



DOWNTOWN

MARYSVILLE

ECONOMIC DEVELOPMENT STRATEGIC PLAN

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SUBMITTED BY



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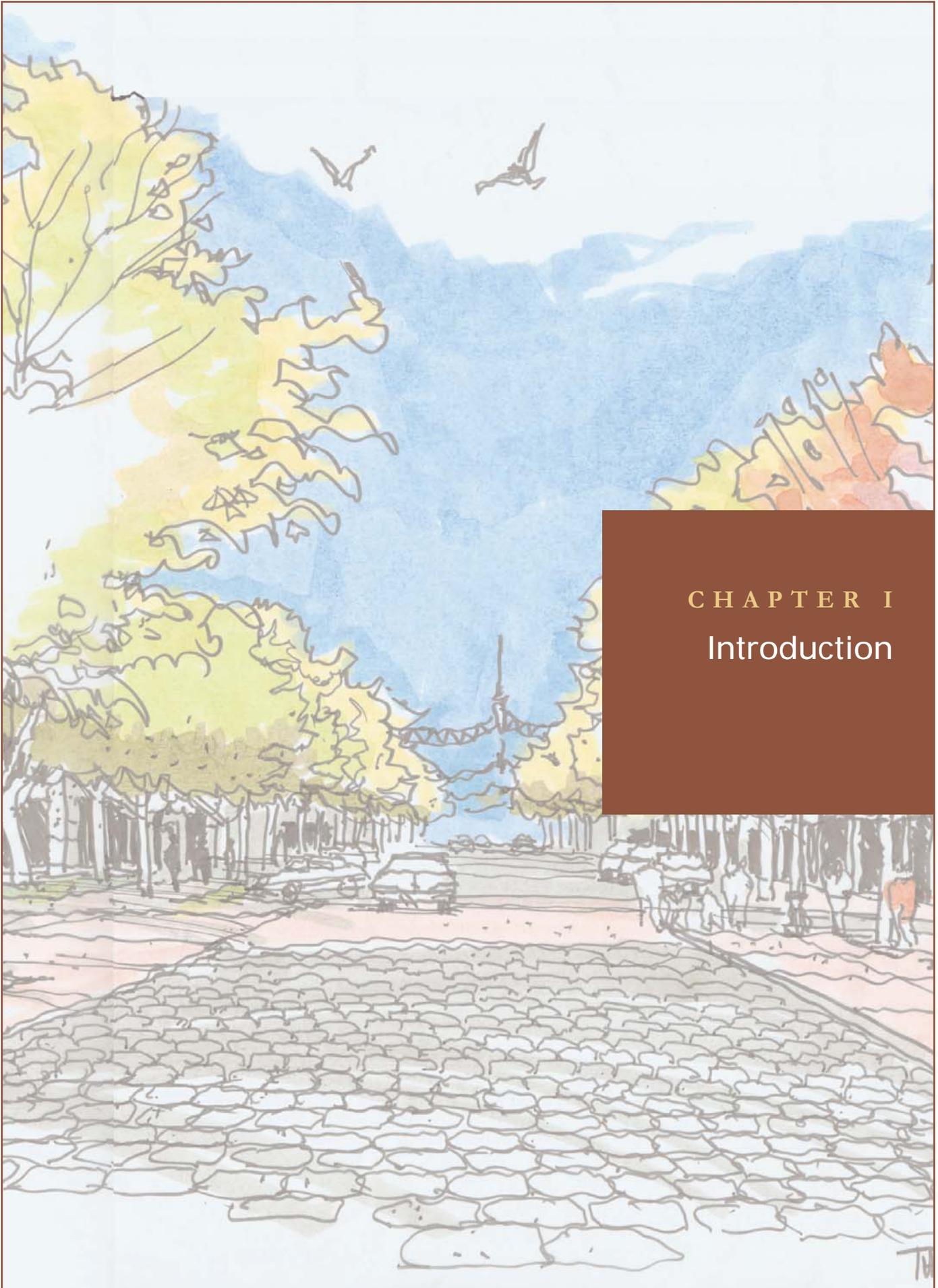
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CHAPTER I
Introduction

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Introduction

Downtown Marysville has struggled to compete with nearby malls in Yuba City, Roseville and Sacramento. The development of large-scale regional and commercial chain-operated centers on the periphery of the community has drawn retail uses away from Downtown Marysville. This trend toward "big-box" development has affected the vitality of downtowns nationwide, forcing cities to re-evaluate the role of their downtowns and city centers.

Demographics have changed over the years as well, creating a need to attract different types of retail that will meet the needs of new residents. All of these factors have contributed to a loss of patrons to Downtown Marysville and a gradual economic and physical deterioration of Marysville's commercial core.

The current challenge involves reinventing the Downtown to reflect the needs of today's community and region: building on strengths; emphasizing Marysville's unique historic character; drawing on a promising tourism base; enhancing the pedestrian-friendly scale and charm of the urban fabric; and highlighting natural features, such as nearby rivers and trails. A viable economic development strategy and strong commitments from Marysville City staff, Business Improvement District (BID), Yuba-Sutter Economic Development Corporation and local organizations and residents promise to bring renewed vitality to Downtown Marysville



Historic gateway arches frame the Downtown historic shopping district.

PURPOSE OF THE DOWNTOWN ECONOMIC DEVELOPMENT STRATEGIC PLAN

The purpose of the Downtown Economic Development Strategic Plan is to direct future public and private investment toward the goal of creating a vital, thriving and self-sustaining Downtown commercial district. A critical priority is to revitalize the area and create a lively ambiance that will attract people, activities and commerce to the Downtown, while maintaining the Downtown's historic "small-town" charm. The Strategic Plan sets forth a vision for the preferred future of Downtown Marysville and outlines a set of logical steps to achieve it.

This Economic Development Strategic Plan provides the following set of tools to guide physical and service-based changes in the Downtown area: assessment of land uses that will meet community needs; economic



The popular Downtown Brick Coffee House Cafe

development strategy; development standards and design guidelines; and action steps to realize improvements.

The strategies outlined in the Plan form a road map for improving the character of Downtown Marysville, meeting the needs of current and future residents and visitors and ensuring high-caliber design. Improvement strategies build from the direction provided by community input and the 1985 General Plan (including the 2003 Housing Element Update), and focus on providing neighborhood and visitor-serving uses and activities, securing key expansion and infill opportunities, accommodating site and building design in keeping with the historic Downtown context, enhancing open space amenities, developing safe pedestrian connections and providing efficient parking and circulation.

Economically, the Downtown area is moving in a positive direction. New development projects have begun to revive Downtown and build its reputation as an entertainment destination. The Plan directs decision making towards strengthening the entertainment function of Downtown, reviving Downtown’s civic heart, and creating new mixed use and residential infill developments. Recommendations detailed in this document will help position Marysville to retain successful existing businesses and attract new types of business, provide uses and activities with regional and local draw and restore a healthy customer base. The City of Marysville stands poised to redefine the role of its Downtown in relation to the City and region.



D Street looking north (1900s)

HISTORIC, REGIONAL AND LOCAL CONTEXT

Historic Context

The City of Marysville was incorporated in 1851, and is one of California’s original charter cities. The discovery of gold in 1848, the City’s proximity to the Mother Lode and convenient access to waterways quickly transformed Marysville into a vibrant commercial area. The Downtown area became the hub of trade and services for miners in Yuba, Nevada, Butte and Placer Counties. During this time, a colorful “red light” district was also thriving with gambling, saloons and dancing girls. By 1852 Marysville was the third largest city in California.

The growing practice of hydraulic mining in the Sierras raised the nearby Feather and Yuba riverbeds, making Marysville vulnerable to annual flood damage. This vulnerability to floods led to diminishing investment in the area as a major commercial center. As a result of the flooding problems, a levee system was constructed to protect the City. While this levee has served to protect the area from flood waters over the years, it has also constrained the City's growth and economic development opportunities.

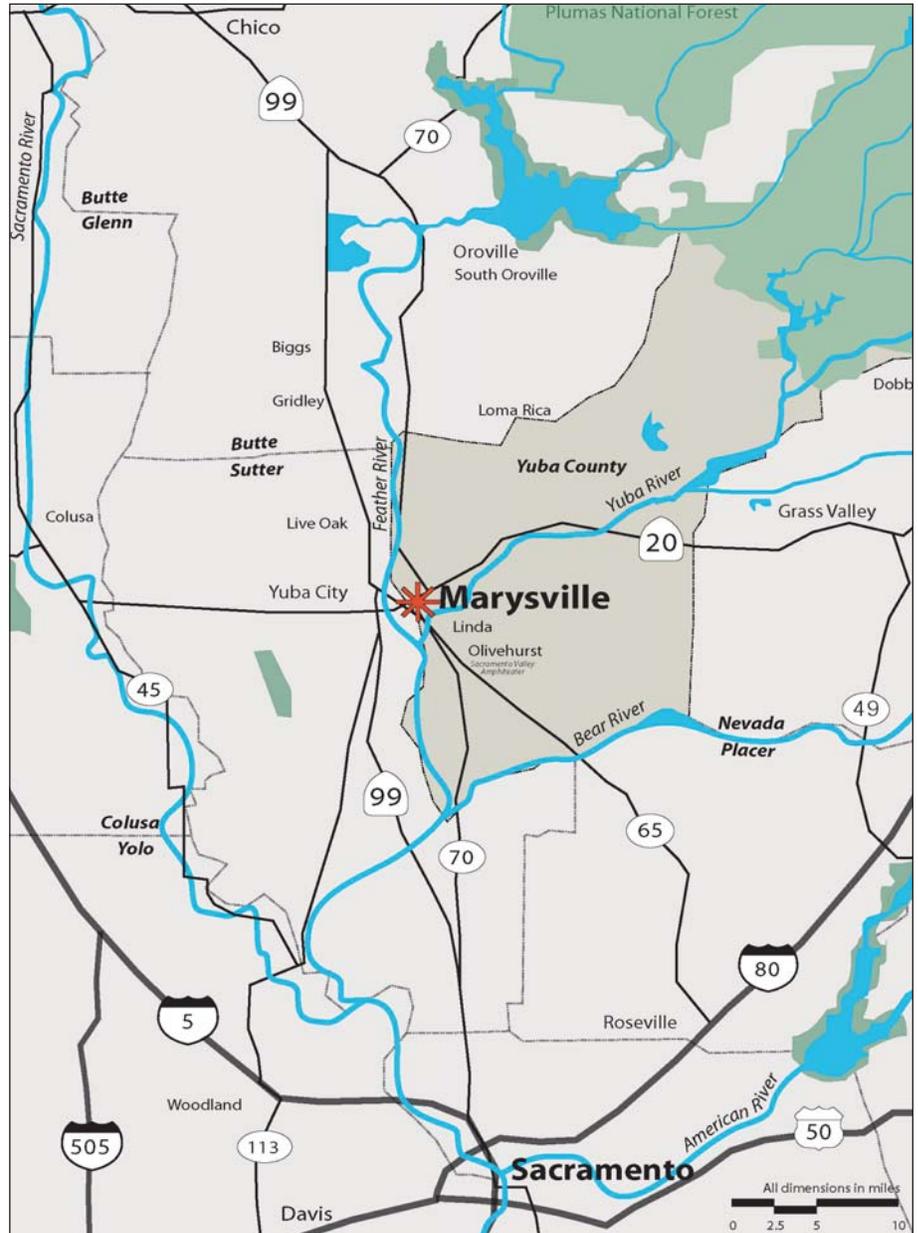
Marysville enjoyed a century of economic success from the 1860s to the 1960s. At its peak, about 45% of the region's retail goods were sold in Downtown Marysville.

Regional Context

The City of Marysville is located in Yuba County approximately 40 miles north of Sacramento, where Highways 70, 20, 99 and 65 intersect. The City is situated at the confluence of the Feather and Yuba Rivers, with Yuba City located just across the Feather River to the west.

Highway 70 runs along E Street, the western edge of the Downtown core, and draws over 70,000 vehicles daily through the area. Marysville is a crossroads for vehicles destined for Chico, Grass Valley, the Central Valley and the Sierra Nevada mountains, as well as many northern cities located off of Interstate 5. The close proximity of these highways provides convenient connections to surrounding communities and easy access to Downtown.

Figure 1.1 Downtown Marysville Regional Context





Historic brick storefront facade



Riverfront Park open space



Participants at the community-wide workshop

Local Context

The Downtown area consists of roughly 45 blocks, extending from the levee just south of 1st Street north to 10th Street, and from the western boundary of Willow Street east to Walnut Street (See Figure 1.2). The study area includes a mix of commercial, office, residential and civic uses. As the County seat, Marysville is home to a strong and active government center, including City Hall, the County Courthouse and Caltrans District 3 Headquarters with over 300 employees.

Downtown's retail core boasts a small-town rural character, locally-owned shops, quaint alleyways, tree-lined streets, brick facades, historic gateway arches and a variety of historic architectural styles. The City and Downtown area still enjoy the Gold Rush legacy, with many architectural features and historic landmarks distinct to that era.

The Feather and Yuba Rivers and adjacent Riverfront Park open space and trails provide an attractive nearby recreational resource. Ellis Lake to the north of Downtown is also a special feature in the area. Open space within the Downtown core includes Plaza Park at the southern end of town and several smaller, more centrally located open spaces located closer to the core.

PLANNING PROCESS

In November of 2003 the City of Marysville initiated the process of developing a Downtown Economic Development Strategic Plan, endeavoring to strengthen and promote Downtown economic development. The planning process, led by the City of Marysville, was designed to facilitate community consensus around a shared vision for the future of Downtown Marysville. It was also designed to develop implementation actions to successfully achieve that vision. In collaboration with urban design and planning consultants Moore Iacofano Goltsman Inc. and economic consultants Applied Development Economics, Inc., the City engaged in a nine month process to determine the direction for Downtown Marysville. Preparation of the Economic Development Strategic Plan was coordinated in conjunction with a Downtown parking study conducted by Hexagon Transportation Consultants Inc.

Figure 1.2 Downtown Marysville Study Area and Surroundings





Hands-on participation during the community design workshop

A Steering Committee made up of Marysville residents, property and business owners, City government officials and representatives from private and public regional agencies was formed to guide development of the Strategic Plan and make recommendations to the City Council. The planning process included a series of three Steering Committee meetings, an all-day community-wide design workshop, and numerous Staff and team meetings during each phase of the project. The all-day community-wide workshop was held on Saturday, February 28, 2004 to solicit input from the community at large. During the workshop, community members and Steering Committee members identified opportunities and constraints related to Downtown planning and shared their ideas for improving Downtown Marysville.

The planning process, summarized below, was divided into four phases (see Figure 1.3 on the facing page):

Phase I Project Initiation & Downtown Market Study

The project began with an analysis of existing conditions, including a background review of the project area, preparation of base maps, a survey of historic buildings and an urban form study. A preliminary market study was also conducted to analyze specific opportunities for business expansion, attraction and retention in the Downtown area. The project Steering Committee was also organized by the City in this initial phase to guide project development.

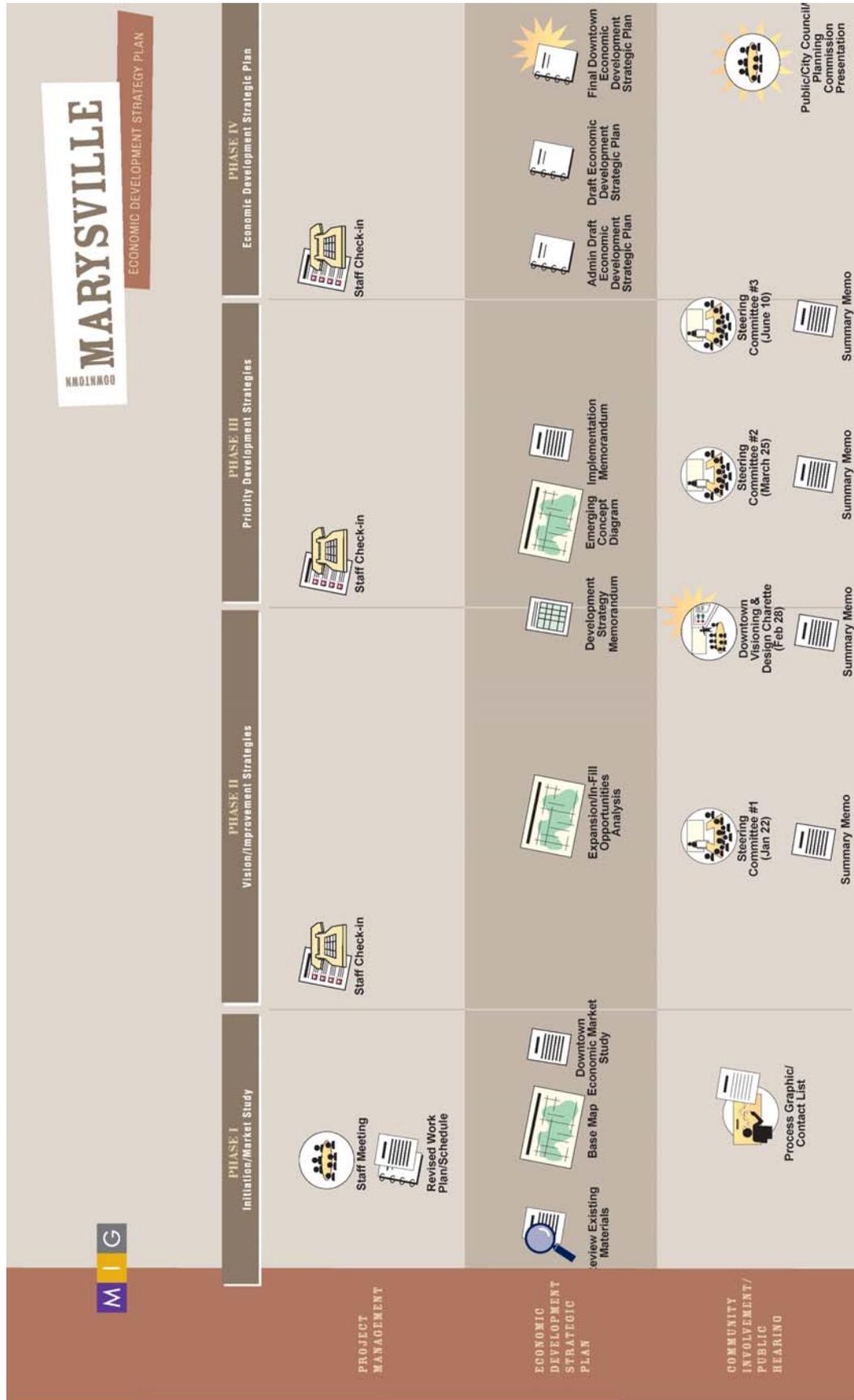


Vision block model produced by one of the breakout groups at the community design workshop.

Phase II Downtown Vision & Improvement Strategies

During Phase II, the project team prepared diagrams that included an analysis of existing Downtown businesses with potential for expansion, an inventory of underutilized parcels for possible business expansion and potential sites for new development and mixed-use projects. These preliminary findings were presented at the all-day Community-wide Visioning and Design Workshop on February 28, 2004. During the workshop and initial Steering Committee meeting, participants discussed existing opportunities and challenges to Downtown revitalization, defined a vision for the future of the area and identified potential design solutions and improvement strategies.

Figure 1.3 Downtown Marysville Economic Development Strategic Planning Process Graphic





Public planning process participants

Phase III Priority Development Strategies

Phase III efforts focused on identifying preliminary design concepts, as well as detailing and prioritizing organizational and economic development strategies to rejuvenate Downtown Marysville. An emerging concept diagram highlighted catalytic opportunity projects, potential improvement areas and key concepts for site organization. As part of this development strategy, a set of recommendations and a strategy framework were developed. The recommendations and strategy framework were presented and refined at the second Steering Committee meeting. An implementation memorandum was also provided to outline key action steps and funding sources best suited to achieving desired results.



Steering Committee Meeting

Phase IV Economic Development Strategic Plan

The last phase of the project consisted of refining strategies and graphic illustrations to convey final preferred concepts, as well as preparing the Economic Development Strategic Plan document. Implementation will begin immediately following adoption by the City Council in August 2004.

DOCUMENT OVERVIEW

The Downtown Economic Development Strategic Plan is organized into the following chapters:

Chapter I: Introduction describes the Plan's purpose, reviews Marysville's regional and local context, provides an overview of the planning process and outlines Plan document organization.

Chapter II: Challenges, Issues and Opportunities summarizes existing conditions and identifies the key challenges and opportunities facing Downtown Marysville.

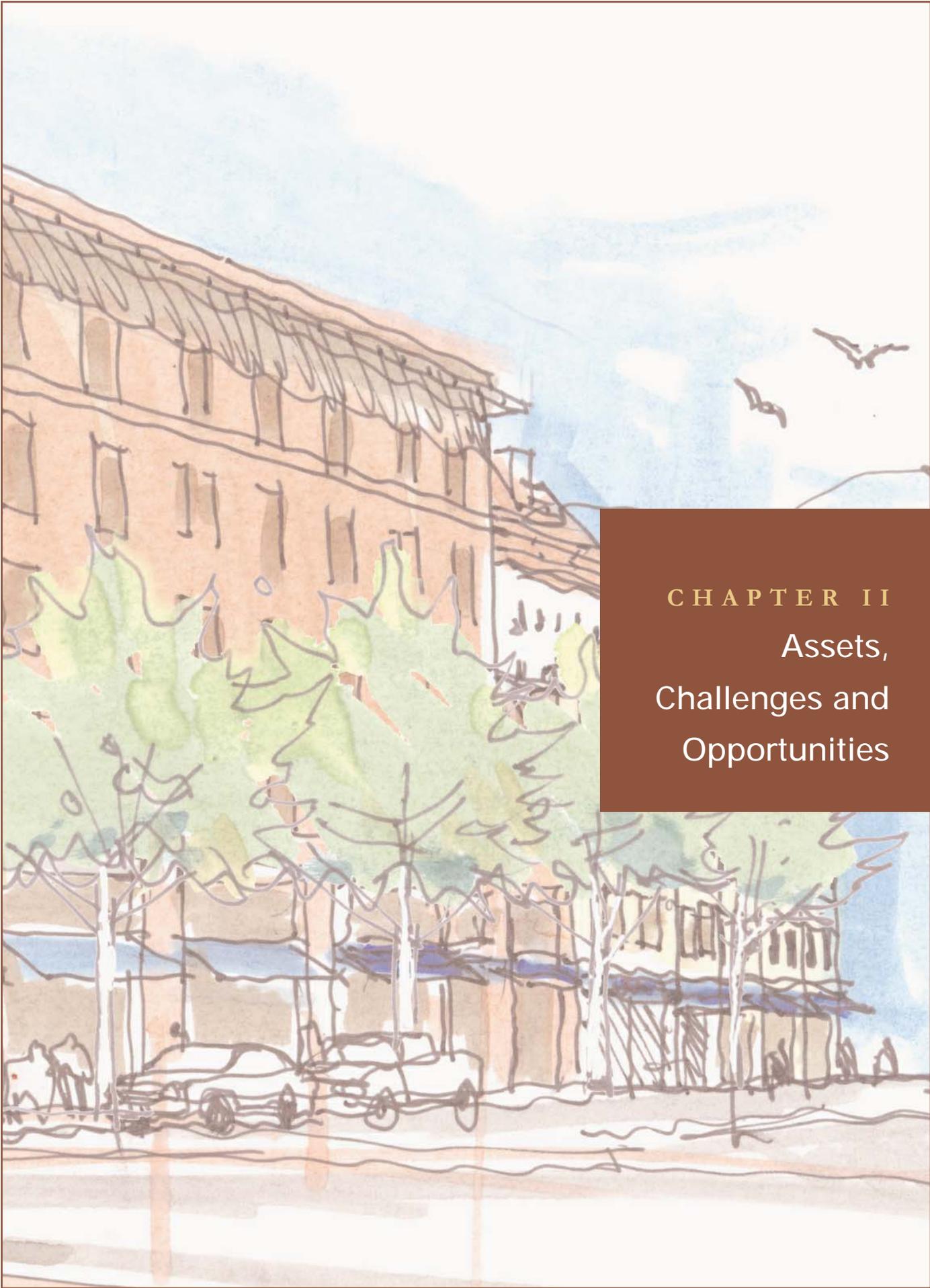
Chapter III: Market Assessment provides an overview of market conditions and serves as the backbone for the proposed land uses and strategies recommended in Chapter IV. It also addresses regional demand by land use, summarizes potential regional demand and provides a proposed Downtown land use summary.

Chapter IV: Vision presents the vision for the future of Downtown Marysville, as described by resident participants in the planning process.

Chapter V: Strategy for Downtown Revitalization presents a strategy framework and rationale for revitalization efforts and highlights major land uses that will drive renewal of the Downtown. Chapter V introduces the Catalytic Opportunity Projects that are anticipated to have the most broad-ranging positive impacts on the Downtown core, and describes design guidelines for each. It also presents eight supporting strategies, which include recommended streetscape improvements, corresponding design guidelines and programmatic initiatives.

Chapter VI: Implementation presents recommendations for Plan implementation, including descriptions of the top priority actions and a review of prospective financing tools.

Appendices include economic summary tables, a map of underutilized Downtown properties, relationship to the City's existing General Plan and potential environmental impacts.



CHAPTER II
Assets,
Challenges and
Opportunities

Assets, Challenges and Opportunities

Downtown Marysville has many assets on which to build, as well as major challenges to overcome. The following assets, challenges and opportunities emerged from community input gathered in Steering Committee meetings and the community workshop, as well as from consultant team observations.

DOWNTOWN ASSETS

Downtown Marysville's many positive attributes include its retail core, unique historic flavor and historic buildings, small-town rural character, quaint alleyways and vibrant mix of commercial, office, manufacturing, residential and civic uses.

Historic Context

Marysville enjoys a rich Gold Rush heritage and projects the old town charm of that era. The historic arches on D Street provide a dramatic gateway to Downtown. Many attractive brick façades and landmark historic buildings line the streets. A variety of architectural styles are represented in the Downtown and surrounding residential neighborhoods, including Victorian, Queen Anne, Gothic and Greek Revival. Downtown is also home to one of the oldest Chinatowns in California, hosting the historic Bok Kai Temple. The Temple was established in 1880 and is the only surviving Taoist temple in the United States. The Downtown Historic Structures map (following page) shows the locations of these historic buildings in the Downtown area.

Pedestrian-Scale Urban Form

The pedestrian scale, tree-lined streets and compact development pattern create a pleasant and comfortable ambiance in Downtown Marysville. Pedestrian-friendly crosswalks, parcels and block sizes, a sense of enclosure provided by two to three story buildings, quaint alleyways, generous sidewalks, street trees and beautiful architecture contribute to this character. A number of artistic murals depicting historic events, people and celebrations also enhance the Downtown environment.



Historic D Street Arches

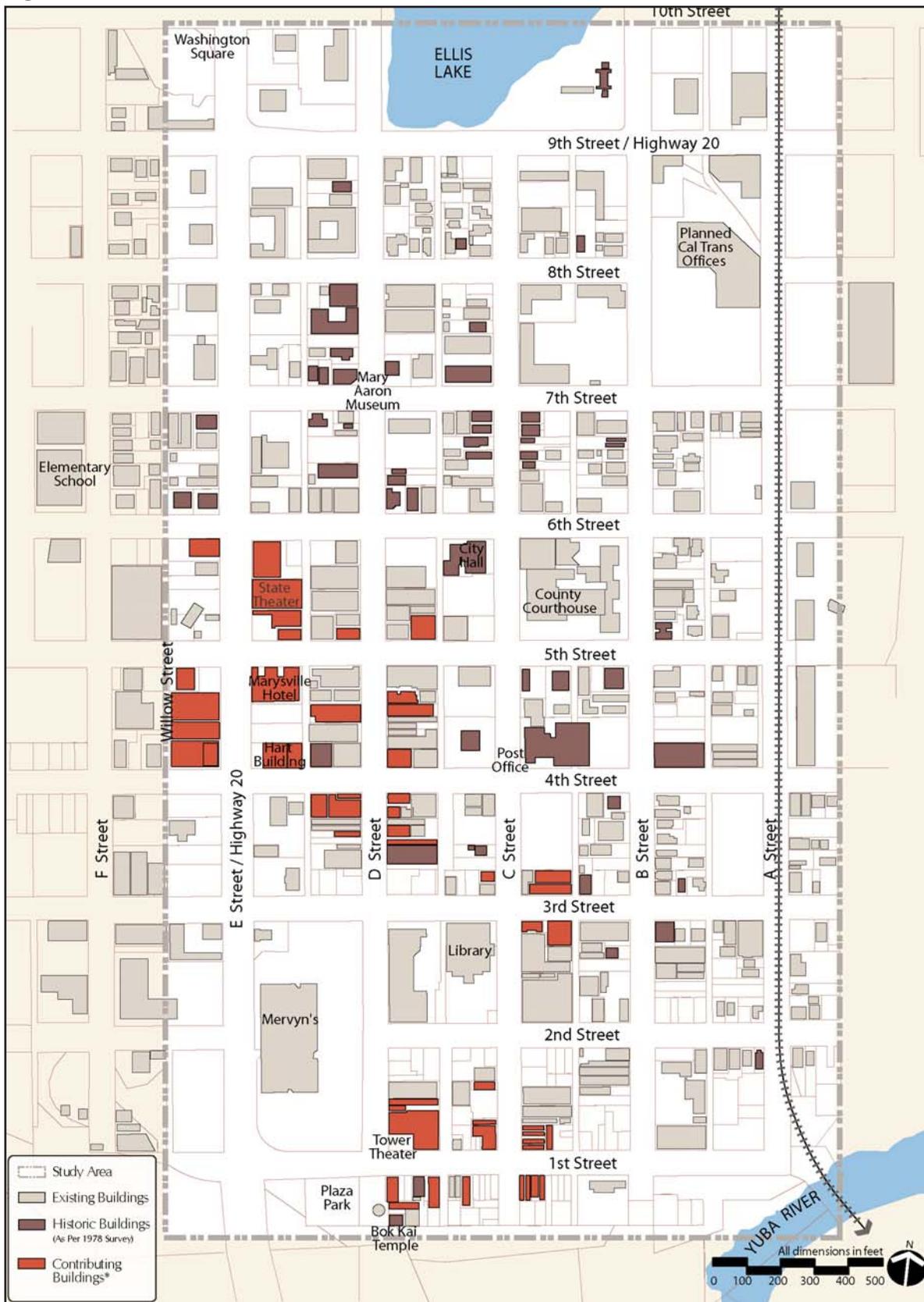


Historic Forbes House



D Street's pedestrian-friendly scale

Figure 2.1 Downtown Historic Structures



* Historic buildings designated as contributing buildings were also determined by the the 1978 Historic Building Survey

Mix of Uses

The City center contains a broad mix of uses, including retail, office space, industrial, civic and residential, which contribute to the character of the Downtown area. A strong government center, consisting of the City Hall, County Courthouse and Post Office, anchors the Downtown. An emerging cluster of cafés and nightclubs along D Street between 3rd and 5th Streets activates the area in the evenings.

Economic Potential

Highway 70 / E Street represents an enormous economic opportunity for Downtown Marysville. Over 70,000 cars per day travel through E Street, just one block from the historic D Street shopping area. Auto-oriented retail along E Street also contributes a steady source of income to the City. In addition, new housing developments in the County and a growing regional population (28,000 projected new homes with an increased population of 52,000 new residents over the next 10 years) create demand for a unique Downtown experience. Local and regional employment centers, such as Beale Air Force base, the medical cluster and the county government also contribute to this economic potential.

The People of Marysville

The people of Marysville represent a rich and culturally diverse population. Many residents are active in the community, supporting area improvement and revitalization. The Marysville Downtown Business Improvement District (BID) was formed in 1998, and board members as well as independent business owners, residents, City government, Chamber of Commerce and the Yuba-Sutter Economic Development Corporation remain dedicated to transforming the Downtown area. This entrepreneurial spirit, harkening back to the town's pioneering origins, will help sustain Downtown improvement efforts.



Civic uses anchor the Downtown



Highway 70 draws tens of thousands of potential patrons daily



Marysville residents



Lively Downtown event



The historic Bok Kai Temple Gateway



The landmark Tower Theater, a key opportunity project

DOWNTOWN CHALLENGES AND OPPORTUNITIES

Downtown’s many strengths present opportunities for addressing several challenges. Understanding these key challenges will ensure a successful revitalization effort.

Need for People Generators

Although the Downtown contains many charming shops and businesses, they do not yet form the "critical mass" of destination retail needed to attract regional and local visitors critical to supporting small businesses that add to Marysville’s character. The new café and club on D Street are beginning to establish Downtown as a local destination. There is an opportunity to build on this momentum to draw both residents and visitors to the area and, ultimately, to capture a greater portion of regional economic activity.

Showcasing Marysville's History

Marysville's rich history remains unknown to many visitors. Despite the thousands of drivers that utilize E Street each day, many have little or no knowledge of the attractive historic district and Chinatown located only one block to the east. There is a critical need to showcase and celebrate the town's history to support economic development and foster civic pride.

New Development Opportunities

A number of vacant or underutilized Downtown historic buildings, both residential and commercial, provide opportunities for reactivation, rehabilitation and rejuvenation. Currently, the Marysville Hotel, State Theater and Tower Theater are vacant and ready for rehabilitation. In addition, the Chinatown neighborhood contains a number of vacant buildings with revitalization potential that could serve to draw visitors and new residents.

Several large-scale housing developments are currently under construction in the neighboring Yuba City and unincorporated areas of Yuba and Sutter counties. Marysville faces an exciting opportunity to improve the economic position of the Downtown by capturing some of the regional demand created by these developments.

Downtown Image

Downtown Marysville's vacant lots, underutilized properties and poor maintenance contribute to a perception that Downtown is inactive. Many historic structures are in poor condition and degrade Downtown's image. In addition, there is an overall need for increased maintenance and safety measures. In particular, deteriorating sidewalks, empty tree-wells and planter boxes and debris are key issues of concern. Taken together, these conditions present the image that Downtown Marysville is in disrepair. Transforming this image is a key to Downtown's future success, as a positive image will help spur developer interest and private investment.



Empty tree well on C Street

Limited Financial Tools

The City of Marysville possesses a limited set of financial tools to provide incentives to developers or to fund improvements (such as historic preservation, land preparation, consolidation of parcels and construction of parking structures). At present, common redevelopment tools such as tax increment financing are unavailable, and Business Improvement District funds are insufficient for implementing capital improvements. The City will need to supplement its limited financial capabilities with regulatory tools such as zoning and design review, as well as outside resources including grants, to realize Downtown revitalization goals.



Underutilized D Street storefronts

District Cohesion and Merchandizing

Consistent business practices such as regular store hours, unified signage and collective marketing will form a cohesive feeling to the Downtown shopping area, enabling businesses to attract more visitors. At present, D Street retailers apply these practices inconsistently. Inappropriate lighting, unattractive displays, poorly maintained signage, discarded items on the sidewalks and the failure of businesses to remain open during key festivals and Downtown events detract from a vibrant shopping area and make the area less inviting.



Large trucks travel on E Street in front of the State Theater, creating a barrier.

Parcel Assembly

Downtown Marysville contains a number of vacant lots that are ideal for infill development. However, the relatively small parcel sizes (which reflect the historic urban form) are frequently too small to support viable contemporary development. Developers will require assistance assembling and consolidating parcels so that Downtown's "missing teeth" can be filled in.

Highway Traffic

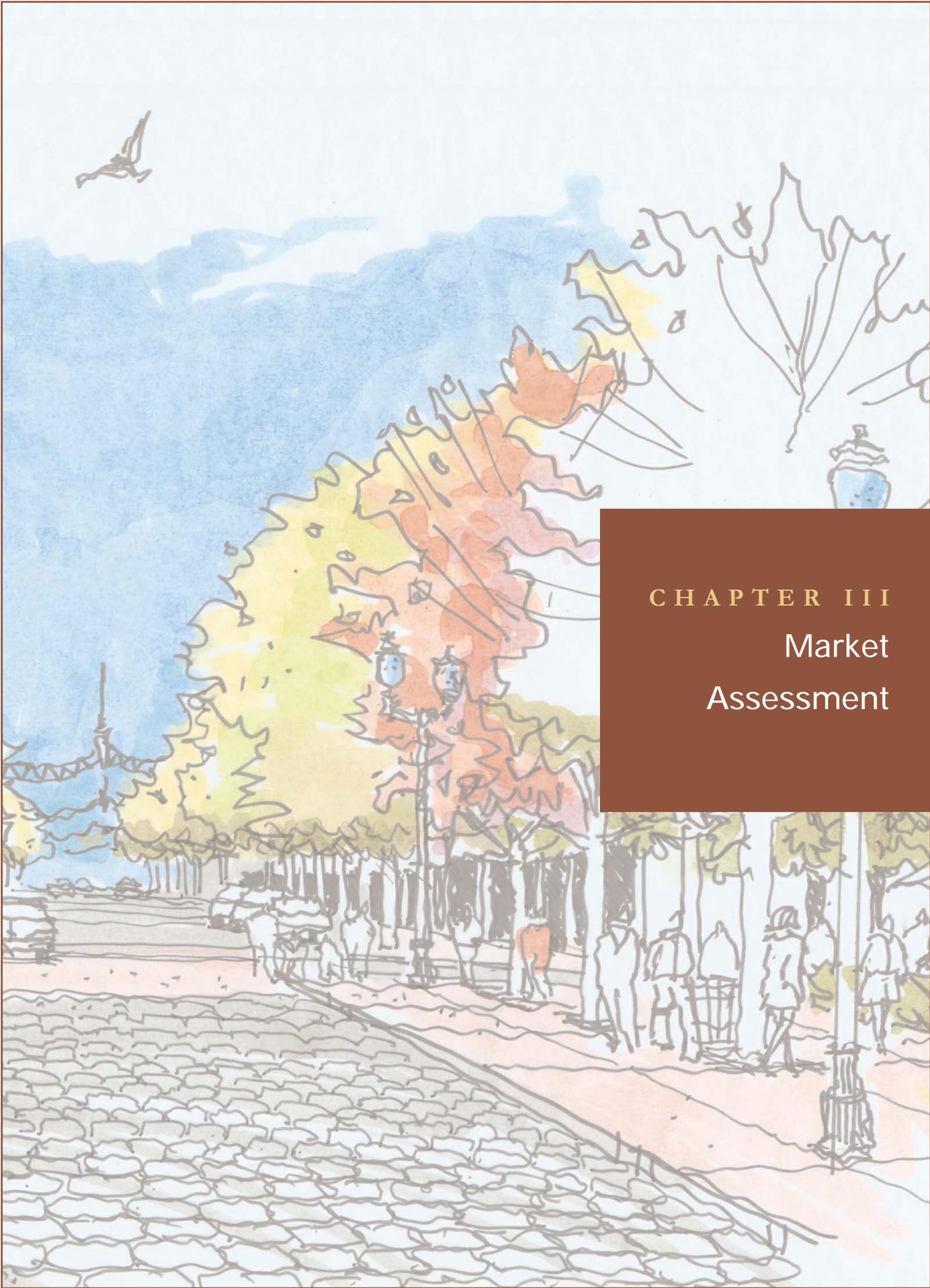
Thousands of cars and large trucks use the Highway 70 / E Street and 9th Street corridors as their primary route through Marysville. These fast-moving vehicles present an uncomfortable streetscape environment, creating a barrier for pedestrians attempting to access Downtown or Ellis Lake Park. Auto traffic, and particularly truck traffic on E Street and 9th Street, should be managed to lessen its impact on the urban character and pedestrian experience.



Downtown contains many available parking spaces at all hours of the day.

Perception of Inadequate Parking

A perception exists that Downtown has inadequate parking for existing or future uses. On the contrary, the 2004 parking study revealed that Downtown parking is largely underutilized (only 45%- 50% utilization). Off-street lots remain underutilized at all times, while on-street parking experiences some congestion during the weekday lunchtime rush. Much of the perception of inadequate parking results from ineffective signage, poor lighting in off-street parking lots and the long-term use of on-street parking spaces by employees in high-volume commercial areas such as D Street. There is an opportunity to transform these inaccurate perceptions and greatly improve Downtown parking by publicizing and better managing the use of existing spaces.



CHAPTER III
Market
Assessment

Market Assessment

Market forces shape the foundation of Downtown Marysville's revitalization effort. Effective revitalization efforts require a public/private partnership, using public resources to leverage private sector investment. This Downtown Economic Development Strategic Plan provides direction on how the City should invest its limited resources in a way that maximizes private investment and job creation. In particular, this chapter provides an understanding of the underlying economic forces that affect Marysville and Yuba and Sutter Counties, as well as the degree to which Marysville's economy is currently capturing regional demand. It also analyzes potential market support for various land uses including housing, office, retail and destination uses (e.g. restaurants and entertainment) that could help drive Downtown revitalization. Finally, this chapter highlights primary land uses for Downtown that will exert the greatest influence in transforming Downtown Marysville's important role in the socioeconomic development of the City and the region.

REGIONAL CAPTURE

Downtown Marysville currently functions as a limited regional destination. The E Street corridor attracts significant regional traffic, and Marysville faces the challenge of drawing a portion of that traffic into the historic Downtown area. The Mervyn's department store, located at the main southern entrance to the City, acts as a regional destination business. In addition, Marysville is growing as a regional entertainment destination. For example, the Brick House Café, with its weekend live music offerings, is increasingly becoming a regional attraction. Lastly, the Bok Kai Festival features Marysville's traditional Chinatown neighborhood within the Downtown project area. This special event attracts thousands of visitors throughout the Sacramento Metropolitan Area each year.

This section provides an overview of Marysville's current regional capture of regional economic demand, and presents opportunities for attracting a greater share of this demand to reinforce Downtown Marysville's role as a regional center.

The Downtown project area is a **STRONG** component of Marysville's retail sector.

Downtown Sales Tax Capture

Sales tax capture paints an overall picture of the economic health of Downtown Marysville. Table 3.1, *Annual Taxable Sales by Subareas Within Downtown 2003*, provides a breakdown of sales tax dollars generated by the City of Marysville and by the Downtown area. It reveals that the project area captured \$55.5 million, or 40%, of the City's \$138.7 million of sales receipts in 2003.

Table 3.1 Estimated Taxable Sales, 2003

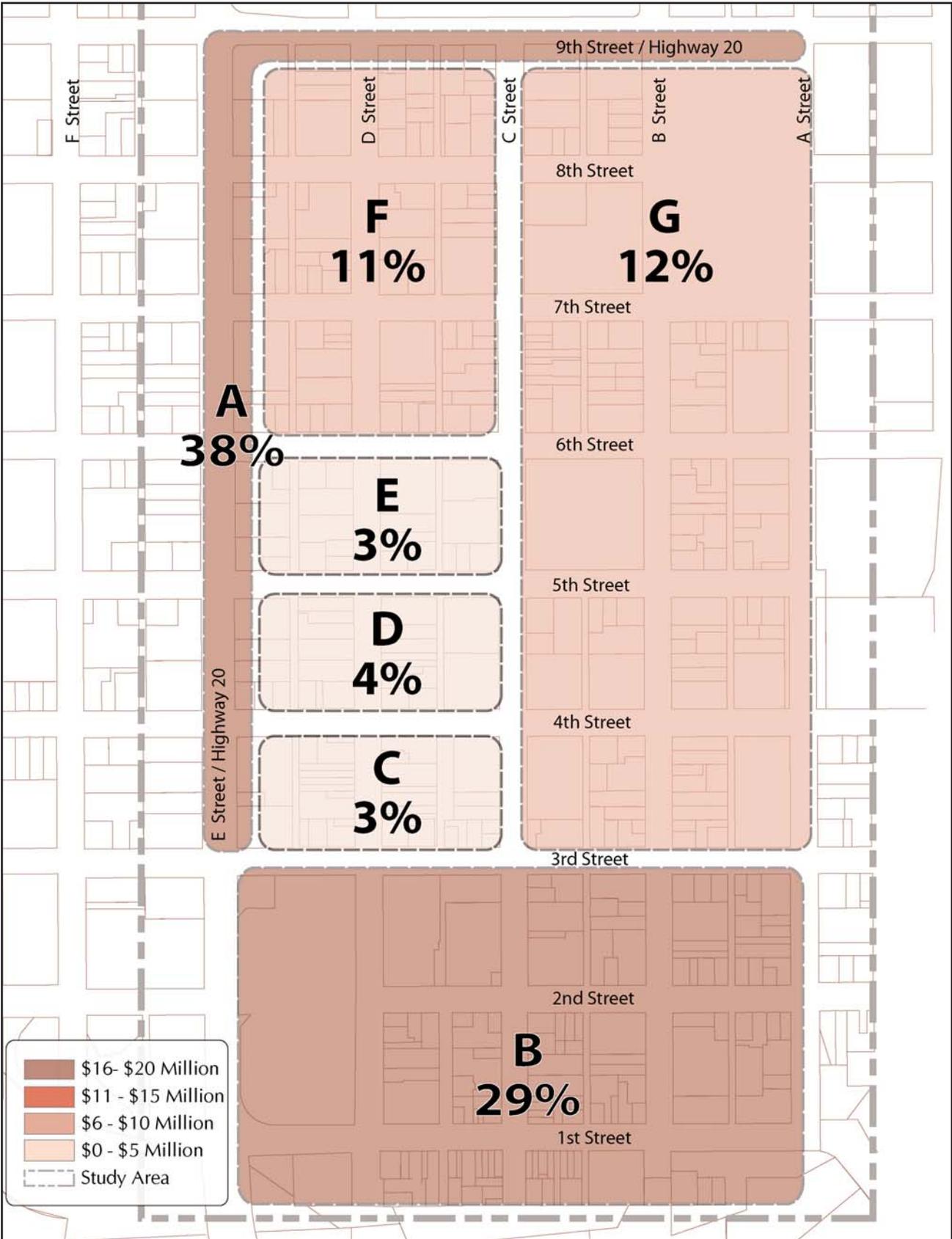
	2003	% of Sales
Marysville	\$138,662,000	100%
Downtown (Project Area)	\$55,482,200	40%

The ability of Downtown establishments to capture a significant share of sales tax revenues was limited to two Downtown sub-areas as displayed in Figure 3.1 *Annual Taxable Sales by Downtown Area* (following page). Sub Area A is the E and 9th Street corridor, which connects the traffic flow from the unincorporated areas of Yuba County through Marysville, and toward Yuba City, Butte County and Nevada County. Retailers located along the E and 9th Street corridor recorded \$21.1 million of sales, or 37.9% of all sales captured within the Downtown project area. Thus, it is evident that drive-through traffic contributes significantly to taxable sales in Downtown Marysville.

Sub Area B, located between 1st and 3rd Streets between E and A Streets, captured \$16.3 million, or 29%, of 2003 taxable sales. The success of Sub Area B is primarily due to the presence of Mervyn's, which attracts customers from throughout the Yuba/Sutter County region. Mervyn's functions as an anchor tenant store for the Downtown. However, the store is surrounded by a parking lot which restricts Mervyn's shoppers from patronizing other Downtown establishments.

Remaining sectors of Downtown Marysville display very weak taxable sales receipts. The D Street retail core, displayed as Sub Areas C, D and E, captured only \$5.7 million, or 10% of 2003 taxable sales. This group of businesses located along D Street function as a destination, but draw less than 50 percent of the taxable sales earned by Mervyn's. Downtown Marysville is in a favorable position to capture additional sales tax dollars by boosting the health of businesses in this section of D Street.

Figure 3.1 Annual Taxable Sales By Subareas Within Downtown 2003



Downtown establishments can CAPTURE additional daytime workforce spending.

Regional Employment Center

City actions to stimulate Downtown revitalization should take advantage of Marysville’s position as an employment center within the Yuba/Sutter County region. The daytime workforce represents a strong market of purchasing power for food, retail products and personal services, a portion of which is already being captured by Downtown businesses. The ability of Downtown Marysville to capture additional spending from its daytime workforce is one key market opportunity for reviving Downtown.

Marysville has almost as many daytime workers as full time residents. Marysville's 2003 population was 12,512 persons, with a daytime workforce of 11,877 workers. Only 7.5% of the region's population lives in Marysville, but Marysville is home to 31.3% of the region's employment.

Downtown Marysville retailers and food establishments enjoy a favorable location to capture additional spending by the daytime government and private office workforce. The core of the workforce customer base currently captured by Downtown Marysville retailers and food stores consists of employees of the City of Marysville, Yuba County and the State of California, each of which have offices in the Downtown area. Many private sector service jobs are also located Downtown, with employees that have potential additional spending to be captured.

Regional Growth

Marysville is located in the center of a fast-growing region with strong demand for new housing. The magnitude of this regional demand for housing is quantified below in Table 3.2, *Projected Household Growth in Yuba and Sutter Counties, 2003 - 2025*. The data reflect a need for 17,682 new housing units in Yuba County by 2025. On average, 804 new housing units may be developed each year in Yuba County. An additional 904 new units will be needed each year in Sutter County.

Table 3.2 Projected Household Growth in Yuba and Sutter Counties, 2003 - 2025

	Current Households 2003	Projected Households 2025	Projected Household Growth 2003-2025	Annual Growth	Annual Growth Rate
Yuba County	21,025	38,707	17,682	804	2.8%
Sutter County	28,200	48,299	20,099	914	2.5%

Much of the residential growth is likely to occur in the unincorporated portions of Yuba County, in the form of master planned communities. These communities offer a limited type of housing product, built on a large scale with a homogenous character such as what exists nearby in Lincoln. Marysville's unique character and historic urban form presents an ideal opportunity to develop residential uses and attract users looking for an alternative to more uniform housing developments throughout the region. New Downtown housing will attract a growing class of young urban professionals, Downtown employees, seniors and empty-nesters who are looking to live in a neighborhood with a special character, and within walking distance to shops, restaurants and entertainment. Regional demand is great enough that Downtown Marysville only needs to capture a small portion of the region's growth in order to recreate itself as a mixed use, residential and commercial neighborhood.

POTENTIAL DOWNTOWN LAND USES

Housing

Given the strong regional demand for housing, Downtown Marysville has an excellent opportunity to develop new housing and revitalize the area as a residential and commercial neighborhood. The Downtown project area has a number of vacant and underutilized parcels that can absorb a substantial amount of new housing. The tree-lined streets, current mix of uses and convenient access to regional roads such as Highway 70 should contribute to the desirability of any new housing developed in Downtown Marysville. New Downtown residents will improve the area's economic health by increasing the demand for local retail and supporting entertainment and restaurant uses, thereby helping to transform Downtown into a popular destination for residents and visitors.

Based on regional economic growth projections, multiple types of new housing products could be supported in Downtown Marysville. Downtown Marysville has a supply of vacant and underutilized parcels that are suitable for duplexes, small apartment buildings or single-family homes. More importantly, strategically located infill parcels could be developed for mixed uses, with commercial or office on the ground floor combined with upstairs

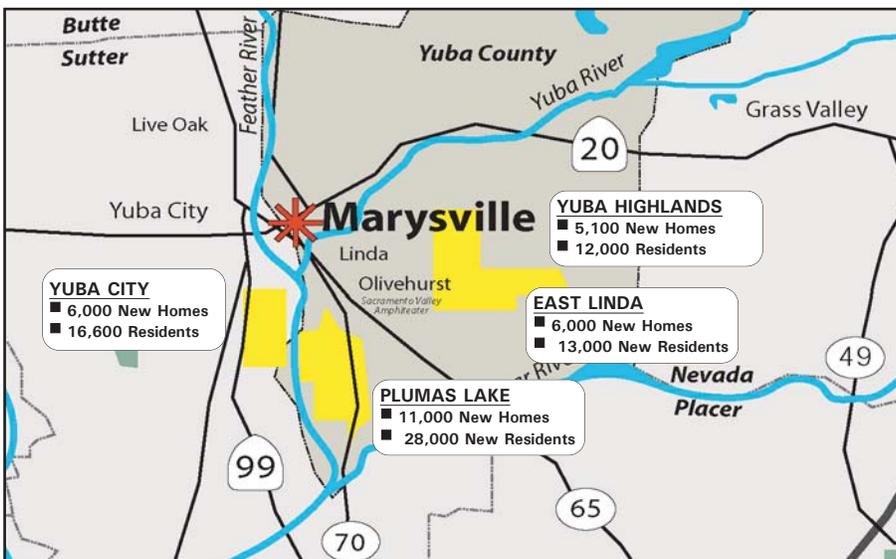
REGIONAL HOUSING DEMAND creates opportunities to revitalize Downtown as a mixed use neighborhood.

residential dwellings. In addition, buildings such as the Marysville Hotel could be adapted for residential uses. Table 3.2, *Projected Household Growth in Yuba and Sutter Counties, 2003 - 2025* (page 26) quantifies this large demand for new housing across the region.

To support the Downtown character and promote economic revitalization, new housing in Downtown Marysville will need to offer a different character than housing types under construction in the unincorporated County areas. Downtown housing should consist of smaller-scale infill developments initiated by individual property owners and developers that are sensitive to the Downtown’s context. Master planned development by large home building companies is not appropriate for the Downtown area.

Over the long-term, Downtown Marysville can benefit from the substantial amount of new housing being planned across the Yuba River in unincorporated Yuba County. The projection data indicates that Yuba County will need to absorb more than 60,000 new residents by 2020. A significant amount of the new population will be absorbed in master planned communities within the Yuba Hills and Plumas Lake Specific Plan areas as shown in Figure 3.2, *Anticipated Growth Areas of Yuba and Sutter Counties*. The Plumas Lake Specific Plan area can accommodate more than 11,000 new homes, the River Highlands Specific Plan includes more than 5,000 new homes, and the East Linda Specific Plan area proposes a build-out of 6,000 homes. Additional specific plans may also be prepared as land development companies acquire properties and capitalize on the residential market demand opportunities.

Figure 3.2 Anticipated Growth Areas of Yuba and Sutter Counties



Restaurants and Entertainment

Restaurants and entertainment present the best market niche opportunities for expanding Downtown into a destination venue. The area already contains an inventory of locally owned restaurants that offer a variety of food options and enhance the diverse character of the Downtown area. More restaurants or a micro-brewery could become the immediate focus of the City's business attraction effort and would strengthen Downtown's appeal as a regional food-oriented destination.

The success of the Brick Coffee House as a live music venue is a starting point for attracting other entertainment-oriented businesses to Downtown. Customers living elsewhere in Sutter and Yuba Counties patronize “The Brick” because it attracts contemporary musicians. Another possibility is attracting a dance club or other live music venues into the Downtown project area.

Downtown Marysville also possesses two closed historic movie theatres that should be either reused or redeveloped. At the time of writing, both Marysville and Yuba City are trying to attract movie theater operators to develop a multiplex theatre to serve the regional market. Marysville aims to attract a multiplex theater to the Tower Cinema site on D Street at 1st Street, which would require the use of the entire block (with the option of preserving the historic façade and tower). If Marysville loses the competition to Yuba City, it may still be possible for Downtown to support an additional 2 to 4 screen theater on the Tower Cinema site. The smaller theater would serve a niche market, showing art films and documentaries as well as second tier commercial films. As the movie theater industry is currently dominated by large-scale multiplex theaters, developing a successful small theater will be challenging. However, a small art house would support Marysville's independent and historic local character, creating synergies with remaining Downtown entertainment and restaurant uses. This theater or arts venue would draw its customers from Yuba County, a distinct market from Yuba City and Sutter County.

BUILD on market forces to transform Downtown Marysville into a regional cultural and entertainment destination

Downtown has **STRONG** potential to become a retail destination that builds upon Marysville’s current role as a regional entertainment destination.

Specialty Retail

Despite the community’s stated desire for new Downtown retail, efforts to achieve revitalization by attracting significant new retail businesses into Downtown Marysville are unlikely to be successful in the short-term. Downtown Marysville presently lacks the customer base and foot traffic required to successfully recruit more retail businesses. Instead, an expansion of retail in Downtown Marysville is more likely to succeed after new housing is in the pipeline, and as Downtown becomes a more successful regional destination venue for entertainment and food-oriented businesses.

Recent trends of taxable sales receipts indicate that retail sales throughout the City of Marysville are relatively stagnant, and the region's retail energy has shifted to Wal-Mart and other Yuba City shopping centers as shown below in Table 3.3, *Taxable Sales in Yuba and Sutter Counties, 1997 - 2002*. The data indicate that the taxable sales earned by Marysville retailers expanded by \$6 million, a 5.7% rate of growth between 1997 and 2002. By comparison, the taxable sales earned by retailers elsewhere in Yuba County expanded by 26%, and the taxable sales earned by Yuba City retailers expanded by 52% during the same time period.

Table 3.3 Taxable Sales in Yuba and Sutter Counties, 1997 - 2002

	1997	2002	Change	% Change
YUBA COUNTY				
Marysville	\$ 118,200,000	\$ 124,900,000	\$ 6,700,000	6%
Yuba County Unincorporated	\$ 109,034,000	\$ 137,697,000	\$ 28,663,000	26%
SUTTER COUNTY				
Yuba City	\$ 422,084,000	\$ 643,313,000	\$ 221,229,000	52%
Sutter County Unincorporated	\$ 149,493,000	\$ 188,649,000	\$ 39,156,000	26%

Local store types that attract regional spending include the 41 restaurants and fast food establishments, which capture \$16.7 million of regional sales. Food stores, anchored by Albertson's in Marysville, attract \$18.9 million of regional spending. Longs, Walgreens and the smaller independent pharmacies attract regional spending partially associated with the health care services provided by Rideout Hospital.

The data also indicate that the gap of sales earned by Marysville retailers compared to retailers in Yuba City grew between 1997 and 2002. In 1997, Yuba City retailers earned \$303.9 million more in taxable sales than did

Marysville retailers. By 2002 this gap expanded to \$518.4 million. The expanding gap of retail sales reflects the demographic trend that Yuba City is capturing most of the region's retail sales growth.

Despite these existing trends, there is strong long-term potential for Downtown to become a retail destination that builds upon Marysville's current role as a regional entertainment destination. The data analysis indicates that Marysville retailers capture \$182.1 million of sales, far exceeding the \$70.1 million of spending by City residents. The net capture of regional spending enjoyed by Marysville's retailers arises from the drive-through travelers that pass through the E Street corridor, the daytime workforce, the healthcare workforce, patients associated with the Rideout Hospital, residents of nearby Linda and Olivehurst and the unincorporated areas of Yuba County. These patrons travel into Marysville to shop in the supermarkets, pharmacies and small ethnic food stores. Marysville businesses also attract a few customers from Yuba County and some Sutter County residents who are already accustomed to traveling into Marysville for either work, health services, or destination retail.

ATTRACT more retailers to Downtown Marysville in the long-term

Office

The data analysis included below in Table 3.4, *Projected Demand for Office Space in Marysville, 2004 - 2015*, indicates minimal demand for creating new office space during the next decade. It is projected that 320 of the total new jobs during the next decade will be created among the type of service and government establishments who would need new office space. There is a projected growth of 188 jobs in commercial space that could be occupied by professional and business services, 82 jobs in commercial space occupied by personal service establishments and 50 jobs occupied by government tenants. This translates

Market demand is WEAK for new office space in Downtown Marysville

Table 3.4 Projected Demand for Office Space in Marysville, 2004 - 2015

Office User	2004		2015		Change from 2004 - 2015	
	Employment	SQ FT	Employment	SQ FT	Employment	SQ FT
Personal Services	835	387,547	917	425,774	82	38,228
Professional & Business Services	2,151	941,592	2,339	1,025,468	188	83,876
Government	767	515,449	817	533,137	50	17,689
Total	3,753	1,844,588	4,073	1,984,380	320	139,792

Note: Assumes 464 sq ft. per personal services employee, 437 per professional and business services employee and 672 per government employee.

into a demand for 38,228 sq ft. of space for personal service establishments, and 101,665 sq ft. of office space that could be occupied by professional, business services or government tenants.

New demand for office space in Downtown Marysville will be created by individual owner users; the City is unlikely to entertain leads from developers that want to build speculative office space. To this end, the revitalization of Downtown Marysville should include the ability to develop new office space, as there is always office demand near government offices, and the physical character of Downtown can attract individual users that desire additional space. The potential development of mixed use buildings may also attract investment from individuals that are either owner or renters, or have pre-lease agreements with prospective office tenants in place prior to construction.

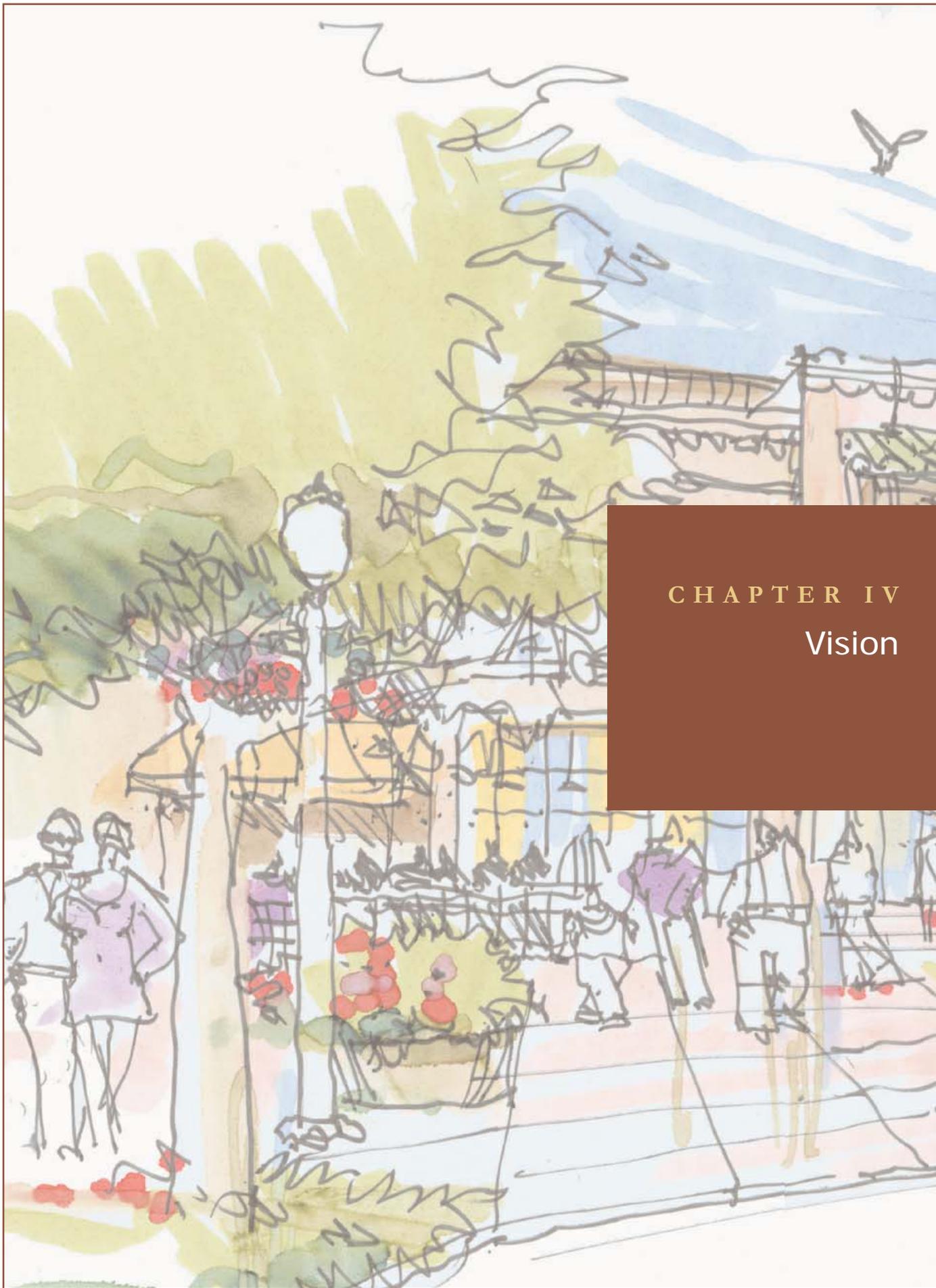
Office uses on the ground floor are generally less desirable than retail, which more successfully supports pedestrian activity on the street. However, office uses could provide a beneficial transitional function by occupying vacant retail storefronts and bringing more employees to the Downtown area. To support an active streetscape environment, successful ground floor office space must provide interest and character to the building, including transparent storefronts with large open windows and attractive signage.

Potential Downtown Land Use Summary

The following table provides a summary of market demand for new Downtown land uses.

Table 3.5 Demand for New Downtown Land Uses

	Short Term	Medium to Long Term
Housing	■	
Restaurant/ Entertainment	■	
Specialty Retail		■
Office		■



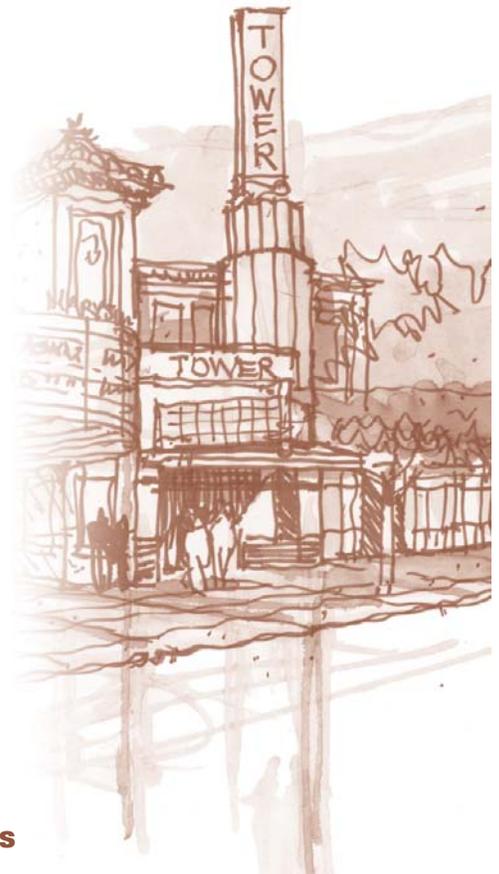
CHAPTER IV

Vision

Vision for Downtown Marysville

A *Vision* is a statement or summary describing a preferred future. During planning meetings and the community workshop, residents, local business owners and civic officials shared their hopes for what Downtown Marysville will become. These ideas have been synthesized into a Vision statement representing a preferred future for Downtown Marysville. This Vision is critical because it provides the foundation for the strategies and design guidelines recommended in the following chapters of the Downtown Economic Development Strategic Plan.

The *Vision* summary that follows provides an ideal of how the Downtown might appear in the future, in the absence of any constraints. This Vision should be regularly reviewed by those who are involved in planning for the future of the Downtown area. The Vision Statement helps ensure that the Plan stays on course to achieve the desired outcomes while remaining flexible enough to take advantage of opportunities that arise along the way.



Participants in the Downtown planning process described a future in which...

Downtown Marysville celebrates its historic character, provides a unique sense of place and reflects the needs of both local residents and visitors.

Downtown is active throughout the day and evening with a wealth of cultural venues and entertainment activities, including museums, street fairs, musical performances, historic tours, movie theaters, restaurants and cafes. A comprehensive signage and wayfinding program draws visitors to the area and makes the Downtown hub easy to navigate.

Interpretive signage showcases

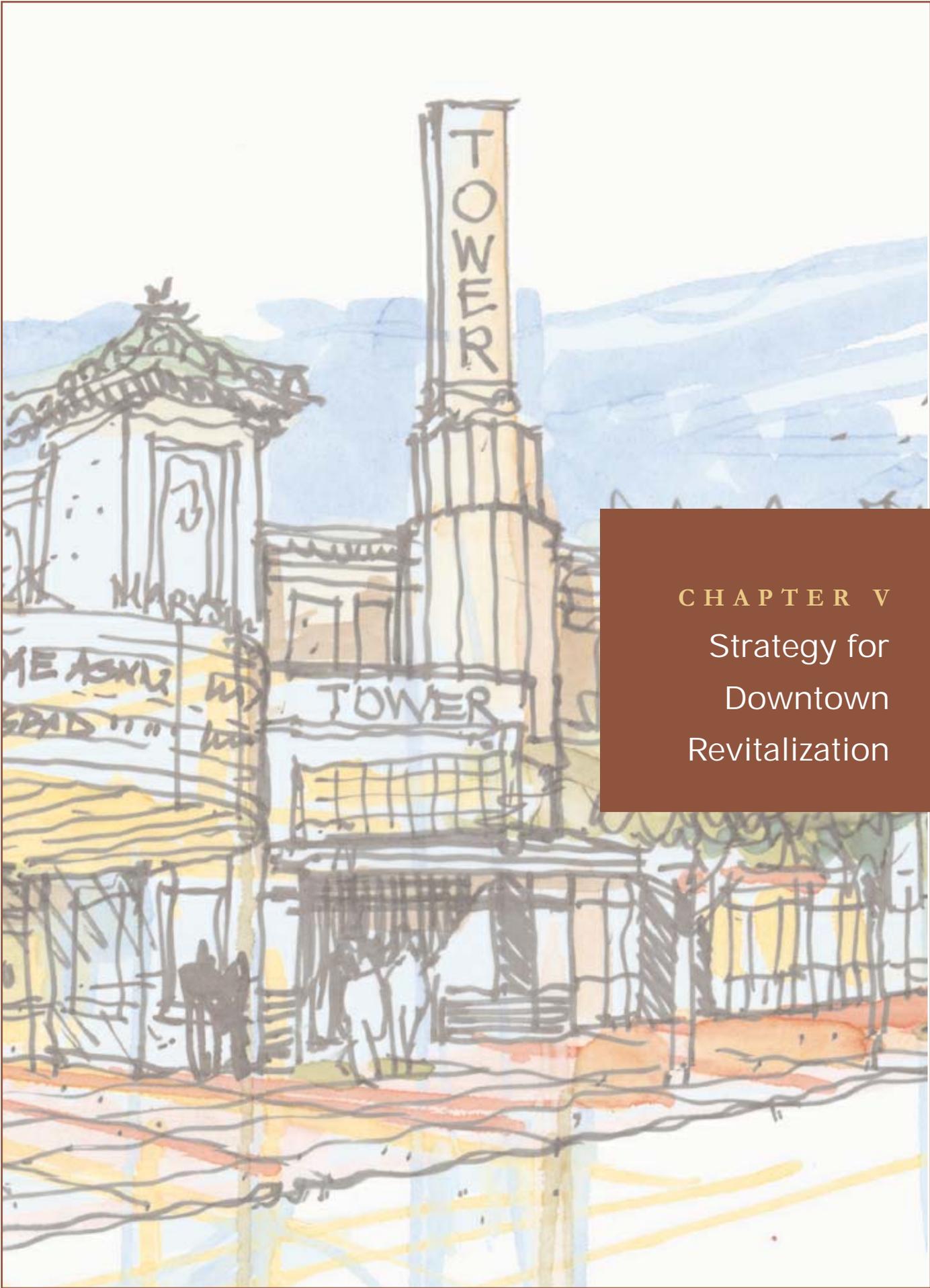
Marysville's historic assets, while directional signage assists patrons in locating key destinations, such as places to shop, eat and conveniently park.

Attractive tree-lined streets, well-defined sidewalks, angled parking and calmed traffic make the area a pleasant place to walk and bike. Trail linkages and pedestrian-friendly streetscape connections to Ellis Lake, the Levee trail and pocket parks ensure convenient access to nearby open space.

Mixed uses in the Downtown support 24-hour vitality throughout the area.
New Downtown housing for

professionals, families and seniors creates a true "neighborhood ambiance". A strong core of civic and hospital-related uses supports meaningful employment opportunities for Marysville residents and strengthens the civic presence in the Downtown.

People who live and work in Downtown take pride in their community and actively participate in decision-making efforts to shape the City's future.



CHAPTER V
Strategy for
Downtown
Revitalization

Strategy for Downtown Revitalization

This chapter describes the strategic framework, catalytic opportunity projects and supporting strategies that make up the overall strategic direction for Downtown Marysville's revitalization.

A **strategy framework** for Downtown improvement was created by assessing the economic, social, and physical development opportunities and constraints for Downtown. The six **catalytic opportunity projects** listed on page 45 are identified for near and longer-term action, and include a range of land uses including housing, retail, entertainment and mixed uses. These sites were chosen for their strategic locations and for their potential to catalyze additional development and investment in the Downtown.

The **supporting strategies** outlined on page 67 of this chapter help ensure the success of the proposed developments at the catalytic opportunity projects. Comprised of a range of development actions, design guidelines, policy considerations and programmatic measures, they help to link together Downtown's physical foundation and build energy to ensure that new development is successful and sustained.

The choice of opportunity sites and revitalization strategies outlined below follow the direction provided by the City's 1985 General Plan (and 2003 Housing Element Update) and are consistent with its goals and policies. A list of particularly applicable strategies from the General Plan are highlighted in Appendix C (page 115).

STRATEGY FRAMEWORK

The *Strategy Framework* is a "big picture" tool that helps organize the many proposed improvement actions in a logical and comprehensible manner. Revitalization of the Downtown will occur over time through a series of progressive, well-defined, synergistic strategies and projects that build upon one another and set a course for real change. A multi-layered and cohesive strategy with programs and policies will help the city of Marysville respond to unforeseen changes in the future and assure maintenance of a sustainable economy.

The framework proposed for Downtown Marysville is comprised of three-tiers: *Primary Land Uses; Catalytic Opportunity Projects; and Supporting Strategies.*

Primary Land Uses

Primary Land Uses are characterized as the land uses most important for achieving the overall vision and goals for Downtown improvement. These land uses are based on City and region-wide trends, market data and the unique conditions in Downtown Marysville. These primary land uses are expected to have the greatest impact in redefining the role of Downtown Marysville in the City and region. The following six primary land uses have been identified through the economic analysis:

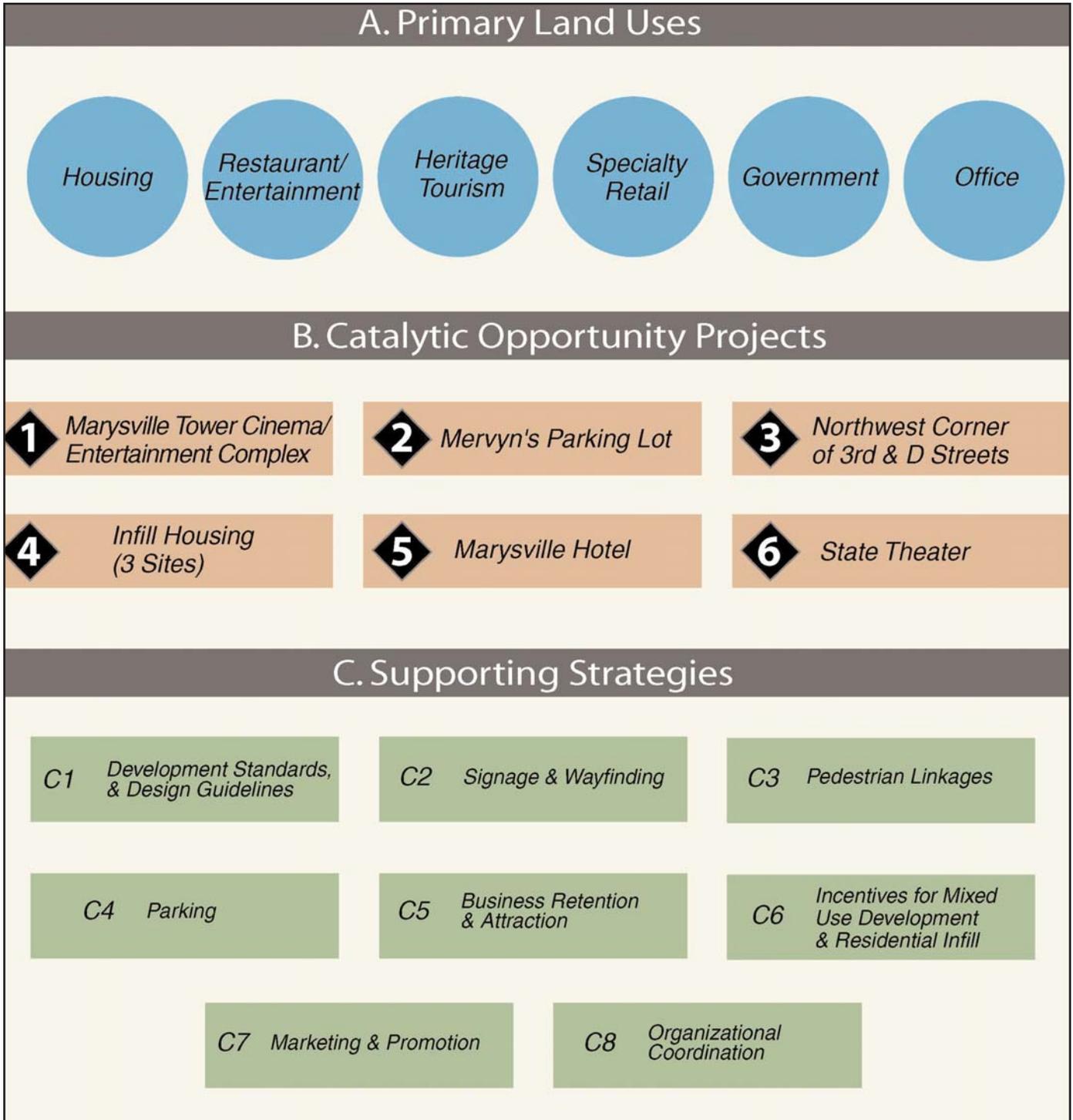
- Housing;
- Restaurant and Entertainment;
- Heritage Tourism;
- Specialty Retail;
- Government; and
- Office.

Housing is a key component to any thriving City center environment. Market demand analysis suggests a burgeoning demand for housing in the coming years. This presents a great opportunity to stimulate urban-style residential development to create an active Downtown and support the other primary land uses.

Restaurant and Entertainment are land uses that were once well established in the Downtown core. Support of these uses promises to draw visitors and bring renewed vitality to the area. New businesses are already beginning to restore the Downtown's reputation as an **entertainment destination**. Theater, arts, music venues, and other entertainment-related uses as well as cafes, jazz clubs and other complimentary restaurant uses will have a positive impact on the area.

Heritage Tourism should be utilized as a key future use. Downtown's Gold Rush legacy, rich historic urban fabric, open space resources and cultural amenities, such as the Bok Kai Temple and Mary Aaron Museum, form a core set of assets that provide a unique experience for visitors seeking out historic destinations. Downtown Marysville should showcase its history through its museums, historic walking tours, bookstores and other shops Downtown.

Figure 5.1 Downtown Revitalization Strategy Framework



All Downtown signage and marketing information should reflect this rich heritage and encourage visitors to explore the area's historic assets.

Specialty retail niches, distinct from the “big-box” retail chain stores offered in suburban commercial areas, should be cultivated in order to be competitive within the market. Such retail should support entertainment, residential and office uses, while maintaining the original “mom and pop” character.

Downtown has traditionally been an **office** and **government** center. These uses are critical for the health of the Downtown core because they employ a significant number of workers throughout the region and draw people to Marysville for special trips. Because of this important role, policies should strive to keep government and office uses Downtown.

Catalytic Opportunity Projects

The Catalytic Opportunity Projects detailed later in this chapter are essential to Downtown's future success. The six sites and associated projects identified include a range of land use development options. These sites were chosen for their strategic locations and will help link together missing pieces of the urban fabric. They were also selected for their potential to catalyze additional development and investment in Downtown Marysville. The land use and design of each site ensures that the project will link to its surroundings, foster an active street environment, adhere to design parameters that reflect the community's desires and stimulate additional nearby development. The catalytic projects align with the primary land uses and supporting strategies in the strategy framework, and will become exciting centerpieces of a re-energized Downtown Marysville.

Supporting Strategies

Several strategies provide support and structure for the land use and catalytic site categories. Comprised of a range of development actions, policy considerations and programmatic measures, the Supporting Strategies (also discussed in detail later in this section) help link together the Downtown's physical framework and build the energy to ensure that new development is successful and sustained. These supporting strategies are:

- C1 Development Standards and Design Guidelines
- C2 Signage and Wayfinding
- C3 Pedestrian Linkages
- C4 Parking
- C5 Business Retention and Attraction
- C6 Incentives for mixed-use Development and Residential Infill
- C7 Marketing and Promotion
- C8 Organizational Coordination

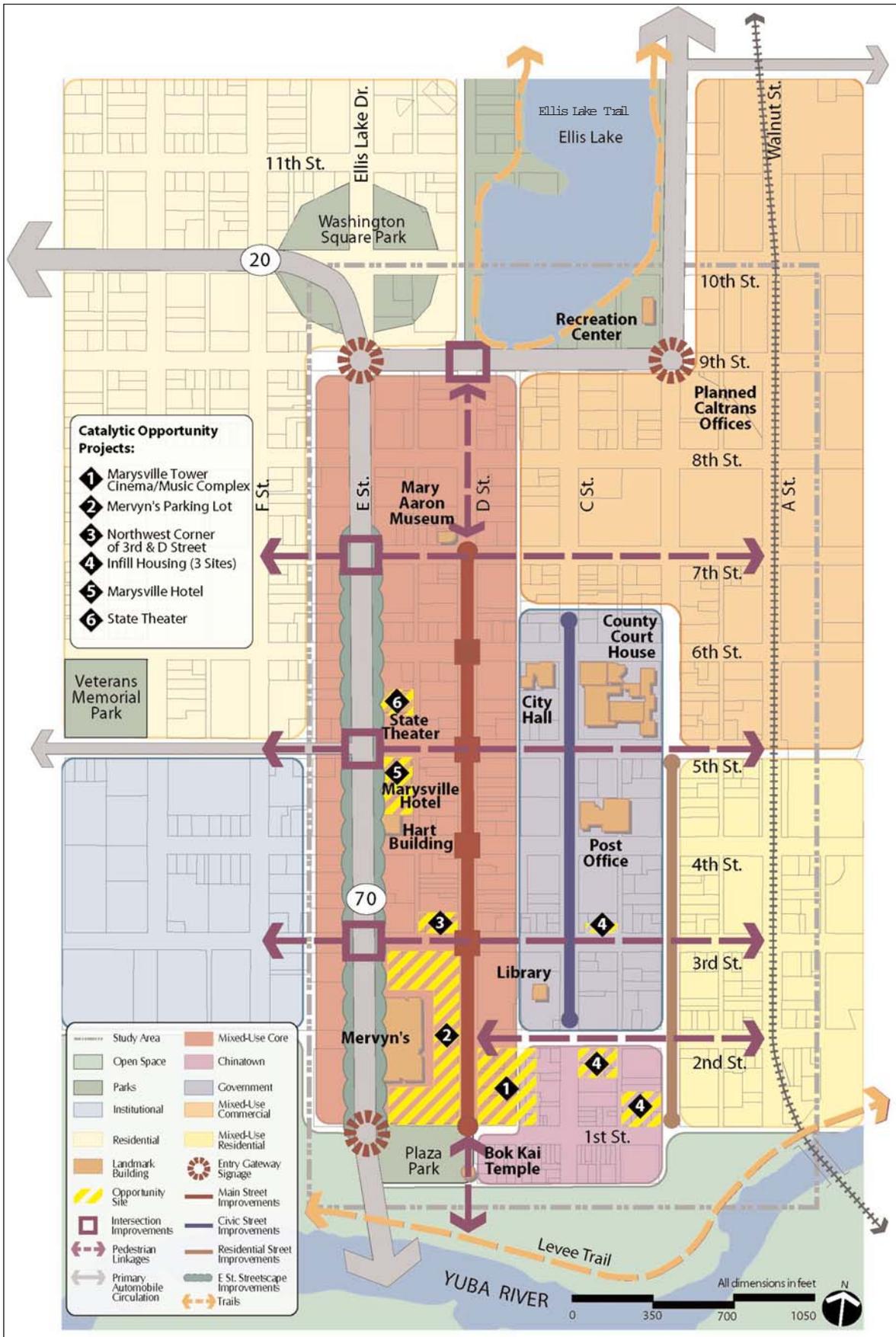
DOWNTOWN STRATEGY DIAGRAM

The Downtown Strategy Diagram on the following page graphically represents the Strategy Framework described on the previous pages. The diagram provides a general perspective on present and future Downtown land uses, adjacencies, relationships and character. It also emphasizes principal transportation, circulation and open space networks that link new sites together and connect them to their surroundings. In short, the Strategy Diagram is the visual blueprint or "road map" for Downtown's future development.

The diagram is based on a sequence of interconnected districts. These areas build primarily on the presence and success of existing character and land uses, such as the civic core and nearby historic district, while more clearly defining other areas, such as retail and mixed-use districts. Clustering activities together into more readily defined districts of commerce and activity raises their visibility and helps bolster their individual character. As noted with shaded areas on the diagram, primary districts within the project area include: the **Mixed-Use Core** - Retail and entertainment uses with some residential; the **Chinatown District** - historic residential and entertainment uses; the **Government District** - Civic buildings and uses with supporting commercial uses; the **Mixed-Use Commercial District** - predominantly offices with some public and residential uses; and the **Mixed-Use Residential District** - urban-style residential apartments with supporting ground floor retail; the **Institutional District** - contains the Riedout Hospital, UC Davis medical facilities, and related uses.

The **Mixed-Use Core** forms the central hub of these districts and connections. In order to leverage and concentrate limited resources, this area is the focal point of most new public and private development and improvements during the early phases of Downtown's revitalization. Primary **Catalytic Opportunity Projects** (listed in the upper left of the diagram) in this area add life and activity to the area, animating the streetscape and providing new places for work, shopping, entertainment and living. The Marysville Hotel will potentially be rehabilitated with upper story residential units and ground floor retail. The Mervyn's Parking Lot and the Northwest corner of 3rd and D Street are envisioned as a parking structure with ground floor retail and a public plaza. The historic Tower and State Theaters will be

Figure 5.2 Downtown Strategy Diagram



revitalized as showcase landmarks with entertainment and cultural uses, while the other three sites will provide infill residential development. Rejuvenation of the Downtown Core also includes the use of upper stories of existing buildings as residential units, particularly in the **Chinatown** neighborhood. While available square footages are relatively small, these converted apartments will provide additional people and activity in Downtown.

D Street (between 1st and 7th Streets), with its historic, appropriately-scaled buildings and pedestrian-friendly environment is envisioned as the “Main Street” of Downtown. D Street will boast revitalized storefronts, cafes, shops, theaters, a music arts complex, jazz clubs and other uses that promote activity day and night. **E Street** / Highway 70 (between 1st and 9th Streets) is the interface between the retail core and residential neighborhoods to the west. The improvement concept supports the auto-oriented nature of this corridor and captures the interest of potential patrons through a series of architectural landmarks and a comprehensive signage and wayfinding program. Gateways along E Street and at 9th Street celebrate a sense of entry into Downtown.

East of the Mixed-Use core, **C Street** (between 2nd and 6th Streets) is Marysville's civic promenade, featuring government uses such as the City Hall, County Courthouse, Post Office and Library. Infill development will strengthen day use and activate the area for evening use as well. **B Street** (between 1st and 5th Streets) is envisioned as a mixed-use residential corridor with 2-3 story residential development, new traffic calming features, trees-lined sidewalks and diagonal parking.

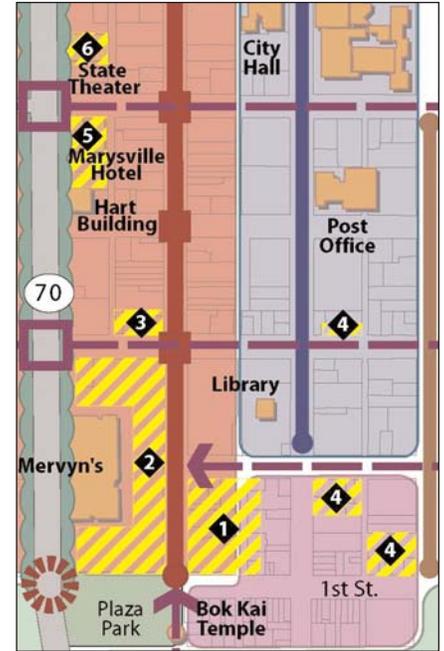
The various districts and corridors within and outside the project area need to be linked by strong pedestrian connections. Since E Street will remain a major thoroughfare for vehicular traffic, intersection improvements along E Street at 3rd, 5th and 7th Streets will be critical in facilitating safe pedestrian connections to Downtown from surrounding residential neighborhoods. Landscape improvements such as tree plantings will contribute to an attractive streetscape and a pleasant sense of entry into Downtown Marysville. Connections to nearby open space and recreational resources are provided via D Street pedestrian links. Pedestrian and intersection improvements between 7th and 9th Streets draw pedestrians north to the recreation center and Ellis Lake. A pedestrian link at the south end of D Street carries pedestrians from 1st Street to the Levee Trail and Riverfront Park via an improved stairway connection at the Bok Kai Temple.

CATALYTIC OPPORTUNITY PROJECTS

Community members, Steering Committee members, City Staff and consultants identified a number of key sites and corresponding planning projects that will, if implemented, bring positive changes to the Downtown. Although many potential sites were reviewed, six sites were assigned top priority because of their anticipated catalytic effect, or the likelihood that they will have the most broad-ranging positive impacts on the overall quality of the area. Each project (pictured in the map to the right) is identified by number in the Downtown Strategy Diagram (p. 43), and is further illustrated in the remaining pages of this chapter. In priority order, these sites include:

1. Marysville Tower Cinema/Entertainment Complex;
2. Mervyn's Parking Lot;
3. Northwest Corner of 3rd and D Streets;
4. Residential Infill/mixed-use Housing Sites;
5. Marysville Hotel; and
6. State Theater.

Since financial constraints make it impossible to implement all proposed improvement projects at once, resources must be concentrated on particular sites that will make the most tangible difference to residents, local businesses and visitors. Factors that led to project and site selection include: development feasibility, momentum, developer interest, importance to the development community and visibility. The projects discussed in this section are those that have the greatest potential to bring the most visible improvements to the area and to send a positive message to the community and area visitors. Investment in these projects could also help initiate or attract further investment in other related improvements, creating a "spin-off" effect.



Downtown Catalytic Opportunity Projects

1

MARYSVILLE TOWER CINEMA / ENTERTAINMENT COMPLEX

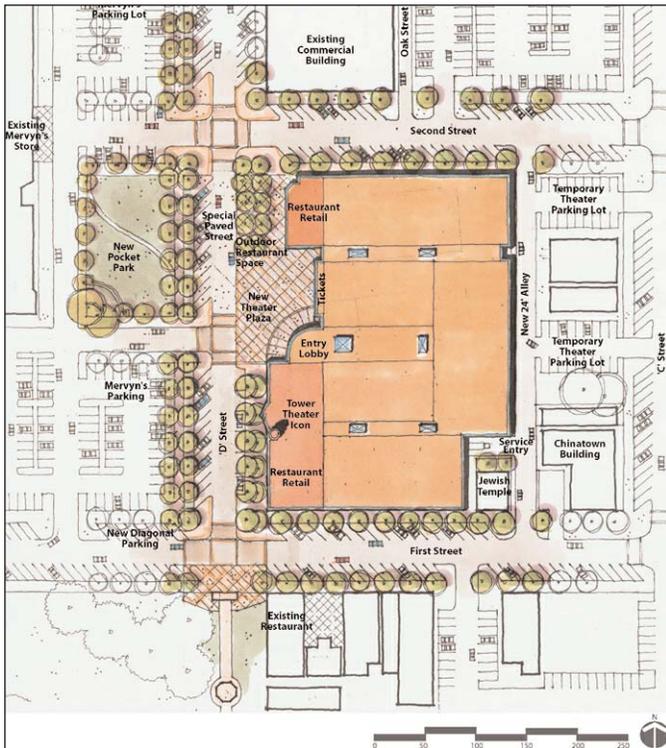
The proposed Marysville Tower Cinema/Entertainment Complex is centrally located in the attractive but currently underutilized area between Chinatown and the D Street shops. This flagship project is anticipated to become a catalyst for revitalization of the entire Downtown. Rehabilitation of the Theater's historic façade and tower, in conjunction with the development of a movie theater/entertainment complex, will go a long way toward transforming the area's image, drawing both regional and local customers and establishing Downtown Marysville as an historic entertainment destination. This mixed-use project is envisioned to become the entertainment hub of Downtown, providing a variety of nighttime activities suitable for all ages.

Key Features

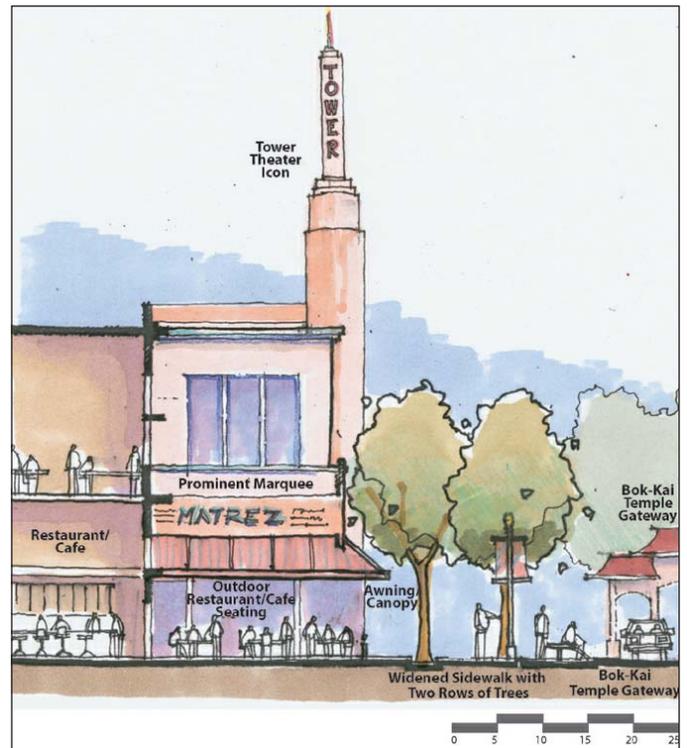
- Rehabilitation of the historic façade and tower
- Movie theater/entertainment music venue
- A Public Plaza in front of the Theater facing the site of a future park
- 20,000 square feet devoted to restaurants, cafés and/or specialty retail
- Short term parking demand will be met by surface parking in the adjoining 2-3 blocks. Long term parking strategy includes a shared parking structure on Mervyn's property



Existing Tower Theater



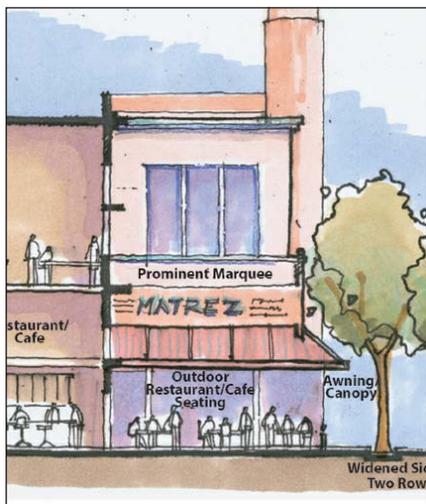
Conceptual site plan



Cross section through potential building looking south, with corner restaurant and retail at the ground floor



Conceptual sketch of the proposed Marysville Tower Cinema that retains the Tower Theater icon



Potential café or restaurant next to the theater

Building Design Guidelines

- Maintain the landmark vertical element of the Tower Theater so that it serves as a beacon for Downtown users.
- Ensure that the building architecture complements the existing overall character of Chinatown District and the D Street retail corridor between 3rd and 5th Streets.
- Require that major uses of the complex open onto and activate the sidewalks along D Street. Ensure that secondary uses such as restaurant, café or other similar uses activate the northwest and southwest corner of the block.
- Provide a small hardscaped entry plaza in middle of the block to serve as the primary entry to the Complex. Align this major gathering place with the proposed pocket park across D Street (on Mervyn's parking lot).
- Require the pedestrian sidewalk facing D Street to be at least 20 feet wide to accommodate double rows of trees as well as spillover space for outdoor eating areas.
- Ensure that the D Street façade is designed to be the most pedestrian-friendly face of the Complex, with a well-lighted marquee.
- Require any blank portions of the north & façade to feature posters and information announcing the latest upcoming events; ensure no blank walls along 1st and 2nd Streets.

Streetscape, Parking & Circulation Guidelines

- **SHORT TERM:** Provide surface parking through the Mervyn's lot and small parking lots within a 2 block radius of the Complex to meet the demands of theater-goers.
- **LONG TERM:** Consider a parking structure on the surface parking lot on the Mervyn's lot.
- Provide drop off parking in the southern half of D Street between 1st and 2nd Streets.
- Narrow the existing D Street roadway between 1st and 2nd Streets to accommodate wider pedestrian paths along the Complex.
- Install bulbouts at the northeast and southwest corners of D Street between 1st and 2nd Streets to facilitate easy pedestrian travel between the parking structure, Cinema parking lot, Mervyn's Shopping Center, and the pocket park across from D Street.
- Use special paving materials with distinct color and/or texture to define the Theater Entry Plaza. Incorporate seating, a historic marker and an area directory map in the Plaza design.

2

MERVYN'S PARKING LOT



Existing Mervyn's parking lot

The Mervyn's parking lot, located west of D Street between 1st and 3rd Streets, provides parking for the adjacent two-story Mervyn's complex. Although the lot helps to satisfy Downtown parking demands, when empty this vast space drains energy from the south end of D Street, creating a negative perception of the area. The site can continue to fulfill Downtown parking needs while playing a stronger role in the southern end of D Street. Replacing the current lot with a parking structure, ground floor retail, and a public plaza will introduce a great urban place into the heart of Downtown Marysville, and will stimulate nearby Downtown businesses and the cinema.

Key Features

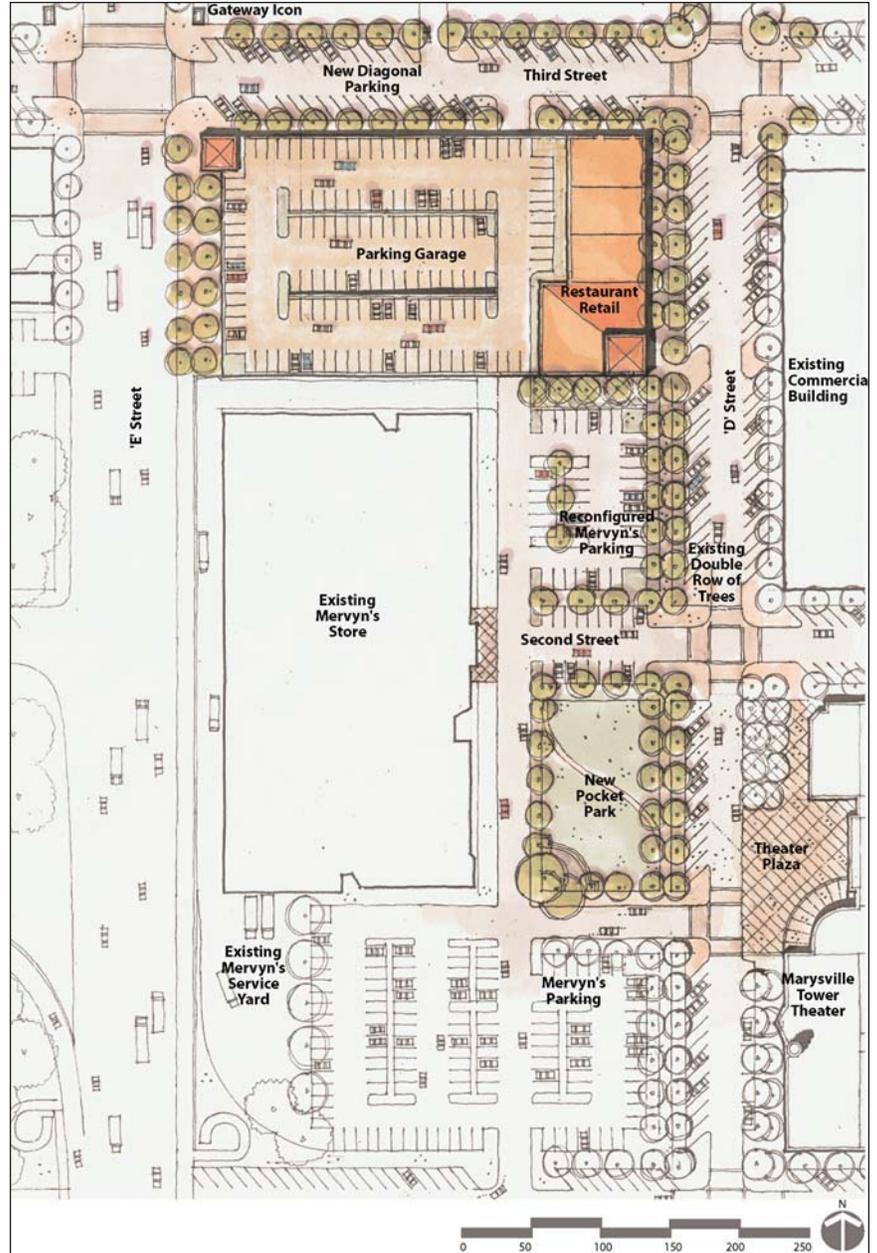
- Infill development, consisting of a three-level parking structure (including 250 spaces) with ground floor retail, at a currently underutilized parking lot at the southwest corner of D and 3rd Streets
- A pocket park at the southwest corner of D and 2nd Streets serving as a major gathering place for Downtown users
- An architectural style consistent with the historic character of D Street and Chinatown
- Retail and parking uses to support existing Downtown businesses, including Mervyn's, D Street retail and the Marysville Tower Cinema



Cross section of the proposed parking lot, looking south

Building Design Guidelines

- Allow a maximum of two to three stories at the corner of D and 3rd Streets with ground floor retail.
- Require that the future parking structure's design be compatible with the historic character of D Street.
- Ground floor retail (including food service) should wrap around the east and southeast portions of the parking structure, thereby continuing the pedestrian experience along D Street. Entries into outdoor "spill over" spaces should be provided on D Street and along the south façade.
- Require double rows of trees along E Street.
- Create a strong vertical element at the northwest corner of the parking structure (incorporating the vertical pedestrian circulation) to signify the importance of 3rd and E Street intersection.
- Require a pocket park to serve as a major gathering place.



Conceptual site plan



Conceptual sketch of improved, activated D Street between 1st and 2nd Streets with double row of trees on both sides of the street

Streetscape, Parking & Circulation Guidelines

- Along the eastern section of the D Street between the Pocket Park and Theater Plaza, replace the double row of diagonal parking with sidewalks; use special paving on this section of the roadway to enhance and calm traffic. These improvements will further help in visually and physically connecting the two new major gathering spaces on both sides of D Street.
- For the rest of the section of road between 2nd and 1st, maintain the existing diagonal parking on the west side of the road, replace the diagonal parking on the east side with parallel "drop off" parking for the Theater/Entertainment Complex.
- Maintain the existing entry of Mervyn's parking lot from 2nd Street (this will serve as the primary access point that will lead into the parking garage). Maintain the second surface parking access between 2nd and 1st Streets.
- Maintain the double rows of trees along the western edge of the D Street. On the other side of the road, plant a new row of trees west of the existing row of trees to strengthen the existing axis of D Street, terminating at the Bok Kai Temple gateway.
- Install new seating, lighting and banners on the newly widened sidewalks.

3

NORTHWEST CORNER OF 3RD & D STREETS

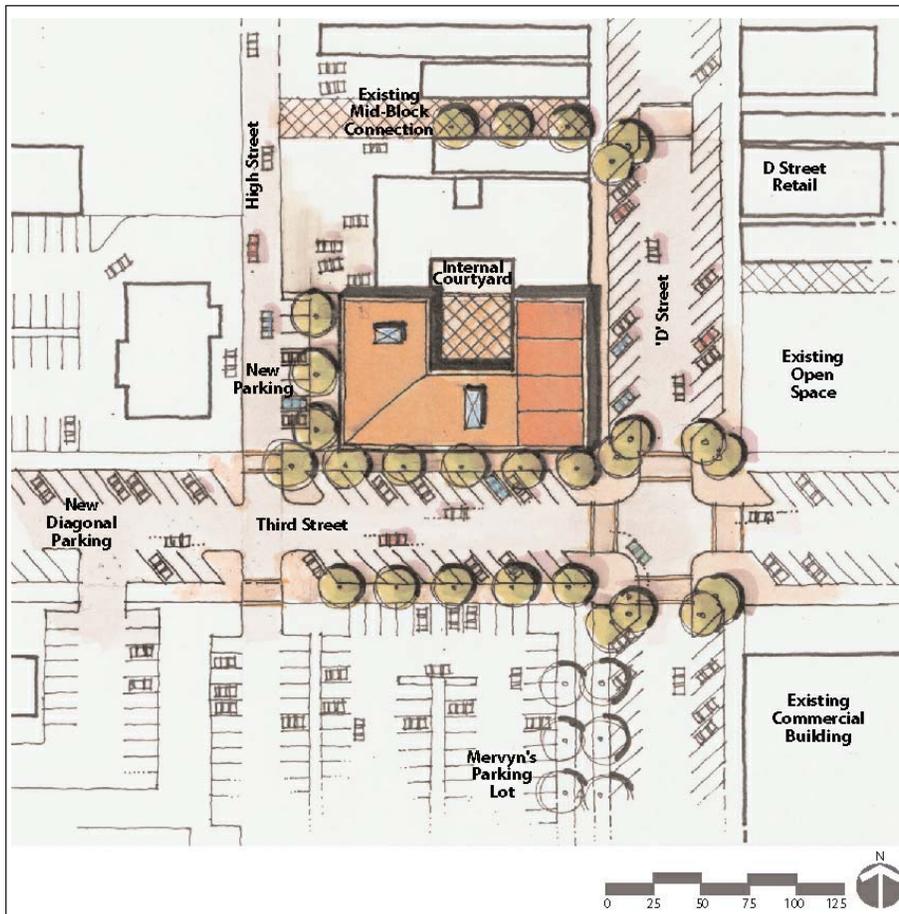
Infill development on the vacant lot at the northwest corner of 3rd and D Streets will create a key connecting link between the D Street shops and the new Marysville Tower Cinema. The proposed development should include ground floor retail with upper story residential or office uses, helping to create momentum to build the restaurant, entertainment and specialty retail cluster within Downtown.

Key Features

- Infill development on vacant lot to activate D and 3rd Streets
- A mixed-use structure with ground floor retail and upper-story housing or offices
- Signature architectural elements visible from E Street as a means of attracting Downtown patrons
- An architectural style consistent with the historic character of D Street
- A continuous frontage along the west side of D Street



Existing vacant lot at 3rd and D Streets



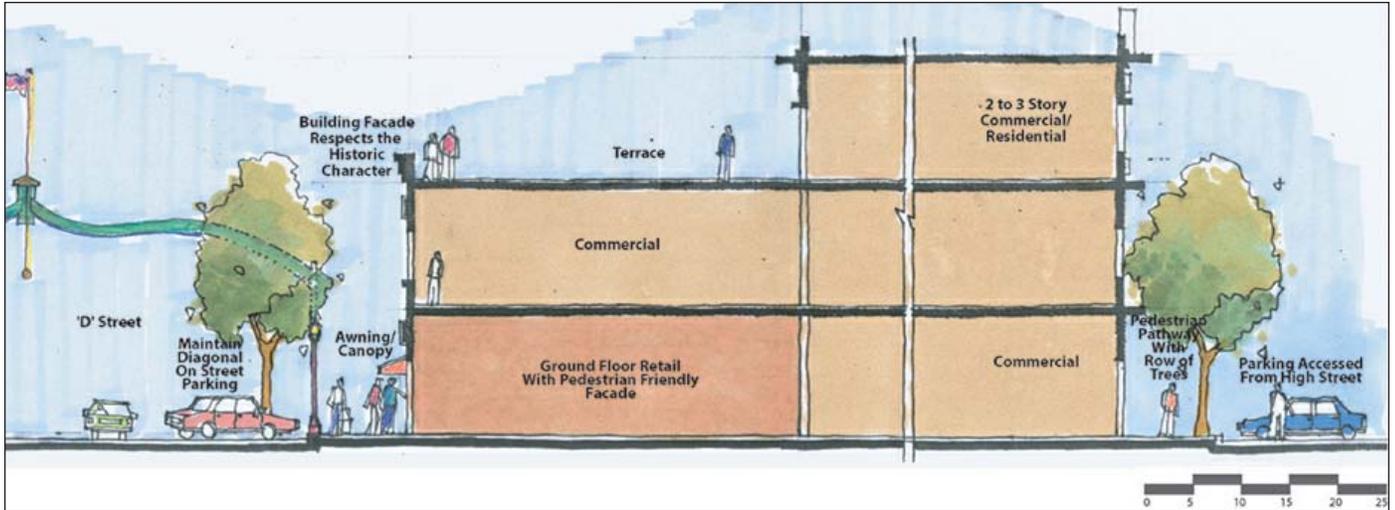
Conceptual site plan



Conceptual sketch of the proposed mixed-use building with ground floor retail

Building Design Guidelines

- Strengthen and continue the tradition of the historic brick retail storefronts characteristic of D Street.
- Allow a maximum of two to three stories.
- Require ground floor retail with residential or office uses on the upper floors.
- Ensure that all ground floor façades are transparent and pedestrian friendly, containing large windows and other building design elements to attract pedestrians, such as attractive shop windows.
- Continue the historic pattern of building design including elements such as longitudinal vertical arched fenestrations with well-defined sills and lintels, cornices, awnings and a predominant horizontal roof silhouette.



Cross section through proposed building looking south

Streetscape, Parking & Circulation Guidelines

- Provide dedicated parking and service for the building at the rear of the building to be accessed via High Street.
- Plant rows of shade trees along High Street at 3rd Street.

4

RESIDENTIAL INFILL/MIXED-USE HOUSING SITES

New housing will provide a 24-hour presence in the Downtown and create a stable market for local businesses and entertainment venues. Three housing projects will maximize existing vacant land and fill in the urban form with new activity generators.

Site Features

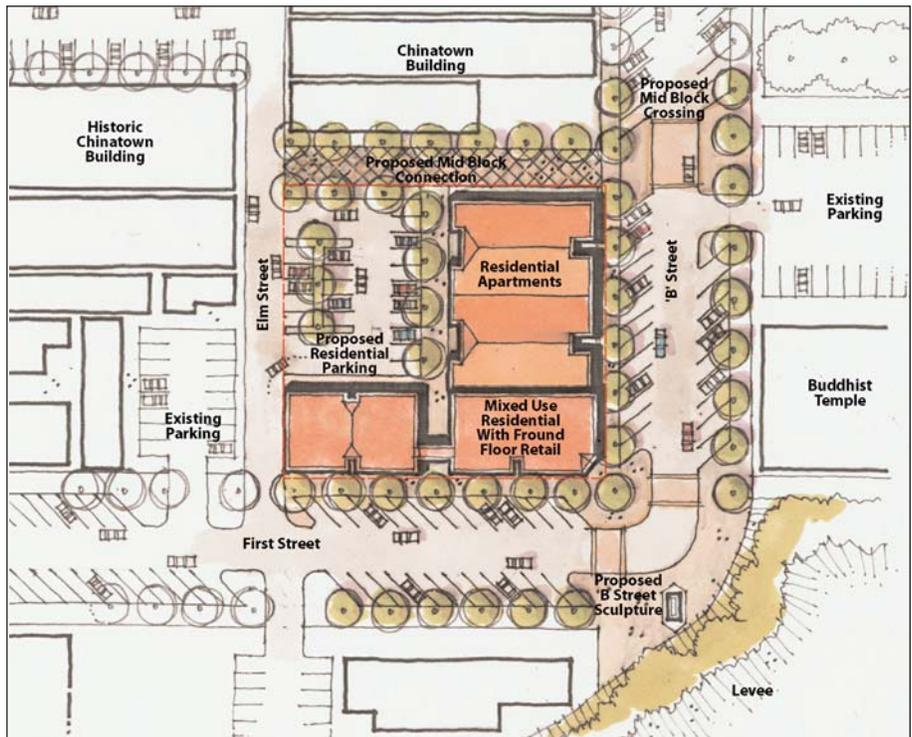
- 1 **Northwest Corner of 1st & B Streets:** Located at the edge of the B Street mixed-use/residential corridor, this site presents a great opportunity for a senior housing development. The location provides convenient and comfortable pedestrian access to all of Downtown's civic and cultural amenities.
- 2 **Southeast Corner of 2nd & C Streets:** Located in the heart of Chinatown, this mixed-use housing development will help to inject life into the Chinatown area and support a neighborhood ambiance. Proximity to the Levee Trail, Mervyn's and the proposed new D Street retail and cinema makes this a highly desirable residential location. The development will be supported by neighborhood serving retail shops.
- 3 **Northeast Corner of 3rd & Elm Streets:** This two story vacant building in the existing Downtown residential area presents another opportunity for additional infill housing.

Overarching Building & Parking Design Guidelines

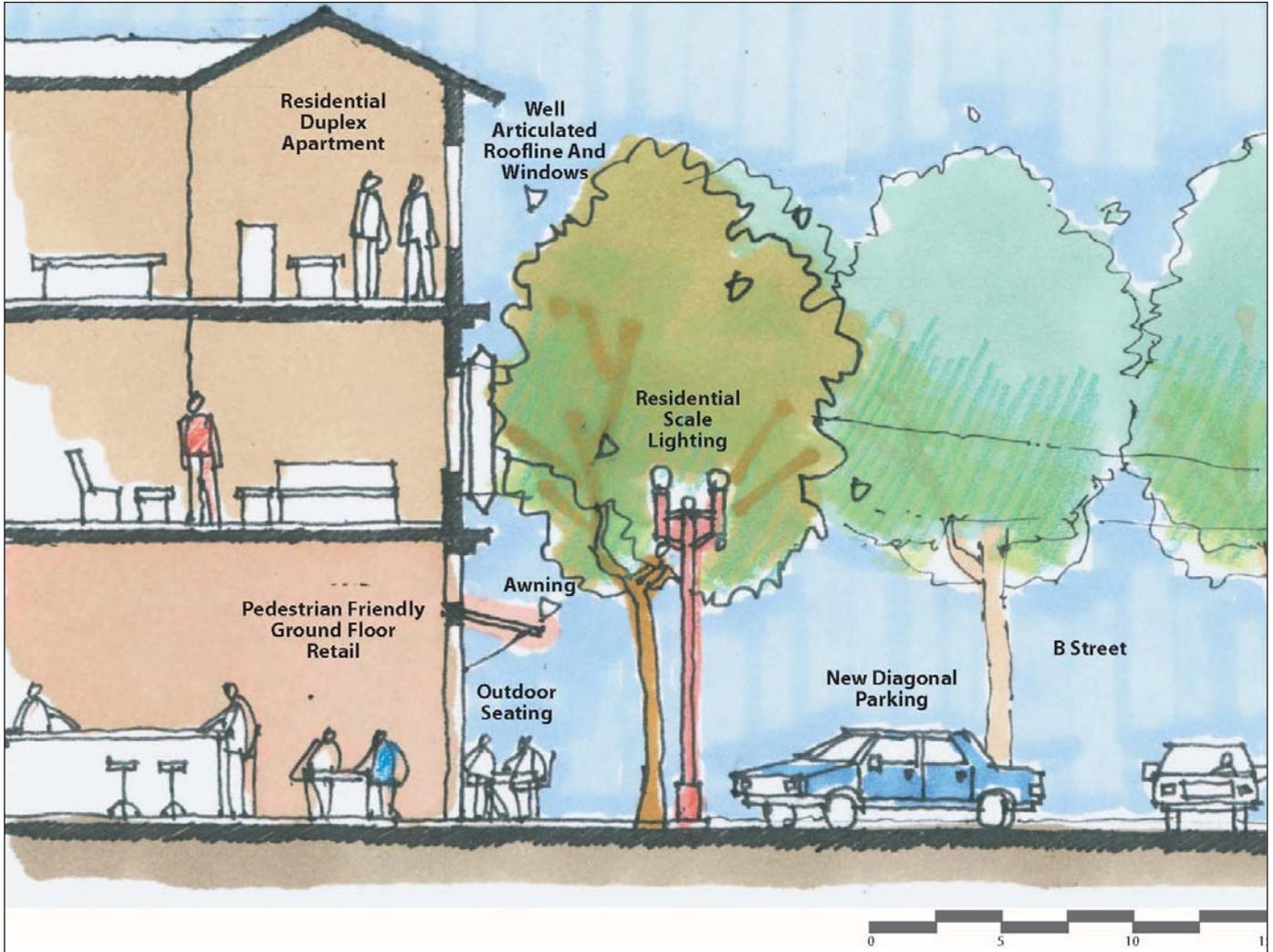
The character of newly constructed buildings along B and C Streets and in Chinatown should reflect the surrounding context and historic architectural character.

The density of the residential developments should respect the high-density urban scale and environment of the Downtown. In keeping with this principle, no building should be less than 2 stories.

Parking requirements for new housing should be met on-site for all new development to the maximum extent feasible.



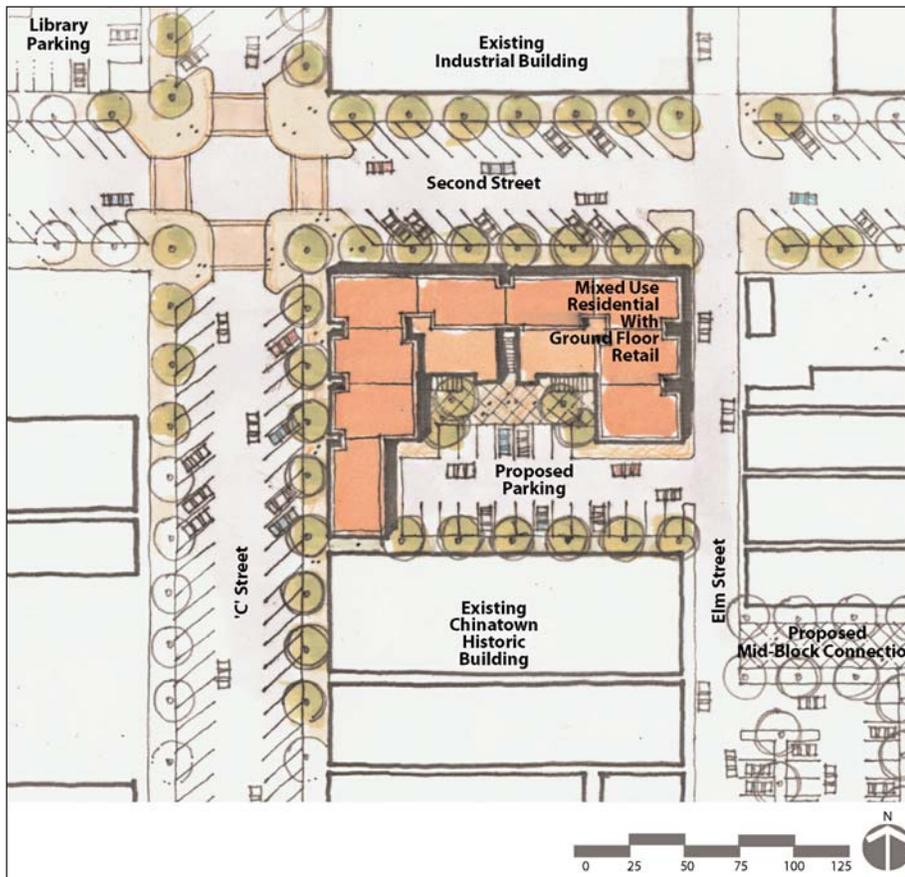
Conceptual site plan



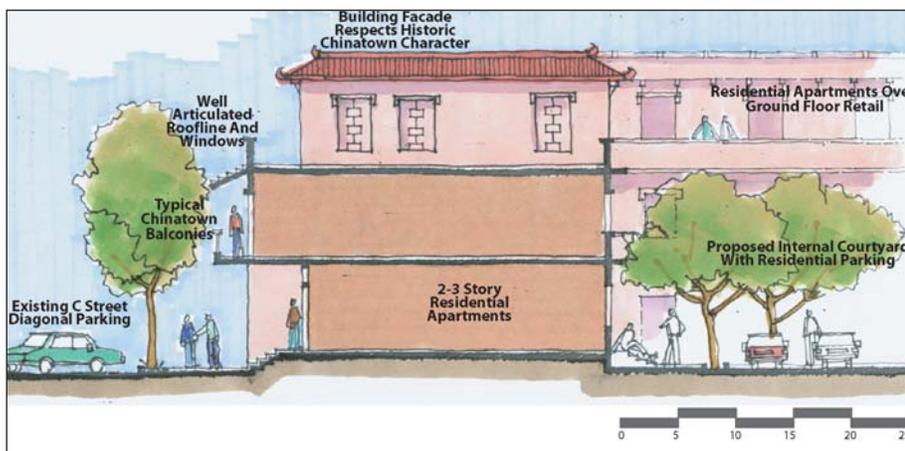
Cross section looking north along B Street

Housing Site 1: Northwest Corner of 1st and B Streets

- Require building design to reflect the historic character of Chinatown and the planned vision of B Street as a mixed-use residential corridor.
- Allow multiple entries to the residential units from B Street.
- Require the building edge on 1st Street to be flush with the right of way. Allow maximum 5-10 foot setback from the right of way.
- Along with the Bok Kai Temple across the street, provide a strong vertical element at the southeast edge of the building to achieve a well-defined terminus to B Street.



Site plan of mixed-use residential building with ground floor retail and commercial along 2nd Street



Cross section of the mixed-use site on the southeast corner of 2nd and C Streets looking north

- Use character-defining building features, such as stoops and porches, sloping roofs and clearly delineated windows.
- Screen all parking from B and 1st Streets; access at rear of the building and via Elm Street.
- Create on-street diagonal parking.

Housing Site 2: Southeast Corner of 2nd and C Streets

- Require new development to reflect the surrounding context of the historic buildings of Chinatown.
- Establish ground floor retail along 2nd Street .
- Feature multiple building entries to the apartment units from B Street.
- Respect the existing building alignment of the Chinatown buildings by requiring first two floors to be flush with the existing ROW on C Street.
- Screen parking from C and 2nd Streets and provide access via Elm Street.
- Ensure the use of character defining features, such as roof overhangs, eaves, shingled roofs, balconies and pattern of close linear windows.
- Use façade materials, such as brick and horizontal wooden siding to relate to surrounding buildings’ character.



Conceptual sketch along 2nd Street showing the three story mixed-use residential building (right)

Housing Site 3: Northwest Corner of 3rd and Elm Streets (Wicks Werley Building)

- Renovate the two-story brick building to create 14 units of low-income housing development; incorporate 1500 sq. ft. of commercial retail on the ground floor.
- Select the shape, size and color of awnings selected for south-facing windows to strengthen the building’s historic character.
- Celebrate the arched building entrance through use of a distinctive canopy.
- Require landscape improvements along the north side of 3rd Street in conjunction with the building’s renovation; plant a row of trees along the sidewalk to provide shade for pedestrians as well as natural cooling for the south façade of the building.
- Provide on street diagonal parking on 3rd Street, B Street and C Street and the C Street parking lot behind the building.



Existing vacant two story Wicks Werley brick building

5

MARYSVILLE HOTEL

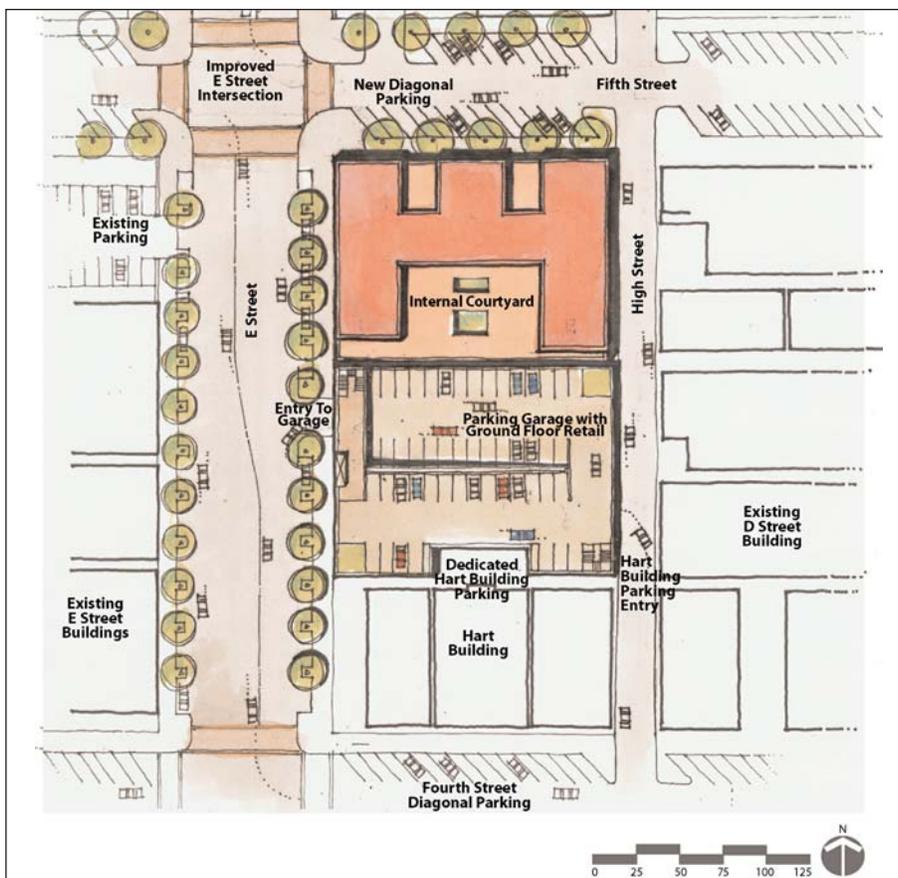


Existing vacant Marysville Hotel

Located at E and 5th Street at the gateway to the Downtown shopping district, the five-story Marysville Hotel building is the most prominent visual landmark one sees upon entering the City from the south. Closed for many years, it has become a symbol of the Downtown area's decline. Rehabilitating this hotel into a mixed-use apartment building with ground floor retail will signal a new era for Marysville. In addition to helping transform the image of Downtown, the creation of new housing will support local businesses and provide a stronger market for Downtown entertainment uses.

Key Features

- Rehabilitation of a historically significant building and City landmark
- Residential lofts and 1-bedroom apartments (54 to 62 market-rate rental apartment units)
- Ground floor compatible retail, such as a café, to serve residents and generate activity on the street
- A new parking structure to serve residents and other uses in Downtown



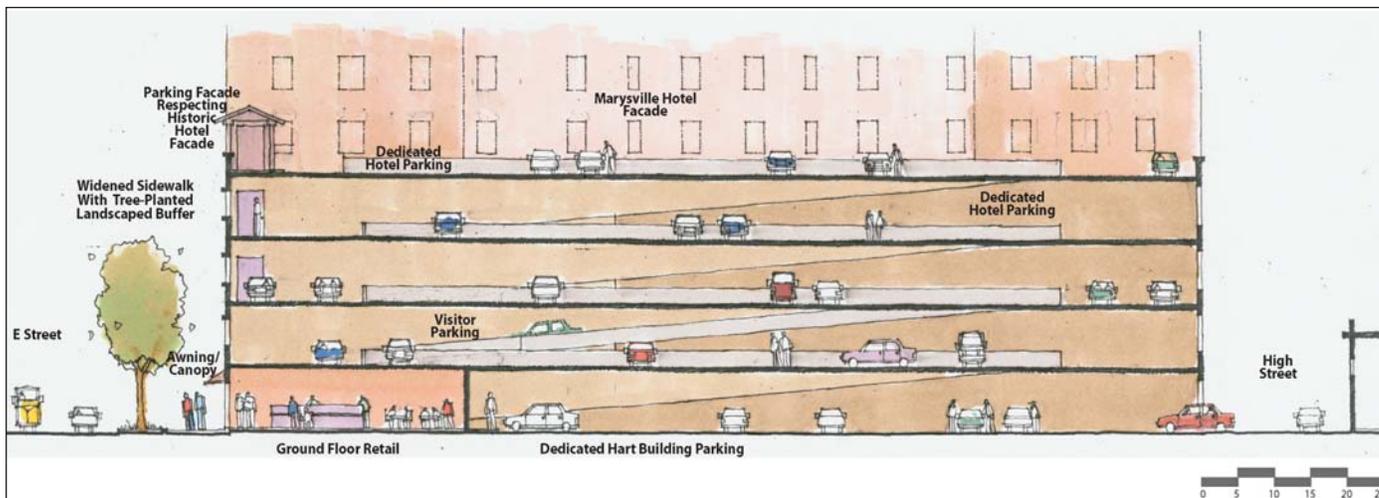
Conceptual site plan



Conceptual sketch of the renovated, activated Marysville Hotel

Building Design Guidelines

- Renovate the building to allow for residential apartments with ground floor retail fronting E and 5th Streets. Provide primary building access on E and 5th Street.
- Incorporate prominent signage advertising historic Downtown Marysville on the top floors of the south-facing façade
- Require awning, canopies, signage and fenestrations to respect the historic character of the Hotel.
- Require the ground floor of the garage to reflect the existing alignment of the Hotel and remain flush with the ROW.
- Use character-defining features to make the parking garage pedestrian-friendly, such as generous transparent windows, cornices, a pattern of fenestrations that respects the existing rhythm of Hotel fenestrations, a brick façade and a well-defined horizontal roofline.



Cross section through the proposed parking structure with ground floor retail fronting E Street

Streetscape, Parking & Circulation Guidelines

- Plant single rows of trees on both north and west facing sides of the building.
- Provide parking for residents through a garage with ground floor retail; Allow ground floor retail/commercial patrons and Hart building tenants to utilize the parking garage.
- Develop the primary entry to parking garage on E Street; provide a separate entry with dedicated parking spaces for Hart Building.
- Create new diagonal parking along 5th Street.

6

STATE THEATER

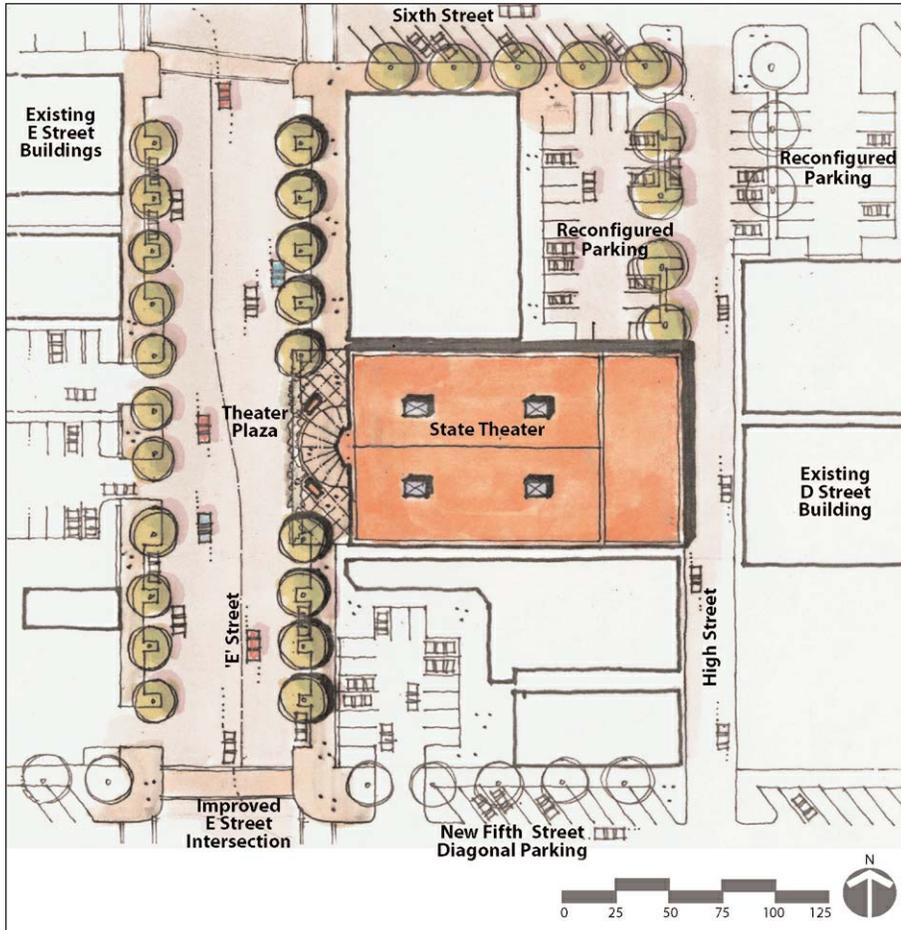
Once a prime Downtown destination, the State Theater has deteriorated over the years. The State Theater remains a significant Downtown architectural landmark, though it currently projects an image of decline. With a capacity of over 800 seats and full backstage amenities, the State Theater is an ideal candidate for a local performing arts theater. The State Theater building is an important symbol of pride for both Downtown and the City. Both short and long-term strategies should strive to strengthen this iconic building as an asset for residents and visitors to Downtown.



Existing State Theater

Key Features

- **SHORT-TERM:** Improvement of blighted property that bolster the overall image of E Street
- **LONG-TERM:** Rehabilitation as a community performing arts venue
- Pedestrian-friendly streetscape improvements along E Street
- A pocket plaza at the building entry



Conceptual site plan



Conceptual sketch of the renovated State Theater

Building Design Guidelines

- **IMMEDIATE SHORT-TERM IMPROVEMENTS:** Refurbish the existing façade (clean, paint, remove graffiti, etc.) and strategically light the windows to present an appearance of activity.
- **LONG-TERM IMPROVEMENT STRATEGIES:** Renovate and restore the interiors to incorporate a community theater/performing arts facility. If feasible, establish a café or a restaurant on the ground floor opening onto E Street. This could serve both Theater visitors and general Downtown users.
- In the short and long term, use the marquee to advertise upcoming Downtown events.

Streetscape, Parking & Circulation Guidelines

- Include a theater entry plaza to serve as a place for purchasing tickets and gathering before and after shows.
- Provide parking in nearby surface lots and at future planned parking structures.
- As part of E Street improvements, plant a row of trees along the sidewalk fronting the building, except at the Theater Plaza, where an unhindered view should be preserved.
- Widen the sidewalk to 18 feet with at least a 4 foot landscaped buffer between the pedestrian and fast moving E street traffic.
- Use paving materials for the Theater Plaza that are distinct from the adjacent pedestrian sidewalk material.
- Inset surface lighting in the sidewalk to light up the theater plaza from the ground.
- Provide two vertical elements marking either end of the plaza to define the pedestrian area.

SUPPORTING STRATEGIES

The following pages outline several strategies that will help ensure the success of the proposed new developments. The strategies focus on leveraging Downtown development and creating a dynamic, interconnected whole. For example, development of the Marysville Tower Cinema/Entertainment Complex alone will not ensure its success. The new project must connect to its surroundings, provide convenient access and appropriate identification through signage and wayfinding, ensure adequate parking and play a role in the overall image and marketing of Downtown. This integrated approach will support the long-term success and vibrancy of each new development opportunity, as well as the entire Downtown core.

The following Strategies are detailed on the following pages. The lettering system (C1, C2, etc.) refers to the strategic framework diagram on page 39.

- C1 Development Standards and Design Guidelines
- C2 Signage and Wayfinding
- C3 Pedestrian Linkages
- C4 Parking
- C5 Business Retention and Attraction
- C6 Incentives for mixed-use Development and Residential Infill
- C7 Marketing and Promotion
- C8 Organizational Coordination



Architectural details, such as well-defined windows help to maintain the historic character of Downtown.



The character of new development must encourage an active streetscape environment.



Adaptive reuse of historic buildings should be supported by city policies.

C1 DEVELOPMENT STANDARDS AND DESIGN GUIDELINES

Objective

SUPPORT Downtown development while maintaining its historic character

The historic urban form, tree-lined streets, pedestrian-friendly atmosphere and mix of uses gives Downtown its character and makes it a special place to visit. These historic elements must be preserved to ensure that new development maintains this distinctiveness of character. As identified on the Downtown Strategy Diagram, certain sections of each north-south street (B, C, D, and E) possess their own unique character.

This section outlines and provides specific design guidelines for streetscape improvements and new buildings. It will be necessary to ensure that zoning and land use standards encourage a building design and streetscape character that supports an active Downtown throughout the day and evening. For example, surface and structured parking facilities should respect the historic Downtown design aesthetics. In addition, ground floor uses (whether retail or office) must provide transparent glass and attractive signage. Any conflicts between existing zoning, mixed-use development and historic restoration should be revised for consistency with envisioned development along these corridors. Specific incentives to promote mixed-use development and residential infill development are discussed in section C6.

B STREET

The B Street corridor offers a diverse mix of uses with the Chinatown district at the south end, office and retail uses concentrated north of the courthouse and residential uses peppered throughout. The character of the street transitions from a quiet Chinatown district with a significant number of underutilized parcels and buildings to a local collector street supporting an office/retail hub near the County Courthouse at 5th Street. The generous width of the street encourages fast-moving traffic. High traffic volume and speeding are critical safety concerns for residents.

BUILD on the existing intermittent residential neighborhood character and develop a cohesive mixed-use residential street between 1st and 5th

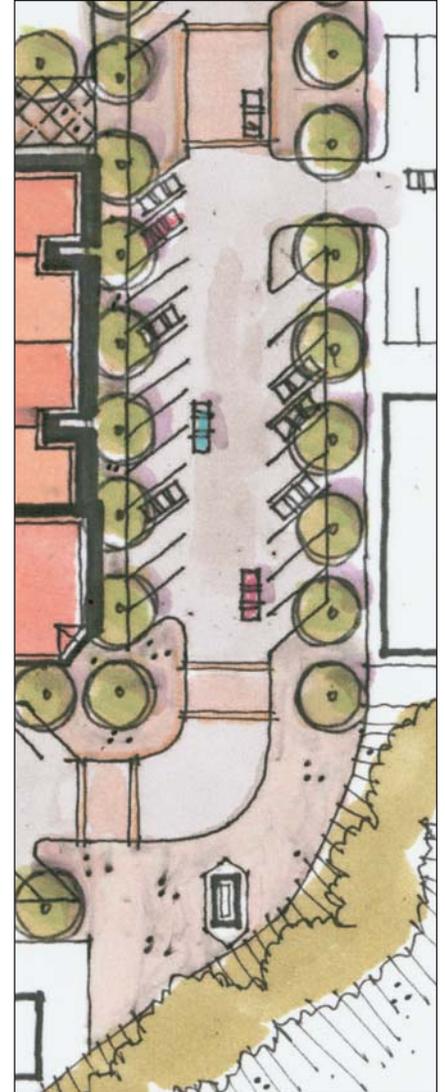
Recommended Streetscape Improvements

PROMOTE PEDESTRIAN SAFETY AND CALM FAST-MOVING TRAFFIC

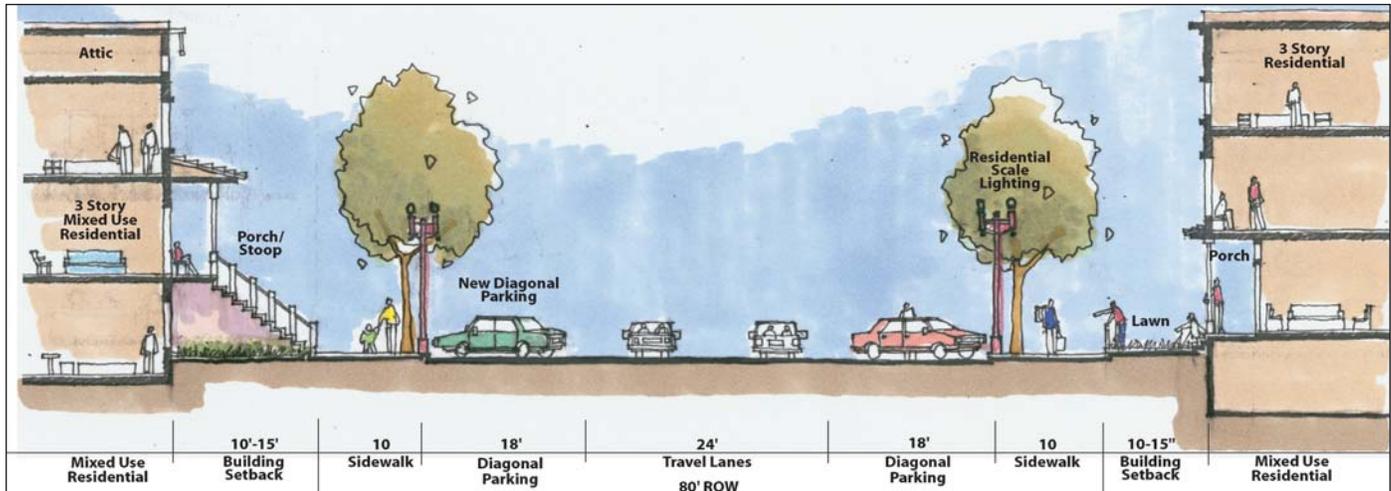
- Narrow travel lanes by installing diagonal parking on either end of B Street, planting a contiguous row of trees on either end of roadway, widening existing sidewalks to 12 feet and installing bulb-outs at key intersections, including 1st, 2nd, 3rd, 4th and 5th Streets.
- Install new mid block crossings, especially between 1st and 2nd Streets and 3rd and 4th Streets.

UNIFY THE CORRIDOR'S VARIED CHARACTER

- Provide consistent streetscape elements, such as landscaping (double rows of trees), attractive lighting, seating, trash receptacles and other street furniture.
- Utilize streetscape elements that build on the historic character and tradition between 3rd and 1st Streets.
- Develop vertical architectural/sculptural elements at the southern terminus of B Street to celebrate the City's historic flood levee.



B Street birds-eye view between 1st and 2nd Streets, including a sculptural element at its terminus at the Levee Trail.



B Street section looking north.

Guidelines for New Development

POTENTIAL OPPORTUNITY SITES

- Explore potential opportunity sites for new development, such as the northwest corner of B and 1st Streets.

LAND USE

- Renovate or refurbish existing vacant buildings to incorporate mixed-use urban residential apartments with ground floor retail.
- Encourage ground floor retail that supports the planned/proposed residential development on and around B Street. Key intersections for infill include the northeast corner of 2nd and B Streets and the northeast corner of 1st and B Streets, where a small grocery store may be appropriate.

BUILDING AND SITE DESIGN

- Ensure that new development provides a minimum of two-story buildings to help provide an intimate residential sense of enclosure to the street.
- Ensure new building compatibility with existing small-lot scale and massing.
- Maintain a consistent building edge, with building façades situated flush with the right-of-way edge (with the exception of residential buildings).
- Allow maximum residential building setbacks of 10-15 feet between 2nd and 5th Streets.



B Street section looking north at 1st Street

ARCHITECTURAL CHARACTER AND DETAILS

- Build on the historic Chinatown character from the south side of the corridor to 3rd Street and enhance the Victorian style of architecture along 5th Street.
- Maintain the corridor's historic character by utilizing materials consistent with the historic fabric of the area, such as well-defined windows, awnings, balconies, porches and gable roof profiles.

PARKING

- Limit development of new parking lots and curb cuts along B Street where possible.
- Provide parking and service access off of adjoining alleys east and west of B Street.
- Incorporate parking for new residential developments to the rear of buildings with landscape buffers or trellis screening.



Current view of C Street looking south



Example of C Street's uninviting parking lots



The historic Packard Library

C STREET

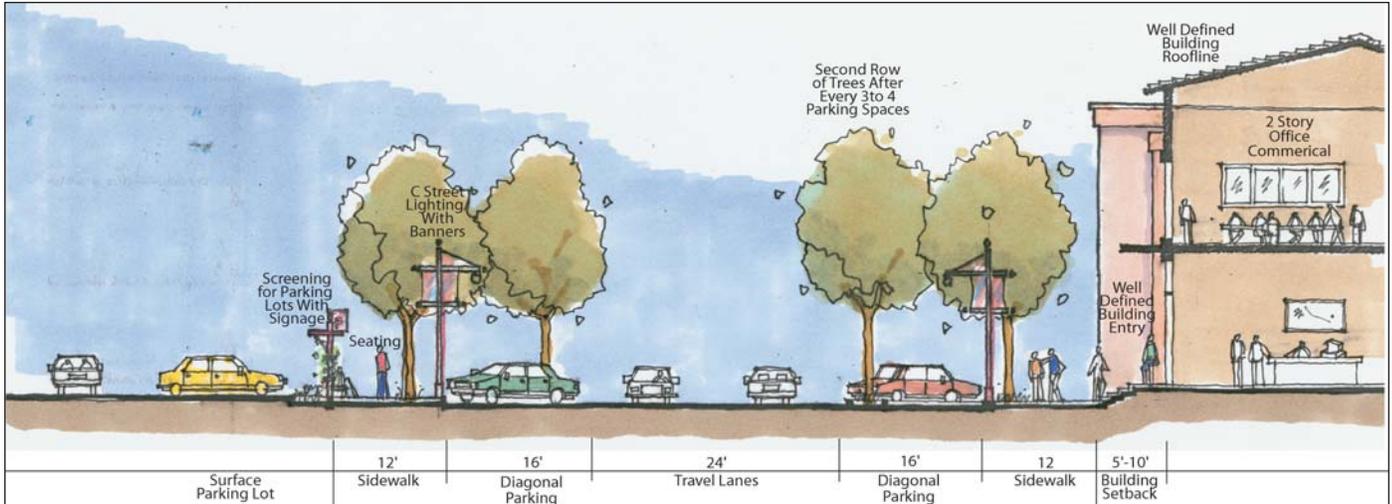
C Street between 6th and 2nd Streets serves as the Downtown's civic core, containing most of Marysville's prominent civic buildings, including City Hall, Library, Post Office, County Courthouse and related professional services offices. While this segment of C Street supports a major employment center and features many unique landmark historic buildings, the area lacks a cohesive character and pedestrian amenities.

CREATE a pedestrian-friendly civic district with connections to D Street retail and B Street residential

Recommended Streetscape Improvements

IMPROVE THE PEDESTRIAN EXPERIENCE

- Plant continuous rows of trees flanking the street adjacent to existing sidewalks (current arrangement is scattered), utilizing existing tree wells where possible. Integrate a second row of trees within the right-of-way, between every 3 or 4 diagonal parking spaces.
- Enhance blank walls or rear façades that back up to the street (such as Yuba County Courthouse) by painting murals or installing landscaping/trellises.
- Replace parking lot fences with attractive landscape screens and provide parking signage for larger parking lots (including lots south of 4th Street and south of City Hall).
- Outdoor spaces in front of prominent buildings such as the County Courthouse, Packard Building, Library, City Hall and Post Office should be celebrated as valuable small gathering places by incorporating amenities such as seating, special paving patterns and signage.
- As new development occurs on vacant sites, calm traffic by adding mid-block crossings.
- Explore new entrance to Library at the southwest corner of C Street and 2nd Street to revitalize the intersection, create synergies with the other civic uses and ensure a desirable pedestrian experience.
- Improve existing parking lots with paving (where currently gravel), landscaping, lighting and pedestrian connections.



C Street section looking south.

Guidelines for New Development

POTENTIAL OPPORTUNITY SITES

- Explore potential opportunity sites for new development, such as the mid-block area between 1st and 2nd Streets and the southwest corner of 2nd and C Streets.

LAND USE

- New land uses should include office commercial to strengthen the civic government character of the corridor.
- Ensure that any future parking structure has ground floor retail facing C Street.

BUILDING AND SITE DESIGN

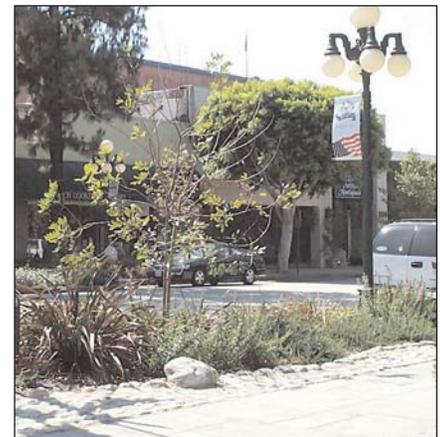
- All new buildings should be a minimum of 2 stories high and, when appropriate for the streetscape, there should be a setback of 5-10 feet to allow for spacious front entrances with grand, welcoming stairs.

ARCHITECTURAL CHARACTER AND DETAILS

- Respect the historic/institutional scale and character of prominent buildings such as the Post Office and City Hall by including character-defining details for new buildings such as a well-articulated, strong building base/footprint, strongly-delineated rooflines, well-defined vertical windows and cornices.
- Use brick, stone and glass as primary building façade materials. No more blank walls should be allowed on C Street.

STREETSCAPE AMENITIES

- Provide bicycle parking racks at all civic buildings.



Providing landscaping at the edge of parking lots, such as in Downtown Monrovia (above) can significantly improve the character of the street and encourage the use of existing parking lots, such those on C Street (below).





D Street Section Looking North



View from the Levee Trail, which begins behind the Bok Kai Temple

D STREET

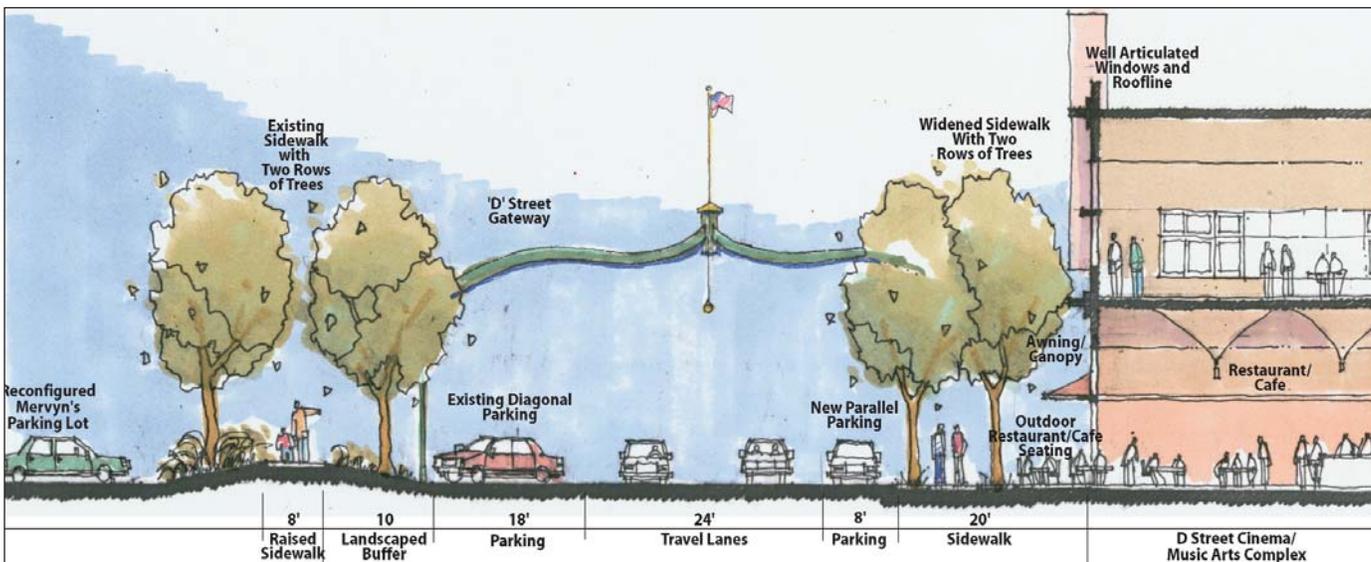
D Street between 3rd and 6th Streets is a well-defined pedestrian-oriented corridor that serves as Downtown's "Main Street," featuring brick buildings, distinct historic gateway arches, convenient parking, and a variety of streetscape amenities, such as bulb-outs, signage and plantings. Future efforts should build on these accomplishments to further support a vibrant, mixed-use historic retail and entertainment corridor.

SUPPORT an active, mixed-use, historic, retail and entertainment corridor extending from Bok Kai Temple Gateway through the Mary Aaron Museum

Recommended Streetscape Improvements

STRENGTHEN HISTORIC MIXED RETAIL ENTERTAINMENT CHARACTER

- Extend the D Street streetscape improvements to the Bok Kai Temple and Plaza Park (1st and D Streets) to the Mary Aaron Museum (7th and D Streets) to ensure a consistent character throughout the district.
- Install additional vertical elements (in keeping with the existing historic arches) at the intersections of 1st, 2nd, and D Streets to demarcate the beginning and end of the D Street retail and cultural corridor.
- Post interpretive markers at key historic buildings.
- Develop distinctive features to signal the terminus of the retail entertainment district, such as a pedestrian plaza in front of the Tower Theater and special paving at 7th and D Streets.
- Encourage business owners to develop outdoor seating areas.



D Street Section Looking North

- Support the development of housing in the upper stories of D Street buildings.
- Incorporate local art, such as sculptural elements and sidewalk pavers into to new architecture, streetscape and storefront designs.

MAINTAIN AND ENHANCE THE PEDESTRIAN-FRIENDLY CHARACTER OF THE DISTRICT

- Provide mid-block crossings along D Street between 2nd & 3rd Streets and 6th & 7th Streets.
- Improve pedestrian and auto safety by replacing parking spaces adjacent to the bulb-outs with attractive landscaping.
- Provide an attractive, pedestrian-friendly street edge through the use of awnings, transparent windows, and landscaping along parking lots.
- Increase the safety and character of Downtown parking lots by providing attractive lighting.
- Replace existing street trees with trees that provide a more substantial canopy.

Guidelines for New Development

POTENTIAL OPPORTUNITY SITES

- Explore potential opportunity sites and projects for new development, such as a proposed parking garage with ground floor retail at the southwest corner of D and 3rd Streets, and the D Street theater site between 1st and 2nd Streets.
- Design new buildings at the corner of 3rd and D Streets to serve as gateways to D Street, providing signature architectural features visible from E Street.

LAND USE

- Encourage development of ground floor retail and upper-floor residential.

BUILDING AND SITE DESIGN

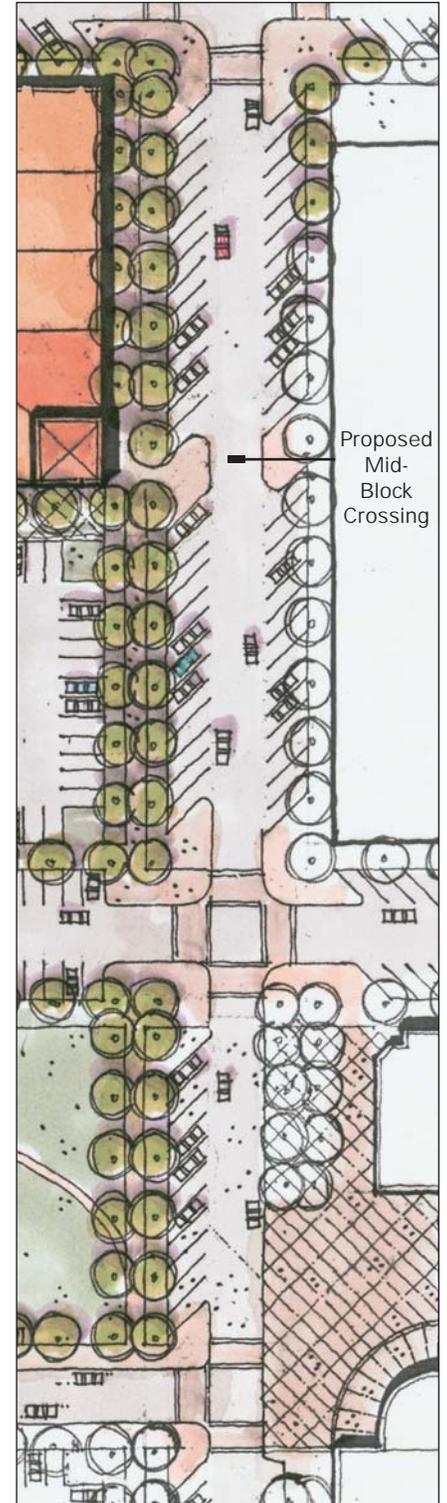
- Require a minimum of two-story buildings.
- Ensure that new buildings respect the existing building alignment and are situated flush with the sidewalk with no setbacks.

ARCHITECTURAL CHARACTER AND DETAILS

- Reflect Marysville's historic character in building architecture, signage and building materials (e.g. brick).
- Articulate façades with awnings, bays and windows.
- Provide transparent glass on the ground floor storefront.

PARKING

- Minimize parking from facing onto D Street. Screen all existing and new on-street parking with landscaping and attractive fences.



D Street birds-eye view from 1st to 3rd Streets



Current views of E Street

E STREET

E Street/Highway 70 is a high-volume automobile thoroughfare and truck route that brings 70,000 cars through Marysville every day. Despite landmark historic buildings, such as the Marysville Hotel and the State Theater, the character of the street is primarily auto-oriented commercial, with fast food restaurants and gas stations. High-volume and high-speed traffic bisects the Downtown from the adjacent residential neighborhood west of E Street. A lack of adequate sidewalks and safe pedestrian crossings contribute to an uncomfortable pedestrian environment and poor access to the Downtown core. It is important to work with Caltrans to improve these conditions.

DEVELOP an aesthetically pleasing, pedestrian-safe automobile corridor that strengthens Marysville's historic character and serves as a gateway to the historic D Street shopping area

Recommended Streetscape Improvements

DELINEATE THE DOWNTOWN DISTRICT

- Develop gateways at the entrances to E Street (at 3rd and E Streets, 9th and E Streets, and 9th and B Streets), signaling the boundaries of the Downtown and enticing drivers to visit.
- Provide a set of character-defining vertical landmarks.



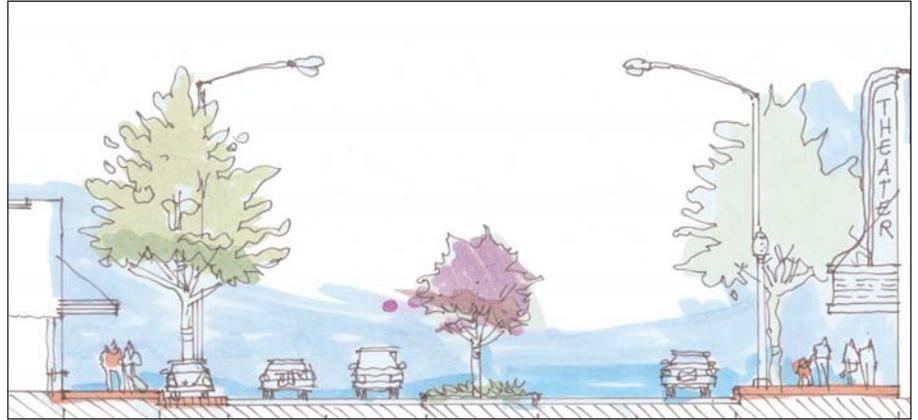
E Street perspective at 3rd Street looking north

IMPROVE PEDESTRIAN SAFETY AND ACCESS TO THE DOWNTOWN CORE

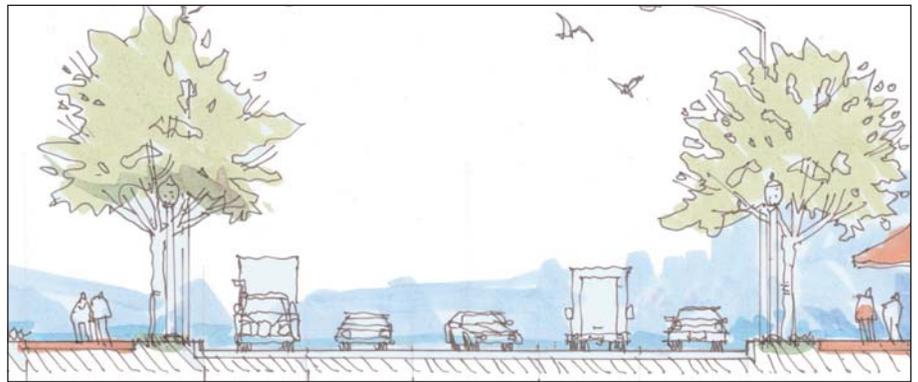
- Facilitate safe pedestrian connections across E Street by making intersection improvements at 3rd, 5th and 7th Streets. Improvements could include: striping crosswalks, widening crosswalks and adjusting signal timing to increase the time allotted for pedestrians to cross E Street.
- Develop a tree-lined landscape buffer between the sidewalk and road to visually and physically separate pedestrians from traffic. Alternatively, create a more substantial tree-lined median by removing spaces and widening the existing median. This would serve to narrow traffic lanes and slow traffic.

IMPROVE THE IMAGE OF E STREET

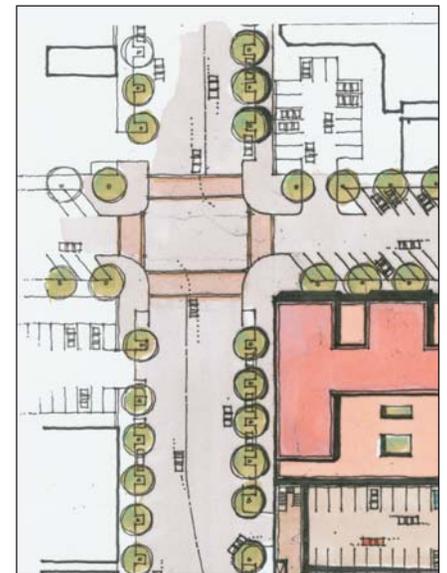
- Improve the appearance of vacant historic buildings (such as the State Theater) by re-painting their exteriors, providing accent lighting, creating attractive murals and images to cover boarded windows and removing trash.
- Utilize landscaping and attractive fencing to limit visibility of parking lots and to create a more attractive, unified street edge.
- Post interpretive markers at key historic buildings and incorporate historic markers in adjacent paving patterns.



ABOVE: E Street section looking north at 6th Street. BELOW: E Street section looking south



Gateway features which reflect Marysville's historic character should be placed at 3rd and E Streets, 9th and E Streets, and 9th and B Streets



E Street birds-eye view at the intersection of E and 5th Streets

Guidelines for New Development

BUILDING AND SITE DESIGN

- Ensure that new buildings are situated flush with the right of way with no setbacks.
- Encourage a minimum of four stories for all new developments.

ARCHITECTURAL CHARACTER AND DETAILS

- Articulate façades with awnings, bays and windows.
- Provide transparent glass on the ground floor.
- Reflect Marysville's historic character in architecture, signage and building materials, utilizing local styles and materials (such as brick).

PARKING

- Screen off-street parking with landscaping and attractive fences.
- Replace on-street parking with landscaping.

C2 SIGNAGE AND WAYFINDING

Objectives

ADVERTISE Downtown and its amenities to the local and regional community through a signage and wayfinding program

ESTABLISH gateways to Downtown

A comprehensive signage and wayfinding program is essential in establishing Downtown as a cultural and entertainment destination for local and regional visitors. This program encompasses developing Gateway features and installing prominently-located signs for Downtown parking, the historic business district and landmark historic buildings.

Downtown Signage

A Downtown signage program will provide convenient information about historic assets, parking locations, shops, entertainment and cultural activities throughout Downtown to support Downtown patronage. High profile E Street buildings can also accommodate Downtown signage as long as they reflect the buildings' historic character. The Downtown Signage and Wayfinding Plan (following page) illustrates the suggested locations for the following types of signs:

- Downtown directories
- Parking maps
- Downtown locator signs
- Historic markers
- Trailhead signs
- Gateway features

Downtown Gateway Features

Gateway features help establish Downtown's identity and inform visitors they are entering a special place. Major gateway monuments reflecting Marysville's history and character should be placed at the entrances to Downtown at the intersections of 3rd and E Streets and 9th and E Streets. A minor gateway monument should be located at 9th and B Streets.



The existing Downtown Marysville sign should be more prominently placed to attract attention from E Street vehicles.



Downtown Directories help to orient visitors and provide information about local shops, restaurants, entertainment, cultural resources and Downtown events.



Strategically-placed, attractive parking signs can encourage the use of off-street Downtown parking lots.

Figure 5.3 Downtown Signage and Wayfinding Plan



C3 PEDESTRIAN LINKAGES

Objectives

IMPROVE pedestrian connections within Downtown and from Downtown to adjacent neighborhoods

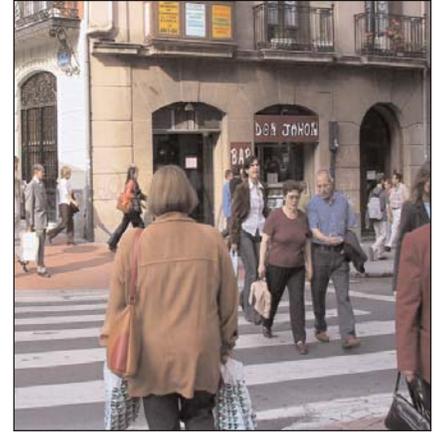
PROVIDE a pleasant walking experience that is safe and accessible to all

STRENGTHEN the network of trails and their connections to Downtown

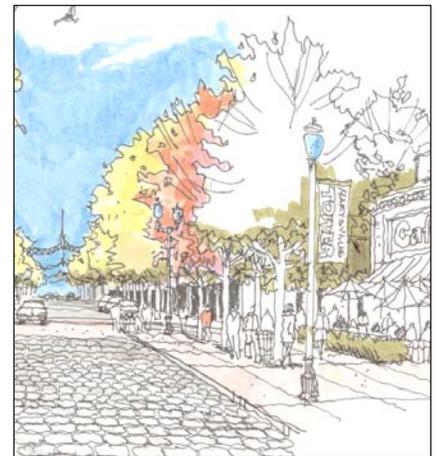
Downtown Marysville needs a street environment that encourages people to stroll around, look in store windows, sit outside and enjoy the character and ambiance of the town. The success of these efforts is evident on D Street between 3rd and 5th Streets where the City of Marysville has made significant streetscape improvements by widening the sidewalks, creating bulb-outs and installing attractive street furniture. The next step is to build upon this success by improving the connections from Downtown to the surrounding neighborhoods and amenities such as the Levee Trail and Ellis Lake. Specific elements of streetscape character are described in greater detail in the Design Guidelines and Development Standards section. The Pedestrian Linkages Diagram on the following page illustrates the program of proposed pedestrian linkages and improvements.

Linkages Across E Street

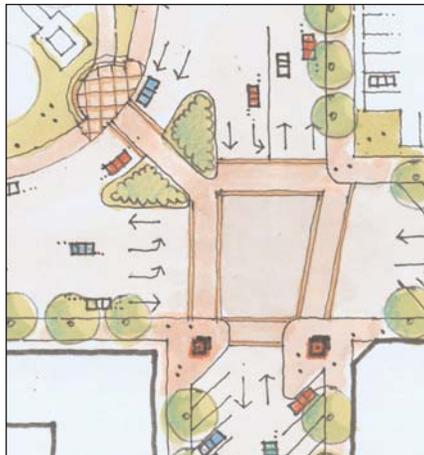
An attractive pedestrian-safe atmosphere can be created on E Street by providing linkages across the highway. Safe pedestrian crossings can be established through well-defined sidewalks at 3rd, 5th and 7th Streets and by lengthening the time for pedestrians to cross the street (lengthening the timing of the stop lights). These improvements, along with the planting of street trees, will encourage residents to visit Downtown. Coordination with Caltrans will be required to ensure that these linkages are created.



Pedestrian orientation supports a lively Downtown environment



Proposed pedestrian improvements on D Street



Gateway features and well-defined pedestrian crossings along 9th Street at B and D Streets will help connect the core Downtown area to Ellis Lake.

Extending The Character Of D Street

The pleasant pedestrian experience that presently exists in the D Street core should be extended to Chinatown and the Mary Aaron Museum by encouraging active retail shops, outdoor seating, pocket parks and public art in these areas. Specifically, these improvements should be made on D Street between 1st and 3rd Streets and between 5th and 7th Streets.

Connections to Ellis Lake, the Levee Trail and Riverfront Park

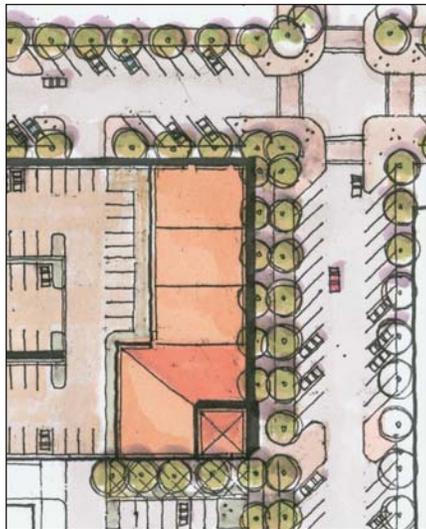
Clear connections should be provided between Downtown and nearby open spaces, particularly along the Levee Trail and Ellis Lake. The Levee Trail provides stunning views of Marysville and can be accessed from the Bok Kai Temple. Improved pathway steps up the side of the levee, new signage and a trailhead will encourage use of this trail. Ellis Lake, located only a few blocks from the center of Downtown, can be better connected to Downtown by improving the intersections of 9th and D Streets and 9th and B Streets by improving the crosswalk, lengthening the time pedestrians have to cross the street and providing directional signage to Downtown and the lake.



Safe, clearly-marked pedestrian crossings are needed along 9th Street between B and D Streets.

Figure 5.4 Pedestrian Linkages Plan





Creating angled parking throughout the Downtown will expand the number of public parking spaces, calm traffic and enhance the street character.



Parking signage can help maximize existing parking capacity while maintaining the area's historic character.

C4 PARKING

Objective

PROVIDE safe and convenient parking to support new Downtown development

This plan recommends several near-term management strategies to make optimum use of existing parking resources and serve the parking demands brought about by new Downtown developments. In the short term, it is essential to maximize use of existing parking by creating angled parking in sections of Downtown (including B Street, 1st Street, 3rd and 5th Streets between D and E Streets), installing signage locating parking, and encouraging shared use agreements with private parking lots, such as the bank parking lots along D Street and E Street between 5th and 7th Streets. Improving signage, lighting and landscaping of the off-street lots (particularly along C Street) will also encourage their use.

In the long term, as parking becomes better utilized and Downtown begins to generate additional visitors, it may become necessary to increase parking capacity by developing parking structures with ground floor retail. The southwest corner of D Street and 3rd Street and the surface parking lot between the Marysville Hotel and the Hart Building have been identified as key catalytic development sites which might require structured parking. Other potential locations for future parking structures include the southeast corner of 4th Street and C Street, and the surface parking lot south of City Hall.

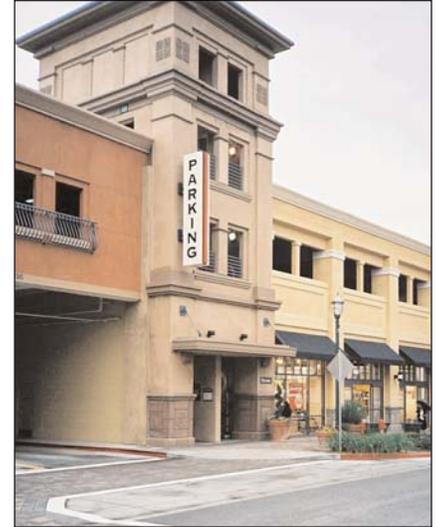
Near Term Parking Management Strategies

- Change parallel parking spaces to diagonal parking spaces on "numbered" east-west downtown streets (where feasible) to increase total parking capacity and slow traffic in commercial areas.
- Create an "In-Lieu Fee" program for parking requirements on new Downtown developments to allow flexibility in meeting off-street parking needs in the historic Downtown area.
- Require new developments or applications for reuse of existing buildings to address the parking requirements of the project as part of the development review process.

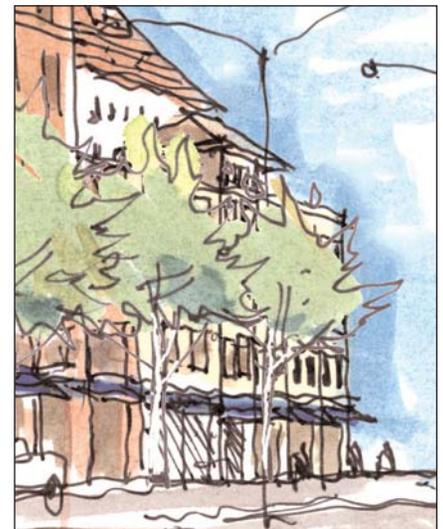
- Enhance landscaping and lighting in Downtown public parking lots to improve security and aesthetics.
- Enhance the Downtown Marysville Parking Improvement Association to include Downtown businesses, residents and the City. Work cooperatively on the solutions to Downtown parking issues.
- Encourage owners of private Downtown parking lots to allow general public parking where possible.
- Simplify parking limits for on-street parking spaces in the Downtown area with two-hour parking as the standard in the commercial core and all-day parking in the Civic Center area and residential neighborhoods; use shorter time limits only in the vicinity of the Post Office and other specific areas.
- Pursue external funding opportunities, e.g., SACOG Community Design grants or Transportation for Livable Communities (TLC) grants to finance Downtown parking improvements.

Long-Term Parking Strategies

- Use structured parking to meet specific new parking requirements when warranted and financially feasible.
- Combine structured parking with ground-floor retail uses to offset costs for the parking structure and to create economic development opportunities.
- Encourage shared parking between compatible uses to reduce the total amount of new parking needed in the Downtown area.
- Continue to pursue external funding opportunities to finance Downtown parking improvements.
- Use Downtown public off-street parking lots as economic development opportunity sites when appropriate.



Attractive and ‘invisible’ parking structures support Downtown revitalization goals while providing an active streetscape environment.



A potential parking structure near the Marysville Hotel could support new housing and other Downtown uses.



C5 BUSINESS RETENTION AND ATTRACTION

Objectives

SUPPORT Marysville's independent businesses and promote a mix of local businesses serving local and regional needs.

ATTRACT new and support existing businesses that enhance the cultural and specialty retail focus of Downtown; promote Downtown as a business-friendly environment.

Business Retention

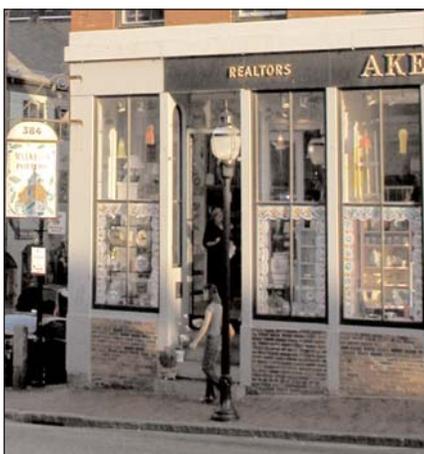
Locally owned, independent businesses along D Street are an asset to Downtown Marysville and help define its character. Bolstering the presence of existing stores will enable them to remain in the area, support the image of a unified historic entertainment and shopping district and encourage new businesses to relocate to the area. Downtown businesses thrive by maintaining consistent store hours and remaining open on weekends, some evenings, and during special events. The BID should coordinate with store owners and the Downtown Steering Committee to achieve this aim. Local businesses can expand their customer base by collaborating with Downtown event planning by providing booths and advertisements, and remaining open for special occasions. A coordinated signage program and marketing effort will encourage collaboration and help local businesses achieve success.



Business Attraction

To project a lively image of Downtown, vacant storefronts, buildings and empty lots must either be occupied or present the appearance of activity. At present, a number of vacant storefronts along D Street (specifically at 5th Street and between 3rd and 2nd Streets) detract from the ambiance of the area; yet they offer a great opportunity for new business development. Potential sites are scattered throughout Downtown, but attraction efforts should concentrate on D Street, the Catalytic Opportunity Sites and Chinatown along 1st Street in order to achieve the greatest positive impact.

Restaurants, entertainment venues and mixed-use residential developments will revitalize the current retail mix. The City should work with local realtors as well as the Yuba County Marketing and Real Estate committees to coordinate business retention and attraction strategies. These realtors and marketing professionals can support Downtown's revitalization by finding locations for business prospects in existing vacant buildings and underutilized or undeveloped land.



Attractive and clean storefronts with window displays (pictured above) attract customers and promote a cohesive image of the Downtown retail and entertainment district.

C6 INCENTIVES FOR MIXED-USE DEVELOPMENT AND RESIDENTIAL INFILL

Objectives

ENCOURAGE mixed-use development and residential infill development

REHABILITATE and re-use buildings

In order to create a market for Downtown businesses, the City must pursue actions to encourage infill development and Downtown housing. Priority areas include the Marysville Hotel, vacant lots at the corner of 2nd and C, 3rd and C Street, 1st and B Street, the Tower Theater, State Theater and upper stories of the commercial buildings along D Street. Some of these sites are discussed in detail as Catalytic Opportunity Projects.

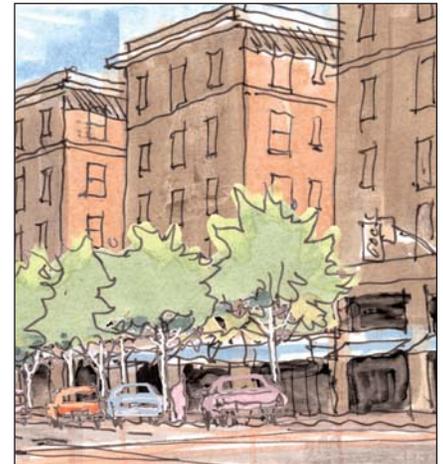
The first priority is to re-establish the Downtown Redevelopment Area. It is important for the City to be able to take on debt so it can acquire land, assemble parcels and better support infill and residential development. This will require the creation of a new Redevelopment Plan in which the City must identify areas of blight and renegotiate tax-sharing agreements with other local entities.

The private sector is also a critical partner in supporting development Downtown. Developers must be able to easily pursue and complete projects that rejuvenate Downtown and bring new activity. The City can encourage this activity by developing a menu of financial and regulatory incentives such as flexible zoning standards to promote infill mixed-use development and Downtown housing. At present, the 1.5 spaces per dwelling unit parking requirement is a costly burden to developers and represents an enduring obstacle to achieving new residential development in Downtown Marysville. An "In-Lieu Fee" program for residential infill development might require only one off-street parking space per dwelling unit, with the remaining one-half space per unit requirement to be satisfied by the payment of an "In-Lieu Fee" to fund new Downtown parking facilities off-site.

The City could also assist in parcel assembly to support Downtown Housing and mixed-use buildings. Finally, the City should seek out developers who have experience completing creative infill and historic rehabilitation projects.



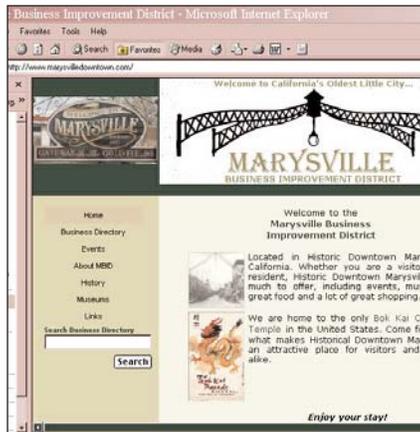
Residential infill on D Street



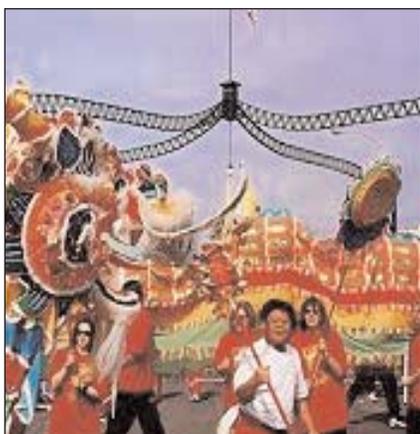
Conceptual sketch of a rehabilitated Marysville Hotel



Potential opportunity for development of housing on upper stories of D Street



Existing Downtown Marysville web site



Annual Bok Kai Temple Parade, a highly successful Downtown event



Attractive signage and signature elements in Downtown Marysville

C6 MARKETING AND PROMOTION

Objective

MARKET and promote Downtown to the local and regional community as a regional cultural and entertainment destination

Marketing and promotion efforts are a critical step in attracting a steady stream of Downtown patrons. A partnership between the City, BID and Chamber of Commerce will promote Downtown as a regional entertainment destination. The City should establish a marketing theme for Downtown Marysville which reflects its unique historic character and focuses on entertainment. Centering all economic development, urban design and marketing efforts around this theme will attract new residents and visitors to the area. Downtown promotion efforts should be mirrored on the BID's Downtown website. The City of Marysville, Chamber of Commerce and Yuba Sutter Economic Development Corporation's websites should provide prominent links to the Downtown website and provide consistent information.

Further efforts are needed to develop synergies with events, entertainment and cultural activities to enliven Downtown and support local businesses. The existing nighttime music scene and live performances at the Brick House Café and other venues will strengthen the entertainment theme of Downtown. Events such as the Peach Festival, Gold Rush Days Festival, Bok Kai Temple parade and Fourth of July parade will bolster Downtown's image. Additional events, including a summer jazz festival, antique fair and weekly farmer's market would also be considered. To maximize the impact of these special events on Downtown Marysville, it is critical for local businesses to remain open during the events.

C8 ORGANIZATIONAL COORDINATION

Objective

IMPROVE coordination among the various Downtown organizations to maintain momentum and ensure successful plan implementation.

To ensure successful implementation, it is essential that Marysville's organizations are unified in efforts to spearhead initiatives and follow through with the strategies outlined in this plan. The Business Improvement District (BID), in coordination with the City, will champion the plans implementation and play a vital leadership role in the improvement of Downtown. A part-time staff position would help the BID to successfully achieve these goals.

In addition, the Downtown Steering Committee, with its broad base of Downtown stakeholders, should continue its advisory role. The Steering Committee should help to coordinate among the following groups:

- Chinese Cultural Organizations
- Chamber of Commerce
- Historic Preservation Organizations
- Arts Council
- Youth Organizations
- Business Community Representatives
- Real Estate Professionals
- Civic Agencies
- Other Community Representatives

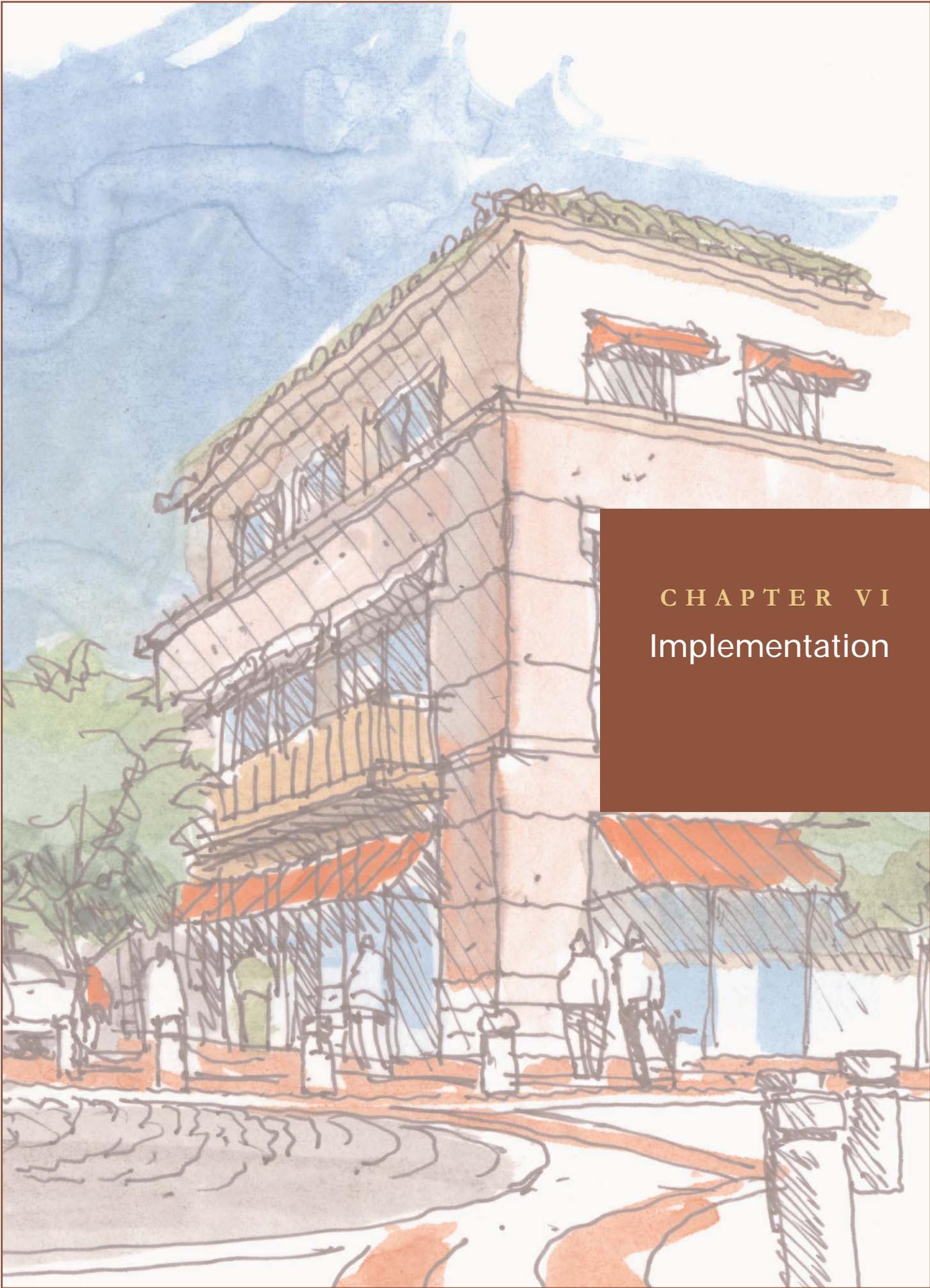
This coalition of Downtown stakeholders should work with the City Council to meet regularly, pursue the priority action items, monitor progress and ensure that real changes are made in Marysville.



Downtown Steering Committee



Community workshop members



CHAPTER VI
Implementation

Implementation

To support City staff and the Steering Committee and to ensure successful implementation, this chapter provides a road map for carrying out the strategies recommended in the plan. Downtown stakeholders must work together on these action steps to maintain momentum and realize the Downtown vision. This chapter contains:

- **TOP IMPLEMENTATION PRIORITIES:** A set of the top priority actions for implementation were selected for their high potential to transform Downtown's image and catalyze further activity in the area. These actions are the most critical for Downtown's future success.
- **FINANCING TOOLS:** A list of funding mechanisms the city could pursue to fund Downtown improvement efforts is offered, including local financing tools that are currently available, state and federal programs and grant funding. The list also includes local financing tools that are currently unavailable but may be considered for future use.
- **ACTION MATRIX:** This final section provides an inventory of high, medium and low-priority actions needed to execute the strategies described in the plan. This comprehensive matrix highlights the timeline for each item, key responsible parties and potential funding sources.



TOP IMPLEMENTATION PRIORITIES

1. Develop Catalytic Projects

The development of catalytic opportunity projects (Marysville Tower Cinema, Northwest Corner of 3rd and D Streets, Mervyn's Parking Lot, Marysville Hotel, Infill Housing Sites and the State Theater) should be pursued by identifying potential developers, streamlining the development review process and assisting in parcel assembly and design consultation. Developers with experience completing projects in historic downtown areas should be given preference.

2. Initiate E Street Improvements

E Street is the main gateway to Downtown. Its improvement can transform the image of the area and attract new customers. An attractive, pedestrian-safe environment on E Street should be provided, including signage and gateway features. This project must be a collaboration between the City and Caltrans to design and help fund gateway features at Downtown's primary entrances (1st and E Streets, 9th and E Streets, 9th and B Streets), intersection improvements along E St. at 3rd, 5th, and 7th Streets to facilitate pedestrian crossings, and street tree plantings along E Street between 3rd and 9th Streets.

3. Create Short-Term Parking Solutions

It is critical to plan for present and future parking needs by developing a flexible parking strategy. Use of existing on-street parking and underutilized off-street lots should be maximized by establishing shared use-agreements for public and private lots and designating off-street employee and residential parking locations. Off-street parking lots along C and D Streets between 3rd and 7th Streets can include lighting, signage and landscaping improvements.

4. Re-evaluate Residential Parking Requirements

New residential development and adaptive reuse of key historic buildings such as the Marysville Hotel should be pursued. Off-street parking requirements can be reduced to 1 space per unit for residential uses, with flexibility for providing the remaining 0.2 - 0.5 parking spaces per unit through on-street parking or through an "In-Lieu Fee" program.

5. Utilize Existing Redevelopment Tools

Evaluate and make available Tax Increment Financing and eminent domain processes by preparing an updated redevelopment plan. The ability to assemble and consolidate parcels will be essential in achieving Downtown revitalization goals, as it will enable the City to provide incentives for developers to construct housing and infill development in the targeted Downtown sites.

6. Pursue Outside Funding Sources

Investigate and apply for additional sources of funding to support key Downtown projects and goal areas, such as the catalytic opportunity sites, streetscape improvements, façade improvements, historic preservation and business assistance. Target the Metropolitan Transportation Commission's (MTC) Transportation for Livable Communities (TLC) grant program, historic preservation funds and the Sacramento Area Council of Governments (SACOG) grant programs.

7. Organizational Coordination and Direction

Establish the Downtown Business Improvement District as the lead agency to carry the momentum of the Plan and ensure its successful implementation. The Steering Committee should continue to provide guidance and coordination between the different agencies working in Downtown (such as the City of Marysville, Yuba City, Yuba County, Chinese cultural organizations, Historical Preservation Society and the Chamber of Commerce). Additionally, include Mervyn's representatives and local real estate professionals in Downtown planning efforts. Hold regular meetings to develop and review priority checklist action items, monitor progress and ensure that tangible changes are made in Marysville. In order to support an effective leadership role, investigate funding opportunities for a part-time Downtown coordinator.



FINANCING TOOLS

A variety of financing tools are potentially available to the City of Marysville to fund Downtown improvements. The funding categories described below represent the greatest options for achieving Downtown revitalization.

Local Financing Tools Currently Available

BUSINESS IMPROVEMENT DISTRICT (BID)

BIDs are funded by a combination of City funds and special assessments paid by businesses within the district. The Marysville BID generally raises less than \$20K per year to fund business promotions. However, this amount will increase as new businesses are developed Downtown. Funds could also be used for façade and streetscape improvements and/or employing a Downtown coordinator.

REVENUE BOND FINANCING

Cities can issue revenue bonds to fund improvements in the project area. In order to receive funding, the City must analyze the feasibility of each project and demonstrate that it can earn sufficient revenues to repay bond investors.

FEDERAL TAX CREDITS

Federal Tax Credits are available to private developers to work with the City to build mixed-use projects, including some low-income housing units.

ENTERPRISE ZONE

The Yuba County Department of Economic Development markets this program, in which employers earn State Tax Credits for creating new jobs in the Downtown project area.

CDBG ENTITLEMENT FUNDS

Once the Marysville Consolidated Plan is accepted by Housing and Urban Development (HUD), Marysville will be eligible for approximately \$180,000 per year in the next two years of CDBG entitlement funds, of which a percentage may be used for eligible Downtown Improvements.

Grant Funding

SACRAMENTO AREA COUNCIL OF GOVERNMENTS (SACOG) REGIONAL FUNDING PROGRAMS

SACOG has \$18.5 million of funds available for planning and transportation infrastructure programs that support “smart growth” principles. The City of Marysville has already achieved much success in receiving funding from SACOG and could pursue additional funding opportunities to support the Downtown Plan.

Local Financing Tools Currently Unavailable

REDEVELOPMENT TAX INCREMENT FINANCING (TIF)

The City can shoulder debt to acquire land and assemble parcels, fund improvements such as parking structures, and support the Catalytic Opportunity Projects. TIF districts have been widely successful around the country and represent a key tool for cities to fund improvements. Utilizing TIF funds will require renewing the Downtown Redevelopment Project Area and preparing an amended Redevelopment Plan.

SPECIAL ASSESSMENT DISTRICTS (SAD)

Special Assessment Districts can raise significant funds through property tax assessments and fees to fund streetscape and parking improvements in targeted Downtown areas. For example, the City could form a Lighting Assessment District, where Downtown businesses contribute fees to improve lighting on high-priority streets and parking lots. Establishing a SAD requires approval by the majority of property owners within each SAD area.

PROPERTY BASED BUSINESS IMPROVEMENT DISTRICT (PBID)

The City could raise significant PBID funds through taxes and fees to property owners and businesses. This income could be used for security, maintenance, marketing, economic development, special events and other improvements.

ACTION MATRIX

The Downtown Action Matrix provides guidance for coordinating and prioritizing the implementation effort for the Downtown Marysville Economic Development Specific Plan. For each supporting strategy, it provides specific steps to take in order to realize the vision of the Plan, including the level of priority (high, medium, low), the timeframe for the action (short, medium, long), the responsible agency or partnership and potential funding opportunities. Steps to pursue the catalytic opportunity projects are also called out in this framework. Finally, the actions in bold reflect the top priority items also highlighted at the beginning of this chapter.

C1. Development Standards & Design Guidelines

	Strategy/ Action Items	Priority High Medium Low	Time Frame Short: 0-2 yrs Medium: 2-4 yrs Long: 4-6 yrs On-going	Lead Responsibility & Other Partners	Potential Funding Sources
C1.1	<p>Develop and adopt design guidelines that establish a character unique to the following street corridors:</p> <ul style="list-style-type: none"> ▪ E Street between 1st and 9th Streets as a pedestrian-safe, visually appealing community entry point and arterial road. ▪ D Street as the main retail and entertainment street between 1st & 7th ▪ C Street between 2nd & 6th as the Civic street ▪ B Street between 1st & 5th as a calm, mixed-use residential street. 	High	Short	City Staff CalTrans	N/A
C1.2 (C5.1) (C6.2)	Remove barriers to infill development by reducing residential off-street parking requirements to 1 space per unit and allow for the remaining requirement to be fulfilled on street, through shared-use agreements, or an “In-Lieu Fee” program.	High	Short	City Staff	N/A
C1.3	Evaluate key character-defining elements of historic structures, such as the Tower Theater and the State Theater, and ensure that they are preserved.	Medium	Ongoing	City Staff	N/A

C2. Signage & Wayfinding					
	Strategy/ Action Items	Priority High Medium Low	Time Frame Short: 0-2 yrs Medium: 2-4 yrs Long: 4-6 yrs On-going	Lead Responsibility & Other Partners	Potential Funding Sources
C2.1	Provide gateway features (including entry signs and landscaping elements) at each end of E Street at 1st and 9th Streets and at B and 9th Streets.	High	Short	City Staff, CalTrans	TLC funds, SACOG, City Capital Improvement funds
C2.2	Develop a hierarchy of informational signs and place at key Downtown and regional locations, as illustrated in Figure 5.3 Signage and Wayfinding Locations.	High	Medium	City Staff, CalTrans, BID	TLC funds, SACOG, CDBG, City of Marysville, BID, Chamber of Commerce, YSEDC
C2.3	Place signs advertising the Downtown district on high-profile E Street buildings including the State Theater and Marysville Hotel. Ensure that the signs reflect the historic character of the buildings.	High	Short	BID, Chamber of Commerce, Property Owners	BID, Chamber of Commerce, YSEDC
C2.4	Create a program of historic markers and place in front of key Downtown buildings, including the Marysville Hotel, Hart Building, State Theater, Bok Kai Temple, Civic Buildings, Mary Aaron Museum, historic homes, and other buildings of cultural and architectural significance.	High	Short	Historic Society, Chinese Cultural Groups, Arts Organizations	Historic Preservation Funding
C2.5	Establish trailhead signage at the foot of the Levee trail (corner of 1 st and D St) and at the Ellis Lake trail (corners of 9 th and D, 9 th and B).	Medium	Short	BID, Chamber of Commerce, YSEDC, City Staff	CDBG, BID
C2.6	Enhance signage at transit stops along B and D Streets to encourage the patronage of D Street shops and Chinatown. Include route and timetable information, local area maps and information about Downtown shops and cultural activities.	Long	Short	BID, Chamber of Commerce, YSEDC	BID, Chamber of Commerce, YSEDC

C3. Pedestrian Linkages

	Strategy/ Action Items	Priority High Medium Low	Time Frame Short: 0-2 yrs Medium: 2-4 yrs Long: 4-6 yrs On-going	Lead Responsibility & Other Partners	Potential Funding Sources
C3.1	Create pedestrian-friendly corridors across E Street by improving intersections along E Street at 3 rd , 5 th , and 7 th Streets. Repaint crosswalks and modify the traffic light timing to ensure adequate crossing time for pedestrians.	High	Short	City Staff, CalTrans	TLC funds, SACOG, City of Marysville
C3.2	Pursue E Street improvements, as identified in Chapter 5, through a combination of the following two options: Option I: Explore replacing parallel parking with landscape buffers between the E Street and the sidewalk. Option II: Create a landscaped center divider in some locations along E Street.	High	Short	City Staff, CalTrans	TLC funds, SACOG, City of Marysville
C3.3 (C5.2)	Provide lighting and landscaping in City parking lots on C Street to increase safety and to beautify the area.	High	Short	City Staff, City Services Dept.	City of Marysville
C3.4	Create linkages across 9 th street to Ellis Lake by modifying the traffic light timing to ensure adequate crossing time for pedestrians, painting a crosswalk and improving signage to the lake/park.	High	Short	City Staff, City Services Dept.	City of Marysville, CalTrans
C3.5	Improve pedestrian safety by installing traffic-calming devices (bulb-outs on the corners and diagonal parking) on B Street between 1 st and 5 th .	Medium	Short	City Staff, City Services Dept.	City of Marysville
C3.6	Establish mid-block crossings along B street between 1 st and 5 th .	Medium	Short	City Staff, City Services Dept.	City of Marysville
C3.7	Ensure proper maintenance of street trees along the following key pedestrian routes: C Street, D Street, E Street.	Medium	Medium	City Services Dept., CalTrans	City of Marysville, CalTrans
C3.8	Create a historic walking tour that highlights Marysville's architectural and cultural heritage.	Medium	Medium	BID, Historic Preservation Groups	Historic Preservation Groups, BID
C3.9	Explore the option of routing Highway 20 traffic from 9 th to 14 th Street to better connect Downtown with Ellis Lake. Coordinate funding applications with the E Street improvements.	Medium	Long	CalTrans, City Staff	CalTrans, TLC funds

C4. Business Retention & Attraction					
	Strategy/ Action Items	Priority High Medium Low	Time Frame Short: 0-2 yrs Medium: 2-4 yrs Long: 4-6 yrs On-going	Lead Responsibility & Other Partners	Potential Funding Sources
C4.1	Work with local businesses and the Chamber of Commerce to develop a coordinated approach to business practices, including consistent store hours, group advertising efforts and refraining from leaving debris in the public right of way.	High	Short	BID, Chamber of Commerce, YSEDC	BID
C4.2	Support individual businesses in creating attractive, well-maintained storefronts and display windows and ensuring cleanliness of sidewalks.	High	Short	BID	BID
C4.3	Ensure that museums, D Street businesses and Chinatown businesses remain open during key Downtown events such as the Peach Festival and Bok Kai Parade throughout the day and evening.	High	Short- Ongoing	BID	N/A
C4.4	Identify key commercial realtors that support the Downtown priorities. Collaborate so that they can take the lead in developing Catalytic Opportunity Projects and matching (existing or prospective) businesses with the appropriate Downtown vacant spaces and undeveloped land parcels.	High	Short	BID, Chamber of Commerce, City Staff, Real Estate Professionals, YSEDC, Yuba County Economic Development Coordinator's Office	N/A
C4.5	Encourage evening and weekend use of Downtown by clustering entertainment uses along D Street and providing information about parking to customers.	High	Short	BID, Chamber of Commerce, City Staff, Real Estate Professionals	N/A
C4.6	Conduct annual surveys of Downtown properties (including occupancy, square footage, building height, land use, parking, and expansion needs). Use this information to: <ul style="list-style-type: none"> ▪ Maintain a business inventory ▪ Connect potential business owners with retail space ▪ Help existing businesses fulfill expansion needs ▪ Develop a sense of Downtown's successes 	Low	Medium- Long	BID, YSEDC, Local High Schools and After-School Programs, Yuba County Economic Development Coordinator's Office	BID, YSEDC, Local High Schools, After-School Programs, Potential Education Grants

C5. Parking					
	Strategy/ Action Items	Priority High Medium Low	Time Frame Short: 0-2 years Medium: 2-4 years Long: 4-6 years On-going	Lead Responsibility & Other Partners	Potential Funding Sources
C5.1 <i>(C6.1)</i> <i>(C1.2)</i>	Remove barriers to infill development by reducing residential off-street parking requirements to 1 space per unit and allow for the remaining requirement to be fulfilled on street, through shared-use agreements, or an “In-Lieu Fee” program.	High	Short	City Staff	N/A
C5.2 <i>(C3.3)</i>	Provide lighting and landscaping in City parking lots on C Street to increase safety and to beautify the area.	High	Short	City Staff	City of Marysville, CDBG
C5.3	Develop shared-use parking agreements for existing parking facilities.	High	Short	BID: private lots on D & E Streets. City: public lots along C Street.	N/A
C5.4	Create angled parking on B Street (between 1 st and 5 th) and 5 th Street (between B and E).	High	Short	City Staff, City Services Dept.	City of Marysville
C5.5	Establish an In-Lieu Fee program to allow developers to pay a fee to the city instead of providing off-street parking spaces. This fee can support the future development of a parking structure when the need is established.	Medium	Short	BID, Chamber of Commerce	BID, Chamber of Commerce
C5.6	Develop an off-street parking map/guide for visitors and local residents. Post on the web, at the chamber of commerce, civic buildings, and retail locations. Include in announcements of Downtown events.	Medium	Short	BID, City Staff, Chamber of Commerce	BID, City, Chamber of Commerce
C5.7	Establish off-site parking locations for Downtown employees to ensure that on-street parking spaces remain available for visitors.	Medium	Short	City, County, BID	N/A
C5.8	Encourage parking on vacant and underutilized lots near Catalytic Opportunity Projects to provide less expensive short-term parking solutions.	Medium	Medium	Developer, City Staff	Developer, TIF and/or In-Lieu Fees
C5.9	Develop structured parking with ground floor retail to meet special needs/opportunities; integrate parking facilities with Downtown pedestrian connections.	Low	Long	Developer, City Staff	Developer, TIF and/or In-Lieu Fees
C5.10	Develop accommodations for infill Downtown housing as needed, (for example parking-permit system for Downtown residents).	Low	Long	City Staff	In Lieu Fees, Parking Assessment District funds, City General Fund

C6. Incentives for Mixed Use Development & Residential Infill					
	Strategy/ Action Items	Priority High Medium Low	Time Frame Short: 0-2 yrs Medium: 2-4 yrs Long: 4-6 yrs On-going	Lead Responsibility & Other Partners	Potential Funding Sources
C6.1	Support rehabilitation of upper stories of buildings along D Street by removing permitting requirements for residential reuse.	High	Ongoing	City Staff	N/A
C6.2 <i>(C1.2)</i> <i>(C5.1)</i>	Reduce residential off-street parking requirements to 1 space per unit and allow for the remaining requirement to be fulfilled on-street, through shared-use agreements, or an “In-Lieu Fee” program.	High	Short	City Staff	N/A
C6.3	Prepare a new redevelopment plan so that new debt can be issued (through Tax Increment Financing) to assemble parcels and make capital improvements to support Downtown development.	High	Short	City Staff	City General Fund
C6.4	Develop a menu of financial and regulatory incentives to promote infill mixed-use development, rehabilitation of vacant properties and new Downtown housing. Focus on the Catalytic Opportunity Projects.	High	Short	City Staff	N/A
C6.5	Assist in the consolidation of parcels to support Downtown development, including Catalytic Opportunity Projects such as the Marysville Tower Cinema.	High	Ongoing	City Staff	Tax Increment Financing
C6.7	Act as a liaison, seeking out and connecting potential developers with funding opportunities. Assist potential developers in developing/submitted applications for grants and funding options.	High	Ongoing	YSEDC, Real Estate Professionals	N/A

C7. Marketing & Promotion					
	Strategy/ Action Items	Priority High Medium Low	Time Frame Short: 0-2 yrs Medium: 2-4 yrs Long: 4-6 yrs On-going	Lead Responsibility & Other Partners	Potential Funding Sources
C7.1	Enhance effective publicity efforts for all Downtown events, such as Gold Rush Days, in order to achieve the success of the Bok Kai Parade and Fourth of July events. Include advertising for Downtown shops and entertainment and ensure that they highlight Marysville’s historic character.	High	Short	BID, Chamber of Commerce	BID, City of Marysville, Chamber of Commerce,
C7.2	Enhance the City of Marysville, Downtown, Yuba Sutter Chamber of Commerce and the Yuba-Sutter Economic Development Corporation websites to ensure coordinated, accessible and up-to-date information on cultural resources, events, local businesses, funding resources and development opportunities. <ul style="list-style-type: none"> ▪ Establish the BID’s Downtown website as the primary Downtown portal, provide links to City & YSEDC’s information on funding sources and development opportunities. ▪ Prominently display a link to the Downtown website from the City’s and YSEDC homepages. ▪ Ensure YSCC and the BID websites contain the same information about businesses and cultural resources ▪ Highlight Downtown parking locations 	Medium	Short	BID, City Staff, Chamber of Commerce, YSEDC, Yuba County Economic Development Coordinator’s Office	BID, City of Marysville, Yuba-Sutter Chamber of Commerce, Yuba-Sutter Economic Development Corporation
C7.3	Target marketing efforts to local publications (the Appeal-Democrat, the Independent), events and individual homes in the new housing developments in the county (Edgewater, the Plumas Lake Specific Plan Area, the Yuba Hills Specific Plan Area).	Medium	Short	BID, Chamber of Commerce, Yuba County Economic Development Coordinator’s Office	BID, City of Marysville, Yuba-Sutter Chamber of Commerce
C7.4	Develop Historic walking tour brochures that highlight Marysville’s historic and cultural resources. Make available at key downtown locations such as the, Chamber of Commerce, Civic Buildings, Bok Kai Temple, Mary Aaron museum, and Downtown shops.	Medium	Short	Historic Preservation Groups, Chinese Cultural Groups	BID, City of Marysville, Historic Preservation Groups, Chinese Cultural Groups

C8. Organizational Coordination & Direction					
	Strategy/ Action Items	Priority High Medium Low	Time Frame Short: 0-2 yrs Medium: 2-4 yrs Long: 4-6 yrs On-going	Lead Responsibility & Other Partners	Potential Funding Sources
C8.1	Establish the BID as the facilitator of the Downtown Plan implementation effort.	High	Short	BID, City Staff, Steering Committee	N/A
C8.2	Continue the advisory role of the Downtown Steering Committee. Include the following key stakeholders to ensure successful implementation of the Plan: real estate professionals, Mervyns, local arts organizations, historic preservation organizations, the Chamber of Commerce and Chinese cultural and youth organizations.	High	Ongoing	BID, City Staff, Steering Committee	N/A
C8.3	Meet regularly, engage in community outreach, and guide the implementation of the Downtown plan.	High	Ongoing	Steering Committee	N/A
C8.4	Formally adopt organizational guidelines, including mission statement, by-laws, a decision making process and key responsibilities.	High	Short	Steering Committee	N/A
C8.5	Investigate funding opportunities for a part-time coordinator for the BID.	High	Ongoing	BID, City Staff, Steering Committee	Property Assessment, Grant Opportunities
C8.6	Ensure collaboration and coordination between agencies/groups responsible for implementing various sections of the plan.	High	Ongoing	Steering Committee, City Staff	N/A



APPENDICES

Appendix A: Economic Summary Tables

Table A-1 Taxable Sales by Downtown Area in Marysville, 2003

Sub-Areas	Taxable Sales Earned	% Total	Location Description
Section A	\$21,053,900	37.9%	E Street Commercial
Section B	\$16,288,800	29.4%	1st, 2nd between E & B streets
Section C	\$1,757,800	3.2%	D Street between 3rd & 4th
Section D	\$2,351,900	4.2%	D Street between 4th & 5th
Section E	\$1,509,500	2.7%	D Street between 5th & 6th
Section F	\$5,932,500	10.7%	D Street between 6th & 9th along with parts of 7th, 8th & 9th
Section G	\$6,587,800	11.9%	B Street between 3rd & 9th
TOTAL	\$55,482,200		

Table A-2 Demand for Movie Screens in Marysville & Region, 2003

Household Spending on Movies & Theater, Sutter & Yuba Counties	\$5,069,764
Household Spending on Movies & Theater, Yuba County	\$1,993,800
Average per movie screen	\$270,000
# of Supportable Screens in Sutter & Yuba Counties (High)	19
# of Supportable Screens in Sutter & Yuba Counties (Low)	12
# of supportable screens in Yuba County (High)	7
# of supportable screens in Yuba County (Low)	5
Current Market	
Movies 8 (8 screens)	8 Screens
Sutter Theater (3 screens)	3 Screens
Proposed number of new screens (Yuba City)	12 Screens

Table A-3 Entertainment Spending in Marysville, Yuba & Sutter Counties

Entertainment Category	Spending by Marysville Residents	Spending by Other Yuba County Residents	Spending by All Yuba County Residents	Spending by All Sutter County Residents
Movie, Theater	\$435,862	1,557,938	\$1,993,800	\$3,075,963
Sporting Events	\$158,965	567,414	\$726,379	\$1,173,048
Participant Sports	\$323,688	1,157,270	\$1,480,958	\$2,367,115
Recreational Lessons	\$151,429	541,653	\$693,082	\$1,141,459
Social, Recreation, Club Membership	\$414,398	1,480,666	\$1,895,063	\$3,153,707
TOTAL	\$1,484,341	5,304,941	\$6,789,283	\$10,911,292

Table A-4 Population Growth in Yuba and Sutter Counties Compared to the SACOG Region and California, 1990 - 2003

	Persons 1990	Persons 2003	Population Change 1990 - 2003	Percent Change 1990 - 2003	Annual Growth Rate 1990 - 2003
YUBA COUNTY	58,228	62,847	4,619	7.9%	0.6%
Marysville	12,324	12,512	188	1.5%	0.1%
Yuba County (Remainder)	45,904	50,335	4,431	9.7%	0.7%
SUTTER COUNTY	64,415	83,241	18,826	29.2%	2.0%
Yuba City	27,385	48,369	20,984	76.6%	4.5%
Sutter County (Remainder)	37,030	34,872	-2,158	-5.8%	-0.5%
SACOG Region (Remainder)	1,182,311	1,490,812	308,501	26.1%	1.8%
California	29,760,021	35,591,000	5,830,979	19.6%	1.4%

Table A-5 Industry Employment in Marysville & Yuba City MSA (Yuba & Sutter Counties), 2004

Industry	Marysville Employment	% of Employment by Sector	% of Regional Employment	Yuba City MSA Employment	% of Employment
Mining	56	0.5%	47.1%	119	0.3%
Construction	461	3.9%	25.3%	1,823	4.8%
Manufacturing	1,247	10.5%	41.1%	3,036	8.0%
TCPU	1,078	9.1%	49.3%	2,186	5.8%
Wholesale Trade	484	4.1%	34.0%	1,424	3.7%
Retail Trade	1,672	14.1%	21.9%	7,621	20.1%
FIRE	330	2.8%	19.9%	1,657	4.4%
Services	5,118	43.1%	35.2%	14,547	38.3%
Government	1,441	12.1%	25.8%	5,577	14.7%
TOTAL	11,887		31.3%	37,990	

Table A-6 Marysville’s Retail Sales Leakages and Regional Capture Estimates, 2003

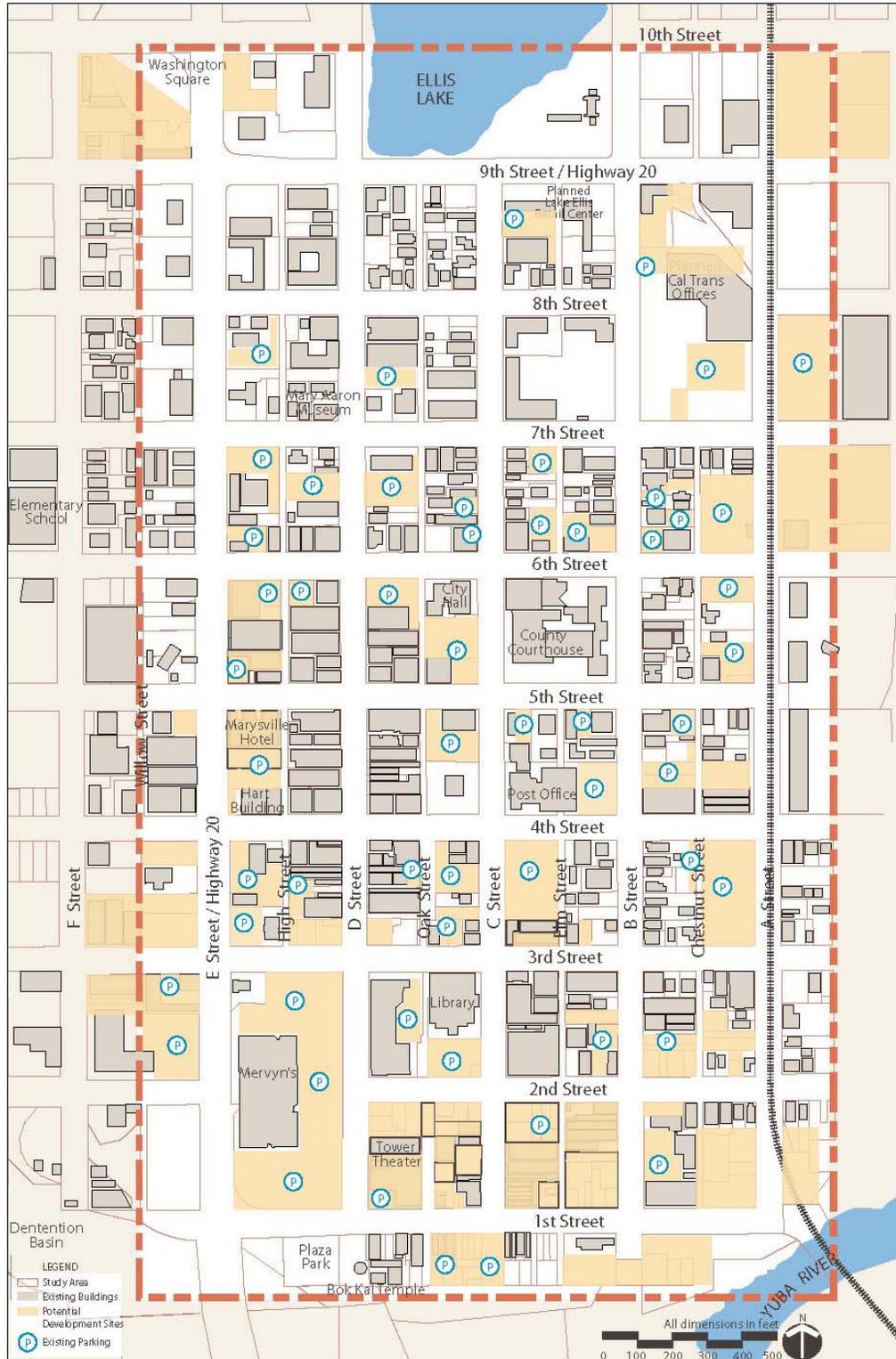
Retail Group	Total Household Spending	Taxable Sales	Actual Sales	Sales Leakages	Regional Capture
Apparel Stores	\$4,095,360	\$545,436	\$545,436	\$3,549,924	
Discount, Department, & Other General Merchandise Stores	\$10,169,892	\$15,383,703	\$16,875,007		\$6,705,115
Drug & Proprietary Stores	\$2,161,688	\$7,892,214	\$21,102,176		\$18,940,488
SPECIALTY RETAIL					
Gifts & Novelties	\$375,915	\$493,196	\$499,692		\$123,777
Sporting Goods	\$483,310	\$325,458	\$325,784	\$157,526	
Florists	\$117,493	\$237,821	\$239,016		\$121,523
Books & Stationery	\$342,536	\$567,957	\$567,957		\$225,421
Equipment	\$791,679	\$2,787,975	\$2,787,975		\$1,996,296
Other Specialty Retail	\$2,599,177	\$2,231,277	\$2,232,354	\$366,823	
FOOD, EATING AND DRINKING					
Grocery & Convenience Stores	\$13,784,238	\$11,873,228	\$40,888,237		\$27,104,000
Specialty Food Stores	\$408,961	\$77,492	\$1,383,786		\$974,825
Restaurants, Bars, & Fast Food	\$5,699,615	\$20,133,580	\$22,370,644		\$16,671,030
BUILDING MATERIALS AND HOME FURNISHINGS					
Furniture & Home Furnishings	\$2,830,278	\$3,519,190	\$3,526,242		\$695,965
Other Home Furnishings	\$3,714,126	\$6,644,288	\$6,644,575		\$2,930,449
AUTOMOTIVE					
Motor Vehicle Dealers	\$15,855,272	\$27,634,254	\$27,634,254		\$11,778,982
Gasoline Service Stations	\$6,217,350	\$23,618,304	\$25,560,935		\$19,343,585
Auto Parts & Accessories	\$547,623	\$7,528,463	\$7,528,463		\$6,980,840
TOTAL	\$70,194,513	\$132,907,897	\$182,143,771		

Table A-7 Projected Population Growth in Yuba & Sutter Counties, 2000 - 2020

	2000	2010	2020	Change from 2000 - 2020	% Change from 2000 - 2020	Annual Growth Rates 2000 - 2020
YUBA COUNTY	61,530	87,226	123,653	62,123	101%	3.6%
Marysville City	12,220	12,860	13,450	1,230	10%	0.5%
SUTTER COUTNTY	78,510	98,370	121,640	43,130	55%	2.2%
Yuba City	35,860	47,880	59,910	24,050	67%	2.6%
Sutter/Yuba Region	140,040	185,596	245,293	105,253	75%	2.8%

Appendix B: Downtown Opportunity Sites

Figure A.1 Downtown Opportunity Sites



Appendix C: General Plan References

The City of Marysville Downtown Economic Development Strategic Plan supports many of the goals and efforts identified in the City's 1985 General Plan and 2003 Housing Element Update. Below is a list of specific General Plan strategies upon which the Downtown Strategic Plan enhances and builds upon.

Housing Element

- Develop infill housing strategy with regulatory and financial incentives
- Allow residences Downtown above commercial establishments
- Allow residences in mixed-use buildings and projects.
- Adopt zoning standards for high density and/or multi-family, as well as for Downtown residences in mixed-use buildings and projects.
- Amend the zoning code to allow shared parking for commercial and residential uses and reduced parking ratios for certain types of housing.
- Investigate parking mitigation strategies, such as a Downtown parking district.
- Amend the Redevelopment Plan to place priority on the conversion of second-story commercial space and residential hotels for residential use.
- Change the Zoning Ordinance to allow residential developments as of right on designated sites in the Downtown area and to allow residences in mixed-use buildings or projects in the Downtown area as conditional uses.

Land Use Element

- Promote the retention and renewal of the central business district and the redevelopment area as the commercial center of the city.
- Encourage office-professional uses in commercial centers.
- Mitigate or minimize any conflicts with other land uses, especially residential, park, and recreational uses. New commercial establishments shall be carefully integrated into the surrounding area.
- Protect historically significant areas and encourage their preservation and rehabilitation.
- Encourage a variety of building types along major streets and highways.
- Encourage the development of higher density residential construction consistent with the General Plan and City zoning regulations.
- Ensure that all future redevelopment activity within Marysville is consistent with the Marysville Plaza Redevelopment Plan, the Marysville Plaza Urban Design and Development Plan, and individual target area plans.
- Preserve and restore, where feasible, sites having historic significance.
- Encourage the provision of adequate off-street parking in all project development plans.

Circulation Element

- Promote pedestrian convenience through requirements for sidewalks, walking paths, and hiking trails that connect residential development with commercial, shopping, and employment centers.
- Require landscaping and tree planting along major streets and highways.
- Provide a bikeway system as a safe and ecologically beneficial transportation mode alternative.

Appendix D: Potential Environmental Impacts

This plan constitutes a project under the provisions of the California Environmental Quality Act (CEQA). However, Section 15262 of the CEQA State Guidelines indicates that feasibility and planning studies, such as this Economic Development Strategic Plan, may be statutorily exempt from CEQA. This section of the CEQA State Guidelines indicates that projects involving only feasibility or planning studies for possible future actions which the City has not approved will not require the preparation of an EIR or Negative Declaration. In accordance with Section 15262 of the CEQA State Guidelines, the Downtown Economic Development Strategic Plan has therefore been determined to be exempt from further environmental review as specific activities outlined in the plan for implementation will be reviewed under the provisions of CEQA on a case by case basis. The adoption of this plan will not have a legally binding effect on later activities and that prior to approval of any individual components of the plan separate environmental review will be required. The remainder of this appendix addresses environmental considerations that may result from the plan's implementation.

Projected environmental impacts from the City of Marysville's Downtown Economic Development Strategic Plan are marginal, as the plan expects to generate minimal growth for the region. Rather, strategies focus on expanding the capture of existing regional demand; successful implementation will result in redirecting a portion of the regional urban sprawl towards intensification of uses in the Downtown area. To enhance this effort, the Strategic plan aims to support a pedestrian-oriented, vibrant Downtown core with housing, additional open space, nighttime activities and historic preservation.

Expanding heritage tourism and attracting residents and visitors to the Downtown may increase traffic on a local-scale. However, few additional trips will be generated, as new Downtown residents will live in walking distance to services and amenities. Slight environmental impacts could also ensue from the construction of the catalytic opportunity projects; however, the practices utilized in the building process will determine the extent of local benefit or impact. Further study is necessary to determine the full extent of environmental impacts (or benefits) from the Strategic Plan. As each new project is developed, it will be subjected individually to environmental review to address these particular issues.