

# Plumas Street Improvements

Yuba City, CA



Plumas Street's streetscape reconfiguration was a key downtown revitalization strategy of the Central City Specific Plan. It creates a new framework for success of Yuba City's pedestrian-oriented downtown core.

## BEFORE:

- Yuba City's historic main street-centered downtown had been out-competed for decades by commercial strips and shopping centers accompanying the city's postwar suburban growth.
- Plumas Street's bland and auto-dominated look lacked the amenities to make the customer experience enjoyable, differentiate downtown from other retail places in the city, and make it a compelling part of the community's identity.



BEFORE: Though Plumas Street's broad width made parking easier, its bleak look, narrow sidewalks, long crosswalks and absence of hot-weather shade were barriers to attractive and successful pedestrian-oriented retailing.

## ASSIGNMENT:

- Implement the Central City Specific Plan's Main Street-focused recommendations for the downtown core (previously prepared by FTS).
- Support downtown's growing revitalization by reconfiguring Plumas Street to encourage strolling and lingering between businesses and create a "park once" environment to have businesses to share customers.
- Improve the image of Plumas Street to market Downtown, the adjacent Town Square Workplace District, and the community as a whole.
- Conduct the project through a community workshop process to build ownership and support.

## OUTCOMES

**Construction of Plumas Street improvements were completed in 2008, on time and on budget.**

- Though construction was completed just as the 2008 recession began, by 2011, business owners, city officials and news articles indicated that businesses were again flourishing on Plumas Street: "This street is busy – more than it ever has been."
- As well as providing a place for everyday strolling and family enjoyment, the street's programmed events include weekly and holiday strolls, parades, and other events.

**CLIENT:** City of Yuba City

**IN COLLABORATION WITH:** Carlile Macy, SFE Landscape Architects, KDA Architects, Zeiger Engineers, CHS Transportation Consultants

**FTB:** When this project was completed the firm name was Freedman Tung & Bottomley (FTB).



AFTER: Planting of canopy trees between parked cars, widening of sidewalks, shortening of crosswalks, and introduction of special furnishings and flower plantings has created abundant shade, helped to slow down previously 40 mph traffic, and dramatically changed the "look and feel" of the street from auto-dominated to pedestrian-friendly.



Custom-designed street furniture at every corner "bookends" diagonal parking, creates seating, and adds a signature decorative planter bowl for colorful flowers. The street is lit with high quality, energy efficient induction and LED lighting. Angled parking spaces are "flexible zones" that will be convertible to outdoor dining areas when city regulations permit.

### PLUMAS STREET CONCEPT C: Flexible Zone with Palm Tree Colonnade



Illustrative Streetscape Concept Plan of Plumas Street's 7 block, nearly 2,000 foot length. The design concept contained street tree plantings within angled parking lanes throughout, special treatments of its northern and southern downtown entries, accenting of entries and plaza areas with date palm trees, and special streetscape concepts for side streets.