Riverside Avenue Streetscape

Planning & Redevelopment Department

Project Location

The project area encompasses the portion of Riverside Avenue and the adjacent alleyways that extends from Darling Way to Douglas Boulevard.

Project Goals

The purpose of the Riverside Avenue Streetscape/Infrastructure Improvement Project is to design and construct a new streetscape/landscape environment for Riverside Avenue. The project proposes to use landscaping, lighting, street furniture, signage, and infrastructure improvements to create a visually attractive, pedestrian friendly, ADA compliant area that will effectively fulfill the following functions:

- Meet the needs of businesses, customers, residents and developers.
- Provide an environment that will encourage new business and development opportunities.
- Solidify the identity of Riverside Avenue as a pedestrian oriented corridor.
- Provide a consistent design theme throughout the project area.

Project Description

As directed by the Riverside Steering Committee; a group of fifteen local residents, business owners, property owners, and City officials, the project is being designed to reflect many of the features already established in Downtown Roseville. Decorative streetlights, benches, and signage similar to those on Vernon Street will be used. Each end of the project area will be highlighted with a major design feature. In addition, new on-street parking configurations, improved pedestrian crossings, new curb/gutter and sidewalks, infrastructure improvements, and additional landscaping will contribute to improving the look, function, and feel of Riverside Avenue.

Proposed Riverside Avenue Streetscape

Project Funding

The $14 million project budget is being funded by a number of sources including the following:

- Redevelopment Tax Increment Bond Proceeds
- CMAQ Funds
- FTA Funds
- Tree Mitigation Funds
- Roseville Electric Department
- Environmental Utilities- Water
- Environmental Utilities- Sewer Rehab Program
- Public Works Department

Planning & Redevelopment
311 Vernon Street • Roseville, CA 95678 • 916-774-5271
www.roseville.ca.us/planning/redevelopment

CITY OF ROSEVILLE CALIFORNIA

Always Amazing.