

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

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 its 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, along with beautified streetscapes, and placemaking designs. 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 second Corridor Plans virtual workshop took place on Thursday, February 10th, 2022. The goal of the workshop was to give an update of the overall planning effort, describe the proposed zone district and land use maps, describe conceptual streetscape improvement options, and provide a forum for community members to share their questions and concerns about the proposed changes, and provide feedback on the types of streetscape improvements that should be prioritized.

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.



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.

Workshop Format

The workshop was designed to provide participants with an update 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 develop a community-based vision for each plan. While more than 117 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 background info and prior outreach
2. Presentation and discussion of the land use plan and conceptual streetscape plan
3. Answer any questions and engage in a robust discussion about the corridors

Workshop Presentation

Project Overview

The workshop presentation began with Lauren Hocker, City of Roseville Planning Division Manager who welcomed everyone to the virtual workshop and gave background on the project and outreach so far. She explained that this workshop would be talking about the land use information that was published by the project team in December and potential streetscape improvements. Through this process, the project team will have the opportunity to prioritize improvements and encourage the revitalization of three of Roseville's older commercial corridors with vibrant and walkable streets, thriving businesses with retail and office spaces, community gathering places, and new housing options. The corridors focused on are Atlantic Street, Douglas Boulevard and Harding Boulevard, and Douglas Boulevard and Sunrise Avenue. Next Jessica Lynch, City of Roseville Associate Planner presented on why here and why now, explaining City Council made working on further commercial corridor revitalization plans one of the City's goals in the Strategic Plan.

Specific Plan

The next part of the presentation focused on explaining that part of the reason that the City sought and received state grant money is for planning just like this project. Noting to participants that this is a planning grant and not a construction grant. Ms. Lynch explained to participants what a Specific Plan is and how it relates to this project.

Using the analogy of a 10-year plan for your life she explained that while a 10-year plan is a development plan for your life, a Specific Plan is a literal development plan for a certain geographic area. Developing a Specific Plan follows a similar process, where you establish a vision and goals for the plan area, and then start developing things like a land-use plan and streetscape concepts that, if we're able to implement them as we envisioned through subsequent projects, we think will get us to our goals over the next decade or two. It also includes design standards for development and regulatory procedures. Finally it was explained that the project team established vision statements for each plan at our first community outreach meeting, so this meeting the project team was here to talk about land use and streetscapes.



Overview of Land Use and Existing and Proposed Zoning/Land Use

The presentation then moved to an overview of land use, discussing the maps that were published on the project website in December, which show the existing and proposed land use and zoning for each of the three corridor plans. She walked through the maps and explained the difference between land use maps and zoning maps.



Ms. Lynch explained when looking at the planning areas the project team noticed inconsistencies between land use and zoning, inconsistencies between the actual use and the land use or zoning, and the presence of outdated zones. The new proposed maps have tried to correct this and the participants were then walked through an example of the Douglas Boulevard and Park Drive zoning and land use maps. Finally, the

presentation reviewed existing and proposed land use and zoning examples finishing up this section of the presentation with permitted uses of zoning and land use in the area.

Overview of Streetscapes

Next, Ms. Hocker focused on an overview of streetscapes which included lighting design, landscaping, comfort, and overall mobility in environments around the project. In new growth areas, you have the room to decide exactly how wide the right-of-way – that is, the area owned by the City, which includes the sidewalk and landscaping on either side of the road – needs to be to create a good streetscape experience. Here, the right-of-way is already set, and in many cases, there are buildings and other private property improvements right up against the edge of that right-of-way. So the project team has to take a dual approach to this: examine the right-of-way areas and figure out what they can do within the existing public realm to improve the experience of the corridor and then also develop design guidelines for private realm commercial redevelopment projects. Over time, as the City identifies grants or other funding to make improvements, and as commercial properties along it are improved, the quality of the streetscape will go up. It's a long-range plan. Finally, streetscape opportunities were reviewed, and an example streetscape section was presented with a live poll to gauge which streetscape improvement options were considered the highest priorities before moving into a discussion of the presentation.



Community Discussion

Gladys Cornell from AIM Consulting facilitated the question-and-answer session for the workshop using the zoom chat box. The following is a rundown of questions and summarized and/or paraphrased answers from the project team.

Ms. Cornell: “We’ll start with asking why the city is choosing these particular corridors to look at to make some modifications in regard to the land use plan?”

- **Ms. Hocker:** These areas were selected partially because city council directed us to focus on some of our aging corridors as part of their strategic plan. The boundaries can be adjusted if we get feedback and enough reason to do that since we’re still early in the process. For Sunrise, Douglas, and Harding we are mainly trying to stay close to the corridor area but with Atlantic Street, there are several corrections. All the open space in the Atlantic Street Corridor is designated low density residential and shouldn’t be. It should be designated open space.

Ms. Cornell: “Why aren’t all the parcels that are targeted for high density residential proposed to be zoned as such?”

- **Ms. Hocker:** We have made sure anything that’s zoned R3 is going to have a high-density residential land use on it. If you’ve seen a place like that where that’s not true, we’d love for you to point that out to us.

Ms. Cornell: “Why should low density not be in the Atlantic corridor?”

- **Ms. Hocker:** The Atlantic Street corridor will still have low density. The creek itself will go to an open space destination – that should not be low density. Then the areas in the middle, we can keep that low-density residential if that’s what the consensus is. The zoning right now is R1 and we propose RS to make most of those lots conform to make it easier for people to do things like adding a porch or a shed. Again, we’re hoping to hear from the people.



Ms. Cornell: “Can you give some clarification on what R means?”

- **Ms. Hocker:** R stands for residential. R1, R2, and R3 are the city’s residential zones. R1 means 1 house per lot, R2 is duplexes and R3 is 3 or more units.

Ms. Cornell: “How much grant money is the city eligible to receive for moving in this direction?”

- **Ms. Hocker:** We got \$310,00 for the planning. When it comes to subsequent improvements, there are whole lot of grant opportunities.

Ms. Cornell: “The have been questions about newer developments and these more established neighborhoods and whether or not there’s a requirement to have medium and higher density in the newer developments as well as the establishment areas. They want to know why the brand-new houses get to stay low density but not the rest of the area.”

- **Ms. Hocker:** I think they’re talking about the East Street subdivision – that project, which was approved 4 years ago, is consistent with the land use. The subdivision map with larger parcels that conform to the R1 standards and are single-family.

Ms. Cornell: “The permitted use table shows that high-density residential (HDR) can be put in CC. The housing element targets some specific CC for HDR. Why not just zone it that way, to begin with?”

- **Ms. Hocker:** We're looking to increase flexibility rather than to decrease it by saying that you can only do one thing. So, by saying you can build multifamily homes in the commercial areas you have more opportunity.

Ms. Cornell: "We do have several participants that have expressed concern for having high density in their community. Do you want to talk a little about that?"

- **Ms. Hocker:** Well it does depend on where they're talking about. We will be putting together design guidelines and we will be communicating with folks about that. And one of the things that design guidelines can do is make sure that there are policies in place that say what the housing development project should look like. I know there are concerns on the parcel on South Harding Boulevard about directing traffic through the neighborhood. We can have design guidelines that state that traffic should be directed onto South Harding or other major roadways and pedestrian access should be granted into the neighborhoods. So, we have guidelines that can provide consistency with our vision on how the plan should look.

Ms. Cornell: "What is the city's position on SB 9 as it relates to this project and are they planning on pushing back against it?"

- **Ms. Hocker:** SB 9 became effective Jan 9 of this year, so it is passed legislation and what SB 9 says is that 2 residential units are allowed on every single-family lot (R1 or RS). That is the law, we need to be consistent with that.

Ms. Cornell: "How many of the 1,791 lower-income shortfall is targeted to be met within the corridor's project areas. Are developers shifting their obligations to the infill?"

- **Ms. Hocker:** We've been getting that question a lot and I think it's because everyone wants to make sure that the burden of getting those units is distributed evenly across the city. So we're looking to get more units distributed across multiple strategies.

Ms. Cornell: "Will the new expedited permitting process for these and other high-density developments be permitted over the counter, or will they allow for residents to participate in public hearings if this or other issues of concern arise?"

- **Ms. Hocker:** The plan is to have some amount of streamlining, similar to what's in the downtown specific plan that is what's called a minor design review permit. It does allow you to appeal and go to hearing. So, it's over the counter unless we receive a request for a hearing -- that's how the minor design review permit process works.

Ms. Cornell: "So we have another comment on SB 9 they say, 'I understand that SB 9 has passed and is now law, however, my understanding of this law is it oversteps state authority – my question is about the city council's position on SB 9 and do they plan on pushing back?'"

- **Ms. Hocker:** We are taking the SB 9 code amendment to city council this spring to bring them into alignment. The City of Roseville along with the league of cities and virtually every jurisdiction in California opposed this legislation at the time it was moving forward. We aren't looking at spending additional financial resources on pushing against this at this time but that's to my knowledge, I can't speak for city council.

Ms. Cornell: "What kind of offsets or incentives are developers given? For example, the subdivisions in west Roseville for creating high density in central Roseville?"

- **Ms. Hocker:** Often developers of infill properties like this are completely different from developers of vacant properties. They're completely different development firms and development arms because infill properties like this have a particular set of needs including getting financial backing and everything else so really there isn't an overlap in that way. The only incentives there will be for developers to build here or will be the process streamlining ones we're talking about. Other incentives depend on the development, not the developer.

Ms. Cornell: "How is the city going to handle the increased sewage load with the right capacity areas and water demands for the areas with low flows and pressures?"

- **Ms. Hocker:** So we do have technical studies that we are pursuing to make sure that we take care of that and identify whether or not there are any system improvements that need to be made to facilitate redevelopment in these areas.

Ms. Cornell: "Will there be foot access to Wayne Drive with the proposed project at the end of Harding Boulevard?"

- **Ms. Hocker:** We don't have a project proposed there. Right now, all we're looking at is the land use so we would allow multi-family housing on that commercial property. The person who owns that property will get to decide whether they want to pursue a commercial project, housing, or a mixed-use project.

Ms. Cornell: "What is the approval process, the next workshop, etc.?"

- **Ms. Hocker:** So, the next workshops will be held on the draft specific plans, that is after we release the draft specific plans in the summer. Then we would have workshops at planning commission and city council, rather than a virtual outreach event like this. We would make it a workshop not a hearing so that we can have these kinds of conversations with planning commission and city council. We will probably have other types of outreach between that and now.

Ms. Cornell: "How far into the future is it going to be until we see mock-ups or what plans are for various areas? How far into the future are we trying to look at here?"

- **Ms. Hocker:** A specific plan tends to be a 10 or 20 year long range plan and so like I said, when we're talking about redevelopment of a commercial property or development of a housing project that would be a private property owner coming forwards to us with an application and so that will be on their timeline rather than ours. We would hope though that over the next eight to ten years we would see some projects come forward because of this.

After reading comments from the chatbox, participants were given the option to unmute themselves and ask questions and give comments.

Craig: I want to say that several of the neighbors that I have spoken to in this area are extremely concerned in relation to what the impacts on car traffic will be as you make improvement to foot traffic?

- **Ms. Hocker:** We are not planning on getting rid of travel lanes to convert them into something else. We aren't looking at changes of that scale in these areas.

Craig: Have you done any traffic studies?

- There was a traffic study done as part of the Housing Element. We updated the entire citywide traffic model for all of the major intersections and roadways in the city, including all of the units from the Housing Element programs. The traffic study is available on the Housing Element website at www.roseville.ca.us/housingelement.

Craig: Out there in the west Roseville specific plan with all the subdivisions are those also being zoned R3 and a similar zoning?

- **Ms. Hocker:** All multi-family sites out in the specific plans are zoned R3, yes.

Ms Hocker: I did see a question pop up in the chat about why we are not looking at roadway engineering.

- **Ms. Hocker:** The answer is, that is a very complicated and long-term type of process. If anyone followed the Downtown Specific Plan, where they did a lot of that, that plan took more than five years. We are not looking to spend that time at this point. We are looking to do what we can to reinvigorate and revitalize these areas without taking away from anyone's existing beneficial experience of the existing design.

Ms. Cornell: Where can people find the Housing Element?

- **Ms. Hocker:** The web address for that is www.roseville.ca.us/housingelement.

After reading comments from the chatbox, participants were given the option to unmute themselves and ask questions and give comments.

Ms. Fuhrman: How much will infrastructure be updated, like sewer lines or signaling Nevada at Douglas?

- **Ms. Hocker:** We do have technical studies underway for water and sewer, but I can't speak specifically to the item of a traffic signal at Nevada.

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. One hundred seventeen (117) community members registered for the virtual community 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.

Appendix

- Notification Flier
- Virtual Open House Presentation



The flier features an illustration of a vibrant commercial street scene with people walking, pushing a stroller, and riding bicycles. Below the illustration, the text asks, "What's your vision for Roseville's commercial corridors?" and invites the community to a virtual workshop on Thursday, February 10th at 5:30 pm. A QR code is provided for registration. A map of Roseville shows three specific corridors: 1. Atlantic St, 2. Harding Blvd, and 3. Plumbus Ave. The text explains that the plans will reimagine future developments for each corridor, including vibrant streets, thriving businesses, community gathering places, and new housing options. The flier concludes with the website roseville.ca.us/CorridorPlans.

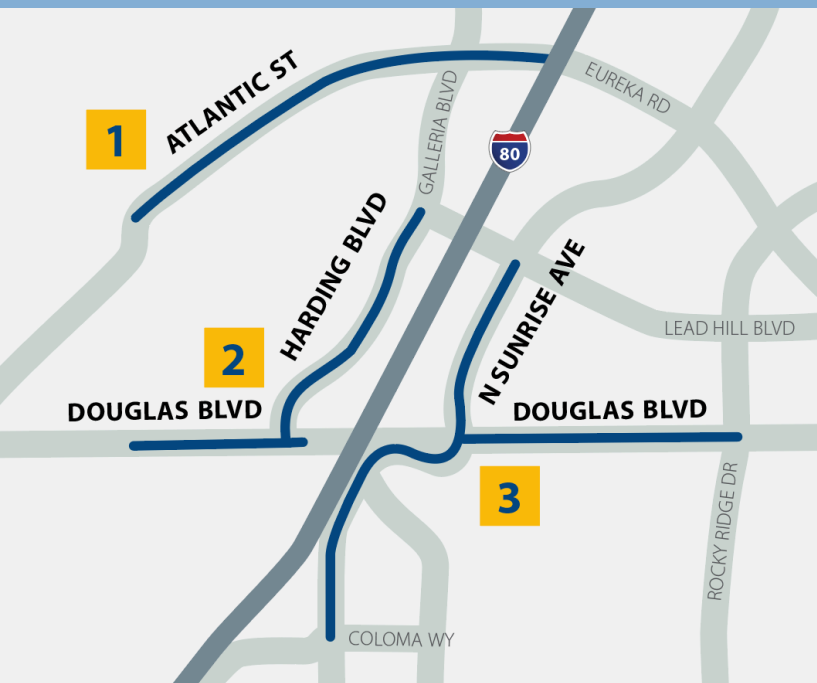
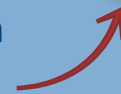


What's your vision for Roseville's commercial corridors?

Join The City of Roseville in a **virtual community workshop** on **Thursday February 10th at 5:30 pm** to learn about the Roseville Commercial Corridor Specific Plans and share feedback on the proposed changes to land use and streetscape options along the corridors.



Register for the meeting today via Zoom



Roseville Commercial Corridor Specific 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.



Learn more about the project at roseville.ca.us/CorridorPlans



Commercial Corridor Plans

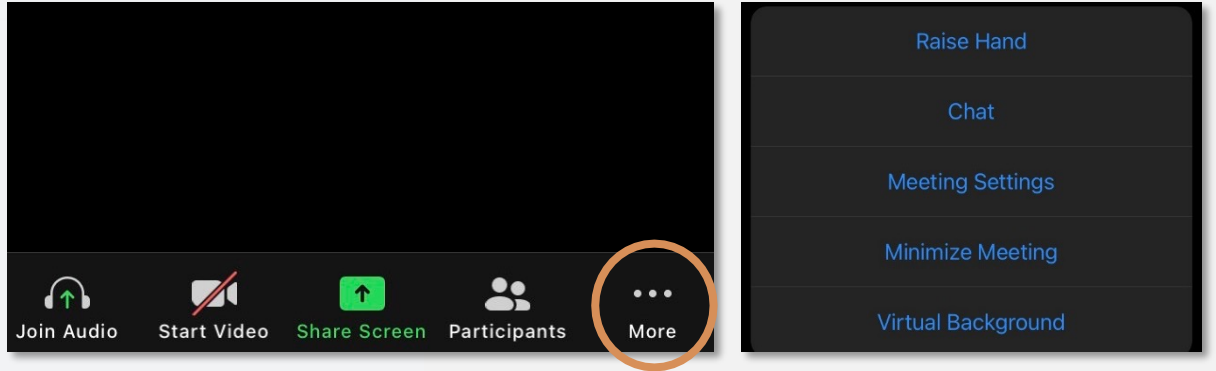
Virtual Open House

Before we get started...

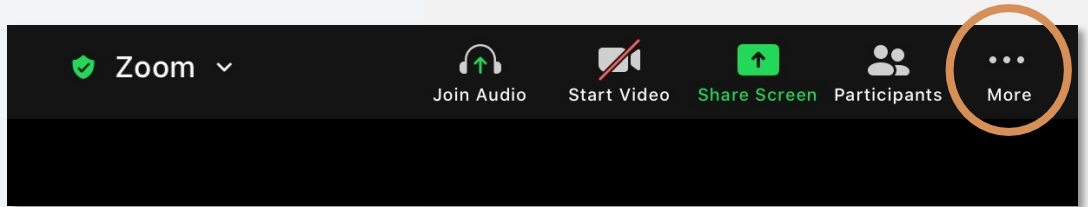
- Participants will remain muted during the presentation to limit background noise.
- Add any questions or comments to the chat box or use the “Raise Hand” function.
- If you’re calling in, press *9 to raise your hand. When we call on you and unmute you, then press *6 to begin speaking.
- After the meeting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

CorridorPlans@roseville.ca.us

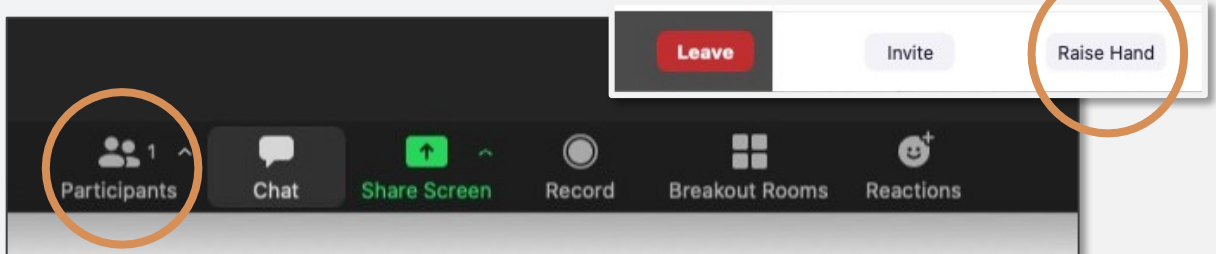
PHONE:



TABLET:



COMPUTER:



Meeting Orientation



- Introduce the Roseville Commercial Corridors Project
- Land Use and Streetscapes
- Questions
- Wrap up & Next Steps

roseville.ca.us/CorridorPlans

Today's Agenda

- Lauren Hocker, City of Roseville
- Jessica Lynch, City of Roseville
- Sean Morales, City of Roseville
- Shelby Maples, City of Roseville
- Christine Anderson, Mark Thomas
- Erik Smith, Mark Thomas
- Gladys Cornell, AIM
- Katie DeMaio, AIM
- Esme Santana, AIM



Project Team

Question 1:

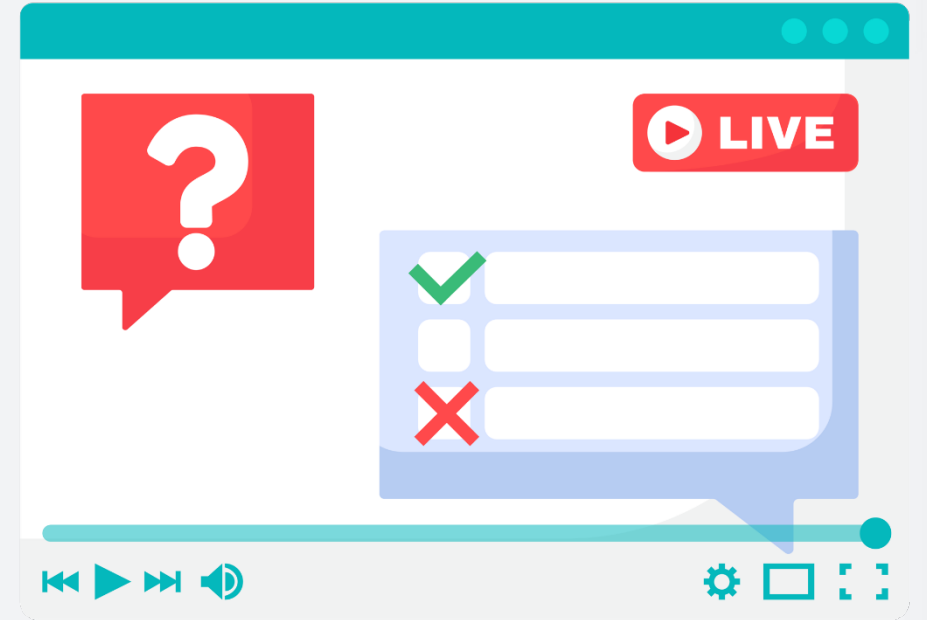
- Are you a resident near one of the three corridors?

Question 2:

- Which neighborhood do you live in?

Question 3:

- What is your primary interest in this planning effort?

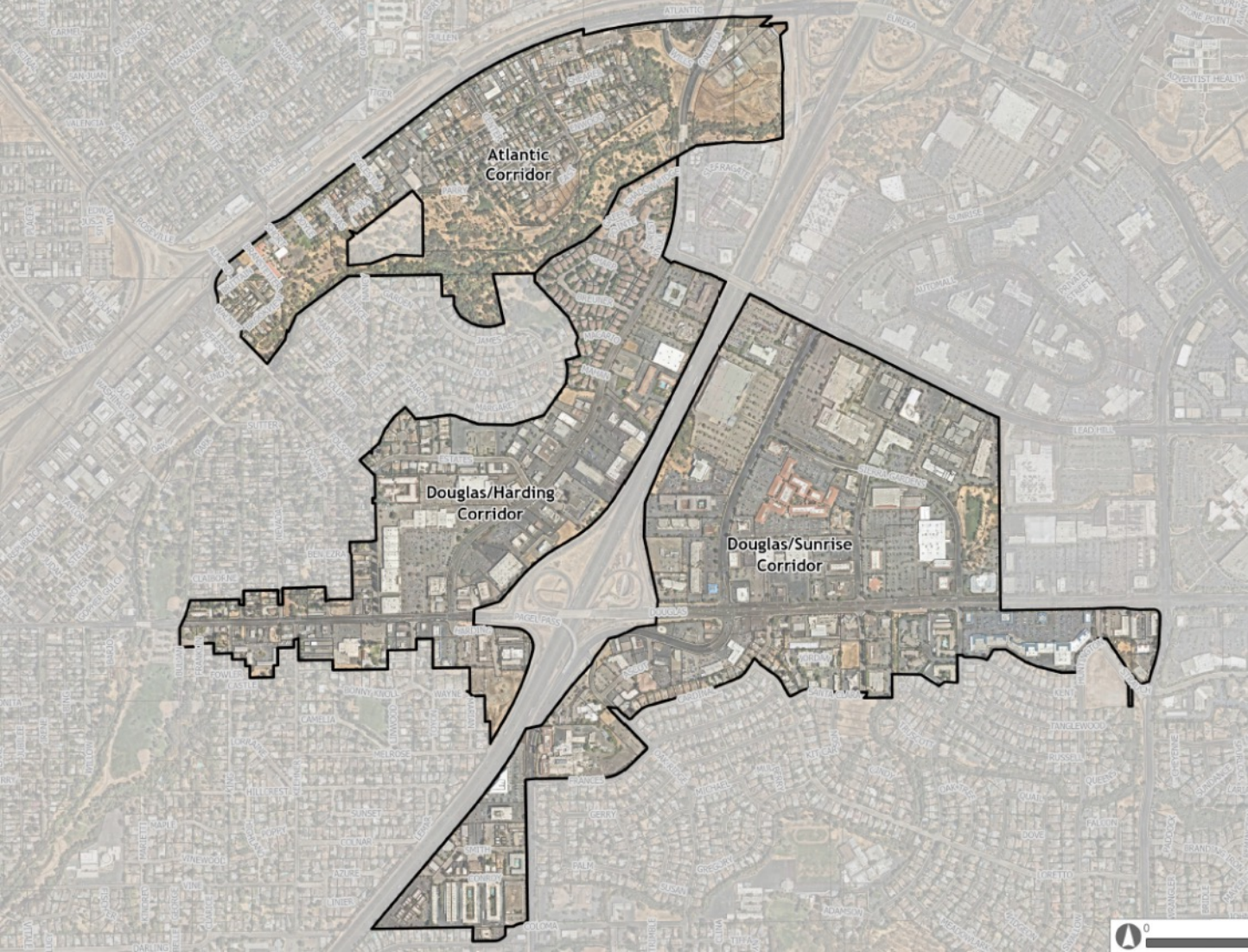


Live Poll Activity #1



Corridor Plans – Land Use and Streets

Lauren Hocker and Jessica Lynch



- 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?

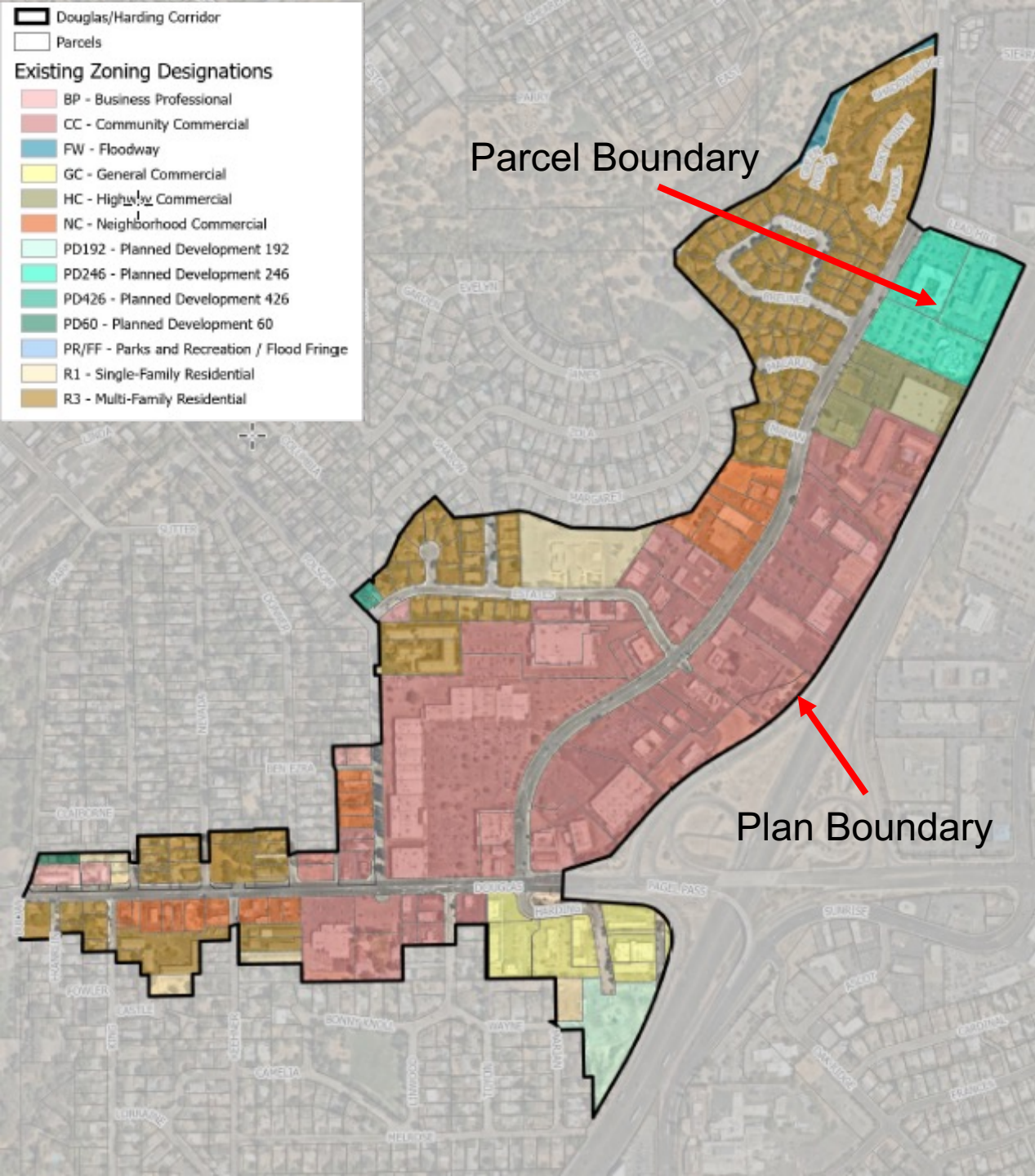
- Vision and goals
- Land use
- Design
- Streetscapes
- Procedures

Douglas/Harding Corridor

Parcels

Existing Zoning Designations

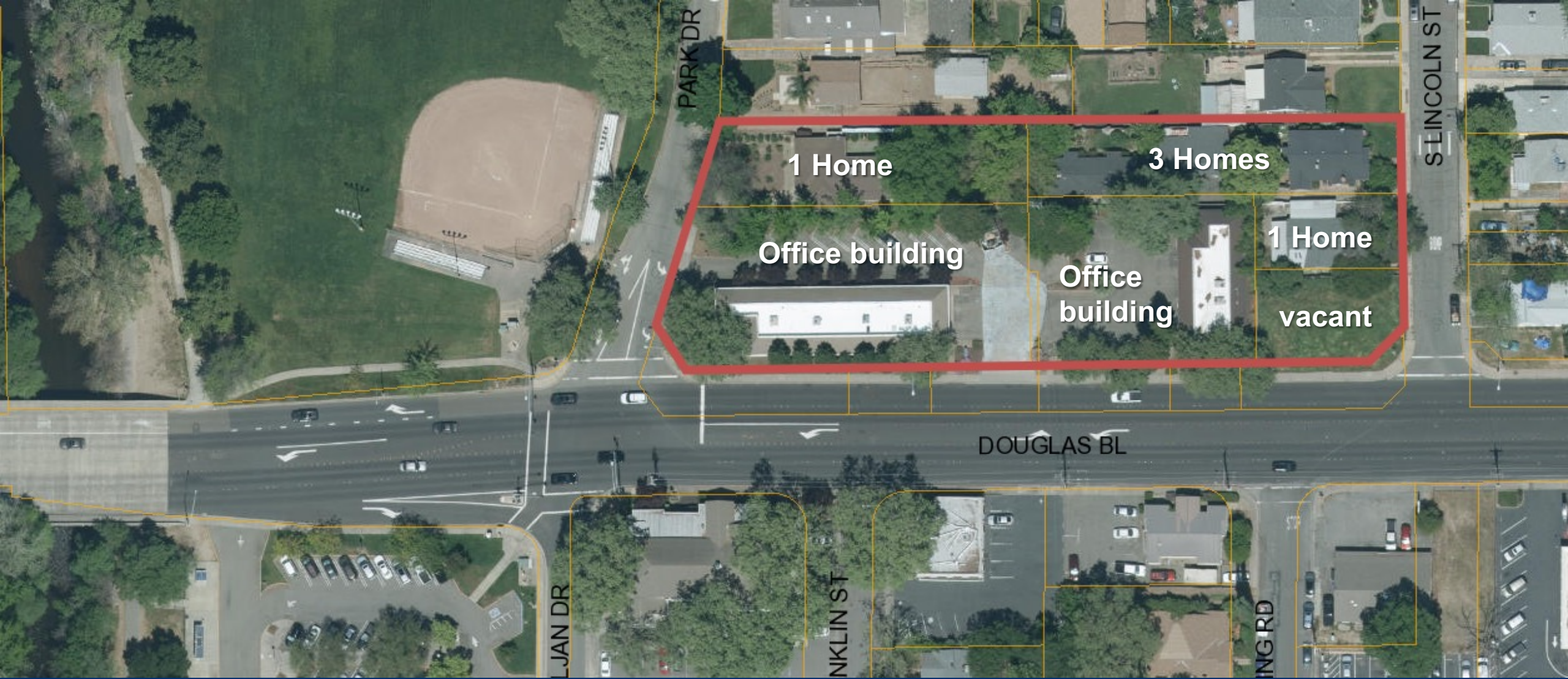
- BP - Business Professional
- CC - Community Commercial
- FW - Floodway
- GC - General Commercial
- HC - Highway Commercial
- NC - Neighborhood Commercial
- PD192 - Planned Development 192
- PD246 - Planned Development 246
- PD426 - Planned Development 426
- PD60 - Planned Development 60
- PR/FF - Parks and Recreation / Flood Fringe
- R1 - Single-Family Residential
- R3 - Multi-Family Residential



Land Use
Broad use categories

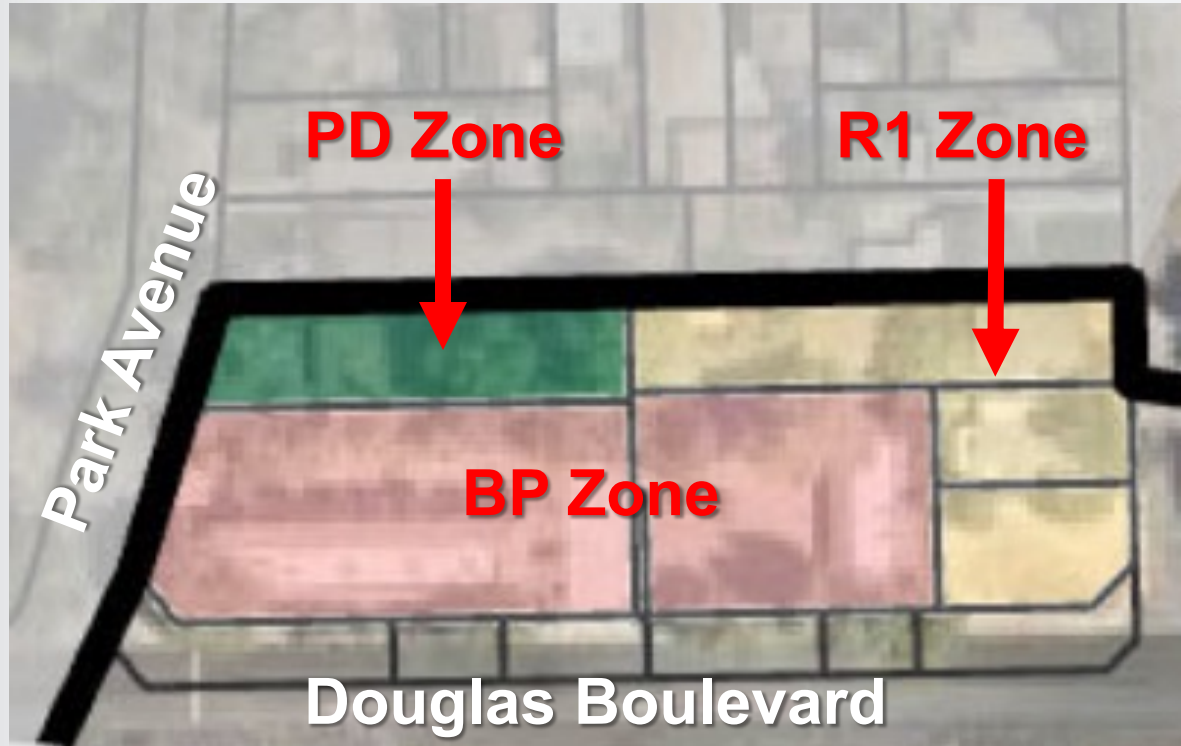
Zoning
Detailed use categories – implements land use

The land use and zone district should be “consistent”

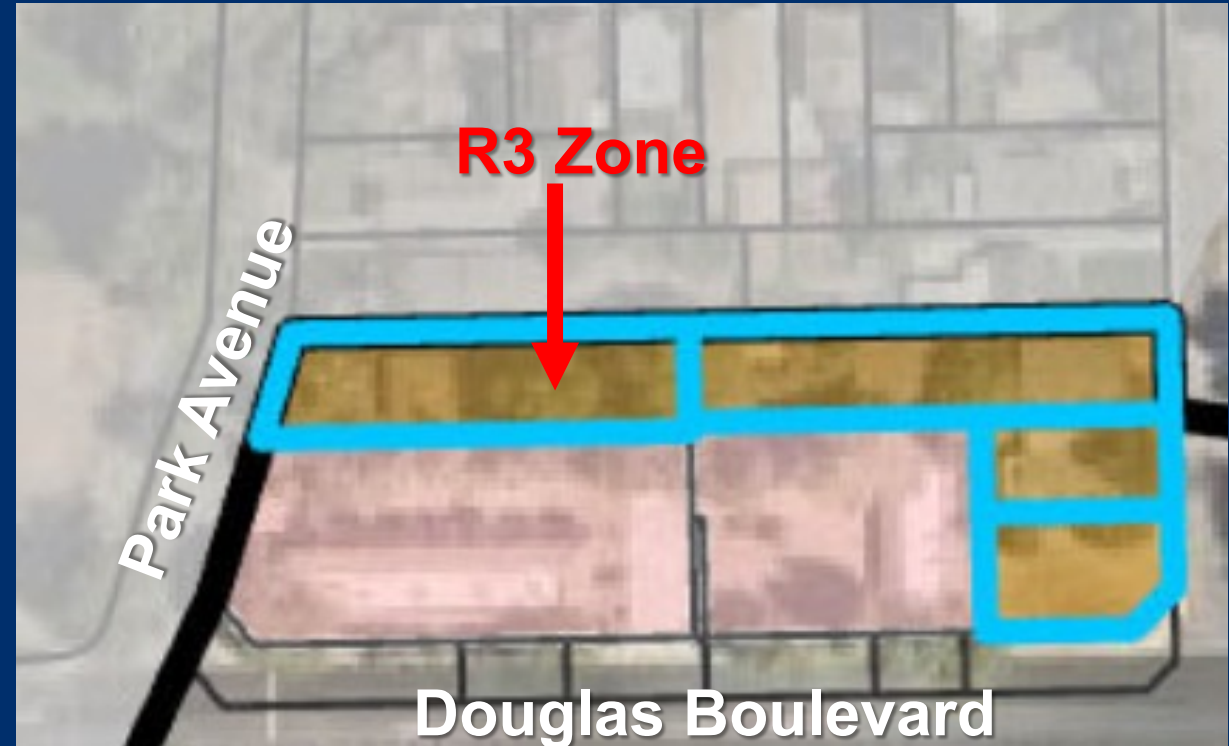


Douglas Boulevard and Park Drive

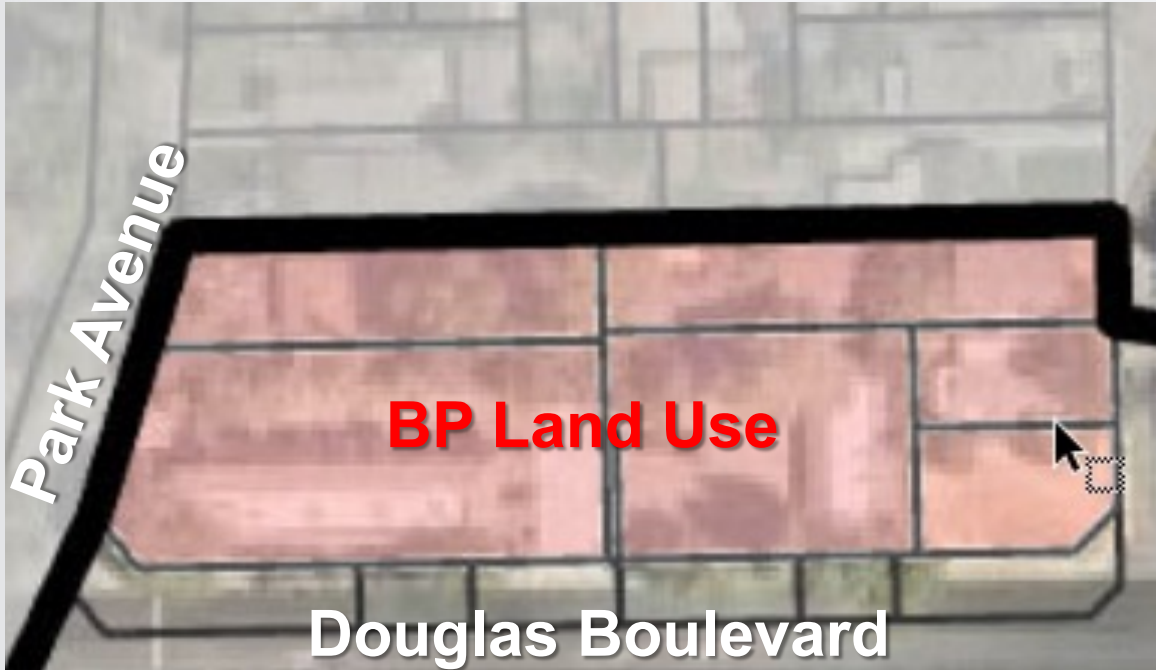
EXISTING ZONING



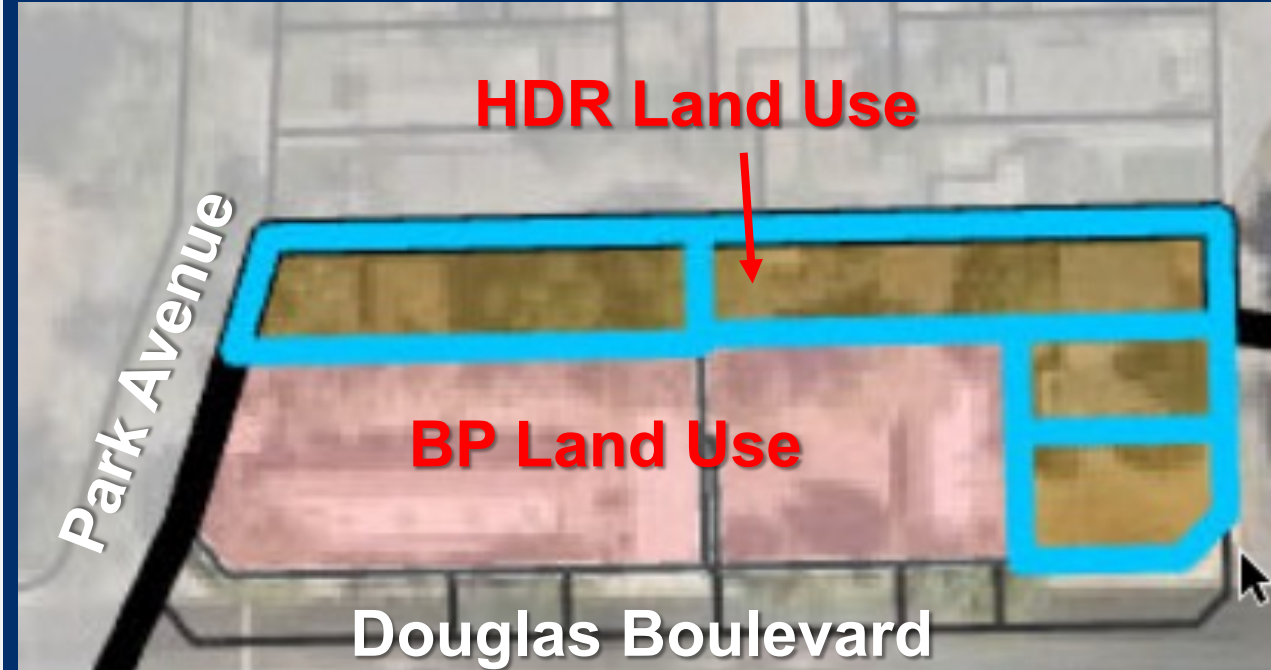
PROPOSED ZONING



EXISTING LAND USE



PROPOSED LAND USE





Permitted Uses

- Allow commercial uses the community has indicated are needed
- Allow residential in commercial zones





Questions?

You can also e-mail us at corridorplans@roseville.ca.us

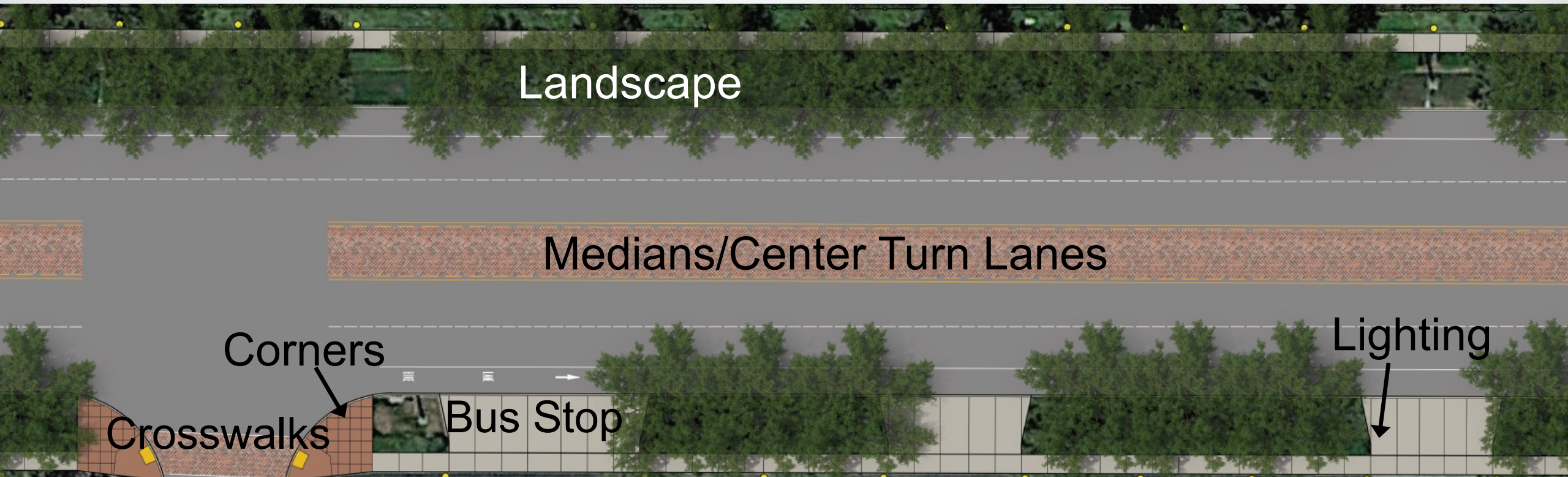


Streetscapes



Streetscape Opportunities

- Crosswalk/corner Enhancement
- Transit Stop Enhancement
- Landscape Enhancement
- Sidewalk Improvement
- Center Turn Lane/Raised Median Enhancement
- Pedestrian Lighting
- Wayfinding/Identity Signage
- Gateway Element



Example Streetscape Section



LIVE POLL #2

Question 1: Which two improvement types do you consider the highest priority?

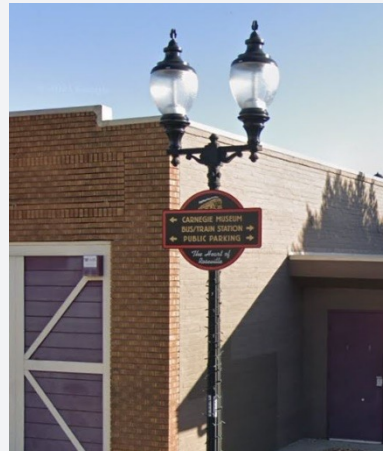
Crosswalk Enhancements



Median Enhancements



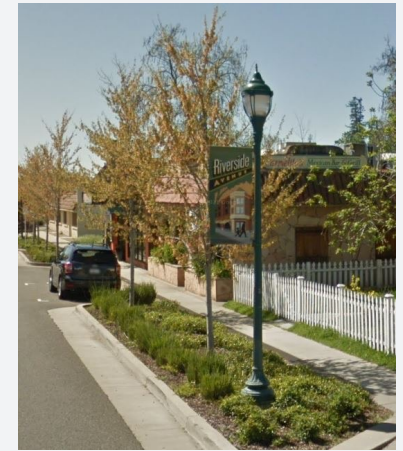
Decorative Lighting



Street Furniture



Landscaping



Live Poll Activity #2

Question 2: Which two gateway improvement types do you consider the highest priority?

Monument



Decorative Pavement



Art



Landscape Features



Signage



Landscaping



Live Poll Activity #2

Question 3: Would you like to have a public art program in the area?

- Yes
- No



Live Poll Activity #2

Question 4: Which kind of public art are you most interested in?

Murals



Sculptures



Art on
utilitarian
structures



Live Poll Activity #2



Questions?

You can also e-mail us at corridorplans@roseville.ca.us

Visioning

Concepts

Draft Plan

Final Plan



June 2021

Winter 2022

Summer 2022

Fall 2022

Next Steps

Stay In Touch:

Email: corridorplans@roseville.ca.us

Website: www.Roseville.ca.us/CorridorPlans

Social Media: Facebook, Twitter, Instagram and NextDoor

Thank You For Joining!