

State of the City of Rocklin

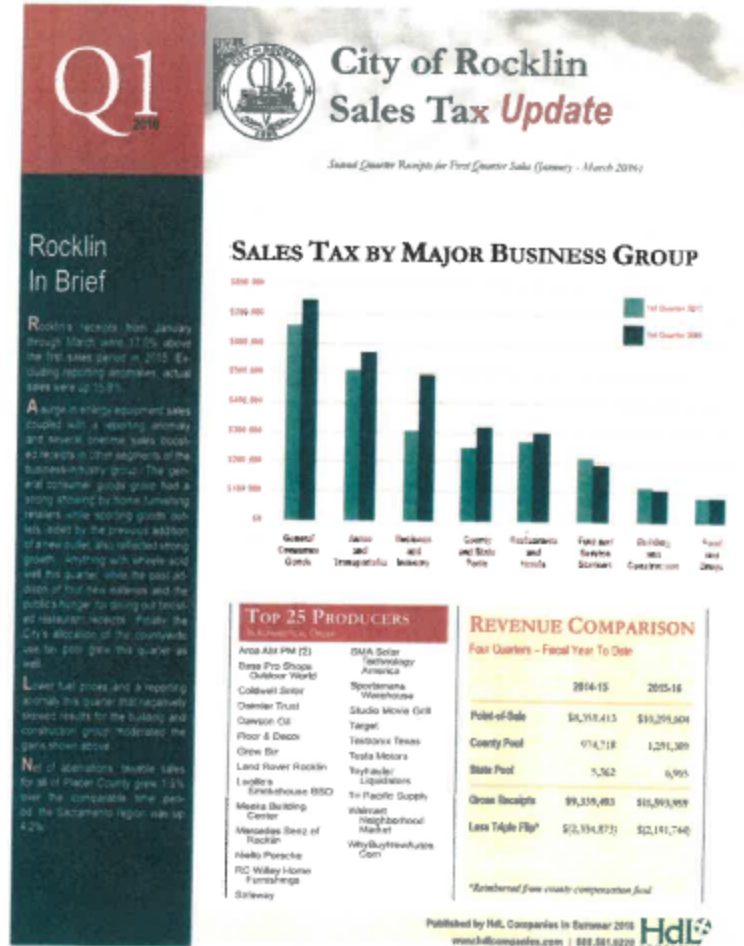


City Manager Rick Horst
March 3, 2017

City of Rocklin Sales Tax Comparison

Year to Year Sale Tax Comparisons

2009-2010:	\$ 5,930,851
2010-2011:	\$ 6,256,379
2011-2012:	\$ 6,467,965
2012-2013:	\$ 7,890,505
2013-2014:	\$ 7,907,822
2014-2015:	\$ 9,339,493
2015-2016:	\$11,593,959
2016-2017: (Est)	\$12,500,000
95.5% increase in six years	



Reversing the Trend of Retail Leakage

Per Capita Sales Tax Surplus/Gap Comparisons

2011	\$600 million gap
2014	\$317 million gap
2016	\$133 million surplus
2017*	\$230 million surplus

*Estimate

Source: HdL Companies

Takeaways

- (1) The outcome of many General Plan initiatives is tied to the city's economic success.
- (2) Land Use and physical development needs to be understood within a broader context of interdependence of land uses.
- (3) Rocklin has the potential to double the retail sales per capita of Roseville based on current land use designations.

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CALIFORNIA

The Value of Economic Development

TO SAY THAT ECONOMIC DEVELOPMENT IS VALUABLE BECAUSE IT BRINGS REVENUE TO COMMUNITIES DOES NOT DO THIS PROFESSION JUSTICE. AT ITS HEART, ECONOMIC DEVELOPMENT IS ABOUT BUILDING HEALTHY ECONOMIES IN ORDER TO HAVE HEALTHY COMMUNITIES.





SIERRA VILLAGES
City of Rocklin, California
November 2016



WOOD RODGERS
ARCHITECTURE INTERIORS PLANNING
14075 BLOSSOM AVENUE, SUITE 100, ROCKLIN, CA 95765
916.782.1000



EXISTING
McDonald's/Chevron



EXISTING
McDonald's/Chevron



3,300 SF

10,000 SF

10,400 SF

15,000 SF

35,000 SF

25,000 SF

25,000 SF

INTERSTATE 80



P.C.W.A Easement

1-Story Leasing/
Community Building

Project Entry

Linear Park



PACIFIC POINTE
ST. ANTON
COMMUNITIES

1801 I Street, Suite 200
Sacramento, CA
916.471.3000

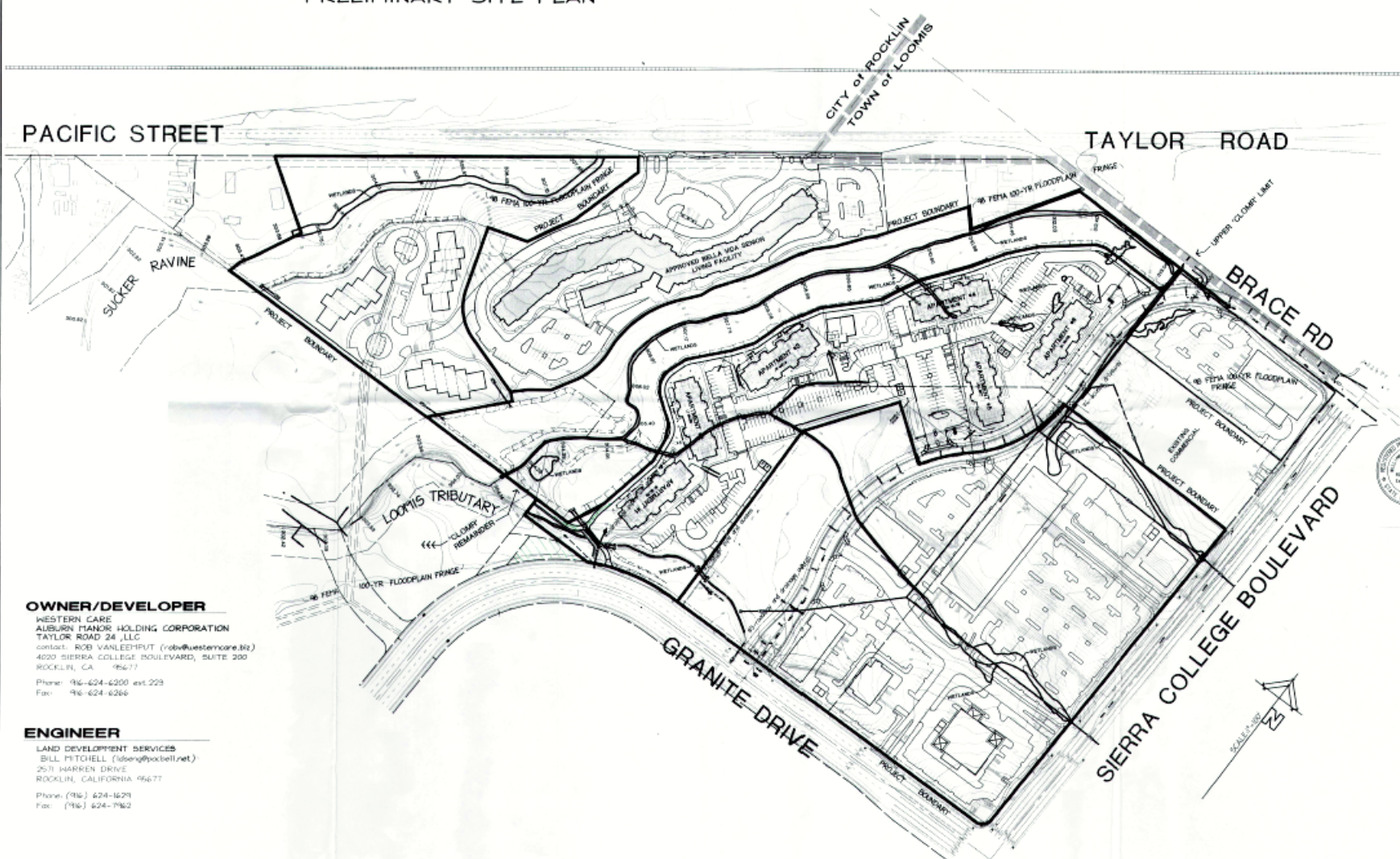
CONCEPTUAL SITE PLAN

ROCKLIN, CA
02/14/2014

10.26.2014

GRANITE CREEK PROPERTY

PRELIMINARY SITE PLAN



OWNER/DEVELOPER

WESTERN CARE
 ALBURN HANOR HOLDING CORPORATION
 TAYLOR ROAD 24, LLC
 contact: ROB VANLEEFPUT (rob@westerncare.biz)
 4020 SIERRA COLLEGE BOULEVARD, SUITE 200
 ROCKLIN, CA 95677
 Phone: (916) 624-6200 ext. 229
 Fax: (916) 624-6266

ENGINEER

LAND DEVELOPMENT SERVICES
 BILL MITCHELL (ltseng@rockbell.net)
 2571 WARREN DRIVE
 ROCKLIN, CALIFORNIA 95677
 Phone: (916) 624-1629
 Fax: (916) 624-1762

dag. no.
 J-134

GRANITE CREEK PROPERTY
 PRELIMINARY SITE PLAN
 City of Rocklin, California

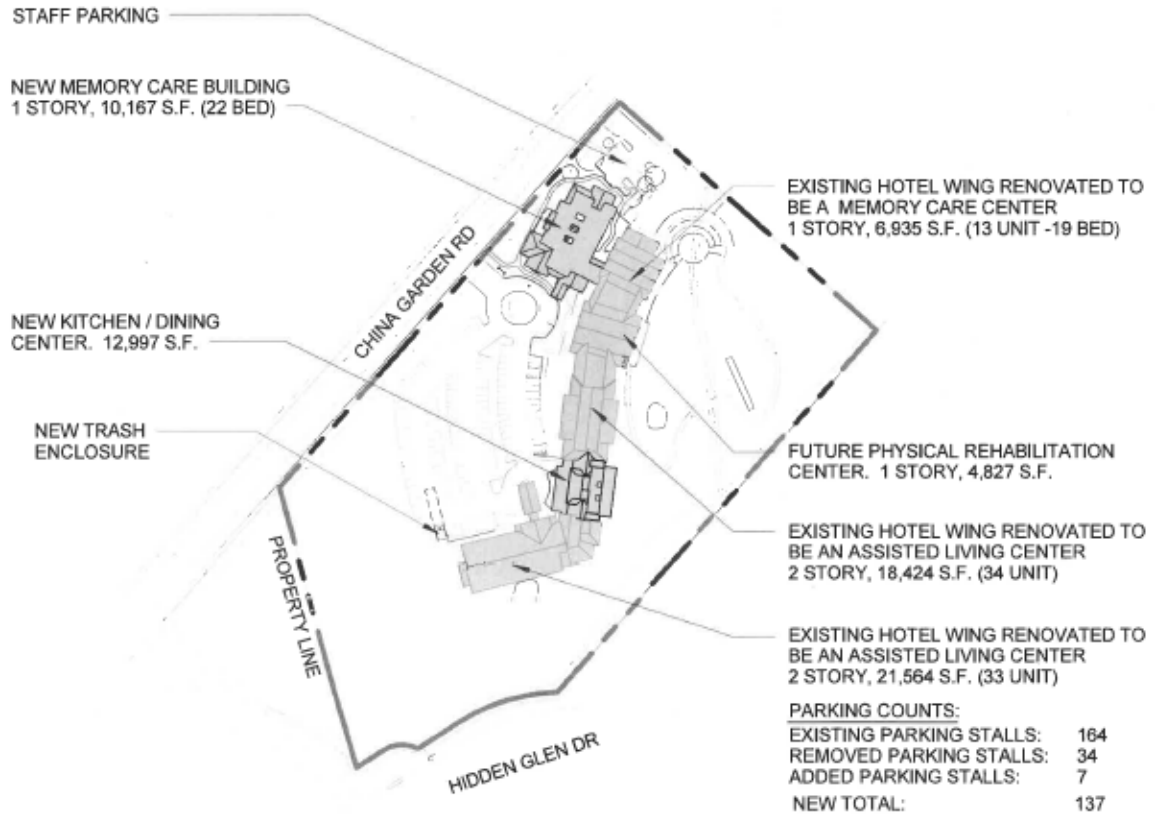
SCALE
 1"=300'

Date
 9/27/2014



Designed: HGS
 Drawn: WGS
 Checked:
 Approved:
 REC 25/29
 Datum:

c1
 of



NOTES:

- SEE ENLARGED PLANS FOR OVERALL BUILDING AND PROPERTY DIMENSIONS.
- SEE ARBORIST REPORT FOR EXISTING TREES TO REMAIN AND EXISTING TREES TO BE REMOVED.
- SEE LANDSCAPE DRAWINGS FOR NEW VEGETATION.



SHEET TITLE: **SITE PLAN**



9/11/2015 4:42:48 PM



720 NW Davis
Suite 300
Portland OR 97209
503.221.1121
503.221.2077
www.lrsarchitects.com

PROJECT NAME: *Rocklin MC AL Conversion*
PROJECT NUMBER: 215086
DRAWN BY: *IJB*
DATE CREATED: 09/08/15

SHEET:
AP-1
Schematic Design
9.11.15

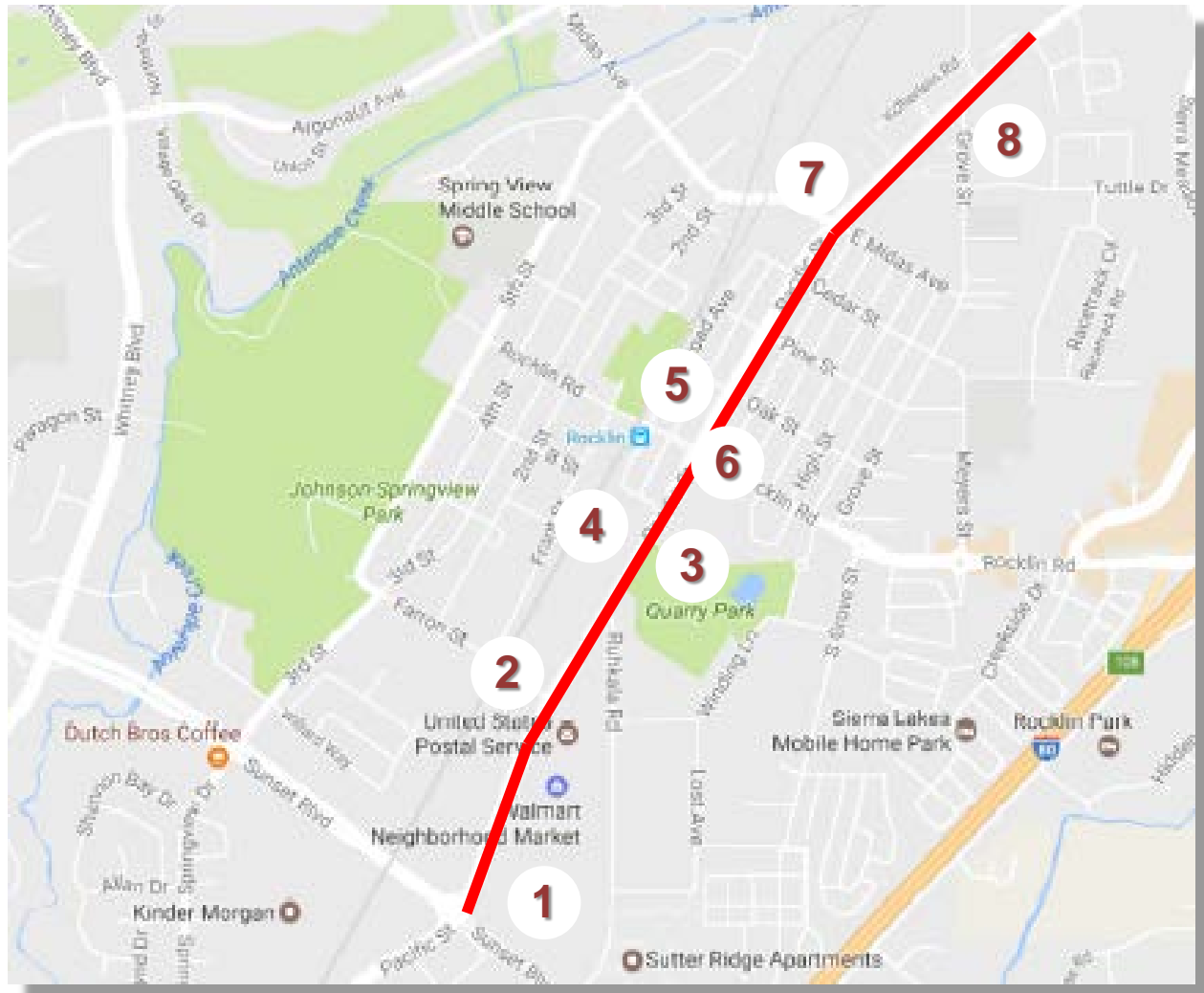
Pacific Street Corridor



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Why the recent interest?

- This corridor has remained dormant for decades but is currently experiencing increased investment in staff opinion for the following reasons:
 - City Council policy direction and support of economic development
 - City investments in Quarry Park
 - Resurgence of regional economy
 - Deficit of remaining undeveloped site opportunities
 - Opportunity for reuse of existing underutilized properties

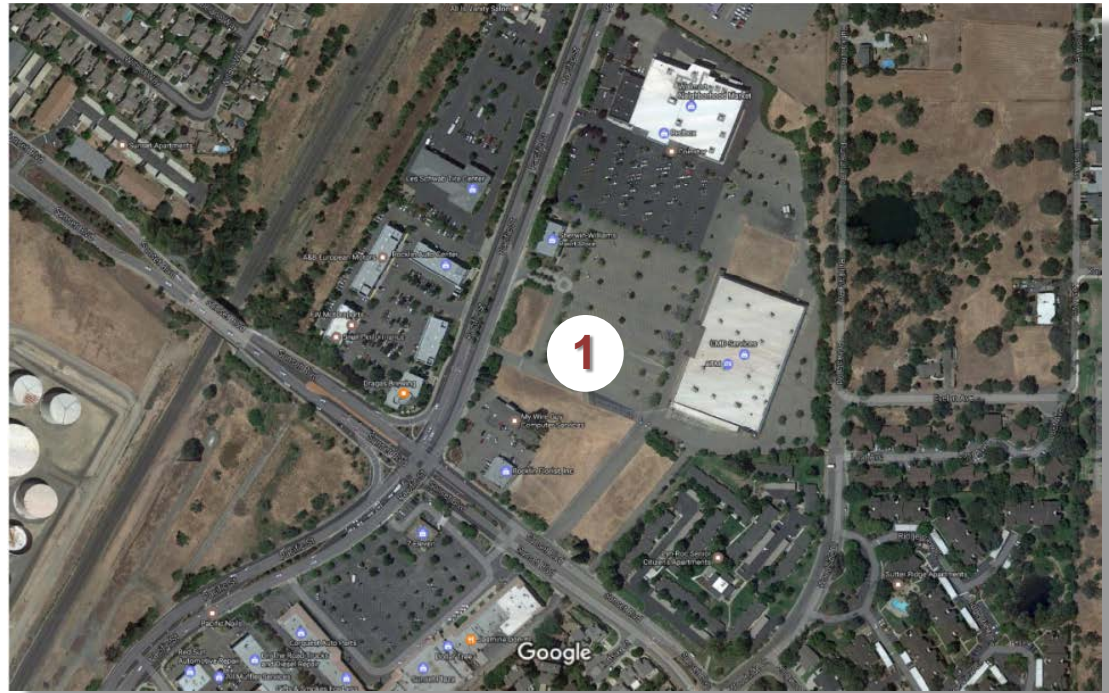


Existing Projects

Project 1

Pacific Point

- 180 unit multi-family
- 44 unit single-family
- 2 commercial outparcels



Projects 3-5

City Properties

- Big Gun (4.5 acres)
- Pacific-Rocklin (1 acre)
- Oak-Pacific (2.5 acres)



Projects 3- 5

Rocklin Adventures At Quarry Park

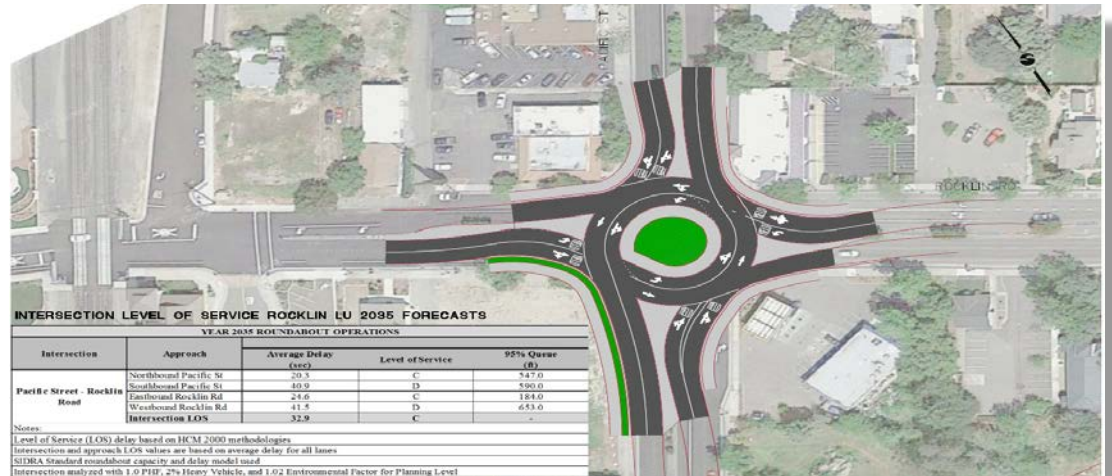
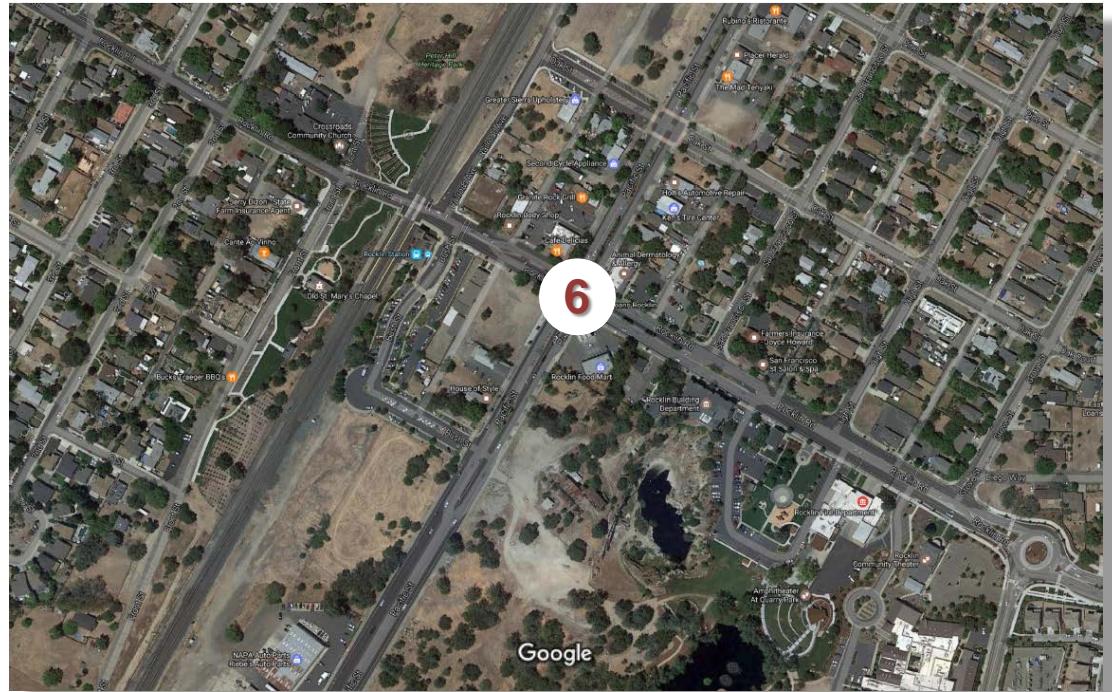
- Mixed-Use



Project 6

Rocklin-Pacific Roundabout

- Improve traffic flow
- Support traffic calming
- Increase landscaping
- Improve aesthetics



Project 7

Rocklin Gateway

- 200 unit multi-family
- 7 acre site



Project 8

Quarry Row

- 64 unit single-family
- 7 acre site



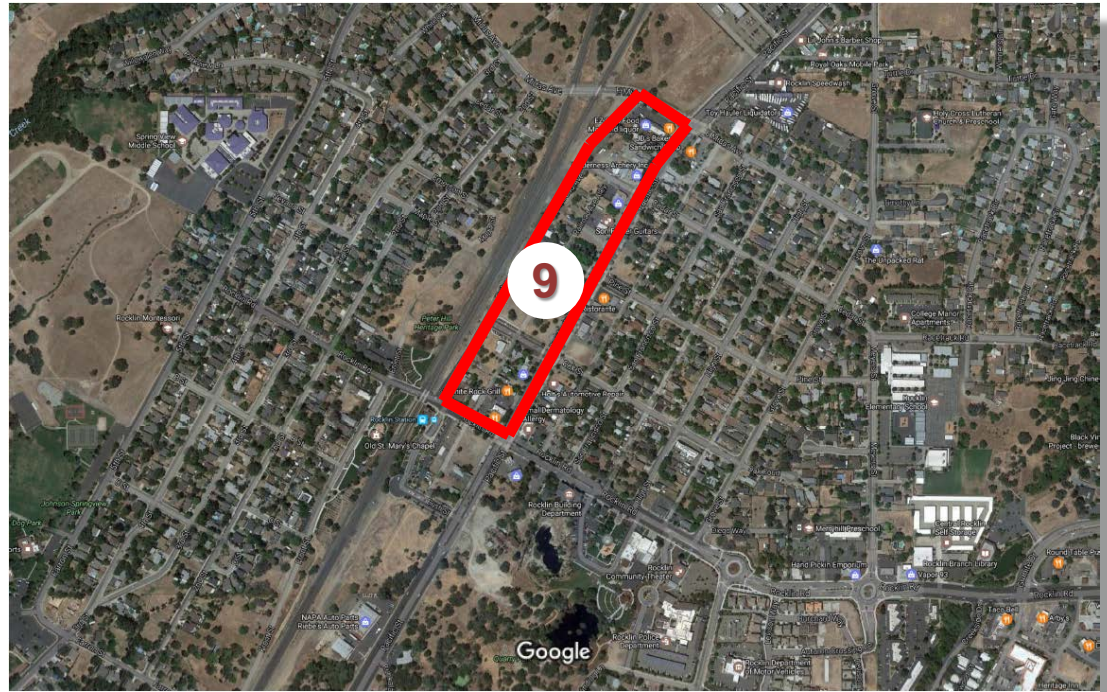
New opportunities and goals?

- Given the resurgence of activity there may be additional opportunities the City can explore to leverage private investment the goals of which include:
 - Attract visitors and consumer spending
 - Increased job creation
 - Increased beautification and landscaping
 - Increased revenue to the City
 - Opportunity for reuse of existing underutilized properties

Project 9

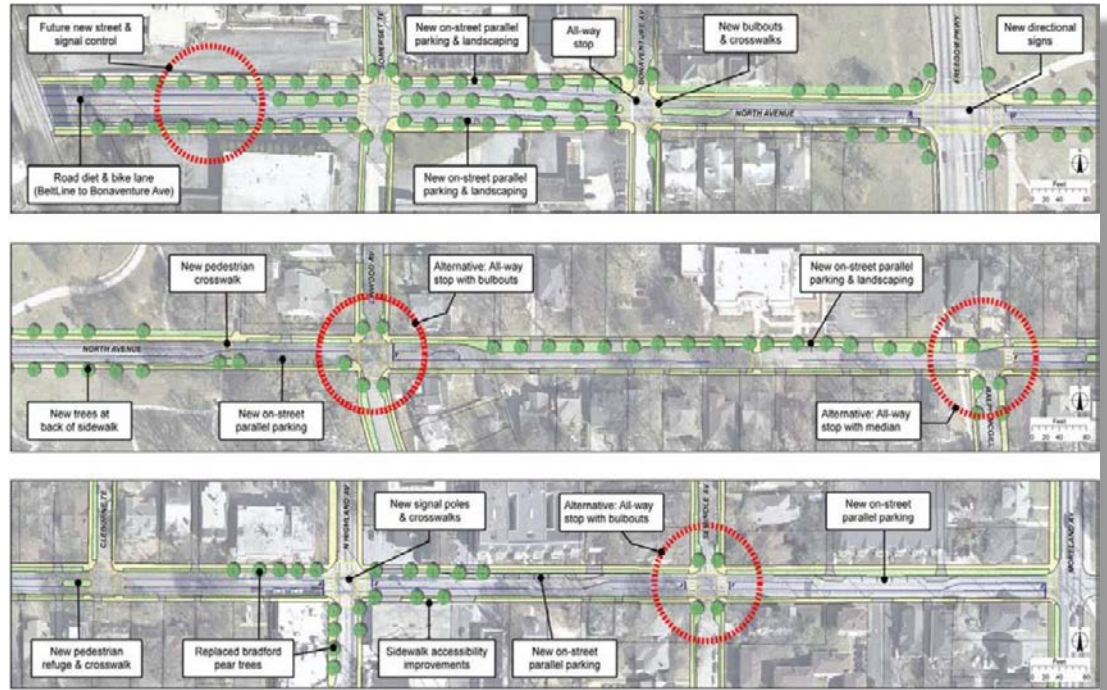
Pacific “Mainstreet”

- Possible lane reduction on Pacific
- Possible diversion to Rail Road Avenue
- Increased parking
- Increased landscaping
- Outdoor seating
- Bicycle lanes



Pacific “Mainstreet”

- Improved pedestrian environment
- Encourage new uses
- Attract visitors



Project 10

Railroad Corridor Development

- Yankee Hill Road to Loomis border
- Limited options for use of UP property
 - Auto sales
 - Auto repair
 - Greenbelt



The Road to Fiscal Sustainability

Perhaps one of the greatest challenges of the elected official is to ensure the fiscal sustainability and quality of life in their community.



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An Old Adage

“If you always do what you’ve
always done,
you’ll always get what you
always got.”

“NOT ANYMORE”



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- Reliance on Sales and Property Tax
- Federal and State Aid has diminished over the past decade
- Unlikely to change significantly in the near future and is more likely to continue to decrease
- Federal and State Aid is being distributed to a few targeted programs; many of which the City of Rocklin does not qualify for.
- Unfunded Mandates

The Way You Shop Will Change Forever

“Online Shopping has now reached a decade of maturity and brick and mortar stores are loosing the battle”

“Macy’s closed dozens of stores”

“Sears closed more than 150 locations”

“Kohl’s fading away”

“Target waves red flag”

[JC Penny Closing 140 Stores](#)



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CALIFORNIA

Re-Thinking How We Do Business

- Pre-2009/2010 – 282 FTE's
- 2017 – 232 FTE's – We are not only doing more with less, we are doing it better
- Further the Use of Technology
- Capitalizing on the Shared Economy
- Where and How do we make the best use of our capital investments
- Privatization
- Destination Promotion

What is an intelligent transportation system?

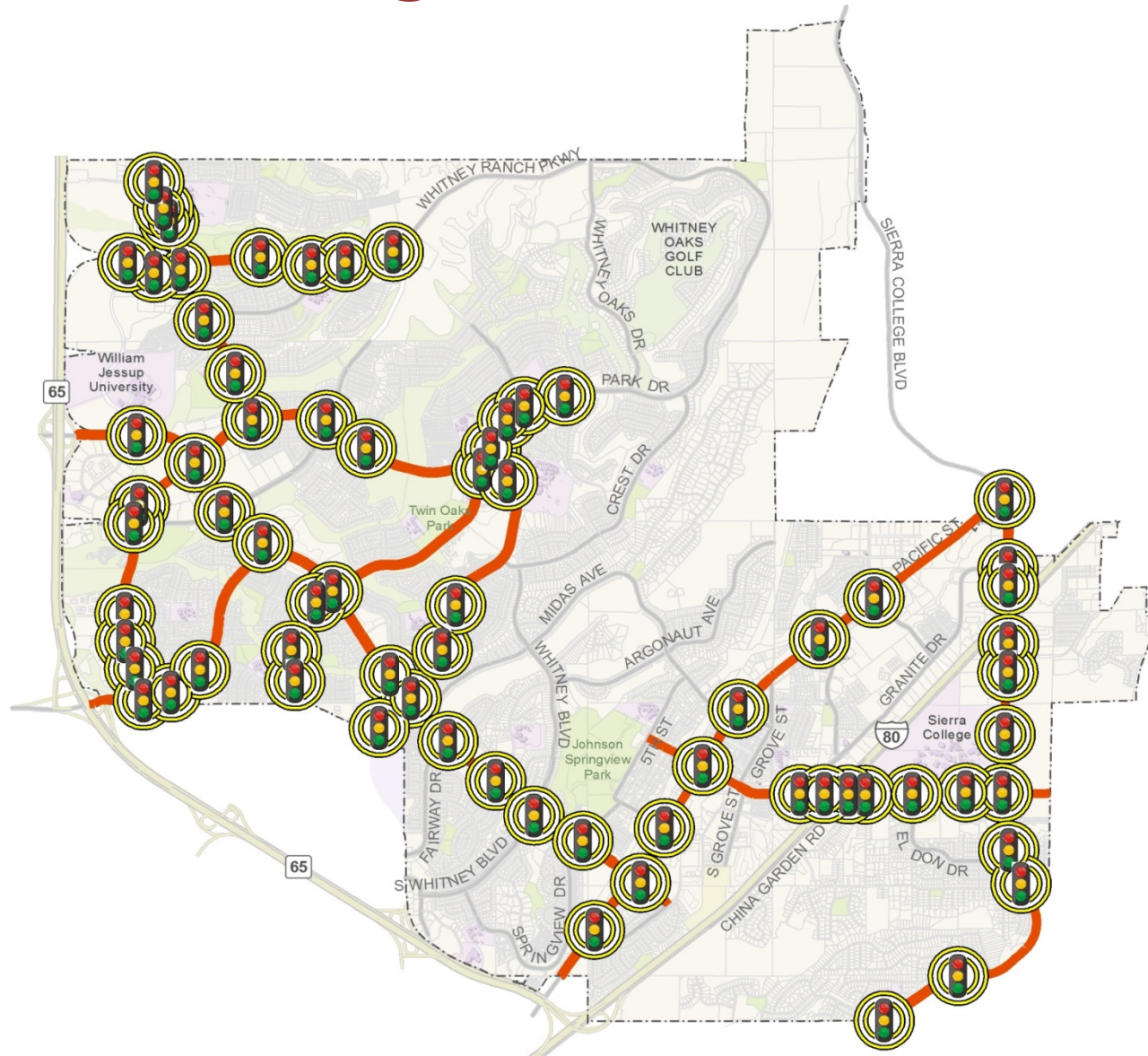
- Technology that is leveraged to collect, convey, and share important information.
- ITS helps cities:
 - Make informed decisions
 - Improve transportation safety and mobility
 - Enhance productivity

Alternative Mitigations

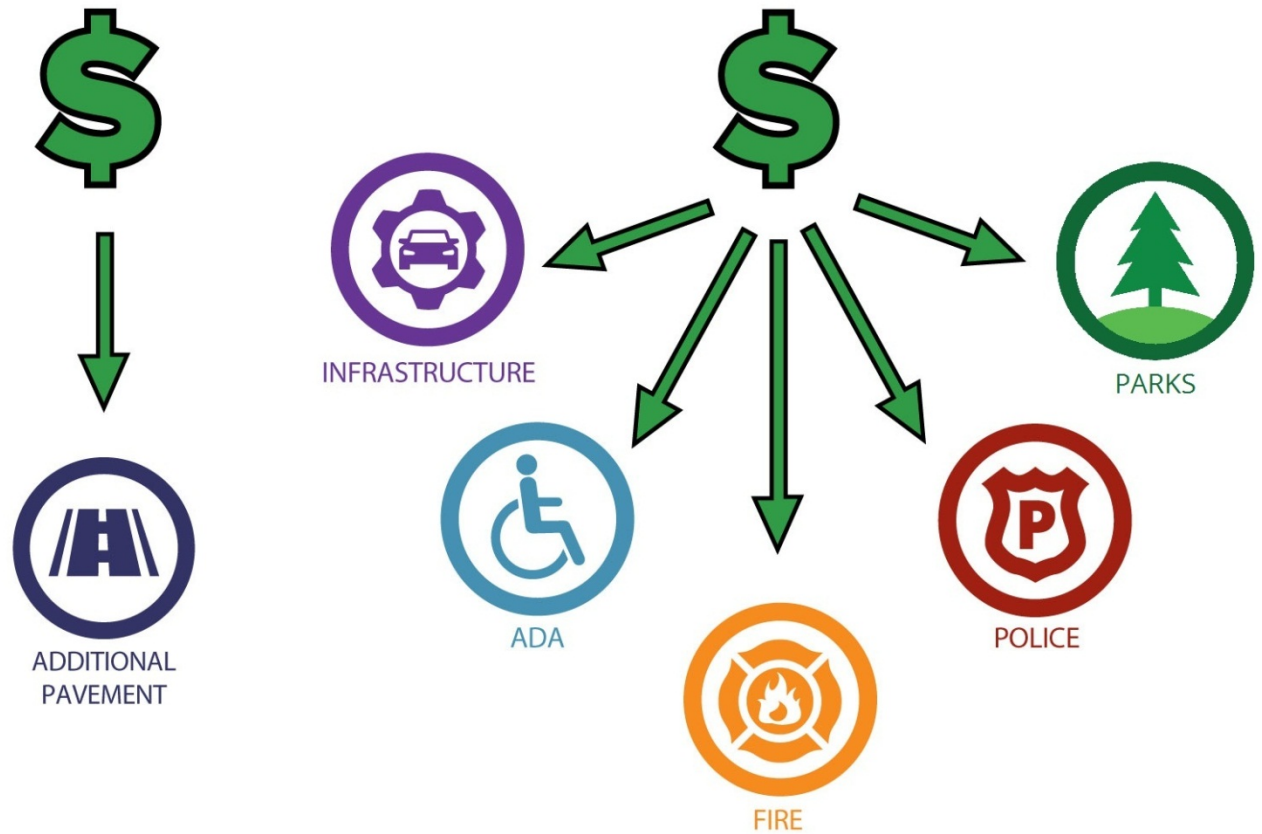
- Mitigations and new technologies will be evaluated and implemented to the fullest extent possible (i.e., roundabouts synchronization of traffic signals, lengthened turn lanes, Trails development, etc).



Creating a network that talks



Now that you are Investing Smarter

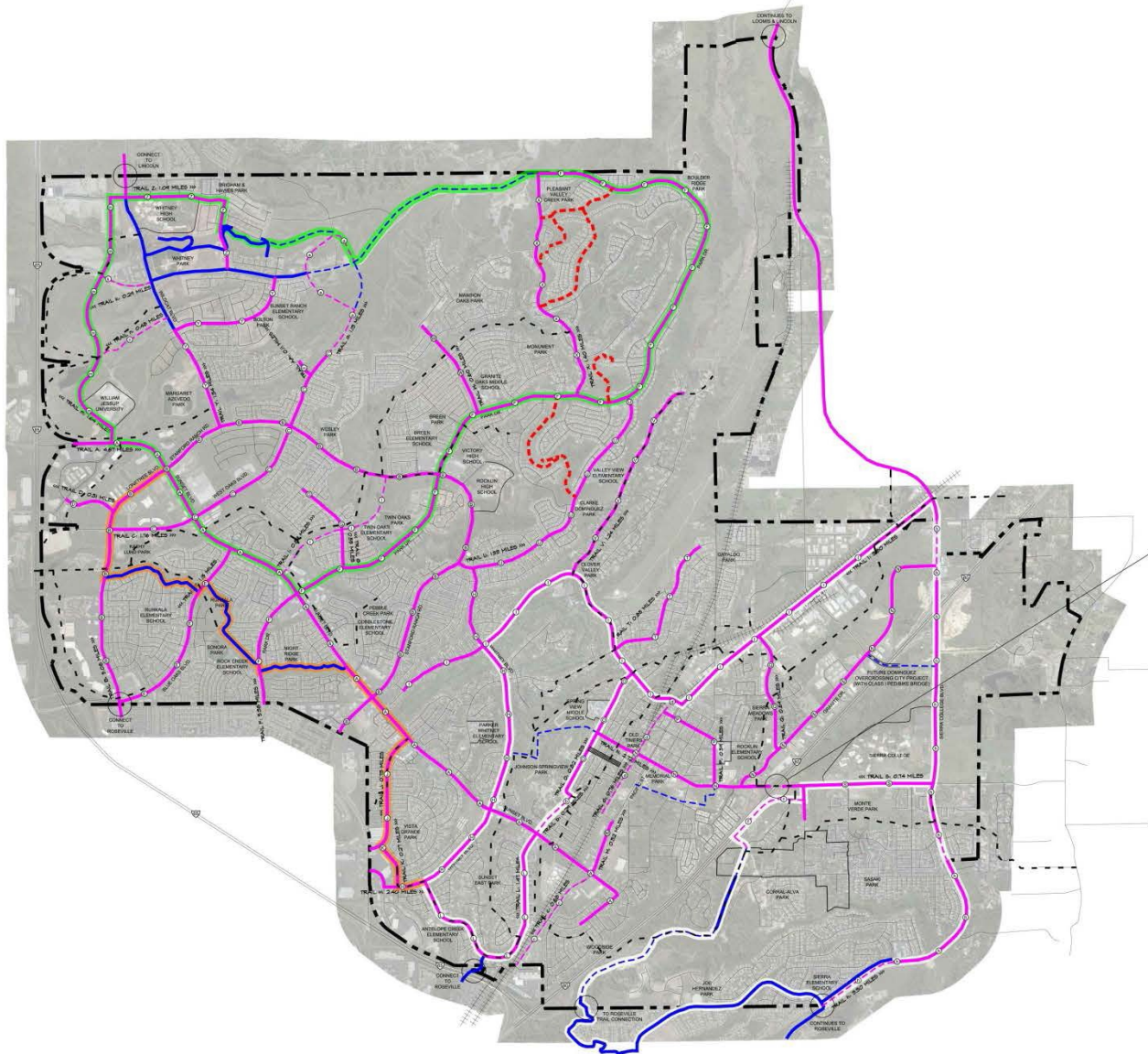


Parks and Trails Master Plan Highlights

- Survey Results
 - 96% satisfaction rate
 - 73% engage in recreation activities at least 3x/month
 - Johnson-Springview Park is most used park
 - Trails for walking/running/biking most popular recreation activity
- Park types
 - Community Parks
 - Neighborhood Parks
 - Recreation Area
 - Natural Area/Greenbelt
 - Linear Park
 - Special Use Facilities



Parks and Trails Master Plan



SYMBOL LEGEND	
---	CITY LIMITS
8.32 MILES	EXISTING BICYCLE TRAIL CL. 1
5.00 MILES	PROPOSED BICYCLE TRAIL CL. 1
49.76 MILES	EXISTING BICYCLE TRAIL CL. 2
6.04 MILES	PROPOSED BICYCLE TRAIL CL. 2
⊙ ⊙ ⊙	MILE MARKERS: (CENTERED < 1/4 MILE)
10.62 MILES	NORTHERN LOOP TRAIL
16.10 MILES	SOUTHERN LOOP TRAIL
4.28 MILES	WESTERN LOOP TRAIL
3.05 MILES	WHITNEY OAKS TRAIL
0.20 MILES	B STREET CORRIDOR
N.A.	EXISTING S.P.M.U.D. PUBLIC SEWER EASEMENT

NOTES:

1. ALL TRAIL USERS SHOULD USE CAUTION, OBSERVE ALL LAWS AND SIGNS AND ALL BICYCLISTS SHOULD WEAR PROTECTIVE HEAD GEAR, LIGHTS AND REFLECTIVE MATERIALS.
2. SOME TRAIL LINKAGES ARE UNDER CONSTRUCTION OR UNFINISHED, AND MAY BE DIRT OR CLOSED; PLEASE RESPECT CLOSURES AND SIGNAGE TO PREVENT INJURY AND/OR CITATIONS.
3. THIS TRAIL MAP WILL BE UPDATED PERIODICALLY BY THE CITY OF ROCKLIN; PLEASE INQUIRE WITH THE PUBLIC SERVICES DEPARTMENT TO OBTAIN THE MOST RECENT UPDATE. THIS IS THE 2015 EDITION.

CAUTION:

CYCLISTS MUST DISMOUNT AND WALK BIKES ON SIDEWALKS AT NARROW ROCKLIN ROAD UNDERCROSSING.

TRAIL DEFINITIONS:

1. CLASS I BIKEWAYS PROVIDE A COMPLETELY SEPARATED RIGHT-OF-WAY DESIGNATED FOR THE EXCLUSIVE USE OF BICYCLES AND PEDESTRIANS WITH CROSS-FLOWS BY MOTORISTS MINIMIZED (ALSO CALLED A BIKE PATH OR TRAIL).
2. CLASS II BIKEWAYS PROVIDE A RESTRICTED RIGHT-OF-WAY DESIGNATED FOR EXCLUSIVE OR SEMI-EXCLUSIVE USE OF BICYCLES WITH THROUGH TRAVEL BY MOTOR VEHICLES OR PEDESTRIANS PROHIBITED, BUT WITH VEHICLE PARKING AND CROSS-FLOWS BY PEDESTRIANS AND MOTORISTS PERMITTED (ALSO CALLED A BIKE LANE).
3. CLASS III BIKEWAYS PROVIDE A RIGHT-OF-WAY DESIGNATED BY SIGNS OR PERMANENT MARKINGS AND SHARED WITH PEDESTRIANS OR MOTORISTS (ALSO CALLED A BIKE ROUTE).





The City of Rocklin will showcase the schedule of events, concerts, and community programs slated for 2017. Join us from 11 a.m. to 3 p.m. for fun with food trucks, activities, and live music!

You'll also get to meet and greet city officials from each department to see how their teams help shape the community at this open house.