



Downtown Roseville Visioning Project

Executive Summary

I. Purpose of the Downtown Visioning Project

About the Visioning Project

The Downtown Roseville Visioning Process was initiated by the City of Roseville as a community-based effort. The three-phase project entailed developing an understanding of existing conditions in the Downtown, reviewing existing plans, studies, and strategies for Downtown, engaging the Roseville community in developing its vision for the Downtown, creating a refined vision plan based on the community's input, and presenting and receiving support by the Roseville City Council.

The purpose of this process is to develop a downtown vision that is (1) supported by the community and stakeholders; (2) consistent with recommendations of other committees, projects, and strategies; (3) serves as a catalyst for a reinvestment plan that identifies strategies to achieve the vision; and (4) results in a vision that is achievable.

II. Key Findings, Outcomes, and Guiding Principles

Key Findings

The community input received during this process was synthesized and summarized to create the vision for Downtown Roseville – including the vision statement, vision plan graphic, and accompanying implementation strategies, as shown on the Vision Poster.

Based on the input received during the Community Immersions, several key findings were developed. These findings provided a foundation for developing the vision and guiding future steps. These key findings are:

- Increase connectivity between the Vernon Street District and Historic Old Town;
- Allow each district to maintain a unique identity;
- Incorporate more arts, culture, entertainment, and public spaces in the Downtown;
- A greater mix of uses and business types in the Downtown is desired; and
- Housing and mixed use development would be appropriate in the Downtown.

Outcomes

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 creekwalk, and cultural resources. Downtown is a place for the community and visitors to gather for festive events and celebrations. It is a place where people want to go, stay, and play – morning, noon, and night.

Vision Poster

The Vision Poster uses a combination of graphics and text to depict the vision for Downtown Roseville as expressed by the community. The components of the front side of the Vision Poster include the Vision Statement, the Land Use Framework, the Vernon Street



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& Historic Old Town Vision Plans, and several sketches that depict key enhancements. The reverse side of the Vision Poster includes text to describe the community involvement process, economic development recommendations, key implementation steps, and additional visioning ideas. Photographs on this side of the poster show participants engaged in the process, images of Downtown, and the envisioned character of future buildings and public spaces in the Downtown as expressed during a community image survey. See the attached vision poster for details on the components of the vision for Downtown Roseville.

Guiding Principles

Downtown Roseville belongs to everyone. Implementing the Downtown Roseville vision also rests with everyone. Residents, merchants, property owners, developers, City staff, community leaders, public officials, and other agencies and organizations are integral resources to realizing Downtown Roseville's envisioned future. This future is based on a number of thoughtful ideas and opportunities identified by the community that will serve as guiding principles for implementing the Downtown Roseville Vision. The guiding principles serving as the strategy framework for implementing the Downtown Roseville Vision include:

1. Improve Connectivity within Downtown as well as between Downtown and its Surroundings;
2. Identify Land Uses and Development Standards Responsive to Market Opportunities and that Facilitate Quality Architecture and Urban Design;
3. Reinforce Identity through the Establishment of Character Districts and Gateway Elements;
4. Create and Enhance Public Places that Support Community Activity, Spirit and Involvement; and
5. Promote Arts, Culture, Heritage, Entertainment, and Education.

III. Recommendation to Implement the Vision

In order to implement this vision, an implementation plan such as a Specific Plan and Program Environmental Impact Report are recommended. The preparation of the Specific Plan should be consistent with state law and can include additional components such as:

- Promotional, Organizational, and Economic Development Strategies;
- A Parking and Transportation Management System;
- A Creek Maintenance & Flood Management Strategy; and
- A Relocation Assessment for City Facilities.

It should be noted that the Vision Plan may be modified in the future based on additional technical studies and community input, but should still uphold the community values identified during this visioning process.



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Project Study Area

The project study area includes the Vernon Street District and Historic Old Town, encompassing approximately 158 acres. See the map to the right.



IV. Overview of the Visioning Process

Phase I: Understanding Downtown

The first phase of the project focused on learning about Downtown Roseville and understanding the opportunities and constraints in Downtown (see the attached Opportunities and Constraints Pattern Sheet). These opportunities and constraints were considered during the formation of the community-based vision for Downtown.

Phase II: Developing A Vision for Downtown Roseville

Community Immersion 1

The second phase of the project was developed through an intensive community involvement effort called community immersion. This 3-day process involved over 300 participants (for a total of over 700 community service hours) who provided the foundation for creating a community-based vision for Downtown. In addition to these workshops, walks, and meetings, comment cards and electronic survey forms also provided opportunities for community members to participate in the process. The following provides a brief overview of the immersion process components:

Community Workshop 1: Understanding Downtown Roseville – October 11, 2005

At this workshop, community members were introduced to the visioning project, existing conditions in the Downtown including current economic and market conditions, and opportunities to participate in the visioning process. Participants were also asked to list their values, treasures, challenges, and visions as they related to Downtown Roseville.

Community Workshop 2: Architecture, Buildings, and Uses – October 12, 2005

This community workshop focused on identifying the character of buildings and public places, as well as uses, appropriate for the future of Downtown. A community image survey allowed participants to rate preferred architectural styles and character types, while an interactive exercise on uses and businesses asked community members to designate the kinds of uses and businesses they would like to see in Downtown Roseville. Draft Vision Statements were also created through small group exercises.



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Community Workshop 3: Interactive Design Workshop – October 13, 2005

At the Interactive Design Workshop, participants had a chance to work in teams to create draft designs and concept plans for Downtown Roseville. Utilizing a number of resources, including the ideas generated from the first two workshops, teams worked to create plans related to these specific ideas: Land Use & Development; Connectivity between Vernon Street and Historic Old Town; Public Space; Dry Creek/Royer Park; Arts, Culture, and Events; Vision Statement for Downtown Roseville; and Economic Development Strategies.

Downtown Walks: Vernon Street District and Historic Old Town – October 12 & 13, 2005

Downtown walks through the Vernon Street and Historic Old Town Districts allowed the project team and community members to identify assets and opportunities first-hand and discuss ideas as they related to Downtown Roseville. Walking tour maps and checklists were provided and allowed participants to provide written comments. Cameras were also distributed and used to take photographs of assets and opportunity areas.

Stakeholder Interviews – October 11 – 13, 2005

Property owners, developers, and business owners were interviewed to identify assets, challenges, need physical improvements, new businesses, and city actions to revitalize the Downtown.

Business and Property Owners Reception – October 19, 2005

A business and property owners reception allowed an opportunity for local business and property owners to express their ideas and concerns related to Downtown Roseville and the Visioning Project.

Community Immersion 2

The second community immersion allowed participants to review draft vision concepts and hear the economic analysis findings based on information gathered during Community Immersion 1. This 2-day process involved approximately 100 participants (for a total of over 200 community service hours) who helped to refine the vision for Downtown.

Economic Analysis Workshop – November 29, 2005

This workshop provided an overview of challenges to development as well as opportunities to improve feasibility. The presentation also covered financial feasibility analyses for opportunity sites in the Vernon Street District and Historic Old Town (see the attached Feasibility Analysis).

Community Open House – November 30, 2005

At the Open House, community members were given an opportunity to view a slide show about the visioning process and project, as well as the draft vision poster. Stations set up around the room allowed participants to closely review the vision poster and provide written comments related to ideas they liked, as well as ideas for improvement. Members of the project team were on hand to answer questions and hear ideas and concerns from the community. These ideas were incorporated into finalizing the vision poster.



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Phase III: Completing the Vision

The third and final phase of the Visioning Process focused on completing the vision for Downtown Roseville, including revisions to the Vision Poster based on community input received during the Open House. This phase also considered implementation steps needed to implement the vision for Downtown Roseville.