

SKI RUN BEAUTIFICATION COMMITTEE
MEETING SUMMARY & ACTION PLAN

Date: 3/23/2010

Present: Approximately 15-20 people

Summary: The group met at 10:00 am at the Alder Inn and walked Ski Run Blvd to Pioneer Trail and back to Highway 50 evaluating the physical characteristics of the street and discussing methods of improvement and enhancement on both a general and site-specific level.

General Suggestions:

1. Strive for a somewhat homogenous theme throughout the street
 - a. i.e. fencing, signage, etc using wood, boulders and natural materials
2. Create a grander entrance feeling at the Hwy 50 & Pioneer Trail junctions
 - a. Improve signage, create a visual theme designating the area
3. Brackets for light posts to hang seasonal graphics
4. More flowers, shrubs, and landscaping
5. Increase the presence of art and artistic influences
 - a. Sculptures, art over graffiti, artistic designs on boarded up windows or doors
6. Use of vacant properties for parks and events
7. More garbage cans and dog clean-up stations
8. Improve curbs and areas along the bike path not maintained by the City
9. More cross-walks and Yield to Pedestrian signs
10. More café-style restaurants and eateries
11. Encourage summer businesses for buildings that are used for winter-only
 - a. Support hiking biking, backpacking, water sports, family activities, arts
12. Create an interpretive walk along the street
13. Expand the Special Event area to include more locations and eventually most of the street
14. Designate Ski Run Blvd as a scenic byway or corridor and bury overhead wires
15. Create an ordinance prohibiting the storage of RVs, boats, inoperable vehicles, dumpsters, etc out of plain site from Ski Run Blvd
16. Enforce dumpster enclosure regulations

Site-Specific Suggestions:

1. Ski Run Marina
 - a. Events during winter to create a year-round attraction
2. Hwy 50 Junction
 - a. Enhance the feeling of an welcoming entrance
 - i. Posts on either side of the street to hang seasonal graphics from?
 - ii. Visual theme in the area surrounding the junction (i.e. art, a color, fencing, etc)
 - iii. Improved signage directing people to the marina and up the street

The information in this document is a reporting of the comments and suggestions made by various individuals and does not represent any policy or views held by the Ski Run BID or its associates.

SKI RUN BEAUTIFICATION COMMITTEE
MEETING SUMMARY & ACTION PLAN

3. City Redevelopment Lot
 - a. Encourage entitlement and development for highest and best use; meanwhile:
 - b. Events, skate park, rail jams, snow park, amusement park
 - c. Summer Music Center with temporary staging or amphitheater
4. Parking Garage
 - a. Investigate using the City's designated parking spaces for public use, events, etc
 - b. Artwork or a mural along the plain walls to create an artistic entry to the street
5. Drainage basin
 - a. Encourage entitlement and development for highest and best use; if unbuildable:
 - b. Cover the concrete drainage receptacle with a deck and add artistic elements
 - c. Plant native flora and create an interpretive wildlife and plant life park
 - d. Remote-control sailboat races
6. Osgood Avenue
 - a. See if owners are open to assistance to to paint buildings in earth-tones and keep clean
7. Blue Lakes Lot
 - a. Addition of interpretive signage or flyer/map/brochure distribution
8. Four Residential Cabins Adjacent to Blue Lakes Lot
 - a. Encourage commercial use (i.e. art studios, restaurants), or if kept residential:
 - b. Encourage owners to paint, stain, landscape, etc
 - c. Replace chain-link with natural-looking fence
9. Alder Inn
 - a. New owners are remodeling and cleaning up
 - b. Use of balcony for music or other?
10. Cabins Adjacent to Alder Inn
 - a. See if owner would be open to assistance with general clean-up, paint, staining
 - b. Use as art studio, café, or other commercial use?
11. Rock House
 - a. Possible restaurant/café?
12. Previously Paradise Realty/American Mortgage
 - a. Encourage investor or business operator to occupy
13. Cabin (Adjacent to 12. above)
 - a. See if owner would be open to assistance with general clean-up, weeding, paint, staining, fence improvement
 - b. Possible site for museum, historical site, coffee/tea house?
14. Previously Sierra Pacific Mortgage
 - a. Encourage investor or business operator to occupy
15. Residential Rentals (Adjacent to Rainbow Mountain)
 - a. Encourage investor or business operator to occupy or redevelop
 - b. See if owner would be open to assistance with paint or fence improvement

The information in this document is a reporting of the comments and suggestions made by various individuals and does not represent any policy or views held by the Ski Run BID or its associates.

SKI RUN BEAUTIFICATION COMMITTEE
MEETING SUMMARY & ACTION PLAN

16. Apartments Adjacent to Nephele's
 - a. Remove dumpsters from plain view
 - b. Addition of boulders to funnel parking
 - c. See if owner would be open to assistance with finishing shingling the exterior
17. Park Cattle Vacant Land
 - a. Future plans for resort-type development; in the interim:
 - b. Use for events, farmer's markets, music, art garden?
 - c. Temporary park? i.e. mulch, picnic benches, landscaping, entryway
18. Safeway Vacant Land
 - a. Potentially stripped of development rights?
 - b. Same proposed use as Park Cattle Vacant Land
 - c. Plant trees or shrubs along the backside for a buffer between the apartments
19. Deerfield Lodge
 - a. Repair smashed box along bike path
20. Bart's Apartments
 - a. See if owner is open to assistance with paint, landscaping, general cleanup, signage, windows, fencing, etc
 - b. Plant shrubs or trees to create privacy buffer
 - c. Encourage tenants not to put furniture, towels, etc in plain view
 - d. Use as employee housing? Condo conversion?
 - e. City Redevelopment or low-income housing funds?
21. Pioneer Business Complex
 - a. See if owner would be open to assistance with painting, staining, etc
 - b. Encourage clean-up on adjacent residences
22. Pioneer Trail Junction
 - a. Enhance sense of entryway through signage or visual theming
 - b. Explore options of using Forest Service or Conservancy land for events or a launching point for a self-guided interpretive street walk

Projects:

1. Create a program to help owners improve their properties easily and inexpensively
 - a. Source free or inexpensive labor and materials (i.e. paint, wood, rock, vegetation, etc)
 - b. Community organizations, workforce training, churches, public agencies, etc
2. Work with unimproved property owners to encourage temporary or permanent uses
 - a. Parks, activities, event areas, art displays, parking, etc
3. Facilitate the installation of brackets on the light posts to allow for seasonal graphics
 - a. Shop/price brackets, survey business/property owners to see who will put up their own
 - b. Find funding for the remaining light posts or install as many as people are willing to buy

The information in this document is a reporting of the comments and suggestions made by various individuals and does not represent any policy or views held by the Ski Run BID or its associates.

SKI RUN BEAUTIFICATION COMMITTEE
MEETING SUMMARY & ACTION PLAN

4. Create an interpretive tour of Ski Run highlighting history, improvements, natural features, etc
 - a. Contact California Tahoe Conservancy and US Forest Service about land south of Pioneer Trail for a trailhead/interpretive center
 - b. Designate areas of special interest to create interpretive signage for
5. Create an art program to facilitate the addition of artistic influences to the street
 - a. Work with artists and art groups to put art in the area and create an artistic atmosphere

Next Meeting: April 7, 2010 12:30pm-2:00pm, location to be announced