

Draft
SOUTH AUBURN STREET MASTER PLAN

June 2005

Prepared for:

City of Grass Valley
Community Development Department
125 East Main St.
Grass Valley, CA 95945
530-274-4330

Joe Heckel: Community Development Director
Housing/Economic Development Specialist: Leslie Woodman

Prepared by:

RBF Consulting's Urban Design Studio
14725 Alton Parkway
Irvine, CA 92618-2027
949-855-5783

Project Manager: Al Zelinka, AICP, CMSM
Assistant Project Manager/Urban Designer: Jason Jones
Community Participation Coordinator: Susan Jackson
Urban Designer: John Shetland
Graphic Designer: Jeanette Cappiello

PURPOSE OF MASTER PLAN

The purpose of the South Auburn Master Plan is to provide the City of Grass Valley and the Grass Valley community with a vision and tools for incrementally enhancing the image, economic vitality, development pattern, and pedestrian qualities within this area of Downtown Grass Valley. This Master Plan represents a living document, crafted with the input of business and property owners within the Master Plan study area, Grass Valley community members, City staff, and elected and appointed officials of Grass Valley. It is the intent of the South Auburn Master Plan to facilitate the efforts of all Downtown Grass Valley interests in realizing the potential of this special area within the historic heart of the community.



Downtown Grass Valley and the South Auburn Street Master Plan Study Area

TABLE OF CONTENTS

Chapter 1: Introduction	1
History	1
Purpose.....	1
 Chapter 2: Planning Process.....	 3
Community Immersion	3
Preparation of Alternative Site Plans	4
Economic Feasibility Analysis.....	5
Public Workshop.....	5
Preferred Site Plan and Phasing Program	5
Public Meeting.....	5
Preparation and Adoption of Master Plan.....	5
 Chapter 3: Existing Conditions	 7
Downtown Context	7
Study Area	8
Hotel and Conference Center Project.....	10
 Chapter 4: Master Plan Improvements	 11
Introduction.....	11
Vision Statement	11
Realizing the Vision.....	11
Three-Phased Development Program	12
 Chapter 5: Summary of Design Improvements.....	 27
Introduction.....	27
Streetscape Improvements	27
Parking and Vehicle Circulation	28
Pedestrian Walkways and Plazas	31
Architecture and Design Themes	32
Gateway Sign	34
 Chapter 6: Implementation Strategy	 35
Introduction.....	35
Recommended Policies and Programs.....	35
Recommended Improvements	39
Implementation Matrices	39
Key for Potential Funding Sources	47
Incentives	32
 Chapter 7: Report References	 35

Appendix: Technical Memorandum: BAE's Pro-Forma Analysis for South Auburn St. Plan

LIST OF FIGURES

Figure 1: Regional Location.....	1
Figure 2: Local Vicinity Map and Aerial Photograph.....	2
Figure 3: Aerial Photograph of the Study Area	8
Figure 4: Existing Land Uses	8
Figure 5: South Auburn Street Master Plan: Phase 1	15
Figure 6: Summary of Phase 1 Improvements	17
Figure 7: South Auburn Street Master Plan: Phase 2	19
Figure 8: Summary of Phase 2 Improvements	21
Figure 9: South Auburn Street Master Plan: Phase 3	23
Figure 10: Summary of Phase 3 Improvements	25
Figure 11: Recommended Section for South Auburn Street	27
Figure 12: Access Routes and Parking Zones for Delivery Trucks.....	29
Figure 13: Summary of Private and Public Improvements by Phase	41