

Project: Mill Street Closure and Pedestrian Plaza  
Grass Valley, CA

Stakeholder Focus Group #1: Grass Valley Downtown Association, Greater Grass Valley Chamber of Commerce, Holbrook Hotel, Center for the Arts

Date: June 01, 2021, 12:00 pm – 01:00 pm

#### Attendees:

Marni Marshall, GVDA  
Lillie Piland, GVDA  
Joy Porter, GVDA  
Susan Amick, GVDA  
Robin Davies, Chamber of Commerce  
Tim Kiser, City of Grass Valley  
Tom Last, City of Grass Valley  
Kimberly Garza, Atlas Lab  
Brenna Castro Carlson, Atlas Lab

## DISCUSSION

#### Typical events:

- Market- or stall-based events - 10'x10' tents spaced 1' apart. Currently have 49 vendor spots on Mill, need at least 35 spots to host successful events
  - Farmers Market, Thursday Night Market, Art Walk/Second Saturday, Cornish Christmas, Sweet Pickins' Vintage Market, Brewfest
- Walking events between Mill Street stores
  - Foothills Celebration, Safe Trick or Treat, Downtown Holiday Market
- On-Street Displays
  - Sidewalk sale
- Parades
  - 4<sup>th</sup> of July, Donation Day
- Performances or centrally located gatherings
  - 4<sup>th</sup> of July, Holiday tree lighting, St. Piran Day, Cornish Christmas (caroling on the steps of the Union Building)
- Downtown Car Show (all downtown streets closed)

#### Logistics and utilities for events:

- Quick couplers for irrigation and cleanup
- Water bottle fill stations
- Permanent stage platform that can double as seating for everyday use, or areas that could support a stage for events and performances



- Locations for temporary stages may be more appropriate to avoid conflict with other events
- Sound system
- Power at key event/performance locations and along street
- Sleeves for flag poles in the street
  - Existing locations along the curb could potentially remain
- Locations to hang seasonal banners or decorative flags
- Storage nearby for tables, chairs, garbage cans, etc.

#### General design – desired qualities and features:

- A cohesive look and feel between Mill Street and parklets on Main Street
- No curbs – concerns about tripping hazard
- A curved alignment to the fire lane, rather than straight
- Need to maintain clear path of travel for foot traffic to front doors of businesses
  - Possible to cluster planting, such as at intersection of Bank and Mill?
- Designated locations for permanent art or rotating art, e.g. 5-8 suspended sculptures
- String lights across or along the street
- Additional ADA parking
- Designated curbside pickup areas
- Centrally-located public restroom with hot water. Potential locations: S. Auburn parking lot, Church Street lot
  - Could be trailer-style restroom, or permanent structure such as coin-fed self-cleaning stall
- Wayfinding signage. Suggestions for specific signage:
  - Digital kiosks at each end of the street would allow for a regularly-updated merchant listing
  - Traditional wayfinding signage with business names and arrows as seen in Downtown Napa
- Locations to hang banners

#### Ongoing maintenance and operational concerns:

- Plowing, street sweeping, and sidewalk cleaning
- Trash pickup
- System for reserving spaces and event dates, renting event furniture and equipment



## SURVEY RESPONSES

Marni Marshall  
Grass Valley Downtown Association

1. Calming, open space, family feel
2. Planters (but smaller). We do not want to keep place to create (selfie stations public art). More areas for banners, string lights, (whether that is parallel to the street or across the street), more area for flags in ground and on light poles – options. Keep Steven arch well kept (?). Seating areas
3. ADA access, no tripping hazards; lighting; flow, room to have vendors; bathrooms, parking, and garbage are the 3 things talked about every day. Using historic color palette; updating look but keeping historic buildings and theme in mind with plants chosen.
4. Put on events on Mill and Main

Robin Davies  
Greater Grass Valley Chamber of Commerce

1. The closure has created a sense of community and brought more families downtown. The increased vitality of having a place to gather has been commercially beneficial to the merchants that were fully staffed and open on a regular basis.  
Ease of navigation. Not dodging cars and trucks while crossing the street. And walking down the center of the street brings a new visual perspective and fresh appreciation of the historic buildings and street itself.  
Dining outside
2. Well maintained planters; trees lit with battery operated LED lights; ambient music; art installations; warming and cooling zones; seating; outdoor dining
3. Accessibility. With a strong senior demographic, ADA and senior access. Customer heavy package scenario – how to get merchandise to their cars? More handicapped parking in the S. Church Street Parking Lot at the entrance to the Ambassador Chris Stevens Memorial Walkway.
4. Selfie station between the planters against the front windows.

The above constitutes our understanding of the issues discussed. If no comments are received within 5 business days of the date received, these notes will be assumed correct as written.

Respectfully submitted by:  
Atlas Lab Inc.  
Brenna Castro Carlson, Landscape Architect  
Distribution: Attendees

