

TAHOE *Main Street* MANAGEMENT PLAN

Final Draft

ACKNOWLEDGEMENTS

STAFF STEERING COMMITTEE

JOHN HESTER, TRPA CHIEF OPERATING OFFICER

CARL HASTY, TTD DISTRICT MANAGER

FRANK RUSH & JOE IRVIN, CITY OF SOUTH LAKE TAHOE CITY MANAGER

PATRICK CATES, DOUGLAS COUNTY MANAGER

STAKEHOLDER WORKING GROUP

MARK BRUCE, TRPA GOVERNING BOARD APPOINTEE, CO-CHAIR

CLEM SHUTE, TRPA GOVERNING BOARD APPOINTEE, CO-CHAIR

CAROL CHAPLAIN, LAKE TAHOE VISITORS AUTHORITY

MIKE GOAR, HEAVENLY SKI RESORT

LEW FELDMAN, SOUTH TAHOE ALLIANCE OF RESORTS

LISA GRANAHAN, DOUGLAS COUNTY

GARY CASTEEL, HEAVENLY VILLAGE

TOM FORTUNE, HEAVENLY VILLAGE

TIFFANY ZABAGLO, LAKE TAHOE SOUTH SHORE CHAMBER OF COMMERCE

DARCIE GOODMAN-COLLINS, LEAGUE TO SAVE LAKE TAHOE

BROOKE LAINE, CITY OF SOUTH LAKE TAHOE

WES RICE, TAHOE TRANSPORTATION DISTRICT

SHANNON ROBERTS, CALTRANS

SONDRA ROSENBERG, NEVADA DEPARTMENT OF TRANSPORTATION

TERRY LOWTHER, CALIFORNIA PUBLIC SAFETY

MIKE EDGELL, NEVADA PUBLIC SAFETY

TAMARA WALLACE, SOUTH TAHOE CHAMBER OF COMMERCE

TAMARA ALLEN, ROCKY POINT RESIDENT

ANN WARRELL, ROCKY POINT RESIDENT

MARCIA DEERFIELD, ROCKY POINT RESIDENT

BILL MARTINEZ, SOUTH LAKE TAHOE FAMILY RESOURCE CENTER

MIKE MCKEEN, MCKEEN ENTERPRISES, INC.

TAHOE REGIONAL PLANNING AGENCY STAFF

ALYSSA BETTINGER

JOHN HESTER

MICHELLE GLICKERT

JOHN MARSHALL

JULIE REGAN

CHRIS LARSON

TAHOE TRANSPORTATION DISTRICT STAFF

CARL HASTY

ZACH THOMAS

DANIELLE HUGHES

SPECIAL THANKS TO THE **GENERAL PUBLIC ATTENDEES AND THEIR VALUED INPUT IN THE PLANNING PROCESS*

CONTENTS

1 | INTRODUCTION

EXECUTIVE SUMMARY
PURPOSE & OBJECTIVES

2 | VISION & PROJECT DESCRIPTION

VISION
PROJECT APPROACH
PROCESS & PUBLIC INVOLVEMENT
DESIGN CRITERIA
EXISTING CONDITIONS
DEVELOPMENT OF ALTERNATIVES
DEVELOPMENT OF ALTERNATIVES
DESIGN ITERATION
PREFERRED ALTERNATIVE

3 | MAIN STREET USES

OVERVIEW
ACTIVE TRANSPORTATION
TRANSIT
VEHICLE ACCESS
EMERGENCY & SERVICE ACCESS
ADJACENT LAND USES & ACTIVATION
EVENTS
PARKING

1

2

3

7

8

9

10

11

14

18

20

24

28

37

38

40

52

58

62

68

72

85

4 | WAYFINDING

EXECUTIVE SUMMARY
EXISTING CONDITIONS
USER NEEDS
WAYFINDING PRINCIPLES
KEY THEMES
SYSTEM ARCHITECTURE
INDICATIVE LOCATION PLAN

87

88

90

91

92

93

96

106

5 | MONITORING, PERFORMANCE STANDARDS, & REFINEMENT

WHAT TO MEASURE
PERFORMANCE STANDARDS

111

113

115

6 | IMPLEMENTATION & NEXT STEPS

117





CHAPTER ONE
Introduction

EXECUTIVE SUMMARY

Project Background

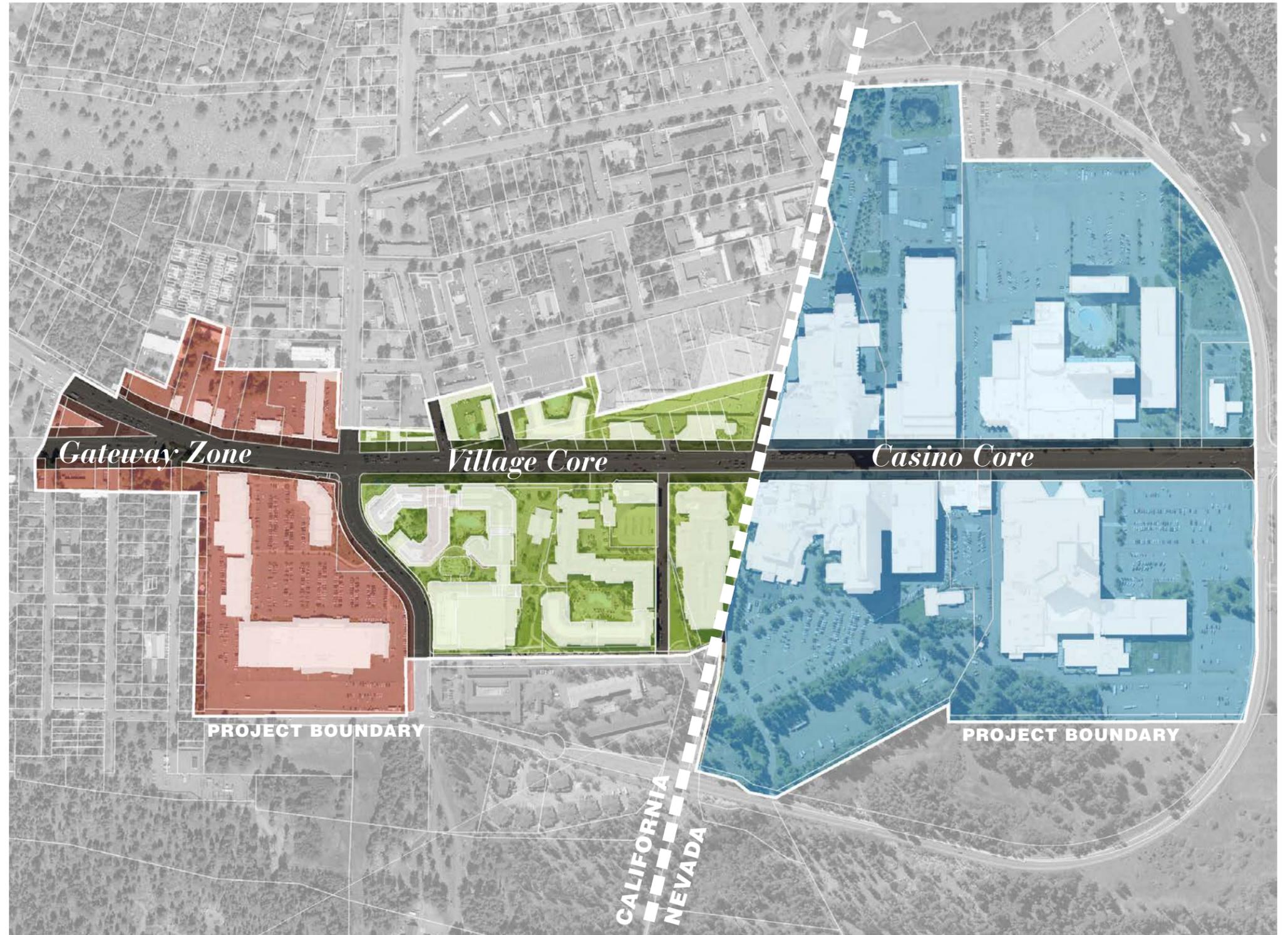
A project with a long history, the transformation of US Highway 50 (US 50) on the south shore of Lake Tahoe is getting closer to revitalization. In December 1980, the Revised Tahoe Regional Compact was signed, calling for the relocation of US 50 to revitalize Lake Tahoe's Tourist Core and establish a Main Street corridor. In the 1990's the focus in the city was on redevelopment to transform the Stateline area into a destination location and encourage transportation choices to reduce vehicle use. Almost 38 years later, the US 50/ South Shore Community Revitalization Project's (US 50/SSCRP) environmental documentation was approved and community and stakeholder energy is renewed to complete the redevelopment vision of destination amenity as a resident and visitor resort hub offering safe choices to access and enjoy the area by foot, bike, transit, or car.

In March of 2019, Design Workshop was hired by the Tahoe Regional Planning Agency (TRPA) to develop a Main Street Management Plan (MSMP) for the transition of the area after its conversion from a five-lane US Highway. The relocation of US 50 presents an opportunity to create a "Main Street" for the South Shore and transform the corridor into a world-class space for people, enhance the environment for those visiting surrounding properties, and provide an experience that matches the unique natural environment of Lake Tahoe.

The MSMP provides design guidance for the corridor and surrounding properties and includes a plan for a variety of transportation modes. Additionally, the MSMP defines the configuration, operation and management of what will become the US 50 corridor to achieve the goals of adopted plans and include wayfinding and performance management components as part of a comprehensive plan for the new Main Street.

Plan Area

This MSMP covers the bi-state South Shore corridor from which the current US Highway 50 will be located. It stretches from the intersection with Lake Parkway in Nevada to just beyond the intersection with Pioneer Trail in California. The existing corridor is the primary tourist core for South Lake Tahoe and Stateline, Nevada. The approximate 1.1 mile bi-state corridor currently exhibits two largely different streetscapes. The Nevada side consists of four hotel/casinos with traditional auto-oriented streetscape and vehicular access across pedestrian sidewalks. The California side has been largely redeveloped with a mixed-use pedestrian village containing retail, restaurants, vacation/resort style condos and a gondola. Vehicular access across pedestrian sidewalks is limited.



PURPOSE & OBJECTIVES

TRPA Permit Condition 3.B

The US 50 South Shore Community Revitalization Project (SSCRP) permit application submitted by the Tahoe Transportation District (TTD) was approved by the Tahoe Regional Planning Agency (TRPA) Governing Board in November 2018. The permit includes 31 conditions that TTD must satisfy prior to a final permit being issued (permit acknowledgement). One of the conditions of the permit is completion of this Main Street Management Plan as described below.

PURPOSE OF THE MAIN STREET MANAGEMENT PLAN

- The purpose of the MSMP is to create a complete, multi-modal street environment which enhances the businesses landscape, the visitor experience and environmental sustainability. As required, it was prepared with input from a Stakeholder Working Group, the City of South Lake Tahoe and Douglas County for approval by the TRPA Governing Board. The components of the plan are summarized below. Unless noted otherwise, TRPA served as the lead organization for each component.

MAIN STREET VISION & PROJECT DESCRIPTION

- It is expected that through traffic will move away from the main street corridor to the rerouted state highway to facilitate multi-modal business access and create a revitalized pedestrian, bike and transit friendly activity center along the Main Street. The relocated US 50 will be used for auto and truck through traffic while the former alignment will be used by autos and trucks primarily for access to businesses and residences, creating the opportunity for transforming the Main Street into an amenity with thriving businesses, flexible access, options for how the space is used, an enhanced environment for those visiting surrounding properties, a world-class space for people, and an experience that matches the unique natural environment at Lake Tahoe.

MAIN STREET USES

- Main Street is intended to be utilized for both transportation and non-transportation uses. For transportation related uses, the plan addresses:
 - Pedestrians - Pedestrian demand, access, and routes; changes during major events and peak periods; and how pedestrians share transportation facilities and connect with other modes of transportation.
 - Bicycles - Bicycle routes and facilities along Main Street and connecting to surrounding bicycle routes, bicycle parking, and how bicyclists share transportation facilities and connect with other modes of transportation.
 - Scooters and Other Personal Mobility Devices (PMD's) – Scooter/e-scooter and other PMD facilities for travel as well as organized parking/storage areas.
 - Transit - Facilities and service that increase ridership including changes needed during major events and peak periods, winter versus summer seasons, and connections with other transportation modes. TTD is the lead organization for this component and will submit the most up-to-date transit plan to the TRPA Governing Board for approval regarding consistency with the SSCR permit and this plan. This plan includes a transit circulator within the project area that operates in concert with the parking management plan. The circulator will be operational concurrent with or prior to the completion of the SSCR.
 - Passenger and Commercial Vehicles – The plan balances the demand and supply of transportation facilities for passenger and commercial vehicle travel, parking, and loading/unloading. TTD was the lead and has prepared a parking management plan which includes a parking agreement subject to review and approval by TRPA.
 - In terms of non-transportation uses, the MSMP includes existing and allowed land uses adjacent to the Main Street project area, and it identifies proposed changes in those uses.

WAYFINDING

- The wayfinding system in the Main Street corridor and adjacent areas informs travelers on how to reach key destinations and connect with other modes. The wayfinding system includes static, changeable message, and temporary signage as well as the potential for digital communication of wayfinding recommendations through internet and smart phone applications.

OWNERSHIP, MANAGEMENT, AND FUNDING

- TTD is the lead on this component which will address changes in ownership of the Main Street project former rights-of-way and ownership of facilities (e.g., sidewalks, street furniture, signage, etc.), operations and management (e.g., maintenance, security, events management, etc.), and the funding mechanism for project construction, operations and maintenance including expected expenditures and revenues. The outcome will be executed maintenance and operation agreements citing responsible parties, roles, and functions. This component is not included in this plan document and must be provided by TTD prior to commencement of construction of Highway 50.

MONITORING, PERFORMANCE STANDARDS, AND REFINEMENT

- The Main Street project monitoring, monitoring methods and documentation, performance standards against which the monitoring data will be evaluated, reporting protocols, and adjustment mechanisms are included. Performance metrics and standards include vehicle mile travelled within the project area; travel times by mode to key destinations; queue lengths at major intersections and at entrances to key destinations; auto, bicycle, and scooter parking availability; and collisions by mode.

How to Use this Document

This document captures the process and outcomes of the planning effort by Design Workshop Inc. and their subconsultants undertaken from November 2018 to September 2020. The Tahoe Regional Planning Agency contracted Design Workshop, Inc and team to develop the Main Street Management Plan. The objective is to present the vision for the design and configuration of Main Street with the proposed rerouting of US Highway 50.

Given the unpredictability of the future resources and funding, this plan presents the recommended design and configuration in several formats so that champions of different types of projects (transportation, pedestrian realm, redevelopment) can pull from the Plan to work toward implementation of the projects most important to them. This document is intended for client use in presenting the Plan vision to public officials for approvals and in attracting the interest of investors. It will serve as the foundation for subsequent phases of the design process.

WHAT WE HEARD

The project was rooted in extensive engagement with key stakeholders and the general public to better understand the issues facing the corridor today and community's vision for Main Street. The project team and community established four overarching goals through work sessions and public input.



Economics

"Ensure the financial feasibility of Main Street and maximize community impact."



Environment

"Enhance the environmental integrity and resilience of the corridor"



Community

"Promote community interaction and connectivity while enhancing the identity and character of Lake Tahoe."



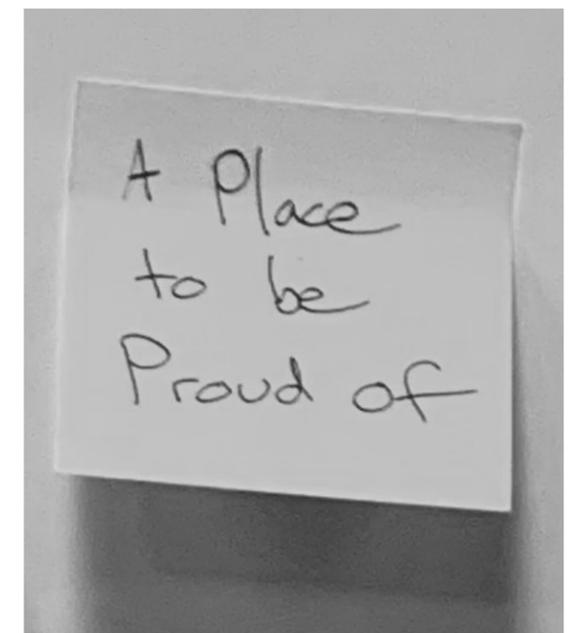
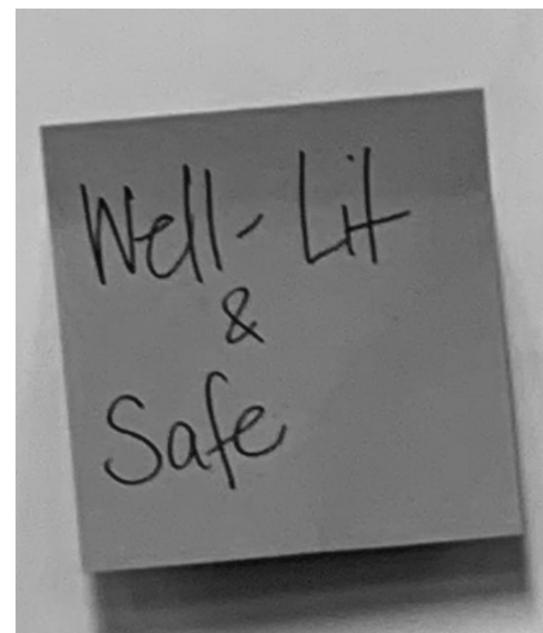
Transportation

"Achieve a pedestrian, bicycle and transit-oriented corridor."

PLACES TO HANG OUT
SAFETY
PEDESTRIAN MALL
Bikeable
INVITING TO ALL
TROLLEY
WALKWAY
TRAFFIC FLOW
HOMELESS
ACCESSIBLE

WALKABLE
POSITIVE
GREEN SPACES
PARKING
FUN
MUSIC FRIENDLY
Events
WIDER SIDEWALKS
TREES NO CARS
PLACES TO SIT
STREET TREES
WELL-USED

Community



OPPORTUNITIES & RECOMMENDATIONS

Main Street for.. Pedestrians



Opportunities

- Provide landscape buffers for pedestrians throughout the corridor
- Improve pedestrian comfort and safety with increased seating, increased width of sidewalks, and increased lighting
- Reduce the number and width of travel lanes through the corridor
- Connect pedestrian realm improvements beyond Main Street

Recommendations

- Increase sidewalk width through the Casino Core to a minimum of 8'
- Add crosswalks throughout the corridor to decrease distance between crossing opportunities
- Improve pedestrian experience with street trees and seating opportunities
- Increase the amount of activated frontage along Main Street including outdoor dining opportunities

Main Street for.. Cyclists



Opportunities

- Establish consistent and designated bike lanes throughout the Main Street corridor
- Consider speed differentials to create a safer street for cyclists
- Connect to regional bike systems - Kahle, Van Sickle Bi-State Park, shared-use path to Ski Run
- Utilize landscape materials to buffer cycle facilities where possible
- Solve conflict with PMD's, cyclists, and pedestrians

Recommendations

- Implement one-way conventional bike lanes within the travelway in each direction
- Implement shared-use path within pedestrian realm on the lake side of Main Street for shared-use by cyclists, PMD's and pedestrians.
- Increase the quantity and quality of provisions for active transportation

Main Street for.. Transit



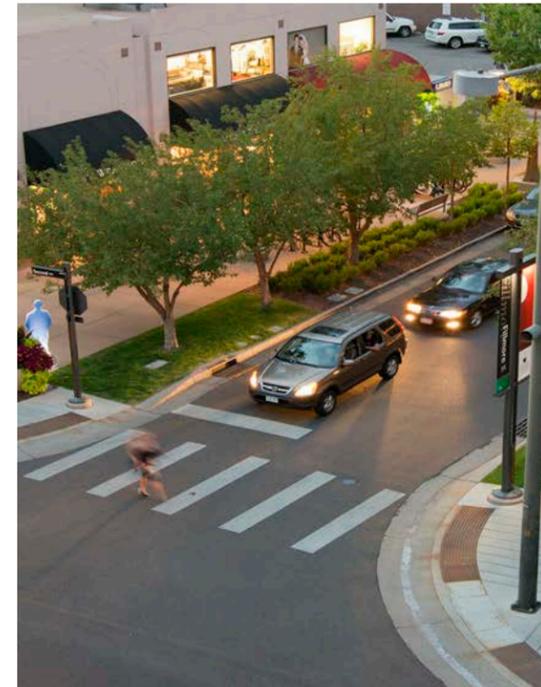
Opportunities

- Make transit a priority by providing dedicated bus pull outs.
- Provide more frequent transit service that runs 24/7 to regional hubs.
- Provide transit connections to support multi-modal transportation
- Incorporate circulator or intra-zone shuttle-system

Recommendations

- Implement shared transit lane into reduce travelway with clearly marked bus loading and unloading areas that are ADA compliant
- Provide covered bus shelters for transit riders
- Implement event center circulator route during peak seasons

Main Street for.. Vehicles



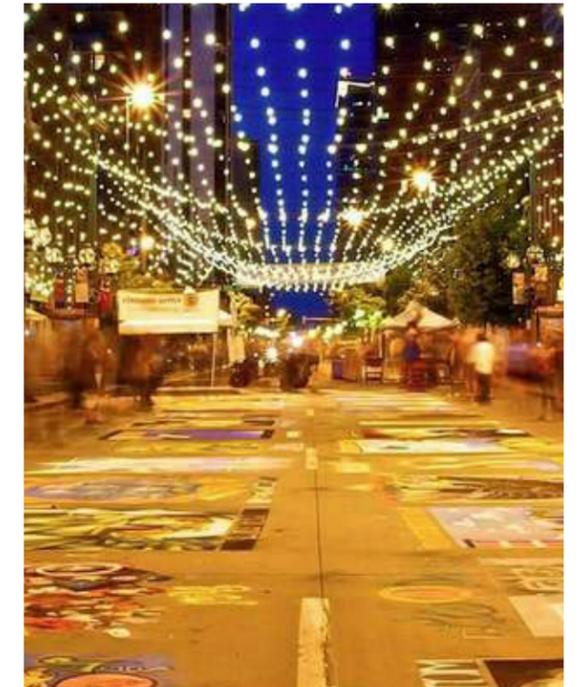
Opportunities

- Encourage the shifting of traffic away from the corridor
- Reduce quantity and size of vehicle access points and curb cuts on Main Street.
- Encourage vehicle departures to Lake Parkway Ave. and new Highway 50
- Provide adequate access to parking via Main Street

Recommendations

- Reduce travel lanes to one in each direction with center turn lanes at key intersections
- Provide vehicle access to major destinations via Main Street, except during events
- Reduce ingress/egress point widths by 50% and direct departures to Lake Parkway and new Highway 50
- Provide access to all parking areas via Main Street and secondary routes
- Provide rideshare drop-off/pick-ups in both NV and CA

Main Street... Activated



Opportunities

- Establish anchors to enhance the sense of arrival
- Promote connectivity to surrounding destinations
- Draw visitors along the street by encouraging outdoor dining and activated street frontage throughout the corridor

Recommendations

- Establish open space or potential redevelopment anchors at gateways into the corridor to enhance the sense of arrival
- Activate ground levels throughout the corridor and provide flexible event space
- Increase the amount of gathering space and opportunities for interaction along the corridor
- Extend Main Street design to secondary routes that provide connection to key destinations