

6.1 Public Realm Design Guidelines

Intent: One of the overarching goals of this Specific Plan is to ensure that the Downtown is a vital place economically and physically. As currently vacant and/or underutilized properties begin to thrive, and as the Downtown adds new residents and businesses, attractive amenities will be needed to achieve the vision for a well-balanced urban environment. Improving the public realm supports the vision that Downtown can become a place where people want to shop, dine, and linger with their friends and family.

The physical aspects and condition of the public realm are essential for creating the desired image and identity for Downtown and to provide the backdrop for the design of infill buildings. Public realm improvements serve to improve an area's visual quality and act as an investment catalyst, that in turn will encourage private property owners and tenants to improve and upgrade their own businesses and properties. Public realm improvements help to generate pride of ownership for all Roseville residents and for visitors as the Downtown becomes a recreation, entertainment, and business destination.

Improvements to the public realm will be implemented over time and may occur as comprehensive street improvements or may be improved in phases as part of private redevelopment. Additionally, they may take the form of conditions of approval for future projects. Where no immediate private development is likely to occur, the City may undertake improvements and seek reimbursement from future development.

The Public Realm Design Guidelines for Downtown Vernon Street and Historic Old Town will discuss improvements to the public right-of-way (e.g., public open space, parks, plazas, paseos, streetscape furniture, landscaping, streetscape treatments for key streets, alleys, sidewalks and pedestrian improvements, lighting, public art, gateways, wayfinding signage, etc.). It is understood that past separate and unique streetscape programs have been implemented for both Historic Old Town and Vernon Street. This plan is not proposing significant departures from these designs. This chapter provides guidelines for new endeavors within the public realm.

The intent of this chapter is to ensure that the Downtown environment is appropriate, safe, attractive, and that the design guidelines create a downtown environment that reflects the desires of the Roseville community. The Downtown must be unified, visually attractive, holistic, and responsive to the existing infrastructure. It should build upon the existing assets instead of attempting to replicate a more suburban solution.



6.0 Public Realm Improvements

Purpose:

The purpose of the Public Realm Design Guidelines for the Downtown is to describe urban amenities and improvements to the public right-of-way that are appropriate in Downtown Roseville. The design guidelines identify public open space, parks, plazas, paseos, streetscape furniture, landscaping, streetscape treatments for key streets, alleys, sidewalks and pedestrian improvements, lighting, public art, gateways, wayfinding signage, and other unique public realm features within the Downtown whether it be in Historic Old Town or Vernon Street.

An explicit goal of these design guidelines is to balance the needs of the pedestrian with vehicular and bicycle traffic. The intent of this chapter is to suggest design oriented treatments that will ensure that the public realm urban design elements enhance public safety and comfort.

The guidelines in this chapter are intended to be used as a planning tool for public projects and to guide development conditions of approval for private projects. These guidelines contain concepts, illustrations, images, recommendations and design guidance that will aid in implementation of public area improvements.



6.2 Urban Design Themes

There are two overall urban design “themes” that apply to the project area. The two urban design themes taken together are summarized by the terms Heart and Soul. The two themes are described in general terms below:

- **Vernon Street - Roseville’s Civic Core**
The Vernon Street side of the project area is graced by three urban amenities – Dry Creek and two parks: Royer Park and Saugstad Park. There is a civic use focus in Vernon Street as the City Hall, Post Office, Library, and the Fire Station are all located on the Vernon side of the project area. There are two theaters – the Magic Theater and the Tower Theater and the Art Gallery. Vernon Street is family-oriented, is upscale, romantic, refined, relaxed, and serves as the “heart” of Roseville.
- **Historic Old Town - Entertainment District**
The Historic Old Town side of the project area will have a different feel. The streets are tighter, the urban fabric is denser, and the train depot and existing infrastructure allows for more creative housing and recreational opportunities. The focus is on creating a vibrant street environment with an active nightlife comprised of bars, nightclubs, and restaurants. The housing alternatives vary in price point (affordable housing products including single resident occupancy all the way through to higher end lofts and live/work), The Historic Old Town portion of Downtown is more cutting edge than it’s more refined and urbane counterpart.

While there are two distinct design areas within the Downtown, streetscape and public realm design elements will serve to unite them and help to create a holistic environment. In fact, streetscape elements will go a long way in ensuring that the public sees both Vernon Street and Historic Old Town as one Downtown.



6.0 Public Realm Improvements



Figure 6.1 Public open space and gathering areas like this amphitheater are essential to the success of the Downtown.



Pedestrian and bike trails connecting the parks in Downtown are important.

A series of gateways have been identified to further reinforce the idea that Downtown is a destination, and demarcates the Downtown as a special environment distinct from the rest of Roseville.

6.3 Public Gathering Areas

Careful design attention to public gathering areas including Royer Park, Saugstad Park, Town Square and Dry Creek is essential to the overall success of this Specific Plan. An explicit imperative and goal that emerged from the Visioning process for the project area was the desire to create connections between the parks, creek, and the downtown urban fabric. Creating urban greenspaces and refuse areas is imperative to a successful downtown environment as people desire a place to rest, relax, and gather with friends and family.

Unifying elements to all public gathering space areas will apply regardless of how large or small the project is (i.e., the landscape palette, light fixtures, furnishings, etc. will apply to the entire Downtown area).

The two parks (Royer Park and Saugstad Park) are discussed at length in Section 8.0 Parks and Recreation, in the Downtown Specific Plan. These public space amenities will carefully implement design features that will serve the entire community. An amphitheater in Dry Creek will house entertainment events (e.g., music concerts, plays, etc.). The parks will provide outdoor picnic opportunities and various forms of recreation. (Figure 6.1)

A new Town Square adjacent to City Hall will be the centerpiece for Downtown with both hardscape and softscape elements. Grant Street will become an important pedestrian oriented street and will provide necessary connectivity between the Art Gallery, Downtown shops and businesses, Dry Creek, and the two parks.



6.0 Public Realm Improvements

This section provides guidelines, not standards, that provide guidance and input into the planned public improvements. The guidelines build upon the Royer Park Master Plan and other City documents.

Privately owned parks and plazas that are an extension of private projects have their own set of guidelines (see Chapter 5 of the **Downtown Code**). However, there is a fair amount of overlap in the guidelines for both.

6.3.1 Plazas

Intent: Plaza spaces should be designed with flexibility for physical use and be designed to accommodate a range of desired activities (e.g., outdoor seating, entertainment venues, and festivals). A new plaza area or Town Square adjacent to the Civic Center will be the primary plaza area downtown.

Design Guidelines:

PR - 1 - Public space lighting should be low in height with a maximum height of 16 feet. Lighting in plazas should average two-foot candles and incorporate pedestrian oriented lights (e.g., light bollards, pole lights, wall-mounted lights, etc.). Ambient string lights in trees and uplighting of trees is encouraged.

PR - 2 - Plazas should have an articulated edge with buildings, benches, landscaping, or other elements where feasible to define the plaza and create comfortable space.

PR - 3 - Plaza edges that open to pedestrian through-traffic should be defined without impeding traffic flow with a planter or low seating wall, a pergola with vines, a water feature, a sculpture, or other design element. (Figure 6.2)



Parks should incorporate water features and places to sit and relax.



Figure 6.2 A pergola provides protection from the weather.



6.0 Public Realm Improvements



Figure 6.3 The edge of the plaza can provide an opportunity to transition from street parking to a unique water feature.



PR - 4 - Provide pedestrian amenities (e.g., seating, decorative lighting, planters, fountains, drinking fountains, distinctive paving, decorative tiles, public art, landscaping, bicycle racks, etc. Where appropriate, they should also incorporate focal points (e.g., architectural structures, sculptures, interactive water features, community fountains, wading pools, etc.). (Figure 6.3)

PR - 5 - Covered areas along the perimeter of plazas (i.e., a vine covered pergola) are strongly encouraged to provide protection from the elements.

PR - 6 - Soft landscaping and shade trees as well as hard surfaced areas should be incorporated into the overall plaza design. Color, form, and texture are integral elements of the design of these important public spaces.

6.3.2 Paseos

Intent: Paseos provide important linkages between public parking and the street environment, linkages between residential projects and adjacent streets and plazas/parks.

Design Guidelines:

PR - 7 - Provide pedestrian amenities (e.g., seating, decorative lighting, planters, fountains, drinking fountains, distinctive paving, decorative tiles, public art, landscaping, bicycle racks, etc.). Paseos should also incorporate focal points (e.g., architectural structures, sculptures, interactive water features, etc.).

PR - 8 - Paseos should be well lit and include directional signs.



6.0 Public Realm Improvements

Technical Guidelines:

PR - 9 - Outdoor dining is strongly encouraged in paseos. (Figure 6.4)

PR - 10- The design of a building should not present a blank face to the paseo, but should be as architecturally detailed as the front façade. (Figure 6.5)

PR - 11 - Paseos should be a minimum of eight feet wide, with a variety of widths to provide spaces for landscaping, benches, focal points, and water features.

PR - 12 - With the creation of new paseos, an appropriate on-going maintenance funding mechanism needs to be secured.



Figure 6.4 Outdoor dining is strongly encouraged in paseos



Figure 6.5 This paseo is inviting due to the high attention to architectural detail.



6.0 Public Realm Improvements

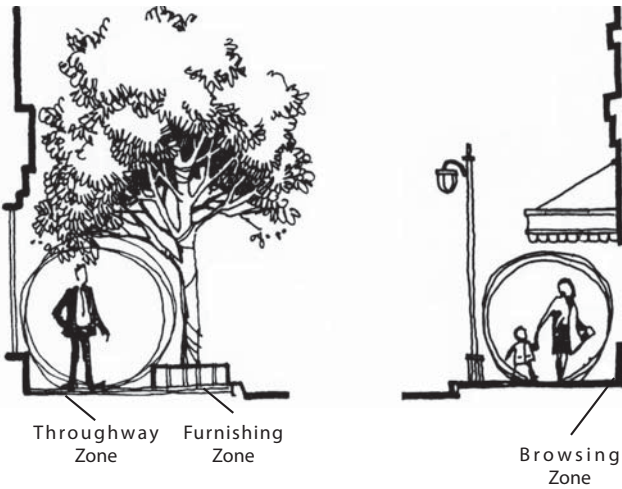


Figure 6.6 Public right-of-way zones



Figure 6.7 Examples of additional street furnishing that go a long way in setting the right tone and sending a message that Downtown Roseville is a great place for the pedestrian.

6.4 Streetscape Furniture

Street furnishings serve an aesthetic as well as utilitarian function and can enliven and provide variety to outdoor spaces used for public interaction. Street furniture includes all items placed within the public right-of-way as coordinated in a public streetscape enhancement project (e.g., benches, bus shelters, trash receptacles, plant containers, tree grates and guards, bicycle racks, bollards, kiosks, newspaper racks, fountains, etc.). (Figure 6.6)

Two street furniture palettes will be applied to the Downtown – one for the Historic Old Town, and another for Vernon that will make the design themes more tangible in each area. (See Exhibits 6.1 and 6.2)

Intent: Proper design and placement of street furnishings will reinforce a unified Downtown and the two Urban Design Themes (see Section 6.2), and create a lively and festive atmosphere. Where a bench and/or other street furnishing is sponsored by a group or donated by an individual, a small plaque may be attached to the seating to memorialize that donation or sponsorship. The following design guidelines should be considered when selecting and locating street furniture amenities.

Design Guidelines:

PR - 13 - The design and selection of street furniture should include considerations for the safety, security, comfort, and convenience of the user. Prior to final selection of street furniture, the Public Works and Parks Departments should review choices for durability of materials and ease of maintenance after installation.

Technical Guidelines:

PR - 14 - Street furniture should be located along street edge of sidewalk in the furnishings zone and maintain a clear width sufficient to accommodate pedestrian flows. (Figure 6.7)



6.0 Public Realm Improvements

- *To create a more organized and efficient use of sidewalk space, furnishings should be grouped together rather than scattered. Trash and recycling cans should be located near benches. A greater number and type of furnishings should be located in higher-use pedestrian traffic areas.*
- *Items should be securely anchored to the sidewalk, and a graffiti-resistant coating should be applied to street furniture elements to ensure a good longer-term appearance.*
- *Provisions to accommodate persons with disabilities should be incorporated into the design and location of furnishings. This includes a provision for space adjacent to walkways for wheelchair and/or stroller parking. A 48" clear zone shall be maintained.*

PR - 15 - Benches and receptacles. A six-foot bench, as well as trash and recycling receptacles, should be placed approximately every 100-feet in the Historic Old Town and approximately every 200 feet along Vernon Street, and should be clustered at transit stops and at intersections. Where public trash receptacles need replacing, they should be replaced with furnishings identified in this plan.

PR - 16 - Tree grates. The use of tree grates is required where street trees are proposed to be located in the sidewalk area. Tree grates should have a minimum width of three-feet. Tree grates provide more area for pedestrians on the sidewalk while reinforcing the desired urban character. Tree grates for the Downtown must comply with American Disability Act (ADA) regulations.

PR - 17 - Bike racks. Bike racks should be located near:

1. Transit stops,
2. Throughout commercial areas,
3. In parking lots,
4. Near the Civic Uses in Vernon Street area, and

5. Along Dry Creek and in the two parks.

Well placed and secure bike racks will encourage bicycle ridership and provide an attractive alternative to locking bicycles to trees and light poles. Along the main streets in the Downtown, bike racks are required at key locations on every block. The "U" shape style rack works well in an urban setting because it allows bikes to be parked parallel to the sidewalk, which keeps them out of the pedestrian zone of the sidewalk. It also is a preferred design by cyclists due to its functionality and ease of use.

PR - 18 - Bus shelters. Bus shelters and transit stops are a critical element for the Downtown circulation needs and are key facilities to transporting people to and around the Downtown area. Bus shelters should be conveniently located near parking areas, and civic uses, and public facilities through coordination with the City Transit Manager.

Bus shelters and stops are located throughout the Downtown and they need a unifying, clean and uncluttered appearance. Transit stops should provide benches, lighting, and a roof for the comfort of passengers waiting for their transit vehicle and should take the needs of disabled users into consideration. Bus shelters should be designed to be consistent with the design themes of the Downtown.



6.0 Public Realm Improvements

Exhibit 6.1 - Street furniture palette Old Town District



Bench - Victor Stanley
Classic Series 138
Black Powdercoat



Table + Chairs - Victor Stanley
Production Series
PRST-36R & PRSCA-8
Black Powdercoat



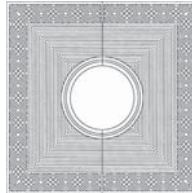
Trash Receptacle - Landscape Forms
Scarborough Series, Flat Strap
Grotto Powdercoat



Bike Rack - Creative Pipe
Figure H Rack FH-2 with Custom Laser Cut Logo
Black Powdercoat



Lighting - Antique Street Lamps, Inc.
paseo lighting street light paseo sign pole
Black Powdercoat



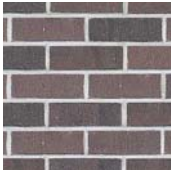
Tree Grate - South Bay Foundry
Model CNK D04 Series
Black Powdercoat



Planter Pot - Longshadow International Collection
Natural Limestone
LS9278 Color LS-0009



Truncated Dome Paver Pacific Clay
Brown Flashed Color



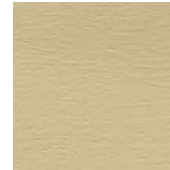
Brick Edging Paver HC Muddox
Split Brick Paver
Sierra Slate Color



Colored/Stamped Concrete (type 1) L.M. Scofield
Lithotex Pavecrafters (brick running bond pattern)
Chromix Admixture
Color C-27 Westwood Brown



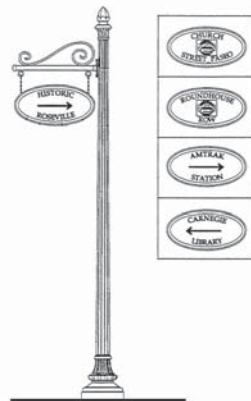
Colored Concrete (type 2) L.M. Scofield
Lithochrome Chemstain
Color CS-15 Antique Amber



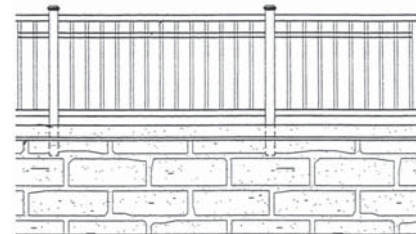
Colored/Stamped Concrete (type 3) L.M. Scofield
Bromite Bomacron (random slate pattern)
Chromix Admixture
Color C-12 Mesa Beige



Median Monument



Paseo Sign



6' High Security Fence with Stemwall



Wayfinding Signage
Green Powdercoat



Trash Receptacle -
Landscape Forms
Scarborough Series, Flat Strap
Green Powdercoat



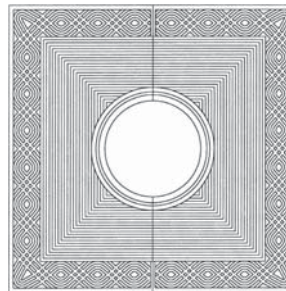
Crosswalk Treatment



Planter Pot - Longshadow
International Collection
Natural Limestone
LS9278 Color LS-0009



Bike Rack - Creative Pipe
Figure H Rack FH-2 with
Custom Laser Cut Logo
Black Powdercoat



Tree Grate - South Bay Foundry
Model CNK D04 Series
Black Powdercoat



Street Light
Head - HADCO
R33BBNN1JGBG150SE
Pole + Base - VISCO
B17-F/12-3"x3"
Green Powdercoat



Bus Shelter
Green Powdercoat



Bench - Canterbury International
Embarcadero 6' bench
Green Powdercoat

6.0 Public Realm Improvements



Figure 6.8 Generous use of trees, benches, bollards, and other landscaping creates a lovely plaza area to stop and rest.

6.5 Landscaping

6.5.1 Landscape Palette









The landscape palette has been assembled to honor the history of Roseville, and to create harmony and consistency within the Downtown. Generally, species have been chosen for their cleanliness, ability to survive in an urban environment, and appropriate scale in relation to the built environment (i.e. buildings). Street edge trees have been selected for their ability to provide shade and cool the Downtown during the hot summer months in Roseville. These trees will also help to create a cozy environment and reduce perceived street widths. Accent trees are to be used to call attention to important intersections, gateways, and other key locations. The trees and landscape within Royer Park, Saugstad Park, and along Dry Creek are to be honored, retained, and used as inspiration, whenever possible.

Landscaping includes street trees, parkways, sidewalk landscaping, and other accent plants. Urban “greening” is a key feature in redevelopment activities, and while it is not always “green” in the traditional sense, the focus is to create comfortable and attractive pedestrian spaces (e.g., plazas, courtyards, paseos, pocket parks, sidewalks, etc.). The addition of appropriate street trees alone in many cases can be the single biggest improvement to a revitalized community. (Figure 6.8)

Technical Guideline:

PR - 19 - The following street tree recommendations are applicable throughout the Downtown: (Exhibit 6.3)



				
Red Maple <i>Acer Rubrum</i>	Black Gum/Black Tupelo <i>Nyssa Sylvatica</i>	Sunburst Honey Locust <i>Gleditsia Triacanthos</i>	White Ash <i>Fraxinus Americana</i>	European Hornbeam <i>Carpinus Betulus</i>
Suggested Spacing 40' on center	Suggested Spacing 40' on center	Suggested Spacing 40' on center	Suggested Spacing 40' on center	Suggested Spacing 35'-40' on center
Dimensions 40'-60' high 25'-45' wide	Dimensions 40'-60' high 20'-30' wide	Dimensions 40' high 50'-60' wide	Dimensions 40'-70' high 40'-70' wide (spread equals height)	Dimensions 40'-60' high 30'-40' wide
Location Douglas Boulevard Lincoln Street	Location Vernon Street Old Town District Lincoln Street	Location Old Town Streets Vernon Street Grant Street	Location Old Town Streets Vernon Street Grant Street	Location Atlantic Street Folsom Street
				
Chinese Elm <i>Ulmus Parvifolia</i>	Trinity Pear/Callery Pear <i>Pyrus Calleyana</i>	Chinese Pistache <i>Pistacia Chinensis</i>		
Suggested Spacing 40' on center	Suggested Spacing 40' on center	Suggested Spacing 30'-40' on center		
Dimensions 40'-50' high 40'-50' wide	Dimensions 30'-40" high 15'-20' wide	Dimensions 50'-80' high 20'-30' wide		
Location Washington Boulevard Folsom Road Atlantic Street	Location Old Town Parking Lots Civic Plaza	Location Parks/ Open Space Plazas Atlantic Street		



6.0 Public Realm Improvements

Landscape Palette

BOTANICAL NAME	COMMON NAME	BOTANICAL NAME	COMMON NAME
Large Shrubs: 5'-6' Tall		Small Shrubs: 1'-3' Tall	
Arbutus unedo 'Compacta'	Dwarf Strawberry Tree	Agapanthus 'Peter Pan'	Dwarf Agapanthus
Callistemon citrinus	Lemon Bottlebrush	Artemisia 'Powis Castle'	Artemisia
Camellia japonica (in selected areas only)	Japanese Camellia	Azalea 'Southern Indica'	Azalea
Camellia sasanqua (in selected areas only)	Sasanqua Camellia	Baccharis pilularis 'Pigeon Point'	Dwarf Coyote Brush
Cotoneaster lacteus	Parney Cotoneaster	Berberis thunbergii 'Crimson Pygmy'	Crimson Pygmy Barberry
Cupressus sempervirens	Italian Cypress	Camellia hiemalis 'Shishi-Gashira'	Shishi-Gashira Camelia
Dodonaea viscosa 'Purpurea'	Purple Hopseed Bush	Chaenomeles 'Stanford Red'	Flowering Quince
Escallonia fradesii	Escallonia	Cistus skanbergii	Rockrose
Ilex cornuta	Chinese Holly	Cistus 'Sunset'	Sunset Rockrose
Juniperus chinensis 'Torulosa'	Hollywood Juniper	Cotoneaster dammeri 'Lowfast'	Lowfast Bearberry Cotoneaster
Ligustrum japonicum 'Texanum'	Texas Privet	Cotoneaster congestus	Pyrenees Cotoneaster
Nerium oleander	Oleander	Felicia amelloides	Blue Marguerite
Photinia fraseri	Photinia	Gardenia augusta 'radicans'	Dwarf Gardenia
Pittosporum tobira	Mock Orange	Hemerocallis hybrid	Evergreen Daylily
Pittosporum tobira 'Variegata'	Variegated Tobira	Heuchera sanguinea	Coral Bells
Podocarpus macrophyllus 'Maki'	Shrubby Yew Pine	Heuchera 'Santa Ana Cardinal'	Coral Bells
Prunus caroliniana 'Bright-n-Tight'	Carolina Laurel Cherry	Iris germanica	Bearded Iris
Prunus laurocerasus	English Laurel	Juniperus conferta	Shore Juniper
Raphiolepis 'Majestic Beauty'	Majestic Beauty Raphiolepis	Juniperus horizontalis 'Youngstown'	Youngstown Juniper
Viburnum opulus 'Roseum'	Common Snowball	Lavendula angustifolia	English Lavender
Xylosma congestum	Shiny Xylosma	Liriope muscari 'Big Blue'	Big Blue Lily Turf
Medium Shrubs: 3'-4' Tall		Mohonia aquifolium 'Compacta'	Dwarf Oregon Grape
Abelia grandiflora 'Edward Goucher'	Glossy abelia	Nandina domestica 'Nana'	Dwarf Heavenly Bamboo
Agapanthus Africanus	Lily of the Nile	Penstemon gloxinioides 'Firebird'	Border Penstemon
Azalea spp.	Azalea (in selected areas only)	Pittosporum tobira 'Wheeler's Dwarf'	Wheeler's Dwarf Tobira
Berberis thunbergii 'Atropurpurea'	Red Leaf Japanese Barberry	Raphiolepis indica 'Ballerina'	Dwarf Indian Hawthorn
Buxus japonica	Japanese Boxwood	Rosmarinus officinalis 'Collingwood Ingram'	Collingwood Ingram Rosemary
Cistus purpureus	Orchid Rockrose	Salvia greggii	Autumn Sage
Dietes vegeta	Fortnight Lily	Santolina virens	Santolina
Escallonia terri	Terri Escallonia	Spiraea japonica 'Anthony Waterer'	Anthony Waterer Spiraea
Gardenia jasminoides 'veitchii'	Veitch Gardenia	Tulbaghia violacea	Society Garlic
Grevillea noellii	Noel's Grevilla		
Hypericum moserianum	Gold Flower		
Juniperus sabina 'Broadmoor'	Broadmoor Juniper		
Nandina domestica	Heavenly Bamboo		
Nerium oleander 'Petite'	Dwarf Oleander		
Pinus mugo mugo	Mugo Pine		
Plumbago capensis	Cape Plumbago		
Prunus Laurocerasus 'Otto Luyken'	Otto Luyken English Laurel		
Raphiolepis indica 'Jack Evans'	Jack Evans Indian Hawthorn		
Rosa spp.	Various Rose species		
Xylosma congestum 'Compacta'	Dwarf Xylosma		



6.0 Public Realm Improvement

Groundcover

		Spacing 1 gallon or flats
Acacia redolens	Creeping Acacia	36" o.c.
Arctostaphylos 'Emerald Carpet'	Dwarf Manzanita	24" o.c.
Baccharis pilularis 'Twin Peaks'	Dwarf Coyote Brush	24" o.c.
Coprosma pumila 'Verde Vista'	Coprosma	36" o.c. / 18" o.c.
Hedera helix	English Ivy	24" o.c. / 12" o.c.
Hypericum calycinum	Creeping St. Johns Wort	14" o.c. / 12" o.c.
Juniperus conferta	Shore Juniper	36" o.c.
Juniperus chinensis	Chinese Juniper	36" o.c.
Rosmarinus officinalis 'Prostratus'	Prostrate Rosemary	18" o.c. / 12" o.c.
Trachelospermum asiaticum	Asian Jasmine	24" o.c. / 12" o.c.
Trachelospermum jasminoides	Star Jasmine	24" o.c. / 12" o.c.
Vinca major (in selected areas)	Periwinkle	24" o.c. / 12" o.c.
Vinca minor	Dwarf Periwinkle	24" o.c. / 12" o.c.

Turf

Premium 9 5/5 Sod grown by Delta Bluegrass

Sod shall be a blend of:

- 35% Crossfire Dwarf Fescue
- 30% Mini-Mustang Dwarf Fescue
- 30% Leprechaun Dwarf Fescue
- 5% Newstar Bluegrass



Hydro-seeded Native Grasses & Wildflowers (for paseos and open space areas)

Critical Coastal Mix from Albright Seed Company (for erosion control and natural areas)

- 30% Cucamonga Brome
- 25% California Oats
- 20% Zorro Fescue
- 10% Common Vetch
- 10% Crimson Clover
- 5% California Field Flowers

Wildflower Mix (for erosion control)

- 5% Achilla millefolium (Yarrow)
- 5% Eschscholzia californica (California Poppy)
- 10% Vulpia microstachys (Annual Fescue)
- 13% Hordeum brachyathenum (Meadow Barley)
- 13% Trifolium microcephalum (Clover)
- 16% Festuca rurbra (Native Red Fescue)
- 10% Elymus glaucus (Blue Wild Rye)
- 10% Bromus carinatus (California Brome)
- 13% Nassella cernua (Nodding Needlegrass)



Each seed mix should be review by a seed purveyor for specific application and slurry components.

Vines

Campsis radicans	Trumpet Creeper Vine
Clematis spp	Clematis
Clytostoma callistigioides	Violet Trumpet Vine
Ficus pumila	Creeping Fig
Lonicera japonica	Japanese Honeysuckle
Parthenocissus tricuspidata	Boston Ivy
Rosa 'Cecile Brunner'	Polyantha Climbing Rose
Wisteria sinensis	Chinese Wisteria

6.0 Public Realm Improvements

Prohibited Plant Palette

The following plants are prohibited, unless approved the DRB, since they are inconsistent with the major planting themes established for the Plan area. Other trees and plants may be prohibited upon review of the landscaping plans, depending on species, location and quantity proposed.

Trees

Acacia sp.	Acacia
Ailanthus altissima	Tree of Heaven
Catalpa sp.	Catalpa
Geijera parviflora	Australian Willow
Ligustrum spp.	Privet
Morus alba	Mulberry
Picea sp.	Spruce
Populus sp.	Cottonwood, Poplar, Aspen
Robinia pseudoacacia	Black Locust
Salix sp.	Willow (except in riparian areas only)
Syagrus romanzoffianum	Queen Palm
Tamarix aphylla	Athel Tree

Shrubs and Ground Cover

Adenostoma fasciculatum	Chamise, Greasewood
Artemisia californica	California Sagebrush
Centranthus ruber	Red Valerian
Cytisus sp.	Broom
Phyllostachys sp.	Bamboo (Running)
Spartium junceum	Spanish Broom
Thuja sp.	Arborvitae



Cecile Brunner climbing rose is one of the approved landscape plants. for the Downtown Specific Plan

6.5.2 Landscape Treatment – Street trees

Intent: Street trees are a key element to create unified street scenes and soften otherwise discordant arterials. Adding scale, comfort, foliage, colors, and textures contribute to the Downtown’s unique identity and help improve air quality. Following are general guidelines for street planting and placement.

Design Guidelines:

PR - 20-For each block on a street, no more than two species are recommended. Mixed species result in better long-term management because they are less prone to diseases and insects than use of a single species (not all the trees will be lost if a catastrophic disease or infestation should occur). Too many species creates a discordant urban scene. (Figure 6.9)

PR - 21 - Install structural soil systems to direct new root growth downward below hardscape areas. This helps to postpone root damage caused to the surrounding hardscape and structures. By providing deep watering and air to root systems as appropriate when trees are planted within five feet of a permanent structure/paving/curb service, life of the planted material can be sustained. Structural soil systems are preferred over root barriers as they are often more effective.

PR - 22 - A minimum of six-feet of structural soil depth should be provided for trees. The structural soil should be provided under tree grates and pavement.

PR - 23 -Trees that provide attractive fall colors, seasonal flowers, or shade are preferred for the Downtown. In addition, species native or naturalized to the region are also encouraged. They tend to be easier to maintain as their needs match those of trees occurring naturally in the region, and their appearance blends better with that of the surrounding regional vegetation. (Figure 6.10)

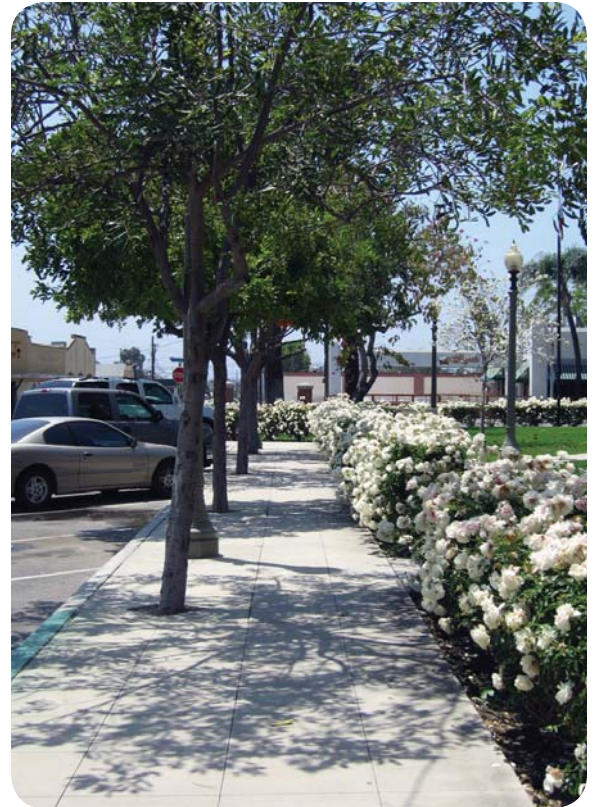


Figure 6.9 This combination of plantings is appropriate, attractive and creates visual interest.



Figure 6.10 Trees that provide attractive colors are soothing and add to the streetscape interest



6.0 Public Realm Improvements



PR - 24 - Within landscaped parkways and on neighboring streets (i.e., the residential portion of Oak Street) utilize at-grade planters and instead of tree grates. This treatment supports a less formal design and is more residential in nature. Generally these streets have wider pedestrian zones and are likely to have room to incorporate trees into the parkway planting area or in at-grade planters or tree wells.

PR - 25 - Street tree placement should be carefully considered to avoid conflicts with functions of adjacent businesses. Based on mature growth of each species, avoid conflicting with overhead power lines, utility lines, and structures. The trees should align with property lines and not block views of storefront businesses or signs to the greatest extent possible. (Figure 6.11)

PR - 26 - Street trees should be spaced approximately 30 to 50 feet on center depending on specific requirements of each individual species.

PR - 27 - Tree wells should be appropriately sized for the tree species to allow maximum growth of the tree's root system, ensuring the optimal health and life of the tree. Electrical equipment and other utilities should not impede the tree's growth.

Technical Guidelines:

PR - 28 - Tree grates with a minimum width of three-feet are required within sidewalks and plaza spaces as the grates allow for improved accessibility, increased sidewalk usability, and are consistent with the desired urban character. The ultimate size of the tree trunk should be considered when



Figure 6.11 This example of tree placement is excellent as they do not obscure windows or interfere with utilities.



Figure 6.12 a-b Tree grates protect the trees, provide more safety to the pedestrian, and allow for larger planting areas



6.0 Public Realm Improvements

choosing grates and the grate opening should be appropriately sized to accommodate a mature tree. (Figure 6.12 a-b)

6.5.3 Medians

Intent: Medians and pedestrian refuge islands function as safety features and traffic calming measures while also providing opportunities to aesthetically enhance the street in the Downtown. Landscaped medians provide a visual separation between oncoming traffic and create a narrowed lane perception that slows traffic and channels cross traffic turn movements. The medians also create opportunities to provide pedestrian refuges across wide traffic rights-of-way. Located within the driver's primary line of sight, medians can greatly influence how passing motorists perceive the community. Following are guidelines that give general direction for the design of medians. (Figure 6.13)

Design Guidelines:

PR - 29 - Select median trees that have high, upright branching structure to avoid interference with truck and vehicle traffic, provide safe sight-lines, and minimize conflicts in maintaining median trees and landscaping. Keep plant materials under three feet tall to maintain sight distance lines for passing vehicles. At crosswalks and pedestrian refuge islands, keep plant material below 18 inches.

PR - 30 - Choose tree and plant species that need minimal maintenance to ensure a clean and healthy appearance.

PR - 31 - Select materials that have a strong color contrast with the driving lanes. Integral color in the medians can help minimize the maintenance associated with stains, fading, and dirt. Warm earth tones in the brick red to terra cotta range provide an excellent contrast to black asphalt. These colors are common in clay and concrete paving units. Avoid pavers in the grey range with blue or violet tones.



Figure 6.13 Landscape medians are an attractive addition to a Downtown environment, and provide safe refuge for pedestrians as they cross the street.



6.0 Public Realm Improvements



PR - 32 - Consistent median treatments help create an identity that unites the Downtown area through the use of paving, directional signs, architectural features, and plant materials.

PR - 33 - Medians with turning lanes or tapered ends should be enhanced with special paving.

Technical Guidelines:

PR - 34 - Intersection design should incorporate a median width no less than three-feet when combined with a left-turn lane. Minimally, this allows for sufficient room for pedestrian refuge island and directional signs.

PR - 35 - Provide a minimum 18-inch paving strip at the perimeter of the median. These are for maintenance workers to walk on and to provide a buffer between plant materials and traffic lanes.



6.5.4 Sidewalk Landscaping

Intent: Sidewalk area planting in the Downtown should include planter pots, landscaped planters/parkways, raised planters on selected streets, plaza landscaping, and on-street parking and shading. In an effort to construct public right-of-way improvements that achieve a cohesive appearance and maintain an urban atmosphere, joint participation between private property owners and the City will be required. Some of the beautification efforts can be implemented by the City as funding is secured and allocated. Cooperation and participation by individual property owners, merchants, special interest groups, and others will be required with future property development. This may be an opportunity for entities such as a Business Improvement District or a Main Street Organization to facilitate public/private cooperation. Following are general guidelines for sidewalk landscape treatment. (Figure 6.14)



Figure 6.14 Sidewalk landscaping should be protected with semi-transparent fences or be in containers.



6.0 Public Realm Improvements

Design Guidelines:

PR - 36 - The use of accent plants with special qualities (e.g., spring flowers and/or good fall colors) should be used in hanging baskets to unify the Downtown and identify it as a place of special destination.

PR - 37 - Selected streets in the Downtown area should include landscaped planters/parkways between the sidewalk and street. Streets (e.g., Douglas Boulevard, Washington Boulevard, and Oak Street) should have raised planters in the furnishing zone with seating incorporated to buffer the pedestrian traffic from vehicular traffic. Seating design shall include a cap design that deters skateboarding.

PR - 38 - Choose species that are hardy and not easily affected by varying temperatures, wind, water supply, or handling. Near pedestrian traffic, it is important to anticipate some amount of damage to plants and irrigation, and tougher plant materials will help to maintain an attractive streetscape appearance.

PR - 39 - Choose ornamental and interesting species for highly visible areas (e.g., seating areas, gateways, and intersections). Use plants with contrasting foliage, color, and texture, scented varieties, or those that have an especially interesting bloom.

Technical Guidelines:

PR - 40 - Be aware of necessary sight distance lines for passing traffic and safety issues. At crosswalks and driveways, keep plant material below 18 inches for pedestrian safety and visibility.



6.0 Public Realm Improvements



Figure 6.15 This charming storefront is accessed by the alley and is protected by a low security fence.



Figure 6.16 Ambient lighting makes this alley an enjoyable place for evening dining.

6.6 Alleys

Intent: Alleys will be a very important urban design element in Downtown, and in the Old Town District in particular. Alleys provide an opportunity to think outside of the box. Perhaps alleys will be the location for outdoor dining, perhaps retail and restaurant businesses will be accessed from the alley or have a secondary access from the alley. Patios nestled against brick walls and decorated with festive ambient little white lights for an example could go a long way in creating the desired atmosphere in Old Town – of a fun place to relax and enjoy time with friends.

It is not recommended that any of the existing alleys be closed for pedestrian only paseos or plazas as they all serve as important access drives. High attention must be paid to urban design elements within alleys as alleys can either be seedy places or interesting public spaces and it will come down to issues relating to design and implementation.

Design Guidelines:

PR - 41 - Buildings should be the main focus of design efforts and at-grade parking lots should be secondary to buildings. Parking lots should be located with easy access to the places of business and should be located behind buildings with occasional paseos. Pedestrian pathways between buildings where pedestrians can access the parking lots through the use of alleys is highly encouraged.

PR - 42 - Where possible, a portion of the shop's rear facade should open to the alley and storefront windows shall be accessible to the alley to create a window shopping experience. (Figure 6.15)

PR - 43 - Lighting in alleys should both consider security issues at night and should be appropriate to create the desired ambiance.



6.0 Public Realm Improvements

PR - 44 - A combination of security lighting triggered by motion sensors at night and storefront and/or appropriate lights for outdoor dining should be incorporated. (Figure 6.16)

PR - 45 - Alleys can be easily “closed off” to vehicular traffic for special events. (Figure 6.17)

Technical Guidelines:

PR - 46 - Existing alleys in the Downtown should be maintained and enhanced with decorative pavers or other similar landscape material as a finished walking surface wherever possible.

PR - 47 - Dining areas adjacent to alleys shall be separated from vehicles, and self contained on a patio or deck area with perimeter fencing no higher than 40 inches. (Figure 6.18)



Figure 6.17 Alleys can be converted to “pedestrian only” for special events and closed off to traffic to create safe and cozy gathering places.



Figure 6.18 Dining in alleys needs to be physically separated from passing vehicles.



6.0 Public Realm Improvements



Figure 6.19 The row of diagonal parking defines the pedestrian sidewalk area.



Figure 6.20 This sidewalk is wide enough and smooth to comply with ADA requirements.



Figure 6.21 Planters and seating areas should be accommodated in the furnishing zone.

6.7 Sidewalks & Pedestrian Improvements

Smooth, attractive, easily navigated sidewalks are critical in attracting pedestrian use. Sidewalks need to be designed with enough width to be comfortable to stroll down, smooth paving and special accent paving in select locations and buffered from fast and noisy vehicular traffic. Special attention also needs to be paid to crosswalks and key intersections. Proper location, traffic control devices, and visual markers are important in promoting safe, attractive spaces.

Special paving, sidewalk extensions, gateway elements, public art, mini-plazas, information kiosks, enhanced crosswalks, and other features are elements that can be used to emphasize selected intersections.

6.7.1 Sidewalks

Intent: Sidewalks are the key pedestrian circulation component Downtown. Sidewalks provide pedestrian access to virtually every activity, and provide critical connections between other modes of travel, including vehicular, public transit, and bicycles. The pedestrian experience plays a very important part in the functionality and the economic health of Downtown. Wide sidewalks, street trees and landscaping, and consistent street furnishings contribute to a desirable pedestrian street scene. Following are design guidelines for sidewalk and pedestrian treatments.

Design Guidelines:

PR - 48- Design features (e.g., enhanced paving on walkways, trellises or other decorative structures, landscaping, and low level lighting), should be used to distinguish the pedestrian route from the vehicular route.



6.0 Public Realm Improvements

PR - 49- On-street parallel or diagonal parking, raised planters, and landscaped sidewalk planting strips should be used to define the sidewalk edge and provide a buffer between pedestrians and moving vehicles. (Figure 6.19)

PR - 50 - Newspaper racks should be clustered in groups of dispensers to minimize a cluttered sidewalk appearance. Permanent decorative newspaper enclosures to house these racks will also help minimize a cluttered appearance. Refer to Chapter 7.7 for additional information.

PR - 51 - Sidewalks should have a “through pedestrian zone” that is kept clear of fixtures and/or obstructions, A minimum of four feet, although preferably eight feet, should be reserved to allow for two people to walk comfortably side by side in compliance with the American Disabilities Act (ADA) requirements (Figure 6.20).

PR - 52 - Sidewalk surfaces should be stable, firm, smooth, and slip-resistant.

PR - 53 - Planting areas, bike racks, street lighting, transit furnishings, newspaper racks and other street furniture should be contained in the furnishings zone located between the sidewalk and street to keep the “through pedestrian zone” free for walking. (Figure 6.21)

PR - 54- Where appropriate, seating and outdoor dining opportunities can be accommodated in street setback areas in the area between the through pedestrian zone and the face of adjacent retail buildings (i.e., browsing zone). Refer to Chapter 7.8 for the specific ordinance.(Figure 6.22)



Figure 6.22 Seating and outdoor dining opportunities can be accommodated in street setback areas in the area between the through pedestrian zone and the face of adjacent retail buildings



Outdoor dining in the browsing zone adds to the ambiance of the Downtown.



6.0 Public Realm Improvements



Figure 6.23 a-c Examples of crosswalks that are safe and attractive.

6.7.2 Crosswalks

Intent: Pedestrian crossings are critical components of the pedestrian mobility in the Downtown. On high volume streets (e.g., Washington Boulevard, Douglas Boulevard, Lincoln street, and Folsom Road among others), pedestrian crossings should be located at signalized intersections. Mid-block crossings are proposed along lower volume and slower speed streets (i.e. Grant Street and Oak Street) to further enhance the pedestrian experience.

Incorporate accent paving at key intersections. Improvements may include accent paving, additional landscaping, directional signs where appropriate, sidewalk extensions, and selected street furnishings consistent with the guidelines. (Figure 6.23 a-c)

The four key intersections in the Downtown are:

- Lincoln and Vernon
- Grant and Oak,
- Oak Street and Washington,
- Church Street, Lincoln Street, and Main Street intersection.



6.7.3 Refuge Islands

Intent: Refuge islands are extensions of the median that create a protected area in the middle of the street. Following are general design guidelines for refuge islands. (Figure 6.24)

Design Guidelines:

PR - 55 - Minimally, pedestrian refuge areas should be four-feet in depth by six feet in width to reduce the possibility of island users, particularly those in wheelchairs pushed by attendants, from projecting into the traffic lanes. The width of a refuge island walkway should not be less than the width of the crosswalk.

PR - 56 - The median may be extended a short distance beyond the edge of the crosswalk in order to ensure that turning vehicles do not encroach on the pedestrian refuge area.

PR - 57 - Where possible, refuge areas should be level with the crosswalk and have an accented paving surface or truncated dome different in color and texture to surrounding surfaces.



Figure 6.24 Examples of refuge islands.



6.0 Public Realm Improvements



Figure 6.25 a-c Additional pedestrian scaled lighting is strongly encouraged.



Figure 6.26 Ambient lighting in trees and on patios/decks help to create a cozy and intimate environment

6.8 Lighting Concepts

Intent: Two lighting styles had been selected for the Downtown prior to the initiation of this Specific Plan. The lighting style in the Vernon Street area is a more traditional style while the other style in the Historic Old Town is more contemporary. Street lighting plays both an aesthetic and safety role in urban areas.

Design Guidelines:

PR - 58 - Pedestrian street lighting should be provided along sidewalks and pedestrian pathways in addition to the existing taller street lights, particularly in areas where street beautification and higher pedestrian use is desired. Attention to ambient and appropriate pedestrian lighting along Dry Creek, and in Royer Park and Saugstad Park cannot be forgotten either. (Figure 6.25 a-c) Additional pedestrian-scaled street lights should be provided at bus shelters in addition to the taller street lights to provide heightened security for transit users.

PR - 59 - Electrical service for seasonal/event lighting in street lights should be provided.

PR - 60 - Specialty lighting in trees adjacent to or within outdoor patios and restaurants help to encourage a festive atmosphere and to encourage nighttime use by pedestrian open space and plazas. (Figure 6.26)

Technical Guideline:

PR - 61 -The style of lighting in a public surface parking lot should relate to the overall architectural design of the surrounding commercial uses, should not exceed 25 feet in height, and should minimize glare into the night sky and to adjacent properties.



6.9 Public Art

Intent: The Roseville community has made it an explicit objective to “incorporate more arts, culture, entertainment, and public spaces in the Downtown.” With the new Blue Line Art Gallery in the project area, the City has made a commitment to public art as a public amenity. Public art is one of the most desirable elements that personalizes an urban environment and connects it to a community’s unique and special character. Art can be integral to other public improvements and can take the form of unique benches, trash containers, decorative street lights, signs, paving patterns, fountains, and integrated into gateways and other placemaking features. Public art is therefore highly encouraged and should be integrated into projects. Locations for public art pieces are suggested at most public spaces (e.g., streets, plazas, or along pedestrian passageways). (Figure 6.27)

Design Guidelines:

PR - 62 - Public art can be an interactive media (i.e., video projections or a climbing structure, or can include randomly timed water features).

PR - 63 - Public art can be used as a wayfinding feature to attract pedestrians to key locations (i.e., a plaza or paseo), or developed as murals representing the areas unique history and culture.

PR - 64 - Art can be in the form of decorative tiles integrated into paving on benches, seating areas, walls, stairs, entries, fountains, etc.

PR - 65 - Public art can be integrated into other features like fountains or water elements.



Figure 6.27 Locations for public art pieces are suggested at most public spaces (e.g., streets, plazas, or along pedestrian passageways)



6.0 Public Realm Improvements



Figure 6.28 Example of existing gateway in Downtown Roseville.



6.10 Gateways, Wayfinding and Street Signage

Public signs are an effective method to reinforce the identity of an area through graphic arts. Distinctive logos, catch words, colors, and images can be displayed in an effective manner to advertise the desired image or theme. Signs are critical in providing consistency in message and directions to destinations within an area. Public parking, public facilities, key landmarks, parks, plazas, and the train depot are all easy to find when the motorist and/or pedestrian is shown the way there and the guesswork is removed as much as possible. Existing street signs and wayfinding signs in the project area do a terrific job and there are no current modifications or upgrades recommended at this time.

6.10.1 Gateways

Intent: The City of Roseville has designed and placed street spanning arch entry gateways in Downtown. These gateways will be instrumental in providing a sense of arrival and transition into the Downtown. These visual gateway features are civic in emphasis and serve to identify and promote the distinct identity of the Downtown.

In addition to serving as entryways, gateways are important places for directional and informational signs to guide motorists to their destinations. The visual design of gateways should continue with the design previously established and be attractive as well as functional, and convey a ceremonial sense of entry that reflects the traditional importance of a downtown.

Physical elements of the entry, including medians, signs, archways, paving materials, and landscape planting materials, should function together to physically define the



6.0 Public Realm Improvements

entry and establish a positive first impression of the Downtown. Increased landscaping at gateways will help emphasize that one is entering a distinct place, one different from surrounding suburban neighborhoods.

Gateway Elements are proposed to be located at the following locations: (Exhibit 6.4)

1. Major gateway element at Washington Boulevard and Lincoln Street;
2. Major gateway element at Vernon Street and Pratt Street (existing); (Figure 6.28)
3. Minor gateway element at Lincoln Street and Sierra Boulevard;
4. Minor gateway element at Main Street west of Washington Boulevard (existing);
5. Major gateway element at Atlantic Street and Vernon Street (existing); (Figure 6.29)
6. Minor gateway element at Lincoln Street and Sutter Avenue; and
7. Minor gateway element at Douglas Boulevard and Park Drive.
8. Major Gateway element at Douglas Boulevard, Vernon Street and Riverside Avenue as part of the Riverside Streetscape project (to be constructed)

Major gateway entries have a grander scale, arch over the street, bold display of the name of the district, and text describing directions to key locations within the Downtown.

Minor gateway entries are smaller in scale, more simple in design, and incur less of a visual impact, as these areas are located adjacent to residential neighborhoods. Care should be taken during the design process to ensure that the gateway elements reflect the Downtown aesthetic, and are respectful of the adjacent residential neighborhoods. (Figure 6.30 a-b)



Figure 6.29 Major gateway element at Atlantic Street and Vernon Street.

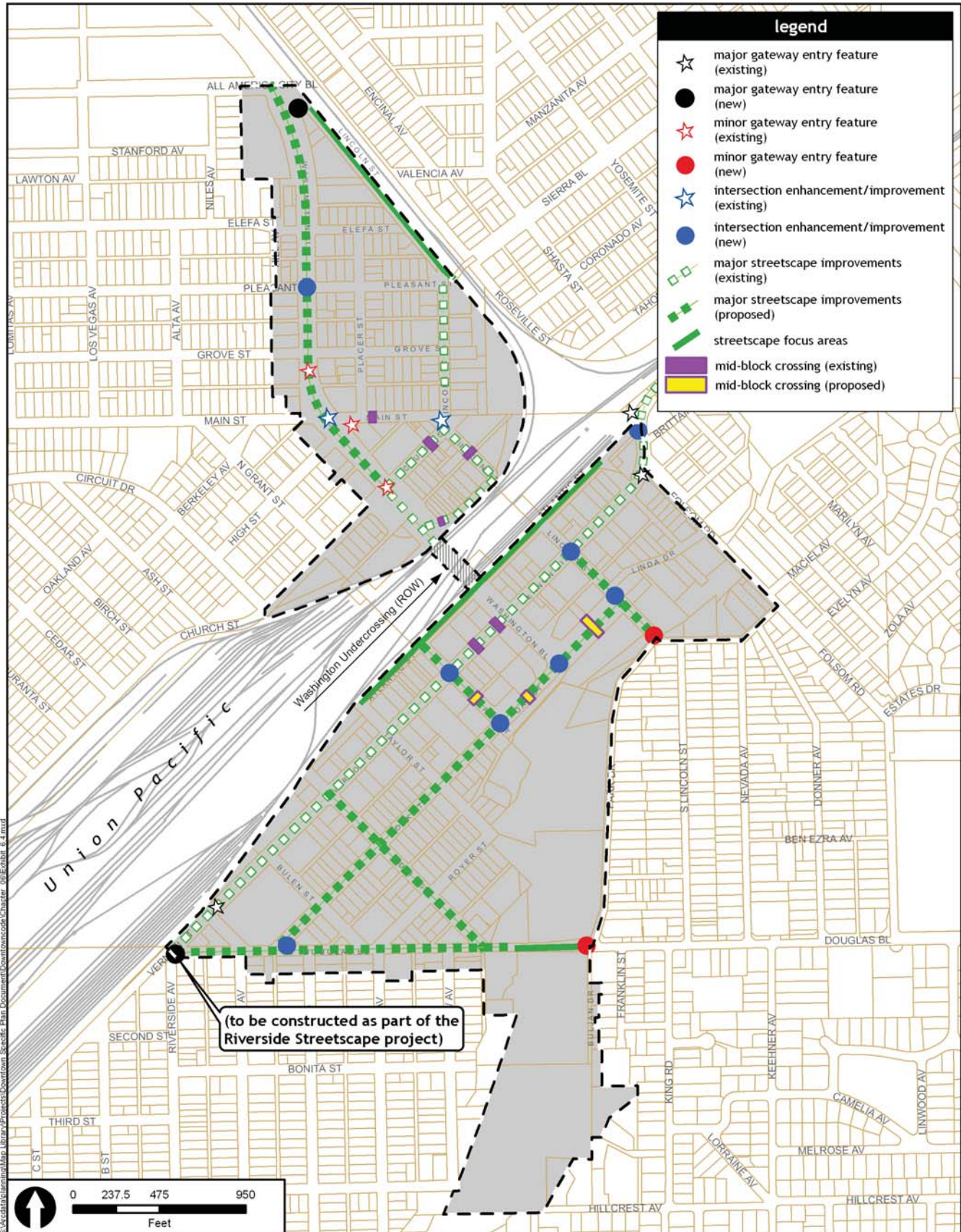


Figure 6.30 a-b Examples of minor gateway elements that are cohesive with adjacent residential areas.



6.0 Public Realm Improvements

Exhibit 6.4 - Streetscape Improvement Plan



6.0 Public Realm Improvements

Design Guidelines:

PR - 66 - Gateways and entryway areas should assist and enhance the visitor's experience when entering into the Downtown area. These features serve as landmarks and should be of quality design and materials.

PR - 67 - Use similar treatments in all gateway elements to provide a cohesive aesthetic.

PR - 68 - Incorporate the City logo and consider separate logos for the Vernon District and Old Town District.

PR - 69 -Design for extended durability, low maintenance, and resistance to vandalism. Lettering should be an integral part of the Design. No epoxy mounted letters.

PR - 70 -Gateways can provide an opportunity for architectural features, monuments, public art, banners, signs, and lighting features.

PR - 71 -The design should incorporate appropriate streetscape elements (e.g., special paving, river rock, pilasters, decorative lighting, landscaping, etc.).

PR - 72 -Incorporate public art and local artistic expression.

PR - 73 -The design of entry and wayfinding features should be unique to the Downtown area.

PR - 74 -Color and design should tie into future marketing materials, banners, etc.

PR - 75 - The words "Downtown Roseville" should be the largest font and dominant words on the gateway monument.



6.0 Public Realm Improvements



- **Historic Old Town Gateways** - Gateway features should be comprised of natural materials (e.g., brick, stone, black and rusted metal, etc.) and impart a message that Old Town is a fun, vibrant, exciting place to be.
- **Vernon Street** - Gateway features should also use natural materials (brick, stone, etc.), but metal should be black and green to mirror streetscape furniture used in Vernon Street. Gateways should be more traditional and civic in nature.

6.10.2 Wayfinding Signs

Intent: Of key importance in the Downtown is a clear and attractive wayfinding system to provide direction to important services and destinations (e.g., public parking, the civic center, library, post office, performance venues, art galleries, parks, transportation facilities, etc.). Following are guidelines for the development of a wayfinding program for the Downtown. (Figure 6.31 a-c)

Design Guidelines:

PR - 76 - The sign program should include a common directional sign with arrows and labeling to denote the locations of key destinations within the Downtown including public parking, civic buildings, and tourist attractions.



Figure 6.31 a-c Examples of effective and attractive wayfinding signs.



6.0 Public Realm Improvements

PR - 77 - Wayfinding signs should be oriented to vehicular traffic. Selected signs should be lighted, landscaped, and placed permanently at roadsides or within medians at key locations within the Downtown. These signs should be much smaller than the gateways but similar in style.

PR - 78 - The wayfinding signs should reflect design materials and components of the gateways and street signs to provide consistency and unity.

Street banners. Banners or flags for use on public street light standards should be included in the wayfinding program. Banners with appropriate logo and graphic representing a community-wide special event or festival is encouraged. (Figure 6.32 a-b)

6.10.3 Street Signs

Intent: Street signs are one of the best opportunities to provide a unifying element in the Downtown. In the long-term, consideration should be given to developing a unique street sign program for the Downtown consistent with City street sign policy. (Figure 6.33 a-b)

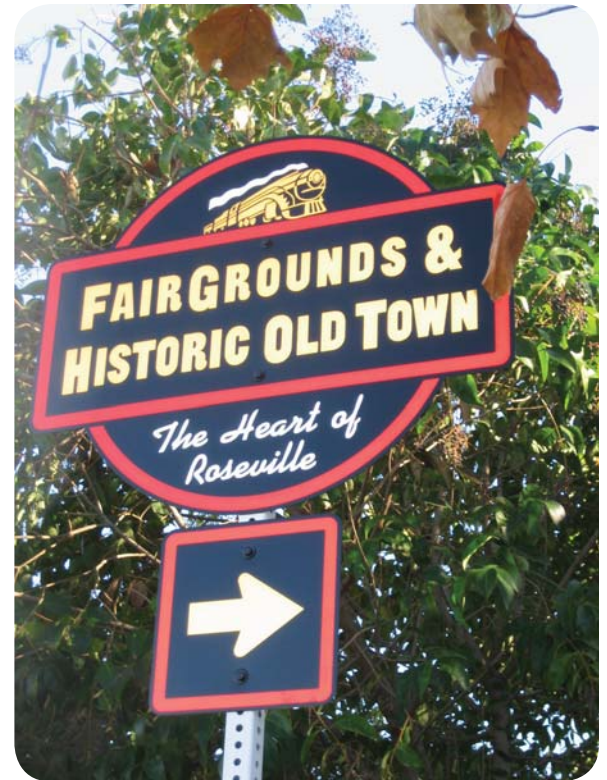


Figure 6.32 a-b Streetlights should be designed to accommodate banners that advertise community-wide special events, etc.



Figure 6.33 a-b Examples of unique street signs that set a tone for the area



6.0 Public Realm Improvements

Design Guidelines:

PR - 79 - Street sign color should be unique to either Historic Old Town (black) or Vernon Street (green).

PR - 80 - A font consistent with each area should be selected.

PR - 81 - A logo; this may be as simple as the word "Downtown Roseville" or "Historic Old Town - HOT" and "Vernon Street - Heart of Roseville" in the same font as the gateway signs should be incorporated into the street signs.

PR - 82 - Use design components that mirror the gateway and directional signs.



6.11 Streetscape Design

The prior sections have discussed the content and form of elements within the streetscape. The intent of this section is to provide the physical dimensions and frame work for the individual streets within the Downtown Specific Plan. These streetscape diagrams will be utilized as future development projects and constructed with the development of the Capital Improvement Projects that are identified in the phasing and implementation component of the Specific Plan. The following provides the order in which these street segments are presented.

Vernon Street Area

- Atlantic Street (Arterial Street)
- Vernon Street (Arterial Street)
- Douglas Boulevard (Arterial Street)
- Oak Street (Collector Street)

- Judah Street (Collector Street)
- South Grant Street (Collector Street)
- Typical Downtown Residential Street (Local Street)
- Taylor Street (Local Street)
- Typical Downtown Commercial Street (Local Street)

Historic Old Town Area

- Washington Boulevard (Arterial Street)
- Main Street (Collector Street)
- Church Street (Local Street)
- Lincoln Street (Local Street)
- Pacific Street (Local Street)
- Residential Street (Local Street)



6.0 Public Realm Improvements

VERNON STREET AREA

Atlantic Street Corridor (Arterial Street)

The Atlantic Street corridor is anticipated as an alternate route to Vernon Street and will act as a bypass to circulate traffic around events scheduled within the heart of Downtown. The planned improvements will accommodate both vehicular traffic and activate the area as a pedestrian destination.

The improvements associated with this street segment are as follows:

- *The Extension of Atlantic Street to Judah Street (refer to Exhibit 6.5);*
- *Additional angled parking will be provided on the south side of Atlantic Street (Figure 6.34);*
- *Realignment of the Atlantic Street/Vernon Street intersection to better facilitate vehicular movements.*

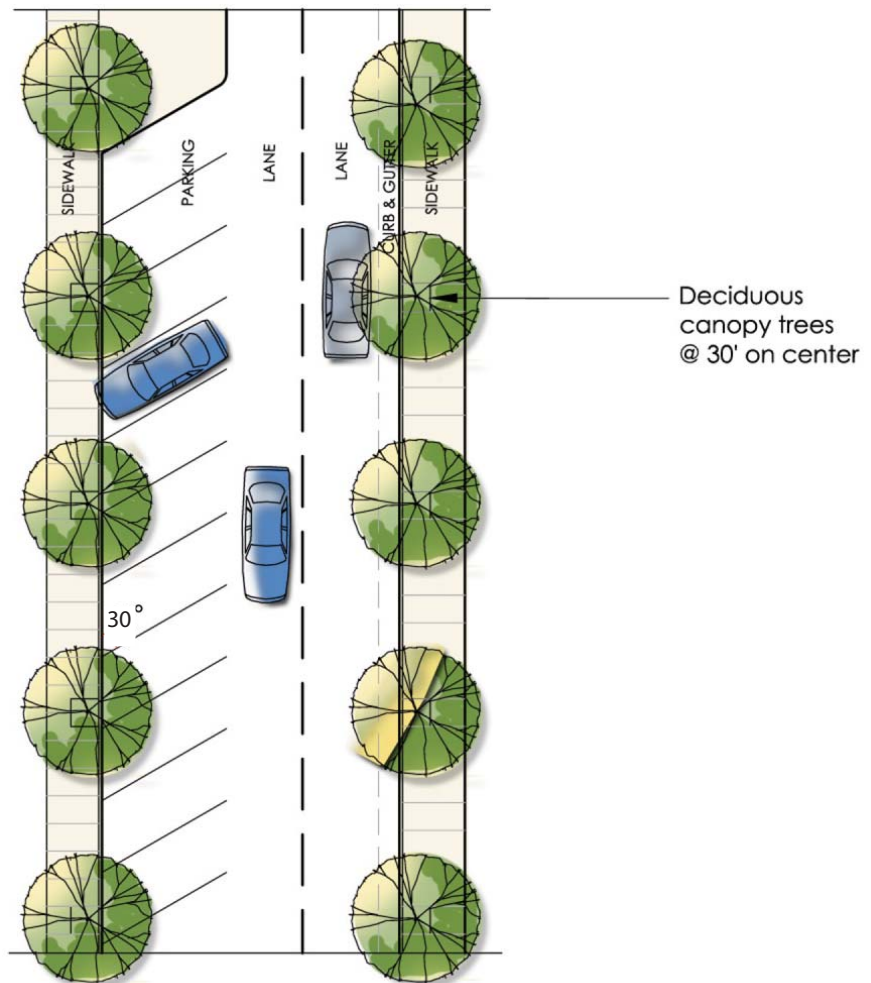
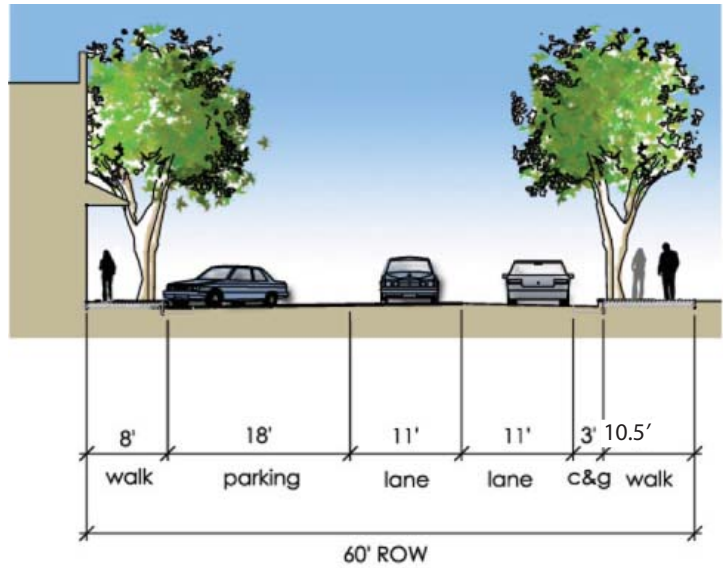


Figure 6.34

VERNON STREET AREA

Atlantic Street Promenade

- PROPOSED SITE IMPROVEMENTS**
- 1 Angled Parking on the South Side of Atlantic St. (60 degree angle, 18' depth)
 - 2 Pedestrian Promenade
 - 3 Enhanced Pedestrian Crosswalk at Intersection with Special Paving and Traffic Bulb-Out
- LEGEND**
- # Site Improvements
 - (#) Parking Counts (Total Parking: 67 spaces)
 - 4 Mid-Block Pedestrian Crosswalk
 - 5 Rail Yard Overlook



6.0 Public Realm Improvements

VERNON STREET AREA

Atlantic Street

Alignment of Atlantic Street will be shifted to the south to provide an enhanced pedestrian facility north of the roadway. (Figure 6.35)

Enhanced pedestrian facilities will be provided through the corridor including street furniture, fencing and landscaping. (Figure 6.36 Rendering Atlantic Street Promenade)



Figure 6.35

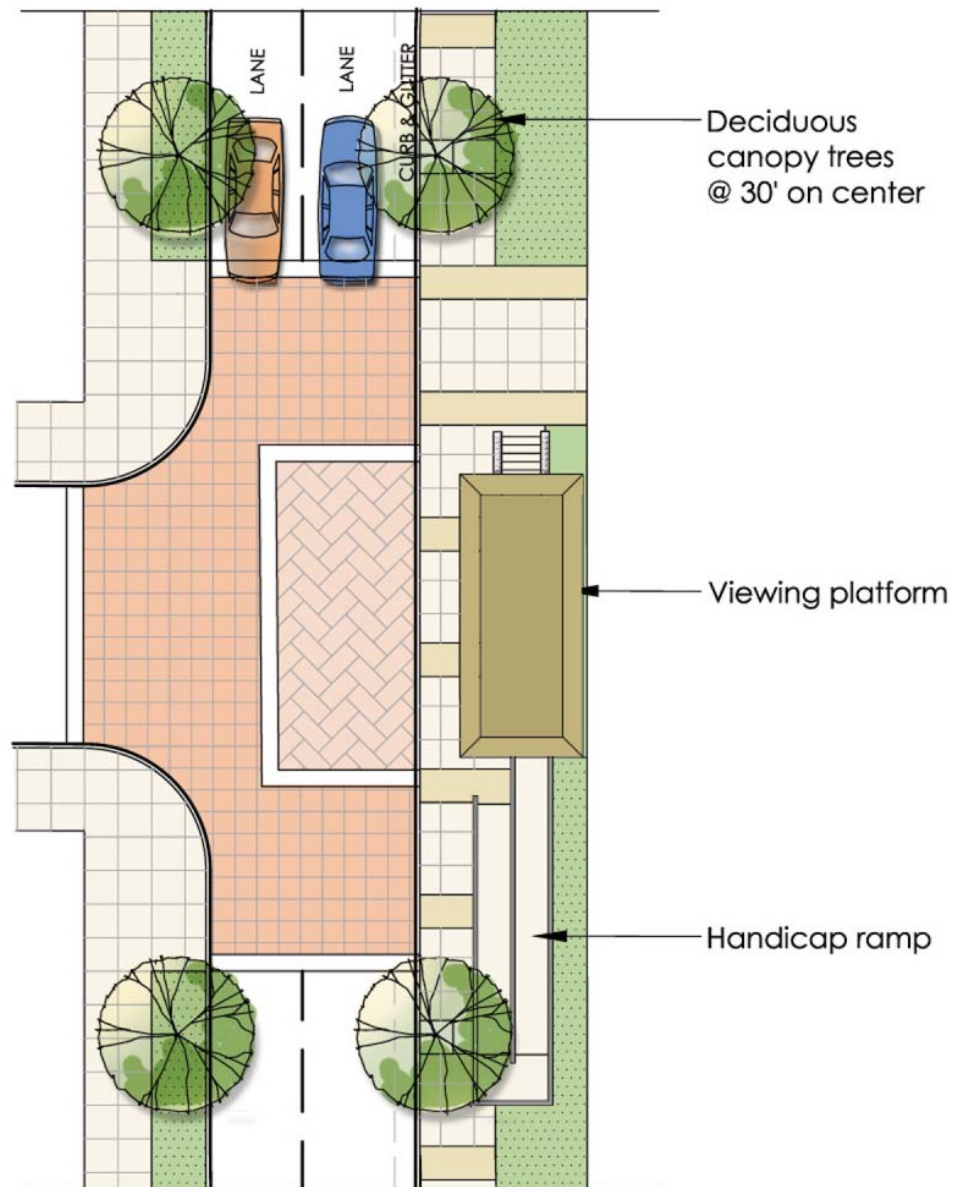


Figure 6.36

Vernon Street (Arterial Street)

In the late 90's the City invested approximately 9 million dollars in a streetscape design for Vernon Street. The streetscape design included the construction of bulb-outs, mid-block crossings, intersection improvements and landscaping throughout the majority of the corridor.

The street was also formally narrowed from the previous configuration of the four (4) thru-lanes with parallel parking to a two lane roadway with diagonal parking. With the implementation of these improvements, the City has created the physical improvements necessary to create a pedestrian oriented Downtown.

The Specific Plan does not intend to change the current street configuration. It will remain a two (2) lane street with diagonal parking, as shown in Figure 6.37. There is one significant improvement that is proposed to the street segment which is located at the corner of Vernon Street and Lincoln Street.

- *With the relocation of Fire Station number one to the intersection of Oak Street and Lincoln Street, fire vehicle apparatus will be utilizing a different response route. This route will require that the bulb-out be modified to allow west bound trucks on Lincoln Street to make a right-turn onto Vernon Street (Exhibit 6.6).*

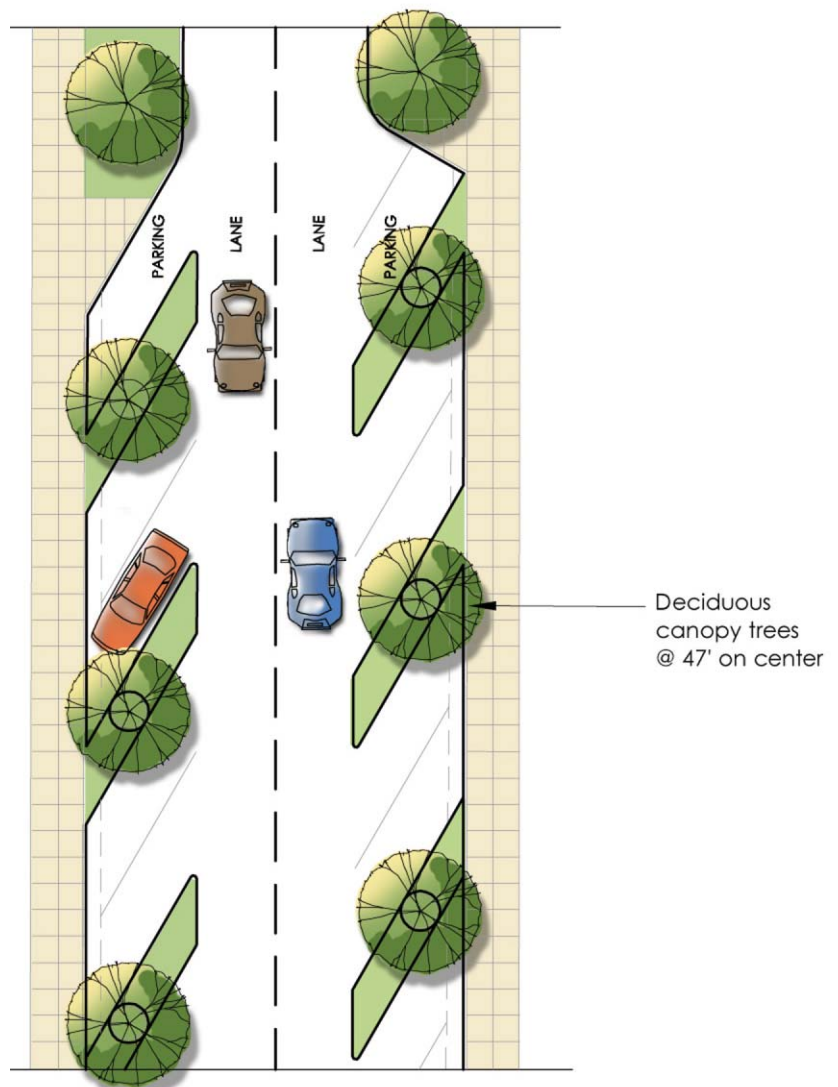
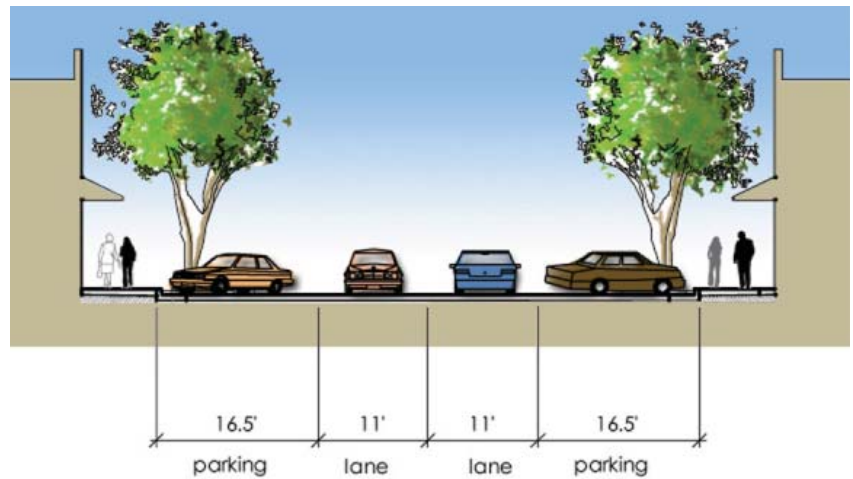
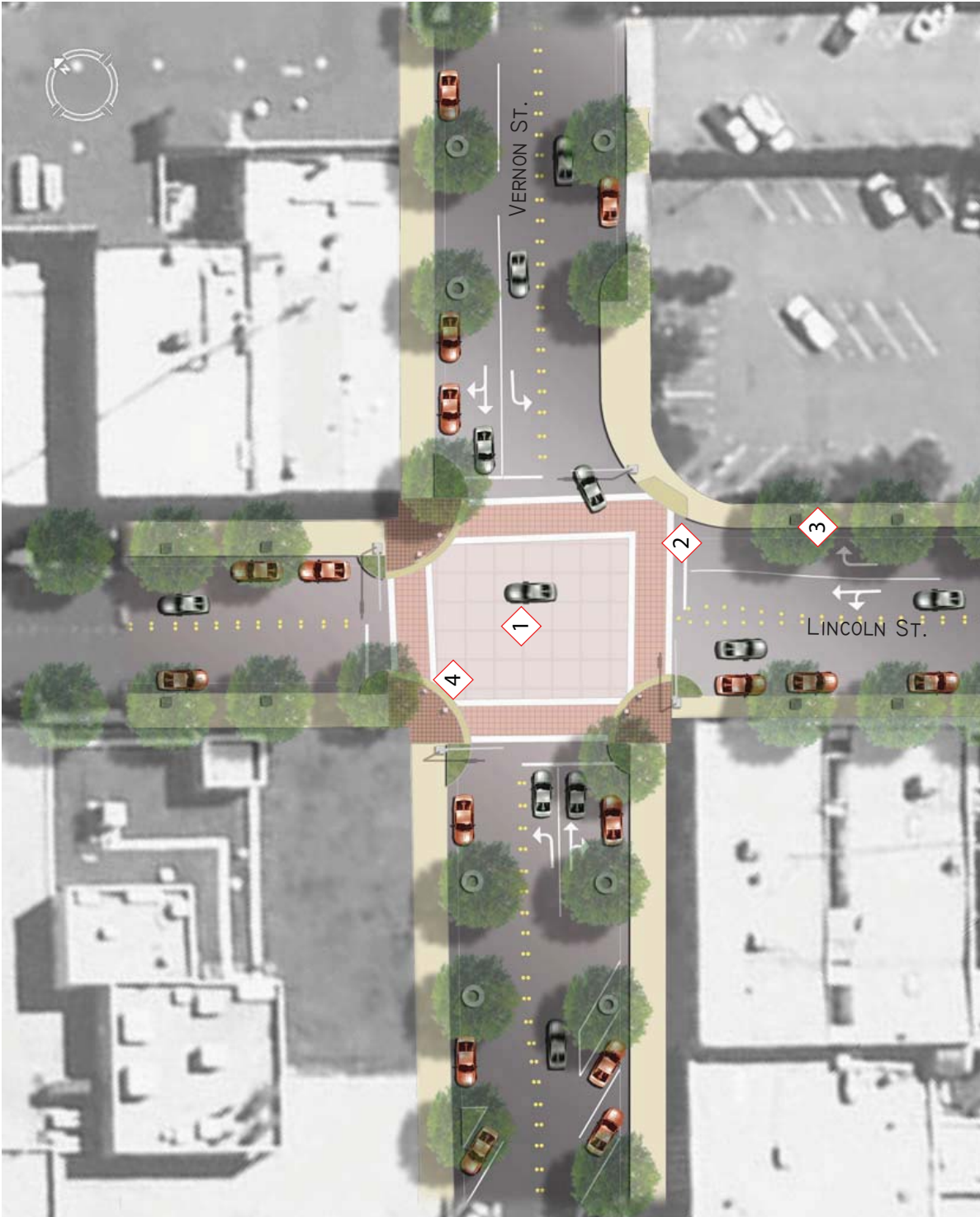


Figure 6.37

6.0 Public Realm Improvements

Exhibit 6.6 - Vernon and Lincoln Streets
Proposed Improvements

- 1 Intersection and crosswalk with decorative paving
- 2 Bulb-out modified on Lincoln Street improve vehicular level of Service
- 3 Parallel parking removed on Lincoln Street near the intersection to accommodate a right-turn land
- 4 Bollards at corners

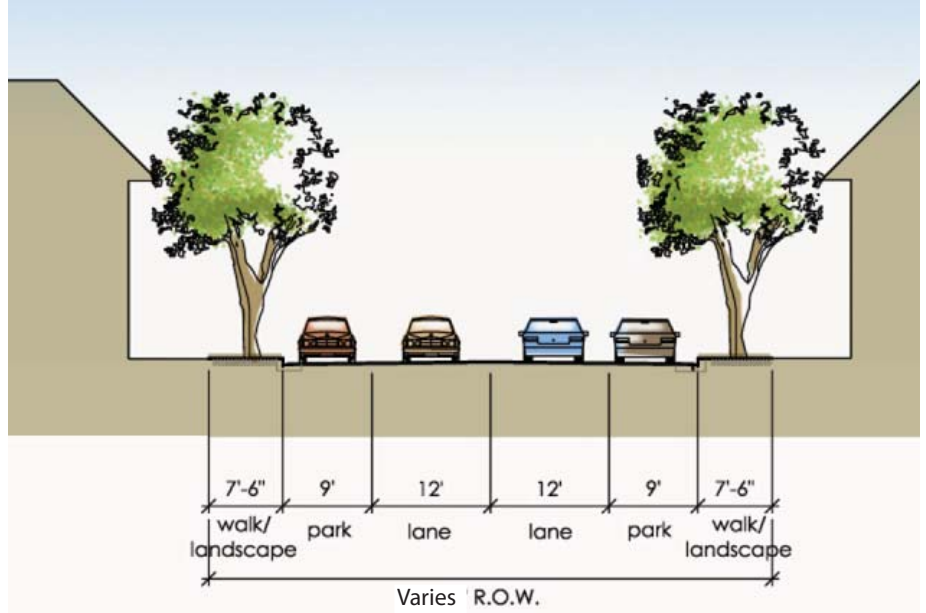


6.0 Public Realm Improvement

VERNON STREET AREA

Douglas Boulevard (Arterial Street) Between Vernon and Judah Streets

Douglas Boulevard is one of the main connections between the Downtown and Interstate 80. The street changes dramatically as it enters the Downtown Specific Plan area at the intersection of Park Drive and Douglas Boulevard as a high capacity arterial consisting of 4 travel lanes and a center turn lane. As the roadway progresses westerly, it narrows to two through lanes with parking aisles on either side. This is the predominant configuration as it progresses from Judah Street to the intersection of Vernon Street. (Figure 6.38)



Commercial land use at a higher intensity than what currently exists has been anticipated as part of this Specific Plan. The form based requirements associated with the Plan require that the future development front onto Douglas Boulevard, creating a street scene that is more pedestrian in nature. Future projects will provide a wider sidewalk at the back of curb, and incorporate tree wells with grates. This will ultimately provide the look and appeal as entry to the Downtown that is promoted by the Vision and the Specific Plan.

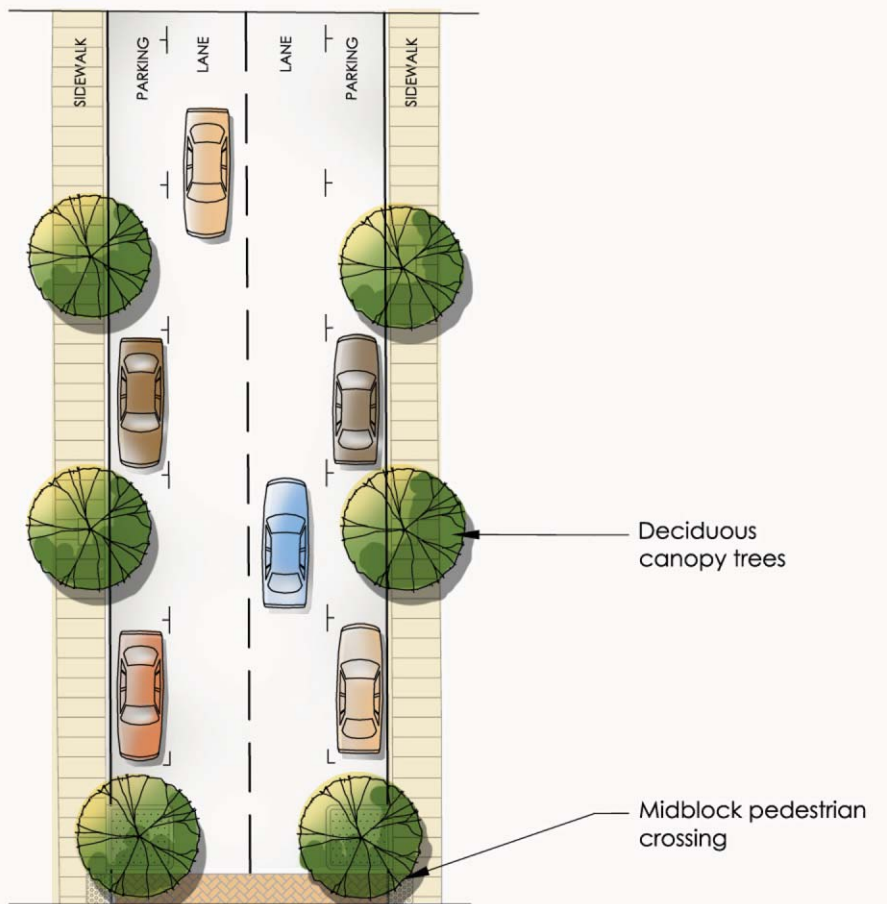


Figure 6.38

6.0 Public Realm Improvements

VERNON STREET AREA

Oak Street Corridor (Arterial Street)

Oak Street acts as a collector street directing traffic from the arterials through the undercrossing on Washington Boulevard. In order to accomplish the balance between vehicular travel and an enhanced pedestrian environment, the following modifications are proposed:

- *Vehicular capacity enhancements are proposed throughout the corridor, specifically on the southern end of Oak Street. These enhancements would consist of a re-alignment of Oak Street with Earl Street as part of a future development project. This improvement would be property owner initiated, as a benefit to an overall project design. Accompanying the realignment of Oak Street would be the closure of Pratt Street, part of Oak Street, and Bulen Street between Douglas Boulevard and Oak Street (Figure 6.39).*



Figure 6.39

6.0 Public Realm Improvement

VERNON STREET AREA

Oak Street Corridor (Arterial Street)

- The improvements will include implementation of two potential mid-block pedestrian crossings in the Oak Street road segment between Lincoln Street and South Grant Street (Figure 6.40).

Mid-block crossings and street configuration

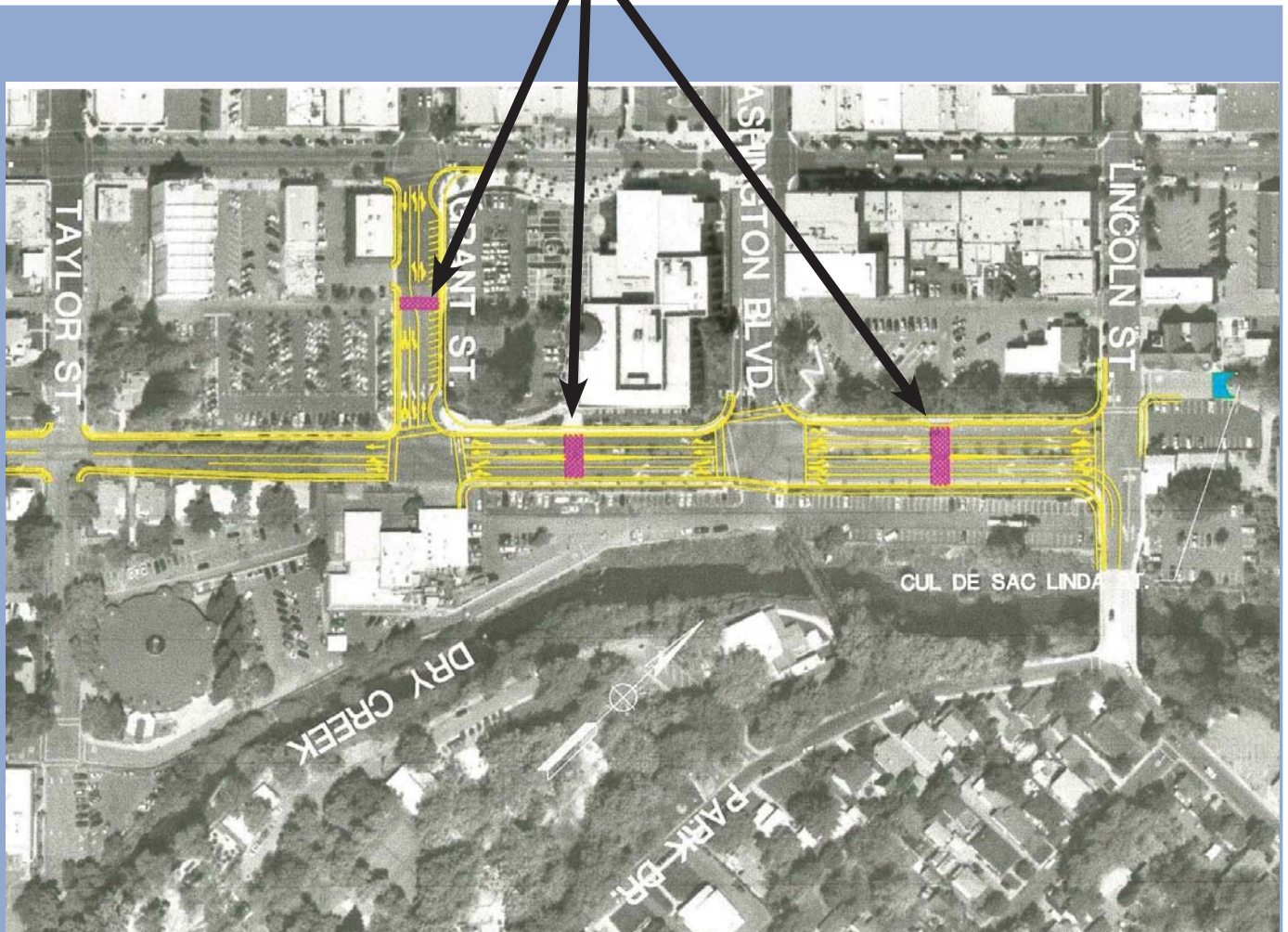


Figure 6.40

6.0 Public Realm Improvements

VERNON STREET AREA

Oak Street

Oak Street changes in configuration as it progresses from Douglas Boulevard to Lincoln Street. The street sections that have been designed are in correlation with the need to circulate traffic to the Washington Blvd. undercrossing. They also have been designed to improve circulation at key intersections.

Figure 6.41 provides the first segment of this roadway as it extends from Douglas Boulevard to Taylor Street. The sidewalks have been separated to maintain a pedestrian feel and operation as the street progresses through the Bungalow District.

As reflected, Oak Street is intended to provide two (2) lanes of traffic with parallel parking, and separated sidewalks. This reflects the existing improvements for the majority of this roadway. The section changes dramatically as the street dynamics and surrounding uses change north of Taylor Street.

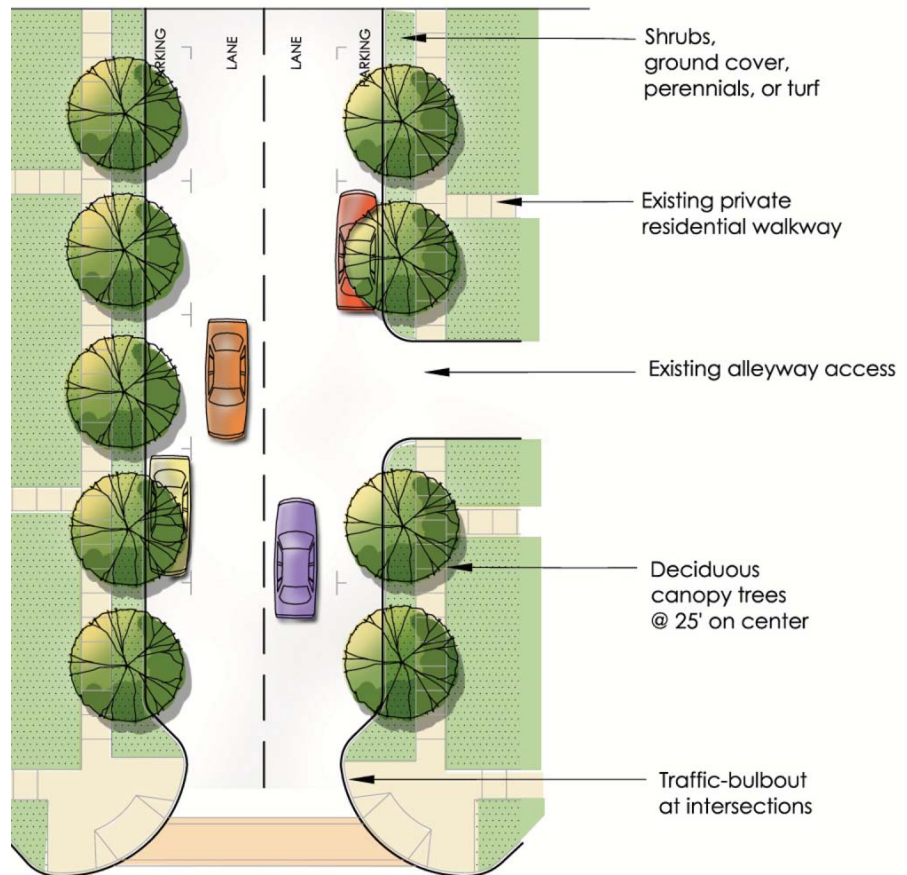
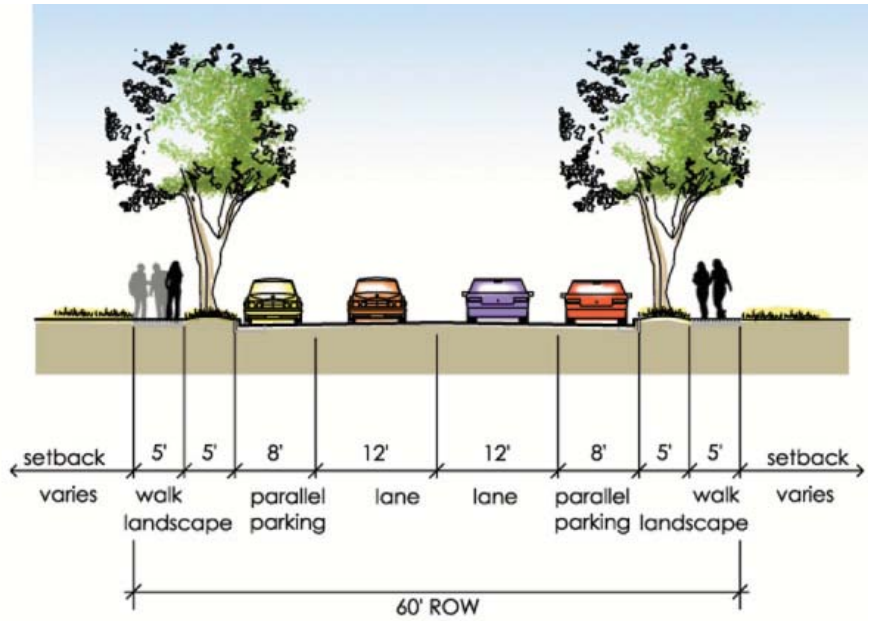


Figure 6.41

6.0 Public Realm Improvement

VERNON STREET AREA

Oak Street - Grant Street to Washington Boulevard

As the street traverses from Grant Street to Washington Boulevard, parking is reduced or eliminated (Figure 6.42).

This is necessary to facilitate west bound traffic through the underpass. Ultimately, the development of the current City parking areas adjacent to Dry Creek will require the reconfiguration of the intersection of Oak Street and Washington Boulevard.

A conceptual design of this future improvement is provided in Exhibit 6.7. From this intersection, the roadway has been designed to have five (5) lanes of traffic as represented in Figure 6.42. This allows for dual right turn lanes to be constructed from Washington Boulevard to Lincoln Street, as represented in Exhibit 6.8.

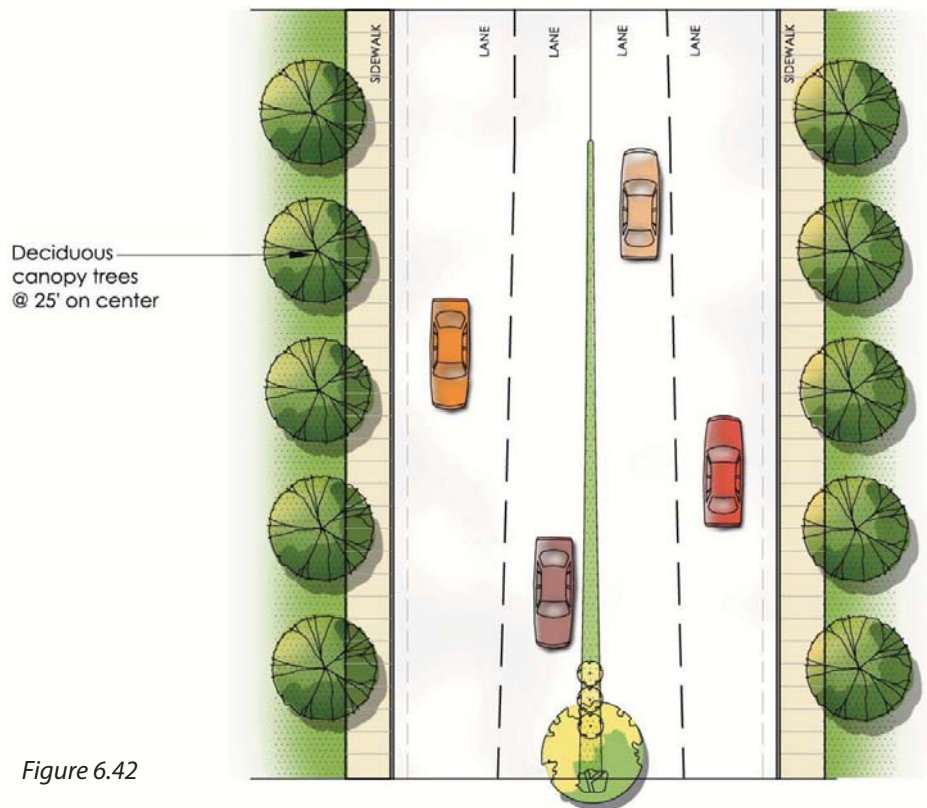
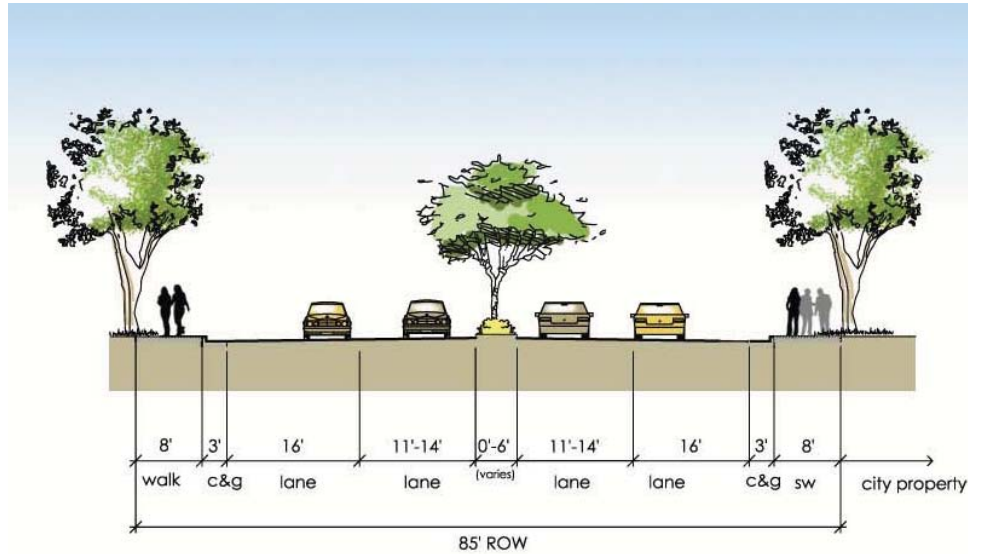
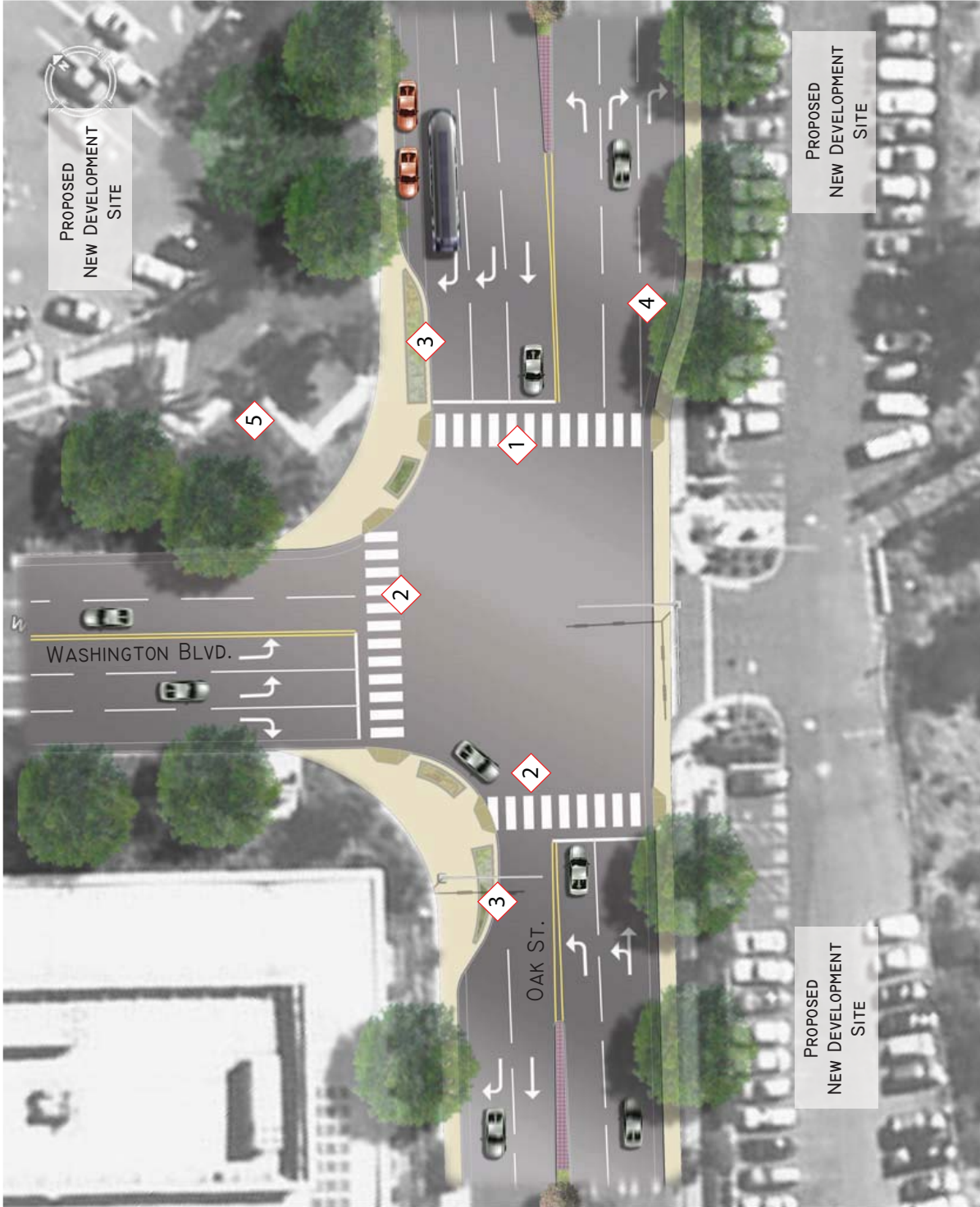


Figure 6.42

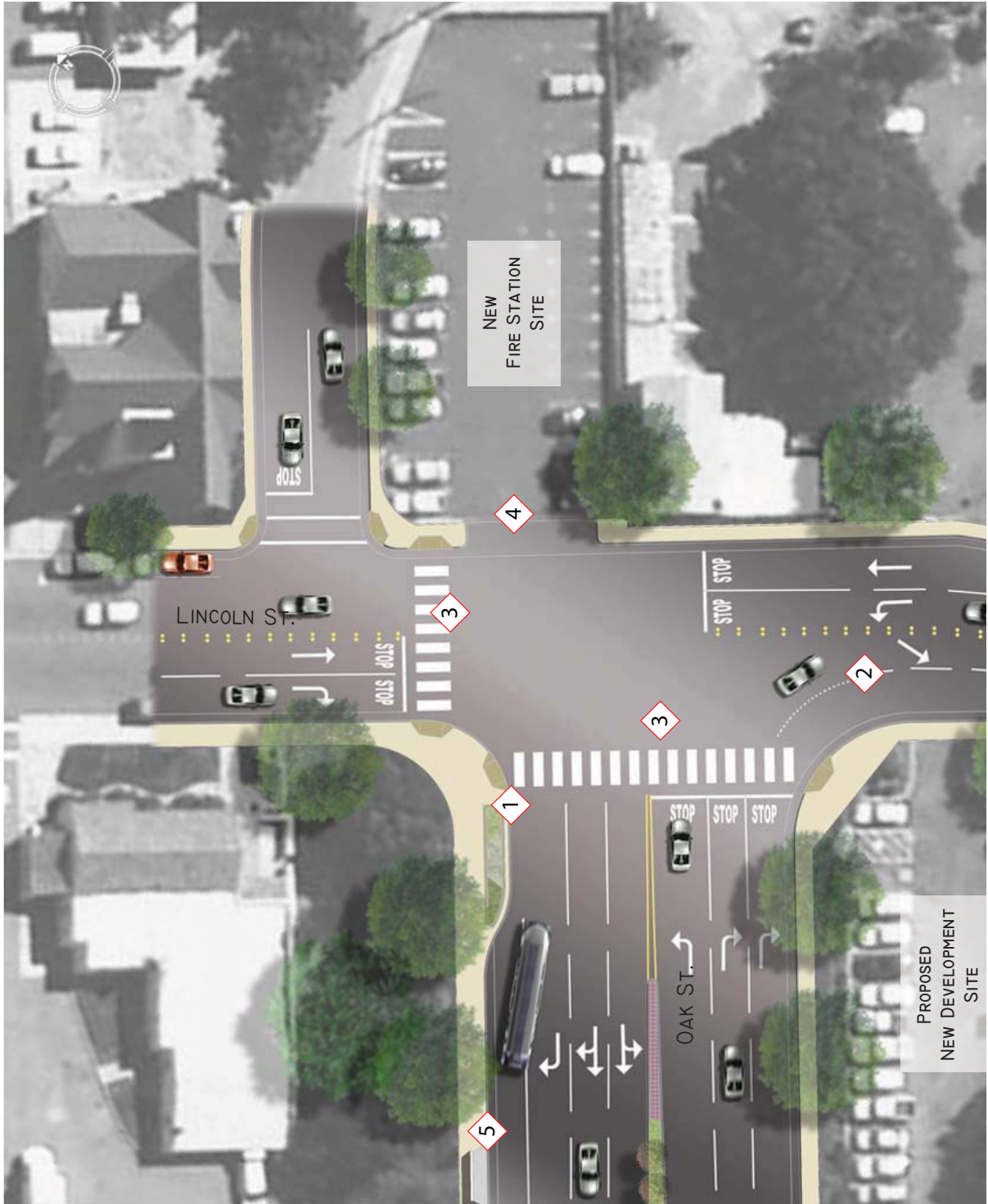
6.0 Public Realm Improvements

Exhibit 6.7 - Oak Street and Washington Blvd.
Proposed Improvements

- 1 New crosswalk on Oak Street
- 2 Crosswalk marked with longitudinal stripes to increase driver awareness
- 3 Bulb-outs with planters added on Oak Street
- 4 Additional lane added to east-bound Oak Street
- 5 Existing pedestrian walk

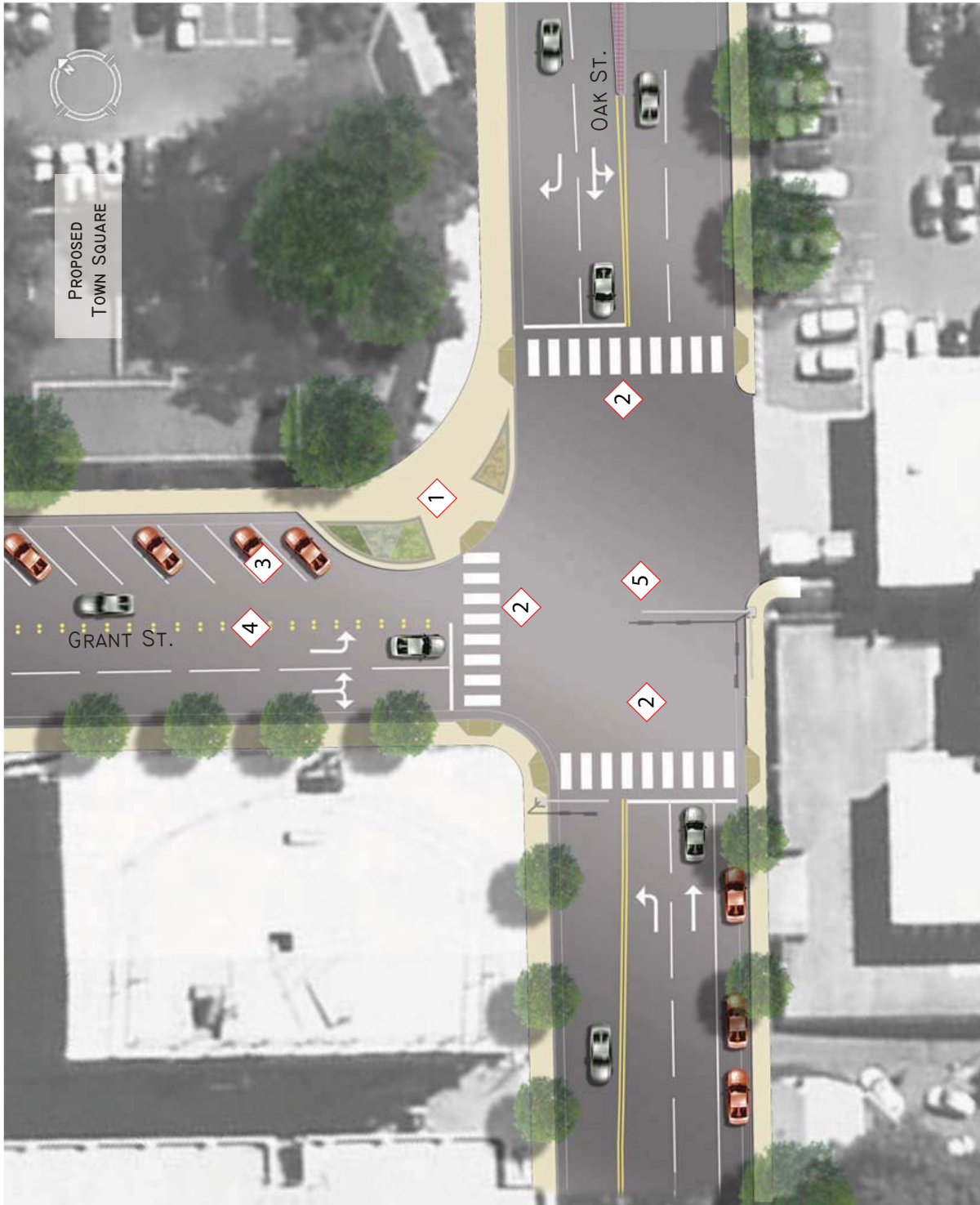


- 1 Bulb-out with planter on Oak Street to reduce the curb return radius and pedestrian crossing distance
- 2 Double right-turn lane merging into one before the bridge
- 3 Crosswalk marked with longitudinal stripes to increase driver awareness
- 4 Future fire station driveway
- 5 Bus shelter Locate 8' from back of curb



6.0 Public Realm Improvements

Exhibit 6.9 -Oak Street and Grant Street
Proposed Improvements



1 Bulb-out with planter on Grant Street to reduce the curb return radius and pedestrian crossing distance

2 Crosswalks marked with longitudinal stripes to increase driver awareness

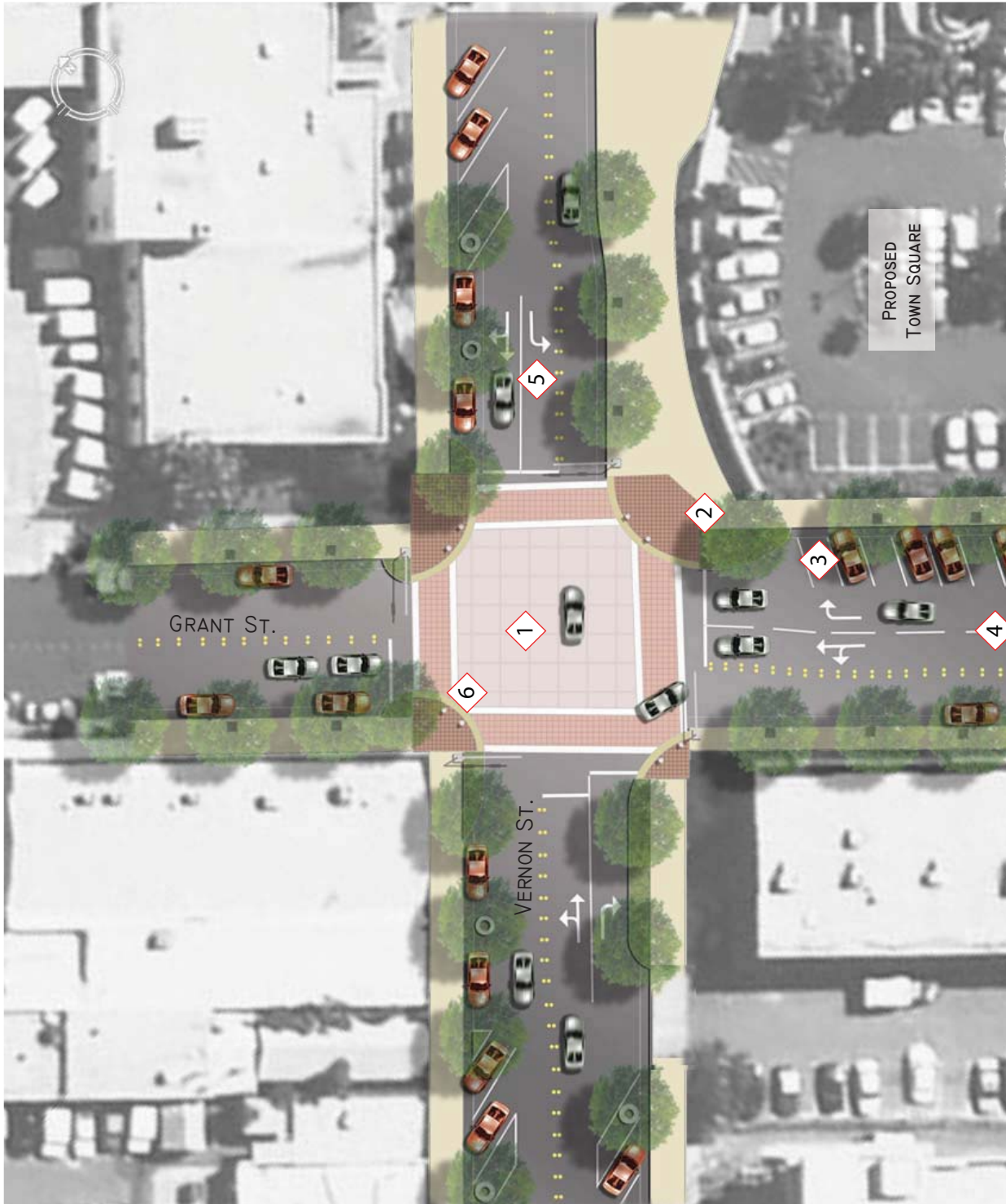
3 45° diagonal parking on Grant Street adjacent to the proposed Town Square

4 Current 4-lane Grant Street narrowed to two lane with a center turn lane

5 New signalized intersection



- 1 Intersection and crosswalk with decorative paving
- 2 Bulb-out on Grant Street
- 3 Diagonal parking on Grant Street
- 4 Current 4-lane Grant Street narrowed to two lane with a center turn lane
- 5 Dedicated left-turn lane on westbound Vernon Street
- 6 Bollards at corners



6.0 Public Realm Improvements

VERNON STREET AREA

Judah Street - Between Oak Street and Douglas Blvd. (Collector Street)

On the east side of Oak Street the street section becomes more residential in nature. The sidewalks become detached and support a planting strip (Figure 6.43).

The primary reason for this section is to maintain the existing look and feel of the Bungalow District. The district is enhanced by the existing planting strips and the large shade trees that are incorporated into the planting strip.

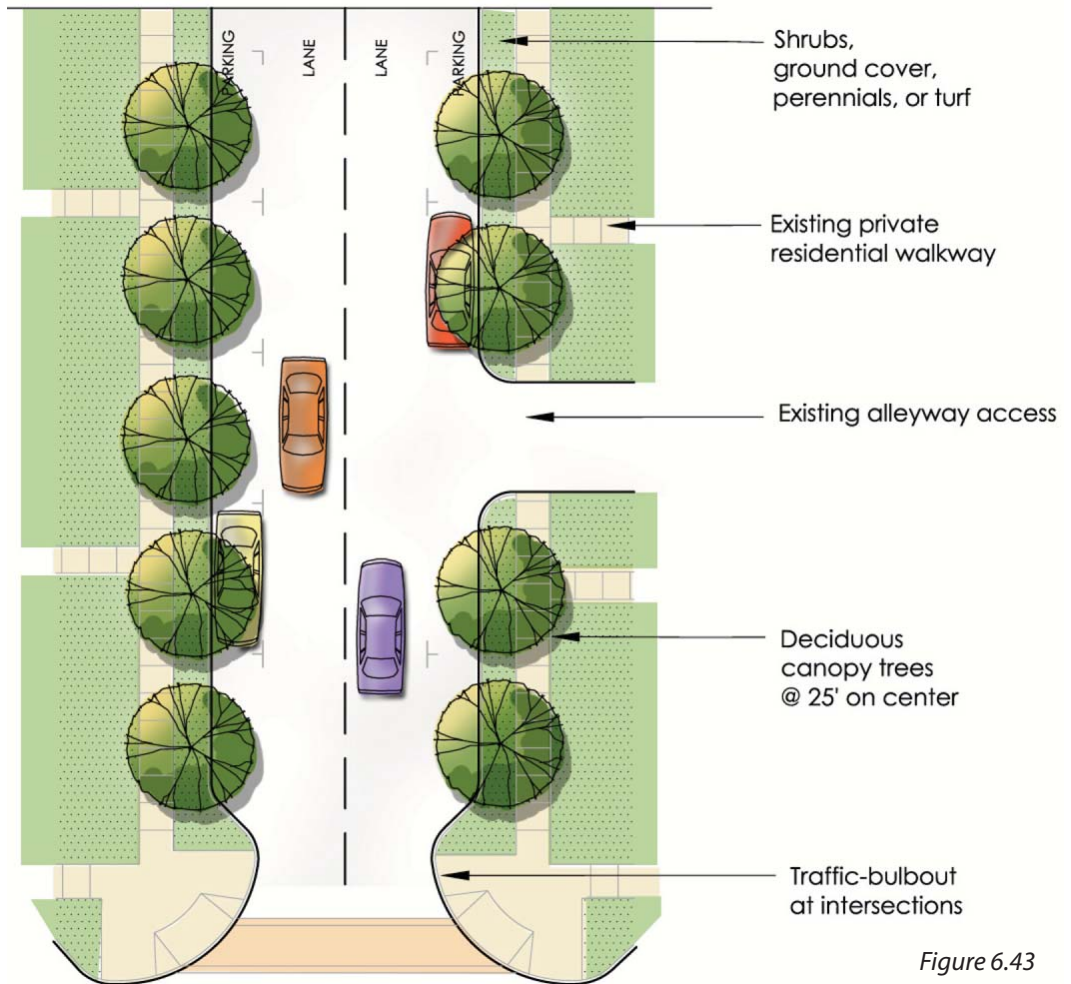
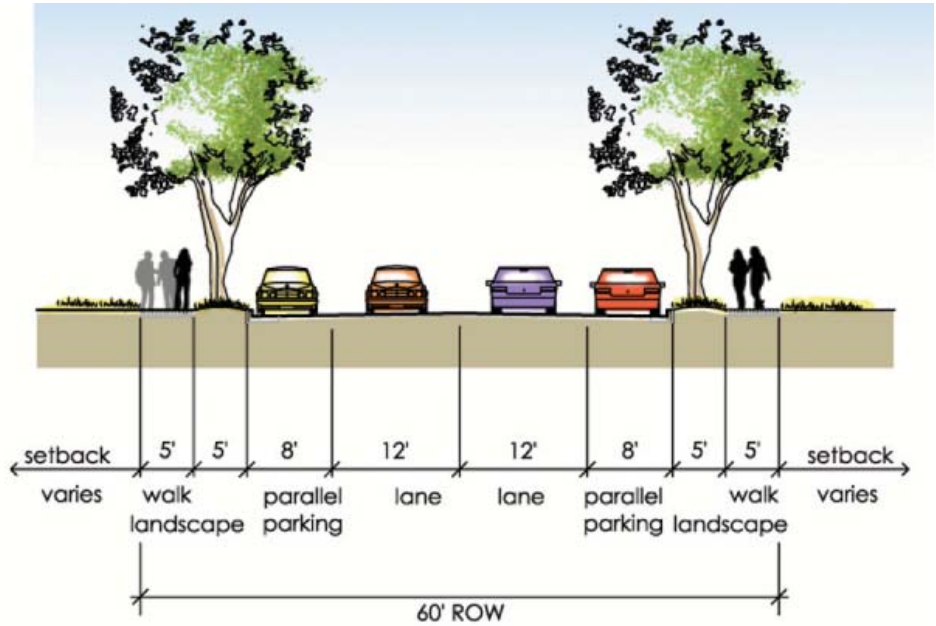


Figure 6.43

VERNON STREET AREA

South Grant Street (Collector Street)

South Grant Street has been envisioned as a convertible street. This street directly abuts the Town Square. This relationship provides the opportunity for the activities in the Town Square to spill over into this street section. To promote this interaction, the following improvements are being proposed:

- *Narrowing the current four (4) lane street section to a two (2) lane with center turn lane (Figure 6.44);*
- *Encouraging angled parking on the north side of the street adjacent to the Town Square;*
- *Implementation of a mid-block pedestrian crossing. The crossing will need to be implemented concurrent with driveway closures or relocations on Grant Street;*
- *Appropriate pedestrian crosswalks at intersections and pedestrian sidewalks throughout the corridor; and*
- *Construction of the appropriate intersection improvements is represented in Exhibit 6.9 for the intersection of S. Grant Street and Oak Street, and in Exhibit 6.10 for the intersection of S. Grant Street and Vernon Street.*

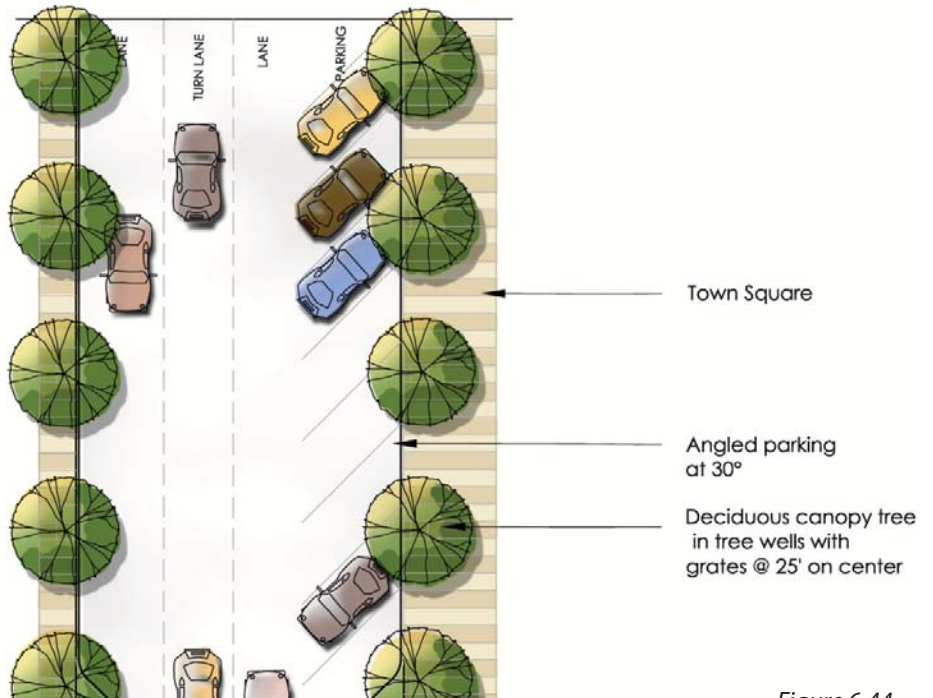
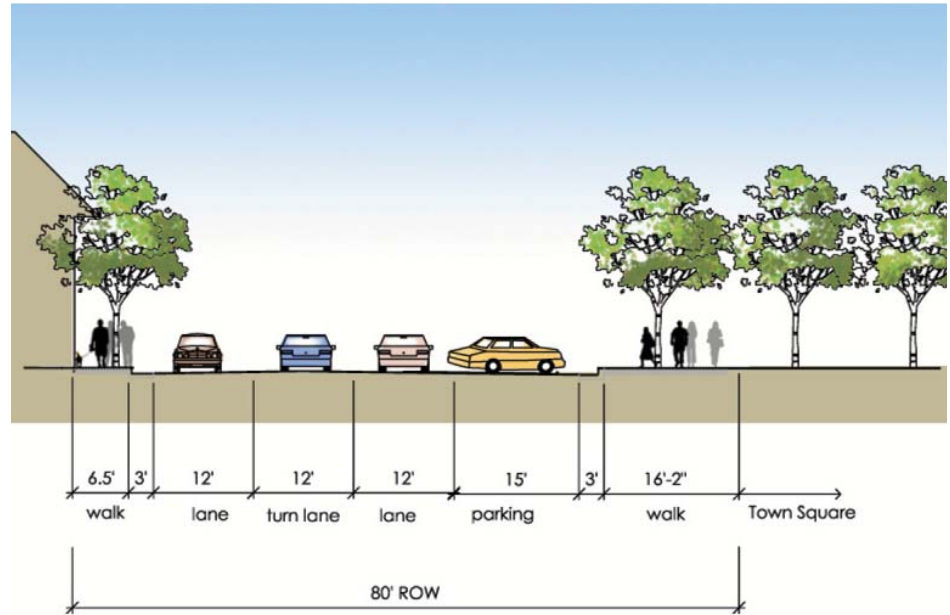


Figure 6.44

6.0 Public Realm Improvements

VERNON STREET AREA

Typical Downtown Residential Street (Bulen and Pratt Streets)

Adjustments to the street sections may be required on an individual basis due to the lack of right-of-way. The intent will be to provide for separated sidewalks in the areas that are east of Oak Street, where it is appropriate.

To support the pedestrian environment in this area, future streetscape projects will utilize pedestrian improvements, where possible. These could include, but not be limited to, bulb-outs at the intersections, angled parking, enhanced pavement, themed lighting fixtures and additional landscaping (Figure 6.45).

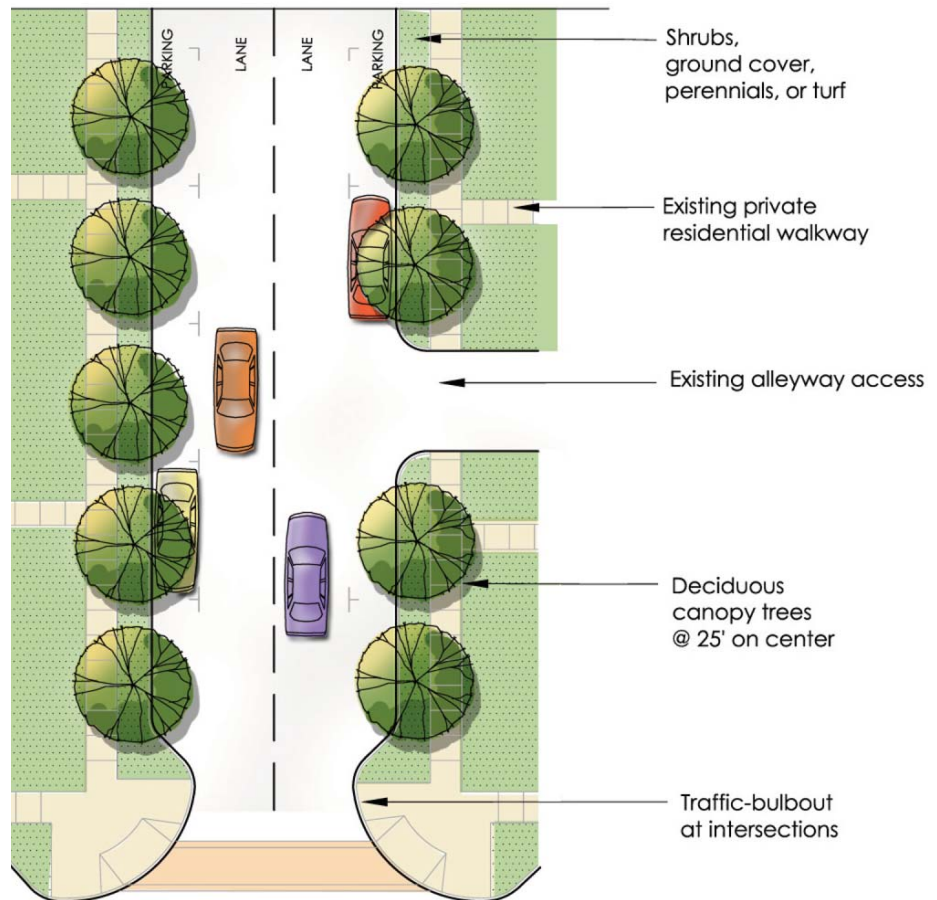
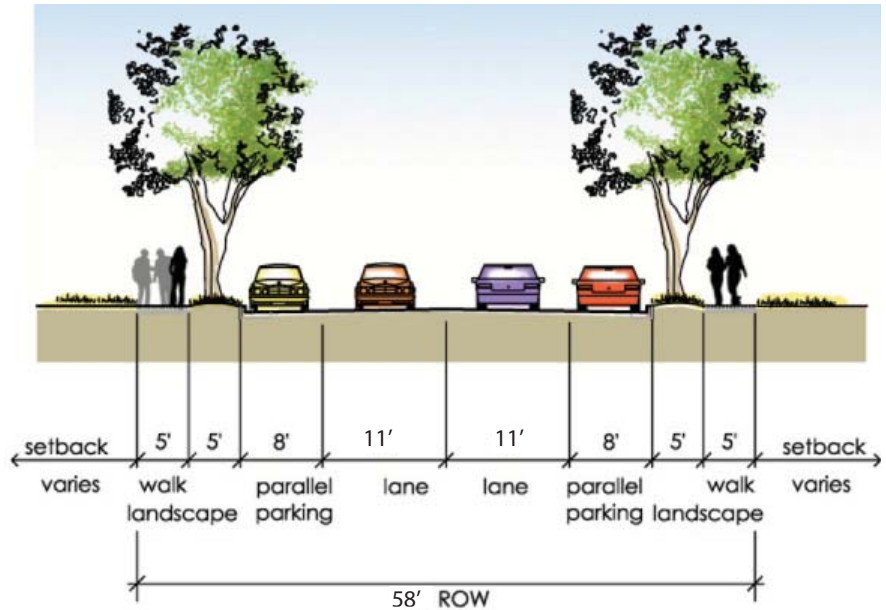


Figure 6.45

6.0 Public Realm Improvement

VERNON STREET AREA

Taylor Street (Local Street)

Taylor Street has a 56 foot wide right-of-way and has been identified as a local street. This street currently functions differently depending upon the land use that is adjacent to it.

In the segment extending from Atlantic Street to Oak Street, the land use is primarily commercial. The Specific Plan anticipates that this segment will remain much as it is today and looks to encourage the pedestrian environment with wider sidewalks that will ultimately be adjacent to commercial uses.

The segment of Taylor Street that extends from Oak Street east to Royer Street maintains the same right-of-way, but shifts the sidewalk away from the back of the curb creating a four (4) foot wide planter strip. (Figure 6.46) This change in the sidewalk pattern is driven by the existing condition in this area which is very similar. It also reflects more of a residential treatment as the street transitions into the Vernon Bungalow District.

This segment has the Bungalow District on one side and future commercial development on the other side. Therefore, an 8' walk is being proposed on the side adjacent to the Dry Creek District.

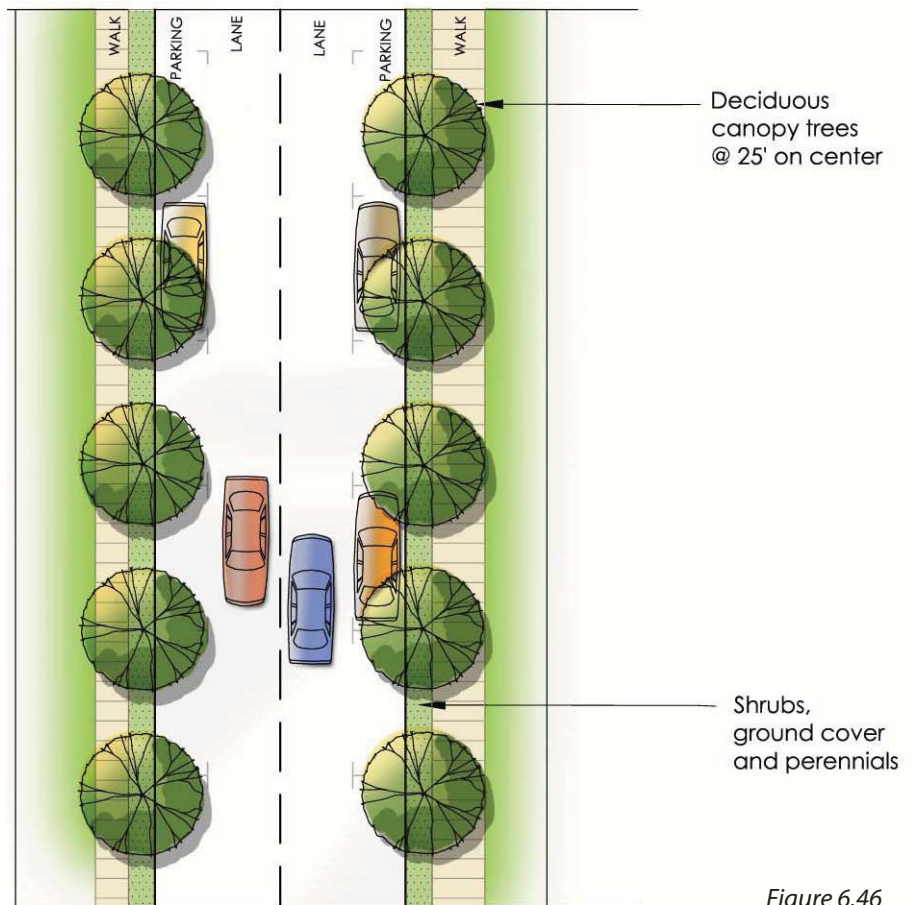
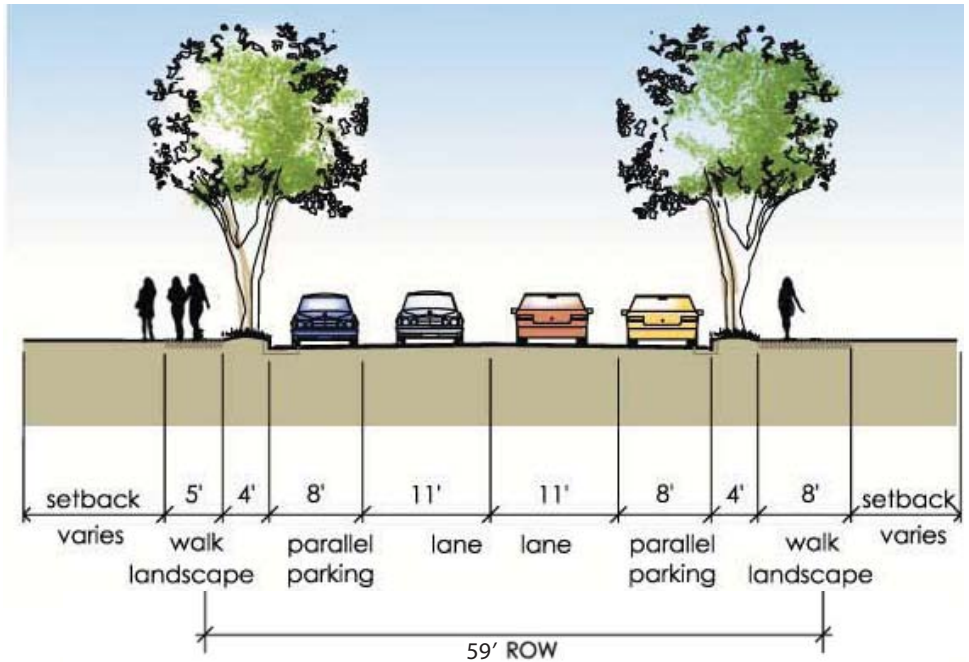


Figure 6.46

6.0 Public Realm Improvements

VERNON STREET AREA

Typical Downtown Commercial Street (Local Street) (Lincoln, S. Grant, Taylor and Judah Streets)

Oak Street will act as the dividing line between the future commercial and/or residential street section. On the west side of Oak Street future improvements will reflect the street section shown in Figure 6.47.

This section is reflective of a more commercial street section that then leads into the Vernon Street District. This district has a higher development intensity and, therefore, reflects a more commercial street section.

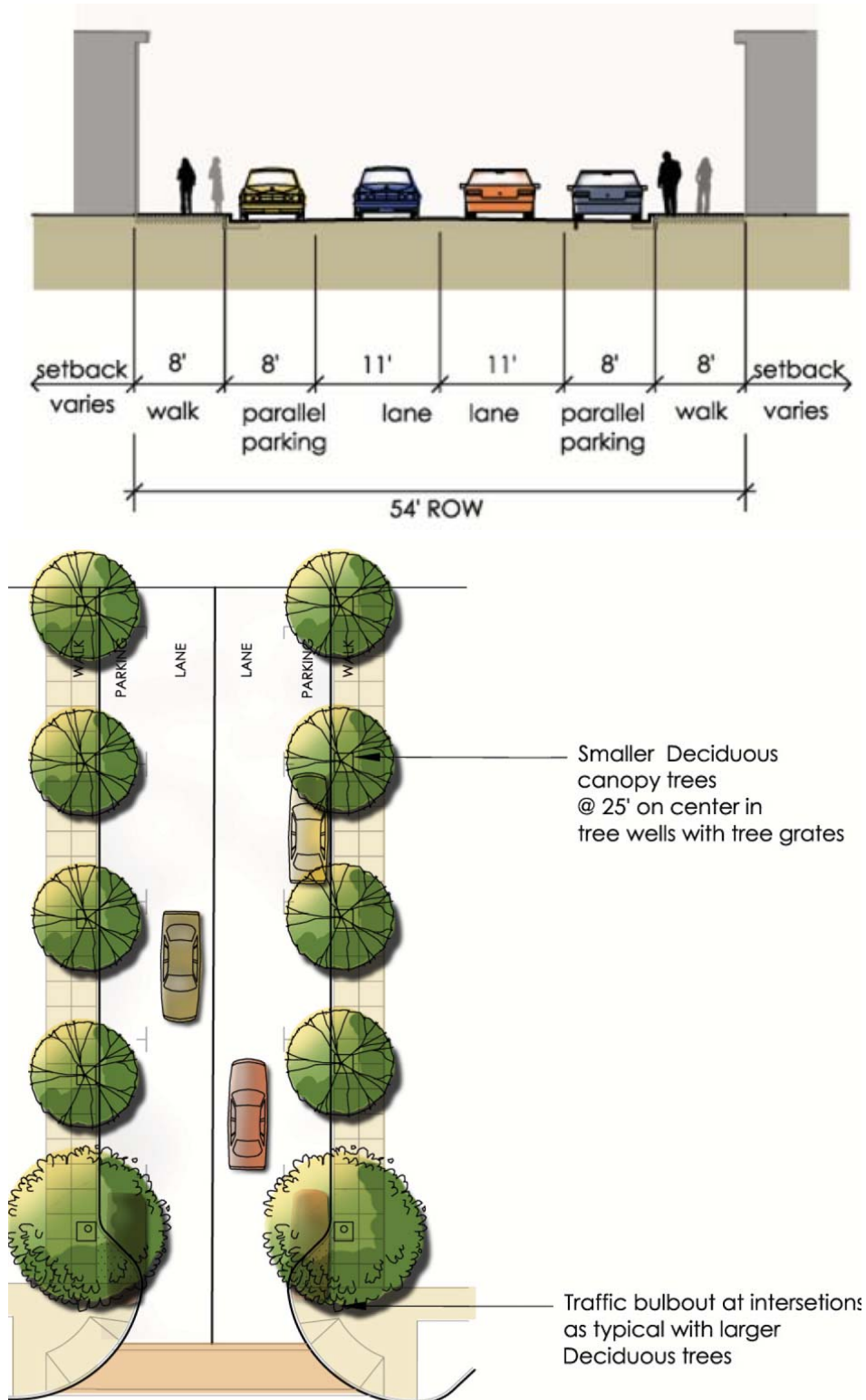


Figure 6.47

6.0 Public Realm Improvement

HISTORIC OLD TOWN AREA

In the Historic Old Town area of the Specific Plan, the City has recently invested in significant improvements to the internal streets of the area (Main Street, Church Street, Lincoln Street and Pacific Street). Improvements to these streets have resulted in the creation of a walkable pedestrian environment. These improvements include mid-block crossings, bulb-outs, period lighting, angled parking, plaza areas, street furniture and landscaping. Although a portion of Washington Boulevard was included in these improvements, the portion north of Main Street has yet to be improved. As part of the Specific Plan, the following future improvements are proposed:

- *Planned streetscape improvements to Washington Boulevard including widening the sidewalks on both sides of the street and providing streetscape enhancements in the terms of lighting, street furniture and limited landscaping;*
- *Median modifications on Washington Boulevard to focus left-turn movements at the Pleasant Street intersection;*
- *Intersection improvements to Pleasant Street/Washington Boulevard, and Lincoln Street/Washington Boulevard, including an enhanced pedestrian crossing and installation of a traffic control signal;*
- *Way-finding signs within the Historic District to access the Washington Boulevard undercrossing; and*
- *Modification to the Washington Boulevard underpass to widen the existing walkway to accommodate bicycle traffic.*



Extensive pedestrian level improvements have been completed in the Historic Old Town area



6.0 Public Realm Improvements

HISTORIC OLD TOWN AREA

Washington Boulevard (Arterial Street)

Similar to Oak Street, the configuration and design of Washington Boulevard changes as it progresses west from the Oak Street intersection. This roadway is a major arterial providing traffic flow from the east side of the Union Pacific Railroad tracks to the west side of Roseville.

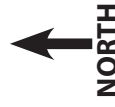
There are several existing intersections along this frontage. With the recent completion of the Historic Old Town infrastructure and streetscape project, the intersection improvements at Washington Boulevard and Main Street were completed. The Specific Plan anticipates modifications to two other intersections on this roadway segment.

The first of these intersections is Washington Boulevard and Pleasant Street. Although currently unsignalized, the Specific Plan calls for this intersection to be utilized as a pedestrian conduit between the surrounding residential neighborhood and the commercial uses fronting onto Washington Boulevard. As part of a future streetscape project, elements such as bulb-outs, landscaping, themed lighting, street furniture and enhanced crosswalks could be installed to make this intersection more pedestrian friendly (Exhibit 6.11).

The final intersection improvement would occur at Washington Boulevard and Lincoln Street. This intersection would also be signalized in the future. The intent would be to provide better alignment with All American City Boulevard and Lincoln Street. Similar improvements to those that would be installed as part of the Pleasant Street intersection could be integrated into the ultimate design (Exhibit 6.12).



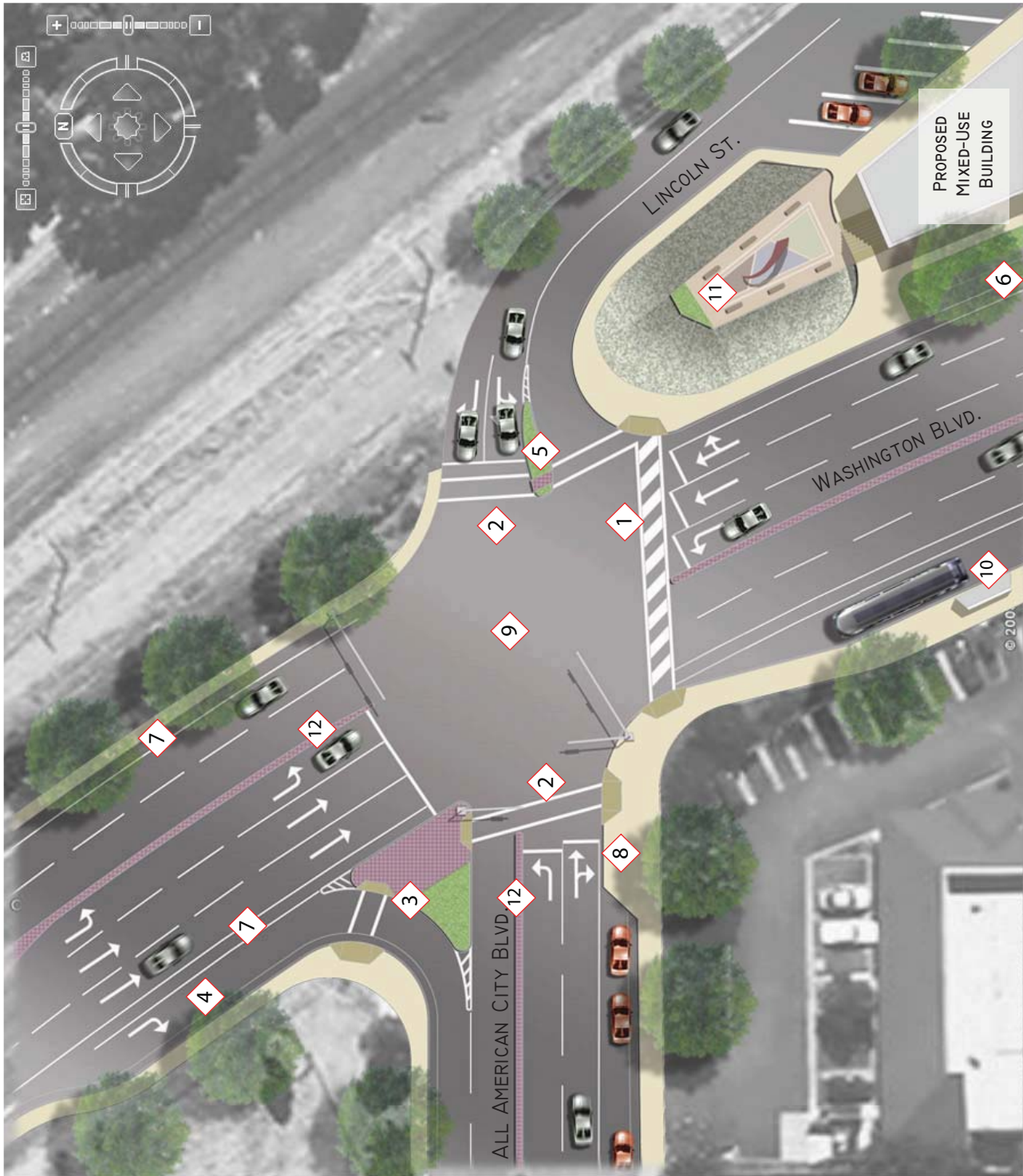
- 1 Crosswalk marked with diagonal stripes to increase driver awareness
- 2 Bulb-outs on Washington Boulevard to reduce the curb return radii and pedestrian crossing distance
- 3 Bike lane and parallel parking
- 4 New signalized intersection



6.0 Public Realm Improvements

Exhibit 6.12 - Washington Bl. and Lincoln St.
Proposed Improvements

- 1 Crosswalk marked with diagonal stripes to increase driver awareness
- 2 Crosswalk marked with transverse stripes
- 3 Channelized right turn with push-button pedestrian crossing and refuge island
- 4 Additional right-turn lane
- 5 Pedestrian island
- 6 Bike lane and parallel parking
- 7 Bike lane
- 8 Bulb-out on All America City Boulevard
- 9 New signalized intersection
- 10 Bus shelter
- 11 Public art and rain garden
- 12 Central divider with vertical curb



6.0 Public Realm Improvement

HISTORIC OLD TOWN AREA

Washington Boulevard Underpass

The first segment of this roadway is represented in Figure 6.48. This roadway section is taken just prior to entering the underpass.

As proposed, this section would not change from the existing conditions, with the exception of the pedestrian walkway being extended by another 2 feet in width. This extension would then allow for bicycle and pedestrian traffic to occur within the underpass.

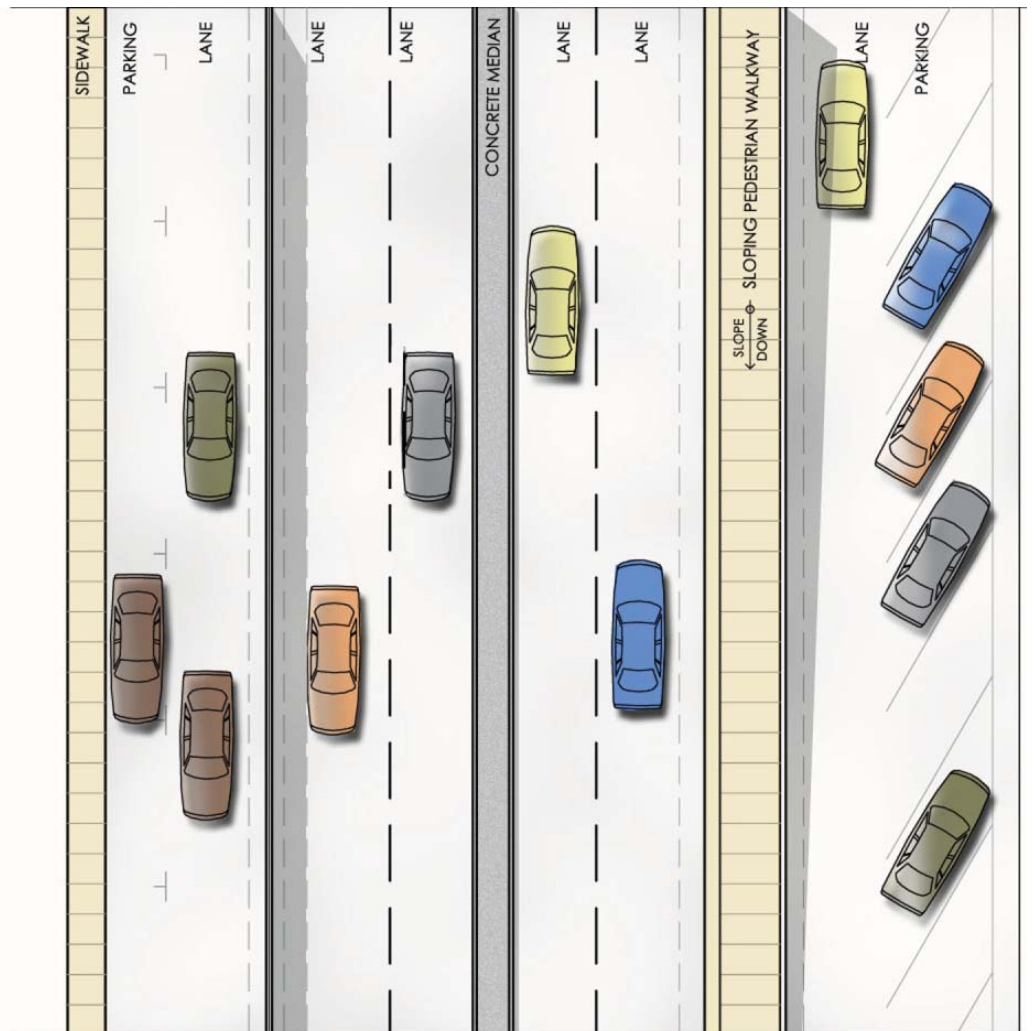
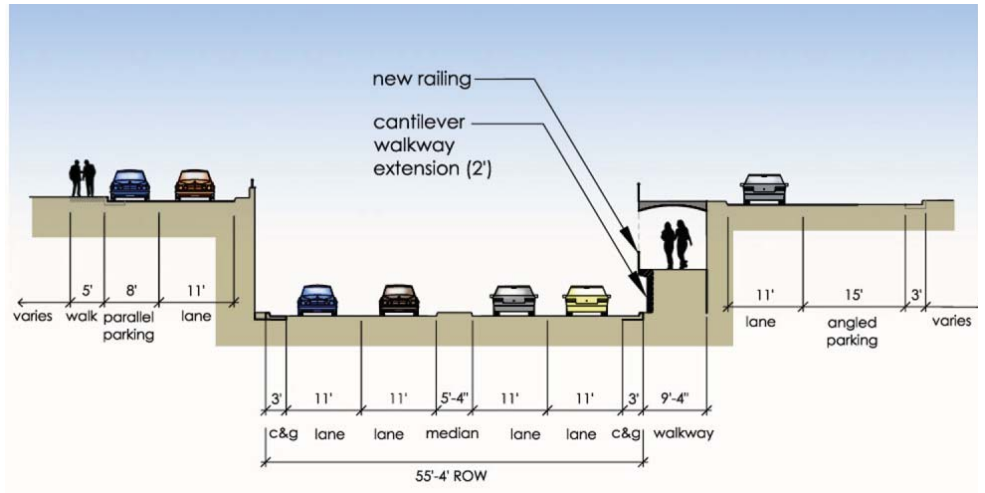


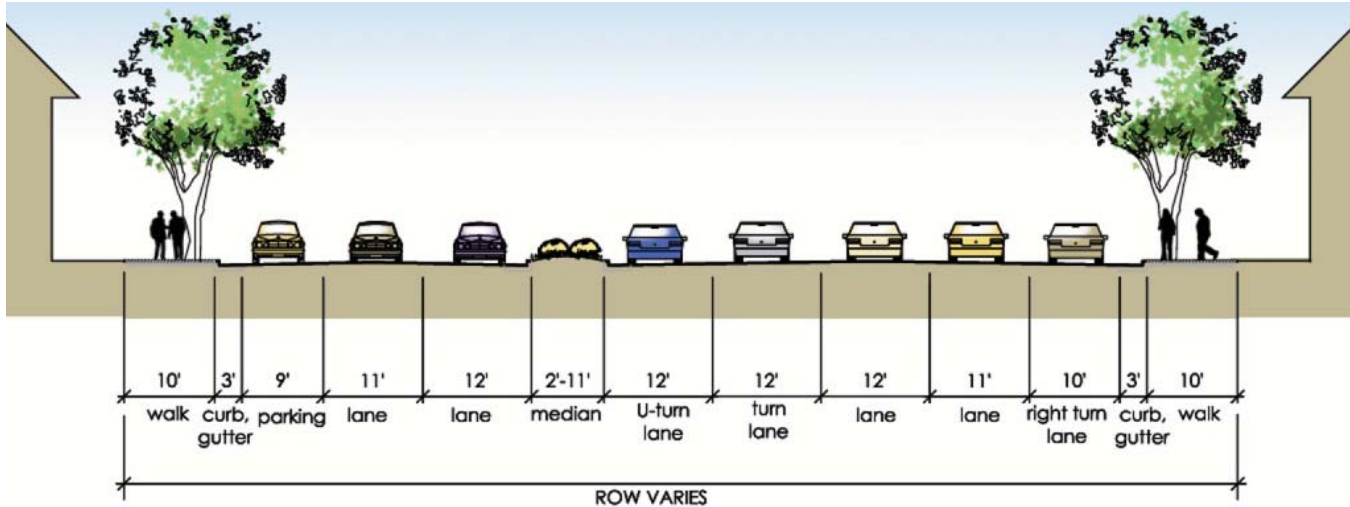
Figure 6.48

6.0 Public Realm Improvements

HISTORIC OLD TOWN AREA

Washington Boulevard - Between Underpass to Main Street*

*Note: No sidewalk proposed east of Church Street due to steep slopes



The next segment is the underpass to Main Street (Figure 6.49). As part of the recent Historic District improvement project, the median was narrowed and reconfigured to accommodate a separate "U-turn only" lane. This section would not change from how it exists today.

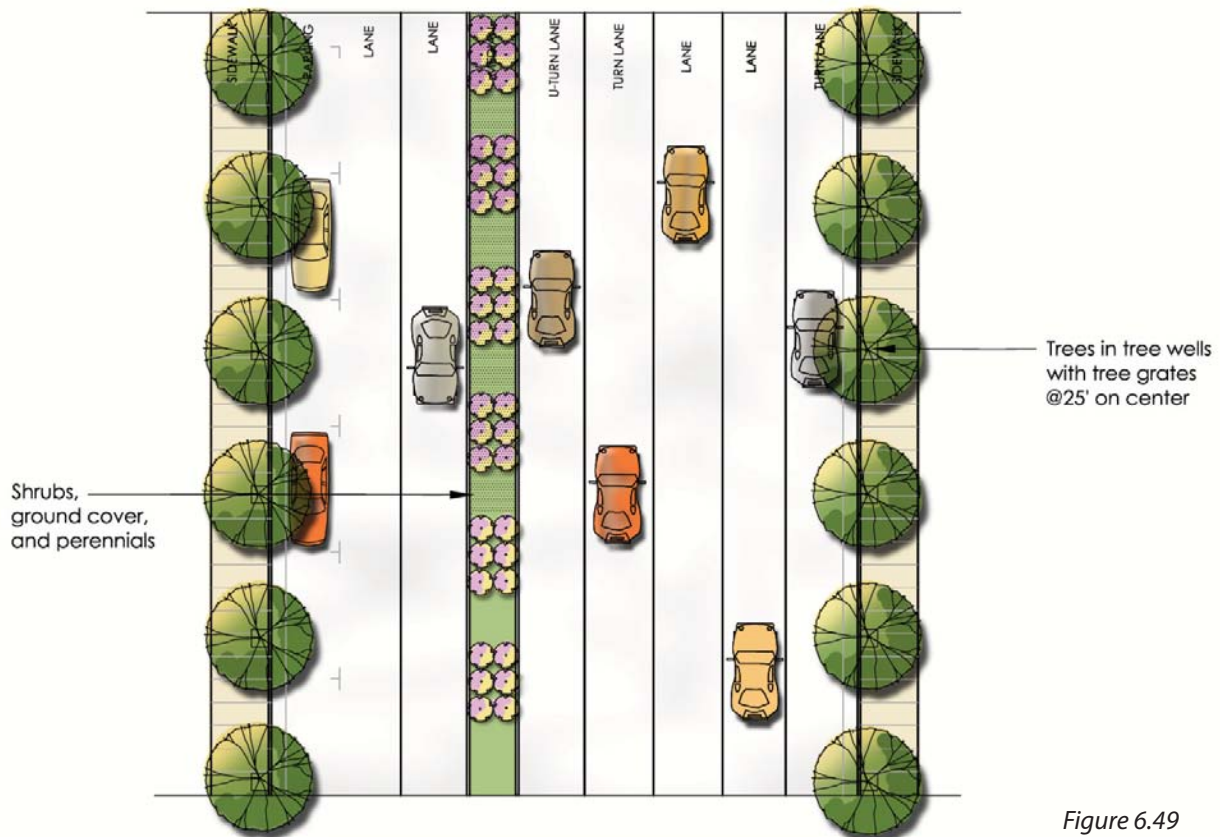
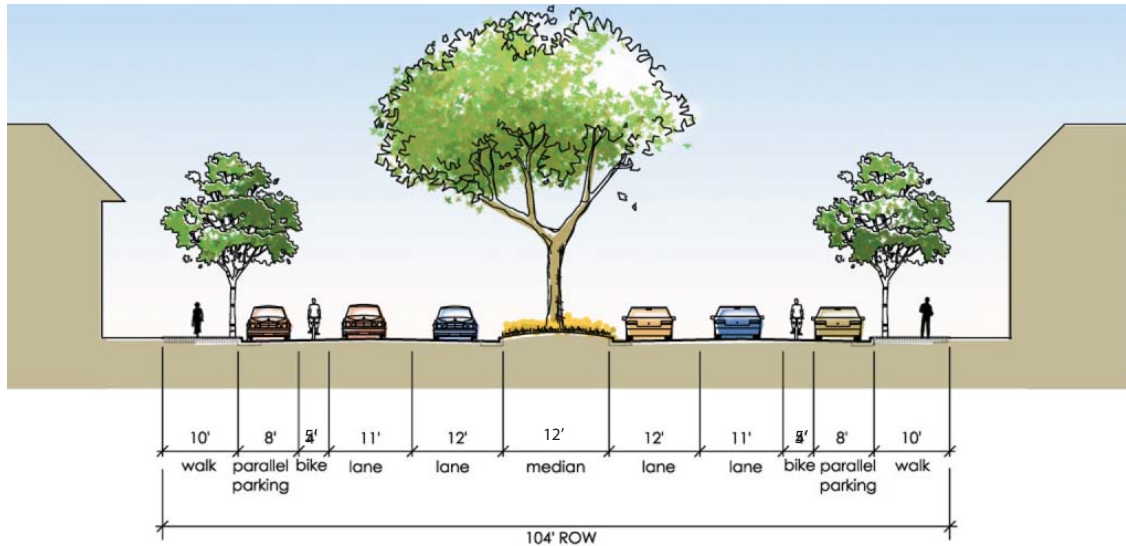


Figure 6.49

6.0 Public Realm Improvement

HISTORIC OLD TOWN AREA

Washington Boulevard - Between Main and Lincoln Streets



The final segment extends from Main Street to Lincoln Street. This section reflects a more commercial interface with the uses along this street (Figure 6.50). Wider sidewalks (10 feet) with tree wells and covered grates are proposed along this portion of the Boulevard.

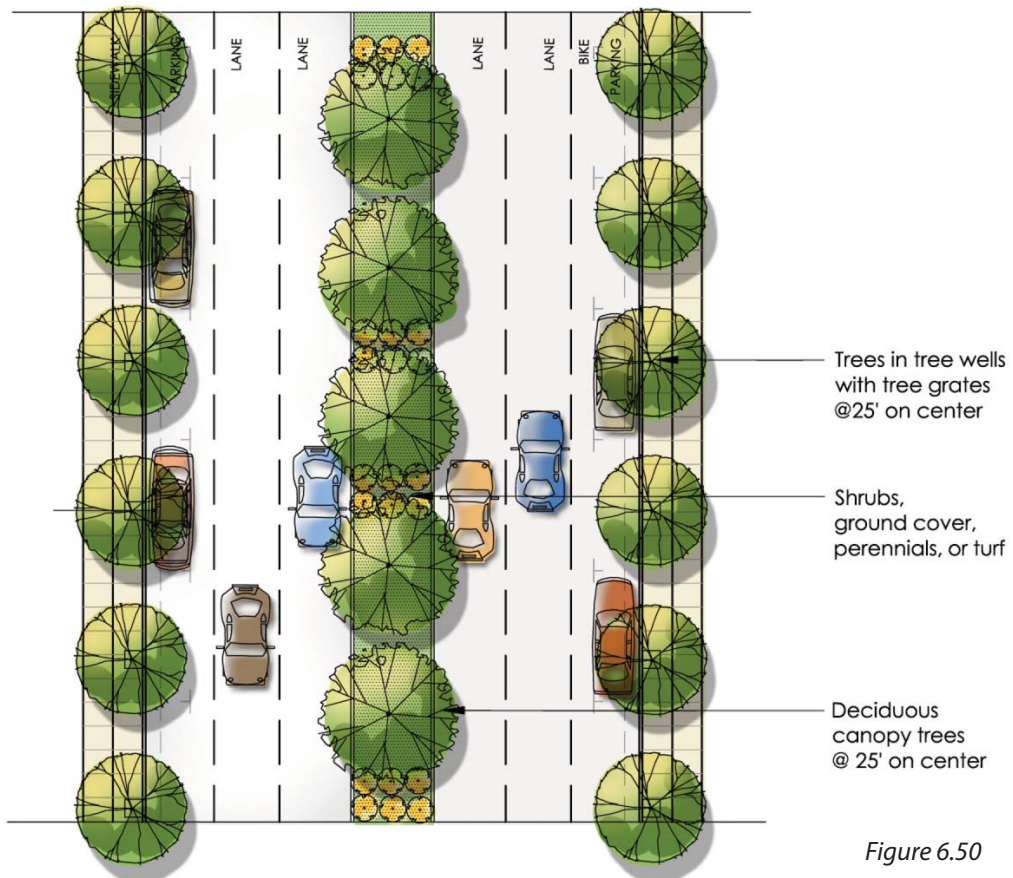


Figure 6.50

6.0 Public Realm Improvements

HISTORIC OLD TOWN AREA

Old Town Commercial District Streets

With the recent completion of the Historic District streetscape and infrastructure project, Main, Lincoln, Church and Pacific Streets have all been upgraded. It is not anticipated that the configuration of these streets will be substantially altered.

The following provides a brief discussion regarding the improvements that have been implemented, to date.

Main Street (Collector Street)

Main Street provides a central point of access to the Old Town Commercial District. Due to the existing right-of-way width, the roadway is configured into a two lane road with adjacent parallel parking lanes.

Based on the existing building locations, the sidewalks have been set at 7'6" and accommodate tree wells that support deciduous street trees (Figure 6.51).

Pedestrian elements such as bulb-outs, enhanced paving and mid-block crossings have been added to slow traffic speeds and promote the pedestrian over the vehicle.

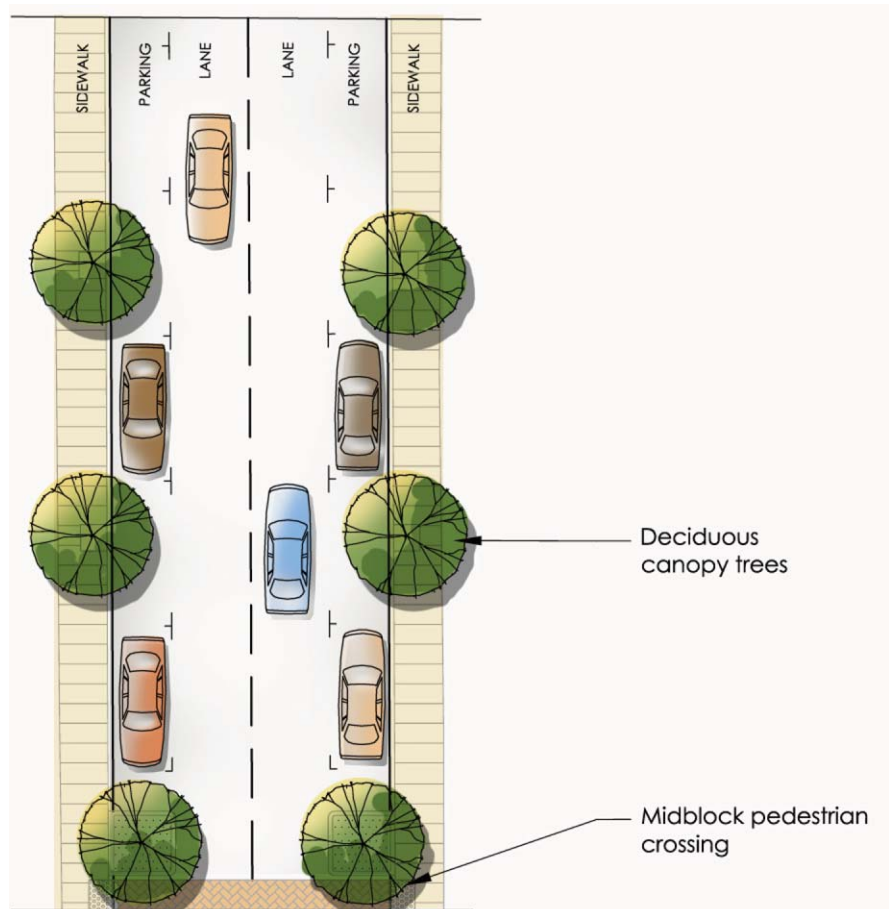
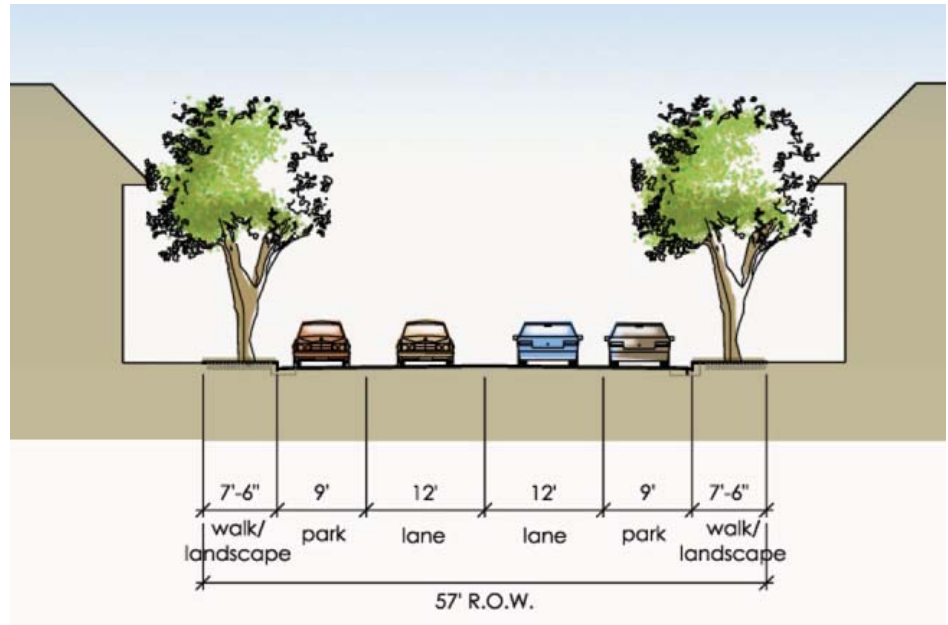


Figure 6.51

6.0 Public Realm Improvement

HISTORIC OLD TOWN AREA

Church Street Between Washington Boulevard and Lincoln Street (Local Street)

Church Street also provides a point of access from Washington Boulevard into the district. Due to the right-of-way having a width of approximately 74 feet, angled parking has been constructed.

The construction of angled parking allows for the creation of landscape planters that then frame the parking spaces and create interest (Figure 6.52).

This, in combination with bulb-outs, narrows the feel of the street and acts to slow traffic through this segment of the district.

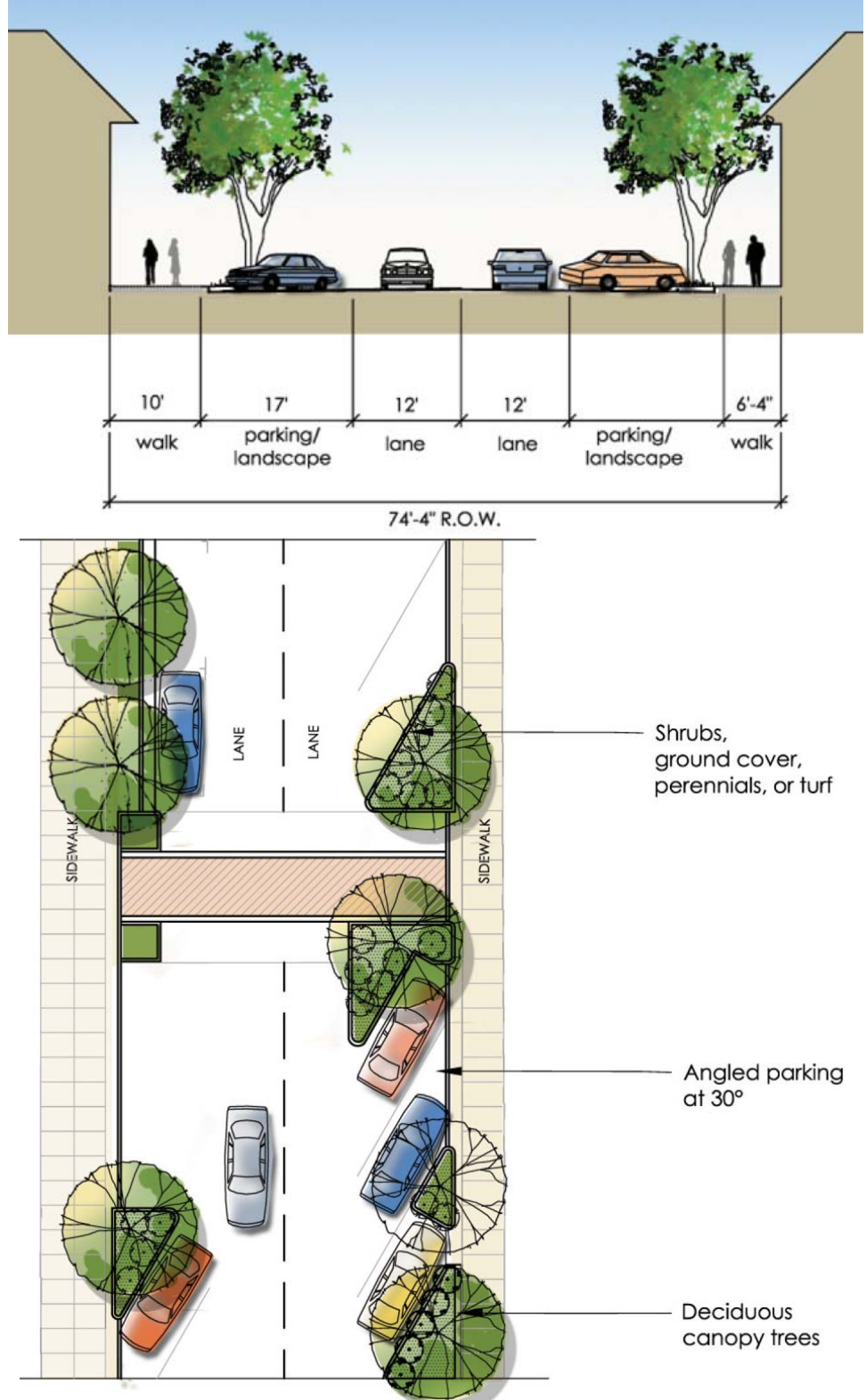


Figure 6.52

6.0 Public Realm Improvements

HISTORIC OLD TOWN AREA

Lincoln Street - Between Pacific and Main Streets (Local Street)

The angled parking along Church Street then integrates well with the same treatment along Lincoln Street. The added benefit of this treatment is the creation of additional parking that then fronts onto the commercial spaces located adjacent to this roadway (Figure 6.53).

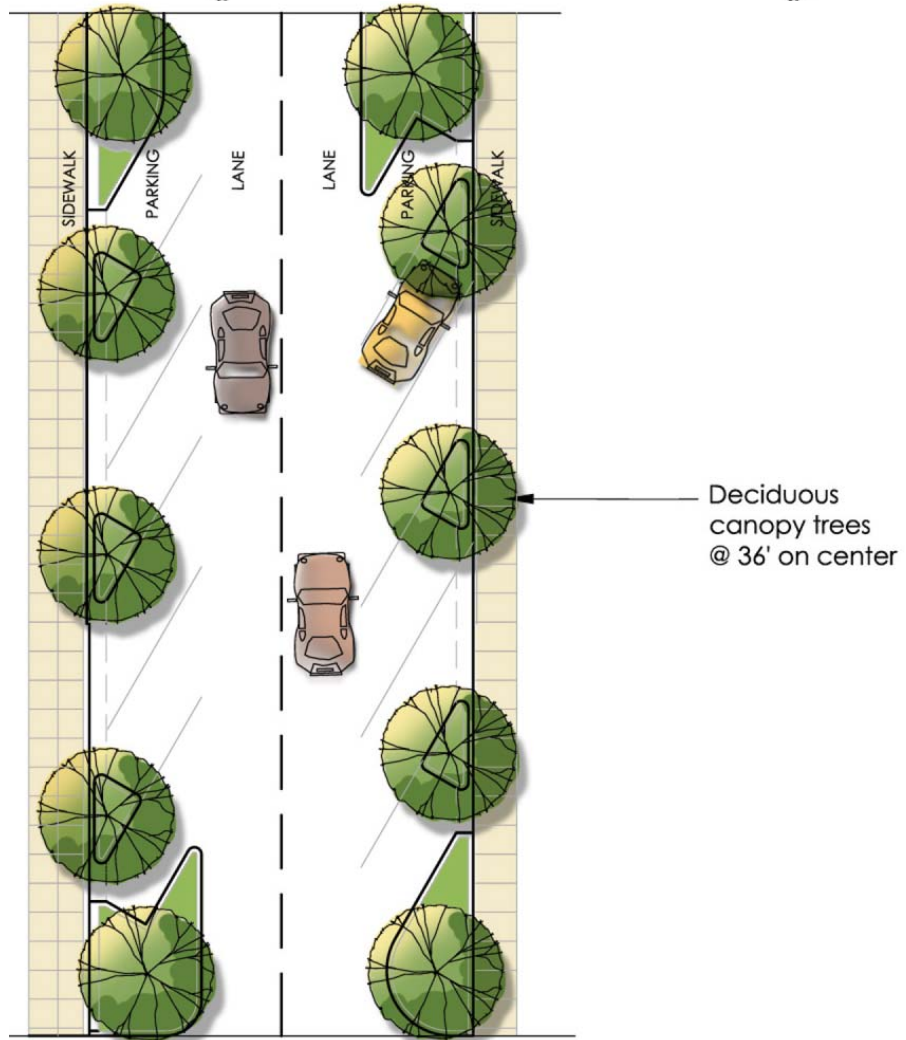
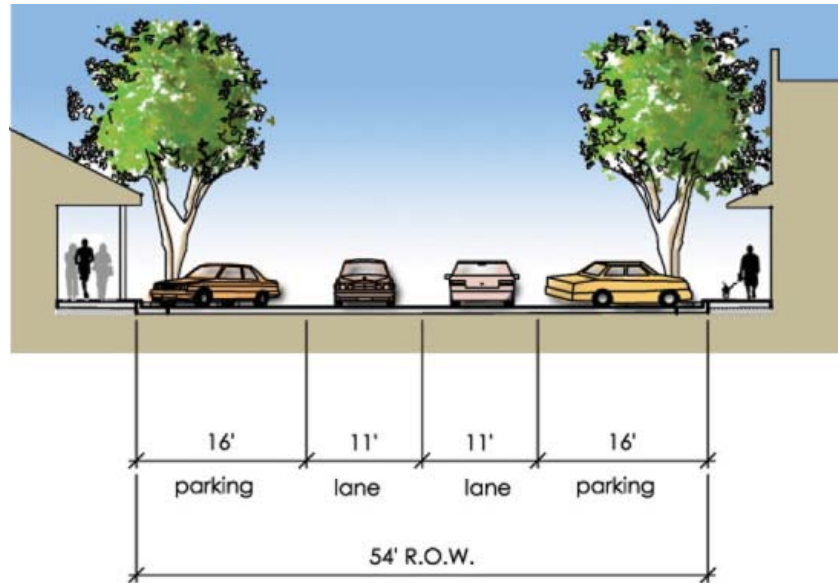


Figure 6.53

6.0 Public Realm Improvement

HISTORIC OLD TOWN AREA

Lincoln Street **Between Valencia Alley and Washington Boulevard (Local Street)**

The section of Lincoln Street between Valencia Alley and Washington Boulevard offers the opportunity to assist in the parking needs for the district and provide a beautification/screening of the adjacent Union Pacific facilities (Figure 6.54).

By creating angled parking on the south side of the street, the undeveloped parcel adjacent to the street can support additional development.

Similar to Pacific Street, a future streetscape enhancement project would provide landscaping to buffer the tracks on the north side of the street through this area.

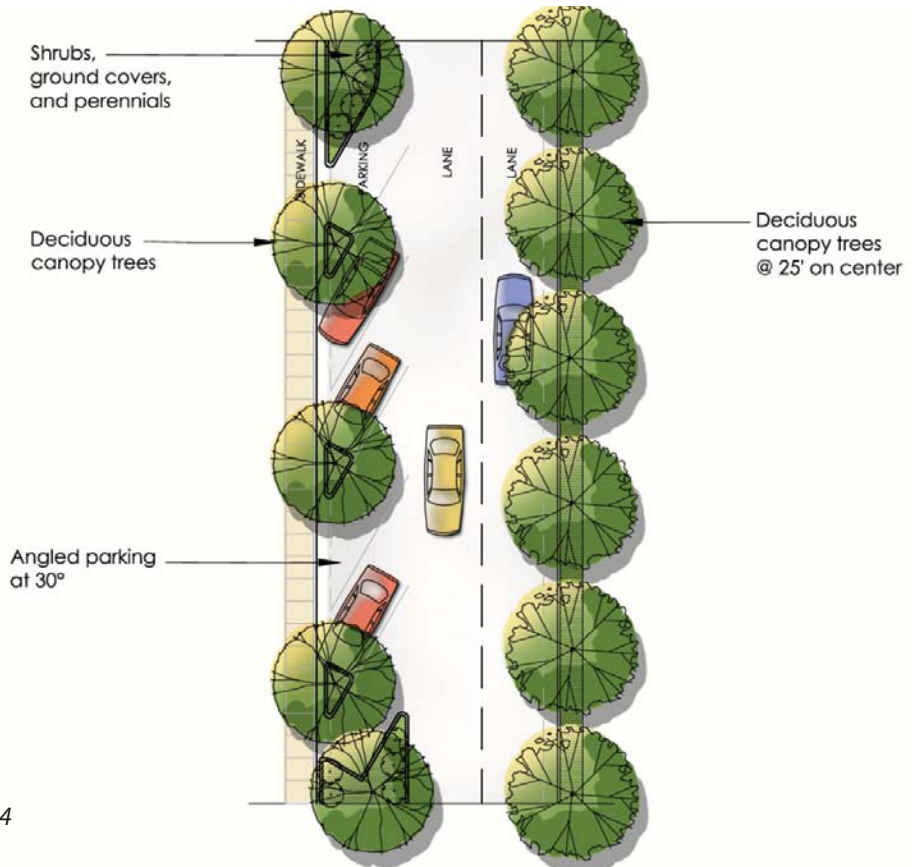
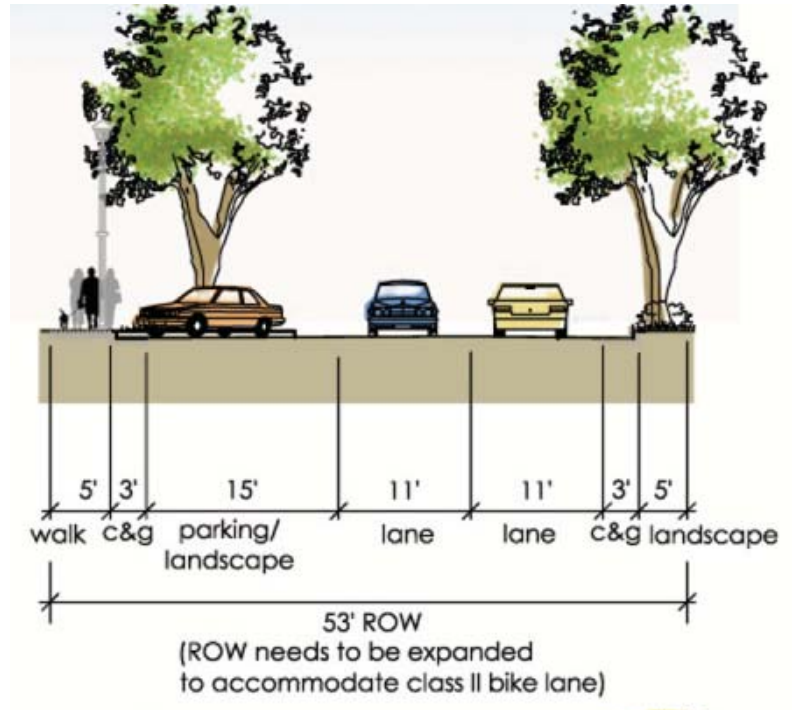


Figure 6.54

6.0 Public Realm Improvements

HISTORIC OLD TOWN AREA

Pacific Street

Between Washington Boulevard and Lincoln Street (Local Street)

Pacific Street is bordered with development on one side and the Union Pacific Railroad on the other. Due to the limited right-of-way width, parallel parking is utilized instead of diagonal parking, similar to Main Street. To provide a softer edge to the railroad side of the street, the City has installed landscaping (Figure 6.55). This in conjunction with an upgraded fence, has significantly changed the look and feel for this street section.

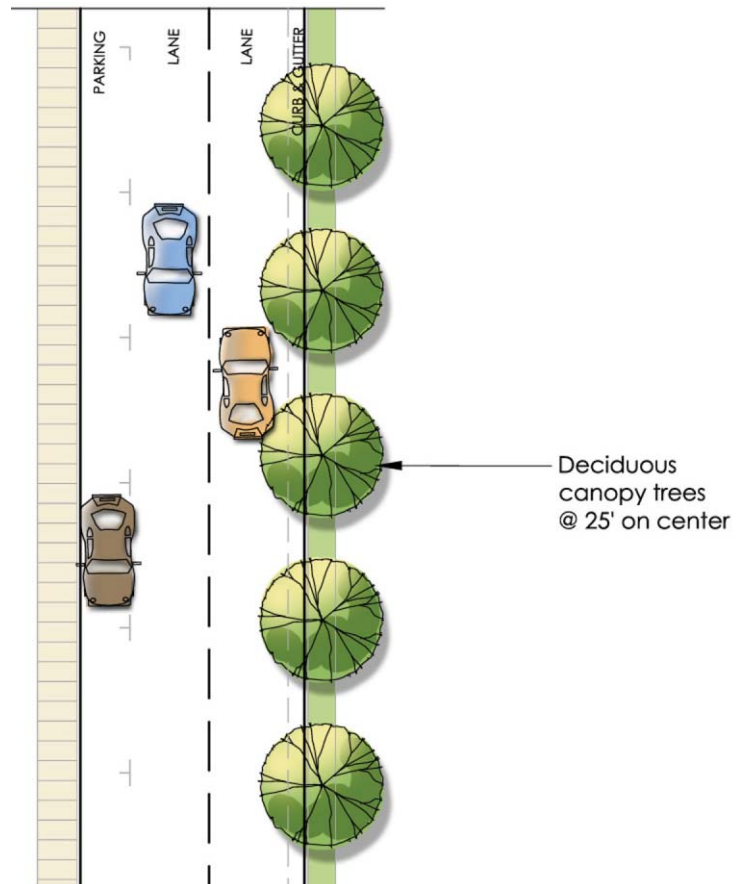
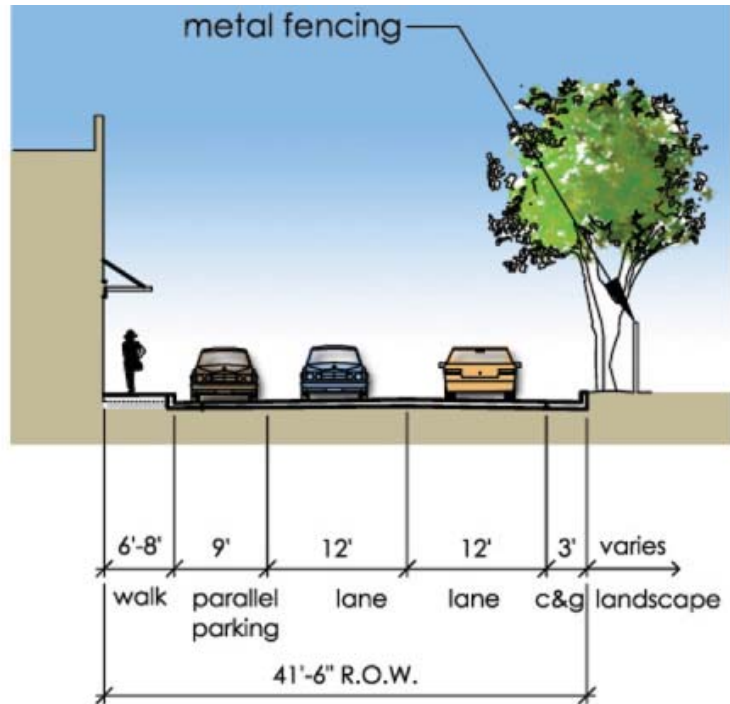


Figure 6.55

6.0 Public Realm Improvement

HISTORIC OLD TOWN AREA

Residential Street (Local Streets) - Pleasant, Grove, Placer and Elefa

The residential streets within the Historic Old Town planning area have separated sidewalks with planter areas adjacent to the back of the curb (Figure 6.56). These planters, similar to the Vernon Bungalow District, create the opportunity to plant deciduous shade trees. This tree canopy provides a sense of character for the neighborhood, as well as, a shade canopy.

Future streetscape improvements would be limited to the installation of bulb-outs at the intersections to promote slower traffic and a better pedestrian experience.

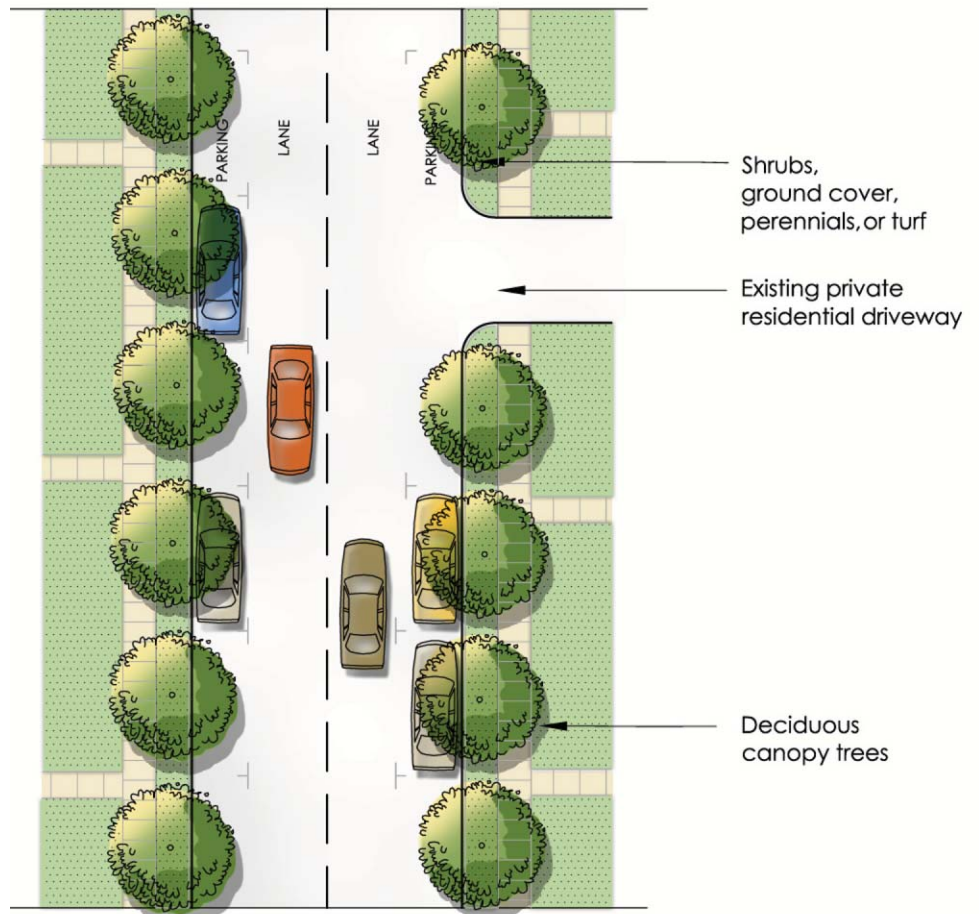
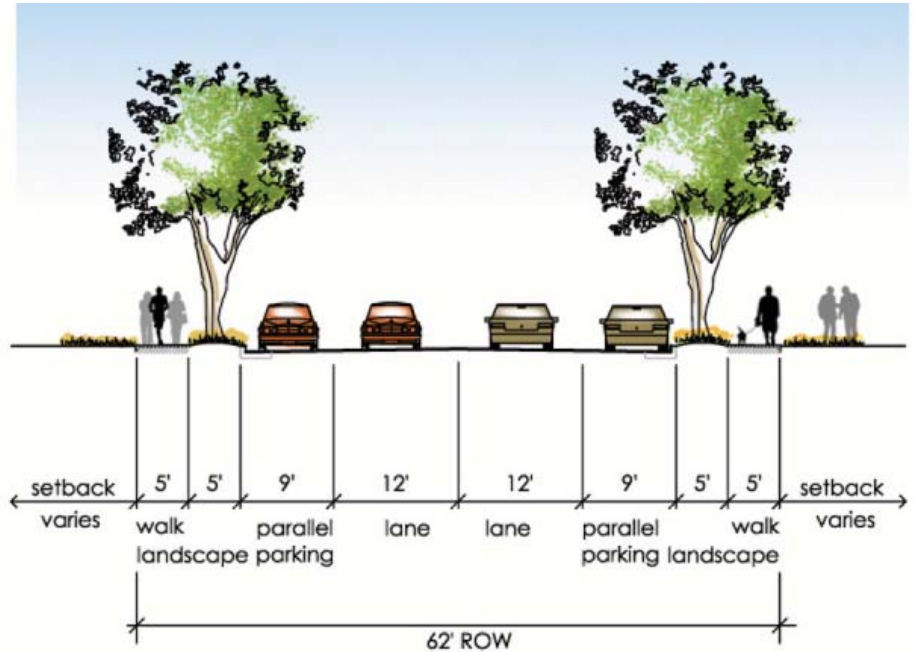


Figure 6.56

6.0 Public Realm Improvements

6.12 Washington Boulevard Underpass Canopy

Intent: Washington Boulevard serves a very important purpose in the Downtown as it connects the two areas – Historic Old Town and Vernon Street – with an existing underpass running under the railroad. Noise from the vehicles on Washington Street escapes through the underpass into Vernon Street and Atlantic Streets and also creates a public safety hazard and a pedestrian and visual barrier – all adding up to an unattractive, hard, cold, urban condition that can be buffered by using a metal lattice canopy softened with climbing and flowering landscape material. (Figure 6.57)



Figure 6.57 These examples resemble design solutions that can be used for the Washington Boulevard underpass canopy.



6.0 Public Realm Improvements

Connectivity is an expressed goal of the vision plan for Downtown. This trellis system and accompanying art component could promote a sense of place in Downtown Roseville. The trellis system is slightly curved and serves as a graceful neighbor to Downtown Vernon Street. It is comprised of a metal framework system with semi-transparent screened panels. The metal should be the same green color to other streetscape elements (bus shelter, benches, light poles, and fencing). The trellis system panels will be interrupted by line-sights of clear access to sky in order to provide light access and generate interest. Creeping vines, bougainvillea, or a similar treatment is recommended to provide a heightened aesthetic.



Attractive greenery and low maintenance plants will run along the ledge and the entire upper perimeter of the underpass.

Medians incorporating low-maintenance greenery can soften the underpass's hard lines and concrete surfaces.

Framed panels that run along the length of the walls of the underpass could incorporate art contained in framed, Plexiglas, boxes that are graffiti resistant. Every second panel will be a laser cut graphic depicting the Roseville logo or a logo for Downtown to create a rhythm between the art panels and the graphic panels. These panels could be internally illuminated to provide additional light to the underpass and increased security.

The "art panels" could create an opportunity to include the public, and they could be swapped out at regular intervals. One box could house art from a school competition (i.e., fifth grade), or themed (i.e., a community wide art competition that showcases Roseville's historic icons, the "rose", or done by season – Roseville in the fall, etc.).

The art panels could be illuminated to provide additional light to the underpass and increased security. Although the panels could house advertisement, it is recommended that they be used to promote art within the project area instead.

