

**DATE:** June 1, 2006

TO: Planning Commission

TITLE: Steering Committee Appointment – Downtown Vernon Street and

**Historic Old Town Specific Plan** 

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Meeting date: June 8, 2006

### **SUMMARY RECOMMENDATION**

The Planning Commission is requested to appoint a member to the steering committee for the Downtown Vernon Street and Historic Old Town Specific Plan Project.

# **BACKGROUND**

The Downtown Vernon Street and Historic Old Town Specific Plan Project is an outgrowth of the successful Downtown Visioning project that was completed and accepted by the City Council in January 2006. In February 2006, the City Council directed staff to develop a Specific Plan and Environmental Impact Report to implement the Downtown Vision. The Council approved the following guiding principles and components for the Specific Plan.

#### **Guiding Principles**

- 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

## Specific Plan Components

- Land Use
- Housing
- Circulation
- Urban Design/Design Guidelines
- Infrastructure/Preliminary Engineering
- Economic Development
- Fiscal Analysis
- Financing Plan
- Implementation/Phasing Plan
- Entitlements as required based on the final scope of work such as General Plan Amendment, Rezones, sign ordinance amendments, etc.

#### Additional Components

- Parking and Transportation Management System
- Creek Maintenance & Flood Management Strategy
- Assessment for City Facilities
- Royer Park Master Plan Update
- Environmental Impact Report

# **Steering Committee Overview**

The Downtown Vernon Street and Historic Old Town Specific Plan Project includes a community outreach component. Five meetings will be held to allow for the community's input and consensus on a final development alternative and key strategies for the project area. The tentative meeting schedule is as follows:

Week of August 28	Orientation Meeting
Week of September 11 (2 meetings)	Technical studies meeting 1 Technical studies meeting 2
Week of September 25	Project goals
Week of October 9	Project priorities
Week of October 23	Selection of preferred plan

The role of the steering committee will be to lead the community outreach; provide direction on the final development alternative and strategies for the Specific Plan; provide direction on the urban design components; make a recommendation to the Central Roseville Revitalization Committee on the final development alternative and strategies for the Specific Plan; and serve as a liaison for the project. Each meeting will take approximately two hours.

The steering committee will include the following representation:

City Council (2)

Planning Commission

**Design Committee** 

Central Roseville Revitalization Committee

Planning Commission

**Transportation Commission** 

**Public Utilities Commission** 

**Downtown Merchants** 

\*Historic District Property Owners (2)

\*Vernon Street Property Owners (2)

\*Arts Representative

**Chamber Revitalization Committee** 

Neighborhood Association Representatives (5)

Commercial Broker

\*Historic Old Town and Vernon Street property owners and the arts representative are subject to approval by City Council on June 7, 2006.

Planning and Redevelopment staff requests that the Planning Commission appoint a member to the steering committee for this important project.

## FISCAL IMPACT

The cost to complete the Downtown Vernon Street and Historic Old Town Specific Plan is \$738,000 funded as follows:

Planning and Redevelopment Department	\$ 200,000
Redevelopment Agency	100,000
Parks and Recreation	60,000
*Strategic Improvement Fund	410,000

<sup>\*</sup>Pending a budget adjustment approval by the City Council on June 7, 2006. The budget adjustment allows for a 10% contingency for the project.

## **ENVIRONMENTAL REVIEW**

The Downtown Vernon Street and Historic Old Town Specific Plan project includes an Environmental Impact Report.

# RECOMMENDATION

Appoint a member of the Planning Commission to the steering committee for the Downtown Vernon Street and Historic Old Town Specific Plan project.

Respectfully submitted,	
Jan Shellito, Manager	Kevin Payne, Assistant Director
Planning and Redevelopment Department	Planning and Redevelopment Department