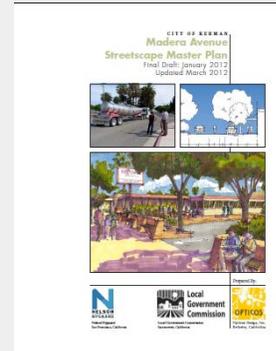




# Madera Avenue Streetscape Master Plan

## City of Kerman

Environmental Justice  
FY 10-11 Grant Cycle  
District 6  
Grant Award Amount: \$157,500



### Project Summary:

The project was a streetscape master plan for Madera Avenue (State Route 145), a four-lane divided roadway running through Kerman’s downtown. The city developed a context sensitive streetscape plan for the roadway from Church Avenue to State Route 180 that included traffic calming measures, landscape improvements, lighting, signs, and street furniture, as well as to help reduce greenhouse gas. Additionally, the plan provided project cost estimates for the various recommendations and identified possible funding sources to finance specific design improvements.

### Community Outreach

- After an initial advisory committee meeting was held in April 2011, two more focus groups were held during June and July of 2011. These consisted of members of the business community, public agencies, and community service organizations.
- The public was able to input their ideas and concerns during the several charrette events during June and July 2011.

#### Environmental Justice Community Outreach:

- Flyers in both Spanish and English were distributed through various outlets. Articles describing the project were published in the local newspaper. Media releases were given to the local radio station.

### Project Outcome

- The project identified specific measures to preserve the existing transportation system, enhance public safety, and indirectly support the economy by providing for the movement goods and people in the community.
- The project goals, objectives, and implementation measures are reflective of the community’s values.

### Successes & Next Steps

- Immediate projects that would benefit pedestrian safety and comfort include striping high visibility crosswalks.
- The City of Kerman plans to establish a Working Group involving City Staff and Caltrans.
- The City of Kerman plans to determine a preferred alternative for the Corridor.
- And to pursue available funding based on final strategy for implementing detailed design elements.