

The logo for REiMAGiNE RUSSELL BOULEVARD is centered on the page. The word "REiMAGiNE" is written in a large, dark blue, sans-serif font. Each letter has a small, colored dot (green, yellow, blue, orange, light blue) positioned above or below it. Below "REiMAGiNE" is a horizontal bar with a light green top half and a dark blue bottom half. The word "RUSSELL" is written in a bold, dark green, sans-serif font on the light green part of the bar, and "BOULEVARD" is written in a dark green, sans-serif font on the dark blue part of the bar.

REiMAGiNE

RUSSELL BOULEVARD

Community Workshop #1
April 28, 2021

Welcome!

Introductions.....	5 min
Project Background and Purpose.....	5 min
Existing Conditions.....	30 min
Let's Discuss! Interactive workshop.....	40 min
Report out and Next Steps.....	5 min

Meeting Housekeeping

- We have a LOT of participants! Thank you for showing up!
- Participants are muted upon entry
- Kindly rename yourself
- Chat comments go to meeting hosts
- Link your audio to your computer, if not using computer audio

- This call is being recorded!

Why are you here?

We want to hear about your experience on and vision for Russell Boulevard!

1. Regarding existing conditions, what did we miss or what would you like to add?

2. What do you LIKE and wish to see preserved?

3. What do you DISLIKE and wish to see changed?

5. What are your HOPES and dreams for the legacy of Russell Boulevard in 10 years?

4. What is MISSING and you wish to see created?

Project Team



Brian Abbanat, City of Davis Project Manager

City & UCD Project Team

Bob Clarke, City of Davis

Ingrid Stromberg, UC Davis

Heather Davis, UC Davis

Consultant Team Lead Staff

Cindy Zerger, Toole Design

Abby Stone, RIOS

Kevin Perry, Urban Rain Design

Brian Bulaya, AIM Consulting

Participant Introductions!

Question 1: Who is joining us today? (Zoom poll)

- Davis Resident
- Employed in Davis (live elsewhere)
- Business Owner
- Commercial Property Owner
- UC Davis Student
- UC Davis Faculty or Staff
- Other (add to chat box)

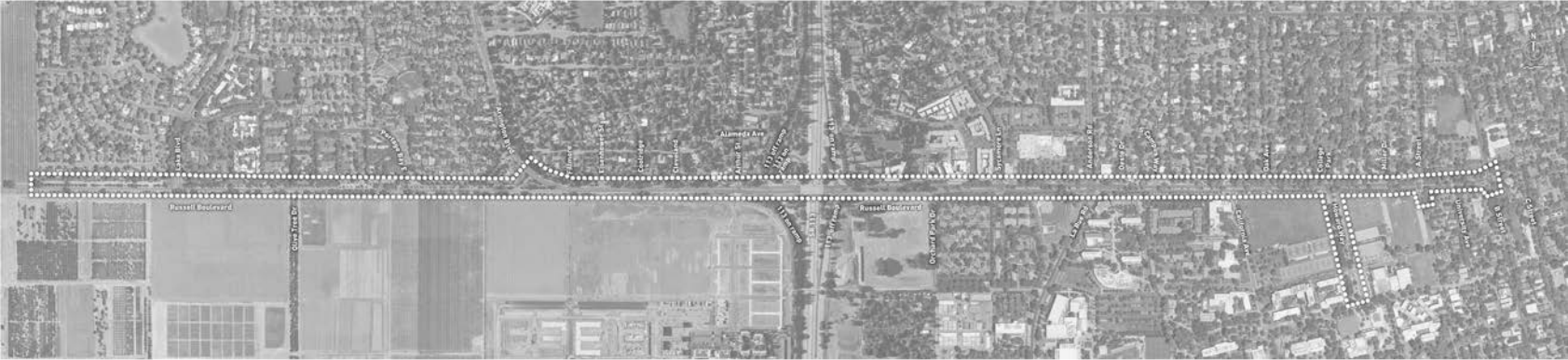
Participant Introductions!

Question #2: What brings you to tonight's workshop?

(Zoom poll)

- I frequently travel along Russell
- To have my questions answered
- To learn more about project
- To contribute my ideas
- Other (add to chat box)

Project Study Area // Russell Boulevard



Project Schedule



Project Background & Goals

- Russell Boulevard plays a critical role in multi-modal transportation as a primary east-west arterial in Davis as well as a primary gateway between the city and campus
- Existing safety, circulation, and multi modal transportation needs.
- Corridor presents an opportunity for the City and Campus to collaborate on preparing this corridor for the future.
- Need for long-term corridor planning emerged from the 2018 UC Davis Long Range Development Plan.

Project Background & Goals

- This Project ***is*** a Long-Range Transportation Planning Effort to Develop a Master Plan that will:
 - Accommodate future community & campus growth, demand for travel on corridor.
 - Address existing safety, circulation, multi-modal transportation needs.
 - Strengthen the visual identity, sense of place along City/Campus interface.
 - Integrate sustainable design into the project (stormwater management, landscaping, etc.) .
- This Project ***is not*** a construction project, but will lead to phased construction improvements over time.

Existing Conditions

Context, Role, and Current Character...and through the lens of:



Multimodal Mobility



Green Infrastructure



Urban Design & Placemaking

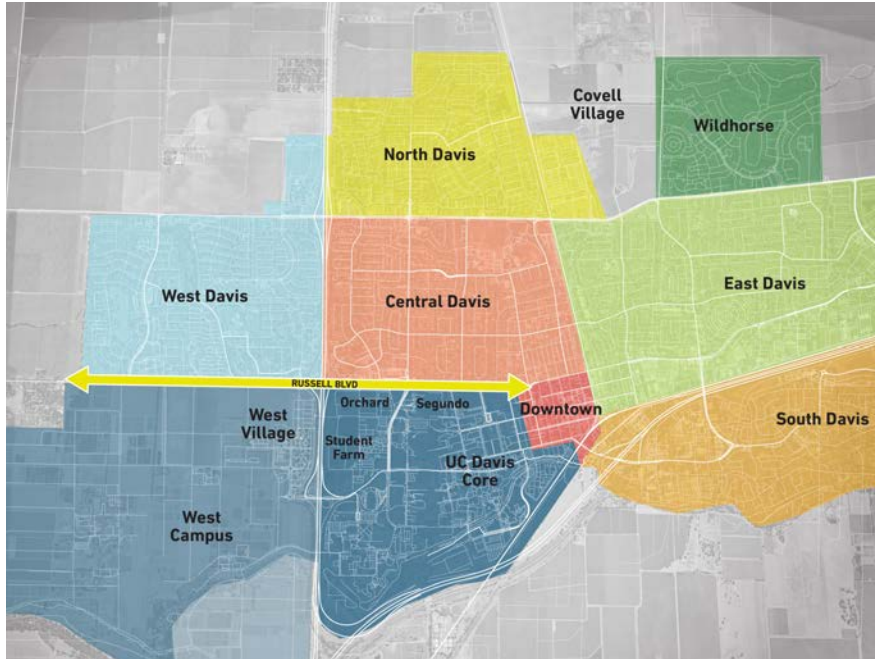
Boulevard Context



Russell Blvd functions as the a primary east-west connector through the City.

Russell Blvd should be understood in relation to the range of assets found throughout Davis, including **green spaces**, primary **commercial areas**, and destinations / **points of interest**.

The Role of Russell Boulevard



Designated as a minor arterial (west of Arlington) and major arterial (east of Arlington to A)

Arterials serve an important community function providing access to key destinations

Is the interface between campus and community

Important and well-loved shared use path on the South side

Boulevard Character



Many beautiful, mature trees

Recent trail and crossing improvements

Generous right-of-way with lots of potential



Distinct experience moving between agricultural, residential, campus and urban zones

Three Goals, One Boulevard



Multimodal Transportation Design: what and why?

- Designing for the **safety and comfort** of everyone using the Boulevard
- Rebalancing the roadway to better **accommodate people** walking or rolling, biking, taking transit
- Calming vehicular traffic and improving intersections to **enhance safety** for all roadway users
- Fulfilling sustainability and transportation **equity goals** of the University and the City of Davis








Why does it matter for Russell Boulevard

- Main gateway to the City and UC Davis
- Boundary or bridge between neighborhood and campus
- Continuing a legacy of leadership in bicycle infrastructure best practices
- Major transit route
- Improving multimodal comfort, equity, and connections



Pedestrian & Bicycle Facilities

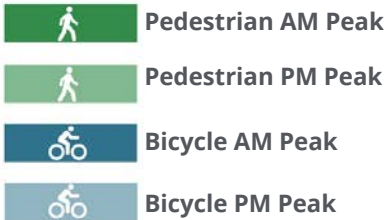


-  Sidewalks
-  Shared Use Path / Class 1 Bikeway (Bike Path)
-  Bike Lane / Class 1 Bikeway
-  Marked Crosswalk
-  Bus Stop

- Shared use path/bikeway along south side by UC Davis Campus
- Sidewalks along north side, though not consistent
- Higher concentration of crosswalks east of 113; reflecting more destinations and pedestrian activity in this part of corridor.
- Crossings west of 113 are fewer
- Major and Minor Arterial designation, per City's Complete Streets guidelines all arterials should include on-street bike lanes

Pedestrian & Bicycle Crossing Volumes

AM and PM peak hours



- Highest pedestrian and bicycling volumes between main campus and residential areas
- Large numbers of people riding bikes
- Could be interesting to have midday (i.e. lunch hour) data as well, or other data showing more about the university's daily rhythm

Arlington Blvd and Lake Blvd bike counts are from City GIS portal 2008

Person Throughput

Movement from a more equitable transportation lens



A newer way of looking at transportation infrastructure that provides a fuller accounting of movement along a corridor

Calculates number of people being moved for each mode (e.g., number of people on a bus and not just the bus)

- Auto: uses counts and applies an occupancy factor (campus travel survey and SACOG data)
- Bus: uses Unitrans and Yolobus ridership data from Memorial Union Bus Terminal
- Pedestrians and Bicyclists: raw count data

Used existing count data, those data sources vary along the corridor

Person Throughput - Enlargement

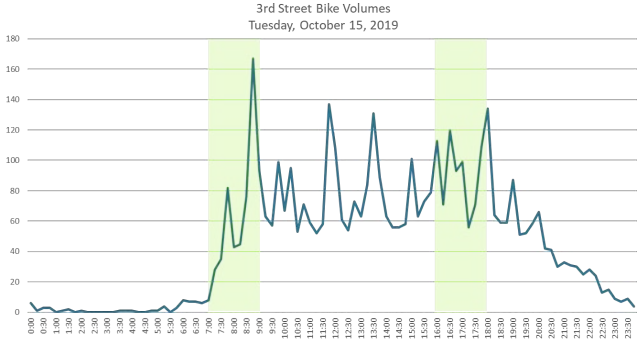
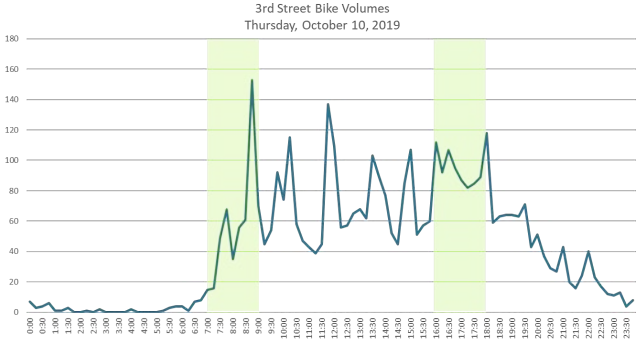
AM and PM peak hours



- Locations immediately near campus are most multimodal where up to 35% of people are moving by non-auto means
- Areas west of 113 are mostly auto-oriented, although some do walk, bike, and take transit (WB stop at Olive Tree Drive is heavily utilized - the location at Arthur is a good indicator for the area to the west)
- This is just capturing two hours of the day (vehicle AM and PM peak), and doesn't tell the whole story

Person Throughput

3rd Street Bike Counters



Total Bus Ridership



- Proxy for activity levels on Russell Boulevard
- Volumes really peak based on class schedules and other UC Davis activities

Collisions by Mode

January 2014- August 2019

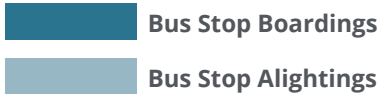
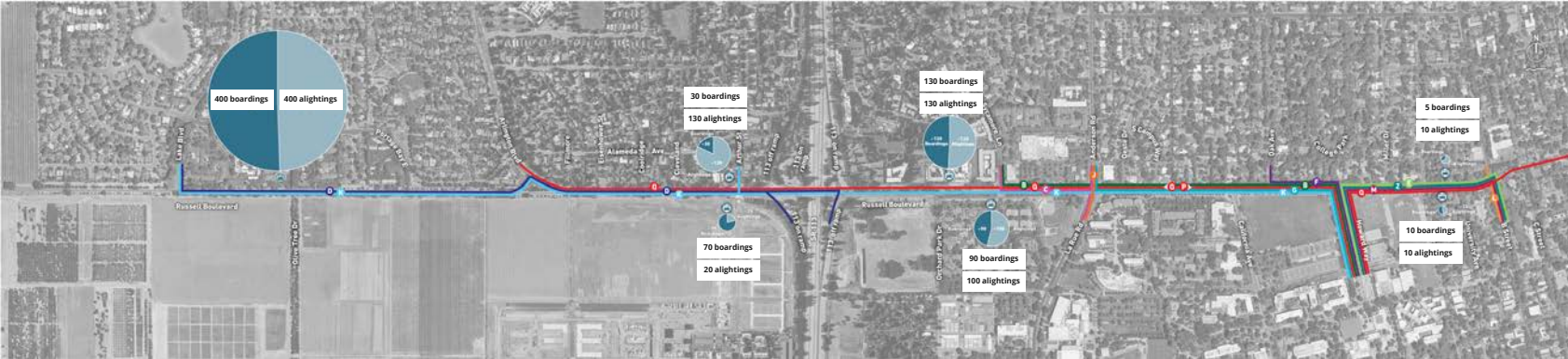


- Pedestrian-Involved Collision
- Bicyclist-Involved Collision
- Motor Vehicle Only Collision

- LaRue Road intersection
- Bicyclist-involved collisions approaching downtown: almost every intersection

Transit Routes and Ridership

Unitrans 2019 Average Weekday Ridership by Stop
Unitrans Weekday Service Map Effective August 5, 2019.



- Commuting from western Davis into campus/downtown
- Howard Way = major bus terminus
- Important consideration as we think about bus stops, transit experience, and interactions with other modes

Pedestrian & Bicycle Experience



- Sidewalks
- Shared Use Path / Class I Bikeway (Bike Path)
- Bike Lane / Class II Bikeway (Bike Lane)
- Marked Crosswalk
- Bus Stop



Pedestrian & Bicycle Crossing Experience

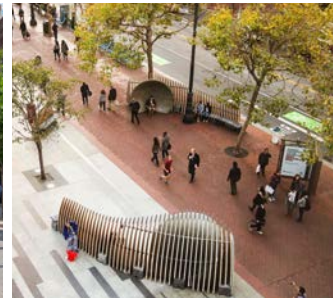


What is Placemaking?

Placemaking is a holistic approach to **urban design that helps amplify a unique sense of place**. Great placemaking is just as much about "**place-keeping**" as it is about designing new spaces.

Successful placemaking efforts are built upon deep listening, working to **understand, reflect, and celebrate the stories and values of a community** through design enhancements.

Placemaking can focus on creating outdoor destinations, inclusive gathering places, comfortable spaces for rest, and the sense of a continuous, cohesive corridor — all supporting **welcoming, memorable, equitable, and community-centric public spaces**.



Understanding the Story of Place

What themes do you think are central to Russell Blvd's "story of place"?



- Places are rooted in and shaped by history, people, nature, and stories.
- By studying and understanding these layers, we can begin to appreciate **Russell Blvd's "story of place,"** which will help us understand how spaces might continue to evolve, and help shape placemaking proposals.
- Russell Blvd's rich history touches on many key themes for the history of Davis at large — **agriculture**, growth as an **agrarian town center**, innovative **bike infrastructure**, **education**, a diversity of beautiful **trees**, and more.
- Later tonight, we hope to hear your thoughts about Russell Blvd's "story of place."

Character Zones



- **Russell Blvd's character changes** as it moves through different neighborhoods, different surrounding uses, and different physical conditions. The corridor is also shaped by the intersecting roads and crossings.
- While some design proposals will be consistent across the entire corridor, some design ideas will be tailored to specific zones. We have begun to develop an initial map of **potential "character zones"** along Russell Blvd.

Character Zones



- Examples of the **range of different street conditions & characters** throughout various zones along Russell Blvd

Corridor Adjacencies & Land Use



- A range of different uses on either side of Russell Blvd help shape the character of the corridor.

Cultural Events

- Placemaking only comes alive when people are using a space.
- One important dimension of Russell Blvd is its ability to serve as a **"stage" for cultural events.**
- We've studied the **cultural events that take place in Davis** to understand how the corridor currently interacts with these events.
- We've also collected additional ideas for **street activations** to imagine new ways in which it could support cultural activities.



Picnic Day (April, UC Davis)



Annual Pig Day (March, Central Park)



Movies in the Park
(Summertime, Central Park)



cicLAvia (Los Angeles)



Turkey Trot



Farmers Market
(Wed & Sat, Central Park)



Whole Earth Festival
(2nd Sunday of May, UC Davis)

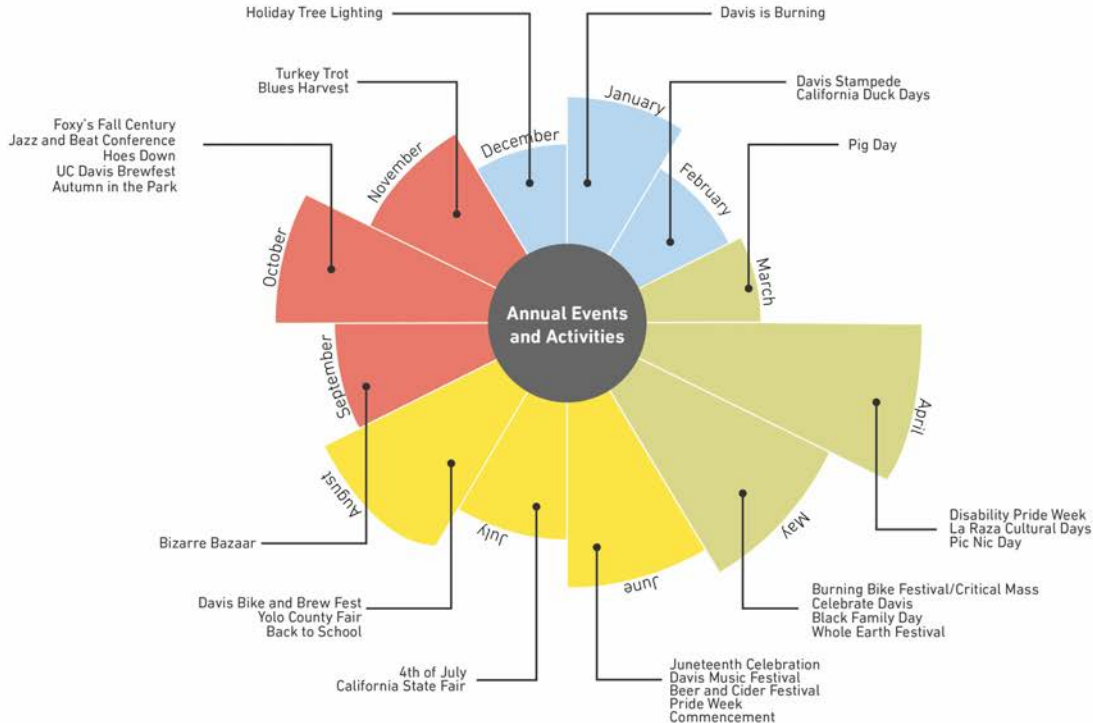


Autumn in the Park
(Sept/Oct, Central Park)



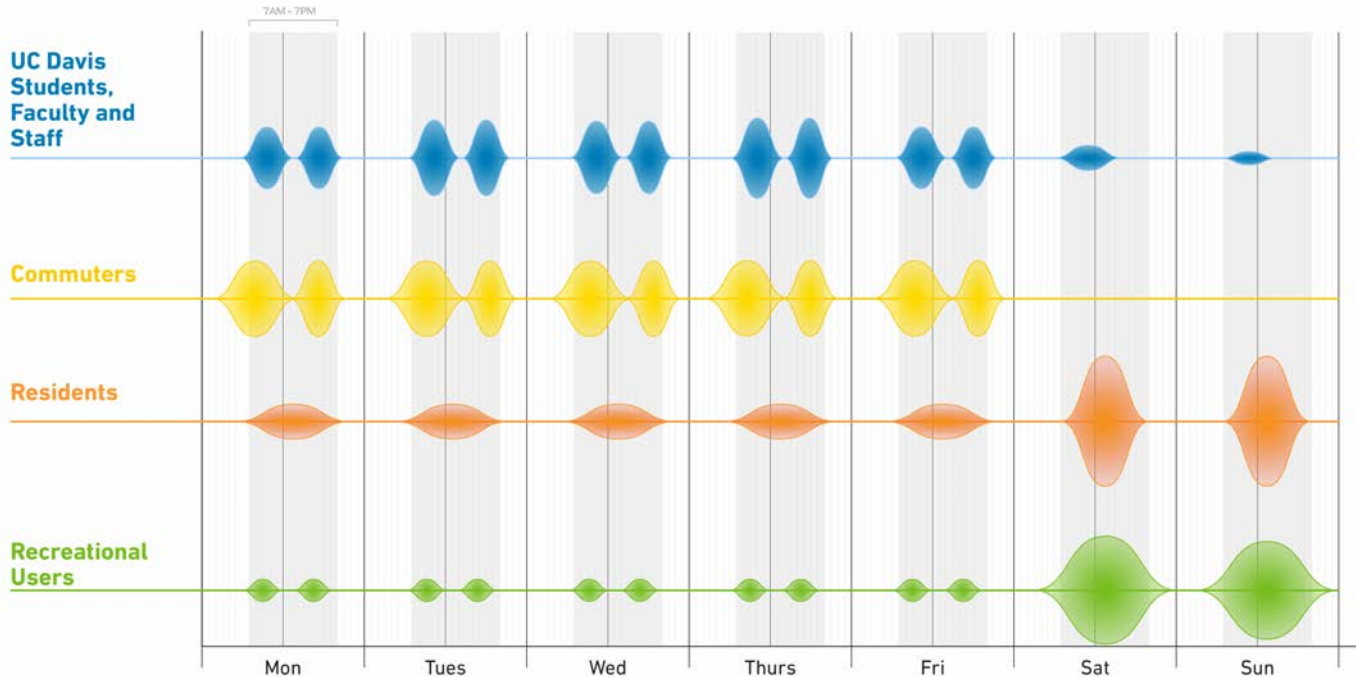
Street Fair

Activation Rhythms: Yearly



- Year-round, Davis is full of activities and annual events, which creates **rhythms of activation**.
- By understanding when events will affect activity along Russell Blvd, we can consider how to ensure Russell is a **safe and welcoming home for cultural events**.
- Months such as April (with Picnic Day) and June (with Commencement) bring many people onto the corridor and **activate the entire area**.

Activation Rhythms: Weekly



- The activation of Russell Blvd also **fluctuates throughout the day and the week.**

- We've begun to assess the various **types of users of Russell Blvd**, and when they use the corridor most.

Existing Streetscape Furnishings



- **Streetscape furnishings** (such as seating, bus stops, and signage) can play a central role in creating a sense of place..
- We've begun to study the existing streetscape furnishings along Russell Blvd, assessing strengths and opportunities for improvement, shown here in this **representative diagram** (which is not exhaustive.)



BUS STOP



SEATING

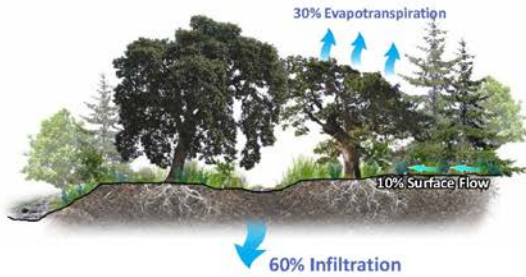


ART



SIGNAGE

What is Green Infrastructure and Why Consider It?



Pre-Development:
A Healthy Landscape



Urban Development:
Significant Impervious Area



Green Infrastructure:
A Balanced Approach

Stormwater Runoff Conditions



Standing water in gutter/street



Compacted soil limits infiltration



Piped stormwater management



Potential building water capture



26.66 acres of total impervious area runoff

18.81 acres
Street Runoff

6.97 acres
Sidewalk/Pathway Runoff

0.88 acres
City/UCD Building Runoff

Sun Exposure and Tree Canopy Conditions



Sun exposure from tree decline



Sun exposure from lack of trees



Tree canopy shading sidewalks



Buildings shading sidewalks



Significant areas of sun exposure along corridor...

- Existing Street Tree Canopy
- Sun-exposed areas
- Shaded areas
- New street trees (2020/2021)

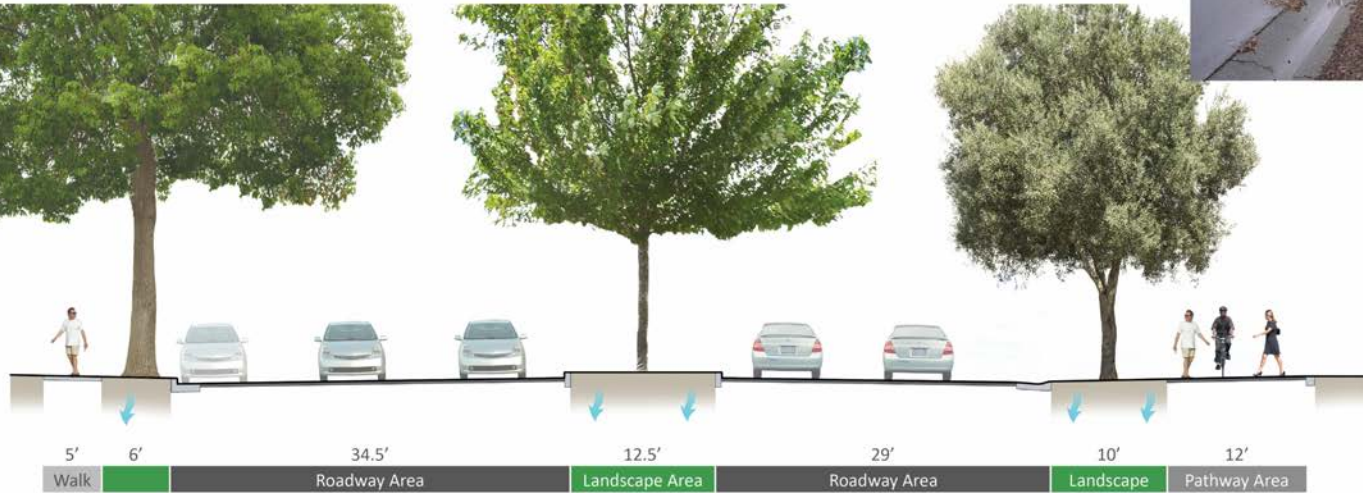
Existing Conditions Near Portage Bay



- **Stormwater** is fully managed by existing vegetated swales
- Significant areas of **sun exposure**
- Vegetated swales are dry/browned out most of the year



Existing Conditions Near Oak



- Currently **no stormwater** treatment along street
- Significant areas of **sun exposure** on south side
- Vehicular **travel lanes are oversized** and could be more efficiently designed to allow space for rain gardens



■ 58% Roadway Area
 ■ 11% Multi-Modal Path Area
 ■ 5% Sidewalk Area
 ■ 26% Upland Landscape Area
 ■ 55% Exposed Sidewalk Area
 ■ 45% Shaded Sidewalk Area
 ■ 84% Auto/Bus Infrastructure
 ■ 16% Bike/Walking Infrastructure

The Green Infrastructure "Toolbox"



Street Trees



Pervious Paving & Drought-Tolerant Landscaping



The Green Infrastructure "Toolbox"



Rain Gardens & Stormwater Parks

What could Russell Boulevard Be?



Great Boulevards - what do they have in common?

- Reflects local character and are contextual
- Functional and accessible for all
- Enjoyable and memorable
- Comfortable and safe
- Allows and encourages interaction



Elements of Great Streets : Placemaking

- Celebrate and amplify local culture through welcoming, unique spaces
- May be a temporary installation or permanent design
- Activate corridors with art, color, plantings, furnishings, events, and comfortable places to gather, rest, and socialize



Elements of Great Streets : Green Infrastructure

- Captures, cleans, and absorbs stormwater and replenishes local aquifers
- Can provide a landscaped buffer between pedestrians/bikes and vehicles
- Can create a beautiful and dynamic places while at the same time reduce urban heat island, increase biodiversity, and mitigate against climate change



Elements of Great Streets : Walkable & Bikeable

- Comfortable and engaging
- Accessible and connected
- Convenient and legible
- Safe
- Intuitive



Elements of Great Streets : Transit priority

- Minimize conflicts between people biking and people boarding/alighting/waiting
- Seating, shade, lighting, timetable information
- Bus shelters can be unique community landmarks, opportunities for beautification
- Safe and accessible route to the bus stop, including street crossings



Elements of Great Streets : Drivable

- Clear sightlines and crossings where interactions between users of all modes take place
- Street design encourages safe driving behavior
- Vegetation and street trees slow traffic, reduce mid-block collisions, and provide a more pleasant driving experience
- Predictable



Small Group Discussions

- **45 minutes** to discuss existing conditions and your experience traveling along Russell Boulevard in small groups using your MIRO whiteboard.
- We have **10 groups** pre-assigned, so once breakouts begin, you will be placed in one of those rooms with a group facilitator and other community members.
- Once the breakout session time lapses, everyone will be brought back to the main session.
- Due to time constraints, we will hear from five groups on key takeaways. We will provide a breakout room summary for all groups on our project website.

Into small group discussions



Project Schedule



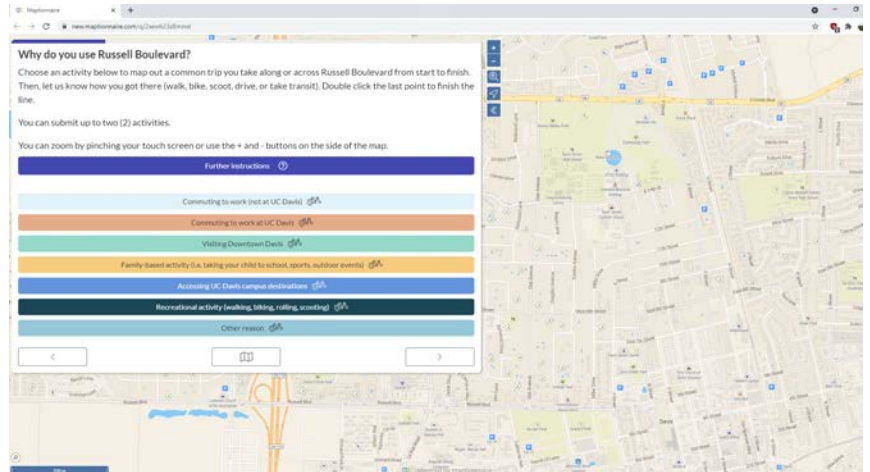
Next Steps

Visit the project website and click the 'Learn More' button for more information

<https://www.reimagine russell.com/>

Go to the website to take the online survey

Watch for future workshop opportunities!



Thank You!

REiMAGiNE

RUSSELL BOULEVARD