

Reimagining Downtown Roseville



1999 Central Roseville Revitalization Committee

Created 5 year strategy for downtown, 1999-2004.

Goals:

1. Improve area's physical appearance and ability to serve businesses and customers
2. Improve City's processing, planning and development standards for Central Roseville
3. Establish and involve groups of property owners and merchants to become involved in revitalization efforts
4. Market, promote and provide incentives to businesses targeted for Central Roseville.
 - Atlantic Street widening & improvements
 - Vernon Street streetscape project
 - Parking improvements - addition of 198 parking spaces
5. Pursue new business development that will draw visitors and customers to the area

Realized need to create a Downtown Specific Plan

Reimagining Downtown Roseville



2003 City received Redevelopment Agency grant and commercial loans to improve Vernon Street facades

2005 **Envisioning/Adoption**

In 2005, the City of Roseville initiated a visioning process for the downtown area through a series of community and public forums. The Downtown Specific Plan Steering Committee was created to help achieve these goals.

Vision Statement

"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 here people want to go, stay, and play – morning, noon and night."

Reimagining Downtown Roseville

**2006
to
2009**

Creation of the Downtown Specific Plan

26 member steering committee: residents, business interest, commission representatives and two councilmembers. Dozens of public meetings and input from community.

Purpose

Establish overarching goals for the plan and provide input on policy and land use decisions.

Specific Plan Goals

1. Improve connectivity
2. Create and enhance public places
3. Promote arts, heritage and entertainment
4. Encourage a 24-hour, 7 days a week environment
5. Activate the downtown

Policy Considerations

1. Promotional, organizational and economic development strategies
2. Parking management system
3. Creek maintenance and flood management strategy
4. Relocation studies for Fire Station No.1 site



Reimagining Downtown Roseville

2009 Opening of Vernon Street Parking Garage

1. Promotes a “park once” mind set in downtown within walking distance to various destinations
2. Provides adequate parking supply

2011 Infrastructure Projects

Laying the foundation with sewer, water lines and electrical improvements.

2013 Opening of Vernon Street Town Square

Designed to create a sense of place and a gathering area in downtown.

1. Provides a central gathering place in front of the Civic Center
2. Showcase City of Roseville events
3. Invites “tourism” or non-city groups and events
4. Improves pedestrian accessibility from the Historic Old Town and Royer/Saugstad Parks

2014 Opening Oak Street & Washington Boulevard Roundabout

Improved traffic flow and safety for motorists and pedestrians.

2017 Opening 316 Vernon with City offices, Sierra College & retail space

Development was anticipated within the specific plan as part of the Civic Center expansion.



Reimagining Downtown Roseville

2018 Opening Oak Street Parking Garage

Provides adequate parking supply and further promotes the “park once” mindset.

2018 Relocation of Fire Station No. 1

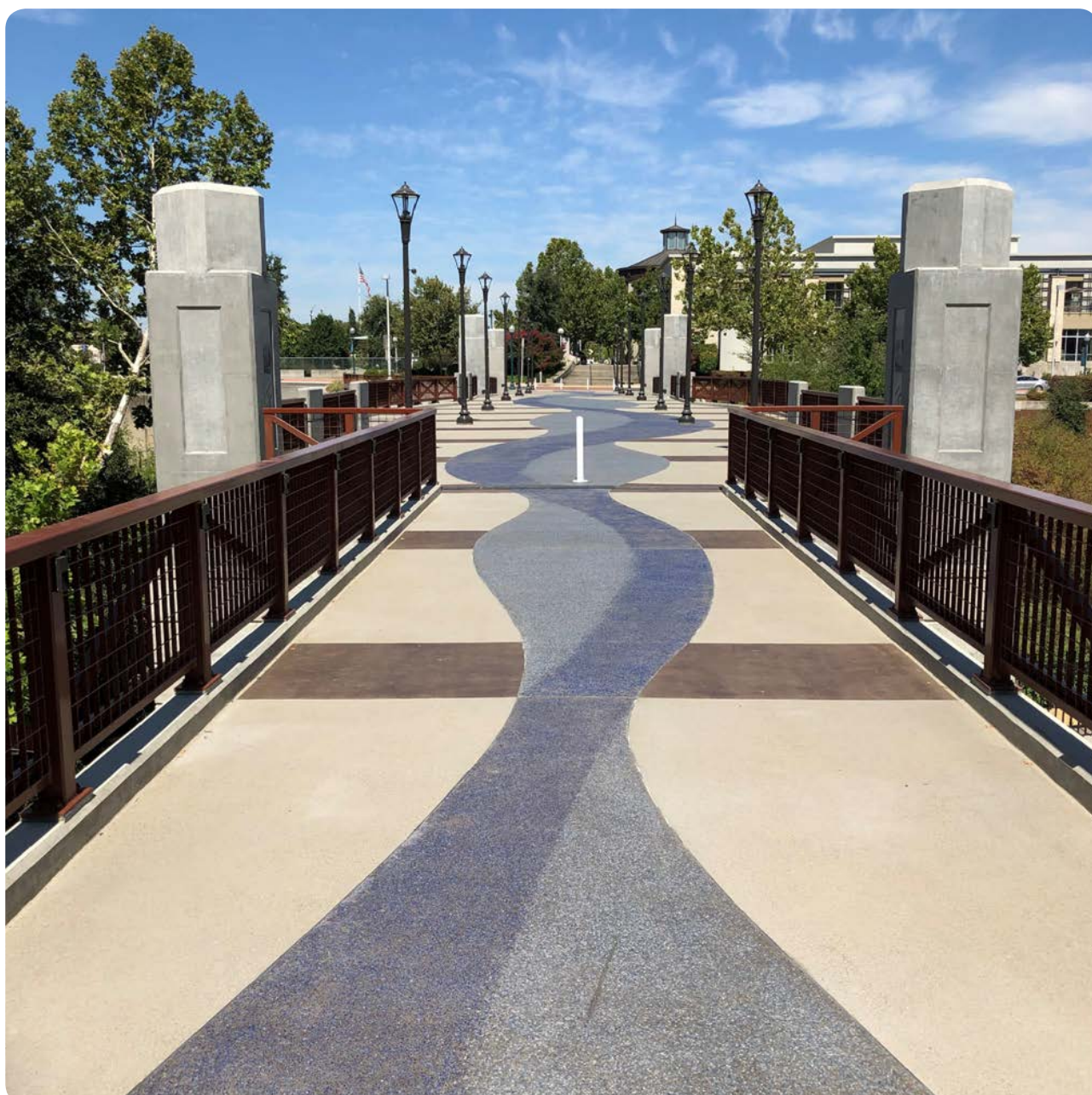
A full analysis was conducted to move the fire station and determine its new location. Vacant space to be used as future higher education site.

2018 Affordable Housing Development

Provides over 1,000 housing units for a variety of income levels.

2019 Downtown Bridges & Trail Opening

1. Promotes connectivity into and throughout Downtown and Old Town Roseville. Uninterrupted 6-mile multi-use trail from Darling Way to Sierra College Boulevard
2. Realignment of Ice House Bridge to connect the trail across Dry Creek
3. Project funding
 - Approximately \$9 million
 - Funded with grants and funds specific to active transportation, air quality and public facilities
 - No money from City’s General Fund or Measure B revenue



Reimagining Downtown Roseville



Future Improvements

Transportation and Pedestrian Safety

- Continue enhancing bicycle, pedestrian and transit connectivity
- Incorporate traffic and pedestrian safety upgrades
- New roundabouts
 - Atlantic Street and Vernon Street
 - Washington Boulevard and All America City Boulevard
- New “entry” feature to downtown on Douglas Boulevard
- Additional trains serving Roseville station with Capital Corridor’s anticipated Third Track Project

Parking

- New public parking garage(s) in Historic Old Town

Infrastructure updates are attracting Downtown business, housing and education investments.