

# Draft Summary

## Elk Grove Old Town Special Planning Area Update Community Visioning Workshop

Tuesday, January 28, 2020  
6:00 p.m. – 8:00 p.m.  
Elk Grove Public Library

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### I. Welcome, Introductions, and Agenda Review

Christopher Jordan, City of Elk Grove, welcomed workshop attendees, reviewed the agenda, and thanked them for participating in the Old Town Elk Grove Special Planning Area (SPA) Update process.

The workshop agenda is included in Appendix A. Approximately 70 people attended the workshop.

### II. Presentation

#### Overview of the SPA Update

Mr. Jordan continued by describing the purpose of the SPA Update. He noted the SPA is intended to protect the historic character of the Old Town area; defines allowed land uses; and guides development through site and architectural design standards and guidelines. He explained that the Update is needed to better align with the evolving market conditions and plans in the area.

Allen Folks, Ascent, continued the discussion on the SPA Update by noting that for planning purposes, the Old Town area is being organized into three districts (Old Town West, Historic Old Town, and Old Town East) which are described further below.

#### *Old Town West*

- Development Context
  - Commercial land uses
  - Auto-oriented character
  - Parking along Elk Grove Blvd frontage
  - Lack of trees + landscaping
- District Opportunities
  - Streetscape enhancements
  - Commercial uses brought closer to the street
  - Shared parking placed in back

#### *Historic Old Town*

- Development Context
  - Historic architecture

- Storefront commercial uses
- Pedestrian-friendly design
- Buildings up to the sidewalk
- District Opportunities
  - More balance mix of main street uses – coffee shop, bakeries, delis, restaurants
  - Available infill sites

#### *Old Town East*

- Development Context
  - More rural, residential setting
  - Mix of uses; wider building setbacks
  - Access and parking along Elk Grove Blvd.
- District Opportunities
  - Elk Grove Blvd Phase 2 streetscape improvement
  - Residential, office, and neighborhood area infill

Mr. Folks then reviewed the SPA Update timeline, noting the project started in July 2019. Since then, the project team has conducted interviews, met with the Old Town Foundation, and participated in the Dicken’s Street Faire to collect feedback from stakeholders. Future activities include an online survey that will be open to the public, collecting feedback from the Planning Commission and City Council, and a public review period of the draft SPA Update, which is anticipated to occur in the fall/winter of 2020. The SPA is scheduled to be adopted in the spring of 2021.

Mr. Folks continued by reviewing the feedback received to date on topics related to land use, circulation and parking, and placemaking features. Key comments have included:

- Land Use
  - Too much of the same type of uses, e.g. hairdressers
  - Missing the “main street” ice cream shop, coffee, shop, general store, etc.
  - More family-oriented events and activities; experience retail and outdoor activity on the street
- Circulation and Parking
  - Elk Grove Blvd is a key neighborhood route to schools, though neighborhood access from side streets is difficult
  - Improvements to bike facilities, alleys, pedestrian connections
  - Mobility options, such as Uber and Lyft for nighttime needs
  - More shared parking and better signage for public parking
- Placemaking
  - Preserve, adaptively reuse historic structures
  - Improve existing neighborhoods and potential for addition of other housing types
  - Creative signs and public art that enrich streetscape character

David Zehnder, Economic & Planning Systems, discussed the current state of the retail market and its implications for Old Town. He explained that a record number of brick and mortar retail outlets closed nationally between 2017 and 2019, largely as a result of consumer preferences shifting to online purchasing. Other shifts include a growing preference for restaurants, grooming services, health/wellness, and mixed-use spaces. These factors, coupled with the fact that the U.S. dedicates on average 25 sq. ft. per capita on retail (less in other nations), mean there are opportunities across the

county and for Elk Grove to reconsider how spaces previously designated for retail are developed and used.

He concluded by discussing retail demand drivers for Old Town, including developing more eating and drinking places, office and residential units, and tourism.

Mr. Folks described the planning concepts in progress for the SPA Update, including land uses needed to support placemaking; improving circulation conditions to enhance connections to new developments; and branding opportunities.

Parking was also analyzed as part of SPA Update, which was discussed by Cheryl Croshere (Fehr & Peers). She noted that a parking study was conducted in Fall of 2019 to ascertain the use of parking spaces in Old Town during a typical weekday. The Fehr & Peers study found that, of the total 1,643 public and private spaces, 66% were unoccupied. She then described potential solutions for these unused spaces and parking management strategies, such as time limits for on-street parking, preferential parking zones for public spaces, and shared parking amongst private uses.

Mr. Folks concluded by discussing the four opportunity site concepts studied to test opportunities within the SPA.

A summary of the questions/comments from attendees and the corresponding response is provided below:

- Question (Q): Why is parking not mentioned in historic Old Town? Wouldn't that area allow for more parking options?
  - Response (R): Yes, it would allow for more parking.
- Comment (C): Changing the name of "Old Town" is a definite "no".
- Q: For each of the opportunity concepts, is the proposal to remove existing structures?
  - R: No, what the City is considering through the SPA is amendments to the zoning code, which would allow different land use types. What was shown is conceptual site studies.
- Q: What else can be added to commercial mixed-use aside from residential?
  - R: Additional land use types could include commercial and civic uses.
- Q: Is there the potential for historical buildings to be torn down if there are changes to zoning codes?
  - R: No, there are federal and city standards protecting historic structures.
- C: I don't think it is fair to characterize parking conditions without considering the difference between weekday and weekend parking patterns.
  - R: Another parking study was done a couple years ago. It found that there is not a significant difference between weekday and weekend parking patterns. Planning for parking under the assumption of weekend patterns creates the potential for inefficient land use planning.
- Q: Does the parking analysis include the 200 new parking spaces being considered?
  - R: It does not, it only considers existing spaces.

### **III. Table Exercise and Discussion**

Ben Gettleman, Kearns & West, introduced a break-out group exercise to solicit attendees' feedback on concepts for: land use and character; circulation; parking; and branding and signage. This feedback was

collected via group discussion and recorded on note pads, the mark-up of table maps of the preliminary SPA concepts, and individual comment cards. A summary of key themes, organized by topic from the table exercises, is provided below. A summary of these discussions by break-out group and their feedback provided on the maps is available in Appendix C.

### *Land Use and Character*

- More uniformity in new building architecture
- Concerns with housing bringing more congestion
- Opportunity Site #1:
  - Concern about moving parking behind and access from residential streets
  - Concern about displacement of existing businesses
  - Lack of consistent street/streetscape appearance; need for pedestrian walkways
  - Safer access for school kids
- Opportunity Site #2:
  - Site is an eyesore and should be addressed
  - Landscaping, trees
  - No concerns with concept
- Opportunity Site #3:
  - Support for entertainment and communal spaces
  - Activity brought up to the street and not adjacent to existing residential
  - Quieter use adjacent to residential, such as a small theater is ok
  - Interest in a theater or other civic use here
  - Locate dog park closer to Elk Grove Blvd.
  - Keep lumber yard/ towers (historical attraction)
  - New design that's designed to look old
- Opportunity Site #4:
  - Mixed input about preference for residential vs. non-residential
  - General community interest in mixed-use
  - Developer interest is for office
  - Small lot single-family homes and townhomes preferred over multi-family housing, apartments (home ownership vs. rental units preferred)
  - Consider park/trees
- Concerns over:
  - Enclosed or hidden uses (e.g. courtyards, dog park)
  - Regulatory hurdles preventing new uses
  - Low-income and multi-family housing
- Support for:
  - Additional land uses that brings the community together (e.g. theater)
  - Densely built mixed-use developments
  - Cohesive, integrated design for Old Town East
- Mixed levels of support for multi-unit dwellings

- More housing supports businesses but also leads to more traffic

#### *Circulation*

- Concerns over accessibility of emergency medical services through narrower section of Elk Grove Boulevard and vehicular congestion, especially when the train runs through
- Area challenged by lack of continuous east-west connections
  - Next alternative roadway occurs at Bond Road one mile to the north
  - Consider future connections to Dino Drive, out to Waterman Road as another option to Elk Grove Blvd.
- Support for:
  - More bike and pedestrian improvements though preference for location of bike facilities varied
  - Bicycle friendly routes, including using Eva Avenue and nearby alley for bike routes, but some questioned whether school kids will use neighborhood bike routes if Elk Grove Blvd. is more direct
  - Pursue intelligent solutions that makes traveling through and on Elk Grove Blvd. safer and faster
  - Activation of alleyways as shared-use routes instead of through residential streets
  - Improving the safety and appearance of alleyways
- Mixed reaction about the value of a bike/pedestrian bridge over the railroad tracks
- Traffic Controls:
  - No interest in suggested traffic signal at Elk Grove Blvd. and Gage Street; could be a pedestrian beacon though
  - General support for more pedestrian beacons, including ones suggested at Elk Grove Blvd. and 3<sup>rd</sup> Avenue

#### *Parking*

- Concerns over:
  - Parking availability during weekends
  - The need for parking lots given the lack of major businesses in Old Town
  - Negative effects metered parking would have on businesses
- Desire for additional lighting at parking lots to ensure safety
- Support for:
  - Time limits (e.g., 90-minutes or two hours)
  - No meters now, maybe in the future
  - Shared parking
  - Trade-off of on-street parking for more bike, pedestrian amenities along Elk Grove Boulevard in the Old Town West district

#### *Branding and Signage*

- Concerns about ADA compliance
- Support for:
  - Additional lighting to showcase existing businesses
  - Arches at east and west ends of Old Town
  - Keeping “Old Town” and “Elk Grove Boulevard”
  - Maintaining historical colors and materials

#### **IV. Reports from Break-out Groups**

Following the table exercise, Gettleman reconvened the attendees and asked the break-out group facilitators to summarize their respective discussions. Key themes from the report-outs are included in Section III above.

#### **V. Next Steps and Adjourn**

Jordan concluded by thanking attendees for participating and noting next steps, which included:

- Attendees are invited to send additional comments via comment cards to Christopher Jordan at [cjordan@elkgrovecity.org](mailto:cjordan@elkgrovecity.org).
- The City will notify the public of upcoming meetings/outreach opportunities in the Old Town SPA process.

## Appendix A: Workshop Agenda



# Agenda

## Elk Grove Old Town Special Planning Area Update Community Visioning Workshop

Elk Grove Public Library  
8900 Elk Grove Boulevard  
Tuesday, January 28, 2020  
6:00 – 8:00 pm

Time	Topic	Lead
6:00 p.m.	Welcome, Introductions and Agenda Review	<ul style="list-style-type: none"><li>• Christopher Jordan, City of Elk Grove</li><li>• Ben Gettleman, Facilitator</li></ul>
6:05 p.m.	Presentation <ul style="list-style-type: none"><li>• Introduction/Overview of SPA Update</li><li>• Site Context</li><li>• Community Input and Draft Concepts by Topic</li><li>• Project Timeline</li><li>• Instructions for Table Exercise</li></ul>	<ul style="list-style-type: none"><li>• Christopher Jordan, City of Elk Grove</li><li>• Allen Folks, Ascent</li><li>• Cheryl Croshere, Fehr &amp; Peers</li><li>• David Zehnder, EPS</li></ul>
6:35 p.m.	Table Exercise/Discussion <ul style="list-style-type: none"><li>• Land Use and Character</li><li>• Circulation</li><li>• Parking</li><li>• Branding and Signage</li></ul>	<ul style="list-style-type: none"><li>• All</li></ul>
7:40 p.m.	Reports from Break-out Groups	<ul style="list-style-type: none"><li>• All</li></ul>
8:00 p.m.	Next Steps and Adjourn	<ul style="list-style-type: none"><li>• Christopher Jordan, City of Elk Grove</li></ul>

## Appendix B: Break-out Group Exercise Feedback

What follows is a summary of the discussions and comments provided during each of the five break-out groups.

### Group 1

- *Land Use and Character* Restaurants and outdoor dining to create a buffer along the street for residences
- Want outdoor seating and restaurants with entertainment space, going to have a parking problem
- Concerns about low-income housing and homelessness
- Parking ease of use an issue (alleys are too narrow)
- Active storefronts – less set back, secondary (less active) uses behind
- Winter sanctuary issues and concerns(?)
- Parking and lighting

### *Opportunity Site Concepts*

- Opportunity Site 3
  - Love theater- things that bring people in
  - Don't like dog park hidden behind; access/traffic concerns, buffer space along RR is a safety concern (derailment)
  - Activity near street [swap proposed small performance theater and restaurant/entertainment functions]
- Opportunity Site 4
  - Fitness Center
  - Needs an attraction – possibly a theater?
  - Old Town east: more uniform-more integrated (currently ugly)

### *Circulation Concepts*

- Moved proposed pedestrian beacon to Gage St. and Elk Grove Blvd.
- Potential traffic signal at Gage St. and Elk Grove Blvd. may not be needed
- Potential neighborhood bike facility priority route at Grove St. is not well improved
- Redirect traffic headed toward Waterman Rd. = thoroughfare
- Use the alley for bike and pedestrian connections to activate the alley
- Bike/pedestrian path at Eva Ave. as well and/or intersection of railroad and El Mesa Ct.
- Re-educate folks on Bird and Grant Line
- Elk Grove Blvd. and Porto Rosa Dr.
  - Left turn issue



### *Parking Analysis and Concepts*

- Concerns about:
  - Parking meters and effect on businesses
  - Parking availability on weekends
  - Lack of lighting
- More business density makes district parking more realistic

### *Gateways and Branding Concepts*

- Gateways only at east and west ends of district
- South of Old Town Plaza: Main Street park
- Hilla Courtyard.
- More integrated/consistent [along the corridor]
- Build places outdoors for seating/restaurants
- Enclosed/hidden courtyards are a concern
- More bike/ped. friendly and more parking behind - should know when you've entered Old Town Road

### *Signage (✓ = support, X = lack of support)*

- For standing yard signs-clutter (how to regulate?) hanging on post ok, billboard style not ok
- Movable sidewalk signs – ADA/safety concerns
- Height and (illegible) (re The Red Door image)
- X (re small neon signs)
- ✓ (re Freestanding Business Signs)
- X (re Flowers image)
  - Fees and permit required
  - Clutters (illegible) but business visible
- ✓ (Re Dotty Design image)
- ✓ (re second multi-tenant sign)
- School of Rock painted sign too big
- Fees/review process for signs
- No sublease signs

### Group 2

#### Land Use and Character

- Attract Businesses (Restaurants/Entertainment)
- Family-oriented activities
- Like to see lighting for evening activities

#### *Opportunity Site Concepts*

- Opportunity Site# 4

- Star next to theater

#### *Circulation Concepts*

- Circles around:
  - Potential pedestrian beacon at Elk Grove Blvd. and 3<sup>rd</sup> Ave.
  - Existing pedestrian beacon east of Old Town Plaza
- X at potential traffic signal at Elk Grove Blvd. and Gage St.
- Improve walkability – no vehicle traffic congesting neighborhoods
- Add pedestrian lights – no more traffic lights, add middle lanes to be able to turn
- Like concept of more bike routes off of Elk Grove Blvd.

#### *Parking Analysis and Concepts*

- Better public parking signage (in between Elk Grove Blvd. and Louclare Ln.)
- No parking meters
- Time limits ok – 90 min parking
- \*Promote Shared Parking\*

#### *Branding and Signage Concepts (note: group used voting dots to indicate levels of support for concepts.*

*Green = support; red=lack of support)*

- An arch gateway would be good, do branding on the water tower
- No signs covering windows or signs hanging from signs
- Interest in signage consistent with historic marketing
- Branding will bring new uses
- Sidewalk signs (moveable)
  - Photo 1: two red dots
  - Photo 2: four red dots
  - Photo 3: three green dots
  - Photo 4: two red dots; one green dot
- Freestanding business signs (permanent)
  - Photo 1: four green dots
  - Photo 2: one red dot
  - Photo 3: two red dots
- Attached building signs: four green dots
- Channel letter signs: three green dots
- Blade signs
  - Photo 1: four red dots
  - Photo 2: five green dots
- Multi-tenant signs
  - Photo 1: three green dots; one red dot
  - Photo 2: one red dot
  - Photo 3: three green dots

- Photo 4: one green dot; one green dot
- Photo 5: one red dot

### Group 3

#### *Land Use and Character*

- Keep with the historical time buffer between commercial/residential
- Quiet feel
- Night life closer to Elk Grove Blvd.
- Pursue new business variety while maintaining old fashioned feel
- No apartments

#### *Opportunity Site Concepts*

- Opportunity Site 1: don't like parking access in residential areas; parking in front characteristic of a period of City's history
- Opportunity Site 2: like, site needs to be addressed
- Opportunity Site 3
  - Don't put anything in residential area (in between Elk Grove Blvd. and Locust St.)
  - Prefer entertainment uses closer to the street (Elk Grove Blvd. just east of railroad tracks)
- Opportunity Site 4
  - Live/work: preferred
  - Attached homes: ok
  - Apartments or condos: X

#### *Parking Analysis and Concepts*

- Parking – no meters

#### *Circulation Concepts*

- Pedestrian safety – crosswalk beacons lights
- Reduce speed limit near railroad tracks
- Bike trail/reroute – waste of money

*Branding and Signage Concepts (note: group used voting dots to indicate levels of support for concepts. Green = support; red=lack of support)*

- Support for:
  - Old style branding
  - Murals
  - Small gateway arches (depends on location)
  - Uniform Signage that are small in scale
- Sidewalk signs (moveable)
  - Photo 1: two green dots

- Photo 2: six red dots
- Photo 3: one green dot
- Photo 4: one red dot
- Freestanding business signs (permanent)
  - Photo 1: four green dots
  - Photo 2: two red dots
  - Photo 3: four red dots
- Attached building signs: two green dots
- Blade signs
  - Photo 1: three red dots
  - Photo 2: four green dots
- Multi-tenant signs
  - Photo 1: one red dot
  - Photo 2: one green dot
  - Photo 3: five green dots
  - Photo 4: one red dot

#### Group 4

##### *Land Use and Character*

- No housing near railroad tracks
- Community garden/playground! Small grocery store
- Farmers' market
- Give the kids something to do!
- No two-story family housing
- Our grocery back in original ice cream shop
- City support businesses, not just building owners
- Trees/shade desired at Sierra St. and on border of SPA parallel to Jan Marie Way
- Homeless population at Elk Grove Blvd. between Walnut Ave. and train tracks
- Create homeless "open house" or Coffee Hut ASAP
- Don't want very large events
- Bring people from west Elk Grove
- Survey young people

##### *Opportunity Site Concepts*

- Opportunity Site 1: Not in favor of parking behind
- Opportunity Site 2:
  - % for apt
  - Shade trees – cypress?
- Opportunity Site 4:
  - Vertical mixed use: x5
  - Park/trees!
  - Amenities for children

### *Circulation Concept*

- Widen the sidewalk
- Bike trails on street
- Children walk down Elk Grove Blvd. to get to school
- Not necessary! (potential bike crossing across railroad tracks)
- Train platform (eastside of train tracks, south of Old Town Plaza)
- Ok (potential traffic signal at Elk Grove Blvd. And gage St.)
- + public transit (east of 2<sup>nd</sup> Ave.)
- Bottleneck due to trains! (intersection of train tracks and Elk Grove Blvd.)
  - Parallel parking slows traffic
  - Barriers – hard to get emergency vehicles through. Can't see crosswalks, bike paths on both sides

### *Parking Analysis and Concepts*

- Businesses don't want to share parking
- Loading zone – parking issues (parcel east of Old Town Plaza, south of Elk Grove Blvd.)

### *Branding and Signage Concepts*

- Church (marked three times: intersection School St. and Locust St.; intersection of Locust St. And Batey Ave.; Gage St. in between Elk Grove Blvd. and Grove St.)
- Signal (intersection of Elk Grove Blvd. and Gage St.)
- Don't change [illegible] (intersection of Elk Grove Blvd. and Gage St.)
- Railroad station stop is desirable

## Group 5

### *Opportunity Sites*

- Opportunity Site #1
  - Regulatory hurdles-prevents new business
  - Where's money coming from?
  - How is traffic flow going to be addressed?
  - Pedestrian walkways
- Opportunity Site #2
  - Complications with National Historic Society
  - Communal spaces
- Opportunity Site #3
  - Concentrate on dog park closer to EG Blvd
  - Keep lumber yard/ towers (historical attraction)
  - New design that's designed to look old
  - Support for entertainment /communal space
- Opportunity Site #4
  - Existing guidelines are prohibitive for new business
  - More housing = more traffic
  - Support for mixed use/commercial office space/restaurants

- No apartments / Section 8 housing

#### *Circulation Concepts*

- EMS response times
- Timing traffic signals (e.g. School St.)
- Keep traffic flowing @ 25 mph
- Support for bike friendly routes (will kids use them going to school?)

#### *Parking Analysis and Concepts*

- No parking meters; businesses will suffer (install them in future after businesses are doing well)
- More signage
- Time limits are ok (2 hours)
- Incentives for businesses to provide valet parking
- Shared parking-businesses need to decide
- Parking isn't an issue now, if you build it they will come

#### *Branding and Signage Concepts (note: group used voting dots to indicate levels of support for concepts.*

*Green = support; red=lack of support)*

- Keep "Old Town"
- Keep "Elk Grove Blvd"
- Arch on west end of EG Blvd
- Designed by kids
- Not on east end
- More street lighting to showcase business
- Wider sidewalks- enforce existing color regulations
- Sidewalk signs (moveable)
  - Photo 1: four red dots
  - Photo 2: four red dots
  - Photo 4: one red dot
- Freestanding business signs (permanent)
  - Photo 1: three green dots
  - Photo 2: one red dot
  - Photo 3: three red dots
- Attached building signs: one green dot
- Channel letter signs: one red dot
- Blade signs
  - Photo 2: two green dots
- Multi-tenant signs
  - Photo 1: four red dots
  - Photo 2: two green dots

## Appendix C: Comment Card Responses

### Elk Grove Old Town Special Planning Area Update Community Visioning Workshop

Tuesday, January 28, 2020  
6:00 p.m. – 8:00 p.m.  
Elk Grove Public Library

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The following results are based on 21 comment cards received.

#### Land Use

- 1) Should housing be considered on the vacant site at the southeast corner of Elk Grove Boulevard and Webb Street? Circle one: strongly agree / agree / neutral / disagree / strongly disagree

Please explain your response:

Agree (9 votes)

Prefer to keep area residential but modern; homeowners are good for a neighborhood; no Section 8 housing; owner residents; no rentals; there is a housing shortage

Disagree (7 votes)

Impacts neighborhood and traffic; plenty of housing available; more traffic issues; don't need any more housing; don't feel more housing would encourage more patrons for the businesses; traffic down Elk Grove Blvd. is already too heavy; don't believe housing on Elk Grove Blvd is a positive addition to Old Town; see a better opportunity for a experience, a cultural place with complimentary businesses

Neutral (1 vote)

N/A (4 votes)

- 2) What type of housing would be acceptable at this location? (select all applicable)

- a) Small Lot Single Family Homes (7 votes)
- b) Detached Townhomes (4 votes)
- c) Attached Townhomes (4 votes)
- d) Apartments or Condos (1 vote)
- e) Live/Work (2 votes)
- f) None of the above (5 votes)
- g) N/A (5 votes)

Single family will make good use of the land without adding too much congestion; high density is ok but with a focus on long-term residency; see the new townhomes of city college – terrific community;

don't feel we need houses, we need new businesses; activities and shopping, restaurant venues would be preferable; would increase too much traffic; would extend the Old Town use with new growth

- 3) Would you support more entertainment and nighttime activities on the properties along the railroad tracks, such as restaurants, brewery, bars, outdoor dining, and a small performance space or theater? Circle one: strongly agree / agree / neutral / disagree / strongly disagree

Please explain your response:

Agree (11 votes)

It is zoned commercial and should be used; love theaters; see the Woodland Opera House and its relationship to Main Street Woodland; yes, we need more entertainment options. As of now we really only have two; would love to see more restaurants, outdoor dining, and family activity; I would like to open a tattoo shop (not a street shop) – zoning currently doesn't allow it. Early hours, quiet sustainable practices, etc.; How would that be managed/planned? Would it be rentals? If so, restrictions should be put in place for night to not effect the housing; my property backs up to Railroad Street ; I think more experiences are great and more toward the family-oriented the better. Not just alcohol or clubs.

Disagree (0 votes)

Neutral (3 votes)

Sensitive to late night activities as patrons use my street to park and/or walk home loud and intoxicated; East Elk Grove is already a traffic nightmare; this corridor is not suited for an entertainment district

N/A (7 votes)

With restrictions, depends on how it impacts/affects families

### **Circulation**

- 4) The City has completed improvements to Elk Grove Boulevard near the railroad tracks and is planning another set of improvements at the east end of the corridor. If improvements were being developed for the west end (Elk Grove-Florin Road to Walnut Avenue), what type of improvements would you like to see? (select all that apply or all of the above)
- a) Landscaping and trees, wider sidewalks (9 votes)
  - b) On-street parking (1 vote)
  - c) Less visible parking along Elk Grove Boulevard (moved from fronting the street to the back of lots and accessed by side streets and alleys) (4 votes)
  - d) Buildings pulled closer to the street with future development (4 votes)
  - e) Safer intersection crossings through implementation of traffic signals and pedestrian priority signals (4 votes)
  - f) All of the above (3 votes)



Please explain your response:

More consistent, upscale look and feel, while making things safer for patrons; The EGB corridor needs to be widened with the tracks going over or EGB going under the tracks; don't change the 1960's style of Elk Grove; need more parks and trees; I'd like to see uniform new buildings, but it seems the "Old Timers" are very against change; easy access to businesses necessary; landscaping, trees, and wider sidewalks should be a priority; if metered parking also add signs for public parking in residential; get rid of on-street parking to allow more room for pedestrian sidewalks, benches, etc.; safety for back alley needs to be addressed; leave as is

- 5) While bike improvements are proposed along Elk Grove Boulevard, portions of Elk Grove Boulevard will continue to require bikes to share the road with traffic. Should alternative bike routes on adjacent neighborhood streets, such as Grove Street, be provided/enhanced?  
Circle one: strongly agree / agree / neutral / disagree / strongly disagree

Please explain your response:

Agree (12 votes)

Advance bike and pedestrian resources; more and more people ride bikes, make this a destination for bicyclists; use alleyways; yes, to help with traffic and increase safety; increased safety, improve congestion on EGB; street becomes very narrow from sandwich shop on up to School Street; I feel increasing alley traffic on bikes would not only be safer for the biker but also safety of the parking

Disagree (1 vote)

Neutral (3 votes)

Will people really use an alternate route?

N/A (5 votes)

Cyclist as a priority?

- 6) Should a dedicated bike and pedestrian crossing of the railroad tracks be provided (separate from the current crossing at Elk Grove Boulevard)?  
Circle one: strongly agree / agree / neutral / disagree / strongly disagree

Please explain your response:

Agree (12 votes)

Safety; too expensive, not worth it; safety reasons especially if this area is fully developed; place an additional pedestrian light up on crosswalk; very dangerous for pedestrians and bikers

Disagree (0 votes)

Neutral (6 votes)

No bridge

N/A (3 votes) Yes, if it is not ground level

- 7) What vehicular or pedestrian access connections or improvements should be considered in Old Town?

Tracks need to go over to mitigate traffic issues; cars need to exit to Dino in order to make traffic flow; train stop-Amtrak; maybe another major roadway which crosses the railroad (how about Emerald Park Drive); more crossroads; two more lights up that allow for safer pedestrian crossing; alleys paved; Old Town is not pedestrian-friendly; planter areas are too big with their triangle shapes jutting into walking areas; lots of people cross at the church at Gate Street; flicker lights at all crosswalks

**Parking**

- 8) **Time limits** for on-street parking help ensure that parking is available to the customers of local businesses when needed. Average length of stay for parking in Old Town was between 80 and 110 minutes depending on the type of parking. Time limits can also encourage those who choose to linger longer in the area to choose to park in off-street lots.

- a) **Would you support putting time limits of 2 hours for parking on Elk Grove Boulevard?**

Circle one: strongly agree / agree / neutral / disagree / strongly disagree

Agree (8 votes)

Disagree (3 votes)

Neutral (5 votes)

N/A (5 votes)

- b) **Would you support putting time limits on neighborhood streets directly adjacent to Old Town (residents and their guests could have permits or parking passes that exempt them from those time limits)?**

Circle one: strongly agree / agree / neutral / disagree / strongly disagree

Agree (4 votes)

you may attract folks who use area as a vehicular campsite

Disagree (11 votes)

Neutral (3 votes)

N/A (3 votes)

Please explain your response:

Unless parking passes for residential are guaranteed free of charged; I live at school, I refuse to be taxed via a parking permit; does not work; not a need for it currently; no meter; neighborhood entertainment; don't see parking as an issue; if there were more businesses that had more traffic permit, would be good idea for neighborhoods; I don't feel permits and work to do so, would be helpful, needed, or in the city's best interest; strongly disagree

- 9) In some historic downtowns, on-street parking is provided through paid spaces (e.g., parking meters). This allows the spaces to be available for shorter customer stays and facilitate turnover of the parking on a regular basis. Many cities are implementing parking meters with dynamic pricing based on demand: Prices start low and increase as demand for the spaces increases. In this way, the most coveted spaces remain available to those willing and needing to pay for the convenience. Others can park a little further away from their destination and pay less. **Would you support putting parking meters on Elk Grove Boulevard?**

Circle one: strongly agree / agree / neutral / disagree / strongly disagree

Please explain your response:

Agree (2 votes)

If this district is built out, you'll need greater parking control

Strongly Disagree (16 votes)

Not currently an issue via parking study; parking not an issue until business come; meters will kill Old Town; not that much business in Old Town; I think meters would deter more people from coming to Old Town; I think it would kill businesses and affect neighborhoods

N/A (3 votes)

- 10) **A Parking benefits district** can be coupled with a “park once” or parking district strategy that supports strategically locating public parking or shared parking areas that allow visitors to park once during their stay in Old Town and patronize several businesses. Parking benefits district allow revenue from parking meters and parking fees to be kept within the district to fund neighborhood improvements, such as street sweeping, tree planting and maintenance, sidewalk and street repair, lighting, and wi-fi services. **Would you support creating a Parking Benefits District in Old Town if it meant the revenue would fund improvements in Old Town?**

Circle one: strongly agree / agree / neutral / disagree / strongly disagree

Please explain your response:

Agree (3 votes)

Revenue derived keeps the streets clean;

Disagree (8 votes)

Skeptical funds would go to appropriate use; strongly oppose charging for parking until Old Town becomes more of a successful business area that people want to come visit; could also outweigh benefit

Neutral (2 votes)

N/A (8 votes)

- 11) Many historic downtowns feature district parking lots. Patrons park in one of these lots and then walk to one or more businesses or destinations in the district. District parking lots are located to

allow for reasonable walking distance from parking to businesses. Generally, how far do you feel comfortable walking? Circle one

- a) About a one-minute walk (about 300 feet) (1 vote)
- b) About a two-minute walk (about 500 feet) (5 votes)
- c) About a three-minute walk (about 800 feet) (4 votes)
- d) About a six-minute walk (about 1,500 feet) (3 votes)
- e) More than a six-minute walk (approximately 1/4 mile) (6 votes)
- f) N/A (3 votes)

Please explain your response:

3 minute if possible, six minute reasonable for larger events; Most people I know will walk 5 minutes; make the proposed lot and it'll be good; many of us will walk to and from Old Town; except at night, alleyways and parking lots are not lit; it will encourage people to walk around and visit more than 1 business; also depends on type of business; I have to carry things it would be less

### **Branding and Signage**

10) Would you support rebranding "Old Town Elk Grove" to "Historic Downtown Elk Grove"?

Yes (4 votes)

No (12 votes; 1-do not use "historic")

Neutral (2 votes)

N/A (3 votes)

11) Would you support rebranding "Elk Grove Boulevard" to "Historic Main Street" within Old Town Elk Grove/Historic Downtown Elk Grove?

Yes (4 votes; 2-used to be main street)

No (9 votes; 1-do not use "historic" - main street ok)

Neutral (2 votes)

N/A (6 votes)

12) What branding features should be in Old Town/Historic Downtown (select all that apply)

- a) Paving and streetscape improvements (8 votes)
- b) District signs and banners (5 votes)
- c) More prominent entry gateway or arch (9 votes)

- d) Historic street name signs (5 votes)
- e) Public art and murals (7 votes)
- f) N/A (6 votes)

Other Suggestions or Comments?

Arch at Elk Grove-Florin Road; I don't like arches, old people do; all of the above; historic branding, historic colors and design; we need marketing to get businesses to Old Town. Signs aren't going to get businesses to Old Town; smaller planting areas that are better maintained, more walking space; I think a good park near the plaza called Main Street Park would best rebrand and support the area

13) What activities would get you into Old Town more often (select all that apply)?

- a) More gathering places (5 votes)
- b) More restaurants (9 votes)
- c) Events/programming at Old Town Plaza (e.g., music, sports, entertainment, farmer's markets) (12 votes)
- d) More town center-type shops, such as a coffee shop, deli, bakery, family style restaurants (10 votes)
- e) A public anchor, such as a small performance theater or event venue (10 votes)
- f) Businesses opened into the evening and night, including retail and entertainment uses, such as bars, breweries, restaurants (7 votes)

Other Suggestions or Comments:

Need convenience stores, fitness, book store in Central Old Town; more destination type retailers and entertainment centers; something to do as a family or date night. Want to have options to do both; more community events; I think a cultural anchor is needed for certain

### **Other Comments**

14) What other concerns or suggestions do you have for the Old Town SPA Update?

- Why increase traffic through Old Town with the current congestion due to train crossings. Single lane traffic, street parking, student pedestrians.
- Re-widening EGB eliminate the rail crossing; until traffic is less an issue Old EG will never grow
- Safety, I have seen many accidents on Elk Grove Blvd.
- Wait for the old guard to give up power; 10-15 years is all it'll take
- Ignore concerns brought out by all the hotheads tonight. Proceed with these great ideas and concepts.

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Comment Card Responses

- Although now a city the SPA was in existence prior to us becoming a city. It would be beneficial to this project to acknowledge that many residents feel that city personnel acts as though those living here did nothing until the city existed.
- Allow small businesses/start up companies to come and do business in Old Elk Grove
- Perhaps have a review of what is up now; styles need to be re-evaluated
- No low income apartments
- It would be nice to reduce traffic on Elk Grove Blvd. but how?
- I do not feel high density housing inside SPA Elk Grove Old Town would work positively on Elk Grove Blvd. I feel it needs more of a pull for experiences and not more residence.