



CITY OF ROSEVILLE

PLANNING and REDEVELOPMENT DEPARTMENT STAFF REPORT

PLANNING COMMISSION MEETING

AUGUST 25, 2005

Prepared by: Jan Shellito, Project Manager

## **ITEM V-A: DOWNTOWN ROSEVILLE VISIONING PROJECT II OVERVIEW**

### **SUMMARY RECOMMENDATION**

This item is informational only.

### **BACKGROUND**

The Central Roseville Revitalization Five-Year Strategy concluded in December 2004. Several outcomes were achieved as a result of implementing that strategy such as the Vernon Street Streetscape Project and renovation of the Tower Theater. In addition, several projects have carried over including the Riverside Gateway Project, the Historic Old Town Infrastructure and Streetscape Project, the Civic Plaza Project, and Washington Boulevard Pedestrian Improvement Project. While these projects are completed over the next eighteen months, staff will develop a new vision and implementation plan for downtown Roseville in partnership with the community. Community participation is important to continue to build on the success of the first strategy and ensure an on-going effort toward achieving a vibrant downtown. A project fact sheet is provided as attachment 1 for your reference.

#### Overview of the Work Program

A well-supported vision provides the basis for developing a strategic plan that will build upon the progress achieved in the downtown and allow for opportunities that:

- Promote further development and intensity.
- Enhance economic vitality through increased retail, office, and residential development.
- Increase amenities that attract residents and visitors such as dining, arts and events.

#### Project Location

A project map is provided on the backside of Attachment 1. The project area is 158 acres and includes Vernon Street/Atlantic Street between Folsom Road and Douglas Boulevard, Royer Park, Dry Creek, the Oak Street/Douglas Boulevard corridor, and Historic Old Town.

### **PROJECT GOALS**

In order for the DRVP II to be deemed a success, the vision must achieve the following three goals.

1. The vision must be developed through a community participation process building community and stakeholder support and include key goals to achieve the vision.
2. The vision and key goals must be consistent with the recommendations of the following:
  - Growth Management Visioning Committee
  - Economic Development Strategy
  - Royer Park/Dry Creek Placemaking Report
  - Roseville Blueprint Implementation Strategy

- Downtown Roseville Vision Project I – Riverside Gateway Project
3. The vision and key goals must serve as a catalyst for a reinvestment plan that identifies strategies to achieve the vision. The strategies may contemplate existing policy and recommend policy modifications including but not limited to:
- Parcel assemblage strategies
  - Land use and zoning changes
  - Parking strategies
  - Infrastructure capacity and delivery
  - Traffic circulation
  - Pedestrian circulation
  - Economic feasibility
  - CIP coordination
  - Financing strategies
  - Environmental review

### **PROJECT APPROACH and TIMELINE**

On July 6, 2005, the City Council/Redevelopment Agency approved the work program for the Downtown Roseville Visioning Project II (DRVPII). On July 8, the Redevelopment Agency received six proposals to complete the project. Subsequently, a nine-member panel interviewed three of the six consulting firms selecting RBF Urban Design Studio (RBF UDS) of Irvine, California. Staff will request the City Council award the project contract to RBF UDS in the amount of \$97,929.00 at their meeting on August 17, 2005.

RBF UDS has broad experience and success with a concentrated approach to developing the vision. Community input will be gathered over a three-day period, September 13 –15, including a project tour and interactive workshop. Once this information has been synthesized, RBF UDS will hold meetings with infill developers to gain their assessment of the opportunities for the downtown. The last steps will occur in October and include a basic market analysis for the project area, a community open house, and completion of the draft vision. The draft vision will be presented to the City’s commissions in November and the City Council/Redevelopment agency in December.

Staff will seek maximum participation by the community for this project targeting project area property owners and merchants, architects and engineers, potential developers, residents, the Chamber of Commerce, community based organizations, and city staff. City staff will promote the DRVP II with the intent of soliciting participants during the months of June, July and August. In order to complete this project, staff has identified a three-part approach as outlined below.

### **FISCAL IMPACT**

The contract amount for this project is \$97,929.00 jointly funded by the Redevelopment Agency in the amount of \$60,000 and the Planning and Redevelopment Department in the amount of \$37,929.00. Funding for the project has been budgeted in the Fiscal Year 2005-2006 budget.

**ENVIRONMENTAL REVIEW**

The DRVPII work program overview is not considered a “project” as defined by the California Environmental Quality Act (CEQA) (CEQA Guidelines §15378). Consequently no CEQA action is required.

**RECOMMENDATION**

This item is informational only. No action required.

**Attachments**

1. Project Fact Sheet/Project Site Map (double-sided)
2. Project Schedule

Respectfully submitted,

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Planning and Redevelopment