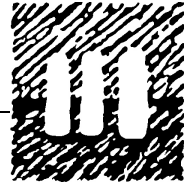


MEMORANDUM



DATE:	January 21, 2003	MOGAVERO NOTESTINE ASSOCIATES 2012 K STREET SACRAMENTO CA 95814 916-443-1033 FAX 443-7234 information@mognot.com www.mognot.com
TO:	Joe Heckel	
FROM:	Mike Notestine	
PROJECT:	South Auburn Street Workshop	
PROJECT #:	203002	
RE:	Workshop Summary and Recommendations	

I. The Workshop Summary

The City of Grass Valley held a South Auburn Street Workshop on Wednesday, January 15, 2003 between 4:00 PM – 6:00 PM in the Hullender Room in City Hall. The workshop provided an informal opportunity to participate in a discussion taking a fresh look at the proposed downtown hotel, its access and its relationship to surrounding properties.

Invitees included surrounding South Auburn and Bank Street property owners, businesses, hotel proponents, city officials and staff.

Approximately 30 attended the workshop. All but 4 of the adjacent property owners were represented.

The workshop was facilitated by David Mogavero of Mogavero Notestine Associates with recording by Mike Notestine. City officials and staff participating in the workshop included Linda Stevens, City Council Member, who provided an overview of the workshop purpose; Joe Heckel, Community Development Director, who discussed the planning process and public resources that might come to bare in the implementation process; and Bruce Monighan, the proposed hotel's architect, provided an overview of the hotel project.

Following a welcome, introductions and an overview of the hotel project, the participants discussed their current plans, their visions for the area, parking issues, Wolf Creek, the aesthetics of the proposed hotel, the need for a master plan (for the area bounded by Bank Street, the Highway 49 frontage road and South Auburn Street), and what the components of a master plan should include.

The following is a summary of their discussions:

OWNERS CURRENT PLANS

- 145 South Auburn - Have no plans
- 147 South Auburn - Plan to improve and renovate their property
- 153 South Auburn - Owners are very interested in remodeling. Would consider joint parking. Negotiable
- 159 South Auburn - Have no plans - Currently rented to Real Estate office
- 161 ½ South Auburn - Are open to ideas - currently used for 7 residential units
- 163 South Auburn - Network Real Estate - Happy where they are at. Concerned with parking, sometimes they experience a parking shortage

THE JOINT VISION

- Need the hotel investment to stimulate the overall improvement of the area
- North - south pedestrian orientation is more important than an east-west orientation
- South Auburn should be considered as its own entity
- South Auburn should be considered the 3rd Main Street of Grass Valley along with Main Street and Mill Street
- There should be better access between buildings from one area to another
- The hotel owner would like to make connections to South Auburn with cross access agreements
- Bank Street access and design are very important

PARKING ISSUES

- There is a need to solve parking problems by looking at shared parking over a larger area
- Peak time issues are with events and Saturday during the day
- The Hotel's peak parking demand will be 40 to 50 spaces for daytime conferences and events and 56 to 70 for lodging - most guests will arrive between 5:30 and 8:00PM
- The hotel is willing to share its current parking - they feel they are over parked now
- Cleaners and several other users would like a mid-block crossing for better connection to the City parking lot across South Auburn

WOLF CREEK

- Wolf Creek with a trail is desired, however the underground structure is structurally supporting highway 49. As a result it would be very expensive to expose the creek

- The current approach is to not build on the area above the creek so as to maintain the potential of opening up the creek in the future
- The developer indicate that they would be willing to provide property in the future for opening up the creek if parking could be reduced to off set their loss

HOW DOES THE CURRENT HOTEL PLAN LOOK

- ERA building should be an example for the hotel design
- No flat roof
- Currently the design looks good - could be more Victorian

A MASTER PLAN

- It was agreed upon that a Master Plan was important for the South Auburn area
- The Master Plan should be a guide for future development / redevelopment and be non enforceable

WHAT ARE IMPORTANT ITEMS TO BE INCLUDED IN THE MASTER PLAN

- Cost, budget, and a feasibility analysis
 - Rent are currently \$1.00 to 1.60 per square foot
 - A recent sale on Mill Street was \$200 per square foot
- Phasing
- Review of existing ordinances
- The previous hotel plan/feasibility analysis should be an example
- Design - How does a larger project maintain a small building feeling

II. Recommendations

A. Access

The hotel plan delineates automobile access between 153 and 159 South Auburn and a pedestrian access points to the rear of 145 South Auburn and 161 ½ South Auburn. Both the hotel developer and the adjacent property owners acknowledged the need for these connections and expressed the willingness to pursue them.

The City should facilitate negotiations between the hotel and adjacent property owners that result in appropriate easements and reciprocal access agreements to assure these access points. These negotiations should be conducted concurrent with the entitlement process in order to keep the project moving forward. The hotels current site plan does not preclude additional access points that may be identified as part of a master planning process (separate recommendation).

Another important access point is Bank Street. A comment made during the facilitated discussion was “Bank Street access and design are very important”. We would concur. The hotel proponent should be required as a condition of approval to make pedestrian improvements to the south side of Bank Street from the Highway 49 frontage road to South Auburn. The improvements should include a minimum 6-8’ sidewalk, street trees, parallel parking and benches in the two areas identified as plazas.

The final access recommendation is to provide pedestrian access along the Highway 49 frontage road, as shown on the site plan dated January 15, 2003.

B. Parking

The initial drafts of the Downtown Strategic Plan make several recommendation related to parking, relevant ones include:

1. Conduct a parking demand, supply and management analysis.
2. Establish a Transportation Management Program which facilitates the use of alternative modes of transportation by employees and visitors. The program would be implemented by the GVDA.
3. Develop program to support the joint use of adjacent parking areas to increase efficiency and numbers.
4. Establish a parking mitigation program with assessments in lieu of providing required parking. The assessment would be used to develop city managed parking facilities.
5. Reduce the parking required in the study area as follows:
 - Retail 1:400 sf
 - Office 1:450 sf

These recommendations should be considered during the approval process for the hotel project.

The hotel proponents have agreed to allow joint use of their parking facilities and to investigate integrating their parking and access with that of adjacent properties subject to the development of a master plan (separate recommendation) for the properties fronting on South Auburn Street. These concepts should be included as a condition of approval for the hotel project.

C. Wolf Creek

If the cost of exposing and enhancing Wolf Creek is infeasible at this time the City should not allow structures to be built over the creek alignment and obtain, through easements or other legal instruments, the ability to allow future creek enhancements as opportunities are presented.

D. Master Plan for South Auburn

The adjacent property owners and the hotel proponents have agreed that a master plan for the properties fronting on the eastside of South Auburn would be beneficial. The master plan should be conducted possible to insure the ability for the plan recommendations to be implemented with the hotel's development. The developers hope to break ground in the Fall of 2003. The hotel project should not be held up awaiting the development of the master plan.

The intent of the master plan would be to set the stage for the future redevelopment of the eastside of South Auburn that integrates the properties fronting on South Auburn with the hotel development and the remainder of downtown and to insure appropriate access, building orientation, adequate parking, and appropriate land use.

The plan should include the following components:

- Development pro forma and economic feasibility analysis
- Development phasing
- Review of existing ordinances
- Schematic site plan with urban design elements (examining the possibility of incorporating a gathering place and pedestrian pathways)
- Schematic building design
- Appropriate land uses (examining the feasibility of upper floor residential or office uses)
- Relationship to the redevelopment agency
- Relationship between property owners
- Implementation strategy

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