

Chapter 4: MASTER PLAN IMPROVEMENTS

INTRODUCTION

The South Auburn Street Master Plan involves a mix of incremental, small-scale changes, as well as rehabilitation and redevelopment of properties, within the South Auburn Street study area to both optimize each property owner's on-site potential and to positively influence the character and vitality of Downtown Grass Valley. The Master Plan relies upon cooperation by all property owners, business owners, the Grass Valley Downtown Association, and the City to undertake a range of public and private improvements to realize the envisioned possibilities over the next several years.

VISION STATEMENT

The following Vision Statement presents an idea of what the study area could become in the future. It defines the study area's desired future as envisioned by the community:

The South Auburn Street study area is a cohesive business district within Downtown Grass Valley that is tied together by a renewed streetscape environment along South Auburn Street, as well as a series of public plazas and outdoor seating linked by enhanced pedestrian walkways. Public spaces provide expanded opportunities for retail stores, restaurants, and cafes. South Auburn Street buildings proudly display a range of improvements, from minor additions and facade improvements to completely new mixed-use structures that reflect the vernacular character of Historic Grass Valley's building forms, materials, and colors. Long-time and newer businesses are benefiting from solid cooperative arrangements between all property owners, enhanced pedestrian

activity, success of the hotel and conference center, shared truck loading, and easy-to-find customer parking shared by all properties in the study area. South Auburn Street truly is the gateway of Downtown Grass Valley!

REALIZING THE VISION

Visions are not realized in an instant. Rather, small changes occur one-at-a-time until a critical mass of positive change exists that allow people to experience the vision as on-the-ground reality. The following objectives establish the direction for the South Auburn Street Vision:

- Improve pedestrian connections between properties within the study area, between the study area and the adjacent Hotel/Conference Center site, and between the study area and other nearby properties within the Downtown.
- Enhance and expand parking facilities in order to support new uses. Develop a shared parking system with the properties within the study area and the adjacent hotel conference center site to maximize parking opportunities and to reduce the need for multiple curb cuts and driveways.
- Improve the pedestrian experience along South Auburn Street by reducing driveway cuts, widening the sidewalk, and by installing street trees, streetlights, benches, trash receptacles and other pedestrian amenities.
- Improve and upgrade infrastructure to support new development within the study area.
- Allow and encourage new mixed-use development within the study area.

- Enhance the study area by creating a gateway sign for the entrance into the Downtown.

Attaining these objectives, and realizing the Vision for South Auburn Street Master Plan, is a function of two primary elements: a three-phased plan development program, described below, and recommended private-public implementation partnerships and techniques, described in Chapter 6.

Three-Phased Development Program

To realize the vision underlying the South Auburn Street Master Plan, a three-phase program is recommended that reflects the community's desire for incremental change. The text below and the figures at the end of this chapter summarize each of the three phases of the South Auburn Street Master Plan. Chapter 5 provides a summary of key design improvements. Chapter 6 sets forth a phasing strategy, along with a recommended implementation program to help participants realize the South Auburn Street Master Plan.

Phase 1 (1 to 5 years)

During Phase 1, the South Auburn Street Master Plan Study Area would be improved with a number of public and private projects. It is also assumed that the Hotel/Conference Center would be constructed on the parcels adjacent to the Study Area. The following improvement projects would occur during Phase 1:

- Rehabilitation of Buildings
- Demolition of the garage structure behind Charlie's Angels Café and the Rolling Hills Realty Building
- Construction of portions of the shared parking lot
- Installation of landscaping improvements around the existing residential buildings

- Construction of new pedestrian walkways throughout the site
- Construction of the Streetscape Improvements on South Auburn Street:
 - Widening of sidewalks
 - Installation of street trees and lights
 - Installation of streetscape furniture and amenities
 - Construction of paved cross walks at intersections and mid-block
 - Construction of new two-story mixed-use building (retail and office)
 - Façade improvements to the Unocal 76 Gas Station
 - Construction of the Gateway Sign and, as appropriate, other buildings along South Auburn Street.
- City to work with Caltrans to obtain driveway access to Hotel/Conference Center Site from Tinloy Street.

Phase 2 (5 to 8 years)

During Phase 2, the South Auburn Street Master Plan Study Area would be further improved with the construction of new two to three-story mixed-use buildings and various internal parking and circulation improvements. The following improvements would occur during this Phase:

- Reconstruction and/or demolition of the one-story retail buildings, including Charlie's Angels Café, Ballerina Cleaners, the Szechwan Chinese Restaurant, and the Anytime Fitness Building
- Potential construction of three new two-story mixed-use buildings (retail and office)
- Potential construction of a new three-story mixed-use building (retail and residential)
- Construction of additional portions of the shared parking lot

Construction of a crosswalk linking the Hotel/Conference Center Plaza to the new buildings within the Study Area

Phase 3 (8+ year time horizon)

During Phase 3, the remainder of the recommended improvements would occur in the Study Area. These improvements include the construction of a new two-story mixed-use building and the completion of the shared parking lot and pedestrian circulation improvements. The following improvements would occur during Phase 3:

- Demolition of the multi-family residential building
- Completion of the shared parking lot
- Completion of the pedestrian walkways
- Construction of a new two-story mixed-use building
- Construction of new plazas

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