

City of Rocklin

This is the eighth in a series of articles featuring local governments using Blueprint Project principles in built projects, plans or general plans. In December, SACOG Director and City of Rocklin Councilmember Kathy Lund and Rocklin Assistant City Manager Rob Braulik gave a presentation on Rocklin's conceptual downtown plan to the SACOG Board of Directors.

Consistent with SACOG Blueprint, the conceptual downtown plan focuses on design and building form using Form Based Code (FBC). Minimizing setbacks and encouraging mixed-use development, the plan is designed to create an authentic walking city with storefronts that attract businesses, residents and visitors.

"We want to create a true downtown for the city of Rocklin, where people can live, work and shop," said Braulik. "Currently you have to drive to get around. Having a downtown where people can walk down the street and go to a restaurant, a theater, or a café would create a focal point for the city."

Infill residential housing is a key component of the plan. Up to 2,000 residential units, with a higher density of 15 to 40 units per acre, will

help build the downtown as a center of culture, recreation, shopping, dining, living and civic activities. "With the downtown plan, we can provide opportunities to empty-nesters and first-time home-buyers alike," said Braulik. "

Rocklin has an opportunity to create a downtown where none exists. Beginning with 4,000 square feet of retail, development will emphasize an interest for local, specialty shops. Pending approval, four mixed-use residential and retail catalyst projects could begin development in 2007. Building momentum over time, Rocklin hopes to eventually have 600,000 square feet of retail and over 800,000 square feet of small and mid-sized offices. Building design

will vary and building height limited to create a focal point for the community. Final build-out over 25 years is anticipated at 3 million square feet.

The plan would also improve the major downtown corridors, Rocklin Road and Pacific Street, by adding a landscaped median, bike lanes, and curb bulb-outs reducing vehicle speed. These improvements would create routes to downtown that are pedestrian-friendly, calm traffic, and provide more on-street parking.

Most of the infrastructure for the project area would be privately funded by developers, generating nearly \$12 million for improvements. The largest project expense, park-

ing, would be a public-private venture estimated to cost \$94 million for surface and structured parking.

Assistant City Manager Braulik emphasized community interest in the planning process. "Earlier this year, a four-day community design workshop drew 1,000 local participants," said Braulik. "South Placer County has had a traditional suburban growth pattern, but applying the Blueprint principles will ensure good management of scarce resources while greatly enhancing the city."

The plan will go before Rocklin's planning commission and city council for consideration in 2006.

These sketches show the type of downtown envisioned by Rocklin's conceptual downtown plan.

