

## STAFF REPORT

Date: October 21, 2020  
To: TRPA Governing Board  
From: TRPA Staff  
Subject: Release of Draft Main Street Management Plan

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### Summary and Staff Recommendation:

Staff will provide an overview on the draft Main Street Management Plan which was released for public review and comment in early October. This item is for informational purposes and no action is required.

### Project Description/Background:

In 2018, the TRPA Governing Board approved the U.S. 50 South Shore Community Revitalization Project (SSCRP). This project will result in a major makeover to a stretch of Highway 50 in the Stateline area. The project will realign about one mile of the highway to run behind the casino core and Heavenly Village, improving traffic flow for people driving through the area. Through the Main Street Management Plan (MSMP) process, the old highway alignment was redesigned into a local "main street" on both sides of the state line, and when implemented as part of the SSCRCP will be the first major community hub at Tahoe that is not on a highway.

In January 2019, TRPA and the Tahoe Transportation District (TTD) kicked off the Main Street Management Plan process with a group of stakeholders to begin designing main street. The stakeholder group includes representatives from the City of South Lake Tahoe, Douglas County, Lake Tahoe Visitors Authority, South Tahoe Alliance of Resorts (STAR), Lake Tahoe South Shore Chamber of Commerce, South Tahoe Chamber of Commerce, The League to Save Lake Tahoe, Heavenly Resort, Heavenly Village, Caltrans, NDOT, public safety representatives, members of the business community, and residents of the neighborhood adjacent to the plan area.

In addition to the broad stakeholder group, the plan was rooted in public involvement to better understand the issues facing the corridor today and the community's vision for a future main street. Using input from the stakeholder and community work sessions, the project team established four overarching goals for the plan:

1. Ensure the financial feasibility of main street and maximize community impact.
2. Enhance the environmental integrity and resilience of the corridor.
3. Promote community interaction while enhancing the identity and character of Lake Tahoe.
4. Achieve a pedestrian, bicycle, and transit-oriented corridor.

TRPA, as a partner agency and in coordination with the TTD, is the lead in developing the Main Street design and wayfinding. TTD is the lead in completing the MSMP transit, parking management plan and

ownership, management, and funding strategy, as shown in the following table. Until all of these project components have been approved, the MSMP permit condition will not be fully satisfied.

US 50/SSCRP Permit Condition/Component	Lead Entity
Main Street Management Plan must be approved by TRPA before proceeding with roadway realignment	TRPA
<ul style="list-style-type: none"> <li>• Main Street Design and Wayfinding</li> </ul>	TRPA
<ul style="list-style-type: none"> <li>• Main Street Management Plan Transit Circulator</li> </ul>	TTD
<ul style="list-style-type: none"> <li>• Main Street Management Plan Property and Improvements Ownership, Management, and Funding</li> </ul>	TTD
<ul style="list-style-type: none"> <li>• Parking Management Plan</li> </ul>	TTD

Draft Main Street Management Plan:

Through the collaborative Main Street Management Plan process, a new vision for the street was developed that features enhancements for pedestrians and cyclists, designated areas for rideshare pickup and drop-off, space allocated for personal mobility devices (PMDs) like scooters, green infrastructure strategies to collect run-off, landscape and street trees to buffer pedestrian traffic, and the flexibility for street closures that will host local events like farmers markets. In addition, the plan includes transit infrastructure improvements, wayfinding, and general parking management recommendations to seamlessly connect residents and visitors to their destinations on main street and surrounding locations.

The staff presentation will highlight key elements of the draft plan and recommendations. The draft plan will be available for public feedback until October 31. The plan does not include the final detailed parking management plan, or the ownership, operations, and management components of the plan. These remaining components of the plan, including executed maintenance and operation agreements, is required to be complete prior to commencement of construction to realign Highway 50.

In November, the Governing Board is scheduled to consider the Main Street Management Plan for approval and acceptance as partially satisfying the SSCR permit condition.

Connection to the Regional Transportation Plan:

Based on the permit for the US 50 South Shore Community Revitalization Project approved in 2018, general features of the Main Street Management Plan (e.g., bikeway, lane reductions, etc.) have been included in the draft update of the Regional Transportation Plan. As part of the Main Street Management Plan approval and acceptance scheduled in November, staff will be seeking direction to include the more detailed Main Street Management Plan as the corridor plan for this portion of the current US Highway 50 in the updated Regional Transportation Plan and in subsequent Transportation Improvement Programs.

Contact Information:

For questions regarding this agenda item, please contact Alyssa Bettinger, Associate Planner, at (775) 589-5301 or [abettinger@trpa.org](mailto:abettinger@trpa.org).

Attachments:

- A. U.S. 50 SSCRCP Main Street Management Plan Permit Condition
- B. Draft Main Street Management Plan
- C. Draft Parking Recommendation Outline

Attachment A

U.S. 50 SSCRP Main Street Management Plan Permit Condition

Attachment B

Draft Main Street Management Plan

[https://www.trpa.org/wp-content/uploads/MSMP-Public-Draft\\_201004.pdf](https://www.trpa.org/wp-content/uploads/MSMP-Public-Draft_201004.pdf)

Attachment C

Draft Parking Recommendation Outline