URBAN DESIGN PLAN

August 1998

TABLE OF CONTENTS

Executive Summary and Introduction	
Executive Summary	1
Introduction	
Background	
Project Goals and Objectives	
Physical Area	
Process	
Opportunities and Constraints and Goals and Objectives	5
Opportunities and Constraints	3
Land Use	
Physical Character	
Circulation	
Cultural and Business	
Goals and Objectives	
Physical Objectives	
Social Objectives	
Final Master Plan Strategies and Design Guidelines	14
Final Master Plan Elements	1.2
Core Area	
Student Demonstration Project	
Design Guidelines	
General Architectural Character	
Median	
Sidewalk	
Crosswalk Crosswalk Landings	
Monument Signage	
Gateway Elements	
Bus Shelters	
Benches and Trash Receptacles	
Street Lighting	
Tree and Shrub List	
Appendix	22
Workshop #1 - Opportunities and Constraints	22
Workshop #2 - Element Programming	
Workshop #3 - Master Planning	
Workshop #4 - City Planning Review	
Workshop #5 - Business Review	
Workshop #6 - Final Design Concensus	
Engineering Report	

EXECUTIVE SUMMARY

The Marysville Boulevard Urban Design Plan focuses the needs of a community to improve the outward perception of an existing commercial district. It provides strategies to improve the outward appearance to other residents that may not be as familiar with Marysville Boulevard, improve the overall appearance in the landscape of the Sacramento region, provide a sense of arrival to the boulevard which is unique to the area, improve use of public transportation and encourage pedestrian activities while perceptibly removing the automobile from dominance of the boulevard, encourage new development as well as retain existing quality businesses, enhance the element of public safety, and provide a general effort in cleaning up Marysville Boulevard.

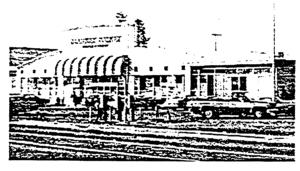
The elements discussed in this plan are a consensus of comments from a core group of community leaders, business people, residents, students, and city advisory staff that met over six separate community workshops, several steering committee meetings, numerous coordination meetings, and advisory workshops for planning agencies and community boards.

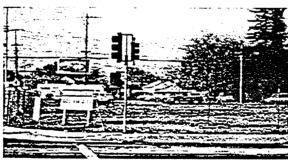
The recommendations of the Urban Design Plan are broken up into two areas: the master planning improvements which encompass all of Marysville Boulevard, and the core area which focuses on the intersection of Marysville Boulevard and Grand Ave.

Master Improvements

The focus of the master planning improvements is primarily a system of beautification of Marysville Boulevard. This accomplishes many of the goals and objectives that were verbalized during the course of workshop discussions. Medians, street trees, street furniture, and a signage system to provide a sense of arrival all help to achieve the goal of appearance along the boulevard. Master planning improvements generally fall under four key recommendations:

- Provide a sense of arrival to the boulevard while reducing the perception of blight in the area.
- Provide design guidelines which direct the architectural character of new development and the enhancement of facades.
- Enhance the ability to use the corridor as a pedestrian environment and improve RT bus stops.
- Reduce the quantity of residentially zoned land along Marysville Boulevard.





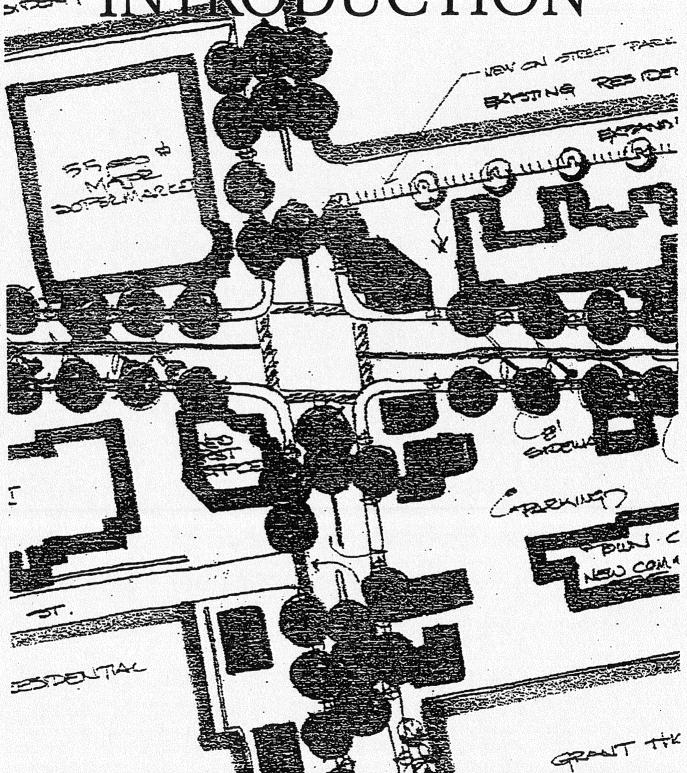
Core Area

The focus of core area improvements is to provide a system of targeted street closures and parcel consolidations to allow the core area to flourish in the business environment. Core area improvements generally fall under three key recommendations:

- Consolidate lots and close some existing streets to eliminate odd-shaped parcels and allow for greater flexibility in the development of parcels.
- Provide additional off-street parking for businesses and screen them from view from Marysville Boulevard.
- Allow for safe and easy access onto the four quadrants that make up the core area.

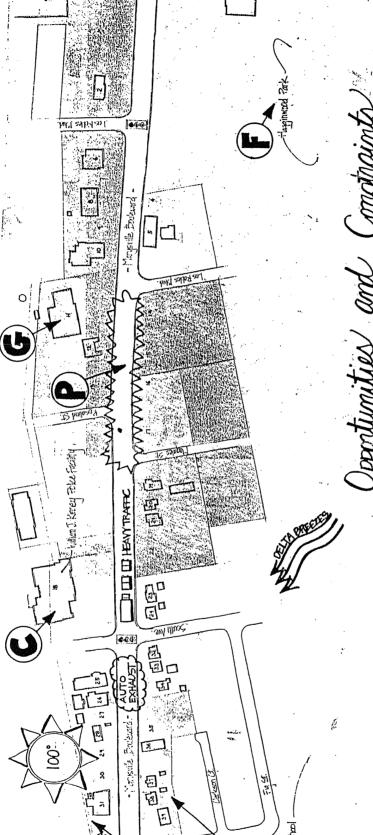
EXECUTIVE SUMMARY

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MARYSVILLE BOULEVARD

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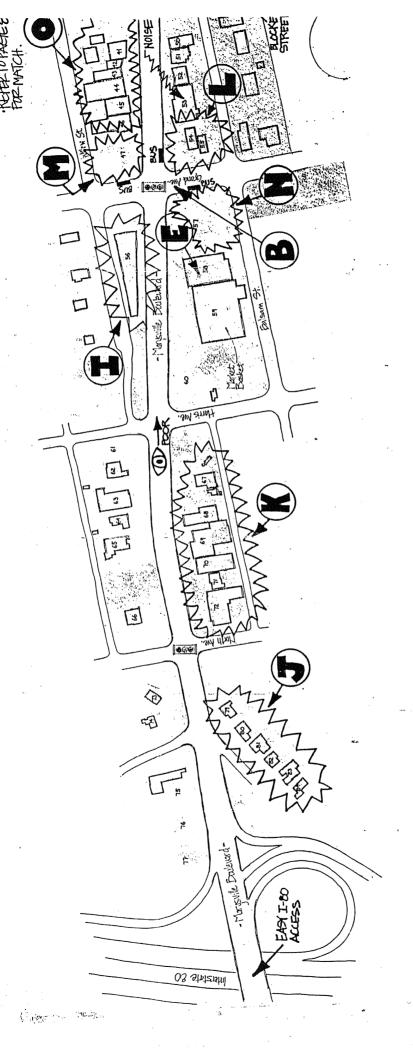
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Opportunities and constraints

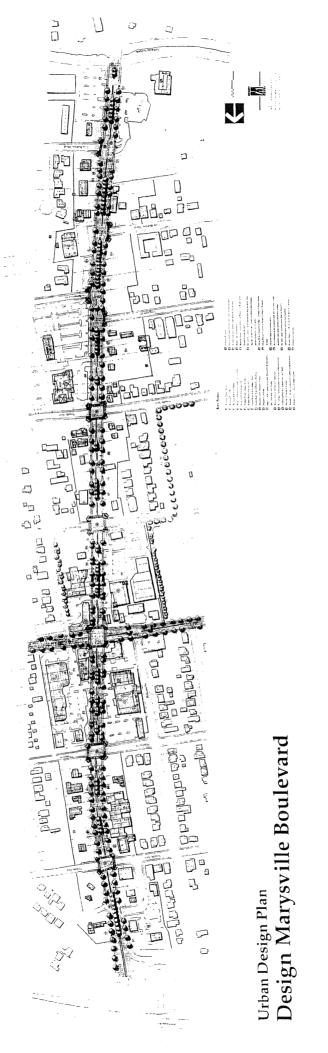
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INTRODUCTION

Background

The development of Del Paso Heights as a post-war era housing community and the associated commercial zone which established naturally along the Marysville Boulevard corridor has left itself ripe for development opportunities. Marysville Boulevard is a key arterial that links Interstate 80 to Highway 160 and their associated neighborhoods. The revitalization of the existing commercial zone, which includes several vacant sites, is crucial to the economic viability of the Del Paso Heights Community as a whole.

Project Goals and Objectives

The purpose of the Marysville Boulevard Urban Design Plan is to consolidate ideas and opportunities as expressed by the community within the following framework:

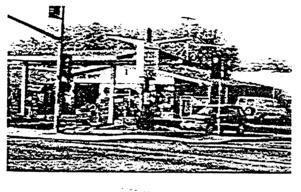
- Identify key opportunities and constraints that affect the character of Marysville Boulevard.
- Create and enhance a community vision of the area.
- Identify development options within the existing alignment of Marysville Boulevard.
- Identify potential parcel consolidations.
- Identify right-of-way improvement possibilities.
- Create districts along Marysville Boulevard within 2 categories: 1) the core area – located at the intersection of Marysville Boulevard and Grand Ave.; and 2) the remainder of Marysville Boulevard.

Physical Area

Over 4,000 residents lie within a 4 square mile area surrounding Marysville Boulevard. This has created a substantial potential economic market area for Marysville Boulevard.

Marysville Boulevard itself contains over 50 commercial businesses with an additional 6 acres of vacant land available for development. Principal industries include community services (schools, churches and police stations),

auto related services, and an established retail/commercial base (grocery store, rental supply, etc.). Within the sphere of influence of Marysville Blvd are significant industries, commercial and residential areas – either planned or existing. The implications for a thriving commercial area are promising.





Process

A total of six public workshops were conducted to get input from the citizens on planning and urban design issues. Seven steering committee meetings were held to synthesize input and information gathered from the citizens and public agencies.

OPPORTUNITIES STRAINTS

MARYSVILLE BOULEVARD

The opportunities and constraints that define Marysville Boulevard can be broken into four subsections – land use issues, physical character, circulation and cultural and business issues. These four areas contain both assets and issues that characterize the area in general.

Land Use

While the predominant beneficial land use along Marysville Boulevard is civic oriented (i.e.: Hagginwood Park and Community Center, Kinney Police Facility, Post

Office, etc.), the remainder of the Boulevard is plagued with vacant lots and buildings which have been or could be cited for sub-standard conditions. Several businesses were named in the process of identification of constraints within the land use element. A potential reason for this is that 70% of lot ownership along Marysville Boulevard is absentee.

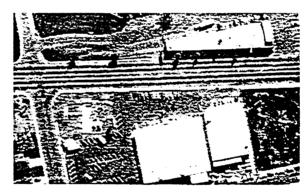
Lot sizes and shapes are also small and varied due to the route and previous widening of Marysville Boulevard. This has created several wedgeshaped parcels and lots that cannot conform to the City's off-street parking requirements.

In addition to these items, there

are several issues that are not quite as crucial, but do affect a role in the general land use pattern that defines Marysville Boulevard. Many of the current uses are non-conforming and therefore an undefined pattern of use has occurred on a haphazard direction. There is a remarkable similarity of uses – the numbers of auto parts stores, tire shops and churches have skewed the land use

pattern. Most of the zoning that backs up the Marysville Boulevard commercial area is single family residential. This has created problem areas where a street or alleyway separates the two and where nothing more than a chain-link fence divides the two uses.





Physical Character

Most of the physical character issues relate directly to the aesthetics of the Boulevard. Issues such as the persistent use of chain-link fencing to attempt security, a general lack of landscaping and maintenance, and the excessive use of asphalt throughout the Marvsville Boulevard commercial district lead directly to the visual appearance of the Boulevard as a whole. Architectural character also plays a role in this. While varied setbacks may lend well to the appearance of the boulevard, the varied themes from Mission-style architecture to painted masonry structures to circa 1960-style stick-framed buildings make for a cluttered appearance. Lighting and

signage are also inconsistent. Most of the boulevard is lit with traditional cobra-head streetlights, but are inconsistently spaced and appear dim. Signage ranges from billboards to hand-painted easel signs to neon window signs.

Circulation

Cars dominate the landscape of Marysville Boulevard. This is readily apparent with the four lane, plus turn lane, that was created with the widening of Marysville Boulevard. In addition, the dominance of asphalt parking lots, as previously mentioned, creates the perception that automobile traffic is the primary focus. However, the di-

rect access and proximity to Interstate 80, numbers of commute hour users and the routing of public transit lines along the boulevard can be looked at as an asset.

Pedestrian circulation is another matter. There is a complete lack of ease of pedestrian circulation all along the boulevard. In several areas the four foot sidewalk is shared with utilities and fences immediately abut the sidewalk. There is one corner – at the corner of Harris — where pedestrian visibility to cross the boulevard is severely impeded due to the alignment of Marysville Boulevard.

Cultural and Business

There is a profound ethnic diversity supporting Marysville Boulevard in general. However, the real diversity has not been reflected in the framework of Marysville Boulevard. There is a general lack of identity along the boulevard and in particular, the core area is undistinguished from the rest of the boulevard.



The first impression of Marysville Boulevard is usually that of blight and crime, and existing versus anticipated rent pricing prohibits most new development. There is a real need to attract new business and retain existing businesses in the Marysville Boulevard area.



The following opportunities and constraints mapping itemizes observed and advised issues that affect future design issues.

LOCATION AND BACKGROUND

Opportunities

- Marysville Blvd. provides a major connection between the Del Paso Heights community and Interstate 80.
- Originally a two-lane road, Marysville Blvd. is now a four-lane road with a center turning lane along much of the study area.

PHYSICAL CHARACTER

Opportunities

 Arcade Creek and Hagginwood Park serve as primary natural and recreational character of the study area. (F)

Constraints

- · Cyclone property fences break up streetscape continuity. (N)
- · Architectural character of buildings varies greatly.
- · Building setbacks are inconsistent. (O)
- · Some properties lack sufficient parking.
- Character of existing parking creates excessive areas of asphalt and concrete with little or no transitional or landscaped areas.
- · Many landscaped areas have unkempt look.
- Signage is inconsistent and in many cases temporary in nature.
- Roadside billboards interrupt streetscape consistency and views.

NEIGHBORHOOD CONTEXT

Constraints

- Alignment of Marysville Blvd. against existing grid of blocks created several odd shaped parcels of land (48-56). (I)
- Businesses reflect a similarity of uses and services, which include gas stations, automobile repair, community churches, and neighborhood markets.
- Single family residential communities immediately back-up commercial businesses on Marysville Blvd. (J)

CULTURAL AND BUSINESS

Opportunities

- · Ethnic backgrounds vary widely.
- Nucleus of civic presence include Kinney Police
 Facility (C), Ben Ali Center (D), Post Office (E),
 Hagginwood Park (F), Community churches,
 Opportunities for the handicapped (G), Grant
 Union High School (H).

Constraints

- Mixed uses of businesses and residential as well as a wide variety of building character create a lack of identity. (A)
- Core area is undistinguished from the rest of Marysville Blvd. (B).
- Need for attraction of new businesses and retention of existing businesses.

LAND USE

Constraints

- Many properties do not comply with city standards for ratios of parking and/or landscaping. (K)
- Several properties have site-specific issues including pests, contamination, trash, dangerous buildings, vacant buildings, and substandard conditions.
- · Lot sizes vary greatly in size and shape.
- Many uses are not in conformance with current zoning. (L)
- Many uses also include vacant lots and absentee ownership. (M)

CIRCULATION (Automobile)

Opportunities

- Public transit stops are located near properties.
- Marysville Blvd. provides easy access to Interstate 80.

Constraints

- Automobiles and automobile traffic dominate Marysville Blvd. streetscape.
- Marysville Blvd. design speed is 35 MPH.
- Blocked off street exists at southern end of Balsam Street (48).
- Marysville Blvd. is heavily traveled during commute hours.

CIRCULATION (Pedestrian)

Constraints

- Poor visibility at Harris Avenue/Marysville Blvd. intersection.
- Lack of ease of pedestrian circulation creates an environment that is unfriendly to pedestrians.
- Lack of good pedestrian circulation affects local business and quality of life.

CLIMATE

Opportunities

- Prevailing winds are Delta Breezes out of the southwest lending periodic summer cooling.
- Average rainfall is approximately 18" per year.
- Mild to cold winter season brings lows into the 30's and upper 20's; highs in the 50's and 60's.

Constraints

- Lower valley elevation also brings dense fog during winter months.
- Hot summer temperatures reach into the 100's with averages in the 90's.

SENSORY

Constraints

- · High amount of noise pollution from automobiles.
- Automobile exhaust concentrated in areas used by pedestrians.
- Obstructed and/or undesirable views into adjacent lots.

UTILITIES

Opportunities

· Street lighting exists along Marysville Blvd.

Constraints

 Overhead power lines create aesthetically unpleasing streetscape (P).

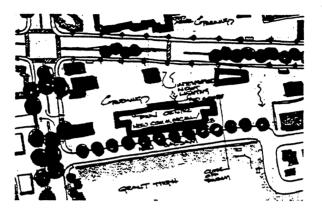
GOALS AND OBJECTIVES

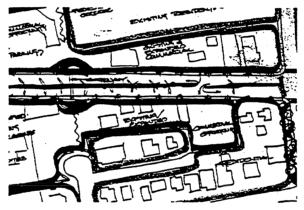
The goals and objectives as illustrated in this section contain the strategies developed by the workshop participants, through the course of five workshops, and became the basis for the final master plan. They are broken up into two categories — physical objectives and social objectives.

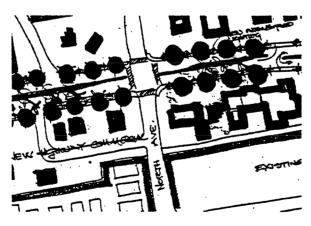
Physical Objectives

- Improve the outward appearances of properties. It was determined at the time that many of the existing properties along Marysville Boulevard are unkempt looking - lacking paint maintenance or color - and perpetuate the appearance of a high crime area - with bars or boarded up windows and use of chain-link fencing. Accommodating this objective would include renovating, cleaning-up, or shutting down properties such as Norm's liquor and the gas station at the corner of Marysville and Grand; cleaning-up and renovating other properties and facades such as Sid's Appliances; and expanding beneficial uses such as the Post Office and certain churches and community service centers.
- Improve overall landscape and streetscape along Marysville Boulevard. The workshop participants felt that this was the primary element necessary to attract potential development to Marysville Boulevard. This would include the installation of median

strips with street trees as well as street trees adjacent to the sidewalks. It would also include the addition of pedestrian scale lighting elements and street furniture.







- Provide a sense of arrival. As it stands at present, the workshop participants felt that there was no difference in arriving at Marysville Boulevard than any other street in the city. By providing some sort of arrival sequence the visitor could easily recognize and potentially return to the boulevard for their needs. The improvement of Interstate 80 signage, arrival signage at the entrance points to the boulevard, gateway elements at key areas, and consistency in design elements throughout the boulevard would all accommodate this objective.
- Design with the intent of improving use of public transportation and pedestrian amenities while down playing the reliance on the automobile for transportation needs. The workshop participants felt that promotion of pedestrian activities along the boulevard was key to this goal. This could include the improvement of bus stop locations (thereby providing shelter from the elements), increase sidewalk widths, improve crosswalks, provide more human scaling to the overall landscape of

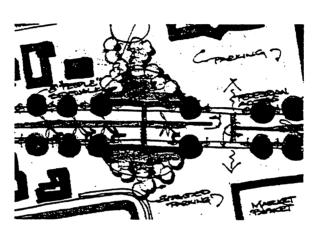
Marysville Boulevard, and provide pocket parking areas screened from view of the boulevard.

GOALS AND OBJECTIVES

Social Objectives

Encourage and attract certain commercial and public uses that are compatible with the master planning goals. This would exclude interests that would tend to maintain the perception of crime and blight in the area. Freeway traffic should be encouraged onto Marysville Boulevard to benefit from the services that

could be provided. The group generally felt that the entire Marysville Boulevard district lacked the ability to attract new, quality businesses to the boulevard. In order to accomplish this goal, the master plan must ensure that adequately sized and zoned land is available for the uses in question and that key potential sites are identified.



 Encourage and enhance public safety elements. The perception of the participants was that crime and lack of public safety was too visible a part of Marysville Boulevard thereby creating the illusion that it is unsafe, particularly for the pedestrian. This goal could be accommodated through the enhancement of police presence along the boulevard – getting patrols on foot and talking to individual business owners and/or increasing the numbers of patrols. Also mentioned was to encourage pedestrian and auto safety by slowing traffic and providing clear routes of travel through the area.

Provide an overall effort of cleaning up Marysville Boulevard. The workshop participants felt that litter and graffiti was a continual problem along the boulevard. Many community clean-up programs have been initiated, but have never actually solved the problem. This could be accomplished by providing more pride in the area through some of the physi

cal objectives illustrated earlier as well as community groups working with community services to get sheriff work details out to clean up the area on a regular basis.



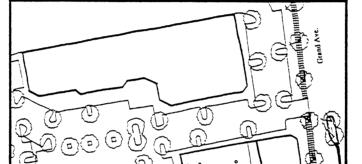
MARYSVILLE BOULEVARD

MASTER PLANNING STRATEGIES

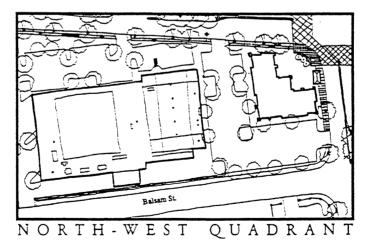
Final Master Plan Elements

The final master plan represents the consensus and recommendations presented at the six workshops – combining input from citizens, students, local community groups, the Redevelopment Advisory Committee (RAC), the Community Education Center (CEC) and area business people. The plan concentrates primarily on beautification of the Boulevard as a whole – providing a sense of entry through the use of monument signage and gateway elements; constructing a landscaped median with canopy trees and street trees on either side of the street; and unifying individual design elements such as enhanced crosswalks and landing areas, and pedestrian scale lighting and benches. Individual plan elements are as follows:

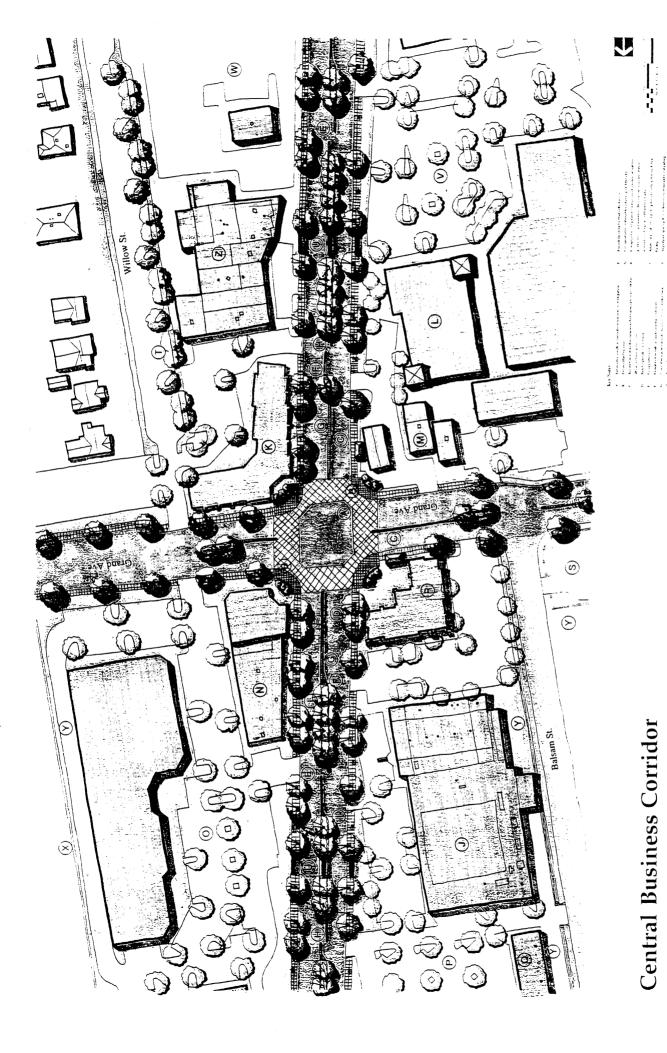
- Improvement of I-80 signage to include Marysville Boulevard as part of primary exit signage.
- Low median monument signage at just south of North Avenue intersection.
- Low median gateway signage at just north of Arcade Creek,
- Rezone area from I-80 to North Avenue to Highway Commercial and reconfigure street alignments.
- Center median with canopy trees and shrubs.
- 8' wide sidewalk.
- Canopy trees placed in tree wells within sidewalk area.
- 6" curb at back of sidewalk.
- Add pedestrian scale lighting to existing street lighting.
- Place benches intermittently on a trial basis (to see how they fare in the environment of Marysville Boulevard) within main blocks from North Avenue to South Avenue.



NORTH-EAST QUADRANT



- Provide bus shelters at all existing bus stop locations along Marysville Boulevard.
- Provide trash receptacles at all bus shelter locations.
 - Provide emergency phones directly connected to the Police Department at all bus shelters.
 - Enhanced crosswalks and landing areas at all intersections.
 - Vine covered masonry soundwalls between commercial and residential uses.
 - Rezone all of Marysville Boulevard frontage from South Avenue to Hagginwood Park to C-2 zoning.
 - Provide Gateway elements in two locations along Marysville Boulevard to enhance and continue Mission theme along Marysville Boulevard.
 - Provide an on-street community marquee at Hagginwood Park/ Community Center.
 - Provide location for future farmer's market.



Design Marysville Boulevard

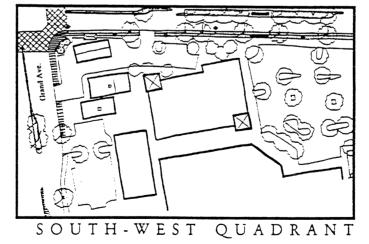
MASTER PLANNING STRATEGIES

Core Area

The core area (an area centered around the intersection of Marysville Boulevard and Grand Avenue) is key to the success of any redevelopment along Marysville Boulevard. Vacant parcels, wedge shaped and small parcels, poorly planned sites and lack of a unifying theme have all rendered this area blighted. Through the use of targeted street closures and parcel consolidation, the core area could become a vital link within the Del Paso Heights redevelopment area. Individual core plan elements are as follows:

- Provide turn pockets in landscaped median into key parcels.
- Renovation of buildings to remain.
- Consolidate parcels and enhance existing retail within the Northeast quadrant to total ±3.5 acres. Make pro
 - vision for the closure of Willow Street between Harris and Grand Avenue, Potential retail lease space of ±31,000 s.f. and potential pad buildings with ± 10.000 s.f. could be accommodated. Modification of the existing Rainbow Market building to remove additional wing structure must take place in order to increase visibility into the site and provide appropriate site access. An additional corner lease space could be added immediately adjacent the Rainbow Market accommodate $\pm 3.800 \text{ s.f.}$
- Consolidate parcels within the Northwest quadrant. Expand parking for the Market Basket to Harris. Provide additional lease building with ±3,800 s.f. Provide pad building with associated parking at corner.

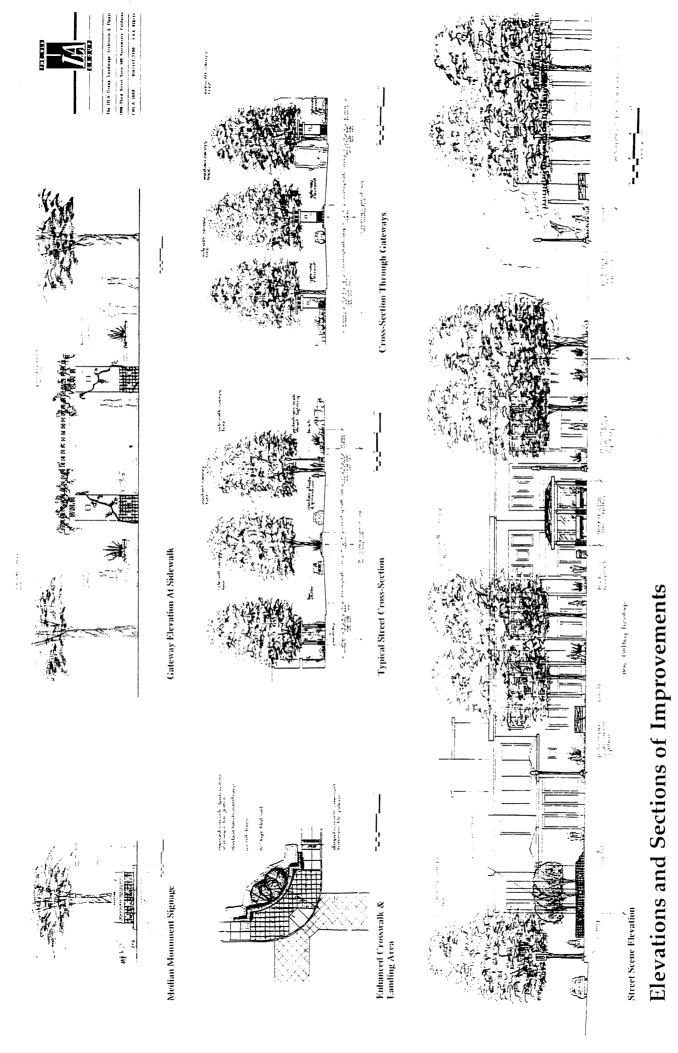
- Consolidate parcels within the Southeast quadrant.
 Provide for future Mutual Assistance Network
 Building, and provide on-street angled parking
 along Willow for additional parking to support
 existing retail.
- SOUTH-EAST QUADRANT



Consolidate parcels within the Southwest quadrant to total ±3.2 · acres. Make provision for the closure of Balsam between Roanoke and Grand Avenue. Remove all existing structures within quadrant with the exception of the gas station and donut shop. Provide for office/retal building. Potential retail lease space of $\pm 17,000$ s.f. Potential pad buildings with $\pm 2,400$ s.f. Remaining businesses and alley to be renovated.

Student Demonstration Project

Utilize student project as a demonstration project for the core area. Provide street landscaping, some street furniture and bus shelters as a catalyst for future development.



Design Marysville Boulevard

DESIGN GUIDELINES

General Architectural Character

- Mission style incorporated to the extent possible; mission tile roofs, red tile accents and beige stucco.
- Building massing should be mitigated through the use of trellises or arbors similar to gateway structures.
- Building entries should be enhanced and set back. Building entries should make every attempt to focus on primary street corners, where applicable, or be inviting from parking areas.

Median

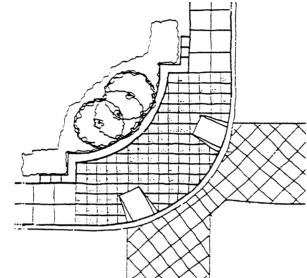
- 10 feet wide
- Canopy trees (Platanus acerifolia 'Bloodgood'/ London Plane Tree) spaced at 30' on center
- Low ground cover (Cotoneaster dammeri/Bearberry cotoneaster or Juniperus horizontalis 'Plumosa' / Andorra Juniper) not to exceed 24" in height.
- Mid-block, single direction turn pockets into key parcels.
- Narrow median fingers shall be in Bomanite stamped concrete with a red (LM Scofield C-32 Quarry Red) mission tile pattern (12"x12" tile).

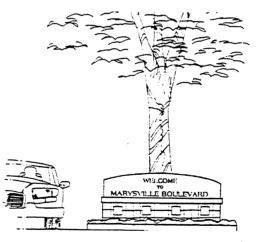
Sidewalk

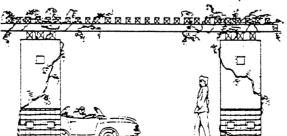
- 8 feet wide minimum
- Broom finished concrete
- 4' x 4' tree wells placed 30' on center to receive canopy tree as above.
- Tree well ground plane shall be decomposed granite.

Crosswalk

- 10 feet wide at all intersections
- Bomanite stamped concrete in red (LM Scofield C-32 Quarry Red) mission tile pattern (18" x 18" tile).







Crosswalk Landings

- Widened area to 12 feet at all intersection corners.
- Standard handicapped ramp.
- Remainder of paved area shall be in Bomanite stamped concrete with a red (LM Scofield C-32 Quarry Red) mission tile pattern (12" x 12" tile).
- Back of landing contained with 30" high tiled (Dal Tile Pebble Rouge #CG133 Porcelain Paver) wall.
- Three flowering accent trees (Lagerstroemia 'Indica') immediately behind wall.

Monument Signage

- Two locations: 1) in median just south of North Avenue intersection; 2) in median just north of Arcade Creek
- 8 feet wide by 5'-6" high
- Tile base (Dal Tile Pebble Rouge #CG133 Porcelain Paver) with stucco (to match Sherwin Williams Boulevard Beige #SW2045) top for signage area.
- Low flowering ground cover (Gazania 'Mitsuna yellow'/Trailing Gazania) immediately in front



DESIGN GUIDELINES

Gateway Elements

- Six locations: 1) in median mid-block between Harris and Grant; 2&3) in sidewalk right-of-way midblock between Harris and Grant to align exactly with median gateway; 3) in median mid-block between Grant and Roanoke; 4) in sidewalk right-of-way midblock between Grant and Roanoke to align exactly with median gateway.
- 30' long x 8' wide x 11' tall.
- Columns: 48" square with tile base (Dal Tile Pebble Rouge #CG133 Porcelain Paver) and stucco top (to match Sherwin Williams Boulevard Beige #SW2045). Painted metal arbor (to match Sherwin Williams Stonington #SW2076).
- 2 vines at each column. Vine pocket in sidewalk 2' $\times 2'$.



Bus Shelters

- Located at all existing bus stop locations.
- Size to meet Regional Transit requirements.
- Columns with tile base (Dal Tile Pebble Rouge #CG133 Porcelain Paver) and colored concrete (LM Scofield C-11 Desert Sand)
 - top. Roof shall be mission tile (Boral Lifetile, Inc. Espana Mission Tile).
- All bus shelters to receive one trash receptacle and emergency phone linked directly to Police Department.

Benches and Trash Receptacles

- Located in trail areas between Harris and Roanoke.
- Black in color.
- Bench: Wabash Valley model #CYR4185 bolted to surface; Trash receptacle: Wabash Valley model #LRR321 with #10056 mounting and FTL32 lid and locking device.



Street Lighting

- Two lights equally spaced between each existing street light.
- Posts: Antique Street Lamps, Inc. model #W12/ 17-CA/BK black cast aluminum; Luminare: Antique Street Lamps, Inc. model #AAT20 with cast aluminum base and polycarbonate globe.



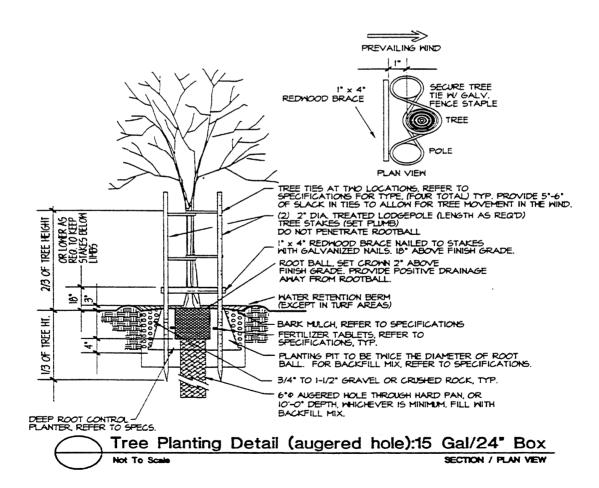
DESIGN GUIDELINES

Tree List

- Platanus acerifolia 'Bloodgood' / Sycamore
- · Washingtonia robusta/ Mexican Fan Palm
- · Zelkova serrata/ Zelkova
- Pyrus kawakamii/ Evergreen Pear
- · Magnolia grandiflora/ Magnolia

Shrub List

- · Agapanthus africanus/ Agapanthus
- · Cistus purpureus/ Orchid Rockrose
- · Dietes vegeta/ Fortnight Lily
- · Hemerocallis hybrid/ Daylily
- · Nandina domestica 'Compacta'/ Heavenly Bamboo
- · Phormium tenax/ New Zealand Flax
- Pittosporum tenuifolium/ Pittosporum
- · Raphiolepis indica 'Ballerina'/India Hawthorn
- Viburnum tinus 'Dwarf' / Laurustinus
- · Escallonia 'Fradesii' / Escallonia



APPENDIX

Location:

Grant High School

Objective: Participants to identify key assets and issues for Marysville Boulevard that serve the goals and objec-

tives of the Urban Design Plan.

Assets

- Arcade Creek
- Hagginwood Park and Community Center
- Heavily traveled thoroughfare with some commuter traffic
- Easy access to freeway (I-80)
- Ethnic diversity
- Civic presence Kinney Police Facility, Ben Ali Center, Post Office, Churches, Opportunities for Handicapped, High School and District Offices

Issues

Land Use

- Non-conforming uses those lots that zoned for one use, but another use is existing
- Varied lot sizes
- Wedge shaped parcels created by the location and expansion of Marysville Boulevard
- Number and location of vacant lots along Marysville Boulevard
- Approximately 70% of the lots along Marysville Boulevard are absentee owners (those who do not live within the same zip code)
- The City's Zoning Ordinance requires that certain types of businesses have a certain parking to square footage ratio as well as landscaping. Most of the businesses do not comply with these standards
- There are several site specific issues such as pests, site contamination, trash and litter problems, dangerous and/or vacant buildings, and substandard conditions
- Similarity of uses
- Single residential immediately backs up Marysville Boulevard commercial
- Gas Station needs to be cleaned up and renovated
- Build shell buildings and let people move in
- Build median strips to soften Marysville Boulevard
- Tie median strips into what was done along Del Paso Boulevard
- Vacant lots could become open spaces or parks
- Post office expansion
- Close food stamp outlet

Physical Character

- Quite a few cyclone type fences, even around vacant
- Varied architectural character from Kinney Police Facility to Market Basket to Norm's Liquor.
- Inconsistent setbacks primarily due to the widening of Marysville Boulevard
- Excessive use of asphalt from road all the way to base of buildings - lacks softness
- General lack of landscaping throughout and lack of
- Inconsistent signage from monument signs to pole signs to temporary banner-type signs
- Several billboards along Marysville Boulevard
- Street lighting is cobra-head type lighting and seems adequate
- Overhead power lines exist along Marvsville Boulevard primarily along the west side of the street
- More human scaling for lights and provide benches
- Build from architectural character of Police facility and High School
- More parking spaces required at some sites (e.g. Post
- Improve access to parking to reduce driving on sidewalks
- Provide trash receptacles and recycle bins
- Enhance architectural continuity of Mission theme
- Utilize local historic theme (thoroughbred horse farm)
- Remove fences or improve look of them
- Improve outward appearances of certain properties (e.g. Sid's Appliances)
- Setbacks do not need to be contiguous
- Parking in front of buildings improves security
- Street sweepers need to do their jobs

Circulation

- Cars dominate the landscape along Marysville Boulevard
- There are several public transit stops along Marysville Boulevard
- There is one blocked off street behind Norm's Liquors that needs attention
- Heavy traffic during commute hours
- There is a problem with pedestrian visibility on the west side of Marysville Boulevard at the intersection with Harris
- · Lack of ease of pedestrian circulation
- · Unfriendly to the pedestrian
- Median strips that are more pedestrian friendly
- · More public transportation direct to RT
- · Need center turn lanes for commercial sites
- Make boulevard sidewalks more friendly for pedestrians and bicyclists
- · Do not increase vehicular traffic
- Encourage pedestrian safe crossings and auto safe crossings at Marysville Boulevard
- · Create roundabouts at major intersections
- Need bike lanes separated from auto traffic
- Existing pedestrian spaces are too small and shared with utilities or fences
- Blocks are too long to get to safe crosswalk
- No on-street parking
- · Police should be on foot or bike

Cultural and Business

- General lack of identity for the whole of Marysville Boulevard
- In particular, the core area (at Marysville Boulevard and Grant) is undistinguished from the rest of Marysville Boulevard
- There is a need for attraction of new and retention of existing businesses
- · Remove criminal activity
- Crime and blight create the first impression
- Enhance post office at current location
- Create community program for trash removal and neighborhood beautification. Provide accountability
- Get police/sheriff work programs out to help clean up
- Existing vs. anticipated rent pricing prohibits most new development
- Bank
- · Pharmacy
- · Neighborhood hardware store
- · Teen center of gym
- Ethnic restaurants
- · Pack and Ship or copy store
- Bookstore / coffee shop
- · Larger, cleaner market

ELEMENT PROGRAMMING

Location:

Grant High School

Objective: To prioritize opportunities and constraints brought up at Workshop #1 and synthesize onto group

master plans.

Prioritization of Physical Issues

Votes Item 22 Improve outward appearance of certain prop-

- 18 Clean up and renovate gas station
- 18 Expand and enhance post office
- Community gateways
- 6 Install median strips provide left turn lanes for commercial sites
- 5 Utilize architectural theme of California Mission style or build from local history
- 5 Bus shelters
- 4 Turn vacant lots into open space or parks
- 4 Provide bike lanes separated from v e hicular traffic
- 3 Improve East/West crossing at Grand and Marysville Blvd.
- 3 Provide human scale lighting
- 3 Remove or improve fencing
- 3 Provide wider sidewalks
- 2 Build shell buildings (vacant space to lure new
- 2 Close food stamp outlet
- 2 Add public telephones
- 2 Improve crosswalks
- 2 Add traffic signals
- 1 Create traffic circles at major intersections
- 1 Provide trash receptacles
- 1 Provide more parking at key sites
- 1 Improve access toparking
- 0 Provide benches
- 0 Create a graffiti wall

Social Issues and Suggested Solutions

Issue

Encourage the following development opportunities:



Commercial Activities

- Bank
- Pharmacv
- Neighborhood Hardware
- Ethnic Restaurants
- Pack/Ship and Copy Shop
- Bookstore/Coffee Shop
- Larger/Cleaner Market
- Scandia Type Arcade & Fun Center
- Skating Rink
- Bowling Alley
- Major Fast Foods
- Child Care Center
- Laundromat
- Brand Name Clothing Out-
- Homeless Shelter

Public Activities

- Library
- Teen Center/Boys and Girls Club
- Improve Post Office

Solutions

- Make every effort to ensure that adequate applicable zoned land is available.
- Identify key potential sites.

Issue

Eliminate Perception of Blight

Solutions

Public catalyst project such as median improvements, gateway construction, etc.

ELEMENT PROGRAMMING

<u>Issue</u>

Public Safety Elements

Solutions

- Work with Police Department to remove criminal element; get police patrols on foot or bike.
- Encourage pedestrian and auto safety.

Issue

Do Not Increase Vehicle Traffic

Solutions

- Increased business will increase traffic. Maybe discourage commuter traffic.
- Enhance pedestrian/bicycle traffic.

<u>Issue</u>

Cleanup

Solutions

- · Work with community services.
- · Get street sweepers to do their job
- Get sheriff work details out to clean up area.
- Create community program for trash removal and neighborhood beautification.

Consensus Plan Elements

- · Eliminate Norm's
- Gateway along Marysville Boulevard at Interstate 80 and Arcade Creek
- · Median landscape
- · Remove Balsam Street
- · Clean up what's in place now
- · Improve Post Office
- Improve gas station

MASTER PLANNING

Location: Grant High School

Objective: To review the prepared consensus plan, comment and modify as necessary

Consensus Plan Elements

- A landscaped median was added to the entire length of Marysville Boulevard
- A landscaped median was added on Grand Avenue from Balsam to Willow
- Pedestrian friendly/scaled lighting was added to walkways on either side of Marysville Boulevard.
- · Pedestrian walkways were expanded to eight feet.
- "Welcome to Del Paso Heights" signage was placed at Interstate 80 and at Arcade Creek within the proposed median.
- A "Highway Commercial" zone was established adjacent to Interstate 80 to encourage traffic off the Freeway to engage in Marysville Boulevard commercial activities.
- Harris at Marysville is designed to be abandoned to create a "Gateway" park and structure to the Central District of the Boulevard. The east section would be a cul-de-sac while the west section would be eliminated, except for an alley, from Marysville to Balsam. This closure would also expand parking opportunities.
- Remove Willow from Grand to Marysville Boulevard and create a large commercial pad for a major retail grocery outlet (55,000 square feet) at the corner of Grand and Marysville.
- Close off Balsam at Grand Avenue to create additional Post Office parking.
- Encourage a strong civic presence at the corner of Grand and Marysville by encouraging development of a "New U.S. Post Office."
- Close off Roanoke from Willow to Fig to create a visual linkage to Grant High and add additional parking. A "Gateway" park and structure would be planned, in a like way to that planned in Item G above.
- Add diagonal on street parking on Willow from Grand to Roanoke to support existing commercial activity.
- Create a pedestrian "tree shaded" parkway to Grant High from Marysville to the Campus on Grand and South
- Existing crosswalks were enhanced to encourage pedestrian linkage.

- A pedestrian greenway was created from South Avenue to Hagginwood Park on the west side of Marysville Boulevard to link the park with the Central Business District.
- Nogales was closed off prior to Marysville to enhance the pedestrian greenway itemized in above.
- A linkage along Arcade Creek would be developed to encourage bicycle access to the north/south bike trail.
- · Open up views from the bridge at Arcade Creek.
- Create a "Town Center" on the Southwest corner of Grand and Marysville by removing Balsam Avenue.
- Revise commercial zoning on Nogales and Marysville to Residential.
- Add site furnishings on Marysville Boulevard such as trash receptacles and benches.
- Improve Boulevard signage identity on Interstate 80.

Modifications by Design Teams

Design Team #1

The team liked the idea of a "Gateway Park" and closing off Harris Avenue at Marysville Boulevard. They suggested that the park be expanded. The team suggested that Arcade Creek should be more visible from Marysville Boulevard. They did not agree that Nogales should have access blocked from Marysville. They encouraged more parking at the Post Office as well as suggesting that a "Youth Village" be encouraged for development in the final plan.

Group Comments

The positive aspects of this plan were as follows:

- trees on the Boulevard
- making the "Gateway" park larger
- expanded parking at the Post Office
- · "Youth Village"

MASTER PLANNING

Design Team #2

The team saw the median with lawn and spaced trees. They saw this landscaped median including art work, such as from Grant High students, located in key areas. Flower beds should be added at key viewing areas along the Boulevard. Willow trees and flowering trees were suggested. A playground for children should be added in the open space. A Youth Center was suggested to be developed at the corner of Grand and Marysville.

Group Comments

The positive aspects of this plan were as follows:

- · shade trees
- a youth center
- highway commercial at the freeway

Design Team #3

The team liked the concept of closing off Harris and Roanoke to create a parkway gateway on Marysville Boulevard. Other positive aspects of the design were the highway commercial at Interstate 80, medians on Grand Avenue, the "Town Center" concept, and the "Greenway" pedestrian corridor from South Avenue to Hagginwood Park. The team disliked the residential zoning along Marysville Boulevard and preferred to make the whole area commercial. The group saw a marquee at Hagginwood Park as an important item to add to the Plan. This team wanted to zone all of Marysville Boulevard as commercial.

Group Comments

The positive aspects of this plan were as follows:

- marquee at community center
- shrubs versus trees in the median
- placement of trees to benefit pedestrians
- reclaiming land for commercial use

Design Team #4

The team liked the median concept in Marysville Boulevard as well as the enhancement of crosswalks. They were against rezoning of land to residential on any section adjacent to Marysville Boulevard. Also, they did not want to close off the Balsam intersection on the north side of Grand, while relocating Balsam on the south side of Grand to adjacent the Grant High athletic fields. Ensure that there were adequate benches, trash receptacles, restrooms, and other public amenities including lighting.

Group Comments

The positive aspects of this plan were as follows:

- the relocation of Balsam to adjacent the athletic fields
- · Making the Boulevard commercial use only
- their concepts of public amenities including trash containers, restrooms and benches, for example
- better lighting on the Boulevard
- removing the street closure on Balsam at the Post Office

CITY PLANNING REVIEW

Location: City of Sacramento Planning Commission Hearing Room

Objective: To obtain City Planning "buy-in" to the process and concepts being illustrated

Comments

- Street trees shown on sides of street may not be feasible due to lack of right-of-way width.
- High voltage lines along Marysville Boulevard may hinder use of street trees.
- Consensus was to have at least some multi-family residential along Marysville Boulevard rather than complete commercial.
- Abandoned streets should be reviewed as to where the traffic will go and for utilities that might be in place.
- If alley between Balsam Street and Grant High were converted to standard city street, if would have to be a 44' minimum right-of-way.
- Police department has no problem with the abandonment of Balsam, however, access down Roanoke to Grant High is preferred.

- Bus stops and current bus routes should be reviewed.
- Any masonry walls should have vines to deter graffiti
- Several suggestions for parking problems were presented: 1) diagonal parking along Marysville Boulevard was generally not acceptable due to reduction in traffic lanes; 2) provide parking nodes in key areas with shuttle to core area.
- Concern about how this plan could be implemented and maintained was discussed at length. General consensus was to eventually create a Special Planning District (SPD) with a Landscape and Lighting District to assess businesses for maintenance through the City.

BUSINESS REVIEW

Location:

Progressive Elks Lodge

Objective: To obtain "buy-in" of current and potential business/landowners to the process and concepts being

illustrated.

Comments

Harris should not be abandoned.

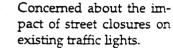
Varied opinions on whether trees along side of street decrease visibility to businesses.

- A landscaped median would increase traffic safety.
- Parking pools)as suggest by Planning) do not work

for a business area like Marysville Boulevard.

- Concerned about how much of the design is driven by regulation.
- Varying opinions on whether residential uses should be removed from Marysville Boulevard. Some believe a multi-family element will provide more clientele for businesses.
- Cannot discern due to lack of budget what would be short-term and what would be long-term within plan.

- Varying opinions of whether to try to underground the utilities. This may be cost-prohibitive in that each affected business would have to get a new service.
- Concern over parking lots that immediately back up to sidewalks.
- Varying opinions on whether to completely remove Balsam or relocate it to where the alley currently is.



- Generally like the pocket park areas, but wonder who would maintain them.
- Prefer that buses are provided turn outs, if possible to get them out of the traffic lane.
- Architectural theme should reflect the mission style already used at Kinney Police Facility and Grant High.



FINAL DESIGN CONSENSUS

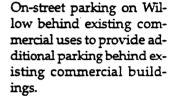
Location: Kinney Police Facility

Objective: To reach final consensus on all design elements for the final Urban Design Plan.

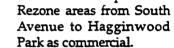
Consensus Plan Elements for Incorporation

- Provide improvement of I-80 signage
- Provide median gateway signage at North Avenue and Arcade Creek. Median gateway signage should read "Welcome to Marysville Boulevard". Northern most sign should be placed south of the North Avenue Signal
- Rezone area from I-80 to North Avenue to highway commercial.
- Provide a center median with canopy trees and shrubs. Hardscape areas should be something other than asphalt.
- Create an 8' wide sidewalk. Utilize a special planning district to create a new sidewalk and landscape easement with street
 - trees placed along the sidewalk in treewells or tree grates.
- Provide additional pedestrian scale lighting with vandal proof fixtures.
- Provide enhanced crosswalks with special paving rather than zebra striping of the crosswalk areas.
- Provide vine covered masonry soundwalls between residential and commercial uses.
- Street closure Willow from Grand Avenue to Harris.
- Street closure eliminate Balsam from Roanoke to Grand and open up Roanoke from Fig to Marysville Boulevard.

Street closure – Roanoke from Willow to Marysville Boulevard.



Reconfigure block east of Marysville Boulevard from Grand Avenue to Harris to retain Rainbow Market, expand corner presence and include small commercial anchor, expand parking areas and eliminate the wedge lot status of the Rainbow Market parcel.

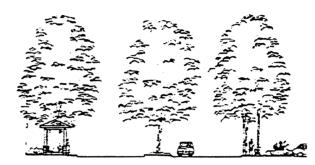


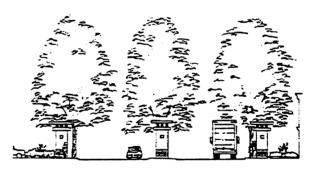
Provide bus shelters

 Provide gateway elements at two locations along Marysville Boulevard particularly concentrating in

the central business district of the intersection of Marysville Boulevard and Grand Avenue.

- Provide an on-street community marquee at Hagginwood Park and Community Center.
- Provide benches along Marysville Boulevard as a demonstration project to see how they fair in this environment.
- Provide trash receptacles along Marysville Boulevard at each bus shelter location.
- Provide emergency call boxes at each of the bus shelter locations.







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"ENGINEERING FOR PUBLIC WORKS & INDUSTRY"

June 8, 1998

Job No: 97126

Robert Hablitzel
The HLA Group
1990 Third Street, Suite 500
Sacramento, CA 95814
Fax (916) 447-8270

Re: Urban Design Study Marysville Boulevard

Dear Mr. Hablitzel:

As authorized, our office has performed an initial investigation regarding the sufficiency of existing public sanitary sewer, storm drainage and potable water systems for the proposed project. In addition, we have evaluated the impact of proposed street closures on existing identified utilities. This letter presents the results of our work.

I. Initial investigation of capacity of existing public sewer, drain and potable water

A. Potable Water

Generally, the vicinity has an older system comprised primarily of 4 and 6 inch distribution mains. There is, however, a 12 inch main in Harris Avenue which connects to a second 12 inch main in Ivy Street. That 12 inch main is depicted on City maps as connecting to Well 131 in the vicinity of North Avenue. Currently, there are no water facilities in Marysville Boulevard between North and Roanoake Avenues. Properties along the west side of Marysville are serviced by six inch mains in Balsam Avenue or the alley between Balsam and Marysville. Properties along the east side of Marysville are served by a 12 inch main in Ivy Street or the 6 inch main in Willow south of Grand Avenue.

Exact fire flow requirements have not been determined pending identification of exact building footages and types of construction. However, fire flow and fire sprinkler requirements have increased since area facilities were constructed. It is expected that looped water facility extensions of at least eight inches diameter will be required to be constructed for individual projects to provide necessary fire hydrant and fire sprinkler flows. It is expected that such loop systems would be connected to 12 inch mains.

Based on previous projects designed in this vicinity, it is expected that low pressure will be encountered in the public water system. This beginning low pressure in combination with pressure losses through meters and/or back flow preventors is expected to impact the proposed construction. It should be anticipated that booster pumps maybe required on the irrigation, domestic and fire systems.

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In summary, although potable water is present in the vicinity, extension of public facilities and onsite looping should be expected. In addition, low system pressures are expected to require onsite booster pumps.

B. Sanitary Sewer

The vicinity has extensive sanitary sewer systems with two mains in Marysville Boulevard through the project. On the easterly side of the street is a system which serves properties to the east. This system is 15 inch diameter through the project. The extent of the easterly system was not reviewed. On the westerly side of the street is a system which serves properties westerly of Marysville Boulevard. Within the project, this main is either 12 inch or 15 inch.

The City facility maps were reviewed and the apparent area served by the westerly system upstream and through the project was determined to be approximately 55 acres. The City design manual criteria were applied as commercial use over that area and the peak flow was estimated to be approximately 0.66 million gallons a day. Assuming that the existing facilities were constructed to provide a minimum velocity of 2 feet per second, the existing system has capacity to serve the approximately 45,000 square feet of additional development.

An analysis of the depth of the system in relation to anticipated finish floor elevations was not performed. Similarly, the system downstream of the project was not reviewed for capacity or other restraints.

In summary, based on the actions noted, the existing sanitary sewer system appears to have sufficient capacity for the proposed addition of 45,000 square feet of commercial use property.

C. Storm Drainage

Public storm drainage facilities exist within the project vicinity. An existing storm drain main in Marysville Boulevard increases in size from an 18 inch at North Avenue, to a 30 inch at Harris Avenue, a 36 inch at Grand Avenue and a 42 inch at Roanoake Street. At Grand Avenue, the 42 inch drain continues southerly in Marysville and a 36 inch drain continues westerly in Roanoake. Sufficient topographic information was not available to make a meaningful determination of the drainage shed. As such, a statement based on calculated flows versus pipe capacity can not be made. However, the project area was previously developed and it is assumed that drainage was routed to the system in Marysville Boulevard. In the absence of radical changes in uses, a system which previously had sufficient capacity should still have adequate capacity. Although specific site plans with accurate square footages of pavement, landscaping, and building were not available for comparison with existing conditions, contact with the HLA Group did identify a net increase of approximately 33,000 square feet of building footprint and an increase of approximately 25,000 square feet of landscaping in the Marysville Boulevard median strip. If other impervious surfaces have remained constant, an increase of 8,000 square feet due to the proposed building would not have a significant impact on the system capacity.

Capacity and restrictions which may exist in the downstream system have not been investigated. Changing policies in the City of Sacramento Utilities Department make require onsite detention for an individual project.

In summary, storm drainage facilities exist within the project. The excess capacity of those facilities has not been determined due to lack of topographic information. It may be assumed that in the absence of radical changes in use that a system which previously had sufficient capacity would continue to have capacity.

II. Evaluation of Proposed Street Closures

The Urban Design Study includes closure of portions of two adjacent public streets. Specifically, it is proposed to close Willow Street between Harris and Grand Avenue, and to close Balsam Avenue between Grand and Roanoake Avenue. In order to identify impacts to existing utility systems, copies of the City of Sacramento map were reviewed for water, sanitary sewer and drainage facilities. In addition, telephone, natural gas electric service, and cable television companies were requested to identify their existing facilities. Based on those actions, it was concluded that the closure of Willow Street will not impact reviewed facilities. However, closure of Balsam Avenue will impact 6 inch water main and an aerial utilities. The six inch water main appears to serve the two block area bounded by Marysville Boulevard, Roanoake Avenue, Grant Union High School, and Grand Avenue. Closure of this portion of Balsam Avenue and construction of buildings within the closed street will require relocation of the existing water facilities. The aerial telephone and cable television cables appear to serve only the block in question and as such may be abandoned in conjunction with redevelopment.

A summary of identified utilities within the proposed street closures is attached. Interested persons are cautioned that there may be additional utilities which have not been identified.

Please contact me if you have any questions or require additional information. Sincerely,

FRANK N. WALKER, P.E., L.S.

JTS ENGINEERING CONSULTANTS, INC.

FNW/fpo

Summary of Existing Utilities

T	Willow Street betwee	on Homis and	Cond Assessed
1.	Willow Street betwe	en Harris and	Grand Avenues

1) Sanitary Sewer:

No facilities

2) Storm Drain:

Facilities only at intersections, none along interior of block.

3) Public Water:

No facilities

4) Gas:

No facilities

5) Telephone:

Facilities only at intersection with Grand Avenue

6) Electric:

No response has been received from SMUD regarding existing

Utilities

7) Cable Television:

No facilities

II. Balsam Avenue between Grand and Roanoake Avenues

1) Sanitary Drain:

No facilities

2) Storm Drain:

Facilities at the north end of block which drain to Grand Avenue

3) Public Water:

6" Public main

4) Gas:

No facilities

5) Telephone:

Pacific Bell maintains an aerial cable along the east side of

Balsam in this block.

6) Electric:

No response has been received from SMUD regarding existing

Utilities

7) Cable Television:

Comcast maintains an aerial cable along the east side of Balsam

in this block. Utility company records indicate that facilities

serve only this block.

Toponomic services				