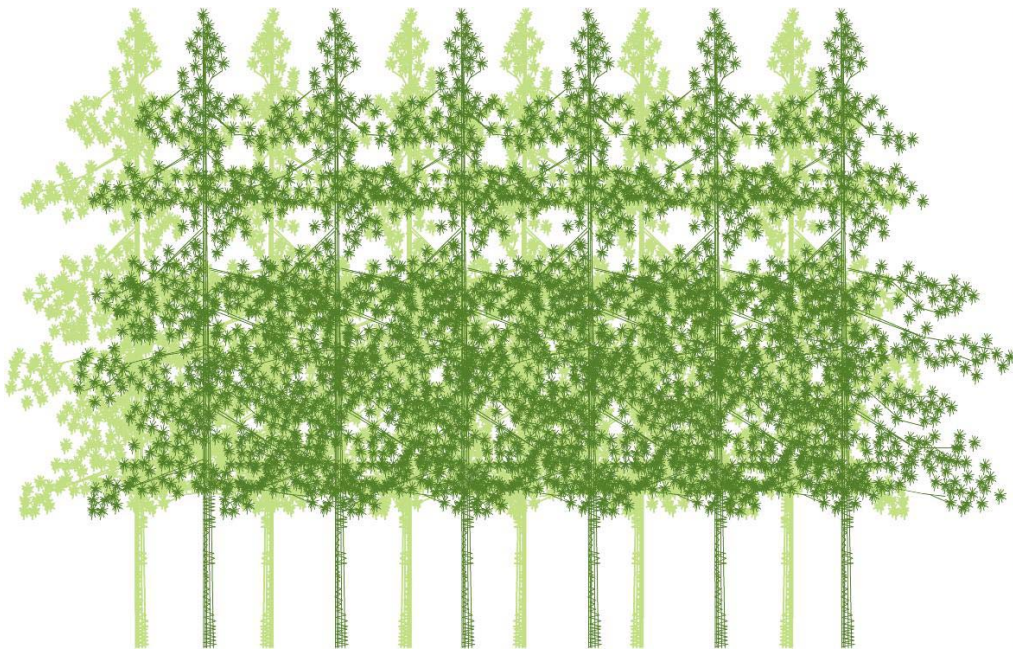


Greenville Streetscape & Revitalization Plan



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Introduction

Greenville is the largest community in Indian Valley. The community is a permanent home to over 2,000 people and a destination for recreational activities such as fishing, hiking, biking and hang gliding. Greenville has an average elevation of 3,570 feet and annual precipitation of 25 to 40 inches. The temperature varies from approximately 20° F in winter to 80° F in summer.

Greenville's history reaches back over a century, and is preserved in the architecture and layout of the downtown area designated in this report. Originally it was inhabited by Maidu, a Native American tribe, living in the Indian Valley area. Anglo settlers began arriving in the 1850s. The first house was built in Greenville in 1861, followed by a boarding house operated by Mr. and Mrs. Green. By 1871, the town had a church, a school, three general stores, two hotels and several other businesses including saloons and bawdy houses. A catastrophic fire in 1881 destroyed most of the buildings on the north side of Main Street and damaged many of those on the south side. It was the most destructive of several fires that burned through Greenville. Four structures dating from the 1860s and 1870s are still standing. Only a few buildings in downtown Greenville today are less than a half a century old. Several date from just after the major fires noted above. A number of the buildings presently standing were built during the 1930's.



Greenville Circa 1930



Greenville Circa 2007

In early 2007 Plumas Corporation contracted with Integrated Infrastructures to develop an implementation plan for the Greenville Streetscape Revitalization. The purpose of this plan is to provide merchants in Greenville with realistic recommendations on how to increase and improve the retail and commercial sector of Greenville while promoting business and job creation.



Executive Summary

Like many other rural communities, Greenville is challenged with a changing economic climate. It faces costly and necessary infrastructure upgrades and shrinking funding sources. It is evident that businesses and jobs are on the decline. As a result, both short and long term strategic planning and assessments of existing or potential resources are crucial. Despite these challenges the potential for Greenville is just as evident.

Many communities are moving towards Main Street revitalization efforts that help preserve the historic fabric of the community while stimulating growth for businesses, residents, and local governments alike. Increased visitor traffic and occupancy rates, expanded customer base, and higher property values are just a few of the positive results of revitalization projects. Traditional commercial districts are the ideal location for independent businesses, providing a stable economic foundation, as opposed to having a few large chains with no long term ties in the community. Increased accessibility to goods and services and more places to go for youth, families, and guests benefit the community while increasing sales and providing the opportunity for more local employment, giving young people the option of staying if they wish to. Improved quality of life and marketability of property will make recruiting new businesses and employees much easier.

Community input provided important recommendations and showed the commitment of Greenville residents to this process. Community members volunteered countless valuable hours in interviews, meetings, and a community design forum. During the course of this project a website was provided for both the dissemination of information and for community comments. This site is being transferred to the Indian Valley Chamber of Commerce at <http://www.indianvalley.net> and will continue to be a link with the community as this project continues. The core of this community involvement is the Steering Committee that was established to provide a bridge between Integrated Infrastructures and the community of Greenville. This committee is a critical part of this process, and will be a valuable asset as it continues its role of weaving together the community of Greenville and the various entities and agencies that will be involved in implementing the recommendations of this report. Technical recommendations were devised that drew from the input of a diverse group including business and property owners, private and public agencies, and residents to produce a meaningful and sustainable plan.

The portions of Greenville affected by the Greenville Streetscape and Revitalization plan are contained within two districts (see appended maps). The first district in this document is referred to as the Main Street District and includes the downtown area around the intersection of Main St. and Highway 89. The second district is referred to as the Crescent Street District. It runs along Highway 89 (also known as Crescent Street) on both sides of the Main Street District. These two districts are defined as a result of their architectural character and functional differences. Establishing these districts led to the community expressing the need for a much larger General Planning District for Greenville that includes the outlying residential areas and takes into consideration public transportation and the potential for links to areas outside these immediate districts.

Executive Recommendations

1. There is a limited amount of public open space in Greenville. Public open spaces serve as outdoor “rooms” for the community, spaces where the public meets and interacts on a daily basis, and spaces that “house” special events. The identity of Greenville can be reinforced by the addition of public space, both large and small, to this community.
 - Create a small pocket park at the intersection of Crescent Street and Ayoob Circle, to be known as the Triangle Park.
 - Encourage the addition of public open space in the master plan for the Indian Valley Community Services District (IVCSD) Civic Center on Main Street.
 - Install an information kiosk at the Post Office on Main Street.
 - Create a community garden in conjunction with completing the Community Center on Crescent Street.
 - Create a Veterans Memorial Park adjacent to the American Legion Hall on Pine Street.
2. Sidewalks encourage community interaction when they connect public buildings, businesses, residences and open spaces. Properly designed sidewalks increase foot-traffic for local businesses.
 - The condition of the existing sidewalks throughout Greenville is poor. Sidewalks should be replaced as soon as possible to provide a safe means of pedestrian travel through Greenville.
 - Existing sidewalks are not ADA accessible. All work replacing sidewalks in the community must comply with ADA requirements.
 - Sidewalks in the Main Street District are recommended to be widened to 10 to 12 feet wide to encourage pedestrian traffic in downtown.
 - Amenities such as planters and benches should be included in the design of sidewalks.
 - Sidewalks in other parts of Greenville should be a minimum of 3 to 4 feet wide.
 - Pedestrian access at the Crescent Street overpass at Wolf Creek should be provided.

- ADA accessibility is of primary concern, especially at crosswalks and transitions from sidewalks to the roadway.
 - Curbs, especially at street intersections, should be designed to accommodate pedestrian traffic.
3. The street system in Greenville, while not in as dire a condition as the sidewalks, still has problems that should be dealt with to create a more business and pedestrian friendly environment.
- Paving patterns, colors, and visual clues should be used at significant locations, such as major intersections, to define crosswalks.
 - Bicycle paths should be included in future street plans, connected to pedestrian paths throughout Greenville and Indian Valley.
 - Landscaped planters should be used to define significant areas of Greenville.
 - Surveys of the storm drainage systems should be completed prior to commencing additions or new work that is part of this system. Storm drainage systems should include provisions for interceptors to remove debris and contaminants from storm water runoff.
 - ADA accessible parking needs to be provided throughout Greenville.
 - While on-street parking should remain primary in the Main Street District, the possibility of an off-street parking lot for this district should also be explored.
 - Parking lots should include landscaping and measures to mitigate storm water flow and storm water pollution.
 - Unified directional and on site signs should be installed for significant buildings and public spaces.
4. Underground utilities in Greenville represent a significant portion of the utility infrastructure in Greenville. More of this infrastructure, specifically the electrical distribution system, should be placed underground.
- Install new street lighting that is energy efficient, self powered where possible, and visually conforming to the historic nature of Greenville.
 - Continue to place underground the electrical distribution system, telephone lines, TV cable and other possible utilities in Greenville, extending proposed undergrounding plans to include the designated Historic Area within Greenville.

- Continue implementing accessible underground utility systems (utility bundling) to facilitate repair and replacement of underground infrastructure and to allow the removal of all unsightly utility poles and wires.
 - Explore ways to support IVCS D in repairing the water distribution system, as this is a precedent to most of the work of this report.
5. Building type and facades are distinct within the two districts defined above. Site amenities and orientation are also distinct within the two districts.
- Implement planning tools within the districts to reinforce the visual character of Greenville. For example, parcel zoning in the Main Street District could be changed from C-2 to C-1. Also, mobile home designations should be removed from parcels.
 - Maintain and retain existing buildings.
 - Create visual guidelines for the two districts to ensure that new development is consistent with the character of Greenville.
 - Encourage both the structural and visual maintenance of existing buildings in Greenville, especially those structures that are historic in nature.
 - Encourage placing buildings on the State Historic Registry which would ensure their protection and preserve the historic fabric of Greenville.
6. Public street enhancements, such as benches, bus shelters, bike racks, and trash containers are conspicuously absent from Greenville. These amenities reinforce the visual aspect of the community, creating a space that encourages pedestrian interaction and increases the attractiveness of the community.
- Enforce local ordinances concerning litter and other debris.
 - Provide locally designed and fabricated trash containers to minimize litter throughout Greenville.
 - Install locally designed and fabricated benches throughout Main Street, and encourage their installation in the Crescent Street District.
 - Create visually attractive bus stops at strategic locations in town.
 - Install bicycle racks to encourage cycling.
 - Provide spreading street trees in the Main Street District to provide shade.
 - Provide planters to improve the visual appearance of Greenville.

- Provide tall trees along Crescent Street to enhance the highway through Greenville.
- Explore the possibility of incorporating cultural aspects and art into public space areas.
- Investigate possibilities for telephone and public restroom locations.
- Determine a possible location for banner support poles across Highway 89.

Finally, Greenville's Main Street District should be considered the historic core of the community. The buildings embody the community's past and its visual identity. Revitalization efforts should focus on preserving the individuality of the community, both for its own members and for visitors to the area.

A vital downtown will reduce the potential of sprawl by concentrating retail in one area and using community resources efficiently. The bottom line is that the commercial districts represent a large public and private investment that needs to be protected.

For local residences a healthy downtown will also help maintain property values in surrounding residential neighborhoods. Integrated Infrastructure strove to provide recommendations for a pedestrian friendly environment that enhances accessibility for the community while reducing reliance on auto dependent shopping. Consideration was also given to developing a downtown area that will enhance important civic events such as parades and celebrations to further reinforce the intangible sense of community that is essential for the long term quality of life in a community.

The Greenville Streetscape and Revitalization Plan provides the framework for such plans, allowing Greenville to preserve its heritage while keeping an eye toward the future.

The portions of Greenville affected by the Greenville Streetscape and Revitalization Plan are contained within two architecturally and functionally distinct districts (see appended maps). The first district in this document is referred to as the Main Street District. This district runs along Main Street from the Main Street Bridge southwest of the Cy Hall Museum, to past Bush Street northeast of the Indian Valley Civic Center and the Post Office. This district also includes the following adjacent areas: the portion of Ann Street from Main Street to west of Mill Street, Mill Street, Franklin Alley, Bidwell Street, Ayoob Circle, and Crescent Street from Main Street to east of Jessie Street.

The second district is referred to as the Crescent Street District in this document. This district is made up of two sections. The first section runs along Highway 89, also known as Crescent Street, from Humphrey Circle on the east to Jessie Street on the west, and the second section runs along Highway 89 from Mill Street to where Wolf Creek fronts the highway on the south side.

Main Street District

The Main Street District includes some of the oldest buildings in Greenville, some of which date back to the 1880s. This area of Greenville resembles an historically traditional downtown in that it is designed for pedestrian traffic and access to storefronts. The paved section of Main Street itself is very wide, ranging from 70 to 80 feet.

The majority of the buildings in this district are commercial in nature. Examples include a hardware store, a hotel, a pharmacy, restaurants, several antique stores, a clothing store, a gun shop, various office spaces, a mortuary, and an auto parts store. There is angled street parking along curbs in most of this district.

A few public buildings located at the periphery of the Main Street District include the Sheriff's station, the library, the fire hall, the post office, and the Indian Valley Civic Center. Also part of this district are the American Legion Hall and the Methodist Church, both located on Pine Street, along with the not yet completed Indian Valley Recreation and Park District's Community Center, which is located on Crescent Highway.

It is important to note that the only significant space in this district that is even semi-public is the front lawn at the Methodist Church. Additional outdoor open space has been proposed adjacent to the American Legion Hall on Pine Street and at the south side of the Indian Valley Civic Center. Neither of these proposals has yet proceeded into planning.

Crescent Street District

In contrast to the Main Street District, the Crescent Street District comprises more modern buildings which are set back from the highway, generally with off-street parking in front. This district is not as pedestrian friendly as the Main Street District, with sidewalks missing from many areas, and significantly greater traffic speed, owing in part to its role as the primary highway leading through the town. As Crescent Street is a California highway, maintenance and design of this road is under the jurisdiction of Caltrans; however significant local input can be made into the design of the areas adjacent to the roadway, such as sidewalks, medians and bulbouts.

The Crescent Street District includes commercial, residential, and civic buildings. Commercial uses include a gas station, a grocery store, antique stores, restaurants, and an auto repair shop. Also present in this district is the Greenville High School campus.

While open space exists at the Greenville High School Campus, this space is not always available to the public. However, a community garden proposed for the aforementioned community center will significantly increase this district's public space.

