

Urban *Advantage*

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Roseville, CA

Market Ave and Road "B"



Existing conditions

Roseville, CA

Market Ave and Road "B"



Interconnected through streets define small walkable blocks. Sidewalks are separated from travel lanes by parking lanes, bike lanes, and/or planting strips. Crosswalks are emphatically striped for good visibility. Lighting is scaled to pedestrian needs. Local thoroughfares are designed for pedestrian safety—no larger than four travel lanes, no double left turn pockets, no acceleration, or deceleration lanes

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Street trees are planted close to roadway so as to cast shadows, thus breaking up visual expanse of asphalt and reducing heat island effect

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With addition of higher density development, walking becomes natural

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Mixed-use buildings of height proportional to the street enclose the main street as a defined public space. Offices and/or residences above shop fronts add to the life of the street. Diagonal parking in front of shop fronts reduce off street parking requirements. Off street parking is located to the rear of buildings, not the front. Safety of streets, compactness of development, and mixture of land-uses encourages bicycling.