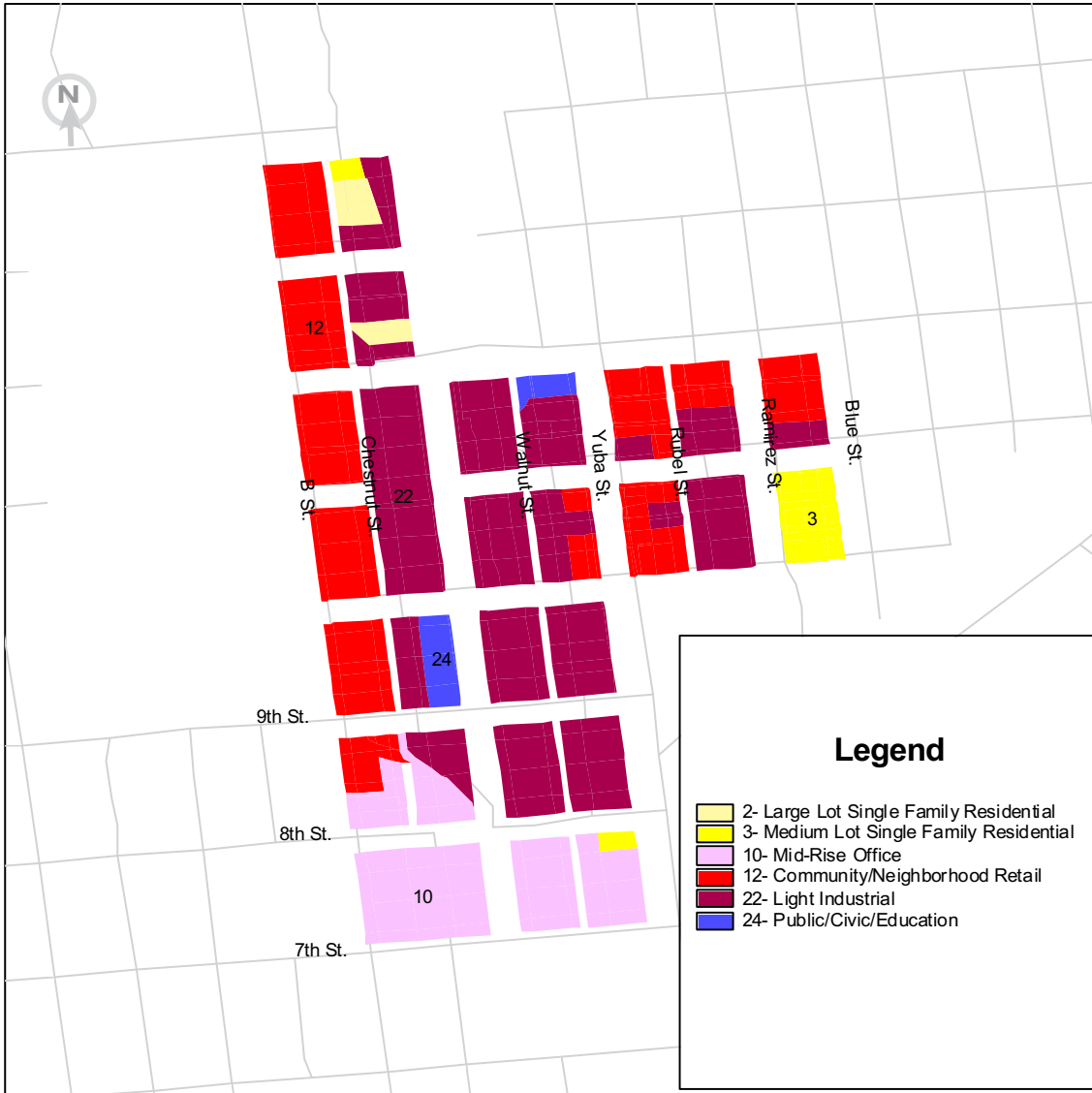


Marysville Yuba Street



Key Land Uses Featured



12 Community/ Neighborhood Retail



22 Light Industrial



3 Medium Lot Single Family Residential



24 Public/Civic/ Education



10 Mid-Rise Office

Legend

- 2- Large Lot Single Family Residential
- 3- Medium Lot Single Family Residential
- 10- Mid-Rise Office
- 12- Community/Neighborhood Retail
- 22- Light Industrial
- 24- Public/Civic/Education

Key Elements of the Base Case

The Yuba St. site is 36 acres in area and contains a mix of retail, light industrial, and mid-rise office. Specific features of the base case include:

- Current retail and light industrial sites have potential for revitalization
- Close proximity to downtown and parks

PLACE³S Indicators

Total Employees	1,235
Total Residents	31
Employees per Dwelling Unit	108.1
Pedestrian Friendliness (1 = worst, 5 = best)	2.2
Change in Vehicle Miles Traveled per Household from Base Case*	0%

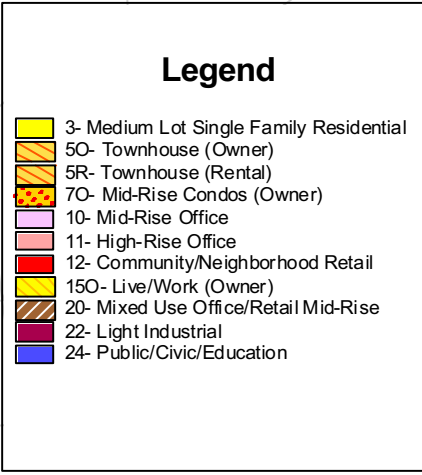
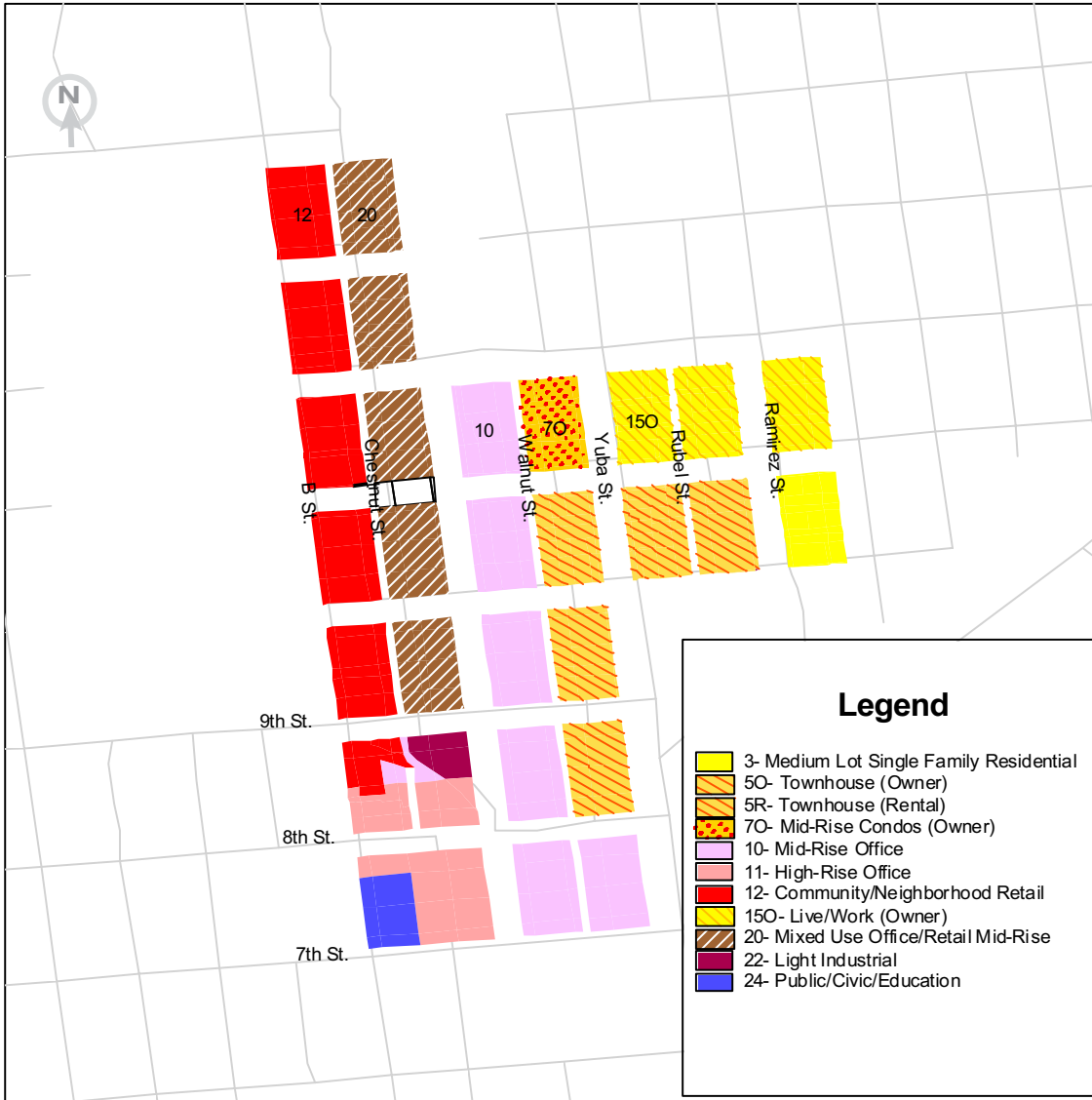
**See Marysville Yuba Street Detailed Indicators for more information*

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TABLE 1

Marysville Yuba Street — Smart Growth Scenario



Key Land Uses Featured



12 Community/Neighborhood Retail



20 Mixed-Use Retail/Office Mid-Rise



10 Mid-Rise Office



7 Mid-Rise Condos



15 Live/Work

Key Elements of Planning Scenario

Citizens at this table worked to create a retail/office intensive corridor near the park and railroad while keeping its existing assets in place. Specific features of the plan include:

- An electric trolley on existing rail
- Artist lofts with retail along the ground floor in the east end of the study area
- Mixed-use retail/office and mid-rise office corridor along existing rail line

Resulted in the following changes from the base case:

- Capacity for 400 more employees
- Capacity for 200 more dwelling units
- Improved land use mix from 108 to 8 employees per dwelling unit

PLACE³S Indicators

Total Employees	1,681
Total Residents	478
Employees per Dwelling Unit	7.8
Pedestrian Friendliness (1 = worst, 5 = best)	3.1
Change in Vehicle Miles Traveled per Household from Base Case*	-10%

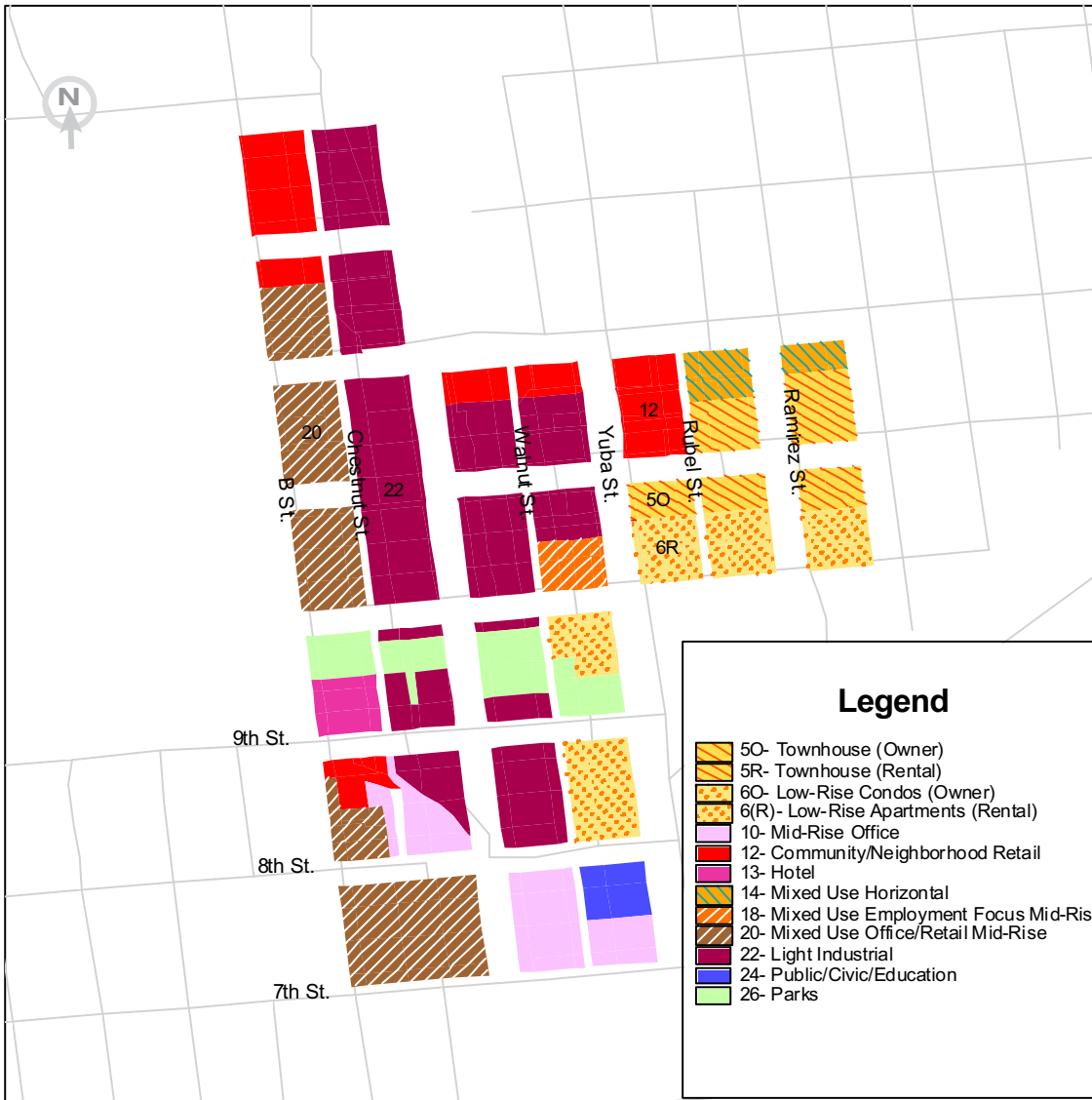
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TABLE 2

Marysville Yuba Street — Smart Growth Scenario



Key Land Uses Featured



20 Mixed-Use Retail/Office Mid-Rise



12 Community/Neighborhood Retail



22 Light Industrial



5 Townhouse



6 Low-Rise Condo

Key Elements of Planning Scenario

This group formulated a scenario with 12th St. acting as an “Entry Corridor” while maintaining light industrial uses near the railroad. Specific features of the plan include:

- Gateway monument at 12th St. and B St. intersection
- Retail corridor on 12th St.
- Community center and bike overpass in the south end of the study area
- Townhouse and low-income apartments in the east end of the study area

Resulted in the following changes from the base case:

- Capacity for 40 more employees
- Capacity for 140 more dwelling units
- Improved land use mix from 108 to 8 employees per dwelling unit

PLACE³S Indicators

Total Employees	1,196
Total Residents	318
Employees per Dwelling Unit	7.9
Pedestrian Friendliness (1 = worst, 5 = best)	2.7
Change in Vehicle Miles Traveled per Household from Base Case*	-8%

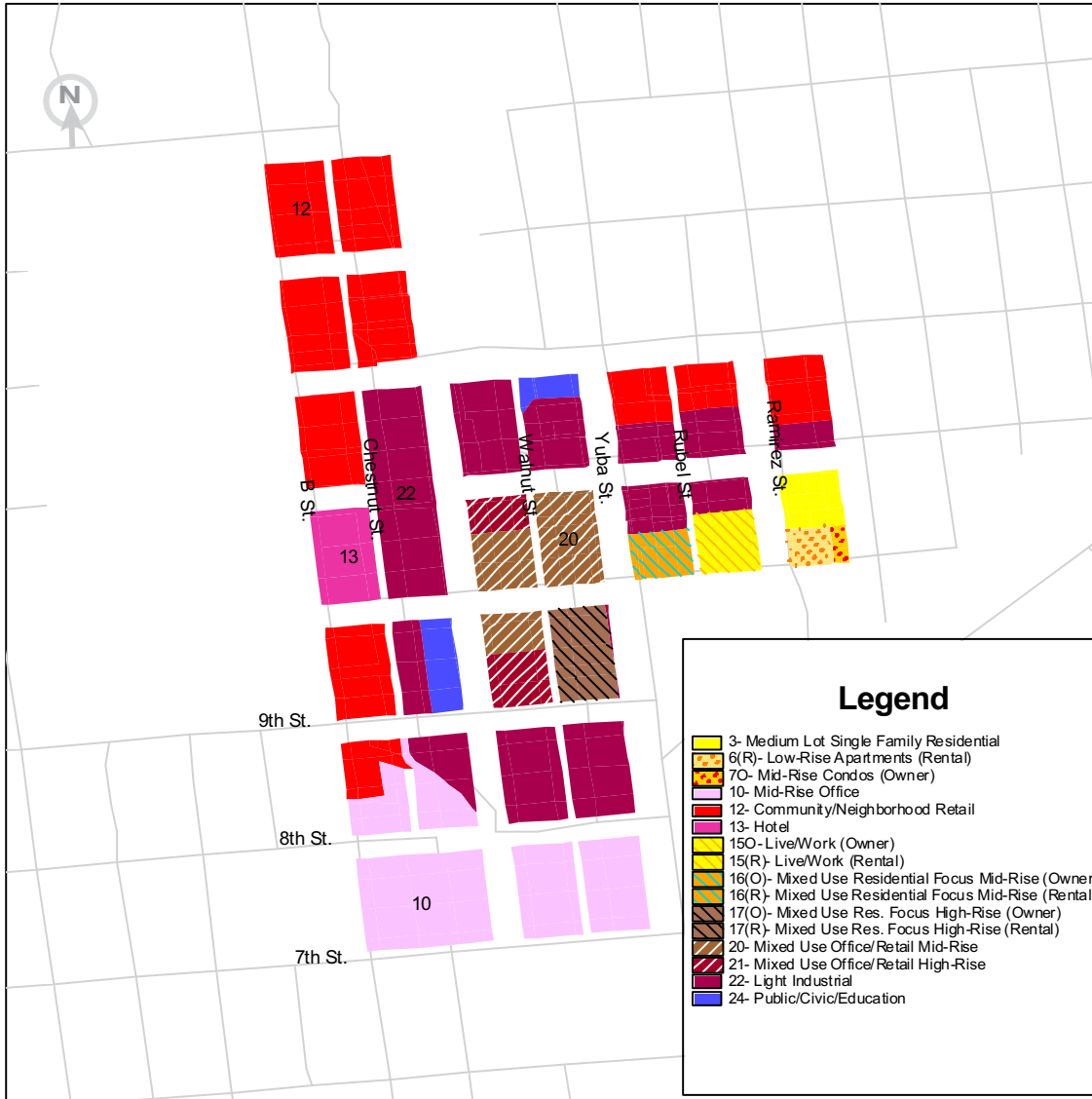
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TABLE 3

Marysville Yuba Street — Smart Growth Scenario



Key Land Uses Featured



12 Community/Neighborhood Retail



22 Light Industrial



13 Hotel



20 Mixed-Use Retail/Office Mid-Rise



10 Mid-Rise Office

Key Elements of Planning Scenario

Participants made major improvements to local parks and chose to surround them with mixed-use retail/residential developments. Preservation of the light industrial area in the middle of the study area was also a priority. Specific features of the plan include:

- Widening of B St. corridor along the park
- Hotel at the intersection of B St. and 10th St.
- Mid-rise and high-rise mixed-use retail/office/apartment complex in the middle of the study area

Resulted in the following changes from the base case:

- Capacity for 500 more employees
- Capacity for 100 more dwelling units
- Improved land use mix from 108 to 12 employees per dwelling unit

PLACE³S Indicators

Total Employees	1,693
Total Residents	266
Employees per Dwelling Unit	11.6
Pedestrian Friendliness (1 = worst, 5 = best)	2.6
Change in Vehicle Miles Traveled per Household from Base Case*	-15%

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DETAILED INDICATORS

Marysville Yuba Street

	Base Case	Table 1 Smart Growth	Table 2 Smart Growth	Table 3 Smart Growth
Total Employees	"1,235"	"1,681"	"1,196"	"1,693"
Total Dwelling Units	11	215	152	146
Total Residents	31	478	318	266
Employees per Dwelling Unit	108.1	7.8	7.9	11.6
Retail Jobs	504	479	410	738
Office Jobs	482	"1,180"	616	788
Industrial Jobs	232	7	158	149
Public Jobs	18	15	12	18
"Pedestrian Friendliness (1 = worst, 5 = best)"	2.2	3.1	2.7	2.6

Transportation PLACE³S Indicators Changes from Base Case*

	Base Case	Table 1 Smart Growth	Table 2 Smart Growth	Table 3 Smart Growth
Change in VT per Household	0%	-14%	-15%	-20%
Change in VMT per Household	0%	-10%	-8%	-15%
Change in VT per Retail Job	0%	-18%	-5%	-9%
Change in VMT per Retail Job	0%	-20%	-2%	-6%
Change in VT per Non-Retail Job	0%	-20%	-11%	-20%
Change in VMT per Non-Retail Job	0%	-30%	-6%	-22%

VT = Vehicle Trips

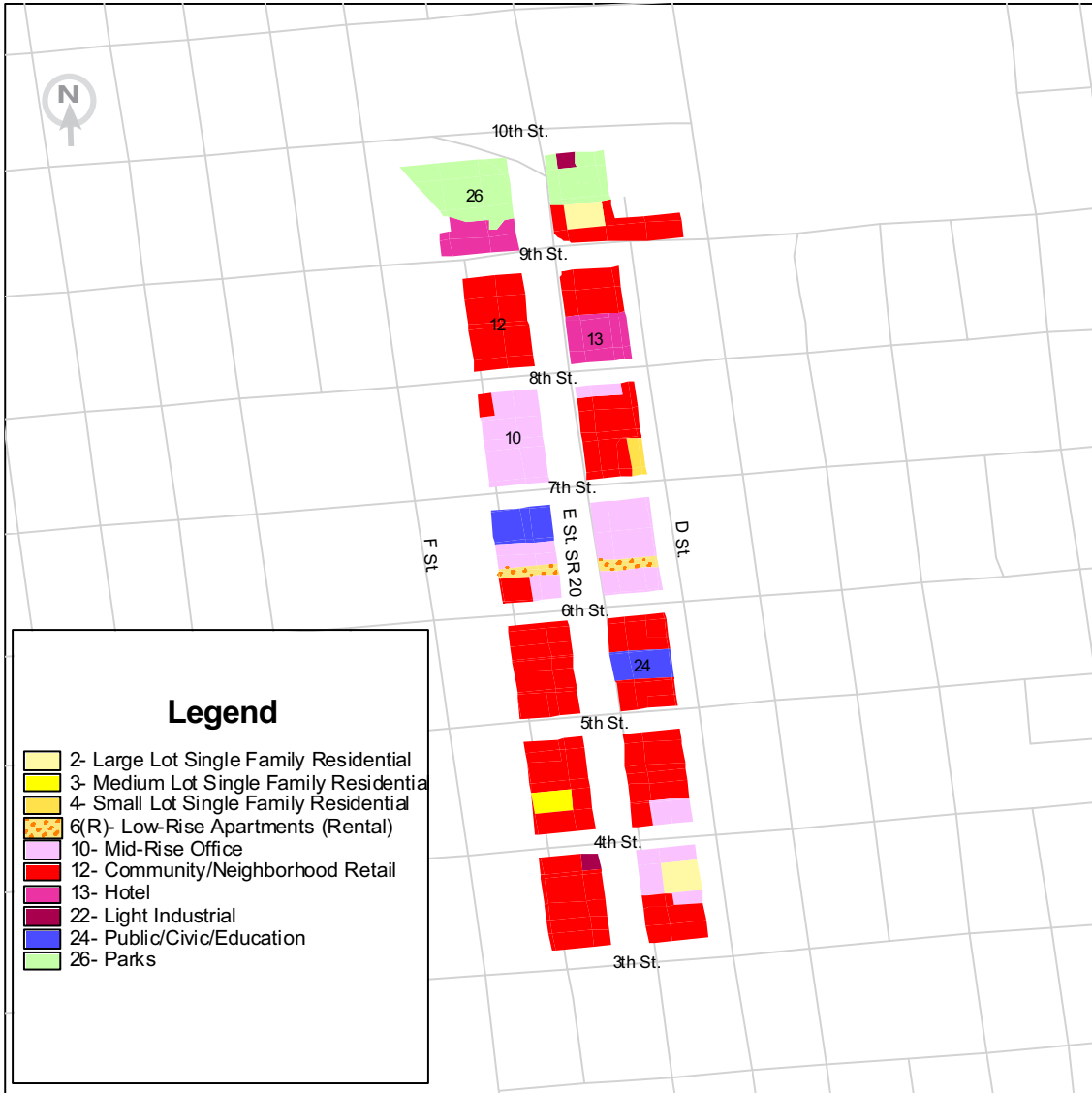
VMT = Vehicle Miles Traveled, and it is an indicator of energy use and air emissions

* 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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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%

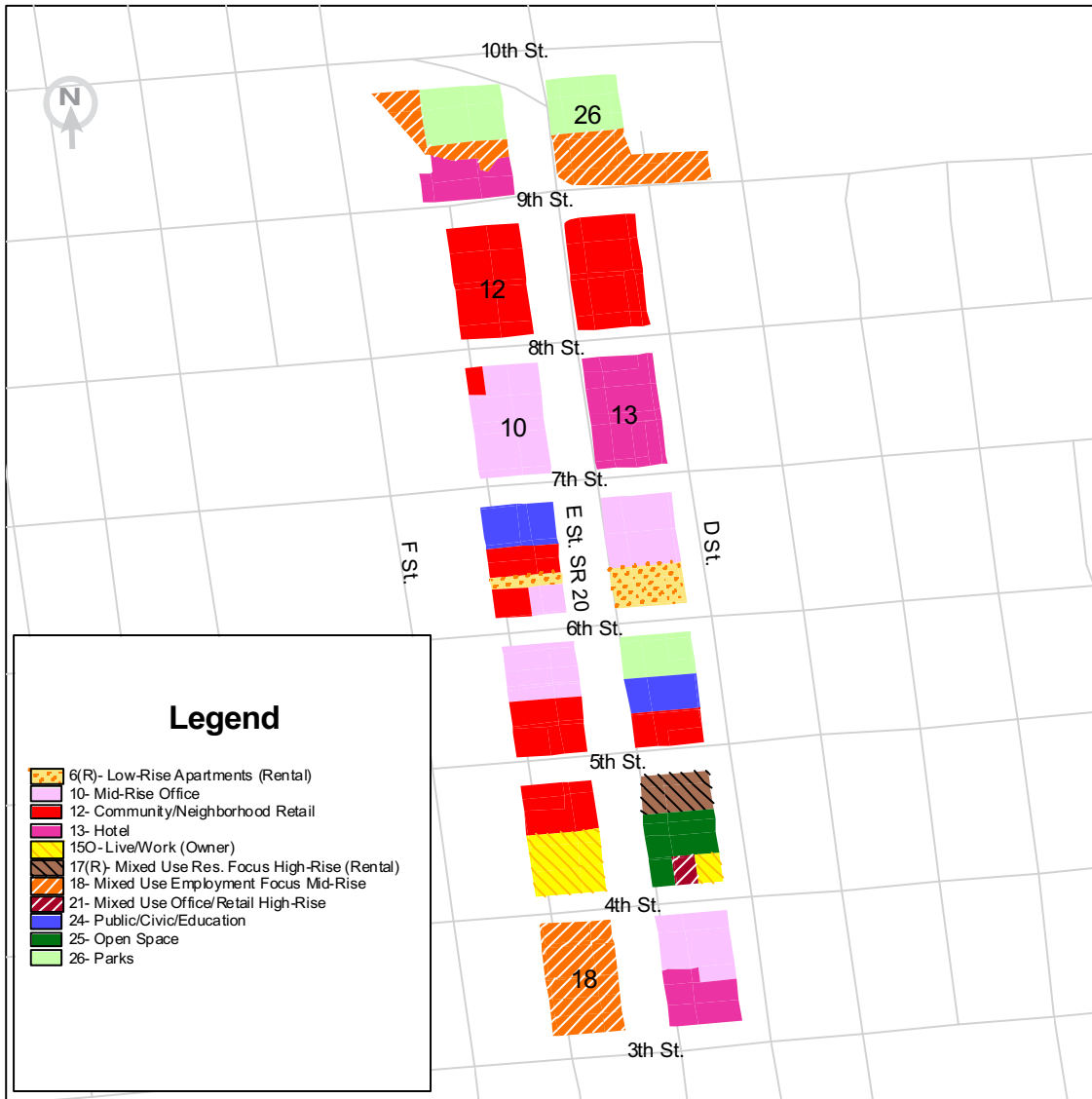
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TABLE 4

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%

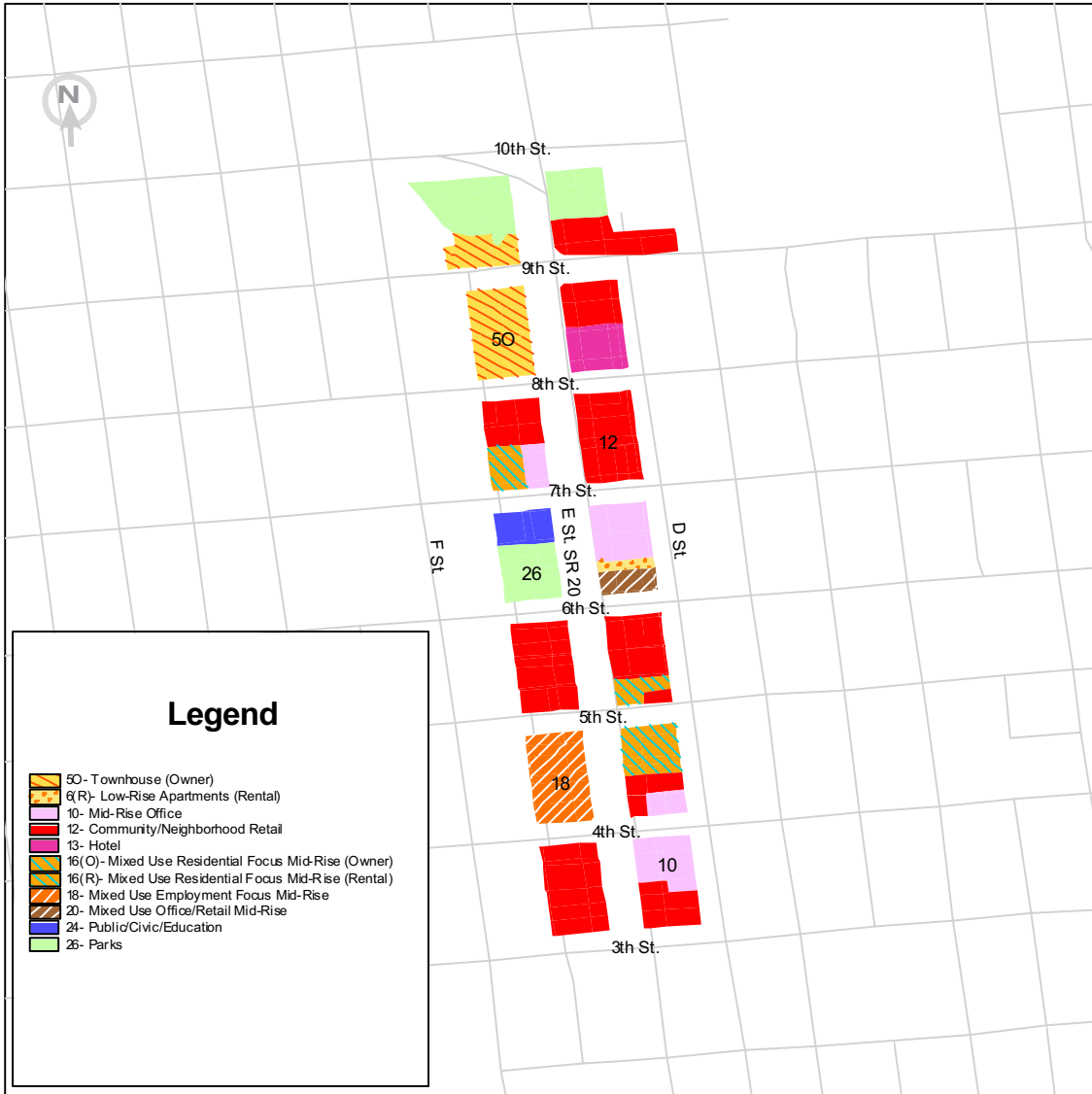
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TABLE 5

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

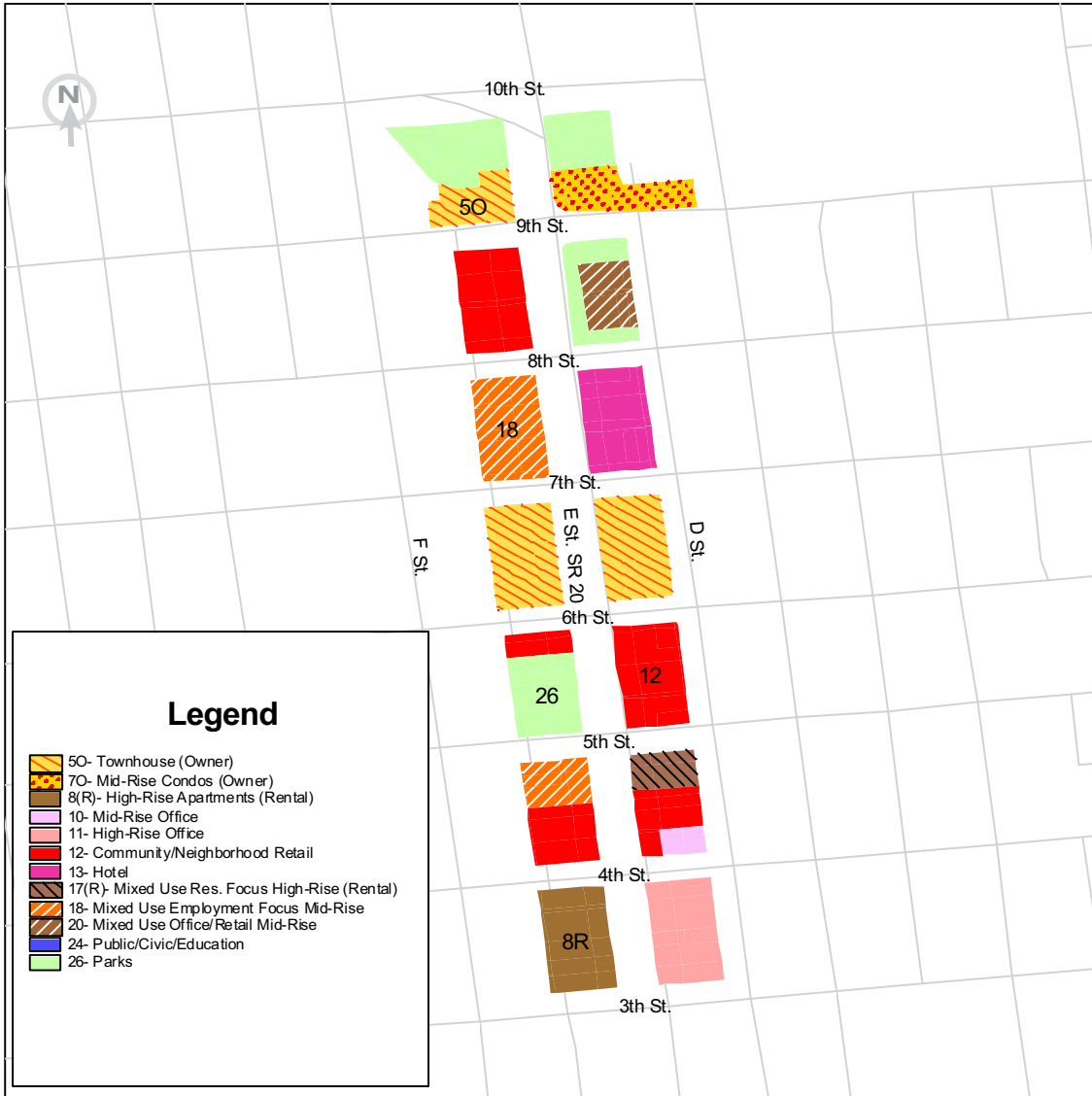
Total Employees	632
Total Residents	155
Employees per Dwelling Unit	8.7
Pedestrian Friendliness (1 = worst, 5 = best)	2.6
Change in Vehicle Miles Traveled per Household from Base Case*	-14%

*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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DETAILED INDICATORS

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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