

GRIDLEY DOWNTOWN DESIGN AND MOBILITY PLAN



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**February 2012
Public Review Draft**

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INTRODUCTION

Downtown Gridley is the historic economic, cultural, and social center of the City. The City's vision for Downtown includes new housing, shops, eating places, and cultural and recreational spaces.

The Gridley Downtown Design and Mobility Plan ("the Plan") will help the City to remove barriers to investment for future development within the Downtown Area that will promote the City's vision. The City has used the Plan to engage the public and create a consensus vision for land use and urban design in the Downtown Area, as well as transportation and other public investments needed to support this vision.

The City's recent General Plan Update provides the direction upon which the Plan was developed, including the City's desire to achieve a greater mix of uses within the Downtown Area that incorporates housing, jobs, and services. Public realm improvements, including connecting sidewalks, planting additional street trees, and shaping the development of vacant parcels, are another focus of this Plan.

This Plan provides conceptual-level planning ideas, to be carried out through revisions to the Code of Ordinances and the setting of priorities for public investments.

Additional documents, including the Hazel Street Improvement Plan and the City's Visitor Attraction Survey, provided additional direction during document preparation. The following chapters provide a framework for the physical transformation of Downtown Gridley into a vibrant neighborhood and the heart of the city.

Quota Park

THE GATEWAY TO DOWNTOWN

Est. 2008

QUOTA PARK

WOULD NOT BE POSSIBLE WITHOUT THE GENEROUS DONATIONS FROM THE FOLLOWING CONTRIBUTORS:

KEVIN MANES FAMILY
CRIDLEY QUOTA CLUB MEMBERS
IN LOVING MEMORY OF ED RUSH
CHILDREN'S HOPE FOSTER FAMILY AGENCY
INDUSTRIAL ELECTRONICS
DANE CUMMINGS FAMILY
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WE WOULD ALSO LIKE TO THANK THE COMMUNITY FOR ITS CONTINUED SUPPORT

Document Organization

The Plan is organized into five chapters that address the need for supporting redevelopment in the Downtown Area, an overarching vision for change, structural changes the City can make to facilitate development, and sample improvement projects that conform to the Plan's direction. The contents of each chapter are briefly described below.

- + **Chapter 1 Introduction**, presents the purpose and intent of the Plan, and includes a description of the opportunities for public input during Plan development.
- + **Chapter 2 Plan Area Context**, describes the existing conditions within the Plan Area. Circulation, streetscapes, urban form, local retail conditions, and demography are each discussed. Three opportunity sites are also identified and described.
- + **Chapter 3 Land Use Concepts**, demonstrates how new development can complement existing uses Downtown within a land use context that implements the 2030 General Plan.
- + **Chapter 4 Urban Design and Circulation Framework**, offers conceptual illustrations of key corridors, opportunity sites, and streetscape enhancements, which are consistent with the land uses described in Chapter 3.
- + **Chapter 5 Implementation**, presents a summary of actions the City will undertake to implement and support changes proposed in the Plan, including Municipal Code updates, Public Works standards revisions, and draft design guideline language. Potential funding sources for recommended capital improvements are also provided.

Plan Area

The Plan Area is located in Downtown Gridley, approximately bounded by the RD 833 Lateral E7-A to the north, Jackson Street to the east, the southern boundary of Manuel Vierra Park to the south, and Indiana Street to the west. The Plan Area is approximately one-quarter mile west of SR 99, the primary north-south corridor in the region. The Union Pacific Railroad bisects the Plan Area from north to south.

The Plan covers an area that includes residential neighborhoods, a Downtown retail and civic district, and industrial properties. Throughout this document, reference is made to the Downtown Core Area, which is defined here as the six-block area bound by Spruce Street, Virginia Street, Sycamore Street, and Vermont Street. References to the industrial area generally describe those parts of the Plan Area that are south of Sycamore Street, primarily along Virginia Street and the railroad tracks. Figure 1-1 shows the exact Plan Area boundaries and the approximate Downtown and industrial areas.

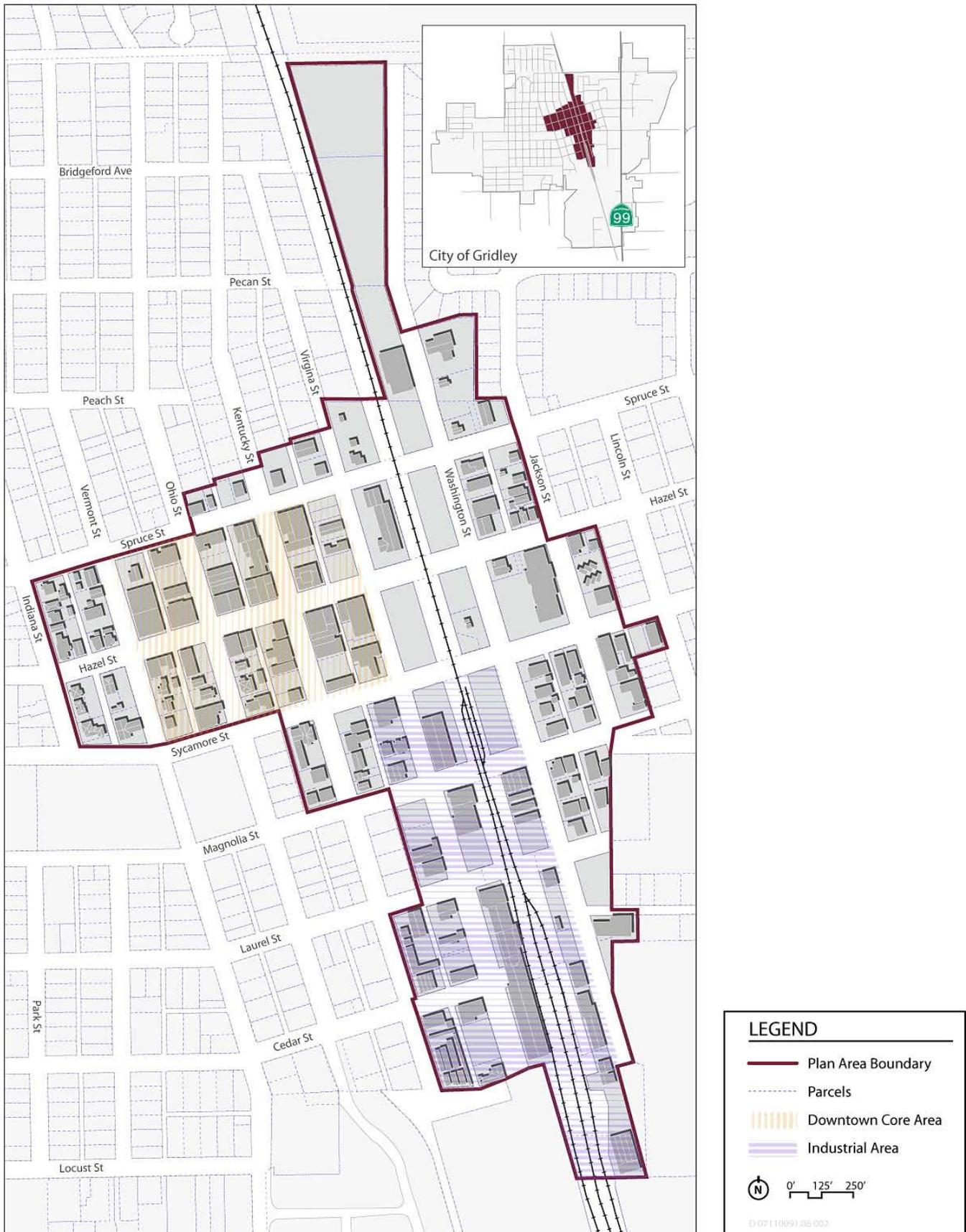


Figure I.1 – Plan Area

Purpose and Intent of Design and Mobility Plan

The Plan is intended to stimulate public discussion regarding appropriate land uses and design concepts, as well as a platform for the City to analyze and prioritize public investments that will be needed to support the desired types of land use change. Implementation of the Plan will promote a high quality of life for existing and future residents in the Plan Area, ensuring that Downtown Gridley is an attractive place to live, work, shop, and play, and a continued source of pride and identity as the community grows.

Specifically, the Plan will provide:

- + Recommendations for revising the City's Zoning Ordinance and other City standards;
- + Streetscape design recommendations;
- + Recommendations for multi-modal transportation improvements;
- + Conceptual illustrations of potential development for key corridors and reinvestment opportunity areas in and near Downtown;
- + Identification and prioritization of public infrastructure and facilities investments; and,
- + Recommendations for funding and implementation.

The Plan will provide direction on discrete actions the City can take to remove barriers to infill development in the Downtown area.

Numerous others plans have been prepared to address programming to increase commercial/retail, social, and visitor activity Downtown. As such, the Plan will not specifically address this topic.

Public Participation Process

The City conducted substantial outreach on the 2030 General Plan Update (GPU) to achieve broad community consensus. Consensus ideas from the GPU public input, as well as GPU goals, policies, and implementation strategies for Downtown were used to direct the Plan.

The Land Use Element discusses the general array of land uses allowed in the Downtown Mixed Use designation and the economic importance of Downtown. The Circulation Element identifies the City's approach for mobility in and around the Downtown. The Public Facilities Element identifies Downtown as a priority for public facilities investment. The Community Character Element outlines aesthetic policies and the City's goals for historic preservation. The City provided additional outreach to support development of the Plan, as described below.

A kick-off public workshop was used to educate participants on revitalization strategies and to define opportunities, issues, priorities, and challenges for Downtown. Visual tools were used to orient participants to the Plan Area and promote understanding of the issues. The City also used Advisory Committee meetings to receive focused technical and policy input

from City staff, decision makers, service providers, business owners, and other public agency representatives and stakeholders.

City staff posted documents and meeting notices for the Plan to provide another venue for public review and comment. In addition to the traditional public workshops, City staff solicited input from community organizations and stakeholders at their meetings and events. Local newspaper notices provided another opportunity for residents to learn about and provide input for the Plan.

Vision and Goals

The GPU established the vision and goals for the Downtown Mobility Plan. The City's Land Use, Circulation, Community Character and Design, and Public Facilities Elements highlight the City's interest in encouraging infill development and encouraging a mix of land uses Downtown. The GPU proposes a new land use designation (Downtown Mixed Use) that will be implemented through one or more new or revised zoning districts and a new set of development standards. This Plan facilitates implementation of the City's General Plan, as it relates to Downtown Gridley, by providing recommendations for the new mixed-use zoning districts and development standards. Examples of guiding language from the General Plan include:

LAND USE GOAL 4: To maintain an active, vibrant, mixed-use Downtown containing civic, cultural, entertainment, shopping, commercial service, professional office, and residential uses.

LAND USE POLICY 4.2 The City will encourage retail and visitor-oriented uses, business and personal services, government and other civic uses, professional offices, and high-density residential uses to locate Downtown.

LAND USE POLICY 4.3 The City will identify and address public infrastructure deficiencies and otherwise direct public investment Downtown, in order to encourage development and redevelopment.

DESIGN GOAL 5: To maintain and improve Downtown as a vibrant, pedestrian-scaled, memorable place that is the social and cultural heart of the community and a visitor draw.

DESIGN POLICY 5.1 Downtown development and redevelopment should reinforce the historic fabric of the Downtown streetscape through building placement and design.

DESIGN POLICY 5.4 As funding is available, the City will increase the street tree canopy Downtown and add landscaped planters to enhance aesthetics and pedestrian comfort.

DESIGN POLICY 5.6 The City will encourage a lively streetscape Downtown by encouraging outdoor dining to occur at the street level (Exhibit Design-25)

DESIGN POLICY 5.9 Parking Downtown should mostly be provided on-street, including angled parking, and surface parking lots should be minimized Downtown.

DESIGN POLICY 5.10 Where surface parking is used Downtown, it should be public parking or shared by adjacent developments.

DESIGN POLICY 5.11 New surface parking should be located behind or on the side of proposed structures and not in the front of proposed structures, where possible.

DESIGN POLICY 5.12 Through public investment or in coordination with private redevelopment, the City will add angled street parking along the street, with wide sidewalks and buildings fronting the street (Exhibit Design-26).

As the City grows under the GPU, the community strongly wishes to structure and manage growth in a way that will benefit, rather than detract from the vitality of Downtown.

The implementation of this Plan is an opportunity to maintain the pedestrian-scale, while adding housing and jobs, developing vacant/underutilized properties, and accommodating a mix of land uses that will allow more people to meet daily needs without the use of their car.

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PLAN AREA CONTEXT

This chapter highlights fundamental aspects of the Plan Area, such as land use, transportation, urban design, infrastructure, and vacant parcels and describes their relationship to opportunities for reinvestment and multi-modal travel.



Overview of the Plan Context

Opportunities and constraints within the Plan Area were considered to identify the types of design solutions and implementation programs that could achieve the City's goal of attracting and enhancing resident, commercial, and visitor activity within the Plan Area. Opportunities and Constraints were organized according to the following categories:

- + Circulation
- + Parking
- + Landscape/streetscape
- + Opportunity sites
- + Community character
- + Business and social environment
- + Infrastructure

The circulation context of the Plan Area is formed by the connected grid street system and proximity to SR 99. The Union Pacific Railroad tracks and disconnected sidewalks pose challenges to pedestrian circulation.

On-street parking supply is ample for a Downtown of this size during normal conditions, although diagonal parking takes up considerable right-of-way space and can pose safety challenges for bicyclists.

Consistent landscaping treatment is currently concentrated along Hazel Street, and future plans for upgraded decorative lighting are already underway. The City's wide rights-of-way offer room to provide additional streetscape amenities, such as wider sidewalks, street furniture (e.g., seating, directional signage, bike racks), and landscaping.

Approximately 11 vacant parcels within the Plan Area provide excellent opportunities for infill development or other active uses, which could accommodate additional reinvestment in the area. The size and configuration of some vacant parcels may pose a challenge for redevelopment and could be considered for other active uses, such as special events, seasonal displays, temporary uses outdoor civic space, etc.

The quality of historic buildings and the pedestrian scale of the Downtown Core Area (refer to Figure 1.1 for Downtown Core Area boundaries) contribute to Gridley's unique, small-town character and sense of place. Civic pride and engagement on behalf of the local business community also contribute to Gridley's identity. These attributes establish the foundation of concepts presented throughout this Plan to help reinforce Downtown Gridley as a unique destination within the larger City.

As with many historic downtowns, much of the infrastructure in Downtown Gridley is aged and lacks capacity to accommodate significant infill development that results in higher service demands. Infrastructure deficiencies specific to the opportunity sites have been identified to help define the City's role in supporting future infill development.

Table 2.1 provides a bullet-point summary of the opportunities and constraints within the Plan Area, while Figure 2.1 provides a graphic illustration.

Table 2.1 – Summary of Opportunities and Constraints

Categories	Opportunities	Constraints
Circulation	<ul style="list-style-type: none"> + Easy access from SR 99 + Highly connected street grid/sidewalks + Good connections to surrounding neighborhoods + Existing and planned bike lanes + Ample rights-of-way to add pedestrian amenities and landscaping + Potential for activating alleys 	<ul style="list-style-type: none"> - Unattractive alleys through center of Downtown - Disconnected sidewalks in some areas - ‘Dead-end’ street network in industrial area - Railroad tracks as barriers - Angled parking unsafe for cyclists
Parking	<ul style="list-style-type: none"> + Ample Downtown parking 	<ul style="list-style-type: none"> - Diagonal parking takes up substantial right-of-way
Landscape/ Streetscape	<ul style="list-style-type: none"> + Streetscaping on certain streets + Space for street furniture (e.g., additional seating, directional signs, information kiosk, newspaper stands, bicycle racks, decorative lighting) 	<ul style="list-style-type: none"> - Minimal landscaping and natural drainage - Lack of shade trees in many areas - Lack of uniform and consistent streetscape improvements (seating, lighting, information kiosks, bicycle racks, etc.)
Opportunity Sites	<ul style="list-style-type: none"> + Vacant parcels/empty buildings ready for reuse/infill 	<ul style="list-style-type: none"> - Parcel size/configuration - Building reuse challenges (e.g., lack of on-site parking, seismic retrofit requirements, obsolete building configuration, poor building conditions)
Community Character	<ul style="list-style-type: none"> + Historic buildings/architecture + Well-preserved Downtown Core Area + Pedestrian building scale + Stable surrounding residential neighborhoods + Mix of uses/mixed-use zoning designation + Consistent buildings setbacks in commercial areas + ‘Sense of Place’/small town character + Walkable street grid with small blocks 	<ul style="list-style-type: none"> - Condition and alteration of some older buildings that diminish their historic character - Vacant lots in prime locations - Numerous parks located adjacent to railroad tracks - Lack of a adequate central square or civic gathering place
Business and Social Environment	<ul style="list-style-type: none"> + Business Improvement District + Engaged local business community + Civic pride + Civic events 	<ul style="list-style-type: none"> - Retail vacancies - Local market for retail/services - Business startup costs - Lack of a adequate central square or civic gathering place
Infrastructure	<ul style="list-style-type: none"> + Water service available + Electric facilities in place + Storm drainage infrastructure in place 	<ul style="list-style-type: none"> - Sewer upgrades needed to serve opportunity sites - Sidewalk, curb, and gutter improvements needed to serve opportunity sites

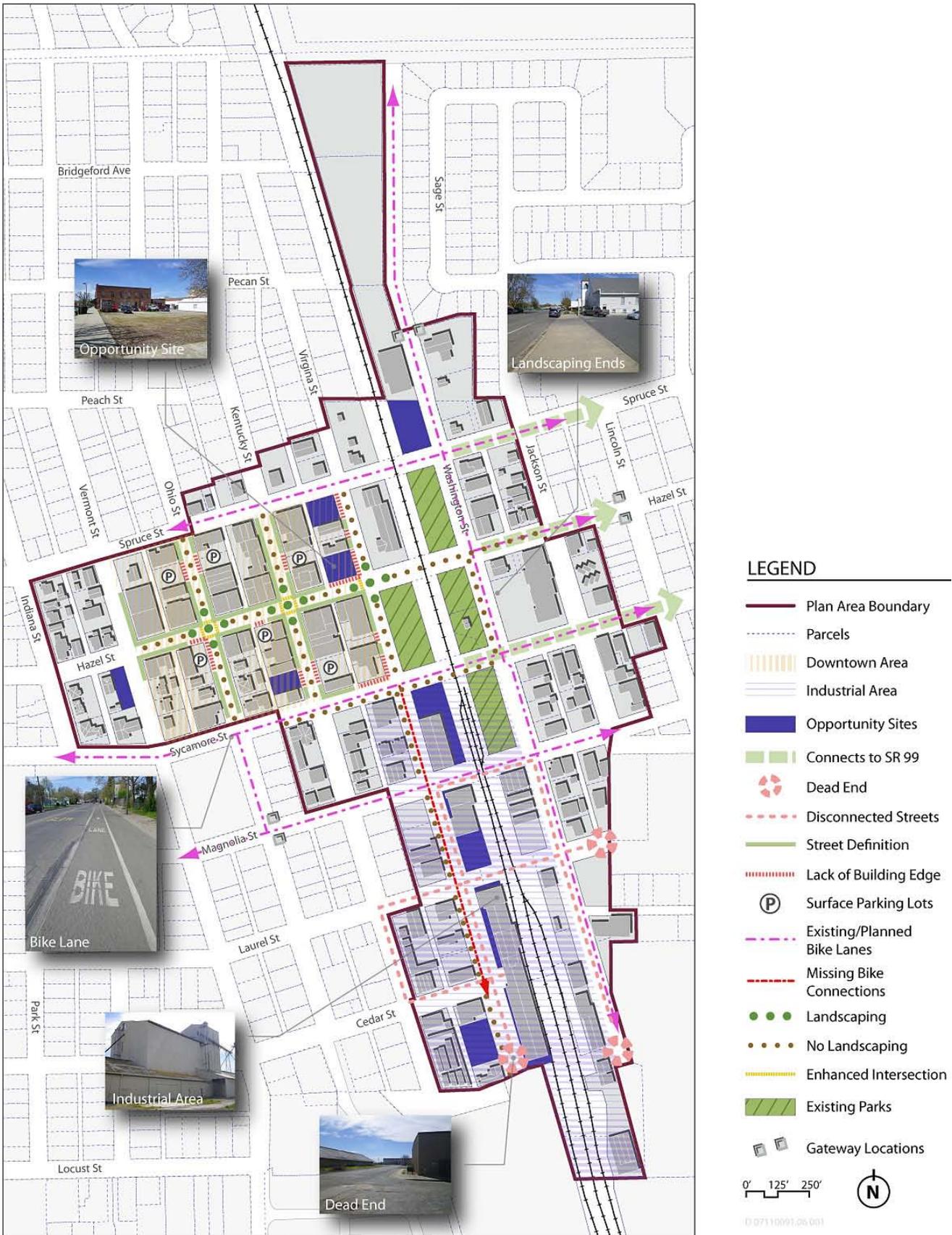


Figure 2.1 – Opportunities and Constraints Diagram

Existing Land Use

As shown in Figure 2.2, the existing land uses within the Plan Area include:

- + Public and quasi-public uses
- + Infrastructure
- + Office
- + Retail
- + Commercial Service
- + Warehouse/Wholesale
- + Industrial
- + Multifamily
- + Single Family
- + Park
- + Vacant

In general, commercial uses are concentrated north of Sycamore Street between Ohio Street and Jackson Street. Industrial uses are largely found south of Sycamore Street. Four City parks are located east of the Downtown Core Area, along the railroad tracks:

- + Daddow Park
- + Rotary Park
- + Quota Park
- + Railroad Park

Residential uses are scattered throughout the Plan Area. Single-family residential uses are concentrated west of Ohio Street and east of Jackson Street. Multi-family uses are found mixed in with single-family residential and commercial uses, primarily near the eastern and western boundaries of the Plan Area.

Vacant parcels are also scattered throughout the Plan Area, with larger parcels found south of Sycamore Street and smaller parcels north of Sycamore.

Circulation

Roadways

The Plan Area is west of SR 99, the primary north-south travel route in the region, which provides access to Live Oak, Yuba City, Sacramento, and Chico. Several streets within the Plan Area provide direct access to SR 99, including Spruce Street, Hazel Street, Sycamore Street, and Magnolia Street (see Figure 2.3).

The Plan Area is located within the historic street grid of Gridley, which comprises a highly connected network of roadways that establish consistent block sizes of approximately 240' by 320', bisected by north-south alleys.



Locally-owned retail businesses are concentrated in the Downtown Core Area.



Quota Park, at the intersection of Hazel Street and Washington Street, offers a small gathering space near Downtown.

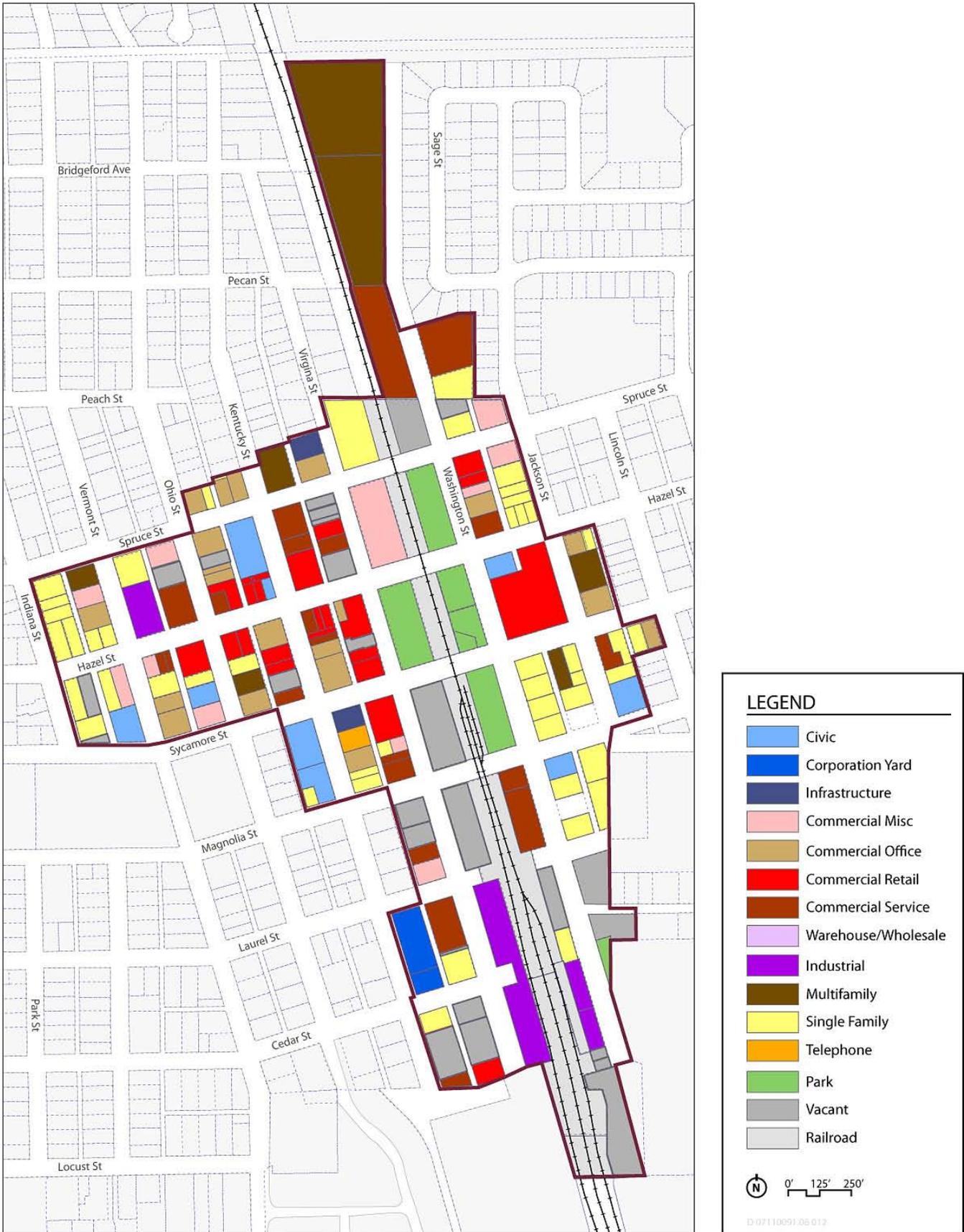


Figure 2.2 – Existing Land Uses

This street grid provides various benefits for redevelopment into a mixed-use neighborhood center. In combination with the sidewalk network discussed later, a street grid maximizes circulation options within a given area, offering various paths between destinations. This helps to disperse traffic among multiple routes to reduce instances of congestion. Figure 2.4 provides an example of the multiple routes provided in a grid system as compared to a neighborhood developed with cul-de-sacs and a hierarchical street network. Grid systems are also easy for visitors to navigate; it is easier to visualize the route between points on a connected grid than between points on a less organized network of streets. Increased connectivity and easy navigation also encourage visitors to park once and walk to multiple destinations, reducing the need to supply excessive parking for every Downtown tenant.

Sidewalks and Crosswalks

Sidewalks are present on many of the streets within the Downtown Core Area between Spruce Street and Magnolia Street, allowing comfortable pedestrian access. Sidewalk widths vary within the Plan Area between approximately 4' - 12', with wider sidewalks concentrated in and around the Downtown Core Area to accommodate higher pedestrian traffic and narrower sidewalks in residential areas. Gaps in the sidewalk network are concentrated south of Magnolia Street in the industrialized part of the Plan Area (see Figure 2.5). Sidewalks are also missing along Washington Street and Virginia Street north of Hazel Street.

The majority of intersections north of Magnolia Street have striped pedestrian crosswalks, including those connecting to the parks along the railroad. Three Downtown intersections on Hazel Street (Ohio Street, Kentucky Street, and Virginia Street) have been further enhanced for pedestrian comfort and safety. These bulb-out intersections reduce the pedestrian crossing distance, and include shade trees to provide relief from the hot summer sun. Pedestrian safety and comfort are especially important for youth and older residents, both of which may need to get around without a car.

Bike Network

The existing bike network includes on-street bike lanes on parts of Washington Street, Spruce Street, Hazel Street, and Magnolia Street, and some bike parking scattered throughout the Downtown Core Area. The General Plan identifies additional Class II bike lanes for Ohio Street, Washington Street, and Sycamore Street west of Washington Street. Figure 2.6 shows the locations of existing and proposed designated bike lanes. Some bike parking is provided on sidewalks in the Downtown Core Area.

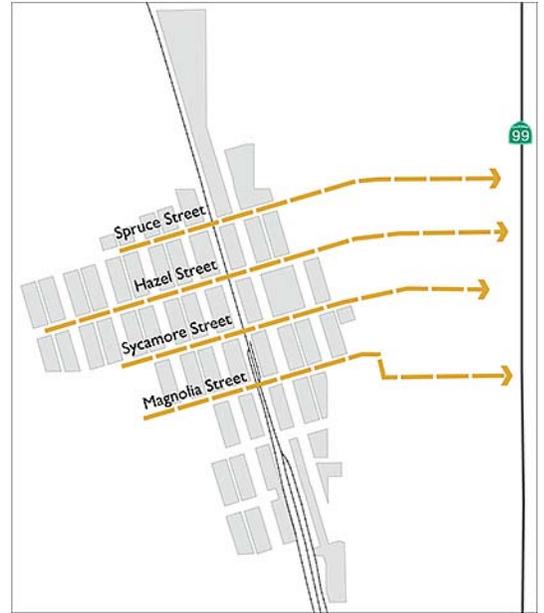


Figure 2.3 – Connection to SR 99

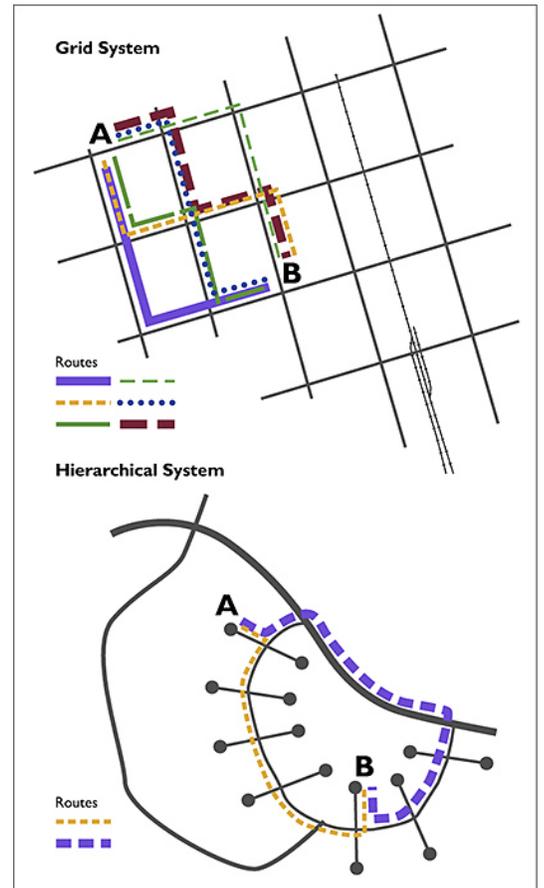


Figure 2.4 – Street Connectivity

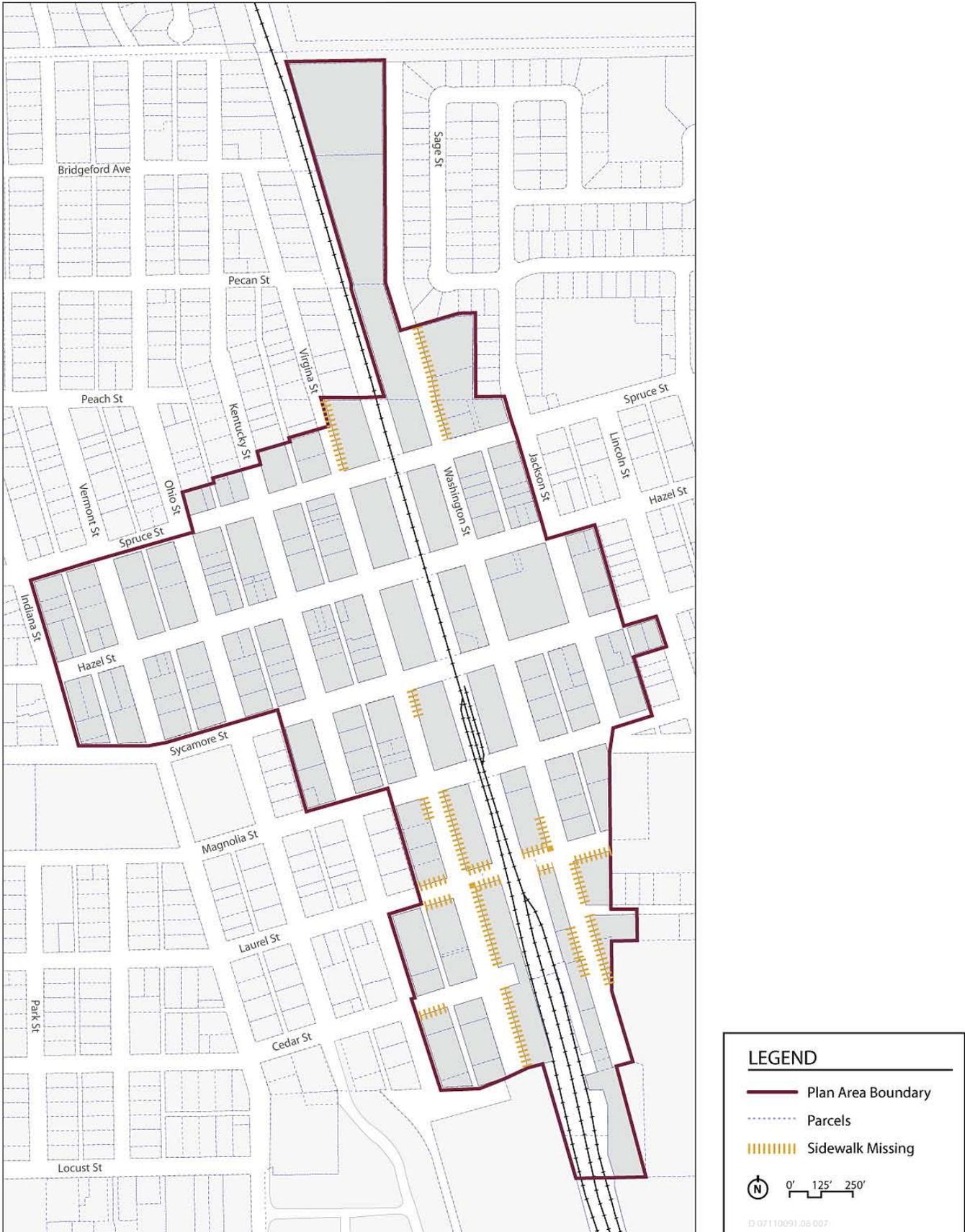


Figure 2.5 – Missing Sidewalk Connections

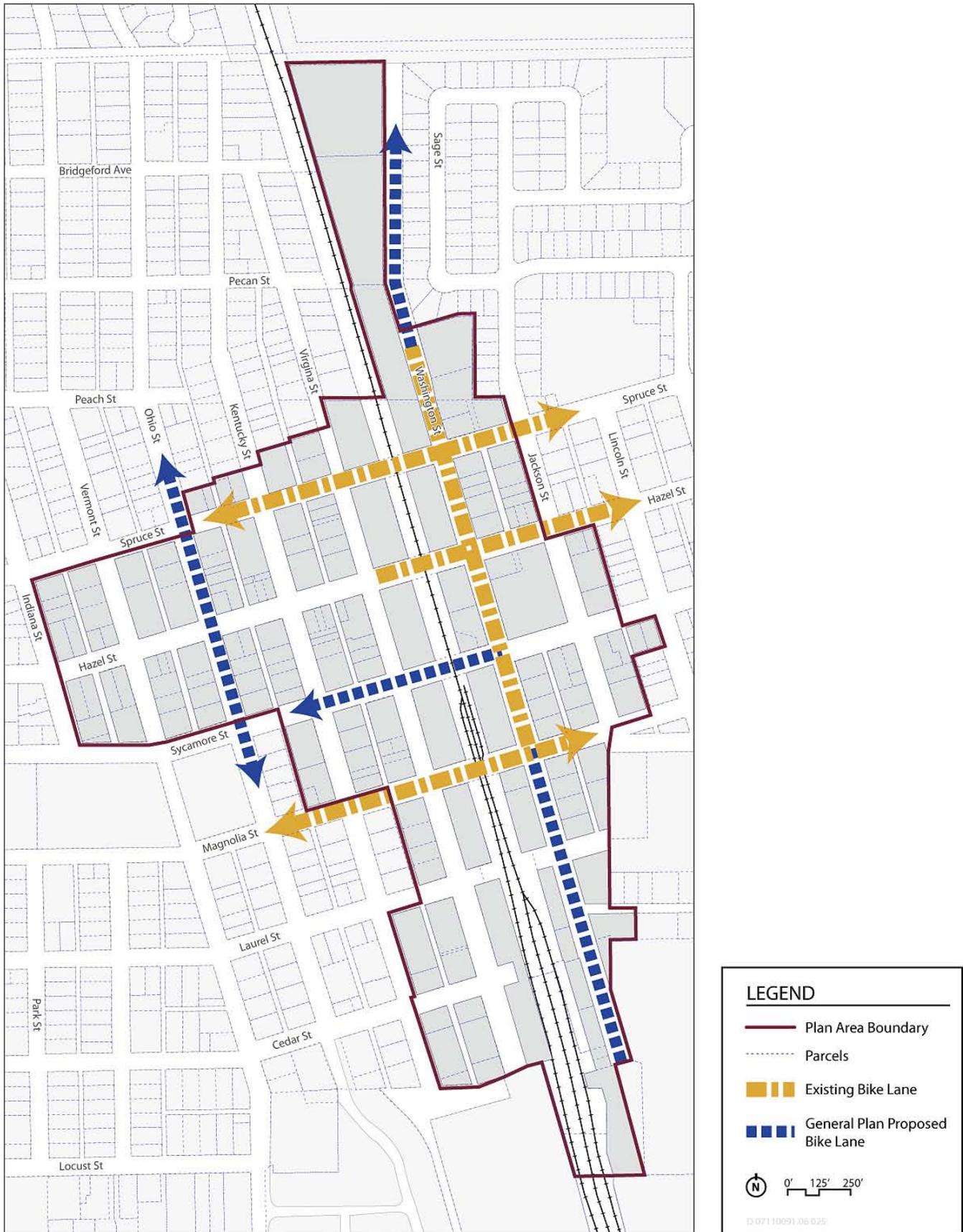


Figure 2.6 – Bicycle Network

Parking



On-street parking is concentrated in the Downtown Core Area. Unstriped on-street parking is available throughout the Plan Area.

The provision of parking is an important consideration for any Downtown. Businesses want storefront parking to attract customers. Offices want parking for their staff and visitors. And, residents want to be able to easily find parking when they return home. However, requiring too much parking can create unintended negative consequences:

- + Too much visible surface parking lots can detract from the urban character and diminish the pedestrian experience that is critical to a successful Downtown.
- + On-site parking requirements may prevent new businesses from opening in older buildings that do not already have parking, which is particularly problematic in Downtown environments with an historic building stock.
- + Parking lots sit empty during non-business hours, which creates a negative vacuum of activity.
- + Excessive parking lots take up space and increase distances between stores and amenities, and can result in increased traffic as visitors move their cars between various destinations.

Surface parking presents one of the largest challenges to stormwater management and contributes to the “heat island effect” due to the large area of unshaded, impervious surface.

Parking is currently concentrated around the Downtown Core Area. Today, patrons and employees of Downtown businesses do not generally have any difficulty finding parking. There is approximately 500,000 square feet of total building space in buildings within the Plan Area. Assuming a vacancy rate of approximately 10%, if all employees and patrons drove separately to the businesses and residences within the Plan Area, peak-hour demand would require approximately 1,200 parking spaces. This estimate is high since patrons of Downtown restaurants would not always drive separately, and could over the lunch hour, for example, include Downtown office workers. There are approximately 600 parking spaces in off-street surface parking lots and diagonal spaces painted on the street (see Figure 2.7). There is on-street space for an additional 600 parking spaces. This existing total for parking spaces is approximately 1,200, which is similar to the total peak-period demand, considering that different land uses have different times of day where the demand peaks. Again, the parking demand estimate is for a suburban context where 100% of the patrons and employees drive. This is clearly an overestimate for a Downtown area where patrons and employees have the option to walk, ride their bike, take transit, or combine trips. This information is presented simply to illustrate that, even using the most conservative assumptions for parking demand, the total amount of parking today is ample to provide for today’s mix of land uses.

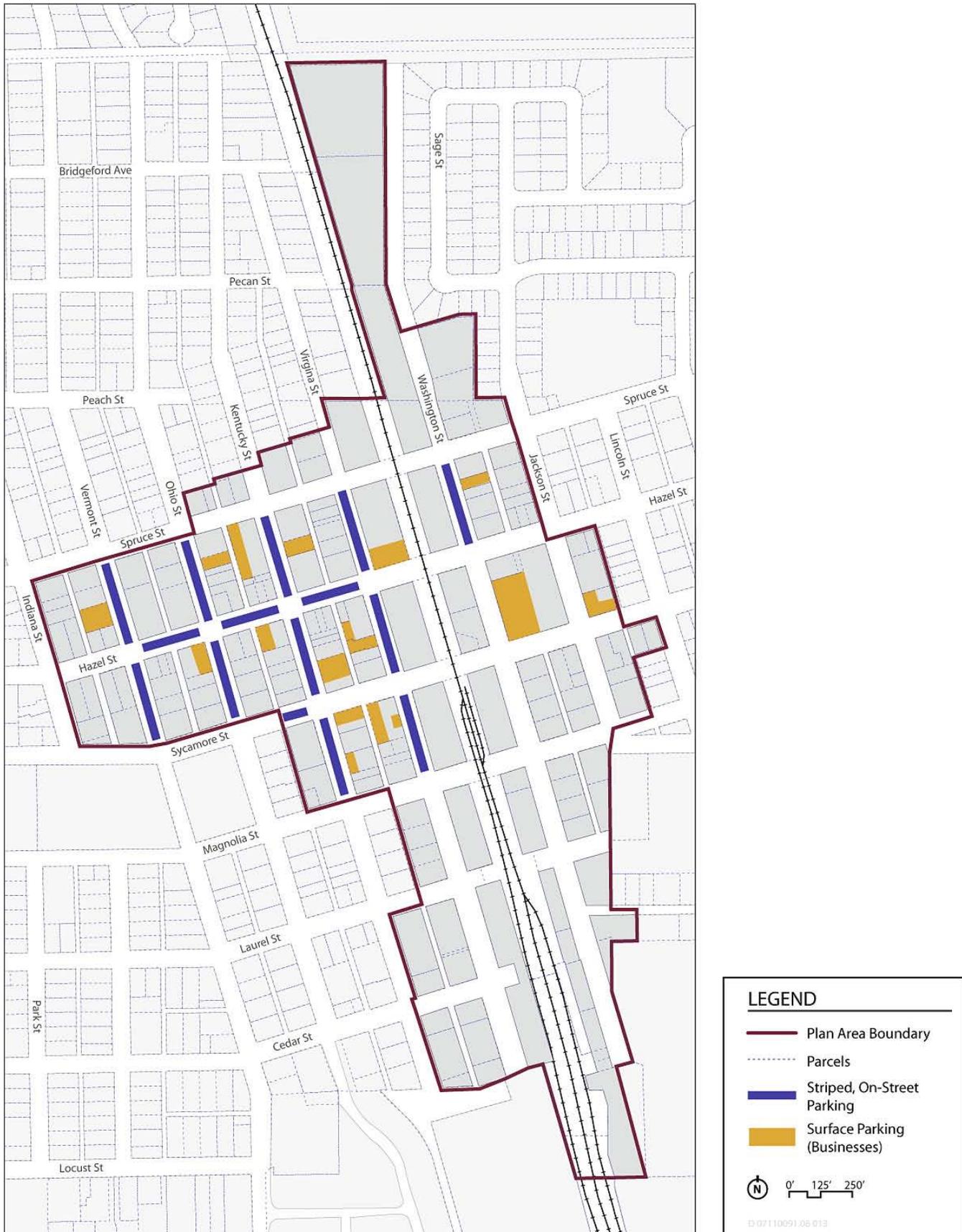


Figure 2.7 – Existing Parking



A landscaping desert in the industrial area could be transformed into a shaded, pedestrian-friendly streetscape shared by businesses and residents alike.

Landscaping

Landscaping in the Plan Area is primarily concentrated in the Downtown Core Area, and consists of street trees and landscaped corner bulbouts along Hazel Street. The landscaping contributes to the Downtown Core Area's strong sense of place, along with its historic architecture, buildings constructed to the edge of the sidewalk, and consistent block patterns. However, landscaping treatments are not consistent. Planting strips between the curb and sidewalk, which are often planted with grass and sometimes contain street trees, are inconsistently present throughout the Plan Area. Landscaping in the industrial area is almost entirely absent, particularly along Virginia Street. Planting street trees and installing planting strips there would provide shade and a physical separation from roadways, which enhance the pedestrian environment and can encourage walking and cycling within the Plan Area. These types of improvements can be prioritized to follow landscaping investments in and around the Downtown Core Area because there are still active industrial uses here, and the area would likely transition slowly to mixed uses based on present development demand.

On-street parking provides an opportunity to increase the number of street trees, especially in mid-block locations, through the conversion of diagonal parking spaces into tree planters. Climate-appropriate deciduous trees should be selected to provide shade in the summer months and allow solar access during winters. Trees should also be located and trimmed to avoid interfering with business signs. Outside of the Downtown Core Area, a portion of the street right-of-way could be used for a vegetated landscaping strip to extend landscaping treatments throughout the Plan Area.

Streetscape

Streetscaping includes those non-vegetative elements that enhance the pedestrian experience, including:

- + benches,
- + outdoor patio seating,
- + trash bins,
- + directional signage,
- + informational kiosks,
- + banners,
- + monuments and statuary, and
- + decorative lighting.

Streetscaping is often located in the public right-of-way, which typically includes sidewalks, planting strips, curbs and gutters, on-street parking, and the paved roadway.

Some street furniture, including benches and trash bins, is located in or near the Downtown, but could be supplemented to increase comfort in the public realm, particularly for older residents that may need to rest more often during visits. Seating is best used when placed around areas of activity,

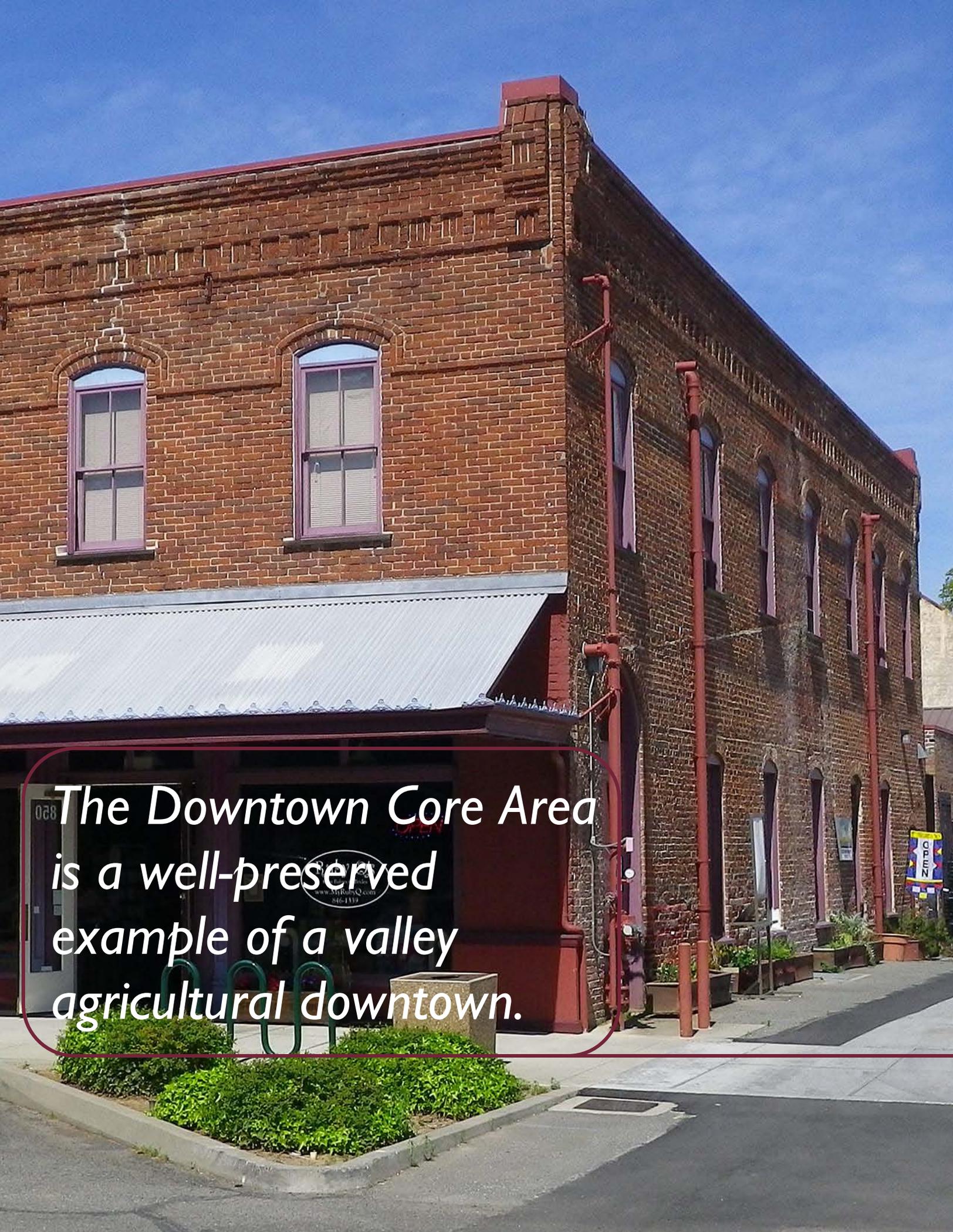
such as the Downtown Core Area, and at transit stops. Decorative street light upgrades are planned to reinforce the attractiveness of Downtown, and could be expanded throughout the Plan Area in the future to reinforce its identity as a unique district or neighborhood. Pedestrian wayfinding signage could be added, along with banners to direct visitors to local points of interest, and a centrally located events kiosk could advertise upcoming community activities. Additional street bulb-outs could be added, or existing ones enhanced, to increase space for restaurant patio seating, public seating, civic art, or other activity-attracting uses.

Community Character

The Downtown Core Area is a well-preserved example of a valley agricultural downtown, with agricultural industrial uses in and adjacent to the Downtown, a street pattern laid out next to a railroad mainline, and historic buildings related to the City's agricultural past. The compact scale and physical structure of the historic Downtown reinforces Gridley's sense of place. Its walkable, pedestrian scale with small, unique buildings contributes to the small-town character, and results in a unique environment suitable for restaurants, boutique shopping, and community events. Future development needs to respect these characteristics and the City's heritage through compatible design and business offerings that contribute to a walkable and active environment.

Buildings in the Downtown are generally one- to two-stories high, constructed to the sidewalk edge for a consistent street façade, and have numerous windows and front doors oriented towards the sidewalk and street. Numerous vacant sites in the Downtown Core Area detract from the urban fabric, disrupting an otherwise contiguous street façade. Historic architecture contributes to the charm of the Downtown, and adaptive reuse of vacant and underused historic buildings will help to maintain the Plan Area's character.

Stable residential neighborhoods with historic residential architecture surround the Plan Area and contribute to the demand for increased retail and commercial options in the Downtown, as well as demand for additional opportunities for social interaction and community activities. Four parks are located at the heart of Plan Area to serve surrounding neighborhoods. However, the parks are adjacent to the railroad tracks, which can diminish the attractiveness of these spaces for hosting large community events, such as farmer's markets or festivals and fairs. The linear character of the parks and their proximity to the railroad tracks can also limit the variety of activities for which they can comfortably be used. The Portuguese Community Building (198 Washington Street) and Manuel Vierra Park can host larger community events, but are physically and visually separated from the Downtown Core Area, so events hosted at these locations might not result in the desired activity increase for Downtown businesses. Stronger east-west connections should be made along Laurel Street to remove circulation obstacles and visually link Manuel Vierra Park with the Plan Area to encourage spontaneous exploration during large public events.



*The Downtown Core Area
is a well-preserved
example of a valley
agricultural downtown.*

Business Environment

As previously stated, the purpose of this Plan is to identify actions the City can take to remove barriers to infill development within the Plan Area. Other plans and reports have been prepared to analyze the City's economic conditions, including the 2007 Retail Market Analysis (Market Analysis). This report compiled specific economic information on the Gridley Market Area, including lifestyle characteristics, retail sales potential and supportable space, spending potential, the Hispanic market and entrepreneurship, and commercial business development strategies. Highlights from this report are presented in the discussion below. The full report is available at www.gridley.ca.us/economic-development.

Gridley has an engaged and committed business and civic community that is invested in Downtown and whose help can be enlisted to organize activities and events in the Plan Area. There is a predominance of locally owned businesses located Downtown, and active participation in the Gridley Business Improvement District. The Plan Area will be used by a diverse group of residents and visitors that are drawn to daily activities in the area, including nearby schools and the hospital, as well as special events. Future mixed-use development will attract additional residents to the area, but the existing neighborhoods represent the current target market for activities and amenities described in the Plan. The demographics of these neighborhoods should be considered with regard to their spending power and retail and service needs.

The Market Analysis identified retail industry sectors from which spending in the Gridley Market Area “leaks” into other market areas due to an undersupply of certain retailers. Some of the sectors require larger store formats and would best be accommodated along SR 99. Others are consistent with the walkable, small-scale Downtown envisioned for the Plan Area. Potential retail sectors with identified spending leaks that are compatible with the Downtown are:

- + furniture and home furnishings,
- + specialty food stores,
- + clothing stores,
- + shoe stores,
- + jewelry, luggage and leather goods,
- + book, magazine, and music stores,
- + florists,
- + other miscellaneous retailers, and
- + special food services.

The Market Analysis also calculated that an additional 118,000 square feet of retail space could be supported within the Gridley Market Area. Large format retailers such as Target and Wal-Mart (excluding supercenters) typically accommodate around 115,000 square feet of space. As the Plan Area represents only a small fraction of the Gridley Market Area, substantial commercial and retail growth should not be expected. However, as noted above, the Downtown represents a unique retail environment that can attract specialty and locally-oriented stores.



Retail vacancies in the Plan Area are a challenge to creating an active Downtown.

For its part, the City has demonstrated a commitment to creating a positive atmosphere for investment. The City's web site provides easy access to important parcel information. The City has also held summits with the development community to learn about constraints to development, and has taken actions to alleviate these constraints. The City's General Plan identifies policy support for flexibility in the entitlement process for projects that are consistent with the General Plan. Flexibility in terms of land use Downtown is reflected in the new General Plan land use designation (Downtown Mixed Use). In the last General Plan update, the City avoided designating new large areas for commercial development at the fringes of the City, in part, to ensure that the existing developed areas and opportunity sites within the existing City limits remain attractive to future investment.

Opportunity Sites

The Plan Area includes a number of vacant parcels and empty buildings that are candidates for adaptive reuse or infill development. In the case of the Downtown Core Area, these sites provide an opportunity to fill in the 'broken teeth' along an otherwise consistent street façade and reinforce the already inviting pedestrian environment. Small infill parcels such as these can present challenges for the development community. However, their redevelopment, or short-term activation until redevelopment is possible, should be prioritized due to the large impact they have upon the pedestrian experience and in creating a critical mass of activity. In the industrialized parts of the Plan Area, opportunity sites can be developed for additional industrial uses that are consistent with a walkable, pedestrian-friendly neighborhood, possibly even including residential units.

The City Engineer and the City's planning and environmental consultants conducted a detailed review of vacant parcels throughout the City's existing Sphere of Influence, as well as areas identified for new growth under the 2030 General Plan. This review was conducted at the parcel level, in order to identify properties with the potential to accommodate development consistent with the General Plan, but that had one or more environmental or infrastructure related constraints. Several vacant parcels also had active development applications at the time of this detailed review in 2008, which could indicate the lack of substantial constraints to development. Figure 2.8 summarizes the opportunity sites within the Plan Area, including vacant parcels without constraints to development examined as a part of this detailed survey, properties where there were active development applications during this survey, and additional sites identified with infill development or reuse potential.



Figure 2.8 – All Opportunity Sites

Three opportunity sites have been selected for further analysis in this Plan (see Figure 2.9). These sites represent the diverse character of the Plan Area and highlight the variety of potential infill solutions that can be developed according to the new Downtown Mixed Use Zone described in Chapter 5. All three opportunity sites are currently served by water, storm drainage, and electric facilities, reducing a future developer's upfront construction costs. Conceptual development designs are provided for each opportunity site in Chapter 4.

1. Spruce Street / Washington Street

Opportunity Site #1 is at the northwest intersection of Spruce Street and Washington Street. The site is approximately 0.8 undeveloped acres and is adjacent to the railroad tracks. Spruce Street is the northern boundary to Downtown Gridley and has a commercial/industrial character. The property has good access and visibility along two important roadways, both of which are anticipated to have relatively high traffic volumes at buildout of the General Plan. A restaurant is located southeast from the opportunity site at the same intersection, and several businesses back onto Spruce Street between Kentucky Street and the railroad tracks. There is a small business directly adjacent the opportunity site to the north. Given the scale of adjacent development and the character of Spruce Street, opportunity site #1 is a good candidate for a small retail space.



A large vacant site on Spruce Street at could be redeveloped with a small-scale commercial use to match the adjacent properties and character of the street.

(Image: Google Earth, 2011)



A vacant corner lot at Hazel Street and Virginia Street is a prime opportunity site for a new building that will be the eastern gateway to the Downtown Core Area.

2. Hazel Street / Virginia Street

Opportunity Site #2 is located Downtown at the northwest intersection of Hazel Street and Virginia Street. The parcel is undeveloped and approximately 0.25 acres. The two-story, historic Gridley Hotel is west of the site and is built up to the sidewalk. A single-story commercial building is north of the site, and is also constructed up to the sidewalk. The Gold Country Bank is on the corner of Hazel Street and Virginia Street, opposite the site. The bank is also a single-story building that was constructed to the sidewalk on both sides. The Gridley Growers building is to the east of the site, across Virginia Street. The structure is a single-story building situated on the northeast corner of the parcel with parking in the front and side along both streets.

The opportunity site sits at the eastern entrance to the Downtown Core Area and is an important catalyst for future development. Hazel connects directly to SR 99 and acts as the "Main Street" of Downtown Gridley. As this area is already mixed use in character, this site is an excellent location for additional mixed use development. A building with ground floor retail or offices and residential units above would complement the Downtown character.

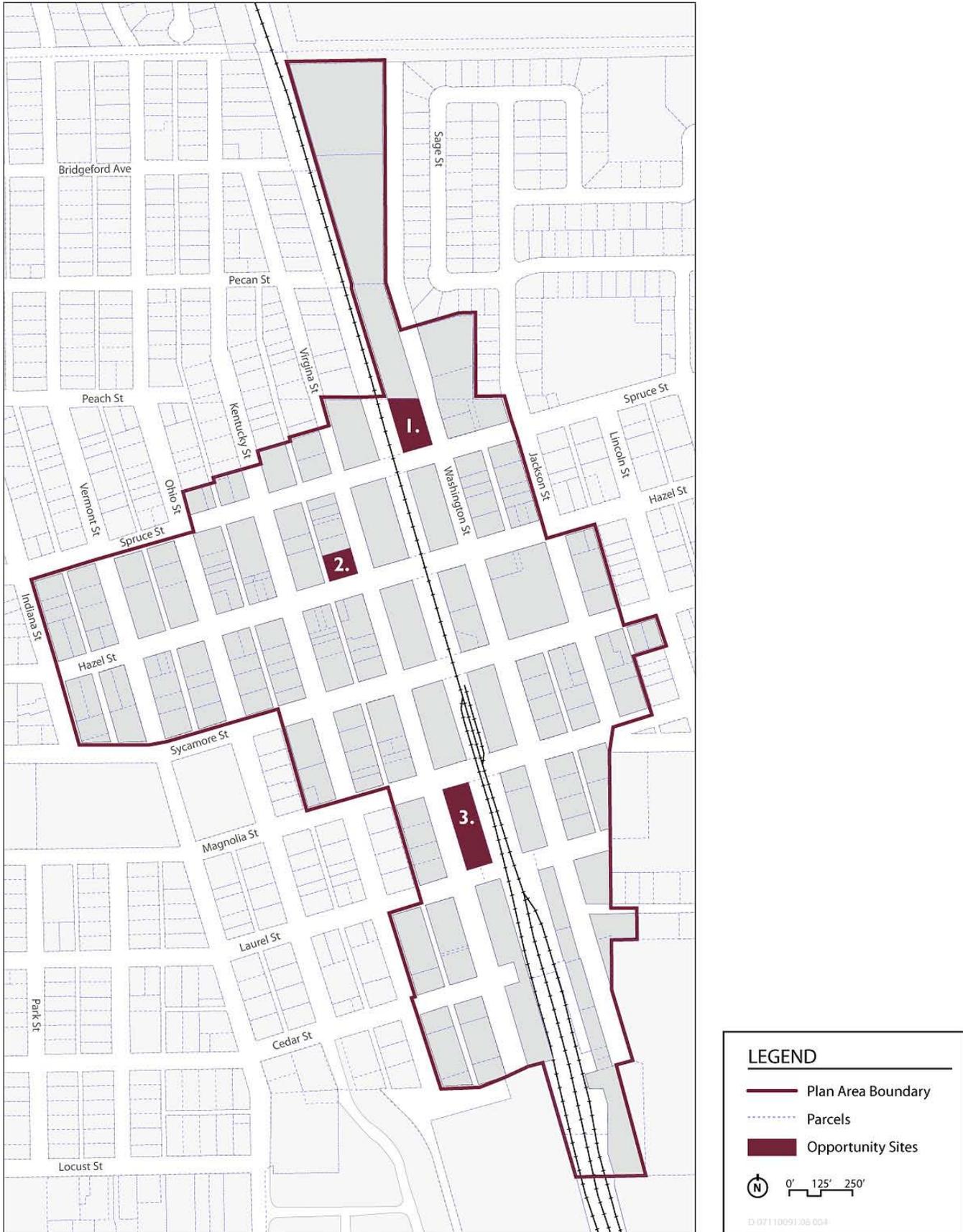


Figure 2.9 – Opportunity Sites Selected for Further Analysis



An existing brick building and raised concrete slab on opportunity site #3 provide an opportunity for adaptive reuse.

3. Virginia Street between Magnolia Street and Laurel Street

Opportunity Site #3 is a partially developed 1.2-acre site in the heart of the industrial area, adjacent to the railroad tracks. The parcels are located on the east side of Virginia Street from Laurel Street to Magnolia Street. There is an existing brick building on the north end of the site and a raised concrete slab located on the southern end. There is a warehousing facility to the north of the site. A vacant parcel and two industrial businesses are west of the site. An old rice mill is south of the site. Virginia Street dead-ends further south and Laurel Street ends at Washington to the east, so the site is not in a high visibility area. The existing brick building could be reused for industrial businesses, or adapted for non-industrial uses, such as a community arts cooperative or converted into live-work studio spaces. The site provides a good opportunity for redevelopment that could spur additional reinvestment in the industrial area.

Infrastructure

Public infrastructure is already largely existent in the Plan Area. However, pockets of sewer or stormwater system deficiencies may exist, and need to be analyzed at the parcel level. Infrastructure constraints for the three opportunity sites were analyzed to identify barriers to development that the City can begin to address. Infrastructure deficiencies of the opportunity sites are summarized below.

Opportunity Site #1

- + **Sanitary sewer:** There is an existing 8-inch diameter sewer main located nearby in Washington Street. Providing sewer service to the two subject parcels would require construction of a new sewer south from the existing manhole a sufficient distance to provide sewer laterals into the parcels. The sewer main must cross above an existing storm drain pipe running east-west across Washington Street, and will result in the sewer main having less depth than required by the City of Gridley Public Works Construction Standards. Special pipe material (ductile iron) will be required and a variance from the Public Works Construction Standards will be required to provide sewer service to the parcels.

Opportunity Site #2

- + No infrastructure deficiencies

Opportunity Site #3

- + **Sanitary Sewer:** The north end of the existing building is currently served by an existing 10-inch diameter sewer main in Magnolia Street. In order to provide sewer service to the southerly portion of the building or future development of the southern parcel, installation of a 6-inch diameter sewer main south on Virginia Street from the existing sewer manhole located at the intersection of Virginia Street and Magnolia Street would be

required. In addition, sewer laterals from the new sewer main to the respective parcels would be required.

- + **Street Frontage Improvements:** Full frontage improvements consisting of curb, gutter, and sidewalk exist on the Magnolia Street frontage. The frontage improvements on Virginia Street and Laurel Street are not currently constructed to City Standards, and would only be required on the Virginia Street and Laurel Street frontage if the use on the southern parcel were to be changed from its current use.

3

LAND USE CONCEPTS

This chapter describes the City's conceptual idea for land use change Downtown. This includes a conceptual land use diagram, which illustrates the primary components envisioned for the Plan Area.

As the intent of the Plan is to increase civic, residential, visitor, and commercial activity within the Downtown area, the underlying zoning should allow for a variety of uses. To this end, a new Downtown Mixed Use zoning district is proposed to guide development that mixes residential, commercial, public-quasi public, and other compatible uses. This new zone would be applied throughout the Plan Area, superseding the existing zoning designations.

This chapter presents the conceptual vision for land use under this new zoning district, while Chapter 5 provides the details for the City's recommended Code changes.



A Downtown Mixed Use designation was created during the 2030 General Plan to encourage reinvestment and a greater mix of uses Downtown. The new designation provides the flexibility required to encourage full development of the Downtown area. The City's policies and standards would allow a walkable, mixed-use Downtown, consistent with the consensus generated throughout preparation of the General Plan and this Plan. The new Downtown Mixed Use zoning district is intended to:

- + Provide for retail, commercial services, professional offices, public/quasi-public uses, high- and medium-density residential developments and other compatible uses,
- + Encourage construction of mixed-use projects in the Downtown area, and
- + Encourage development of destination uses and other types of development on vacant and underutilized properties.

The new zoning district would be applied throughout the Plan Area, superseding the existing zoning designations. More information on recommended development standards for the Downtown Mixed Use zone can be found in Table 5.1 of Chapter 5.

Conceptual Land Use

The Plan Area is envisioned as a vibrant, mixed-use neighborhood with medium- and higher-density residential development, neighborhood-oriented retail, boutique shopping, restaurants, offices, light-industrial businesses, parks, and civic buildings. The neighborhood will offer adequate parking and multi-modal transportation networks so that Downtown residents and visitors can enjoy easy access to retail, services, schools, and parks.

Figure 3.1 illustrates the land uses envisioned in the Plan Area. The Downtown Core Area would remain the commercial center of the Plan Area, but would allow residential uses above the ground floor of Downtown buildings. Residential mixed-use neighborhoods would border the Downtown Core Area to the north, east, and west. The industrial area south of Sycamore Street would continue to attract new light industrial uses. Over time, the area might transition into a mixed use neighborhood as non-industrial uses or light industrial uses (with office, retail, or live-work components) begin to locate there, blurring the current boundaries between the commercial core and industrial area.

The Washington Parkway would extend along Washington Street, connecting residential neighborhoods with Manuel Vierra Park. Streetscape enhancements along this corridor would include street trees and landscaping, directional signage, complete sidewalks, bike lanes, and seating. The parkway would connect with the planned Hazel Street improvements and provide an important north-south connection for a Safe Routes to School corridor.

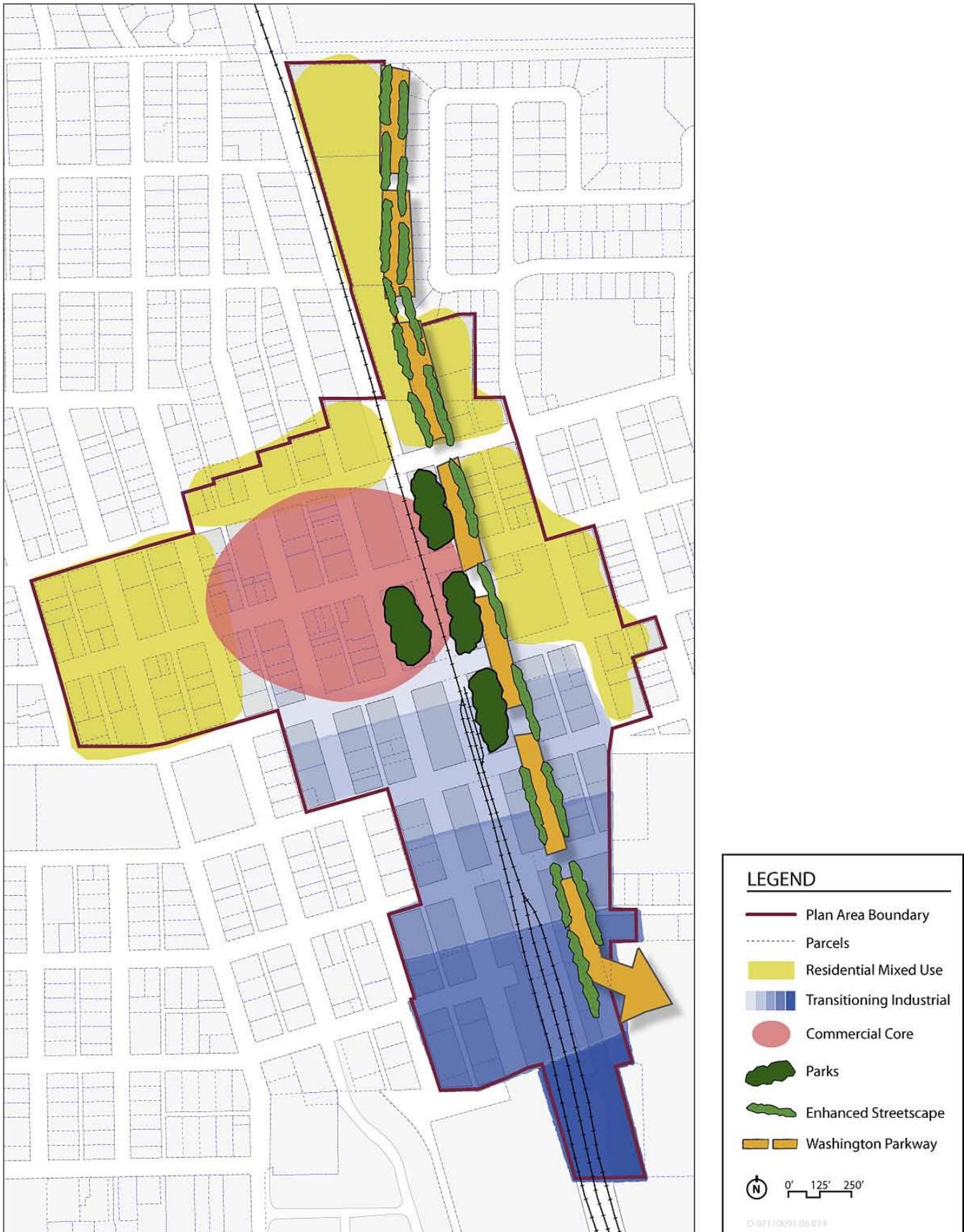


Figure 3.1 – Conceptual Land Use Diagram

Land Use Mix

To ensure the Plan Area attracts uses that are compatible in a mixed-use Downtown environment, allowable and prohibited uses have been defined (see Table 5.1 in Chapter 5 for the full list of permitted and prohibited uses).

Land Uses Consistent with the Vision

A variety of uses are desirable in a pedestrian-oriented Downtown. Desirable uses would be those that serve the needs of residents, visitors, and employees (office workers) and that complement events and activities that are held Downtown. Compatible uses include restaurants, daily services (e.g. banks, coffee shops, print shops), and personal services (e.g., salons, dry cleaners). Services and retailers that could attract visitors and encourage additional Downtown activity are also encouraged, including lodging, specialty retail stores and boutiques, and entertainment venues (e.g., theaters).

Residential uses are also desirable in Downtown environments. Residents provide a constant source of activity and patronage for commercial uses. A variety of residential property types provides options for a wide range of potential residents. In general, medium- and higher-density developments are encouraged in Downtown areas to maximize use of the area and maintain a compact, walkable neighborhood. It also helps to provide the greatest number of customers for local services. The Plan Area is suitable for multi-story mixed-use developments that place residential units on upper floors with ground floor retail or offices. The residential mixed-use areas shown on Figure 3.1 are suitable for a mixture of housing types, including single-family attached and detached homes; townhomes; duplexes, half-plexes, triplexes, and fourplexes; and multi-family housing. Each of these housing types should be designed to match the scale and character of its neighborhood.

Public/quasi-public uses are also compatible with Downtowns. Parks, civic centers, educational facilities, and places of worship provide spaces for gathering and hosting community activities. Public offices also contribute to the daytime workforce, which become the customer base for local retailers, restaurants, bars, and coffee shops.

Some light industrial uses may complement the commercial, residential, and office uses in the Plan Area, particularly those that have some office or retail component. Industrial uses including light fabrication and/or assembly may be acceptable, provided they meet certain performance standards, as noted in Chapter 5.

Land Uses Inconsistent with the Vision

Uses that are incompatible with a pedestrian-friendly Downtown and adjacent residential neighborhoods and transitioning industrial areas would be prohibited in the new Downtown Mixed Use Zone.

One goal of the Plan is to increase multi-modal travel options within the Plan Area, including pedestrian access. Uses that are auto-oriented or require large areas dedicated to parking or loading/unloading activities are prohibited, including businesses with drive through windows (e.g., restaurants, banks) and auto sales and service stations. Commercial uses that are incompatible with community events and activities, such as liquor stores and adult entertainment, would also be prohibited.

Some public/quasi-public uses do not belong in a redeveloping Downtown. The existing City corporation yard would be allowed to continue operation as an existing use. However, the construction of new corporation yards would be prohibited in the Plan Area as industrial uses transition into light industrial uses or other mixed-uses.

Certain industrial uses are also prohibited in the Plan Area, including warehousing, storage, and heavy manufacturing. These uses do not contribute to a walkable neighborhood, nor compliment Downtown events and activities. They are also not large employment generators for the amount of land they occupy, particularly warehousing and storage uses.

4

CIRCULATION AND URBAN DESIGN FRAMEWORK

This chapter recommends design concepts and improvements Downtown to increase activity and private investment in the Plan Area. The circulation linkages between activity areas; the location and supply of parking, streetscape, and landscape elements; and building design all contribute to the vibrancy of a Downtown. These urban design concepts are applied to the three previously described opportunity sites to provide contextual examples of the scale and character of infill development that could occur as a result of this Plan.



At its essence, urban design involves the conception, arrangement, appearance, and function of buildings, streetscapes, landscaping, and other built improvements and how these fit together to make quality spaces for human use. Good urban design generates activity and results in a public realm that is greater than the sum of its parts. Bad urban design can alienate the very people for whom places are intended and result in spaces devoid of human activity. Many downtowns have been “redesigned” to attract human activity but with the opposite result due to poor design.

This chapter contains urban design concepts that are compatible with a small Downtown looking to attract new retailers, residents, and community activity and that are intended to enhance Downtown Gridley’s success.

Circulation Improvements

The goal of this Plan is to create a Downtown environment where pedestrians, cyclists, and motorists can co-exist, while the quality of the public realm encourages visitors to walk more and drive less. The proposed circulation improvements would:

- + create an enhanced pedestrian parkway linking Manuel Vierra Park with Plan Area neighborhoods,
- + fill in gaps in the sidewalk network, and
- + extend bike infrastructure to enhance multi-modal travel options.

This chapter recommends a variety of road reconfiguration options throughout the Plan Area, based on specific existing and anticipated future conditions. Figure 4.1 provides a reference of where each street plan would be applied.

The conceptual street reconfigurations presented throughout this chapter are based on approximations of street rights-of-way, and should be considered as generalizations due to variations that occur from one block to the next.

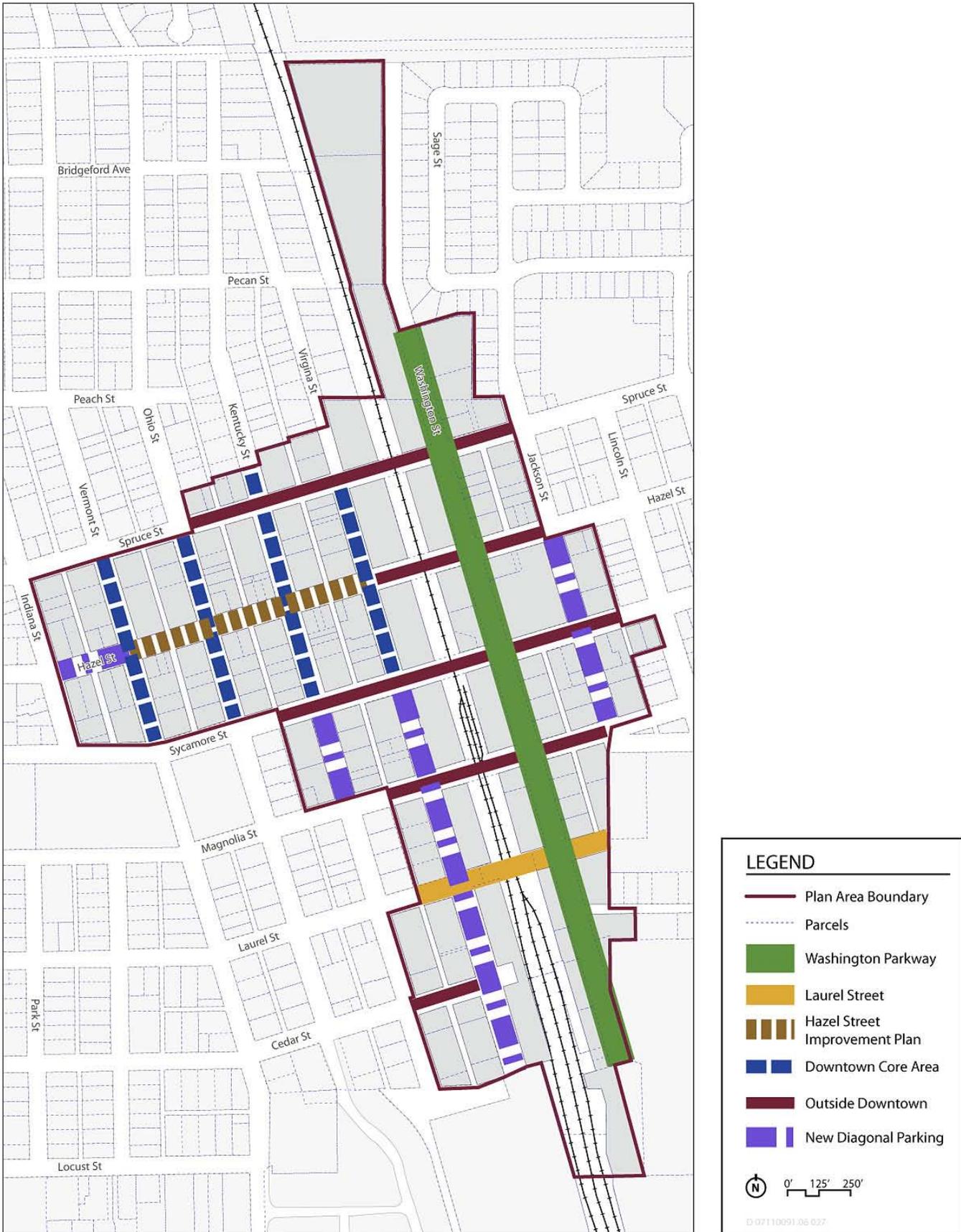


Figure 4.1 – Road Reconfiguration Concepts

Develop Washington Parkway

An enhanced pedestrian and bicycle corridor, named the Washington Parkway, would be developed along Washington Street to link residential neighborhoods in the Plan Area with Manuel Vierra Park. The corridor would complement planned improvements along Hazel Street, and provide a comfortable north-south route for pedestrians and cyclists (see Figure 4.2). The parkway could serve as a Safe Routes to School network where it crosses Spruce Street, which leads to Gridley High School, and Sycamore Street, which leads to Gridley Middle and Elementary Schools. The path of this corridor would also pass the Community Day School at the intersection of Washington Street and Hazel Street.

Washington Street is currently a two-lane roadway with on-street parking along much of the proposed route. A typical block on Washington Street has a public right-of-way (measured from back-of-curb to back-of-curb) of 75 feet. The present street dimensions are sufficiently wide that reducing the area dedicated to the travel lane would allow a consistent street reconfiguration without requiring the City to acquire additional right-of-way. The typical street treatment would include:

- + 6' - 8' sidewalks,
- + 6' planting strips with street trees planted at 25' on center,
- + 6" curbs,
- + 8' on-street parallel parking,
- + 6' bike lanes, and
- + a 20' vehicle travel way.

A plan view schematic showing typical existing conditions and proposed changes to the Washington Street road configuration are shown in Figure 4.3.

Intersection enhancements should be constructed at the following important intersections along this corridor:

- + Hazel Street,
- + Sycamore Street, and
- + Laurel Street.

Intersection enhancements should be selected on a site-specific basis, and chosen from a list of options proven to reduce travel speeds and result in fewer accidents involving pedestrians. Options may include crosswalk striping to all four corners, flashing pedestrian signs, and/or special crosswalk pavement treatments (e.g., color change, material change). Actual intersection enhancements should be site specific, selected from options. In addition to the roadway reconfigurations and intersection enhancements, the parkway will also include wayfinding signage that directs users to various points of interest (e.g., parks, Downtown) and delineates the Washington Parkway route. The parkway should also provide small areas for gathering that provide clustered seating, and enhanced transit stops with covered seating.

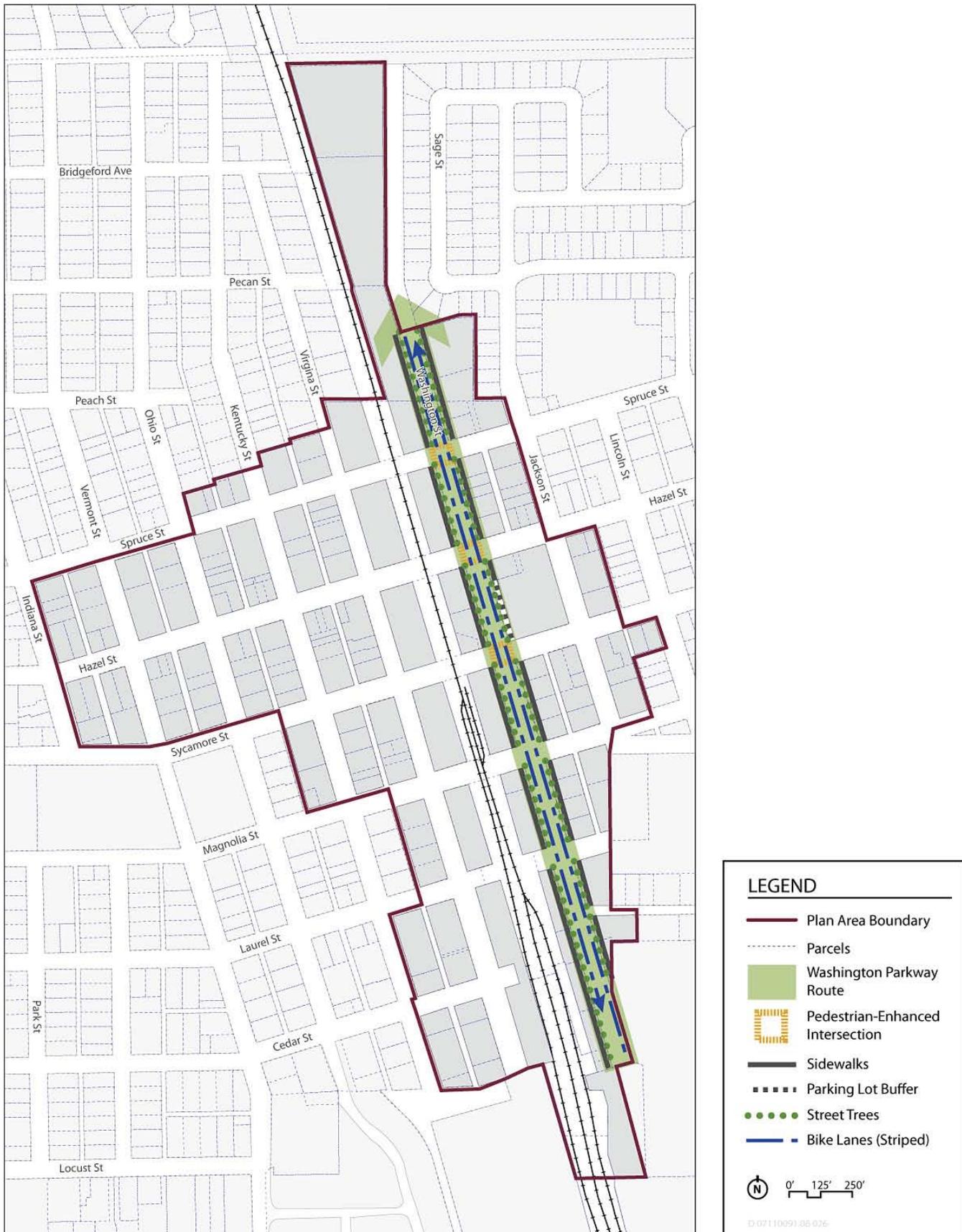
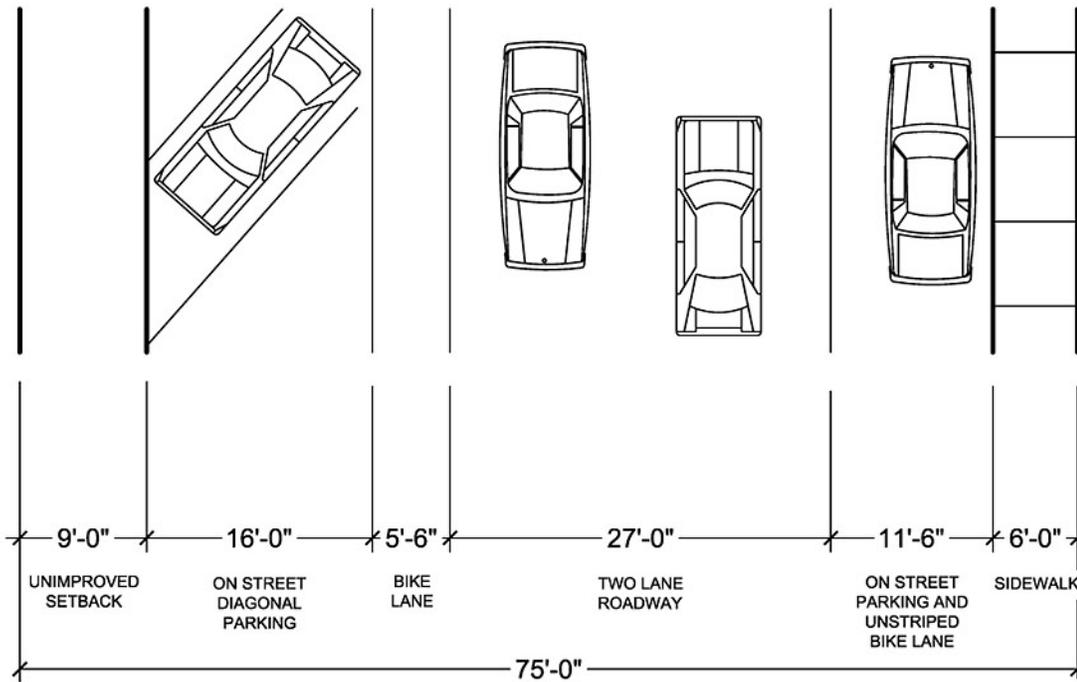


Figure 4.2 – Washington Parkway

Washington Street Typical Street Plan - Existing

(Note: Some blocks along Washington Street have parallel parking on both sides of the street.)



Washington Street Typical Street Plan - Proposed

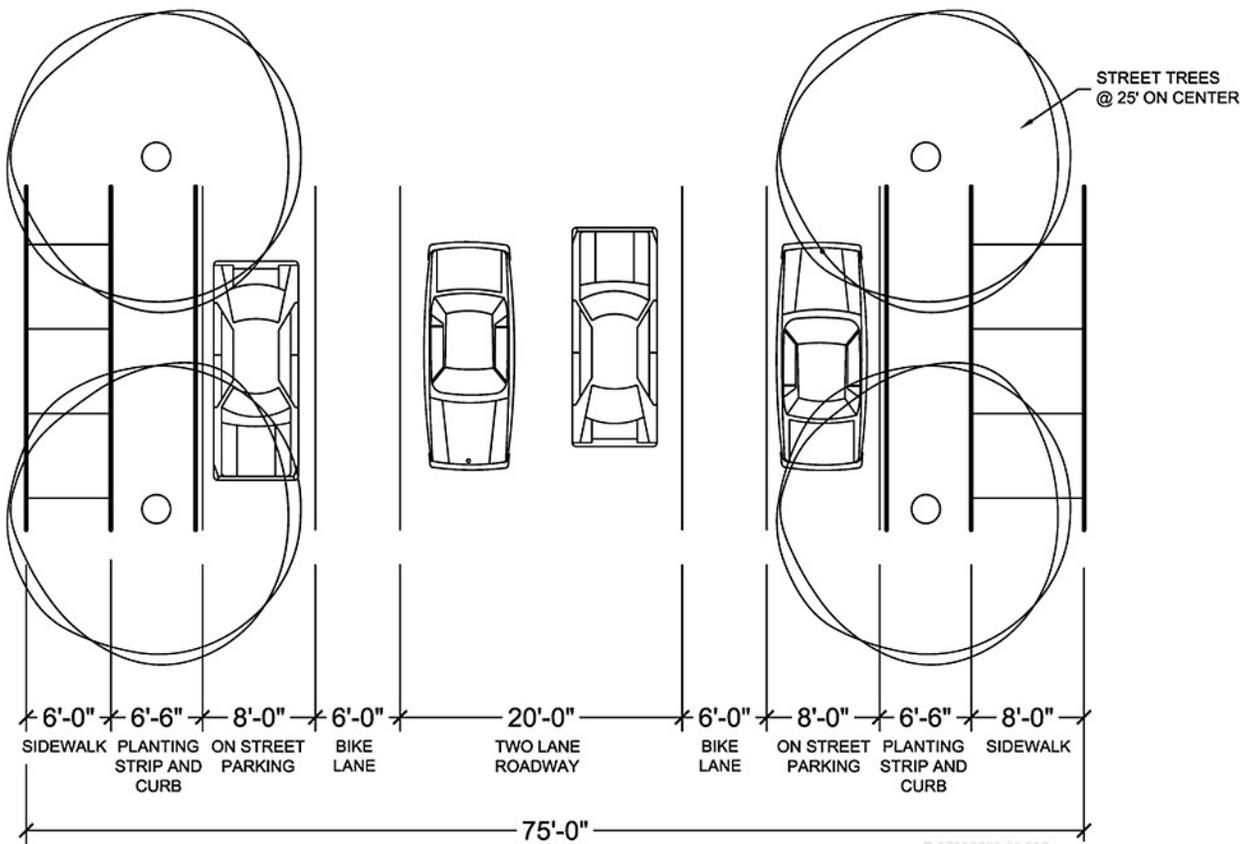


Figure 4.3 – Washington Street Roadway Reconfiguration

Alternatively, the Washington Parkway could include a two-way bike and pedestrian (e.g., roller blading, skateboarding) lane on one side of Washington Street. Concrete pilasters would separate the pedestrian lane from vehicular traffic to deter drivers from entering the bike path, though maintenance vehicles would be allowed to enter the lane (see Figure 4.4).

The block between Hazel Street and Sycamore Street presents a unique challenge to developing a public realm that encourages walking. The existing wide roadway and wide sidewalk are adjacent to a surface parking lot serving the Sav-More grocery store, which is set back 125 feet from the street. The result is an environment that is out of scale with pedestrians, and gives the impression that pedestrians are not supposed to use the space. Figure 4.5 depicts a reconfigured roadway that adapts to the conditions of this particular block. This configuration takes advantage of the existing wide sidewalk adjacent to the parking lot. The proposed changes provide a planting strip with shade trees and a landscaped buffer between the parking lot and sidewalk to delineate the pedestrian and automobile zones. A sample photo rendering shows the existing conditions on that side of the street and how the proposed changes would improve the public realm. In the example, the buffer space is enhanced with concrete seating and a brick shade structure planted with leafy vines.

Washington Parkway Alternative Street Plan

(Note: Two-way bike path located on west side of Washington Street between Spruce Street and Magnolia Street or Laurel Street, then switch to east side of Washington Street to Manuel Vierra Park.)

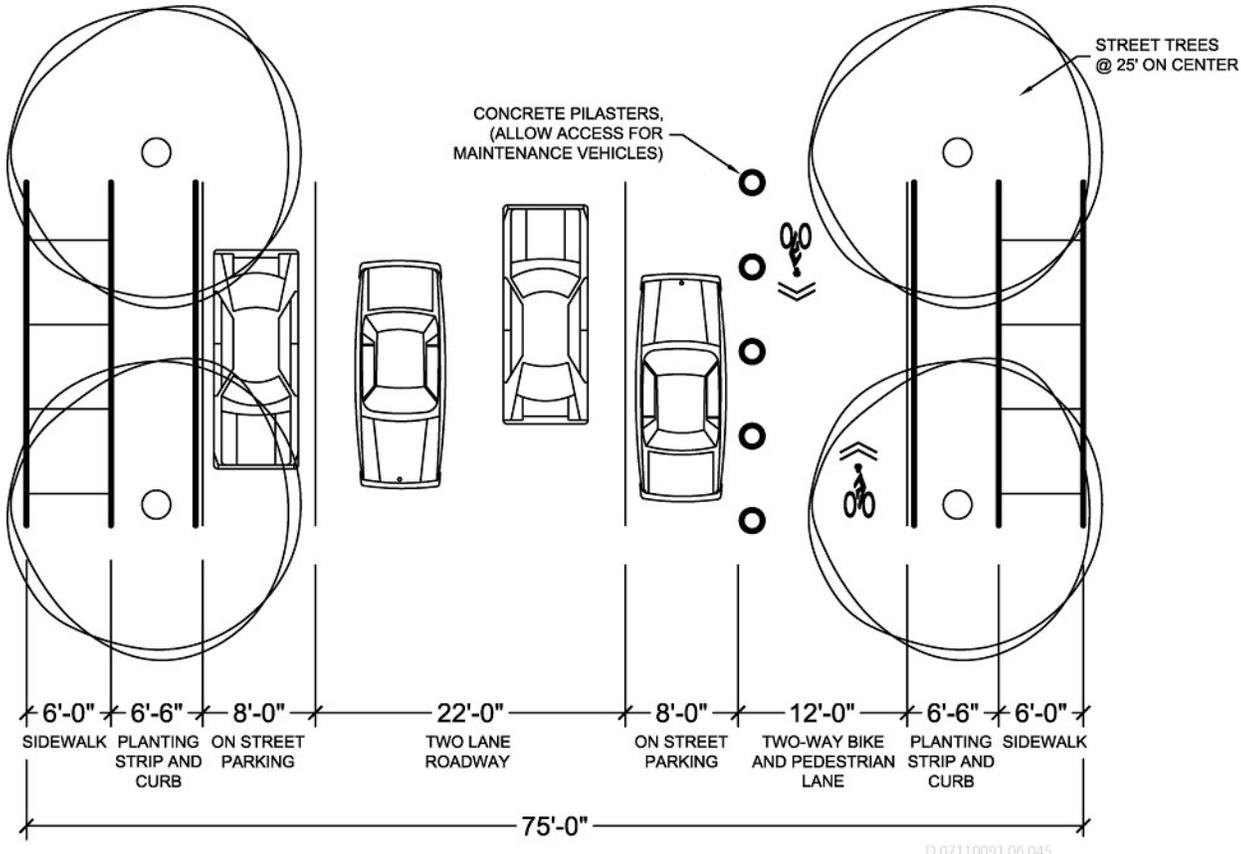
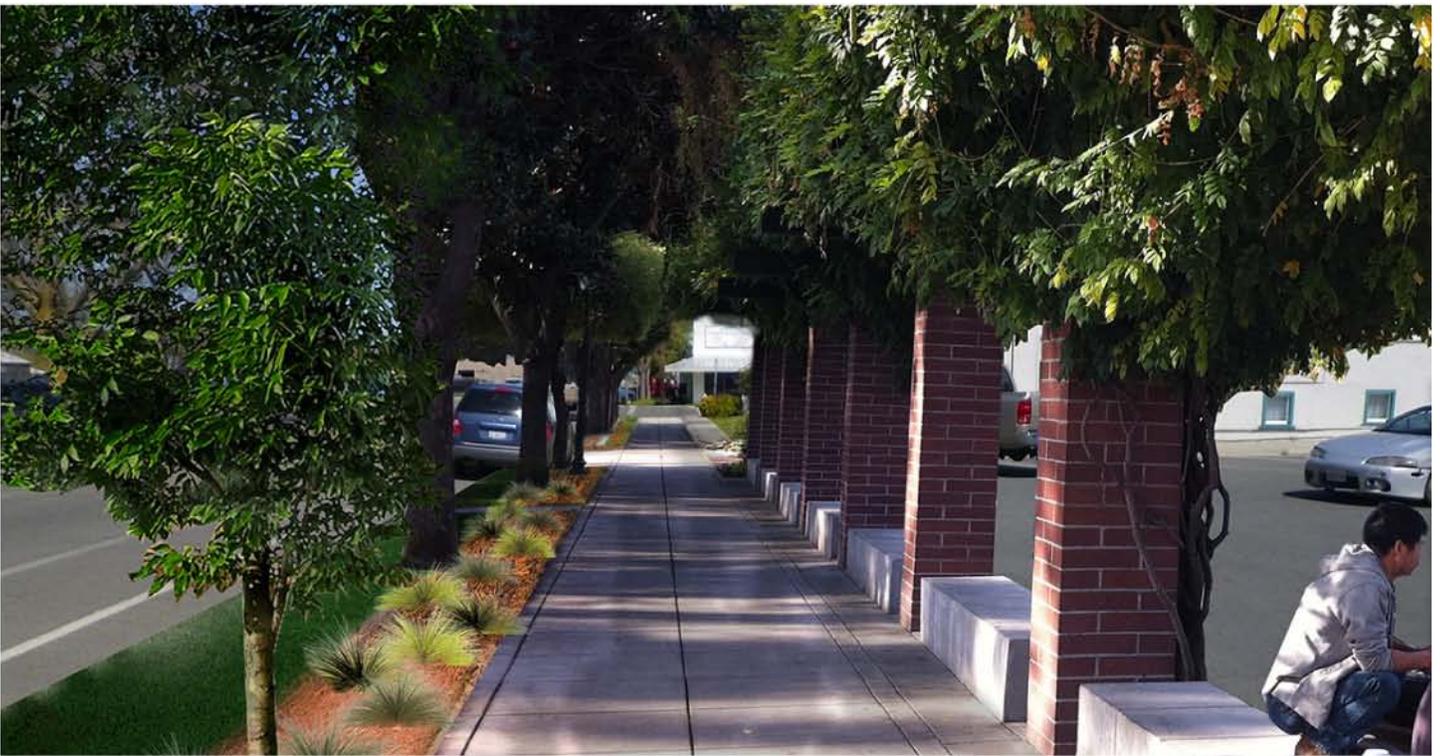


Figure 4.4 – Washington Parkway Alternative Configuration



BEFORE

A broad sidewalk between Washington Street and a surface parking lot does not invite pedestrian activity in its present state.



AFTER

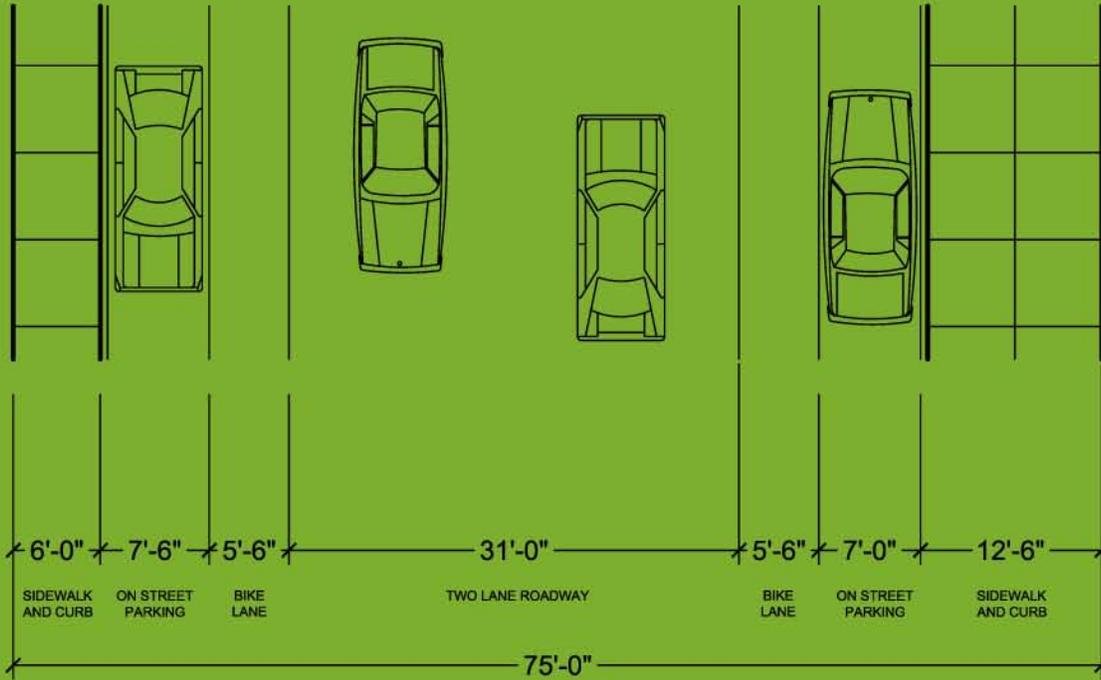
Adding a landscaped arbor and benches provides shaded seating and a human-scaled environment. Landscaping gives an extra buffer between the sidewalk and street traffic.

Figure 4.5 – Washington Parkway Public Realm Enhancement

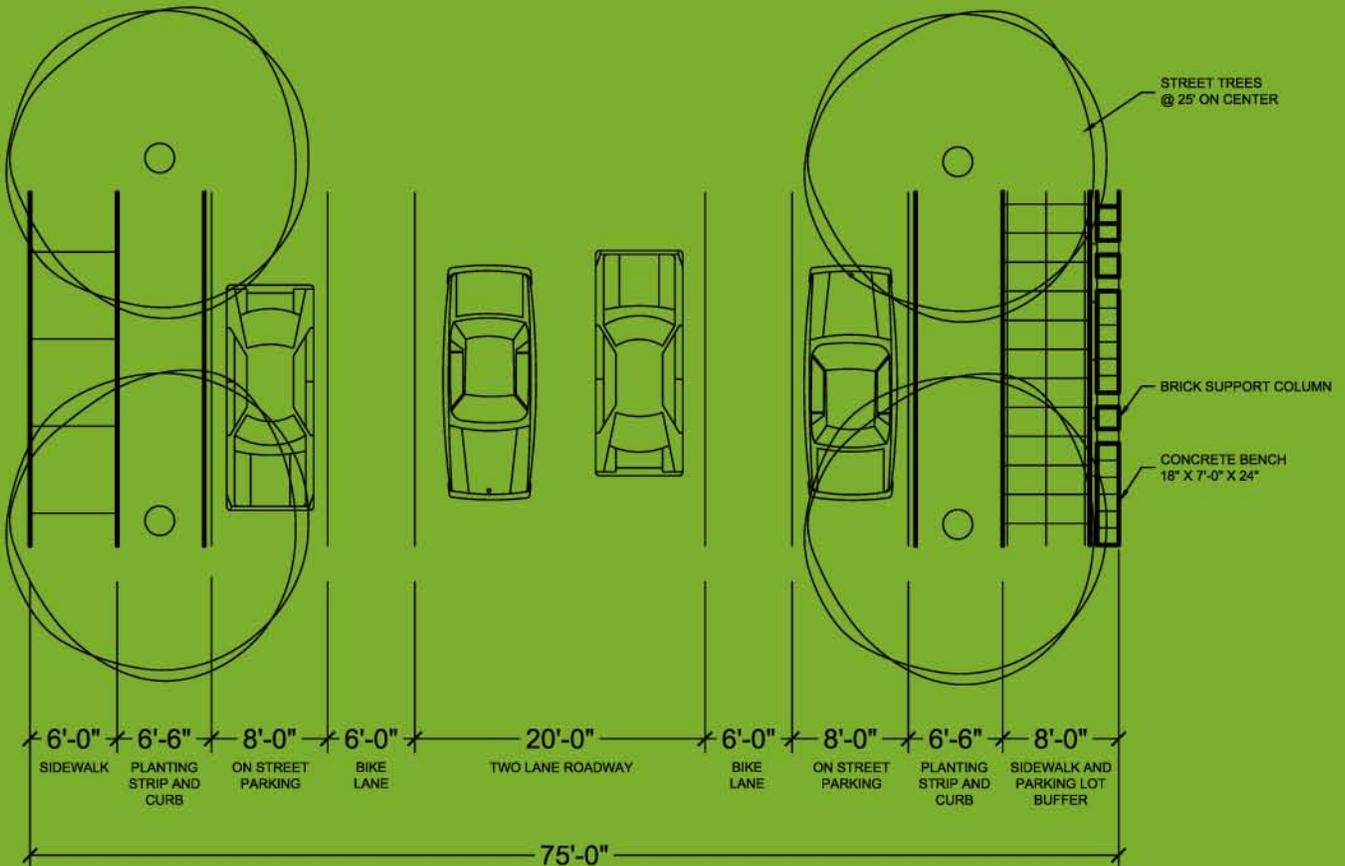
WASHINGTON STREET PLANS

This road diet reconfigures Washington Street to provide room for wider bike lanes and an enhanced pedestrian zone on the east side of the street, while still maintaining two driving lanes and on-street parking on both sides of the street. These improvements will support the creation of a parkway along Washington Street to link neighborhoods and Manuel Vierra Park. All of the improvements fit within the existing right-of-way.

Washington Street Block Before



Washington Street Block After



Fill in Sidewalk Gaps

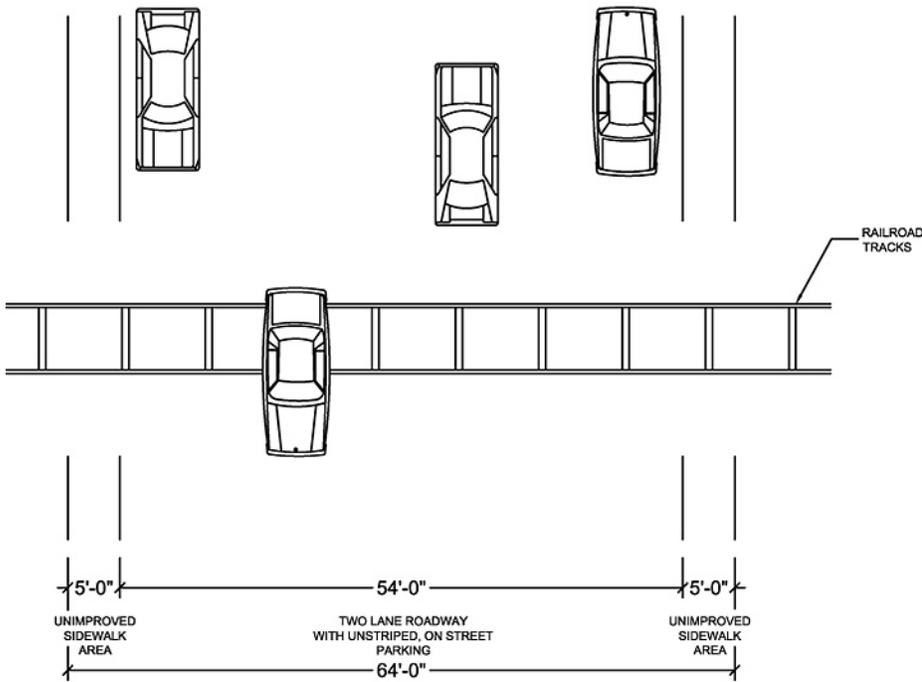
In addition to creating a pedestrian-friendly corridor along the Washington Parkway, other gaps in the sidewalk network need to be completed to reinforce the walkable identity of the Downtown. As previously noted, the majority of sidewalk gaps are concentrated south of Sycamore Street, within the industrial part of the Plan Area. Redevelopment will likely happen more slowly here, and present uses are not pedestrian-oriented. Therefore, these streets do not immediately require the same level of sidewalk connectivity as those in residential and commercial areas.

However, Laurel Street provides the most direct east-west access to Manuel Vierra Park and the Portuguese Hall social center, but the street currently lacks sidewalks for nearly its entire length within the Plan Area. While the City can generally place a lower priority on funding sidewalk improvements within the industrial area as compared to other parts of the Plan Area, consideration should be given to including Laurel Street improvements along with the Washington Parkway improvements. This would provide a safe and welcoming public realm to connect the park with residential neighborhoods to the west of the Plan Area. It would also provide an attractive pedestrian connection across the railroad tracks, which could help draw guests to the Downtown from large functions hosted at the Portuguese Hall and the park. Other sidewalk improvements in the industrial area can be phased to occur with future redevelopment.

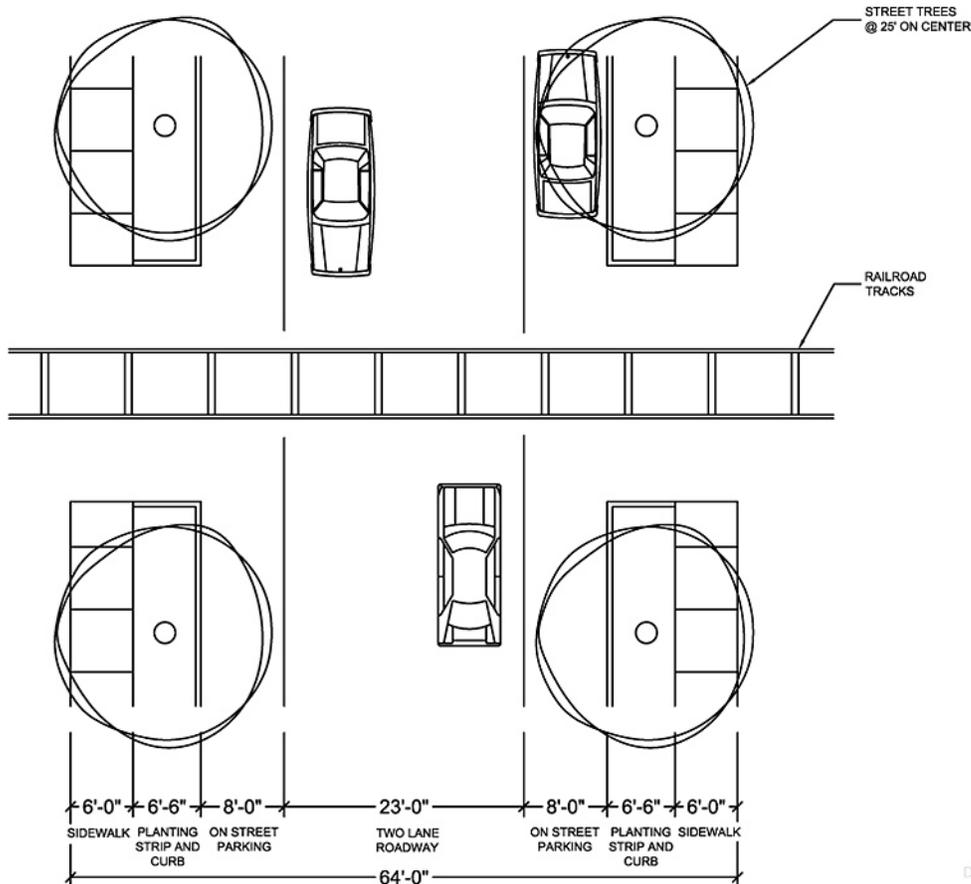
Figure 4.6 shows the proposed street reconfiguration for the two blocks of Laurel Street in the Plan Area. The public right-of-way is approximately 64 feet, which could accommodate:

- + 6' sidewalks,
- + 6' planting strips with trees planted at 25' on center,
- + 6" curbs,
- + 8' on-street parking, and
- + a 23' vehicle travel way.

Laurel Street Typical Street Plan - Existing



Laurel Street Typical Street Plan - Proposed



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Figure 4.6 - Laurel Street Roadway Reconfiguration



Bike racks can be placed in planting strips or on wide sidewalks in the Downtown Core Area.

Extend Bike Network

The existing bike network includes on-street bike lanes on parts of Washington Street, Spruce Street, Hazel Street, and Magnolia Street, and some bike parking scattered throughout the Downtown Core Area. To provide a more fully developed multi-modal circulation network, additional bike lanes and storage locations should be added. The General Plan identifies additional Class II bike lanes for Ohio Street, Washington Street, and Sycamore Street west of Washington Street. Laurel Street should also be identified as a bike route to reinforce connections to Manuel Vierra Park. The right-of-way is not sufficiently wide enough to support the sidewalk improvements described above and designated bike lanes. However, “sharrows” could be painted on the road to alert drivers that they need to share the road with cyclists. Figure 4.7 shows the proposed future bike network.

In addition to providing bike lanes, bike parking should be incorporated into streetscape improvements. Where present, bike racks can be located in the planting strip, such as those at the intersection of Kentucky Street and Hazel Street. Because planting strips along streets in the Downtown Core Area are not consistent, the wide sidewalks could also be used to accommodate bike racks without blocking pedestrian circulation. Sidewalks are sufficiently wide on Kentucky Street and the west side of Virginia Street, Ohio Street, and Vermont Street.

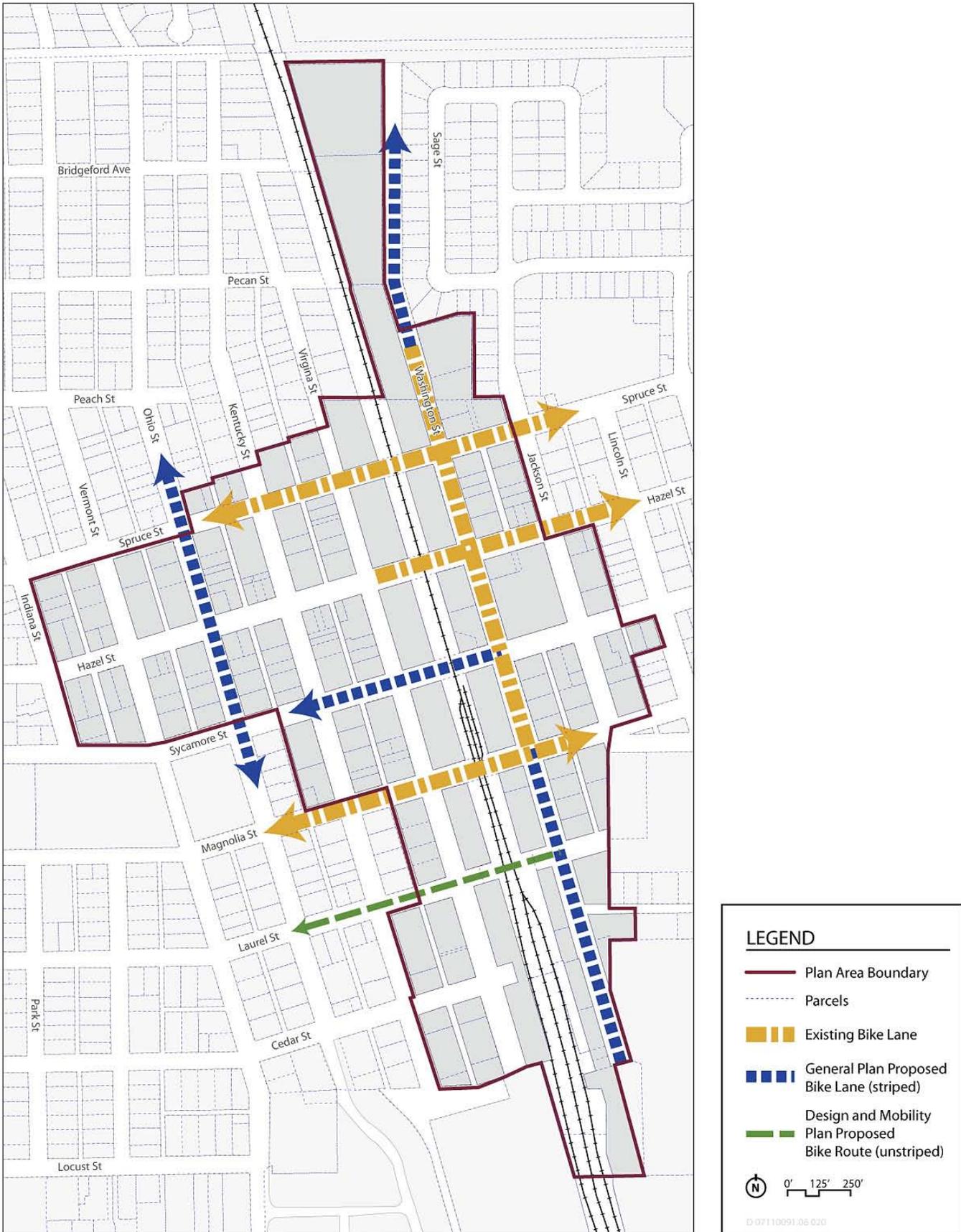


Figure 4.7 – Future Bike Network

Parking

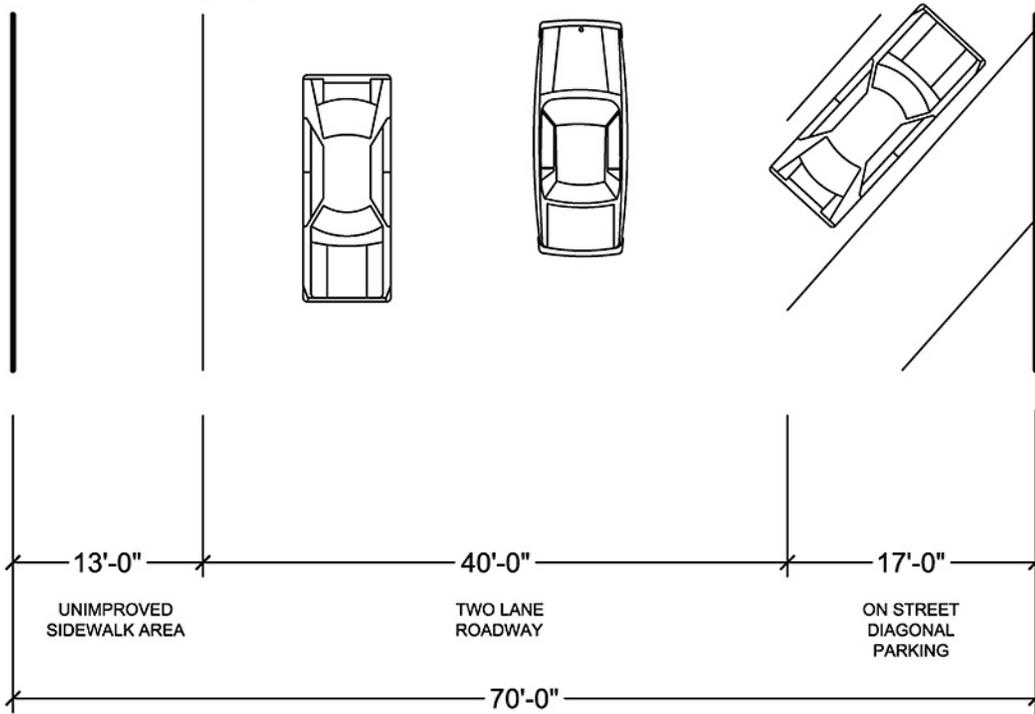
Accommodate Future Parking Demand

Today, patrons and employees of Downtown businesses do not generally have any difficulty finding parking. However, in order to facilitate convenient travel to and from businesses and residences Downtown in the future, the City conducted a parking analysis.

There is approximately 490,000 square feet of total building space in the Plan Area today. There are approximately 595 parking spaces in off-street surface parking lots and diagonal spaces painted on the street. The City created a scenario for land use change within the Plan Area to identify future parking demand. For this scenario, we assume that overall building space increases by approximately 14%, commercial square footage increases by 25%, industrial square footage decreases by 30%, and residential square footage increases by 70%. Included in the commercial square footage is a 10,000 square foot theater and approximately 7,000 square feet of new floor space devoted to entertainment/night club use. In this scenario, parking demand would peak at approximately 2:00 in the afternoon, considering that different land uses have different times of day where the demand peaks. The total parking demand under this scenario is 1,356 at the peak hour. This assumes that approximately 7% of total building square footage is vacant at any given time and 6% of trips are not in a car.

There are several streets Downtown that can be painted to provide on-street parallel parking or diagonal parking. Additional parallel parking can be provided on Washington Street, Spruce Street, Hazel Street, Sycamore Street, Laurel Street, Magnolia Street, Cedar Street, Kentucky Street, and Indiana Street. Diagonal parking can be added on Virginia Street, Jackson Street, Kentucky Street, and Hazel Street. If all of the parallel and diagonal parking spaces are added, existing and new parking spaces would total 1,358. This would provide for the total number of parking spaces needed when demand peaks at approximately 2:00 in the afternoon, assuming the new development described above. Figure 4.8 shows a typical road reconfiguration for the parts of these streets that could accommodate new diagonal parking (refer to Figure 4.1 for street plan locations).

Diagonal Parking Typical Street Plan - Existing



Diagonal Parking Typical Street Plan - Proposed

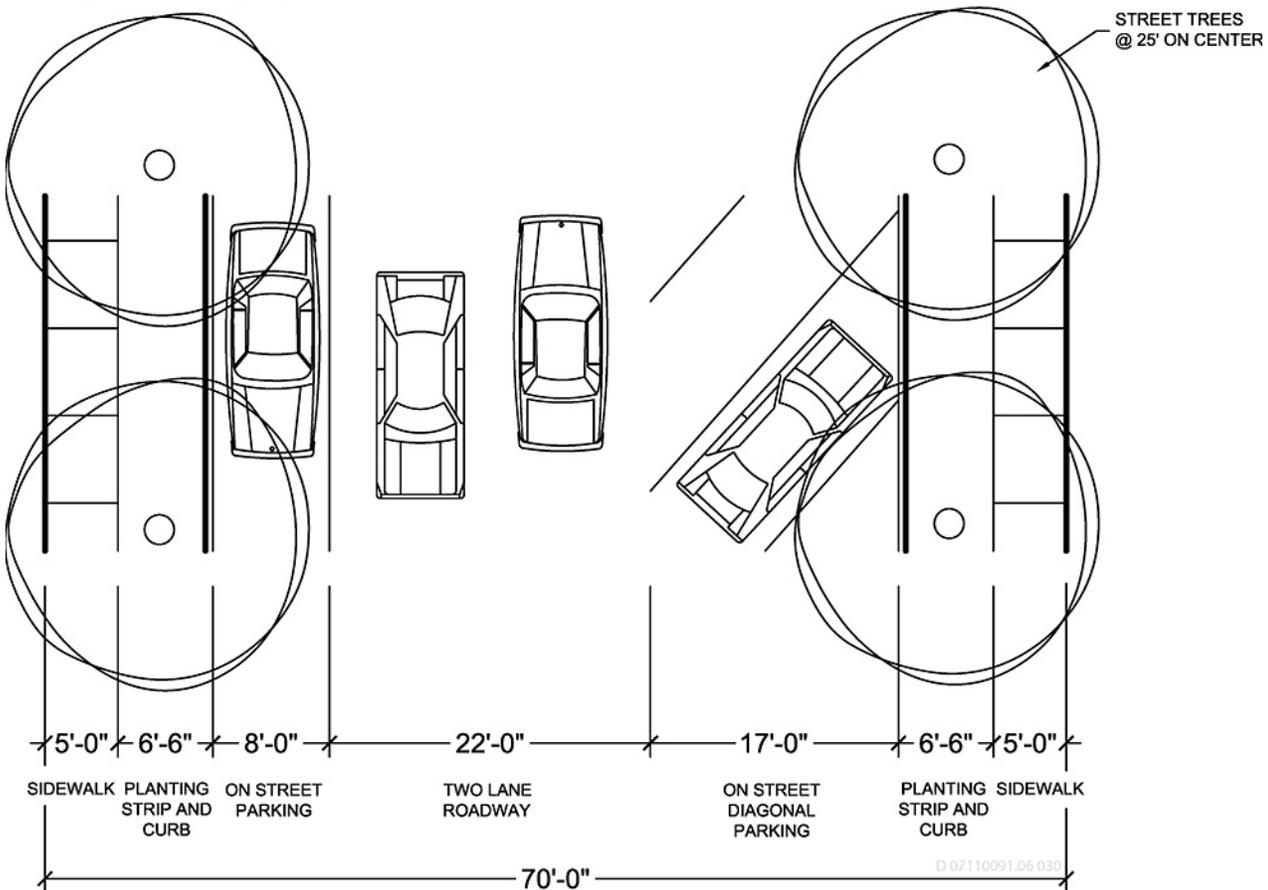


Figure 4.8 – New Diagonal Parking Roadway Reconfiguration



TIME TESTED
B.O.O.K.S

BOOKS

TIME TESTED
B.O.O.K.S

OPEN

OPEN



Good urban design can enhance the pedestrian experience in a downtown by providing a human scale and visual interest.

Streetscape/Landscape Improvements

In addition to enhancements proposed as part of the Washington Parkway, streetscape and landscape improvements should be constructed broadly throughout the Plan Area. Streetscape and landscape improvements are those amenities that add to pedestrian comfort in the public realm and cause Downtown patrons to linger. Improvements proposed for the Plan Area include:

- + planned Hazel Street improvements,
- + additional street trees,
- + improved alley entrances,
- + district banners, and
- + street furniture (e.g., seating, lighting).

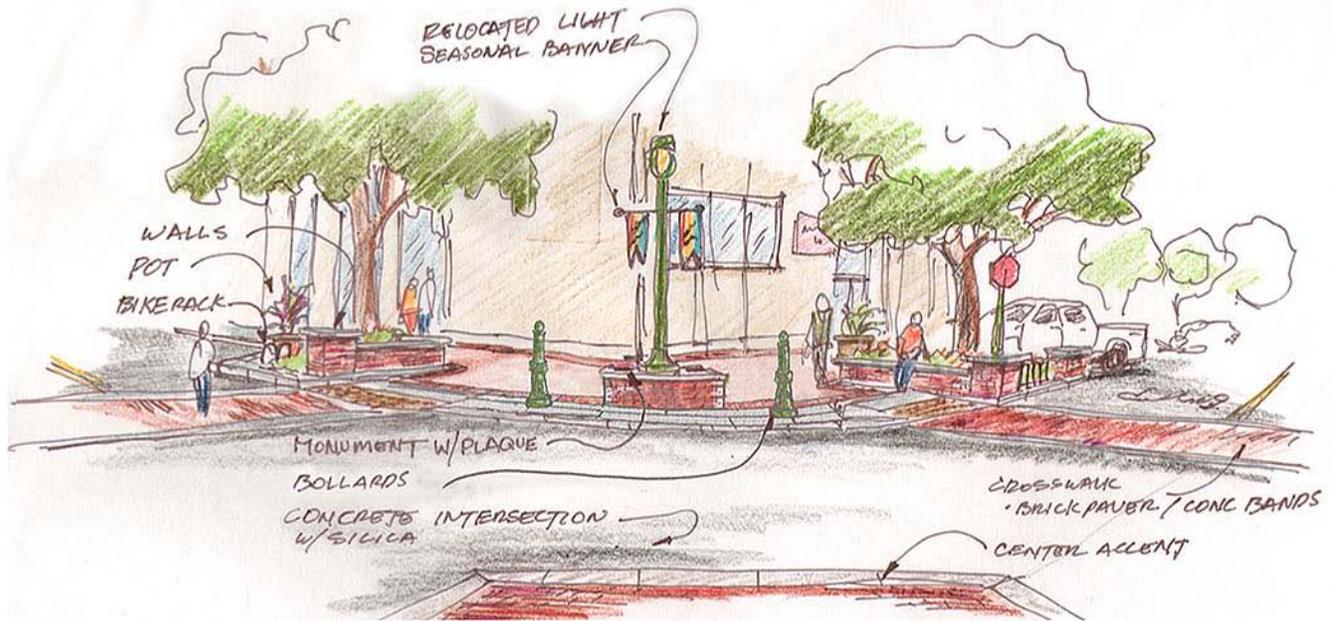
Proposals to integrate these enhancements are presented in the following sections.

Construct Hazel Street Improvements

The Hazel Street Improvement Plan has developed detailed design concepts specific to that street in order to reinforce its local importance as the ‘Main Street’ for Downtown Gridley. Figure 4.9 was prepared by Land Image Landscape Architects to provide conceptual illustrations of the Hazel Street improvements. The illustrations envision enhanced intersection bulb-outs that provide additional space for outdoor patio seating, decorative iron railings, bike racks, and brick planter walls that double as seating. Bench seating, wayfinding signs, pedestrian-scaled lighting, an informational kiosk, and historic monument marker are also provided in the bulb-outs. The road surface in the intersections would also be replaced with brick pavers in the crosswalks, a decorative brick pattern in the center of the intersection, and dark stained concrete in the intersection to emphasize its importance.

Improvements throughout the remainder of the Plan Area need not be as comprehensive as those along Hazel Street. However, they should draw inspiration from the selected materials (e.g., brick and iron) and maintain a consistent design theme that reinforces a cohesive Downtown identity.

Perspective View - Southwest Intersection of Hazel Street and Kentucky Avenue



Plan View - Southwest Intersection of Hazel Street and Kentucky Avenue

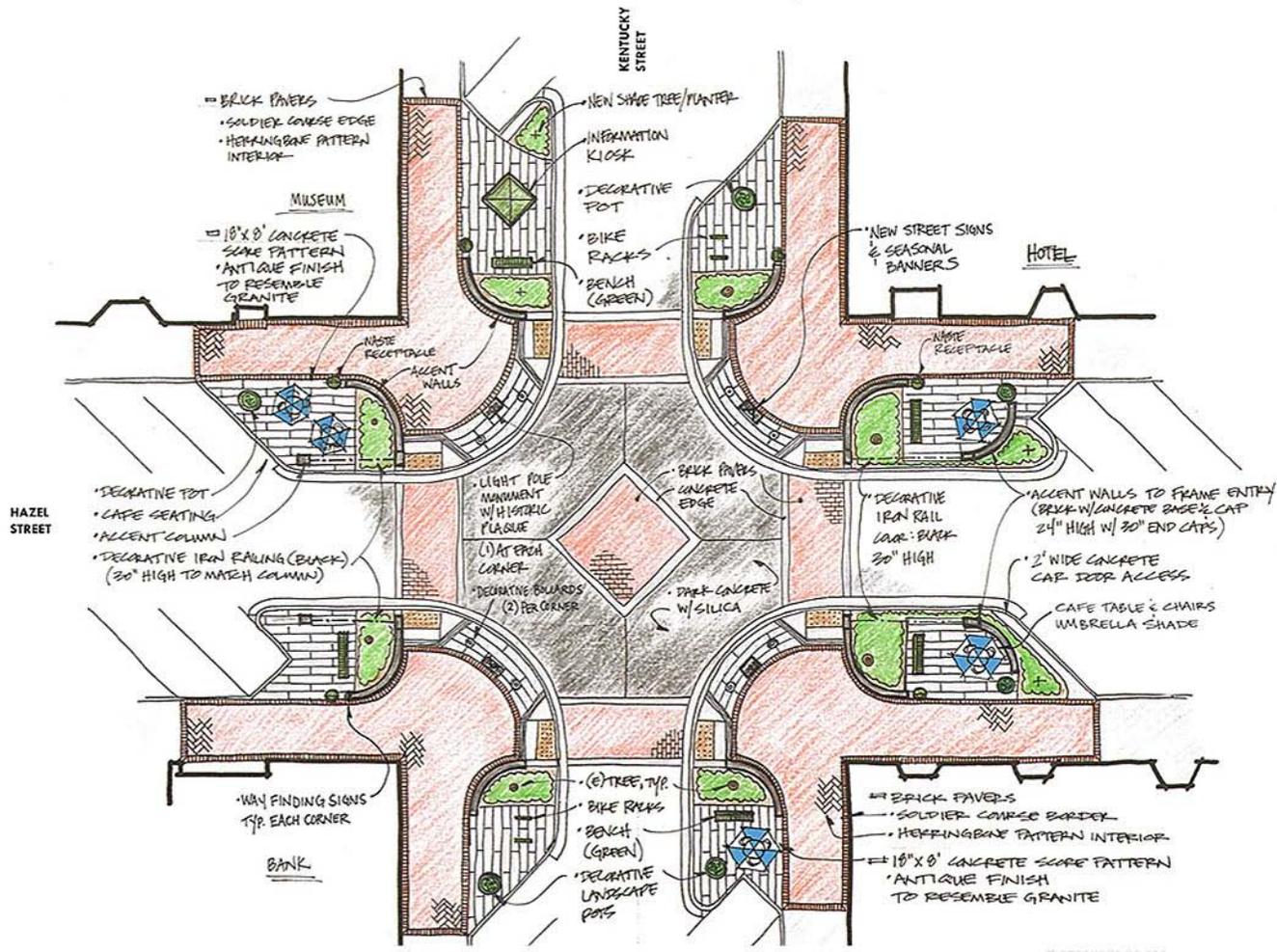


Figure 4.9 – Hazel Street Improvements (prepared by Land Image Landscape Architects, 2011)

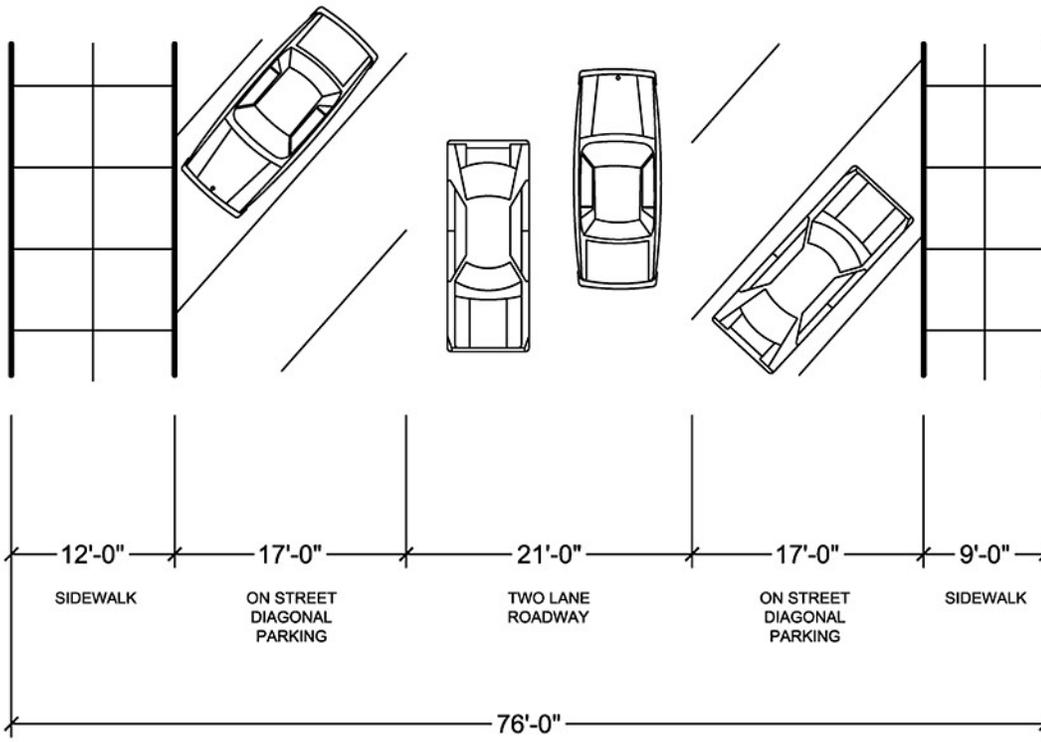
Plant Additional Street Trees

Planting of additional street trees in the Downtown would provide shade in the hot summer months and allow pedestrians to walk comfortably around Downtown. A minimum six-foot wide planting strip is shown in most road reconfiguration figures in this chapter to provide for healthy tree root zones. However, there is flexibility to change the planting strip width by a foot depending on the local context and travel needs of the particular street. For example, a slightly wider sidewalk along Washington Street may be desirable if the parkway is envisioned to have high pedestrian volumes in the future. Depending on the type(s) of street trees envisioned in the future, a planting strip of five feet could be acceptable, rather than the six feet shown. Very large trees (e.g., certain elms, sycamores, and camphor trees) need a wider planting strip so as not to damage sidewalks. Medium sized, canopy trees (e.g., Chinese Pistache, certain maples and oaks) can work with less width.

Tree wells could be used in the Downtown Core Area, instead of a dedicated planting strip, to allow for wider sidewalks. Existing triangular planters that break up the diagonal parking should be planted with trees appropriate for the space available as well. Figure 4.10 shows a typical roadway reconfiguration for streets in the Downtown Core Area. In order to maintain the number of on-street parking spaces in the Downtown Core Area, this Plan does not consider reorienting existing diagonal parking to parallel parking to be a feasible option. Virginia Street has a narrower right-of-way between Spruce Street and Sycamore Street than other Downtown Core Area Streets (i.e., 67' instead of 76'). It currently accommodates one side of diagonal parking and one side of parallel parking, and should do so in the future. Other aspects of roadway reconfiguration depicted in Figure 4.9 would also apply to Virginia Street.

The reconfiguration of Hazel Street will be defined in the Hazel Street Improvement Plan. Figure 4.11 shows a typical roadway reconfiguration for streets outside of the Downtown Core Area. Refer to Figure 4.1 for the location of streets to which these typical roadway reconfigurations would apply.

Downtown Core Area Typical Street Plan - Existing



Downtown Core Area Typical Street Plan - Proposed

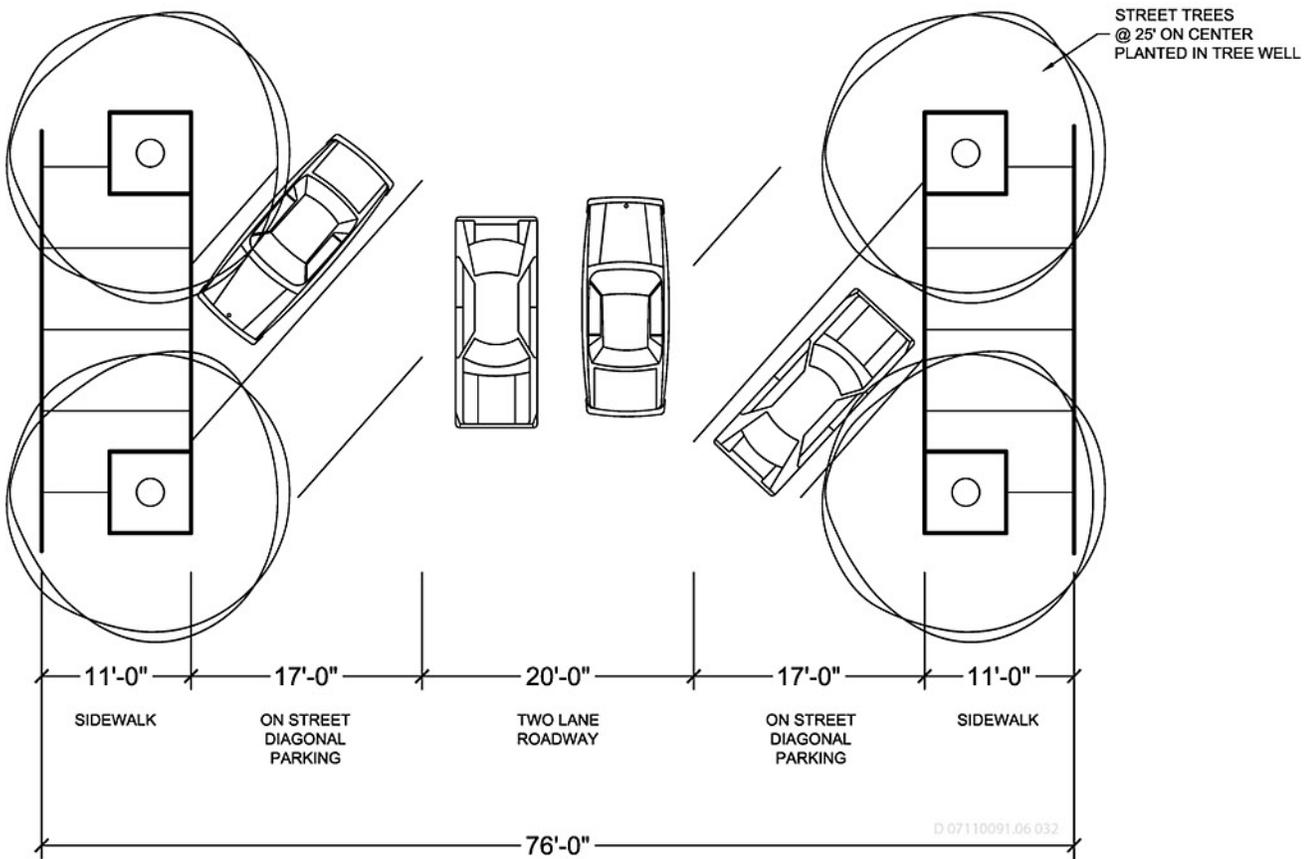
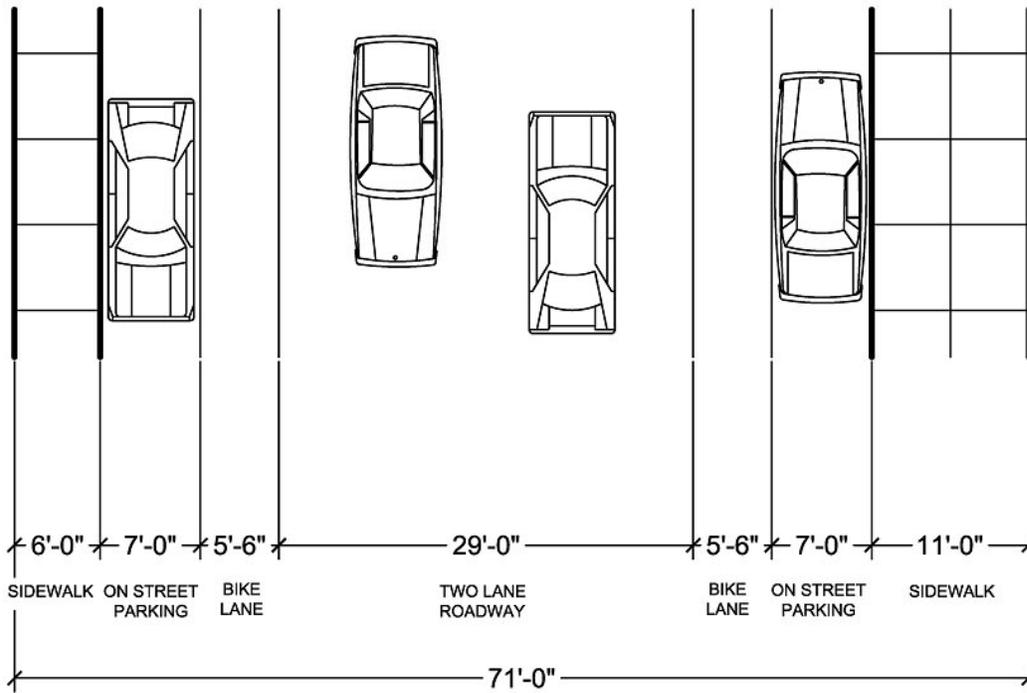


Figure 4.10 – Typical Downtown Core Area Roadway Reconfiguration

Outside Downtown Core Area Typical Street Plan - Existing



Outside Downtown Core Area Typical Street Plan - Proposed

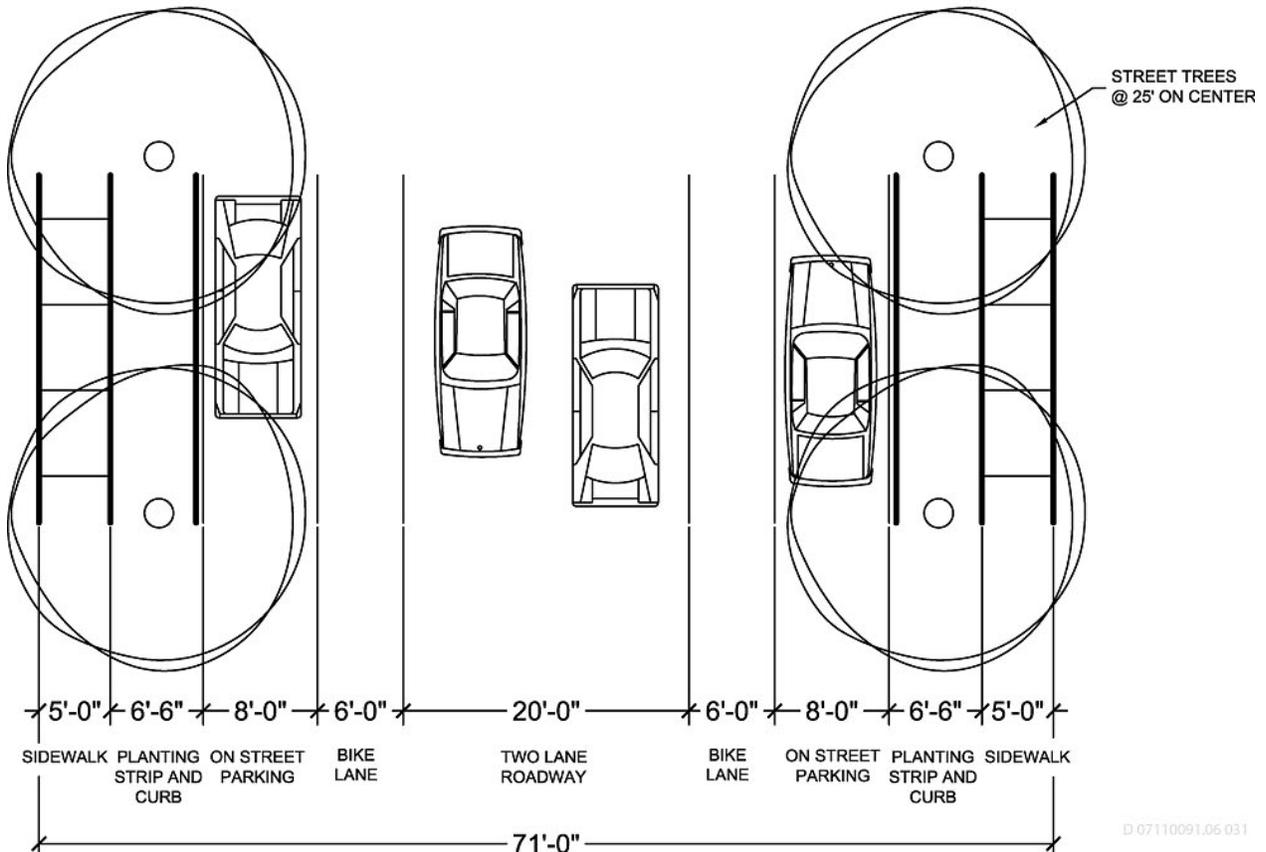


Figure 4.11 – Typical Roadway Reconfiguration Outside of Downtown Core Area

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Improve Alley Entrances

Alleys run north-south through all of the regular City blocks in the Plan Area. In the Downtown Core Area, they house utility poles and trash and recycling dumpsters used by area businesses. In the residential neighborhoods, they are typically fenced along the rear property lines, and in some instances provide garage access or a small parking pad. There is more landscaping on private property in the residential areas, which helps to screen the alley entrances. The fences also help distract from the alleys' visual presence. Alleys in the Downtown Core Area are more conspicuous through their lack of special treatment. Many are framed by windowless expanses of building walls, punctuated by exposed dumpsters.

Simple alley improvements in the Downtown would help to visually tie them into other proposed streetscape improvements. Figure 4.12 provides a photo simulation of alley improvements to make them more visually attractive and inviting to pedestrians looking for a shortcut. Gridley already has a number of large artistic murals. These provide a simple solution to an otherwise unattractive blank wall. Narrow walls would help to screen dumpster from views while still allow easy access for trash collectors. Decorative landscaping at alley entrances would also help to soften their appearance.



Figure 4.12 – Alley Improvements

Incorporate Street Furniture

Designers often talk about vibrant public realms as the “third space”, with home and work being the first and second spaces. Street furniture is the collection of physical amenities that transform these public spaces into outdoor rooms designed for human activity. Street furniture is best used when placed in areas of activity. Providing benches in a shopping district allows patrons to rest, people watch, gather informally, and be part of the Downtown activity. Placing that same seating along a residential street (unless incorporated into a park or transit stop) would likely not attract the same level of use.

The following types of street furniture should be incorporated into areas of activity and future developments:

- + public seating,
- + decorative lighting,
- + pedestrian-scaled directional signage,
- + district banners,
- + waste receptacles,
- + information kiosks, and
- + common newsstands.

The Hazel Street Improvement Plan identifies potential locations for various street furniture improvements, and provides example photos of each that would create a cohesive design theme for the Downtown. These improvements should be implemented throughout the Downtown Core Area in the future, and expanded into new areas of activity as redevelopment occurs. Figure 4.13 provides photo examples of street furniture that is compatible with Gridley’s Downtown. In addition, a new Downtown transit stop with covered seating should be constructed near an informational kiosk. The kiosk should provide information on all the Downtown has to offer, including retailers, civic buildings, and parks, as well as upcoming community events and activities.



BRICK PAVER SIDEWALKS, SEATING AREAS, AND CROSSWALKS



DISTRICT BANNERS

HISTORICAL PLAQUES & WAYFINDING SIGNS



BIKE PARKING

TREE GUARD

TRASH BIN

DECORATIVE CONCRETE PATTERNS



CLOCK

PLANTER POT

SHADED SEATING

KIOSK

BENCHES



IRON RAIL ACCENTS

BOLLARDS

BRICK SEATWALLS

BENCHES

Source: Land Image Landscape Architects, adapted by AECOM, 2011

Figure 4.13 – Street Furniture

Opportunity Sites Prototypes

New construction can reinforce the Downtown's existing character, provided that it fits in with the surrounding context. Figure 4.14 provides a simplified representation of how building placement and scale can reinforce the Downtown's consistent street façade. Building placement is especially important on vacant mid-block parcels where adjacent buildings are constructed up to the sidewalk. New buildings that do not occupy the entire parcel width or that are set back from the sidewalk (unless intentionally designed to incorporate a small public plaza) create voids in the street façade and detract from the pedestrian experience. Buildings that are much taller than neighboring properties should also be avoided or designed to step back from the street to maintain a comfortable scale from the pedestrian perspective.

The three opportunity sites identified and described in Chapter 2 each have a different character and will require context-sensitive design to be successful catalysts for future development. Conceptual examples of future development on each of the opportunity sites are provided in the following sections. These examples are meant to serve as prototypes of development that are consistent with the proposed Downtown Mixed Use zone and urban design and circulation concepts presented in this chapter. They do not represent final designs or an indication of proposed development.

In addition to the opportunity sites discussed below, there are a number of vacant parcels within the Plan Area. These parcels should be landscaped while vacant to minimize their visual impact on the Plan Area. See Chapter 5, Implementation for Municipal Code revisions that address the provision of landscaping on vacant parcels.

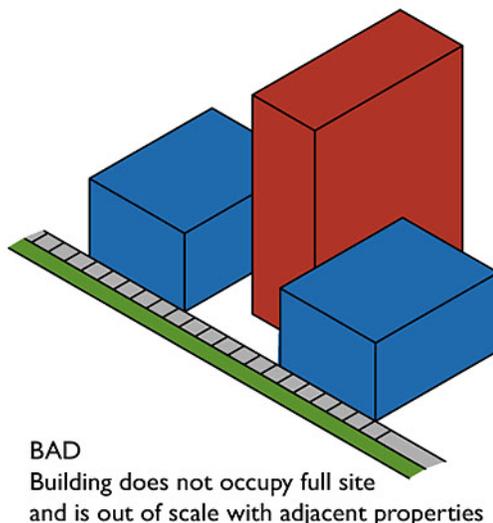
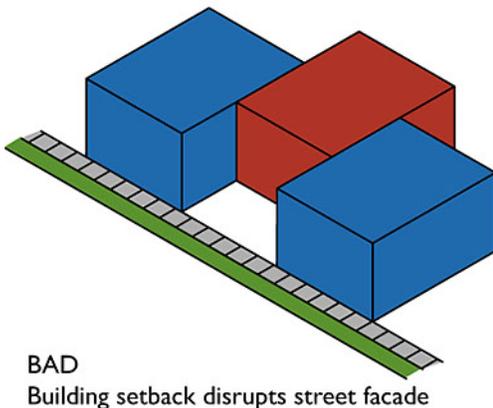
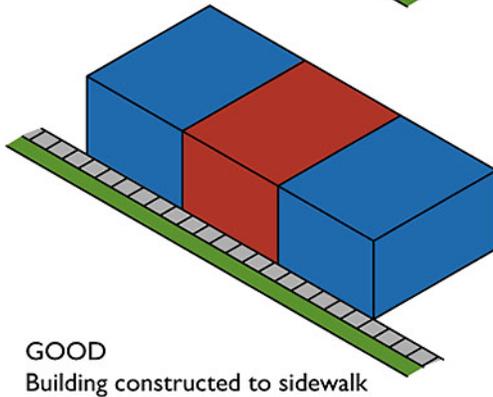
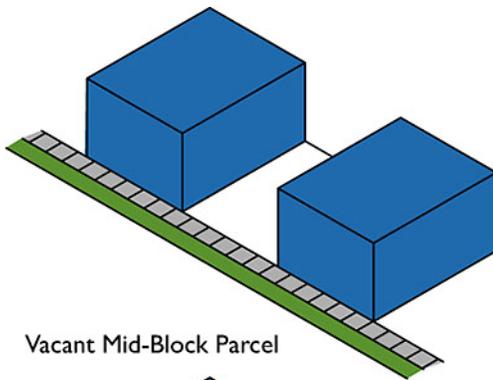
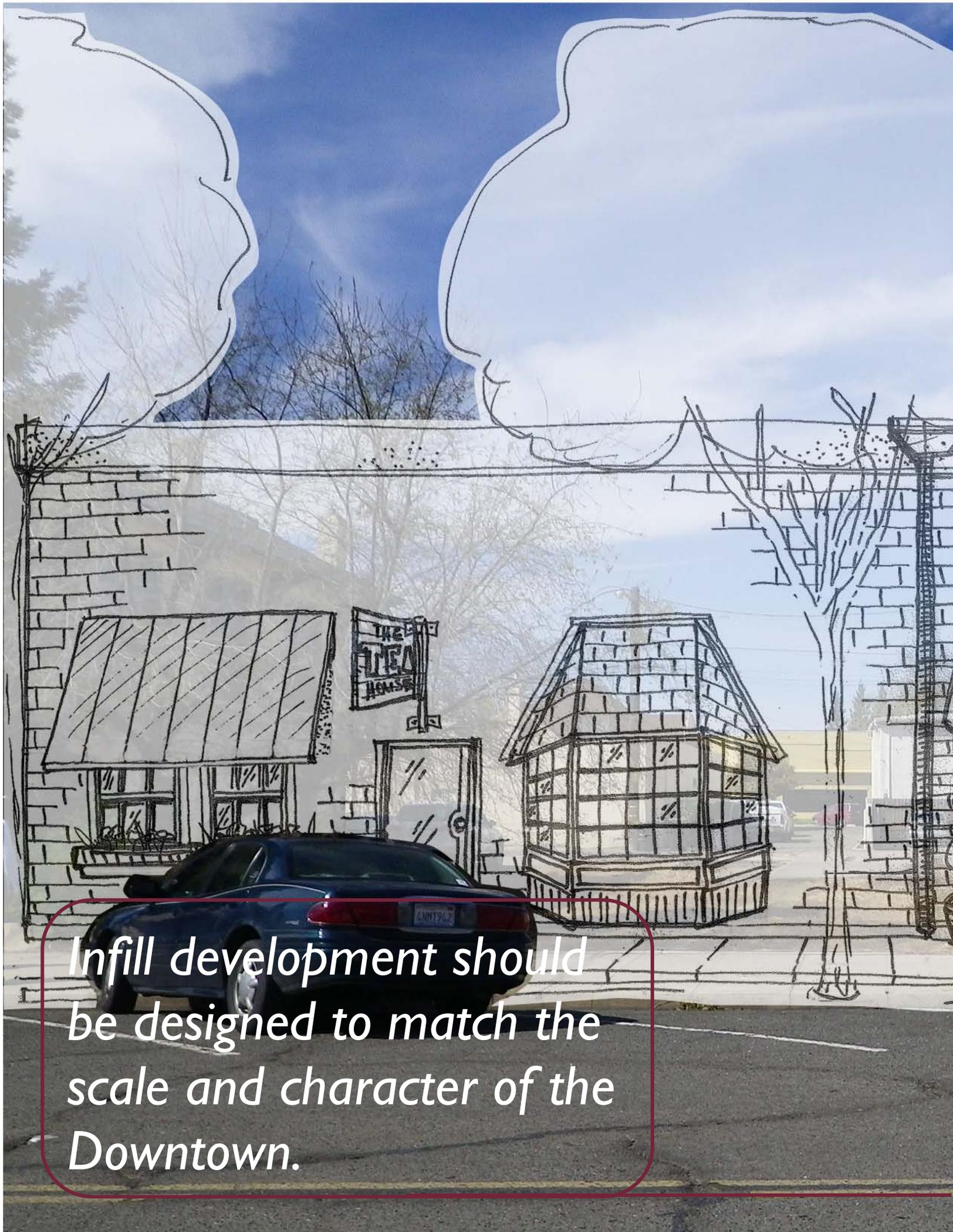


Figure 4.14 – Street Façade Diagram

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Infill development should be designed to match the scale and character of the Downtown.



MARKET TABLE CAFE

SPIN SPORTS CLUB
406-600-8333
BICYCLE



Vacant Parcel on Kentucky Street

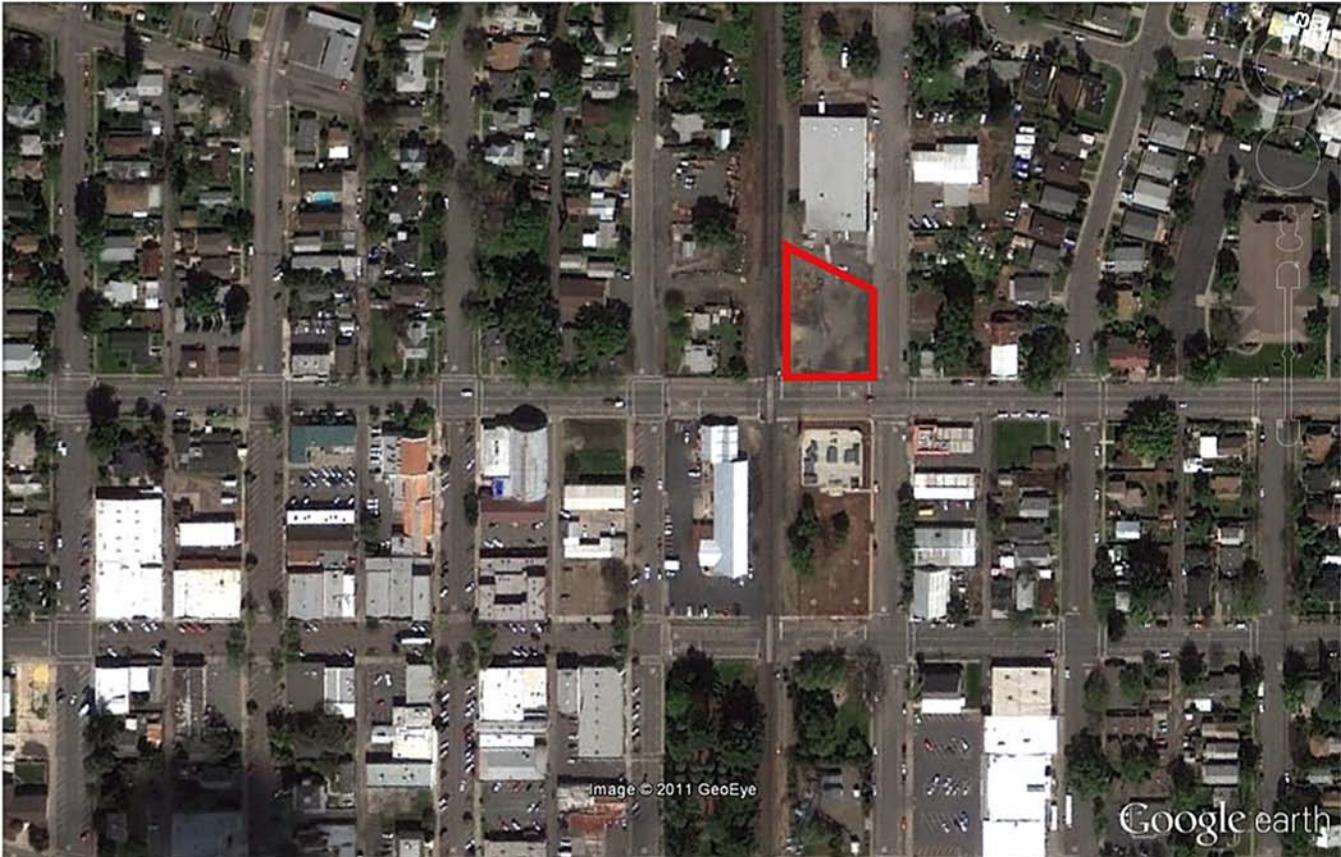
Opportunity Site #1: Small-Scale Commercial

Opportunity Site #1 should be developed to maintain consistency with adjacent commercial uses and to take advantage of its excellent visibility along two important roadways. The adjacent commercial property is approximately 21,000 square feet, and is constructed up to the sidewalk. A single-story, commercial or retail building would fit in well in the existing context.

The concept building should be constructed up to the sidewalks on both Washington Street and Spruce Street, similar to the restaurant on the southeast corner of the intersection, to help define the public realm in which proposed streetscape enhancements would occur. A small public plaza in front of the building would help to identify the area as part of the Downtown Core Area, where an emphasis is placed on the pedestrian realm. An L-shaped building of approximately 15,000 square feet would take advantage of the Spruce Street frontage and its high traffic volumes, while frontage along Washington Street would complement plans for the pedestrian-oriented Washington Parkway. On-street parking is available on both streets. An access drive to a rear parking lot should be located off of Washington Street at the north end of the site, which would address design challenges posed by the angled parcel boundary. A pedestrian walkway should also link the rear parking lot with the Spruce Street frontage.

The conceptual format would allow the building to be divided into multiple spaces, with one to two businesses fronting Spruce Street, and a third fronting Washington Street. Even though a parking lot should be located behind the building, primary business entrances and windows should overlook both streets. Figure 4.15 shows photographs of existing site conditions. Figure 4.16 provides a plan diagram of the conceptual building located on the site. Figures 4.17, 4.18, and 4.19 provide simplified 3D model views existing conditions and implementation of the conceptual building and proposed streetscape enhancements.

Aerial View (Source: GoogleEarth, 2011)



View West with Adjacent Building



(Source: GoogleEarth, 2011)

View Northwest



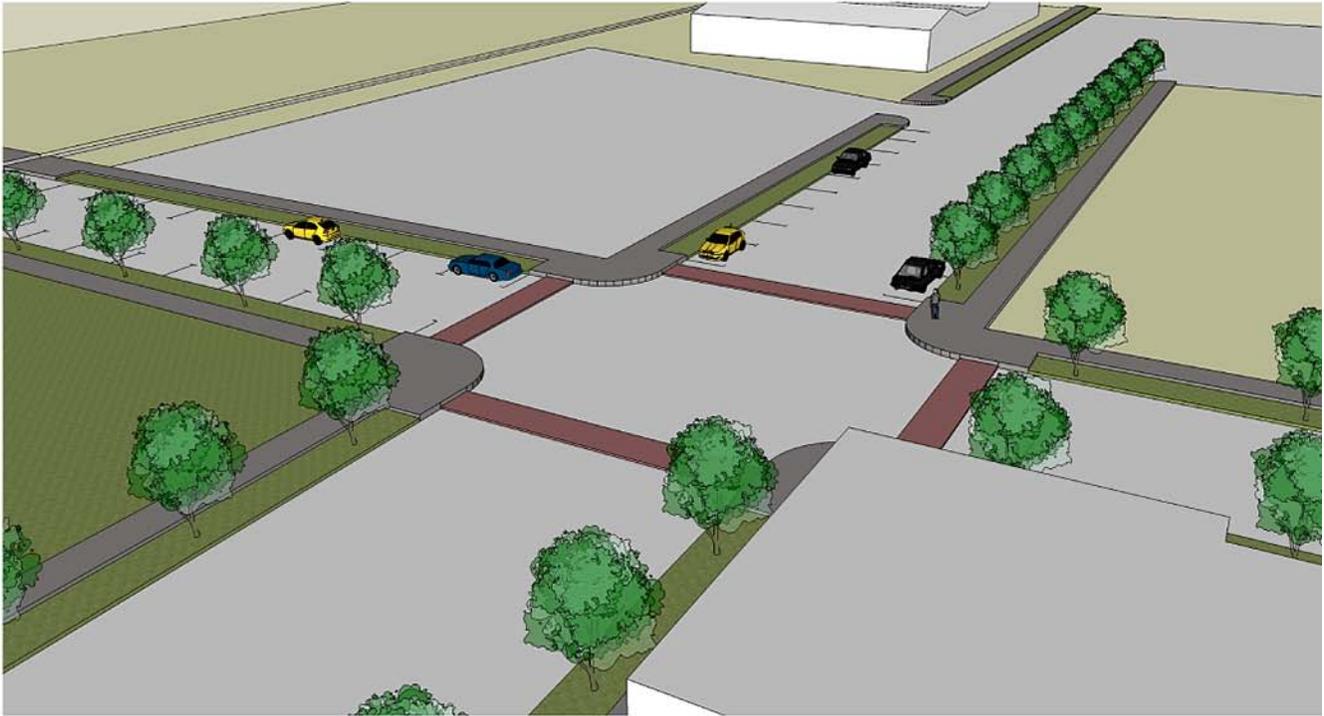
(Source: GoogleEarth, 2011)

Figure 4.15 – Opportunity Site #1 Existing Conditions



Figure 4.16 – Opportunity Site #1 Site Plan

Existing Conditions

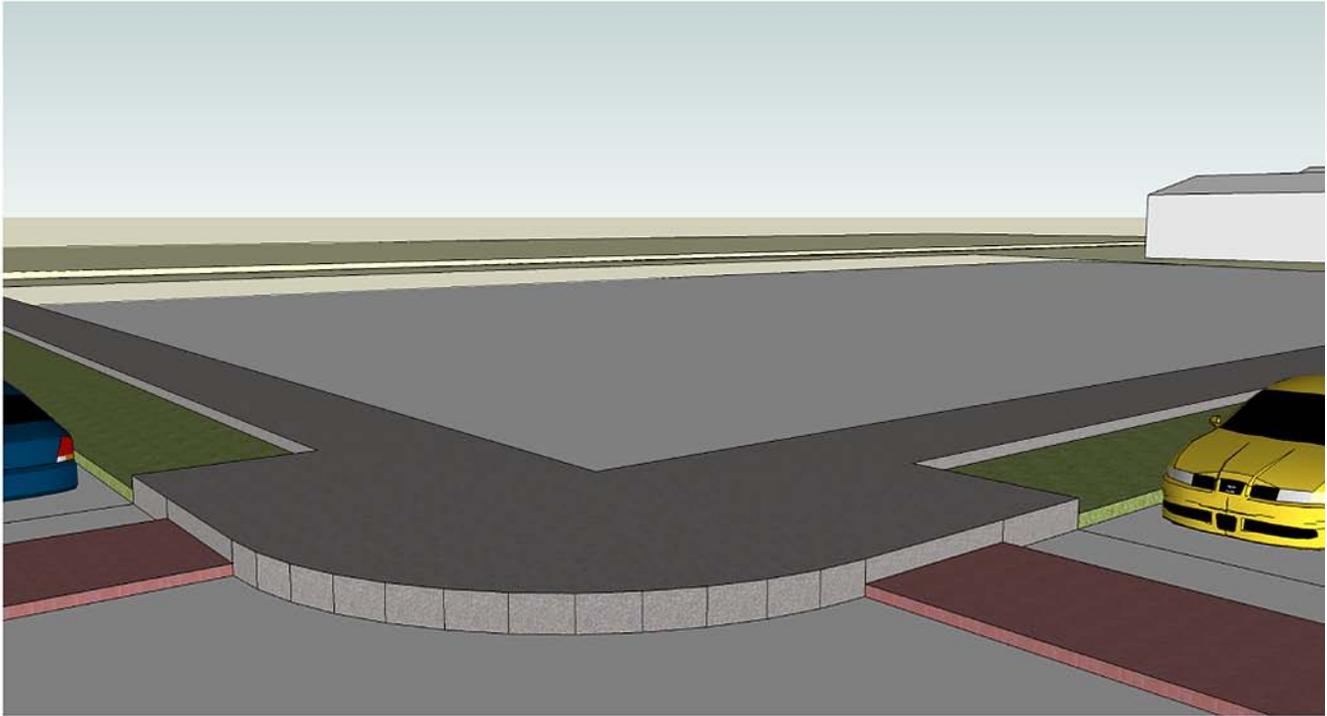


Conceptual Design



Figure 4.17 – Opportunity Site #1 3D Modeling View 1

Existing Conditions



Conceptual Design



Figure 4.18 – Opportunity Site #1 3D Modeling View 2

Existing Conditions



Conceptual Design



Figure 4.19 – Opportunity Site #1 3D Modeling View 3

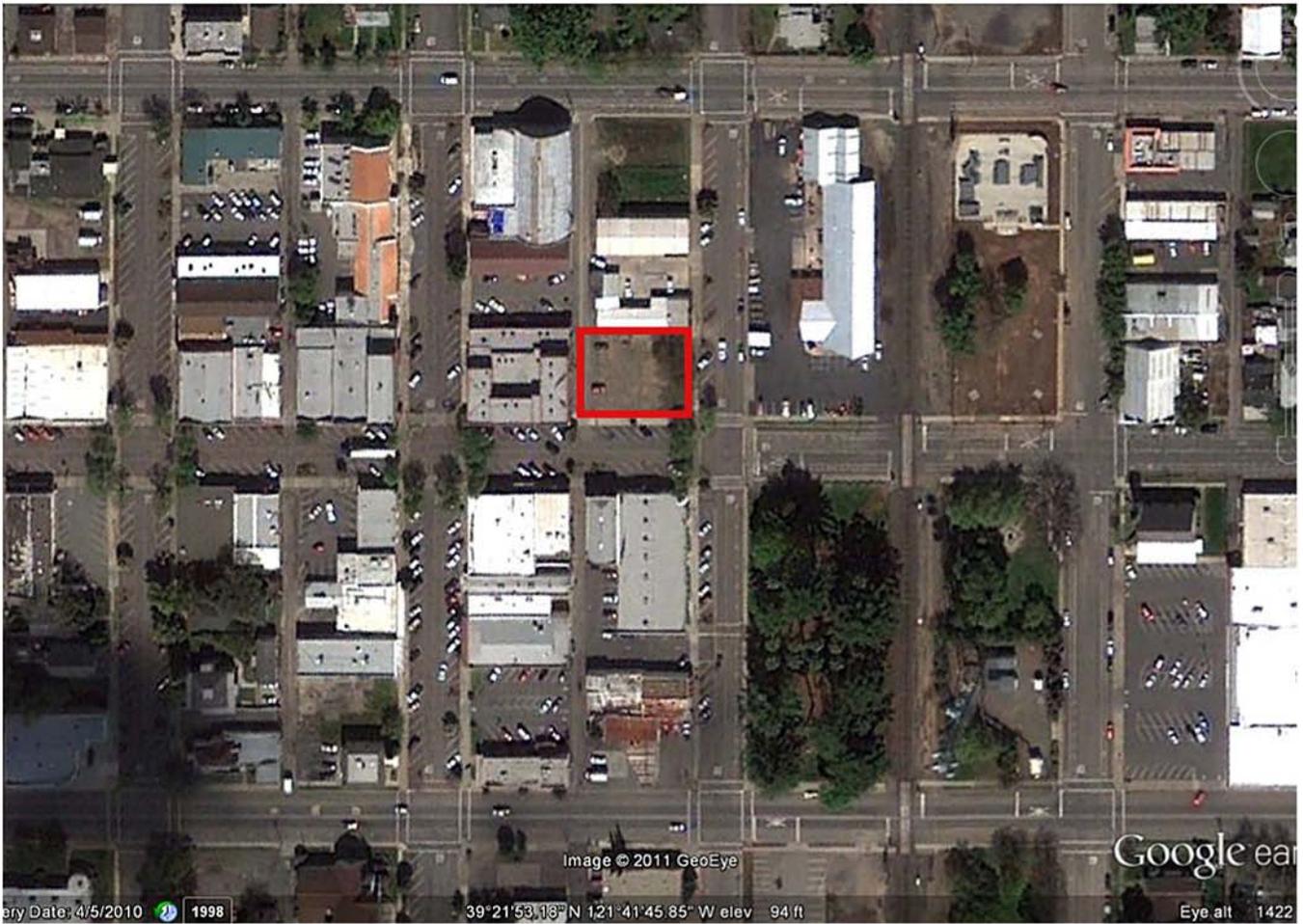
Opportunity Site #2: Mixed Use

Opportunity Site #2 should be developed with a building that can act as an entrance to Downtown Gridley. Buildings to the north, west, and south are all constructed to the back of the sidewalk, which creates the Downtown's consistent street façade and shapes the public realm. New development on this site should be built to the back of both sidewalks to fill in the street façade in this important location. Adjacent properties are a mix of commercial/retail uses and residential properties. The historic Gridley Hotel to the west of the site is a vertical mixed-use building with ground floor retail and senior apartments on the second floor.

The hotel was used as a model for the conceptual building design. The building should be a two-story, vertical mixed-use property with ground floor retail and/or offices and residential units or offices on the second floor. The building format would lend itself to two store or office fronts on Hazel Street and a third along Virginia Street. From the street, the building façade should appear to consist of several smaller buildings constructed with shared walls, to reinforce design elements of the Downtown's existing architecture. The site could actually be developed as one large building that is divided into smaller retail, office, and residential spaces. The building should occupy the entire site, which would result in approximately 19,000 total square feet. Alley-accessed parking should be tucked under the second floor to provide one space per residential unit or employee parking if office uses are developed instead. On-street parking is available on Hazel Street and Virginia Street, as well.

Figure 4.20 shows the existing conditions at Opportunity Site #2, with an aerial and street view pictures. Figure 4.21 presents a conceptual site plan design, and Figures 4.22 and 4.23 illustrate the conceptual design through 3D modeling to show the proposed design within the existing context. The conceptual building is two stories to match the height of surrounding buildings, and is constructed up to the sidewalks with windows and doors overlooking both streets.

Aerial View (Source: GoogleEarth, 2011)



View from Hazel Street/Virginia Street

View from Virginia Street



Figure 4.20 – Opportunity Site #2 Existing Conditions



Figure 4.21 – Opportunity Site #2 Site Plan

Existing Conditions - Aerial



Conceptual Design - Aerial



Figure 4.22 – Opportunity Site #2 3D Modeling View I

Existing Conditions - Close Up



Conceptual Design - Close Up



Figure 4.23 – Opportunity Site #2 3D Modeling View 2

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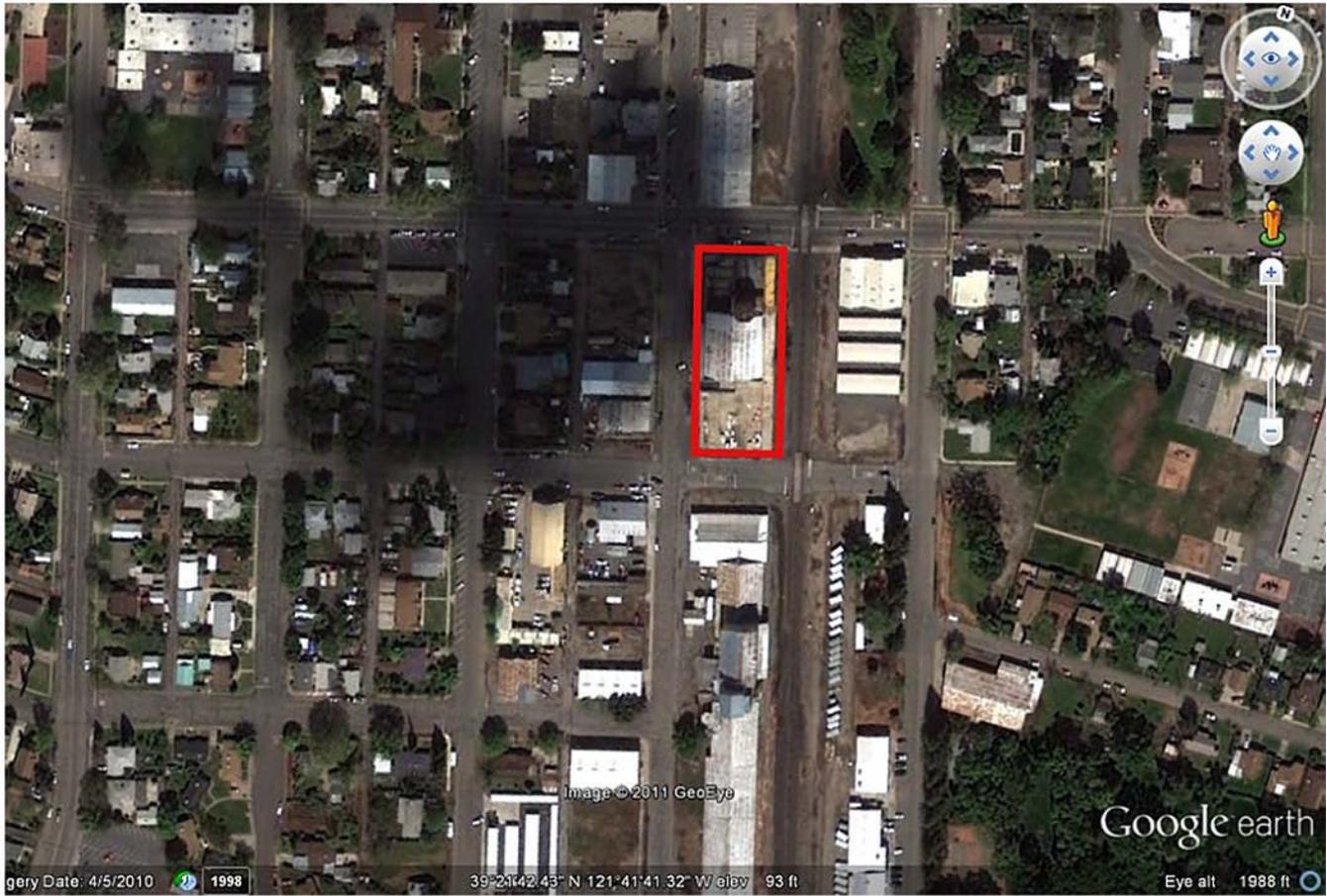
Opportunity Site #3: Adaptive Reuse

Opportunity Site #3 is in the heart of the industrial area and is a good candidate for adaptive reuse of an existing brick building. Adjacent properties are developed with a collection of warehouses and small industrial businesses. The site should provide a space for other light industrial businesses, especially those with an office or retail component.

Adjacent non-warehouse industrial buildings are approximately 5,000 square feet. The existing brick building is approximately 19,000 square feet, and could be divided into smaller spaces or left whole for a larger tenant. The raised concrete pad to the south of the brick building covers nearly 14,000 square feet. It should be developed with a single-story building that covers the entire concrete pad, and is constructed to the edge of new sidewalks. The new building should be a flexible design so that it could be used as one large space or divided into smaller spaces. The primary entrances for the new building should front onto Virginia Street, with windows looking into front-of-house office or retail sales areas. Light manufacturing or assembly could occur at the back of the building, which is adjacent to the railroad tracks. If possible, windows should be included along the Laurel Street frontage as well. Streetscape improvements, including the construction of sidewalks, planting strips, and striping for on-street parking should be added to both Virginia Street and Laurel Street, as described earlier in this chapter. The existing diagonal parking on Virginia Street should be extended along the entire opportunity site frontage.

Figure 4.24 illustrates the existing conditions at Opportunity Site #3. Figure 4.25 shows a conceptual site plan for the site, including the proposed roadway reconfigurations described earlier in this chapter. Figure 4.26 provides a photo simulation depicting reuse of the existing brick building, construction of a new building on the raised concrete slab, and streetscape improvements along Virginia Street. In the photo simulation, customer-oriented uses, such as sales and office space, are oriented towards Virginia Street, with fabrication and light manufacturing uses located at the back of the site.

Aerial View (Source: GoogleEarth, 2011)



View from Virginia Street/Magnolia Street



View from Laurel Street



Figure 4.24 – Opportunity Site #3 Existing Conditions

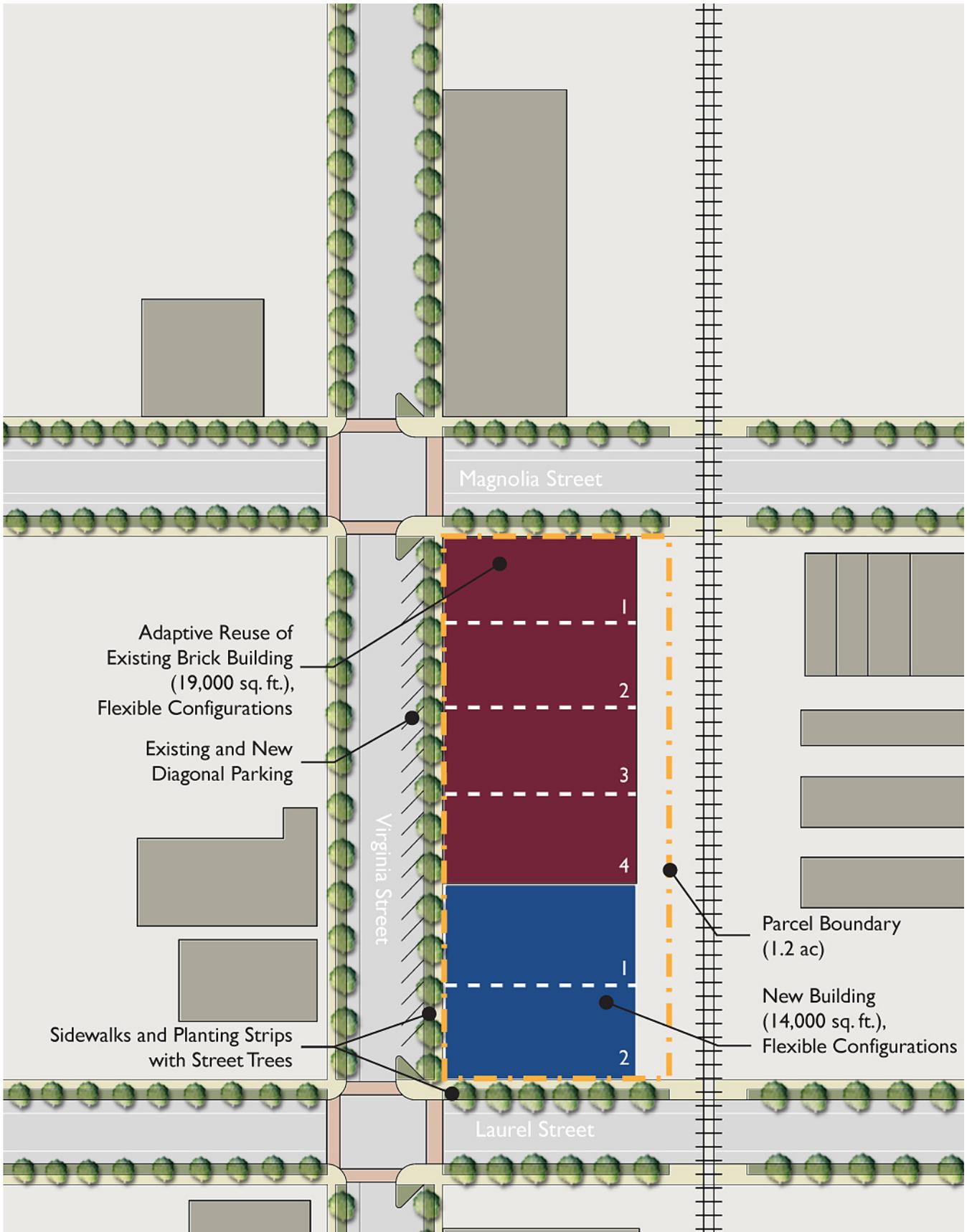


Figure 4.25 – Opportunity Site #3 Site Plan

Opportunity Site #3 could be redeveloped with light industrial uses that also include office or sales space at the front of buildings. New construction should be in scale with adjacent buildings and constructed up to the sidewalk. Streetscape improvements, including decorative lighting, sidewalks, signage, landscaping, and street furniture will enhance the pedestrian realm.

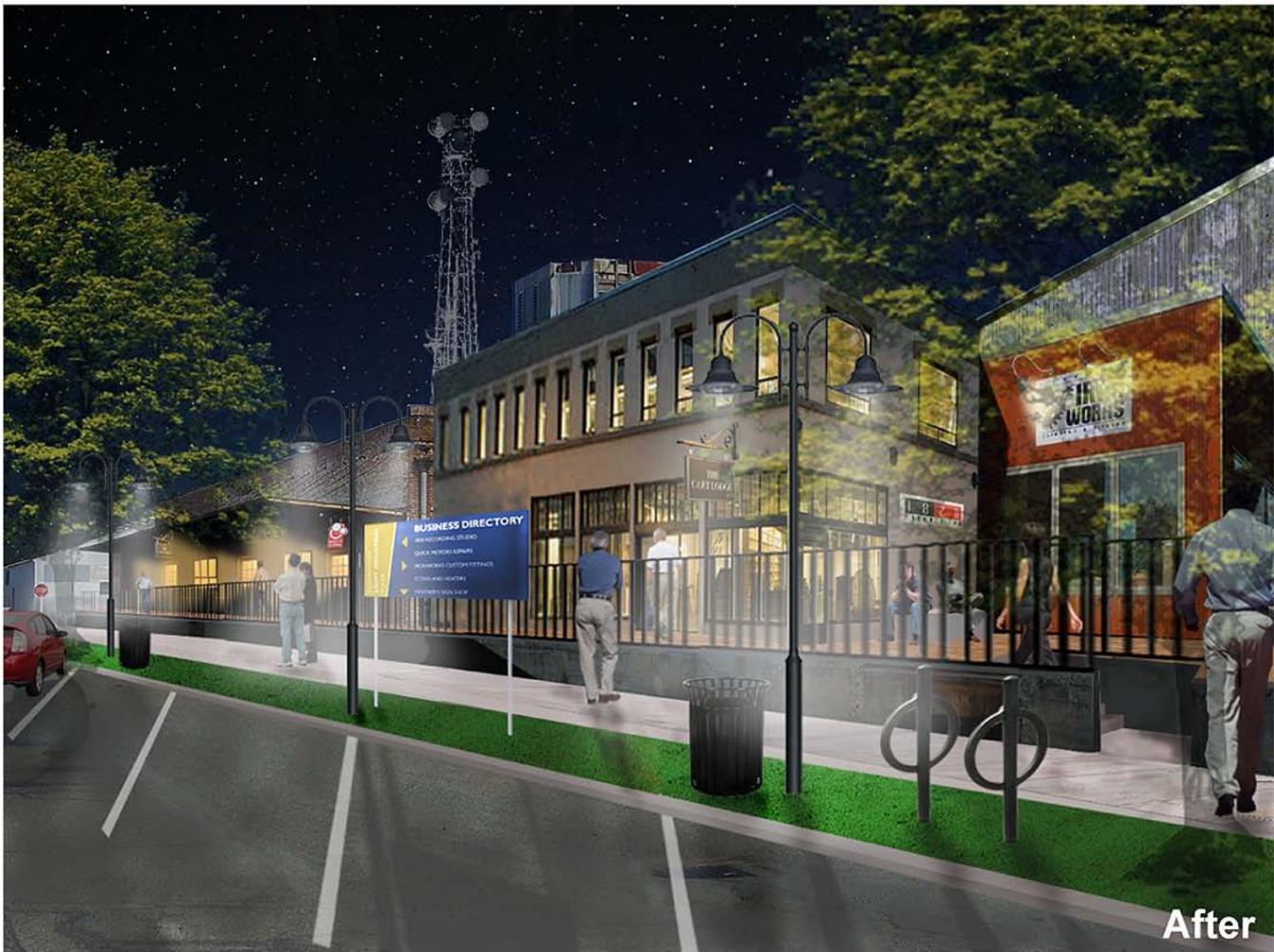


Figure 4.26 – Opportunity Site #3 Photo Simulation

5

IMPLEMENTATION

This chapter summarizes actions that are needed to implement changes proposed in the Plan. The recommendations in this chapter address revisions to the City's Municipal Code, physical improvements, and potential funding sources for recommended capital improvements. An implementation phasing schedule is also provided to prioritize improvements.

As noted elsewhere, economic development strategies and programming for Downtown activities are addressed in separate planning efforts. This Plan focuses on Municipal Code changes and physical improvements.



Municipal Code Revisions

One of the most important outcomes for this Plan is to provide recommendations on revising the City's Zoning Ordinance to implement the General Plan as it relates to Downtown Gridley, as well as the vision of this Plan.

Several zoning districts exist in the Downtown Mobility Plan Area today: R-1 Single Family Residential, C-1 Restricted Commercial, C-2 General Commercial, M-1 Limited Industrial, Open Space, PQP Public-Quasi Public, and MUCZ Mixed Use Combining Zone (see Figure 5.1). Some of the intent statements for the existing zoning districts are consistent with the General Plan and the vision for this Plan, while others are not. For example, while the Downtown will have single-family residential homes, the City's Vision for Downtown is no longer to promote "low urban density" in the core of the City (as specified under R-1). The intent statement for C-2 identifies a specific set of land uses, some of which would not be appropriate for a Downtown, and may be more appropriate for areas along Highway 99. M-1 is intended for heavy industrial uses that are "inappropriate in office and retail areas," and which today may be more appropriate in the City's Industrial Park rather than Downtown. Intent statements for existing zoning districts follow.

Existing Zoning in Downtown Mobility Plan Area

- + R-1: establish and preserve smaller lot single-family residential neighborhoods at low urban density
- + C-1: establish and preserve commercial areas with stores, services, offices, restaurants, and other retail uses contained within enclosed buildings in settings conducive to pedestrian traffic
- + C-2: establish and preserve commercial districts along major highways and in central locations to serve the community's needs for durable goods, automotive and repair services, and other retail and wholesale commercial uses
- + M-1: establish and preserve areas for light industrial and heavy commercial uses which are generally inappropriate in office and retail areas
- + Open Space: preserve areas of recreational, historical, and cultural value and devoted to the enjoyment of scenic beauty, conservation of natural resources and agriculture, and resource production activities
- + PQP: application to sites in public ownership and use, and to sites occupied by private or nonprofit uses of a community service nature
- + MUCZ: combine with other districts that permit residential development as a primary use to retain mixed residential dwelling types in existing neighborhoods, discourage segregation of residential uses, introduce limited neighborhood commercial and professional uses into residential neighborhoods, and provide for small-scale mixed use developments without approval of use permit

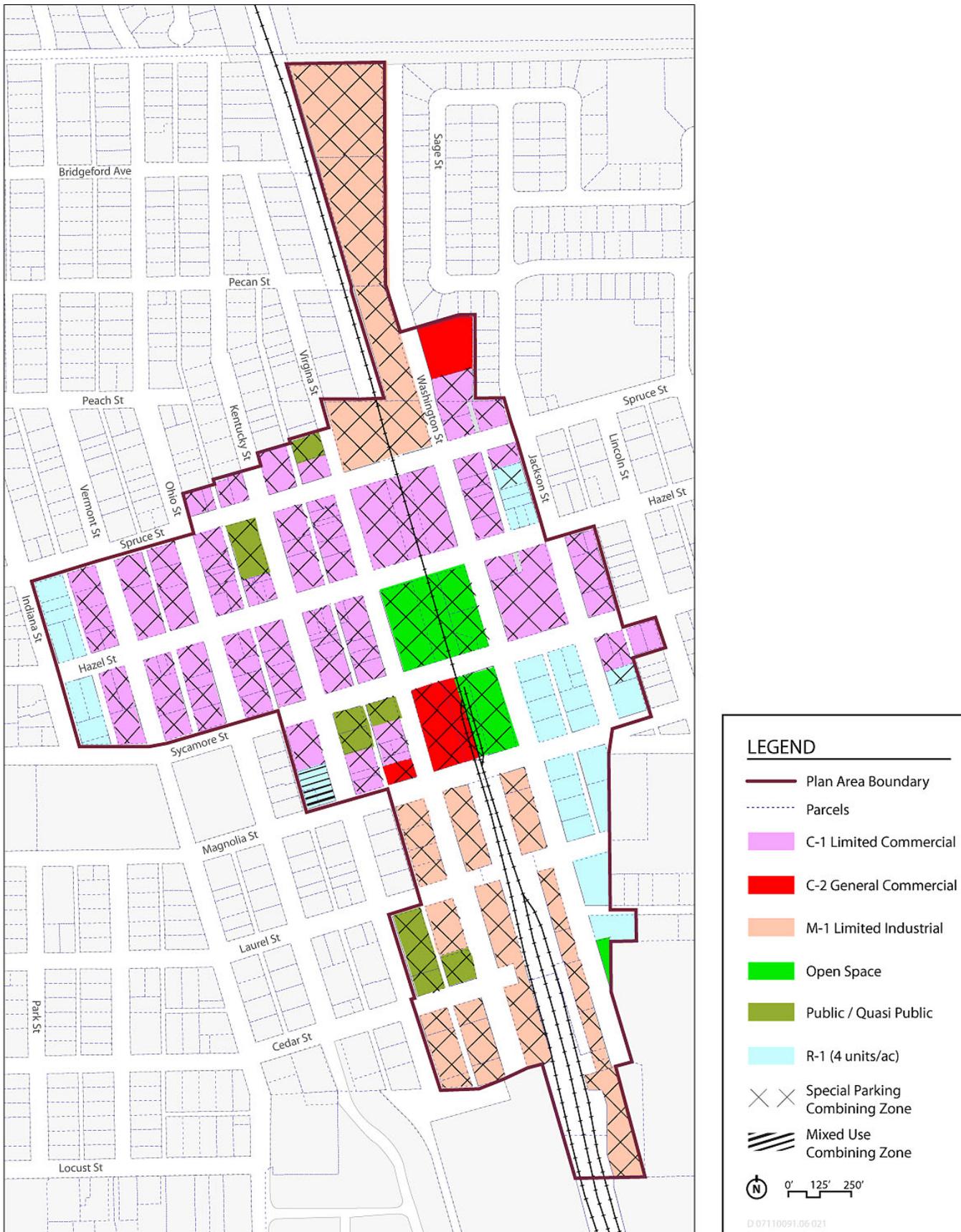


Figure 5.1 – Existing Zoning

Today, there are a large number of zoning districts for this small area. In many areas, the zoning designation is different for adjacent parcels. The diversity of zoning districts, in combination with the relatively small parcel sizes, could create a constraint for reuse and redevelopment that is needed to implement the General Plan. Some types of development projects require a minimum scale, size, or number of units in order to attract financing. Also, the City’s vision is for a more active Downtown with vibrant local businesses and housing opportunities that are convenient to local parks, schools, retail, jobs, and services. The vision is not served through this continued fine-grained segregation of inherently compatible uses. The potential constraint posed by too many fine-grained zoning districts could be addressed by a single mixed-use district.

In addition to allowable land use, the Zoning Ordinance also provides guidance for building height, lot area, lot coverage, open space, setbacks and yards, parking, loading, and density. Specific standards are provided in the Zoning Ordinance to promote consistency and clarity in staff approvals on project proposals. This chapter provides recommendations for new development standards for a new zoning district that would guide development in the Plan Area.

The General Plan recommends a single new zoning district to guide land use change Downtown (see Figure 5.2). This new district, called “Downtown Mixed Use” (DMU), would allow uses consistent with those that exist in the Downtown area today, along with other compatible uses that would increase residential activity, civic functions, retail and services, and employment in the heart of the City. According to the General Plan’s Community Character and Design Element:

Design Implementation Strategy 5.1: *The City will revise the Zoning Ordinance following adoption of the 2030 General Plan. As a part of these revisions, the City will create a zoning district or districts to implement the Downtown Mixed Use land use designation. The allowable land uses for the Downtown Mixed Use land use designation are described in the Land Use Element. Relevant design components are described in the Community Character and Design Element and Circulation Element. As a part of these revisions, the City will ensure that residential uses are allowed by right on second stories and above Downtown and on the ground floor when designed to appear as a storefront.*

Although the City already has a mixed-use zone designation (i.e., MUCZ), its application is complicated for property owners to understand and difficult for the City to implement. Therefore, the MUCZ was not applied in the Plan Area. The intent of the new DMU zone is to provide clear direction for development in the Downtown Area.

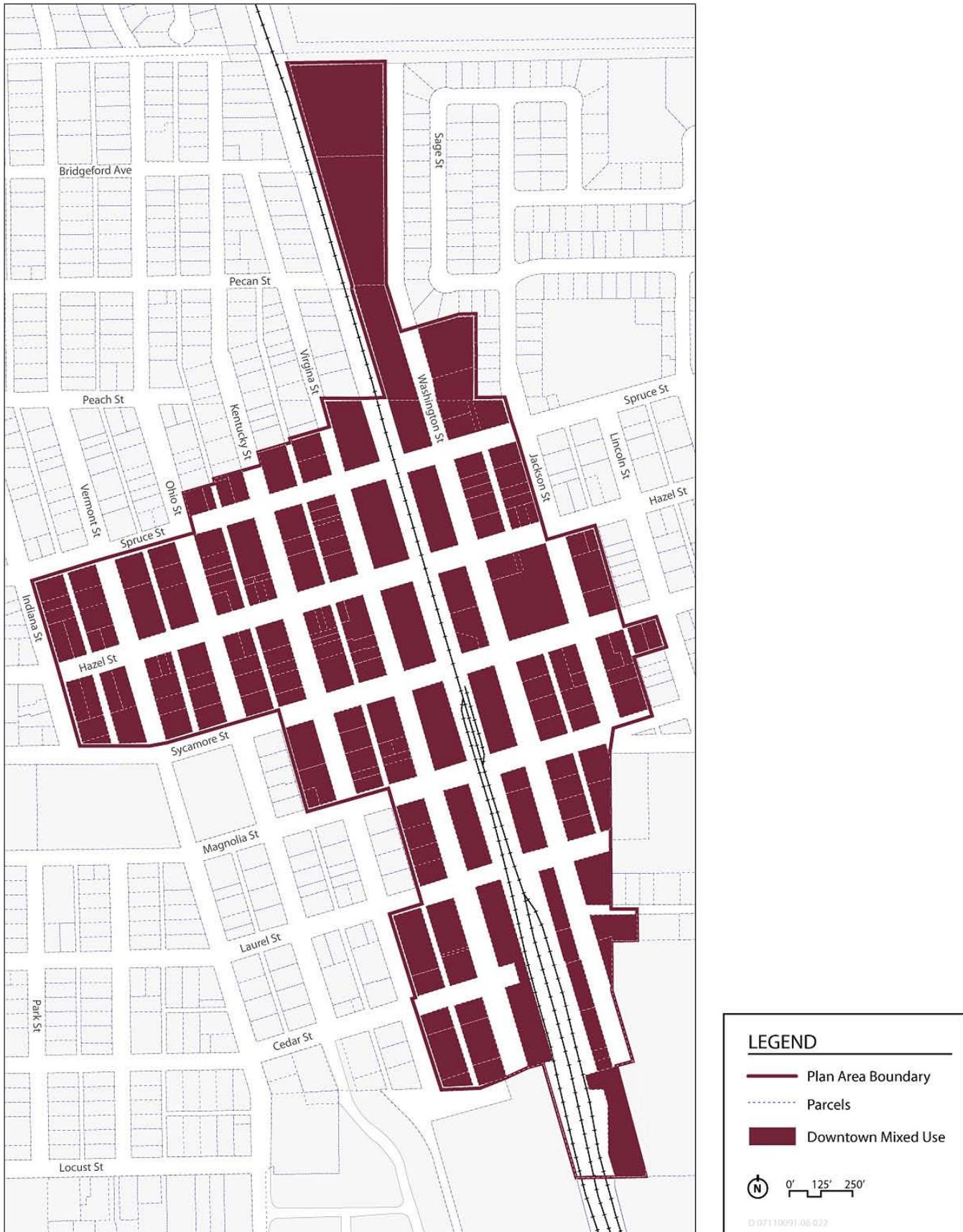


Figure 5.2 – Proposed Zoning

Table 5.1 presents the development standards that would apply within the new Downtown Mixed Use Zone, including building height; minimum lot area, width, and coverage; open space/minimum setback and yard requirements; off-street parking requirements; minimum loading area; signage; permitted and prohibited uses; mechanical equipment; and, minimum and maximum densities.

Additionally, the Health and Safety Ordinance (Title 8, Chapter 8.10) should be changed to require property owners of vacant parcels to provide landscaping and/or minor improvements to vacant properties in the Plan Area. Improvements could include climate-appropriate landscaping, benches, other appropriate street furniture, or other landscaping and improvements approved by the Community Development Director, consistent with the Downtown Design and Mobility Plan. The improvements should be designed to meet aesthetic objectives described in the General Plan and the Downtown Design and Mobility Plan and also, where feasible, reduce stormwater runoff. Property owners shall implement these improvements, unless they can demonstrate a hardship in making such improvements, in which case the improvements will be implemented through a cooperative arrangement with the City.

Table 5.1 – Zoning Ordinance

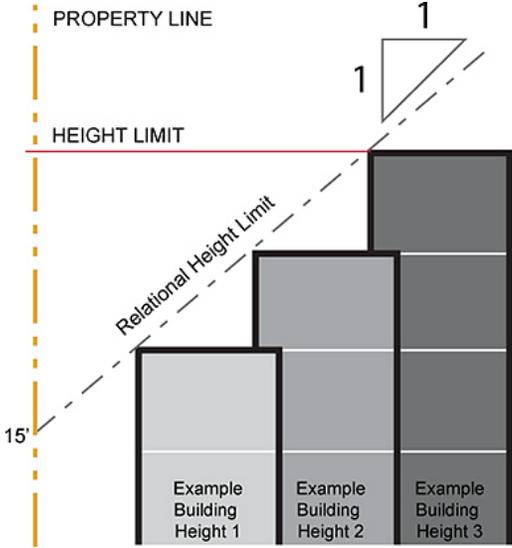
Development Regulation/Standard	Downtown Mixed Use Zone (DMU)
<p>Building Height</p>	<p>50' – this height limit does not apply to church spires, belfries, cupolas, or domes not used for human habitation, nor to chimneys, ventilators, skylights, parapet walls, cornices, solar energy systems, or necessary mechanical appurtenances usually located on the roof level, provided that such features are limited to the height necessary for their proper functioning.</p> <p>Where new development is on a parcel abutting a parcel with an existing single-family home, the height of new development may not increase by more than 45 degrees as measured from the angle that originates at 15 feet above the applicable property line (creating a 1 to 1 height to setback ratio).</p> 
<p>Minimum Lot Area</p>	<p>2,500 sq. ft.; existing parcels of record with a lot area of less than 2,500 sq. ft. would be exempt from this standard</p>
<p>Minimum Lot Width</p>	<p>25'</p>
<p>Maximum Lot Coverage</p>	<p>100%</p>
<p>Open Space/Minimum Setback and Yard Requirements</p>	<p>No front setback allowed for Downtown Core Area, as defined in Gridley Downtown Mobility Plan. A front setback in the Downtown Core Area is allowed for up to 50% of the width of the ground floor only to provide an arcade or area for outdoor dining. Maximum front setback of 10' within the Plan Area outside of Downtown Core Area. No side yard setback is required. A minimum rear yard setback of 5 feet is required.</p>
<p>Off-Street Parking Requirements</p>	<p>None required.</p> <p>Maximum off-street parking allowance of 1 space per thousand square feet for non residential development, and 1 per dwelling unit for residential development. If surface parking is provided, it must be located behind or to the side of proposed structures.</p>

Table 5.1 – Zoning Ordinance (continued)

Development Regulation/Standard	Downtown Mixed Use Zone (DMU)
<p>Minimum Loading Area</p>	<p>For retail and wholesale markets, warehouses, hotels, hospitals, laundry and dry cleaning establishments and other places where large amounts of goods are received and shipped, no loading space is required for a building less than ten thousand (10,000) square feet in gross floor area.</p> <p>For buildings with ten thousand (10,000) to forty thousand (40,000) square feet in gross floor area, one off-street loading space shall be required.</p> <p>For buildings greater than forty thousand (40,000) square feet in gross floor area, one off-street loading space is required for each forty thousand (40,000) square feet in total gross floor area or fraction thereof.</p> <p>The required loading space shall have the following minimum dimensions: twelve (12) feet wide, fourteen (14) feet high, and forty (40) feet long.</p>
<p>Signage</p>	<p>The existing Sign Requirements would apply, with the following Downtown signage guidance to be developed further:</p> <ul style="list-style-type: none"> • Wall, awning/canopy, projecting, and window signs are appropriate types of signage for Downtown. • Monument signs are not allowed. • Internally illuminated, plastic signs and portable, roof-mounted signs are not allowed. • Signs should be scaled for and oriented towards the pedestrian environment.
<p>Permitted and Prohibited Uses</p>	<p>For the purposes of implementing the DMU zone, the Downtown Core Area is defined as the area between Spruce Street, Virginia Street, Sycamore Street, and Vermont Street.</p> <p>Single-use and mixed-use projects including:</p> <ul style="list-style-type: none"> • Residential units of any ownership types (e.g., owner-occupied, condominium, cooperative, community apartment, rental apartments, etc.) are allowed, including: <ul style="list-style-type: none"> ○ Single-family attached and detached homes ○ Second units (not more than one second dwelling per parcel, unit size not more than 640 sq. ft. of living area) ○ Townhouses, both attached and detached ○ Duplexes, half-plexes, triplexes, fourplexes ○ Multi-unit buildings ○ Boarding houses ○ Emergency shelters ○ Single Room Occupancy (SRO) units • New developments proposed within the Downtown Core Area cannot be exclusively residential, but must include some nonresidential component on some portion of the ground floor.

Table 5.1 – Zoning Ordinance (continued)

Development Regulation/Standard	Downtown Mixed Use Zone (DMU)
<p>Permitted and Prohibited Uses</p>	<p>The following categories of commercial uses are permitted:</p> <ul style="list-style-type: none"> • Animal and pet services (excluding boarding and veterinarian uses) • Businesses services • Personal services (e.g., salons, spas, dry cleaners) <ul style="list-style-type: none"> ○ Dry cleaners must comply with relevant permit requirements for operations that use perchloroethylene • Eating/drinking establishments <ul style="list-style-type: none"> ○ Outdoor dining areas for eating/drinking establishments must be placed against the building from which the business operates, and shall provide a clear sidewalk area consisting of a minimum width of 4 feet and a minimum height of 8 feet, unobstructed by permanent or nonpermanent objects for pedestrian access, including for individuals with disabilities. • Entertainment/recreation uses • Financial institutions • Lodging • Offices • Retail services • Mobile food vendors meeting the requirements of this Title and relevant requirements of the California Health and Safety Code Section Sections 113700 et. seq. and relevant requirements, which operate outside of the defined Downtown Core Area • Other uses similar to those specified above and determined by the Planning Director to be compatible with the purposes and intent of this zoning district <p>Commercial uses shall not include:</p> <ul style="list-style-type: none"> • Adult entertainment business, as defined in Chapter 17.04 of the City’s Zoning Ordinance • Drive through restaurants or banks • Liquor stores where more than 50% of the gross floor area is devoted to carry away liquor sales • Uniform cleaning operations that serve businesses • Vehicle-related uses (e.g., auto sales and repair, service stations)

Table 5.1 – Zoning Ordinance (continued)

Development Regulation/Standard	Downtown Mixed Use Zone (DMU)
Permitted and Prohibited Uses	<p>Public/Quasi-Public uses including, but not limited, to the following are allowed:</p> <ul style="list-style-type: none"> • Public agency office buildings • Existing corporation yards • Parks and recreation areas , civic centers, and similar facilities • Educational facilities • Places of worship and public assembly <p>Public/Quasi-Public uses shall not include:</p> <ul style="list-style-type: none"> • New corporation yards <p>Light industrial uses, provided that the project would not require daily trips from tractor trailers and would not violate the requirements of Chapter 17.38, “Performance Standards,” related to:</p> <ul style="list-style-type: none"> • Vibration • Noise • Air pollution • Odors • Glare and heat <p>Light Industrial uses shall not include:</p> <ul style="list-style-type: none"> • Warehousing • Storage • Mini-storage • Heavy manufacturing. <p><i>[Note: the City may wish to provide a definition for “heavy manufacturing.” One possible definition could be those uses that occupy more than 1,500 square feet of gross floor area that involve manufacturing such that either vibration, noise, air pollution, odors, glare, or heat would typically be perceptible at the property line of the subject use.]</i></p>
Mechanical Equipment	<p>Mechanical equipment, electrical meters, mechanical/electrical service components, and similar utility devices, whether ground level, wall mounted, or roof mounted, shall be screened from view at the front property line. Exterior screening materials shall be the same as the predominant exterior materials of the principal building.</p>
Minimum and Maximum Densities	<p>Minimum: 10 units/acre</p> <p>Maximum: 30 units/acre for standalone residential uses; no maximum density for mixed-use developments</p>

Physical Improvements

In addition to changes in the City's Zoning Ordinance that are required to implement the General Plan and this Plan, there are physical improvements that would encourage reinvestment and redevelopment Downtown, in support of the City's vision.

Streetscape improvements, including filling gaps in the sidewalk and bicycle system Downtown, will help to leverage private investment, improve aesthetics, and provide a safer and more convenient area for pedestrians. Infrastructure improvements that serve the opportunity sites would help to reduce barriers to redevelopment in those high-priority locations.

The following sections provide a summary of actions required to implement the design concepts described in Chapter 4.

Develop Washington Parkway

Developing a parkway along Washington Street would connect residential neighborhoods to Manuel Vierra Park and provide a pedestrian-oriented north-south route for safe trips to school. Sidewalk improvements on Washington Street north of Spruce Street will be addressed by development of the proposed Washington Court Apartment Project. This project will include installation of a sidewalk on the Washington Street frontage and will reconstruct the street pavement for the entire width of Washington Street. Construction of sidewalks on the east side of Washington Street, opposite the project, is not included in the development agreement and would need to be constructed as part of the Washington Parkway improvements. Constructing the parkway would require the City to:

- + Reconfigure the Washington Street right-of-way according to the streetscape standards recommended in Chapter 4,
- + Fill in gaps in the sidewalk system along the corridor,
- + Construct enhanced intersections at Hazel Street, Sycamore Street, and Laurel Street,
- + Plant street trees along the length of the corridor,
- + Construct a buffer between the sidewalk and the Sav-More grocery store parking lot, and include bicycle parking designed as part of the street furniture,
- + Add clusters of public seating at various point along the route,
- + Improve the transit stop at Sycamore Street and Washington Street with covered seating, and
- + Install directional signage that points to local destinations and defines the parkway route.

Fill in Sidewalk Gaps

In addition to new sidewalks needed to implement the Washington Parkway, the remaining gaps in the sidewalk network should be filled to provide a complete network for pedestrians. Sidewalk improvements on

Laurel Street should be prioritized over other areas (excluding the parkway) to establish a strong pedestrian connection between neighborhoods west of the Plan Area and Manuel Vierra Park and the Portuguese Hall social hall. The following actions should be taken to complete the sidewalk network:

- + Reconfigure the Laurel Street right-of-way according to the street plan provided in Chapter 4,
- + Plant street trees along the improved section of Laurel Street,
- + Install directional signage along Laurel Street pointing to Manuel Vierra Park, Downtown, and other locations of interest, and
- + Construct the remaining sidewalk connections in the Plan Area.

As previously noted, the majority of sidewalk gaps are concentrated within the industrial part of the Plan Area. Because redevelopment will likely happen more slowly there, the City can place a lower priority on these improvements, except where otherwise noted in this Plan. To the extent that resources become available, streetscape improvements can occur in the industrial area in advance of development proposals in order to provide property owners with an incentive to reinvest in this area. Alternatively, sidewalk improvements could occur along with development and redevelopment on this part of the Plan Area.

Extend Bike Network

The following actions are required to extend the Plan Area's bike network:

- + Stripe bike lanes onto Ohio Street and Sycamore Street, as identified in the General Plan Circulation Element,
- + Add "sharrows" or other signage to identify Laurel Street as a bike path, and
- + Install bike racks in high-activity areas (e.g., throughout Downtown Core Area, parks).

Accommodate Future Parking Demand

To provide adequate parking for future uses, the following actions should be implemented:

- + Paint parallel parking striping on all unstriped streets where on-street parking is allowed,
- + Add diagonal parking on streets identified in Chapter 4, and
- + Explore additional diagonal parking locations outside of the Plan Area.

Plant Additional Street Trees

Planting additional street trees should occur simultaneously with other roadway improvements. To expand the street tree canopy within the Plan Area, the following actions are required:

- + Implement the Hazel Street Improvement Plan,
- + Construct improvements described as part of the Washington Parkway and Laurel Street improvements, and
- + Reconfigure the remaining streets in the Plan Area, as described in Chapter 4, to accommodate planting strips.

Improve Alley Entrances

Enhanced alley entrances in the Downtown Core Area will further improve the visual character of the area. Improvements require the following actions:

- + Screen dumpsters from street view with narrow walls/fences or dumpster enclosures,
- + Add landscaping at alley entrances,
- + Work with business owners to paint alley walls with murals or complimentary color scheme that matches other streetscape improvements, and
- + Resurface alleys for use by pedestrians and service vehicles.

Incorporate Street Furniture

Street furniture, including benches, decorative lighting, directional signage, district banners, waste receptacles, information kiosks, and common newsstands should be installed in activity areas.

- + Install street furniture according to the Hazel Street Improvement Plan,
- + Expand street furniture installed on Hazel Street to other streets within the Downtown Core Area,
- + Construct a new Downtown transit stop with covered seating located near the informational kiosk envisioned in the Hazel Street Improvement Plan,
- + Install street furniture described as part of the Washington Parkway and Laurel Street improvements, with same design theme as Hazel Street and the Downtown Core Area,
- + Include street furniture requirements in future development agreements, and
- + Install additional street furniture in future activity areas.

Fix Infrastructure Constraints on Opportunity Sites

Sewer and street frontage constraints were identified on two of the Plan's opportunity sites, requiring City action to encourage redevelopment.

Opportunity Site #1: Revise Public Works Construction Standard

In order to facilitate development of Opportunity Site #1 (Spruce Street/Washington Street), the City should take the following actions:

- + Revise or make an exception to one of its Public Works Construction Standards, and
- + Construct new sewer to serve both parcels at Opportunity Site #1.

Opportunity Site #3: Sewer and Frontage Improvements

In order to encourage development of Opportunity Site #3 (Virginia Street/Magnolia Street), the City should consider assisting with the following improvements that will be required as this site develops:

- + Install a 6-inch diameter sewer main south on Virginia Street from the intersection of Virginia Street and Magnolia Street,
- + Construct sewer laterals from the new sewer main to the opportunity site parcels, and
- + Construct street improvements along Laurel Street and Virginia Street, per roadway reconfiguration diagrams provided in Chapter 4.

Funding

Various funding opportunities are available to implement the physical improvements identified in this Plan.

Capital Improvements Program

The City already routinely works to identify priority improvements, using a variety of funding sources. This planning occurs as a part of periodic updates to the City's Capital Improvements Program, or "CIP."

Several of the improvements identified in this Plan could potential qualify for funding as a part of future CIP updates. Construction, repair, and replacement of streets, streetscapes and sidewalks, infrastructure, parking, and other improvements in the Downtown area could be considered as a part of the City's CIP process.

Grants

Federal, state, and regional grants are often used to fund public improvements. The nature of Gridley's Downtown, the policy support in

the General Plan, and vision and actions established in this Plan may help the City compete for certain types of grant funding that is tied to historic preservation, pedestrian mobility, infill and redevelopment, and related issues. Some grants would require engineering and construction documents, while others would fund this part of the required work, as well.

TIGER Grants

Funded by the U.S. Department of Transportation, these grants are intended for transportation projects of regional significance. TIGER II grants can also be used for transit projects and bicycle facility planning. TIGER II planning grants are available for the planning phase of transportation projects.

Safe Routes to School

In California, federal funding of the Safe Routes to School program is administered by the California Department of Transportation. The program funds improvements such as sidewalks, pedestrian crossings, bike lanes and bike trails. The City has made use of Safe Routes to School funding for past projects.

Congestion Mitigation and Air Quality Improvement (CMAQ)

This federal program provides funding for transportation improvements that improve air quality, including bicycle and pedestrian circulation enhancements. Funding is available for areas that may be in nonattainment of federal air quality standards, or are now in attainment but previously were not.

Propositions IC and 46

The California Department of Housing and Community Development administers Prop IC and 46 funding. These programs are intended to support the development of affordable housing and can be used to pay for water, sewer, storm drainage, other utility, and transportation improvements required for affordable housing projects. Housing projects for lower-income individuals and persons with disabilities are suitable for funding. This funding source is highly competitive and has historically been available to projects of areawide or regional significance.

Historic Preservation

The City may consider partnering with property owners to seek a variety of funding sources that provide financial assistance for historic preservation, including the Mills Act, Marks Historical Rehabilitation Act, the Seismic Bond Act, and the Community Development Block Grant Program.

USDA Rural Development Utilities Loan Assistance

The United States Department of Agriculture (USDA) implements a variety of grant and loan programs, some of which may be available to the City. In particular, the Utilities Loan Assistance program could be used to improve

water, wastewater, and stormwater infrastructure in areas where this infrastructure is currently lacking Downtown.

Community Development Block Grants (CDBG)

The Community Development Block Grant (CDBG) program provides communities with resources to address a wide range of unique community development needs. Also known as the “Small Cities” CDBG program, States award grants to smaller units of general local government that carry out community development activities. The State Department of Housing and Community Development (HCD) administers this program for California. CDBG funds could potentially be used for streetscape and infrastructure improvement projects. Projects that benefit low-income communities and address a health and safety issue would be appropriate.

Private Funding

The City may require new development to construct and dedicate frontage improvements consistent with applicable Code requirements. This could include curbs, sidewalks, street trees, drainage, and other improvements, as appropriate. Whether the City requires construction and dedication or fair-share contribution to a fee program will depend on the timing of new developments relative to broader public improvement projects.

Assessment Districts

Assessment districts or benefit assessment districts can be used to generate private financing for capital improvements. An assessment district normally involves an annual payment by participating properties that is commensurate with the costs of the facilities for the participating property. Assessment Districts can be established when landowners petition the City or when the City anticipates the need for a funding district and proposes this financing tool. They must be approved by a vote and can be repealed through an initiative process unless they are formed to repay a specified debt.

Implementation Phasing

Table 5.2 provides a summary of the Plan’s implementation actions, along with a phasing schedule to prioritize improvements as early action (1-2 years), mid-term action (2-5 years), and long-term action (5 years or more).

Table 5.2 – Implementation Phasing

Actions	Phase 1 Early Action (1-2 years)	Phase 2 Mid-Term Action (2-5 years)	Phase 3 Long-Term Action (5+ years)
Adopt Zoning Code Change	Adopt proposed Downtown Mixed Use zoning district		
Develop Washington Parkway		Construct Washington Parkway improvements	
Fill in Sidewalk Gaps		Make roadway reconfiguration improvements along Laurel Street	Construct remaining sidewalks in industrial area
Extend Bike Network	Stripe bike lanes in Plan Area, as identified in General Plan Circulation Element	Add bike path signage on Laurel Street	
Accommodate Future Parking Demand	Paint additional on-street parallel parking	Add diagonal parking on parts of Virginia Street, Kentucky Street, and Jackson Street	Explore additional diagonal parking locations outside of the Plan Area, parking management strategies, and the need for surface lots
Plant Additional Street Trees	Implement Hazel Street Improvement Plan	Construct Washington Parkway improvements	Plant street trees in remainder of Plan Area
Improve Alley Entrances			Construct dumpster screens, landscape alley entrances, work with business owners to paint alley walls
Incorporate Street Furniture	Implement Hazel Street Improvement Plan	Construct Washington Parkway improvements; Add directional signage along Laurel Street pointing to Manuel Vierra Park and Downtown	Add street furniture throughout remainder of Plan Area
Fix Infrastructure Constraints on Opportunity Sites		Revise or make an exception to Public Works Construction Standards to allow construction of a new sewer pipe to serve Opportunity Site #1	Assist with sewer infrastructure and street frontage improvements that would be required for development to occur on Opportunity Site #3