

Appendix C – Land Use Element





II. LAND USE

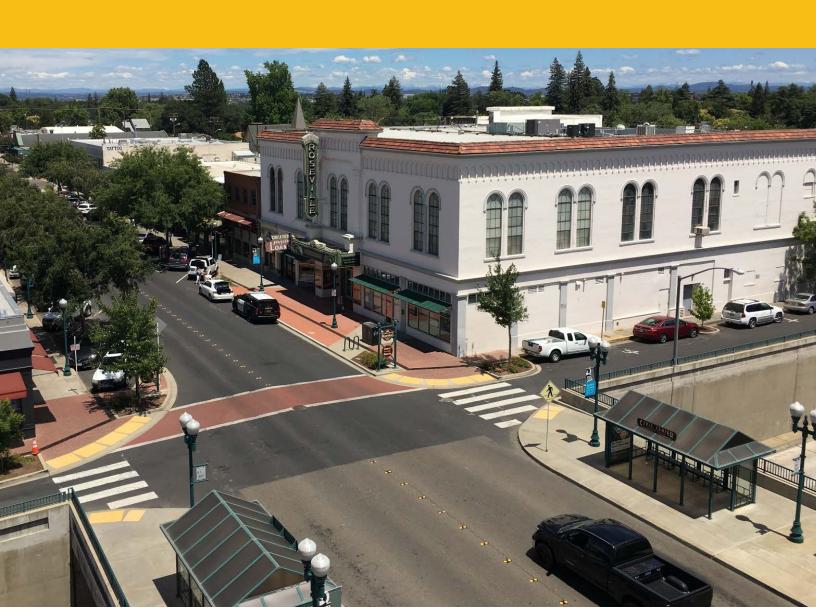


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LAND USE

PURPOSE

The purpose of the Land Use Element is to set guidelines for managing land use change. Land use designations define allowable density and land uses. The Land Use Map illustrates the location of each of these uses. Goals and policies in this Element guide land use change to achieve many goals: maintaining and enhancing quality of life in neighborhoods; promoting revitalization and economic development; enhancing fiscal sustainability; and ensuring orderly and efficient long-term growth.

A community's ultimate land use distribution and development pattern are influenced by economic development and opportunities, the capacity and location of infrastructure and services, natural and environmental constraints, the periods of time when the community was founded and experienced growth, market opportunities and constraints, and social factors. The implementation of land policies interacts with these and other factors to improve social, economic, and environmental outcomes. Land

use patterns have complex relationships with other key planning considerations. For example, infrastructure capacity and placement can influence the distribution of land uses and the community's overall character. At the same time, the desired community character speaks to the distribution of land uses and the infrastructure necessary to serve these land uses.

It is the overall goal of the Land Use Element to promote a balanced land use pattern that supports innovative land use approaches and retains and enhances the distinct character and identity of Roseville.

GUIDING PRINCIPLES

The City has received input from residents and business owners through surveys, task forces, committee meetings, and other mechanisms. This input was used to develop guiding principles that create the foundation for the goals and policies of the Land Use Element. These guiding principles include:

- Promote and enhance Roseville's unique character and identity.
- Distinguish Roseville from adjacent communities through the quality of development and design and the level of public services and facilities provided.
- Protect and enhance Downtown and the City's established neighborhoods.
- Promote new development and ensure that development is an integrated and connected part of the City's land use pattern.
- Provide a variety of housing types and opportunities to serve the needs and incomes of all households.
- Create a balanced land use pattern with an appropriate mix of uses to accommodate residential, employment, service, and social needs within the community.
- Preserve open space in areas with sensitive environmental resources and provide high-quality, accessible recreational amenities.
- Ensure fiscal responsibility.
- Create a land use mix and development pattern that accommodates and promotes alternative transportation modes for ease of access and improved air quality and public health.
- Proactively manage and plan for growth.

ORGANIZATION

The Land Use Element consists of the Land Use Map and land use goals and policies. The Land Use Map visually illustrates the City's existing and planned land use mix and pattern. Land use decision-making is guided by the goals and policies contained in the text of the Land Use Element, as well as the land use implementation measures outlined in the appendix to the General Plan. While the Land Use Map is an illustration of policy, it only reflects those policies that can be graphically shown. The Land Use Map and land use policies must be used in combination with each other, along with the policies from the other Elements.

A copy of the Land Use Map is available through the Development Services Department - Planning Division at 311 Vernon Street or online at www.roseville.ca.us.

The Land Use Element is organized into the following six components:

- 1 Planning Area provides a description of the Planning Area, the Sphere of Influence, and planning subareas.
- 2 **Land Use Designations** identifies and defines the City's land use categories, incorporating general use, development, intensity, and siting and compatibility guidelines.
- 3 **Development Forecast** presents estimates of future development potential within the Planning Area.
- 4 **Community Form** provides goals and policies to define and direct the future form and development pattern of the City.
- 5 **Community Design** includes goals and policies that address aesthetics, integration of the built and natural environments, and community character.
- 6 **Growth Management** focuses on the proactive management of growth in the community, including performance standards to regulate growth and development, as well as policies addressing annexations and expansion of the City's Sphere of Influence.



It is the overall goal of the Land Use Element to promote a balanced land use pattern that supports innovative land use approaches and retains and enhances the distinct character and identity of Roseville.

PLANNING AREA

The focus of the General Plan's land use policy is on the City's "Planning Area" (see Figure II-1), which includes all planning subareas within the City limits, Sphere of Influence, and the City/County Memorandum of Understanding area, as described below.

Sphere of Influence

The City's Planning Area includes 796 acres of land that is within the City's Sphere of Influence, but outside the current City limits. The City does not have jurisdiction over projects proposed within the Sphere of Influence, but will monitor, receive notices, and provide official comments on such projects. The City will use policies of the Growth Management component of this Element to evaluate annexations to the City and expansions of the Sphere of Influence, which would be subject to approval by the Placer County Local Agency Formation Commission (LAFCO).

City/County Memorandum of Understanding Area

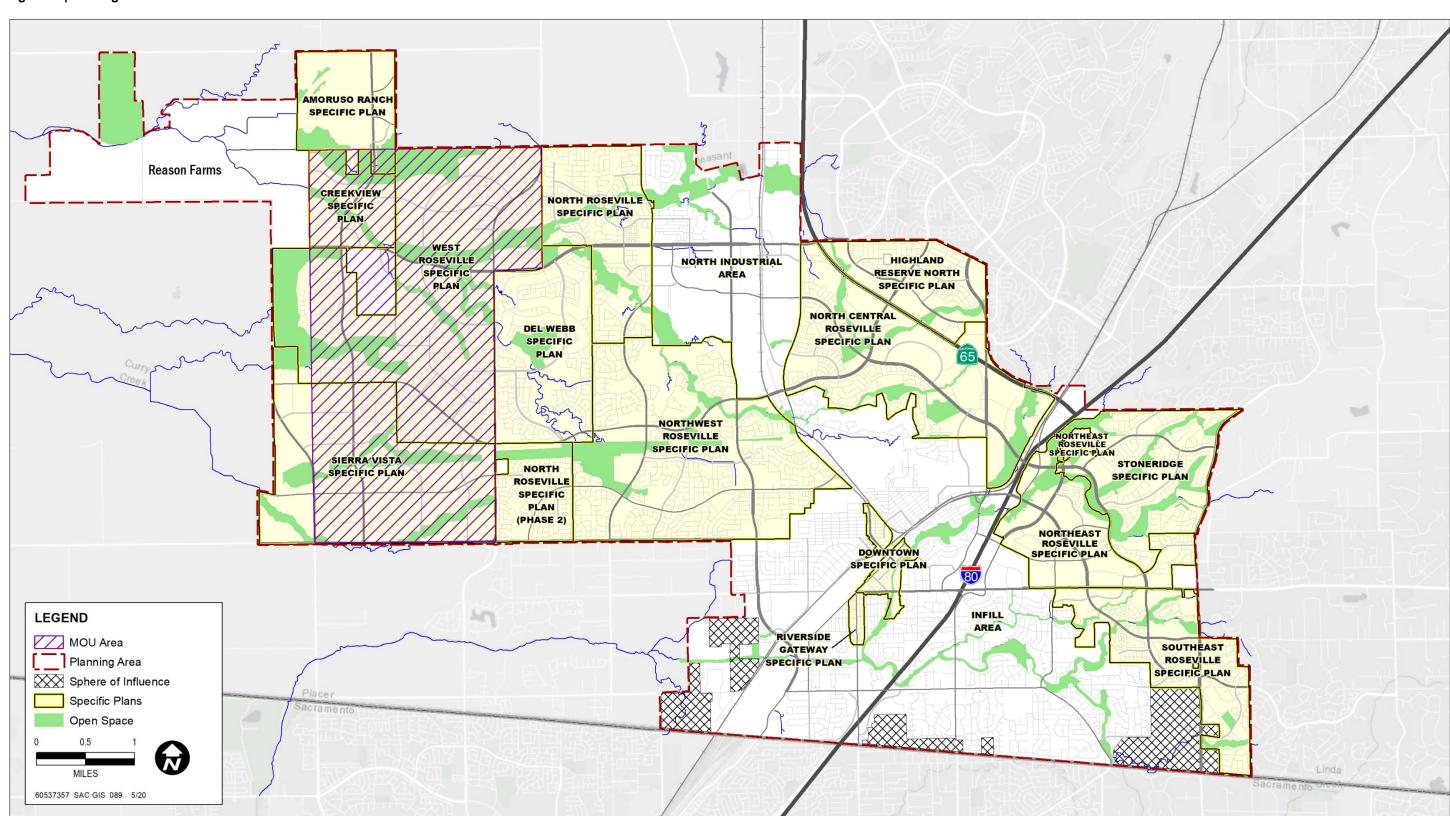
The City has an expanded cooperation agreement in place with Placer County, commonly referred to as the City/County Memorandum of Understanding (MOU), which provides guidelines for the City or County to follow to ensure that development within the MOU area is cooperatively planned with input from both agencies.

Planning Subareas

Within the City limits, there are 16 subareas that have been defined for planning purposes. These include the Infill Area, the North Industrial Area, and the City's 14 Specific Plan Areas:

- Infill Area This area has vacant and underutilized properties where the City will encourage infill development, but overall, it is mostly built out. The Infill Area includes the historic core of the community but excludes the Downtown and Riverside Gateway Specific Plan Areas.
- North Industrial Area While not subject to a specific plan, this is a recognized planning subarea of
 the City that provides a major opportunity for industrial and employment development serving the
 south Placer region. The North Industrial Area has adopted design guidelines, the North Roseville
 Design Guidelines, which applies to the majority of the planning area. Other portions of the North
 Industrial Area are regulated by the Hewlett Packard Master Plan or Campus Oaks Master Plan.
- **Southeast Roseville Specific Plan (1985)** This mixed-use Specific Plan represents the City's first effort to use the specific plan process to master plan a new development area.
- Northeast Roseville Specific Plan (1987) This Specific Plan is primarily intended for commercial and employment-generating uses but also has significant residential and open space components.
- Northwest Roseville Specific Plan Area (1989) The predominant land uses in this Specific Plan
 Area are single- and multi-family development, but the Specific Plan also provides for commercial,
 office, open space, and public uses.
- North Central Roseville Specific Plan (1990) This Specific Plan Area includes residential, commercial, and office uses, along with a large area for wetland preservation and creation.
- Del Webb Specific Plan (1993) This Specific Plan Area is planned as an age-restricted community
 consisting of single-family homes focused around recreational facilities with supportive private and
 public uses.

Figure II-1 | Planning Areas



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- Highland Reserve North Specific Plan (1997) This Specific Plan accommodates single- and multi-family residential development, along with commercial and other supportive uses.
- **North Roseville Specific Plan (1997)** This multi-phase Specific Plan includes single- and multi-family dwelling units, commercial uses, parks and other public facilities, and open space.
- Stoneridge Specific Plan (1998) This Specific Plan accommodates single- and multi-family residential development, commercial and office uses, parks and other public facilities, and open space.
- West Roseville Specific Plan (2004) This Specific Plan accommodates single- and multi-family dwelling units, including age-restricted units, commercial uses, industrial development, parks and other public facilities, and open space.
- Riverside Gateway Specific Plan (2006) The Riverside Gateway Specific Plan is intended to guide public improvements and facilitate commercial and residential infill development between Douglas Boulevard and Darling Way.
- Downtown Specific Plan (2009) This Specific Plan encourages mixed-use infill development throughout the Historic Old Town and the Vernon Street District. The associated Downtown Code implements the Plan, physically applying the Plan's guidance to properties within the Plan Area.
- Sierra Vista Specific Plan (2010) This Specific Plan accommodates single- and multi-family units, including age-restricted units, commercial development, parks and other public facilities, and open space.
- Creekview Specific Plan (2012) This Specific Plan accommodates single- and multi-family dwelling units, commercial and office development, parks and other public facilities, and open space.
- Amoruso Ranch Specific Plan (2016) This Specific Plan accommodates single- and multi-family dwelling units, commercial development, parks and other public facilities, and open space.

Roseville's Specific Plans play an important role in guiding development and conservation. In many areas of the City, the Specific Plans are the primary mechanism for implementing the goals and policies of the General Plan. It is the City's policy to plan for new development and/or reinvestment efforts through the Specific Plan process.

The Specific Plans establish detailed policies and implementation programs for portions of the City, consistent with the goals and policies established in the General Plan. Specific Plan land use designations are reflected on the General Plan Land Use Map, although Specific Plans may also use new land use categories that are more specific or tailored to a particular situation. The City's Specific Plans are consistent with, and are hereby incorporated by this reference, as a component of the Land Use Element of the General Plan. Copies of all of the City's Specific Plans may be obtained through the Development Services Department in the Civic Center at 311 Vernon Street or online at: www.roseville.ca.us.

LAND USE DESIGNATIONS

The City's land use designations define allowable land use, and serve as a guide for zoning, Specific Plans, and other land use regulations. Each land use designation has density and intensity guidelines (Table II-3 and II-4), which are used for planning of facilities (e.g. roadway, utilities, schools, parks, etc.) that support the various land uses, as directed by goals and policies in other Elements. The Land Use Map (Figure II-2) illustrates the location of the City's land use designations. The City's land use designations include:

Residential

- Low-Density Residential (0.5 6.9 Dwelling Units/Acre)
- Medium-Density Residential (7.0 12.9 Dwelling Units/Acre)
- High-Density Residential (13.0 Dwelling Units/Acre or greater)

Commercial

- Neighborhood Commercial
- Community Commercial
- Regional Commercial

Office

Business Professional

Industrial

- Light Industrial
- Tech/Business Park
- General Industrial
- Transfer Station

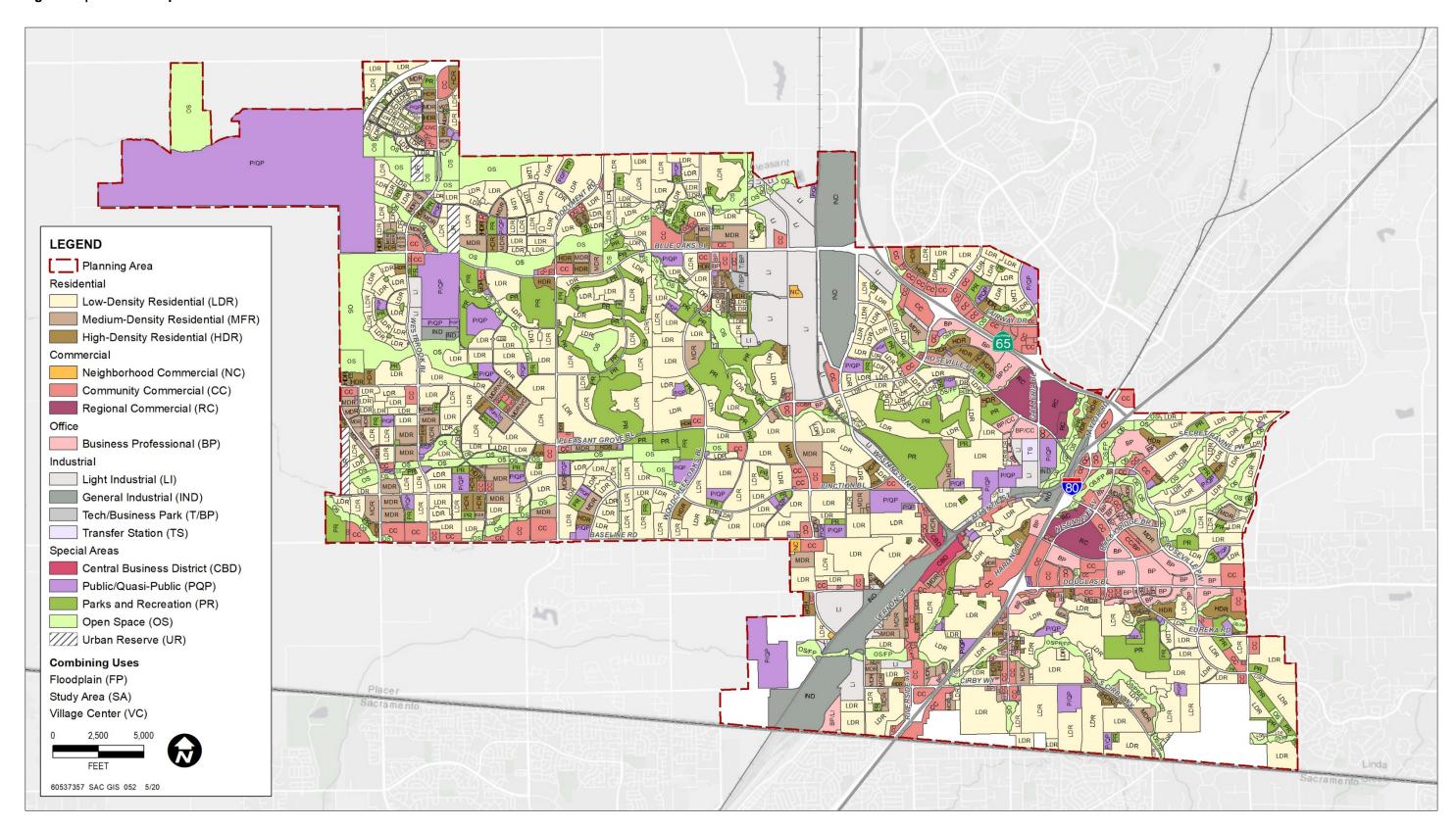
Special Areas

- Central Business District
- Public/Quasi-Public
- Parks and Recreation
- Open Space
- Urban Reserve

Combining Designations

- Floodplain
- Study Area
- Village Center

Figure II-2 | Land Use Map



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Compared to zoning, the City's land use designations define allowable land use broadly, in part to provide the flexibility necessary to achieve the General Plan's policies related to pedestrian orientation and convenience and facilitate mixed-use, infill development. For example, in addition to primary uses, there are permitted secondary uses associated with each land use designation that allow for a more diverse land use mix. The Zoning Ordinance, Specific Plans, and Community Design Guidelines provide more specific standards to ensure compatibility among adjacent land uses. The extent of the secondary uses permitted and conditions related to their use will be as specified in the overlying zoning, Specific Plan, and/or other master plan.

Typically, a single land use designation is applied to a given area. However, to promote mixed-use development, the City may use two or more designations for certain areas that include complementary land uses. Because the Land Use Map provides a guide for future development, it is possible that more than one zoning district may be consistent with any one land use designation.



The City's land use designations define allowable land use broadly, in part to provide the flexibility necessary to achieve the General Plan's policies related to pedestrian orientation and convenience and facilitate mixed-use, infill development.

Use Types, Density, Intensity, and Compatibility

Land use designations contain development guidelines to be applied to each use. These include density guidelines for residential uses, intensity guidelines for non-residential uses, and, where appropriate, land use compatibility guidelines. Tables II-1 and II-2 summarize density and intensity guidelines. Tables II-3 through II-8 describe the purpose, allowable uses, and development guidelines for land use designations. Table II-9 is a compatibility matrix for all land use designations. Table II-10 illustrates the relationship between land use designations and implementing zoning districts.

Table II-1 Residential Land Use Characteristics					
Land Use Category Dwelling Units Per Acre Estimated Population Per Gross Acre					
Low-Density Residential	0.5 TO 6.9	1.45-20.01			
Medium-Density Residential	7.0 TO 12.9	20.3-37.41			
High-Density Residential	13.0 +	27.3+			

¹ Assumes 2.1 persons per multi-family unit and 2.9 persons per single-family unit based on the American Community Survey (2013 - 2017). The estimated population per gross acre is only an estimate and does not represent City policy.

Table II-2 Non-Residential Land Use Characteristics					
Land Use Category	Floor Area Ratio*	Typical Acreage	Typical Square Footage		
Neighborhood Commercial	20% TO 40%	Less than 5	< 50,000		
Community Commercial	20% TO 40%	5 to 25	50,000 TO 250,000		
Regional Commercial	20% TO 40%	>25	>250,000		
Business Professional	20% TO 40%	Varies	Varies		
Light Industrial	20% TO 50%	Varies	Varies		
Tech/Business Park	20% TO 50%	Varies	Varies		
General Industrial	20% TO 50%	Varies	Varies		
Transfer Station	Varies	Varies	Varies		
Central Business District	Up to 300%	Varies	Varies		
Public/Quasi-Public	Varies	Varies	Varies		

^{*} Floor Area Ratios (FARs) are intended as guidelines and not as absolute restriction

RESIDENTIAL LAND USES

The residential designations include areas designated for a broad array of housing types with different densities. Each residential designation includes a purpose statement, primary and secondary uses, and development guidelines for each designation.

The Low-, Medium-, and High-Density land use designations are based on the number of allowable dwelling units per gross developable acre. A gross developable acre is defined as the land designated as residential use excluding overhead power lines and their easements, areas within the designated 100-year floodplain, and for the Low- and Medium-Density land use designations, any right-of-way and landscape corridors associated with collector and arterial roadways.

Each residential land use designation is indicated on the Land Use Map as an abbreviation (e.g., LDR) and will be followed by a number, indicating the number of dwelling units per gross developable area (e.g., LDR-6.0). Roseville generally uses the Specific Plan or master planning process to establish land use designations. Minimum and maximum densities for each residential land use designation are included within the development guidelines listed for each designation.

Each residential designation includes both primary and secondary land uses. As expected, the primary land uses are residential in each of these designations, but also include public parks, resource preservation and open space areas, and landscape corridors and other public utility easements. Secondary uses include those uses such as schools, places of worship, private recreation, limited office, and childcare facilities – uses that are normally associated with residential areas and are of such a limited size that a separate or distinct land use designation (e.g., public facility or commercial) is not always warranted.

Table II-3 outlines the purpose, allowable uses, and development guidelines for the residential land designations.

NON-RESIDENTIAL LAND USES

The non-residential designations include areas designated for commercial, office, industrial uses, special areas, and combining districts. Like the residential designations, each non-residential designation includes a purpose statement, primary and secondary uses, and development guidelines for each designation.

Intensity development guidelines for non-residential development are expressed as floor area ratios (FARs). This is a ratio of the total floor area (including all floors and not just the "footprint" of a building) divided by the total lot or parcel area. The City expresses this ratio as a percentage. Typical commercial FARs range from 20 to 50 percent, but may be as high as 300 percent (i.e. a three-story building covering 100 percent of the lot area) in locations such as downtown Roseville.

Intensity and compatibility guidelines for the commercial, office, and industrial land use designations are guidelines and not absolute restrictions. Factors such as General Plan policies, intensity of use, anticipated traffic levels, and availability of public facilities and infrastructure will be assessed as part of the development review or Specific Plan process to determine the appropriate level of floor area to land area ratio.

Unlike the specific secondary uses listed in the residential designations, which are intended to be subordinate and may be permitted only to support neighborhood convenience, the relationship of secondary uses in non-residential areas differ. It is the intention of the non-residential land use designations to permit secondary land uses that support and complement primary uses. These secondary land uses do not need to be subordinate. The size of these areas would typically be limited and would, therefore, not warrant a separate land use designation for the secondary land use. Tables II-4, II-5, and II-6 outline the purpose, allowable uses, and development guidelines for the non-residential land designations.

SPECIAL LAND USE DESIGNATIONS

In addition to the residential, commercial, office, and industrial land use designations, the City has also established Special Land Use Designations for Central Business Districts, Parks and Recreation, Open Space, public uses, and Urban Reserve Areas. Table II-7 outlines the purpose, allowable uses, and development guidelines for the Special Land Use Designations.

COMBINING DESIGNATIONS

These designations are only applied in combination with another land use designation and modify the uses and development guidelines of that designation. Table II-8 outlines the purpose, allowable uses, and development guidelines for the Special Land Use Designations.

Table II-3 Residential Land Use Designations						
Designation	Purpose	Primary Uses	Secondary Uses	Development Guidelines		
Low-Density Residential (LDR)	Applies to lands where single-family dwelling units, which comprise the majority of Roseville's housing supply, are located. Assigned to lands with the flexibility to accommodate development constraints (e.g., slopes, trees, etc.). Typically, low-density residential lands should require minimal grading or disturbance of natural features. Avoidance of land use limitations (topography, vegetation, easements, etc.) can be achieved by designing larger or smaller lots or by clustering and attaching units.	Attached and detached single-family residences, public parks, resource preservation and open space areas, landscape corridors, and other public utility easements.	Secondary uses include accessory dwelling units, public and private schools, religious assembly, private recreation, and limited office, commercial childcare facilities, and neighborhood retail and services.	0.5 to 6.9 dwelling units per gross developable acre. Lot sizes average 6,000 to 7,500 square feet but may be larger or smaller.		
Medium-Density Residential (MDR)	Applies to lands characterized by small-lot single-family detached dwelling units and attached patio homes, halfplexes, duplexes, townhouses, condominiums, and mobile home parks. Should accommodate a variety of housing types and designs. Often located as a transition between higher-intensity land uses and low-density residential uses.	Attached and detached single-family, halfplexes, duplexes and multi-family residences; and public parks, resource preservation and open space areas, landscape corridors and other public utility easements.	Secondary uses include accessory dwelling units, public and private schools, religious assembly, private recreation, and limited office, commercial childcare facilities, and neighborhood retail and services.	7.0 to 12.9 dwelling units per gross developable acre.		
High-Density Residential (HDR)	Provides for apartments or condominiums with multiple-story structures containing multiple attached dwelling units. The broad range of densities in this category will yield a variety of design options. May be combined with commercial uses to form a mixed-use development where higher densities could be desirable and beneficial.	Multiple-family dwellings in attached units and public parks, resource preservation and open space areas, landscape corridors, and other public utility easements.	Secondary uses include public and private schools, religious assembly, private recreation, and limited office, commercial childcare facilities, and neighborhood retail and services.	13.0 and above dwelling units per gross developable acre. Should be applied to lands adjacent to bicycle and transit corridors, and in close proximity to services.		

Designation	Purpose	Primary Uses	Secondary Uses	Development Guidelines
Neighborhood Commercial (NC)	Provides basic commercial retail and services for the convenience of surrounding neighborhoods within walking distance of major residential areas.	A limited range of goods and services intended for the convenience of the residents in the immediate neighborhood and compatible with adjacent land uses.	Medical offices, veterinary clinics, other professional offices and commercial child care facilities.	Goods and services may be provided in stand-alone buildings or in small centers, typically on parcels less than five (5) acres in size with a floor area ratio between 20% and 40%. Developments will have a pedestrian scale and orientation and provide convenient pedestrian and bicycle access to reduce the need for an automobile trip. Should be adjacent to collector and/or arterial streets, and residential neighborhoods.
Community Commercial (CC)	Provides a broader range of goods and services to an expanded service area.	Retail stores and businesses selling a full range of goods and services including auto sales and repair, and commercial child care facilities.	Professional offices uses, including medical offices and clinics.	Due to the larger service area, the acreages are larger than in the neighborhood commercial land use category. Typically, the acreages range from 5 to 25 acres, the square footage ranges from 50,000 to 250,000 square feet, and the floor area ratio ranges from 20% to 40%. Should be located at intersections of, or adjacent to arterials.
Regional Commercial (RC)	Accommodates the larger shopping centers and commercial activities where uses provide goods and services to a citywide and regional service area.	Major department and discount stores, auto malls, hotels and motels, and commercial recreation or entertainment.	Office and financial institutions.	Typically, Regional Commercial developments would encompass more than 25 acres. Should be located adjacent to and with immediate access to major transit linkages, arterials, regional roadways, and highways. Sites should possess good automobile and truck access. Shopping centers in the regional commercial land use would typically exceed 250,000 square feet with a floor area ratio between 20% and 40%.

Table II-5 Non-Residential Land Use Designations: Office						
Designation	Purpose	Primary Uses	Secondary Uses	Development Guidelines		
Business Professional (BP)	Provides areas for small and large office uses, including uses supportive of offices.	Administrative, professional, government, and medical offices, and research and development (not including any manufacturing or assembly). Hospitals, clinics, and general medical may also be permitted.	Limited service commercial uses (e.g., banks, restaurants, commercial day care centers, travel agencies, florists, etc.) are encouraged where they would minimize the need for vehicle travel for convenience trips but only as secondary uses in proximity to large office parks and complexes. In association with clinics and hospitals, general medical, pharmacies and other medical related retail may be permitted.	Offices developed in stand-alone buildings or in a business park or campus setting. The business professional land use designation may be applied to lands that are adjacent to regional and community commercial designated lands. May also be used as a buffer between residential areas and arterials, community commercial, and light industrial. Floor area ratios should range between 20% and 40%.		

Table II-6 Non-Residential Land Use Designations: Industrial						
Designation	Purpose	Primary Uses	Secondary Uses	Development Guidelines		
Light Industrial (LI)	Applies to lands reserved for office, industrial, and research and development uses that generate very limited noise, vibration, odor, dust, smoke, light, or other pollutants, and are either integrated or compatible with surrounding uses.	Research and development (which may include manufacturing and assembly), electronics assembly, warehousing, intensive commercial uses (e.g., auto body repair, landscaping material sales, retail and wholesale lumberyards), and associated administrative offices.	Limited service commercial uses (e.g., banks, restaurants, commercial day care centers, travel agencies, florist, etc.) are encouraged where they would minimize the need for vehicle travel for convenience trips, but only as secondary uses. Service uses with large space requirements, such as health clubs, religious assembly, dance and gymnastic studios, and offpeak public assembly uses may also be permitted.	Floor area ratios range from 20% to 50%. Should be located adjacent to major roadways with convenient truck access to accommodate the needs of the businesses that require this land use.		

Designation	Purpose	Primary Uses	Secondary Uses	Development Guidelines
Tech/Business Park (T/BP)	A variant of the LI designation and is envisioned as more of a campus type use. The land use designation provides for a mix of uses that are compatible with and act as a transition between the light industrial use types and commercial and residential uses.	Allowed use types include professional offices, light manufacturing, research services, and light wholesale and distribution.	Limited service commercial uses (e.g., banks, restaurants, commercial day care centers, travel agencies, florist, etc.) are encouraged where they would minimize the need for vehicle travel for convenience trips but only as secondary uses. Service uses with large space requirements such as health clubs, religious assembly, dance and gymnastic studios, and off-peak public assembly uses may also be permitted.	Floor area ratios range from 20% to 50%.
General Industrial (IND)	Provides areas for industrial uses that tend to generate noise, vibration, odor, dust, smoke, light, and an aesthetic appearance not compatible with residential and other sensitive receptors. The intent of this category is to provide a place for industrial uses within the City that is properly buffered from other uses.	A wide range of activities, including manufacturing, wholesale distribution, large storage areas and other industrial uses, are permitted.	Incidental retail and service commercial uses associated with large employment areas and industrial parks.	Areas developed under this designation should be located with direct access to a major or minor arterial or both, freeways, or rail lines Floor area ratios range from 20% to 50%.

Table II-6 Non-Residential Land Use Designations: Industrial (Cont.)						
Designation	Purpose	Primary Uses	Secondary Uses	Development Guidelines		
Transfer Station (TS)	Reserves and protects industrial areas that may be suitable for a solid waste transfer station.	Intermediate waste handling facilities where solid waste is transferred from hauling vehicles to a transfer vehicle where the waste or portion thereof undergoes processing, recycling, or further handling before transport to a disposal site, waste processing facility, or other facility.	None.	 Only be applied where all of the following is satisfied: All adjacent land use designations are General Industrial or Light Industrial; All areas within 200 feet of the transfer station facility property shall be zoned such that the transfer station facility use is protected from incompatible adjacent uses; The area has access from major arterials capable of providing access for transfer vehicles and the public; and The use of the area as a transfer station facility is consistent with the existing or planned character of the area. Transfer stations shall be designed and maintained to, at a minimum, include enclosed processing areas, paved access, fenced and screened storage areas for recycled goods, dust mitigation, and be in compliance with other City, county, state, and federal standards. 		

Table II-7 Special Land Use Designations									
Designation	Purpose	Primary Uses	Secondary Uses	Development Guidelines					
Central Business District (CBD)	Accommodates significantly greater intensities and traditional mixed retail, office, and apartment uses. Limited in its application to Downtown Roseville but may be applied to areas of greater urban intensity.	A mix of retail and office uses, including municipal offices, public assembly, theaters, and restaurants.	Medium-density and high-density residential uses.	Floor area ratios may be as high as 300% (three times the site area).					
Park and Recreation (P/R)	Accommodates public parks and public and private recreation facilities.	Public park and recreation facilities, including ball diamonds and fields, golf courses, pools, bike trails and community buildings; and private recreation uses when they include outdoor facilities, such as golf course, tennis courts, and similar uses.	Libraries, child/elder care facilities, resource mitigation, and drainage detention.	For public recreation, the Parks and Recreation Element contains policies and standards that establish locational criteria, acreage requirements, and the types of improvements planned for each of the City parks.					
Open Space (OS)	Preserves and protects public and private lands that are significant due to wildlife habitat, natural features, or flood hazard. Within new development areas, the 100-year floodplain will be designated as Open Space. Sensitive or unique natural features, including, but not limited to, wetlands, vernal pools, and oak woodlands are also to be designated as Open Space as part of specific plans and other major development review processes.	Preserved natural lands, passive recreation and minor recreation facilities (picnic tables, restrooms), walking and bike trails, and resource interpretive facilities.	Resource mitigation and drainage detention.	All permitted uses shall be compatible with the preservation and protection of open space values (habitat and visual) and shall comply with the policies and standards contained in the Open Space and Conservation Element.					
Public/Quasi- Public (P/QP)	Establishes areas for education, religious assembly, governmental offices, municipal corporation yards, and water treatment plants.	Municipal, governmental or public facilities, places of worship, and related uses.	None.	This land use designation shall apply to all municipal facilities and may also be applied to quasi-public facilities where the size of such facilities warrants an individual land use designation.					

Table II-7 Special Land Use Designations (Cont.)									
Designation	Purpose	Primary Uses	Secondary Uses	Development Guidelines					
Urban Reserve (UR)	Applies to those lands that are anticipated to receive urban land entitlements, but at the present time, are constrained by growth management policies, availability of services or other limitations.	Agriculture, open space, passive recreation and resource protection.	Caretakers' residence.	A caretaker's residence may be established at a density of 1 unit per 300 acres. Prior to the allocation of any urban land use entitlements, the applicable constraints must be resolved, consistent with the policies contained in the Growth Management component of this Element.					

Table II-8 Combining Designations							
Designation	Purpose	Permitted Uses and Guidelines					
Floodplain (FP)	Identifies lands that are within the regulatory floodplain boundaries as defined in the Safety Element. Development is strictly regulated by the City. In areas with existing development, the floodplain designation is an overlay or a combining land use. As part of a specific plan, the land use designation may be combined with an open space or parks designation, if found consistent with the policies of the Safety Element.	Uses are limited to those that minimize flooding impacts on upstream and downstream areas and are consistent with both the policies of the Safety Element and the underlying land use designation.					
Study Area (SA)	Identifies future General Plan or neighborhood study areas. This combining designation may be applied to any area, in which the City believes that additional land use analysis and amendment of the General Plan may be desirable to resolve specific neighborhood or land use issues.	Concurrent with a Land Use Map amendment to apply this combining designation, the City shall also adopt an ordinance regulating interim land use development. Such regulations shall relate to the land use issue that requires such regulations and shall include an expiration date.					
Village Center (VC)	Allows for a mix and density of land uses common to a traditional downtown, urban setting. Allows for flexibility and deviation from the development guidelines and permitted uses contained in the primary land use designation for which it is combined.	Use of this combining designation requires comprehensive land use planning through approval of a Specific Plan. The permitted uses, development guidelines, and extent of deviation are to be defined in the Specific Plan.					

Table II-9 Compatibility of Adjacent Land Use Designations as Applied on the General Plan Land Use Map																
	LDR	MDR	HDR	NC	СС	RC	ВР	LI	IND	T/BP	CBD	P/QP	P/R	os	UR	VC
LDR																
MDR																
HDR																
NC																
CC																
RC																
BP																
LI																
IND																
T/BP																
CBD																
P/QP																
P/R																
OS																
UR																
VC																
Compatible																

Conditionally Compatible
Not Compatible

BP = Business Professional
CBD = Central Business District
CC = Community Commercial
HDR = High Density Residential
IND = General Industrial
LDR = Low Density Residential

LI = Light Industrial

MDR = Medium Density Residential NC = Neighborhood Commercial

OS = Open Space

P/QP = Public/Quasi Public
P/R = Park and Recreation
RC = Regional Commercial
T/BP = Tech/Business Park
UR = Urban Reserve
VC = Village Center

Note: or purposes of this table, "adjacent" includes land uses separated by collectors and local streets but does not include land uses separated by major arterials or highways or by a buffer greater than 50 feet defined as open space, parks, paseos, or landscape setbacks, provided the adjacent use is not heavy industrial or manufacturing.

Table II-10 | Land Use Designations, Special Areas, and Combining Designations and Implementing Zones

LAND USE DESIGNATION	IMPLEMENTING ZONES				
Low-Density Residential (LDR)	R1, R2, RS, RMU, PD				
Medium-Density Residential (MDR)	R2, R3, RS, RMU, PD				
High-Density Residential (HDR)	R3, RM, PD				
Neighborhood Commercial (NC)	NC, PD				
Community Commercial (CC)	NC, CC, PD, GC, HC, CMU				
Regional Commercial (RC)	CC, RC, GC, PD				
Business Professional (BP)	BP, PD				
Light Industrial (LI)	M1, MP, MMU, PD, CMU				
General Industrial (IND)	M1, M2, MMU, MP, PD, CMU				
Central Business District (CBD)	HD, CBD, R3, RMU, P/QP, CMU, BP, NC, PR, OS, PD				
Public/Quasi-Public (P/QP)	P/QP, PR, OS, UR, PD				
Parks and Recreation (P/R)	PR, P/QP, OS, UR				
Open Space (OS)	OS, P/QP, PR, UR				
Urban Reserve (UR)	OS, P/QP, PD, UR, PR				
Tech/Business Park (T/BP)	BP, MMU, CMU, MP, M1				
Village Center (VC)	R1, R2, R3, RS, CC, CMU, PD, NC				

Note: Land use designation implementation is not necessarily limited to these zones, especially when combined with an RS or PD zone. Additional zones may be consistent for transitional or interim land uses consistent with General Plan policies. Mixed land use designations may require a variety of land use designations, overlay and/or a PD zone.

Implementing Zones Legend

BP = Business Professional; CBD = Central Business District; CC = Community Commercial; CMU = Commercial Mixed Use; GC = General Commercial; HC = Highway Commercial; HD = Old Town Historic District; M1 = Light Industrial; M2 = General Industrial; MMU = Industrial Mixed Use; MP = Industrial/Business Park; NC = Neighborhood Commercial; OS = Open Space; P/QP = Public/Quasi-Public; PD = Planned Development; PR = Park and Recreation; R1 = Single-Family Residential; R2 = Two-Family Residential; R3 = Multi-Family Housing; RC = Regional Commercial; RMU = Residential Mixed Use; RS = Small Lot Residential; UR = Urban Reserve.

DEVELOPMENT FORECAST

The City can influence the pace of development and the number of dwelling units, building square footage, jobs, population, and other characteristics of development through General Plan policy and implementing actions. The pace and nature of buildout of the General Plan is also dependent on factors outside of the City's control, including, but not limited to:

- Global, national, state, and regional economic conditions
- Federal budget and regulatory actions
- State budget allocations, relevant policy direction, and regulatory actions
- Perceptions about the quality of life in the region
- Housing costs, demographic trends, and community character
- Job and educational opportunities
- Infrastructure, resource, and land availability and cost

While it is difficult to accurately predict the amount and pace of long-term development, it is important for long-range plans to provide such estimates. The location, timing, and financing for infrastructure and public facilities depend on these forecasts. They also allow communities to assess land availability for different housing types and inform updates to plans that are needed as demand and capacity for different housing types change over time. Estimates of development capacity also allow the City to assess whether it can accommodate existing and future needs for non-residential development. Development forecasts are used in the City's environmental impact analysis and inform mitigation measures that are needed to reduce or avoid such impacts.

With buildout of the General Plan, the City is estimated to have a total population of approximately 198,000, with approximately 75,200 dwelling units, 60 million square feet of non-residential building square footage, and between 120,000 and 150,000 local jobs (Table II-11).

The estimates of future population, housing units, local jobs, and square footage of development are not City policy. These assumptions are derived strictly for the purposes of analysis. The General Plan does not specify a maximum growth rate. Certain areas designated for urban use may or may not be developed between the present and 2035. Some areas may be developed at the upper end of the density ranges, while other areas may develop at the lower end. It is likely that, over time, the underlying factors driving these development forecasts will change. The City may update land use change assumptions from time to time, either in the context of a General Plan amendment or update, or as a separate exercise for planning purposes.

The City may also update the General Plan, Specific Plans, or implementing documents for policy purposes based, in part, on development forecasts and changes to these development forecasts in the future. For example, the Land Use Element contains policies that are intended to promote a beneficial jobs/housing balance. The right balance is related to the number of residents that commute, the transportation mode used for that commute, and the commute distance and time required. The relationship between jobs and housing affects and is affected by local employment opportunities, household incomes, housing prices, and non-residential lease rates and land costs. The City could

This includes an assessment of the capacity for both "basic" and "non-basic" activities and services. While there is some overlap, in general, basic activities serve an export market, and are the driver of economic growth, while non-basic activities serve the local market.

consider plan amendments to the General Plan or Specific Plans to ensure an adequate supply of land for housing and economic development purposes.

Table II-11 Existing and Future Development								
Development Factor 2016 2035								
Dwelling Units	52,900	75,200						
Population	135,800	198,000						
Non-Residential Square Footage	33,000,000	60,000,000						
Jobs	82,000	120,000 to 150,000						
Jobs to Dwelling Units	1.55	1.6 to 2						

Notes: The population estimate assumes 2.1 persons per multi-family unit and 2.9 persons per single-family unit based on the American Community Survey (2013 - 2017), 1.8 persons per household for age-restricted dwelling units based on the 2010 Census, and 350 square feet for each resident for congregate care/assisted living facilities. The 2016 jobs estimate is from the Sacramento Area Council of Governments (SACOG) 2020 Metropolitan Transportation Plan/Sustainable Communities Strategy Appendix C – Land Use Forecast. The future non-residential square footage was estimated by the City of Roseville in 2019 and does not include square footage devoted to fairgrounds, schools, or structures within golf courses, parks, or cemeteries. The estimate for local jobs in 2035 is derived using existing jobs-to-housing, jobs-to-population, and employment per square footage ratios applied to 2035 estimates for dwelling units, population, and non-residential square footage.

Achieving the City's planning objectives requires more than the right ratio between housing and local jobs. This is not just a mathematical exercise, but rather, requires both a quantitative and qualitative analysis of commute behavior, employment opportunities by occupation and wage, housing need and income type, and the rate of both job and housing growth in a regional context. Similarly, while the relationship between jobs and housing is important to monitor, Roseville also strives to be a complete community with neighborhoods and districts that offer a diverse array of housing, commercial and public services, recreational and cultural opportunities, and multiple transportation options to reach daily destinations.



COMMUNITY FORM

The Community Form component is intended to go a step beyond the identification of land uses and the rules and regulations for their development. Goals and policies related to community form address the physical characteristics that lend shape, appearance, and identity to a community. A community's character is tied to expressions of familiar physical characteristics - landmarks, streets, buildings, parks, and natural features that create a unique identity. Roseville's policies are intended to influence the shape, form, and appearance of both new development and reinvestment in existing districts and neighborhoods, so that development appropriately reflects the vision and goals of residents and decision makers.

Community form has been the focus of regional long-range planning efforts, particularly since the adoption of the Sacramento Region Blueprint by the Sacramento Area Council of Governments (SACOG) Board of Directors in 2004. The Blueprint Principles focus on high-quality design for compact development that provides walkable communities; compact development that helps preserve open space, allow multi-modal transportation access, and facilitate more efficient infrastructure provision; reinvestment to allow better use of existing infrastructure; mixed-use development that provides for more vibrant neighborhoods; and open space that is incorporated into development and conserved on the fringes of the developed region for agriculture and habitat. These Blueprint Principles are broad and are expected to be applied differently in different parts of the Sacramento region. In 2005, the City went through a process to identify how these Principles, including the following Roseville Blueprint Implementation Strategies, which are embodied in the Community Form and Community Design components of this Element, should be applied locally.³

- Transportation Choices: Provide a variety of transportation choices. Development should be
 designed to encourage people to walk, ride bicycles, ride the bus, ride transit and heavy rail, or
 carpool. Land use concepts are intended to encourage the use of these modes of travel and reduce
 congestion.
- Mixed Land Use: Provide a variety of services in proximity to residential uses to reduce the reliance
 on automobile travel and give residents transit options... A mix of land uses can be provided within
 the same building and/or project. There are many examples of this type of development: housing near
 employment centers; a building with ground-floor retail with housing such as apartments or
 condominiums above; etc.
- **Compact Development:** Take advantage of compact building design. Creating environments that are more compactly built and that use space in an efficient but aesthetic manner can encourage more walking, biking, and public transit use, and shorten auto trips.
- Housing Choices: Create a range of housing opportunities and choices. Providing a variety of places where people can live such as apartments, condominiums, townhouses, and single-family detached homes on varying lot sizes is important in serving all aspects of the community including families, singles, seniors, and people with special needs. This issue is of special concern for residents with very low-, low-, and moderate-incomes (often our teachers, entry-level public safety personnel, and other public employees and professionals) as well as retail employees, service workers, and others for whom finding housing close to work is challenging, especially as land values increase. By providing a mix of housing options, residents will have more choices.
- Use Existing Assets: Use of existing assets to strengthen and direct development toward existing development areas. Ongoing public and private investment in the Downtown and historic core is critical to maintaining and enhancing the economic vitality of Roseville. Development of infill or vacant lands, intensification of underutilized parcels, or redevelopment can make better use of existing public

Please see Smart Choices for Roseville's Future: Implementation Strategies to Achieve Blueprint Project Objectives (May 2005) for more details.

infrastructure. This can include rehabilitation and reuse of buildings, introduction of mixed-use opportunities, and joint use of existing public facilities, such as parking garages.

- Natural Resource Conservation: Natural resource conservation of open space and agricultural land. Encourage the incorporation of public-use open space (such as parks, town squares, trails, greenbelts, paseos, and preserves) within development projects and protect wildlife and plant habitat through open space preservation, agricultural preservation, and promotion of environment-friendly practices, such as energy efficient design, water conservation, and stormwater management. In addition to conserving resources and protecting species, natural resource conservation improves the overall quality of life by providing places for everyone to enjoy the outdoors with family outings and by creating a sense of open space throughout the community.
- Quality Design: Foster distinctive, attractive communities with a strong sense of place and use land
 efficiently. The design details of any land use development, such as the relationship to the street,
 setbacks, placement of garages, sidewalks, landscaping, the aesthetics of building design, and the
 design of the public right-of-way (sidewalks, connected streets and paths, bike lanes, and the width of
 streets), are all factors that can influence the attractiveness of living in a compact development.
 Design also facilitates the ease of walking and biking to work or neighborhood services. Good site
 and architectural design are important factors in creating a sense of community and a sense of place.

The Community Form component addresses the following topics:

- **General** policies that identify the desired quality of design and public services, along with the connectedness of all neighborhoods and commercial districts of the City.
- Development Patterns, Transportation, and Air Quality/Greenhouse Gas Emissions provide
 guidance for land use patterns that allow residents a range of viable transportation options, including
 walking, bicycling, transit, and vehicular travel.
- Downtown and Neighborhoods indicates the City's priority in retaining, enhancing, and preserving
 its historic business district and existing neighborhoods and the development of new areas that
 provide neighborhood services.
- Relationship of New Development emphasizes the importance of ensuring that the forms of new
 development cohere with those of the existing community, and that all portions of the City are linked
 and compatible with one another.
- **Jobs/Housing and Economic Development** establishes policies that support the fiscal viability of the City, focusing on jobs and housing for residents and a prosperous business climate.
- Community Involvement and Inter-jurisdictional Cooperation addresses the need for community
 and regional involvement on major development applications, City studies, and regional issues such
 as air quality, solid waste and transportation. Community involvement will be broad and inclusive and
 continue to engage the Roseville Coalition of Neighborhood Associations.

GOALS AND POLICIES

COMMUNITY FORM: GENERAL

Goal LU1

Define Roseville's overall identity and character by the following attributes:

 Distinction from other communities through the quality of development and the high level of services provided to citizens.

- A commitment to preserving its small-town attributes and cultural heritage and a dedication to promoting a strong sense of community, while preserving individual neighborhoods and promoting a prosperous business community.
- c. Continuing to be a family-oriented community that offers opportunities to pursue various lifestyles.
- d. Residential development that includes clusters of high to low densities balanced with large expanses of open space.
- e. Ensuring high standards of public safety.
- **Policy LU1.1** Ensure high-quality development in new and existing development areas, as defined through specific plans, the development review process, and the Community Design Guidelines.
- **Policy LU1.2** Through both public and private efforts, develop clearly defined entries at major entrances into the City through the use of open space, landscaping, signage, and other distinctive elements as a way of defining the City's boundaries and identity.
- **Policy LU1.3** Continue to provide a full range of public services and maintain high levels of service for public facilities, services, transportation, open space, and parks and recreation.
- Promote a diversity of residential living options (e.g. density ranges, housing types, affordability ranges), while ensuring community compatibility and well-designed residential development.
- **Policy LU1.5** Promote land use patterns that result in the efficient use of urban lands and preservation of open space, as specified in the Open Space and Conservation Element.
- Policy LU1.6 Through development approvals and City programs (e.g., revitalization, Capital Improvement Program, parks and recreation programs, etc.), ensure that all portions of the community are linked and integrated.
- **Policy LU1.7** Promote land use patterns that result in the dispersion of secondary or satellite services including libraries, schools, parks, public meeting places, and commercial uses throughout the community through the establishment of neighborhood centers.

COMMUNITY FORM: DEVELOPMENT PATTERNS, TRANSPORTATION, AND AIR QUALITY/GREENHOUSE GAS EMISSIONS

- Goal LU2 Achieve a community form that supports convenient and safe pedestrian, bicycle, and transit access.
 - **Policy LU2.1** Promote development patterns that support a variety of transportation modes and accommodate pedestrian mobility.
 - Policy LU2.2 Allow mixed-use development that integrates residential and non-residential land uses, so that residents may easily walk or bike to shopping, services, employment, and leisure activities.

- Policy LU2.3 Concentrate higher-intensity uses and appropriate support uses in Pedestrian Districts and within close proximity of transit and bikeway corridors, as identified in the Transit Master Plans and Bicycle Master Plan. Public uses, such as parks, plazas, public buildings, community centers, schools, and/or libraries, should be easily accessible to the public.
- **Policy LU2.4** Promote and encourage the location of employee services, such as child care, restaurants, banking facilities, convenience markets, and other daily needs within major employment centers for the purpose of reducing mid-day vehicle trips.
- **Policy LU2.5** Where feasible, improve existing developed areas to create better pedestrian, bicycle, and transit accessibility.
- **Policy LU2.6**Require proposed neighborhood-serving uses (e.g. neighborhood commercial uses, day care, parks, schools, and other community facilities and services) to be physically linked with adjacent residential neighborhoods through multi-modal transportation connections.

COMMUNITY FORM: DOWNTOWN AND REVITALIZATION

- Goal LU3.1 In partnership with private interests, the City of Roseville will continue to promote a vibrant town center offering government services, social and cultural activities, and commercial opportunities in Downtown Roseville. Roseville will also encourage the creation of additional social, cultural and commercial satellite opportunities throughout the community.
- Goal LU3.2 Through the designation of special study areas and revitalization efforts, the City of Roseville will preserve, revitalize, and enhance its business districts, existing neighborhoods, and mixed-use corridors.
 - Policy LU3.1 Create and maintain a strong and identifiable Downtown that offers the surrounding community a cluster of municipal offices and services, commercial, retail, and office uses, higher education opportunities, and higher-density residential uses, consistent with the Downtown Specific Plan.
 - **Policy LU3.2** Facilitate population and economic growth in areas having the potential for revitalization
 - **Policy LU3.3** Direct resources to facilitate revitalization of Downtown, neighborhoods in the Infill Area, and mixed-use corridors.
 - **Policy LU3.4** Encourage infill development and reinvestment that:
 - Upgrades the quality and enhances the character of existing areas;
 - Enhances the mix of land uses in proximity to one another so that more households can access services, recreation, and jobs without the use of a car;
 - Facilitates pedestrian activity and public transit use;
 - Efficiently utilizes and does not overburden existing services and infrastructure; and

- Results in land use patterns and densities that provide the opportunity for the construction of a variety of housing types that are affordable to all income groups.
- **Policy LU3.5** Promote active citizen involvement in defining, maintaining, and improving the character and identity of existing neighborhoods, including consideration of cultural and artistic enhancements.
- **Policy LU3.6** Support the maintenance and rehabilitation of existing residential units within established neighborhoods.
- **Policy LU3.7** Identify locations where special study is necessary to develop strategies for preserving, enhancing, and revitalizing existing developed areas.

COMMUNITY FORM: NEW DEVELOPMENT

- Goal LU4 Design new development to be integrated, connected, and related to existing development areas within the City.
 - **Policy LU4.1**Require new development areas and associated community-wide facilities (open space resources, parks, libraries, etc.) to be linked and oriented to existing developed areas of the community through road networks, public transit systems, open space systems, bikeway and pedestrian systems, and other physical connections.
 - **Policy LU4.2** Encourage a development pattern that is contiguous with existing developed areas of the City.

COMMUNITY FORM: JOBS/HOUSING AND ECONOMIC DEVELOPMENT

- Goal LU5.1 Roseville will strive to be a complete community with a mix of land uses, housing types, and job opportunities that meet the diverse needs of its existing and future residents and businesses.
- Goal LU5.2 Roseville will promote and encourage the availability of a variety of goods and services and retain a positive business climate in the City.
 - Policy LU5.1 Implement a land use mix and pattern of development that provides linkages between residents' jobs and local employment-generating uses, facilitates a match between the number and type of local jobs and the local labor force, and maintains the fiscal viability of the City.
 - Support density bonuses in the construction of affordable housing, in accordance with the Density Bonus Ordinance and the Housing Element, to promote affordable housing options in areas particularly in areas where with few such housing opportunities and where employment centers exist or are planned.
 - **Policy LU5.3** Consider the fiscal impacts to the City from projects proposing a General Plan land use change.
 - Policy LU5.4 The City may approve a project that is identified as having a negative fiscal impact on the City if overriding findings are made that the project benefits outweigh its impacts. Such benefits may relate to the provision of affordable housing, significant open space or recreation facilities, job creation, infill development near transit service, or other public benefits.

Policy LU5.5

Uphold the City's Affordable Housing Goal by requiring an affordable housing target for projects seeking a General Plan Amendment, Specific Plan Amendment, and/or rezoning to a residential designation proposing 25 or more new dwelling units. For these projects, the target is for a minimum of 10% of all new housing units to cost no more than 30% of the total monthly income of very low-, low-income, and moderate-income households (the City also uses the term "middle" in certain Specific Plans to refer to moderate-income households earning no more than 100% of the Area Median Income- AMI). The breakdown of the affordable units will be, at a minimum, 40% for rental to very low- and 40% for rental to low-income households. The remaining 20% may be reserved for moderate-income purchase (which will be priced to be affordable to households earning 95% of the Area Median Income) or may be distributed equally among the rental obligations, as approved by the City. Variations in affordable housing ratios may be approved through a Development Agreement where the following criteria are met:

- A need has been identified for a specific affordable housing type (very low-, low- or moderate-income) and the project meets this need;
- The project does not rely on or obtain City subsidies; and
- Units proposed within these criteria would allow for individuals to stay within their units as their future income grows.

Policy LU5.6

Maintain land use patterns, intensities, and densities that ensure an adequate supply of land for office, commercial, industrial, and other employment-generating development.

Policy LU5.7

Support activities that attract employment uses to the City, as identified in the Economic Development Strategy.

COMMUNITY FORM: COMMUNITY INVOLVEMENT AND INTER-JURISDICTIONAL COOPERATION

- Goal LU6.1 Roseville recognizes its role within the Sacramento and Placer County region and is dedicated to exploring regional solutions to regional issues.
- Goal LU6.2 Provide inclusive community engagement opportunities for individuals and community groups to produce timely and meaningful input leading to proactive, consensus-driven actions by the City and its partners.
 - **Policy LU6.1** Encourage active involvement by individuals and citizens in the planning process through ongoing public participation opportunities and informational programs.
 - **Policy LU6.2** For major development proposals (e.g. major General Plan amendments, adoption of specific plans and amendments), encourage and provide public participation opportunities at early stages in the process.
 - Policy LU6.3 Coordinate and take a lead role, where feasible, with local, state, federal, and other agencies on regional issues of importance, including but not limited to air quality, climate change mitigation and resiliency, transportation, water supply, sewage treatment, solid waste disposal and recycling, flood control, hazardous waste management, resource protection, and transit.



Policy LU6.4 To the extent feasible, coordinate land use planning and public improvements with

neighboring jurisdictions.

Policy LU6.5 Encourage early consultation with adjacent jurisdictions and refer development

proposals that may have an impact to these jurisdictions to the respective agencies for their review and comment. Respond and comment on development proposals in other jurisdictions that may have an impact on Roseville to minimize such impacts and ensure consistency and compatibility with existing and planned

development in the City.

COMMUNITY DESIGN

Design influences the aesthetics, character, desirability, and function of a community. Roseville, through its development review process, promotes high-quality design that balances aesthetic and functional considerations; integrates the natural and built environments; and creates inviting, convenient, safe, and comfortable human-scale connections between different land uses.

The emphasis of the Community Design component of this Element is on presenting a design framework that reflects the City's goal of high-quality, community-wide design. To assist in achieving this goal, the City has developed policies that address aesthetics and function, the integration of the built and the natural environments, art in public places, and community character. The application of these design principles will help to establish an aesthetically pleasing city and a distinct community identity.

The goals and policies in this Element will be implemented through the application of the City's Community Design Guidelines. The Guidelines provide detailed standards that establish common design elements and concepts to be used in the design and review of new development proposals in Roseville. The intent of the Guidelines is to ensure consistent quality, while supporting flexibility and the ability to provide unique solutions that fulfill the intent of the Guidelines through alternative means. The City anticipates that the Community Design Guidelines will need to be updated periodically to implement the General Plan's direction in a dynamic regulatory and economic environment. The design concepts contained in this Element, and further refined by the Community Design Guidelines, indicate Roseville's desire to create a City that has a distinct character notable for its high-quality design.

GOALS AND POLICIES

COMMUNITY DESIGN

- Goal LU7.1 Achieve a consistent level of high-quality aesthetic and functional design through the development of, and adherence to superior design concepts and principles, as defined in the Community Design Guidelines.
- Goal LU7.2 Encourage, promote, and support the maintenance and expansion of a wide range of programs that serve to increase public understanding, appreciation, and enjoyment of cultural and artistic forms, and the display of artistic expression in public spaces to contribute to the cultural experience and the sense of place and community.
- Goal LU7.3 Encourage the planning and building of a city that sensitively integrates open space and natural resources, and promotes compatibility within and between the natural and the urban environments.

- Goal LU7.4 Emphasize the preservation and enhancement of historically and culturally significant buildings, native oak trees, woodlands, and other significant features, as a primary element in defining Roseville's community character.
 - **Policy LU7.1** Through the design review process, apply design standards that promote the use of high-quality building materials, architectural and site designs, landscaping signage, and amenities.
 - **Policy LU7.2** Continue to develop and apply design standards that result in efficient site and building designs, pedestrian-friendly projects that stimulate the use of alternative modes of transportation, and compatibility between adjacent developments.
 - **Policy LU7.3** Encourage designs that strike a balance between the incorporation of aesthetic and development requirements, and the economic considerations associated with development.
 - Policy LU7.4 Promote flexibility in the design review process to achieve design objectives, and encourage projects with innovative, unique, and creative architectural style and design.
 - **Policy LU7.5** Encourage, promote, and support art in public spaces and programs to enhance the design of the City.
 - Policy LU7.6 Encourage project designs that place a high priority and value on open space, and the preservation, enhancement and incorporation of natural resources and other features including consideration of topography, vegetation, wetlands, and water courses.
 - **Policy LU7.7** Encourage and promote the preservation of historic and/or unique, culturally and architecturally significant buildings, features, and important visual resources.
 - Policy LU7.8. The location and preservation of native oak trees and oak woodlands shall be a primary factor in determining site design, building location, grading, construction and landscaping, and in establishing the character of projects through their use as a unifying element in both new and existing development.
 - **Policy LU7.9** Control artificial lighting to avoid spill-over lighting onto adjacent properties. Use anti-reflective architectural materials and coatings to prevent glare.

GROWTH MANAGEMENT

In general, growth management can be defined as certain actions taken by local government to influence the location, composition, rate, or total amount of development in a community. The City manages growth to help coordinate development opportunities and constraints, as dictated by the physical, social, and economic characteristics of the areas planned for development, for the City as a whole.

The City recognizes two primary candidates for growth potential. The first is within existing developed parts of the City's corporate boundaries through reinvestment in the community. The second is either inside or outside City limits through new development of "greenfield" areas (non-urbanized or vacant land). "Greenfield" development has been the focus of the City's growth management efforts, but as the City matures and approaches buildout, infill development and reinvestment have an increasing role in meeting the City's needs for housing and economic development.

Inherent in the term "growth management" is the assumption that there will be growth. With growth, there are many potential tangible and intangible benefits, as well as impacts. The right type of growth can be beneficial to the community's economy and quality of life through additional employment opportunities, housing availability, improved delivery and variety of services, opportunity for greater access to destinations without the use of a car, enhanced efficiency of public service provision and fiscal sustainability, and increased commercial, social and cultural opportunities. At the same time, if growth is not well planned and managed, it can have negative impacts on the community. These may include increased reliance on the automobile for reaching destinations, public health effects related to air pollutant emissions, increased costs of construction and maintenance for public infrastructure, impacts to environmental resources, loss of community character, loss of the sense of safety and security, and other adverse effects.

Growth Management Principles

The challenge is to accommodate and manage growth that balances the positive and negative impacts in a fashion that results in an overall benefit to the community. This is best accomplished proactively. To this end, the overarching principles that guide the City's approach to managing growth include:

- Maintain quality of life through a balance of land uses;
- Maintain the City's fiscal health in the long term;
- Continue to add and enhance the value of the built environment;
- Maintain and further define the City's physical form through creation of an open space transition area along the western interface with County lands.

In the recent past, the City has used the Specific Plan process, with appropriate updates to the General Plan, to manage and direct growth in a way that is relatively more comprehensive, compared to a project-by-project approach. This approach allows the City to plan for and finance necessary infrastructure and facilities, address area-wide development opportunities and constraints, and identify key growth management issues that may not be apparent in the context of individual project analysis.

Growth Management Visioning Committee

In 2004, the City Council appointed a 20-member Growth Management Visioning Committee. The Committee was charged with reviewing growth management policies and developing a vision and policy recommendations to guide the City's long-range physical development. The Committee's Vision includes 11 characteristics that define the preferred future:

- A Distinct Community Identity;
- Well-Planned Neighborhoods and Communities;
- A Vibrant Downtown;
- A Balance Between New Growth and Revitalization;
- Abundant Parks and Open Space;
- A Diverse Range of Housing Types;
- · Mobility and Transportation Choices;
- Economic Vitality;
- · Convenient Access to Higher Education;
- Sustainable Environmental Resources and Infrastructure;
- Innovative Design and Land Use Planning; and,
- On-going Partnerships with Neighboring Communities.

The Committee recommended three additional policy concepts: Maintain Roseville's Identity and Character; Promote Stakeholder Involvement and Ensure Accountability; and Work Aggressively to Address Traffic Generated Outside of Roseville. Further, the Committee recommended that the following Policy Concepts be used to evaluate and influence potential growth that could affect the City within its current boundaries, within its Sphere of Influence, and in unincorporated land where the development will impact the City:

- Maintain an Open Space Transition Buffer;
- Ensure Fiscal Sustainability;
- Encourage High-Quality Infrastructure, Programs, and Services;
- Promote Comprehensive Large-Scale Planning;
- Use Performance-Based Standards to Manage Growth;
- Ensure Community Benefit;
- Maintain Roseville's Identify and Character;
- Promote Stakeholder Involvement and Ensure Accountability; and,
- Work Aggressively to Address Traffic Impacts Generated Outside of Roseville.

Guiding Principles for Growth

The City Council adopted a set of 13 Guiding Principles for new development areas in May of 2001. The intent of the Guiding Principles is to supplement General Plan policies by creating guidelines for new development proposals for areas located outside of City limits. They are intended to articulate the City's expectations relating to any potential development proposals and are to be applied as performance

measures for annexation proposals. These principles are contained as policies of this Growth Management component.

The Growth Management component focuses on the development of performance standards rather than artificial timelines or growth rates for future development. This approach has resulted in goals and policies that emphasize performance (e.g., maintaining levels of service, providing adequate park acreage, financing needed school facilities, etc.) rather than on specific dates, growth rates, or build-out of existing plans. The performance standards provide the criteria for planning and managing growth by requiring the mitigation of growth impacts and the provision of both tangible and intangible benefits to the community.

GOALS AND POLICIES

GROWTH MANAGEMENT - GENERAL

- Goal LU8.1 Proactively manage and plan for growth.
- Goal LU8.2 Encourage a pattern of development that promotes the efficient and timely provision of urban infrastructure and services, and that preserves valuable natural and environmental resources.
- Goal LU8.3 Growth shall mitigate its impacts through consistency with the General Plan goals and policies and shall provide a positive benefit to the community.
- Goal LU8.4 Continue a comprehensive, logical planning process, rather than an incremental, piecemeal approach.
- Goal LU8.5 Encourage public participation in the development and monitoring of growth management policies and programs.
- Goal LU8.6 Manage and evaluate growth in a regional context, not in isolation.
- Goal LU8.7 Potential population growth in Roseville must be based on the long-term carrying capacities and limits of the roadway system, sewer and water treatment facilities, and electrical utility service, as defined in the Circulation Element and the Public Facilities Element.
- Goal LU8.8 Growth and development must occur at a rate corresponding to the availability of desired facilities' capacity.
- Goal LU8.9 Growth should be managed to minimize negative impacts to existing businesses and residents within the City.
- Goal LU8.12 Use growth management as a tool to maintain the City's identity, community form, reputation in the region, to maintain high levels of service for residents, and to influence projects outside the City's boundaries that have the potential to affect the quality of life and/or services that are provided to residents.
 - **Policy LU8.1** Growth must provide a strong diversified economic base and a balance between employment and affordable housing.

- **Policy LU8.2** Growth should occur on the basis that projected revenue should be sufficient to meet public costs.
- **Policy LU8.3** Growth shall be managed to ensure that adequate public facilities and services, as defined in the Public Facilities Element, are planned and provided, and public health, safety, and welfare is protected.
- **Policy LU8.4** The City shall accommodate projected population and employment growth in areas where the appropriate level of public infrastructure and services are planned or will be made available concurrent with development.
- **Policy LU8.5** The City shall use the specific plan process to ensure a comprehensive, logical growth process for new development areas (e.g., annexations) or any areas where significant land use changes are considered.
- Policy LU8.6 The City shall oppose urban density residential, commercial, or industrial development in unincorporated areas unless adequate public facilities and services can be provided and mechanisms to ensure their availability and provision are secured during the land use entitlement process. It is the City's preference that urban development occur within incorporated areas.
- **Policy LU8.7** The City will manage growth in such a way to ensure that significant open space areas will be preserved.
- **Policy LU8.8** Retain and enhance Roseville's identity and character to ensure that Roseville, even as it grows, remains consistent with the Growth Management Visioning Committee's Vision Statement.
- **Policy LU8.9** Work aggressively to address traffic generated outside of Roseville by working in collaboration with neighboring jurisdictions, regional, state, and federal entities to ensure that traffic through Roseville is mitigated by regional solutions. The City will encourage changes in land use mix and community design that promote walking, biking, and transit.
- **Policy LU8.10** In addition to being consistent with the other goals and policies of the General Plan, Specific Plans shall comply with the following:
 - a. Provide a public focal point, community, and/or theme feature. These features shall be specific to each area and be designed to promote and enhance community character.
 A special feature may include, but is not limited to, a community plaza, central park, or some other type of gathering area; outdoor amphitheater; community garden; regional park with special facilities; sports complex; or cultural facilities.
 - b. Provide entryways at entrances to the City in accordance with the Community Design Guidelines. Where possible, the entryways shall take advantage of and incorporate existing natural resources into the entry treatment. The Specific Plans shall identify the location and treatment of the entryways, and shall consider the use of open space, oak regeneration areas, signage, and/or special landscaping to create a visual edge or buffer that provides a strong definition to entryways into the City.
 - c. The Specific Plan areas shall be planned and oriented to be an integral part of the City consistent with the policies of the Community Form component of this Element.
 - d. Develop design guidelines, specifying screening and a transition between public utilities (e.g. substations, pump stations) and other uses, in conjunction with the public utility departments and agencies. In addition, development along power line and

- pipeline easements shall incorporate design treatment to ensure compatibility and safety. Design guidelines and treatment may include minimum setbacks, building and landscape design standards, and possible limitations on certain types of uses and activities.
- e. Preserve natural resource areas where they exist, and where feasible, along new roadways. Such roadways may create a public boundary between the resource area and other uses. The Specific Plans shall identify locations and standards for the preservation of natural resources along roadways, and shall identify sources of financing for such road segments.

GROWTH MANAGEMENT – NEW GROWTH AREAS

- Goal LU9.10 Growth should be planned in a way that addresses the appropriate interface between City and County lands.
- Goal LU9.11 New growth should be designed to meet the Guiding Principles for Growth.
- Goal LU9.13 New development shall be consistent with the City's desire to establish an edge along the western boundary of the City that fosters: a physical separation from County lands through a system of connected open space; a well-defined sense of entry to City from the west; opportunities for habitat preservation and recreation; and view preservation corridors that provide an aesthetic and recreational resource for residents.
 - **Policy LU9.1** The City may consider modification to the General Plan for new growth where adequate public services and facilities and preservation and conservation of natural resources can be provided in conjunction with the following:
 - a. Additional land to accommodate demand for housing or employment uses
 - b. Projects that will provide community benefits, including, but not limited to the provision of public transit services
 - c. Ensure that growth provides benefits to the community as a whole and weigh community benefits against public costs
 - Prior to the consideration of any General Plan amendment to modify land use designations or expand the City's boundaries or Sphere of Influence, the City shall complete or cause to be completed the following City-wide studies/plans:
 - a. Long-range transit plan
 - b. Fiscal studies
 - c. Public facilities and services capacity study
 - d. Transportation system capacity study
 - e. Utility capacity and supply (i.e., water, sewer, drainage, and electric)

The studies shall define <u>overall holding capacities</u> and identify additional performance standards that will need to be met to ensure the achievement of the goals and policies of the General Plan.

Policy LU9.3

The City shall require the submittal of a specific plan for the consideration of new development areas or any areas where a significant modification to the General Plan land use allocation is proposed. The specific plan process shall, at a minimum, include the following:

- a. General Plan Amendment
- b. Development Agreement
- c. Zoning Entitlements
- d. Environmental Impact Report
- e. Phasing, Financing, Capital Improvements Plan
- f. Fiscal Impact Analysis

Policy LU9.4

Specific plans will be evaluated based on the following minimum criteria:

- a. Government Code requirements for specific plans
- b. Demonstrated consistency with General Plan goals and policies
- Demonstrated consistency with the identified City-wide studies and holding capacity analyses
- d. Justification for proposed specific plan boundaries
- e. Community benefit (e.g., affordable housing, significant open space or recreation facilities, job creation, infill development near transit service).
- f. Ability to substantially mitigate impacts
- g. Impact on the City's growth pattern

Each specific plan proposal shall include, with its initial submittal, a full analysis of how the plan complies with, and relates to the above factors.

Policy LU9.5

Apply the City's adopted Guiding Principles for Growth to any new development proposed in and out of City's corporate boundaries that is not already part of an adopted Specific Plan or within the Infill Area:

- 1. Any new development proposal shall, on a stand-alone basis, have an overall net neutral or positive fiscal impact on the City's General Fund Services.
- 2. Any new development proposal shall include logical growth/plan boundaries.
- Any new development proposal shall not create a direct or indirect conflict with the ongoing operations of the Pleasant Grove or Dry Creek Wastewater Treatment Plant operations or any City-owned power generation facilities.
- Any new development proposal shall maintain the integrity of existing neighborhoods and create a sense of place in new neighborhoods.
- 5. Any new development proposal shall include a plan to ensure full funding and maintenance of improvements and services at no cost to existing residents (including increased utility rates). A proposal shall not burden, increase the cost of, or diminish the supply or reliability of public services.

- 6. Any new development proposal shall aid in regional transportation solutions and in right-of-way preservation.
- 7. Any new development proposal that does not have a sufficient supply of surface water shall secure additional supplies above what the City currently has available. New development proposals shall also provide the funding necessary to incorporate the new source of supply into the City's water supply portfolio (surface water, groundwater and recycled water); and new development proposals shall include measures to reduce water demand by implementing the use of conservation best management practices, recycled water, and other off-sets.
- 8. Any new development proposal shall consider development potential within the entire City/County Memorandum of Understanding Area in the design and sizing of infrastructure improvements.
- 9. Any new development proposal shall aid in resolution of regional storm water retention.
- 10. Any new development proposal shall incorporate mechanisms to ensure schools, and, if necessary, new schools, are available to serve residents anticipated for new development and that new development does not adversely affect existing schools.
- Any new development proposal shall include a significant interconnected public open space component/conservation plan consistent with the City of Roseville/U.S. Fish and Wildlife Service Memorandum of Understanding.
- 12. Any new development proposal shall include a public participation component to keep the public informed and solicit feedback throughout the specific plan process.
- Any new development proposal shall provide a community benefit to the City and residents.
- As new development is proposed in or outside the City's Sphere of Influence, project proponents shall provide a transitional area between City and County lands, through a system of managed interconnecting open space or other buffers, such as separation by arterial roadways.
- Policy LU9.7 Monitor and participate in development proposals and/or General Plan updates in Placer County to ensure that potential impacts to City residents are minimized, with respect to traffic, service levels, and other quality of life matters.
- Policy LU9.8 New development proposals to the north and west of the City limits shall meet the objectives and terms of the Memorandum of Understanding between the City of Roseville and the County of Placer.
- Policy LU9.9 Development proposed on the western edge of the City shall provide a distinctive open space transition to create a physical and visual buffer between the City and County that ensures that the identity and uniqueness of the City and County will be maintained.
- Policy LU9.10 Consistent with the County/City Memorandum of Understanding, the City shall continue to support and endorse the maintenance of the one-mile buffer zone around landfill operations, as set forth in Policy No. 4.G.11 of the Placer County General Plan. The buffer zone should, consistent with relevant performance criteria, be sufficient to maintain the long-term viability of the landfill, while at the same time protecting City residences from nuisances.

Policy LU9.11

Promote stakeholder involvement and ensure accountability between property owners, Placer County, and surrounding jurisdictions on defining and shaping the vision for growth to the west and north of the City.

GROWTH MANAGEMENT - ANNEXATIONS AND SPHERE OF INFLUENCE

Goal LU10 Evaluate Sphere of Influence amendments and annexations that promote efficient use of land and public service provision and advance General Plan goals.

Policy LU10.1

The City may initiate studies to investigate the potential of (1) annexing areas within its Sphere of Influence; and (2) expanding its Sphere of Influence boundaries. The studies should be focused on those areas that may affect General Plan goals and policies and would be logically served and planned by the City. The studies shall include the identification, availability, and funding of public services, as well as the costs and impacts to the City and other service providers. Issues to be analyzed include, but are not limited to present and planned land uses, water, sewer, electric, library, parks, schools, circulation, and affordable housing. Based on these studies and resident and property owner input, the City may take steps to annex or expand its Sphere of Influence.

Policy LU10.2

The City may consider annexations that:

- Are contiguous with City boundaries and provide for a logical expansion of the City;
- Create clear and reasonable boundaries:
- Are beneficial from a fiscal standpoint to the City and its residents:
- Are consistent with state law and Placer County Local Agency Formation Commission (LAFCO) standards and criteria;
- Ensure the preservation of open space and agriculture lands; and,
- Are consistent with the General Plan.

Policy LU10.3

The City may consider expanding its Sphere of Influence to incorporate areas that, in the future, should be logically planned and serviced by Roseville. The City shall consider the following factors, as identified by LAFCO, when making determinations involving Sphere of Influence boundaries:

- Present and planned land uses in the area;
- Present and probable need for public facilities and services in the area;
- Present capacity of public facilities and adequacy of public services;
- Existence of any social or economic communities of interest in the area; and,
- Open space and agricultural lands.