

## Introduction to the Virtual Walking Tour

The City of Roseville implemented a virtual walking tour for the Commercial Corridors effort to identify Roseville residents and community members about what they would like to see improved or added to revitalize three corridors. The virtual tour was open from June 10 – 25, and the project team received a total of 648 community responses.

The project team received **648** community responses.



## Project Overview

The City of Roseville is developing three specific plans titled the “Corridor Plans Project” for three of Roseville’s oldest commercial corridors:

- Atlantic Street
- Douglas Boulevard and Harding Boulevard
- Douglas Boulevard and Sunrise Avenue



Building upon the vision outlined in the City’s [Downtown Specific Plan](#), the Corridor Plans Project will create three distinct Specific Plans for each corridor. The goals of the

Specific Plans will be to reimagine these corridors and develop a contemporary community-based vision that respects the unique identity of each corridor and their surrounding communities. The Specific Plans will include appropriate development standards, regulatory incentives, and design standards that encourage pedestrian-friendly design, the addition of public amenities, streetscape beautification, appropriate parking, access to transit, flexible and mixed uses and housing as these corridors are further developed.

The strategies, policies, and standards included in these plans will provide opportunities for mixed-use developments<sup>1</sup>, walkable and bikeable environments, and enhanced connectivity to adjacent neighborhoods and other destinations. Regulatory incentives are envisioned to include reduced standards for on-site parking, park in-lieu fees<sup>2</sup>, and streamlined entitlement and development processes.

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<sup>1</sup> Development is termed mixed-use when there is more than one use or purpose within a shared building or development area. Mixed-use projects may include any combination of housing, office, retail, medical, recreational, or commercial components.

<sup>2</sup> Parking in-lieu fees are generally used in larger cities and suburbs. They are often utilized if a defined area has sudden development growth or there are multiple establishments renovating their property. New developments are required to pay a fee into a designated fund, which then pays for one or more larger parking developments that serve the developments’ district in-lieu of having individual off-street parking requirements.

## Virtual Walking Tour Methodology

The virtual walking tour was hosted online for two weeks. The tour provided an opportunity for participants to share their thoughts and ideas for potential new businesses and uses that could be included along the corridors, in addition to desired improvements that can contribute to stronger neighborhood identities and pleasant walking and biking experiences in the area.

The three corridors had separate virtual walking tours. The City placed lawn signs and stickers with QR codes linked to the virtual walking tour at every stop's location in each of the three corridors. Each tour featured 3 virtual "stops" along a corridor, with photos of the corridor and corresponding multiple-choice and open-ended questions. Below is a map of the three corridors' tours.



### Atlantic Street

Stop #1: Atlantic & Thomas Street

Stop #2: Atlantic & Center Street

Stop #3: Center & Shearer Street



### Douglas-Harding Boulevard

Stop #1: Harding & Macario Court

Stop #2: Douglas & Harding Boulevard

Stop #3: Douglas between Nevada Street & Donner Avenue



## Douglas-Sunrise Avenue

Stop #1: Sunrise & Douglas Boulevard (by the SchoolsFirst Credit Union)

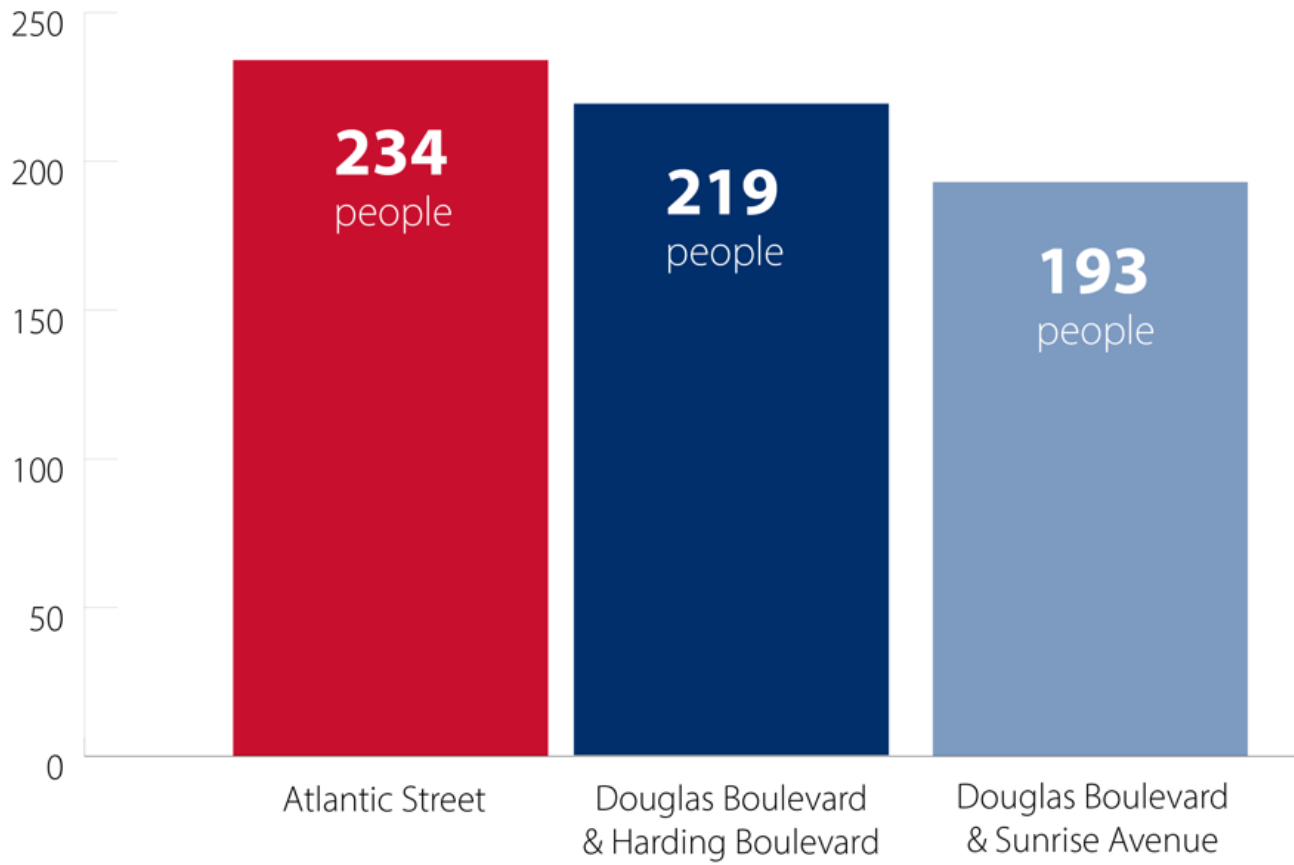
Stop #2: Sunrise & Douglas Boulevard (by the IHOP)

Stop #3: Sunrise & Oak Ridge Drive

## Overview of Results

To participate in the virtual tour, a community member would first select which commercial corridor they wanted to take a tour of. If they wanted to take a tour of all three corridors, they were instructed to complete the first tour and then return to the main webpage and select the next corridor.

Approximately 234 community members shared their thoughts about the Atlantic Street corridor, 219 participants provided feedback on the Douglas Boulevard and Harding Boulevard corridor, and 193 participants gave their input on the Douglas Boulevard and Sunrise Avenue corridor.



Below is a summary of the 648 community submissions. A full list of the comments submitted is available in this document's appendix.

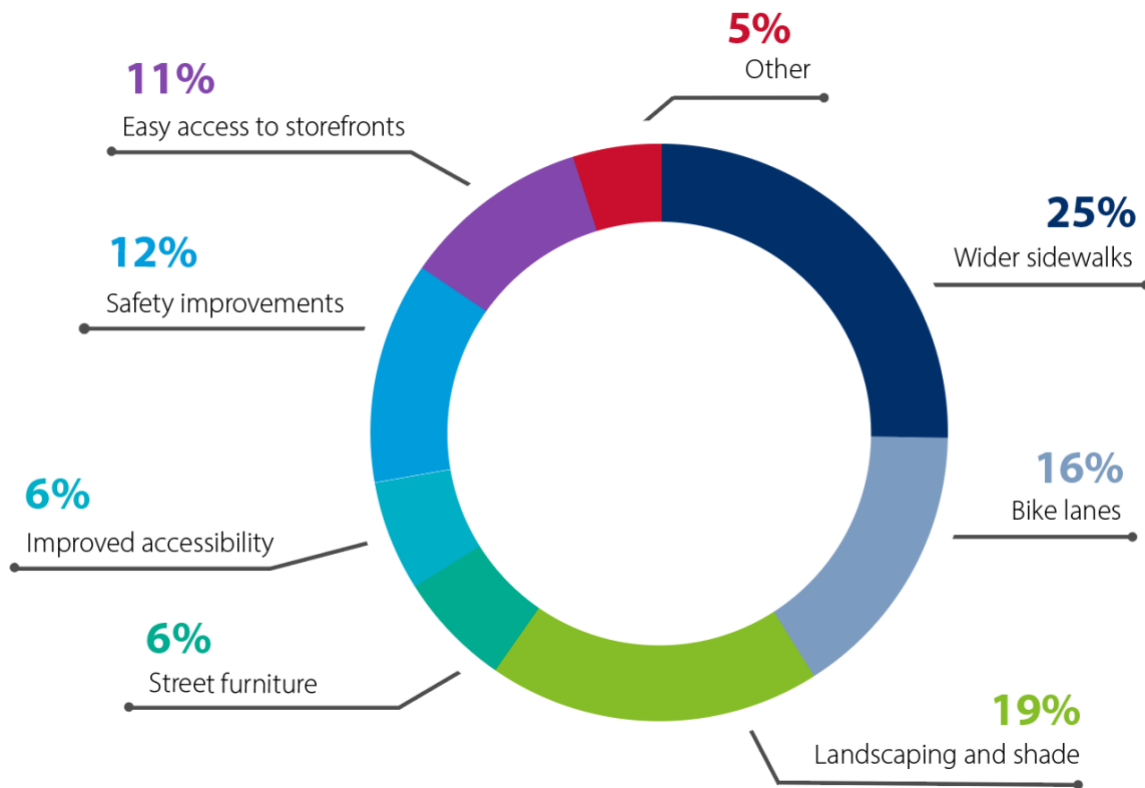
## Atlantic Street Walking Tour

### Stop #1: Atlantic & Thomas Street

*The Atlantic Street and Thomas Street intersection leads to a small residential area and is in walking distance (0.7-miles) of a nearby high school. The City asked participants how to make it more pleasant for pedestrians and bicyclists at this location, and offered several options including: wider sidewalks, bike lanes, landscaping and shade, street furniture, improved accessibility, safety improvements, and easy access to storefronts. Participants were also given an opportunity to provide additional ideas for other enhancements.*



What would make walking or biking in the area more pleasant?



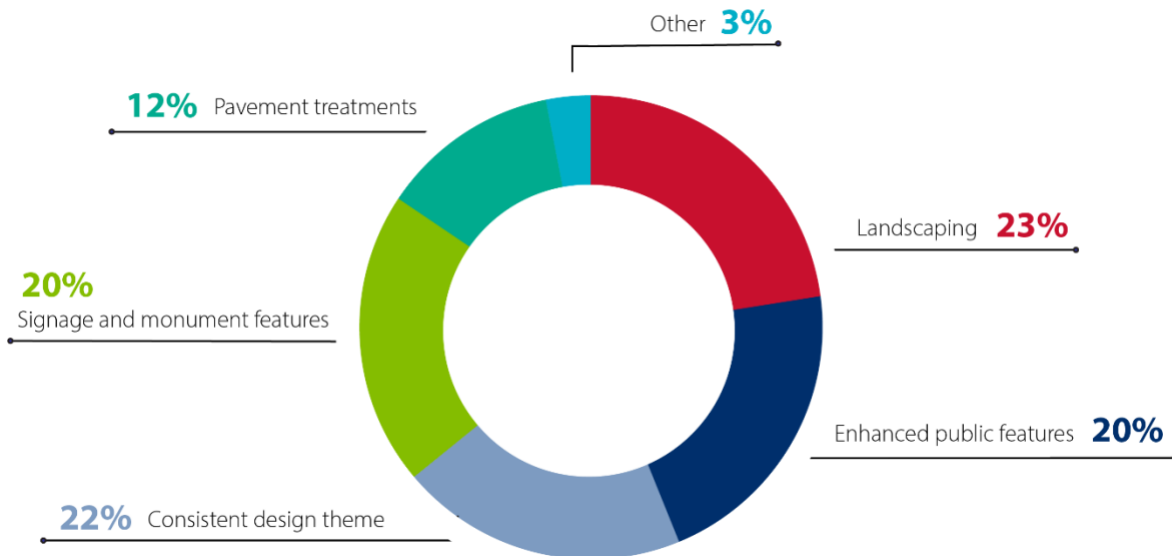
Stop #2: Atlantic & Center Street



The Atlantic Street and Center Street intersection is a heavily-trafficked area, with people using this intersection to reach Roseville High School, to cross the railroad tracks, and to head back to the freeway or into Downtown. Auto shops, an RV dealership, and a gas station make up the intersection’s business community. The City asked participants how to enhance a sense of neighborhood identity at this location, and were offered several options including: landscaping, signage and monument features, enhanced public features such as lighting, a

consistent design theme, and paving treatments. Participants were also given an opportunity to provide additional ideas for other enhancements.

*What would give this intersection neighborhood identity?*

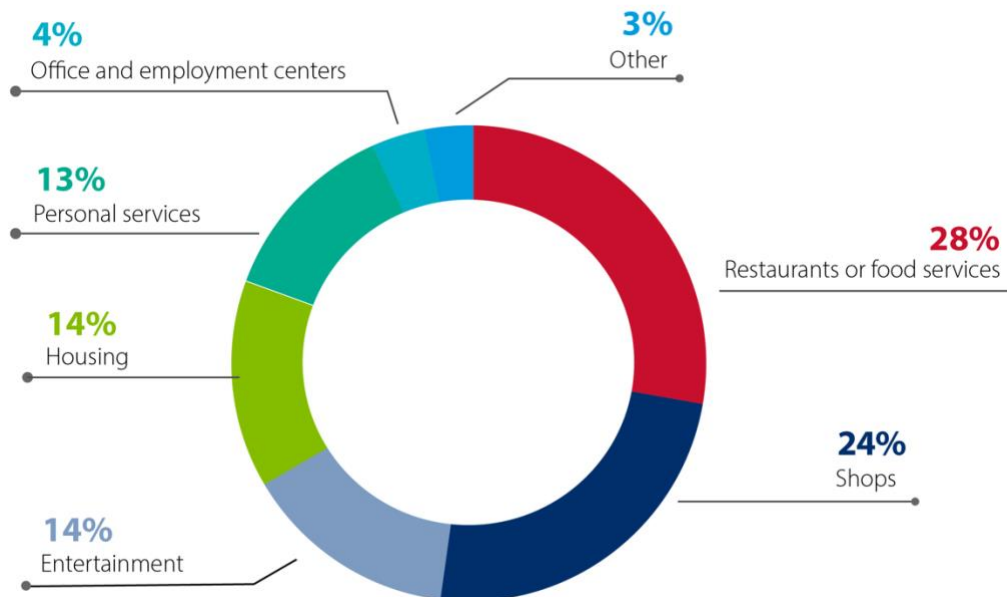


Stop #3: Center & Shearer Street



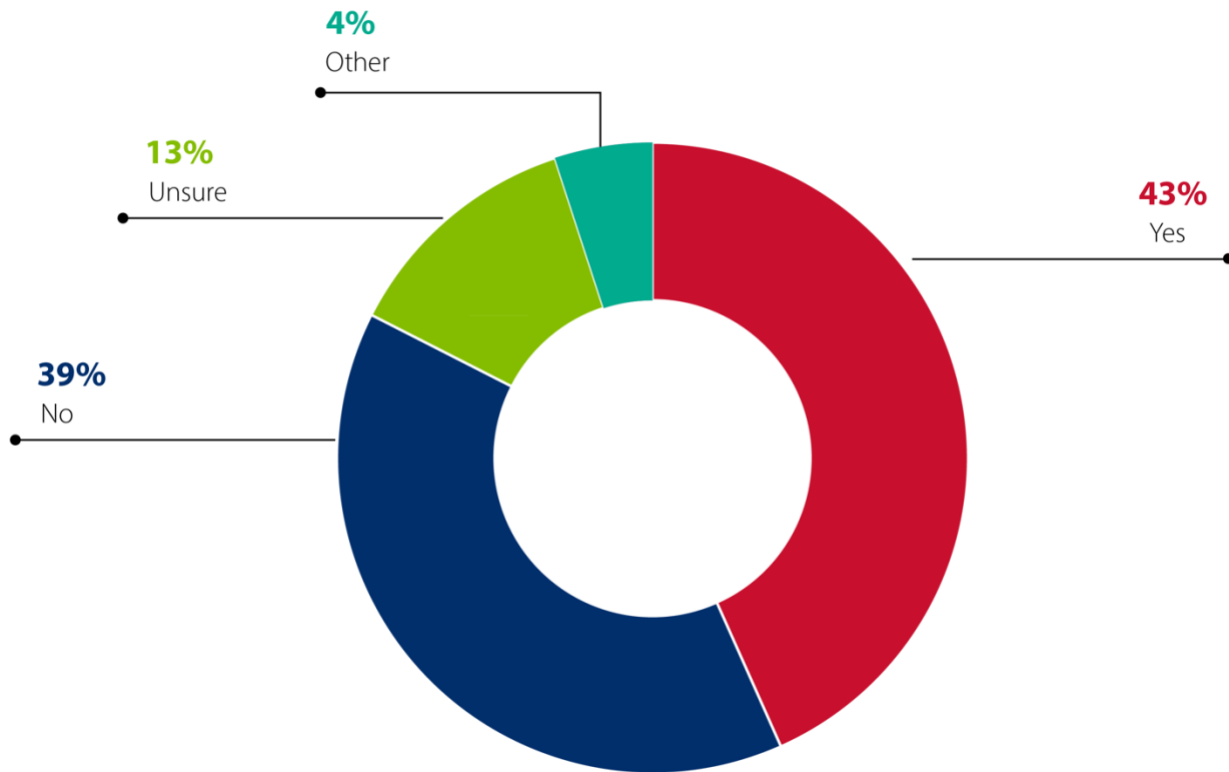
This is a typical interior residential intersection one block from Atlantic Street, and includes an underused property that has the potential to be developed with new uses. The City asked participants what type of businesses and other uses they would like to see more of in this corridor. Options offered included personal services (e.g. hair salons), restaurants, shops, entertainment, offices/employment centers, and housing. Participants were also given an opportunity to provide additional ideas for uses.

What types of businesses and uses would you like to see more of in this corridor?



**Additional Question: If you could, would you build another house/smaller unit on your property?**

This corridor plan boundary includes the residential area behind Atlantic Street, and many of these homes have detached garages with the potential to be converted to accessory dwelling units (ADUs). The City wanted to know whether the community was interested in building an ADU or other home on their properties.



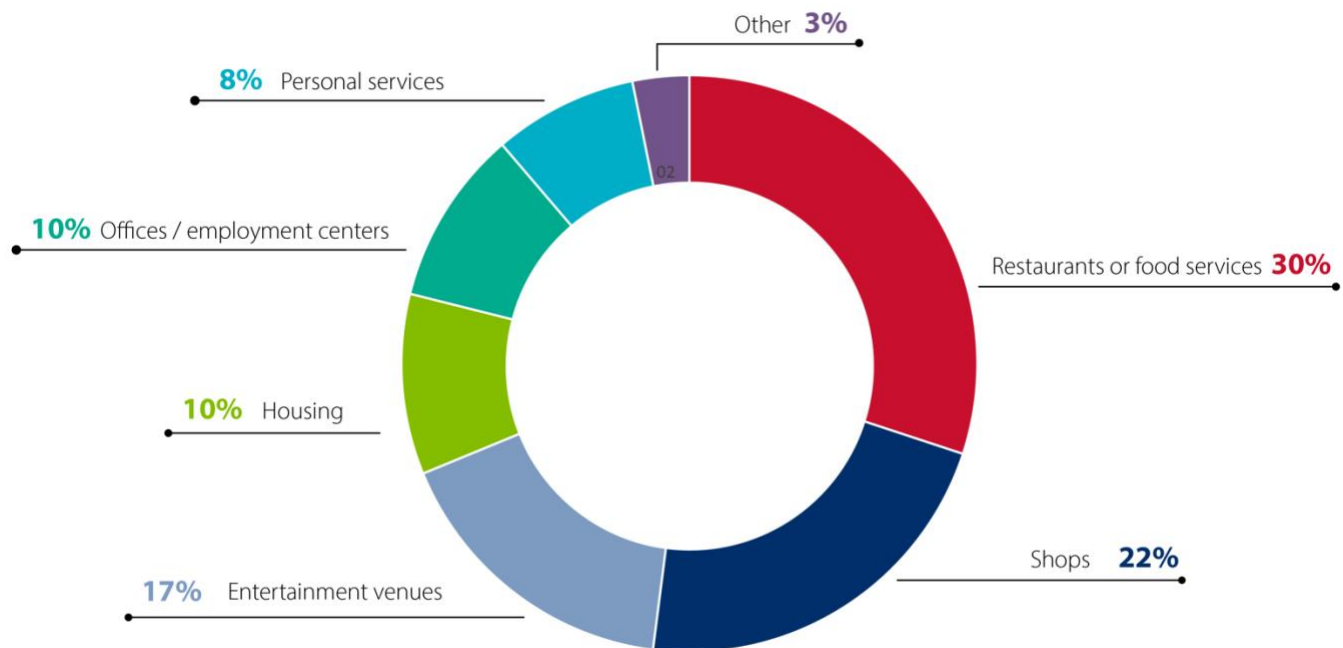
## Douglas Harding Boulevard Walking Tour

### Stop #1: Harding & Macario Court

This segment of the corridor includes residences on one side of Harding Boulevard and businesses on the other side. There is also a vacant commercial building in this location. The City asked participants what types of businesses and uses they would like to see more of in the corridor. Options offered included personal services (e.g. hair salons), restaurants, shops, entertainment, offices/employment centers, and housing. Participants were also given an opportunity to provide additional ideas for uses.



*What types of businesses and uses would you like to see more of in this corridor?*



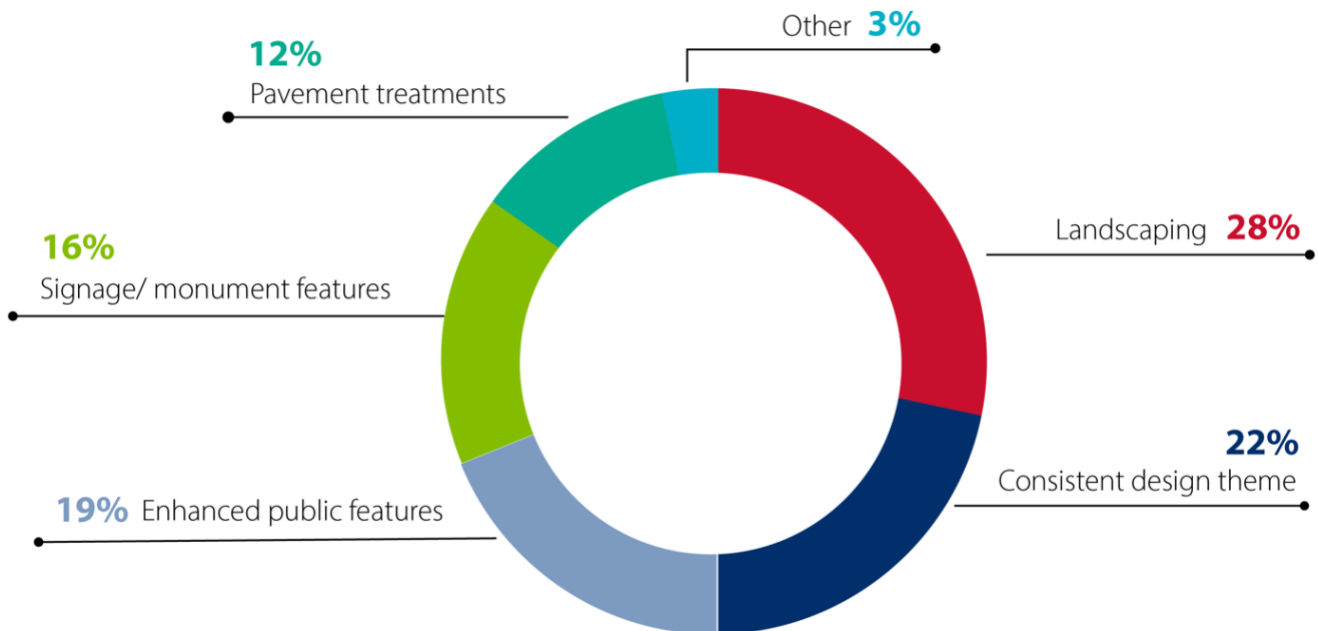


### Stop #2: Douglas & Harding Boulevard

This intersection is a major gateway to the City, connecting to Interstate 80, the City's Downtown, and the western side of Roseville. It is also the commercial hub of the residential areas extending north and south from Douglas Boulevard. The City asked participants how to enhance a sense of neighborhood identity at this location, and were offered several options including: landscaping, signage and monument features, enhanced public features such as lighting, a consistent design theme, and paving treatments. Participants were also given an opportunity to provide additional ideas for other enhancements.



What would give this intersection neighborhood identity?

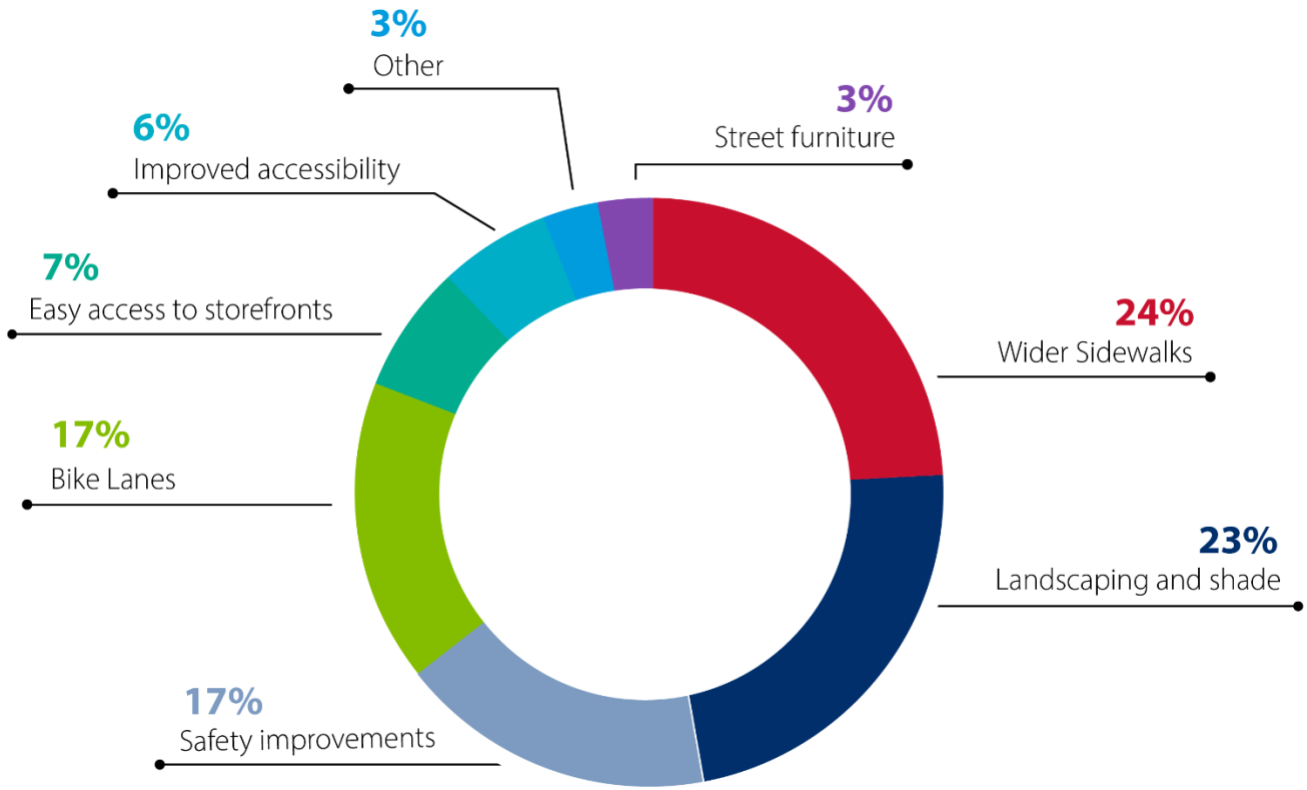


**Stop #3: Douglas between Nevada Street & Donner Avenue**

*This segment of Douglas Boulevard includes restaurants and other local-serving uses in easy walking distance of surrounding neighborhoods. The City asked participants how to make it more pleasant for pedestrians and bicyclists at this location, and offered several options including: wider sidewalks, bike lanes, landscaping and shade, street furniture, improved accessibility, safety improvements, and easy access to storefronts. Participants were also given an opportunity to provide additional ideas for other enhancements.*



What would make walking or biking in the area more pleasant?



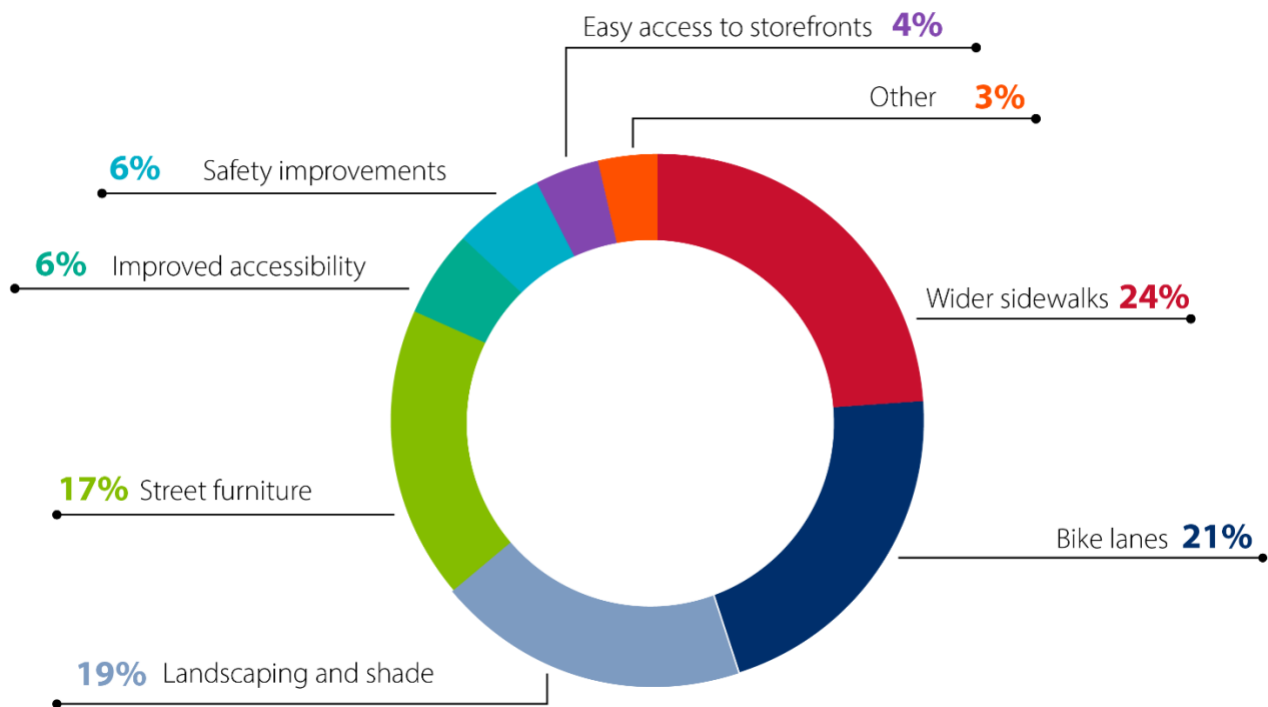
## Douglas Sunrise Avenue Walking Tour

### Stop #1: Sunrise & Douglas Boulevard (by the Schools First Credit Union)

This segment of Sunrise Boulevard includes commercial centers with restaurants and other local-serving uses that are within walking distance of residential areas south of Douglas Boulevard. The City asked participants how to make it more pleasant for pedestrians and bicyclists at this location, and offered several options including: wider sidewalks, bike lanes, landscaping and shade, street furniture, improved accessibility, safety improvements, and easy access to storefronts. Participants were also given an opportunity to provide additional ideas for other enhancements.



What would make walking or biking in the area more pleasant?

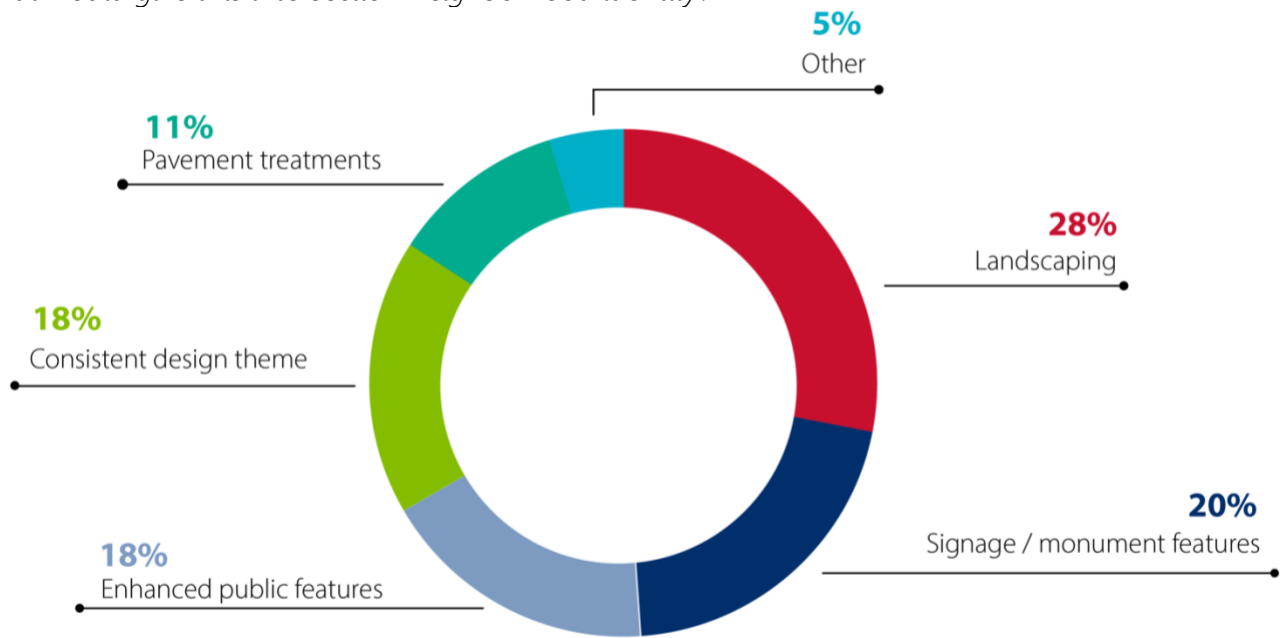


### Stop #2: Sunrise & Douglas Boulevard (by the IHOP)

This intersection is a major gateway to the City, connecting to Interstate 80 and the eastern side of Roseville. There are also many visitors to Roseville who use this intersection to reach Folsom Lake State Recreation Area, Maidu Regional Park, or employment centers. The City asked participants how to enhance a sense of neighborhood identity at this location, and were offered several options including: landscaping, signage and monument features, enhanced public features such as lighting, a consistent design theme, and paving treatments. Participants were also given an opportunity to provide additional ideas for other enhancements.



What would give this intersection neighborhood identity?

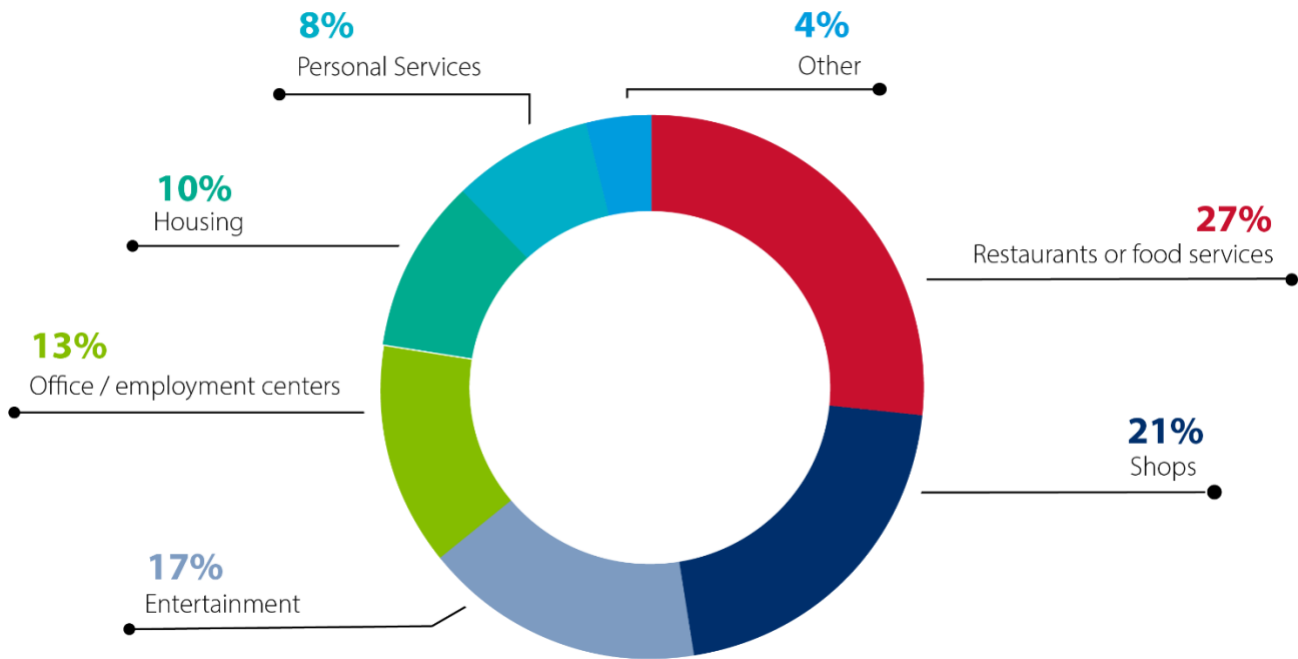


### Stop #3: Sunrise & Oak Ridge Drive



This intersection is adjacent to a vacant lot and provides access to the residential areas south of Douglas Boulevard. The City asked participants what types of businesses or uses they would like to see more of in the area. Options offered included personal services (e.g. hair salons), restaurants, shops, entertainment, offices/employment centers, and housing. Participants were also given an opportunity to provide additional ideas for uses.

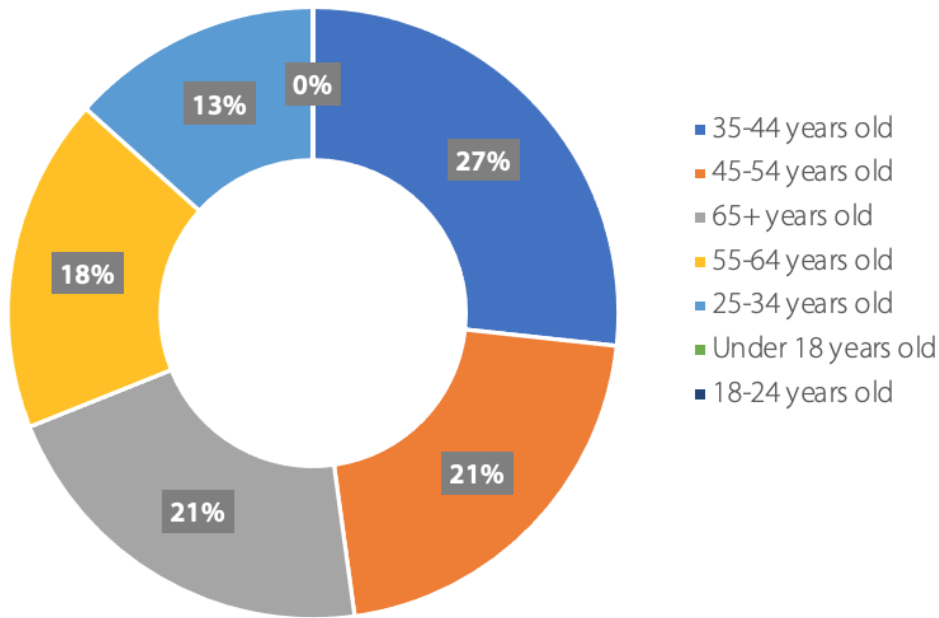
What types of businesses and uses would you like to see more of in this corridor?



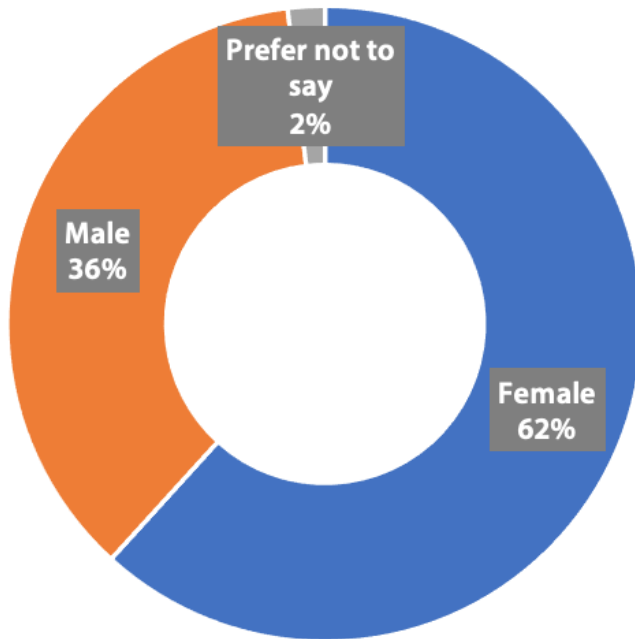
### Participant Demographics

At the end of the virtual tour, participants were asked a series of optional demographics questions. Below is a summary of their responses.

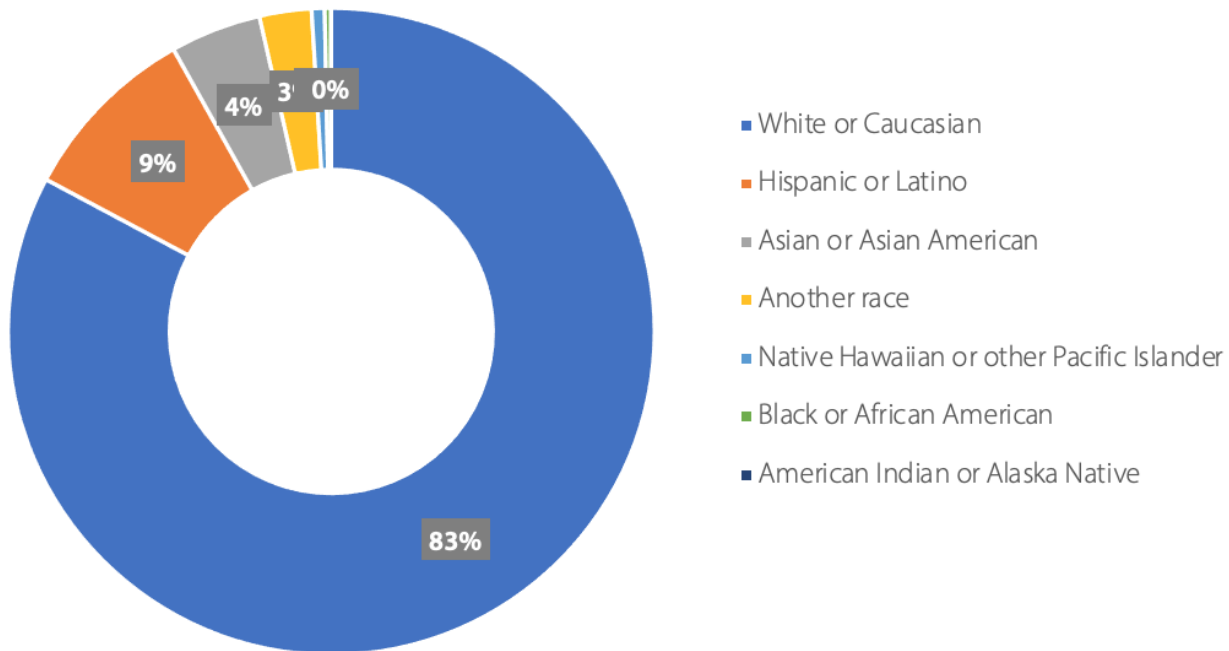
What is your age?



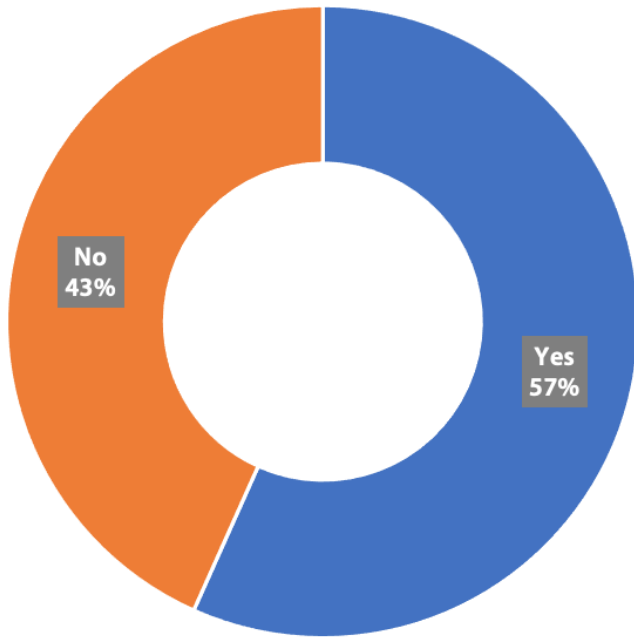
What is your gender?



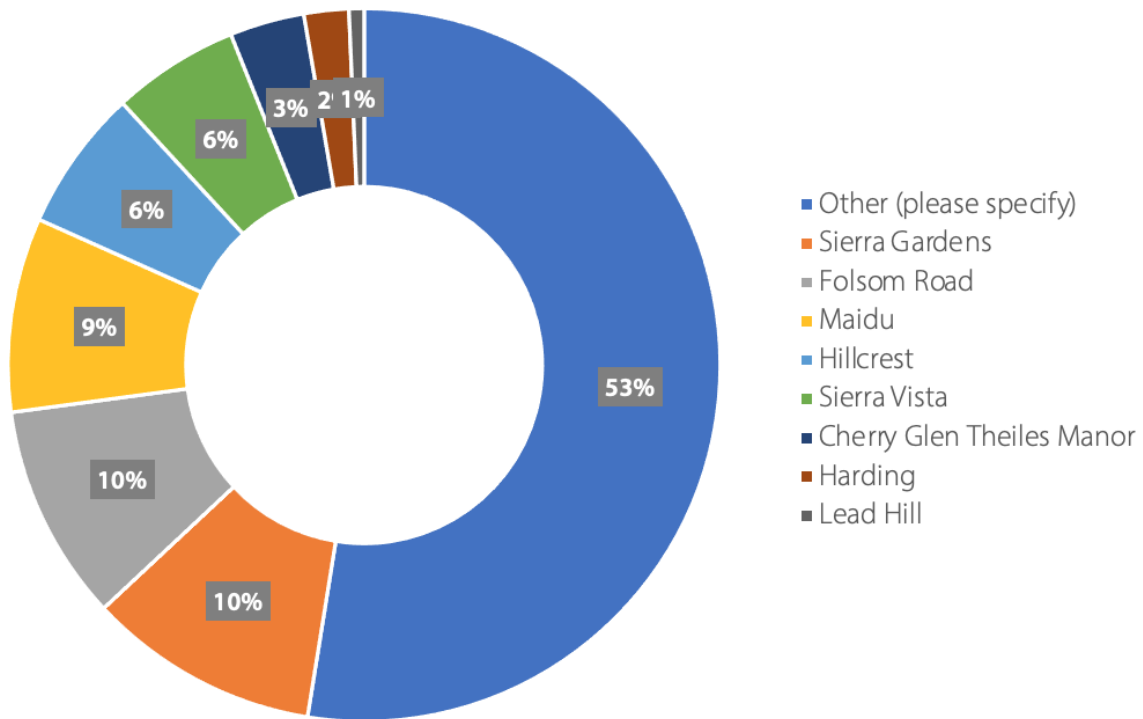
What is your ethnicity?



Are you a resident near one of the commercial corridors?



Which neighborhood do you live in?



Other responses to this question included the following:

*Numbers next to a neighborhood denote the amount of times participants provided this response.*

- Antelope, but I work in Roseville.
- Atlantic Street
- By Mcanally and Foothills
- Cherry Glen (We are not part of Theiles Manor. We at one time held neighborhood meetings together but no longer do as are neighborhoods are so different.)
- Cirby Ranch (7)
- Cirby Side (6)
- Colfax (3)
- Cresthaven (3)
- Crestmont
- Diamond Oaks (5)
- Diamond Oaks | Sierra Vista
- Eastwood (2)
- Fiddyment
- Fiddyment Farm
- Foothill Junction (3)
- Galleria (2)
- Gibson (3)
- Granite Bay (4)
- Highland Park / Stanford
- Highland Reserve (4)
- Hillcrest/Harding
- Hillsborough
- Johnson Ranch (2)
- Junction and Baseline
- Junction West (2)
- Kaseberg-Kingwood
- Kaseberg
- Kenwood Oaks
- Lincoln
- Lincoln Estates (2)
- Los Cerritos (7)
- Main Street, Old Roseville (2)
- Meadow Oaks (2)
- Minors Ravine
- Morgan Creek
- Morgan Ranch
- Near Blue Oaks Theatre
- New Sierra Vista in W. Roseville
- North Central Roseville
- Off Junction, but I work nearby
- Olympus
- Pleasant Grove (3)
- Quail Glen
- Rocklin (7)
- Roseville heights (3)
- Silverado Oaks (2)
- Stanford Ranch Rd area
- Stoneridge (4)
- Sun City (10)
- Vernon Street
- Vista Creek
- Vista Creek / Old Hart Ranch
- West Gate
- West Roseville (9)
- West Park (12)
- Woodcreek (4)
- Woodcreek Oaks (7)
- Yosemite

## Virtual Open House Notification

Below is a summary of the efforts to build awareness about the City of Roseville’s Corridor Plans Project and notify Roseville community members about the virtual walking tour.

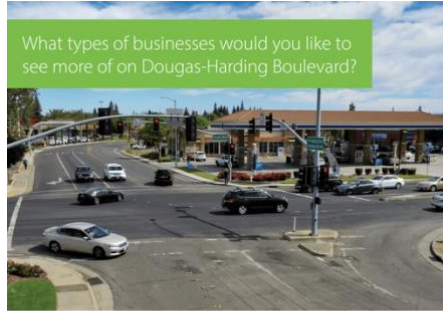
The City placed more than 18 lawn signs and stickers with QR codes linked to the virtual walking tour at every stop’s location in each of the three corridors. Additionally, the City shared information about the virtual open house on the project website at [www.roseville.ca.us/CorridorPlans](http://www.roseville.ca.us/CorridorPlans). The City also sent email notifications to more than 35,000 residents and community members via e-mail newsletters and reminders, in addition to social media posts across Facebook, Instagram, NextDoor, and Twitter.



What would make walking and biking on Atlantic Street more pleasant?

**TAKE A VIRTUAL WALKING TOUR**

and tell us your thoughts now through June 24!



What types of businesses would you like to see more of on Douglas-Harding Boulevard?

**TAKE A VIRTUAL WALKING TOUR**

and tell us your thoughts now through June 24!



What would give Douglas-Sunrise Avenue more neighborhood identity?

**TAKE A VIRTUAL WALKING TOUR**

and tell us your thoughts now through June 24!



## Appendix

- Comprehensive list of all online community questionnaire comments

# Appendix



# Roseville Commercial Corridors Virtual Open House Summary Appendix

## Comprehensive list of all open-ended community comments

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## Atlantic Street Corridor Tour

### *Stop #1: Atlantic Street and Thomas Street*

What would make walking or biking in the area more pleasant? Other Responses.

- Fix old, cracked sidewalks so we can have handicap access.
- Slower traffic, maybe more stop signs or speed bumps of some sort.
- Lower vehicle speeds
- Too many homeless
- Furniture might encourage loitering in that area, but maybe some art would be cool there? Like a sculpture?
- There aren't any stores that people want to shop at in this area
- Paved sidewalks
- The gorgeous trees my grandfather planted that were torn out. And ROSES.
- Better bike lanes. I believe there is one, but the traffic is too busy to ride along Atlantic Street.
- Sidewalks with one lane for bikes and one lane for walkers. It seems to already be landscaped, but the city should NOT have grass in "hellstrips". Grass should only be allowed in parks where children play due to drought now and into the future-it's our new normal, so we need to plant only drought-tolerant plants-preferably native plants and trees.
- Busy traffic area
- Too much fast traffic on Atlantic to be a walking destination.
- The street should be kept clean and maintained
- Narrower traffic lanes with slower traffic
- Masonry wall or replacement of fences
- Slower traffic speeds; move parking away from sidewalks

### *Stop #2: Atlantic Street and Center Street*

What would give this intersection more neighborhood identity? Other Responses.

- Making sure businesses in the area maintain their landscaping.
- No stamped treatments or pavers, they are handicap hazards
- Safe crosswalks
- Nice to have "history signs" like Riverside, to give consistency
- Why is neighborhood identity needed?
- There aren't any stores that people want to shop at in this area
- Shade
- Brick crosswalks
- Bricked pedestrian crossings for safety

### *Stop #3: Center Street and Shearer Street*

What types of businesses and uses would you like to see more of in this corridor? Other Responses.

- Bike lanes and safe crosswalks
- Smaller shops, preferably. Something that won't cause a ton of traffic and parking issues in that small neighborhood.
- Mixed-use developments
- Multi-use development: with housing on top of businesses below, so that people live near where they can spend their money-they don't need to depend on cars. They can walk from their residence to eat, see some live theater, eat breakfast out, walk to the park to hear live music, go to a bar, to a bakery, to a bookstore-basically, spend half the day walking around not far from where they live-this is the future, and people are looking for this type of living situation-young and old! We need to be smart about development-let's make Roseville a model for other cities! So may young and old people and those in between want to live here-let's make it an absolute wonderful place folks want to stay!
- Childcare
- Please keep integrity in the neighborhood. No homeless services.
- While there are a few businesses in older homes, isn't that more of a neighborhood area? I know it well and can't envision commercial uses/business at that intersection.
- A bakery and coffee shop.

### *Additional Question*

If you could, would you build another house/smaller unit on your property?

- I'm currently a renter, so this question doesn't apply to me.
- If we had sufficient space, then yes, we would consider building an ADU.
- I currently have two houses on my property.
- I do not live in the immediate area of this corridor.
- We already have an ADU that we use for guests and as an office/music studio.
- I have limited access to an available area to put an ADU. We have an HOA.

## **Douglas Harding Boulevard Corridor Tour**

### *Stop #1: Harding & Macario Court*

What types of businesses and uses would you like to see more of in this corridor? Other Responses.

- A park with an amphitheater
- The landscaping in this area is very bad. The state needs to do something with the old DMV building, especially the cyclone fence.
- Restaurants with outdoor patio spaces would be nice.
- Mixed-use housing and retail.
- I would like to see the city clean up the dilapidated hotels on Harding Boulevard. I think there is more than enough justification to do so. Please.

- This is not a safe area. I'd like to see stable businesses that enhance the community—not check cashing places, massage businesses, or smoke/liquor stores.
- Open spaces
- Sport bars
- Leave it the way it is. There are enough businesses on the street now.
- Outdoor dining/entertainment areas
- Childcare services.

### *Stop #2: Douglas & Harding Boulevard*

What would give this intersection more neighborhood identity? Other Responses.

- No pavement treatments, because they cause handicap hazards.
- Safer pedestrian crossings. There are so many traffic entry/exit points around this intersection
- Safe crosswalks.
- Make this area attractive to families.
- Modernized store fronts with desired attractions would be great here. Creating something similar in style to the Fountains, with a more inviting appearance that encourages families to come would be nice. Lots of small retailers with some of the large anchor stores, restaurants, playground. A splashpad for kids, nice landscaping with benches, fire pits, etc. That entire area over there has a lot of territory, and the East side of Roseville deserves the same kind of love and attention that the West side gets over and over. Currently, the area is notorious for homeless individuals, and cleaning it up would make the entire area more desirable.
- Better lighting is good, but it is fine now. All the business are doing well at that intersection, so leave it alone.
- Repairing, repaving, and re-striping the road.
- Trees for shade
- Remove the awkward little streets and improve access from Douglas Boulevard. Implement a uniform update of the little strip mall next to fast food restaurants. Improve traffic flow from the shopping centers to the freeway.
- Better bike lanes.
- Add shopping centers. There are a lot of homeless people in this area.
- Build wider walkways with shade trees and landscaping, with well-defined / painted & stamped crosswalks, better lighting, attractive bus stops with shade/rain protection.
- Restore and better use historic signs with service organizations near the 76 stations propane tank.

### *Stop #3: Douglas between Nevada Street & Donner Avenue*

What would make walking or biking in the area more pleasant? Other Responses.

- There are many unhoused people in this area, and I often see them struggling to find shade. The recycling place on the corner of Keenher Avenue is a mess and unhoused folks are constantly crossing at that intersection.
- A road diet / slower car speeds
- Not having sidewalks blocked by homeless people.
- Less homeless encampments.
- Repairing, repaving, and restriping the road.
- I'm a local homeowner; street furniture would encourage the transients in this area to stay.
- Improved safety: I have concerns around the homeless people in the area.
- Fewer, narrower, and slower vehicle lanes.
- Traffic calming features.

- A consistent design/theme.
- Underground utilities.
- Not just landscaping, but large shade trees like on Vernon Street.
- Separation from cars - traffic flies by right next to the sidewalk!

### Douglas Sunrise Avenue Corridor Tour

#### *Stop #1: Sunrise & Douglas Boulevard (by the Schools First Credit Union)*

What would make walking or biking in the area more pleasant? Other Responses.

- More space between the sidewalk and street
- Protected/buffered bike lanes
- The overall appearance of this corridor is tired & neglected. For East Roseville residents traveling here daily it is dis-spiriting. For out-of-town visitors it makes a poor first impression of Roseville.
- It is very undesirable to be on bike or foot in this area currently. There are uninviting businesses that do not serve as destinations, there is fast-moving traffic, and there is no shade.
- Modernized store fronts
- Fewer homeless encampments. There are two hotels nearby that I feel unsafe around.
- This area feels run-down.
- A consistent design theme.
- A small greenbelt behind the nearby businesses. Maybe it could tie into the existing Miners Ravine trail near the large red statue?
- A consistent theme and refresh on business fronts.
- Slower traffic. It's noisy and feels unsafe walking and biking next to speeding cars.

#### *Stop #2: Sunrise & Douglas Boulevard (by the IHOP)*

What would give this intersection more neighborhood identity? Other Responses.

- This intersection is terrible for pedestrians, especially by the IHOP. People driving turn right and never look for people on the sidewalk or the bike lanes.
- No pavers or tile, they are handicap hazards.
- Create a pedestrian destination.
- Safety features!!! This area is not pedestrian friendly.
- This is a huge intersection.
- Activate the traffic light on EB Douglas at the I-80 EB off-ramp (like at Galleria/CA-65) for safety. Redesign the WB-80 on-ramp, it currently has a confusing configuration.
- Just fix the access that comes off I-80 east to safely get from that lane ALL the way over to go left onto North Sunrise Avenue. All else is okay by me.
- Keeping unhoused neighbors off of the lawns and in front of businesses
- Douglas Sunrise and Douglas Harding are two intersections that people for the first time entering our city see. I believe both these intersections should give a good impression, not dead landscaping and homeless encampments.

- Shade trees.
- Bike lanes.
- Make this first section of Douglas Boulevard (Sunrise to Rocky Ridge) look as though it is designed and cared for like Douglas Boulevard to Sierra College.
- Again, the homeless dominate this area.
- Not having to cross 8 lanes of traffic. You can't build a neighborhood off a high-speed road. Roads are used to get people across long distances fast.
- No giant signs or weird banners/flags from car dealerships. Also, no cheesy design themes (especially trains and roses).

### *Stop #3: Sunrise & Oak Ridge Drive*

What types of businesses and uses would you like to see more of in this corridor? Other Responses.

- Bus services on and to Atlantic, Harding, Sunrise and to Douglas.
- Pop up shops for new businesses.
- Full dining experiences, rather than fast food places.
- This would be a good spot for a dark kitchen or DoorDash market. Something that has access but not for everyday people.
- Improve tidiness, landscaping, and quality of existing structures. Remove hurricane fencing.
- A park.
- Don't do anything here. It is okay the way it is. More businesses would mean more traffic and accidents.
- A bike lane that connects to adjacent neighborhoods. Connect Oak Ridge to Cirby Way / Cirby Ranch.
- Landscaping.
- Mixed use developments. Retail on the bottom floor with housing on top will always be the best for revenue per foot and will be more likely to fill tenants easily.
- Nice landscaping along the corridor.

### *What do you like about your neighborhood?*

- It is centrally located, and I can access historic Roseville, downtown Roseville, or modern shopping.
- Trees and shade
- Quiet and yards maintained. Few motorcycles
- Friendly people, clean
- I like the neighbors and the character of the homes. It is not cookie-cutter tract's
- Walkable, social. It is integrated with parks & green space.
- Safe routes to school
- Easy to access, particularly if coming from 80. It has a good mix of options, restaurants, a hotel, banking, and retail.
- This neighborhood I am familiar with because of going to Trader Joe's, or I've used the Chevron shown in the picture. It's easy to get to and access.

- A lot of greenery, approachable
- Good range of stores/services
- Close proximity to grocery stores and restaurants -- walkability was my top consideration when purchasing my home
- My neighbors! Wonderful friendly people.
- I live on Main Street between Alta and Los Vegas. You keep dumping rehab centers, etc. and now Washington will be under construction. Leave us alone please. There is a severe water shortage and maneuvering the existing roundabout is already difficult.
- All the older trees. It remains quiet, and quaint
- Parks, landscaping, clean streets, safety lighting/crosswalks. Walkability to grocery stores/pharmacies and banks.
- Trees, landscaping, parks, rock walls, rose bushes. Safe crosswalks, safe lighting
- Trees, parks, safe crosswalks, lighting
- Accessibility: it is close to everything. I don't like the influx in unhoused individuals though. The city needs to deal with this problem. Put up pallet houses somewhere close to rail yards and provide toilets, showers and services. Especially trash removal. I want our streets and parks safe for families and unhoused people to have a safe place to eat and lock up their belongings
- I love my neighborhood
- It feels fairly safe to shop and dine in
- Walkability
- Its neighborhood feel.
- Landscaped
- It is safe, but there are starting to be some homeless hanging out in this corridor
- Mix of uses... Some entertainment uses would be beneficial
- The individuality of the houses and yards. Many established trees.
- The Community feel to it, the old growth and neighborhoods, churches. Just gives it an "old time" community feel that I love.
- It has charm, great neighbors, and it is established.
- I love the old, established trees and the difference in all the houses. Just wish it was more pedestrian friendly.
- Parks. Bike lanes.
- Sidewalks, Shade & great lighting
- Walkable sidewalks and bike lanes, easy access to trails and nearby shopping centers.
- Shows pride of ownership, tidy, well maintained, has some consistency in overall appearance and design.
- Centrally located, easy access to Highway 80, access to Miner's ravine trails
- Love access to small businesses downtown, access to Miner's ravine paved trail and the character homes nearby

- Close to freeway and activities. Don't like homeless, road racing noise from cars and motorcycles. Driving too fast down Atlantic.
- Accessible to many stores and restaurants but still has a quiet suburbia feel.
- It is safe and there are other people out walking and riding bikes often.
- I love the old charm of Roseville and I hope that can be preserved.
- Safety
- Established neighborhood, location, safety, and it's pretty quiet.
- Our neighborhood is quiet, friendly, and safe. I like the established trees, the spacious backyards, and the fact that our neighborhood was built before houses started getting stacked so close on top of each other.
- Established trees, family neighborhood, safe community, activities for families
- I love the people. Friendly with a small-town feel. Would love the improvements to reflect the wonderful people who live around here. We love our home in Roseville and take great pride in it.
- Most Neighbors keep nice curb appeal. Lot of walkers.
- Easy access to trail.
- Community around supports each other
- Walkable
- My neighborhood is quiet and established. It's central to a lot of the places we like to go.
- I live in one of the oldest neighborhoods and I love the nature trees and that it's quiet but close to shopping, restaurants, etc.
- Atmosphere & proximity to shopping
- I like that it is quiet, clean, everyone takes care of their lawns, there is a nice walking trail nearby, and lots of trees.
- New area, park, can walk to grocery
- Quiet, clean, diverse and beautiful.
- Great traffic, close to freeway.
- Easy access to freeway, shops and services
- Close to freeway, shopping and services.
- Honestly, there isn't much to like about the Atlantic Street area. The train horn is annoying, and there isn't any reason to stop in this area.
- Trader Joe's and Chubby's dinner
- Landscaping, wide sidewalks and good lighting
- I live near Fiddymont and Pleasant Grove, however I used to visit this area. To revisit this area, the homeless need to be moved away from the Heritage Inn and dispersed out of the community to feel safe.
- Walkability
- I like my Sierra Gardens neighborhood. It is just right for families to live in, and kids go to school.
- Fairly quiet with variety of stores within walking distance

- Old home with decent sized gardens. Established families.
- Sierra Gardens is affordable, quiet, safe. Although it's an older neighborhood, it has larger lots and more yard space than newer developments.
- I love the access to the Ravine and the old-style architecture in the neighborhood. Do not like the chain link fences.
- Quiet. Access to Miner's ravine.
- Conveniently located easy access to freeway and shopping.
- We have a lot of mature shade trees and there great for pollution, home values, walkability, except when the city cut a bunch down on Earl Avenue and nearby streets.
- No electrical wires hanging in the sky, no transients, nice areas to walk.
- Safety, friendliness, family oriented. Wish it had clear bike lanes to be used by all ages
- I live in los Cerritos. I love the historic uniqueness of each property, the wide streets and shade trees.
- The accessibility to services/amenities. The possibilities to become better.
- Access to the freeway, close to grocery and restaurants. While the main roads aren't particularly bike or pedestrian friendly, the interior neighborhood is, and we love the pedestrian walkways to move about the neighborhood.
- Accessibility to services
- Walking distance to shopping center with grocery store and regional park with community center. Mature trees, very walkable. Close, easy access to major main streets. Nice neighbors, an assoc. That maintains rules but is not domineering.
- We live in a bungalow built in 1922 and wouldn't live in any other type of house because we love its history and character-there isn't another around just like it. We love the trees and that all of the houses around us are one of a kind in the area- we are not in a new development and love that! AND we can walk to a few cafes and restaurants and stores in historic downtown and old Roseville.
- People who look out for one another, proximity to good local coffee & eateries
- Easy access to major thoroughfares. Lots of trees for walking on shaded sidewalks.
- Plants & foliage; safe; tight-knight community
- Easy access to Trader Joe's. Childcare is available. Wonder neighborhood park.
- Sun City Roseville has good landscaping, sidewalks, activities outdoors and indoors. Come, enjoy our Timbers restaurant and the little deli at the Pines pro shop.
- Sun City Roseville has a lot for the active senior
- Trees, green spaces, good sidewalks, activities, lodge with restaurant and more
- Safety, maintained landscaping of homes and businesses, conveniently located stores near my home.
- Landscape and better sidewalks
- Lots of existing retail, established single and multi-unit housing, good parks, City Library & Community Center.

- We love the old charm of the neighborhood and hope to keep that special uniqueness. I would dislike drive thru type businesses that would create a large traffic flow through our one-way on Donner Avenue. We already have so many people speeding down or going the wrong way. I would much prefer to see small local storefronts such as a flower shop, salon, etc. to keep that neighborhood feel.
- Friendly area with Trader Joe's and all the food shopping.
- Tiffany Circle is a wonderful friendly area and homeowners care for property. It is a great place to raise kids and we do need some distinct bike lanes here for them to enjoy safely
- Smaller homes, local stores, big trees, connections to trails
- I live in Sierra Gardens; I would like easier/ safer pedestrian and bike access to this commercial zone from Sierra Gardens
- Access to grocery, banking, schools, hardware, coffee
- Trees, walkability, near to restaurants and shops and activities (civic center)
- Large mature trees, sidewalks, bike lanes, cleanliness.
- Our street is wide, there are many trees, and many of our neighbors have lived there for 40 years. A sense of community is what makes our block the best place to live!
- It's a place for families.
- I like the smaller streets and diversity of building sizes and density.
- I like that the Folsom Road neighborhood is a mature, denser, diverse neighborhood that is not cookie-cutter suburban sprawl.
- Walkability to food and trails.
- Quiet. Don't like Tennis lights on after 9pm. Sounds from tennis and basketball activity resonate loudly.
- Close to shopping, the freeway, and downtown Roseville. Love the character of the homes as well, as they're not smashed together like in west Roseville.
- Houses and yards are all different and full of character, lots of trees and gardens, easy to walk, friendly
- The old feel and that it is walking distance to Downtown. I love all the improvements to Vernon Street.
- "Old feel". I love that every house looks different.
- I love being able to walk to Downtown/Vernon Street. I am so glad to see it growing and I hope to see more businesses open up and events planned in the future. I also love all of the old homes!
- Lots of trees, wide sidewalks
- Quiet, larger home lots, a park nearby
- Quiet
- We appreciated the variety of older homes (20s through 80s) in Hillcrest, each with unique charm and more desirable to us than newer developments where they all look the same and there are fewer shade trees. The same holds for our feelings about the business corridors and the appeal of visiting them. Douglas/Harding is currently a "have to go" place for

groceries or other necessities. We avoid walking or biking there whenever possible. Vernon Street is a "love to go" place - we often walk the bike path to get there. Prior to covid, we'd regularly see shows at Roseville Theatre and would dine at one of the restaurants nearby (starting to again). The variety of independent stores and restaurants mixed with unique architecture, shade trees everywhere, nearby parks and lots of community arts and entertainment options are the reasons we moved to Roseville and bought a home here 6 years ago.

- Landscaping, signage, lighting
- It has a small community attitude; most people walk animals or children regularly. Our family walks to Royer, Lincoln Estates and Garbolino. If we could slow down the traffic on Douglas it would be much safer to continue to do this as the city continues to grow.
- History, 1940s home designs, walk ability to downtown.
- Safe, quiet, access to trails and parks
- Businesses that I go to are close
- Safe, quiet, access to trails and parks, family-friendly
- The convenience of having stores and restaurants easily accessible
- I like the trail system that cuts through the city.
- Safe, quiet, access to trails and parks
- Bike path off the main road that connects to all important locations. Retail development slowly coming in. Not fast enough though.
- Walkable
- Location is close to lots of restaurants and services, unique style of older homes, proximity to parks.
- Great location, parks, and shopping centers
- I'm representing Bethel Lutheran Church (1050 Douglas) our parking lot in in background of the picture on right on last page. Great location in the neighborhood, but the lack of landscaping and walkability makes the location look more rundown than it actually is. We have been at this site for 75 years and are not sure how general improvements in the area will impact us. We cannot afford to relocate buildings or change access on our own.
- Oak trees and open space, while also being in close walking distance to stores.

### Additional Thoughts

- I love this city. Thank you for all you do to keep it so nice.
- I would like to see Sunrise Avenue straightened; and additional lanes added to Northbound Sunrise Avenue so that a total of 2 lanes can enter Eastbound onto Highway 80.
- I would like to see more restaurants, other than chain restaurants and fast-food restaurants, in addition to more landscaping other than rocks and bark.
- I am concerned about an increase in theft.
- Roseville needs a bus service that runs through the main corridors. Routes should include Fairway to the Blue Oaks Shopping Center, a bus from Riverside/Douglas to Sierra College, a

bus from Foothills/Roseville Way to Blue Oaks Shopping Center, and a bus from Blue Oaks/Washington to City Center. Service hours should also be extended. Quit wasting money on eye candy.

- Fix the sidewalk cracks for a starter.
- While unsustainable housing should be part of the discussions, the discussions should also address the high cost of retail space, as the high cost is also a barrier to growing businesses in Roseville. Please consider a space for pop-up businesses to see if the businesses will be viable in the area.
- This isn't a bad area, there are plenty of shops, restaurants, etc. The appearance can be improved by adding consistent design and signage. It's just a mish mash of businesses.
- The main issue on Harding Boulevard is not a "commercial" issue per se, it is a safety issue. Almost every police report I read in Roseville is "the suspect was stopped on Harding Boulevard". I myself, (a single woman) have been approached by various people in the Trader Joe's parking lot, I've had my wallet stolen inside Trader Joe's, etc. That area for me is a "get in there, get out of there after shopping" area. Before you beautify sidewalks or landscape...talk to the business owners in the area and see what their concerns are. I would guess a lot of the concerns will be safety related.
- This is literally the first time I've ever looked at that area either virtually or in person. I tend to drive by it to go to the restaurants on Vernon Street. It escaped my notice.
- The Douglas/I-80 bridge/interchange needs to be a part of both corridors. Please work with Caltrans. There should not be a Chinese wall between the two projects, both should be considered as one project.
- There must be a 3-way light at the Douglas/Keehner/Nevada intersection. There are so many accidents (not all get reported). There are many 3-way lights in Citrus Heights that work well.
- The age and evolution of development make it feel hodge-lodge. However, if Royer Park could be an anchor point and the overall look and feel of the infrastructure was improved, softened with landscape, lighting, as well as bike and pedestrian access, it might improve the future business use.
- I grew up in Crestmont area off Douglas Boulevard and Cirby Way within walking distance of Oakmont High School and the elementary schools. This is an older area and could really use a facelift! Enhancing and improving that area keeps the school children safe and the potential drug dealers/predators out. When you have an area that is clean, with great lighting, landscaping and safety features, it is a deterrent to criminal activity. Let's keep our kids safe and improve those areas where schools are located.
- The oldest areas of Roseville have been neglected and Douglas Boulevard is plagued with homeless people and drug addicts hanging out all day. Finding a solution to either house the homeless or have them moved out of these shopping areas/historical streets would prompt the openings of better shops/restaurants in those areas and people would frequent those businesses and spend money which would boost our economy. I avoid all the historical streets in Roseville due to the homeless population and the drug addicts that beg for money.

It's not safe in those areas anymore. It's really gone downhill. Tearing down the historical Post Office was unforgivable!!!! How did you ever let that happen???

- I grew up in Roseville and would like to see improvements along the railroad track areas that reflect history and safety features to keep homeless camps and transient traffic out of the area. We need to be proud of our history and accomplishments and a lot of rural type areas have been neglected or attract wrong elements and don't reflect our pride and hard work.
- My church is Bethel Lutheran on Douglas Boulevard. We have had issues with homeless people moving in and camping out.
- We need more traffic control for running lights, speeding and reckless driving! We have a lot of fast streets around here.
- Traffic flow is not optimal
- The city does a great job and I trust them to come up with a great plan.
- It is important to modernize the buildings in the area so people can feel safer biking and walking around. If the plan is to build new housing, modern condos for young professionals would help revitalize the area.
- A great idea is to make this Roseville neighborhood more bike and family friendly. It would be great to be able to easily bike from Oakmont High School all the way to Trader Joe's.
- I have lived in Roseville my whole life.
- I don't live in Roseville, but I have driven through this area my entire life.
- Helping with the traffic flow is a big concern for many neighbors. More pedestrian access/use would be great! Thank you!
- The city is really lacking consistent bike lanes and sidewalks that connect people from point a to point b. People who complete these projects should not just survey people but ride bikes in the bike lanes, walk from point to point, and use a wheelchair in order to understand, and to make projects that benefit the user not just meet the minimum number requirements.
- I'm not entirely sure I see the long-term vision of the focus on this strip of road. It doesn't have any real draw or focus outside of serving the nearby residents, what is the return on investment besides aesthetic?
- Thank you for giving this corridor much needed attention. It will be much appreciated.
- Thank you for any improvements towards all three listed corridors, all three corridors need improvements to match the rest of our city's standards.
- Any help with improved sidewalks and reduced presence of homeless in the corridors will help moms with young kids like me enjoy and frequent this area more with ease, rather than rushing through for only required errands. Thanks for the work and improvements, it is very exciting.
- The increased homeless presence should be addressed before fixing the commercial corridors. There has been an increase in health and sanitation issues that have resulted in homeless people going to the bathroom in our yard and harassing neighbors. There is also an issue with motorcycle and car racing late at night, it is very loud.

- Something really needs to be done about the freeway off ramp onto Douglas Boulevard where it merges. It's very dangerous and there are times when the meter should be on and isn't.
- The Harding area is not a safe area, due to the transient population. Updated lighting, sidewalks, and more business activity at night would likely benefit the area.
- Revive the East Side of Roseville! Bring some of the amenities, modernization, and class back this way.... as the "new" or West side of Roseville shouldn't outshine the East. There are taxpayers on this side of town that deserve to reap the benefits of town improvements too.
- I would love to see love and care for this area. The people who live by Douglas and Sunrise have great pride in where we live.
- We need a walking/biking path that leads from Roseville High to the Miners Ravine trail that doesn't involve crossing busy streets. The underpass provides this, but it's too loud and congested with smog plus often doesn't feel very safe due to the homeless problem.
- I hope the city can help improve/lessen the homeless camps living in the creek areas. The traffic, fires, and drug use are causing issues with homeowners and threatening safety of so many.
- There are not enough ways to walk/bike without crossing busy roads/intersections.
- There are narrow one-way streets that should be considered in the area. Increased traffic will be a nightmare.
- Please consider traffic! Our neighborhood has sadly become a thoroughfare for people looking to get off Highway 80 and go over the bridge to West Roseville. Sierra Boulevard can take a long time to drive down now with all the cars backing up the bridge during rush hour.
- I am a former resident near Douglas/Harding and still care about the neighborhood.
- Unzoning to encourage development
- Cleanup of the area, increased housing (for low-moderate prices or rents) would be a great feature, and improvements to the roadways.
- There are too many homeless in the area and it is not safe to walk in these areas.
- My son likes to visit us for dinner, and we like to walk to Roseville Square, but crossing Folsom can be challenging.
- I would love to bike on Sunrise, but it just isn't safe. Even with a bike lane there would be too much traffic. This would really need a dedicated bike lane in order to feel safe. Thank you!
- I do not like change unless it is for safety reasons mostly. All 3 areas you listed have been doing just fine for years as is. People are used to the traffic and handle it well. So if it ain't broke don't fix it! Just for safety but not to create more businesses and traffic. Sunrise cannot handle too much more. Look at the bumper-to-bumper traffic going north and south in the afternoon. Cars are lined up from one stop light to another.
- The Sunrise Douglas area is a highly visible area to folks visiting our region. Currently it is an embarrassment. Please create a beautiful welcoming area for guests. Also, this area is super dangerous for pedestrians and cyclists. Make Roseville pedestrian safe!!!

- If you choose to put in landscaping, please make it native plants that do not require a lot of maintenance or water. I would love to see stamped concrete and other textures to really make pedestrians feel safer and make it clear to cars that they need to slow down and that this is more of a plaza / community centered area.
- I would really like to see improved bicycling connections between Sierra Gardens and the rest of the city. I am very excited about the Dry Creek greenway project. In the meantime, the most direct route to a bike trail from my neighborhood is riding north on Sunrise, west on Douglas over I-80. Riding along Sunrise and Douglas is not very comfortable, so I'll usually take Sierra Gardens Drive across Douglas to Sunrise to pick up the trail at Olympus Pointe. Would love to see bike lanes along Sunrise from Lead Hill to Oak Ridge, although right of way is certainly constrained. I'd also like to see the two-way left turn lane be replaced with a hard, landscaped median from Douglas to Cirby, even if that means losing/consolidating direct access. It would be much safer for all modes and more aesthetically pleasing.
- The Sierra Vista area is super cute, people take care of their houses and yards. The Endwood area is nice too by the ravine, the houses are mixed on care, probably to age of folks in the community
- Stop any more low-income housing in these areas they have enough in a five-mile radius. Don't ruin old town with low-income housing to get more money for housing that is allowed elsewhere. Don't try to get these areas redesigned to by-pass other review processes.
- A lot of the new people there do not know the history of Roseville and that includes some people who work for the city that are new. As lifelong residents I cannot believe some of the thing's city employees have tried to tell us when we have called for help. Telling me that's not part of the city or the city is not responsible for that. My spouse used to work for the city. The city center has become neglected, they no long paint red curbs or replace parking signs. Finally, one of the neighbors cleaned off the sidewalk on the bridge by Saugstad Park it was so slick with mashed leaves year after year.
- Tear down that ugly DMV building and the closed restaurant next to McDonalds!
- Please keep everything historic
- Please bring charm to the city. Make it a place that people want to stay and visit. Stay away from the typical suburban sprawl look and feel.
- Please make these corridors pedestrian friendly!!! Also, consider using this opportunity to give Roseville some charm and a place people want to stay and visit.
- The photos don't really illustrate enough to answer the questions you asked.
- Improve Main Street through the neighborhood.
- Main Street through the neighborhood needs improvement.
- Please develop Roseville correctly which means with water and automobile use in mind. We can be a model city that is walkable and bikeable and has lots of green space and multi-use buildings. You can do it!!
- I would recommend art by local artists, lighting, bike lanes with signage to local routes. This will help make Roseville a place where people want to live/shop locally.

- I would love if Roseville could make the city more bike friendly.
- As a retired city planner, I am impressed.
- I would like to see a pedestrian/cycle bridge connecting zone 2 and 3 over interstate 80 at Douglas Boulevard.
- Any safety improvements to the sidewalks/curbs/signage etc. are always welcome! These old sidewalks have seen better days and even navigating a stroller on them can be challenging
- I think this area needs great landscaping and some bike lanes that are safe. This will offer an easy way to get around the area as a pedestrian from across the freeway to and from Sunrise Avenue near the over ramp.
- It would be wonderful if we could get some of our streets and sidewalks repaired on Oakridge. They are so long overdue for some replacement. Also, we are long overdue for that bike trail along Linda Creek to be done.
- Too much traffic, homeless people, and too many cars parked on the street. I have lived here for 30 years, and the neighborhood is going downhill in my opinion.
- We own a commercial business on Atlantic Street, so we are very interested in any improvements. It would be nice to see something that clearly defines the "Atlantic Street Corridor" - such as signage. Thanks for involving the community.
- I frequently drive through Atlantic to get to the other side of the railroad and freeway. The street should feel safe for bikes and pedestrians with all the traffic that cuts through Atlantic.
- The bike lane on Harding, both directions are dangerous, and not wide enough.
- Pedestrian sidewalks and bike lanes are not adequate in this area. I would like safe pedestrian and cycling routes from Douglas/Sunrise across the freeway to Zone 2 Douglas/Harding.
- Some of these corridors just look old and tired. Lots of ugly concrete, lack of trees, and ugly storefronts contribute to dingy and cheap feel, and wouldn't draw in anybody but the homeless.
- Nothing separates an ugly area and a nice area than the presence of trees. The more concrete there is the cheaper an area tends to look and the type of businesses it attracts.
- There are some businesses along Atlantic that could be encouraged to take pride of ownership of the front of their property. Not terrible, but it would do a lot to beautify Atlantic. Care of trees and replacing trees that have died along the tracks just past Yosemite/Atlantic would add a lot to make Atlantic inviting.
- Please get rid of the hotel off Harding, there are constantly cops and suspicious activity. It makes it feel unsafe.
- High speed and high-volume vehicle traffic are fundamentally incompatible with vibrant, walkable, bikeable, climate-resilient spaces. Please prioritize and center on vulnerable road users and active transportation in the development of these corridor plans.
- Would love to see more walkable shopping centers like the Fountains and Vernon Street in this area.

- Alleys need cleanup. There needs to be enforcement of no parking in alleys. Residents/City need to trim bushes/trees obstructing sidewalks. Speeding cars on Sierra Blvd and on neighboring streets need to be controlled. Schools should cleanup trash left behind in alleys by school kids.
- Looking forward to seeing the development plans!
- The more walkable and outdoor-attractive, the better the plan will be.
- I'd like to see improvements continue in Roger Park.
- Please keep fixing the sidewalks.
- I would like to see street improvements continue in the older neighborhoods. I would also like to see incentives for people to keep up their front yards.
- Please no more train/railroad features. It's been done too much.
- Please add more landscaping to these areas
- I'm curious if renaming this section of Atlantic to Vernon Street would make it easier for people to know this exit off 80 goes to Downtown Roseville. It should look and feel like a gateway to Downtown Roseville with restaurants and shops. I'd suggest zoning the area around the U-Haul center for high density multifamily residential.
- As entrance to downtown, I would like Atlantic Street spruced up this means, landscaping all visible areas, including lots visible a block off Atlantic.
- These corridors are not pedestrian friendly at all!! As a mother of three, I worry about the safety of my kids walking, driving, cycling in the neighborhood, especially Sunrise.
- I'm happy for this survey. I think the area needs improvements...it feels like there could be a lot of potential in that old neighborhood. It is close to the freeway, and it has easy access, but I think it is forgotten. Thank you!
- Treat a street like a street and a road like a road. All the "Stroads" in Roseville make traffic stupid at peak times. Find a way to space out the traffic little on roads and make more yield turn lefts. Make bus routes in the city that are actually useful. Make bike routes actually safe to use. Just because they exist doesn't make them good or a viable option for most people.
- Please put in traffic slowing measures for Folsom Road.
- I really enjoy Vernon Street; however, the traffic is very scary for a pedestrian due to reckless drivers who speed and there isn't much in place to slow them down. It would be nice to see bike lanes connecting the downtown streets to the bike trails.
- See above. We support thoughtful improvements but are concerned that we cannot afford to make any substantial changes to our property.
- Thank you for this effort. Please choose a classy design theme for this area since it is a primary entrance to Roseville. For example, if a monument sign is done, a simple granite one similar to the Granite Bay sign in the Douglas median would be appropriate. I beg of you, no more train themes! Also, nice landscaping in the medians and sidewalk areas would be very welcome!