

**ITEM V-A: GENERAL PLAN AMENDMENT, SPECIFIC PLAN, REZONE AND SUBDIVISION
ORDINANCE AMENDMENT - RIVERSIDE AVENUE (Douglas Blvd. to Darling Way) –
RIVERSIDE GATEWAY SPECIFIC PLAN & STREETScape PROJECT - FILE #'S GPA
04-05, SPA 04-05, RZ 04-07 & 0A-000008.**

REQUEST

Staff will provide an informational overview of the key elements of the completed Specific Plan and Draft Environmental Impact Report (DEIR) for the Riverside Gateway Project and respond to questions or comments from the Planning Commission. Following the presentation and public testimony, it is requested that the Commission continue this item to the meeting of January 26, 2006 for further consideration.

BACKGROUND

Riverside Avenue has always been considered as the entry or "gateway" into the downtown area. Once a primary business district to Roseville, Riverside Avenue now includes a mix of uses including automotive, neighborhood and service oriented businesses. Many of the structures built through the 1960's still exist today. A vast majority of the existing businesses are focused on automotive sales, service or supplies. These businesses are also adjacent to some of Roseville's original residential neighborhoods. Due to the age of the existing improvements and the importance of this entry, in 2004 the Redevelopment Agency authorized the Riverside Gateway project.

The Riverside Gateway project consists of a Specific Plan, design guidelines and development standards, a streetscape plan and utility infrastructure plan. This is the City's first attempt at using the Specific Plan process in conjunction with a Streetscape project within the infill area. The Specific Plan and Streetscape project consists of a six-block area between Douglas Boulevard and Darling Way. By integrating the streetscape and infrastructure improvements with a modified land use plan, it is envisioned that new opportunities will be created for private investment, in both residential and commercial markets.

The primary goals for the Specific Plan and Streetscape project are to:

- Attract new businesses, while supporting existing businesses;
- Protect the surrounding Neighborhoods from development impacts;
- Develop a viable land use mix;
- Formulate a public/private partnership;
- Create an attractive pedestrian-oriented corridor providing a gateway to downtown; and,
- Stimulate investment and reinvestment.

In order to assist in the development of this project the City selected the urban design team of EDAW. In March of 2004, the City entered into a contract with EDAW. The project was kicked-off with an extensive effort to elicit input and participation from the residents, businesses and property owners in the area. This was accomplished by holding stakeholder interviews with property owners, residents, business owners, developers and other interested parties. Additionally, A thirteen member Steering Committee was formed including Roseville merchants, property owners and the adjacent residential neighborhoods to define a vision for the area.

This Steering Committee met three times and conducted two public workshops. From these discussions and input, the Steering Committee recommended, and the Central Roseville Revitalization Committee (CRRRC) approved five main strategies as follows:

- A comprehensive Parking Strategy;
- Pedestrian friendly improvements and transit connections;
- Streetscape Enhancements and Utility Upgrades;
- A defined Land Use Strategy; and,
- Streamlining the development process.

As these strategies have been refined, there have been several presentations to various bodies. Input and direction on specific areas has been addressed at three separate presentations to the CRRRC. Project input has also been provided via presentations to the Chamber and to the Planning Commission in a prior presentation. The specific elements of these strategies have been summarized below and are addressed in greater detail in the Specific Plan Document.

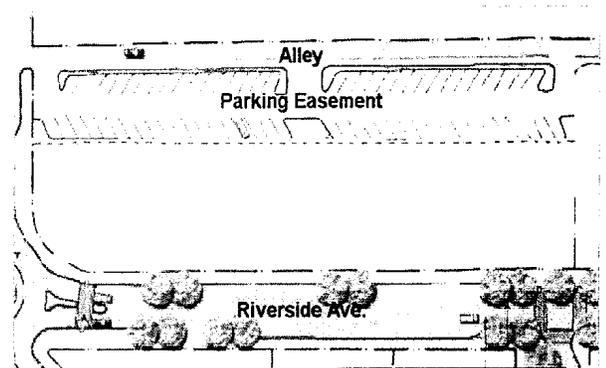
DISCUSSION:

Strategy 1 - Parking Strategy

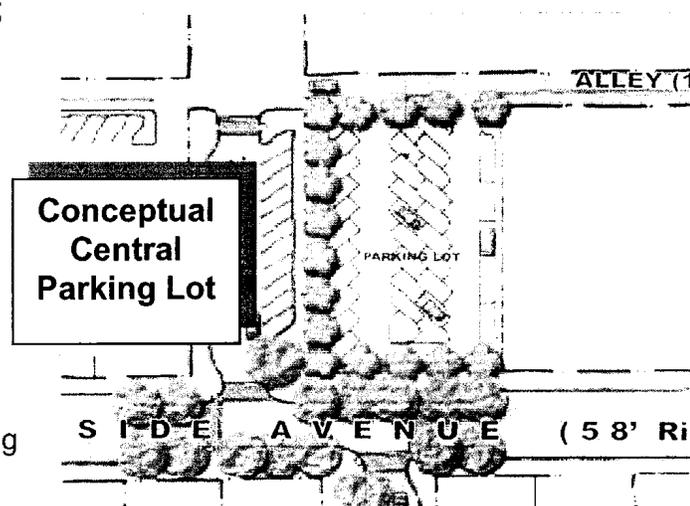
One of the main issues related to improving the character of Riverside Avenue and stimulating development and providing for adequate parking. The parking strategy that has been developed consists of a combination of components, including maximizing both on street parking as well as off-street parking options. The intent of this strategy is to provide adequate parking for future uses, but to also use it as a development incentive. The following are the main components of the overall parking strategy:

- Maximize on-street parking, by minimizing curb-cuts on Riverside Avenue;
- Develop diagonal parking on 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 (1:500);
- Reduce the parking requirement for residential (1 space/studio; 1.5 spaces for 2+bdm.);
- Provide parking credits when 2 or more parcels are consolidated, and;
- 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.

All of these components combined can provide a significant increase in parking spaces in the plan area. Approximately 200 spaces in total could be added to the overall plan area allowing the ability to reduce the on-site parking requirement .



**Alley
Parking
Easement**



**Conceptual
Central
Parking Lot**

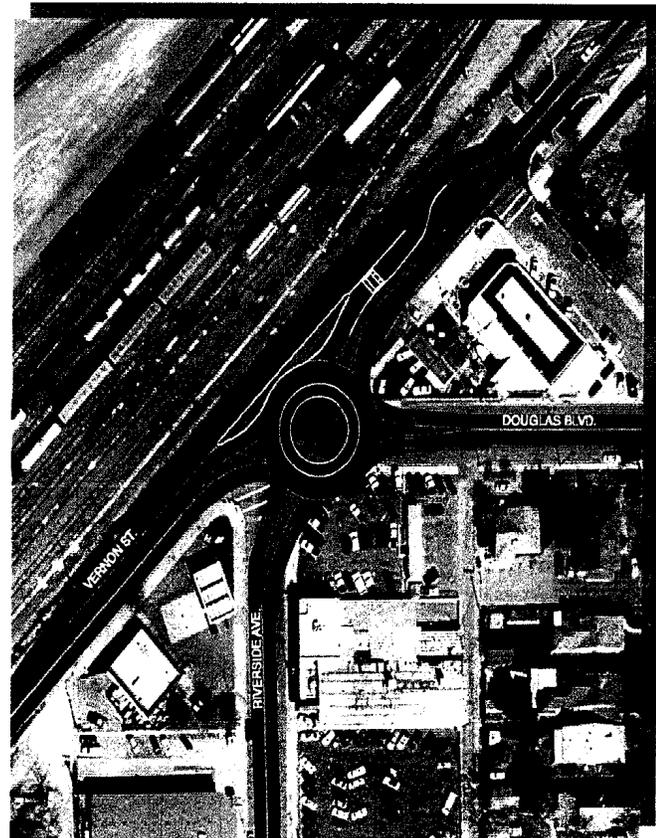
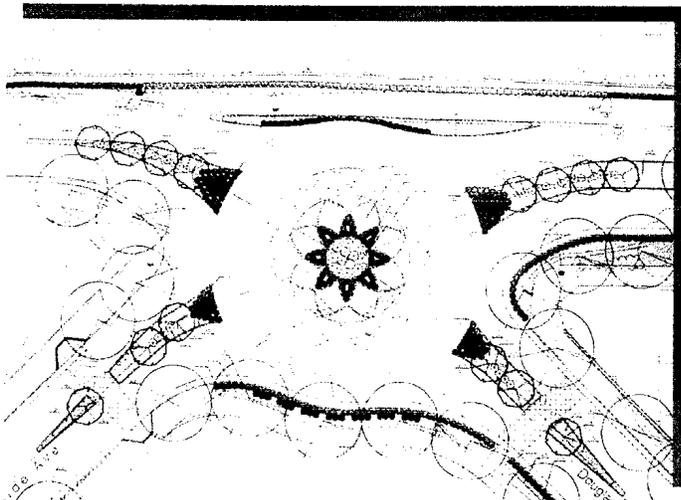
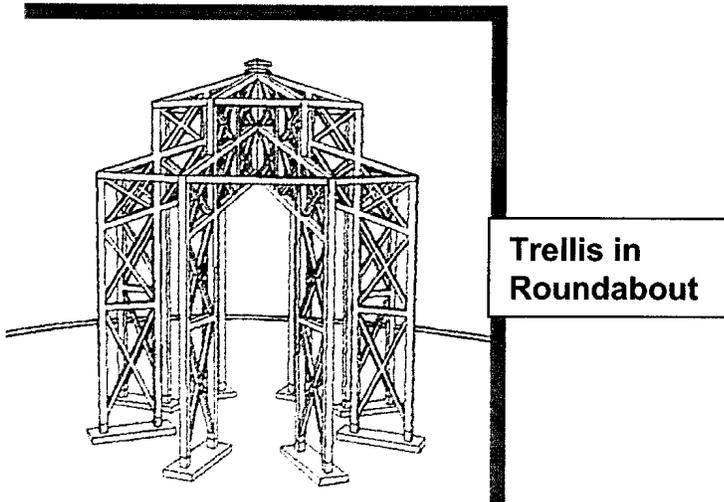
Strategy 2- Pedestrian Friendly Improvements

The stakeholders in the plan have emphasized the importance of creating an environment on Riverside Avenue that is welcoming and safe for pedestrians. Based on this input, the streetscape design contains several types of pedestrian-oriented improvements, including:

- New sidewalks on the majority of Riverside Ave.;
- Bulb-outs designed to slow traffic and provide improved pedestrian access at intersections;
- One-way alleys with a pedestrian shoulder;
- Completion of the Bike trail in Saugstad Park and improvements to the Darling Street Bridge;
- Installation of upgraded transit stops and associated improvements, and;
- Delineated crosswalks and intersection improvements including a Roundabout, which 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 a unique area within the City, and to create a signature feature for the entrance to downtown.



Bulbout Example



Proposed Roundabout Design

Strategy 4 - Key Components of the Land Use Strategy

The land use strategy for this plan takes an innovative approach to land use in order to facilitate redevelopment. The following summarizes the key components of this strategy:

Floor Area Ratios: An increase in the maximum FAR is recommended, to .60. Currently, the maximum FAR on Riverside Avenue is .40 and would double the existing developed square footage from 220,000 s.f. to 510,000 s.f.;

Land Use Additions: Residential at 13-22 units per acre and Mixed Use development will be encouraged as part of the plan, and;

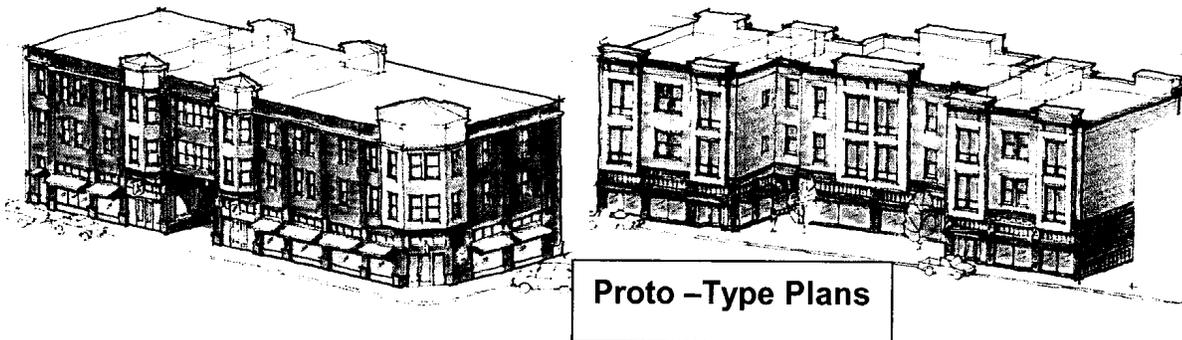
Opportunity Sites: As part of the planning process for Riverside Avenue, City staff and the consultant team worked together to analyze several different development scenarios. Two potential opportunity sites were identified on Riverside Avenue, at each end of the project area. Encouraging redevelopment of opportunity sites can be a way to catalyze further investment on Riverside Avenue, and can help to provide the type of land uses desired by the community;



Strategy 5 – Streamlining the development process

The plan accomplishes several streamlining goals that will allow for a quicker development process. These measures have been put in place to facilitate and encourage new development within this area. They include:

- Completed CEQA analysis including historical surveying as required by state law;
- Administrative Design Review approval for projects consistent with the plan development guidelines and land use;
- Waiver of an Affordable Housing obligation for new projects, and;
- Development of pre-approved proto typical development plans.



REVIEW PROCESS:

At the January 26th meeting, staff will present the corresponding sections of the Specific Plan and the Draft EIR on a section-by-section basis. At this time, staff will request that the Commission provide comments on the sections as outlined below:

TOPIC	SPECIFIC PLAN CHAPTER	DRAFT EIR SECTION
Land Use & Community Character	Chapter 3	4.1 – Land Use and Planning
Circulation & Parking	Chapter 4 & 7	4.6 – Transportation and Circulation
Utilities & Infrastructure	Chapter 5	4.2 – Public Utilities
Streetscape	Chapters 6	n/a
Design Guidelines & Development Standards	Chapter 8	4.4 – Public Services
Implementation	Chapter 11	n/a
Miscellaneous EIR Sections		4.3 – Hazardous Materials and Public Safety 4.7 – Air Quality 4.8 – Noise 8.0 - Project Alternatives

Staff's presentation will be brief and will focus on those issues that are unique to the proposed project. At the conclusion of staff's presentation of a section, the Commission will have the opportunity for discussion on that section. Following the Commission's comments and discussion on each section, staff will present the next section of the Specific Plan and Draft EIR.

ENVIRONMENTAL IMPACT REPORT

On December 24, 2005 the Draft EIR was distributed to the public for review and comment. The Draft EIR addresses both the programmatic analysis for the project and the project specific impacts. The programmatic impacts are associated with the long-term land use modifications (i.e. increase in FAR, parking strategy, etc...), while the project specific impacts are focused on the streetscape improvement project impacts.

The Draft EIR will be reviewed by the Central Roseville Revitalization Committee, the Public Utilities Commission and the Transportation Commission prior to the January 26th Planning Commission action. The following provides an outline of the meeting dates associated with the entitlement approval section of this project:

Release of the Draft EIR and Specific Plan document

Central Roseville Revitalization Committee
 1st Planning Commission Meeting
 Transportation Commission
 Public Utilities Commission
 2nd Planning Commission Meeting

End of 45-day public review of Draft EIR

1st City Council Hearing

Final City Council Action

December 24th

January 9th
 January 12th
 January 17th
 January 24th
 January 26th

February 6th

March 1st

March 15th

Meeting notes for all these Commissions will be provided so that the Planning Commission may consider all comments from these Commissions prior to any recommendation on the project. However, due to the closeness of meeting dates and deadlines for packet distributions, comments from these Commissions will be provided to the Planning Commission on January 26th. In addition to these comments written

comments on the Draft EIR that have been received by the City, will also be provided. Due to project timing the closing date for comments will follow the Commission action date. All comments received beyond this date will be addressed as part of the Final EIR and forwarded to the City Council.

RECOMMENDATIONS:

A request for project approval will be made at the Planning Commission meeting of January 26th. On the 26th, the Planning Commission will provide staff with comments on the individual sections from the Riverside Gateway Draft EIR and the Specific Plan documents. Upon completion of the review of all of the multiple entitlements associated with the project, a final action on the full project will be requested.

Once discussions at the January 12th meeting are complete, and public testimony has been received , the Commission will need to continue its review of the proposed project to the January 26th meeting.

EXHIBITS:

- A. Draft Environmental Impact Report (EIR) for the West Roseville Specific Plan, transmitted to Planning Commission on December 30, 2005. Additional copies of the document are available at the Roseville Planning Department and at the Main and Maidu Branch Libraries.
- B. Draft West Roseville Specific Plan (includes the Design Guidelines are a section of the Specific Plan), transmitted to Planning Commission on December 30, 2005.