



**MILL STREET PROJECT**  
**POP UP COMMUNITY WORKSHOP**  
*'VISION' SURVEY REPORT*  
06.24.21 - 07.01.21

## ACKNOWLEDGMENTS

### City of Grass Valley

Tim Kiser, PE | City Manager  
Tom Last | Community Development Director  
Abigail Walker | Community Services Analyst II

### Consultant Team

#### Atlas Lab Inc.

Erik Prince | Principal  
Kimberly Garza | Principal  
Brenna Castro Carlson | Associate

#### Mogavero Architects

David Mogavero | Principal  
Cesar Medina | Associate  
Joanna Mack | Designer III

#### Fehr + Peers

Paul Jewel | Principal, National Transit Expert

#### BKF Engineers

Jim McCurdy | Vice President

*Unless otherwise noted, all of the comments in this survey findings report are from Grass Valley residents and were collected through the community engagement process. Respondent's names have been withheld to preserve anonymity.*

## INTRODUCTION

The City of Grass Valley invited the public to share their vision for the permanent transformation of Mill Street into a captivating and vibrant pedestrian plaza. The goal of the community workshop is to provide a transparent, equitable and inclusive design approach to ensure a thoughtful and authentic vision for Historic Downtown Grass Valley. The workshop focused on soliciting feedback from the public to help the City develop design priorities and concepts for new site amenities and improvements to be included in the Historic Downtown area.

To identify potential design strategies for the redevelopment of Mill Street improvements, the City of Grass Valley and design consultant team, hosted an on-site community workshop. During this community workshop, the design team introduced project goals and surveyed visitors. Community members, residents, property, and business owners were given the opportunity to collaborate and be a part of this project by commenting on recommendations presented to them, voicing their opinions, and sharing their concerns. The following survey findings report reflects the community's vision for Mill Street.

## METHODOLOGY

The City of Grass Valley provided two community feedback forums to maximize community participation over a one week period (from June 24 -July 1, 2021): 1) on-site Pop Up Community Workshop and 2) On-line "Vision Survey".

### Forum A: Pop Up Community Workshop

An on-site pop-up community workshop took place on Mill Street, at the intersection of Mill Street and Bank Street on Thursday, June 24th from 10am – 8pm. The on-site workshop strategically coincided with Farmers Market and Thursday Night Market to maximize community participation. City of Grass



Image 1: Community Workshop Flyer

Valley staff and members of the design consultant team hosted the workshop, providing overview about the project and workshop, while listening and answering questions.

For the purposes of the workshop, questionnaires and interactive boards were used to collect community feedback. A series of vertical display boards invited participants to identify site features they would like to see incorporated on Mill Street. A range of images were used to clearly showcase project examples and opportunities. Community members used sticker dots to represent their preferences. In addition to display boards, community members we invited to share their personal ideas for the redevelopment of Mill Street using comment cards placed on wooden sticks. Participants would make recommendations and place their comment on specific locations on a site plan of Mill Street and Historic Downtown Grass Valley. General comments about the project were collected into a secure comment box.

At the conclusion of the day event. The workshop content (display boards with survey and information about on-line survey) remained on-site to continue community feedback collection for a one-week period. Approximately 500+ community members participated in the on-site workshop.

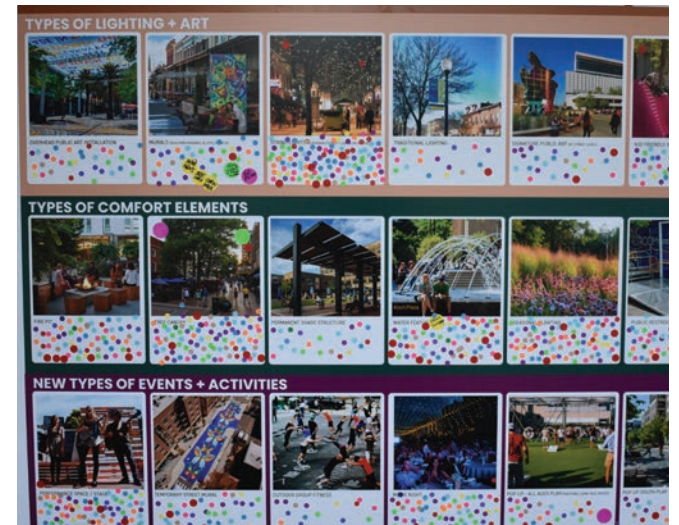
#### Forum B: On-line Vision Survey

Concurrent with the community workshop, an on-line survey was developed to mirror questions presented at the on-site workshop material. The survey was promoted and shared or multiple media outlets to ensure community participation. For community members who were unable to attend the workshop physically, an on-line survey was provided and shared via press release, radio, social media, and City of Grass Valley website. The on-line survey was a 3–5-minute survey to capture the community’s preferences for future site features on Mill Street. Seventy-seven community members participated in the on-line survey.



Image 2: June 24, 2021 Pop Up Community Workshop



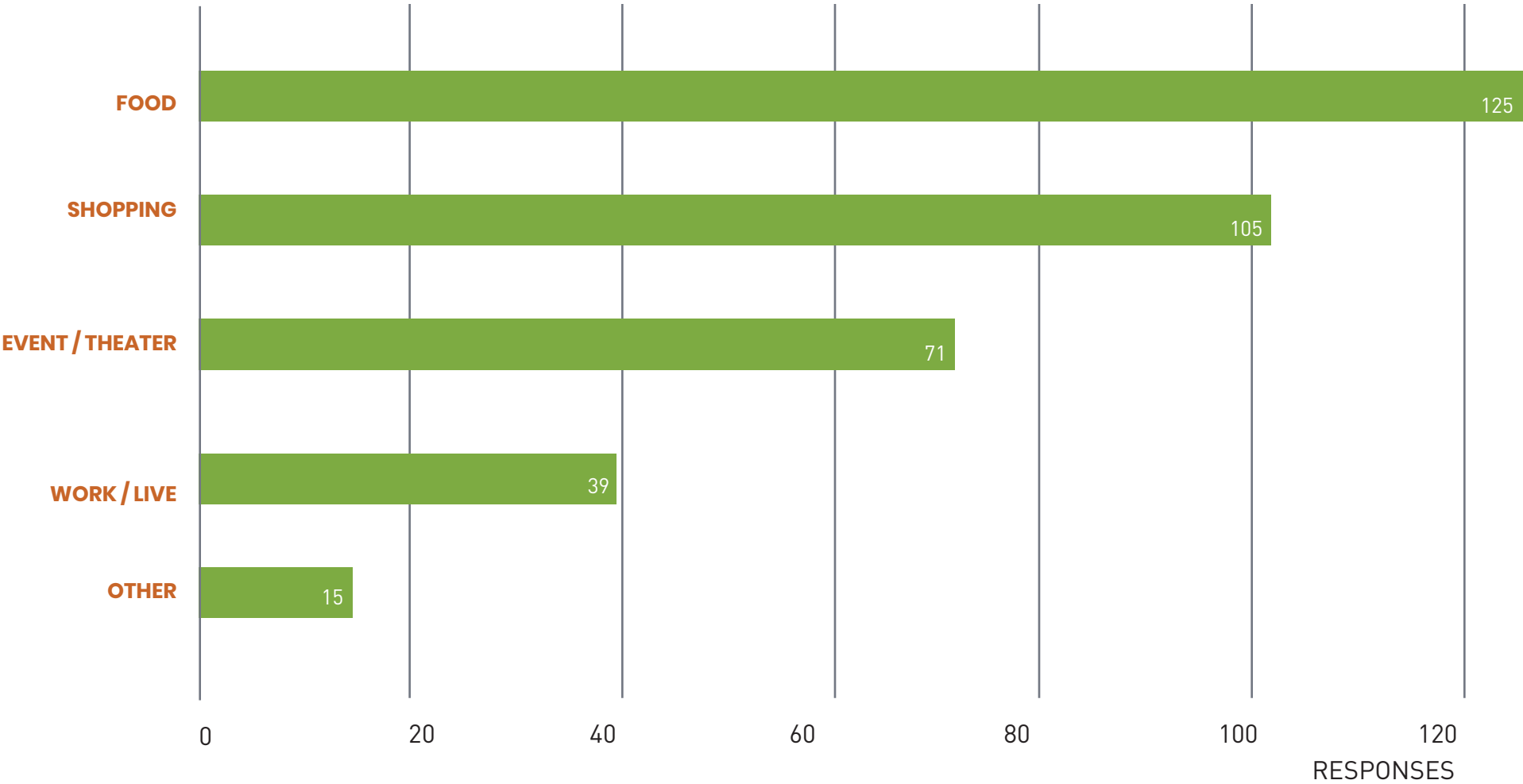


FORUM A  
*ON-SITE POP UP  
COMMUNITY WORKSHOP*

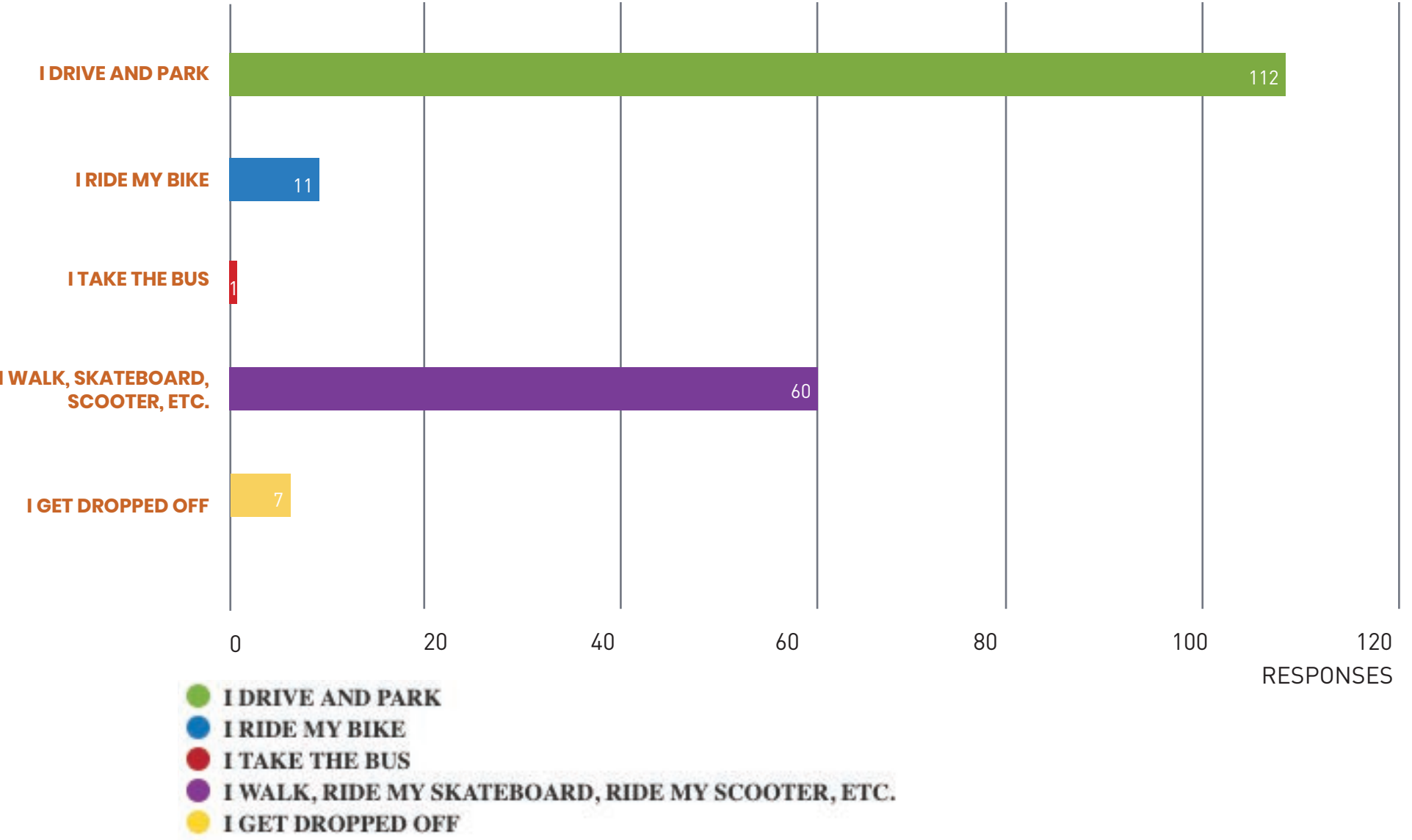
# FEEDBACK EXERCISE 1: QUESTIONNAIRE

A series of large format display boards were positioned on Mill Street. The display boards showcased a series of images relating to potential site features. The community was invited to provide their preferences via dot stickers that were placed directly under each site feature image. The community was also surveyed on how they travel to Mill Street and what primarily brings them to the area. The following bar charts represent the on-site survey findings.

## QUESTION 1: WHAT PRIMARILY BRINGS YOU TO HISTORIC DOWNTOWN GRASS VALLEY/MILL STREET?



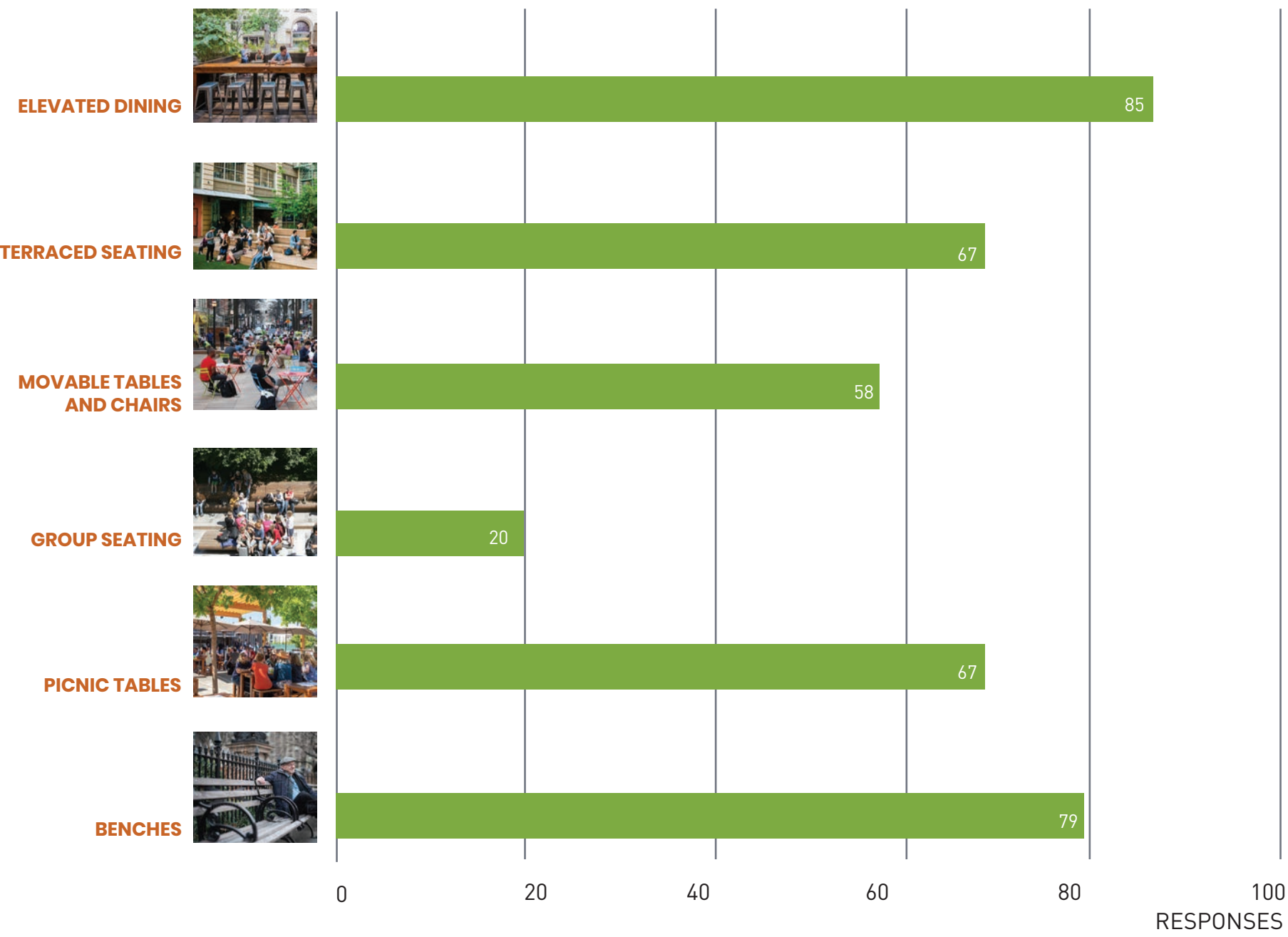
QUESTION 2: HOW DO YOU TYPICALLY GET TO HISTORIC DOWNTOWN GRASS VALLEY / MILL STREET?



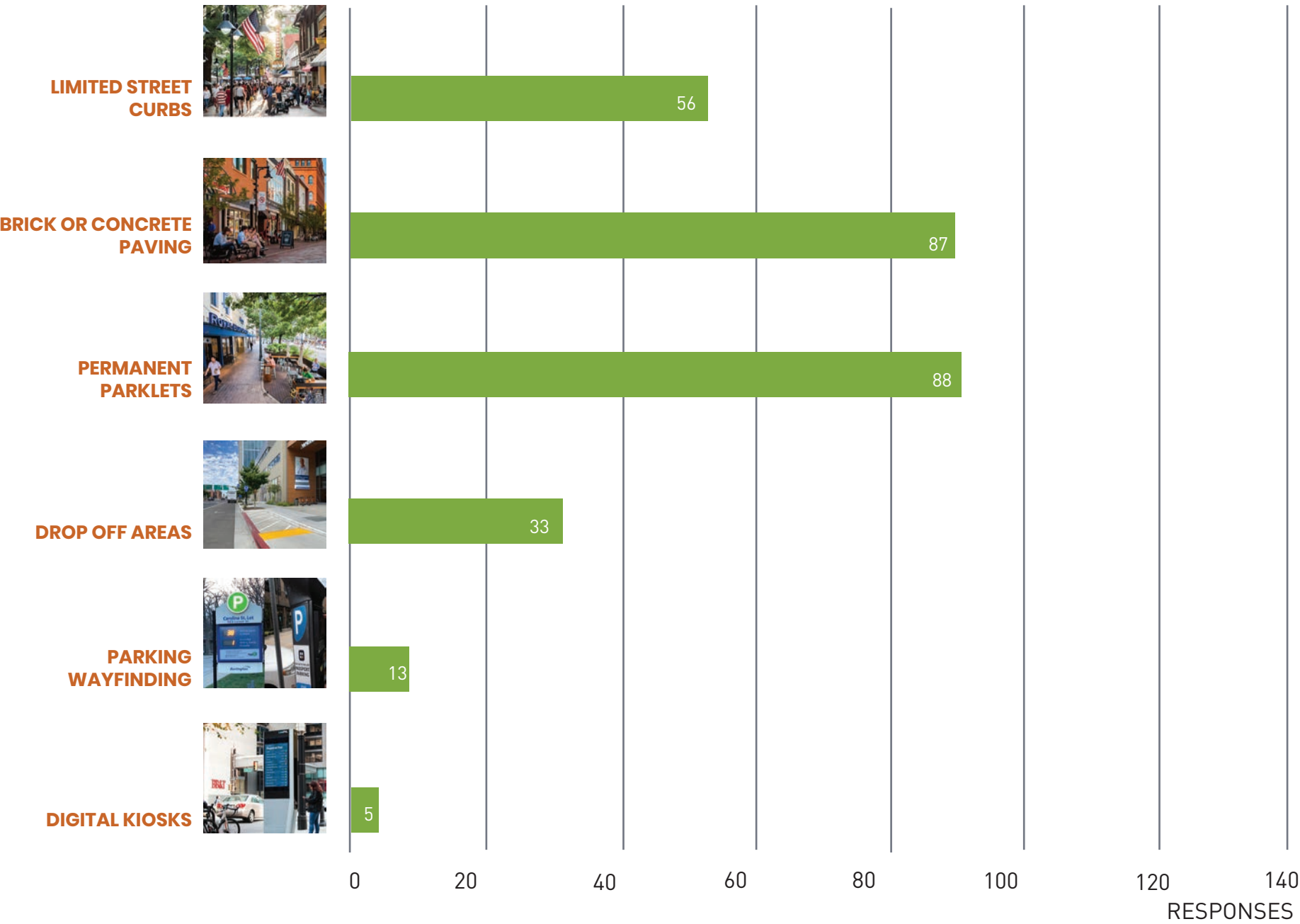
QUESTION 3: WHAT TOP PRIORITY SHOULD THE MILL STREET PROJECT SHOULD ADDRESS?



QUESTION 4: WHAT TYPES OF SEATING & DINING ELEMENTS WOULD YOU LIKE TO SEE ON MILL STREET?



QUESTION 5: WHAT TYPES OF ACCESSIBILITY IMPROVEMENTS WOULD YOU LIKE TO SEE ON MILL STREET?



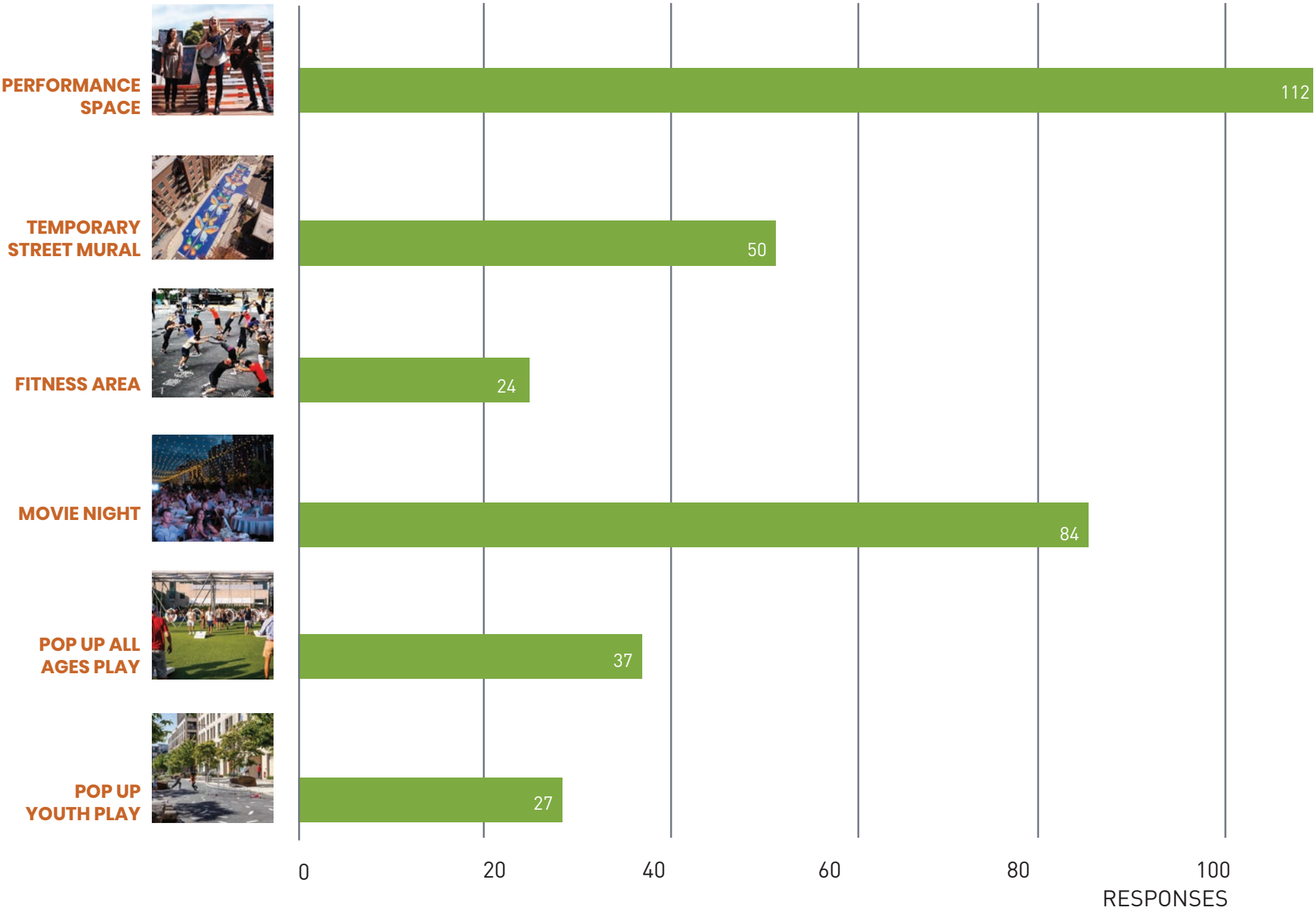
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QUESTION 7: WHAT TYPES OF COMFORT ELEMENTS WOULD YOU LIKE TO SEE ON MILL STREET?



QUESTION 8: WHAT TYPES OF NEW EVENTS & ACTIVITIES WOULD YOU LIKE TO SEE ON MILL STREET?



## FEEDBACK EXERCISE 2:

**“I WANT TO EXPERIENCE \_\_\_\_\_ HERE”**

The community was invited to share their vision for the Mill Street Project by asking them to fill in the blank to the above statement. Below is a word cloud that represents the words shared by the public.

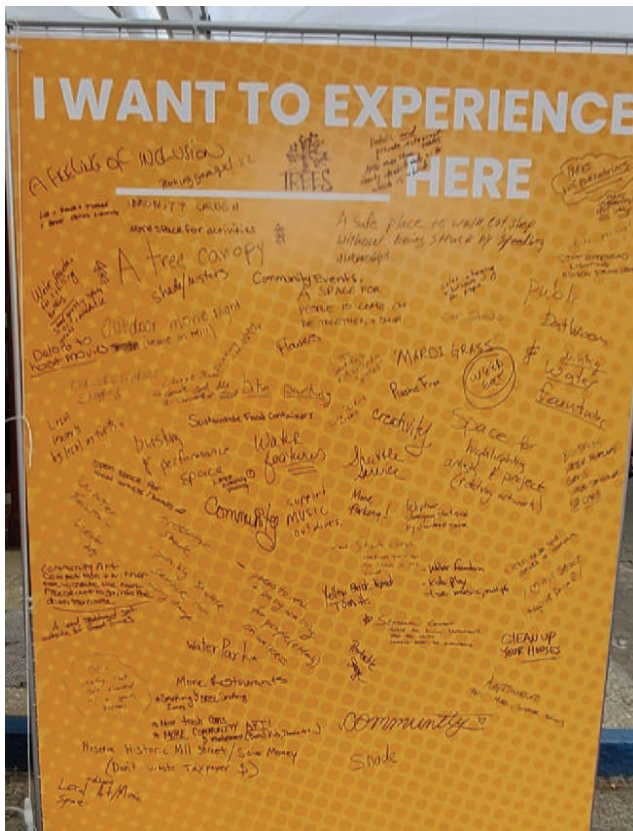


Image 3: Snapshot of "I want experience \_\_\_\_ Here"



Image 4: Word cloud composite of feedback shared by the public for: “I want experience \_\_\_\_\_ Here”

# I WANT TO EXPERIENCE HERE

- A FEELING OF INCLUSION
- PARKING GARAGE! X2
- COMMUNITY GARDEN
- MORE SPACE FOR ACTIVITIES
- TREES
- A TREE CANOPY
- OUTDOOR MOVE NIGHT
- DEL ORO TO HOST MOVIES
- WATER FOUNTAIN FOR REFILLING BOTTLES
- SMALL GRASSY SPOTS OR GRASS ROUNDABOUT
- SHADE/MISTERS
- LOCAL CONCERTS BY LOCAL ARTISTS
- FARMERS MARKET
- SHOPPING
- COMMUNITY EVENTS
- A SPACE FOR PEOPLE TO COME OUT AND BE TOGETHER, SHOP
- A SAFE PLACE TO WALK, EAT SHOP, WITHOUT BEING STRUCK BY SPEEDING AUTOMOBILES
- SOLAR CHARGING AND HOTSPOTS
- CAR SHOWS
- FLOWERS
- MORE SEATING AND KID-FRIENDLY SPACES
- DRINKING WATER AVAILABILITY
- BIKE PARKING
- BUSKING AND PERFORMANCE SPACE
- SUSTAINABLE FOOD CONTAINERS
- LATER EVENING DINING
- WATER FEATURES
- SUPPORT MUSIC OUTDOORS
- COMMUNITY
- OPEN SPACE FOR LOCAL ARTISTS AND BANDS
- WATER FOUNTAIN, ALSO FOR DOGS
- TREES FOR SHADE
- POSSIBLY SHUTTLE SERVICE FOR BUSY DAYS
- COMMUNITY ART COMPETITION, WINNER GETS TO CREATE THE NEXT PIECE OF ART TO GO IN THE DOWNTOWN AREA
- A LEGAL SKATEBOARD SPOT OUTSIDE OF GOOD TIMES
- PUBLIC SEATING THAT ISN'T ASSOCIATED WITH A SPECIFIC BUSINESS
- PRESERVE HISTORIC MILL STREET AND SAVE MONEY (DON'T WASTE TAXPAYER MONEY)
- LOCAL OUTDOOR ART AND MUSIC SPACE
- WATER PARK
- MORE RESTAURANTS
- SMOKING AND NON-SMOKING ZONES
- MORE TRASH CANS



LEARN MORE,  
SHARE YOUR IDEAS,  
FOLLOW THE PROCESS

PROJECT WEBSITE: [HTTPS://MILLSTREET.MYSOCIALPINPOINT.COM](https://millstreet.mysocialpinpoint.com)



GRASS VALLEY

# I WANT TO EXPERIENCE HERE

- MORE COMMUNITY ART (AND INVOLVEMENT, BAND KIDS, DRAMA ACT, ETC.)
- PLACES TO REST AND EASY WALKING FOR PEOPLE (ELDERLY) ON WALKERS
- PARKS NOT PARKING LOTS
- MORE BEAUTIFUL NOT UGLY
- BIKE PARKING
- SOFT OVERHEAD LIGHTING
- EDISON STRING LIGHTS
- PUBLIC AND PRIVATE RESTROOMS. ALSO MAKE THEM CLEARLY IDENTIFIABLE AS TO WHICH IS WHICH.
- PUBLIC BATHROOMS AND DRINKING WATER FOUNTAINS
- MARDI GRASS
- WEED EAT
- PLASTIC-FREE
- LIGHT PARKING AREAS
- CREATIVITY
- SHUTTLE SERVICE
- MORE PARKING
- TELEPHONE CHARGING STATIONS BY OVERHEAD SOLAR
- SPACE FOR HIGHLIGHTING ARTISTS AND PROJECTS (ROTATING WORK)
- SHADE CLOTHS IN BETWEEN BUILDINGS FOR SHADE IN THE SUMMER
- WATER FOUNTAIN
- KIDS PLAY
- LIVE MUSIC, MULTIPLE
- YELLOW BRICK ROAD
- PORTABLE STAGE
- SEASON COMFORT – SHADE FOR SUMMER, FIRE FOR WINTER, COVERED ACCESS FOR [SENIORS?]
- BIG TREES
- WATER FEATURE
- GRASS
- SHADE STRUCTURE
- NO CARS
- A LEGAL SKATE SPOT OUTSIDE OF SKATEPARK
- I LOVE MILL STREET, KEEP IT LOCAL
- CLEAN UP YOUR HOUSES
- AMPHITHEATER FOR MUSIC
- NO CARS WITH E-BIKE TRANSPORT
- COMMUNITY
- SHADE
- MUSIC
- SHADE
- BEER



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GRASS VALLEY

# I WANT TO EXPERIENCE HERE

- BIKE, SKATE, SCOOTER LANE
- EASY RESTROOMS
- LOVE AND LAUGHING
- BEER GARDEN
- COMMUNITY EVENTS
- ART WALKS
- DANCING
- LIVE MUSIC
- MUSIC
- CIVIC ENGAGEMENT
- KIDS AREA
- CLEAN RESTROOMS
- BLISS
- MISTERS
- ISAIAH 25 TO THE FULLEST
- SOMETHING NOT THEOCRATIC
- THANK YOU FOR CLOSING MILL STREET! GREAT VIBES
- MORE PARKING PLEASE
- A GREAT BAKERY, BREAD, ETC
- WATER FEATURES AND TREES
- SHADED SEATING
- DOGWOOD TREES
- NO SMOKING OF ANY KIND
- NO SMOKING
- FARMERS MARKET
- MEDITATION GARDEN
- PERMANENT LANDSCAPING
- NICE TREES
- MORE SHADE
- KEEP IT WALK AND FAMILY FRIENDLY
- MORE PARKING
- KEEP MILL CLOSED
- MAKE IT PRETTY
- LIVE MUSIC
- TREES
- KEEP MILL CLOSED
- LEISURE, EXPLORING TOWN
- TREES
- LIVE MUSIC
- PRETTY WATER THINGS
- GREAT
- MEETING CALVIN
- ANIMALS
- LIVE MUSIC
- DANCING
- BETTER PARKING



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GRASS VALLEY

# I WANT TO EXPERIENCE HERE

- LOSE THE DOGS (WRONG) (BOO)
- HANG OUT WITH NOAH
- BUSKERS
- NO KIDS PLAY AREA
- COMFY SEATING AND REGULAR SEATING
- NO WATER FEATURE DUE TO DROUGHT
- REUSE WATER FOR FOUNTAIN
- TEAR OUT ASPHALT, MAKE TRAILS, GARDEN, TREES
- PARKLETS
- DANCING
- LIVE MUSIC
- STRING LIGHTS
- COMMUNITY SPACES WITH TREES AND BEAUTIFUL LANDSCAPING AND SEATING, TOWN CENTER AREA FOR PLAY, PERFORMANCES, GATHERINGS
- A SPACE TO CREATE MORE MEMORIES WITH MY COMMUNITY AS A WHOLE AND MY LOVED ONES
- NO CARS
- FAMILY FUN
- NO PETS
- NO SMOKING
- I LOVE THE CLOSED ROAD
- NO CARS
- MORE OUTDOOR DINING
- FLOWERS
- NO SMOKING
- MORE TRANSPORTATION, SCOOTER SHARE, BIKES
- VESTIGES OF OUR RICH HISTORY SHOULD BE INCLUDED IN THE DESIGN
- MORE PLANTS
- MORE MARKETS AND EVENTS
- LOVE THE CAR FREE ENVIRONMENT OF MILL NOW, THANKS
- STREET SWEETS
- AWESOME
- LIVE MUSIC
- COMMUNITY
- COMMUNITY
- A REAL GOLD MINE
- KEEP HISTORY I LOVE THE PAST
- WHERE IS PUBLIC RESTROOMS
- SNOW CONES
- PERFORMANCE STAGES WITH ADEQUATE POWER, SHADE, LIGHTING, ETC.
- MAPLE TREES FOR MILL ST FALL COLOR FESTIVAL
- TREES
- FLOWERS



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GRASS VALLEY

## FEEDBACK EXERCISE 3: “PIN YOUR VISION”

In addition to questionnaire, community members were invited to share any specific ideas, site features, recommendations for areas of improvements, etc. on a large format site plan of the Mill Street / Downtown Area. Labels, attached to thin wooden dowels, were available for participants to write their vision and to locate their comment directly onto the site plan. The following is a record of the comments shared by the public.





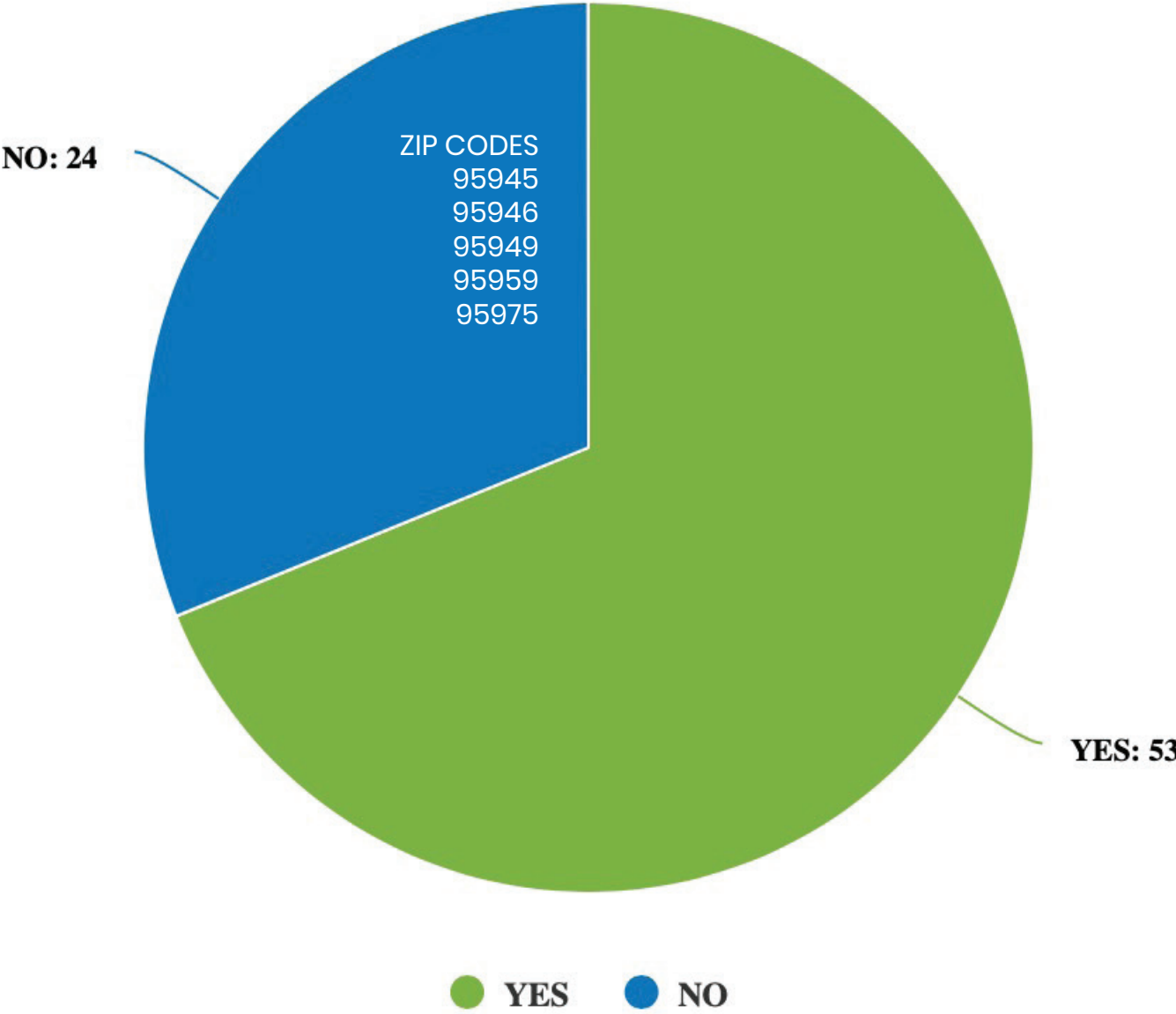
## FEEDBACK EXERCISE 4: GENERAL COMMENTS

For community members who wanted to share their feedback on the project, were provided comment card that was collected into secure box. The following are general comments received.

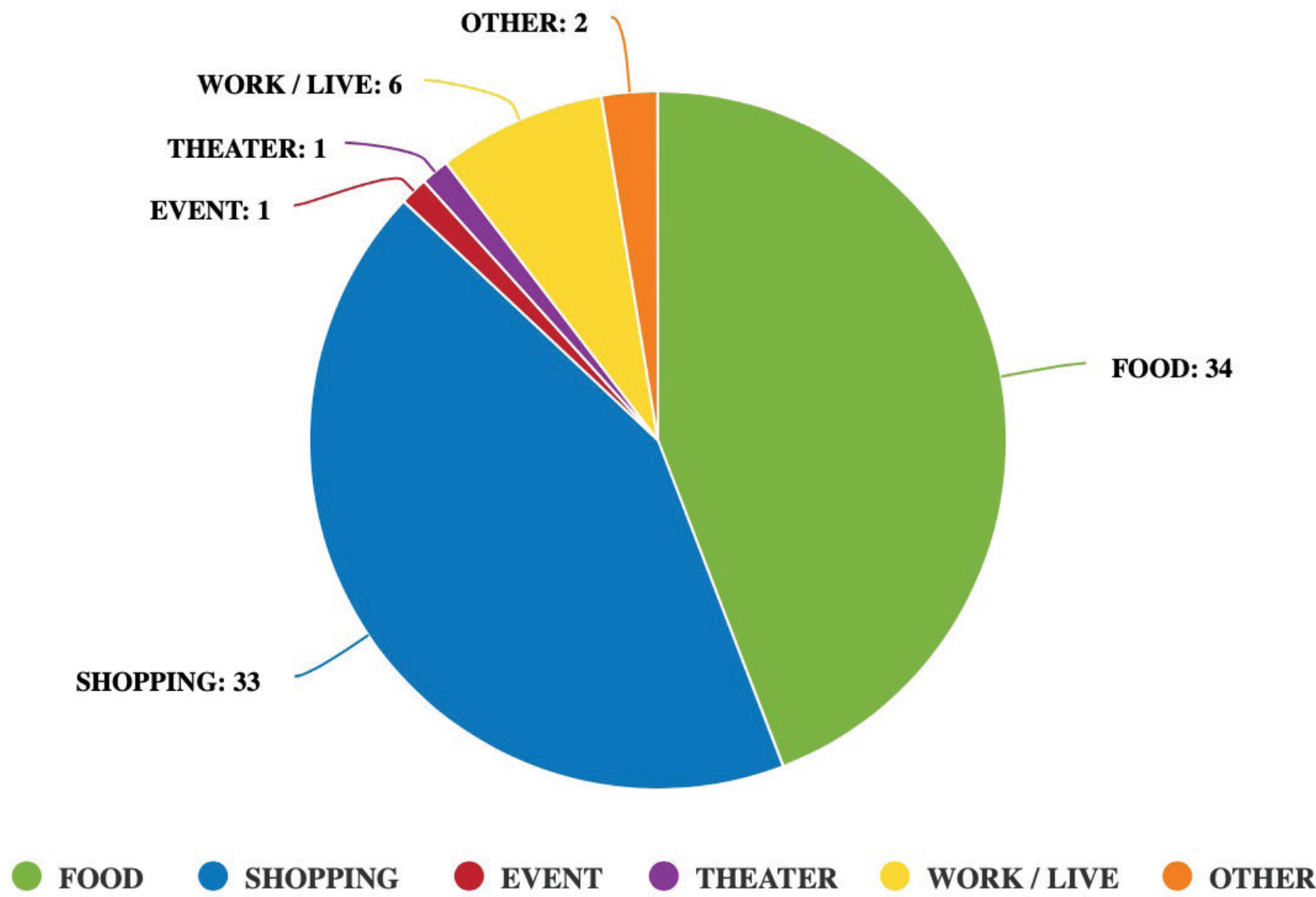
- *Not crazy about permanent shade structures—prefer trees. If you use one, put solar panels on top.*
- *Please don't put parklets on Main St. Already losing all parking spaces here on Mill.*
- *Not having to do with Mill Street, How about trees along Neal Street, Safeway side. A whole row—beautiful! + 1 for Elizabeth Daniels Park*
- *Don't use metal*
- *Accessibility is key*
- *Add handicap spots*
- *Access for handicap*
- *Yes to drop off south end of Mill Street.*
- *Skate boards? Electric bikes, etc.*
- *Grass Valley Native: We did not lack a sense of community w street open to traffic.*
- *I am opposed to the closure of Mill Street.*
- *I feel the community was not involve d in this decision! You had no open meetings because of Covid 19, which was unfair.*
- *I have spoken to several people who are handicapped and unable to come to down to shop. Is there a possibility to have handicap parking at the end of the street? Behind some of the stores? They are unable to walk distances and cannot walk from the back parking lot but are NOT in wheelchairs. Let's not force them into them. Let's keep them shopping and enjoying downtown.*
- *I think beautifying Mill Street is a little premature. Building a multi-level parking structure opposite the Bank of America on Church St would serve Mill Street businesses and visiting pubic a lot better. The millions of dollars being spent along with a low interest loan for multi-level parking would serve more of Grass Valley than just Mill St. Also, it would reduce a lot of traffic on Richardson looking for parking.*
- *Seats with shade, a giant chess/checkers, spots for local artists to sell their work, shuttles for the disabled and elderly, maybe a mini train or play area with seating for kids to play, music from locals, farmer's market special highlights, tables outside of restaurants, pour rooms, and tasting rooms. A community board and a visitor's board, lots of plants. There is so much that can happen!*
- *I just took your survey on what to do about Mill Street. I haven't been there since the pandemic started because the streets been closed off and there's nowhere to park. I am an active person in my 60s and I am finding trouble finding places to park. When I want to go grab something to eat I bring a friend and one of us jumps out get The food while the other drives around the block. I think parking and accessibility needs to be addressed first before anything else. The goal should be that businesses thrive and that means people can get there to shop.*

FORUM B  
*ON-LINE VISION SURVEY REPORT*

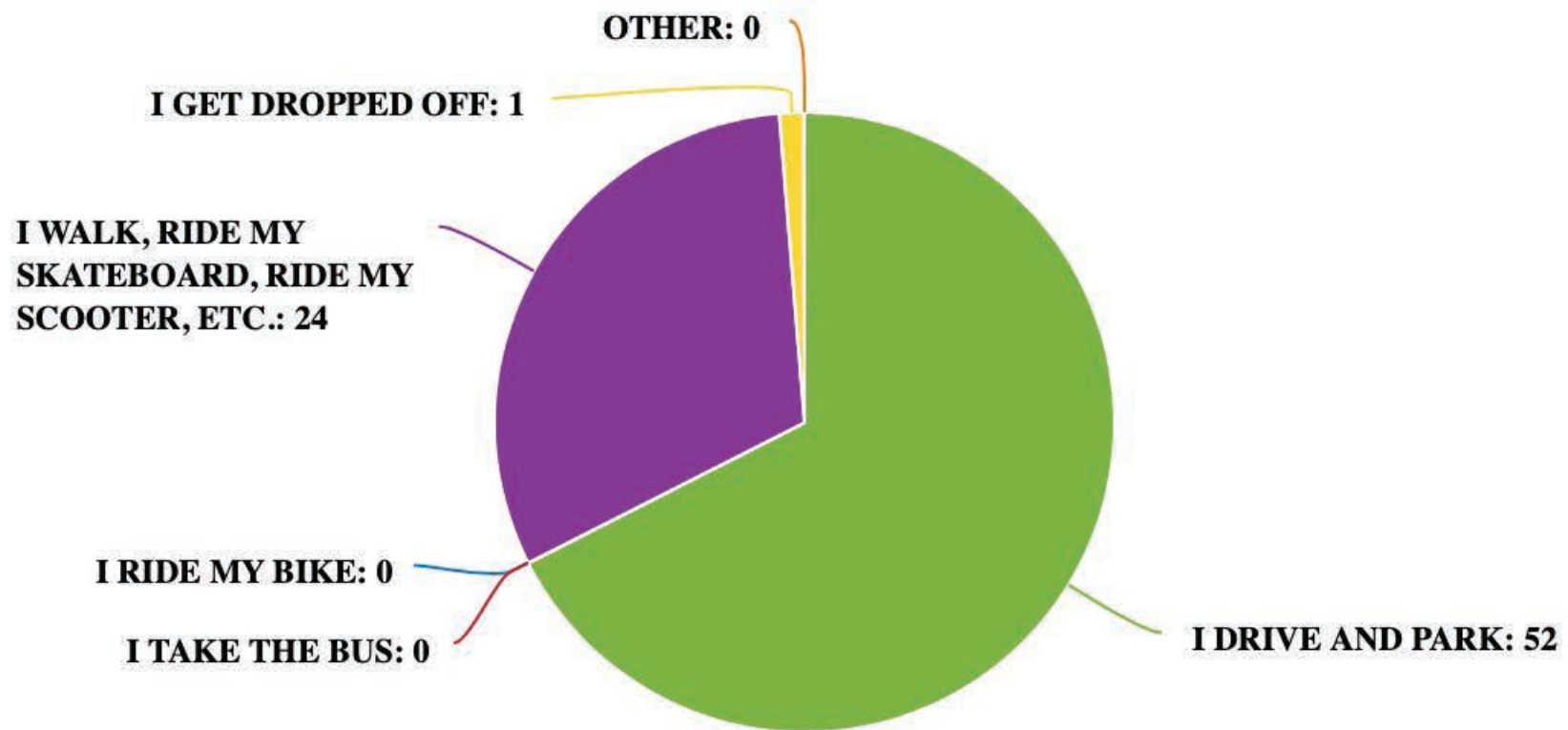
**QUESTION 1&2: DO YOU LIVE IN THE CITY OF GRASS VALLEY?**



**QUESTION 3: WHAT PRIMARILY BRINGS YOU TO HISTORIC DOWNTOWN GRASS VALLEY/MILL STREET?**

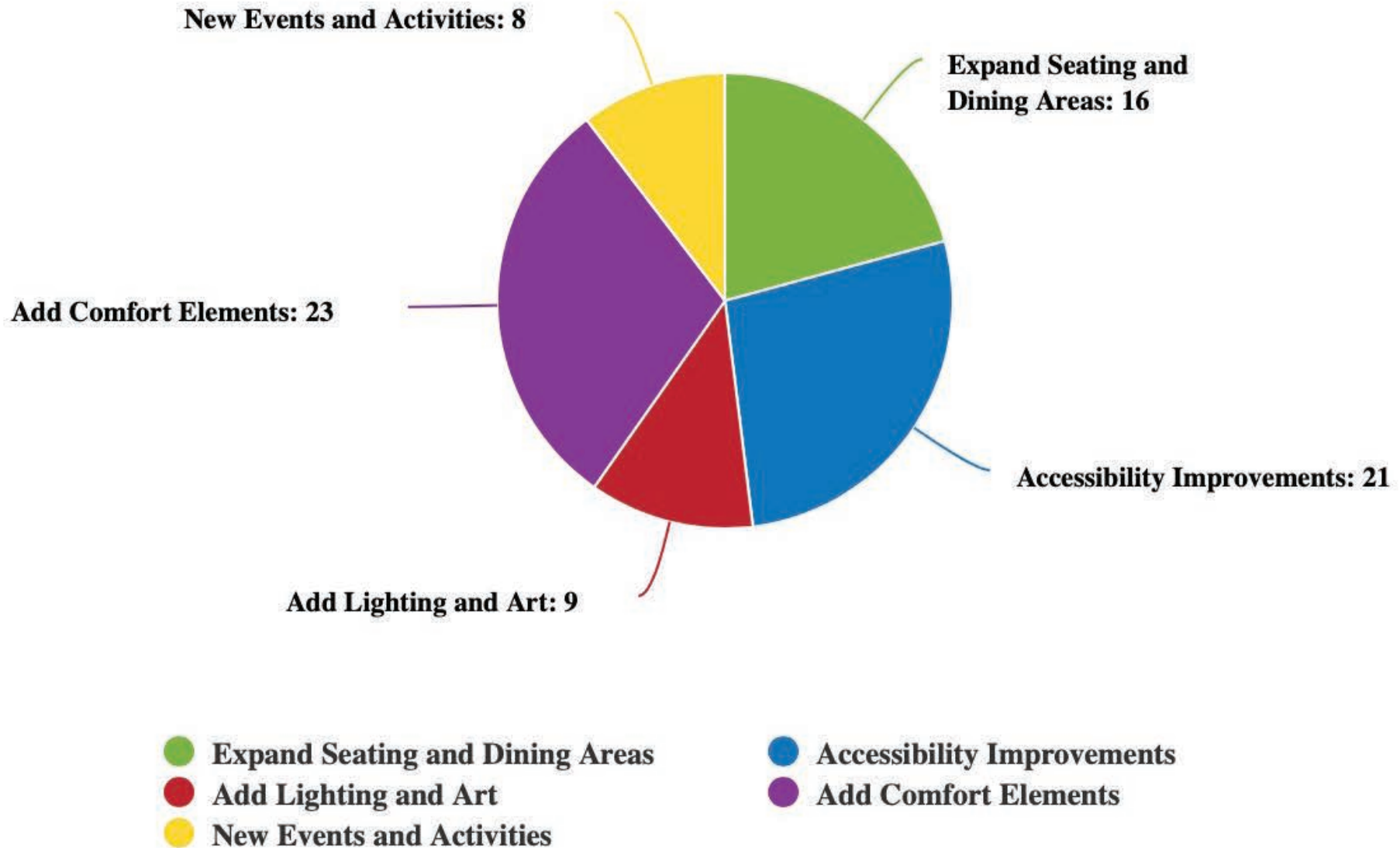


#### QUESTION 4: HOW DO YOU TYPICALLY GET TO HISTORIC DOWNTOWN GRASS VALLEY / MILL STREET?



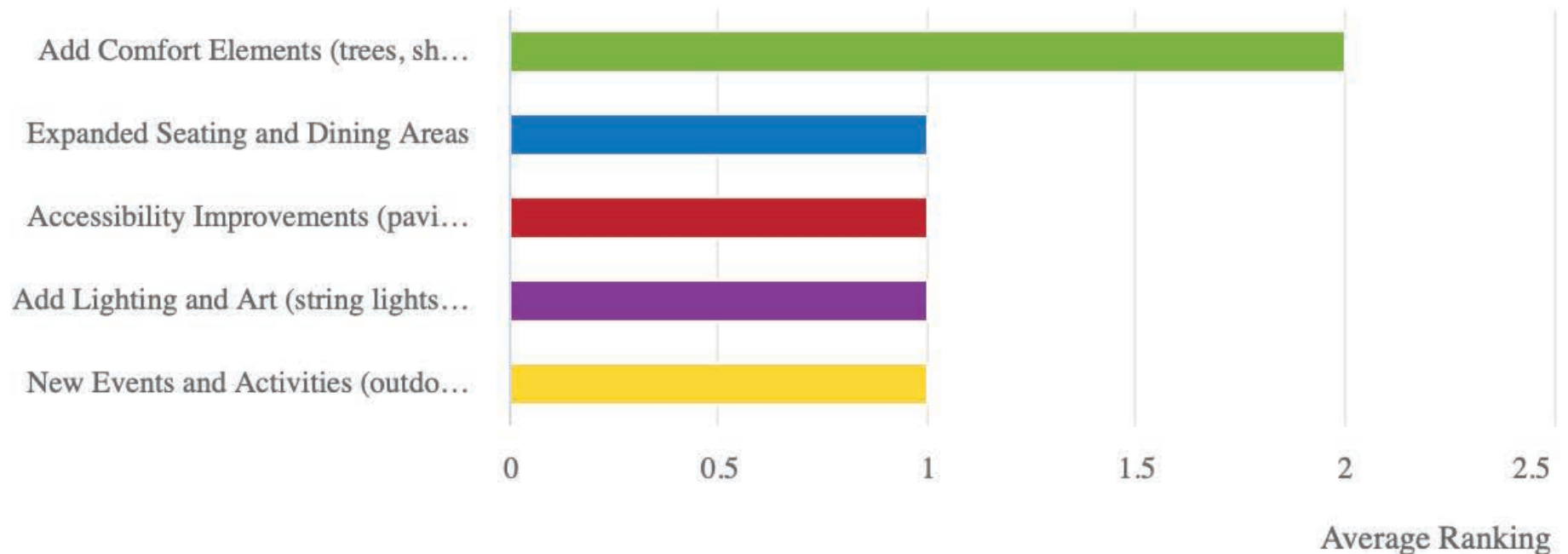
- I DRIVE AND PARK
- I RIDE MY BIKE
- I TAKE THE BUS
- I WALK, RIDE MY SKATEBOARD, RIDE MY SCOOTER, ETC.
- I GET DROPPED OFF
- OTHER

## QUESTION 5: WHAT TOP PRIORITY SHOULD THE MILL STREET PROJECT SHOULD ADDRESS?



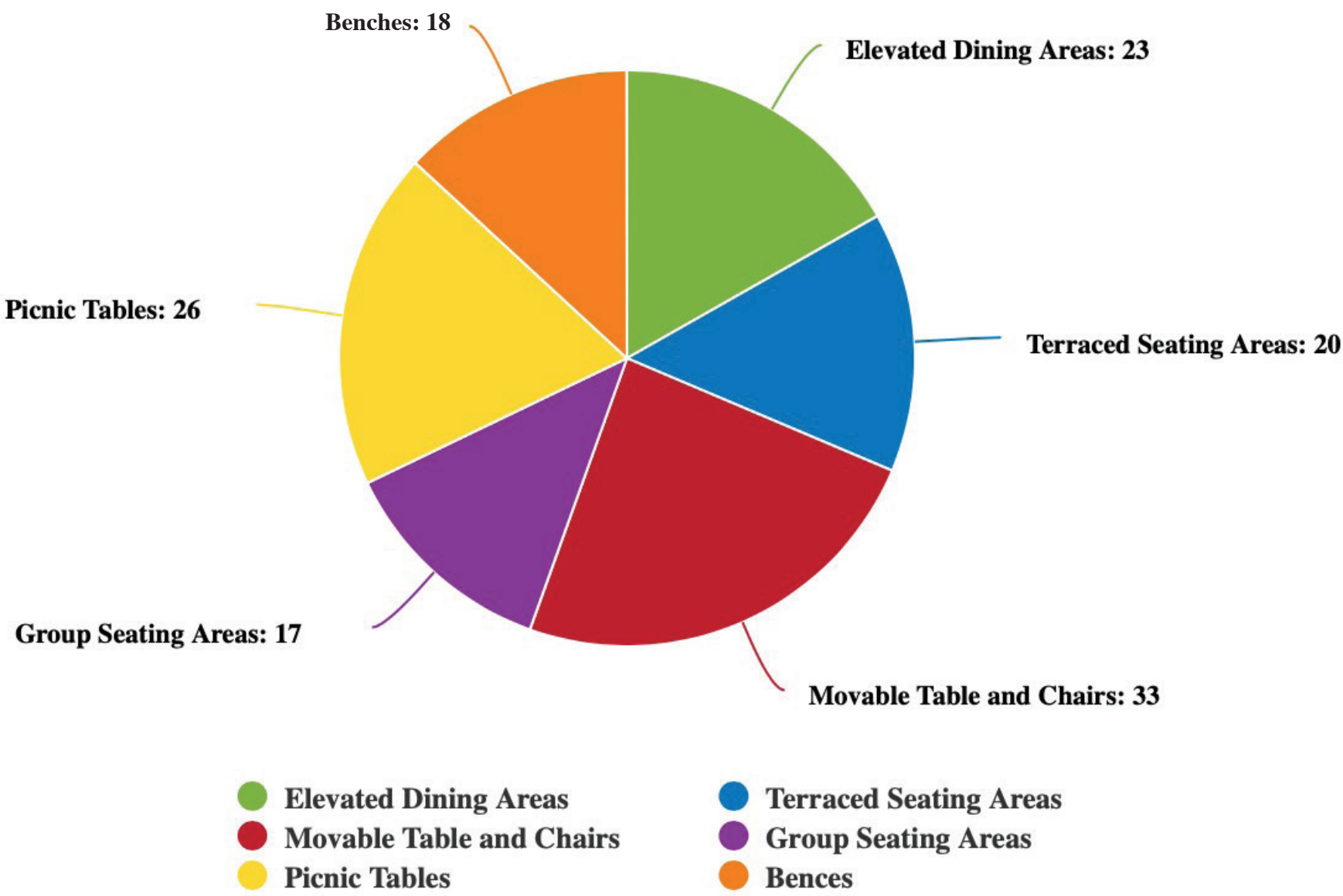
## QUESTION 6: PLEASE RANK THE FOLLOWING MILL STREET PROJECT PRIORITIES FROM MOST IMPORTANT (TOP) TO LEAST IMPORTANT (BOTTOM)?

58 answers

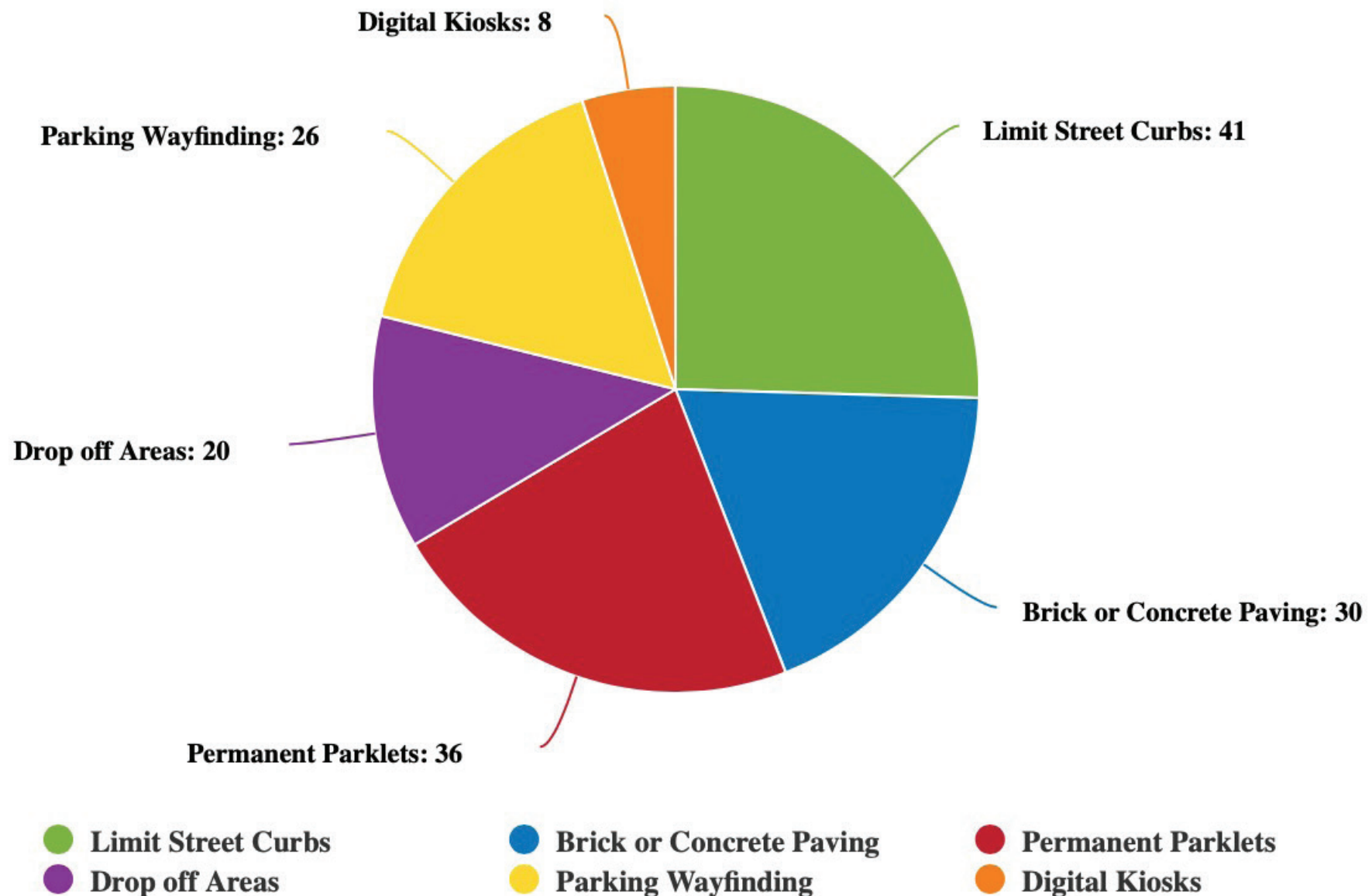


- **Add Comfort Elements (trees, shade structures, fire pit, plantings)**
- **Expanded Seating and Dining Areas**
- **Accessibility Improvements (paving, way finding, parking)**
- **Add Lighting and Art (string lights, signature public art piece)**
- **New Events and Activities (outdoor movie night, outdoor fitness areas, youth play areas)**

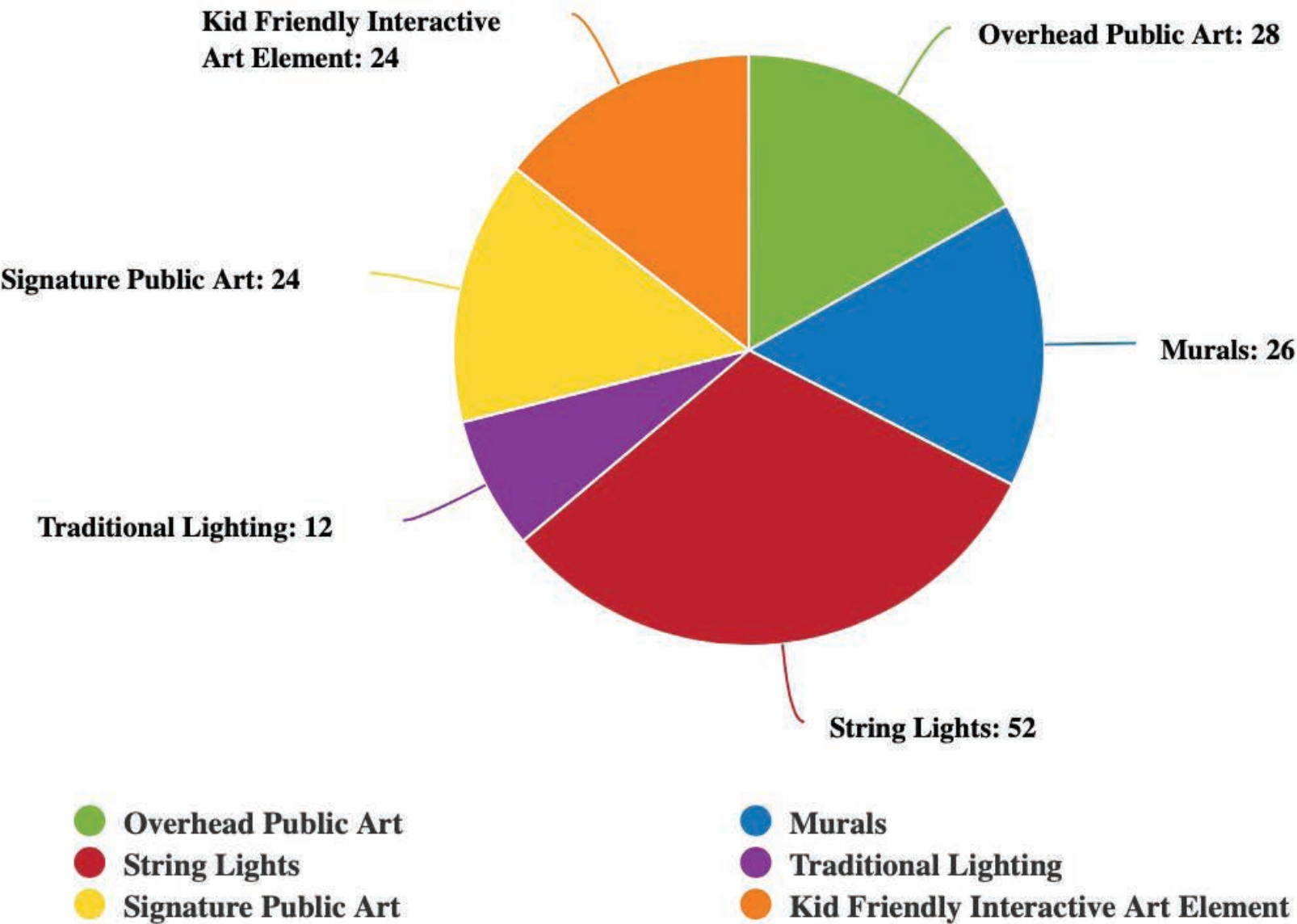
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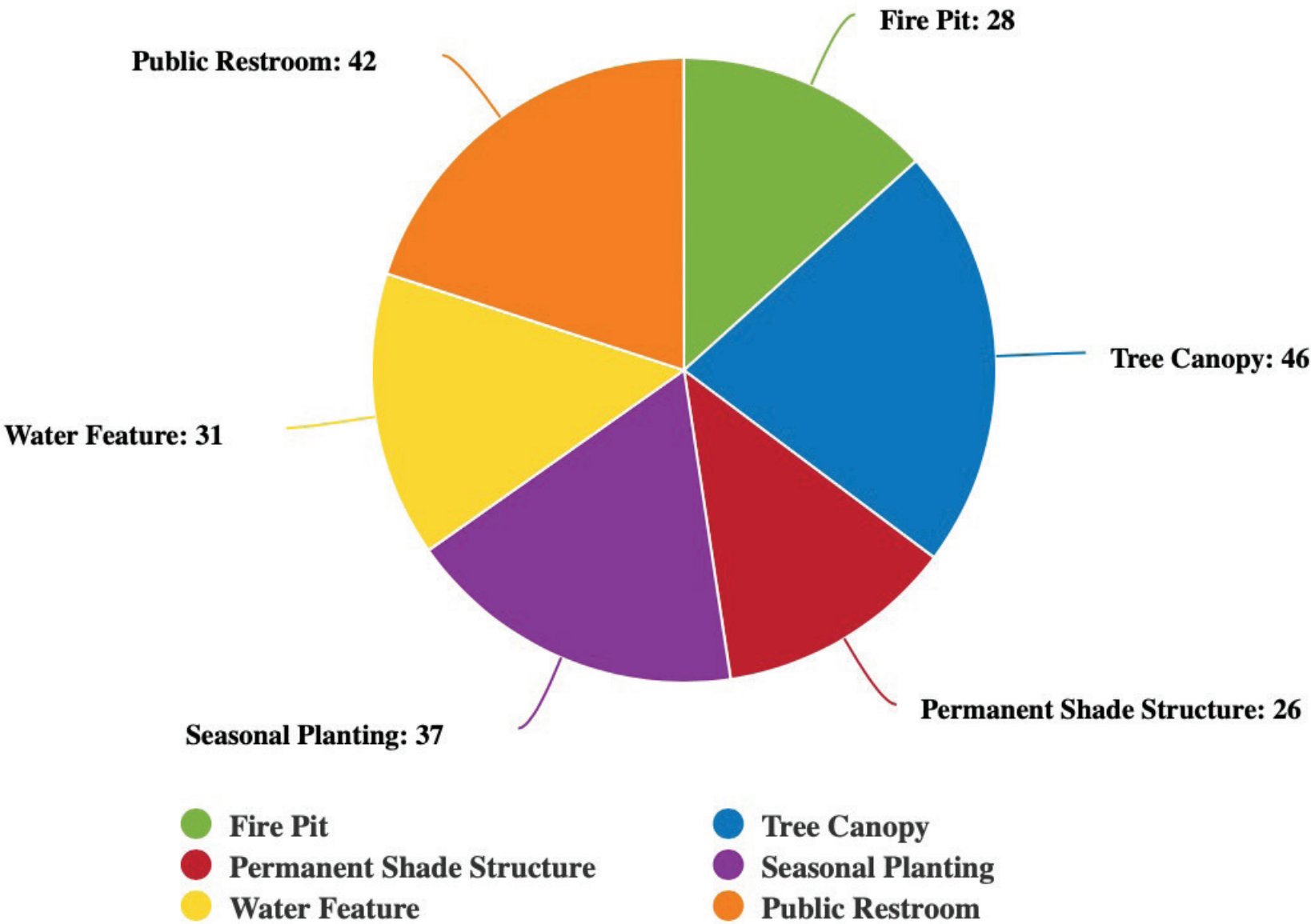
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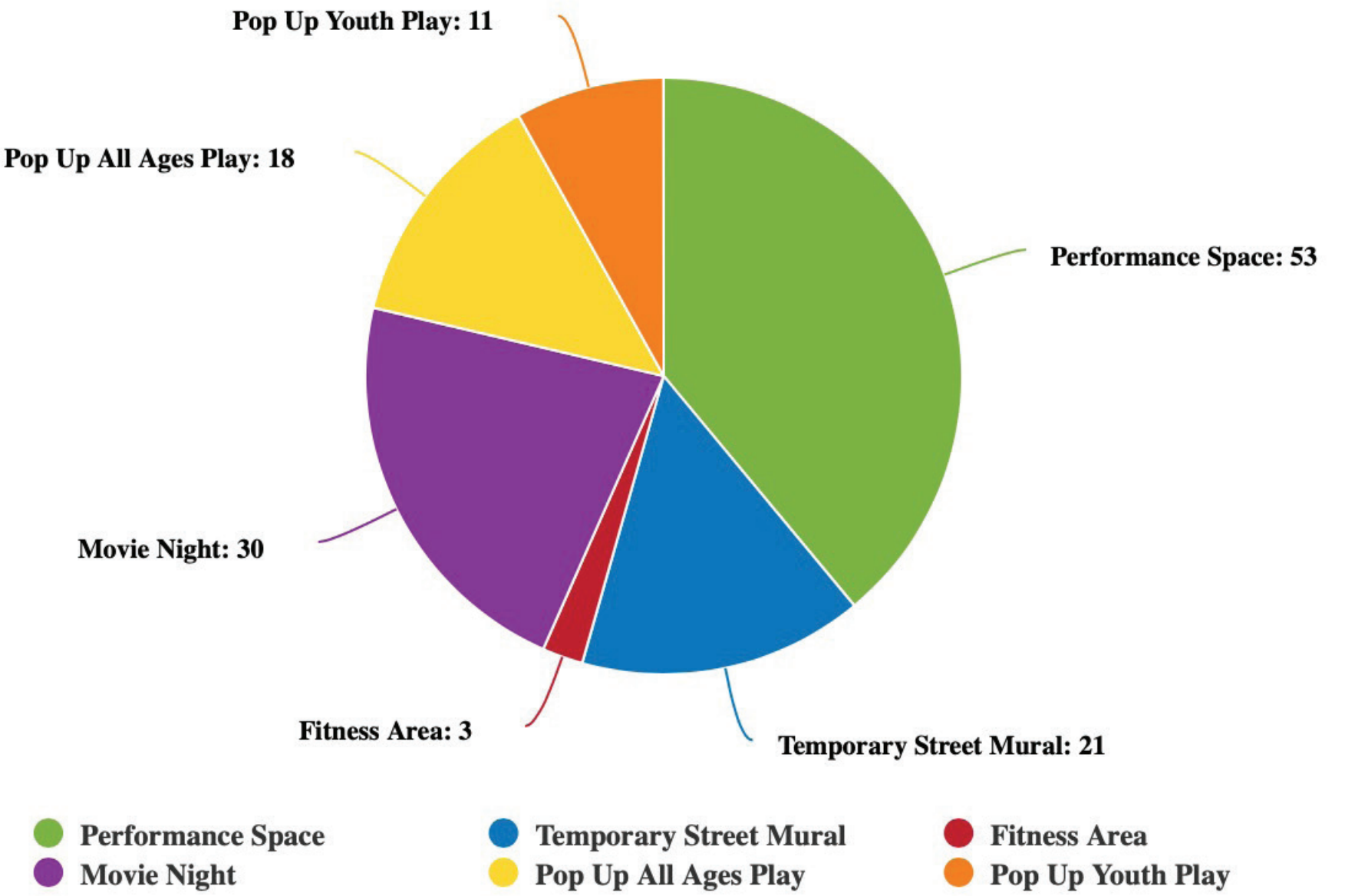
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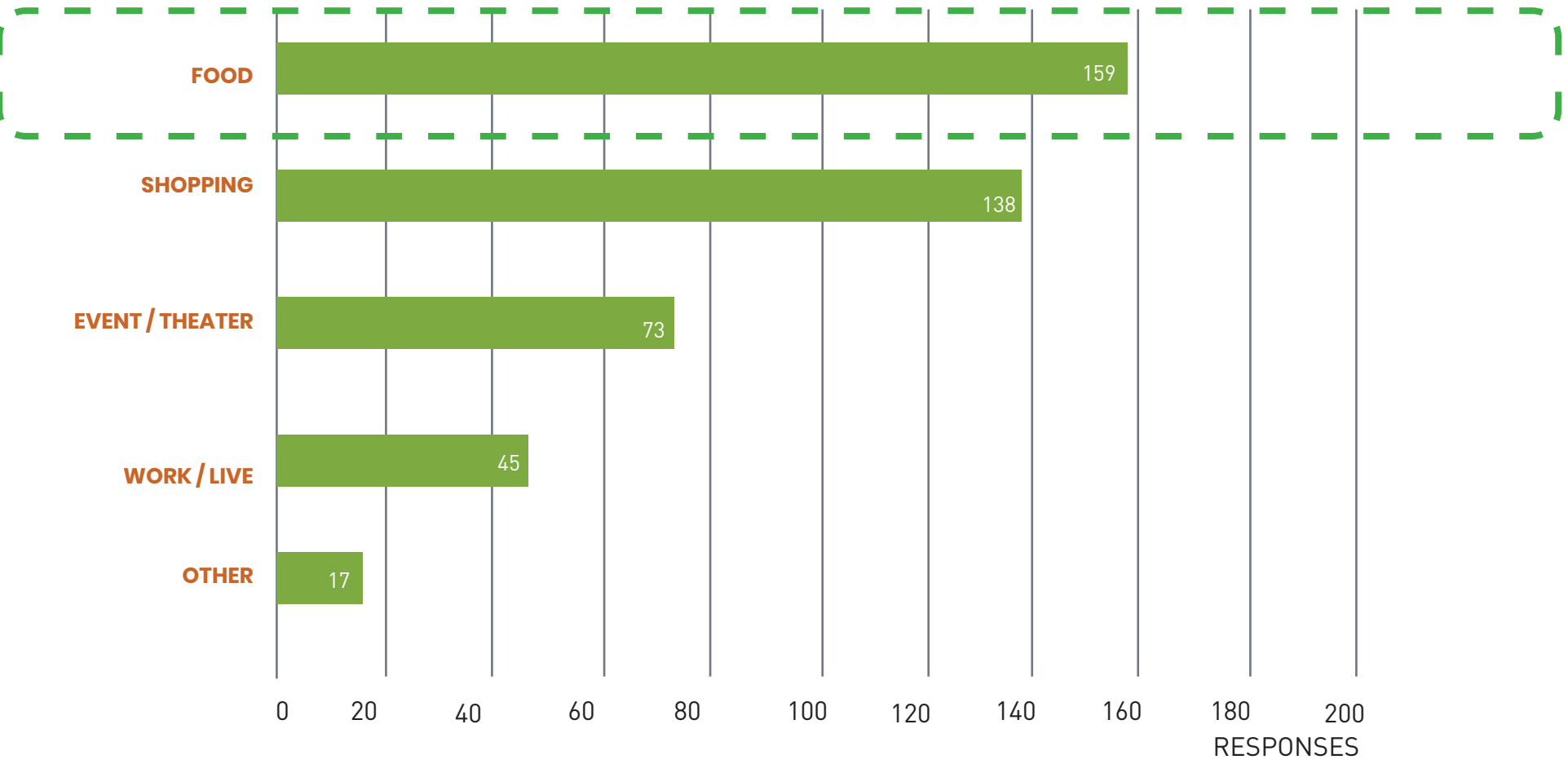


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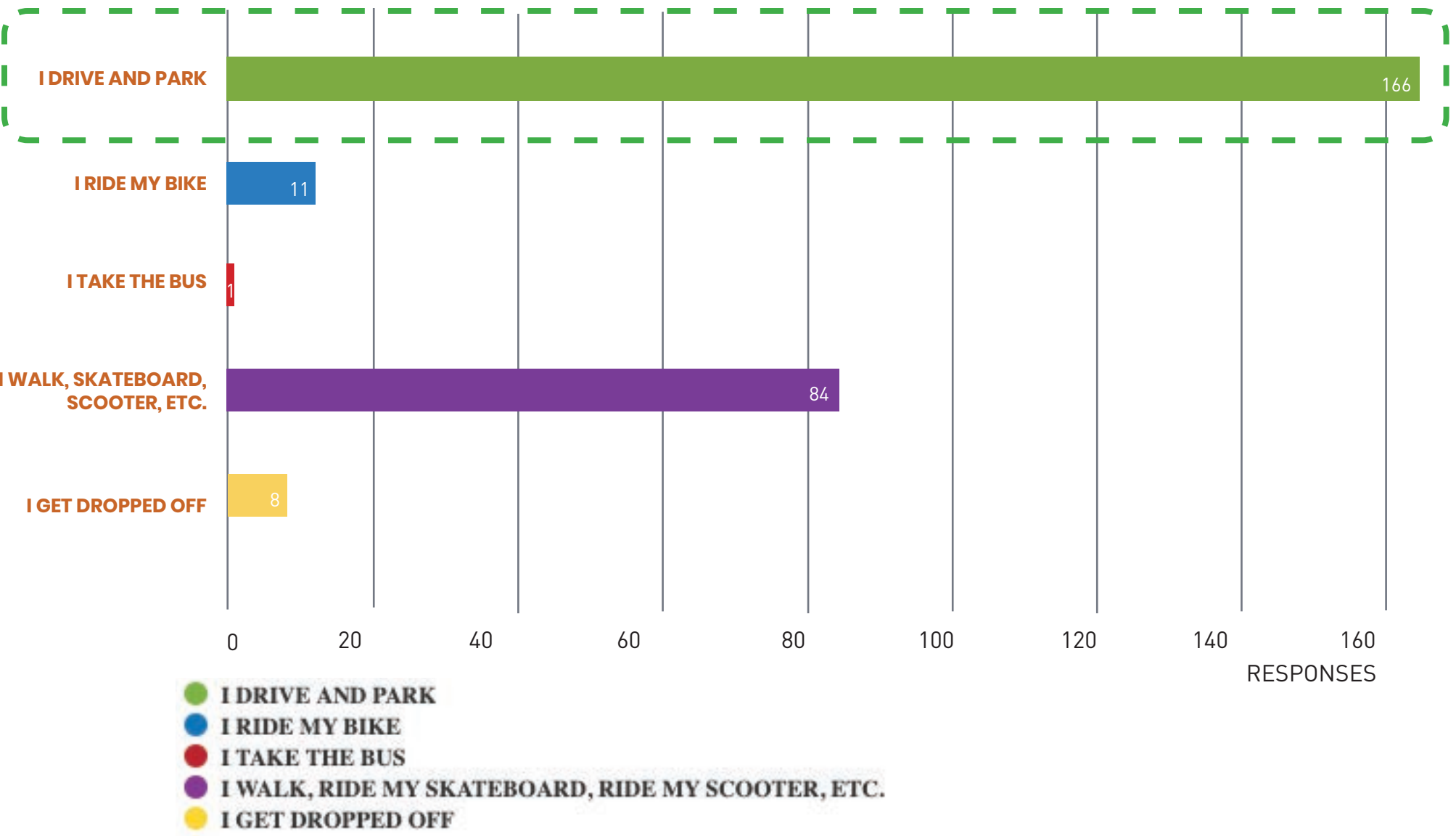


SUMMARY  
*ON-SITE POP UP  
COMMUNITY WORKSHOP +  
ONLINE SURVEY*

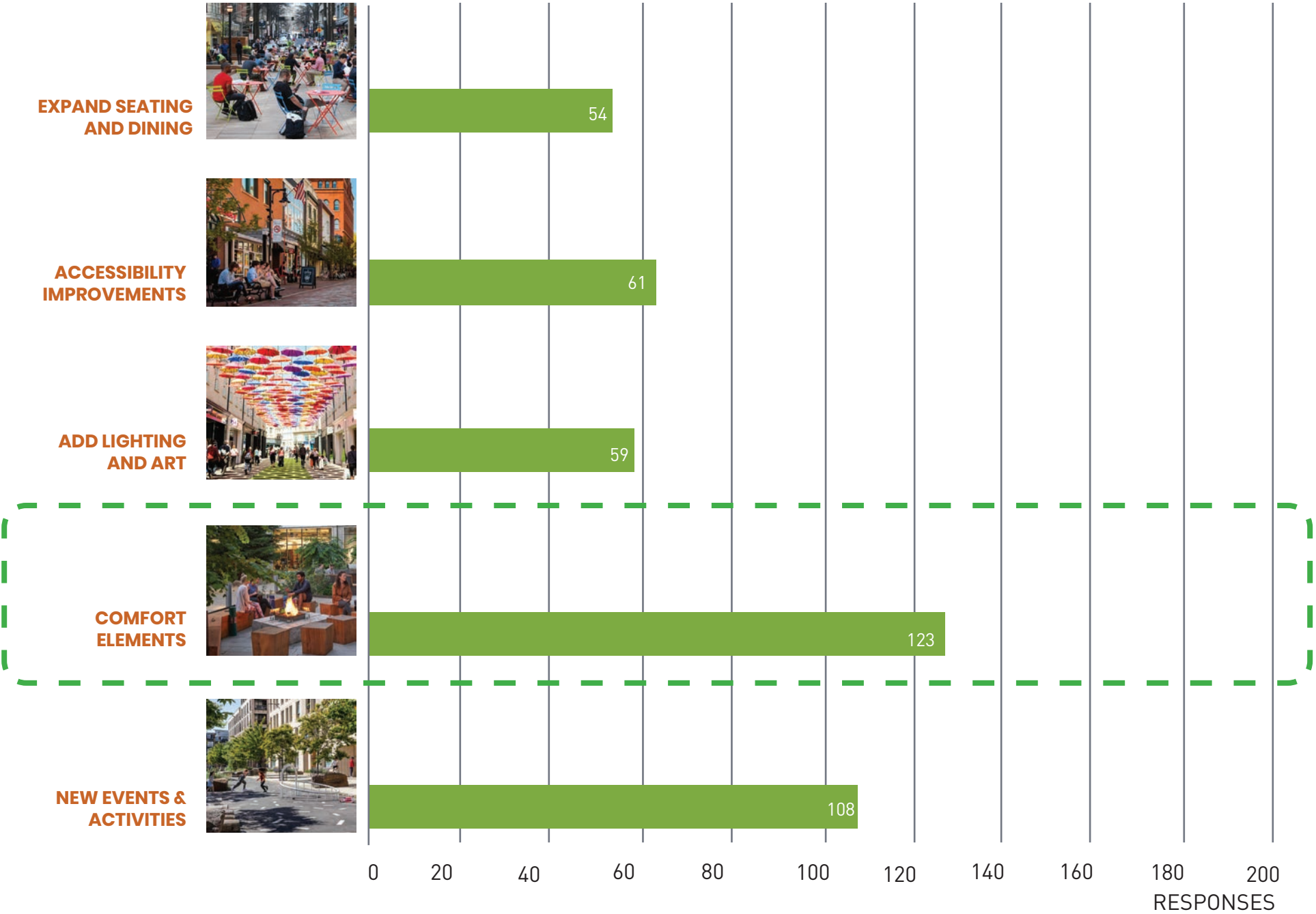
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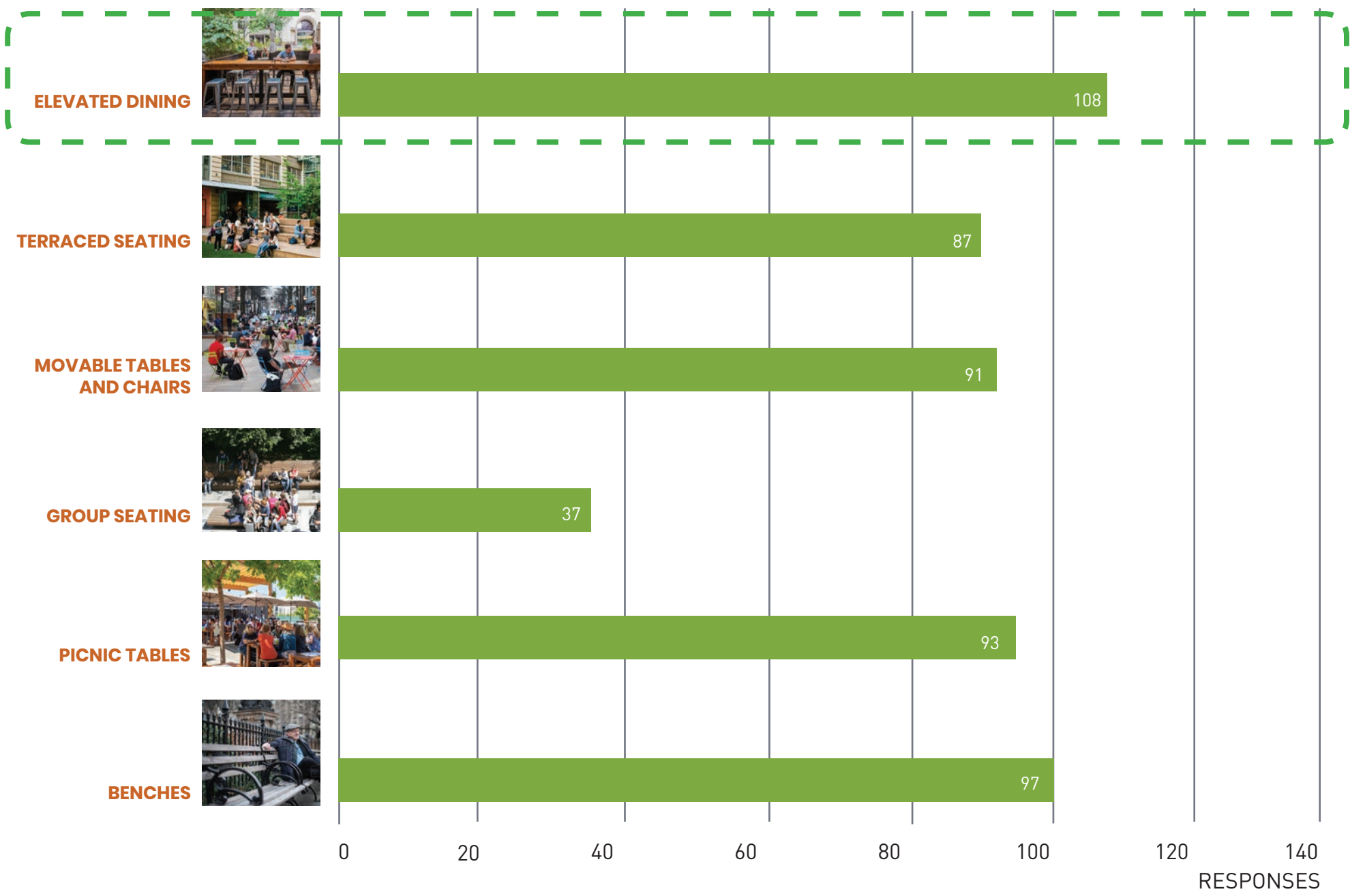
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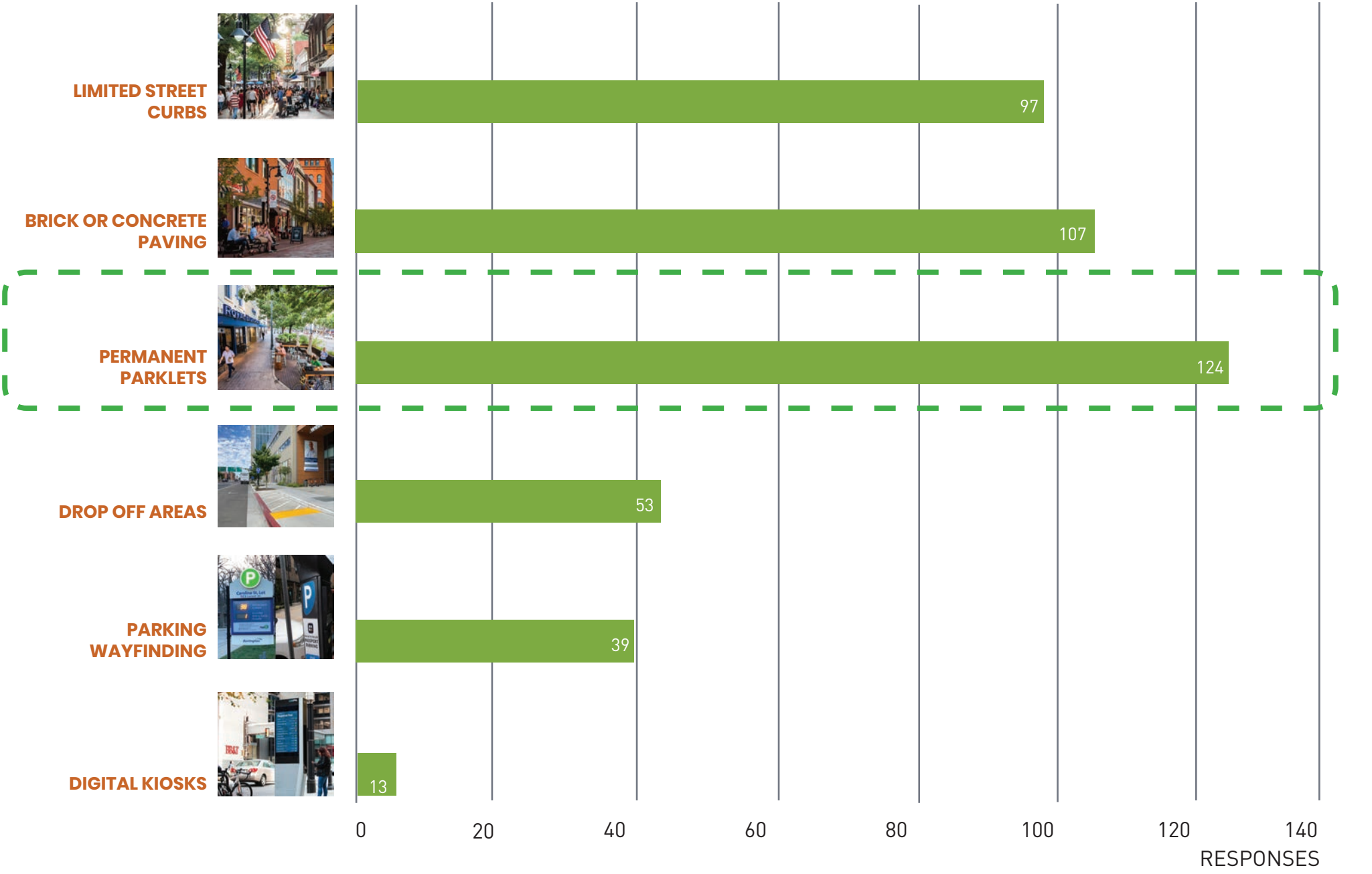
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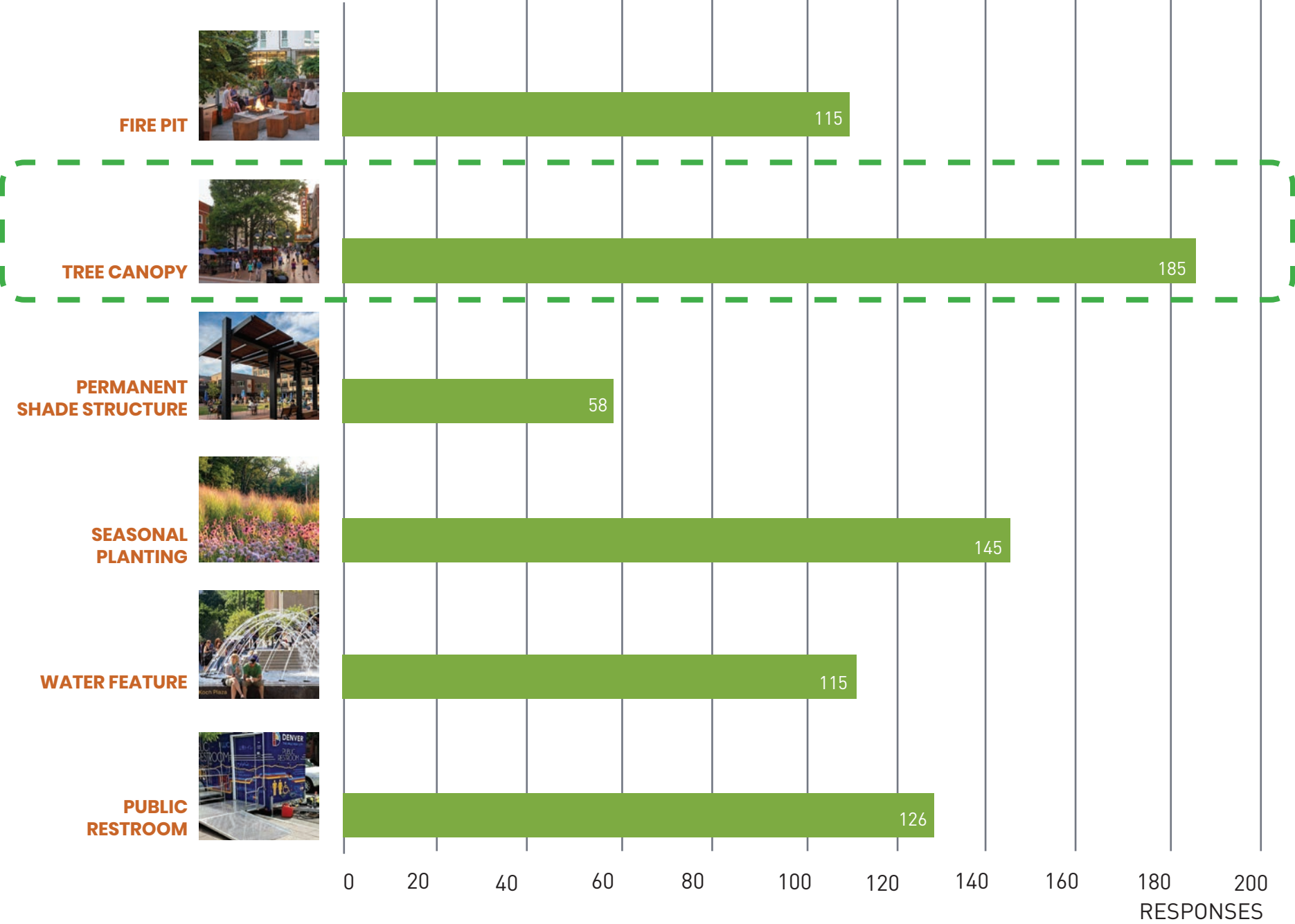
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