GENERAL PLAN DESIGN GOALS AND POLICIES SUMMARY

Report Purpose

The purpose of this report is to provide the Community Design Visioning Committee with a summary of the goals and policies contained in the Land Use Element of the City's 2020 General Plan that are most applicable to the CDVC's discussion and scope. Staff has omitted other goals and policies that relate more to land use or other policy considerations that are outside the scope of review of the CDVC. The Goals and Policies can be found in their entirety in the Land Use Element of the General Plan.

Underlying Principles

There are a number of underlying principles that form the foundation for the goals and policies of the Land Use Element. These principles are based on input the City has received from its residents through various forums such as surveys, tasks forces, and committees. Some of the primary directing principles include the following:

- Promote and enhance Roseville's unique character and identity.

- Distinguish Roseville from adjacent communities through the quality of development and design, and the level of public services and facilities provided.

- Protect and enhance Oldtown/ Downtown and the City's established neighborhoods.

- Promote new development, which is an integrated and connected part of the City's land use pattern.

- Provide a variety of housing types and opportunities, including those for all income groups.

- Create a balanced land use pattern with an appropriate mix of uses to accommodate resident employment, service and social needs within the community.

- Promote a land use pattern that provides a high level of open space and recreational amenities and is sensitive to the natural environment.

- Create a land use mix and pattern which accommodates and promotes alternative transportation modes for ease of access and improved air quality.

- Proactively manage and plan for growth.

Goals and Policies Applicable to Community Design and Form

Land Use Element: Community Form Component

The Community Form Component of the General Plan is intended to go a step beyond the identification of land uses and the rules and regulations for their development. Goals and policies related to community form address the more intangible aspects of how a City is developed and defined.

The Community Form component identifies elements that will result in a certain development "character." As an example, the Land Use Designation, Definitions and Standards component identify basic principles for residential and non-residential land uses. The Community Form component goes farther by discussing the relationship between the uses such as policies that encourage pedestrian mobility (e.g. concentration of higher density uses, promotion of land uses that support a variety of transportation modes). Implementation of these concepts is focused upon crating a community characterized by pedestrian-scaled projects and design.

GOALS

Goal 4   Through the designation of special study areas and redevelopment efforts, the City of Roseville will promote the preservation, revitalization and enhancement of its business district and existing neighborhoods.

Goal 5   Design new development to be integrated, connected and related to existing development areas within the City.

Goal 6   Roseville will strive to be a balanced community with a reasonable mix of land uses, housing types and job opportunities.

POLICIES - GENERAL

Policy 1   Ensure high quality development in new and existing development areas as defined through specific plans, the development review process and community design guidelines.

Policy 2   Through both public and private efforts, develop clearly defined entries at major entrances into the City through the use of open space, landscaping, signage and other distinctive elements as a way of defining the City's boundaries and identity.

Policy 4   Promote a diversity of residential living options (e.g. density ranges, housing types, affordability ranges) while ensuring community compatibility and well-designed residential development.

Policy 6   Through development approvals and City programs (e.g. redevelopment, capital improvement program, parks and recreation programs, etc.) assure that all portions of the community are linked and integrated.

Land Use Element: Community Design Component

The General Plan recognizes that design influences the aesthetics, character, desirability and function of the community. Roseville, through its development review process, has long promoted quality design principles, which balance aesthetic and functional considerations, and attempt to integrate the natural and built environments.

The emphasis of the Community Design Component is on the development of a design framework that reflects the City's goal of high quality, community-wide design. To assist in achieving this goal, policies that address aesthetics and function, the integration of the built and the natural environments, art in public places, and community character have been developed and integrated into the Community Design Component of the General Plan. The application of these design principles are intended to establish an aesthetically pleasing city and a distinct community identity.

The primary implementation measure identified in the Community Design Component is the Community Design Guidelines. The guidelines provide detailed standards establishing common design elements and concepts that are used in the design and review of new development proposals in Roseville. The intent of the guidelines is to ensure consistent quality while supporting flexibility and the ability to provide unique solutions, which may fulfill the intended goals. Given the specific and constantly evolving nature of design guidelines, the Community Design Guidelines have been developed in compliance with, but as a separate implementing document to, the General Plan.

GOALS

Goal 1   Achieve a consistent level of high quality aesthetic and functional design through the development of, and adherence to, superior design concepts and principles as defined in the Community-wide Design Guidelines.

Goal 2   Encourage, promote and support the maintenance and expansion of a wide range of programs that serve to increase public understanding, appreciation and enjoyment of cultural and artistic forms, and the display of artistic expression in public spaces to contribute to the cultural experience and the sense of place and community.

Goal 3   Encourage the planning and building of a city which sensitively integrates open space and natural resources, and promotes compatibility within and between the natural and the urban environments.

Goal 4   Emphasize the preservation and enhancement of historically and culturally significant buildings, native oak trees, woodlands and other significant features, as a primary element in defining Roseville's community character.

POLICIES

Policy 1   Through the design review process, apply design standards that promote the use of high quality building materials, architectural and site designs, landscaping signage, and amenities.

Policy 2   Continue to develop and apply design standards that result in efficient site and building designs, pedestrian friendly projects that stimulate the use of alternative modes of transportation, and the establishment of a functional relationship between adjacent developments.

Policy 3   Encourage designs that strike a balance between the incorporation of aesthetic and development requirements, and the economic considerations associated with development.

Policy 4   Promote flexibility in the design review process to achieve design objectives, and encourage projects with innovative, unique and creative architectural style and design.

Policy 5   Encourage, promote and support art in public spaces and programs to enhance the design of the City.

Policy 6   Through the design review process, encourage site and building designs that are in scale and compatible with adjacent development with respect to height, bulk, form mass, and community character.

Policy 7   Encourage project designs that place a high priority and value on open space, and the preservation, enhancement and incorporation of natural resources and other features including consideration of topography, vegetation, wetlands, and water courses.

Policy 8   Encourage and promote the preservation of historic and/or unique, culturally and architecturally significant buildings, features and visual environments.

Policy 9   The location and preservation of native oak trees and oak woodlands shall be a primary factor in determining site design, building location, grading, construction and landscaping, and in establishing the character of projects through their use as a unifying element in both new an existing development.