

**CITY OF ROSEVILLE
COMMUNITY DESIGN VISIONING COMMITTEE MEETING (CDVC)
BUS TOUR RESULTS
Executive Summary
October 11, 2007**

On October 1, 2007 the Community Design Visioning Committee (CDVC) went on a bus tour throughout the City that was narrated by City Staff. The tour stopped at two commercial projects (Stone Point Retail & Pleasant Grove Retail) and two compact residential projects (Strada Condominiums & WRSP Village Center –Denby Square). The Committee members utilized “tools” (paper surveys) to rate their impressions of the various design elements of each project. The CDVC members were asked to complete their surveys independently and were given approximately 10 minutes to complete them.

The various design elements were scored on a scale of 1 thru 5, with 1 meaning the design element was “Unappealing, uncomfortable, don’t want stay,” and 5 meaning “Appealing, feels good, place you want to be.” Therefore, the higher the score, the more appealing the design element was to the CDVC member. Staff compiled the survey results and the average score for each design element within the four projects is listed below.

Stone Point

Design Elements	Average
Overall Reaction	4.7
High Quality Finishes	4.1
Use of Materials	4.6
Use of Color	4.5
Contribution/presentation to Streetscape	4.6
Service Doors/Utilitarian	4.1
Articulation and Variation of Wall Planes (up-down, in-out)	4.8
Four-sides Architecture	4.4
Shade/Shadow Interest	4.4
Overall Reaction	4.7
Comfortable Pedestrian Environment	4.5
Place You Want to Stay	4.5
Plaza or Other Gathering Places:	4.3
if yes, comfortable	4.2
If yes, shaded	3.7
Relates to Uses Indoors	3.9
Art Work	2.8
Lighting	4.9
Total	71.1

Pleasant Grove Retail

Design Details	Average
Overall Reaction	2.1
High Quality Finishes	2.1
Use of Materials	2.1
Use of Color	2.1
Contribution/presentation to Streetscape	2.3
Service Doors/Utilitarian	1.9
Articulation and Variation of Wall Planes (up-down, in-out)	2.1
Four-sides Architecture	1.8
Shade/Shadow Interest	2.5
Overall Reaction	1.9
Comfortable Pedestrian Environment	1.6
Place You Want to Stay	1.6
Plaza or Other Gathering Places:	1.6
if yes, comfortable	1.4
If yes, shaded	1.4
Relates to Uses Indoors	1.7
Art Work	2.0
Lighting	1.7
Total	29.8

Strada Condos

Design Element	Average
Overall Reaction	3.3
High Quality Finishes	2.8
Use of Materials	2.5
Use of Color	2.4
Differentiation Between Units	2.9
Contribution/Presentation to Streetscape	2.8
Articulation and Variation of Wall Planes	3.2
Four-sided Architecture	3.1
Shade/Shadow Interest	3.0
Overall Reaction	2.9
Relationship Between Public/Private Space	2.7
Porch or Useable Outdoor Space	1.8
Presentation to Street (curb appeal)	2.5
Comfortable Pedestrian Environment	2.4
Shade/Shadow Interest	2.4
Orientation of Windows/Privacy	2.2
Public Gathering Places	2.0
Lighting	2.2
Total	47.6

Denby Square

Design Element	Average
Overall Reaction	4.1
High Quality Finishes	3.7
Use of Materials	3.7
Use of Color	3.9
Differentiation Between Units	3.8
Contribution/Presentation to Streetscape	4.2
Articulation and Variation of Wall Planes	4.3
Four-sided Architecture	4.0
Shade/Shadow Interest	3.9
Overall Reaction	3.9
Relationship Between Public/Private Space	3.9
Porch or Useable Outdoor Space	4.3
Presentation to Street (curb appeal)	4.3
Comfortable Pedestrian Environment	3.7
Shade/Shadow Interest	3.5
Orientation of Windows/Privacy	3.3
Public Gathering Places	2.5
Lighting	4.6
Total	64.0

In comparing the commercial projects, Stone Point received a higher average score than the Pleasant Grove Retail (71.1 vs. 29.8 overall score). The lighting and articulation/variation of wall planes were the most appealing design attributes of the Stone Point project. The least appealing attribute was the lack of public artwork. Comparing the residential projects, Denby Square received a slightly higher average score than the Strada Condos (64 vs. 47.6 overall score). The highest average ranked design attributes of Denby Square were the lighting, porch/useable outdoor space, and the projects presentation to the street. The projects lack of public gathering places was the least appealing attribute. The complete survey results' showing how the average score was obtained has been attached.

Written Comments

The survey also included the opportunity for the CDVC members to provide written comments on each project. The survey also asked that the CDVC members list one thing they would do to improve the project. The following is a list of the survey comments organized per project.

Stone Point

List one thing you would do to improve the project:

- Too close to street. Hard to know what's in the Center. Like the back of the building best; like the outside seating.
- Power lines overhead
- Deal with the realities of deliveries, garbage, mat wash, etc.
- Water feature

- The thematic nature of the project troubles me; too cartoonist, but well executed; so hard to argue.
- Public art; should be required at all Roseville projects
- More materials, more roof tile shape variations, water features
- More public outdoor seating/gathering
- Provide some exterior art, in addition to rusty sculpture

Other comments/notes:

- Didn't appear to be artwork – though handrails, bollards, posts, awnings, etc. are colorful/decorative in place of artwork
- I don't like the power lines overhead parking but I really like the lights in the parking lot. Can't see how it lights up the lot, but very inviting to look at
- With all restaurants, almost all guests will have to walk a long way from parking, yet no shaded or raised walkway
- Very nice
- One thing it does not take into account is context – it fronts a field of contemporary office buildings and will feel out of place when those are complete. Once again my comment relates to the thematic nature of the project
- From Eureka Rd, projects look quiet and like no one is in the restaurants
- Great project. The power line easement allows for opportunities that usually do not occur in a typical retail project

Pleasant Grove Retail

List one thing you would do to improve the project:

- The only saving grace to presentation on the street is the taco bell
- Remove garbage can from middle of parking lot
- Create a people place, project center; give it life
- More walkway and landscaping in front
- Widen sidewalks, use corner spaces for restaurant uses and orient to plaza's (if you can call them that)
- Raise wall around trash (open bin easy to see lid). Don't put service on open space as a termination of view for condos
- It's just average
- Make it office – not retail. Parking & building access is awful
- More color

Other comments/notes:

- Hard to move thru. Awful location for dumpsters. Am sitting at Starbucks tables/chairs with cars about 4 feet in front of me. One of the worst in town
- Very different market than Stone Point
- Very sterile, no pedestrian activity, no (or little) enhanced paving/hardscape. No weather protection. Bland color, exposed rooftop HVAC
- More bank signage
- Awful walls (stripes w/gray & 2 brows). Good drive thru solution. Just do better with landscaping, maintenance; can hide a lot of sins
- Too utilitarian
- Power lines through this site were not bad

- “Plaza” seating looks like an after thought – 2 types of seating; lack of artwork, very basic parking lights & very little lighting attached to building. Pedestrians near Starbucks-no safety mirror. Trash enclosures are very prominent. Not pedestrian friendly with connections from one side to another

Strada Condos

List one thing you would do to improve the project:

- Not a gathering place for “sense of community” (sorry just drove past the park). Very basic-not much shade
- Everything just about...color is drab-unappealing-no variation
- Change stucco texture where stucco is meant to be stone & don't stucco shutters
- Eliminate sidewalk on one side, enlarge other sidewalk, add landscaping to large sidewalk
- Divided landscaped sidewalk
- Since these are private streets, I would eliminate the sidewalk on one side & separate the walk or the other introducing landscape & a tree canopy to the street
- More public spaces

Other comments/notes:

- Needs biking paths or something that supports community feel - more green – a nice park would help. Needed more space – look at TLC/Villamont for site design (...illegible)
- There are much better options to achieve these kind of densities (Monet, Rivermark, etc.)
- Elevation looks the same on each unit
- Very sterile, no balconies/porches, no reason or way to meet your neighbor

Denby Square

List one thing you would do to improve the project:

- Not finished enough to know yet
- Breezeway or trellis to garage & metal awnings or side windows, like Monet in Diamond Creek
- Nothing - well executed
- Complete the “Town Center”

Other comments/notes

- It would be nice in RE would allow/approve a Victorian light fixture for major roads
- I like the alley loading garages; public space-still to be built
- Difficult to rate this – site isn't finished enough
- In the past 2 months they have sold 15 to 26 units, so this proves even in a bad market, good product sells (normal is 1 per week)
- The variation in architectural styles is disturbing on the attached product