

City of Roseville

This is the second in a series of articles featuring local governments that are using Blueprint Project principles in built projects, plans or general plans. In March, SACOG Board member Rocky Rockholm gave a presentation to the SACOG Board regarding Roseville's smart planning that incorporates Blueprint principles.

RAPID GROWTH IS NOTHING NEW TO the City of Roseville. According to the Roseville Historic Society, between the years of 1906 and 1908, with the move of the railroad roundhouse and repair station from Folsom to Roseville, this small "village," began to thrive. Clearly, over the last 100 years, Roseville has proven it can adapt to rapid change, and adapt well.

Since 1992, the City of Roseville's population has nearly doubled from 49,500 to 90,739 in 2003. The need for infill is unquestionable, as Roseville's projected population for 2010 is 115,000 residents.*

"The challenges for Roseville are achieving higher density in infill areas and also

in new growth areas," said Rocky Rockholm, SACOG Director and Mayor Pro Tem of the City of Roseville.

Roseville's planning staff is drafting specific implementation strategies mirroring Blueprint smart growth principles and adding community education and monitoring components. "Once examined by the Roseville Planning Commission in April, the implementation strategies are scheduled to be adopted by the City Council in May 2005," said Rockholm. "Community outreach is a primary focus in an effort to encourage public awareness of the growth ahead and the value of Blueprint's 50-year plan of development."

“The strategies that are ultimately adopted will need to reflect Roseville's interests and also maintain its character and quality of life.”



The Stonepoint Project is one key mixed-use high-density project recently approved by the Roseville City Council. Its plan includes two, ten-story towers, 225 high-density housing units, 350 medium-density housing units, and a two-acre park. Stonepoint is a mix of residential and business space, generating walkable neighborhoods and reducing automobile traffic compared to conventional development patterns.

The Riverside Specific Plan, located in the corridor between Douglas and Darling, is one example of an innovative way to improve an infill area. Proposed changes to this one-time "auto row," invoke a community feel, with classic light posts, lush greenery, park benches, and colorful buildings that maximize vertical space and promote mixed-use for business and housing. Other infill reinvestment opportunities include: Douglas Boulevard from Vernon Street to Interstate-80, Douglas from I-80 to Rocky Ridge, Sunrise from Douglas to Kirby, the Fairgrounds and the Historic District.

Other jurisdictions in the region have begun to take notice of Roseville's activities.

Aerial and park-view renderings of the Roseville Specific Plan that features a grid street network, small walkable blocks, commercial zoning around a "village green," apartments, townhomes, a church site and a neighborhood park.

In a show of support, Christopher Cabaldon, SACOG Director and Mayor of West Sacramento, praised Rockholm and the City of Roseville as leaders for other communities.

"Seeing a community like Roseville, which has a demonstrated record of success, visible stability, high quality of services and amenities, makes the kind of efforts that all of us are trying to do in our communities easier," said Cabaldon.

"The strategies that are ultimately adopted will need to reflect Roseville's interests and also maintain its character and quality of life. An important component will be educating the public on the benefits of mixed use opportunities," said Rockholm.

For more information regarding the City of Roseville, visit www.roseville.ca.us.

* City of Roseville Demographic, Development & Employment Profile 2002-2003

