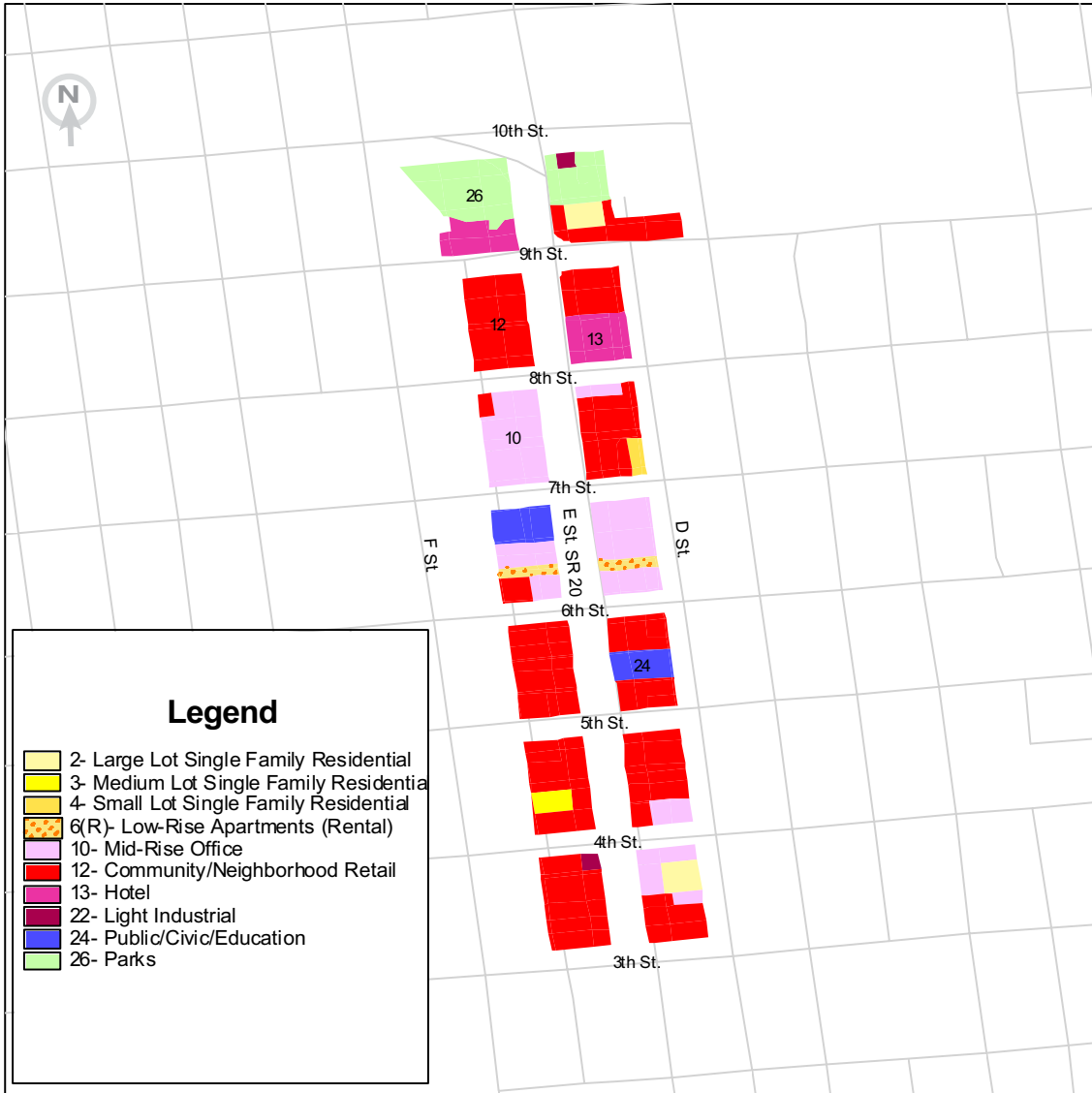


Marysville E Street



Key Land Uses Featured



26 Parks



12 Community/ Neighborhood Retail



10 Mid-Rise Office



13 Hotel



24 Public/Civic/ Education

Key Elements of the Base Case

The E St. site is located in historic downtown Marysville and takes up 17 acres. There are opportunities to build on existing assets to keep the downtown fabric consistent. A few historic 1920s buildings sit vacant but have redevelopment potential, such as the State Theater and Hotel Marysville. Specific features of the base case include:

- A couple vacant parcels
- Currently a mix of retail, mid-rise office, public/civic, and parks
- Pedestrian and traffic improvement opportunities

PLACE³S Indicators

Total Employees	711
Total Residents	23
Employees per Dwelling Unit	66.7
Pedestrian Friendliness (1 = worst, 5 = best)	2.3
Change in Vehicle Miles Traveled per Household from Base Case*	0%

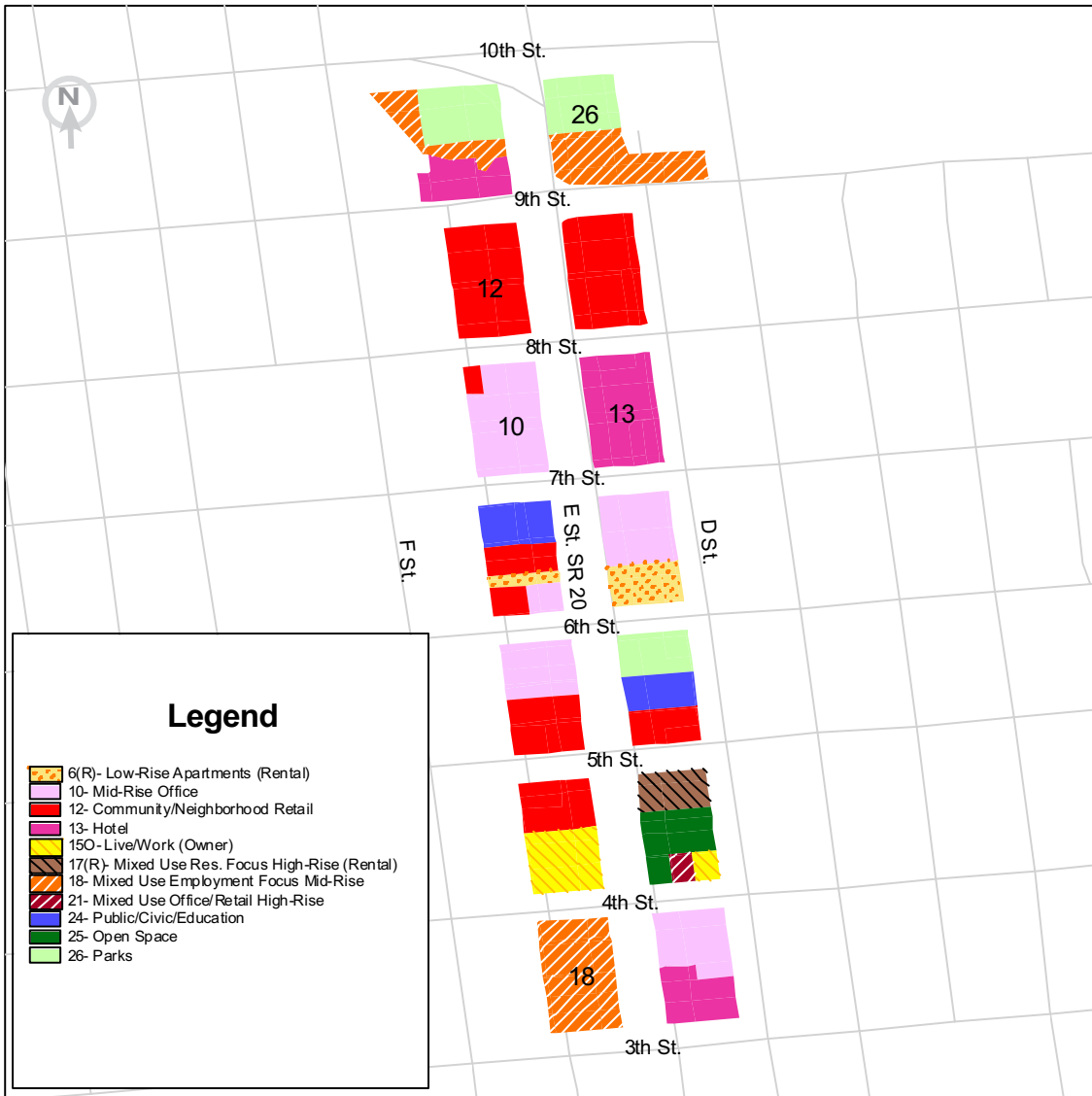
**See Marysville E Street Detailed Indicators for more information*

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TABLE 4

Marysville E Street — Smart Growth Scenario



Key Land Uses Featured



26 Parks



12 Community/ Neighborhood Retail



10 Mid-Rise Office



13 Hotel



18 Mixed-Use Employment Focus Mid-Rise

Key Elements of Planning Scenario

This table focused on reconstructing E St. into a landscaped boulevard and emphasizing pedestrian friendliness. The corridor retains some of the retail and builds on existing assets. Specific features of the plan include:

- High-rise mixed-use senior housing complex at the intersection of E St. and 5th St.
- Ambient music piped throughout the E St. corridor
- Mid-rise mixed-use employment centers at the north and south ends of the corridor
- Archways at the south end of the corridor

Resulted in the following changes from the base case:

- Capacity for 100 more employees
- Capacity for 100 more dwelling units
- Improved land use mix from 67 to 8 employees per dwelling unit

PLACE³S Indicators

Total Employees	767
Total Residents	178
Employees per Dwelling Unit	7.8
Pedestrian Friendliness (1 = worst, 5 = best)	2.8
Change in Vehicle Miles Traveled per Household from Base Case*	-26%

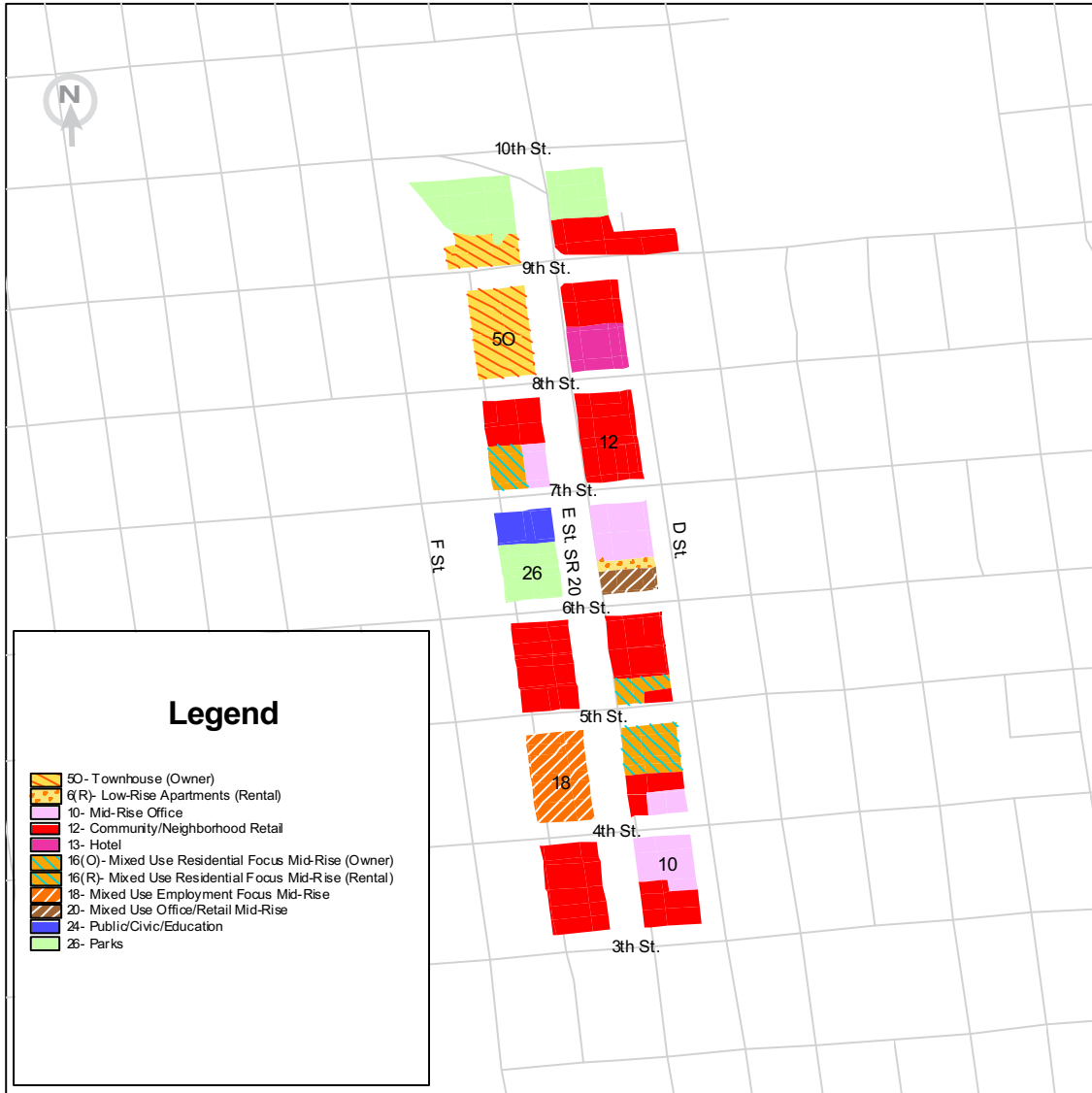
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TABLE 5

Marysville E Street — Smart Growth Scenario



Key Land Uses Featured



5 Townhouse



12 Community/Neighborhood Retail



26 Parks



18 Mixed-Use Employment Focus Mid-Rise



10 Mid-Rise Office

Key Elements of Planning Scenario

Citizens at this table made pedestrian friendliness and commercial development priorities along the corridor and added mixed-use developments. Specific features of the plan include:

- Light rail system through town
- Widened sidewalks with landscaping along the corridor
- Veterans hall
- Multiplex theatre

Resulted in the following changes from the base case:

- Capacity for 100 more employees
- Capacity for 100 more dwelling units
- Improved land use mix from 67 to 9 employees per dwelling unit

PLACE³S Indicators

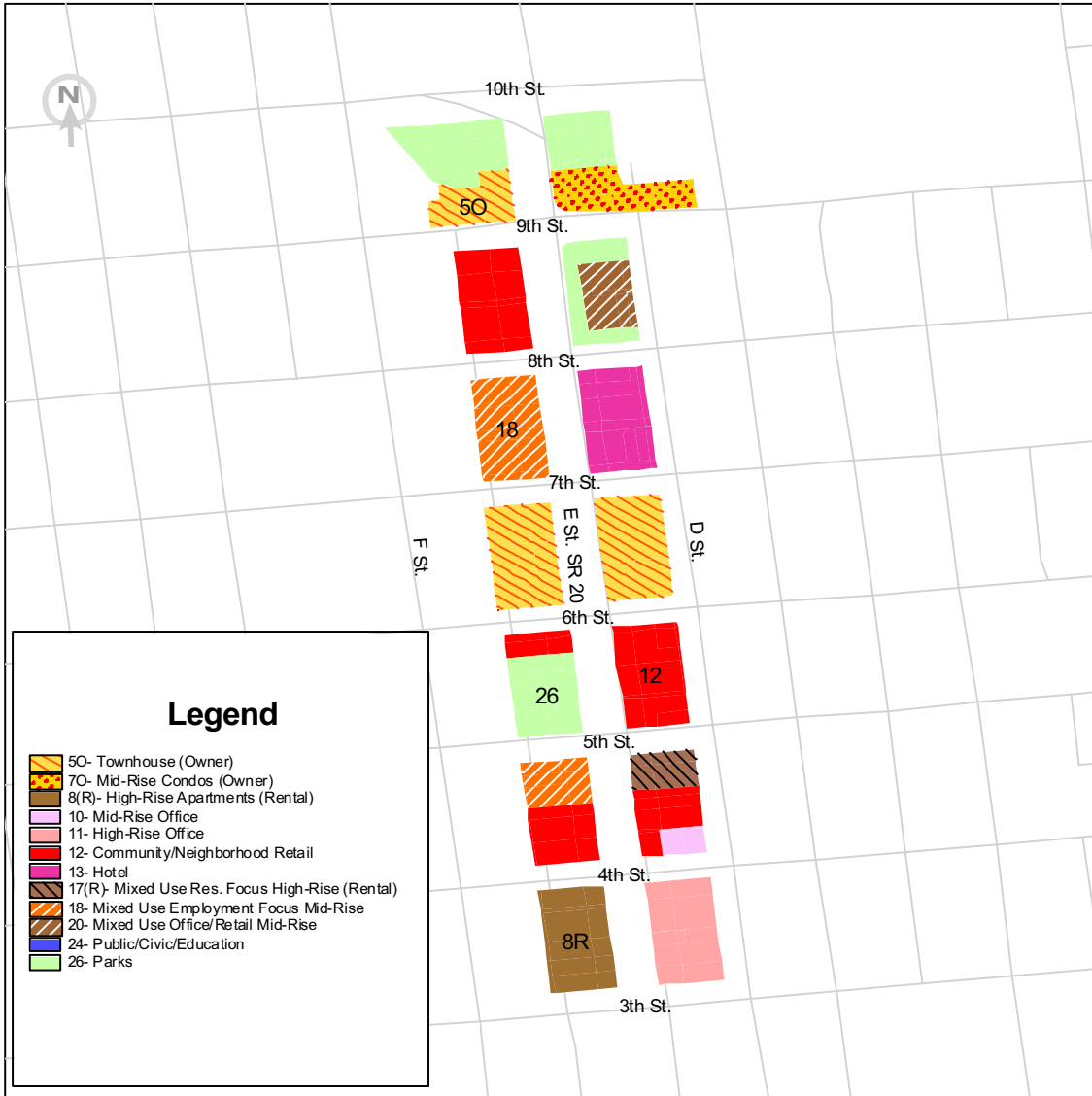
Total Employees	632
Total Residents	155
Employees per Dwelling Unit	8.7
Pedestrian Friendliness (1 = worst, 5 = best)	2.6
Change in Vehicle Miles Traveled per Household from Base Case*	-14%

*See *Marysville E Street Detailed Indicators* for more information

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Marysville E Street — Smart Growth Scenario



Key Land Uses Featured



5 Townhouse



18 Mixed-Use Employment Focus Mid-Rise



26 Parks



12 Community/ Neighborhood Retail



8 High-Rise Condos

Key Elements of Planning Scenario

The citizens in this group created a scenario that focused on walkability and improved cultural assets. All improvements to existing assets are to maintain the downtown atmosphere. Specific features of the plan include:

- Condense E St. from 4 lanes to 2 with a landscaped median and trolley system
- Hotel Marysville stays but ground floor becomes retail
- Gateway symbol
- Condominiums overlooking lake
- Parking structure

Resulted in the following changes from the base case:

- Capacity for 100 fewer employees
- Capacity for 200 more dwelling units
- Improved land use mix from 67 to 3 employees per dwelling unit

PLACE³S Indicators

Total Employees	631
Total Residents	423
Employees per Dwelling Unit	3.0
Pedestrian Friendliness (1 = worst, 5 = best)	3.0
Change in Vehicle Miles Traveled per Household from Base Case*	-21%

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Marysville E Street

	Base Case	Table 4 Smart Growth	Table 5 Smart Growth	Table 6 Smart Growth
Total Employees	711	767	632	631
Total Dwelling Units	11	99	73	212
Total Residents	23	178	155	423
Employees per Dwelling Unit	66.7	7.8	8.7	3.0
Retail Jobs	501	453	469	353
Office Jobs	193	298	155	277
Industrial Jobs	1	0	0	0
Public Jobs	15	15	8	0
"Pedestrian Friendliness (1 = worst, 5 = best)"	2.3	2.8	2.6	3.0

Transportation PLACE³S Indicators
 Changes from Base Case*

	Base Case	Table 4 Smart Growth	Table 5 Smart Growth	Table 6 Smart Growth
Change in VT per Household	0%	-20%	-11%	-15%
Change in VMT per Household	0%	-26%	-14%	-21%
Change in VT per Retail Job	0%	-18%	-15%	-10%
Change in VMT per Retail Job	0%	-23%	-18%	-10%
Change in VT per Non-Retail Job	0%	-16%	-15%	-18%
Change in VMT per Non-Retail Job	0%	-26%	-21%	-19%

VT = Vehicle Trips

VMT = Vehicle Miles Traveled, and it is an indicator of energy use and air emissions

* The "Base Case" future assumes that existing land uses remain through a 50-year time frame and that vacant parcels will be developed at their current general plan land use designation.

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