

Project Overview

The City of Roseville is developing three specific plans titled the “Corridor Plans Project” for three of Roseville’s oldest commercial corridors:

- Atlantic Street
- Douglas Boulevard and Harding Boulevard
- Douglas Boulevard and Sunrise Avenue

Building upon the vision outlined in the City’s [Downtown Specific Plan](#), the Corridor Plans Project will reimagine these corridors,

establishing a vision for the future and appropriate development standards, regulatory incentives, and design standards. The

Specific Plans will include a community-based vision that respects the unique identity of each corridor and their surrounding communities. The plans’ overall objective is to encourage pedestrian-friendly design, public amenities, streetscape beautification, appropriate parking, access to transit, flexible and mixed uses and housing as future development is considered and occurs along these corridors.

The strategies, policies, and standards included in these plans will provide opportunities for mixed-use developments¹ to be built in walkable and bikeable environments with enhanced connectivity to adjacent neighborhoods and other destinations. Regulatory incentives are envisioned to include reduced standards for on-site parking, park in-lieu fees², and streamlined entitlement and development processes.



Workshop Overview

The first Corridor Plans virtual open house took place on Wednesday, June 9th, 2021. The goal of the workshop was to introduce the overall planning effort and provide a forum for community members to share their experiences, identify challenges they’ve experienced traveling through the corridor, opportunities to enhance the corridors and their aspirations for the three corridors. City of Roseville staff and project team members provided a general project overview and facilitated three group discussions to hear from community members. During the group discussion sessions, participants discussed the unique aspects that make these neighborhoods special, improvement ideas, what they would like to see preserved in the corridor neighborhoods and surrounding areas, and finally the participants worked with the City’s planning team to refine the Specific Plans’ Vision statements for each corridor. After the presentation and group discussions,

¹ Development is termed mixed-use when there is more than one use or purpose within a shared building or development area. Mixed-use projects may include any combination of housing, office, retail, medical, recreational, or commercial components.

² Parking in-lieu fees are generally used in larger cities and suburbs. They are often utilized if a defined area has sudden development growth or there are multiple establishments renovating their property. New developments are required to pay a fee into a designated fund, which then pays for one or more larger parking developments that serve the developments’ district in-lieu of having individual off-street parking requirements.

the virtual open house concluded with by providing participants with the project's next steps and the team shared the opportunity for participants to engage in a "virtual walking tour" activity to provide additional input starting at the conclusion of the open house and remaining available for a two-week period. To view this virtual open house's presentation slides and a recording of the open house, please visit the project website at roseville.ca.us/CorridorPlans.

Workshop Format

The workshop was designed to provide participants with an understanding of the planning effort, the purpose of the Specific Plans and to initiate a conversation and develop a shared understanding of the unique characteristics of each corridor and to develop a community-based vision for each plan. While more than 229 community members registered to participate, approximately 90 community members attended and participated in the workshop.

The workshop was organized into three sections:

1. Presentation of project introduction and summary of existing conditions;
2. An interactive group discussion to gather feedback from participants about their personal experiences on the corridor, unique aspects of each corridor, and aspirations for what they envision for the project; and
3. Presentation of project next steps including key project schedule milestones and details about the virtual walking tour.

For the interactive breakout group activity, all participants and project team members were split into three groups – each one focused on a different commercial corridor. City staff provided a brief introduction of the corridor, and project team members facilitated a **community values exercise** utilizing a digital collaboration tool. The tool allowed participants to see comments from others in the group, respond to what they heard during the presentation, and add new information to the discussion. The three breakout groups comprised of 20-30 participants each. Facilitators initiating the discussion by asking the following four questions during the 40-minute exercise:

- What do you love about your neighborhood? What would you like to see preserved?
- What are some of the unique aspects of your neighborhood that make it special?
- What could be improved upon?
- Where do you see some potential challenges?

Following the community values exercise, City staff presented a **draft vision statement** for the corridor being discussed and refined that draft vision statement to reflect key feedback they heard during the previous exercise. Participants had a 10-minute discussion to add any additional thoughts and feedback that they thought should be considered for inclusion in the draft statement.

Summary of Community Discussions

The following provides a summary of key themes that emerged during the workshop, organized by group.

Group #1: Atlantic Street

What do you love about your neighborhood? What would you like to see preserved?



When asked about what they love and would like to see preserved in their neighborhood, participants shared that they appreciate the close proximity to green and natural landscapes with large trees. They agreed that the walkability and bikeability of their neighborhood should be preserved, as well as the historical homes and commercial properties that serve as landmarks for the area.

What are some of the unique aspects of your neighborhood that make it special?



Some participants stated that the historic character of Atlantic Street make it special and should be preserved as the corridor develops. Participants suggested this could be achieved through the adoption of a historic preservation program as well as a design requirement that new development should match the style of existing homes and buildings. Additionally, participants agreed that the corridor's natural environment and green spaces contribute to its unique character.

What could be improved upon?



When asked what could be improved upon along the Atlantic Street corridor, several participants suggested more mixed-use and denser development could enhance the experience for people who own businesses and/or work along the corridor and those who live within the adjacent neighborhoods. Participants also suggested that mixed-use development may enhance public safety because having residents living along the corridor would increase more legitimate activity outside of business hours. Lastly, participants mentioned that providing higher density housing may allow for more housing options for younger residents who can't or don't want to live in a single-family home and who want to live in a more walkable/bikeable community. Others commented that there is a need for more restaurants and entertainment venues for residents to visit. Some community members added that cars drive too fast, and that improvements such as wayfinding and educational signage, maintained landscapes, and wider sidewalks could help facilitate more walkability on the corridor.

Where do you see potential challenges?

Due to time constraints and additional time spent on the three other community values questions, this breakout group did not specifically answer the question around potential challenges. Some participants did mention, as part of the other discussion questions, that there is some unwanted activity taking place along the corridor. They added that an increase in other types of legitimate activity, along with mixed-use and more dense development, could help contribute to an improved corridor.

Draft vision statement exercise

The draft Atlantic Street corridor vision statement was presented as follows:

"Provide opportunities for reinvestment and neighborhood-serving businesses on Atlantic Street which strengthen the relationship between Vernon Street and Atlantic Street, encourage neighborhood-scale residential development of vacant and underused sites, and preserve the Dry Creek open space."

Key themes from the community values exercise helped inform the following changes, highlighted below, to the draft vision statement:

“Provide opportunities for reinvestment and neighborhood-serving businesses on Atlantic Street which strengthen the relationship between Vernon Street and Atlantic Street, encourage neighborhood-scale residential **and mixed-use development** of vacant and underused sites, **provide a pedestrian and bicycle-friendly environment with streetscape features that unify and enhance neighborhood identity**, and preserve the unique character of the community and preserve the Dry Creek open space.”

Group #2: Douglas Harding Boulevard

What do you love about your neighborhood? What would you like to see preserved?



When asked what they love about their neighborhood, participants in the Douglas Harding Boulevard group discussed the great local parks, small neighborhood stores, and mature trees that provide much-needed shade during the summer months. Some participants added that they appreciate the variety of housing types and retailers in the area. Others commented on the nearby bicycle path, slower car speeds, and proximity to downtown and parks should be preserved.

What are some of the unique aspects of your neighborhood that make it special?



Building upon the discussion around what they would like to see preserved on Douglas Harding Boulevard, participants shared about some of the neighborhood’s unique aspects. A large part of the group agreed that the slides at Lincoln Park serve as a unique and family-friendly amenity for the community. Many participants also shared that the adjacent bike path and close proximity to Dry Creek make the area special. Additionally, one participant shared that the Bethel Lutheran Church is an example of historic architecture, and another participant cited the old bank building as a historic landmark.

What could be improved upon?



When asked about what could be improved on Douglas Harding Boulevard, participants primarily focused on improvements that would make the corridor safer for people to walk, bike, and spend time on. A need for wider and connected sidewalks, bicycle lanes with physical barriers, and slower car traffic were all discussed multiple times. Some participants mentioned that there are empty buildings but excessive signage, and that there is a need for more community gathering spaces, community art by local artists, and denser planting to improve walkability and create a sense of place. Additionally, a couple participants shared that there is

inconsistent frontage for buildings along the corridor, and suggested that this be addressed as part of the specific plan.

Where do you see potential challenges?

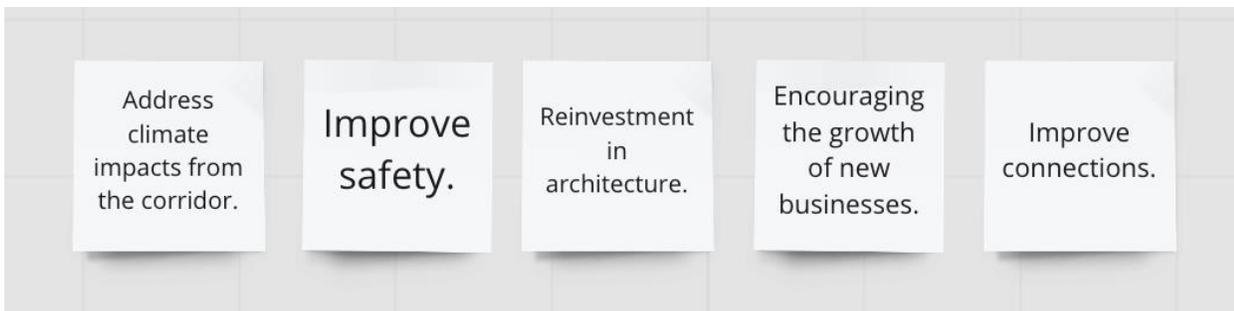


Participants discussed several potential challenges to implementing improvements along the Douglas Harding Boulevard corridor. These include excess traffic and traffic noise, as the corridor is close to the freeway and there is usually a high volume of traffic. A few participants shared that they anticipated this traffic would only increase as West Roseville continues to grow. Additionally, some participants noted that due to the corridor’s historic nature, most of the sidewalk infrastructure is older and most likely more expensive to repair or convert from concrete to greener spaces. One participant shared that they believed longtime business owners and residents might oppose change along the corridor. Others commented that they saw safety as the main barrier to improving walkability and bikeability along the corridor due to panhandlers and other activities.

Draft vision statement exercise

The draft Douglas Harding Boulevard corridor vision statement was presented as follows:

“Promote an inviting and vibrant mixed use neighborhood corridor that is sensitive to the unique characteristics of the surrounding neighborhoods, and where reinvestment and redevelopment provides a livable and desirable environment that promotes long-term community health and economic vitality.”



Overall, the group agreed that the draft vision statement included important key components, but could include more specific language to address potential challenges. Some participants suggested that a statement about improving safety and connections for pedestrians and bicyclists be added. Another participant suggested that the city add a sentence about addressing the corridor’s carbon footprint by decreasing auto-dependence through supporting infrastructure and improvements that make other modes of transportation – such as walking, biking, and transit – easier for community members to use. Other participants commented that there should be an added focus of encouraging new business growth and a reinvestment in architecture.

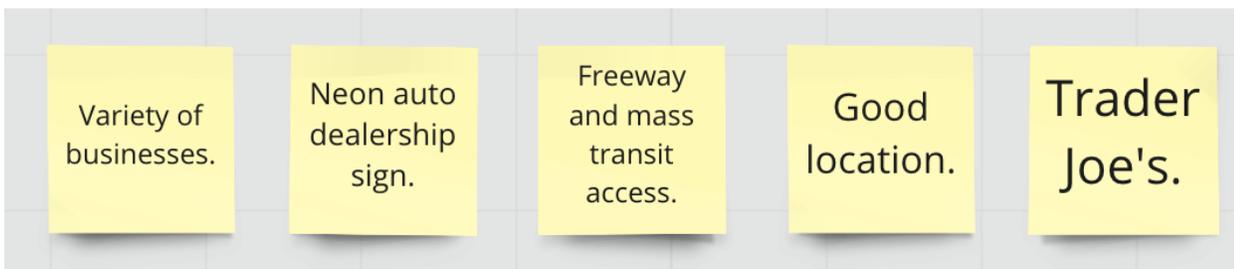
Group #3: Douglas Sunrise Avenue

What do you love about your neighborhood? What would you like to see preserved?



When asked what they love about the neighborhood surrounding Douglas Sunrise Avenue, many participants shared that they see the corridor as a busy and vibrant street with a variety of stores. Some participants added that these stores, along with the old car sale signs on the street, are reminiscent of their time spent growing up in Roseville. Participants also commented on the corridor’s central location and easy access to nearby highways. Additionally, participants shared that they would like to see the growth of bike routes preserved.

What are some of the unique aspects of your neighborhood that make it special?



When asked about the unique aspects of the Douglas-Sunrise Avenue neighborhoods, participants primarily discussed the variety of businesses in the area and the location. The corridor is located nearby the freeway as well as several bus stops.

What could be improved upon?



When asked about potential improvements for the Douglas Sunrise Avenue corridor, participants focused on the following key themes: improved infrastructure for pedestrians and bicyclists, more residential buildings, and placemaking and gateway elements such as landscaping and local art. Additionally, some participants mentioned that more outdoor seating, especially along biking and walking paths, should be installed.

Where do you see potential challenges?



Participants discussed potential challenges to improving the Douglas Sunrise Avenue corridor including heavy traffic and a lack of access to nearby schools. Some participants discussed safety concerns regarding unhoused neighbors in need of services, as well as potential parking impacts if new multifamily housing units are built. Other participants mentioned that they anticipate some pushback from existing residents in the area if denser housing is proposed for the corridor.

Draft vision statement discussion

The draft Douglas Sunrise Boulevard corridor vision statement was presented as follows:

“Create a unique character and identity for the plan area as a gateway to east Roseville, with an attractive and inviting streetscape that attracts high-quality reinvestment and redevelopment integrated with the surrounding community, and provides opportunities for mixed use.”

Key themes from the community values exercise helped inform the following changes, highlighted below, to the draft vision statement:

“Create a unique character and identity for the plan area as a gateway to east Roseville, with an attractive and inviting streetscape that **promotes multimodal connectivity**, attracts high-quality reinvestment and redevelopment integrated with the surrounding community, and provides opportunities for mixed use.”

Virtual Open House Notification

Below is a summary of the efforts to build awareness about the City of Roseville’s Corridor Plans Project and notify Roseville community members about the open house. Two-hundred and twenty-nine (229) community members registered for the virtual community open house.

The City of Roseville sent 9,000 direct mail postcards to nearby residents, property owners, and businesses around the three commercial corridors to notify them of the virtual open house.

Additionally, the City shared information about the virtual open house on the project website at www.roseville.ca.us/CorridorPlans. The City also sent email notifications to more than 35,000 residents and community members via e-mail newsletters and reminders, in addition to social media posts across Facebook, Instagram, NextDoor, and Twitter.

The Sacramento Business Journal published an article about the planning effort and virtual open house titled, “[Roseville rethinking commercial corridors to add housing, walkability.](#)”



Appendix

- Notification Flier
- Virtual Open House Presentation

Appendix



What's your vision for Roseville's commercial corridors?

Help the City develop plans to improve three of Roseville's older commercial areas:

1. Atlantic Street
2. Douglas Boulevard & Harding Boulevard
3. Douglas Boulevard & Sunrise Avenue

Join the conversation. Stop by a **virtual open house** to learn more and provide your input:

Wednesday, June 9
5:00–6:30 pm

Register online at
roseville.ca.us/CorridorPlans





**311 Vernon Street
Roseville, CA 95678**

Roseville Commercial Corridor Improvement Plans

The plans will reimagine possible future developments for each corridor to create vibrant and walkable streets with thriving businesses, community gathering places, and new housing options mixed with retail and office spaces.

Questions? Contact the project team:
CorridorPlans@roseville.ca.us

Learn more and subscribe to updates:
roseville.ca.us/CorridorPlans





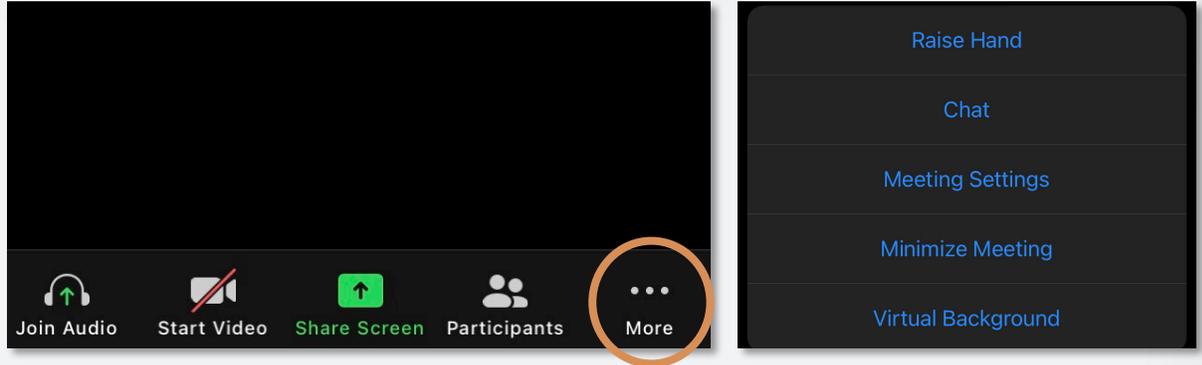
Commercial Corridor Plans Virtual Open House

Before we get started...

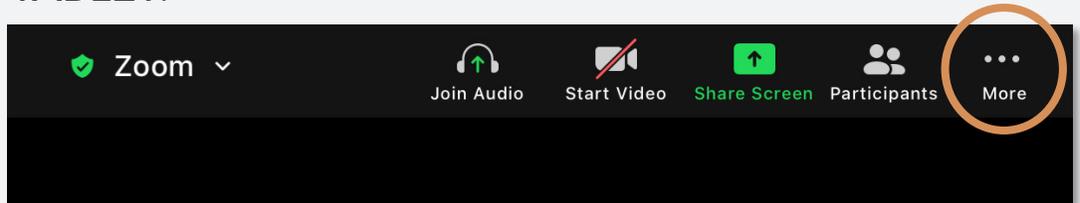
- Participants will remain muted during the presentation to limit background noise.
- Add any questions or comments to the chat box or use the “Raise Hand” function.
- If you’re calling in, press *9 to raise your hand. When we call on you and unmute you, then press *6 to begin speaking.
- After the meeting – feel free to email us with any questions / comments:

CorridorPlans@roseville.ca.us

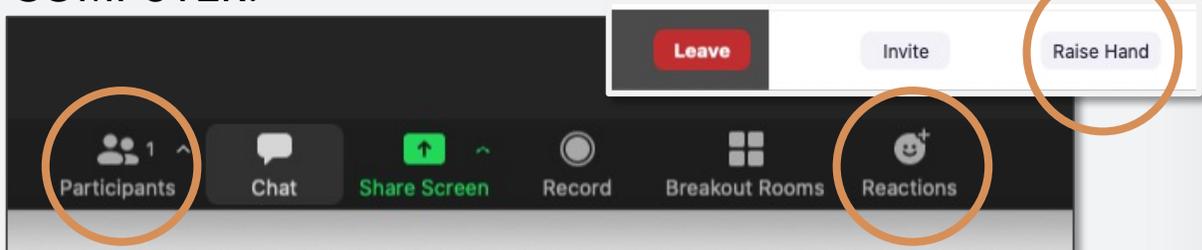
PHONE:



TABLET:



COMPUTER:



Meeting Orientation



- Introduce the Roseville Commercial Corridors Project
- Small group community values and visioning exercise
- Wrap up & next steps

roseville.ca.us/CorridorPlans

Today's Agenda

Question 1:

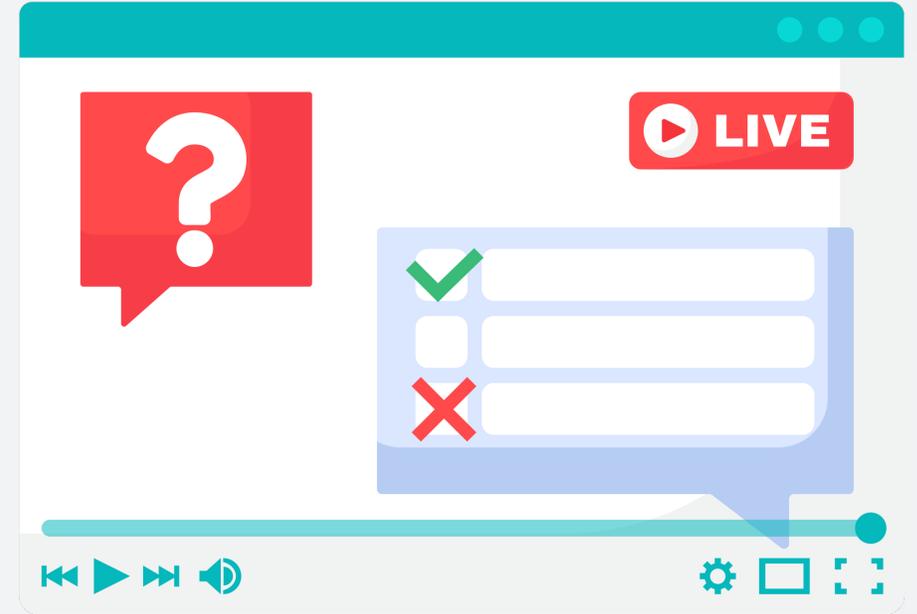
- Are you a resident near one of the three corridors?

Question 2:

- Which neighborhood do you live in?

Question 3:

- What is your primary interest in this planning effort?

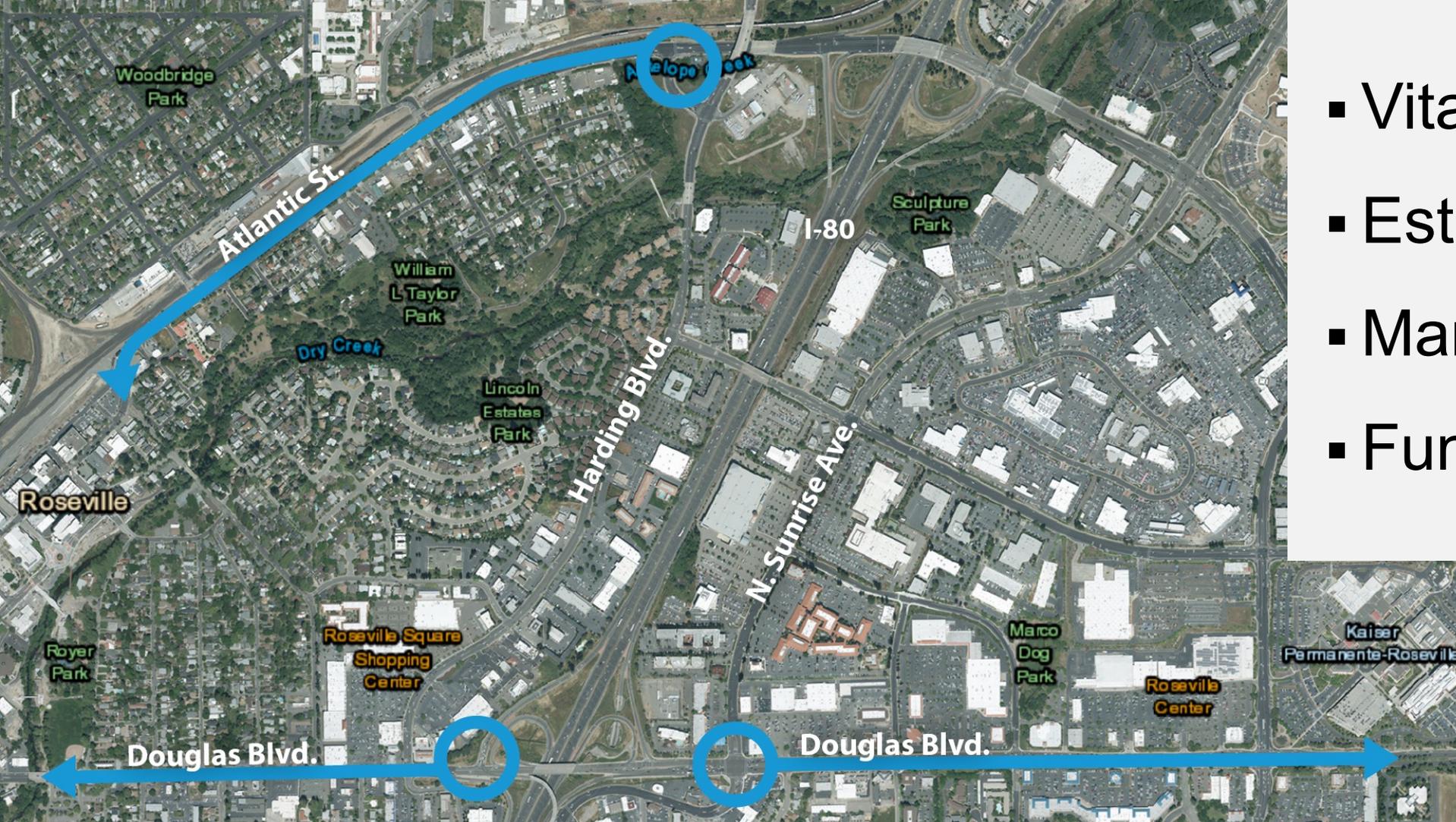


Live Poll Activity



Corridor Plans – An Introduction

Lauren Hocker, Senior Planner



- Vital connections
- Established areas
- Many opportunities
- Funding availability

Why Here, Why Now?



RIVERSIDE GATEWAY SPECIFIC PLAN



CITY OF ROSEVILLE, CALIFORNIA

ADOPTED MARCH 15, 2006
RESOLUTION # 06-129

Prepared for:
City of Roseville
Department of Planning and Redevelopment
311 Vernon Street
Roseville, California 95678

Contact:
Kevin Payne
Assistant Planning Director
916.774.5256

EDAW

What is a Specific Plan?

- Vision and goals
- Land use
- Design
- Streetscapes
- Procedures

Visioning

Concepts

Draft Plan

Final Plan



June 2021



Fall 2021



Winter 2021



Spring 2022

Outreach Process



Questions?