

... and Tomorrow



RIVERSIDE GATEWAY PROJECT

The **Riverside Gateway Project** will create a catalyst for redevelopment of the area. This will be accomplished through updating the land use pattern and eliminating development barriers that exist due to current zoning requirements and physical improvement constraints.

IMPROVEMENTS

Based on input from a stakeholder group of residents, business and property owners and appointed officials, the **Riverside Gateway Project** will implement the following strategies:

- **Parking Strategy**
- **Pedestrian friendly improvements and transit connections;**
- **Streetscape Enhancements;**
- **Utility Upgrades;**
- **An intense Land Use Strategy; and,**
- **Streamlining the development process**

LOCATION:

The **Riverside Gateway Project** is centrally located between Interstate 80 and the heart of Downtown Roseville. Riverside Avenue is easily accessible from Interstate 80 via both the Riverside Avenue and Douglas Boulevard off-ramps.

**Riverside Gateway
Moving Forward, *Today!***

FOR THE INVESTOR...

Streamlining the Development Process. The Plan accomplishes several streamlining goals that will allow for a quicker future development process.

- **Completed CEQA Analysis;**
- **Administrative Approvals;**
- **Pre-approved proto typical development plans.**

Utility Upgrades. A key component of the Plan is the upgrade of existing utilities. **The City plans on investing approximately \$6 million dollars in the utility infrastructure along Riverside Avenue.** All with the intent to support a more intense development pattern in this area.

Land Use Strategy. The land use strategy for this Plan takes on an innovative approach to land use in order to facilitate redevelopment. Key components of this strategy include:

- **Increase of maximum Floor Area Ratios;**
- **Land Use Additions** - Residential at 13-22 units per acre and Mixed Use development will be encouraged;
- **Opportunity Sites** encouraging redevelopment and further investment on Riverside Avenue.

Next Steps: *The following summarizes the next steps in the project schedule:*

- Complete Specific Plan, EIR and Design Guidelines - **December '05**
- Prepare Construction Documents – **Fall '05**
- Bid for Construction – **Spring '06**
- Construction start date – **Summer '06**

Construction completion date – **Summer '07**

For a copy of the Riverside Gateway Specific Plan work program and project information, please contact the City of Roseville
Planning & Redevelopment Dept.

Kevin Payne, Project Manager
Bill Aiken, Program Analyst
(916) 774-5276 * (916) 774-5129 FAX
planningdept@roseville.ca.us



Riverside Avenue Gateway to the *Heart of Roseville*

Yesterday,...



In 1864 Roseville, then known as Junction, became a whistle-stop for the Central Pacific Railroad. Riverside Avenue became a trail way to the railroad.

From 1926 through the 1950's, Riverside Avenue was part of America's Golden Highway connecting Atlantic City, New Jersey to San Francisco, CA .



Today,...



Riverside Avenue is used daily as Gateway access into the **Heart of Roseville**, now one of the fastest growing cities in the nation.



Riverside Gateway Project



Project Overview

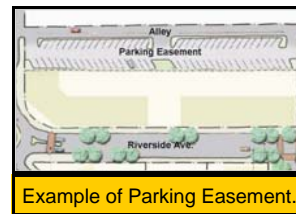
Parking Strategy. One of the main issues related to improving the character of Riverside Avenue and stimulating additional development and redevelopment is ensuring adequate parking in the area.

The parking strategy that has been developed consists of a combination of components, including maximizing both on-street parking as well as off-street parking options.

Following are the main components of the overall parking strategy:

- Maximize on-street parking, by minimizing curb-cuts on Riverside Ave.
- Developing diagonal parking on the side streets.
- Develop alley access rear loaded parking easements.
- Provide a central parking lot on Riverside Avenue.
- Reduce the on-site parking requirement for office, retail, and commercial service uses (1:500).
- Amend the parking requirements to allow off-site parking (such as on-street spaces in front of a business) to count towards meeting the overall parking requirement.

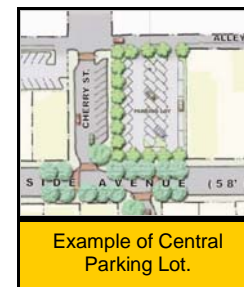
All these components combined can provide a significant increase in parking spaces in the plan area (Approximately 220 NEW spaces.)



Example of Parking Easement.



Example of Diagonal parking on a side street.



Example of Central Parking Lot.



Landscaped Bulbout



Enhancement of the Streetscape



Streetscape Plan

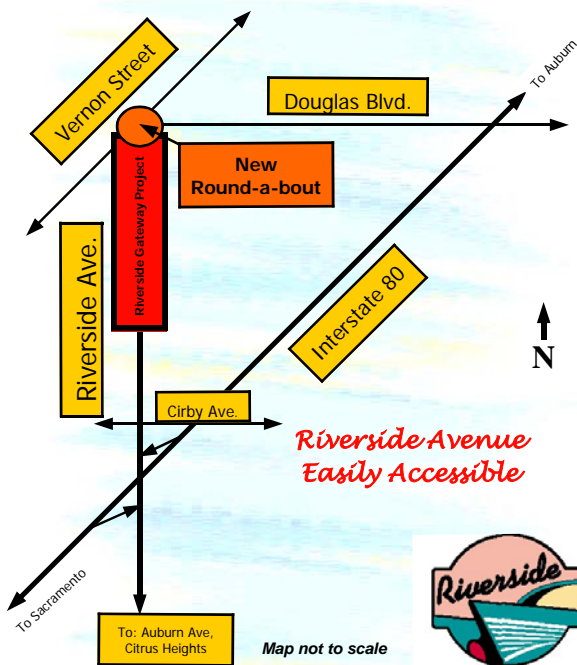
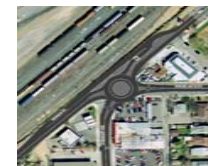
Streetscape enhancements

for Riverside Avenue are reflective of the community and will create an attractive, vibrant, comfortable, and pedestrian friendly environment. The proposed physical improvements are designed to help meet these goals, and include some of the following components: ***Banners, *Lighting, *Signage & Street Furniture, *Trees, *Landscaping. *Lighting in the Alleys, and a *Gateway Feature, including a landscaped median.**



Pedestrian Friendly Improvements.

The stakeholders in the plan have emphasized the importance of creating an environment on Riverside Avenue that is welcoming and safe for pedestrians. The improvements will include: ***Bulbouts, *Sidewalk replacement, *Delineated crosswalks and Intersection improvements,** including a ***Round-a-bout,** intended to slow traffic speeds and facilitate vehicular movement, creating a signature feature for the entrance to downtown.



Map not to scale