



CITY OF ROSEVILLE
PLANNING & REDEVELOPMENT STAFF REPORT
DESIGN REVIEW COMMITTEE May 18, 2006

Kevin Payne, Assistant Director and Jan Shellito, Manager
Planning and Redevelopment Department

ITEM III-A: Steering Committee Appointment – Downtown Vernon Street and Historic Old Town Specific Plan

REQUEST

Planning and Redevelopment staff requests that the Design Committee appoint a member to the steering committee for this important project.

SUMMARY RECOMMENDATION

The Design Committee is requested to appoint a member to the steering committee for the Downtown Vernon Street and Historic Old Town Specific Plan Project.

BACKGROUND

The Downtown Vernon Street and Historic Old Town Specific Plan Project is an outgrowth of the successful Downtown Visioning project that was completed and accepted by the City Council in January 2006. In February 2006, the City Council directed staff to develop a Specific Plan and Environmental Impact Report to implement the Downtown Vision. The Council approved the following guiding principles and components for the Specific Plan.

Guiding Principles

- Improve Connectivity
- Establish New Land Uses & Development Standards
- Create Themed Districts & Gateway Elements
- Enhance Public Places for Community Activity
- Promote Arts, Culture, Heritage, Entertainment, & Education through Programming and Physical Improvements

Specific Plan Components

- Land Use
- Housing
- Circulation
- Urban Design/Design Guidelines
- Infrastructure/Preliminary Engineering
- Economic Development
- Fiscal Analysis
- Financing Plan
- Implementation/Phasing Plan
- Entitlements as required based on the final scope of work such as General Plan Amendment, Rezones, sign ordinance amendments, etc.

Additional Components

- Parking and Transportation Management System
- Creek Maintenance & Flood Management Strategy
- Assessment for City Facilities
- Royer Park Master Plan Update
- Environmental Impact Report

Steering Committee Overview

The Downtown Vernon Street and Historic Old Town Specific Plan Project includes a community outreach component. Five meetings will be held to allow for the community's input and consensus on a final development alternative and key strategies for the project area. The committee will also attend a project orientation meeting in August. The tentative meeting schedule is as follows:

Week of August 28	Orientation Meeting
Week of September 11 (2 meetings)	Technical studies meeting 1 Technical studies meeting 2
Week of September 25	Project goals
Week of October 9	Project priorities
Week of October 23	Selection of preferred plan

The role of the steering committee will be to lead the community outreach; provide direction on the final development alternative and strategies for the Specific Plan; provide direction on the urban design components; make a recommendation to the Central Roseville Revitalization Committee on the final development alternative and strategies for the Specific Plan; and serve as a liaison for the project. Each meeting will take approximately two hours.

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Project Status

The consulting firm, Downtown Solutions, was selected by a project stakeholder committee to complete Downtown Vernon Street and Historic Old Town Specific Plan. Downtown Solutions has broad experience in the development of specific plans including the implementation of unique and specific measures to promote revitalization of downtowns. Downtown Solutions works exclusively in downtowns and is known for their ability to effectively work with the community to develop a plan that has strong support.

FISCAL IMPACT

The project is estimated to cost \$750,000 currently funded in part by the Planning and Redevelopment Department, the Redevelopment Agency, and Parks and Recreation Department in the amount of \$360,000. Staff will be requesting that the City Council approve a final scope of work and contract for the project including a budget adjustment for the balance of the project cost at their meeting on June 7, 2006.

ENVIRONMENTAL REVIEW

The Downtown Vernon Street and Historic Old Town Specific Plan project includes an Environmental Impact Report.

RECOMMENDATION

Appoint a member of the Design Committee to the steering committee for the Downtown Vernon Street and Historic Old Town Specific Plan project.