



PLANNING & REDEVELOPMENT STAFF REPORT
DESIGN COMMITTEE MEETING February 19, 2009

Prepared by: Kevin Payne, Assistant Director
Gina La Torra, Associate Planner

ITEM III-A: DOWNTOWN SPECIFIC PLAN – FILE # 2006PL-173

REQUEST

The purpose of this presentation is to provide an informational overview of the Downtown Specific Plan and the design guidelines, process modifications, and sign regulations contained within the Downtown Code. Following the presentation, staff will respond to questions or comments from the Design Committee. After receiving any public testimony, the Design Committee is requested to provide a recommendation of approval to City Council on the design and sign related components contained within the Downtown Code.

SUMMARY RECOMMENDATION

The Planning & Redevelopment Department recommends that the Design Committee:

- Provide staff with comments regarding the policies and standards contained within the Downtown Specific Plan and Downtown Code;
- Open the public hearing and accept public testimony; and,
- Provide a recommendation to the City Council to approve the Downtown Specific Plan and Downtown Code.

BACKGROUND

The Downtown Specific Plan Project is an outgrowth of the successful Downtown Visioning Project that was completed and accepted by the City Council in January 2006. The Vision resulted in the development of the following guiding principles for the Downtown:

- Improve Connectivity
- Establish New Land Uses & Development Standards
- Create Themed Districts & Gateway Elements
- Enhance Public Places for Community Activity
- Promote Arts, Culture, Heritage, Entertainment, & Education through Programming and Physical Improvements

In February 2006, the City Council directed staff to develop a Specific Plan and Environmental Impact Report to implement the Downtown Vision. For the purpose of this project, the Downtown area was identified as the 176-acres comprised of the existing Historic Old Town, Vernon Street Civic Core, Royer and Saugstad Park, and the residential neighborhoods contained within these areas.

From discussions and input received during multiple Steering Committee and Roseville Revitalization Committee meetings, staff completed the Downtown Specific Plan. An Executive Summary provides an overview of the Downtown Specific Plan and is provided as **Attachment 1**. In conjunction with the Specific Plan, the Downtown Code was created for the purpose of encouraging public and private investment within the plan area through a regulatory framework that is consistent with the Vision and the Downtown Specific Plan. The final component of the project is the Environmental Impact Report, which analyzes the impacts associated with the plan, in compliance with the California Environmental Quality Act.

Additionally, a DVD has been provided that portrays visual representation of the ultimate vision and potential for the Downtown plan area (**Attachment 2**). The intent of this DVD is to provide a concept of the potential for the Downtown that can be achieved by implementing the policies and standards within the Specific Plan and Downtown Code. The two focus areas represented in the DVD are the Vernon Street area (civic core) and the Historic Old Town area (entertainment district).

DISCUSSION

The Downtown project consists of three documents; the Downtown Specific Plan (**Exhibit A**), Downtown Code (**Exhibit B**), and Environmental Impact Report (**Exhibit C**). The Downtown Roseville Specific Plan and Downtown Code are the implementing documents for directing downtown revitalization efforts over the next 20 years. The Draft Environmental Impact Report (DEIR) was prepared to analyze potential impacts based on the ultimate development potential within the Specific Plan. A brief overview of these documents is provided as follows:

- ***Downtown Specific Plan*** - The Downtown Specific Plan contains the guiding principles for development of the plan area. The Specific Plan is the overriding policy document. Policies unique to the plan include a park- once strategy, in-lieu fees for parking, a waiver of parkland dedication for residential units, expedited review processes, and additional floor area incentives for projects that include mixed use, public improvements or public art.
- ***Downtown Code*** - The Downtown Code is the implementing document that takes the policies from the Downtown Specific Plan and physically applies them to parcels/districts within the plan area. Regulations unique to the Downtown include those for reductions in parking, mixed-use and live/work development, principally permitting nightclubs, permitting encroachments (signs, outdoor seating, and retail displays) into the public right-of-way, residential to commercial conversions, anti “big-box” provisions, opportunities for a more “stream-lined” review process, public and private design guidelines and signage criteria specific to the area.
- ***Draft Environmental Impact Report (DEIR)*** - The DEIR examines the potential impacts generated by the proposed project in relation to the following areas: Aesthetics, Air Quality, Cultural Resources, Geology and Soils, Hazards and Hazardous Materials, Hydrology and Water Quality, Land Use and Planning, Noise, Public Services, Recreation, Transportation/Traffic, and Utilities Systems, in compliance with the California Environmental Quality Act (CEQA). In addition, the DEIR recommends general plan policies and mitigation measures to reduce project impacts to less than significant levels, where feasible. The proposed project could generate potentially significant impacts in the areas of cultural resources, transportation/traffic, noise, and air quality. The DEIR was made available for a 53-day public review period beginning December 23, 2008 and closing February 13, 2009 (The typical review period is 45 days, however, due to the holidays, additional days for review were provided.). Certification of the EIR will assist with the revitalization of the Downtown because future development projects will be able to utilize CEQA exceptions to streamline the review process.

The Design Committee is requested to review the design guidelines, design review permit process modification, and sign related components contained within the Downtown Code and provide comments and a recommendation to the City Council. Staff has prepared a summary discussion of the applicable sections on the Downtown Code for review and comment by the Design Committee. This discussion can be found in **Attachment 3**.

REVIEW PROCESS

As part of the Downtown Specific Plan review process, comments that have been received will be provided from the various City Commissions/Committees and the public on the Downtown Specific Plan, Downtown Code and Environmental Impact Report. The project has been presented at or will be scheduled for the following public hearings:

- **Roseville Revitalization Committee (RRC)** – January 12, 2009 **(Completed)**
- **Transportation Commission (TC)** – January 20, 2009 **(Completed)**
- **Public Utilities Commission (PUC)** – January 27, 2009 **(Completed)**
- **Parks & Recreation Commission (PRC)** – February 2, 2009 **(Completed)**
- **Planning Commission (PC) #1** – February 12, 2009 **(Completed)**
- **Design Committee (DC)** – February 19, 2009
- **Planning Commission (PC) #2** – February 26, 2009
- **City Council (CC)** – March 18, 2009
- **City Council (CC) Adoption** – April 1, 2009

Comments received from the various Commissions/Committees, including the Design Committee, and the public will be forwarded to the City Council for consideration as part of their action on the project.

RECOMMENDATION

The Planning and Redevelopment Department requests the Design Committee review the strategies and policies contained within these documents and take the following actions:

- Provide staff with comments regarding the policies and standards contained within the Downtown Specific Plan and Downtown Code relating to design guidelines, process modifications, and sign regulations;
- Open the public hearing and accept public testimony; and
- Provide a recommendation to the City Council to approve the Downtown Specific Plan and Downtown Code.

ATTACHMENT

1. **Downtown Specific Plan Executive Summary** *(Previously distributed on January 20, 2009*)*
2. **Vision for Downtown DVD** *(Previously distributed on January 20, 2009*)*
3. **Downtown Code Discussion**

EXHIBIT

- A. **Downtown Specific Plan** *(Previously distributed on January 20, 2009*)*
- B. **Downtown Code** *(Previously distributed on January 20, 2009*)*
- C. **Draft Environmental Impact Report (CD)** *(Previously distributed on January 20, 2009*)*

* As noted, documents were distributed to Commissioners in a previous packet to allow for additional review time. If you need additional copies, please contact the Planning and Redevelopment Department at (916) 774-5276.