

Downtown Specific Plan

Vernon Street and Historic Old Town

Planning and Redevelopment Department



Executive Summary

www.roseville.ca.us/redevelopment





Implementation of the Downtown Specific Plan will re-instate Historic Old Town, Vernon Street and Royer Park areas as the heart of Roseville.

Purpose and Intent

Originally founded as a railroad town, today Downtown Roseville is comprised of smaller lots, single-family residences, a train depot, infrastructure that is undergoing renovation, and commercial/retail businesses. This area acts as the physical and cultural center of the community. Significant community resources include the: Civic Center, county court facilities, public library, Carnegie Museum, two live production theaters and numerous historic structures. Downtown Roseville also hosts community events that generate a sense of community and influence the proposed amenities outlined in the Downtown Specific Plan.

The community's desire is to revitalize Downtown Roseville into a vibrant and flourishing destination. The Specific Plan will guide the development of Downtown over the next twenty years and intends to:

- Revitalize and enhance the economic, social, cultural, and recreational fabric of the city's downtown urban core.
- Clearly articulate land uses and development standards by district in the downtown code; and
- Create a structure and direction that will guide the economic revitalization of Downtown with a mix of uses - retail, office, and residential – supported by enhanced mobility options.
- Complete, expand and renovate infrastructure in the Downtown.



Through a series of community forums and public outreach sessions, a focused vision has been created for Downtown. The foundation for guiding the future is based on the vision. This vision will:

- Increase connectivity between the Vernon Street Area, Historic Old Town Area; and Royer/Saugstad Park Area
- Allow each district to maintain a unique identity;
- Incorporate more arts, culture, entertainment, and public spaces in the Downtown;
- Bring a greater mix of uses and business types in the Downtown; and
- Encourage housing and mixed use development in the Downtown.

This plan was developed by the community and stakeholders, whose support is paramount to successful revitalization. A 24 member steering committee made up of a variety of community stakeholders formalized the core principles for the Downtown. In a series of public forums, the community developed the following core principles for the Downtown Specific Plan:

Connectivity: *Improve connectivity within Downtown as well as between Downtown and its surroundings; this is accomplished through creating pedestrian linkages from Vernon Street to Royer park; using a soft tided trolley between the Historic Old Town and the Vernon Street/Royer Park districts; enhancing the bicycle transportation opportunities; and incorporating a creek walk along the west side of Royer Park.*

Placemaking: *Respect and honor the history and influence of the railroad; the theme of the creek walk and streetscape improvements will be historical in nature reflecting the railroad heritage and natural history along the creek corridor.*

New Land Uses: *Identify land uses and development standards that are responsive to market opportunities and that facilitate quality architecture and urban design; mixed use and higher intensity residential uses are being promoted in the existing commercial core areas.*

Identity: *Reinforce identity through the establishment of character districts and gateway elements; eleven new themed districts are identified .*

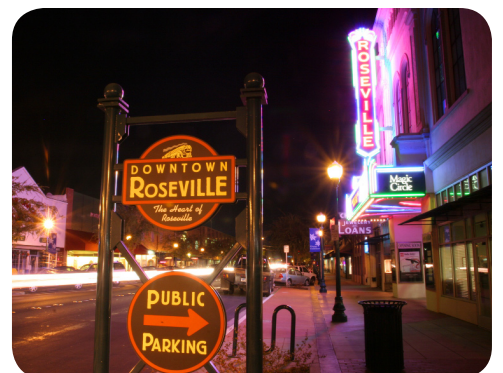
Enhancement of Public Places: *Create and enhance public places that support community activity, spirit, and involvement; creation of a town square, creek side amphitheater and additional amenities have been identified.*

Arts and Culture: *Promote arts, culture, heritage, entertainment, and education; the plan provides opportunities for art as part of the zoning requirements.*

Special emphasis was placed on connectivity between the districts, modifying land uses to encourage revitalization and highlighting Roseville’s railroad heritage, that makes Downtown Roseville unique.



Vision for Downtown Roseville
“Downtown Roseville is a prosperous and vibrant destination. Its pedestrian-friendly environment links a mix of retail and residential uses with parks, public plazas, the creek walk, and cultural resources. Downtown is a unique place for the community and visitors to gather for festive events and celebrations and is considered the historic and civic center of Roseville. It is a place where people want to go, stay, and play – morning, noon, and night.”



Downtown Specific Plan Overview

The Downtown Specific Plan provides detailed land use and form-based development regulations for downtown with focused design guidelines tailored to both private development and the public realm.

The Specific Plan defines a vision and the character for each district. Each of these key areas is further subdivided in to smaller “character districts” with an identified focus and intended uses. Locations are identified on the map on the adjacent page

Historic Old Town - “Entertainment District”

This area is comprised of character districts:

Washington Corridor

A primary entryway into Historic Old town from the north, form based codes are incorporated to encourage buildings to have greater street presence (pushing building closer to the street and parking in the rear or on-street). This district promotes mixed use and higher intensity residential.

Washington Corridor Intensified

Identified as a key catalyst site, this site will ideally support higher density housing, activating this area of the specific plan by planning residential uses in close proximity to commercial uses.

Old Town Bungalow Residential

This District is currently comprised of charming homes, where the focus will be on the retention and enhancement of this residential neighborhood. Homes on the periphery may transition into a low intensity professional office use.

Old Town Commercial

Uses in this district focus on promoting a unique mix of entertainment, commercial and residential development. The intent is to create a lively destination where nightclubs, bars, lounges, and restaurants are within walking distance of new residential units. Nightclubs will be a principally permitted land use, making it the only area in the City with such a zoning classification.

Old Town Commercial Extension

This includes 2.4 acres of Union Pacific Property where the primary use would be for approximately 199 additional public parking spaces. This parking will ultimately support the intensified activity in the Historic Old Town area.



Identity of Downtown Roseville

The Downtown Specific Plan area consists of a 176 acre site incorporating three distinct areas:

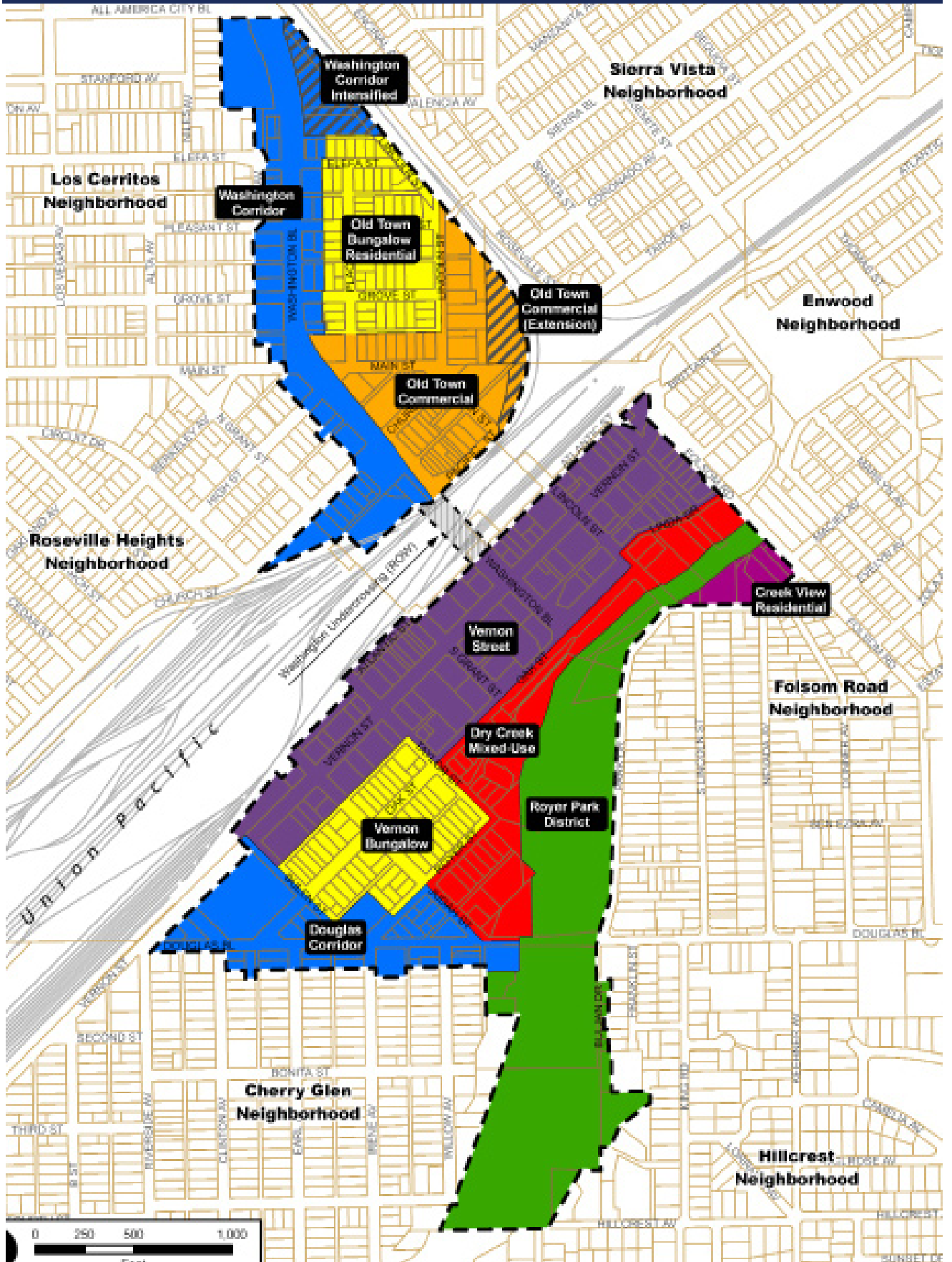
Historic Old Town
“Entertainment District”

Vernon Street
“Civic Core”

Royer Park and Saugstad Park
“Park Area”

Downtown Specific Plan Character Districts Map

figure 1





Vernon Street Area - “Civic Core”

The primary purpose in the Vernon Street Area is to further develop the civic uses, office use, entertainment, retail, housing and public spaces in a pedestrian friendly environment.

Vernon Street

This district will be enhanced by a new “Town Square” park adjacent to the City of Roseville Civic Center. Connectivity will be achieved by a pedestrian bridge between the Town Square and Royer Park. The land plan intensifies use in this area with mixed use projects, retail on the ground floor of multi-storied buildings and office or residential on upper floors encouraged. Incentives include parking reductions and use of the Historic Building Code, where applicable. Future utility improvements will complete the revitalization.



Dry Creek Mixed-Use

Mixed-used commercial/residential on the west side of the creek will be more urban. The primary objective is to create development that provides higher intensity development in close proximity to the civic core. A creek walk along Dry Creek is proposed for pedestrians and cyclists. Future development projects will be required to incorporate this public walkway within their design.

Creek View Residential

Higher density units will directly support the commercial businesses on Vernon Street and Dry Creek. It may have a small mixed-use component.

Vernon Bungalow

Labeled as the “jewel of Downtown”, this area promotes residential units honoring the historic appeal. Office units in residential structures is an important, and encouraged feature.

Douglas Corridor

This district is an important entry point to Downtown, supporting commercial and mixed-use residential/commercial/office. Multi-story projects facing Douglas Blvd. are encourage to promote the identity of an urban core that is distinctly different from suburban retail. Plans are to enhance the streetscape and make utility upgrades.



Royer and Saugstad Park - "Park Area"

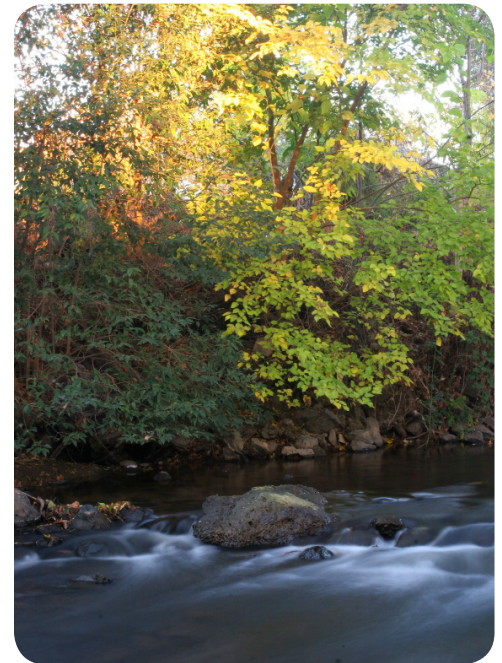
The Specific Plan promotes creation of public space that is highly usable, active and generates a sense of ownership and pride for Roseville residents.

Royer Park

The existing mature trees in the park make this an ideal "gathering place." To encourage activity in the park, several improvements are being proposed including: a creek side amphitheater adjacent to the Downtown Library, an interactive water feature near the children's play area, expansion of the picnic area, upgraded ball diamonds, landscape improvements along Douglas Blvd., and interpretive signage and access to Dry Creek.

Saugstad Park

The key feature proposed for this park is a nine hole pitch and putt lighted golf course. The master plan also incorporates an off-leash dog park, enhanced tree plantings along the bike trail, and relocation of the tennis courts from Royer Park. All of these improvements are intended to increase activity at the park, thus increasing activity Downtown.



Project Streamlining

As a part of the overall "revitalization strategy" the specific plan promotes project incentives and streamlining measures. Highlights of the incentives are presented on the next page.



In conjunction with the Downtown Specific Plan, a California Environmental Quality Act (CEQA) was prepared for the area. Mitigation measures have been incorporated in to the Specific Plan where possible. This provides a great benefit to project applicants, and encourages development Downtown. If a proposed project is determined to not result in any additional environmental impacts, then no new environmental analysis is required.

Regulatory Incentives	Description Summary
<p>Land Use</p>	<ul style="list-style-type: none"> • Increased Floor Area Ratios (FAR) resulting in more useable square footage. • Added height to zone districts • Land uses that the market supports have been added • Principally permits nightclubs in Historic District • Mixed use with residential not subject to housing affordability requirements
<p>Process</p>	<ul style="list-style-type: none"> • Administrative Design Review Permits which equates to time savings • Pre-approved development scenarios for catalyst sites • Administrative approval of Residential to Commercial conversion in Bungalow District • Facade improvements approved administratively • New construction and minor additions that are less than 15% of the existing structure approved administratively • Environmental Impact Report: <ul style="list-style-type: none"> • addresses increased traffic and utility use; • completes an architectural and historical survey; and • provides CEQA exemptions for future projects.
<p>Parking Requirements</p>	<ul style="list-style-type: none"> • On-site requirements reduced • Public parking satisfies private parking requirements • On-street parking credits • Parcel aggregation credits • Restaurant uses exempt from parking requirements • Permitted uses rehabilitating existing building do not require on-site parking
<p>Fees</p>	<ul style="list-style-type: none"> • No park land dedication fees or in-lieu fees are required • Parking in-lieu fee payment at reduced rate
<p>Design Amenities</p>	<ul style="list-style-type: none"> • Structured or subterranean parking does not count against FAR and provides additional 10% allowable floor area • Public parks or plazas increase their FAR by 10% • Historical Building Preservation designation applies • Retail projects are provided an additional 10% in FAR when 70% of ground floor is retail • Art in public places allows for 10% decrease in required parking (five spaces maximum)

Future Public Investment

In order to bring the vision of the Specific Plan to reality, a list of phased capital improvement projects has been identified. The anticipated future public investment in the area includes capital projects totaling an additional \$163 million dollars. This investment has been segregated into three phases and is broken out as follows: \$68 million for Phase I; \$82 million for Phase 2; and \$13 million for Phase 3. This is a total of \$163 million (2007 dollars) over a twenty year period. A full list of improvements is contained in Chapter 10, "Implementation of the Downtown Specific Plan." The implementation strategy contained in Chapter 10, identifies several various funding sources that will be available over the twenty-year life of the plan. These combined funding mechanisms will provide the source for the proposed improvements. As identified in the Specific Plan, redevelopment funds will act as the primary resource for funding the anticipated improvements.



The complete Downtown Specific Plan is available at:
www.roseville.ca.us/redevelopment

Questions and suggestions welcomed:
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