]
- “We might be able to start incorporating them [licensing].“
- “Think about when they’re held, and what they can be combined with. Maybe avoid trying to have it every week, at least at first.”

Extended Boardwalk

- [Discussion. Everyone liked the extended boardwalk idea.]
- “I like the concept of extending the boardwalk. Being able to sit outside and have social interaction; so long as it can be reconciled with parking. If those can be balanced and managed, it takes what we have and softens it; makes it more of a community-engaged opportunity.”
- “In the Bay Area you tend to walk further just in order to go to places like this.”
- “The grade separation between the road and the parking lot – you need to think about a design for that. It might need some screening. Would reduce parking maybe, but it’s currently a less friendly environment because of the closeness of the highway. But we would need to think about how to make parking work. Maybe park elsewhere, rather than right in front of a shop – maybe park and then walk.”
- [Discussion of “illegal, congested parking issues.”] “Why hasn’t the County done something?”
- “All property owners – not sure if any are here tonight – none live here anymore or have any emotional attachment to Cool.”
- “You could have discussions around engaging with property owners.“
- Sup. Ranalli: “If there’s great consensus on a number of things you’d like; it’s easier. Just a few requests that everyone agrees on. I have to believe that they [property owners] want the area to be as successful and vibrant as ever.”
- “Just getting the trash cleaned up [from around the shopping area] was a big deal!”

Appendix 6: Open House Feedback, Part 1: Comment Cards, Questionnaire, Images



Feedback from Cool Community Open House

March 20, 2017 | 6:30-8:00 pm | Cool Community Church

Part 1: Comment Cards, Questionnaire, and Images

This is part 1 of a 2-part summary of feedback from the Cool Community Open House. Part 1 provides feedback from three sources: (1) comments on comment cards, (2) responses to the exit questionnaire, and (3) reactions to a set of 8 ½" x 11" images placed on each table.

1. Comment Cards

Card 1:

- Please slow down traffic and open up businesses to create a more open downtown.
- I like raised crosswalks, roundabout if done well, nervous about narrowing lanes.
- We also need to embrace the open trails concept and design to encourage these activities.

Card 2:

- We are new to Cool and love it here. Would love to see a park incorporated into the design. Parks make great "town centers."
- The crossing of 49 and 193 is very dangerous. Drivers going north often miss the stop sign.

Card 3:

- Idea: pedestrian overpass – for peds & bikes. They can have decorative signs (or informative signs) like the one over I-80 w/Loomis sign. Plus walking up over it would give a nice view of the area. I'm thinking of one over 49, not 193.
- Parking and flow/direction improvement around gas station area. Need expanded area by boardwalk business for places to sit outside.
- I like the idea of a campground for overnight camping for hikers/cyclists.

Card 4:

- Decks on back side of shops, overlooking the open space.
- Visitors/tourists come up here to enjoy the outdoors. Give them what they want.

Card 5:

- Provide better weed abatement around highways (49 & 193) and walking trails (new trail by school and ALT area).
- Concerned about horse trailers not being able to travel around roundabouts or raised streets so not in favor of these suggestions.
- Like the farmer's market idea.

Card 6:

- Concerned that all considerations be made for horse trails.
- Roundabouts need to be wide enough.
- Not in favor of any kind of undulations [a gradually raised and gradually lowered intersection – jw].
- LOVE ideas of farmer's market, movie nights, food trucks.
- Although a majority of residents live in ALT, there is their own sense of community. The rest of us could benefit from "Downtown" Cool development.

2. Exit Questionnaire

Questions

1. Was the Cool Community Meeting helpful and if so in what way? (If not why?)
2. What are you most excited about from attending the Cool Community Meeting?
3. How would you like to stay involved? (1) email updates, please provide email address; (2) participate on a committee to implement some of the ideas; (3) participate in future workshops
4. Other comments, questions or ideas that you would like to share?

Responses

Respondent 1:

1. Yes, though I missed the presentation, Mike Ranalli filled me in.
2. Seeing a freshening up of what we already have without spoiling the culture of our little town. We need to address parking.
3. Email updates
4. I would like to see the sign clutter vanish. There must be a more eye-appealing, organized way to advertise each business

Respondent 2:

1. Yes, a good start to potential improvements
2. Adding public art to the community
3. Email updates
4. Thanks for holding this meeting

Respondent 3:

1. Yes! Great! Super way to present ideas for everyone!
2. I want to see a multi-use park and parking area with equestrian facilities, camping, community center, library, etc.
3. Email updates

Respondent 4:

1. Yes! Traffic control problem addressed.
2. County shows interest in "Cool"
3. Email updates
4. County should purchase parcel of land behind shopping center for development into community rec center, etc.

Respondent 5:

1. Yes – it is wonderful to know there is interest in improving Cool.
2. Improvement at the corner of 49 and 193
3. Email updates & Participate on a committee to implement some of the ideas.
4. Thank you to the students!

Respondent 6:

1. It was helpful in providing an opportunity to express ideas.
2. Involvement
3. Email updates

Respondent 7:

1. Yes! It was good to see a strong turnout of interested citizens. As a new resident, I was looking forward to hearing the opinions of the long-time locals. It was interesting to see the presentation by the University and see the direction of their ideas. They did seem to have a urban design bent rather than rural. Maybe we can "educate" them a bit!
2. The opportunity to provide input and hopefully make some positive improvements to the look and feel of Cool. With the rambling nature of the commercial center's buildings and off-set lots, making Cool cooler will be a challenge. But I'm game. Here are some thoughts:
 - Get tenants for the empty stores in the Holiday parking lot. Fun tenants or businesses needed in the area. A tasting room for multiple wineries? Year-round farmer's market space? Sporting goods store? Breakfast spot!!
 - Across the street: freshening up the store fronts and making them more attractive (love the Western style) but retain the funky individuality (individual store front colors and sign designs?). Liked the boardwalk idea.
 - Bury the utility lines!!! This would be an excellent start to beautification.
 - There's an abundance of asphalt on the west side of the road. More bushes/trees and greenery to be pleasing to the eye but not to block the view of the store fronts. Colorful but uniform picket fences perhaps?
 - Color the center of the intersection and highlight the crosswalks to make them friendlier. Perhaps a mosaic in the center of the intersection. Okay, not practical....
 - The raised crosswalks and a crossing island concepts are interesting.

- Bump outs and narrowing of the intersection seem very urban downtown (it's what they've been doing in Healdsburg and the residents are not happy) and planners seem to like them. Not sure it's for Cool.
 - Skip the roundabout. It doesn't encourage people to walk across the street. Plus, drivers and tourists need to slow down and think about where they are and where they are going. Some of our older residents, like me, have a difficult time navigating roundabouts. As do trucks.
 - At the corner by the Lutheran Church and maybe across the street on the knoll to the north install benches, picnic tables for viewing the sunset (and moonrise?), stop for a picnic lunch or a glass of wine at sunset. Create a stop and smell the roses place. Businesses would gladly provide takeout food.
 - A landscaped sidewalk from Holiday parking lot to the intersection. Drinking fountain, please.
 - Georgetown PUD could sponsor the drinking fountain and have a sign about where our water comes from.
 - Signage with historical information, confluence geography, birth of the gold rush; etc.
 - Western style signage arrows pointing to various locations north, south, east, and west. For fun, plug in mileage for Pacific Ocean, Lake Tahoe, Oregon Border, Mexico. Or, wineries, breweries, restaurants, historical sites.
3. Please send email updates. Will participate on a committee and in future workshops. ALT residents.
 4. Lastly, there was talk that night about the need for special event parking and how private landowners may want to earn money by charging for parking.
 - The State recreation area has plenty of space which could and should be utilized for parking. Volunteers could manage the cars and money. Heaven knows the State could use the funds. Or, the County.
 - In partnership with Placer County and transportation agencies, permanent electronic billboards placed near High/Lincoln streets and Hwy 49 going south and just north of the Cool Post Office complex but before Aaron Cool Road going north to allow time and room to turnaround. The billboards would provide a valuable community service by keeping drivers informed in real time of any issues driving through the Divide. The Grant could help pay for attractive "frames" to make the billboards more community-service-friendly and blend in with the Cool decor.
 - Thank you for this opportunity!

Respondent 8:

1. Interesting
2. Trees & developing back areas. Keep boardwalk area rustic in character!
3. No Roundabout

3. Images/Pictures on Tables

Picture of:

Artsy crosswalk

Great idea! Get high school students involved. Help from them to create "their community."

Extended depth boardwalk

This is a great idea. Provided that parking & access controls from Hwy 49 (both directions) are included.

Enhanced Speed Limit Marking

Badly needed on 193 going west to stop sign!

Greening Parking Lots

Very pleasing visually

Public Art

How about creating a competition for artists to design a “landmark sculpture”?

Dog Park

Yes!

Extended Business Fronts

Yes!

Roundabouts

Great idea to have 2 roundabouts

Other signs

Too many words – distracting as you try to read

Add to what you have

Yes! Maybe a tall clock [as a monument].

Private campground

Good!

Outdoor movies

Great idea!

Extended-depth Boardwalk

Trees! & play up Western character! Looks too “new”!

Speed feedback signs

Too modern

The 5 responses below were from the same person:

Roundabouts

Fire station okay. 193 no way

Speed table/Raised crosswalk

OK

Raised Intersection

No!

Intersection narrowing

No!

Other signage

Dumb

Appendix 7: Open House Feedback, Part 2: Renderings & Table Maps



Feedback from Cool Community Open House March 20, 2017 | 6:30-8:00 pm | Cool Community Church Part 2: Renderings and Table Maps

This is part 2 of a summary of feedback from the Cool Community Open House. Part 2 provides feedback from two sources: (A) comments on nine different renderings (digital sketches) of Cool that were taped onto the walls of the meeting room, and (B) drawings and comments on a large-format map of Cool that was placed on top of each table of participants (five submitted comments). Participants wrote their comments on sticky notes as well as writing and drawing directly on the renderings and maps.

A. Feedback on Renderings

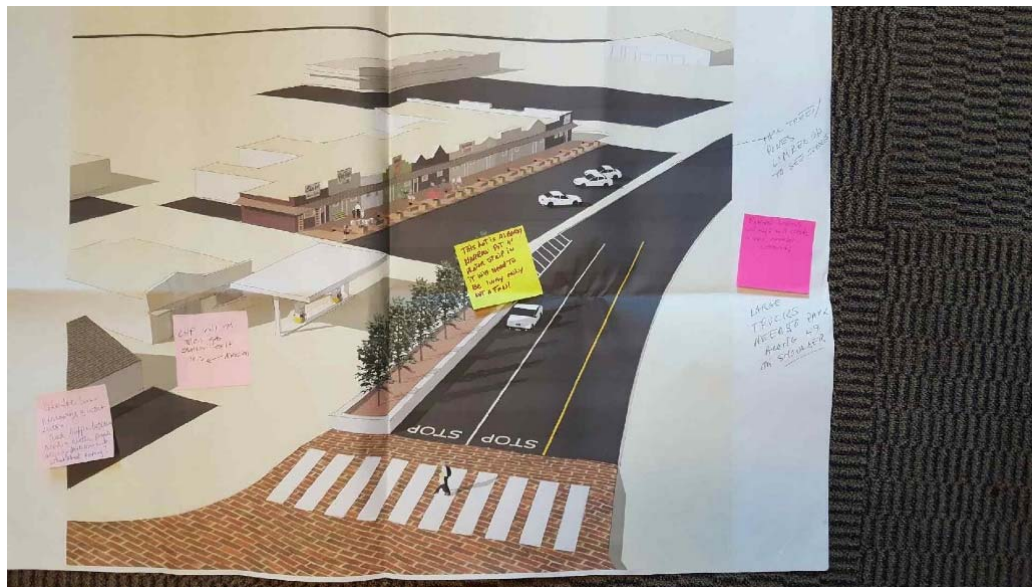
Raised Intersection, Narrowed Road, Sidewalks



- [Would drivers be] unable to access gas station from both ways?
- Pavers not a good use of taxpayer dollars.

- Too modern, keep it rustic.
- Yes!! [in response to “keep it rustic”]
- Looks like a zillion other towns
- Needs trees along the frontage [indicated area between road and sidewalk]
- Looks like [a] mall!
- More trees! Loses Western character. When hot, nice to have wider overhang.
- Yes!! [in reference to “more trees” comment]
- I like this too! [in reference to “more trees” comment]. I like brick at intersection!

Raised Intersection, Narrowed Road, No Sidewalks



- Large trucks need to park along 49 on shoulder
- [Add] tall trees/pines, limbed up to see stores
- Extended business walkways will create a more connected community
- [I] like the lane narrowing at intersection. Need buffer between road and [shopping] center. People already drive over curb. What about parking?
- CHP will not allow gas station exit in this direction [indicated the south end, going into shopping center]
- This lot is already narrow. Put 4 ft. planter strip in. It [gas station entrance/exit] will need to be 1-way only. Not a fan!

Raised Intersection, Narrowed Road, No Sidewalk (#2)



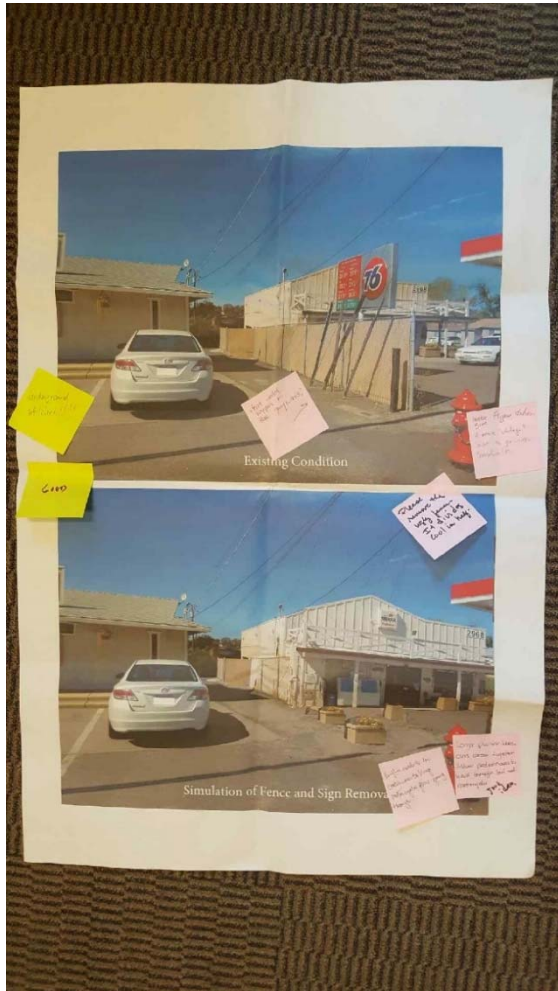
- Great flow but needs more green space. I like [the] raised crosswalk
- Consider walkway with river theme (like at airport). Draw on weekend [events] at Confluence – maybe [a] shuttle with Cool [as the] destination – or origin, so you get them twice
- Cars need to exit gas station. [The exit appeared to be blocked by the planter.]
- Yes! [to the above comment about an exit for cars].
- Ditto [to the above comment about an exit for cars].
- Exit? [in reference to gas station blocked by landscape planter]

Raised Intersection



- Really like raised crosswalk with bricks to protect pedestrians and slow traffic
- Who's paying for all this???
- Not a good use of taxpayer \$\$. Fix pot holes and sinking hwy
- Too many and too wide lines [referring to crosswalk]. Must be better way [to make a crosswalk] to avoid eyesores
- Brick [is] nice – I think elevation might be a challenge to those who are driving fast
- Sculptures with Western theme

Simulation – Brown Fence



- Underground utilities!!!!
- What would happen to the guy wires? Good idea [in reference to underground utilities comment]
- Buffer [of planters] needs to be continuous to keep motorcycles from going through
- Larger planter boxes and closer together. Allow pedestrians through but not motorcycles.
- Good idea [in reference to comment above]
- Please remove the ugly fence. It divides Cool in half.
- Gives filling station a more "vintage" look to go with boardwalk

Extended Boardwalk



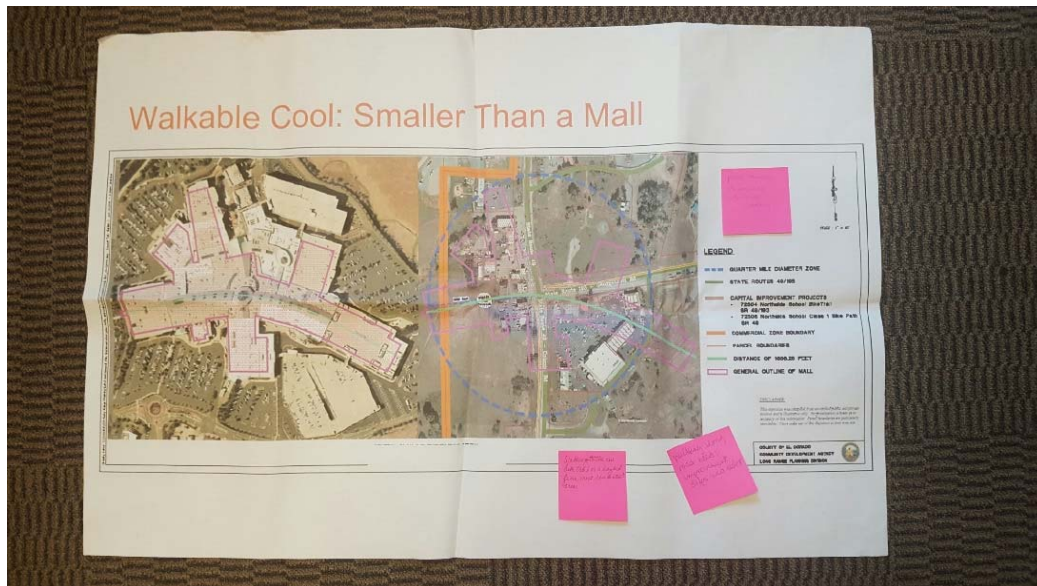
- Very nice and useful!
- Love this! – [We] need shade
- Not very inviting when 100 degrees in summer!
- # 1 for me
- I love the wide boardwalk!
- [Boardwalk] would limit parking
- Great idea to improve the look, but where will the people park?
- [I] like extended the business areas.
- Also like them [referring to above comment] for [a] farmers' market.

Landscaped Median Simulation



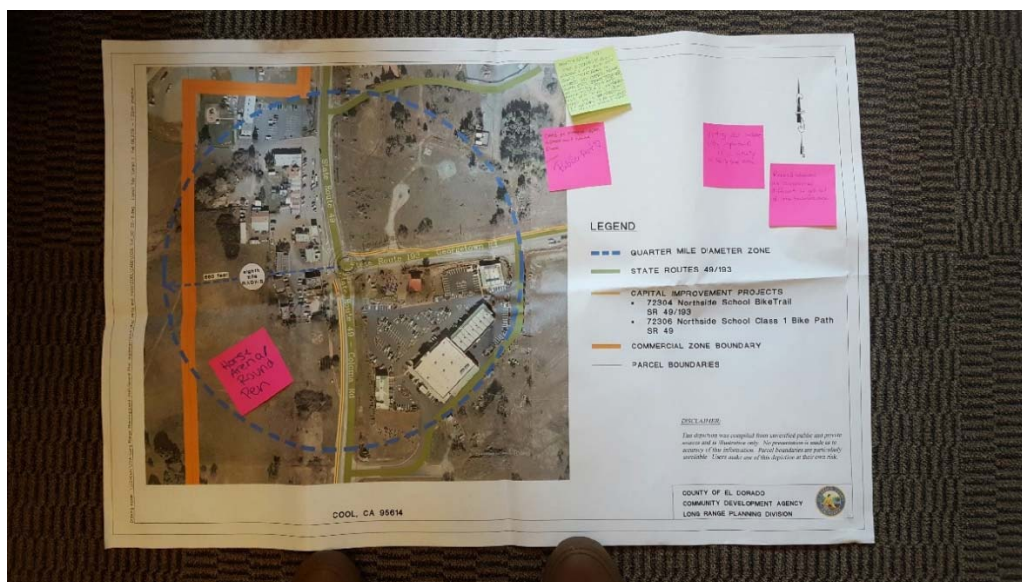
- Keep the boardwalk! Add trees!
- Move this [landscaped median] to the other side of the lot [closer to SR 49]. A green area to break [up] huge parking lot.
- Expensive to maintain
- Good [in reference to landscaped median concept]
- Agree with the boardwalk

Mall Overlay



- Walking along road needs improvement - safe and easier
- Walking to the new bike trail is a hazard from most residential areas
- Please embrace the walkable trails and community

Overview



- Horse arena! Round pen [indicated area southwest of southernmost shopping area].
- [Northside Rd.]: Two storage businesses at end of road. The road is used by cars, horses trailers, boat trailers, large RVs, and camp trailers. Entrance and exit to and from Hwy 49 is too narrow. It needs to be widened to allow for wider turns.
- Need to preserve open space and native flora.

- Public art!
- Getting Cool walkable [is] very important. It is actually a very small area.
- Roundabouts [welcome], as [it is] sometimes difficult to get out of the business area

B. Feedback on Large-format Map on Tabletops



Table 1 Feedback:

- Drew image of a cow grazing in the lot behind Holiday Market
- “No roundabout!!!” [at SR 49/193 intersection]
- “Farmer’s market” [along east side of SR 49 just north of intersection with 193]
- “Farmer’s market” [along west side of SR 49 south of shopping area.]
- Drew image of deer/elk grazing along west side of SR 49, south of shopping area, and south of proposed farmer’s market
- Drew image of clock tower on NE corner of 49/193 intersection. “Make it old-fashioned looking”
- “Arch was nice” [referring to an image of an arch at north side of SR 49/193 intersection]
- “Ped/cycle overpass” [image drawn on north side of SR 49/193 intersection]
- “Highlight the exit at Northside Dr. (make it more visible)”
- “Heat of summer would require much landscape/shade to draw people to highway!!”
- “Horse arena / round pen behind shopping area” [west of the lot between Cool Feed & animal hospital strip].
- “Don’t need so much parking & asphalt” [in front of fire station]. “Instead, have a huge square of lawn & trees.”

- “Community horse area” [drawing on south & west quadrant of map]
- “More wood” [indicated front of pizza restaurant/shopping strip]
- “Parking lot is too narrow” [indicated Cher’s strip]. “Add sidewalks” [same parking lot]
- “[Add] patio behind Cool Bunz & Beans, with views to the west.”
- “Trail connecting horse trailer parking area by fire station to Class 1 bike trail that starts on west side of 49 at shopping center” [drew on map].

Table 2 Feedback:

- [Referring to the lot behind Holiday Market]: “Purchase this 33 acres with a grant to develop community services, parking, camping, community center for library, weddings, lectures, etc.”
 - “Community pool, dog park, etc. in the center.”
 - “Parking lot” (indicated the southwest area of lot)
 - “Horse barns” [indicated area east of proposed parking lot]; “events center” [east of proposed horse barns]; “baseball fields” [in northwest corner], “camping” [east of proposed baseball fields].
- “Chico has roundabouts on Manzanita, used to be ‘gridlock’ traffic with stop signs, but now it’s great!”
- Drew images of roundabout at SR 49/193 intersection; also roundabouts at St. Florian Court, and at southern entrance to Holiday market lot, off SR 49.
- “Add an equestrian crossing easement at southern entrance to Holiday market lot, connecting to BLM land across 49 to the west. This includes the edge of the Ellinghouse parcel #7” [on west side of SR 49.
- “Easements needed since Ellinghouse parcel ends before BLM land begins.”
- Drew equestrian crossing over 49.
- “Bump-outs” [at SR 49/193 intersection] not good for turning corners with horse trailers.

Table 3 Feedback:

- “Public parking for events” [indicated area behind Holiday Market, using southern entrance]
- “Public parking for events” [indicated area up Northside Dr.; first right turn.]
- “Improve lighting in downtown Cool”
- “Extended boardwalk with a rustic design (using barn boards)”
- Drew roundabout at SR 49/193 intersection and a 2nd roundabout at St. Florian Court.
- “Create path to Holiday Market”
- Drew extended boardwalk along pizza restaurant strip
- Drew extended boardwalk along hair salon strip
- Drew extended boardwalk in front of feed store, and in front of Bunz & Beans.
- “Love roundabouts!”
- “One-way parking in front of salon strip.”
- Drew image of dog park in back of shops [behind Cher’s strip]
- Drew image of walking path connecting animal hospital strip to feed store.
- “Add entrances in back” [of shops] [indicated Cher’s strip]
- “Beautify the area in back of shops”
- “Walking path in back of shops” [drew image]

Table 4 Feedback:

- “Coffee cart or shop” [drew image on north side of SR 193 east of Holiday Market entrance/exit]
- Feedback from one individual:
 - “Paint & unify building design.”
 - “3 crosswalks at 49 & 193 intersection; color the center to unify intersection”
 - “Create more seating areas to take in views”
 - “Picnic table at SE corner of intersection, near church, to capture sunset view. Benches to look out. Walkway to connect that area with the intersection.”
 - “Tiny bumps on road to alert traffic before each crosswalk”
 - “Plant more trees & shrubs”
- “Open & for sale” [indicating area behind Holiday Market]
- “Greenery in Holiday Market parking lot” [drew image on map]
- “I love Cool just the way it is... Most visitors dislike Hwy 49, we love it. 16 yrs of Coolness. Thank you!”
- Drew image of sidewalk along south side of SR 193 between Holiday Market and intersection with SR 49
- “Event parking” [drew image connecting two areas of parking: (1) land at NE corner of SR 49/193 intersection and (2) land just south of Northside Drive after entering it from SR 49, near where Fusion Smokehouse food cart was located].
- “Electronic sign at north end of town for traffic headed north – for Divide traffic conditions and canyon conditions.” [Drew image on map.]
- “No roundabout at Hwy 49 & Aaron Cool Dr.”
- “More formulated picnic/rest area near ‘welcome to Cool’ sign”
- “Extended boardwalk in front of shops” [drew image on map]
- “Stretch where parking lot in front of shops meets Hwy 49: Needs shrubbery, but not to hide businesses”
- “Wetland area behind shops” [drew wetland area behind Cher’s Hair strip].
- “Accentuate walkway behind buildings to connect to trails”
- Drew a connecting path from bike path along SR 49 to businesses through parking lot.

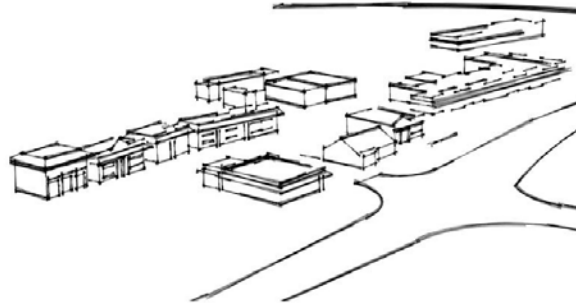
Table 5 Feedback:

- [Sign saying] “Photo opportunity ahead” [indicated area near Welcome Sign]
- “Like boardwalk. Concerned about parking.”
- “Bronze horses, hitching posts” [indicated extended boardwalk in front of Cher’s Hair strip]
- “Trail maintenance needed regularly” [indicated bike trail on west side of SR 49]
- “Love plants” [indicated area near Expressions Catering]
- “Crosswalks at intersection” [drew image of]
- “Pedestrian connection on north side of intersection” [referring to SR 49 and SR 193]
- “Lighting (subtle) at SE corner of intersection” [of SR 49 and SR 193]
- “Monument” [along east side of SR 49 going through town].
- “Roundabouts” [no associated drawing]
- Drew image of pedestrian crossing at entrance/exit to Holiday Market on SR 193
- “Flooding problems” [on SR 193 east of Holiday Market entrance]. “Notify Caltrans.”
- “Flooding on bike path side too” [along a stretch east of Holiday Market, before trails begin].
- “Concerns about pedestrian safety: solution needs to address trucks & trailers”

Appendix 8: Invitation to Meet with Consultant Michele Reeves

Cool Business and Property Owners, let's keep the dialogue going!

YOU'RE INVITED!



What: Special Meeting with Michele Reeves of Civilis Consultants

When: Friday, April 14: 9:30am to 12:00pm

Where: Holiday Market Conference Room in Cool
Q&A Session with Michele Reeves **9:30am-10:30am**
Walking Tour: **10:30am-12:00pm**

Space is limited! RSVP to Sol Nisbet with the Divide Chamber: sol.nisbet@gmail.com

Why: As a follow-up to the recent Open House meeting, and part of our ongoing collaboration with Portland State University and SACOG, Michele is available to provide consulting at no cost to you. She is an expert in placemaking and community identity, and will discuss specific recommendations for buildings and businesses in Cool to build your own authentic brand and experience. Michele will work with owners and managers to improve sales per square foot and property values in Cool, and show what can be done with small investments of money, immediately, to leverage your strengths. She will introduce the idea of organizing a district association for businesses and properties at the intersection of highways 49 and 193.

About Michele Reeves

Michele E. Reeves' 16 plus years in renewal includes involvement in public/private partnerships, marketing unknown or economically underperforming districts, predevelopment consulting, siting manufacturing facilities, strategizing acquisitions and development with private sector investors, helping districts build brand, retail/business consulting, and creating retail leasing strategies. She founded Civilis Consultants to assist commercial districts to recognize and leverage their strengths, craft unique brands, and ultimately, increase sales per square foot. Michele has a degree in aerospace engineering from the University of Texas at Austin.



Appendix 9: Resources for Rural Areas

Title of Resource	Author, Description, and URL
Pedestrian Safety and Traffic Calming Resources	
Roundabouts: The California State Highway System Roundabouts Inventory	Caltrans (July 2014) http://www.dot.ca.gov/hq/tpp/offices/omsp/system_planning/Final_2014_CA_SHS_Roundabout_Inventory_Report_07082014.pdf
Roundabouts on California State Highways	Calmentor Workshop (April 22, 2014) http://www.dot.ca.gov/dist6/ppm/calmentor/042214/docs/calmentor_roundabout_presentation042214.pdf
Traffic Calming on Main Roads Through Rural Communities	Techbrief, Publication # FHWA-HRT-08-067 (2009) https://www.fhwa.dot.gov/publications/research/safety/08067/
State Route 49 Corridor System Management Plan	Caltrans (2009) http://www.dot.ca.gov/hq/tpp/corridor-mobility/CSMPs/d3_CSMPs/sr-49/SR49_final_csmf_FINAL.pdf
Transportation Concept Report: State Route 49 (DRAFT)	Caltrans http://www.dot.ca.gov/dist3/departments/planning/tcr/tcr49.pdf
Final El Dorado County Regional Transportation Plan	El Dorado County Transportation Commission (2015) http://www.edctc.org/L/RTP%20FINAL-2015-2035.pdf
Active Transportation & Complete Streets Resources	
Active Transportation Connections Study	El Dorado County Transportation Commission (2017) http://www.edctc.org/3/ATP.html
Riding the Trail to Revitalization: Rural and Small Town Trail-Oriented Development	Citizens' Institute on Rural Design (Jan. 20, 2017) http://rural-design.org/blog/riding-trail-revitalization-rural-and-small-town-trail-oriented-development

Benefits of Trails	Rails to Trails Conservancy https://www.railstotrails.org/experience-trails/benefits-of-trails/
Small Town and Rural Design Guide: Facilities for Walking and Biking	Online set of design guidelines, visuals, case studies, and technical information for walking and biking infrastructure. Funded by the Center for Prevention at Blue Cross and Blue Shield of Minnesota. http://ruraldesignguide.com/gallery
Small Town and Rural Multimodal Networks	Extensive document applying national design guidelines for the implementation of multimodal networks in small towns and rural areas. Funded by FHWA. https://www.fhwa.dot.gov/environment/bicycle_pedestrian/publications/small_towns/fhwahep17024_lq.pdf or see website: https://www.fhwa.dot.gov/environment/bicycle_pedestrian/publications/small_towns/
Walkability Toolbox	Project for Public Spaces, and EPA (2012) https://www.pps.org/livability-solutions/files/2013/10/EPA_Walkability-Toolbox_WALC-Institute_April-2012.pdf
El Dorado County Bicycle Transportation Plan - 2010 Update	El Dorado County (2010). Three sections. http://www.edctc.org/3/CountyBikePlan2010.html
Complete Streets: Cost Effective Approaches and Keys to Success	Presentation by Alta Planning (part of work on bicycle and pedestrian planning in rural regions) http://media.planning.org/media/npc13/presentations/S674.pdf
Complete Streets Work in Rural Communities	Fact sheet by Smart Growth America and National Complete Streets Coalition, showing benefits of complete streets in rural areas, including in California https://www.smartgrowthamerica.org/app/legacy/documents/cs/factsheets/cs-rural.pdf
Implementing Complete Streets: Rural Communities & Small Towns	Fact sheet by Smart Growth America https://www.smartgrowthamerica.org/app/legacy/documents/cs/factsheets/cs-rural-2.pdf

Best Practices for Complete Streets in Rural Communities	<p>Southern Georgia Regional Commission. Can be broadly applied, and very comprehensive.</p> <p>http://nebula.wsimg.com/4fe40511bac13ad56d70bbde55e0e6fb?AccessKeyId=7599C68BC55095BE1D8F&disposition=0&alloworigin=1</p>
<p>Complete Streets Rural Contexts</p> <p>and</p> <p>Complete Streets, Complete Networks: Rural Contexts (pdf)</p>	<p>Active Transportation Alliance.</p> <p>http://atpolicy.org/resources/design-guides/complete-streets-rural-contexts/</p> <p>http://atpolicy.org/wp-content/uploads/2016/04/CSCN-Rural-Companion-v3-LOW-RES-PROOF.pdf</p>
<p>Pedestrian Facilities Guidebook</p>	<p>Washington State Department of Transportation guidebook on incorporating pedestrians into transportation system. See Sec. 4, "Trails & Pathways."</p> <p>https://drive.google.com/drive/u/0/folders/0BwuzQDe40xPgVDNoVG94bDdWak0</p>
<p>Rural Design and Placemaking Resources</p>	
<p>Design Guidelines for Small Towns & Rural Communities</p>	<p>Series of slides describing thought processes and major considerations for rural town design.</p> <p>http://www.planhillsborough.org/wp-content/uploads/2012/12/Balm-Design-Guidelines-presentation-4-10-2012.pdf</p>
<p>The Art of the Rural</p>	<p>ArtPlace: Creative Placemaking in Rural America</p> <p>http://theruralsite.blogspot.com/2012/06/artplace-creative-placemaking-in-rural.html</p>
<p>Suisun Valley Strategic Plan: Chapter 4 Design Guidelines</p>	<p>Chapter 4 illustrates appropriate design guidelines that respect and enhance the area's agriculture nature. Much seems applicable to Cool.</p> <p>https://www.solanocounty.com/civicax/filebank/blobdload.aspx?blobid=10653</p>
<p>Placemaking on Main Street: Revitalizing Rural Communities</p>	<p>Project for Public Spaces. Describes placemaking efforts in rural communities, with links to resources.</p> <p>https://www.pps.org/blog/rural-placemaking-and-main-street/</p>
<p>Citizens' Institute on Rural Design</p>	<p>An online resource with blog posts, workshops, and guides for better rural community development.</p> <p>http://www.rural-design.org/ .</p>

<p><u>Public ART & Placemaking Toolkit for Rural Communities</u></p>	<p>Strategies and ideas for public art as an economic and social stimulator in rural areas.</p> <p><u>http://2vu7r51wf6it1bb04v1tratk.wpengine.netdna-cdn.com/wp-content/uploads/2012/12/Places-of-possibility-public-art-toolkit.pdf</u></p>
<p><u>Essential Smart Growth Fixes for Rural Planning, Zoning, and Development Codes</u></p>	<p>Series of policy recommendations addressing aspects of economic vitality, strategic development, public realm improvement, and rural preservation.</p> <p><u>http://rural-design.org/sites/default/files/documents/essential_smart_growth_fixes_rural_0.pdf</u></p>
<p>Rural and Small Town Economic Development Resources</p>	
<p><u>How Small Towns and Cities Can Use Local Assets to Rebuild Their Economies: Lessons From Successful Places</u></p>	<p>List of case studies of economically and socially resilient rural towns.</p> <p><u>https://www.epa.gov/sites/production/files/2015-05/documents/competitive_advantage_051215_508_final.pdf</u></p>