Riverside Gateway Specific Plan


City of Roseville, California

Adopted March 15, 2006
Resolution # 06-129

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

Contact:
Kevin Payne
Assistant Planning Director
916.774.5256

EDAW

RIVERSIDE GATEWAY SPECIFIC PLAN

Adopted March 15, 2006
Resolution #06-129

Amended

June 21, 2006; Resolution #06-343
March 28, 2007: Resolution #07-143

Riverside Gateway Specific Plan
Acknowledgements

City Council
Gina Garbolino, Mayor
F.C. "Rocky" Rockholm
John Allard
Jim Gray
Richard Roccucci

Planning Commission
Robert Dugan, Chair
Gray Allen
Donald Brewer
Sam Cannon
Rex Clark
Kim Hoskinson
Audrey Huisking

Central Roseville Revitalization Committee
Richard Roccucci, Chair
John Allard
Daron Anderson
Wendy Gerig
Robert Gerould
David Henry
Mark Lacher
Brian Lucas
Raymond Phipps
Sylvia Slade
Del Stephenson

City of Roseville
Craig Robinson, City Manager
Paul Richardson, Planning and Redevelopment Director
Kevin Payne, Assistant Planning and Redevelopment Director
Jan Shellito, Redevelopment Agency Manager
Wendy Hartman, Project Planner
Bill Aiken, Administative Analyst

Prepared by:
EDAW, Inc.

In Association With:
Economic & Planning Systems
Kimley Horn & Associates
Nolte Associates
Aldo Pineschi
SERA Architects

Chapter 1 INTRODUCTION

Chapter 2 THE SITE AND ITS CONTEXT

Chapter 3 LAND USE AND COMMUNITY CHARACTER

Chapter 4 CIRCULATION

Chapter 5 UTILITIES AND INFRASTRUCTURE

Chapter 6 STREETSCAPE DESIGN

Chapter 7 PARKING STRATEGIES

Chapter 8 DESIGN GUIDELINES AND DEVELOPMENT STANDARDS

Chapter 9 PLAN IMPLEMENTATION AND ADMINISTRATION

LIST OF FIGURES

LIST OF TABLES

APPENDICES

Chapter 1: Introduction

Chapter 1: Introduction

1.1 Vision Statement for the Riverside Gateway Area

Riverside Avenue is envisioned as an attractive and vital pedestrian friendly corridor, providing a recognizable and visible gateway to central Roseville. A pedestrian-oriented and easily accessible mixed-use district is planned for Riverside Avenue, with a mixture of residential and live/work uses transitioning into the adjacent neighborhoods. The Riverside Gateway Area will include strong linkages to downtown Roseville, as well as to open space amenities such as Dry Creek and Royer Park.

Community members discuss plan improvements at a workshop

Riverside Avenue will include a mix of neighborhood-serving and regional-serving commercial and service uses, office, and residential development. New development and redevelopment will be attractive and pedestrian-scaled. Streetscape improvements such as street trees, decorative lighting, street furniture, and enhanced crosswalks will provide visible enhancements to the corridor and help to create a sense of place and distinct character in the Riverside Gateway area. The streetscape is clean and attractive, pedestrian-friendly, and accessible for all. The City will act in partnership with property owners to maintain streetscape improvements.

The development process will be streamlined and simplified in order to encourage timely development and redevelopment. Riverside Avenue will be home to higher development densities and intensities, as this is a key element to creating a vibrant, urban environment. A range of parking solutions help to provide adequate parking to serve commercial, office, and residential uses.

Residents, property owners, and business owners in the Riverside Gateway area have a strong sense of pride in their neighborhood, and all work together with the City to create and maintain an attractive, desirable, and well-maintained mixed-use district.

1.2 Project Summary

The Riverside Gateway Specific Plan provides a new vision for the Riverside Gateway area, between Douglas Avenue and Darling Way, adjacent to downtown Roseville. The Riverside Gateway corridor has been identified as an area in need of revitalization, redevelopment, and reinvestment.

It is also an area with high potential for higher density infill development, including commercial, office, residential, and mixed-use development. The City of Roseville completed a specific plan process in order to look comprehensively at the planning area, and provide a cohesive vision for the future. The purpose of the Specific Plan is to:

- Add value by simplifying the development process;
- Increase property equity with the construction of public improvements;
- Bring new vitality to the area by creating an attractive and pedestrian friendly environment;
- Establish a public/private partnership with the investment of infrastructure by the City and long term maintenance to be the responsibility of the land-owners; and
- Encourage public and private investment and reinvestment in the area.

The overall goal in the Riverside Gateway area is to create an active and vibrant corridor with a mix of uses, including high-density residential, neighborhood retail and services, and mixed-use catalyst projects, which will help to spur further development and improvements in the project area.

Improving the pedestrian environment is a main goal for Riverside Avenue

The Specific Plan is long-range in nature, intended to guide development for the next 20 years (2005-2025). Several parcels in the Plan Area are undeveloped and readily developable in the short-term, while many parcels may be redeveloped over a longer time frame.

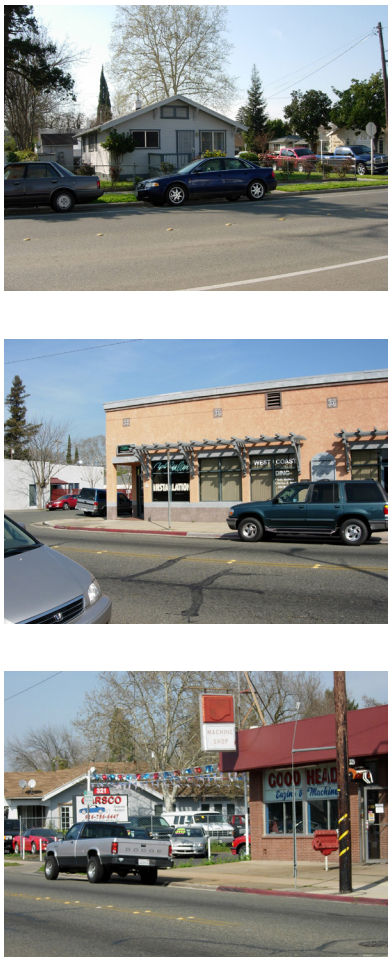
1.3 Project Background

The Riverside Gateway Plan Area represents an exciting opportunity to reinvigorate the gateway area to downtown Roseville, and to bring life to this commercial corridor, while providing services and destinations for neighborhood residents and visitors. The Plan Area is strategically located adjacent to downtown, and provides convenient access to I-80. The Specific Plan Area includes the six block corridor along Riverside Avenue stretching from Darling Way to Douglas Avenue, and extending one block on either side of Riverside Avenue. The Plan Area is bounded by Darling Way on the south, Douglas Avenue on the north, Clinton Avenue on the east, and B Street on the west. Additionally, the residential neighborhoods of Cherry Glen on the east, and Theiles Manor on the west surround the Plan Area. The Plan Area context and boundaries are illustrated in Figure 1-1 (Regional Context), 1-2 (Plan Area Context), and 1-3 (Plan Area Boundaries), and are also

described in further detail in Chapter 2 of this plan, The Site and Its Context. Since the City of Roseville adopted a Revitalization Strategy for Central Roseville in 1999, many improvement projects have grown from the strategy, including visible streetscape improvements on Vernon Street, Historic District Improvements, and expansion of the Civic Center. The Riverside Avenue commercial corridor was also identified in the Revitalization Strategy as a priority area within the City, specifically as a Streetscape Design.

The City has expanded beyond the original streetscape improvement scope for Riverside Avenue to create a more comprehensive improvement strategy, including a Specific Plan and design guidelines, in addition to the streetscape design. Expanding the scope of improvements for Riverside Avenue will result in implementable land use strategies that will help to attract development and redevelopment to the area, as well as physical improvements that will help to beautify the area.

There have been several previous planning efforts for the Riverside Avenue corridor, but in the past, funding was lacking for implementation. Currently, there is $2 million in bond funding and an additional $6 million provided through utility rehabilitation funds and other grants, for a total of $8 million allocated for Riverside Avenue improvements. This dedicated funding will help to ensure visible results and successful implementation of the current planning efforts.



Examples of existing uses in the Plan Area

1.4 Planning Process

The planning process was guided by the Riverside Steering Committee, a 13 member advisory committee comprised of elected and appointed officials, Cherry Glen and Theiles Manor neighborhood residents, and Riverside Avenue property and business owners. The Steering Committee's mission was to create recommendations for the Riverside Gateway Project, which were forwarded to the Central Roseville Revitalization Committee, Planning Commission, and City Council. Riverside Steering Committee meetings were open to the public, and public comments and suggestions were welcome at every meeting.

In addition to Steering Committee meetings, the City held two community workshops to gather input from a cross-section of community members on future land uses and design improvements for Riverside Avenue. The first workshop was held at the outset of the planning process, to help determine the vision for Riverside Avenue, and to gather input on the types of uses and physical character

Riverside Steering Committee meeting

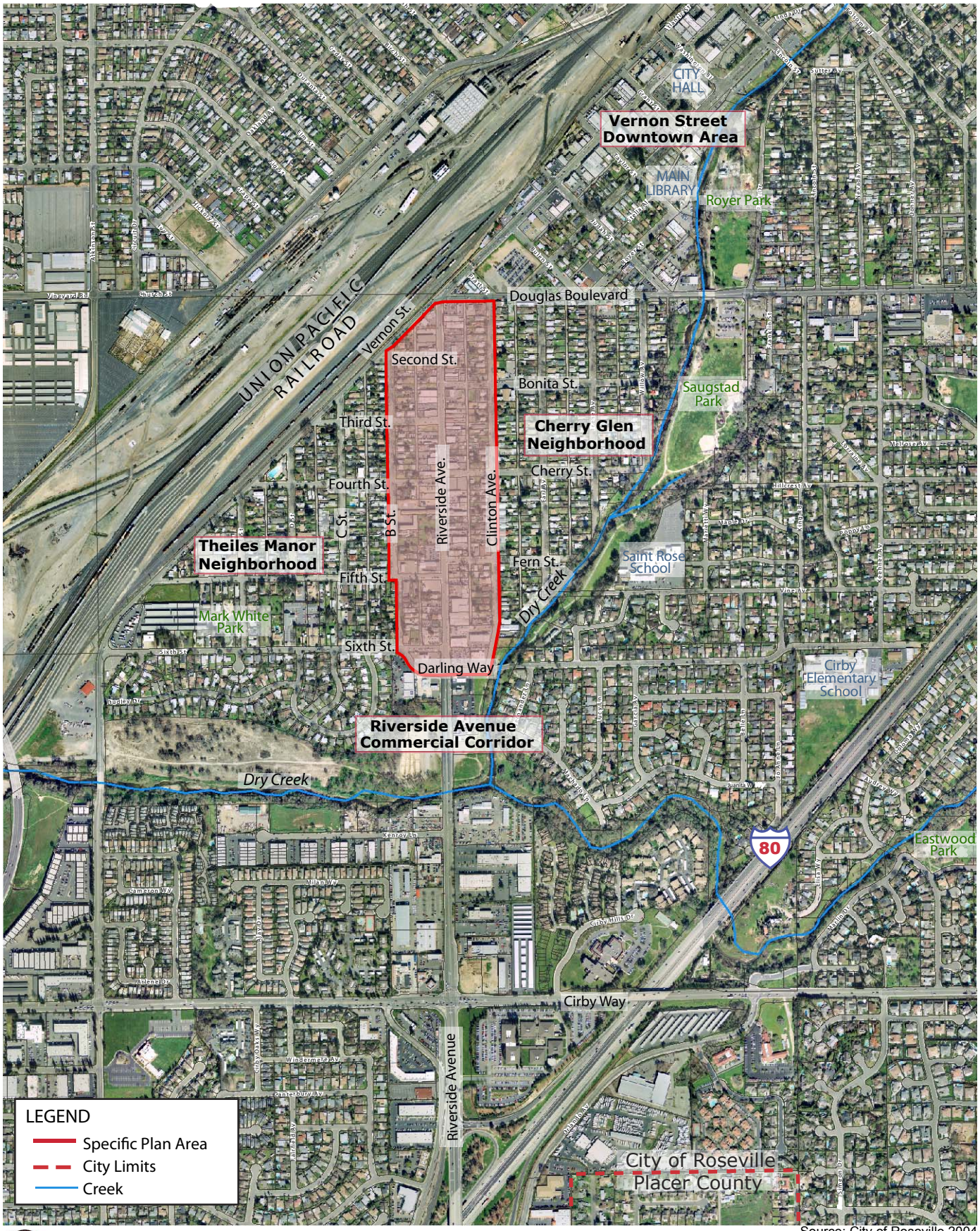
Steering Committee and community members on a walking tour of the Plan Area

that the community envisioned for the project area in the future. The second community workshop was held later in the planning process, to discuss physical and regulatory strategies for improvements in the project area, including a parking strategy, focusing on opportunity sites, and changing existing zoning standards and development regulations to help achieve the type and scale of development desired for Riverside Avenue.

Additionally, focus group interviews were conducted, with a broad cross-section of stakeholders, to gather information from diverse constituent groups regarding ideas and concerns about Riverside Avenue. Focus group participants included potential investors/developers, business owners, property owners, real estate and planning experts, and community residents. The focus groups were very informative, and helped to frame improvement strategies and priorities for Riverside Avenue. Over 30 different key stakeholders and interested parties were interviewed as part of the planning process.

The community outreach revealed a great deal of consensus regarding the issues and desires for Riverside Avenue, and also brought forth many creative and innovative planning and design solutions, including revisions to permitted land uses and development intensity, creative parking strategies, and methods for the City to encourage and incentivize development and redevelopment. The extensive community outreach and input gained, including the leadership of the Steering Committee, contributed to the creation of a focused Specific Plan that contains implementable strategies for improvements on Riverside Avenue.

Figure 1- 1
Regional Context



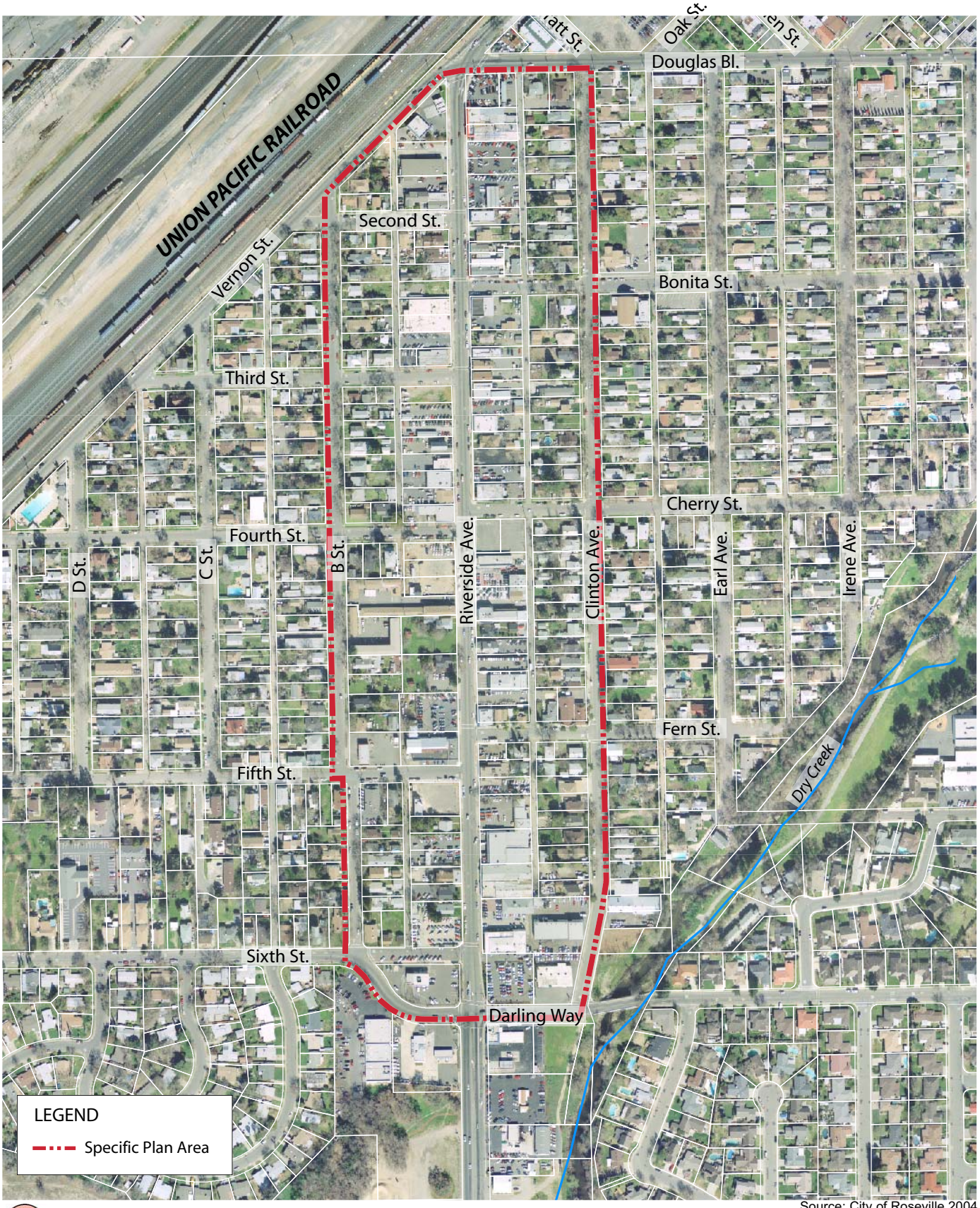
Source: City of Roseville 2004

EDAW

Figure 1- 2
Plan Area Context

0 500 1000 2000 feet

N



Source: City of Roseville 2004

EDAW

Figure 1- 3
Plan Area Boundaries

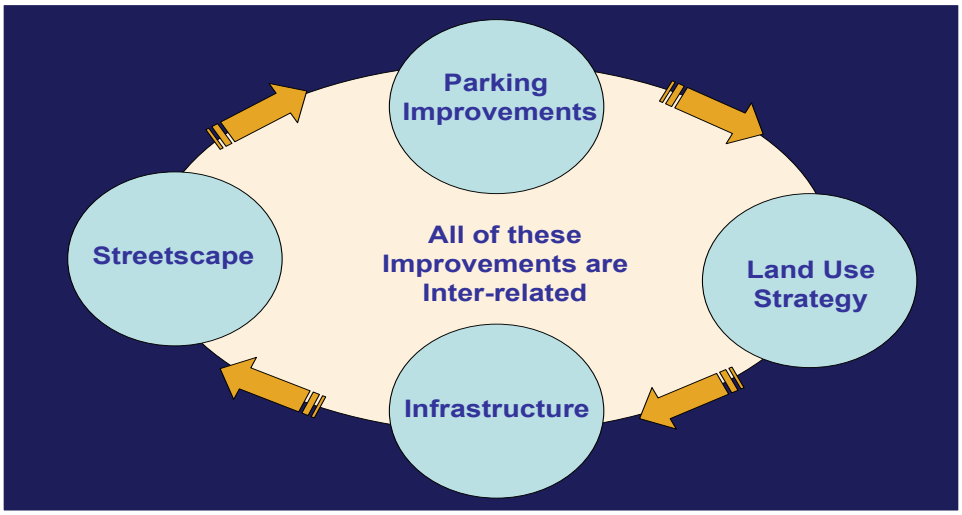
0 200 400 800 feet

N

1.5 Plan Goals

Bring new vitality to the area by creating:

1. A compatible mix of residential, retail, office, and service-oriented uses in the Riverside Gateway project area.
2. An intensity and scale of development that is appropriate to its central location, as part of downtown Roseville.
3. A development pattern that supports a pedestrian-friendly environment, and creates linkages to downtown Roseville and to surrounding residential neighborhoods.
4. An attractive corridor, which has a distinct character and identity, and is compatible with Vernon Street.
5. High-quality and attractive new development, and revitalization of existing development within the Riverside Gateway area.
6. An attractive and inviting public realm on Riverside Avenue, and the surrounding neighborhood streets.



Create an attractive and pedestrian friendly environment, and encourage redevelopment through:

1. An attractive, pedestrian-oriented corridor providing a gateway to downtown.
2. A transportation system that allows a choice in travel modes.

Increase property equity with new construction of:

1. Sufficient utility and infrastructure capacity to support increases in density and intensity in the Riverside Gateway project area.

2. Installation of public improvements to enhance the overall character of the area.

Add value by simplifying the development process:

1. Identify catalyst project sites and strategies to help spur development and investment in these sites.
2. Identify financial resources and funding mechanisms to create a plan that is economically self-sufficient.
3. Establish regulatory mechanisms that streamline the development process, and are necessary to implement the specific plan.

1.6 Purpose and Intent of the Specific Plan/Specific Plan Requirements

The Riverside Gateway Specific Plan has been developed to address future development and redevelopment patterns in the Project Area. Under the California Government Code Sections 65450 through 65457 and the direction provided by the State General Plan Guidelines prepared by the Office of Planning and Research (OPR), a specific plan may be used to implement a general plan and its policies/programs. Specific plans must be consistent with the applicable elements of the jurisdiction's general plan. Cities and counties may use specific plans to develop policies, programs, and regulations to implement the jurisdiction's general plan.

California Government Code Section 65451(a) defines the following content requirements for specific plans, including text and diagrams, which specify all of the following:

1. The distribution, location, and extent of the uses of land, including open space, within the area covered by the plan.
2. The proposed distribution, location, and extent and intensity of major components of public and private transportation, sewage, water, drainage, solid waste disposal, energy, and other essential facilities proposed to be located within the area covered by the plan and needed to support the land uses described in the plan.
3. Standards and criteria by which development will proceed, and standards for the conservation, development, and utilization of natural resources, where applicable.

4. A program of implementation measures including regulations, programs, public works projects, and financing measures necessary to carry out paragraphs (1), (2), and (3).

California Government Code Section 65454 also states that no specific plan may be adopted or amended unless the proposed plan or amendment is consistent with the general plan.

The Riverside Gateway Specific Plan has been prepared pursuant to the State Law and complies with all requirements.

1.7 Relationship to the California Environmental Quality Act (CEQA)

A Environmental Impact Report (EIR), pursuant to the requirements of CEQA, has been prepared to provide an analysis of the potential impacts of this Specific Plan and to recommend appropriate mitigation measures as policies and features of the plan. The Specific Plan and the EIR were prepared in close coordination with one another; mitigation measures have been incorporated into the Specific Plan where possible.

The Riverside Gateway Specific Plan assesses the implications of an assumed program of residential, commercial, office, and mixed-use development. When specific development proposals are submitted to the City for development in the Specific Plan area, the City will determine whether or not the environmental effects of the proposed project were addressed in the Project EIR. If the City finds that the proposed project would not result in any additional environmental impacts that were not considered in the EIR, no new environmental analysis would be required.

1.8 Background Reports

This Specific Plan is based on data collection in a series of background reports and technical memoranda, including:

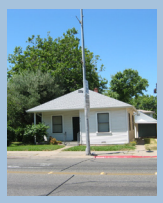
- *Existing Conditions Report,* EDAW and Associated Consultants, May 2004. This report is a series of memoranda providing detailed background information on the Riverside Gateway project area, including land use; community design considerations; market opportunities; circulation and

infrastructure conditions; historic resources conditions; environmental resources and hazards; and a summary of community input.

- *Riverside Gateway Specific Plan Feasibility Analysis and Development Strategies;* EPS, September 2004. This memo assesses the financial of various development prototypes along Riverside Avenue, provides recommendations for development strategies, and assists in financial analysis of the corridor.
- *Infrastructure Technical Memo for the Riverside Gateway Specific Plan,* Nolte Associates, April 2005. This memo provides a detailed analysis of the existing conditions, capacity, and future needs for infrastructure and utilities for the Riverside Gateway Plan Area.
- *Riverside Gateway Site Development Prototypes,* SERA, May 2005. This analysis provides direction for the development and construction of several site prototypes for Riverside Avenue.
- *Riverside Gateway Specific Plan Prototype Tax Increment,* EPS, May 2005. This analysis calculated the estimated Tax Increment (TI) that would be available from the Riverside Gateway site development prototypes.

Chapter 2: The Site and its Context






Chapter 2: The Site and its Context

2.1 Location and Context

The Riverside Gateway Specific Plan area is located within the Infill subarea of the City of Roseville. This area is close to being fully developed, and it incorporates a mix of residential neighborhoods, commercial, business and professional, and industrial uses and amenities to serve the residents of the community.

As Figures 1-2 (Plan Area Context) and 1-3 (Plan Area Boundaries) in Chapter 1 illustrate, the Plan Area is strategically located within the City, as it is a gateway to Downtown Roseville and is easily accessible from I-80. There are two well-established residential neighborhoods, Cherry Glen and Theiles Manor, located on either side of Riverside Avenue.

The Riverside Gateway Plan Area includes an approximately six block segment of Riverside Avenue (approximately 2,700 lineal feet) between Darling Way at the southern boundary, and Douglas Boulevard/Vernon Street at the northern boundary. Dry Creek is located south and east of the project area, and provides an opportunity to create a pedestrian/bicycle linkage. There are no parks or schools located within the Riverside Gateway project area, but there are several within the vicinity. Mark White Park is located in the Theiles Manor neighborhood, west of Riverside Avenue. Royer Park and Saugstad Park are both located east of Riverside Avenue. Cirby Elementary School is located on Darling Way, and Saint Rose School is located on Vine Avenue. Students from the neighborhoods surrounding Riverside Avenue walk to both of these schools.

2.2 Applicable Plans and Policies

2.2.1 Role of Specific Plans in the City of Roseville

The City of Roseville has several plans in place which contain applicable policies or regulations for Riverside Avenue, including the General Plan, the Zoning Ordinance, and the Community Design Guidelines. The policies and regulations contained in these documents are fairly general in nature, and are intended to provide general direction for development and redevelopment.

The City is organized into eleven planning areas which are planned for urban development. These include the Infill Area (which includes the Riverside Gateway Specific Plan Area), the City's nine specific plan areas, and the North Industrial Planning Area (NIPA). The Specific Plans are intended to provide specific policy direction for future development, as well as set development standards unique to the plan areas. The Riverside Gateway Specific Plan includes policy direction, development standards, and design guidelines that are tailored to achieve the type and quality of development and redevelopment on Riverside Avenue that meets the needs and vision of the community.

2.2.2 Roseville 2010 General Plan

The City of Roseville's 2010 General Plan sets the long-term land use and planning policy within the City. The current General Plan was adopted in 1992, and was amended most recently in January, 2003. The following is a discussion of the General Plan land use designations for the Riverside Gateway Specific Plan Area.

Existing General Plan Land Use Designations

There are several General Plan Land Use Designations which apply to the Riverside Gateway Specific Plan area. Riverside Avenue itself is designated as Community Commercial (CC). According to the General Plan, the purpose of Community Commercial is to provide a broad range of goods and services to an expanded service area.

In the Community Commercial designation, primary uses include retail stores and businesses selling a full range of goods, as well as auto sales and repair, and commercial child care facilities. Secondary uses include professional office uses, including medical offices and clinics.

According to the General Plan, the acreages for land uses within the Community Commercial designation range from 5-25 acres, the development square footage ranges from 50,000-250,000 square feet, and the permitted floor area ratio (FAR) ranges from .20-.40. Appropriate locations for community commercial land uses are the corners of, and adjacent to, arterials.

In addition to the Community Commercial designation on Riverside Avenue, there are several residential land use designations within the plan area. The Theiles Manor neighborhood, to the west of Riverside Avenue, is designated as Medium Density Residential (MDR), with an average density of 8.0 dwelling units/acre. This residential land use will accommodate a variety of housing types and designs, and is often located as a transition or buffer between higher intensity land uses and lower density land uses. It may also be applied as a transition between higher volume roadways and lower density residential uses.

The Cherry Glen neighborhood, to the east of Riverside Avenue, is designated as a mixture of Medium Density Residential (MDR), with an average density of 8.0 dwelling units/acre, and Low Density Residential (LDR), with an average density of 5.0 dwelling units/acre.

General Plan Policies

Policies in the City's General Plan seek to promote a balanced land use pattern that supports innovative land use approaches and retains and enhances Roseville's character and identity. Land Use Element policies address the community form in Roseville. One of the community form goals which relates to development and redevelopment in the Riverside corridor, is to promote the preservation, revitalization, and enhancement of its business district and existing neighborhoods. Plan policies also provide direction to support redevelopment and revitalization of central neighborhoods in Roseville, and encourage infill development and rehabilitation that upgrades the quality and character of existing areas.

2.2.3 Zoning Ordinance

The City of Roseville Zoning Ordinance was adopted in 1996, and was most recently amended in January, 2004. The purpose of the Zoning Ordinance is to implement the policy direction of the General Plan.

Riverside Avenue is currently in a General Commercial (GC) district. According to the City's Zoning Ordinance, the purpose of the GC district is to serve the entire community by providing areas for commercial facilities of a service or heavy commercial nature, and may involve outdoor display, storage, or activity areas.

There is a wide range of permitted uses in the GC district, including the following:

- Civic uses (community assembly/community services)
- Automotive and equipment uses (includes establishments primarily engaged in automotive-related or heavy equipment sales or services)
- Banks and financial services
- Bars and drinking places
- Business support services
- Libraries and museums
- Single family and two-family dwelling units (with a Conditional Use Permit)
- Community care facility
- Day care center
- Eating and drinking establishments
- Professional offices
- Personal services
- Retail sales and services
- Specialized education and training
- Personal storage facility
- Light wholesaling and distribution

According to the Zoning Ordinance, the maximum allowed height in the GC district is 50'. This is generally a 3 story building, and may be a 4 story building, depending on the design of the structure.

2.2.4 Revitalization Strategy for Central Roseville

Riverside Avenue, Atlantic Street, Historic District, and Vernon Street are the four commercial districts which make up Central Roseville. In 1999, the Central Roseville Revitalization Committee (CRRC) developed a Revitalization Strategy for Central Roseville, which was an update to the 1995 Central Roseville Revitalization Plan.

The purpose of the strategy is to establish a comprehensive approach to revitalize the Central Roseville area's physical, economic, commercial and residential segments. The strategy is comprised of specific improvement projects; business recruitment, marketing, and improvements to the government policies and review. The revitalization strategy includes specific recommendations for Riverside

Avenue, such as developing initial streetscape improvements, and creating a Riverside Revitalization Plan. In addition to recommendations for Riverside Avenue, the revitalization strategy also contains actions for other areas within Central Roseville.

2.2.5 Design Guidelines

The City of Roseville's Community Design Guidelines were adopted in 1995. The design guidelines are intended to maintain a high level of quality and attractive appearance for development projects in Roseville, and to ensure that new development and rehabilitation is in keeping with the City's character. This document contains guidelines for different types of land uses and includes guidelines for a variety of design criteria, such as site design, streetscape design, vehicular and pedestrian access and circulation, loading and storage areas, landscaping, architectural elements, and lighting.

This Plan contains design guidelines that are detailed for the project area, and contains specific direction for development projects on Riverside Avenue.

2.3 Existing Land Uses

Figure 2-1, *Existing Land Use*, illustrates the types of land uses found in the Riverside Avenue project area, as well as the names of the businesses located on Riverside Avenue. It should be noted that the owners for some of the businesses on Riverside Avenue, particularly the auto dealers, change fairly often. As this is the case, the business names on the exhibit are current as of May, 2004, when a survey of the street was conducted. Table 2-1 on the following page, *Existing Land Use*, also provides a summary of the existing land uses located on the Riverside Avenue corridor.

Existing commercial uses on Riverside Avenue

2.3.1 Land Uses on Riverside Avenue

There is a mix of different types of land uses currently found on Riverside Avenue, including automotive related retail and car lots, community/neighborhood retail, offices, and services. In analyzing the existing land uses, and discussing the land use patterns on Riverside Avenue with business owners, property owners, and community members, several patterns emerged.

Riverside Avenue is home to many locally-owned businesses

The Homestart building located on Riverside Avenue

A single-family home on Riverside Avenue

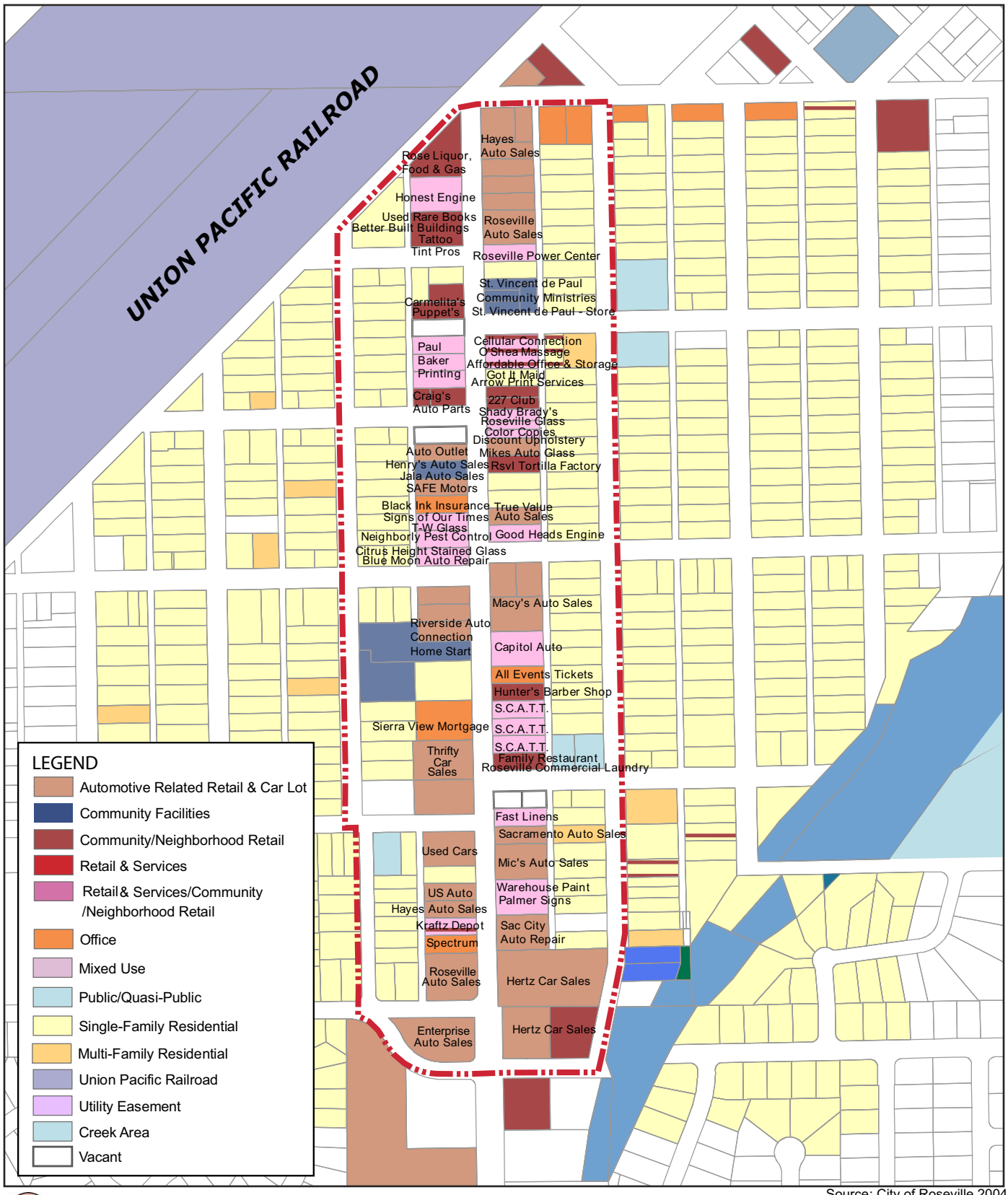
As Figure 2-1 and Table 2-1 indicate, automotive related uses (including retail, services, and car lots) comprise a predominant use on the corridor, with over twenty businesses in this category. Automotive related uses include car dealers, auto repair shops, and auto related retail.

Table 2-1
Existing Land Use

Land Use	Land Area (Square Feet)	Developed Building Area (Square Feet)
Automotive Uses	337,518	73,890
Office	41,349	6,947
Retail/Commercial Services	300,769	117,410
Residential	89,977	22,054
Vacant	60,479	0
Total	*830,092*	*220,301*

In addition, there are several different types of non-auto related retail and service uses on Riverside Avenue. Several of the retail and service uses appeal to a regional customer base, such as Paul Baker Printing, Palmer Signs, Warehouse Paint, and Citrus Heights Stained Glass. Additionally, there are also several retail and service uses that are predominantly neighborhood serving in nature, such as the Roseville Family Restaurant, Carmelita's Restaurant, Puppet's Salon, the Tortilla Factory, Hunter's Barber Shop, and the Copy Depot.

There are also residential uses and community services located on Riverside Avenue. The Home Start building, which was originally a motel, serves as transitional housing for families with children. The St. Vincent DePaul Community Ministries serves as both a retail store, and also provides clothing, food, and other services to needy families and seniors. There are also several single-family homes located on Riverside Avenue.



Source: City of Roseville 2004

Figure 2-1
Existing Land Use

0 200 400 800 feet

N

Several office uses are located on Riverside Avenue, including Sierra View Mortgage, Spectrum, and Black Ink Insurance. The office uses located on Riverside are generally small, freestanding uses.

Currently, there are few vacant parcels on Riverside Avenue. The parcel at the southeast corner of Riverside Avenue and Fern Street is being used for parking and storage of cars which do not appear to be operational. There is a vacant parcel at the southwest corner of Riverside Avenue and Third Street, and a vacant parcel located in the middle of the western side of the 200 block of Riverside Avenue.

2.3.2 Land Uses in Cherry Glen and Theiles Manor

Multi-family residential use in Theiles Manor

The residential neighborhoods of Cherry Glen and Theiles Manor surround Riverside Avenue. Both neighborhoods are predominantly single-family residential, but there are multi-family residential uses located in both neighborhoods. Cherry Glen has a higher proportion of owner-occupied homes, while Theiles Manor has more rental households. The Rock of Roseville Church is located in the Cherry Glen neighborhood, at Clinton Avenue and Bonita Street. While this use is outside of the Riverside Gateway project area, it serves as a facility for the community and there are opportunities to provide connections to Riverside Avenue.

2.4 Urban Design Character and Streetscape Context

Urban design characteristics and streetscape environment contribute to the vitality, desirability and aesthetics of a place. This section discusses the existing land use characteristics, urban design components and streetscape elements that make up the Specific Plan Area.

Riverside Avenue is recognized as a gateway to Downtown Roseville, as seen in this photo of Vernon Street

2.4.1 Riverside Avenue as a Gateway to Downtown

While Riverside Avenue exists and functions as a distinct urban corridor, separate from Downtown, it is recognized as a gateway to Downtown Roseville. It is important to consider the relationship of Riverside to Downtown, and the function of Riverside as a gateway, when assessing the urban design and streetscape characteristics of the street. Currently, there is not a distinct gateway, or entrance, to the Riverside Avenue area.

2.4.2 Existing Building and Design Features

The Riverside Avenue corridor, between Douglas Boulevard and Darling Way, generally lacks formal design features. As previously discussed, in this chapter, primary land uses on Riverside Avenue include used car lots as well as retail and service oriented businesses. The intensity of development on Riverside Avenue is fairly low, with mainly one-story buildings and several two-story buildings. A few of these structures are Tudor revival-style brick buildings and offer some architectural relief in an otherwise architecturally nondescript area that is currently dominated by auto service buildings and car dealerships.

Examples of street trees on Riverside Avenue

There is variety in the appearance of the auto dealers on Riverside Avenue. Some of the auto dealers have attractive landscaping, and the cars are set back from the sidewalk, or there is a clear delineation between the car lot and the sidewalk with the use of fencing or bollards. However, many of the car dealerships lack landscaping, and the cars front on the sidewalks, resulting in the lack of a clear pedestrian realm. Additionally, there is not a cohesive signage pattern in the area, and the car dealers use a range of signage types and styles, flags, and streamers.

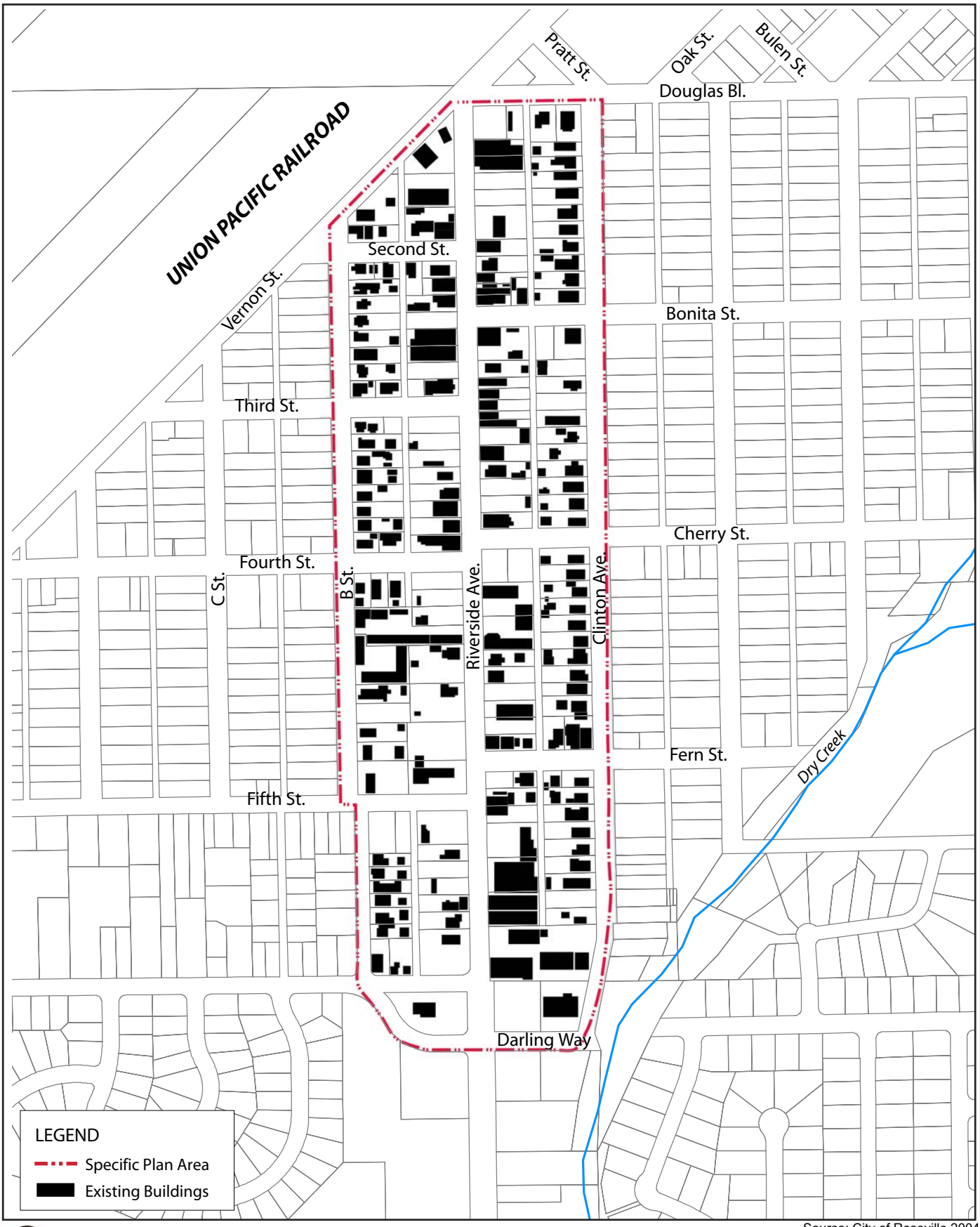
Auto dealer located on Riverside Avenue

Existing Floor Area Ratios (FARs) on Riverside Avenue within the project area are also fairly low for an urban environment, ranging from .10-.60 for one-story buildings. Many of the lots have low FARs since they are primarily housing cars for sale, with a small office or garage component included on the lot.

As Figure 2-2 (Existing Building Footprints*)* indicates, between Douglas Boulevard and Third Street, a continuous streetwall is created by existing storefronts and presents a finer grain of development on both sides of the street. This area consists of many small parcels, many of which are uniform in size, approximately 50 x 150 feet. However, south of Third Street, the human-scale fabric is disrupted by larger building setbacks and a greater number of car lots which abut Riverside Avenue. The larger parcels on Riverside Avenue with bigger building footprints are located near Douglas Blvd. and Darling Way.

Large building footprints disrupt the streetwall created by consistent storefronts

Consistent storefronts along Vernon Street



Source: City of Roseville 2004

Figure 2-2
Existing Building Footprints

0 200 400 800 feet

N

2.4.3 Existing Street, Sidewalk, and Alley Character

The section of Riverside Avenue within the Specific Plan Area is currently a two-lane roadway with a concrete shoulder and no landscaping. The lack of trees on the street discourages pedestrian activity, as there is no shade and a lack of visual interest. The existing right-of-way width is fairly consistent through this portion of Riverside Avenue. Between Douglas Avenue and Fern Street, the width of the right-of-way for Riverside Avenue is approximately 54 feet. South of Fern Street, the right-of-way width is approximately 58 feet.

Intersection of Riverside Avenue, Vernon Street, and Douglas Boulevard

The sidewalks along Riverside Avenue vary from approximately 4 to 9 feet in width and are in fairly poor condition. The sidewalk is broken in some sections of Riverside Avenue, and is non-existent on some of the side streets, which hinders convenient pedestrian access. Moreover, pedestrian signals are provided at only two of the ten intersections on Riverside Avenue, at the Douglas/Vernon/Riverside intersection and at Darling Way. On-street parking generally includes limited short-duration customer parking.

Sidewalk conditions vary throughout the Plan Area

The street environment at Riverside Avenue stands in contrast to the pedestrian friendly, tree-lined streets of B St. and Clinton Ave., located in the adjacent residential neighborhoods of Theiles Manor and Cherry Glen respectively. The contiguous streetwall created by house fronts and entrances and the tree canopy enhances walkability on these residential streets.


Example of residential development on Clinton Avenue

Side streets to Riverside Avenue provide transition spaces between this commercial corridor and the adjacent residential neighborhoods. The shifted alignment of these side streets discourages speeding cut-through traffic. However, lack of maintenance of sidewalks on the side streets hinders smooth pedestrian flow from neighboring communities to Riverside Avenue. The parking of delivery trucks and trailers on side streets for long durations adds to pedestrian and traffic nuisances.

The condition of the alleys located between Riverside Avenue and parallel residential streets ranges from good to poor condition, with inconsistent paving, potholes, and cracking. The alleys are edged with marginal buildings, vacant land, used car retail, and service areas for commercial uses on Riverside Avenue. The alleys pose opportunities for alternate access to parking areas, and buildings on Riverside Avenue.


Land uses adjacent to the alley behind Riverside Avenue

2.5 Market Trends

As part of the planning process for Riverside Avenue, EPS completed a market assessment of the development opportunities and constraints related to retail, office, and residential development in the Riverside Avenue area and in the region. The following section highlights the key findings regarding the market overview of development on Riverside Avenue.

2.5.1 Demographic Analysis

The current population and employment within the surrounding neighborhoods of Cherry Glen and Theiles Manor are expected to remain relatively stable with modest increases in employment. Approximately 40% of the residents within the project area are considered Hispanic/Latino. This presents opportunities for retail development to serve this growing market.

2.5.2 Retail and Office Market Analysis

Retail Opportunities

Currently, Riverside Avenue represents a low-cost alternative for retail tenants within Roseville. Retail tenants in the project area that rent space pay between 70 and 80 cents/square foot. Average retail rents in Roseville are approximately $2.45/square foot triple net. Approximately 80% of retail sales within the Riverside Retail Market Area (RMA) are in the automotive category. However, consumers within the RMA spend approximately 80% of their income on non-automotive products. This finding indicates that opportunities existing for neighborhood-serving retail development within the project area.

The market analysis determined that there is a need for a small grocery store to meet the needs of the approximately 4,200 households within the Retail Market Area (which covers a much larger area than the Riverside Gateway Project Area). Currently, residents must travel over the railroad tracks or across I-80 to meet their grocery needs. Input gathered at community meetings, Steering Committee meetings, and during stakeholder interviews confirmed the need for a small grocery store within the project area, or in the immediate vicinity.

Office Opportunities

Roseville is generally considered the strongest office market in the suburban Sacramento region, measured in terms of inventory and rental rates. While typical suburban office development is not appropriate for the Project Area, given size limitations, smaller niche office users are likely candidates for new office space along Riverside.

Residential Opportunities

The residential market analysis determined that continued strong demand for housing exists throughout the region. The Riverside Gateway shows signs of growing residential marketability. Over the past five years, home prices in this area have risen at rates that exceed increases in Roseville and Placer County. Additionally, infill higher density housing, such as the type that is envisioned for Riverside Avenue, is showing signs of strength within the Sacramento region. Developers have indicated that central Roseville is a viable candidate for infill residential development. Residential development in the Riverside Gateway area is also a desired use, as it will likely improve the vitality of Central Roseville.

Examples of infill residential development

2.5.3 Analysis of Opportunity Sites

Part of the planning process for Riverside Avenue was to identify potential opportunity sites for future development, which could act as catalyst sites to help improve the overall viability and appearance of the project area. Opportunity sites are those that are either vacant or partially vacant, several parcels that are under common ownership, or sites that have existing buildings and uses that would be expected to be developed in the future with higher or more intense uses. A more detailed discussion of the opportunity sites analysis and results is included in Chapter 3, Land Use.

Chapter 3: Land Use and Community Character




Chapter 3: Land Use and Community Character

3.1 Introduction

This chapter of the Specific Plan sets forth the types, locations, and intensities of land uses to be accommodated within the Riverside Gateway Plan Area, and outlines a combination of strategies that will be used to help achieve the community's goals and vision for the Plan Area.

The land use strategies and the proposed program of land uses reflect the input and guidance of the Riverside Steering Committee, market opportunities described in Chapter 2 (*The Site and Its Context*), as well as comments and suggestions made by community members at public workshops and stakeholder interviews.

Since the Riverside Gateway area is an infill area within Roseville, development and redevelopment in this area is expected to happen in an incremental pattern, and would be expected to occur within the 20-year horizon of this plan. The Plan Area also contains several opportunity sites that would be expected to be developed and/or redeveloped within the time frame of this Plan. This Specific Plan allows for the continued use and enhancement of existing uses, and provides recommendations for future uses.

The Plan Area contains several vacant or underutilized sites

Example of mixed-use development in Redwood City, CA

Example of neighborhood-serving commercial in Sacramento, CA

3.2 Land Use and Community Character Goals

The following goals reflect the future vision for the area, and help to set the framework for the land use and community character strategies for Riverside Avenue. These goals are broad in nature, and the following sections of this chapter detail policies and strategies that will be used to achieve these goals. These goals also help to address the overall plan goals, which were detailed in the Plan Introduction (Chapter 1).

Goal 1: A compatible mix of residential, retail, office, and service-oriented uses in the Riverside Gateway project area.

A variety of new uses are envisioned for the area, including housing, retail, office, and mixed-use development. However, the plan recognizes that there are many viable existing businesses in the area, that may remain on the corridor. The mix of new development and redevelopment in the area should contain uses that serve the surrounding neighborhoods, as well as larger, regional-serving uses.

Goal 2: An intensity and scale of development that is appropriate to its central location, adjacent to downtown Roseville.

As the gateway to downtown Roseville, and with direct access to I-80, the Riverside Gateway area is strategically located within the City. Currently, Riverside Avenue is developed at a fairly low intensity and the existing development pattern does not contribute to a welcoming pedestrian environment. New urban infill development and redevelopment within the Riverside Gateway area should be of a scale and intensity that is appropriate for a pedestrian friendly, mixed-use corridor, adjacent to downtown Roseville.

Goal 3: A development pattern that supports a pedestrian-friendly environment, and creates linkages to downtown Roseville and to surrounding residential neighborhoods.

The development pattern in the Riverside Gateway Plan Area should help to promote pedestrian access, and create connections to downtown Roseville and to the Cherry Glen and Theiles Manor neighborhoods. Much of the existing development on Riverside Avenue is automobile oriented, and does not contribute to a comfortable and inviting pedestrian environment. The Specific Plan promotes land uses, development densities and intensities, and streetscape improvements that will enhance the pedestrian environment, and create connections throughout the Plan area.

Goal 4: An attractive corridor, which has a distinct character and identity, and is compatible with Vernon Street.

The Riverside Gateway area represents an opportunity to create a district within the City that has a unique character and identity. The land use mix and streetscape improvements should be compatible with and complementary to the improvements on Vernon Street, yet should also stand out as being unique to Riverside Avenue. Riverside Gateway is a highly visible section of central Roseville; many pass through it en-route to other destinations, and the area acts as an important gateway to downtown. High-quality development, a diverse land use mix, and an improved streetscape will greatly improve the image and livability of the area.

Vernon Street, Downtown Roseville

Goal 5: High-quality and attractive new development, and revitalization of existing development within the Riverside Gateway area.

High-quality development, and improvements to existing development on Riverside Avenue will help to improve the overall appearance and character of the area. Development standards and design guidelines in this plan will help to ensure the quality of future development, and will also encourage revitalization and redevelopment of existing property through a streamlined development process.

Streetscape improvements on Vernon Street, contributing to the pedestrian environment

Goal 6: An attractive and inviting public realm on Riverside Avenue and the surrounding neighborhood streets.

In the Riverside Gateway area, the streets and sidewalks serve as a valuable open space resource. The streets in the project area can be enhanced with landscaping and amenities for pedestrians, and are viewed as an important component of the public realm.

3.3 Land Use and Community Character Strategies Overview

The land use and community character goals for Riverside Avenue set the vision for the future of the corridor. This corridor is envisioned as an attractive, pedestrian-friendly corridor containing neighborhood serving uses, gateway features, adequate parking, mixed-use development, and a density and intensity of uses that is appropriate to the plan area's location as a gateway to downtown Roseville. This vision can be achieved through a variety of land use and community character strategies, which are discussed in detail in this section of the plan.

The land use and community character goals for Riverside Avenue will be realized through a variety of land use, design, parking, and regulatory strategies, consisting of the following components:

- *Revised land use designations and regulations*, intended to permit and encourage mixed-use development and neighborhood-serving uses on Riverside Avenue;
- Establishment of a *minimum and maximum FAR*, in order to achieve the desired intensity of development needed to help create a sense of place and community vitality;
- Analysis of *development opportunity sites*, which can serve as catalysts to spur future public and private investment on Riverside Avenue;
- A *comprehensive parking strategy*, designed to provide adequate parking in the Plan Area, while also relaxing the parking standards to encourage future development and allow for flexibility (discussed in detail in Chapter 7, Parking Strategies); and,
- Implementation of a *streetscape plan*, which will help to provide immediate results and visible improvements in the project area (discussed in detail in Chapter 6, Streetscape Design).

3.4 Land Use Plan

The Riverside Avenue corridor is envisioned as a mixed-use commercial district, which provides for a broader mixture of land uses and activities than is currently permitted under the City's land use regulations. It should be noted that all existing uses in the plan area are permitted to remain, as part of the Specific Plan. However, there are a few use types that are permitted under current zoning that would no longer be permitted under the revised zoning, such as Adult Establishments.

One of the main goals of this Plan is to allow for and encourage flexibility for future development and redevelopment. To allow for development flexibility, planned future land uses on Riverside Avenue are not parcel specific. Rather, a mixed-use overlay designation is applied, that permits a variety of land uses on Riverside Avenue, described below.

Land uses within the Riverside Gateway Plan Area are implemented through zone districts as specified by the City of Roseville Zoning Ordinance. In recognition of its distinctive community character and desired urban form, Special Area (SA) overlay zones have been applied to the Riverside Gateway uses. The overlay zones customize development standards and/or permitted uses of general zone districts to reflect the unique nature of Riverside Avenue.

A summary of zoning districts and standards applied to the Riverside Gateway Plan Area is included in Chapter 9, Implementation. The Riverside Gateway Design Guidelines and Development Standards (Chapter 8) include additional detail to be considered in the design, review, and approval of individual projects within the Plan Area.

The following section includes a general description of the land uses and development program planned for the Riverside Gateway Plan Area.

Commercial: Retail and Service Uses

Throughout the planning process for Riverside Avenue, neighborhood residents and Steering Committee members identified the need for neighborhood serving retail and service uses. The process also highlighted the importance of supporting and strengthening existing business on Riverside Avenue. Neighborhood serving retail and service uses will help to create an environment that is active, vibrant, and welcoming to pedestrians, as neighborhood residents and employees will be able to walk to uses on Riverside Avenue such as retail shops, restaurants, and convenience services. The retail and service uses envisioned for Riverside Avenue are intended to meet the everyday needs of local residents and promote neighborhood walkability, and also build on the relationship of the Plan Area to downtown Roseville.

Commercial use, adjacent to the Riverside Gateway Plan Area


Community members want to strengthen existing commercial uses, and attract new uses to Riverside Avenue

Office Uses

Office uses help to create jobs and tax revenue, bring people to the area, and represent a captive market with the potential to support other uses, such as retail and commercial services.

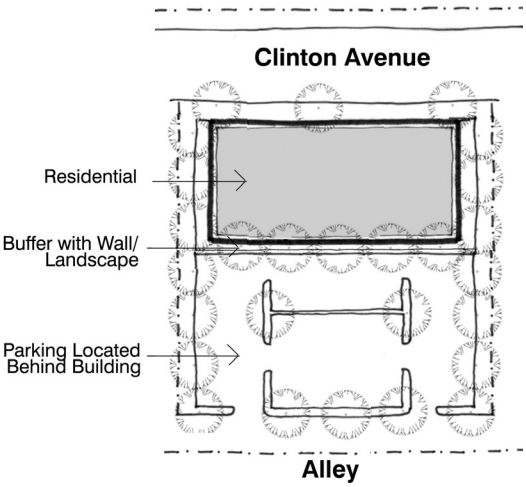
Employment-generating uses are envisioned for Riverside Avenue, particularly on the northern portion of the corridor that is located directly adjacent to downtown Roseville. Professional offices and businesses are encouraged to locate on Riverside Avenue, such as insurance agencies, law offices, design firms, and small medical offices. This type of employment-generating use will also benefit from the presence of neighborhood serving retail and services, such as restaurants, dry-cleaners, coffee-shops, and business support services such as copy-shops.

Residential Uses

Residential uses on Riverside Avenue are envisioned to be of an urban nature, with higher densities than those found in traditional suburban settings. The typical uses on Riverside Avenue will be higher density (13-22 du/acre) multi-family residential. Single-family residential uses at this density will also be permitted. A range of residential types are encouraged, including multi-family and single-family attached units, upper story residential units as part of mixed-use development, townhouses, flats, and live/work units.

Example of higher density residential development, San Jose, CA

The residential areas on Clinton Street and B Street are expected to remain as primarily single-family and multiple-family residential. Live/work units will also be permitted in these areas, to help create a transition from Riverside Avenue to the adjacent residential neighborhoods. The residential densities will be revised to Medium-Density and High Density Residential, to be consistent with the zoning for the area.



Residential lot with parking in the rear

Additionally, the rear portions of the residential lots on Clinton Avenue and B Street may be converted to parking areas, to provide additional parking options for the retail and service uses on Riverside Avenue. However, a buildable portion must be retained at the front of the lot for residential uses. In addition, these lots must conform to the required design standards in this plan, which have been developed to address residential development adjacent to parking areas.

Mixed-Use Development

One of the desired uses, or combination of uses, in the Plan Area is mixed-use development, incorporating a combination of retail/office, retail/residential, and office/residential uses. Two to three-story buildings, containing a combination of uses, will help to create a highly livable district for residents, employees, and shoppers, improving convenience through walkability and access. The first story of mixed-use buildings will consist of office and retail uses to help create an attractive and interesting street frontage, such as shops, restaurants, personal services, and small offices. Live/work units are also permitted.

Example of mixed-use retail and residential development

Parking

One of the desired goals for Riverside Avenue is to provide adequate parking to support retail and office uses, and to ensure that parking does not spill onto residential streets. A surface parking lot is envisioned for Riverside Avenue to provide a centrally located public parking option. The surface parking lot is envisioned to be approximately 15,000 square feet in size, and will be centrally located on Riverside Avenue. The parking lot will be subject to design standards to ensure that it is attractive and well-designed, relates to other uses on the street, and contributes to the pedestrian environment.

Example of a street with a variety of office, retail, and mixed-use development

Automotive Uses

Currently, there are many automotive uses on Riverside Avenue including used-car dealers, automotive repair shops, and stores selling automotive parts and accessories. The community and the Steering Committee have indicated as part of the desired future vision for Riverside Avenue, the automotive-related uses will have a more uniform appearance and conform to a set of development standards. Automotive uses on Riverside Avenue will be subject to design and development standards to ensure that they are compatible with existing and future uses in the Plan Area, and will help improve the appearance and character of Riverside Avenue as the gateway to downtown Roseville.

Existing auto sales use on Riverside Avenue

3.4.1 Development Program for Riverside Avenue

Riverside Avenue is envisioned as a mixed-use district, with a mix of the previously described commercial, office, residential, and mixed-use land uses. Rather than designating each individual parcel as a specific land use, all of the parcels fronting Riverside Avenue are designated as part of a **Commercial Mixed-Use district (CMU)**, permitting commercial, office, and residential uses. This district will be

applied as part of the zoning for the Plan Area, and is intended to permit maximum flexibility, and encourage future development and redevelopment of parcels on Riverside Avenue.

One of the main goals of this Plan is to permit maximum flexibility, and encourage future development and redevelopment. Figure 3-1 (Land Use Plan) illustrates the land use designations for Riverside Avenue. Table 3-1, *Development Scenario for Riverside Avenue*, indicates the buildout scenario and proposed land use mix for the parcels on Riverside Avenue (not including B Street and Clinton Street), assuming an overall FAR of .60.This land use mix does not serve as a strict buildout target, but rather as a guideline for the likely mix of uses. The actual total amount of development may vary, since one of the main goals of this plan is to preserve flexibility, and to encourage property owners to develop and re-develop their property. For example, if a property owner is able to develop his or her property at a FAR of .90 on Riverside Avenue, and meets all other applicable development standards, this will be permitted. It is also likely that many of the parcels will not develop at the maximum FAR of .60, which will provide a balance to newly developed parcels with increased FARs.

Table 3-1
Development Scenario for Riverside Avenue

Land Use	Developed Existing Square Footage	Change (Square Footage added or removed)	Proposed Total Square Footage
Automotive	73,890	(73,890)	0
Office/Retail/ Commercial Service	124,357	232,381	356,738
Residential	22,054 (Approx. 16 units)*	130,834 (Approx. 94 units)*	152,888 (Approx. 110 total units)*
TOTAL	*220,301*	*289,324*	*509,625*
Public Parking Lot	-	15,000	15,000
*Assuming units of approximately 1,400 square feet in size			

It is also important to note that this plan is intended to provide a long-term vision for Riverside Avenue. As part of the vision for the plan area, the buildout scenario assumes that there will be fewer automotive uses (i.e. used car dealers), and parcels without buildings on Riverside Avenue at the buildout of this plan. This is represented in table 3-1 with the existing allocated square footage for this land use reduced to zero. However, in the near future and from a realistic perspective, it is likely that automotive-related uses and vacant parcels will continue to exist on the corridor.

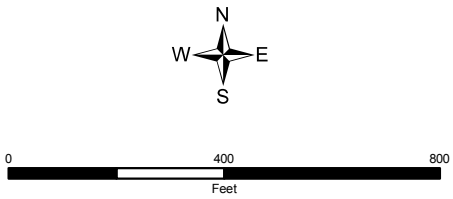
RIVERSIDE GATEWAY LAND USE PLAN

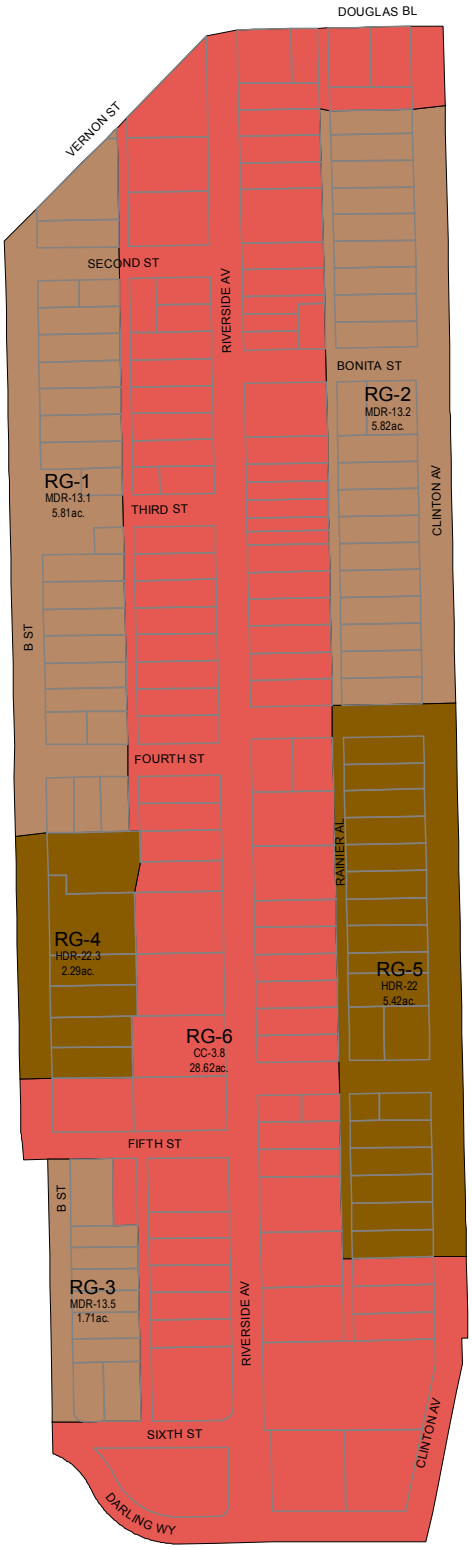
Figure 3-1

Land Use Designation		Acres
MDR	Residential	13.34
HDR	Residential	7.71
CC	Commercial	28.62

*See Land Use By Parcel table for Unit totals

Totals: 49.67





Riverside Gateway Specific Plan
Last Updated: October 28, 2014

Table 3-1A: Riverside Gateway Land Use Summary

GENERAL PLAN LAND USE (Specific Plan Land Use)	ACRES	% OF TOTAL ACRES	ALLOCATED UNITS	% OF TOTAL UNITS	ALLOCATED SQFT	% OF TOTAL SQFT
RESIDENTIAL						
MDR (Medium Density Residential)	13.34	26.86%	176	38.60%	246,307	26.21%
HDR (High Density Residential)	7.71	15.52%	170	37.28%	169,855	18.07%
Subtotal	21.05	42.38%	346	75.88%	416,162	44.28%
SERVICE AND EMPLOYMENT						
CC (Community Commercial)	28.62	57.62%	110	24.12%	523,625	55.72%
Subtotal	28.62	57.62%	110	24.12%	523,625	55.72%
Total	**49.67**	**100.0%**	**456**	**100.0%**	**939,787**	**100.0%**

Table 3-1B: Riverside Gateway Land Use by Parcel Number

NUMBER	GENERAL PLAN LAND USE (Specific Plan Land Use)	ZONING	ACRES	ORIGINAL UNITS	ALLOCATED UNITS	BUILT UNITS	REMAINING UNITS	SRO UNITS	DENSITY	ORIGINAL SQFT	ALLOCATED SQFT	BUILT SQFT	REMAINING SQFT
RG-1	MDR (Residential)	R2/SA-RG	5.81	38	76	38	38	0	13.1	27,013	106,426	27,013	79,413
RG-2	MDR (Residential)	R2/SA-RG	5.82	30	77	31	46	0	13.2	26,177	107,472	26,177	81,295
RG-3	MDR (Residential)	R2/SA-RG	1.71	13	23	13	10	0	13.5	10,947	32,409	10,947	21,462
RG-4	HDR (Residential)	R3/SA-RG	2.29	50	51	50	1	0	22.3	25,843	50,961	25,843	25,118
RG-5	HDR (Residential)	R3/SA-RG	5.42	30	119	30	89	0	22.0	25,722	118,894	25,722	93,172
RG-6	CC (Commercial)	CMU/SA-RG	28.62	43	110	43	67	0	3.8	162,486	523,625	162,486	361,139
Total			49.67	204	456	205	251	0		278,188	939,787	278,188	661,599

Notes:

- Number: Parcel numbers are used for accounting and tracking purposes only and do not represent true Specific Plan large lot parcels.
- Acres: Includes right-of-way.
- Original Units: Number of pre-existing residential dwelling units prior to the Specific Plan adoption.
- Built Units: Number of units recorded with the final subdivision map (For planning areas that are built out, this is the total number of units)
- Remaining Units: Allocated Units minus Finaled Units.
- SRO Units: Single resident occupancy units are not considered as allocated residential dwelling units.
- Density: Overall densities for residential land uses are within approved General Plan density ranges; however, individual land use densities by parcel number may not.
- Original SQFT: Pre-existing building square footage prior to the Specific Plan adoption.
- Built SQFT: Building square footage recorded with the final subdivison map (For planning areas that are built out, this is the total square footage).
- Remaining SQFT: Allocated square footage minus Finaled square footage.

Last Updated: August 1, 2017

3.4.2 Affordable Housing Program

The City of Roseville General Plan Housing Element establishes a goal to provide decent, safe, adequate and affordable housing for all economic segments of the community. Given the nature of the housing market in Roseville and the South Placer area, it is a particular challenge to create housing opportunities affordable to middle- and low-income residents. Typically, such opportunities require market restrictions and/or subsidies. The City's Housing Element specifies that ten percent (10%) of all new housing units in the City be affordable to middle-, low-, and very low-income households.

Housing affordability is based on income categories as defined by the U.S. Department of Housing and Urban Development (HUD). The standard measure of affordability is the median household income calculated for the Sacramento Primary Metropolitan Statistical Area (SPMSA). All jurisdictions within the SPMSA, including Roseville, utilize the same basic income calculations irrespective of actual income level distribution in the community. Income categories are summarized in Table 3-2.

Table 3-2
Income Categories

Income Category	Percent of Median Income
Very Low-Income	Less than 50% of Median
Low-Income	51% to 80% of Median
Middle-Income	81% to 100% of Median
Moderate-Income	101% to 120% of Median
Above Moderate Income	121% + of Median

Numerous assumptions are required to translate household income to affordable rental rates and purchase prices. Lenders ultimately determine the actual purchasing power of housing income at a given point in time. For planning purposes, the City of Roseville assumes that low and very low-income households should not spend more than thirty percent (30%) of their monthly gross income on housing costs, including utilities. For middle-income households, thirty-five percent (35%) of monthly gross income is the threshold. Purchase housing costs include principal, interest, taxes, insurance, and any homeowner's association dues.

The Riverside Gateway Specific Plan anticipates the creation of approximately 110 residential units, as stand-alone residential units within the Commercial Mixed-Use District within the Plan Area. If a stand-alone residential project is constructed, it will be within the density range of 13-22 units/acre, which is a high density residential (HDR) designation, per the City's General Plan.

Based on the affordable housing goal of ten percent (10%) as established by the General Plan, the Plan would be required to provide 11 affordable units. These units would typically be a mix as follows:

- Middle Income Purchase: 3 dwelling units (20%)
- Low Income: 4 dwelling units (40%)
- Very Low Income: 4 dwelling units (40%)

In the context of the Specific Plan, residential is a minor component, but it is critical as part of the reinvestment strategy. In review of the corridor and the surrounding area, it is evident that the affordable housing requirement is being satisfied on a broad spectrum. The surrounding Theiles and Cherry Glen Neighborhoods already provide low and very low income rental products. In conjunction with these existing developments, the Plan also promotes alternative transitional housing through the HomeStart Program. The 24 units included in the HomeStart Program have been determined to offset the affordable housing requirement.

The exemption of the affordable housing requirement is also consistent with the redevelopment and reinvestment goals associated with the Riverside Gateway Specific Plan.

3.4.3 Land Use Policies

The following land use policies identify the type, location, and density of land uses designated within the Riverside Gateway Specific Plan Area. These policies are consistent with the City of Roseville's General Plan and are intended to ensure a development pattern to meet the Specific Plan's established vision and goals. The following policies address residential, commercial, office, and mixed-use land uses:

Residential

1. *Establish a minimum density of 13 dwelling units/acre, and a maximum density of 22 dwelling units/acre for new residential development on Riverside Avenue (consistent with the Roseville General Plan designation of High Density Residential). Residential associated with a mixed use development will be established by the FAR and parking requirements of the Specific Plan.*
2. *Provide a range of compact housing types and affordability levels in the Plan Area.*
3. *Encourage the development of for-sale housing products on Riverside Avenue.*
4. *Encourage the development of residential over commercial, or mixed-use designs for housing products on Riverside Avenue.*
5. *Encourage creativity in high-density residential design. Consider housing types, such as live/work housing, that will provide a variety of housing opportunities and that will help to create a visually interesting and attractive district.*
6. *Allow for transitional housing types such as live/work housing in the adjacent residential zones east and west of the commercial alleyway.*
7. *Exempt residential projects and mixed-use projects containing residential from the City's 10% affordable housing goal.*

Commercial

1. *Create a neighborhood-serving district in the Riverside Gateway area, by encouraging a variety of retail and service commercial options.*
2. *Encourage commercial uses in the Riverside Gateway area that complement the commercial uses located on Vernon Street.*
3. *Focus on revitalizing and supporting existing retail in the area. Improve the appearance of existing retail storefronts to create a sense of place and a welcoming pedestrian environment.*
4. *Retain and enhance locally owned small businesses on Riverside Avenue, such as bookstores, restaurants, and markets, that contribute to the character of the area, and provide neighborhood-serving retail and services.*
5. *Pursue the development of a small to medium size grocery store in the Plan Area.*

6. *Allow existing established commercial uses, including automobile dealers, to remain within the area under the new zoning for the area. To utilize existing buildings, property owners may change uses provided that the new uses conform to the zoning requirements and development standards for the Riverside Gateway plan area. It is not the intent of the Specific Plan to force existing businesses out of the area.*

Office

1. *Support the continued use and vitality of existing office uses on Riverside Avenue.*
2. *Encourage the development of new office uses on Riverside Avenue, particularly those which complement existing office and civic uses located in downtown Roseville. The opportunity site at the northern end of the project area, at the intersection of Riverside Avenue, Vernon Street, and Douglas Boulevard is a promising location for new office uses, based on the size and shape of the site and the proximity to downtown.*

Mixed-Use

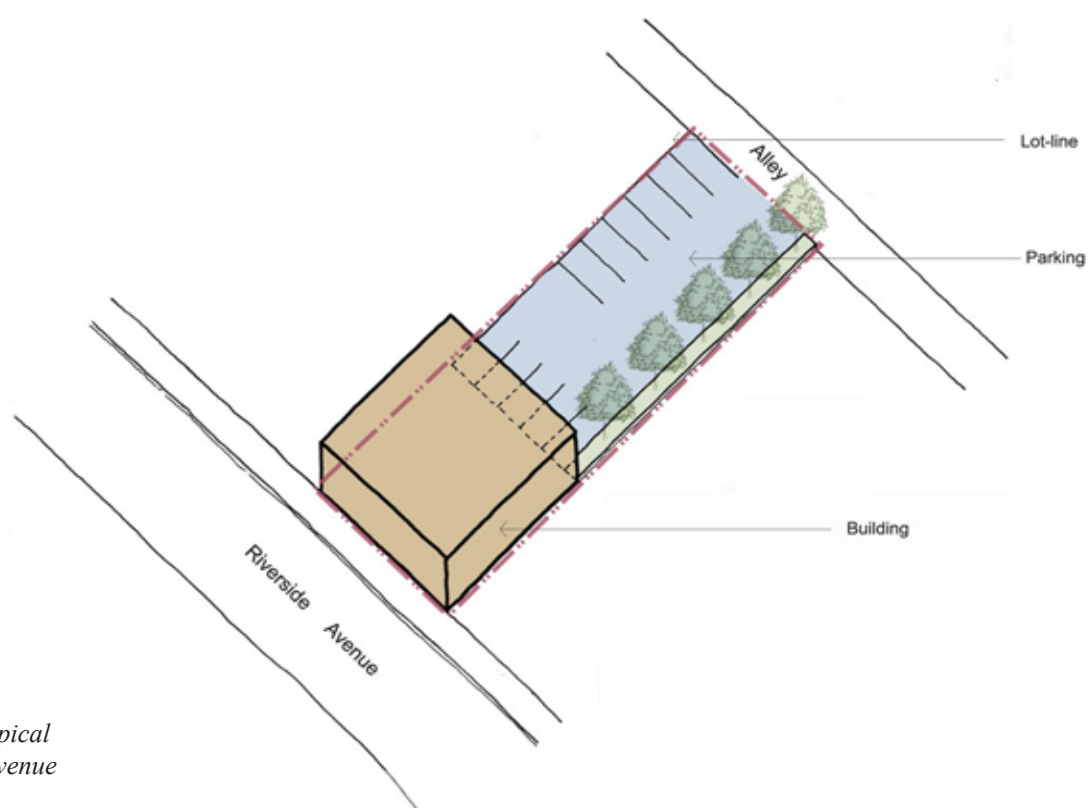
1. *Encourage vertical, as well as horizontal, mixing of uses along Riverside Avenue.*
2. *Encourage the location of multi-story, mixed-use development on key corner locations on Riverside Avenue, to help frame the street, and develop a more urban environment.*

3.5 Maximum and Minimum Floor Area Ratio (FAR)

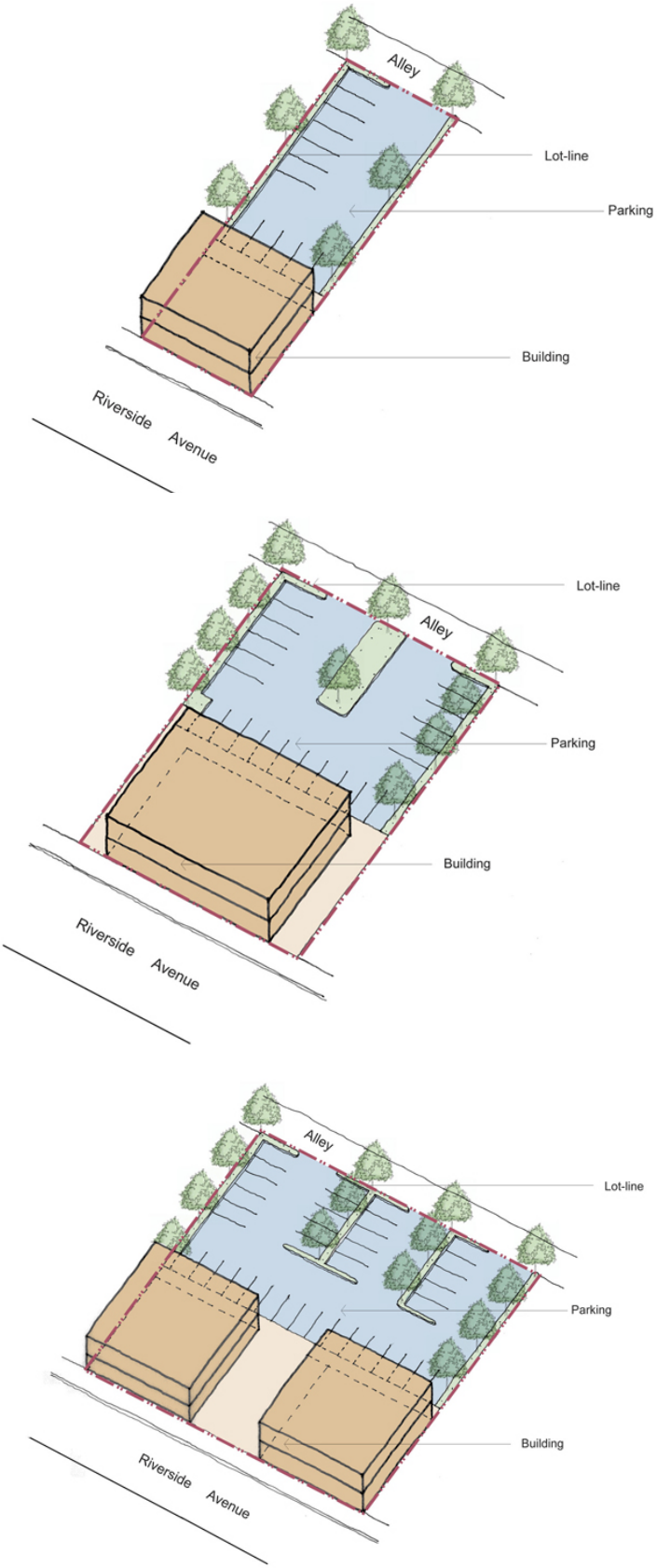
Floor Area Ratio (FAR) is the ratio of developed area, as compared to the total area of a parcel. The FAR in a district helps to shape the character of the area, by determining the desired intensity of development.

The total site area of the parcels on Riverside Avenue is approximately 873,000 square feet, and the total existing area developed with buildings is 174,000 square feet. This existing development pattern yields a FAR of approximately .20. Steering Committee and community members have indicated that there is a desire for a higher intensity of development on Riverside Avenue. To achieve the desired type and intensity of development, an increase in FAR is necessary.

To help ensure that a higher intensity of development, including mixed-use development, is permitted and encouraged on Riverside Avenue, this plan includes an increase in the maximum FAR from .40 to .60. This recommendation is based on input from the Riverside Steering Committee, community members, and the market analysis.



Example of .30 FAR on a typical 50'x150' lot on Riverside Avenue



Examples of .60 FAR, on varying lot conditions within the Plan Area

This is considered an average maximum FAR throughout the Plan Area, realizing that some parcels will not develop or redevelop to an FAR of .60, and some parcels may develop at a higher FAR. There is flexibility in terms of exceeding the maximum permitted FAR on a site-by-site basis, if the proposed development can meet all other requirements, such as parking, building height, and setbacks.

At a .60 FAR, the maximum development on Riverside Avenue would be approximately **524,000 square feet**. This is a total development number, and would be split between office, commercial, and residential uses, as discussed in the previous section of this chapter. This square footage is anticipated to be constructed as part of the Commercial Mixed Use (CMU) zoned areas.

Additionally, a minimum FAR of .30 is required for future development and redevelopment, to help achieve the desired scale and intensity of development on Riverside Avenue. Establishing a minimum FAR will help to ensure that future development and redevelopment will provide for an urban streetscape appropriate to its location in central Roseville.

When considering an increase in FAR, it is important to consider the impacts on the Plan Area, such as parking availability and infrastructure capacity. Infrastructure studies have determined that with proposed utility upgrades, the increase in FAR will not negatively impact the infrastructure capacity (detailed in Chapter 5, Infrastructure and Utilities).

Increasing the permitted FAR on Riverside Avenue will also reduce the amount of parking that is available on-site, and will also increase the number of required parking spaces, to serve the additional square footage that will be gained, if the development builds out at an FAR of .60. The parking discussion included in this chapter details the parking strategies that will be implemented, along with the land use strategies and streetscape strategies, to ensure that adequate parking is available for the businesses and residences on Riverside Avenue.

3.5.1 Floor Area Ratio Policies:

1. *The maximum overall Floor Area Ratio for new development and redevelopment in the Plan Area is .60.*
2. *Allow flexibility to exceed the maximum FAR; if a proposed development can meet all other site standards and regulations, such as parking regulations, setbacks, and building height, the maximum FAR may be exceeded. Overall, the Plan Area as a whole should not exceed a .60 FAR.*
3. *Require a minimum FAR of .30 for new development and redevelopment.*
4. *Any FAR above a .60, with the exception of prototype designs (included in detail in Chapter 9) shall be required to provide an FAR analysis indicating available undeveloped square footage within the Plan Area.*

3.6 Development Opportunity Sites

As part of the planning process for Riverside Gateway, several different development scenarios were analyzed for two potential opportunity sites on Riverside Avenue, one at each end of the project area (illustrated in Figure 3-2). Several land use mixes were tested for each opportunity site. These were developed based on input from the community and the Riverside Steering Committee, the market analysis completed for the study area, and conversations with City staff members.

Encouraging redevelopment of opportunity sites can be a method to catalyze further investment on Riverside Avenue, and can help to provide the mix of land uses desired by the community. Focusing on opportunity sites can also provide direction to the City as to where funding should be focused.

The opportunity sites were chosen for the following reasons:

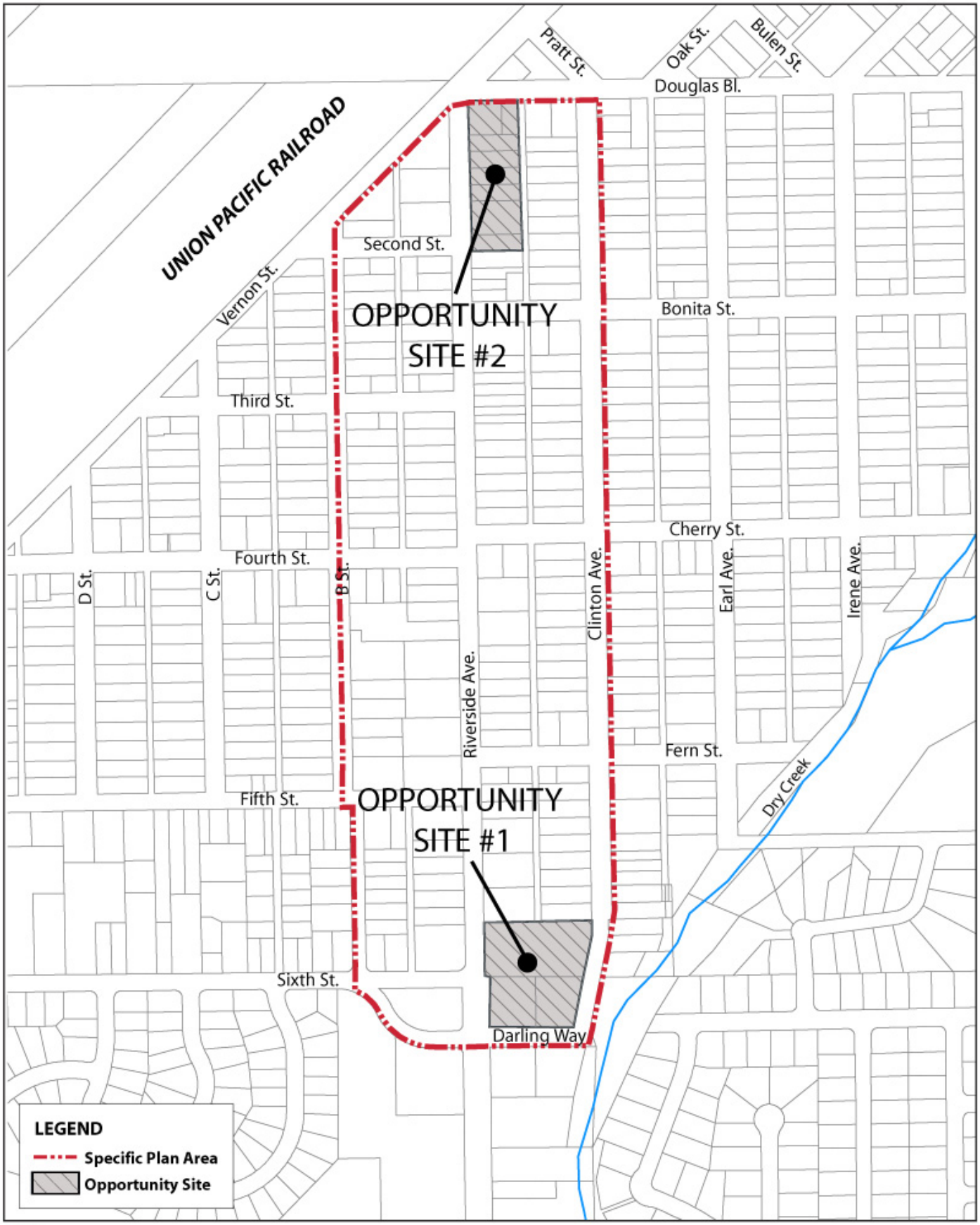
- They are strategically located at the ends of the Plan Area. The southern opportunity site can serve as a gateway to the Riverside Plan Area, and also as a gateway to Central Roseville. The northern opportunity site can be closely connected to development and improvements in downtown Roseville.
- Both opportunity sites include several parcels that are under the same ownership. This means that there will be less need for site assembly, and will reduce logistical and administrative challenges to redevelopment efforts.
- The sizes of these sites are adequate to accommodate mixed-use development, or in the case of Opportunity Site 1, possibly a small grocery store. Opportunity Site 1 is approximately 2.08 acres, and Opportunity Site 2 is approximately 1.54 acres.

Following is a brief description of the several feasible development scenarios that were analyzed for each of the sites, as well as a discussion of strategies that the City of Roseville can utilize to help spur investment and development in the catalyst sites, and overall on Riverside Avenue in the project area.

3.6.1 Opportunity Site 1

Opportunity Site 1 is located at the southern end of the project area, at the northeast corner of Riverside Avenue and Darling Way. This site includes 3 separate parcels, all under one ownership. This site is approximately 2.08 acres. The analysis for this site included several different development scenarios, with a mix of uses and parking solutions. Based on its size and location, this site could be a potential location for a small grocery store, or a mix of uses including retail and residential.

Both of these development scenarios were explored, and the market analysis indicated that a grocery store will likely yield a positive residual land value. However, under today's market, development of a grocery store would likely require public investment to be feasible. Market analysis of retail spending patterns indicates that a grocery store is needed in Central Roseville. However, national chains often look for sites in newly developing areas. As a result, an independent grocery store is a more likely candidate for Riverside Avenue.



EDAW

Figure 3-2
Opportunity Sites

Illustration of mixed use development scenario for Opportunity Site #1

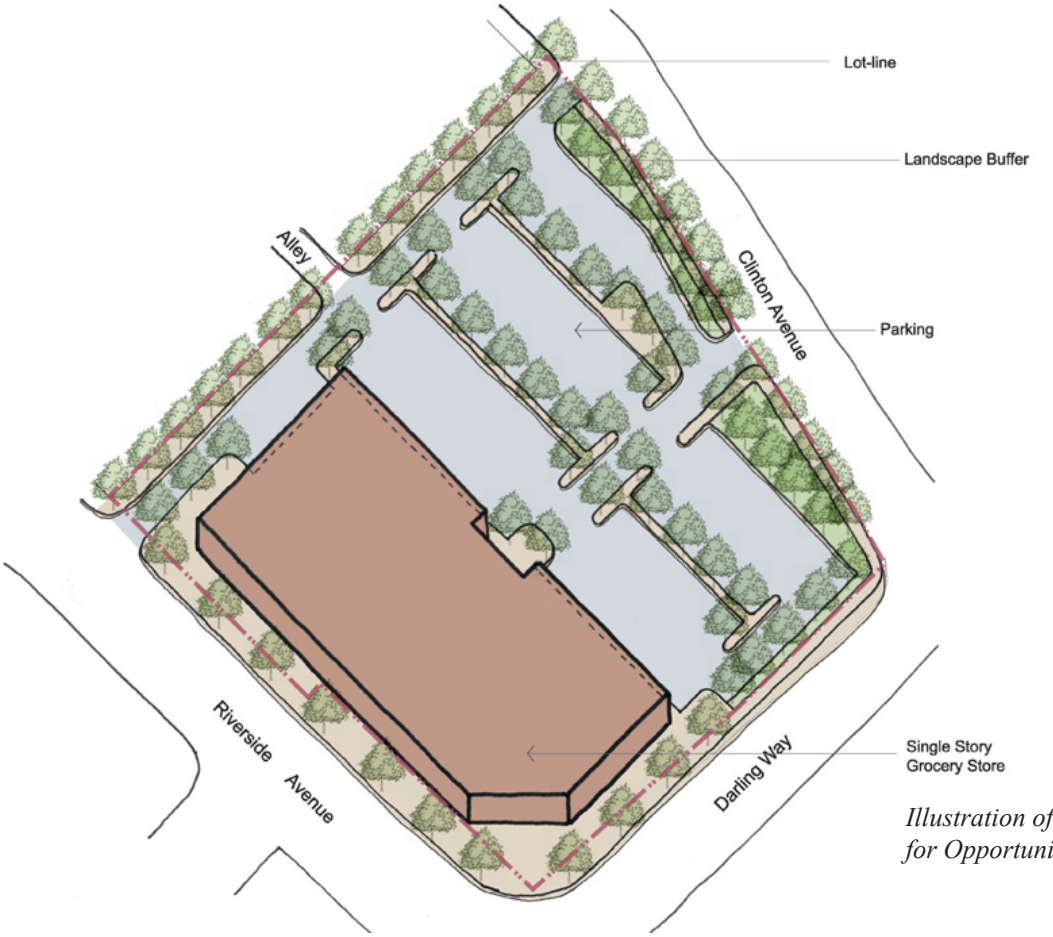


Illustration of a grocery store development scenario for Opportunity Site #1

A mixed-use development, including retail and residential was also analyzed for this site. While public investment would likely be necessary to implement this development scenario for this opportunity site, it was determined that a mix of retail and residential uses is one of the more feasible scenarios. Additionally, an increase in rental values would also contribute to the feasibility of developing this site.

3.6.2 Opportunity Site 2

Opportunity Site 2 is located at the northern end of the project area, at the intersection of Riverside Avenue, Douglas Boulevard, and Vernon Street. This site includes 7 separate parcels, all of which are owned by one property owner. Opportunity Site 2 is approximately 1.54 acres. The potential land use mix for this site is based on the market opportunities, the site's proximity to downtown, and the shape and size of the opportunity site.

A portion of Opportunity Site 2

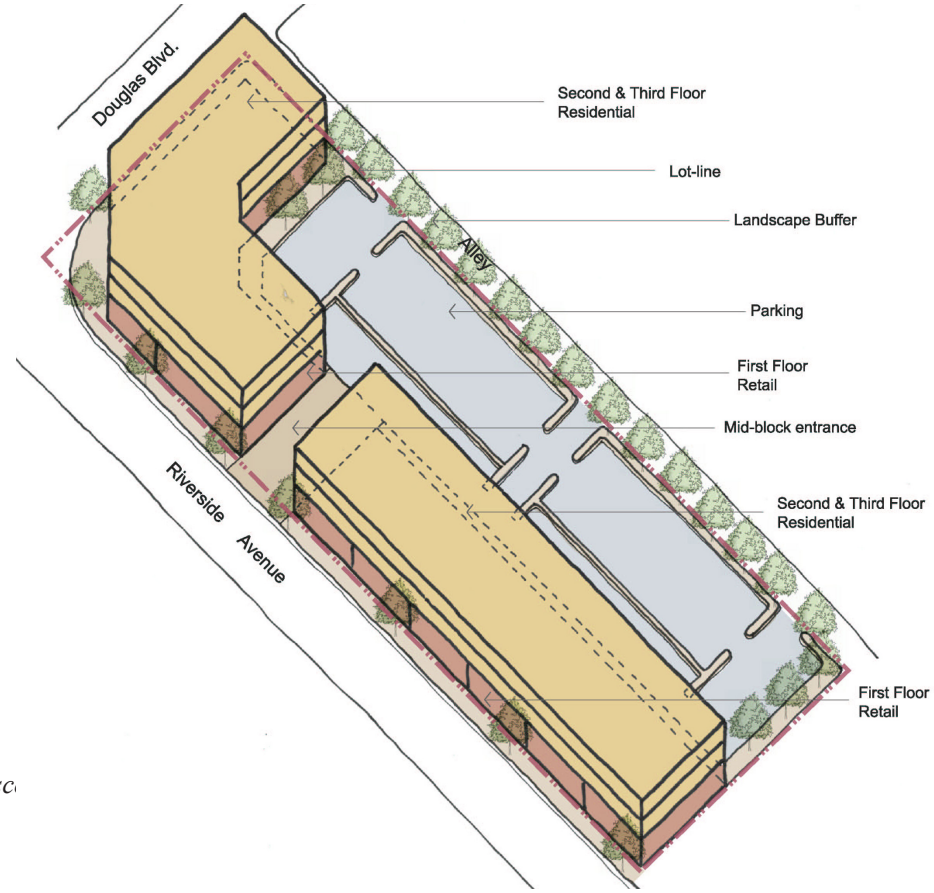


Illustration of a mixed use development sc
nario for Opportunity Site #2

Several mixed-use development scenarios for this site were analyzed. One scenario includes a mix of retail, office, and residential uses, served by surface parking spaces. This site is a logical location for new office development, based on its proximity to downtown Roseville. A second scenario considered is a higher intensity development, containing a mix of retail and residential uses, and including structured parking.

In both scenarios analyzed, mixed-use buildings facing Riverside Avenue and Douglas Boulevard could help to create an attractive landmark feature for the Riverside Gateway area, and could also help to provide a connection to and strengthen the existing uses in downtown Roseville.

3.6.3 Development of Opportunity Sites: Financial Feasibility

Analyzing development scenarios for these opportunity sites on Riverside Avenue indicates that it would be difficult to develop many of these scenarios without some type of public investment, since the development scenarios under current conditions would not be financially feasible.

However, the main reason for a lack of financial feasibility along Riverside is that the area cannot currently yield adequate rents to support new development. Because Riverside has an image as a used car corridor, rents for residential, retail, and office will likely be lower than in other newly developing areas of Roseville. Over time, as Riverside Avenue's image improves, rents will likely increase and project feasibility will improve.

There are several steps that can be taken to improve financial feasibility of developing opportunity sites on Riverside Avenue. For example, project feasibility improves when residential development is built as a for-sale product, density is high enough to carry the costs of the land, reduced parking spaces as well as reduced parking costs are assumed, and development costs such as public infrastructure are reduced.

The City of Roseville can help improve the financial feasibility of new development along Riverside by a combination of one or more of the following strategies, which are all included as strategies and/or implementation measures in this Plan.

- Investing project generated tax increment in catalyst projects;
- Funding public infrastructure;

- Improving the streetscape;
- Reducing parking requirements
- Building off site parking for new development; and,
- Increasing permitted residential densities, and permitting mixed-use development.

3.6.4 Policies for Development of Opportunity Sites:

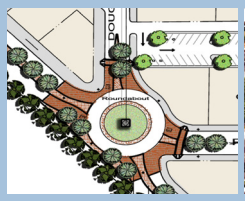
1. *Focus on development of the opportunity sites as a high priority for the Riverside Gateway Plan Area.*
2. *Consider public/private partnerships, and other incentives, to facilitate of the opportunity sites on Riverside Avenue.*
3. *Encourage residential levels on upper levels of buildings to complement retail and commercial uses.*

3.7 Streetscape Plan

The planning process for Riverside Avenue included many related and integrated components, including a streetscape plan, which was developed as part of the Specific Plan. One of the main purposes of the Streetscape Plan will be to affect immediate and visible improvements on Riverside Avenue. This initial investment will help spur additional investment and reinvestment in the corridor, and will also help to increase the visibility of the corridor, and help to raise community interest and pride. The City of Roseville has committed to working with property owners and business owners to ensure that access to businesses will be maintained during construction of streetscape improvements.

The Streetscape Plan contains detailed elements designed to provide a starting point for developing construction drawings, to move on to the next phase of physical change and improvements on Riverside Avenue. Chapter 6 of this plan contains a detailed description of the major elements of the Streetscape Plan.

Chapter 4: Circulation

Chapter 4: Circulation

4.1 Introduction

This chapter describes the Riverside Gateway Specific Plan's circulation system and its relationship to the regional and local transportation system in the City of Roseville. It includes an overview of the Plan Area's existing circulation system, goals, objectives, and policies, and establishes the basis for the plan's proposed multimodal circulation system that integrates an interconnected network of vehicular, pedestrian, and bicycle traffic.

When planning for the circulation system in the Riverside Gateway Specific Plan Area, it is also important to consider the Pedestrian District designation, which is included in the City's General Plan and applies to the Plan Area. According to the General Plan, the intent of the Pedestrian District is to place a greater emphasis on the pedestrian rather than the automobile by implementing measures to improve walkability. Additionally, the General Plan specifies that intersections within Pedestrian Districts shall be excluded from the City's LOS policy which requires that 70 percent of City intersections function at LOS C or better during the PM peak hour.

The goals of this Specific Plan, as well as the improvement strategies are all compatible with the intent of the Pedestrian District. Emphasis in the Specific Plan improvements is placed on pedestrian improvements, and creating a safe, walkable, and vibrant corridor.

4.2 Circulation Goals

Goal 1: An attractive pedestrian-oriented corridor providing a gateway to downtown.

Community members envision the Riverside Gateway Plan Area as a pedestrian-friendly corridor, with attractive streets and pedestrian accessible intersections and crosswalks. The design of the streets within the Specific Plan area must provide adequate accessibility, and encourage walking to and from surrounding neighborhoods and downtown Roseville. Pedestrian linkages and enhancements are important to create a walkable environment within the plan area, and also to encourage pedestrian movement to Downtown Roseville, and surrounding residential neighborhoods and amenities.

Goal 2: A transportation system that allows a choice in travel modes.

A well-planned and functional transportation system within the Plan area will include choices in travel modes, including automobiles, bicycles, and transit, as well as pedestrian access. In order to provide a comprehensive range of choices, the circulation system must address the following components:

- Maintain acceptable traffic flow on the arterial street system
- Provide a circulation system that is accessible from Roseville's bicycle system, and is safe and comfortable for bicyclists
- Maintain Riverside Avenue as an important transit corridor and provide features that encourage the use of transit.

4.3 Circulation System Background

As discussed in Chapter 2 (The Site and Its Context), the Riverside Gateway Specific Plan area is defined by the neighborhoods bounded by Douglas Boulevard/ Vernon Street to the north, Darling Way to the South, B Street in the Theiles Manor neighborhood to the west, and Clinton Street in the Cherry Glen neighborhood to the east. The sections below describe each component of the Specific Plan's transportation and circulation system.

4.3.1 Roadway System

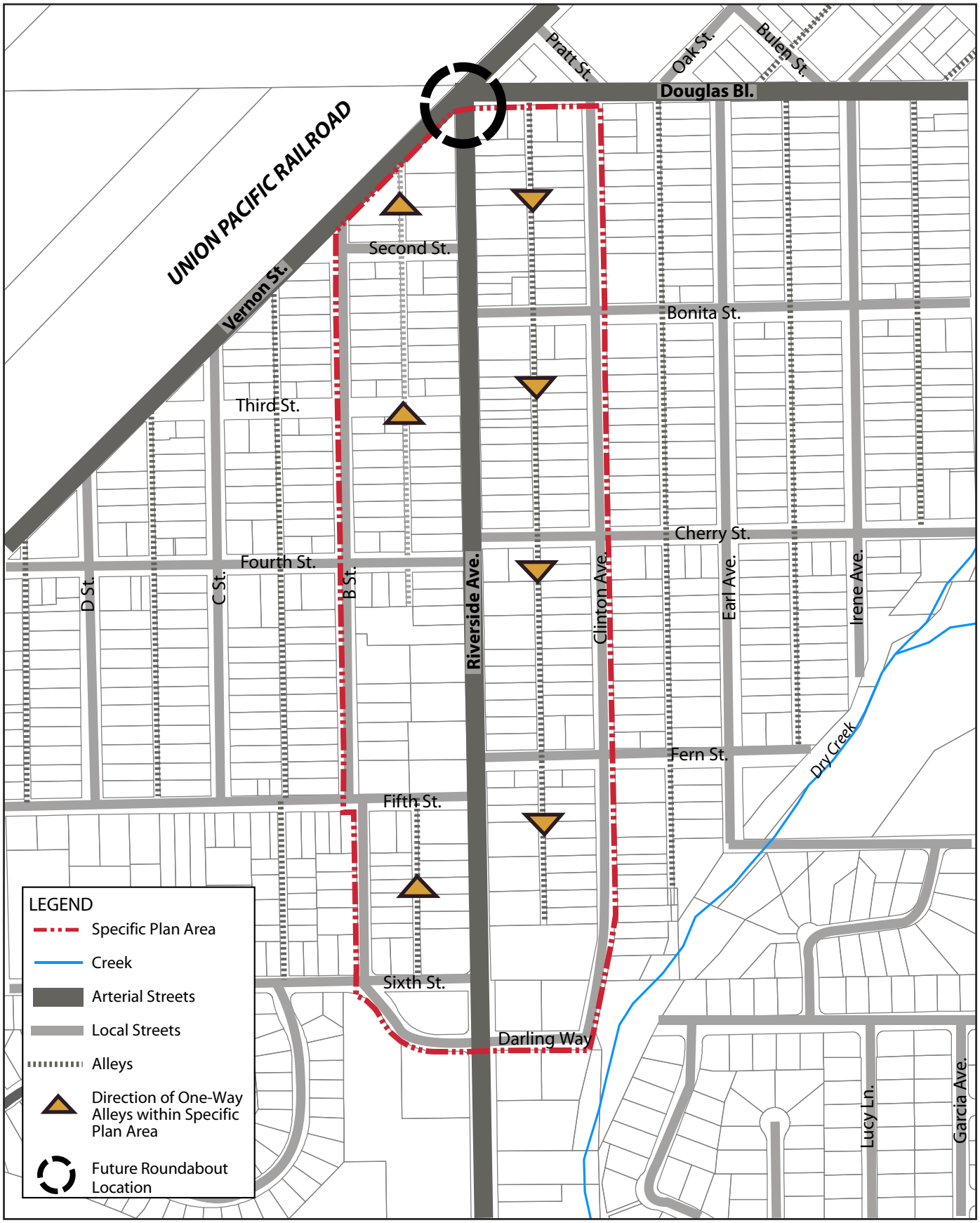
The roadway system within the Riverside Gateway Specific Plan area is comprised of streets classified as arterials and local streets (illustrated in Figure 4-1, Roadway Network). The functional classifications range from primarily providing for mobility (arterials) to primarily providing for land access (local). Within the Specific Plan Area, the streets are classified as follows:

Arterial Streets

There are three designated arterial streets with the Specific Plan Area:

Riverside Avenue – Riverside Avenue is the main corridor in the Specific Plan Area, and is a north-south two-lane arterial varying in right-of-way width from 54 to 58 feet. Its existing curb to curb width is approximately 37-feet, providing one travel lane in each direction and parallel on-street parking on either side of the street. There are no left turn lanes between Darling Way and Douglas Boulevard. South of Darling. Outside of the Specific Plan area, Riverside Avenue widens to a four-lane arterial street with a center turn lane. At major intersections, multiple turn lanes

Riverside Avenue within the Plan Area



EDAW

Figure 4-1
Roadway Network

are provided. Riverside Avenue connects downtown Roseville to Interstate 80 at an interchange immediately south of Cirby Way.

Vernon Street – Vernon Street is a two-lane arterial that forms the boundary for a portion of the northwest corner of the plan area, and runs southwest to northeast and parallel to the Southern Pacific Railroad. In the proximity of the plan area, one side of Vernon Street fronts the Southern Pacific Railroad property and the other side fronts residential land uses. Vernon Street also connects Riverside Avenue to downtown Roseville.

Douglas Boulevard – Douglas Boulevard has its western terminus within the Specific Plan area forming an intersection with Riverside Avenue and Vernon Street. Douglas Boulevard is a major east-west arterial connecting Riverside Avenue to Sierra college Boulevard on the east side of Roseville. In the vicinity of the Specific Plan area, Douglas Boulevard is a two-lane street with on-street parking on both sides of the street.

Local Streets

Local streets provide a grid circulation network within the Specific Plan area, and are composed of the streets parallel to Riverside Avenue and all cross-streets including: B Street, 2nd, 3rd, 4th, 5th, 6th, and Darling Way on the west side of Riverside Avenue, and Clinton, Bonita, Cherry, Fern, and Darling Way on the east side of Riverside Avenue. The right-of-way of local streets in the Specific Plan area is generally 55-feet, and parking is permitted on both sides of the street in most locations.

Alley conditions in the Plan Area

Alleys

The Specific Plan area includes a series of north-south alleys that provide direct access to the rear of commercial and residential uses. For the commercial blocks immediately adjacent to Riverside Avenue, these alleys provide access to parking, rear building entrances, emergency access, garbage collection, and serve as utility easements. Alleys are generally narrow, consisting of a 12 to 14-foot width, and are usually paved.

4.3.2 Bicycle System

The City of Roseville's bikeway system is comprised of on and off-street facilities inter-connected to form a comprehensive citywide network of bikeways. In the City of Roseville, bicycle facilities may consist of the following classifications:

Class I Off-Street Paths – Paved multi-use paths within their own alignment separated from streets. Class I paths are often greenbelt areas such as Dry Creek near the Specific Plan area.

Class IA Wide Sidewalks – Sidewalks used in areas where high traffic volumes, speeds, or narrow lanes make bicycling difficult or dangerous. Bicyclists are permitted to use designated sidewalks in these areas.

Class II On-Street Bike Lanes – Separate striped and marked bike lanes located on streets. Class II bike lanes are typically five to six-feet wide.

Class III On-Street Routes – Streets designated and signed as bicycle routes that do not provide separate bicycle facilities. Class III bike routes share travel lanes with other vehicles and are usually located on low volume and low speed collector or local streets. They also may require relatively wide travel lanes, sometimes greater than 14 feet, for the comfort and safety of bicyclists.

Existing Bicycle Facilities in the Specific Plan Area

Presently bicycle facilities serving the Specific Plan area or immediate surroundings include (illustrated in Figure 4-2, Bicycle and Transit Network):

- Class I path along Dry Creek connecting Douglas Boulevard to just north of Darling Way; and
- Class III bike routes on Sixth Street, and Darling Way

The City plans to provide a Class III bike route designation on Vernon Street from the City limits to Folsom Road, on Riverside Avenue and Clinton Street from Douglas to Darling Way, and on Douglas Boulevard from Riverside Avenue to Royer Street where the Class III route continues into downtown. Additionally, the City plans to extend the Class I path along Dry Creek south to Cirby Creek and north to downtown Roseville. In order to promote pedestrian, bicycle and transit use, the City anticipates completion of the bike path along Dry Creek within Saugstad Park, and enhancing the bridge connection on Darling Way. These

Source: City of Roseville 2004

Figure 4-2
Bicycle and Transit Network

0 500 1,000 2,000 N

improvements will ultimately provide a link between the transit stops on Riverside Avenue at Darling Way and enhance the City's overall bicycle circulation system. The improvements will allow for bicyclists and pedestrians to access what will ultimately be 4 miles of improved Class I bike trails that run through Royer Park, Saugstad Park, and Miner's Ravine. This will also provide an alternative mode of travel, in linking the trail to the proposed transit and pedestrian improvements associated with this Plan.

4.3.3 Pedestrian System

The pedestrian system within the Riverside Gateway Specific Plan area consists of sidewalks and crosswalks. Sidewalks are located along both sides of the entire length of Riverside Avenue within the Specific Plan Area. Riverside Avenue's sidewalks vary in width from 4-feet to 9-feet. Sections of Riverside Avenue's sidewalk have parkrows, but only some of these segments contain trees in the parkrow. Presently the majority of the parkrow areas of the sidewalks contains utility poles and signs.

Example of the existing pedestrian environment in the Plan Area

The local residential streets parallel to Riverside Avenue, Clinton and B Streets provide sidewalks on both sides of the street. The residential sidewalks are approximately 3.5 to 4-feet in width, and are separated from the roadway by an approximate 4 to 6-foot wide parkrow with grass and mature trees that form a canopy over the street.

The east-west cross streets provide a mix of narrow asphalt or concrete sidewalks with planter strips. In some locations the sidewalk is discontinuous, and the landscaping in the parkrows does not consistently contain grass and mature street trees.

Crosswalks are located at the Riverside/Darling Way and at the Riverside/Vernon/Douglas intersections and at most of the unsignalized intersections. At offset T intersections, the crosswalks are provided on only one side of the intersection. Signalized intersections provide actuated pedestrian signal heads.

4.3.4 Transit System

Within the Specific Plan Area, Roseville Transit provides three bus lines:

Route A – runs northbound on Riverside Avenue and is part of a loop route that connects key points throughout the City including the Louis/Orlando Transfer Point, Civic Center, Galleria Transfer Point, Sutter Roseville Medical Center, Sierra Gardens Transfer Point, and the Kaiser Medical Center. Route A is accessible to the Amtrak Station near the Civic Center. Bus stops are located on Riverside Avenue near Vernon/Douglas, Third Street, Sixth Street, Kenroy Lane, Darling Way, and Cirby Way.

Roseville Transit Service on Riverside Avenue

Route B – runs southbound on Riverside Avenue in the opposite direction of the Route A loop, serving the same key destinations and transfer points. Route B bus stops are generally paired with Route A bus stops.

Route K – runs in both directions on Vernon Street and serves the downtown and Civic Center, DMV offices, Kaiser Medical Center, as well as the Sierra Gardens and Louis/Orlando Transfer Points. Route K has bus stops on Vernon Street at Cirby, Sixth, and D Streets.

Transit riders within the Specific Plan area can transfer to any of Roseville Transit's other lines, and with Sacramento Region and Placer County transit systems at one of the City's transfer points. Additionally, many of Roseville Transit's lines stop at the intersection of Riverside and Cirby Way, a relatively short walking distance from the Specific Plan area.

Figure 4-2 illustrates the existing and proposed bike and transit systems within the Plan Area.

4.4 Circulation Policies

4.4.1 Roadway and Intersection Policies:

1. *Implement traffic calming measures to improve pedestrian friendliness, safety, and to slow automobile traffic. Measures include pedestrian-scaled lighting, curb bulbouts at unsignalized crosswalks on Riverside Avenue, raised medians, and a modern roundabout at the intersection of Riverside/ Douglas/Vernon Street.*
2. *Provide street trees and landscaping along street frontages as a measure to buffer pedestrians from vehicles.*
3. *Maintain the existing functional classifications of the streets within the Specific Plan. Riverside and Douglas Avenues, and Vernon Street, as arterial streets, will remain the primary routes for transit and delivery vehicles.*
4. *Implement a modern roundabout at the intersection of Riverside/Douglas/ Vernon to improve existing and future traffic operations and as a gateway into the Specific Plan area.*
5. *Implement a raised median on Riverside Avenue between Darling Way and 6th Street to improve traffic channelization, provide pedestrian refuge at crossings and as a gateway into the Specific Plan area.*

4.4.2 Bikeway Policies:

1. *Implement the planned Class III bicycle routes on Vernon Street and Douglas Boulevard, and on the local street parallel to Riverside Avenue - Clinton Avenue. Provide clear direction to connect between existing and planned bike routes.*
2. *Streets designated as Class III bicycle routes will be designed to accommodate bicyclists in shared travel lanes, providing "Share the Road" signs where designated bicycle routes can not be achieved due to narrow road widths.*
3. *Provide signage indicating the location of bike routes in the Riverside Gateway Plan Area.*
4. *Pursue funding for the future improvement of the bike trail connection to Saugstad Park and improving the pedestrian and bicycle connection to transit stops located within the Plan Area. Encourage improvements to the Darling Way bridge in the form of lighting, landscape, and overall enhancement to facilitate a clear pedestrian and bicycle connection to the transit stops at Riverside Avenue and Darling Way.*

4.4.3 Transit Policy:

1. *Maintain and improve existing bus stop locations by providing curbside bus stops with appropriate no parking zones to allow buses to enter the traffic stream safely, and install wider sidewalks, street trees, and bus shelters to provide a comfortable place to wait for a bus.*

4.4.4 Pedestrian Linkages and Amenities Policies:

1. *Improve crosswalks and intersections within the Plan Area and pedestrian paths in the alleyways to enhance the pedestrian environment, and encourage pedestrian mobility.*
2. *Install bulb-outs at appropriate locations, designed to slow traffic and provide visual interest along Riverside Avenue.*
3. *Ensure that all streets accommodate pedestrians with continuous sidewalks on both sides of the street, and curb ramps for people with mobility impairments. Ensure existing sidewalks are repaired or replaced as necessary, and meet City code.*

4.5 Circulation System Supporting Strategies

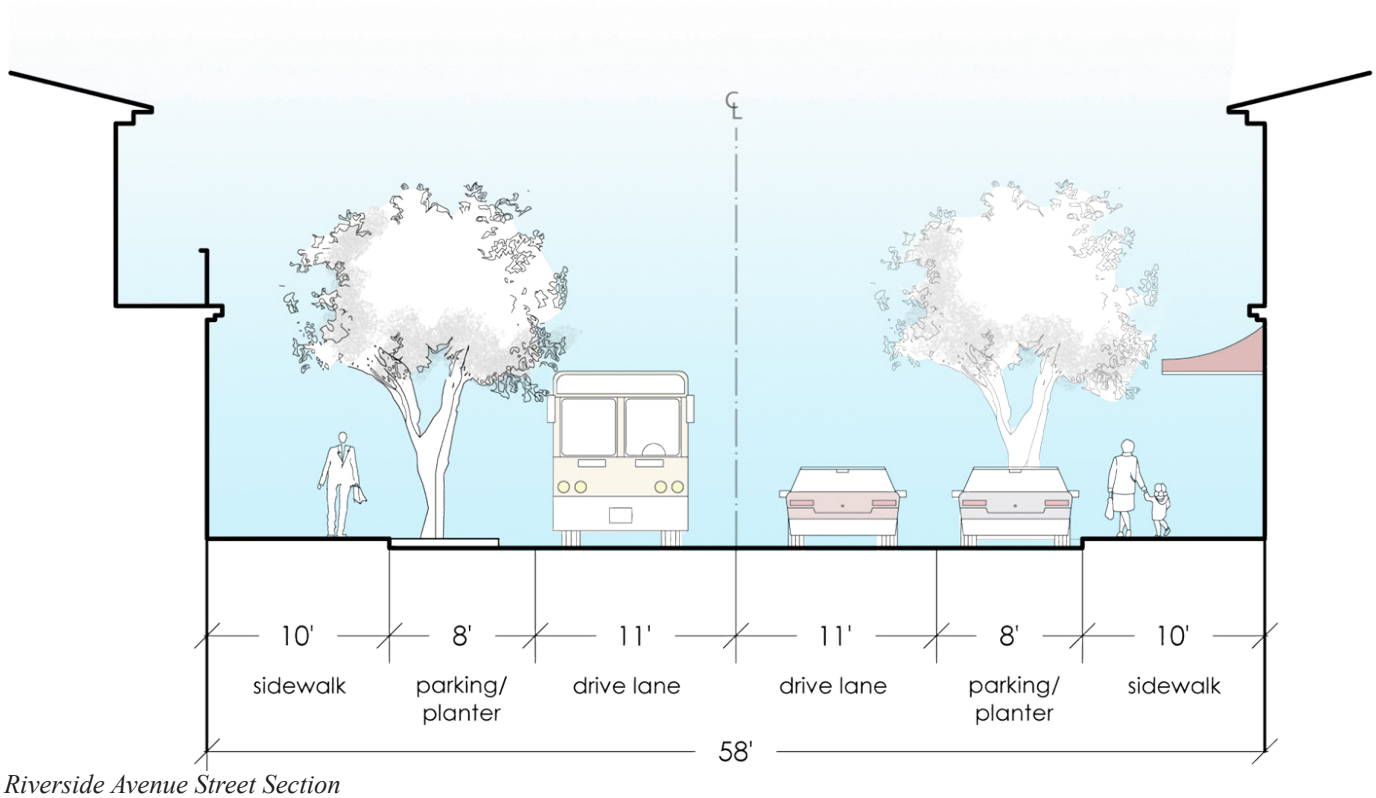
4.5.1 Circulation Improvements: Overview

The Riverside Gateway Specific Plan area contains a grid of existing streets composed of arterial, collector and local streets. Proposed improvements in the Specific Plan area focus on the Riverside Avenue corridor, the side streets that intersect with Riverside Avenue, and the alleyways that parallel Riverside Avenue. The north and south ends of the study area represent gateways into the Specific Plan area and are comprised of functional and aesthetic features that improve traffic flow, pedestrian accessibility, and provide visual enhancements.

4.5.2 Street Sections

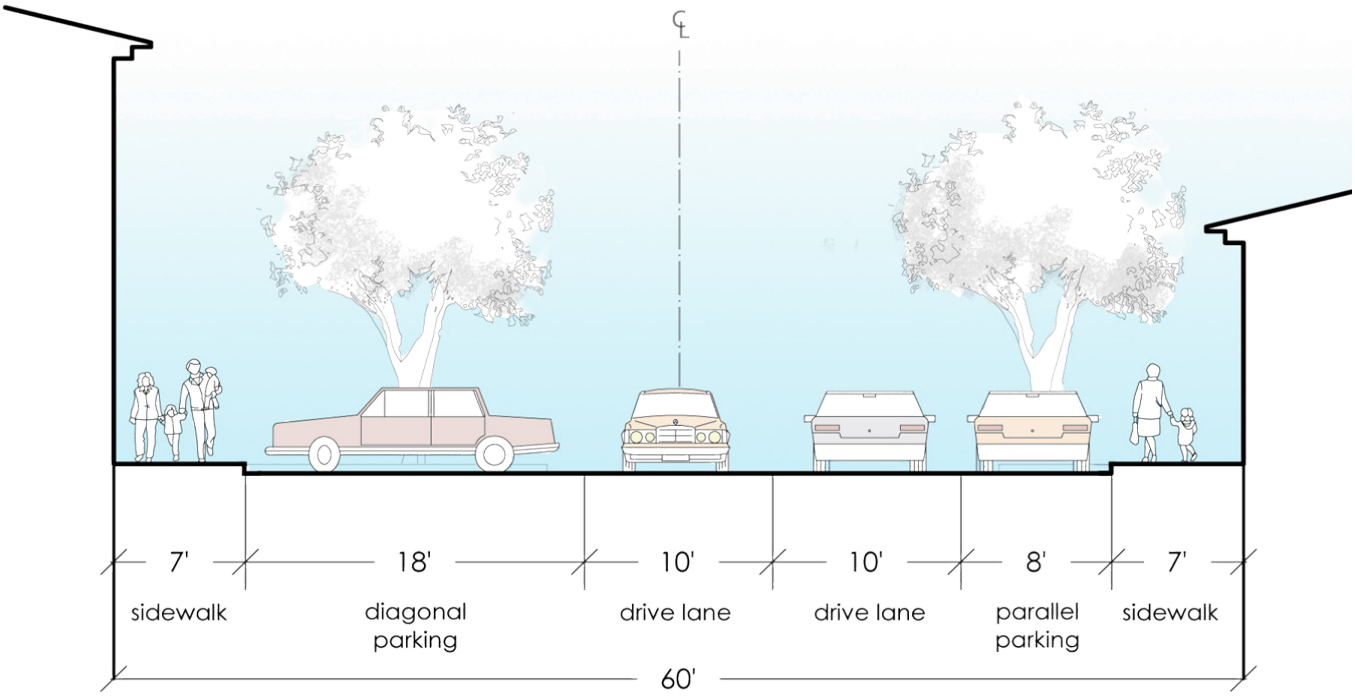
There are three main street types for the Riverside Gateway Plan Area. The following are descriptions of improvement concepts for each type of street section in the Plan Area.

Riverside Avenue – Generally within a 58-foot right-of-way, Riverside Avenue will provide one 11-foot travel lane, one 8-foot wide parallel parking lane, and 10-foot wide sidewalks in each direction, as shown in the following graphic. The parking lane also provides curb extensions at intersections, crosswalks, and mid-block for street tree planters. Street trees in curb extension planters allow maximum utilization of the 10-foot sidewalk for pedestrian travel and street furnishings. The design of Riverside Avenue balances the movement of traffic with parking for adjacent uses, transit mobility and accessibility, and pedestrian travel.



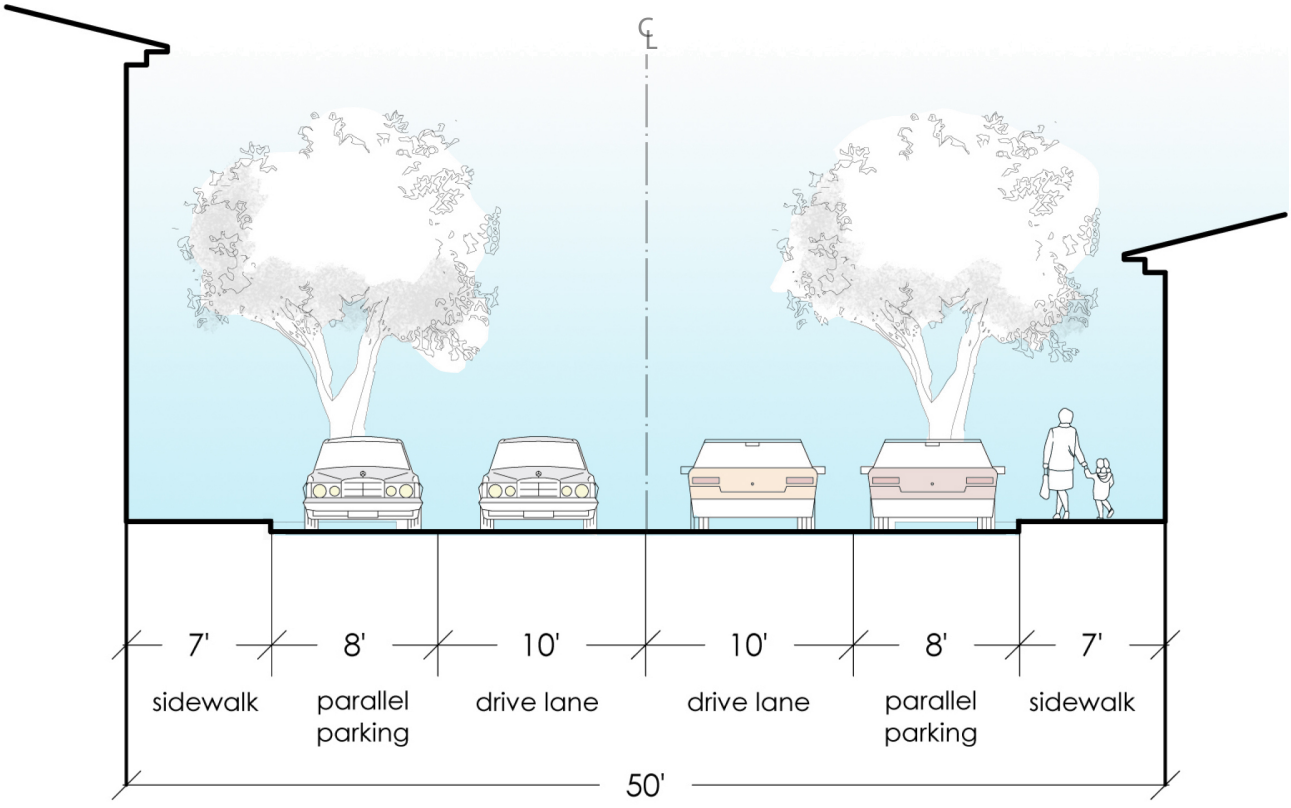
Riverside Avenue Street Section

Side Streets – Side streets include Second Street, Bonita Street, Third Street, Cherry Street, Fourth Street, and Fern Street. Within a 60-foot right-of-way these streets are comprised of two 10-foot travel lanes, and 18-foot wide angled parking (60-degrees) lane on one side, and an 8-foot wide parallel parking lane on the opposite side of the street, as shown in the following graphic. Sidewalks (7-feet wide) are provided on both sides of side streets. Side streets serve as primary pedestrian and vehicle connections to the surrounding neighborhoods, access to the alleyways parallel to Riverside Avenue, and as a parking supply serving commercial land uses.



Side Streets Street Section

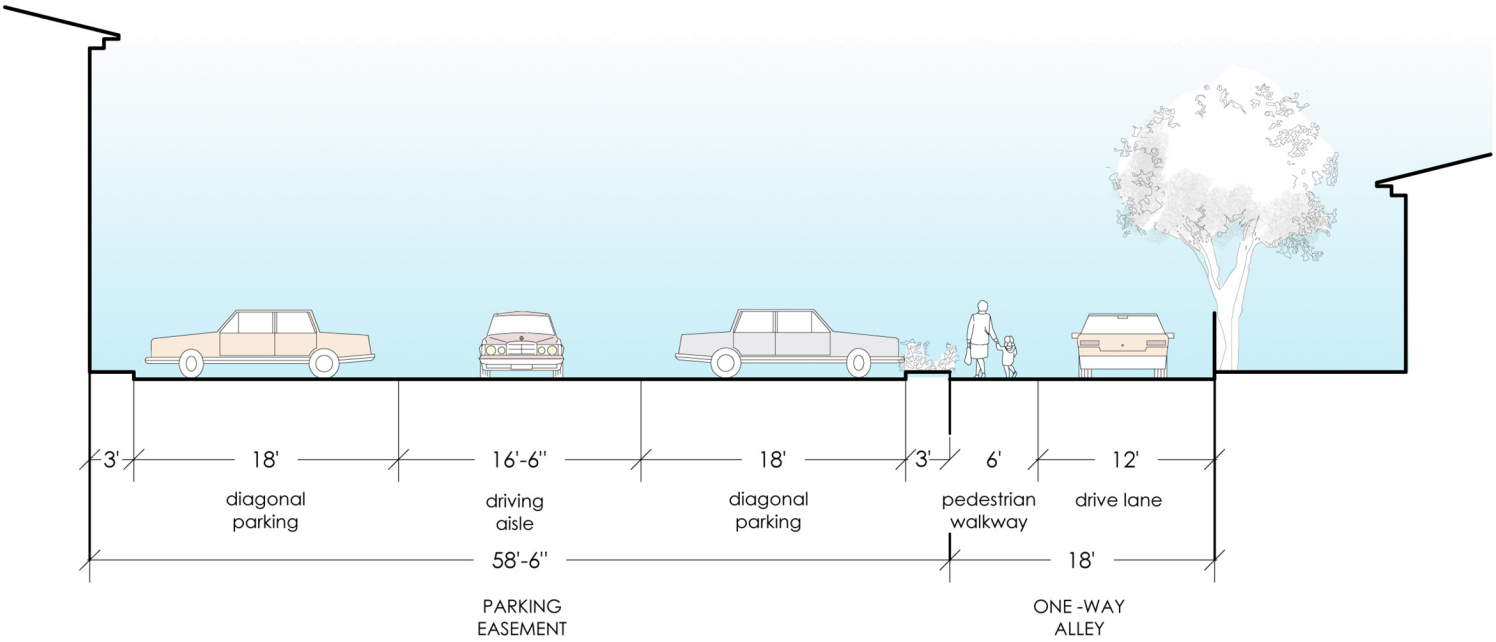
Narrow Side Streets – Narrow side streets, within a 50-foot right-of-way, include Fifth and Sixth Streets. Narrow side streets provide two 10-foot wide travel lanes and 8-foot wide parallel parking lanes on each side of the street, as shown in the following graphic. Sidewalks are 7-feet wide and provided on both sides of the street. Narrow side streets serve the same purposes as side streets, but because of their narrower width, do not provide angled parking.



Narrow Side Streets Street Section

4.5.3 Alleyways

Alleyways are generally continuous one-way streets parallel to Riverside Avenue. The alleyway on the east side of Riverside Avenue is one-way in the southbound direction and the alleyway of the west side of Riverside Avenue is one-way northbound, as shown in Figure 4-1 (Roadway Network). Commercial property on Riverside Avenue backs onto one side of the alleyways while residential properties on B Street and Clinton Avenue back onto to the other side of the alleyways. Alleyways provide local circulation and access to the rear of buildings fronting Riverside Avenue and the proposed parking easements. Alleyways are at least 18-feet wide to meet minimum fire district requirements. In order to promote access from alley loaded parking, a designated pedestrian lane will be provided.



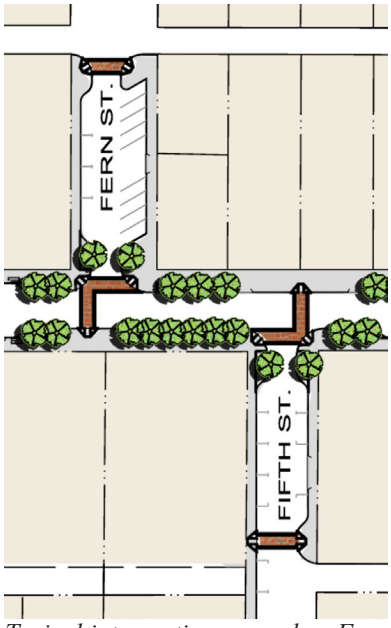
Alleyways Section showing rear-loaded parking easements

4.5.4. Prototypical Riverside Avenue Intersections

A prototypical side street intersection on Riverside Avenue is shown in the top graphic on the follow page. The design of intersections on Riverside Avenue is intended to improve the safety and mobility of pedestrians and to provide width for streetscape features and furnishings. While individual intersections vary in design (as detailed in Appendix A, Riverside Avenue Streetscape Concept Plan drawings), they generally provide high-visibility (ladder striped) marked crosswalks on all approaches, and curb extensions at corners to:

- Shorten the pedestrian crossing distance, and
- Increase pedestrian and vehicle sight distance.

Curb extensions extend 6-feet into the parking lane. Curb extensions are utilized for street tree plantings in treewells. Street trees are set back from the corners to maintain an adequate sight distance triangle for approaching motorists and pedestrians. Curb ramps are provided at each corner where a crosswalk exists to provide accessibility for people with mobility impairments.



Typical intersection examples: Fern Street and Fifth Street

4.5.5 Roundabout

The intersection of Riverside Avenue with Douglas Boulevard and Vernon Street will be reconfigured into a modern roundabout.

Modern roundabouts, with yield control on all approaches, are effective in moving moderate to high volumes of traffic at lower speeds than conventional signalized intersections. Although speeds are lower, traffic flows continuously through the intersection resulting in less delay. Additionally, roundabouts can reduce the frequency of crashes and decrease the severity of crashes that might occur.

The proposed Riverside Avenue roundabout provides a "bypass lane" for southbound Vernon Street traffic, allowing this high volume movement to pass through the intersection uncontrolled, without conflicts with other vehicles or pedestrians. This design feature substantially increases the roundabout's capacity. Roundabouts are designed to accommodate large trucks and buses, and provide a paved "apron" around the inner diameter upon which very large vehicles can mount if necessary.


Examples of roundabout designs

Pedestrians are accommodated with crosswalks on the Riverside Avenue and Douglas Boulevard approaches. The design of the roundabout allows pedestrians to cross a single lane of traffic at one time, and wait within a raised refuge island before crossing the next lane of traffic. Bicyclists negotiate the roundabout in shared lanes with vehicles.

In addition to its transportation function, the roundabout can serve as a gateway feature. The central raised circle can include landscaping, public art, signage and other features that identify the entrance to the Riverside Gateway area.

The following graphic illustrates the proposed roundabout. A preliminary design shows the impacts to surrounding properties is limited to the property on the southeast corner of Riverside and Douglas.

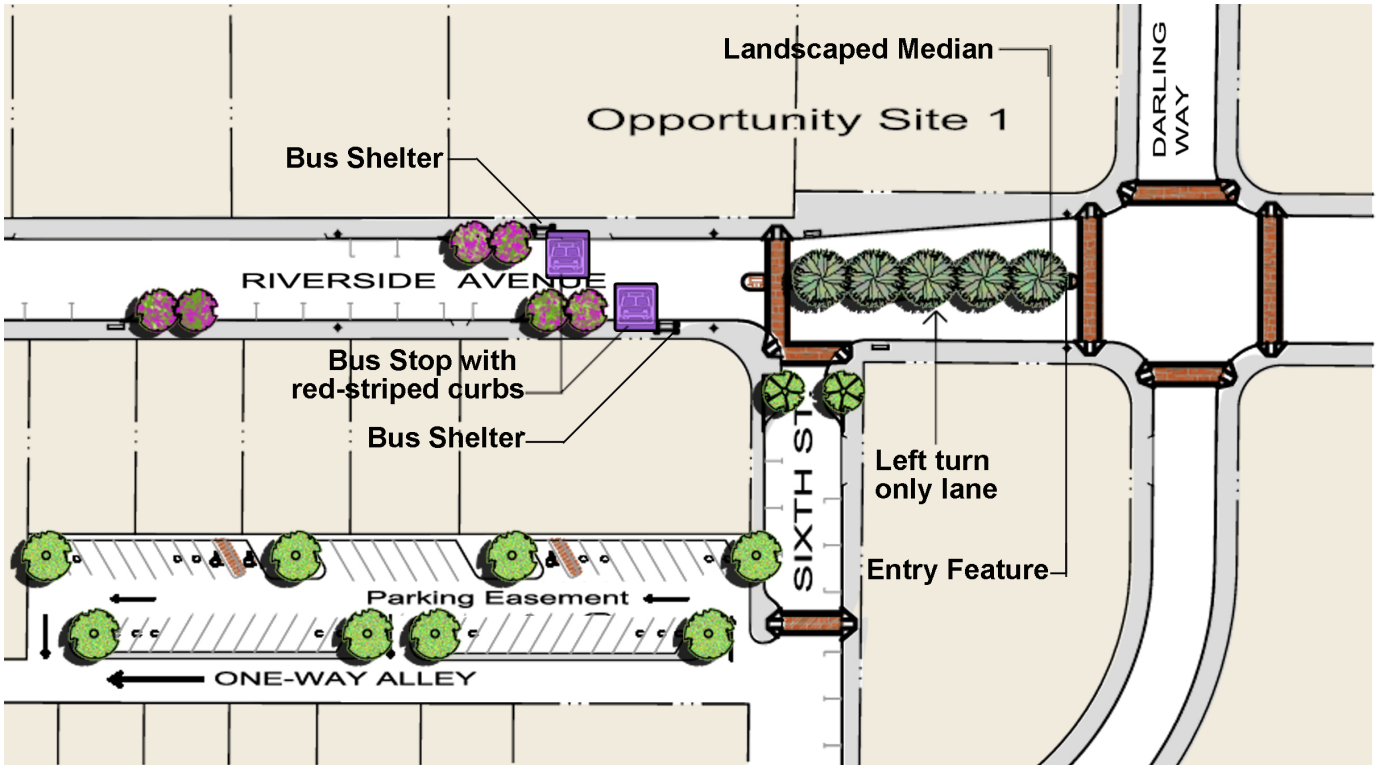
Illustrative Roundabout Design

4.5.6 Southern Gateway

The southern gateway into the Riverside Specific Plan area is located at the intersection of Riverside Avenue and Darling Way. Transportation improvements at this gateway consist of the construction of a raised and landscaped median on Riverside Avenue between Darling Way and Sixth Street, and are illustrated on the following graphic.

The raised island serves several purposes:

- To channel traffic from a wider segment to a narrower segment and to channel southbound left turning traffic onto Darling Way,
- To restrict northbound left turns from Riverside Avenue onto Sixth Street,
- To provide a refuge for pedestrians crossing Riverside Avenue at Sixth Street, and
- To provide an aesthetic treatment and signage at the southern gateway.



Illustrative Plan for the Southern Gateway

4.5.7 Bikeways

As described in the background section, existing bicycle facilities serving the Specific Plan area or immediate surroundings include a Class I path along Dry Creek connecting Douglas Boulevard to just north of Darling Way; and Class III bike routes on Sixth Street, and Darling Way. Within the Specific Plan Area, the City plans to include the addition of Class III bike routes on Riverside Avenue and Clinton Street from Douglas to Darling Way, and on Douglas Boulevard from Riverside Avenue to Royer Street where the Class III route continues into downtown. Given traffic volumes, narrow lane width and parallel parking with anticipated high turnover rate, Riverside Avenue should not be signed as a bike route, but bicyclists may share the road with vehicles. The traffic volumes, speeds,

and parking turnover are much lower on Clinton Avenue. As a result, it is preferable to designate Clinton Avenue as a bike route and to use signage to direct bicyclists to Clinton Avenue.

The connection to Class I bike trails in Saugstad Park will also be improved through encouraging improvements to the Darling Way bridge in the form of lighting, landscape, and overall enhancements, as well as facilitating a clear pedestrian and bicycle connection to transit stops at Riverside Avenue and Darling Way.

4.5.8 Transit

Vernon Street Bus Stop

Riverside Avenue will remain an important transit route for the Specific Plan area and to provide connections to downtown and transit centers. The current bus stops south of Darling Way and at Bonita Street will be relocated and arranged more efficiently than they are today, as illustrated on Figure 4-2, Bicycle and Transit System. Relocated bus stops will be curbside within the parking lane so stopped buses will not impede traffic on Riverside Avenue. Additionally, bus stops will be located across from each other to better identify directional stops and for ease of transfers. Finally, the relocated bus stops will provide rider amenities including seating and shelters.

The southerly bus stops will be relocated to north of Sixth Street, and the northerly bus stops will be relocated to south of Fourth Street. Transfers between the directional stops are accommodated by the crossing at Sixth Street. Transfers between the northerly bus stops are accommodated by the crossing at Fourth Street. The relocation of the northerly bus stops eliminates the current 450-foot separation between directions.

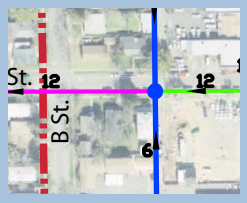
4.5.9 Pedestrian Linkages and Amenities

Enhancing pedestrian connections throughout the Plan Area is an important feature of the proposed improvements

Pedestrians are accommodated with a continuous sidewalk system on both sides of Riverside Avenue, parallel, and connecting side streets. Pedestrian crossings, and compliance with Americans with Disabilities Act (ADA) requirements, are provided at all intersections including the proposed roundabout. Additionally pedestrian amenities in the streetscape plan include street trees, landscaping, pedestrian-scaled lighting, street furniture, and connections through alleys.

Chapter 5: Utilities and Infrastructure





Chapter 5: Utilities and Infrastructure

5.1 Introduction

This chapter addresses the approach to providing adequate and upgraded infrastructure and facilities to serve the Riverside Gateway Specific Plan Area. Each component of the infrastructure system will be designed to accommodate build out of the Riverside Gateway Specific Plan Area.

The following table summarizes the utility providers to the Plan Area.

Table 5-1
Riverside Gateway Utility Providers

Utility	Provider
Water	City of Roseville
Wastewater	City of Roseville
Storm Drainage	City of Roseville
Electric Service	Roseville Electric (City of Roseville)
Natural Gas	Pacific Gas and Electric
Cable	Comcast
Telecommunications	Surewest

This chapter describes at a conceptual level how and where services will be improved and provided to serve development within the Plan Area. Included in this chapter are schematic sketches illustrating connection points, routing, and locations of facilities within the Plan Area.

The proposed improvements included in this plan are described in detail in the Infrastructure Technical Memo for the Riverside Gateway Specific Plan, prepared by Nolte Associates in March, 2005, a summary of which is included as Appendix B to this plan, and a full copy of which is available at the City of Roseville Planning and Redevelopment Department.

5.2 Utilities and Infrastructure Goal

The following goal has been established to guide the implementation of improvements and upgrades to the Riverside Gateway Specific Plan infrastructure and utilities systems.

GOAL 1: Adequate infrastructure and utilities within the Riverside Gateway Plan Area to serve existing and future development, and, where possible, bring the utilities systems up to existing City Standards.

5.3 Utilities and Infrastructure Background

Manhole within the Riverside Gateway Plan Area

Existing storm drainage conditions on Riverside Avenue

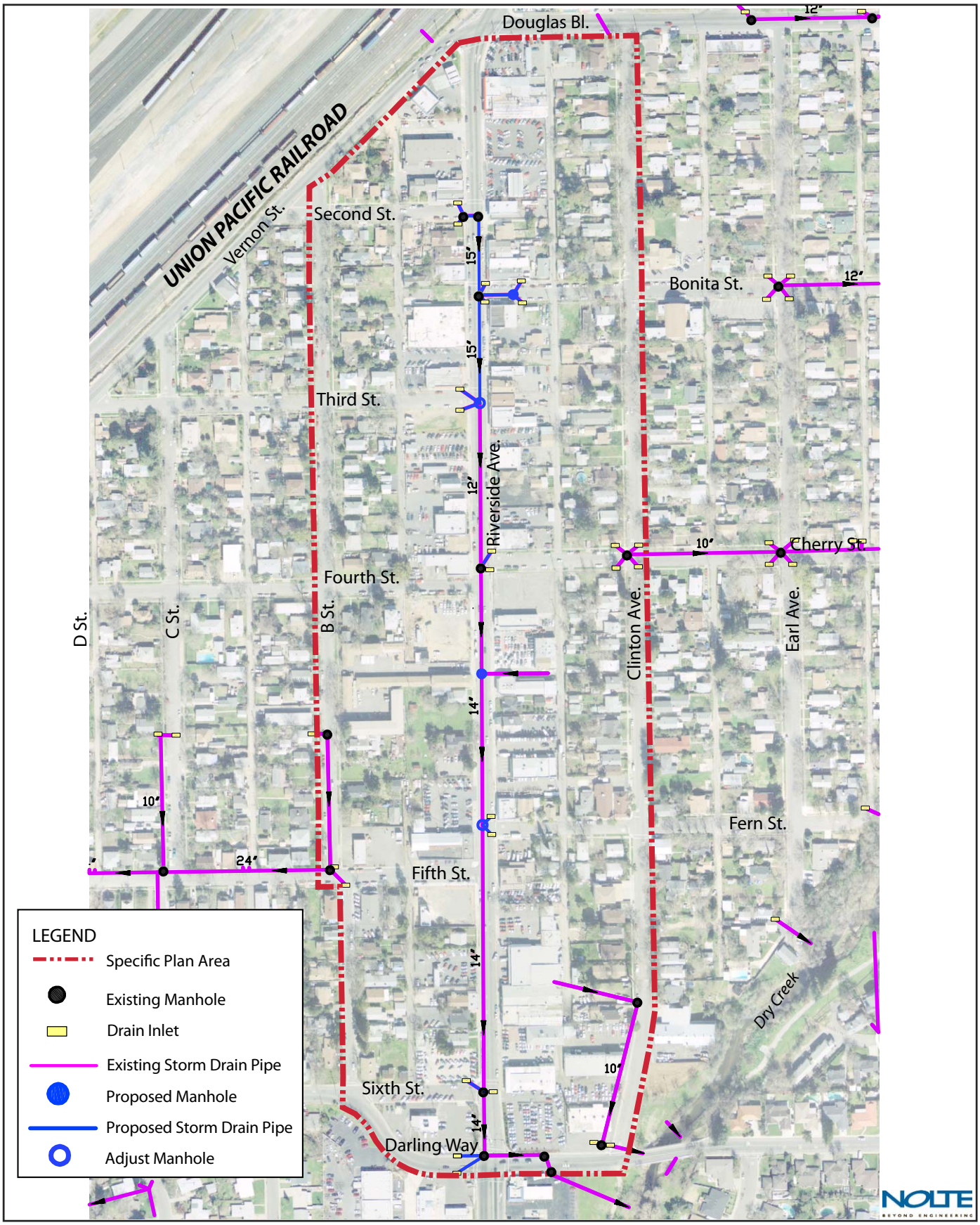
5.3.1 Storm Drainage Background

Figure 5-1, Storm Drainage, illustrates the existing storm drain system within the Plan Area as well as planned improvements. The existing storm drain system serving the Riverside Gateway Specific Plan Area is located in Riverside Avenue. An 8-inch pipeline flows from Second Street to Bonita Street, a 10-inch pipeline from Bonita Street to Third Street, and a 12-inch pipeline from Third Street to Cherry Street. A 14-inch pipeline then flows from Cherry Street and discharges into Dry Creek at Darling Way and Clinton Avenue.

Investigations by City maintenance staff has revealed the 8-inch and 10-inch pipelines between Second Street and Third Street, have been compromised by tree roots and need to be replaced. The manholes on Riverside at Fern Street and Third Street are buried beneath the roadway surface and will need to be brought up to road grade with any future improvements. The drainage inlets for the system along Riverside are located in the curb returns of the street and interfere with the accessibility ramps at the street corners. All of the drainage inlets in the system need to be replaced. The accompanying streetscape portion of the plan anticipates the installation of these improvements.

Storm Drainage Capacity Analysis

A full discussion of the methodology of the capacity analysis for the storm drainage system is included in the Infrastructure Technical Memo. Based on the capacity analysis, it has been determined that the existing storm drain system is undersized to handle the current City standards for a 10-year storm event. Pipes will need to be increased to 15” at the uppermost end of the system to 30” at the outfall to meet current standards.



EDAW

Figure 5-1
Storm Drainage

5.3.2 Wastewater Background

The existing wastewater collection, as well as planned improvements, are illustrated in Figure 5-2, Wastewater. The existing wastewater collection system serving the Riverside Gateway Specific Plan Area consists of 6-inch pipelines located within the adjacent alleys on both sides of Riverside Avenue and a short length of 6-inch pipeline within Riverside Avenue just South of Cherry Street. The existing buildings along Riverside Avenue are served by the system in the alleys at the rear of the lots. The 6-inch pipeline just south of Fourth Street in the alley west of Riverside Avenue is located directly under an existing building and will need to be abandoned and relocated. A 12-inch pipeline crossing Riverside Avenue at Fourth/Cherry Street and a 6-inch pipeline crossing Riverside Avenue at Sixth Street convey the wastewater away from the Plan Area.

Based on recent inspection of the wastewater system in the Specific Plan Area, it was concluded that the entire pipeline system is in poor condition, and needs to be replaced or repaired.

The Riverside Gateway Specific Plan area is served by the Dry Creek Wastewater Treatment plant. The plant has an Average Dry Weather Flow (ADWF) capacity of 18 mgd, and a Peak Wet Weather Flow (PWWF) capacity of 45 mgd. Currently, the plant is treating a flow of 11 mgd ADWF.

Wastewater Capacity Analysis

The first step in determining the capacity of the wastewater system is to determine the amount of flow generated by the area contributing to the system. The full methodology and results of the capacity analysis are contained in the Infrastructure Technical Memo and is summarized in Table 5-2, Riverside Gateway Sewer Capacity Analysis.

The total wastewater flow generated by the Riverside Gateway Specific Plan Area is 0.19 mgd (PWWF). As previously stated, the Dry Creek Treatment Plant is currently treating 11 mgd with a capacity of 18 mgd. The plant has adequate capacity to handle the flows contributed by development within the Riverside Gateway Plan Area, including the increased average Floor Area Ratio of .60.

Table 5-2

Sewer Capacity Analysis

Upstream Node	Downstream Node	Commercial/Retail		Residential		Offsite Flow***	Total Flow	Cumulative Flow	Peaking Factor	Peak Culmulative Flow	Pipe Size	Capacity @ d/D=0.7	% of Capacity
#	#	Area (SF)	Flow (GPD)*	Units	Flow (GPD)**	(GPD)	(MGD)	(MGD)		(MGD)	(IN)	(MGD)****	%
1	3	27,209	2,177	3	1,200		0.0034	0.0034	4.0	0.0135	6	0.22	6%
2	3	44,939	3,595	9	3,600		0.0072	0.0072	4.0	0.0288	6	0.22	13%
3	Outlet							0.0106	4.0	0.0418	6	0.22	19%
4	5	43,085	3,447	0	0		0.0034	0.0034	4.0	0.0138	6	0.22	6%
5	6	0	0	0	0		0.0000	0.0034	4.0	0.0138	6	0.22	6%
6	8	15,251	1,220	0	0		0.0012	0.0047	4.0	0.0187	6	0.22	8%
7	8	12,213	977	2	800		0.0018	0.0018	4.0	0.0071	6	0.22	3%
8	Outlet							0.0064	4.0	0.0258	6	0.22	12%
9	10	41,665	3,333	9	3,600		0.0069	0.0069	4.0	0.0277	6	0.22	13%
10	11	27,144	2,172	6	2,400		0.0046	0.0115	4.0	0.0454	6	0.22	21%
11	15	27,180	2,174	6	2,400		0.0046	0.0161	3.9	0.0627	6	0.22	29%
12	13	47,408	3,793	16	6,400		0.0102	0.0102	4.0	0.0403	6	0.22	18%
13	15	45,475	3,638	15	6,000		0.0096	0.0198	3.9	0.0773	6	0.22	35%
14	15	0	0	0	0	180,000	0.1800	0.1800	3.1	0.5580	12	0.85	66%
15	16	0	0	0	0		0.0000	0.2159	2.9	0.6261	12	0.85	74%
16	17	0	0	0	0		0.0000	0.2159	2.9	0.6261	12	0.85	74%
17	22	0	0	0	0		0.0000	0.2159	2.9	0.6261	12	0.85	74%
18	19	28,574	2,286	4	1,600		0.0039	0.0039	4.0	0.0155	6	0.22	7%
19	20	30,359	2,429	15	6,000		0.0084	0.0123	3.9	0.0480	6	0.22	22%
20	22	36,385	2,911	11	4,400		0.0073	0.0196	3.9	0.0765	6	0.22	35%
21	22	30,546	2,444	3	1,200		0.0036	0.0036	4.0	0.0146	6	0.22	7%
22	Outlet							0.2392	2.9	0.6817	12	0.85	80%

* Flow generation for commercial / retail land use was developed assuming a FAR of 0.6 and 0.2 ESD per 1000 sf of gross floor area. (1 ESD = 400 gallons/day according to City of Sacramento standards.)

** Flow generation for residential land use was developed using 400 gallons/day/unit.

*** Obtained from Environmental Utilities and based on preliminary wastewater model update

**** Per City of Roseville Standards, capacity of 6-inch pipe at 0.7 depth = 0.22MGD, 8-inch = 0.38MGD, 12 inch = 0.85MGD

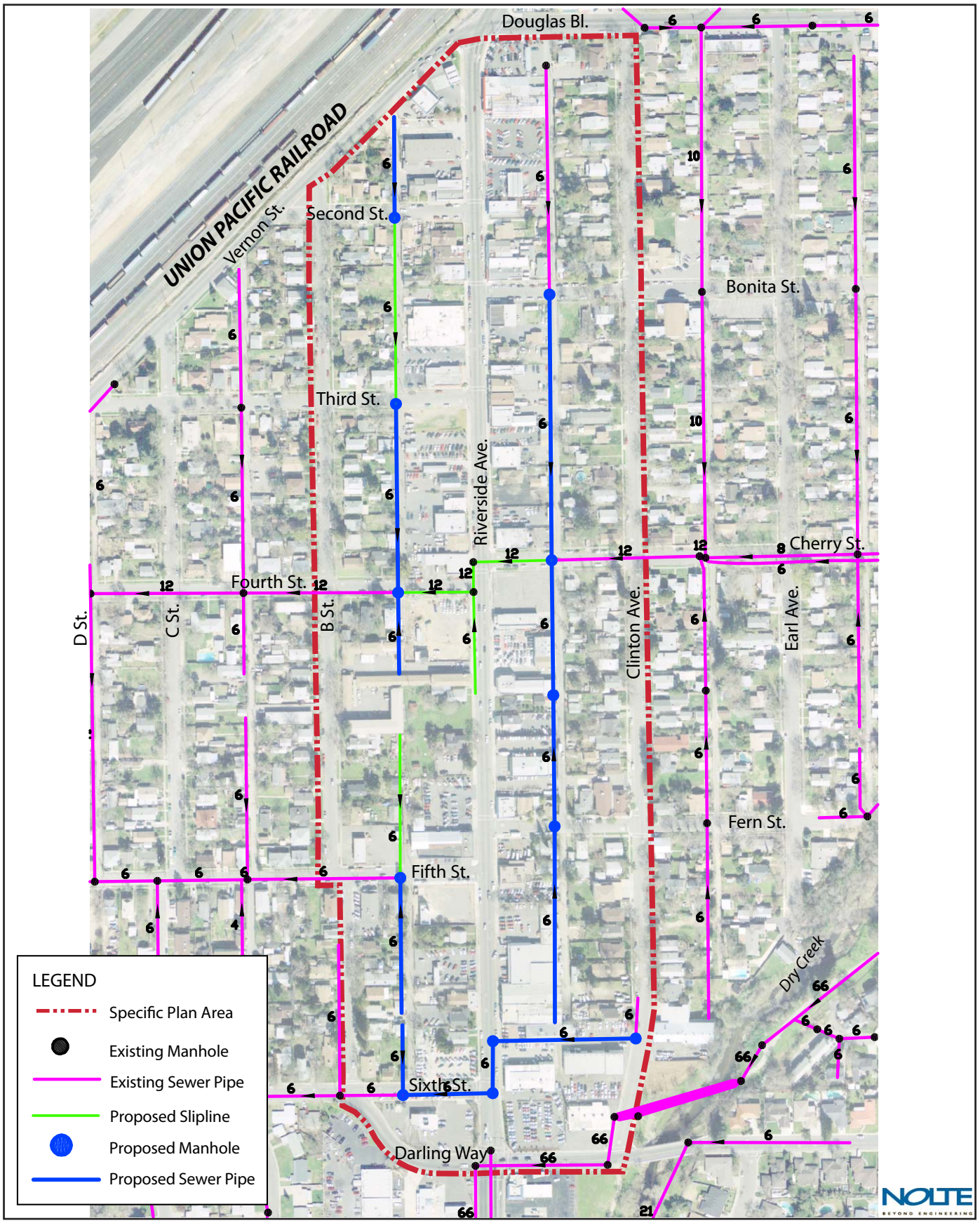


Figure 5-2
Wastewater

Pipe Sizing

Pipe sizes for the Riverside Gateway Plan Area were determined per the City of Roseville Standards with a minimum pipe size of 6". Per the Standards, capacity of a 6" pipe is equal to 0.22 million gallons per day (mgd) and the capacity for a 12" pipe is 0.85 mgd.

Based on the results of the capacity analysis, the pipe sizes in the current wastewater collection system have adequate capacity to convey the cumulative flows generated by the proposed land use. The analysis reveals that the 6" collector pipes will flow at 3% to 35% of capacity, with the average 0.6 FAR. The analysis also reveals that the 12" main crossing Riverside Avenue at Cherry/Fourth Street will flow at 66% to 80% of capacity. This flow includes 0.56 mgd of wastewater that is generated outside of the project area (at PWWF).

5.3.3 Water System Background

The City of Roseville depends primarily on surface water, but there are also two wells in service that are used for emergency supply. The City has a contract for 32,000 acre-feet of water from the US Bureau of Reclamation (USBR) along with options for another 30,000 acre-feet from the Placer County Water Agency (PCWA). The additional 30,000 acre-feet from PCWA is stored in reservoirs above Folsom Lake. Negotiations are currently under way to allow this water to be conveyed through USBR facilities for municipal and industrial use. The City has also obtained an allotment of 4,000 acre-feet for the Foothill Business Park annexation and the West Roseville Specific Plan from the San Juan Water District (SJWD).

The existing water system in the Riverside Gateway Specific Plan Area is located primarily in the alleyways adjacent to Riverside Avenue (illustrated in Figure 5-3, Water/Fire). The alley on the west side of Riverside Avenue contains a 4-inch pipeline from Vernon Street to Sixth Street. A portion of this pipeline is currently located underneath an existing building and will need to be abandoned in the future. The alley on the east side of Riverside contains a 6-inch pipeline from Douglas Boulevard to Cherry Street and a 4-inch pipeline from Cherry Street to the south end of the alley. Riverside Avenue is crossed by an 8-inch pipeline at Douglas Boulevard, a 6-inch pipeline at Fourth/Cherry Street and a 12-inch pipeline at Sixth Street.

The City's existing maximum day demand for potable water is approximately 50 mgd. The estimated future maximum day demand for potable water is 99.4 mgd. The City's current water supply allocation of 66,000 acre-feet per year is sufficient to meet the estimated future demands.

Water System Capacity Analysis

Water system capacity is based on a maximum day plus fire flow demand condition. The City of Roseville Water Model Update (WMU) dated July 2003 provides for water system design criteria. The WMU states, "Fire flows are to be met concurrently with a maximum day demand condition, while maintaining a minimum residual pressure of 20 psi, as measured at the flowing hydrant." In order to perform a capacity analysis on the Riverside Gateway Specific Plan area, the maximum day demand and the fire flow for the area must be determined. The maximum day demand of 181,860 gpd was calculated for the Plan Area, as illustrated in Table 5-3, Water Demand Calculations.

Table 5-3
Water Demand Calculations

FAR	Unit Demand Factor gpd/ac	Riverside Gateway Mixed-Use Area (ac)	Average Day Demand	Peaking Factor	Maximum Day Demand (gpd)
0.3	2,598	17.5	45,465	2.0	90,930
0.6	5,196	17.5	90,930	2.0	181,860
				Change in Maximum Day Demand (from FAR 0.30 to 0.60 =	90,930
				Net change =	0.09 mgd
				Total Existing City Water Demand =	50 mgd
				% Change (from FAR 0.30 to 0.60) in Maximum City Water Demand =	0.18%
Note: Existing residential demands for Clinton Street and B Street are not included in calculations, since land use is not changing					

The water demand calculations were determined for .30 FAR, which is the existing FAR on Riverside Avenue, and .60 FAR, which is the average maximum FAR for the corridor, as included in this Plan.

Despite the proposed change in the FAR for the Specific Plan area, the change in the maximum day water demand citywide is a very small percentage (.18%). The existing demand for the Riverside Gateway Specific Plan area, based on the City's existing demand factors, is 90,930 gpd. The demand for the Specific Plan area using the proposed FAR of 0.60 is 181,860 gpd. To determine the increase in

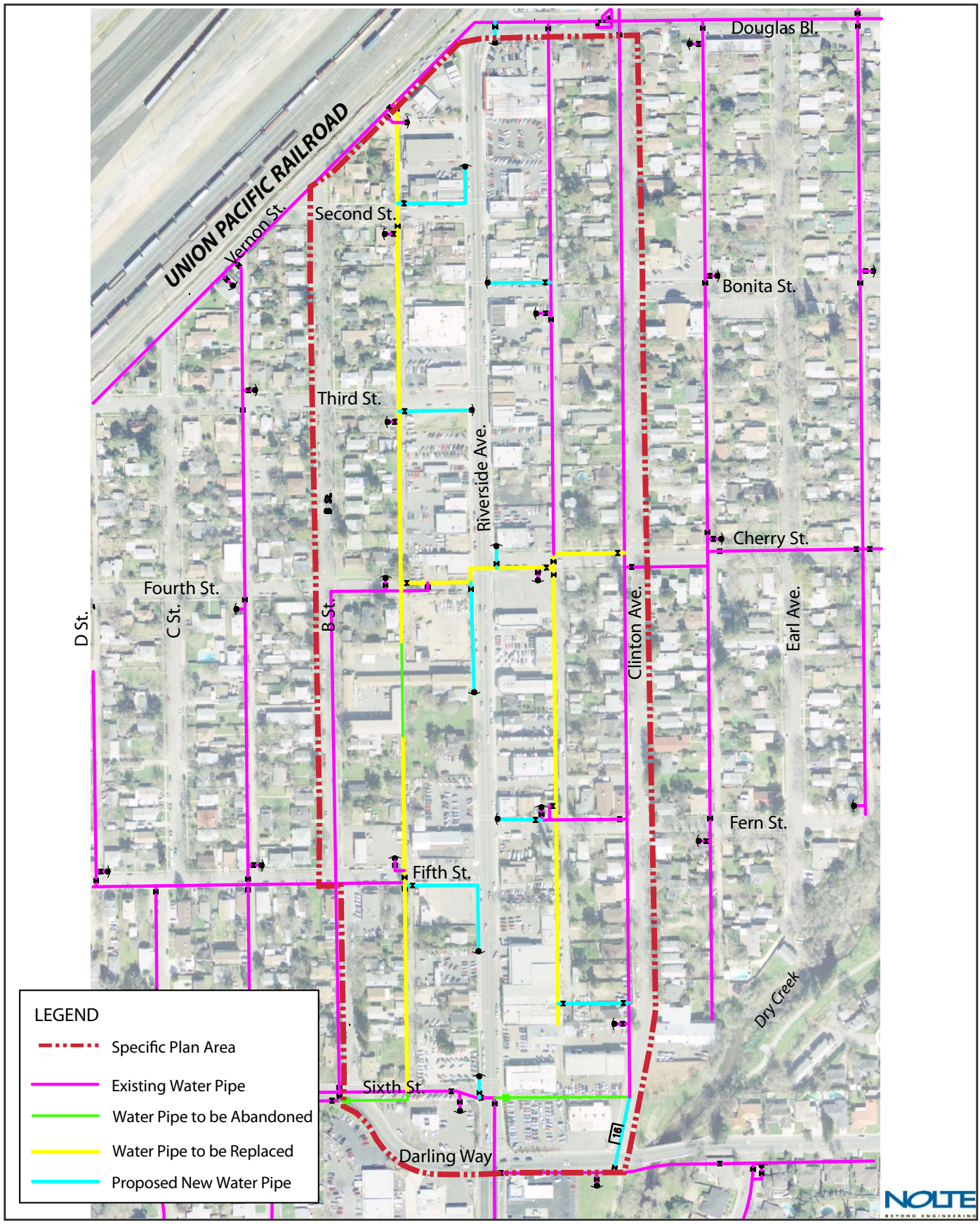


Figure 5-3
Water / Fire

demand based on the changes for the Specific Plan area, the difference in maximum day demand between the existing demand of 0.09 mgd and the proposed project build-out demand of 0.18 mgd is 0.09 mgd. Considering that the City's existing maximum day demand is approximately 50 mgd, this project only accounts for less than two-tenths of a percent increase in total maximum day demand.

Fire Flow

Required fire flow is determined from criteria in the California Fire Code and the City of Roseville Municipal Code. Per these codes, fire flows are based on type of building construction, building floor area and the presence, or lack thereof, of an automatic fire sprinkler system. The Roseville Water Model Update (WMU) specifically analyzes the Riverside Avenue Vicinity for the maximum day plus fire flow demand condition. The WMU analysis of the water pipelines serving the area around Riverside Avenue will be used for this report, and includes the assumption that all customers are sprinklered. The results of that analysis are as follows:

> *"A 4,000 gpm fire flow was simulated in this commercial/retail area during maximum day demand conditions simultaneous with a 1,500 gpm fire flow event on the opposite side of City in a low-residential area. Pipelines in this vicinity are mostly 4-inch and 6-inch diameter pipelines. Under these conditions, these areas were unable to maintain 20 psi minimum required pressures."*

These results show that the existing system is undersized to provide these types of flows. Improvements to the water system in the Specific Plan Area will be needed to address this lack of capacity.

5.3.4 Electrical, Natural Gas and Telecommunications Background

Following is a discussion of the existing conditions for electrical services, natural gas, cable, and telecommunications for the Riverside Gateway Specific Plan Area. Existing conditions for these utilities are all illustrated graphically in the Infrastructure Technical Memo (Appendix B). Planned improvements to these utilities are included as part of the Riverside Gateway Specific Plan. There are future plans to underground electrical utilities, cable, and telecommunications, and the cost estimate for this project is included in the cost estimate for Riverside Streetscape Improvements.

Electrical Services

Electrical services in the Riverside Gateway Specific Plan Area are provided by Roseville Electric. Service is conveyed via aerial lines in the alleys directly adjacent to Riverside Avenue. Main lines are contained in the alley to the east with local lines in the alley to the west. These aerial lines are connected through crossings at Douglas Boulevard, Fourth/Cherry Street and Sixth Street.

Natural Gas (PG&E)

Natural gas service in the Riverside Gateway Specific Plan Area is provided by Pacific Gas and Electric (PG&E). The gas mains are generally located in the alleys directly adjacent to Riverside Avenue along the entire length of the plan area. Within Riverside Avenue there is a 2-inch gas main located between Fourth Street and Fifth Street, and a 3-inch main located between Fifth Street and Darling Way. A 3-inch main crosses Riverside Avenue at Fourth/Cherry Street, and there is a 6-inch main crossing at Fifth/Fern Street.

Cable (Comcast)

Cable service for the Riverside Gateway Specific Plan Area is provided by Comcast. The facilities in the area consist of two aerial crossings of Riverside Avenue. These crossings are located on joint poles at Fourth/Cherry Street and at Sixth Street.

Telecommunications (Surewest)

Telecommunications services for the Riverside Gateway Specific Plan Area are provided by Surewest. The plan area is served by underground conduits containing fiber optic and copper coaxial cable. These conduits are located parallel to Riverside Avenue along Clinton Avenue from Douglas Boulevard to Fern Street. The conduits continue west along Fern Street and south on Riverside Avenue to Sixth Street. There is also a group of conduits located in Cherry/Fourth Street crossing Riverside Avenue.

5.4 Utilities and Infrastructure Policies

5.4.1 Storm Drainage Policies

1. *Provide storm drainage infrastructure replacements and upgrades to meet City standards.*
2. *Provide necessary improvements to the storm drainage system to serve new development within the Riverside Gateway Plan Area.*

5.4.2 Wastewater Policies

1. *Provide for the wastewater collection needs of existing and future development in the Riverside Gateway Plan Area.*
2. *Provide necessary improvements to the wastewater collection system to serve new development in the Riverside Gateway Plan Area, and to bring the system up to City standards.*

5.4.3 Water System Policies

1. *Provide adequate water facilities to serve the needs of existing and new development within the Riverside Gateway Plan Area.*
2. *Construct necessary improvements to provide an adequate water service and fire flow capacity to serve new development.*
3. *Apply water conservation techniques to help reduce overall water demand.*
4. *Ensure that all buildings within the Plan Area meet minimum fire and life safety requirements as set forth in the California Fire Code (CFC), adopted by ordinance by the Roseville City Council creating Chapter 16.16 of the Roseville Municipal Code.*

5.4.4 Electrical, Natural Gas, and Telecommunications Policies

1. *Require project developers to coordinate with the appropriate service providers to provide electrical, natural gas, and telecommunications services to new development.*
2. *Incorporate energy saving devices into new development in order to promote energy conservation.*
3. *Provide improvements to the electrical and gas systems to support the needs of new development in the Riverside Gateway Plan Area.*
4. *Prioritize the undergrounding of utilities in conjunction with Riverside Avenue streetscape improvements.*
5. *Install vacant conduit for telecommunications within new developments. Install underground facilities as part of trench utilities as a part of project construction, where feasible.*

5.5 Utilities and Infrastructure Supporting Strategies

5.5.1 Storm Drainage Supporting Strategies

As previously stated, the existing storm drain system in Riverside Avenue is undersized per current City standards. Due to budgetary constraints, it is proposed that only the portions of the system that have failed or have conflicts be replaced. Even with the current undersized system, there have been no flooding issues along Riverside Avenue. In the event of a 10-year or greater storm, it is anticipated that there will be additional gutter flow, but it is unlikely that there will be any flooding of buildings in the area.

Following is a list of storm drainage improvements that will benefit the implementation of the Specific Plan.

- Replace the storm drain pipe in Riverside Avenue between Second and Third Streets, due to damage from root intrusion and structural failure. Upsize this length of pipe to a 15-inch pipe in order to conform to current City standards.
- Based on their interference with the accessibility ramps, replace all drain inlets serving the Riverside Avenue storm drain system.
- Upsize the inlet leads from the existing 6-inch pipe to 12-inch pipe.
- Adjust the manholes at Fern Street and Third Street to street grade.
- Construct a new manhole on Bonita Street to serve the inlet laterals.
- Construct a new manhole at the existing lateral between Cherry Street and Fern Street; it is currently a blind tie into the system.
- Upgrade the outfall pipe at Dry Creek to 30-inches.

The recommended improvements are the first step to bringing the existing storm drain system up to current standards, and will fix the problems immediately apparent in the system. The improvements are all illustrated graphically in Figure 5-1, *Storm Drainage*.

Estimated Storm Drainage Construction Costs

Replacement costs for the existing system will include all drain inlets and inlet leads serving the storm drain system in Riverside Avenue along with the pipes and manholes previously mentioned. Costs are also included for drainage facilities associated with placing bulbouts along Riverside Avenue. These facilities are included because bulbouts interrupt the flow of drainage along the gutter in the

street. The total estimated cost of all the drainage improvements is approximately $306,000 including contingencies. A breakdown of the costs for these improvements is included in the cost estimate in the Infrastructure Technical Memo.

5.5.2 Wastewater Supporting Strategies

As stated previously, the wastewater system in the Riverside Gateway Specific Plan area is in poor condition, and the pipelines within the system will be replaced or slip lined. However, the wastewater system has more than enough capacity for the flows generated by the contributing sheds for the proposed land use program for the Plan Area. Therefore no upsizing of the piping system is required when replacing the existing pipes. The location of the proposed improvements is illustrated in Figure 5-2, Wastewater. When implementing improvements to the wastewater system, impacts to the development opportunity sites at the northern and southern ends of the Plan Area should be avoided, if possible.

Estimated Wastewater System Construction Costs

Improvements to the wastewater system will include the replacement and slip-lining of pipelines as shown in Figure 5-2. Improvements also include new services to all the buildings served by pipes scheduled for replacement. The total estimated cost of these improvements is approximately $695,000 including contingencies. A breakdown of the costs for these improvements is included in the detailed cost estimate in the Infrastructure Technical Memo.

5.5.3 Water System Supporting Strategies

Following is a list of water system improvements that will be completed as implementation of this Specific Plan, and the Streetscape Plan. Figure 5-3 illustrates all of the improvements to the water system. As illustrated on the graphic, facility improvements include installing new connections to pipelines and installing new pipelines, replacing pipelines with those of larger capacity, installing new fire hydrants, and replacing existing hydrants that require upgrades.

In addition to these improvements, new domestic water service will be installed for all of the buildings served by pipes scheduled for replacement. New fire service will also be installed along these pipelines.

Pipeline Improvements

- Replace the 4-inch and 6-inch diameter pipelines in the Plan Area with 8-inch diameter pipelines.
- Install new waterline connections at the intersection of B Street and Fifth Street, and at the intersection of Sixth Street and the alley between B Street and Riverside Avenue.
- Install a new 16-inch diameter pipeline along Clinton Avenue, north of Darling Way. This pipeline will serve as a replacement for the pipeline just north of Darling Way, between Riverside Avenue and Clinton Avenue, which will be abandoned with future development.

Fire Hydrant Improvements

- Locate new hydrants along Riverside Avenue; placed at a maximum spacing of 350' to be consistent with City Standards.
- Replace the existing fire hydrants located within the alleys parallel to Riverside Avenue.

As stated previously, the proposed increase in the FAR to .60 in the Riverside Gateway Specific Plan Area does not significantly affect the overall City water supply. The main contributing factor necessitating improvements to the water system is the need for increased fire flows to the area. A fire flow of 4,000 gpm was used for this analysis, but could possibly be higher due to the requirements of the City Municipal Code and the City Fire Department.

All buildings within the Plan Area must meet minimum fire and life safety requirements as set forth in the California Fire Code (CFC) as adopted by ordinance by the Roseville City Council creating Chapter 16.16 of the Roseville Municipal Code. When existing conditions or proposed construction methods do not follow the exact language of the Fire Code/Municipal Code, the Building and Fire Department will accept applications for materials, test and methods of construction as allowed under CFC section 103.1.2. All alternative method requests must be approved by the Building Official and the Fire Marshal.

Estimated Construction Costs

Improvements to the existing system includes pipes, valves, fire hydrants and domestic and fire services. The total estimated cost of constructing these improvements is approximately $685,000 including contingencies. A breakdown of the costs for these improvements is included in the cost estimate in the Infrastructure Technical Memo.

Existing overhead utility lines in the alleys within the Plan Area

5.5.4 Electrical, Natural Gas, and Telecommunications Supporting Strategies

As previously mentioned, Roseville Electric is planning to underground the existing overhead electrical utilities in the Riverside Gateway Specific Plan Area. There is no conceptual alignment for the undergrounding of the utilities at this time. According to Roseville Electric Staff, this project would not only underground the overhead electrical lines, but the cable and telecommunication lines as well.

Estimated Construction Costs

A budget of $1.9 million has been allocated for the undergrounding of electrical utilities. A detailed breakdown of the costs associated with this project is not available at this time.

Chapter 6: Streetscape Design



Chapter 6: Streetscape Design

6.1 Introduction

The purpose of this chapter is to describe the proposed streetscape design that was completed concurrently with the Specific Plan. One of the main purposes of the Streetscape Plan will be to help implement immediate visible enhancements in the Riverside Gateway Plan Area, to illustrate the City's commitment to improvements and investment in the area. This initial investment will help spur additional public and private investment and reinvestment in the corridor, to help achieve the other Plan goals, such as attracting neighborhood-serving retail, and additional housing opportunities on Riverside Avenue. The streetscape improvements will also help to increase the visibility of the corridor, and help to raise community interest and pride.

The Streetscape Plan was prepared as a component of the Specific Plan, and contains detailed elements designed to provide a starting point for developing construction drawings, to move on to the next phase of physical change and improvements on Riverside Avenue.

The City of Roseville has committed to working with property owners and business owners to ensure that access to businesses will be maintained during construction of streetscape improvements.

6.2 Streetscape Design Overview

The Riverside Avenue streetscape plan is intended to create a comfortable pedestrian friendly environment that will complement the streetscape enhancements on Vernon Street, while creating a sense of place and identity in the Riverside Gateway Area. Figure 6-1 illustrates the main components of the Streetscape Design for the Riverside Gateway Plan Area.

The Streetscape Plan provides the foundation for enhancing the Plan Area's overall character and pedestrian-friendliness. The planning efforts for Riverside Avenue recognize the value of streets to be more than conduits for automobile movement and public utilities. Streets are considered a major factor in defining an area's form and level of comfort. The improvements and design elements included in the Streetscape Plan are intended to improve the overall appearance and character of the Plan Area, provide places where people can walk and drive safely and

conveniently, and develop strong and attractive connections to the land uses on Riverside Avenue, and in the surrounding neighborhoods.

Additionally, as detailed in Chapter 5, Utilities and Infrastructure, necessary upgrades to storm drainage, water, sewer and dry utilities will be completed concurrently with streetscape improvements. It is also important to note that all landscape improvements must be designed and constructed to the City of Roseville's Parks Construction Standards. The following is an overview of the main components of the Streetscape Plan, all of which are designed to improve the overall appearance and character of the street, and to enhance the pedestrian character. An illustrative design of the Streetscape Plan is included in this chapter (Figure 6-1), and Appendix A contains the Streetscape Concept Plan Drawings.

6.2.1 Enhancement of the Streetscape

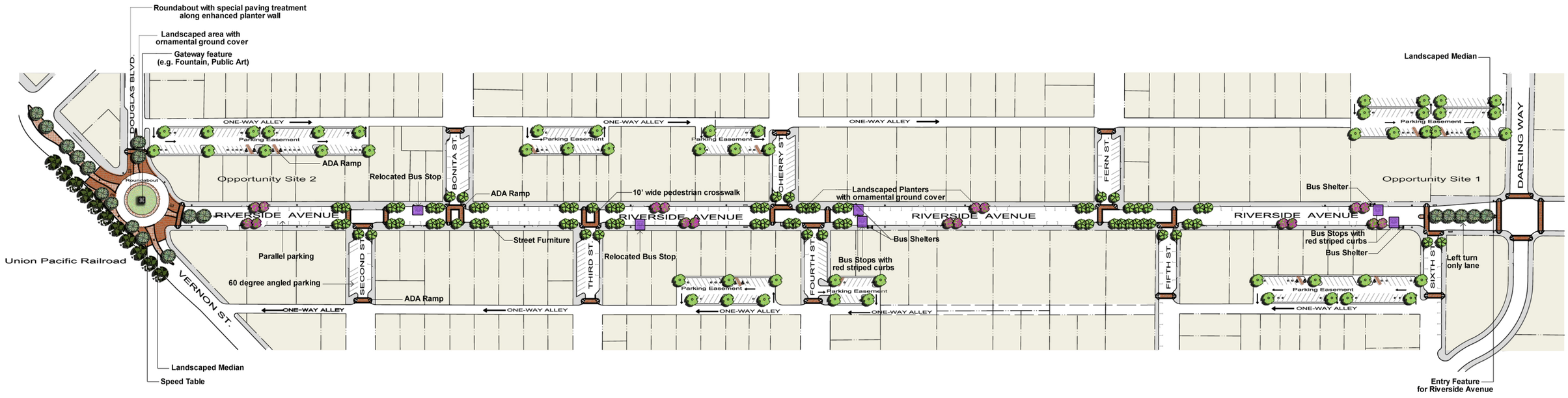
The streetscape enhancements for Riverside Avenue are reflective of the community and Steering Committee input to create an attractive, vibrant, comfortable and pedestrian friendly environment on Riverside Avenue, including gateway features to help distinguish the Riverside Corridor within Roseville and create a sense of place. The proposed physical improvements (as follows) are designed to help meet these goals.

Example of street trees and landscaping

Street Trees and Landscaping

Street trees and landscaping placed at intersections, and concentrated at key locations within bulb-outs along the blocks on Riverside Avenue. The street trees and landscaping will help to create an attractive, welcoming environment that is comfortable for pedestrians, and will also help to improve the general appearance and character of the street. Street trees will be placed at appropriate locations, such as at intersections and several mid-block locations within bulb-outs.

Community members and business owners would like to ensure that street trees do not create a continuous cover along Riverside Avenue, and reduce the visibility of businesses and signage. This will be a key consideration of the design development of future construction documents and plans.



LEGEND

- Ornamental, deciduous tree, 30’ to 40’ high (large canopy)
- Large, evergreen screen tree
- Flowering accent tree at intersections, 15’ to 20’ high
- Flowering accent tree at street planters, 15’ to 20’ high
- Deciduous shade tree, 15’ to 20’ high
- Street Lights, mounted at 25’ to 30’ and spaced approximately 225’ apart
- Enhanced Crosswalk
- Existing Parcel Lines
- Curb
- Bus Stop

Notes:
1. Exact type and location of street lights to be determined during preparation of construction drawings.
2. Streetscape enhancement shown on site plans are diagrammatic and all landscaped planter areas are subject to relocation.
3. The information presented in this drawing is preliminary; engineering study and analyses are required, and details and specifications must be prepared before any construction.

Figure 6-1
Riverside Avenue Streetscape Illustrative Plan

The street tree pattern for the Plan Area includes flowering accent trees, as well as deciduous shade trees. Table 6-1, Street Trees, includes a list of recommended street trees for Riverside Avenue. Multiple species are suggested for consideration for each application; however, one species should be chosen for each application.

Table 6-1

Street Trees

Botanical Name	Common Name	Location*
Ornamental Deciduous (Large Canopy)		North and South Gateways
Tilia cordata	Little Leaf Linden	
*Quercus virginiana***	Southern Live Oak	
*Robinia pseudoacacia 'Purple Robe'***	Black Locust	
Large Evergreen Screen Trees		North Gateway (Roundabout)
*Calocedrus decurrens***	Incense Cedar	
Sequoia sempervirens	Coast Redwood	
Flowering Accent Trees at Intersections		Throughout the Corridor
Cercis occidentalis	Western Redbud	
Nyssa sylvatica	Flowering Tupelo	
Flowering Accent Trees in Planters		Select Locations
Prunus subhirtella 'Autumnalis'	Flowering Cherry	
Lagerstroemia indica	Crape Myrtle	
Magnolia soulangiana	Saucer Magnolia	
Deciduous Shade Trees		Parking Lots
Platanus racemosa	London Plane	
Ulmus parvifolia	Chinese Elm	

* Locations illustrated on the Streetscape Plan
**Requires large planting areas

Lighting, Signage, and Street Furniture

The proposed lighting, signage and street furniture will be consistent with the improvements on Vernon Street. It is important to demonstrate consistency with Vernon Street to help create a strong link between Riverside Avenue and downtown Roseville (illustrated in photos on this page). These elements on Riverside Avenue will serve a dual purpose: to improve the pedestrian environment and enhance safety and comfort, and also to help create a recognizable identity for the Plan Area. In addition to the street lighting, lighting in the alleys is also a critical streetscape element that will help increase safety and improve the pedestrian environment. Lighting in the alleys will also help to enhance the parking areas, and will encourage people to park in the easements located behind the buildings on Riverside Avenue. Thematically, lighting in the alleys and parking areas should be consistent with the design of the street lighting on Riverside Avenue, and must be consistent with all City ordinances and regulations regarding lighting standards.

Lighting, signage, and street furniture on Riverside Avenue will be consistent with Vernon Street

Examples of decorative banners

Decorative bus shelter on Vernon Street

Decorative Banners

Decorative banners, similar to those being used in other areas of the City, are a feature of the streetscape design for Riverside Avenue. Banners can help to create the Riverside Gateway area as a district, or neighborhood, with a unique identity. Banners can also be a method of alerting Roseville residents of special events and/or festivals throughout the year.

Transit Facilities

Improved transit facilities on Riverside Avenue are included in the streetscape design. Bus stops in the Plan Area will provide rider amenities including seating and decorative shelters, similar to those on Vernon Street.

6.2.2 Pedestrian Friendly Improvements

Throughout the planning process for Riverside Avenue, the Steering Committee and community members have emphasized the importance of creating an environment on Riverside Avenue that is welcoming and safe for pedestrians. In addition to the land use strategies discussed earlier in this chapter, the streetscape design contains several physical pedestrian-oriented improvements.

Traffic Calming Elements

Examples of mid-block bulbouts

The streetscape design includes bulb-outs mid-block, and at intersections, designed to slow traffic and provide improved pedestrian access at intersections. The bulb-outs are envisioned with street trees, which provide visual interest, and help to improve the appearance of the street.

Alley Improvements

The alleys are designed with one-way access and a pedestrian shoulder in order to provide a safe, comfortable pedestrian environment. While it is not likely that pedestrians will use the alleys as primary access ways, it is important to provide pedestrian access, particularly since people will be encouraged to park at the rear of buildings, with access from the alleys. One-way alleys also improve circulation from an internal parking standpoint, improving the efficiency of access to the parking easements located behind the buildings on Riverside Avenue.

Intersection Improvements

One method of creating a more walkable environment is to improve and clearly define the crosswalks and intersections on Riverside Avenue. Crosswalks shall be clearly defined with colored paint and/or patterned pavers, as illustrated on the Streetscape Plan.

Sidewalk Improvements

Detailed surveys of the project area indicate that there are many areas of the sidewalk which require repair and upgrades, to help improve the pedestrian environment and character of the area. Accessibility ramps in the area are non-standard or in some cases missing from intersections where they are needed. Sidewalk and ramp improvements will be completed as part of the streetscape enhancements within the Plan Area.

Examples of crosswalk improvements to enhance the pedestrian environment

6.2.3 Gateway Features

As the name indicates, Riverside Gateway serves as a gateway to downtown, and provides an entrance to the central portion of Roseville. The streetscape plan contains two landmark features, or gateways, to the project area: a roundabout, located at the intersection of Vernon, Douglas, and Riverside, and a gateway feature located at the intersection of Darling Way and Riverside Avenue.

Roundabout

As discussed in the Chapter 4, Circulation, the roundabout is designed to slow traffic speeds and facilitate vehicular movement. The roundabout is also intended to be a design feature, to help introduce Riverside Avenue as a unique area within the City, and also to link Riverside Avenue with Vernon Street, and downtown Roseville. To create a gateway that is unique to Riverside Avenue, the roundabout will contain distinctive plantings, paving, and signage, and landmark features such as a fountain and public art. The interior of the roundabout will be designed as a landscaped area, with ornamental ground cover, and the exterior will consist of an enhanced planter wall with special paving treatment. The final design of the interior of the roundabout must be agreed upon and approved by the Parks Department. Additionally, ornamental deciduous trees will be planted on the medians surrounding the roundabout, to help create a defined gateway feature.

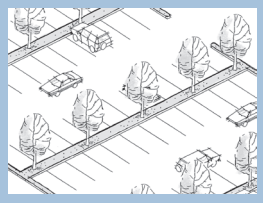
Examples of roundabout design and landscaping

Example of a gateway feature

Southern Gateway Feature

The gateway feature at the southern end of the Plan Area, at the intersection of Darling Way and Riverside Avenue, announces the entryway to the Riverside Gateway area, helps to define the area's character, and also improves the pedestrian access at this intersection. This gateway feature will include a median strip with plantings, signage to identify the Riverside Avenue corridor, and enhanced crosswalks.

Chapter 7: Parking Strategies


Chapter 7: Parking Strategies

7.1 Introduction

This chapter describes the components that create the Riverside Gateway Specific Plan's overall parking strategy, and the relationship of the parking strategy to land use and design improvements. Included in this chapter is an overview of the individual components of the parking approach in the Plan Area, such as programmatic and design solutions, which work together to create an overall parking strategy. The strategies contained in this chapter are inter-related to the land use and design improvement strategies for the Plan Area.

It is important to carefully balance parking strategies, as there is the need to ensure adequate parking, yet there is also the desire to relax parking requirements in order to encourage development and redevelopment in the Plan Area. This chapter includes strategies to achieve both of these goals.

7.2 Parking Goals

Goal 1: Adequate parking to help support the existing and future business within the Riverside Gateway Specific Plan Area.

Throughout the planning process for Riverside Gateway, community members have emphasized the need for adequate parking, to ensure the success and vitality of existing and future businesses within the Plan Area. Parking must also be accessible and convenient to businesses, to encourage customers to visit businesses in the Plan Area.

Goal 2: Reduction of on-site parking requirements, as an incentive to help stimulate development and redevelopment in the Plan Area.

Reduction of on-site parking requirements for the uses within the Plan Area is a way to encourage and incentivize development and redevelopment within the Plan Area. Analysis of the on-site parking requirements in place for the Plan Area indicated they were not appropriate to a pedestrian-friendly urban corridor, adjacent to Downtown Roseville. Reducing the on-site parking requirements is one method of encouraging future development in the area, and also helping to create an environment that is more urban and vibrant in nature.

7.3 Parking Background

One of the main issues related to improving the character of Riverside Avenue and stimulating additional development and redevelopment is ensuring adequate parking in the area. Adequate parking in the Plan Area is needed to serve existing businesses, potential future businesses, and to ensure that parking for Riverside Avenue uses does not spill over into the residential neighborhoods of Theiles Manor and Cherry Glen.

Developing a comprehensive parking strategy for Riverside is also directly linked to land use and design strategies for Riverside Avenue, including increasing the permitted FAR and implementing streetscape improvements, as discussed in other Plan Chapters.

As discussed in detail in Chapter 3, Land Use, increasing the permitted FAR for Riverside Avenue will increase the amount of developed area, which will increase the need for parking spaces. In order to effectively be able to develop a higher FAR, and gain the desired land uses and development density and intensity on Riverside, it will be necessary to relax existing on-site parking regulations. Relaxing the on-site parking regulations will also provide an incentive to developers and property owners to develop and/or redevelop parcels on Riverside Avenue.

It is necessary to balance the need for parking within the Plan Area, while reducing on-site parking regulations. An overall parking strategy for the Plan Area contains the following components to address these goals:

- Maximize on-street parking, by minimizing curb-cuts on Riverside Avenue
- Develop diagonal parking on some of the side streets
- Develop alley access rear loaded parking easements
- Provide a central parking lot on Riverside Avenue
- Reduce the on-site parking requirement for office, retail, and commercial service uses
- Amend the parking requirements to allow off-site parking (such as on-street spaces in front of a business) to count towards meeting the overall parking requirement
- Institute a parking credit for combining two or more parcels

- Enhance the appearance of parking areas, to contribute to the overall character and appearance of the Plan Area.

All of these components combined can provide a significant increase in parking spaces in the plan area, and are described in this chapter. This chapter also contains design standards for parking areas, ensuring that they are convenient and accessible, and also contribute to the overall quality and character of the Plan Area.

7.4 Parking Policies

1. *Promote a "park-once" strategy in the Riverside Gateway Plan Area. Encourage drivers to park once during their visit to an area, rather than drive to each designation and park in an attached lot. Facilitate the park-once strategy through the development of adequate public parking opportunities, including a central parking lot and parking easements, for a convenient and accessible commercial district.*
2. *To provide an alternative for developers who wish to construct a new project, or redevelop and/or renovate existing buildings, establish an in-lieu fee for cases where it is not feasible, or not desirable to construct on-site parking.*

    a. To ensure adequate parking throughout the project area, in-lieu fees can be used when the proposed development is within a one-block radius of a central parking lot, or an existing or proposed rear-loaded parking easement.

    b. Establish a Riverside Gateway Parking Capital Fund to capture all revenues generated from in-lieu fees. This fund will be used for future development of a central parking lot.
3. *Apply credits for on-street parking (including on-street spaces, and spaces in a public lot) for a retail, commercial, or office use to help meet overall development parking requirements. The credit would be applied at a ratio of 2.5 spaces/7,500 square feet of property, throughout the Plan Area.*
4. *Apply parking credits for parcel aggregation for retail, commercial, or office uses.*
5. *Enforce all existing time limits for on street parking. This will ensure that parking along Riverside Avenue is primarily directed toward short-term retail and service customers, and not employees of businesses who would use the parking for several hours, or an entire day.*
6. *Consider potential locations for a central parking lot on Riverside Avenue, and pursue funding sources for acquisition and development of a central lot.*
7. *Require shared parking agreements for uses on Riverside Avenue. Shared parking is defined as a parking space that can be used to serve two or more individual land uses without conflict or encroachment. Property*

owners must establish a shared parking agreement with the City, to ensure that adequate parking is available for all uses involved.

8. *Re-evaluate the parking availability and systems on a five-year cycle, to ensure that there is adequate parking to serve the uses within the Plan Area, and to ensure that overflow parking is not negatively impacting the Cherry Glen and Theiles Manor neighborhoods.*
9. *Apply design and development standards to parking areas, to ensure that they are designed to maximize pedestrian access and mobility, and also to enhance the appearance and character of the Plan Area.*

7.5 Parking Supporting Strategies

Following are descriptions of the supporting strategies that, when implemented, will help to achieve the parking goals for the Riverside Gateway Plan Area.

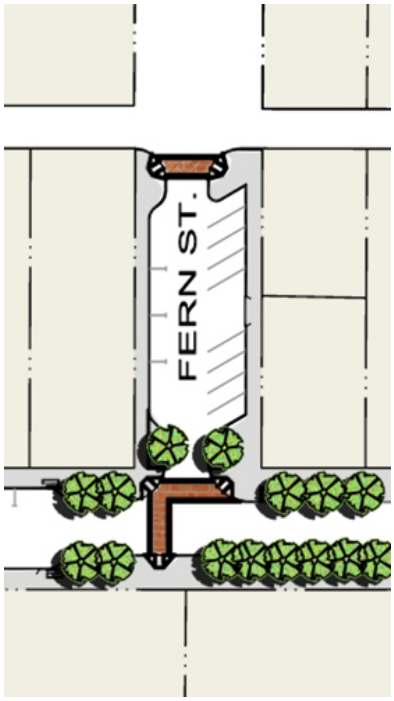
7.5.1 Curb-Cut Reduction

One of the methods of maximizing parking availability on Riverside Avenue is to minimize the amount of curb-cuts, thereby increasing the amount of available parking on the street. The proposed streetscape plan for Riverside Avenue includes reducing the amount of existing curb-cuts, while preserving access to commercial land uses on Riverside. Currently, there are 79 existing curb-cuts on Riverside Avenue and the side streets within the Plan Area.

The streetscape plan, at complete build-out, would reduce the number of curb cuts to 37. This reduction in curb cuts would increase on-street parking by approximately 60 parking spaces. It is important to note that this increase in on-street parking is a long-term strategy, and would likely occur in phases over the lifetime of the Plan.

7.5.2 Develop Diagonal Parking on Side Streets

Another way to gain additional parking in the plan area is to develop diagonal parking on several of the side streets. Diagonal parking provides significantly more parking spaces than does on-street parallel parking, and also contributes to the urban form and character of the neighborhood. Diagonal parking at a sixty-degree angle is proposed on one side of several of the side streets; the opposite side of the street would remain available for parallel parking spaces. The Streetscape Plan includes 53 diagonal parking spaces. If these spaces were parallel spaces, 25 would be provided. Compared to parallel parking spaces, diagonal parking more than doubles the number of parking spaces.



Example of diagonal parking on Fern Street

7.5.3 Develop Alley Access Rear-Loaded Parking Easements

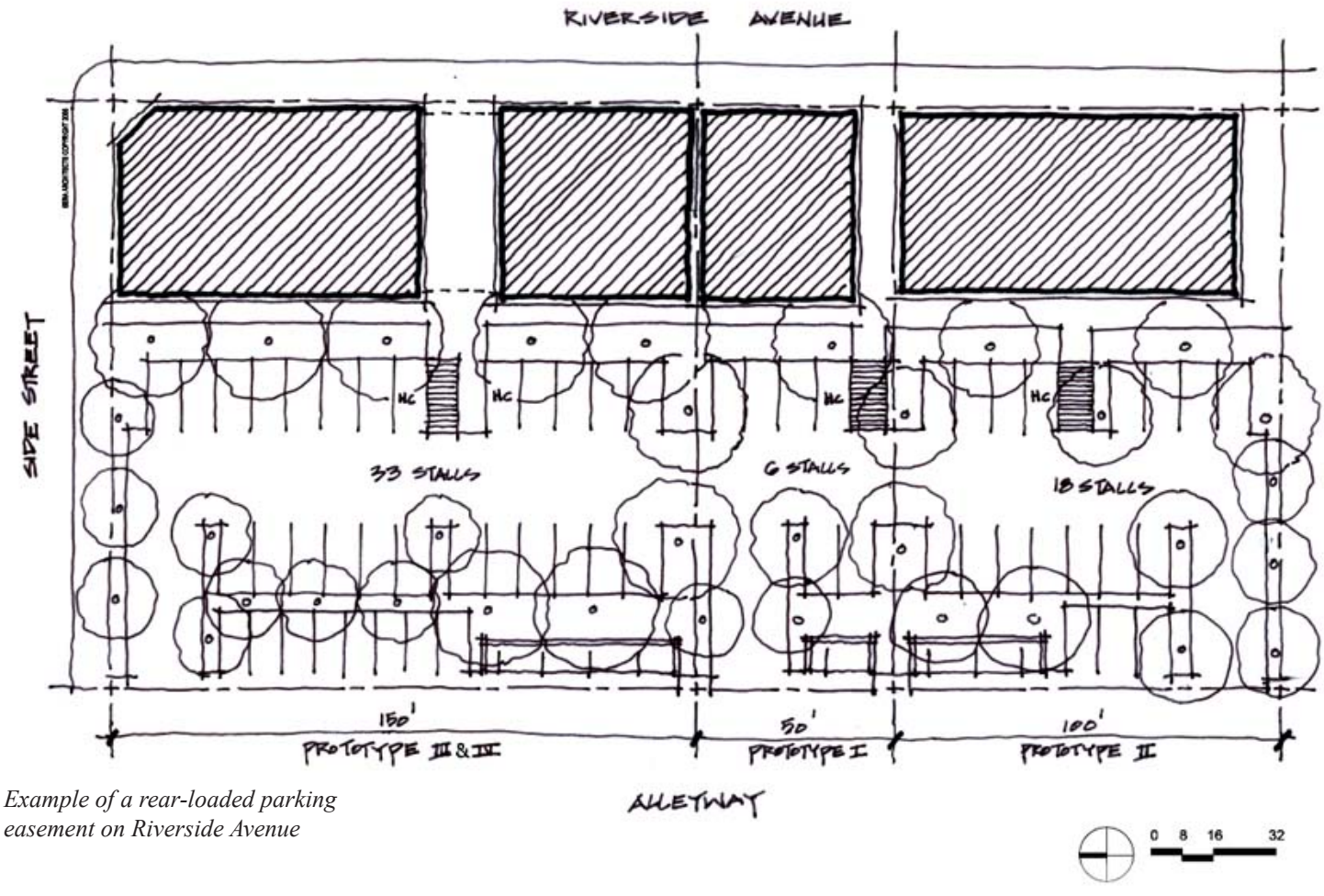
An additional parking strategy is to develop rear-loaded parking easements behind the buildings on Riverside Avenue, with access from the alleyways. This is a strategy that would develop over time, as new development comes in, and property owners redevelop.

As illustrated conceptually in figure on the following page, parking easements would be located behind buildings on Riverside Avenue, and run parallel to Riverside. The spaces provided in the easements would help to meet the on-site parking requirements for the development. Additionally, an efficiency in parking is gained when several smaller parcels share parking areas, or when smaller parcels are combined.

The parking easements shown on the Streetscape Plan have been identified as potential locations because they would not displace existing development (illustrated in detail in Appendix A, Streetscape Concept Plan Drawings). Locating parking easements to the rear of buildings will also help to shape the pedestrian character and environment of the street, by shifting parking and automobile access to the rear, rather than fronting on Riverside Avenue.

Development of the parking easements would be phased over time as land use patterns change and shift on Riverside Avenue. In areas designated as potential parking easements, future development will be required to provide reciprocal parking and access agreements with the adjacent property owners. The portion of the site that is dedicated for the parking easement would be required for on-site parking, so there would not be a loss of developable land for the property owner.

Another option for providing parking and funding parking easements, would be for developers to contribute fees, in-lieu of providing the parking that is required for the development. The fees could be used to help construct the parking easements in the future, after adequate funds are collected.



Example of a rear-loaded parking easement on Riverside Avenue

7.5.4 Central Public Parking Lot

One of the main priorities for providing adequate parking on Riverside Avenue is to construct a parking lot for public use, in a central location on Riverside Avenue. Ideally, a central parking lot on Riverside Avenue would be at least 15,000 square feet in size, accommodating approximately 30 spaces. This lot would be publicly owned and operated. In-lieu parking fees could also be an option for funding a central lot, similar to the parking easements. Specific locations for a central parking lot have not been identified at this point.

A surface parking lot would help to address parking needs on Riverside Avenue in the short-term. It is possible that a parking structure, or an additional lot, would be needed in the future, as Riverside Avenue redevelops at a higher density.

Example of a central parking lot layout on Riverside Avenue

7.5.5 Reduction of On-Site Parking Requirement

One of the strategies for encouraging development on Riverside Avenue is to relax the requirement for on-site parking for these uses. The current requirements and the planned reductions for on-site parking on Riverside Avenue are summarized in the Table 7-1, Commercial Mixed-Use District On-Site Parking Requirements. All civic use types, which are not specified in this table, shall be parked per the requirements in the Zoning Ordinance.

Table 7-1
Commercial Mixed-Use District (Zoning CMU/SA-RG)
On-Site Parking Requirements

Land Use	Current Requirement	Specific Plan Requirement
Commercial	varies	1 space/500 square feet
Office	1 space/250 square feet	1 space/500 square feet
*Mixed Use	None established	Commercial Space: 1 space/500 square feet Residential: Studio - 1 space/unit 2+ bdrm. - 1.5 spaces/unit
Residential (Single-Family/ Duplex)	2 spaces/unit	2 spaces/unit
**Multi-Family (Studio/1-bdrm.)	1.5 spaces/unit	1 space/unit
**Multi-Family (2+ bdrm.)	2 spaces/unit	1.5 spaces/unit

* The total parking required for mixed use projects will be the sum of the commercial and residential parking requirement. Projects with 10 or more residential units shall provide 1 additional space for every 10 units.
**Projects with 10 or more dwelling units shall provide 1 additional space for each 10 dwelling units, or portion thereof

The parking requirements for the residential districts within the Plan Area are as follows:

Medium Density Residential (Zoning: R2/SA-RG)

- Single-Family and 2 Family: 2 spaces/unit
- Live/work units: 1 space/dwelling unit, and 1 space/500 Square Feet of office or commercial use

High Density Residential (Zoning: R3/SA-RG)

- Single-Family and 2 Family: 2 spaces/unit
- Multi-Family (studio/one-bedroom): 1.5 spaces/unit
- Multi-Family (2+ bedroom): 2 spaces/unit
- Live/work units: 1 space/dwelling unit + 1 space/500 Square Feet of office or commercial use
- Guest Parking: Projects with 10 or more dwelling units shall provide 1 additional space for each 10 units, or portion thereof

7.5.6 Application of Off-Site Parking Spaces

The reduction in required on-site parking will be offset by an off-site parking credit. It is assumed that the parking spaces located on Riverside Avenue, on the side streets in the project area, and in a central parking lot would be utilized for the commercial and office uses on Riverside Avenue. Thus, businesses will be able to apply these spaces towards meeting their parking requirement.

According to the proposed streetscape plan, there will be approximately 275 public parking spaces provided on Riverside Avenue and on the side streets within the Plan Area, including the development of a central parking lot. For the purposes of this Plan, these public parking spaces will be divided equally among the properties on Riverside Avenue, on a square footage basis. Using this methodology, each 7,500 square foot parcel (typical single lot size of Riverside Avenue), can apply 2.5 off-site (public) parking spaces towards meeting the on-site parking requirements. The off-site parking spaces can be applied to commercial and office development; parking spaces for residential development must be provided on-site.

7.5.7 Parking Credit for Parcel Aggregation

In order to encourage redevelopment of multiple parcels, parking credits for lot aggregation will be applied at the following rate:

- 1 lot: no reduction in required parking
- 2 lots: reduction of 1 required space
- 3 or more lots: reduction of 3 required spaces

This parking credit can be applied to commercial and office development; parking spaces for residential development must be provided at the required rate.

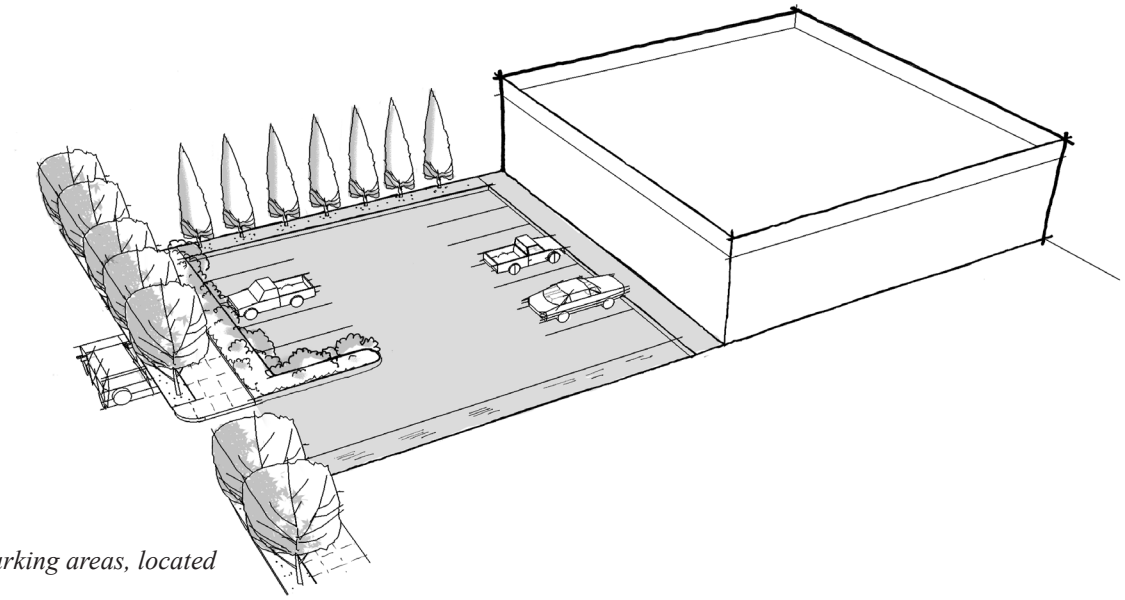
7.6 Location and Design of Parking Areas

Adequate and accessible parking areas are important to the success of viable commercial businesses. However, large, uninterrupted surface parking lots and visible service areas detract from community character, and enhancement of the pedestrian environment. Surface parking areas fronting the street create the appearance of a vacant, underutilized, and uninviting area, affecting the commercial viability of existing retail establishments and discouraging future development.

7.6.1 Design Guidelines for Parking Areas:

1. *Parking areas should be located to the rear of buildings and accessed from the alleys. If a property does not have access from the alley and is a corner lot, then parking areas should be oriented towards the side street.*
2. *Surface parking lots facing Riverside Avenue are not permitted.*
3. *Access drives to parking facilities should be shared wherever feasible, in order to reduce curb-cuts and potential conflicts with pedestrians.*
4. *An existing commercial use with a surface parking lot adjacent to a public sidewalk should be screened with appropriate design elements, such as fences, walls, and landscaping. Screening materials should not be opaque or block views of the parking lot from passing cars. The screening materials should maintain the visual continuity of the street wall adjacent to the sidewalk.*
5. *Parking areas in the Plan Area should be improved with appropriate signage and well-designed ingress and egress locations that reduce conflicts with pedestrian movement.*
6. *Large surface parking lots should be visually and functionally divided into several smaller parking lots.*

7. *Surface parking lots should be designed and planted with large-canopy shade trees, with a goal of a 50% shade requirement in 15 years. If this ratio is not possible due to site constraints, the Planning Director may approve a variation.*
8. *Trees planted in parking lots should be protected with curbs, bollards, tree grates, or located on landscaped walkways.*
9. *Parking lots should be screened from the main public streets by use of plant materials, low walls and fences, berms, and grade changes.*
10. *Create perpendicular parking off of the alleys to promote additional parking benefit and efficiency.*
11. *Use of screen walls or trellises with creeping plants built at the property line could be considered for screening parking areas.*
12. *Large expanses of parking surfaces using asphalt or concrete is strongly discouraged.*
13. *Where possible, drainage should be directed into planting areas to increase percolation of water run-off. Recommended pervious materials for parking surfaces include grasscrete, and modular pavers.*
14. *Maintain access to the front of the building from rear or side parking lots.*



Example of screening for parking areas, located to the rear of the building.

Chapter 8: Design Guidelines and Development Standards



Chapter 8: Design Guidelines and Development Standards

8.1 Introduction

The purpose of the Design Guidelines and Development Standards is to guide future development to be consistent with the vision and goals for the Riverside Gateway Plan Area. The guidelines and standards describe and illustrate site, building, and landscape designs that are appropriate for the Riverside Gateway Plan Area. Design guidelines and development standards help to implement the desired look and character of future development and redevelopment on Riverside Avenue. These proposed design elements are intended to improve the vitality of existing businesses, and will help to attract additional commercial development.

The Design Guidelines and Development Standards include both general design guidelines, as well as specific standards to guide future development within the Riverside Gateway Plan Area. The guidelines are intended to guide development over the life of the Plan, which is a 20-year period.

Please note that these guidelines and standards are minimum requirements, and developers may be required to provide additional amenities to meet the goals and policies of the Specific Plan. Additional standards or guidelines from the City's Community Design Guidelines, Sign Ordinance and Zoning Ordinance may be applicable as well. If certain design issues are not specifically addressed in these guidelines, then the aforementioned documents will provide further direction.

The City is also amending its General Plan and Zoning Ordinance concurrently with the adoption of the Specific Plan, in order to ensure consistency with the plan, including the Development Standards. Should a conflict between these standards and the Roseville Zoning Ordinance arise, the standards contained within this section shall govern. All other sections of the Roseville Municipal Code, including Nuisance Abatement and Sign Ordinance shall prevail over the Development Standards. This section, like the entire Specific Plan document, may be modified only with the approval of City Council, through a formal Specific Plan modification process.

Both the design guidelines, and the development standards have been combined in this chapter. The development standards are established through the zoning for the Plan Area, and provide direction for the layout, height, massing, and bulk of future development. The design guidelines and development standards apply to all new development, redevelopment, or additions to existing development within the Specific Plan Area.

The design guidelines and development standards for the Riverside Gateway Specific Plan Area are intended to achieve the following:

- Encourage high quality development and provide creative design solutions and options
- Clearly establish desired and required design elements for new development and redevelopment
- Provide clear and usable design direction to project applicants, developers, designers, and City staff members
- Protect and enhance property values and overall community economic viability
- Create a sense of place and maintain community identity
- Enhance the quality of the pedestrian environment and promote walkability
- Promote neighborhood pride; and,
- Facilitate a clear and expeditious project review process for applicants, by clearly establishing desired and required design elements for new development and redevelopment.

This chapter contains development standards and design guidelines for the residential districts in the Plan Area, as well as for the Commercial Mixed-Use District focused on Riverside Avenue. The application of the zoning districts is detailed in Chapter 9, Implementation. Specific standards by land use type, as well as illustrations, are included in this chapter.

8.2 Development Standards: Residential Districts

The following development standards are intended to provide direction for new development in residential districts within the Riverside Gateway Plan Area, to ensure high quality residential areas that are supportive of and complementary to the mixed-use district on Riverside Avenue.

8.2.1. Residential Building Setbacks

Building setbacks indicate the distance between the outer edge of the building facade and the property line, or the edge of sidewalks or curbs.

Medium Density Residential (Zoning: R2/SA-RG)

- Front-Yard Setbacks: 20-foot for interior lots, 15-foot for corner lots
- Side-Yard Setbacks: 5-foot interior, 12.5-foot street side on corner lots
- Rear-Yard Setbacks: 10-foot minimum; 20% of lot depth, not to exceed 20-foot

High Density Residential (Zoning: R3/SA-RG)

Projects with up to 2 dwelling units:

- Front-Yard Setbacks: 20-foot minimum on all street frontages
- Side-Yard Setbacks: 5-foot interior, 20-foot minimum on all street frontages
- Rear-Yard Setbacks: 20-foot, 20-foot minimum on all street frontages

Projects with more than 2 dwelling units:

- Setbacks will be determined by an Administrative Design Review Permit.

8.2.2 Residential Building Height

Height limits help maintain neighborhood character, ensuring that the appropriate scale is used to support a pedestrian friendly and walkable area.

Medium Density Residential (Zoning: R2/SA-RG)

- 35 feet

High Density Residential (Zoning: R3/SA-RG)

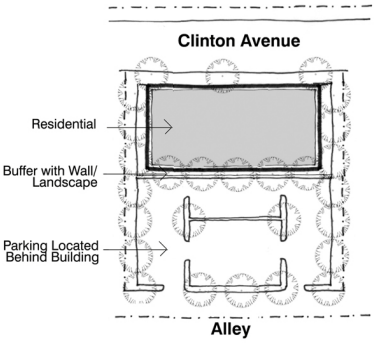
- 45 feet

8.2.3 Open Space Requirement

For Mixed-Use and High Density residential projects of greater than 25 units, each units shall provide a minimum of 50 square feet per unit of balcony or outdoor usable space. The following amenities can be considered to fulfill this requirement:

- Private balconies
- Common courtyards with landscaping, seating areas, or other amenities
- Recreation rooms
- Fitness rooms
- Community gardens
- Tot lots
- Outdoor BBQ areas with permanent tables and seating areas.

8.2.4 Parking Areas



The rear portion of residential lots may be converted to parking areas with a buffer between the residential areas and parking areas

The rear portion of residential lots may be converted to parking areas, to provide additional parking options for the retail and services uses on Riverside Avenue. A buildable portion must be retained at the front of the lot, and a landscape buffer or a wall must be developed between the parking areas and residential area.

8.3 Development Standards and Design Guidelines: CMU (Commercial Mixed-Use District)

The development standards and design guidelines in this section apply to new development, redevelopment, and additions to existing development within the Commercial Mixed-Use district in the Plan Area.

8.3.1 Site Planning

The following site planning guidelines for the Riverside Gateway Plan Area are intended to provide direction for the site layout for new development, redevelopment, and additions to existing development within the Commercial Mixed-Use District. The guidelines are intended to ensure site designs that are efficient, convenient and safe for pedestrian and circulation access, and provide attractive frontages, landscaping, and external areas. Effective site planning techniques will establish a strong outline and framework for guiding future individual development and redevelopment projects, and will create a unified, high quality mixed-use commercial environment, that reflects the character and history of the area.

The successful integration of effective site planning techniques, with the basic design elements on individual projects, will enhance the visual experience in the Plan Area, promote a sense of place and identity, and create a comfortable and attractive streetwall, enhancing the pedestrian environment.

The major design principles for site design for the Commercial Mixed-Use district include:

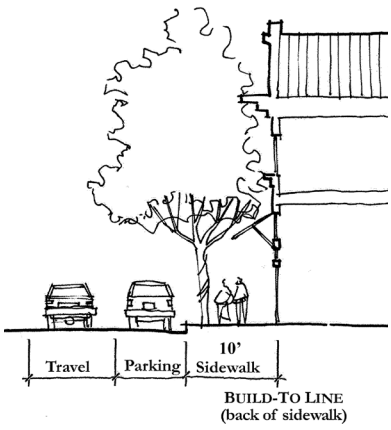
- Creating a comfortable and welcoming pedestrian environment;
- Enhancing the vitality of the business environment on Riverside Avenue;
- Creating a distinctive character and sense of place for the Plan Area that is compatible with Downtown Roseville; and,
- Clearly defining the public realm and its relationship to the buildings that frame the street.

8.3.1.1 Building Setbacks

The design intent of setbacks and build-to lines in the Riverside Gateway Plan Area is to ensure that buildings are pulled forward towards the sidewalk and street, helping to create a comfortable and welcoming pedestrian environment along the street. A build-to line is generally used in urban areas (such as Riverside Avenue) to define locations where buildings must be built within a certain distance of the public right-of-way. A build-to-line ensures that various buildings along the street create a defined building edge.

- Front Build-To Line/Setbacks and Corner Lot Conditions: The build-to line is the back of sidewalk (10' sidewalk) or front property line.
- Side-Yard Setbacks: As required by the adopted Uniform Building Code.
- Rear-Yard Setbacks: As required to implement parking easements.

Buildings along the street create a defined building edge

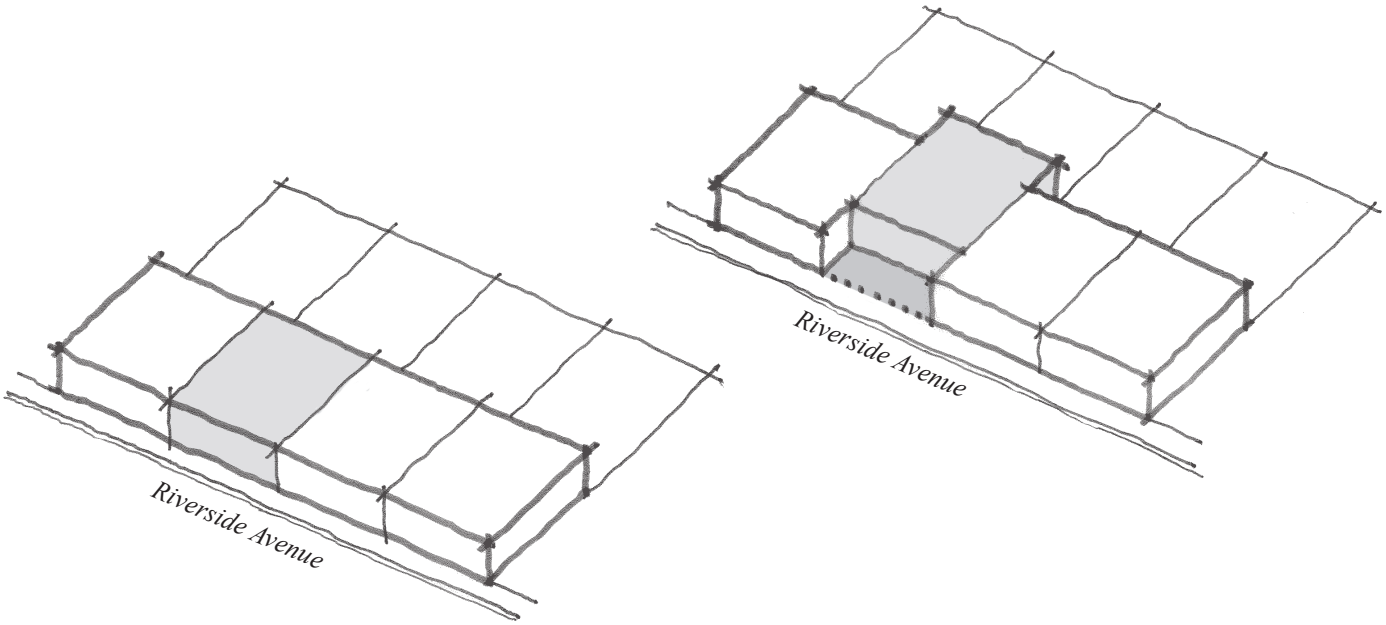


Guidelines:

- Buildings should be constructed to the back of sidewalks, or front of the property line, along the street, and from side property line to side property line. A minimum of 70% of the building frontage should be built up to the front property line with a zero front setback.
- Exceptions to this building frontage standard include buildings with residential units on the first floor, and buildings with outdoor public plaza spaces, outdoor dining, and wider public walkways. However, the setback should not exceed 10 feet. The setback area should be appropriately landscaped for public use with street furniture and additional street trees.
- New buildings should respect the existing rhythm of building width and heights along the street frontage to maintain a sense of visual continuity.
- Buildings at corners may set back to create corner entries, or "chamfered" entries.
- New construction should take into consideration older buildings with windows on side and rear building faces. New buildings should provide setbacks to allow rear- and side-yard facing windows to have access to light, air, and usable space between buildings. The setbacks should meet requirements of the Uniform Building and Fire Code regulations.

Example of setback that allows for outdoor dining

Example of a building corner setback to create a chamfered entrance



Build-to line for typical buildings (left) and for buildings with outdoor seating or public areas (right)

8.3.1.2 Building Orientation/Relationship to the Street

Building orientation is an essential element of site design, and can help define pedestrian access, and emphasize the relationship to the street. Parking areas should be easily accessed, and should be located to the side or rear of buildings (illustrated in the Development Prototypes, in Chapter 9, Implementation). Primary entries should be obvious and clearly articulated, and pedestrian-accessible.

Buildings oriented towards the main street to establish a favorable relationship to the street

Guidelines:

- The orientation of new buildings should follow traditional siting patterns which are generally parallel to the lot-lines. New buildings should not be placed at odd angles to the street.
- Primary building entries should be oriented to Riverside Avenue.
- Secondary building entries may be oriented to parking or service areas in the rear of buildings, or towards alleys or side streets.

8.3.2 Building Design

Building design guidelines for development in the Riverside Gateway Plan Area primarily address the exterior of buildings, and the relationship of buildings to the public realm. Building design decisions must balance many factors, including economic constraints, programmatic needs, functional requirements, and aesthetics. The major design principles for building design for the Riverside Gateway Plan Area include:

- Creating building designs that create a strong retail oriented street edge and enhances the pedestrian character of the Plan Area;
- Encouraging compatible designs that maintain the visual continuity of the Plan Area, without creating a monotonous streetscape, lacking variation and interest;
- Minimizing the visual impacts of service areas, parking lots, utilities, and mechanical equipment.

Building designs that contributes to a pedestrian friendly setting

The following building design guidelines and development standards address the City's goals for the physical design of buildings in the Riverside Gateway Plan Area.

8.3.2.1 Maximum Building Height

The building heights in the Riverside Gateway Plan Area shall reflect the mixed-use character that is desired in this area, including multi-story mixed-use buildings. However, it is important to ensure that the height of development on Riverside

Avenue does not adversely impact the surrounding neighborhoods. Corner sites pose a special opportunity for encouraging multi-story buildings, which can serve as anchors for blocks. The maximum building height for the mixed-use district is 50 feet (buildings can be up to 4 stories, depending on the design of the structure). Height exceptions can be granted via approval of a Design Review permit.

8.3.2.2 Building Massing, and Scale

Careful attention must be paid to building massing to ensure that development is at a human-scale. Large-scale buildings that contain blank walls that create uninteresting and unappealing streetwalls should be avoided. The placement of building mass on a site also contributes to the strong relationship of development to the street environment.

Buildings form a continuous built wall along the street edge

Guidelines:

- Building massing should be located at the front of lots at the property line, behind the sidewalk, creating a strong, continuous building wall along streets.
- Massing of larger buildings should be divided into smaller components to maintain the traditional human scale. Architectural elements, such as, cornice, parapet, upper story window header and sill, transom, kickplate, and bay windows could be used to break up monolithic building facades.

8.3.2.3 Building Form

Development that is articulated with building details, commercial window displays, and entries at street level create an attractive and pedestrian-friendly environment along the street. In order to achieve the desired character of development in the Plan Area, development should contain "human scale" elements at the street level.

Building frontages feature display windows, entries and other human scale features

"Human scale" design elements are details and shapes that are designed to be proportional to the human body. Examples of these design elements can include window openings, commercial displays, building entries, ornamentation, awnings and canopies, and articulated wall surfaces. Incorporating human-scale design elements, particularly at the street level, can reduce the perceived mass and scale of buildings.

Guidelines:

- Building form should be consistent with the character of the Plan Area as a mixed-use commercial district within an urban setting, adjacent to Downtown Roseville.
- Development should support and enhance pedestrian activity at the street level.
- Buildings should be designed with "human scale" design standards and elements, proportional to the human body. Doors, windows, floor heights, cornice lines, signage, awnings should be appropriately scaled to reduce the perceived mass of buildings as they are experienced at the street level.
- The presence of blank walls on the ground floor of street frontage is not permitted. Building frontages should feature display windows, entries, and other pedestrian amenities.
- Building facades should create a recognizable "base" and "top". Building bases and tops can be created with variations in:
  - Building wall thickness,
  - Textured materials,
  - Use of special materials,
  - Changes in colors and materials on windows,
  - Cornice treatments
  - Roof overhangs with brackets, and
  - Use of ornamental building lines

Facade with traditional human scale elements


"Human scale" design elements at the street level


Building facades should have a recognizable "base" and "top"

8.3.2.4 Roof Forms

Flat roofs are most prevalent in the traditional commercial buildings in the Plan Area and are recommended for new structures as well.

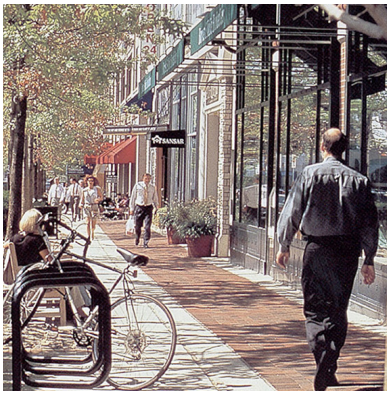
Guidelines:

- Flat roofs that represent the historic roof form used traditionally in commercial buildings is encouraged
- Pitched roofs could also be considered for mixed use and residential projects.
- Articulated and interesting roof forms are encouraged for new buildings.
- In general, shorter buildings should avoid the use of exaggerated sloped roof forms.


Example of flat roof form similar to those on existing commercial buildings

Example of pitched roof on mixed use building

"Active" building facades that enhance walkability



Main entrance on a primary facade facing a public street

- Use of false front facades tacked on another building form is not common in the Plan Area and should be avoided.
- Unique roof forms on corner buildings should be encouraged to help accentuate the corner location.

8.3.2.5 Building Facades

Building facades are critical design elements, providing the interface between the built environment and the public realm. An interesting, varied building facade can help to create an attractive and vibrant streetwall. The new buildings should also continue the pattern of lines from neighboring buildings that unify the building facades in a block.

Guidelines:

- The primary facade of all buildings should contain the primary entry and should face a public street.
- The primary entry of buildings, for residential, office, and commercial uses should be visible and accessible from a public street.
- Facades that front onto a public street should be built parallel or nearly parallel to the public right-of-way. Variations on facade orientation can be created when the ground floor of the building faces onto a public street.
- The main entrance of all buildings without street edge facades should open directly onto a publicly accessible walkway. This walkway should connect directly to an adjacent street sidewalk.
- Building facades facing streets should be lined with windows, entries, and openings that provide indoor-outdoor views to the public right-of-ways and sidewalks.
- Continuous blank wall surfaces are not permitted.
- Architectural features that provide the appearance of windows and activity may be used on buildings that cannot achieve continuous openings along the street and sidewalk.
- Architectural elements, such as, roof, parapets, floor lines, display windows, upper story window header and sill, kickplates, transoms, and signs should be aligned.

8.3.2.6 Architectural Details

Architectural details help to provide visual interest, and inclusion of detailing will help to create a cohesive design element throughout the Riverside Gateway Plan Area, and reinforce the desired mixed-use and pedestrian friendly character of the area.

Architectural details, such as entries, windows and canopies on a building facade oriented towards a public right-of-way

Guidelines:

- The street level of buildings should be designed with high quality materials and architectural ornamentation. This intent is to accent the building and to provide visual interest for pedestrians and motorists.
- All building facades that are visible from a public street should include three-dimensional detailing such as cornices, window moldings, and reveals to cast shadows to create visual interest.
- Elements that may be used to provide visual relief include awnings and projections, trellises, detailed parapets, or arcades.
- Special architectural features, such as decorative roofs and miscellaneous entry features, may project into the front public right-of-ways, provided they are not less than 8 feet above the sidewalk.

Example of a building with appropriate architectural details, including a defined cornice, window moldings and awnings at the ground level

8.3.2.7 Entry Features

Recessed entryways help to clearly define thresholds for pedestrians, break up the massing of the building, and introduce human-scale elements to the building facade. Decorative features such as awnings, canopies, lighting, and signage can also be used to clearly define and articulate an entryway.

Example of primary building entry accessible from the main street, with human-scale features

Guidelines:

- Primary pedestrian entries should be accessible directly from a public street or sidewalk.
- All building entries should be clearly defined with recesses, overhangs, special materials, and/or detailing.
- The primary entrance could be setback by approximately 2 to 4 feet to lend definition to the entrance and also create a shaded, pedestrian shelter.
- Front doors should be substantial in appearance.

Building entries located at corners should address both sides

Use of large display windows at the street level

Example of a building with appropriate windows. The lower level has display windows while upper residential floors have smaller windows with approximately a 1:2 width:height ratio. All windows have clear glazing and mullions details

- Buildings on corner lots may have chamfered corner entrances. Elements, such as a corner tower or variation in roof form at the corner can also be used to highlight a corner entrance.

8.3.2.8 Fenestrations

Placement and design of windows should be used to create visual interest, and contribute to the cohesive style and rhythm of development.

Guidelines:

- Size and location of windows should be on a human scale, appropriately situated between the floor and the ceiling.
- Building openings (windows and entries) should maintain the proportions and spacing of openings commonly used in the block.
- Use of large display windows for retail on the first floor is highly encouraged.
- A minimum of 60% of a storefront should be made up of transparent materials, such as glass.
- Windows with authentic mullions are encouraged.
- Ribbon windows are discouraged.
- In mixed-use buildings, windows should be designed to reflect the uses within, such as store-front windows at the street level and smaller windows for residential areas.
- Casement and double-hung sash windows are appropriate for residential uses.
- The common width to height ratio used traditionally in residential buildings is 1:2.
- Simple header and sill designs for windows on the upper stories are encouraged.
- Multi-paned windows are strongly encouraged in residential and mixed-use buildings.
- Window glazing should be clear; reflective or tinted glazing is prohibited.
- A combination of panels and glass, full-light glass, a number of light panes in a wood or metal frame should be used for doors.
- Flush, louvered, paired, and sliding doors used along with storm or screen doors are appropriate. Storm or screen doors should be the same size as the main door and be compatible in appearance.

8.3.2.9 Materials

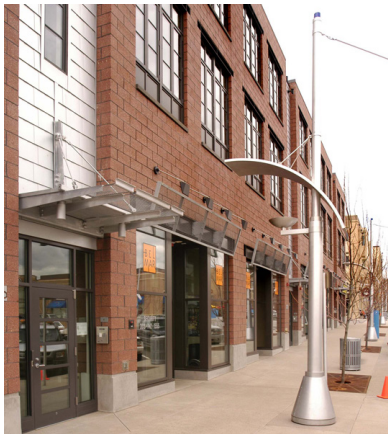
Building materials contribute greatly to the overall character and quality of development. While the structural construction materials may vary, the public face of buildings, or finish materials, should be consistent. Quality building materials, and their application, add texture and richness to the pedestrian environment, and contribute to a high quality development pattern.

Guidelines:

- All building materials should be high-quality, and properly installed.
- Desired building materials for Riverside Avenue include brick, stone, wood, stucco, steel, and glass. Recommended materials for roofs include slate, clay tile, wood and architectural metal.
- At the pedestrian street level, use of the highest quality facing material is encouraged. Use of stone, masonry, and other highly textured and solid materials add to the richness of the pedestrian experience and convey a sense of stability and strength to the urban environment.
- Mirrored glass is strongly discouraged. Storefront and office windows should use clear glass. The use of interior shades and blinds can be used to provide for privacy control along the ground floor.
- Use of simulated materials such as stucco stone, simulated brick, stone, wood, and marble, are encouraged, especially at the ground level of buildings adjacent to the sidewalk.
- Scored plywood, vinyl, and aluminum siding are not permitted.
- The primary exterior finish should be used on all facades of a building.
- Roof materials should complement that materials and colors of the facades, and provide texture or relief.
- Highly reflective building materials should not be used for building and curtain walls.

Examples of appropriate window designs

Example of appropriate building materials - stucco



Example of appropriate building materials - brick and steel

8.3.2.10 Color

Appropriate colors shall be used to add to the liveliness and character of the neighborhood experience, and complement the surrounding environment. The use of pre-approved colors can lead to a dull streetscape, lacking distinction and interest. In general, the selection of building colors should allow for variety while maintaining the cohesive style and aesthetics of the Plan Area. Use of color schemes that are not exactly the same, though compatible with those of neighboring buildings, can help achieve the desired design character.

Architectural elements accented using tones of the basic building color

Roof color should complement the color of the building

Guidelines:

- Buildings colors choices should avoid more intense hues of a color, as a primary design element. Avoid using more than one intense vivid color per building.
- Bright primary colors and pastels should not be used.
- Fluorescent, neon or "day-glo" colors that detract from the building are not permitted.
- Color selections should also be made with consideration to the orientation of buildings, which can affect the appearance of colors. Colors on south- and west-facing facades will often appear warmer, due to sun exposure, than colors on the north or east sides.
- The body of a building should generally be use more muted colors. Accents, window frames, details of cornice lines, etc. should use tones of the basic building color. A minimum of four colors should be used per building.
- Building colors that complement natural materials used in the building design, such as brick, stone, tiles, and terra-cotta are preferred.
- Contrasting accent colors are encouraged for architectural details, awnings, and at entrances.
- Roofs should be mid- to dark-toned in color and complement the color of the building facade.
- Where rain-gutters and down-spots are not integrated into the exterior walls, their color should blend with adjacent surfaces.

8.3.2.11 Canopies and Awnings

Canopies, arcades, awnings, and overhangs can provide shade and weather protection and enhance the pedestrian environment at the ground level. They help to define the pedestrian space and public realm along building facades. Besides being a traditional design element of commercial buildings in older areas in Roseville, they can also provide places for signing of commercial uses.

Guidelines:

- Awnings should be thoughtfully designed in terms of size, shape and placement. They should fit within individual bays or structural divisions of the building facade rather than extending beyond a single bay.
- The use of canopies, arcades, awnings and overhangs is encouraged throughout the area on ground floor of commercial/retail uses, located over window displays and entries along public sidewalks.
- Canopies and awnings should be placed with a minimum of 8 feet vertical clearance from the sidewalk.
- Use of awnings for attractive color accents and signs is encouraged. Awnings and canopies over storefronts and entries provide opportunities for colorful accents, and create the appearance of an interesting and active streetscape. A variety of solid and striped colored awnings may be considered.
- Second and upper story awnings should not extend more than halfway down the windows. The color and style should complement ground-level awnings and canopies on the same building.
- Awnings and canopies should be constructed of canvas, glass, or metal. Vinyl and plastic awnings and canopies are not permitted.
- Canvas awnings often fade and deteriorate over time. Anticipate that canvas awnings will need regular maintenance and periodic replacement.
- Brightly colored awnings may initially appear to be somewhat intense or bold. Uncolored or light colored canvas awnings may be appropriate for dark and north facing facades to allow daylight to filter through to storefronts and second-story window.
- Glass canopies are an appropriate alternative to awnings, especially on darker or north facing building facades. Glass canopies provide rain protection while allowing daylight to filter through to ground-floor windows and entries.

A variety of canopies and awnings above retail establishments provide visual interest

Use of canopies, in attractive colors, located over entrances and display windows

8.3.3 Signage and Graphics

Signage can either enhance or detract from the attractiveness of a commercial district. In general, signs should relate in placement and size to other building elements. They should not obscure building elements such as windows, cornices, or decorative details. Sign materials should complement building facades. Individual shop signs in a single storefront should relate to each other in design, size, color, lettering style, and placement on the building.

Guidelines:

- Signs should serve the function to identify and locate businesses, and they should have attractive designs and add visual interest.
- Signs should be professionally designed and fabricated, and should be constructed using high-quality materials such as metal, stone, and wood.
- Signs should be integrated with the design of building facades.
- Signs should not obscure important architectural features or visually overpower the building design.
- Signs may be wall-mounted, projecting, combined with awnings or placed on windows.
- Window signs should not exceed 15% of the window area. Signs should not obstruct visibility into and out of the window.
- Multiple signs detract from the building's overall appearance and are strongly discouraged. The number of signs used should be consistent with the City's sign ordinance.
- Multi-tenanted buildings should have combined directories, instead of separate signs for each business.
- Animated, moving, flashing, blinking, reflecting, and revolving signs detract from the building, and are not permitted.
- Exposed conduit and tubing are not permitted. All transformers and other equipment should be concealed.
- Cabinet signs are not permitted.
- All other signage standards shall be established by the City's Sign ordinance.

Example of appropriate projecting signage

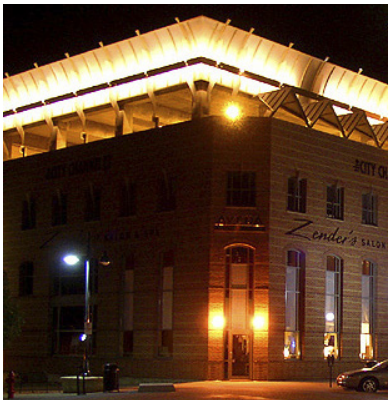
Example of appropriate window signs

Example of appropriate wall-mounted signage

8.3.4 Building and Site Lighting

Lighting shall be provided on sites and buildings within the Plan Area to improve the safety and security during evening hours, and enhance the character and viability of Riverside Avenue as a vital, pedestrian-friendly commercial district. The form, quantity, and character of lighting and the quality of light shall establish an attractive, distinctive, and safe environment. The design and placement of lighting fixtures shall complement and enhance the architectural style of buildings, and shall be compatible with the character of the area. Lighting shall not create an unwanted nuisance for adjacent residential areas, or other sensitive areas.

Existing street light standard used in Downtown Roseville, to be extended down Riverside Avenue


Example of architectural lighting used to highlight design features and entries


Examples of pedestrian scale lighting fixtures on retail buildings

Guidelines:

- Lighting fixtures should be installed on buildings in appropriate locations and not cover up major architectural features.
- Material, size, color, design, and brightness of exterior light fixtures should be considered when selecting a light fixture.
- Lighting should provide an even illumination level. Flashing or pulsating light fixtures are not permitted.
- Exterior light fixtures should not cast glare on the public way and adjacent properties. Drop lens re not permitted.
- Low lighting at the edge of the property, along the sidewalk, is encouraged to enhance pedestrian safety and encourage walkability.
- Lighting should conform to the provisions contained in the Community wide Design Guidelines.

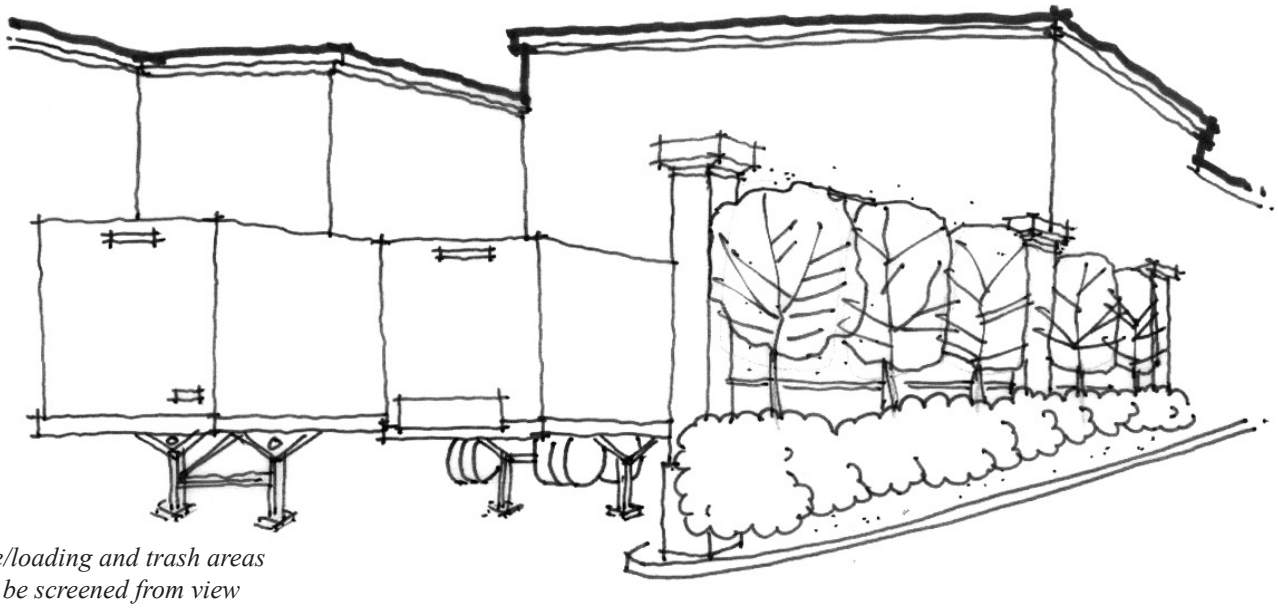
8.3.5 Services and Utilities

Areas used for services, loading, and utilities shall be designed to protect nearby areas from unsightly, noisy, and noxious environments. Rooftop and ground mounted mechanical equipment and trash storage areas shall be screened from view from adjoining properties, and public rights-of-way.

Guidelines:

Service Areas and Loading Areas

- Service areas, including loading docks, storage areas, and trash bins, should be screened from adjoining walkways.



Service/loading and trash areas should be screened from view with landscaping, walls, or other structures

Vines, evergreen shrubs and landscaped berms can be used as a visual barrier

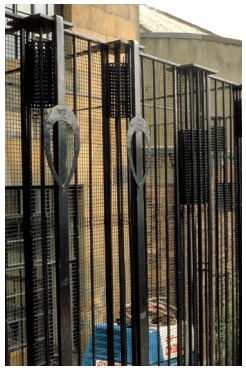
- Vines, evergreen shrubs, evergreen trees, decorative walls, and decorative fences should be used to screen mechanical equipment, loading areas, and other service areas.
- To the extent feasible, loading areas should be located and designed to minimize their visibility from public areas and adjacent properties. Substantial and attractively constructed fences or walls should be used to screen dumpsters and trash enclosures.
- Where feasible, loading areas should be accessible from side streets or alleys, rather than from the front of buildings.
- Loading areas should be functionally separated from parking and pedestrian walkways for safety, and to provide convenient access for delivery trucks.
- Trash receptacles should be located in the rear of the buildings, with alley access for sanitation trucks.

Mechanical Systems

- Mechanical equipment such as air conditioning units, pipes, ducts, vents, access doors, meters, transformers, and other building systems equipment, which produce noise, exhaust, or visual unsightliness, should be located away from pedestrian ways. All such equipment should be screened or hidden from public view in a manner consistent with the character of the building architecture and the surrounding district.
- Roof mounted satellite dishes and antennas should be placed as far back from the front roofline as possible and should be adequately screened.

Trash Enclosures

- All outdoor trash and garbage containers should be located at the rear of lots, adjacent to the alley.
- Trash receptacles should be away from public view and screened with decorative walls or fencing.



Decorative fencing as effective screening devices

Utility Trench/Connection to Existing Utilities (below ground & above ground)

- Underground trenches for electrical, telephone, and cable utility lines should be used wherever possible.
- Utility boxes or meters should be installed on secondary building facades instead of primary building facades.

8.3.6 Pedestrian Walkways

In order to promote pedestrian connectivity between the alley loaded parking areas and building frontages on Riverside Avenue, building designs are required to incorporate pedestrian walkways. The following standards are to be implemented as part of the future project design:

Guidelines:

- Projects shall incorporate a pedestrian walkway connecting the alley loaded parking area to Riverside Avenue in the following cases:
  - The project site is located further than 100 feet from a public street that is perpendicular to Riverside Avenue.
  - There is not an existing pedestrian walkway running alongside a building that can be accessed from a common alley-loaded parking area within 100 feet of the project site.
- Pedestrian walkways will be dedicated as public access easements prior to the issuance of a building permit for the project.
- Pedestrian walkways shall be adequately lit to provide a safe and comfortable environment.
- The pedestrian walkway shall incorporate architectural treatment and materials to be compatible with the front facade of the building, in order to enhance the pedestrian experience.
- The minimum required width of pedestrian walkways is 8 feet.

The minimum required width of pedestrian walkways is 8 feet

8.4 Design Guidelines by Building Type

The following section provides design guidelines that apply specifically to desired and permitted building types for the Riverside Gateway Plan Area. These guidelines provides direction for design of specific uses, based on site planning and building design guidelines discussed in the former sections of this chapter. Annotated graphics illustrate the main design features for each building type. The following building types are detailed:

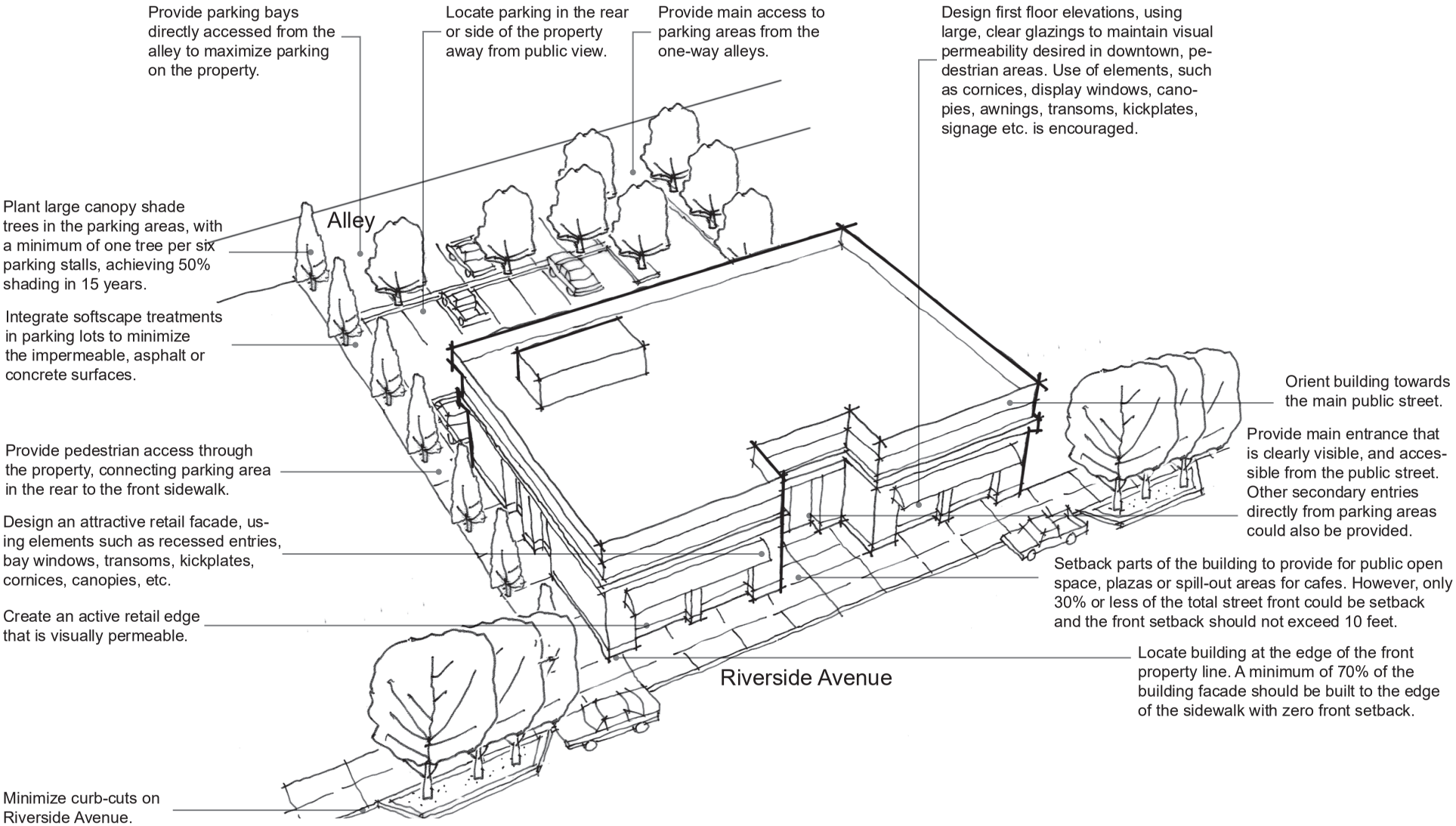
- Retail
- Mixed Use
- Multi-Family Residential
- Office
- Auto Sales and Services

8.4.1 Retail Buildings

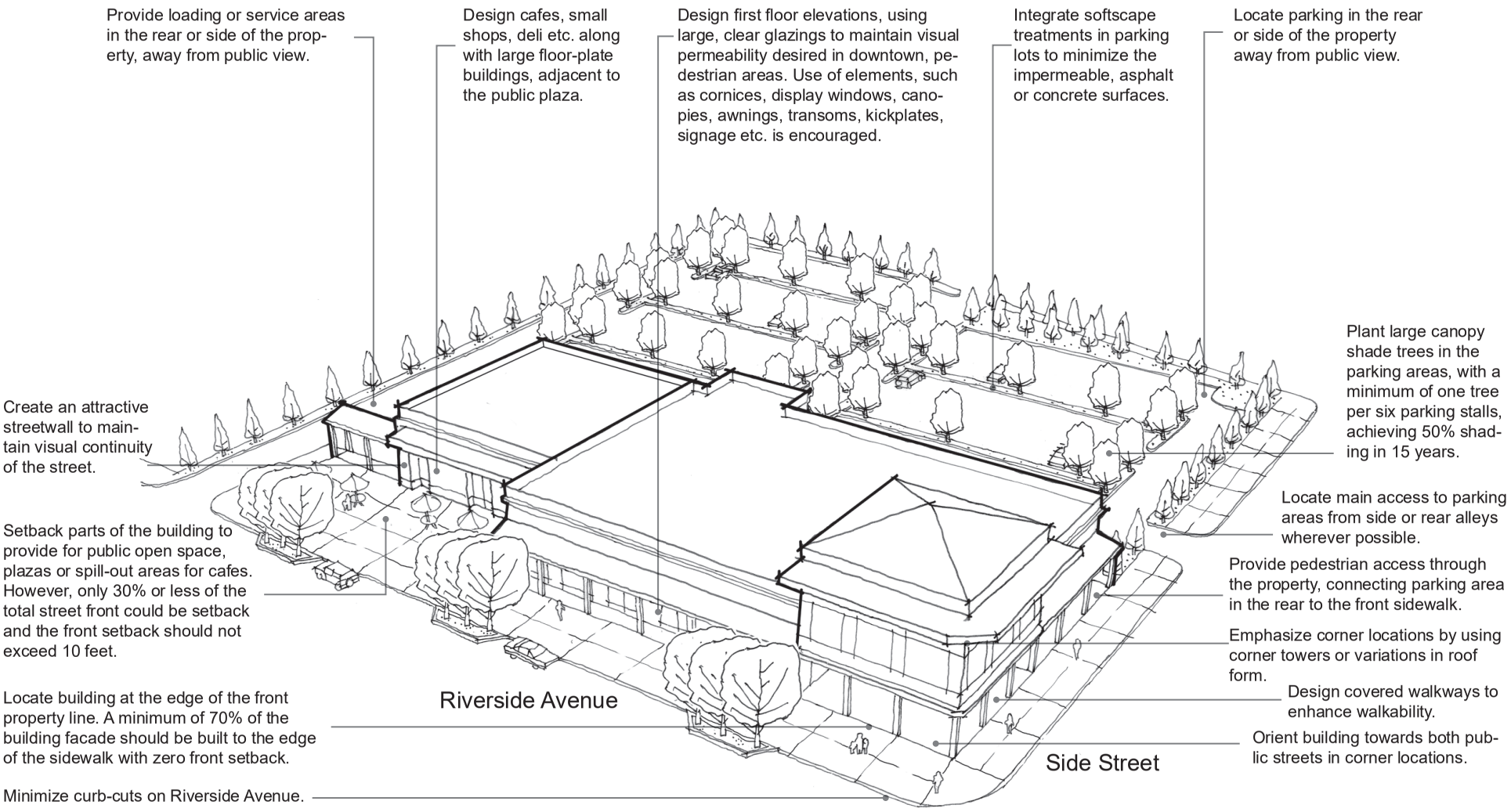
The following design guidelines apply to the planning and design of retail buildings in the Riverside Gateway Plan Area:

- Blank walls facing Riverside Avenue are not permitted. Building facades oriented towards the main public streets should be well designed, incorporating architectural details.
- Parking lots should not be located in front of a building, and should be located at the rear of the building, reducing their visibility from public ways.
- Site planning should facilitate pedestrian circulation, and ensure that it does not conflict with vehicular circulation.
- Primary building entries should be located on the main public street. Secondary entries may be oriented towards parking areas, or internal walkways.
- Design of a small pedestrian plaza at the entrance to visually define the feature is encouraged.
- Buildings located at gateway intersections should include corner architectural elements, such as corner towers, chamfered entrances, roof variations, and double-height porticos to accentuate corner locations.

The following graphics illustrate these guidelines for both small floorplate and large floorplate retail uses.



Small-Medium Floorplate Retail Use



Large Floorplate Retail Use

8.4.2 Mixed-Use Buildings

The specific design guidelines for planning and design of mixed-use buildings in the Riverside Gateway Plan Area include:

- Mixed-use development should combine residential and commercial office uses within a single building.
- The residential and commercial uses could be aligned vertically, with retail or office generally limited to the first floor along the public streets.
- The first floor facade should be mostly visually permeable, avoiding blank walls.
- The street-level, retail facade should be articulated with architectural elements, such as, transoms, kickplates, bay windows, recessed entries, cornices, canopies etc. that create visual interest for pedestrians and motorists.
- Upper stories for residential units should have a larger percentage of opaque surface, and the windows should preferably follow traditional vertical proportions.
- Upper story facades should be articulated with bay windows, balconies, and/or patios.
- Retail uses on the first floor should be designed to have higher ceilings with a minimum height of 14-feet.
- The building facades should be broken down into smaller modules to give an appearance of several smaller buildings and shops, instead of a single, monolithic building. Commercial bays should be between 20 to 40-feet in width.
- The primary entrance(s) for commercial uses should be well articulated and clearly visible, and accessible from the main public street. The entrance to the residential units on the upper floors should also be clearly defined and easily approachable from a public street or a pedestrian promenade.

Examples of well-designed mixed use buildings

The following graphics illustrate these concepts for different size lots found within the Plan Area (50'x150', 100'x150', and 150'x150').

Encourage the use of high quality building materials (stone, masonry, wood, stucco) especially at the ground floor, to add to the richness of the pedestrian experience and convey a sense of stability, permanence and strengths to the urban environment.

Create large transparent storefronts and entryways that promote an active retail edge as well as distinguish the ground floor from the upper floors.

Extend parapet height to screen rooftop mechanical equipment.

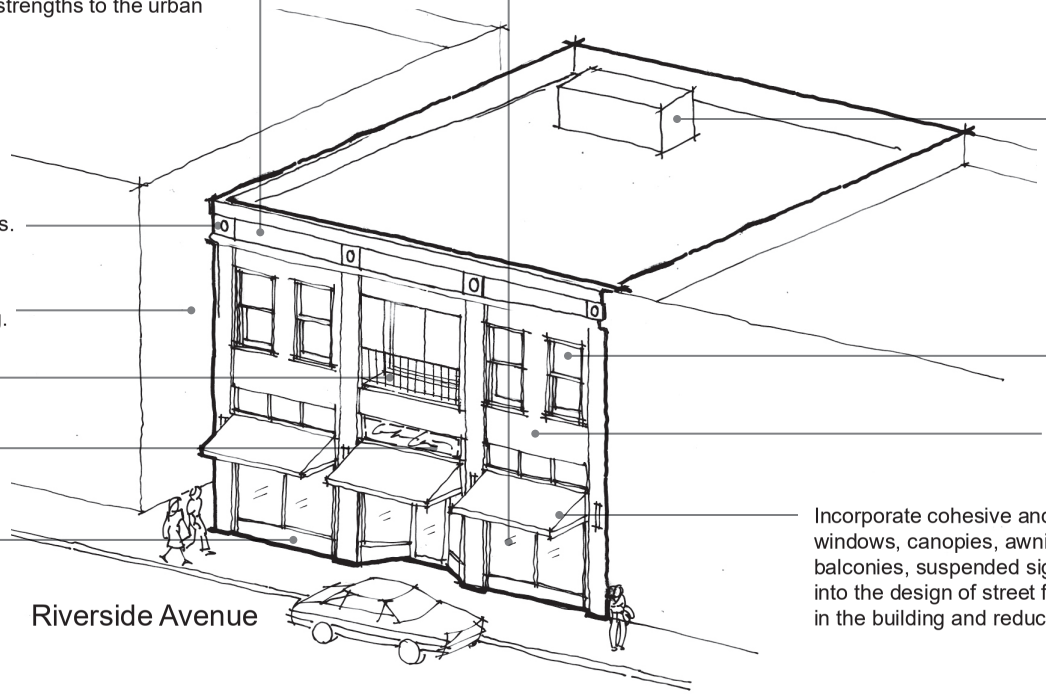
Create visual interest at the top of the building by integrating elements at the roofline such as detailed eaves, cornices and projected parapets.

Continue architectural treatments exhibited on primary facades into passage ways/alley ways: bulk heads, (ground floor) masonry and lighting.

Incorporate semi-public spaces such as balconies, patios, and plazas into the design of street facing elevations.

Integrate signs into the design of the building, respecting important architectural features.

Locate a minimum of 70% of the street facing building edge along the property line as a means of fostering a more continuous and cohesive pedestrian edge condition.



Incorporate easement and/or double hung windows into second story residential units.

Create building facades that emphasize through massing, materials and ornamentation a clear base, middle and top.

Incorporate cohesive and repetitive architectural elements (transom windows, canopies, awnings window headers and sills, kick plates, balconies, suspended signs, engaged columns/pilasters and lighting) into the design of street facing elevations as a way of creating interest in the building and reducing the building's sense of mass.

VARIATIONS OF FRONT ELEVATION

REAR ELEVATION

Mixed Use - 50'X150' Lot

Encourage the use of high quality building materials (stone, masonry, wood, stucco), especially at the ground floor, to add to the richness of the pedestrian experience and convey a sense of stability and permanence.

Extend parapet height to screen rooftop mechanical equipment.

Break down large building facades into smaller, more traditional human scale components.

Create visual interest at the top of the building by integrating elements at the roofline such as detailed eaves, cornices and projected parapets.

Create building facades that emphasize through massing, materials and ornamentation a clear base, middle and top.

Integrate signs into the design of the building, respecting important architectural features.

Create large transparent storefronts and entryways that promote an active retail edge as well as distinguish the ground floor from the upper floors.

Riverside Avenue

Incorporate casement and / or double hung windows into upper story residential units.

Incorporate cohesive and repetitive architectural elements (transom windows, canopies, awnings, window headers and sills, kick plates, balconies, suspended signs, engaged columns/pilasters and lighting) into the design of street facing elevations as a way of creating interest in the building and reducing the building's sense of mass.

Locate a minimum of 70% of the street facing building edge along the property line as a means of fostering a more continuous and cohesive pedestrian edge condition.

REAR ELEVATION

Mixed Use -100'X150' Lot

Encourage the use of high quality building materials (stone, masonry, wood, stucco), especially at the ground floor, to add to the richness of the pedestrian experience and convey a sense of stability and permanence.

Encourage cafes, restaurants and small neighborhood-oriented shops to locate around central plazas. Design building facades into smaller more human scale modules that give an appearance of a smaller shop.

Incorporate cohesive and repetitive architectural elements (transom windows, canopies, awnings, window headers and sills, kick plates, balconies, suspended signs, engaged columns/pilasters and lighting) into the design of street facing elevations as a way of creating interest in the building and reducing the building's sense of mass.

Extend parapet height to screen rooftop mechanical equipment.

Create visual interest at the top of the building by integrating elements at the roofline such as detailed eaves, cornices and projected parapets.

Incorporate lighting and windows and doors, consisting of transparent glazing, into the building. portal.

Integrate signs into the design of the building, respecting important architectural features.

Create large transparent storefronts and entryways that promote an active retail edge as well as distinguish the ground floor from the upper floors.

Incorporate casement and/ or double hung windows into upper story residential units.

Create building facades that emphasize through massing, materials and ornamentation a clear base, middle and top.

Continue architectural treatments exhibited on primary facades into passage ways/ alley ways: bulk heads, (ground floor) masonry and lighting.

REAR ELEVATION

Mixed Use - 150'X150' Lot

Encourage the use of high quality building materials (stone, masonry, wood, stucco), especially at the ground floor, to add to the richness of the pedestrian experience and convey a sense of stability and permanence.

Extend parapet height to screen rooftop mechanical equipment.

Locate a minimum of 70% of the street facing building edge along the property line as a means of fostering a more continuous and cohesive pedestrian edge condition.

Incorporate cohesive and repetitive architectural elements (transom windows, canopies, awnings, window headers and sills, kick plates, balconies, suspended signs, engaged columns/pilasters and lighting) into the design of street facing elevations as a way of creating interest in the building and reducing the building's sense of mass.

Create visual interest at the top of the building by integrating elements at the roofline such as detailed eaves, cornices and projected parapets.

Incorporate lighting and windows and doors, consisting of transparent glazing, into the building. portal.

Create large transparent storefronts and entryways that promote an active retail edge as well as distinguish the ground floor from the upper floors.

Integrate signs into the design of the building, respecting important architectural features.

Incorporate casement and/ or double hung windows into upper story residential units.

Create building facades that emphasize through massing, materials and ornamentation a clear base, middle and top.

Locate the main entrance to ground floor uses at the corner of the building.

Create dynamic public gathering spaces where streets intersect by chamfering the corner and/ or embellishing the corner of the building with a cupola, turret or a change in the roof form.

REAR ELEVATION

Mixed Use - 150'X150' Corner Lot

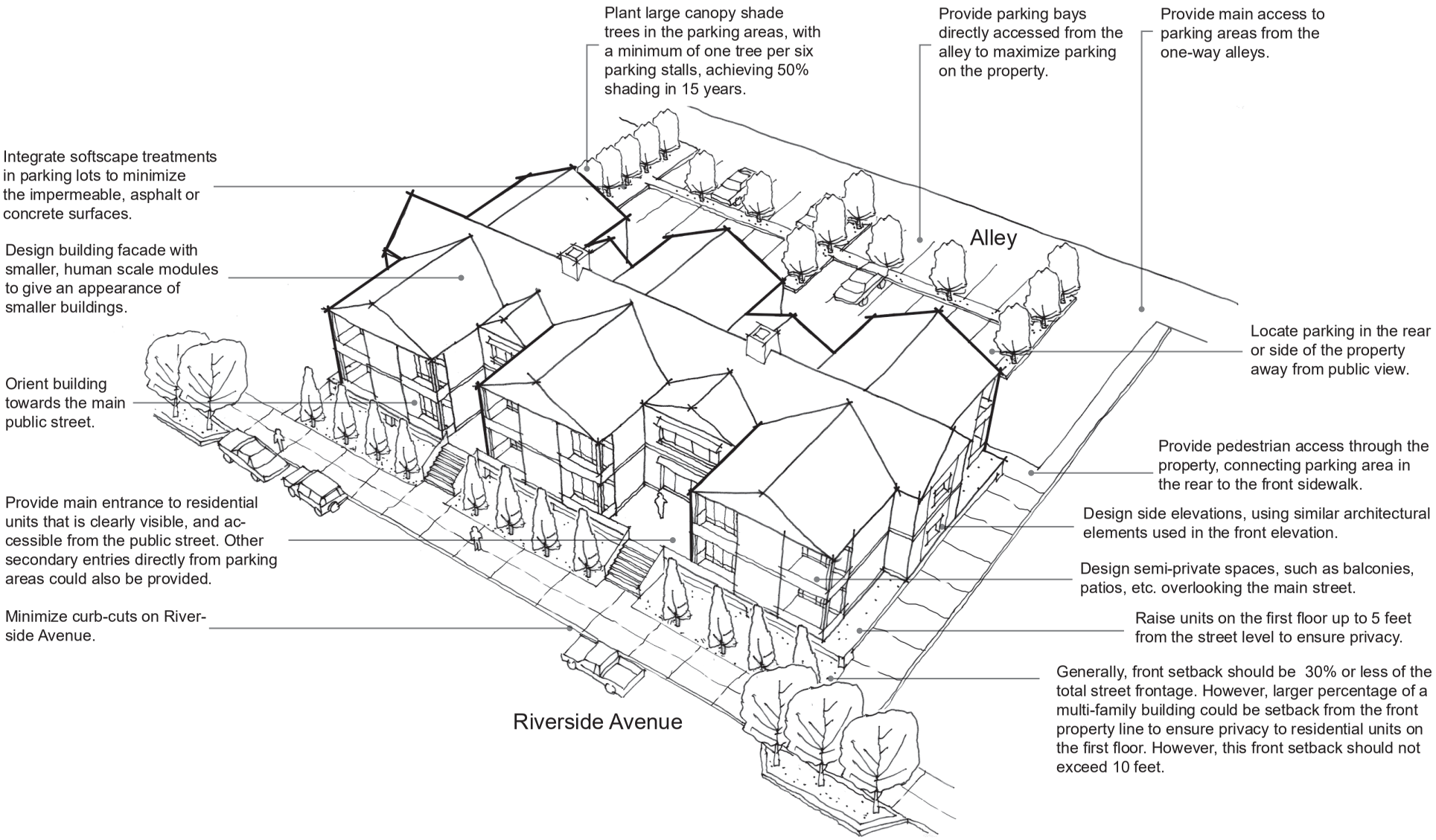
Examples of well-designed multi-family buildings

8.4.3 Multi-Family Residential

The specific design guidelines for planning and design of multi-family residential development within the Riverside Gateway Plan Area include:

- Multi-family buildings should avoid a massive appearance by introducing more "human-scale" elements. Variations in floor levels, facades, roof styles, architectural details, and finishes that break up the appearance of large buildings should be employed.
- Architectural features, such as stoops, porches, recessed windows, bay windows, and balconies should be used to add visual interest.
- The units on the first floor facing a public street may be raised up to 5 feet from street level to ensure privacy.
- The entrances to units facing a public street should preferably be accessible directly from the street.

These concepts are illustrated in the following graphic.



Multi-Family Residential Use

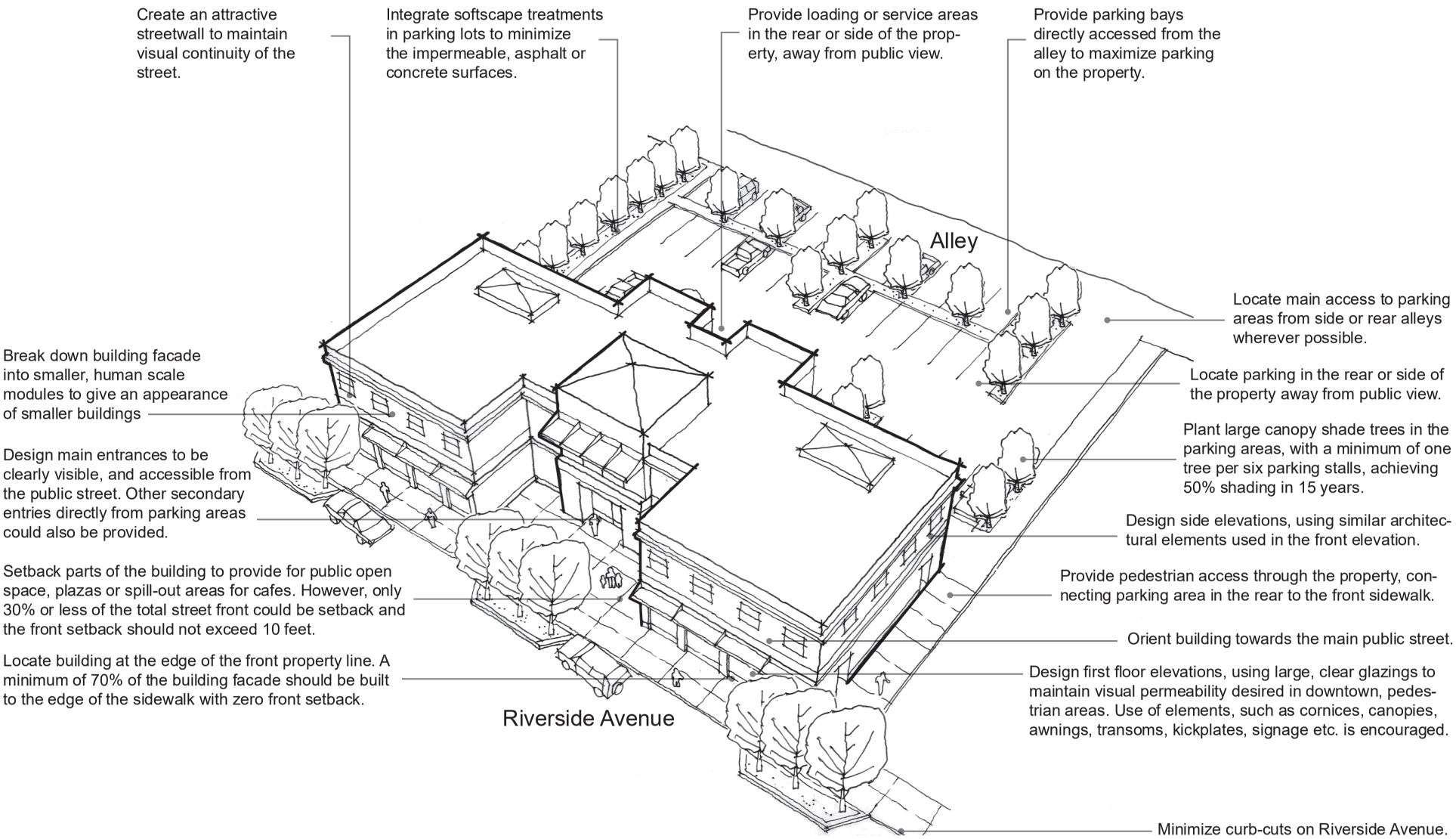
Examples of well-designed office buildings

8.4.4 Office Buildings

The specific design guidelines for planning and design of office buildings in the Riverside Gateway Plan Area include:

- Office buildings should have a well articulated entrance defined by architectural and landscape features, such as tower elements, canopies, recesses, plazas and landscaped areas.
- Elements, such as arcades, porches, porticos, and/or canopies should also be incorporated along the facades oriented towards public streets.

These elements are illustrated graphically on the following page.


Create an attractive streetwall to maintain visual continuity of the street.
Integrate softscape treatments in parking lots to minimize the impermeable, asphalt or concrete surfaces.
Provide loading or service areas in the rear or side of the property, away from public view.
Provide parking bays directly accessed from the alley to maximize parking on the property.
Alley
Locate main access to parking areas from side or rear alleys wherever possible.
Locate parking in the rear or side of the property away from public view.
Break down building facade into smaller, human scale modules to give an appearance of smaller buildings
Plant large canopy shade trees in the parking areas, with a minimum of one tree per six parking stalls, achieving 50% shading in 15 years.
Design main entrances to be clearly visible, and accessible from the public street. Other secondary entries directly from parking areas could also be provided.
Design side elevations, using similar architectural elements used in the front elevation.
Setback parts of the building to provide for public open space, plazas or spill-out areas for cafes. However, only 30% or less of the total street front could be setback and the front setback should not exceed 10 feet.
Provide pedestrian access through the property, connecting parking area in the rear to the front sidewalk.
Orient building towards the main public street.
Locate building at the edge of the front property line. A minimum of 70% of the building facade should be built to the edge of the sidewalk with zero front setback.
Design first floor elevations, using large, clear glazings to maintain visual permeability desired in downtown, pedestrian areas. Use of elements, such as cornices, canopies, awnings, transoms, kickplates, signage etc. is encouraged.
Riverside Avenue
Minimize curb-cuts on Riverside Avenue.

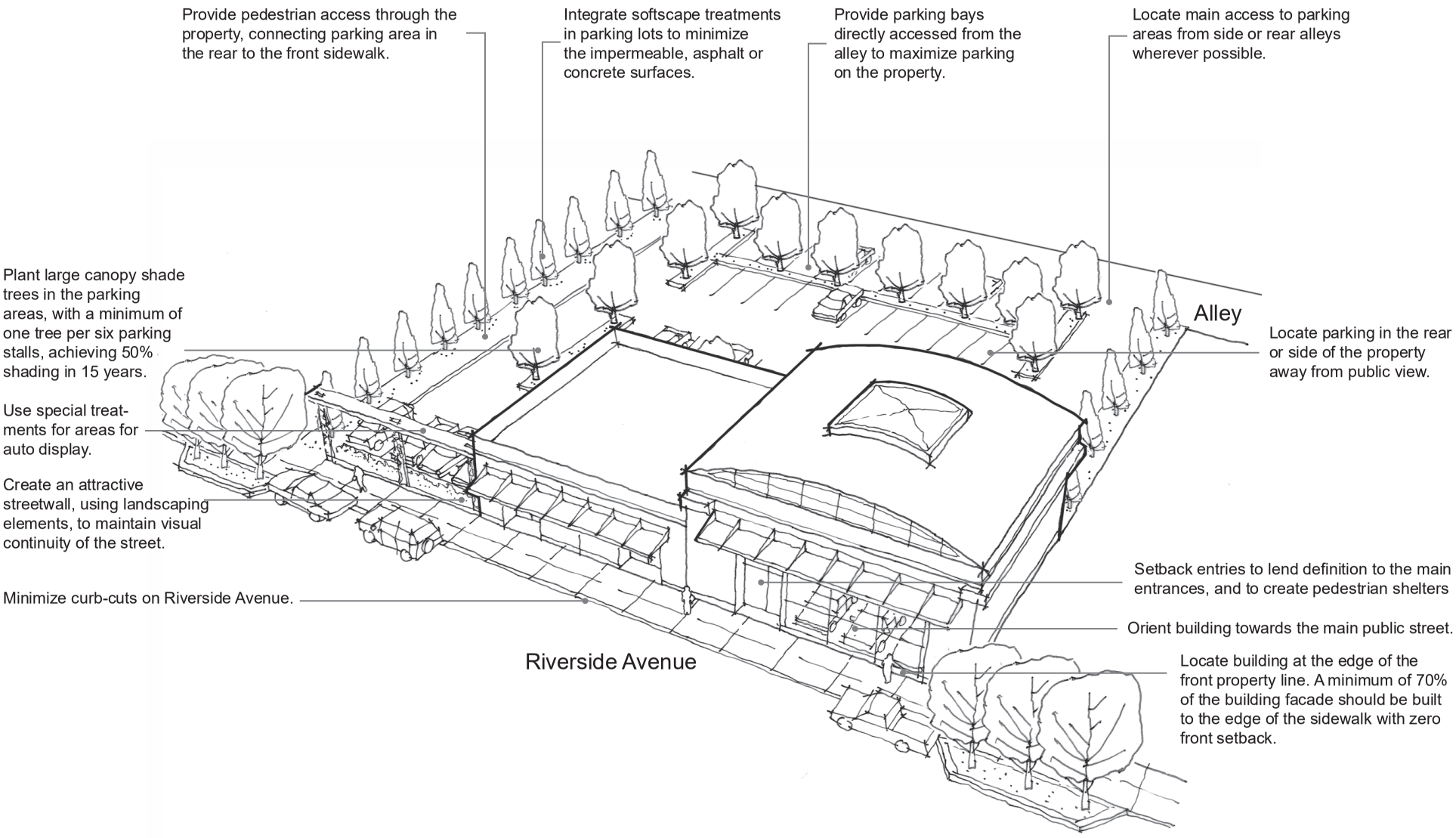
Office Use

8.4.5 Auto Sales and Services

The specific design guidelines for planning and design of buildings for Auto Sales and Services in the Riverside Gateway Plan Area include:

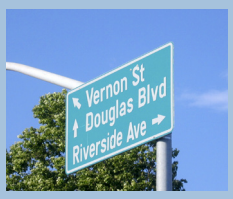
- Design attractive streetwalls, using screens, lattices or trellises with creeping plants built to the edge of the sidewalk to reduce the prominence of expansive automobile sales lots and maintain visual continuity of the main street.
- Use of plant materials, low walls and fences, berms, and grade changes should also be considered for minimizing the visual impacts of automobile sales lots.

These elements are illustrated graphically on the following page.



Auto Sales and Services related Use

Chapter 9: Plan Implementation and Administration




Chapter 9: Plan Implementation and Administration

9.1 Introduction

This section of the Riverside Gateway Specific Plan provides implementation strategies related to regulatory changes, design review, financing strategies, and other actions recommended to implement the Specific Plan. The Specific Plan is a long-term, 20-year plan that provides direction for redevelopment and new development in the Riverside Gateway Area. It is important to view implementation of the plan as a public-private partnership between the City of Roseville and property owners and developers who will undertake new development projects on Riverside Avenue.

The Specific Plan implements the goals and policies of the Roseville General Plan. A General Plan Amendment will be adopted as part of the Specific Plan adoption process, to ensure land use consistency.

This chapter includes discussion and policy direction for the following implementation strategies and procedures:

- Regulatory Strategies
- Site Development Prototypes and Design Review Process
- Streetscape Improvements
- Tax Increment Financing.

9.2 Implementation Goals

Goal 1: Establish regulatory mechanisms necessary to implement the specific plan.

The Specific Plan will require a number of regulatory mechanisms for implementation. These include changes to the General Plan and zoning regulations; and adoption of new design guidelines, development standards and development review procedures. These mechanisms are described further in this chapter.

Goal 2: Identify mechanisms and strategies to spur development and investment in the Plan Area.

This Plan puts regulatory and policy mechanisms in place that are intended to streamline the development process in the Plan Area, while simultaneously encouraging high quality development.

Goals 3: Identify financial resources and funding mechanisms to create a plan that is financially self-sufficient.

Over the long-term, this Specific Plan should be financially self-sufficient; that is, it should generate adequate revenue to cover the costs of public investment in the area. Implementation of the Plan will be a mix of public and private investment. Public funds will be used for infrastructure upgrades, and streetscape enhancements, and have the potential to stimulate private investment.

9.3 Regulatory Strategies

Regulatory strategies include the application of several Zoning Districts for the Riverside Gateway Plan Area. The Zoning Districts include comprehensive set of Development Standards, which shall be applied along with Design Guidelines (included in Chapter 8) that are intended to ensure that new development, or improvements and additions to existing development, is high-quality and attractive and oriented to reinforce the pedestrian character of the Plan Area.

9.3.1 Establishment of a Zoning District

Land uses within the Riverside Gateway Plan area are implemented through application of zone districts as specified by the City of Roseville Zoning Ordinance. In recognition of the goals of the Specific Plan, the Special Area (SA) overlay zones have been applied to the uses in the Plan Area. The overlay zones customize development standards and/or permitted uses of general zone districts to reflect the unique nature and community character goals of the Riverside Gateway Area. Figure 9-1 illustrates the Zoning District for the Plan Area. The Riverside Gateway Design Guidelines and Development Standards (Chapter 8) include additional detail to be considered in the design, review, and approval of individual projects within the Plan Area.

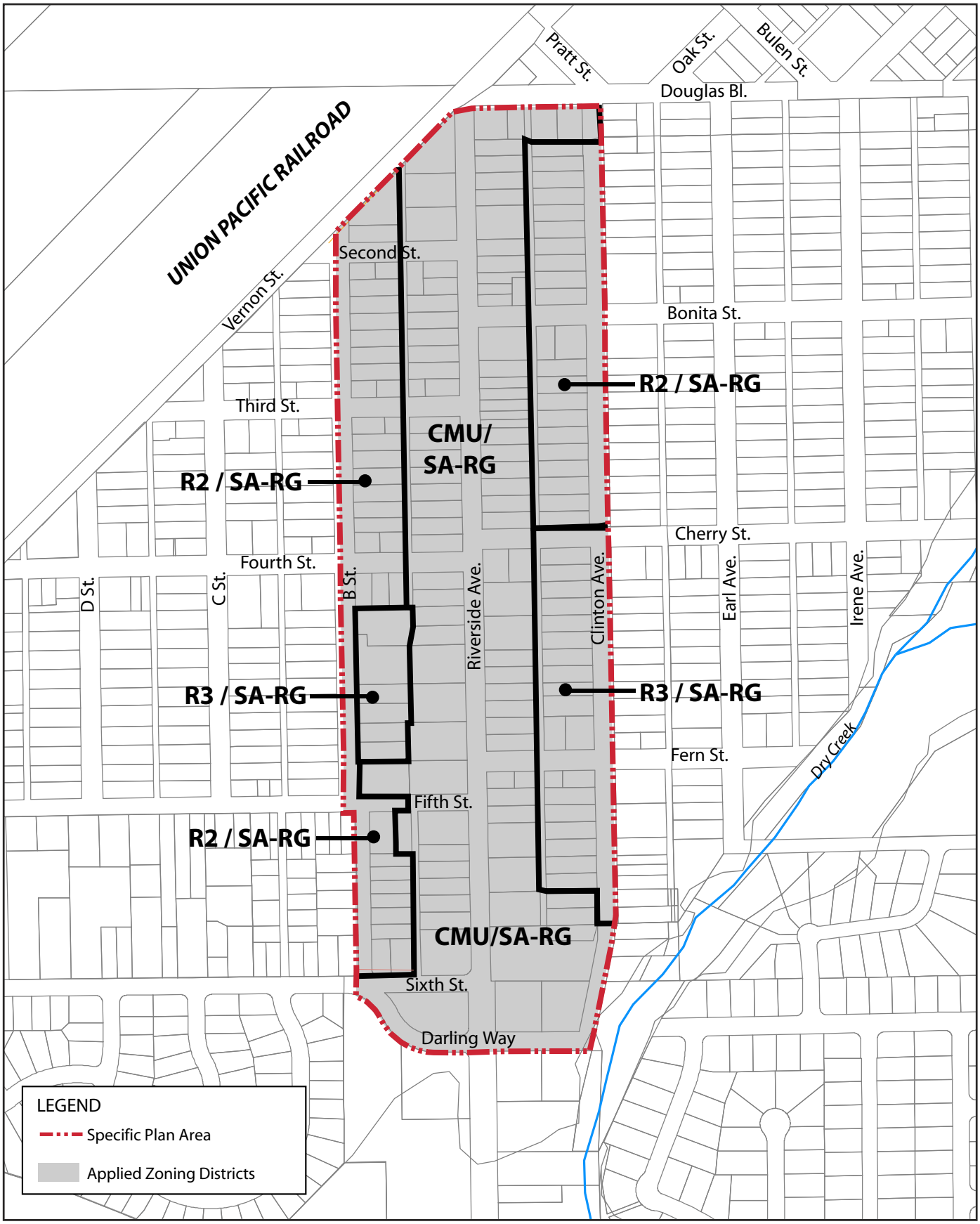


Figure 9-1
Zoning District

0 200 400 800 feet

N

9.3.2 Mixed-Use District

As discussed in the Land Use Chapter, integration of commercial, office, and high-density residential uses in a mixed-use district is a central strategy of the Riverside Gateway Specific Plan, and a main focus of the design of the area. A balanced mix of these uses, along with design guidelines and development standards to help promote high quality development on Riverside Avenue, will create a vibrant, pedestrian-friendly mixed-use district. Businesses and residents will benefit from the proximity of uses, increasing the economic viability of the area, and promoting walkability and transit use. The applied zoning for the Mixed-Use District is CMU/SA-RG, (Commercial Mixed-Use with a Special Area Overlay for the Riverside Gateway Plan Area). Tables 9-1 summarizes this district, and Table 9-2 on the following pages outlines the permitted uses for this zoning district.

Table 9-1

CMU-SA/RG Summary

Mixed-Use District

Applied Zoning District:	CMU/SA-RG: Commercial Mixed Use/Special Area Overlay
Description:	The Mixed-Use District is anticipated to accommodate a variety of retail, service, office, and residential land uses. Typical uses may include retail shops, restaurants, grocery stores, convenience stores, offices, and multi-family residential. These uses are planned to meet the everyday needs of residents, and promote walkability and non-vehicular forms of transportation.
Permitted Uses:	The Special Area (SA) overlay has been applied to modify permitted, conditionally permitted, and administratively permitted uses. This intent is to provide for a unique mix of uses, that support the planning and design concepts for Riverside Avenue. This includes permitting residential uses, including multi-family residential uses. A list of permitted uses are included in Table 9-2.
Development Standards:	Development standards have been modified by the Special Area (SA) overlay to provide for the distinctive nature of the Riverside Gateway Area. Development Standards are included in Table 9-3.
Design Guidelines:	Design Guidelines have been prepared for the Special Area (SA) overlay to provide guidance for the character, style, and appearance of development in the Riverside Gateway Area. Unless otherwise noted, the Design Guidelines are requirements, rathern than recommendations. The Design Guidelines are included in Chapter 8 of this Plan.

Table 9-2

CMU-SA/RG Permitted Uses

Agricultural and Open Space Use Types	CMU/SA-RG
Resource Protection and Restoration	CUP
Resource Related Recreation	P
Civic Use Types	CMU/SA-RG
Community Assembly	P
Community Services	P
Essential Services	P
Hospital Services	
General Hospital Services	CUP
Psychiatric Hospital Services	CUP
Libraries and Museums, Private	P
Public Parking Services	P
Schools	
College and University	P
Elementary and Secondary	P
Private Elementary and Secondary	CUP
Social Services	
Food Distribution	A/CUP (1)
Food Service	A/CUP (2)
Temporary Resident Shelter	A/CUP (3)
Power Generating Facilities	
Emergency	A
Supplemental/Individual Use	CUP
Passive Power	A
Residential Use Types	CMU/SA-RG
Caretaker/Employee Housing	CUP
Dwelling	
Multi-Family	P (4)
Single-Family	P (5)
Two-Family	P (5)
Mixed-Use Residential	P
Live-Work Units	P
Family Day Care Home, Small	P
Family Day Care Home, Large	CUP
Single Room Occupant	CUP
Commercial Use Types	CMU/SA-RG
Animal Sales and Services	P
Grooming and Pet Stores	P
Veterinary Clinic	P
Veterinary Hospitals	CUP
Automotive and Equipment	
Automotive Rentals	P
Automotive Repairs	P
Automotive Sales	P
Car Wash and Detailing	P
Commercial Parking	P
Equipment Repair	CUP
Gasoline Sales	P
Banks and Financial Services	P
Bars and Drinking Places	P
Broadcasting and Recording Studios	P
Building Materials Stores	P
Business Support Services	P
Commercial Recreation	
Amusement Center	P
Indoor Entertainment	P
Indoor Sports and Recreation	P
Outdoor Entertainment	CUP

Outdoor Sports and Recreation	P
Community Care Facility	P
Day Care Center	P
Eating and Drinking Establishment	
Fast Food with no Drive Through	P
Convenience	P
Full Service	P
Food and Beverage Retail Sales	P
Funeral and Internment Services	P
Lodging Services	P
Long Term Care Facility	P
Maintenance and Repair	P
Medical Services	
General	P
Neighborhood Commercial	P
Nightclubs (4)	CUP
Nursery, Retail	CUP
Offices, Professional	P
Personal Services	P
Retail Sales and Services	P
Specialized Education and Training	
Vocational Schools	P
Specialty Schools	P
Storage, Personal Storage Facility	P
Industrial Use Types	CMU/SA-RG
Laundries, Commercial	CUP
Printing and Publishing	CUP
Research Services	P
Wholesale and Distribution, Light	P
Transportation and Communication Use Types	CMU/SA-RG
Telecommunication Facilities (5)	P/A/CUP
Heliport	CUP
Intermodal Facilities (6)	CUP

Notes:
(P) - Principally Permitted
(CUP) - Permitted through approval of a Conditional Use Permit
(A) - Administratively Permitted
(1) - Additional requirements are contained in Zoning Ordinance Chapter 19.40
(2) - Additional requirements are contained in Zoning Ordinance Chapter 19.39
(3) - Additional requirements are contained in Zoning Ordinance Chapter 19.38
(4) - Permitted density range of 13-22 units/acre, or as mixed-use product
(5) - Permitted density range of 13-22 units/acre, or as mixed-use product or live/work development type
(6) - Additional requirements are contained in Zoning Ordinance Chapter 19.49
(7) - Additional requirements are contained in Zoning Ordinance Chapter 19.34
(8) - Additional requirements are contained in Zoning Ordinance Chapter 19.36

9.3.3 Residential Districts

The existing residential areas on Clinton Street and B Street are expected to remain as primarily single-family and multiple-family residential. Live/work units will also be permitted in these areas, to help create a transition from Riverside Avenue to the adjacent residential neighborhoods. The land use designations will be amended to Medium Density Residential and High Density Residential, with development standards to ensure a high quality, pedestrian friendly environment and connections and a relationship to the uses on Riverside Avenue.

A Special Area (SA) overlay zone will be applied to the implementing zoning designations (R2-Two Family Residential, and R3-Attached Housing), to permit live/work units. The SA overlay also provides the ability for parking areas to be established at the rear of residential lots to serve the retail uses on Riverside Avenue. Table 9-3 includes a summary of the two zoning districts on Riverside Avenue, R-2/SA-RG and R3/SA-RG.

Table 9-3

R2/SA-RG and R3/SA-RG Summary

Medium Density Residential	
Density Range:	7-12.9 Dwelling Units/Acre
Applied Zoning District:	R2/SA-RG: Two Family Residential/Special Area Overlay
Description:	The Medium Density Residential land use category is intended to accommodate single family residential development, single-family homes with second units, and duplexes at a lower residential density. This designation is a continuation of the character of the existing single-family residential development on the northern portion of Cherry Street within the Plan Area. All unit types shall be consistent with the Riverside Gateway Specific Plan design guidelines.
Permitted Uses:	The Special Area (SA) overlay has been applied to modify permitted uses within this land use designation. The intent is to permit live/work units, to provide a transition zone from Riverside Avenue to the residential neighborhoods.
High Density Residential	
Density Range:	13+ Dwelling Units/Acre
Applied Zoning District:	R3/SA-RG: Attached Housing/Special Area Overlay
Description:	The High Density Residential land use category is intended to accommodate single family residential development, single-family homes with second units, and multiple-family residential development. This designation is a continuation of the character of the existing single-family and multiple-family residential development on Cherry Street and B Street, within the Plan Area. All unit types shall be consistent with the Riverside Gateway Specific Plan design guidelines.
Permitted Uses:	The Special Area (SA) overlay has been applied to modify permitted uses within this land use designation. The intent is to permit live/work units, to provide a transition zone from Riverside Avenue to the residential neighborhoods.

9.4 Site Development Prototypes and Design Review Process

9.4.1 Purpose

One of the major goals for this planning process is to encourage development and redevelopment on Riverside Avenue. Property owners and potential developers have identified the need for a more streamlined development process, as a method of encouraging the desired type and character of development and improvements. In order to help expedite and clarify the development process, development prototypes for typical lot sizes on Riverside Avenue were created. The prototypes can be used as examples, or models, for new development.

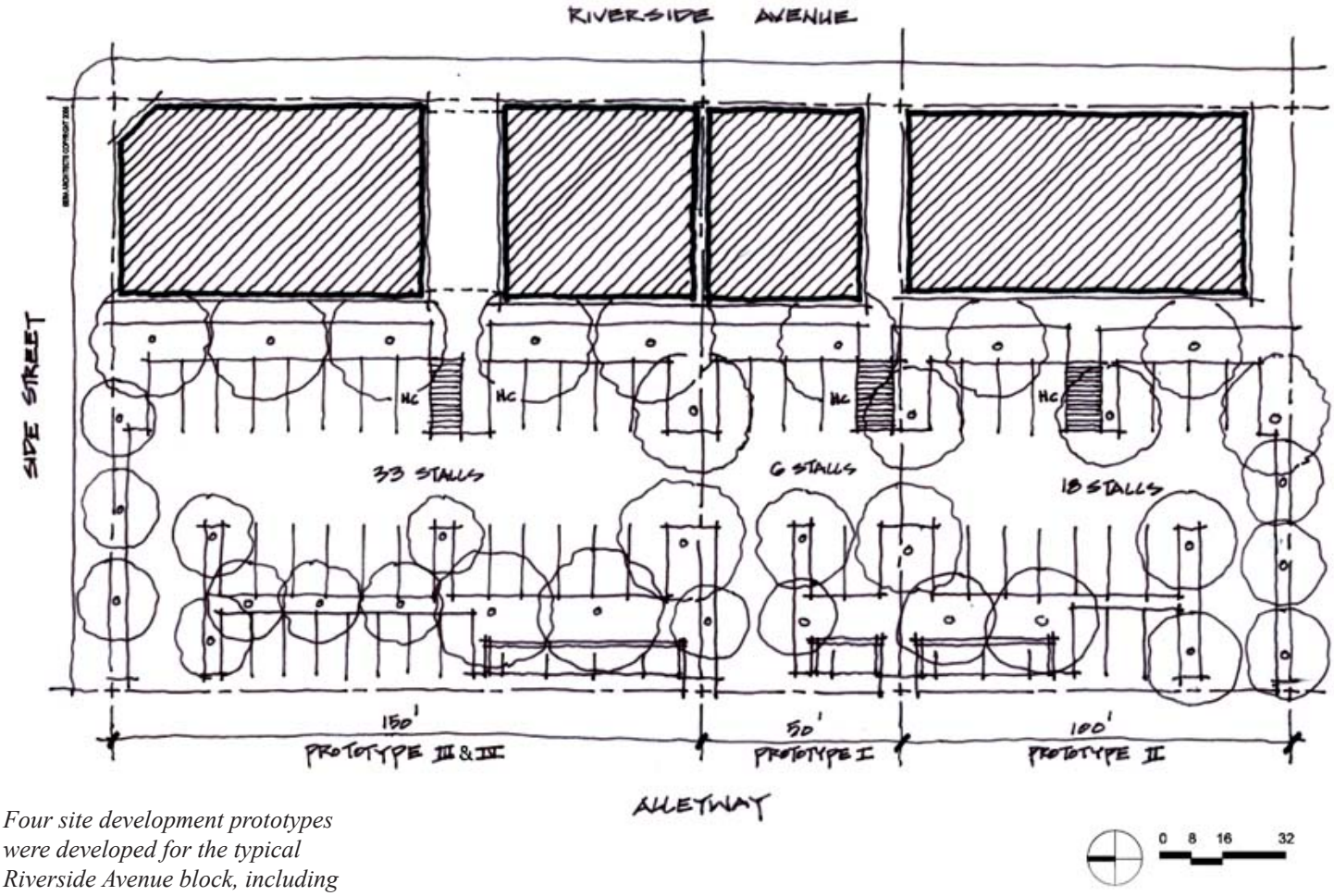
The following benefits of the development prototypes for Riverside Avenue have been identified:

- City departments are familiar with the overall concepts illustrated in the development prototypes, and the prototypes meet the needs and standards of the departments;
- If one of the development prototypes is utilized, the design review process is removed, and saves the project applicant time and money;
- Development issues and design elements (such as site access, landscaping, parking, utility connections, trash enclosures) are identified and addressed at the outset of the process;
- The development prototypes provide a framework for implementing an element of the overall parking strategy (detailed in Chapter 3, Land Use), by placing parking at the rear of the buildings, with alley access; and,
- Including a range of development prototypes for different lot sizes provides value and flexibility for the majority of properties on Riverside Avenue.

9.4.2 Site Development Prototypes: Summary

As part of the Specific Plan process, SERA Architects developed Site Development Prototypes for various lot sizes and types on Riverside Avenue, incorporating a range of mixed-use development scenarios. The scenarios included in this section were chosen as they proved to be the most financially feasible development scenarios, given current market conditions and the proposed land use and policy changes for the Riverside Gateway Plan Area. The range of development prototypes analyzed also accommodates the typical lot size (50'x150') found on Riverside Avenue, as seen in the graphic below, and encourages aggregation of lots for

larger development scenarios. Architectural plans and sections for each of the site development prototypes are found in Appendix C, Site Development Prototypes.



Four site development prototypes were developed for the typical Riverside Avenue block, including parking layouts

The Site Development Prototypes illustrate several important design and development features for projects on Riverside Avenue, including:

- Summary of codes and regulatory requirements;
- Site features, including FAR, building area, and site area breakdown;
- Parking characteristics, including requirements, spaces provided, and lot layout and access; and,
- Building design and orientation.

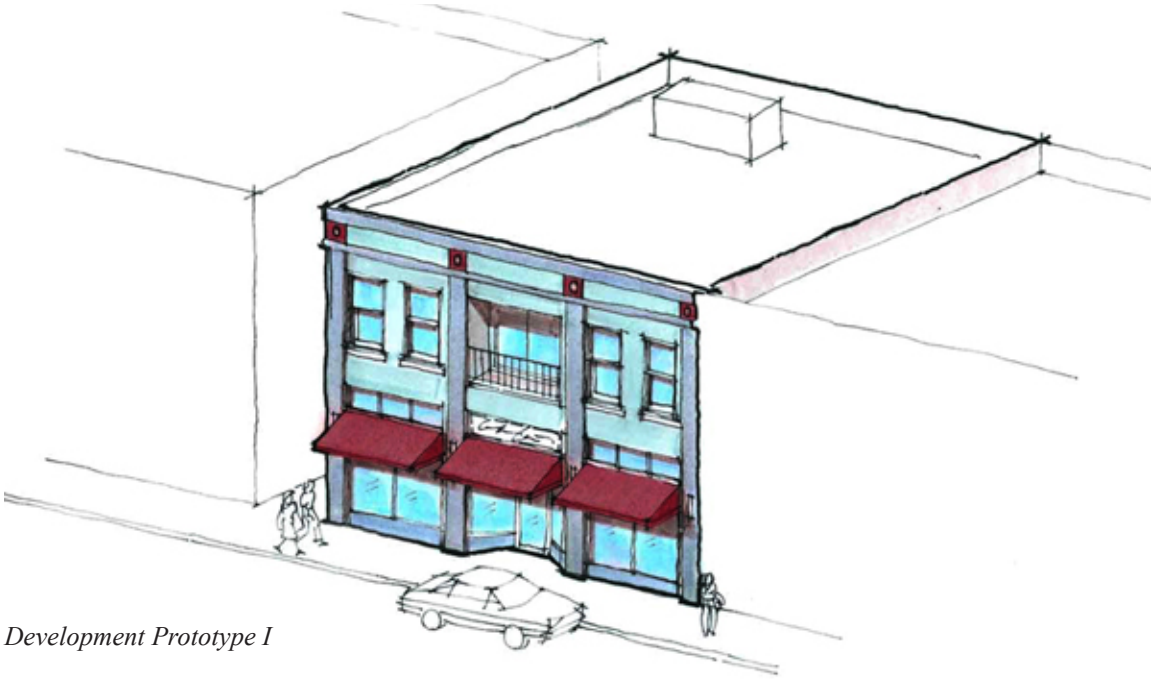
The parking layout for all of the site development prototypes has been organized to be consistent, so all of the prototypes may be developed side-by-side, and have linked parking areas.

Additionally, SERA Architects has developed axonometric sketch and rear elevations for each of the prototypes, which are intended to reflect the design concepts established in for the plan area. These designs help to establish a basic theme for the corridor, but allow for individual flexibility for replacement of non-structural elements or architectural enhancements. These designs also establish an architectural pick list of acceptable construction materials, and non-acceptable materials. Following are discussions of each of the prototypes, followed by detailed prototype exhibits and sketches.

Development Prototype I

Development Prototype I is designed for a 50'x150' lot, which is a typical single parcel size on Riverside Avenue. This design is a mid-block prototype, and illustrates a 2 story development option, including ground-floor retail, office or restaurant, and 2 residential units on the second story.

The FAR for this development prototype for a 2-story building is .60, with a building area of 4,500 square feet. The plan also illustrates the required parking for this site, and includes a parking lot layout, illustrating landscaping, access, and the relationship to the alley (illustrated in Appendix C).



Development Prototype I

Development Prototype II

Development Prototype II is designed for a 100'x150' lot. This design is a mid-block prototype, and illustrates a 3 story development option, including ground floor commercial and 8 residential units on the top stories (4-6 per story).

As the plan drawings indicate, the FAR for this development prototype for a 3-story building is .90, with a building area of 13,500 square feet. This plan also illustrates the required parking and parking lot layout, and includes the application of the parking credits for off-site parking spaces and lot aggregation.

Development Prototype II

Development Prototype III

Development Prototype III is designed for a 150'x150' lot. This design is a mid-block prototype, and illustrates a 3 story development option, including ground floor commercial, and 8-12 residential units on the top stories (4-6 per story).

The FAR for this development prototype for a 3-story building is .90, .with a building area of 20,250 square feet. This plan illustrates the required parking and parking lot layout, and includes off-set buildings, with pedestrian connections to the parking areas to the rear of the development.

Development Prototype III

Development Prototype IV

Development Prototype IV is designed for a 150'x150' lot. This design is a prototype for a corner lot, and illustrates a 3 story development option, with ground floor commercial and 8 residential units on the top stories (4 per story). This plan includes a pedestrian pass through on the ground floor, connecting the street with the parking areas located to the rear of the building. The maximum FAR for this development prototype is .90, with a building area of 20,250 square feet.

Development Prototype IV

9.4.3. Design Review Process

One of the key goals of the Specific Plan is to "simplify" the development review process in order to accelerate redevelopment in the project area. The purpose of this section is to provide the framework for the variety of design review processes that have been established to streamline the development process. These processes have been specifically described in the Plan, since they deviate from the City's standard approval process. The contents of this section describe the steps necessar to obtain a design review approval for the following types of projects:

- Prototype Development Plans;
- New Construction and Minor Additions; and,
- Major Additions and Deviations from the Design Guidelines.

9.4.4 Prototype Review Process

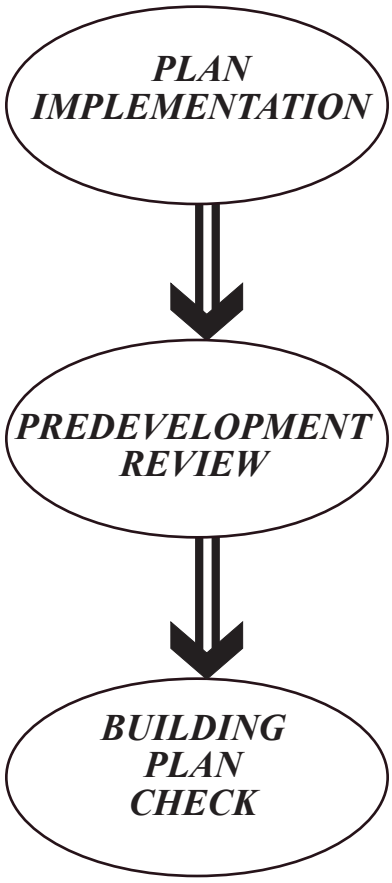
In order to streamline the development process, the City has developed a set of development prototypes, described in section 9.4.2 of this chapter. These prototypes, if selected by a property owner or a developer to be constructed on a site on Riverside Avenue, will be exempt from a Design Review Permit. The following steps outline the process for the use of the prototypes, and establishes the City review process for these development types.

Step 1: Plan Development

Developer/Applicant will submit to the City a copy of one of the four development prototypes on a site/grading plan. The site/grading plan will be reflective of the plan developed for the prototype, but will be specific to the property to be developed. This plan will reflect the actual utility locations and grading necessary to construct the project at this specific location.

Step 2: Predevelopment Review

The City will provide a 30-day distribution for the plan to the various City development departments and outside utilities. Following this review, the developer/applicant will be provided with project comments. These comments can then be incorporated into the working drawings that will be submitted to the City Building Department for Plan Check.



Prototype Review Process

Step 3: Building Plan Check

Following the Predevelopment Review the developer/applicant will revise the working drawings, per the comments provided and prepare construction documents. These documents will then be submitted to the City for Plan Check through the Building Division.

Additional Approvals

In order to develop the proposed prototypes, it may require the merger of parcels or adjustment of lot lines. These types of subsequent actions will require City review and approval of a Voluntary Merger or Lot Line Adjustment. These entitlements can be processed during the Building Plan Check stage. They will be approved via the City's Administrative Permit process with the exception of the typical notification process. These actions are required in order to implement the provisions of the Plan and have been found to be consistent with the intent of the Plan, and therefore, the notification process associated with the Administrative Permit process, as described in the Zoning and Subdivision Ordinance, is being waived for these applications.

Applications for a Condominium Map will be allowed to be filed with the City during the time Building Plans are being processed.

9.4.5 New Construction and Minor Additions

The intent of the Specific Plan is to streamline the development process for new construction. For the purposes of this plan, new construction has been defined as the removal of existing buildings or development of a vacant parcel with a newly developed building. Additionally, this includes additions to existing structures that are equal to 15% of the total existing building footprint.

The following steps outline the entitlement process for new construction and minor additions within the CMU zone of the plan area.

- New construction and minor additions that are consistent with the provisions of the Design Guidelines and Development Standards (included in Chapter 8) will be approved via the City's Administrative Permit process, as described in Chapter 19.74 of the City's Zoning Ordinance.

- Administrative approval of minor additions or renovations of up to 15% of the building will be processed only once during the duration of this Specific Plan. Subsequent renovations beyond the one time approval will be processed via a standard design review permit.
- Additions and renovations to existing structures although permitted will be required to enhance the buildings opportunity to comply with the provisions of the plan. The proposed addition and renovation is required to meet the design criteria established in the Design Guidelines.

9.4.6 Major Additions or Deviations

The policies of this Plan have been structured to assist in providing change in the character of the current buildings along Riverside Avenue within the CMU zone. Major additions to existing buildings may not be capable of achieving the design goals for this corridor. The following process is being established to address additions to existing buildings that are greater than 15% of the current building footprint. Additionally, it will apply to deviations from the plan that are not covered in sections 9.4.4 and 9.4.5.

Major additions will be reviewed through the City's Design Review Permit process as described in Chapter 19.74 of the Zoning Ordinance. In order for the City's Design Review Committee to approve a major addition the following findings must be made:

- The proposed project does not preclude the implementation of the Specific Plan.
- The proposed project does not prevent future shared and reciprocal parking opportunities, and complies with the circulation provisions of the plan by enhancing the opportunity for alley loaded parking fields.
- The project meets the desired vision and design character of the Plan.

9.5 Streetscape Improvements

As discussed in the Chapters 5 and 6 (Utilities & Infrastructure and Streetscape Design), physical improvements and upgrades are a critical element of the implementation of this Specific Plan. The funding for these improvements has already been identified and set aside at the outset of the planning process. Following is a summary of the estimated improvement costs for streetscape improvements, and utility and infrastructure improvements for the Plan Area. Summaries of individual line items can be found in Appendix B, Infrastructure Technical Memo.

It is anticipated that these improvements will be underway by the end of 2005/ beginning of 2006.

9.5.1. Streetscape Improvement Policies

1. *Prepare construction documents for the utilities and infrastructure improvements and implementation of the proposed streetscape design for Riverside Avenue.*

   Streetscape improvement programs will contribute greatly to an enhanced image and identity for the Riverside Gateway area, as well as to a more comfortable and welcoming pedestrian environment. Conceptual streetscape plans and utility upgrades have been developed concurrently with this Specific Plan. The City's Economic and Community Services Department has awarded a contract for the construction documents for these improvements. It is anticipated that the construction documents for these improvements will be developed by the end of 2005, and construction will begin early 2006.

2. *Establish a public outreach and information program for streetscape improvements and utility and infrastructure upgrades in the Riverside Gateway Plan Area.*

   There will be some disruption to the businesses during the construction period, and it is important that the businesses remain accessible to customers while the improvements are taking place. The City should conduct public outreach and information programs for Roseville residents and business owners, which explain the improvement process and provide information regarding the progress of construction.

3. *Implement a Landscape and Lighting District (LLD) for the continued maintenance of the streetscape improvements in the Riverside Gateway Plan Area.*

   A Landscape and Lighting District (LLD) is an instrument that provides funds for the regular maintenance and upkeep of landscape areas. An LLD is funded by an assessment fee assigned to all properties receiving the benefit of the improvements. Funds collected from this LLD are used solely for the maintenance and replacement of items within that LLD.

   An LLD is an important mechanism for maintaining the improvements and investment in Riverside Avenue. Without proper maintenance, the benefits provided by the streetscape improvements will be lost over time. The Lighting and Landscape District guards against this type of loss and helps keep the streetscape vital by maintaining an attractive area for Riverside businesses and residents.

   The LLD assessments are calculated on the linear front footage basis of each parcel. The linear front footage is the length of the property line adjacent to Riverside Avenue. The finalized streetscape plan and construction documents will include details on the number and type of trees, plants, benches, streetlights, trash cans and any other streetscape amenities, an annual maintenance budget will be calculated. The annual maintenance budget will be divided by the total lineal feet of Riverside Avenue within the Plan Area. The resulting number will be the annual assessment per lineal foot. Implementation of the LLD is dependent on a majority of property owners voting to participate in the program. It is important to note that existing owner occupied single-family residential uses within the Plan area will be exempted from the Landscape and Lighting District (LLD).

4. *The infill park development fees collected within this project area will be made available for further park related improvements (i.e. plaza area, pocket parks, etc.) specifically within this area. Future proposed improvements will be reviewed by the Parks and Recreation Department to ensure that they meet the overall park development standards and that there is an on-going maintenance-funding source available.*

In the future, there may be the desire to create additional public space on the Riverside Avenue corridor. With the development of residential housing, fees will be collected for neighborhood park development. Typically, the City does not assign the park fees that are collected to a specific area. Under the existing park fee policy, the fees generated from this project area would be allocated to improvements within the entire infill area. The aforementioned policy will direct this funding specifically to the Riverside Gateway Specific Plan Area. This policy will assist in the future reinvestment strategy for the Plan Area, and it will provide a potential funding source for additional future improvements that will enhance the overall streetscape.

9.6 Tax Increment Financing

9.6.1 Program Background

One of the funding mechanisms that the City of Roseville can utilize to help spur redevelopment projects and other improvements within the Riverside Gateway Specific Plan Area is tax increment financing. Local redevelopment agencies can use tax increment financing to fund public and private infrastructure improvements required to attract investment from the development community. Local redevelopment agencies are able to "recapture" a portion of property taxes that various state and local agencies would normally receive. This portion of state and local taxes, referred to as tax increment, must be used to improve blighted areas within the redevelopment boundary.

Conceptually, tax increment allows the redevelopment agency to replace undesirable land uses and stimulate new development by providing improved public infrastructure or services. For example, tax increment could be used to improve local streetscapes and roadways to incite the development of new retail development. In the case of Riverside Avenue, tax increment could be used to help redevelopment of the opportunity sites at each end of the project area that were identified during the planning process.

Upon adoption of a redevelopment plan, the total value of the current taxable land uses are assessed, which is referred to as the "frozen tax base". As new development occurs, the assessed value of the property will increase, usually by a significant margin. The difference between the frozen tax base and the new assessed value is

the incremental taxable assessed value. The incremental taxable assessed value is then multiplied by the local property tax rate (usually 1.0%), which constitutes the tax increment.

Depending upon the establishment date of the local redevelopment agency, several deductions, or "pass-throughs" are taken out of the tax increment. These pass-throughs were standardized in 1995 under AB 1290, and include set pass-throughs for low income housing projects and an increasing portion to be dedicated back to the taxing agency (the City, County, etc.). However, because the Redevelopment Area containing the Riverside Gateway Plan Area was established before January 1, 1994, the Plan Area is not subject to the standard pass-through agreements set under AB 1290. Existing pass-through agreements had been previously negotiated by the Redevelopment Agency with effected entities.

After deducting pass-throughs, the Redevelopment Agency will then use the monies for projects within the redevelopment boundary. These monies can be used to fund infrastructure construction projects on a pay-as-you-go basis, or can be used to bond for up-front larger projects. In the pay-as-you-go scenario, the annual tax increment will go to fund improvements on an annual basis. In the bonding scenario, bonds are sold to receive a lump sum for construction projects, and the tax increment is then dedicated to paying the annual debt service for the bonds, typically over a 20 to 30 year term. Depending upon the desired construction projects, one or both of these scenarios may be employed.

9.6.2 Application of Tax Increment to Riverside Gateway

As part of the planning process for Riverside Gateway, the estimated Tax Increment that would be available from the site development prototypes was calculated. It was determined that for all of the site development prototypes, a portion of the subsidy required to ensure financial feasibility of the development may be derived from Tax Increment. Tax Increment will assist with project feasibility, but the total estimated subsidy required to ensure project feasibility for the individual prototypes may require additional funding sources.

9.6.3 Financing Policies

1. *Utilize Tax Increment revenue to apply to improvements within the Riverside Gateway Plan Area that work towards implementation of the Plan Goals, specifically the development of key opportunity sites in Plan Area.*
2. *Explore additional funding mechanisms to apply towards redevelopment of key opportunity sites to improve the financial feasibility of potential development projects.*

9.7 Specific Plan Administration, Amendments, and Revisions

9.7.1 Processing

Individual development projects within the Riverside Gateway Plan Area are subject to review and approval of subsequent permits and entitlements by the City of Roseville, including subsequent environmental review under CEQA. Application and processing requirements shall be in accordance with the City's Zoning Ordinance and other regulations, unless otherwise modified by this Specific Plan. All subsequent development projects, public improvements, and other activities shall be consistent with this Specific Plan and accompanying Design Guidelines, and all applicable City of Roseville policies, requirements, and standards. In acting to approve a subsequent project or permit, the City may impose conditions as are reasonably necessary to ensure that the project is in compliance with the Specific Plan and all applicable plans and regulations.

9.7.2 Specific Plan Amendments

Proposed changes to a specific plan typically require approval of a Specific Plan Amendment (SPA). Specific Plan Amendments are processed in the same manner as the initial Specific Plan adoption, requiring review of the Planning Commission and action by the City Council.

9.7.3 Minor Revisions

It is anticipated that the Riverside Gateway Specific Plan may need to respond to changing conditions and expectations during the course of its implementation. To address this, the Plan provides for Minor Revisions, in addition to typical Specific Plan Amendments. The Planning Director shall determine whether a proposed revision is minor, and may act upon a minor revision administratively. A minor revision to the Specific Plan may be processed if determined by the Planning Director to be in substantial conformance with:

- The overall planning and design intent of the Riverside Gateway Specific Plan
- The City of Roseville General Plan
- The Specific Plan Environmental Impact Report.

Examples of minor revisions to the Specific Plan include, but are not limited to:

- The addition of new or updated information that does not substantively change the Specific Plan
- Changes to the provision of public infrastructure and facilities that do not impact the level of service provided, or affect the development capacity in the Plan Area
- Modifications to the Design Guidelines if it is determined that such changes achieve the design intent to the same or better level
- Revisions to Plan policies based on a periodic review of development conditions (such as parking policies or maximum FAR).

Appendices

Appendix A – Streetscape Concept Plan Drawings
Appendix B – Infrastructure Technical Memo
Appendix C – Site Development Prototypes

Appendix A – Streetscape Concept Plan Drawings

Appendix B – Infrastructure Technical Memo

Note: This Appendix is intended to provide a reference and a summary of the Infrastructure Technical Memo prepared by Nolte and Associates, and does not include all appendices originally included with the memo. The entire text of the memo with all appendices is available at the City of Roseville Planning and Redevelopment Department.

Appendix C – Site Development Prototypes