

Executive Summary

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The Elk Grove Boulevard Conceptual Master Plan is bold enough to last many generations, yet practical enough to be implemented today. It provides an integrated framework of principles, design concepts, and solutions that are geared towards improving the economic vitality of Old Town without jeopardizing its unique character and history. The strategies in this document evolved out of a community-based process led by the Old Town Merchants' Association and the Sacramento County Transportation Division. This report reflects objectives defined by the community to preserve historic character while embracing the future.

Key Recommendations

The Conceptual Master Plan provides an overall set of recommendations for roadway infrastructure improvements to be undertaken by divisions of the County Public Works Agency. The plan is holistic in its approach to encompass all aspects of the Boulevard including land use, circulation, beautification, parking, architecture, and district management. A strong public and private partnership created this master plan, and that relationship will guarantee its success. This master plan lays the groundwork for amending the existing Special Planning Area (SPA), should this be desired by the community, and provides direction to the designers of construction projects that are currently funded through a variety of sources.

Community Involvement

Community input is the foundation for this master plan. Through public workshops and multiple meetings with subcommittees to the Old Town Merchants' Association, the consultant team gained valuable input into crafting this master plan. Sacramento County representatives carefully set the stage for a process that educated the public, gathered their input and synthesized solutions to a complex array of issues. Throughout the community process,

the power of public and private partnerships became evident. Collaboration was the essential ingredient for successfully tackling the public safety, transportation, and growth management concerns facing Old Town Elk Grove. Community members of the Old Town Merchants' Association formed subcommittees to focus on specific components of the master plan. These subcommittees, co-chaired by a consulting expert and a community chairperson, became the basis for evolving the master plan. The five subcommittees were:

- ▼ Community Vision and Urban Design
- ▼ Streetscape and Beautification
- ▼ Transportation Engineering and Circulation
- ▼ Architecture
- ▼ Finance and Business Development

Transportation Improvements

The comprehensive approach to the Conceptual Master Plan is credited with making this a successful endeavor. Revolutionizing the traditional process of treating Elk Grove Boulevard as simply a road to accommodate automobile traffic, Sacramento County Public Works Agency Transportation Division looked "outside the box" of conventional thinking and established a multi-disciplinary consultant team to tackle the complexities of this important roadway. Elk Grove Boulevard is the historic spine of a community that dates back to 1850, and fulfills the social and economic functions of "Main Street" Elk Grove. Improvements to this street were evaluated based upon its overall contribution to the neighborhood. The placement of parking, bike lanes, sidewalks, street trees, buildings, signage, and other amenities were viewed as one integral solution to the Boulevard. Through this process the community has gained trust in the County as a provider and they have gained a new vision for what their community can become. The County, in turn, learned about the key issues of the community related to needed infrastructure improvements.



OLD TOWN ELK GROVE BOULEVARD

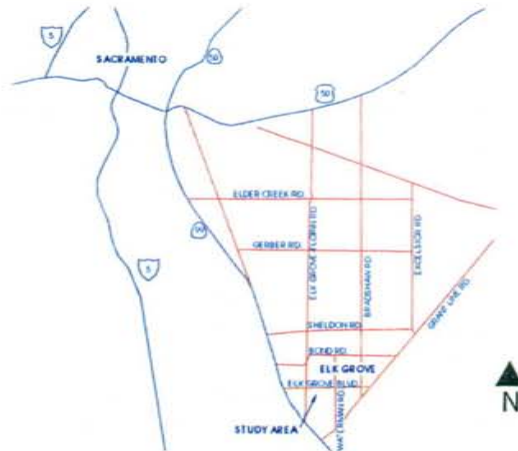


Southern Pacific Railroad Station, Elk Grove, 1940.

Urban Design and Land Use Planning

With the expertise of a multi-disciplinary team, the community was able to define Main Street Elk Grove for generations to come. The Conceptual Master Plan identifies catalyst opportunities throughout the district that will restore the historic character of Elk Grove and propel economic vitality:

- ▼ The rebuilding of the Historic Railroad Depot on its original site (at the southeast corner of the railroad crossing and Elk Grove Boulevard) - as a museum and information center.
- ▼ Creating Railroad Plaza (at the southeast corner of the railroad crossing and Elk Grove Boulevard) – where outdoor events such as concerts, plays, farmers’ markets and ice-skating can lure the community into Old Town.
- ▼ New modern commuter and light rail train stations.
- ▼ New community facilities such as meeting halls and performing arts centers.



- ▼ Location of future government office facilities.
- ▼ Mixed uses that are compatible with Old Town, blending residential, commercial, retail and public facilities in a pedestrian-friendly environment.

District Management

The master plan emphasizes the importance for a coordinated management plan and promotional program for Old Town Elk Grove. The plan calls for coordination between community organizations such as the Old Town Merchants’ Association, the Chamber of Commerce, the Historic Society and the Rotary to promote Old Town. Key provisions include:

- ▼ Cooperation between businesses, landowners, and residents to establish a balance for Old Town.
- ▼ Image and promotional efforts.
- ▼ Special events, such as the Western Festival Parade.
- ▼ Business and tenant recruitment.