



## STAFF REPORT

**To:** GENERAL PLAN STEERING COMMITTEE  
**From:** Brian Millar  
**Date:** August 21, 2003  
**Re:** Continued Goals and Policies Discussion; Focus on Traffic

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The meeting of August 21<sup>st</sup> will involve continued discussion of traffic issues. Once again, Wayne Shijo (from CCS Planning and Engineering) will be present to assist in the discussions.

Because time was running short at the previous meeting, we were unable to complete planned review of several issues. These include:

- Various Commercial Areas (including Casa Buena and Park Madera centers). This issue may include certain design issues.
- Highway 101 overcrossing at Tamalpais Drive (connectivity between east and west Corte Madera). Mr. Shijo will discuss options and programs to pursue this critical issue.
- Residential neighborhood traffic considerations. Mr. Shijo will discuss qualitative and quantitative programs that can be used to address traffic impacts in residential neighborhoods.
- Other traffic and circulation issues (time permitting), which may include pedestrian and bikeways, community levels of service, and opportunity for the Committee and public to raise other issues.

We would like to focus on key issues touched upon in previous meetings, *with a goal of gaining Steering Committee consensus on how these issues will be addressed in the draft General Plan.*

The format will again be as follows: staff will make brief presentations on the below-listed items, offering an intended pathway or recommendation on how to address the item in the General Plan, followed by Committee and public feedback on the approach.

In follow-up to the design discussions at the July 31<sup>st</sup> meeting on Old Corte Madera Square and the Paradise/San Clemente commercial area, staff has revised and attached to this memo the preliminary goals and policy statements. Changes (new language) is shown underlined. The changes reflect design issues included in Mike Notestine's discussion.

## Corte Madera General Plan – Old Corte Madera Square and San Clemente/Paradise areas

Goal V.4: Develop Specific Plans that address the desired range of land use activities and physical improvements in and around Old Corte Madera Square and the Paradise/San Clemente center.

*Intent: Old Corte Madera Square and the Paradise/San Clemente center represent two of the more important land areas in the Town with respect to how the General Plan can be used to achieve desired character. Old Corte Madera Square has an established range of land uses located around Menke Park; it is perhaps the defining “place” for the Town of Corte Madera. The Paradise/San Clemente center, while nearly fully built-out, has potential for redevelopment over time. Each site can be addressed in greater detail through provisions of a Specific Plan, helping the Town achieve broader community objectives for each location.*

Policy V.4.1: Prepare a Specific Plan that encompasses lands on and around Old Corte Madera Square, intended to achieve the following objectives:

- ◆ Improve traffic safety and flow around the Square.
- ◆ Improve pedestrian and bicycle safety in and around the Square.
- ◆ Improve upon the collective traffic, bicycle and pedestrian environment at the intersection of Redwood and Corte Madera Avenues.
- ◆ Explore methods to calm traffic (through methods such as adding raised crosswalks, pedestrian islands, bulb-outs, pedestrian controlled traffic signals, pedestrian nesting places, etc.) around the Square.
- ◆ Explore methods to provide more convenient pedestrian access between Tamalpais Drive and First Street.
- ◆ Develop and implements a streetscape design program to enhance the pedestrian environment and create an engaging gathering place.
- ◆ Develop a locational signage program and provide gateway elements.
- ◆ Enhance the passive recreational value of Menke Park as a quiet, scenic resource.
- ◆ Create an environment to enhance business success around the Square.
- ◆ Explore opportunities for mixed land uses around the Square.
- ◆ Explore desired uses that will enhance the Square's attraction to Town residents.
- ◆ Recognize the historic architecture around the Square when considering new development.
- ◆ Update the Design Guidelines for the Square area to maintain the diverse architectural styles found in the area and enhance new development and rehabilitation.

Policy V.4.2: Prepare a Specific Plan that encompasses lands in the San Clemente Drive/Paradise Drive area, intended to achieve the following objectives:

- ◆ Improve vehicular access to the area by extending through-access routes leading to Paradise Drive.
- ◆ Encourage new development of land uses that are in keeping with underlying General Plan objectives for commercial and office use.
- ◆ Provide for improved bicycle access through a connection to the bicycle lane across San Clemente Drive.
- ◆ Create outstanding designs through application of the Design Guidelines and through excellence in architecture and site planning. Provide for treatment of San Clemente Drive as a boulevard, with improvements such as medians, streetscaping, pedestrian and bicycle paths, and street crossings, while also preserving the functionality of the street as an arterial.
- ◆ Develop the San Clemente/Paradise Drive Commercial Area as the gateway to bayside Corte Madera.

- ◆ Consider existing land uses within the project area, and integrate them with new development where feasible.
- ◆ Develop clear circulation linkages and access points to the adjacent highway, streets and boulevards.
- ◆ Develop a central, pedestrian-oriented network of linkage drives, parking and circulation spaces as the focus of the commercial district.
- ◆ Orient building frontages to sidewalks, pedestrian spaces and public streets/linked drives.
- ◆ Develop clear circulation and bicycle linkages to the adjacent residential neighborhoods.
- ◆ Provide locations for office and employment activities that are compatible with the district and surrounding residential neighborhoods.
- ◆ Connect to and develop the Bayside Trail Park as an important amenity and linkage to the Bayside Trail and open space system, providing pedestrian and bike connections to the adjacent residential neighborhoods and commercial districts.
- ◆ Provide a high quality pedestrian environment with wide sidewalks, safe street crossings, street trees, pedestrian plazas, ample site landscaping and pedestrian lighting.
- ◆ Minimize drive-through, drive-in, automobile-oriented facilities and other land uses that generate high traffic volumes. Explore the need to provide sufficient commercial services for the adjacent residential neighborhoods and group these facilities into one area.
- ◆ Limit the size and height of highway-oriented signage. Adopt design guidelines to improve the quality of signage in the Specific Plan Area and reduce the collective visual clutter of highway-oriented signs.
- ◆ Intensity plantings along the highway edges, especially at the south and north entrances to the project area. Strengthen and upgrade the scenic quality of this area. There is great potential for highway edge planning and improved maintenance (reduction in litter). Consider seeking local businesses who could “adopt” this section of U.S. 101 and clean up on both sides of the highway fence.
- ◆ Provide a clear implementation/phasing plan that creates a coherent image for the district upon the phased completion of Specific Plan area improvements.