

Publication of Preliminary Draft Commercial Corridor Specific Plans

Based on feedback from the community received during outreach conducted over the last year, work from supporting technical consultants, and internal review and discussion involving all affected City Departments and Divisions, staff has spent the last year developing the land use maps, permitted use tables, streetscape options, and text of the proposed Specific Plans. The preliminary drafts of the three plans are:

- Atlantic Street Corridor Specific Plan
- Douglas-Harding Corridor Specific Plan
- Douglas-Sunrise Corridor Specific Plan

Key maps, tables, and figures have been included in the preliminary draft Specific Plans, but the drafts are referred to as “preliminary” because additional supporting graphics, imagery, and tables are planned to be included in the next draft of each plan. The preliminary draft Specific Plans include several “Notes to Reviewers” in **red text** indicating certain locations where graphics or tables are in development and will be added as part of the next draft. In addition to commenting on the text, reviewers are encouraged to let us know where additional imagery or graphics would be helpful in understanding or supporting the text. Reviewers are also encouraged to check the project website at www.roseville.ca.us/corridorplans and review the Frequently Asked Questions page for helpful background and context.

The City is requesting written comments by August 11, 2022, submitted to corridorplans@roseville.ca.us or in hard copy to Jessica Lynch, Planning Division, 311 Vernon Street, Roseville, CA 95678. Comments will continue to be accepted after this time, but response within the review timeframe ensures staff has adequate time to consider the submitted comments. If you have questions and would like to speak with us you are invited to contact Jessica Lynch at (916) 774-5352.

Workshops on the Commercial Corridor Plans and the preliminary draft Specific Plans will be held by the Planning Commission and City Council (see below for time and location). These will include a presentation by staff and an opportunity for comments and questions from the audience. At their respective workshops, Planning Commission and City Council will have the opportunity to hear community feedback and provide their comments and perspective, but no action on the project will be taken. The purpose of these workshops is to inform and to provide a forum for community feedback on the preliminary draft plans. These workshops are being held during the comment period on the preliminary draft plans so that interested persons have an opportunity to ask questions and hear community discussion before comments are due.

Workshops at the City Council Chambers, 311 Vernon Street, Roseville, CA

July 28, 2022 Planning Commission workshop at 6:30 pm

August 3, 2022 City Council workshop at 6:00 pm

Proposed key features and changes included in the proposed preliminary draft Specific Plans include:

- Multifamily residential uses permitted in commercial zones, instead of requiring a Conditional Use Permit.
- Land use changes to make land use consistent with existing zone districts.
- Replacement of Planned Development zone districts with a standard City zone district.
- On a few properties, changing both the zone district and land use designation.
- Streetscape options to consider as part of future public improvement projects (crosswalks, medians, etc).
- Frontage design guidelines to apply to development and redevelopment, requiring improvements to sidewalks, landscaping, etc.
- Tailored design guidelines for multifamily developments, based on feedback from the community.

Consistent with other Specific Plans in the City, staff propose to apply the Special Area (/SA) overlay zone district to all properties within each Specific Plan. The overlay zone allows the application of the area-specific standards proposed within each Specific Plan. Along with streetscape improvements and commercial reinvestment and redevelopment, the facilitation of housing—particularly in commercial areas—is a goal of the project. The areas where the City is anticipating housing are underused commercial parking lots, long-vacant commercial buildings, and the few vacant or underused properties. Infrastructure studies for the corridor plans have assumed a total of up to 50 units could be developed in the Atlantic Street corridor, up to 200 units could be developed in the Douglas-Harding corridor, and up to 600 units could be developed in the Douglas-Sunrise corridor. The Specific Plans **do not** identify any specific sites as the sites where these housing units will or must be built and **do not** require all housing to be affordable housing.

ATLANTIC STREET SPECIFIC PLAN

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Chapter 1 Introduction

1.1 Vision

The Atlantic Street Corridor Specific Plan (Atlantic Corridor) is envisioned as a vibrant, mixed-use corridor that connects to the City's Downtown. A pedestrian-friendly environment along the Atlantic Street frontage and a gradual transition from commercial, mixed-use, and residential areas will create an attractive community for Roseville residents to live and work. The Atlantic Corridor will also improve existing linkages to downtown Roseville, as well as to open space amenities such as Dry Creek. The plan will define neighborhood identity through a cohesive streetscape design, as well as enhance and preserve the natural features present in the plan area.

In addition to the uses that traditionally found along Atlantic Street, the Atlantic Corridor plan will allow a greater range of commercial uses that are compatible with the adjacent residential neighborhood. This will create opportunities for frontage businesses along Atlantic Street and support reinvestment and other improvements within the Plan Area. Residential land use and zoning updates reflect the current character of the neighborhood and expand housing opportunities through infill and increased densities. Through plan implementation, the neighborhoods will become denser and more urban in character in proximity to the commercial uses, with more traditional, low density homes deeper into the neighborhood and along Dry Creek. Combined with a mixed-use overlay in the commercial areas of the Atlantic Corridor plan, approximately 100 additional residential units, as well as potential accessory dwelling units, may be provided within the plan area. This will provide a diverse mix of housing opportunities within walking distance of the City's Downtown and Vernon Street districts, with pedestrian connections to the open space and trail systems. Additionally, the Atlantic Corridor defines and preserves the Dry Creek corridor by establishing an open space zoning and land use designation.

The City will work in concert with the community to identify opportunities for growth and reinvestment in the Atlantic Corridor, while preserving the natural resources and unique characteristics that define this long-established area of Roseville.

1.2 Background

In 1864, the Central Pacific Railroad came eastward towards Sacramento to build the western half of the nation's first transcontinental railroad. Their new line crossed a small existing rail line that linked the towns of Lincoln and Folsom, so this meeting spot was called the "Junction." Junction, where historic Old Town sits today, was eventually renamed Roseville. Between 1870 and 1906 small buildings, board sidewalks, a school, churches, and fraternal organizations were established creating the original downtown Roseville.

From the City's founding in 1908 through the World War II era, commercial activity in Roseville centered on Vernon Street and Old Town on either side of the railroad tracks. Although the first subdivisions along Atlantic Street date as early as 1907, the residential neighborhood around Atlantic Street was primarily rural in character until the late 1940's and 1950's. At that time, the surge in post-WWII housing construction built out much of the remaining land with single family homes. This expansion, both within the Atlantic Street neighborhood and in other areas of the city, resulted in the need for more neighborhood serving uses. The development of additional commercial properties such as Roseville Square in 1961

eventually provided opportunities outside of the downtown core, and new development began adjacent to the I-80 corridor and along Douglas Boulevard. During this time, the businesses and physical environment of the Downtown and surrounding areas began to deteriorate.

The City adopted a revitalization strategy in 1999 to support improvements to the Historic Old Town, Vernon Street, and other aging areas of the city. This effort resulted in the adoption of the Riverside Gateway Specific Plan in 2006 and the Downtown Specific Plan in 2009. The intent of this investment was to return these areas, which to this day still serve as the center and core of the fabric of the City, to their former prominence. These efforts stimulated reinvestment in these areas, with improved streetscapes, as well as the development of new businesses and housing.

Having witnessed the success of these planning and revitalization efforts, the City Council designated the creation of commercial corridor plans (for Atlantic Street, Douglas-Harding, and Sunrise-Douglas) as a Council priority in 2020, allocating funds for the preparation of these plans. Additionally, the City obtained funding through the state Planning Grants Program (SB 2, 2017) to prepare and implement these corridor plans. This presented an opportunity for the City and community to re-envision these areas, identifying potential for reinvestment and new housing, as well reconciling old, potentially outdated land uses with the current environment in these long-established areas of the city.

1.3 Plan Objectives

The Atlantic Street Corridor Plan will:

- Create a cohesive neighborhood identity that recognizes the area as a key gateway into the City's Downtown;
- Provide new opportunities for reinvestment and improvements to frontage businesses along Atlantic Street;
- Create a compatible and harmonious relationship between residential and commercial development where commercial areas are contiguous to residential neighborhoods;
- Improve existing public streets and alleyways within the residential neighborhood to facilitate and encourage the construction of additional housing;
- Establish land use patterns that increase density near commercial uses and a transition to lower density residential closer to the Dry Creek open space;
- Improve existing linkages to existing parks and the Dry Creek open space; and
- Establish regulatory mechanisms that streamline the development process for projects that promote plan objectives.

1.4 Organization

Chapter 2 Setting and Context: This chapter describes the history of the planning area, major factors that have influenced the design of the Specific Plan, the existing land uses and development patterns, and the existing design and character of the planning area.

Chapter 3 Land Use: This chapter focuses on the existing and proposed land use plan for the area, with an emphasis on the land use goals and vision for the area, and a description of the land use designations being used in the Specific Plan.

Chapter 4 Circulation: This chapter describes the pedestrian, bicycle, and vehicular pathways within the planning area, defines the vision and goals to support circulation and connectivity in the planning area, and identifies the broader circulation plan and more specific streetscape design concepts for the planning area.

Chapter 5 Utilities and Infrastructure: This chapter describes the existing utilities and infrastructure which support the planning area, describes the goals to support the existing and proposed systems, and describes the plan to enhance and improve utilities and infrastructure to support the Specific Plan.

Chapter 6 Design Guidelines: This chapter describes the development regulations which will apply to residential and non-residential projects, available incentives to promote reinvestment, and streetscape designs and concepts.

Chapter 7 Implementation: This chapter describes how the Specific Plan will be applied to future development and uses within the planning area, including descriptions of the types of entitlements needed for development proposals, the processes and procedures for revising or amending the Specific Plan, and the applicability of environmental review to future development.

1.5 Planning Process

The community outreach effort was carefully developed and began in earnest in May 2021, when the City distributed notice of the first open house for the project via mail, e-mail, the City's website, the Sacramento Business Journal, and the City's social media. Over 9,000 postcards with bright designs and graphics were mailed to everyone within the proposed project boundaries and to those within a half-mile walking distance. E-mail notices were sent to over 47,000 recipients on the City's existing e-mail lists. In the first week over 800 people visited the project website, and hundreds signed up on the project e-mail list.

The open house was well-attended and intended to outline the City's objectives for the project and seek early stakeholder input to further refine the scope of the project. The open house included live polling, a question and answer session, and a community values exercise to help develop a draft vision statement for each Plan Area. Following the initial open house, a walking tour was launched to engage residents and community members about what they would like to see improved or added to revitalize the three targeted corridors. The tour was open from June 10 – 25, and could be taken virtually using images from key spots in the corridors, or by physically going to the key locations. Staff posted lawn signs and flyers at the locations with a QR code, which could be scanned by your phone to access the survey. The survey yielded a total of 648 community responses.

Based on feedback from the community, the next several months were spent developing materials for the project. On December 14, 2021 draft land use maps, zoning maps, and permitted use tables were posted to the project website for public review, with responses requested by January 12, 2022. Notice of these materials was sent to the project e-mail list and was posted to the project website.

A virtual workshop was held on February 10, 2022. The workshop was advertised through an e-mail to the project mailing list two weeks before and one week before the workshop, was posted to the project website, was advertised on the City's social media (Twitter, Facebook, and NextDoor), and was published in the Roseville Press Tribune. Flyers were also handed out at businesses within the corridors. The first half of the workshop focused on the proposed land use plan, and included a question and answer session that focused heavily on housing. The second half of the workshop focused on streetscapes, and included

live polling to get feedback on improvement priorities and public art programs, as well as a question and answer session. The workshop was well attended and included robust community discussion.

A community design guidelines survey was launched on April 25, 2022 and was open through May 8, 2022. The survey included design imagery and asked respondents what general building design styles were appropriate for each corridor. The survey also included a streetscape improvements question asking respondents to prioritize improvements based on cost. The survey had about 300 respondents and was advertised through the project e-mail list and project website.

A letter was then sent to property owners in April 2022 informing them of proposed changes to land use and zoning. The letters were specific to individual property owners, with the Assessor's Parcel Number identified and an explanation of the proposed changes provided. The letter also encouraged property owners to call, e-mail, or write us with any comments or questions, and emphasized that we were still early in the process, and nothing was finalized. A second copy of the letter was sent in May 2022 to all property owners who had not responded to the first letter. The purpose of these letters was to ensure the owners of every property affected by zoning or land use changes received property-specific notice of the proposal, and multiple copies help ensure the letter is not simply overlooked or missed.

In June 2022 a letter was sent out to every property owner and resident in the Plan Areas describing the proposal to use the Special Area overlay zone for the Specific Plans. City staff subsequently attended two community-led meetings to discuss the project and answer questions. The first meeting was held on June 30, 2022 by Support Our Local Area – Roseville (SOLA-R) from 7 p.m. to 9:30 p.m., and the second was held on July 7, 2022 as part of the Historic Sierra Vista Neighborhood Association regular meeting. Planning staff also staffed a booth at Downtown Tuesday Nights on June 28, 2022 and advertised materials about the project as well as general planning issues. Over 30 people spoke with staff over the course of the evening.

Notice of the release of the preliminary draft Specific Plans, of the Planning Commission workshop on July 28, 2022 and this City Council workshop was provided in a postcard to every property owner and resident in the Plan Areas. The postcard notice was mailed on July 12, 2022 and the preliminary draft Specific Plans were published on July 14, 2022, with a request to provide feedback by August 11, 2022. Notice was also publicized on the project website, through the project e-mail list, and on the City's social media (Twitter, Facebook, and NextDoor).

Chapter 2 Setting and Context

2.1 Plan Setting

The Atlantic Street Corridor Plan area is located within the Infill subarea of the City of Roseville. This area is developed, and includes commercial areas, a residential neighborhood, some industrial and public/quasi-public designated land, as well as open space. Through the City's improvement efforts, some upgrades have already been implemented along the Atlantic Street streetscape and at the three Miner's Ravine Trail connections that are located within the Plan area.

The Plan Area is located adjacent to downtown, encompassing the area between the Vernon Street and Atlantic Street transition and the I-80/Atlantic Street interchange. In addition to the commercial uses along Atlantic Street, the Plan Area includes the well-established residential neighborhood to the south of those businesses, as well as the Dry Creek trail system that connects the eastern portion of the City to Downtown. The Plan area is bounded by Folsom Road and the Dry Creek Corridor to the west, Atlantic Street along the north, and I-80 Westbound to the east. The railroad defines the neighborhood boundary to the north of Atlantic Street itself, and two railroad crossings (one at Tiger St. and one at Yosemite St.) connect the Atlantic Corridor to the Sierra Vista neighborhood to the north.

The Atlantic Corridor was identified as an area to target revitalization efforts as it serves as a key gateway to several areas of the city. To the west, Atlantic Street connects to Vernon Street and the crossing to historic Old Town Roseville. Several schools, including Roseville and Adelante High Schools, are accessible via Atlantic Street. Atlantic Street also provides access to Harding Boulevard, connecting to Galleria Boulevard and the shopping (including the regional mall), restaurants, and other amenities provided in these areas. Residents and visitors alike walk, bike, and drive down Atlantic Street to reach these destinations for work and recreational opportunities.

2.2 Factors Influencing the Specific Plan

Several key factors have had a significant influence on the development of the Specific Plan. These include the presence of inconsistencies between the existing land use and zoning designations applied to properties, Dry Creek, and the importance of the area as a connection to the City's Downtown and Historic Old Town.

The Planning Division and Building Division have regularly handled inquiries related to redevelopment of the properties within the existing commercial areas along the Atlantic Street frontage and the adjacent residential areas. Customers are most often investigating the potential to improve a residential lot or add additional units, or to change or intensify a commercial use. These customers are individual property owners or prospective buyers of smaller properties, and are not associated with firms or development companies with the benefit of significant resources. The cost of entitlements needed to correct land use and zoning inconsistencies has been a significant barrier. This factor has significantly influenced the design of the Specific Plan, which has focused on removing redevelopment barriers and correcting zoning and land use inconsistencies.

Dry Creek and the surrounding open space is another significant factor which has influenced this Specific Plan. The Dry Creek corridor includes the Miner's Ravine trail which connects the City's Downtown with the eastern boundary of the City at Sierra College Boulevard, and is also an important open space

resource for the City's residents. In developing the Specific Plan, both the land use design and the goals and policies were developed to reflect the value of Dry Creek.

The Atlantic Corridor is also highly visible as a key gateway to the City's Downtown and Historic Old Town. As mentioned in the Plan Setting section of this chapter, Atlantic Street provides access to several important areas of the city, including Vernon Street, historic Old Town, Galleria Boulevard and the associated mall and shopping centers, as well as to schools, restaurants, and other amenities within the City. Atlantic Street also has a connection to the I-80 freeway that brings vehicles into the central portion of the City. Enhancing the Atlantic Corridor with streetscape improvements and a unifying neighborhood identity will create an attractive, safe, and inviting area for visitors, employees, and residents of the City.

2.3 Existing Land Uses

The majority of this planning area has a land use designation of Low Density Residential (LDR). However, substantial portions have a zoning designation of Attached Housing (R3) and many of the properties in this area have multiple dwelling units on each parcel of land. This zoning inconsistency also occurs for the areas with a Medium Density Residential land use designation, where the property has a zoning designation of R3, Two-Family Residential (R2), or General Commercial.

Figure 2.1 below shows the existing land use within the Atlantic Corridor. The lighter beige color indicates the LDR land use designation, which includes the entire Dry Creek Corridor in addition to the majority of the neighborhood. While the majority of the frontage along Atlantic Street is Community Commercial, portions are identified as Public/Quasi-Public and Medium Density Residential. Along the western edge of the plan boundary (where Vernon Street becomes Atlantic Street), a small retail center is identified as Central Business District, or CBD, even though this land use designation is not applicable outside of the Downtown Specific Plan. Existing zoning is shown below in Figure 2.2. Implementation of the Atlantic Corridor plan will create land use and zoning designations which are consistent with one another, allowing for more streamlined development.

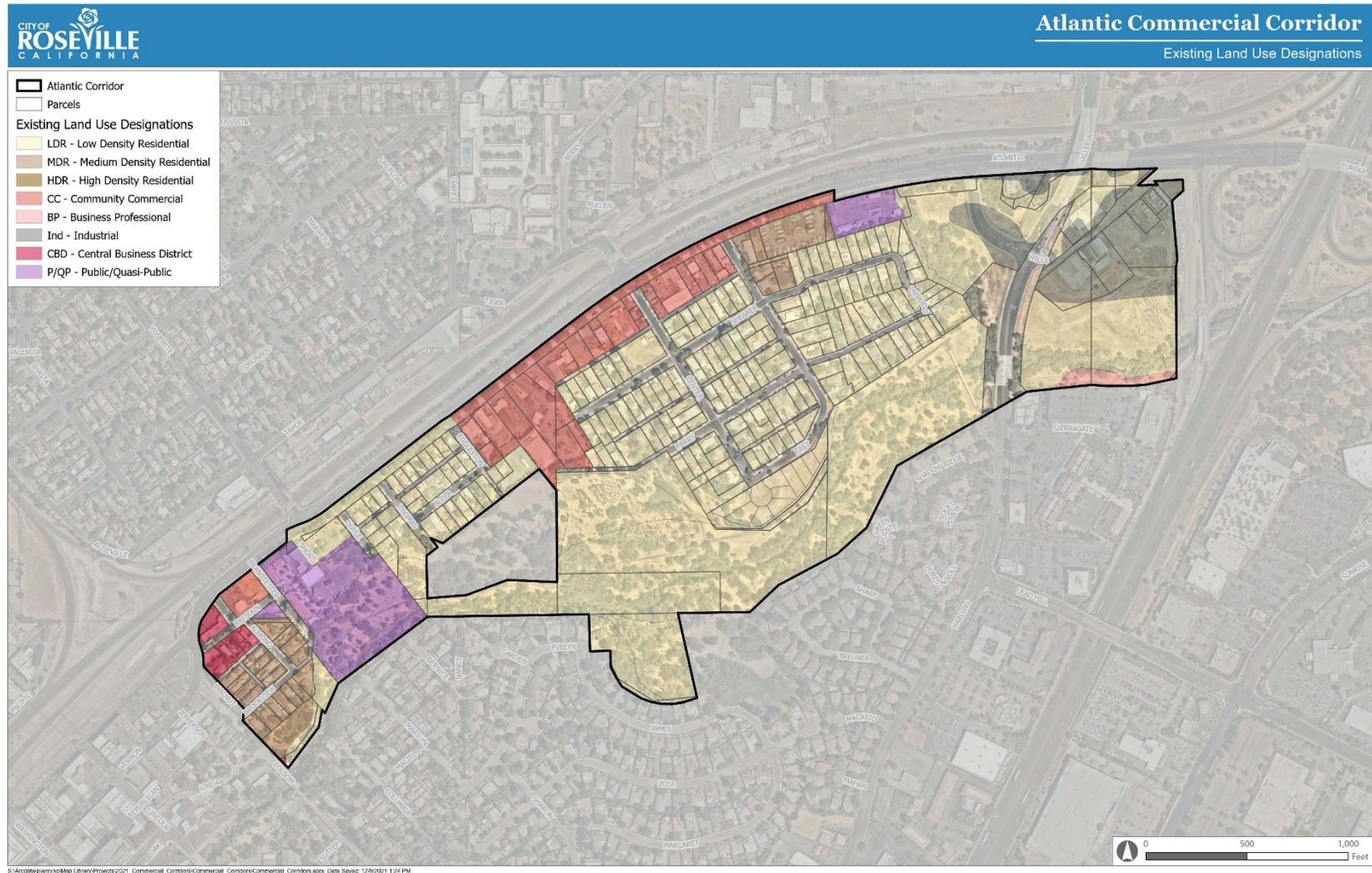
2.4 Design Character

Urban design characteristics and streetscape environment contribute to the vitality, desirability and aesthetics of a place. This section discusses the existing land use characteristics, urban design components and streetscape elements that make up the Plan Area.

Commercial and Other Non-Residential

There are a variety of existing uses along the Atlantic Street frontage, including commercial businesses, a church, Adelante High School, and residential uses. The majority of these buildings are one or two stories in height, and some commercial businesses exist within converted homes. Parking lots and driveways are provided in front of the businesses, with very few shared driveways and limited internal connectivity between parcels. Many of these businesses are auto-related uses, with little to no existing screening of storage. In other areas, residential wood and chain link fences back up to the sidewalk on Atlantic Street, creating an inconsistent appearance. A previous City project to improve the Atlantic Street streetscape resulted in consistent landscaping between curb cuts and improved sidewalk connectivity.

Figure 2.1 | Existing Land Use



NOTE TO REVIEWERS: Maps included in the Specific Plan are drafts. Once public review of the maps and text in the preliminary draft Specific Plans are complete, a final draft will be created based on feedback.

Residential

The residential neighborhood to the south of Atlantic Street is largely characterized by single-story, ranch-style or bungalow homes, interspersed with small multi-family dwellings. Given the age of the neighborhood, the architecture is diverse, with no unifying styles or themes. Many properties have detached garages or other rear yard accessory dwellings and structures due to long, narrow lots with alley access. Many of the alleys within the neighborhood are partially paved, or in a state of disrepair. While some parcel boundaries have been modified over time, the neighborhood layout is similar to the original subdivision maps created in the early 1900's. The neighborhood is considered a part of the Folsom Road Neighborhood Association, which also includes the neighborhoods to the southwest of Folsom Road (along Oak Street), east of Royer Park, and between the Dry Creek corridor and Harding Boulevard.

Parks and Open Space

The Dry Creek Corridor serves as the southern boundary of the Atlantic Street plan area, and is an amenity that preserves the open space around Dry Creek and connects to the City's bike trail system. The Miner's Ravine Trail provides off-street pedestrian and bicycle connectivity from the Vernon Street/Downtown area to Sierra College Boulevard., east of I-80. Existing connections to the Miner's Ravine Trail within the Plan area can be found at Folsom Road, Parry Street (through William L. Taylor Park), and East Street. William L. Taylor Park, an approximately 2-acre park which includes a playground, sports courts, and picnic area, is also located within the Plan area and provides a direct connection to the Miner's Ravine Trail from the neighborhood.

Chapter 3 Land Use

3.1 Introduction

This chapter of the Specific Plan sets the types, locations, and intensities of land uses within the Plan Area, and outlines a combination of strategies to help achieve the community's goals and vision for the Plan Area. The land use strategies and the proposed program of land uses reflect the input and guidance from community outreach and conditions described in Chapter 2. Since the Plan Area is an infill area that is already developed, implementation of the plan will occur mainly through individual projects. The Plan Area also contains several opportunity sites that would be expected to be developed and/or redeveloped within the 20-year time frame of this Plan. This Specific Plan allows for the continued use and enhancement of existing uses, and provides recommendations for future uses.

3.2 Land Use and Community Character Goals

The following goals reflect the future vision for the area, and help set the framework for the land use and community character strategies for the Atlantic Street Corridor Plan area. These goals are intentionally broad, and expand upon the Plan Objectives outlined in Chapter 1. The following sections of this chapter detail policies and strategies that will be used to achieve these goals.

The Atlantic Street Corridor Plan will realize the land use and community character goals through a variety of land use, design, and regulatory strategies, consisting of the following components:

- *Revised land use designations and regulations*, intended to permit and encourage mixed-use development and neighborhood-serving uses on Atlantic Street;
- *Correcting long-standing land use discrepancies* and ensuring that land use and zoning designations are compatible to facilitate development and redevelopment throughout the corridor;
- *Implementation of a streetscape plan*, which will help provide immediate results and visible improvements in the project area (discussed in detail in Chapter 4, Circulation).

GOAL 1: Create a cohesive neighborhood identity that recognizes the area as a key gateway into the City's Downtown. With direct access to I-80, Downtown, and Miner's Ravine Trail, the Plan area is a key, highly visible gateway location into the City of Roseville. The Plan area represents an opportunity to create a district within the City that has a unique character and identify. The land use mix and streetscape improvements should be compatible with and complementary to the improvements in Downtown and on Vernon Street, yet also be unique to the Plan area. High-quality development, a diverse land use mix, and an improved streetscape will improve the image and livability of the area.

Policy 1.1: New development and redevelopment should have a cohesive frontage and incorporate public realm improvements with a consistent design theme. The conceptual streetscape plans and design guidelines in this Plan provide a consistent design theme for the Atlantic Corridor, and will help improve the overall appearance and enhance the sense of place along Atlantic Street. This should include street furniture and other design elements.

Policy 1.2: Encourage public art.¹ Allow public art on building walls, utilitarian objects (such as trash enclosures), gathering areas, and other locations to increase the vibrancy and visual interest of the Plan area.

Policy 1.3: Work with stakeholders, residents, and property owners to identify funding mechanisms for delivering and maintaining streetscape improvements. The Circulation chapter of this Plan describes conceptual streetscape options to improve and beautify streetscapes in the plan area. The City will seek grant funding to support the implementation of public realm improvements. Other funding sources could include the establishment of a Business Improvement District (BID) and/or Lighting and Landscape District (LLD). Such districts are formed by interested property owners within a certain geographic area, in which the members agree to provide funding for specified improvements as part of a public-private partnership. The focus of a BID is on public realm improvements in commercial areas, the provision of street or other decorations, and community initiatives. The focus of an LLD is constructing and maintaining landscaping, lighting, and related streetscape improvements.

Policy 1.4: Consider the establishment of a façade improvement program. The program would provide financial assistance to cover the cost of materials and City permit fees to property and business owners committed to enhancing the aesthetic of their buildings and the overall appearance of the streetscape.

GOAL 2: Provide new opportunities for reinvestment and improvements to frontage businesses along Atlantic Street. The Plan Area includes a number of vacant or underutilized sites, both within the commercial and residential portions of the corridor. The availability of these sites creates opportunity for new or improved development within the corridor, which could incorporate mixed-use development and additional housing.

Policy 2.1: Promote and encourage revitalization of existing commercial buildings. Development standards and design guidelines in this plan support improvement and redevelopment of existing property through a streamlined development process. For example, improvements to existing retail storefronts may create a stronger sense of place and a welcoming pedestrian environment.

Policy 2.2: For new commercial development, construct high quality, attractive buildings oriented towards the street. New commercial construction should be “street forward” and pedestrian-focused, with front entrances oriented towards the street. Development standards and design guidelines in this Plan will guide future development.

Policy 2.3: Promote Mixed-Use Development. Mixed use may be either vertical, where residential units are above ground-floor non-residential uses, or horizontal, where residential and non-residential uses are adjacent with integrated site design. Mixed-use development activates streetscapes and centers, and should be encouraged along Atlantic Street.

Policy 2.4: Provide affordable housing within the Specific Plan area consistent with the City’s General Plan. The City’s affordability policy specifies that 10% of all new housing units in the City be affordable to very low-, low-, and moderate-income households. Applying this policy on a project-by-project basis is likely to result in a piecemeal approach which only gains a few units at a time. It may also be an impediment to redevelopment, because of the costs and inefficiencies inherent in developing only a few affordable units within a small multifamily project. For this reason, the City’s policy will apply

¹ Business signage is subject to the City’s Sign Ordinance and/or Planned Sign Permit Program, even when the business name or other advertising is incorporated into a wall mural or other public art.

on a plan-wide basis, instead of on a project-by-project basis, to all three of the City's connected and related corridor plans: Atlantic Street, Douglas-Harding, and Douglas-Sunrise Corridor Specific Plan. All three plans combined anticipate the creation of 850 units. Based on the affordable housing goal of 10% a total of 85 units would be needed across all three corridors.

Goal 3: Create a compatible and harmonious relationship between residential and commercial development where commercial areas are contiguous to residential neighborhoods. There are many viable existing businesses in the Plan Area that will remain and even expand in the corridor. However, the Atlantic Corridor will encourage neighborhood-serving commercial uses and business operations that are compatible with the surrounding neighborhood, as residential uses are the primary land use type within the Plan Area. This includes limiting new uses that would produce excessive noise or odors that may impact nearby homes. The mix of new development and redevelopment in the area should contain uses that serve the surrounding neighborhood, as well as community-serving uses.

Policy 3.1: Minimize conflicts between non-residential and residential uses. The permitted use table for the Plan Area includes a Conditional Use Permit (CUP) requirement for uses that are conditionally compatible with residential uses. This provides for the ability to regulate hours of operation, delivery hours, or other operational characteristics, to reduce conflicts between uses and minimize impacts to quality of life.

GOAL 4: Establish land use patterns that recognize and support the higher intensity uses along Atlantic Street while maintaining the lower density residential neighborhood character closer to the Dry Creek open space. The Atlantic Street Corridor Plan area includes existing businesses, existing commercial property, and existing properties designated for multifamily residential uses along Atlantic Street, with single-family residential uses dominating the remainder of the Plan area. The goal is to create a natural and compatible progression from higher intensity uses on the block adjacent to Atlantic Street to lower intensity uses (single-family homes, parks and open space).

GOAL 5: Support existing linkages to existing parks and the Dry Creek Open Space. The Plan Area should capitalize upon the existing connections to the Dry Creek open space and William L. Taylor Park. Miners Ravine Trail, which has multiple connections into the neighborhood, provides pedestrians and bicyclists a safe connection to the Downtown area to the west, as well as to additional trails to the east of I-80. The Corridor Plan promotes land uses, development, and streetscape improvements that will enhance the pedestrian environment, and improve connections throughout the Plan area.

GOAL 7: Establish regulatory mechanisms that streamline the development process for projects that promote plan objectives. The Implementation chapter of this Plan describes streamlined approval processes and incentives for development within the Atlantic Corridor plan. The intent is to reduce time and costs of development for projects that are consistent with the Plan.

3.3 Land Use Plan

There are multiple vacant properties within the Plan area which would have been difficult to develop because the parcels are small and would require land use amendments to consolidate and approve. This occurs in part because there are many cases where the land use designation and the zoning designation are inconsistent with one another (e.g. the zoning is single-family residential while the land use is general commercial). The land use plan for the Atlantic Street Corridor would correct these inconsistencies.

The Atlantic Street Corridor is envisioned as a mixed-use district that includes a variety of residential housing types, as well as a vibrant commercial frontage along Atlantic Street. It should be noted that all

existing uses in the Plan Area are permitted to remain, as part of the Specific Plan. However, there are a few use types that are permitted under current zoning that would no longer be permitted under the revised zoning, or which would require an entitlement in order to approve as a new use. One of the main goals of this Plan is to allow for and encourage flexibility for future development and redevelopment. To allow for development flexibility, planned future uses on Atlantic Street are not parcel specific. Rather, a mixed-use overlay designation is applied, that permits a variety of land uses on Atlantic Street, described below. In general, commercial areas of the Plan will permit higher intensity residential uses in addition to commercial uses, while some areas which are currently designated or used for residential homes will permit live-work spaces and low intensity neighborhood commercial uses in addition to typical residential uses.

The land use plan for the Atlantic Corridor is shown in Figure 3.1 below. The Land Use Designations section that follows describes the general uses which are anticipated in the Plan Area and provides a table listing the permitted uses by zoning designation. A map of the proposed zoning for the Plan Area is shown in Figure 3.2.

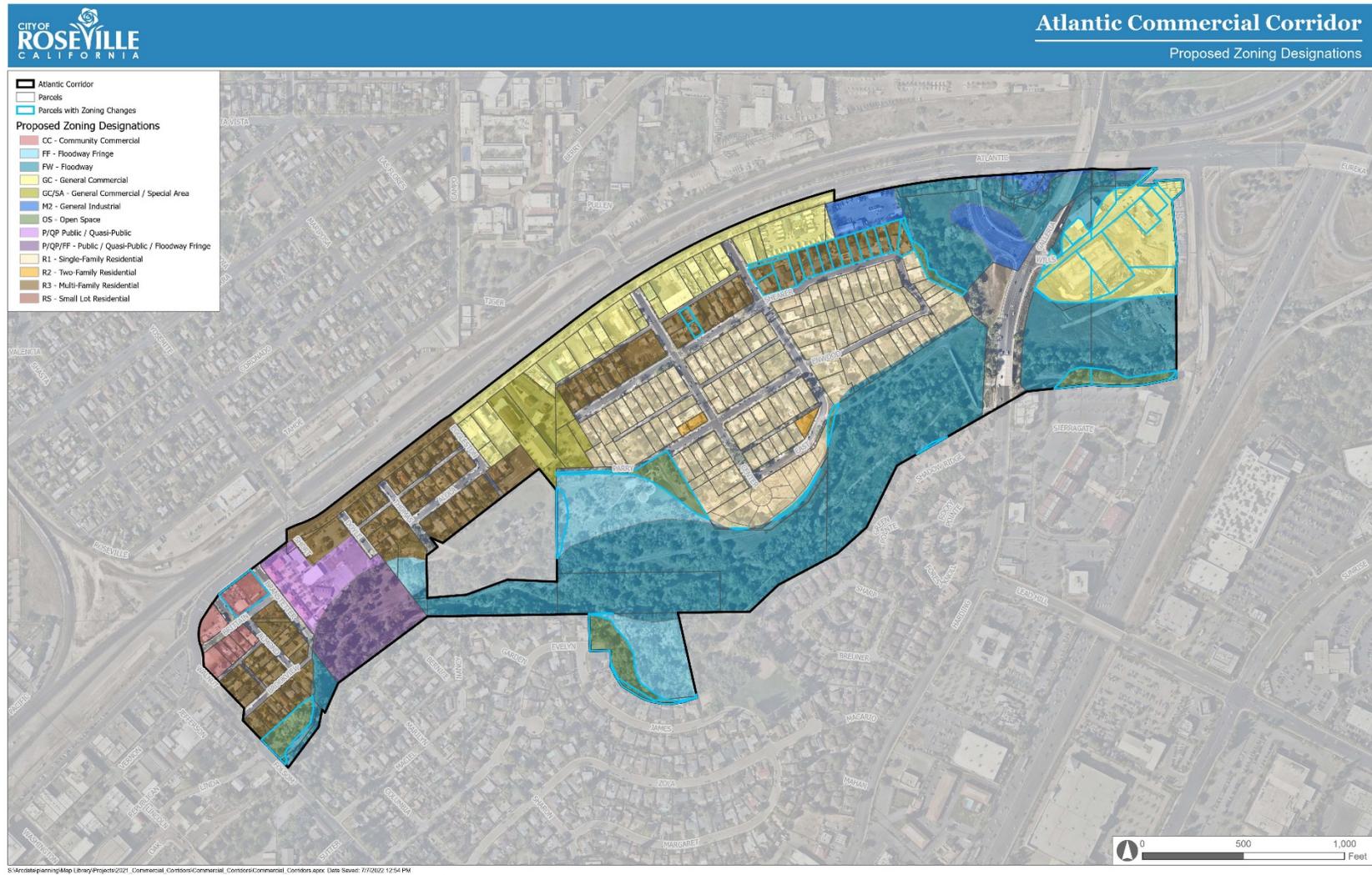
3.4 Land Use Designations

The following section includes a general description of the land uses planned for the Atlantic Street Corridor Plan.

Commercial: Retail and Service Uses

Throughout the planning process for the Atlantic Corridor, neighborhood residents and community members identified the need for neighborhood-serving retail and service uses. These uses will help create an environment that is active, vibrant, and welcoming to pedestrians, as well as neighborhood residents and employees who will be able to walk to uses along Atlantic Street such as retail shops, restaurants, and convenience services. The retail and service uses envisioned for Atlantic Street are intended to meet the everyday needs of local residents and neighborhood walkability, and also build on the relationship of the Plan Area to downtown Roseville.

Figure 3.2 | Proposed Zoning



Conditionally Compatible Commercial Uses

One of the intended outcomes of plan implementation is to increase availability of housing within the Plan Area; therefore, some higher intensity commercial and light industrial uses, which may conflict with residential quality of life due to factors such as noise, odor, or dust, will require additional review through a Conditional Use Permit (CUP) process. The CUP will allow some restrictions, such as hours of operation, to be placed on conditionally compatible businesses to minimize impacts on adjacent land uses.

Many of these uses, such as auto repair, already exist within the Plan Area. Existing businesses will be allowed to continue current operations, improve their buildings, and even expand with the nonconforming use provisions of the Atlantic Street Corridor Plan. For example, improvements to a façade or expansion towards Atlantic Street would not require a CUP; however, adding a service bay next to a single-family property line may trigger the requirement. Guidelines for determining whether a CUP would be required for a nonconforming use are included in the Implementation chapter of this plan.

Mixed-Use Development

One of the desired uses, or combination of uses, in the Plan Area is mixed-use development, incorporating a combination of retail/office, retail/residential, and office/residential uses. Two to three-story buildings, containing a combination of uses, will help to create a highly livable district for residents, employees, and shoppers, improving convenience through walkability and access. The first story of mixed-use buildings will consist of office and retail uses to help create an attractive and interesting street frontage, consisting of shops, restaurants, personal services, and small offices. Live/work units are also permitted.

Residential Uses

The residential portion in the Atlantic Corridor is a long-standing single-family residential neighborhood. Many homes within the community are smaller, greater than 50 years old, and occupy long, linear parcels with alley access. A couple of larger, vacant properties within the plan area can also accommodate new housing opportunities. The Atlantic Street Corridor Plan will allow higher densities closer to Atlantic Street, with lower density designations to the south (adjacent to the Dry Creek corridor). While there are a few existing R3 (Multi-family) zoned properties within the Plan Area that can accommodate larger multi-family uses, the higher densities will primarily facilitate second or third units that are compatible with existing homes. Residential densities will be revised to Medium Density and High Density Residential where appropriate to correspond with the zoning for the area.

Open Space

One of the goals of the Atlantic Corridor is to update the land use and zoning designations to match the environment and intended use of land. At present, the majority of the Dry Creek Corridor that is within the Atlantic Corridor has a LDR land use designation, which is inconsistent with the preservation and passive recreation goals of the Dry Creek Corridor. Modifying the land use to reflect a more appropriate Open Space designation will more clearly delineate the open space areas, which also contain Floodway (FW) and Floodway Fringe (FF) zones along Dry Creek.

Permitted Uses

Land uses within the Plan Area are implemented through application of zone districts. In recognition of the goals of the Specific Plan the Special Area (SA) overlay zones have been applied to the uses in the Plan Area. The overlay zones customize the permitted uses of general zone districts to reflect the unique nature and community character goals of the Specific Plan and to allow high density residential uses within commercial zone districts. Table 3.1 outlines the permitted uses for the zoning districts within the Plan Area. The table specifies permitted uses, conditionally permitted uses, administratively permitted uses, and prohibited uses for each of the zoning designations within the Specific Plan. Principally permitted uses (P) indicate that the use is allowed in the specified zone. Conditionally and administratively permitted uses require the granting of a Conditional Use Permit (CUP) or Administrative Permit (A), respectively, as provided in Chapter 19.72 and 19.74 of the Municipal Code. Prohibited uses (-) are not allowed in the specified district. Use type classifications are defined in Chapter 19.08 of the City’s Zoning Ordinance. This Specific Plan relies on the classification system established in the Zoning Ordinance.

A use which is listed within the Zoning Ordinance but is not listed below is generally prohibited. Where a use is not specifically listed in the Zoning Ordinance or the table below, the Director may determine whether the use is generally consistent or of the same general character as one or more listed uses. Existing buildings, structures, and uses permitted within the Specific Plan area as of the effective date of this chapter shall continue to be permitted and exempt from the requirements of this chapter as legal nonconforming.

For parcels with an existing Industrial (M2) zoning designation, refer to the list of allowable uses in Section 19.14.020 of the Zoning Ordinance. For parcels with Floodway (FW) and Floodway Fringe (FF) zoning designations, please refer to Section 19.18.040 of the Zoning Ordinance.

Table 3.1 | Permitted Use Table

	Community Commercial (CC)	General Commercial (GC)	Single-Family Residential (R1)	Two-Family Residential (R2)	Multi-Family Residential (R3)⁽¹⁾
AGRICULTURE AND OPEN SPACE USE TYPE					
Animal Keeping	-	-	P	P	P
Resource Protection and Restoration	P	P	P	P	P
Resource Related Recreation	P	P	P	P	P
CIVIC USE TYPES					
Community Assembly	P	P	CUP	CUP	P
Community Services	P	P	CUP	CUP	CUP
Essential Services	P	P	P	P	P
Hospital Services					
General Hospital Services	P	CUP	-	-	-
Psychiatric Hospital Services	P	CUP	-	-	-

Libraries and Museums, Private	P	P	-	-	-
Public Parking Facility	P	P	-	-	--
Schools, College and University	P	P	-	-	-
Schools, Public/Private Elementary and Secondary	CUP	CUP	CUP	CUP	CUP
Social Services					
Emergency Shelter ⁽²⁾	CUP	CUP	-	-	--
Food Distribution ⁽³⁾	CUP	A/CUP	-	-	--
Food Service ⁽⁴⁾	CUP	A/CUP	-	-	--
Power Generating Facilities ⁽⁵⁾					
Emergency	A	A	P	P	P
Supplemental/Individual Use	CUP	CUP	P	P	P
Passive Power	P	P	P	P	P
RESIDENTIAL USE TYPES					
Accessory Dwelling Units ⁽⁶⁾	P	P	P	P	P
Caretaker/Employee Housing	P	P	-	-	-
Community Care Facilities, Small	P	P	P	P	P
Community Care Facilities, Large	P	P	P	P	P
Multi-Family					
Multi-Family	P	P/CUP ⁽¹⁵⁾	-	-	P
Single-Family	P/CUP ⁽⁸⁾	CUP	P	P	P ⁽¹⁾
Two-Family	P/CUP ⁽⁸⁾	CUP	-	P	P ⁽¹⁾
Family Day Care Homes, Small	P	P	P	P	P
Family Day Care Homes, Large ⁽⁹⁾	P	P	P	P	P
Live/Work	P	P	-	-	P
Mobile Home Park	-	-	CUP	CUP	CUP
Rooming and Boarding House	-	-	-	-	P
Short-Term Rental ⁽¹⁰⁾	-	-	P	P	P
Single-Room Occupant	-	-	-	-	-
COMMERCIAL USE TYPES					
Animal Sales and Services					
Grooming and Pet Stores	P	P	-	-	-
Kennels	-	CUP	-	-	-

Veterinary Clinic	P	P	-	-	-
Veterinary Hospital	CUP	CUP	-	-	--
Automotive and Equipment					
Automotive Body and Equipment Repair	-	CUP	-	-	-
Automotive Rentals	-	P	-	-	-
Automotive Repairs	CUP	P	-	-	-
Automotive Sales	CUP	P	-	-	-
Car Wash and Detailing	CUP	P	-	-	-
Gasoline Sales ⁽¹¹⁾	P/CUP	P/CUP	-	-	-
Heavy Equipment Rental and Sales	-	P	-	-	-
Banks and Financial Services	P	P	-	-	-
Bars and Drinking Places	P	P	-	-	-
Broadcasting and Recording Studios	P	P	-	-	-
Business Support Services	P	P	-	-	-
Commercial Recreation					
Amusement Center	P	P	-	-	-
Indoor Entertainment	P	P	-	-	-
Indoor Sports and Recreation	P	P	-	-	-
Large Amusement Complexes	P	CUP	-	-	-
Outdoor Entertainment	P	CUP	-	-	-
Outdoor Sports and Recreation	P	P	-	-	A
Community Care Facility, Commercial	P	P	-	-	P
Day Care Center	P	P	CUP	CUP	A
Eating and Drinking Establishments					
Fast Food with Drive-Thru ⁽¹¹⁾	P/CUP	P/CUP	-	-	-
Convenience	P	P	-	-	-
Full Service	P	P	-	-	-
Food and Beverage Retail Sales	P	P	-	-	-
Funeral and Interment Services	P	P	-	-	-
Lodging Services	P	P	-	-	-

Long Term Care Facility	P	P	-	-	-
Maintenance and Repair	P	P	-	-	-
Medical Services, General	P	P	-	-	-
Neighborhood Commercial	P	-	-	-	-
Nightclubs ⁽¹²⁾	CUP	CUP	-	-	-
Nursery, Retail	P	P	-	-	-
Offices, Professional	P	P	-	-	-
Personal Services	P	P	-	-	-
Retail Sales and Services ⁽¹³⁾	P	P	-	-	-
Specialized Education and Training					
Vocational Schools	P	P	-	-	-
Specialty Schools	P	P	-	-	-
INDUSTRIAL USE TYPES					
Laundries, Commercial	CUP	CUP	-	-	-
Printing and Publishing	-	CUP	-	-	-
Research Services	-	P	-	-	-
Wholesaling and Distribution, Light	-	P	-	-	-
TRANSPORTATION AND COMMUNICATION USE TYPES					
Intermodal Facilities ⁽¹³⁾	CUP	CUP	-	-	-
Telecommunication Facilities ⁽¹⁴⁾	P/A/CUP	P/A/CUP	A/CUP	A/CUP	A/CUP

Notes:

- (1) Except where non-residential uses already existed on a site prior to adoption of this Specific Plan, non-residential use types are only permissible in the Multifamily Residential (R3) zone district when it occurs as part of a mixed use project. A mixed use project must include a minimum residential density of 25 units/acre. For the purposes of calculating density the site acreage shall exclude the portions of the parking lot or other appurtenances which are required to support the non-residential uses.
- (2) Additional requirements are contained in Chapter 19.38.
- (3) Additional requirements are contained in Chapter 19.40.
- (4) Additional requirements are contained in Chapter 19.39.
- (5) Additional requirements are contained in Chapter 19.55.
- (6) Accessory dwelling/junior accessory dwelling units are only permitted within areas zoned to allow single-family, two-family or multi-family residential use and must be located on a lot that contains an existing or proposed single-family, two-family or multi-family dwelling unit as defined in Sections 19.08.080(F)(1) and (F)(2) (Residential Use Types). See Chapter 19.60 for additional accessory dwelling/junior accessory dwelling unit regulations.
- (7) Transitional housing and supportive housing are residential uses.
- (8) Single-family and two-family uses are permitted at minimum densities of 23 units/acre, and otherwise require a Conditional Use Permit, except that any parcel in a residential zone district may be developed with two single-family homes.
- (9) See Chapter 19.46 for large family day care home regulations.
- (10) Short-Term Rentals are only permitted in a single-family dwelling unit. See Chapter 4.25 for additional Short-Term Rental requirements.

- (11) A conditional use permit is required for fast food with drive through establishments or gasoline sales establishments contiguous to: (a) properties with a residential zoning designation; (b) parcels designated as a public utilities easement or landscape easement which are contiguous to a property having a residential zoning designation; and (c) any other parcel of land upon which a building cannot be developed and which separates the subject parcel by less than 100 feet which is contiguous to a property having a residential zoning designation. A conditional use permit is not required for these uses if the subject parcel is separated from properties with a residential zoning designation by a public roadway.
- (12) Additional requirements are contained in Chapter 19.49.
- (13) Additional requirements are contained in Chapter 19.36.
- (14) Additional requirements are contained in Chapter 19.34.
- (15) Multifamily residential is principally permitted without a Conditional Use Permit in the GC zone where residential land uses already existed on a site prior to adoption of this Specific Plan.

Chapter 4 Circulation

4.1 Introduction

This chapter describes the Plan Area's circulation system, including existing transit and facilities for alternative transportation. It includes an overview of the Plan Area's existing circulation system, to provide a baseline upon which to build the goals, objectives, and policies that support improvements and enhancements to the streetscape and streetscape environment. The purpose of this chapter is to describe the existing constraints and opportunities within the Plan Area, establish policies, and define improvement options.

4.2 Existing Circulation and Conditions

Existing circulation maps and conditions maps were prepared for Atlantic Street and Folsom Road (including Estates Drive) and for Douglas Boulevard and Harding Boulevard and are provided below in Figures 4.1 and 4.2. The Existing Circulation maps focus on existing infrastructure including:

- multi-use trails
- on-street bike lanes
- bus routes
- signalized intersections, minor intersections (where side streets have stop signs) and all-way stops
- transit stops
- major destinations (such as Roseville High School)

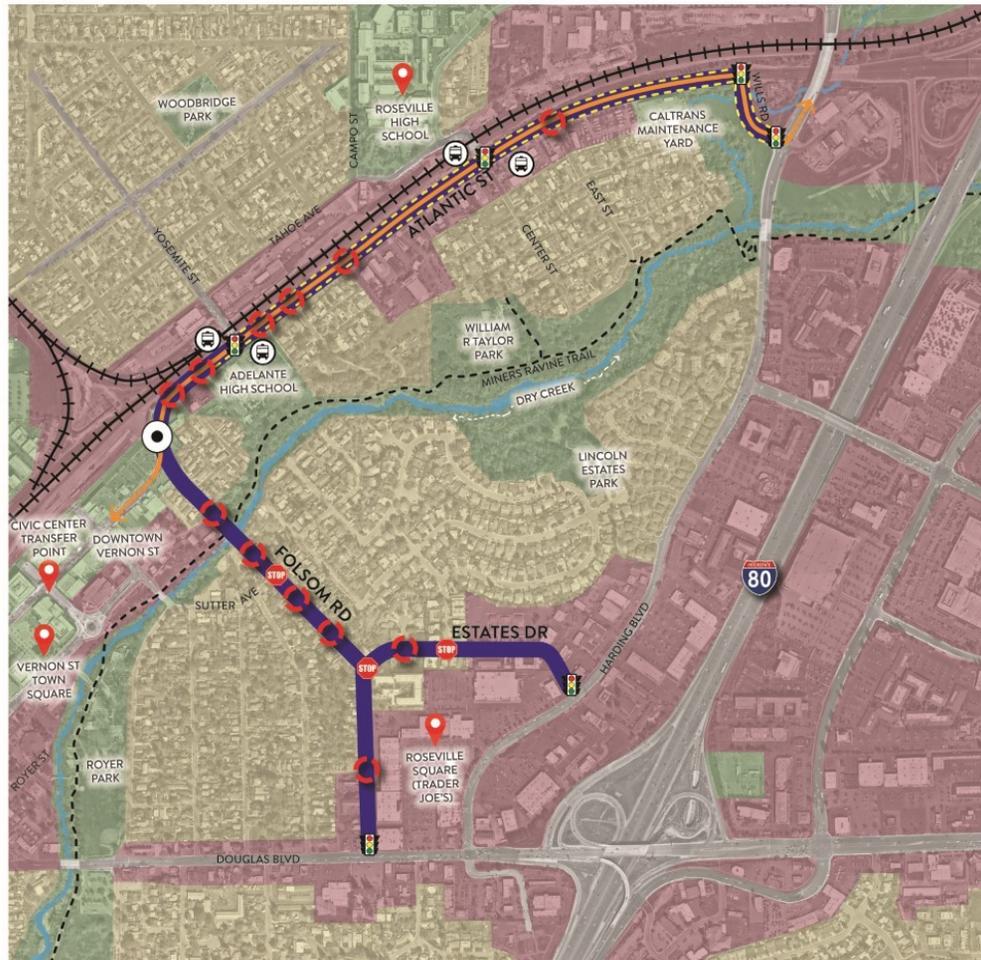
The purpose of these maps is to visually identify the key circulation infrastructure; the maps do not identify all infrastructure or facilities.

Figure 4.1 – Existing Circulation Map – Atlantic Street, Folsom Road, and Estates Drive

EXISTING CIRCULATION MAP - ATLANTIC ST. & FOLSOM RD.



ROSEVILLE CONCEPTUAL STREETScape OPTIONS



LEGEND

MAJOR CORRIDORS

- ATLANTIC / FOLSOM SPECIFIC AREA*
- INTERSTATE 80
LOCAL AND REGIONAL INTERSTATE CONNECTION
- UPRR TRACK (UNION PACIFIC RAILROAD)

LAND USE

- RESIDENTIAL
- NON-RESIDENTIAL
OFFICE, RETAIL SPACE, COMMERCIAL USES
- CIVIC / PUBLIC / DOWNTOWN DISTRICT
CITY OFFICE, PUBLIC SPACE, PARKS,
DOWNTOWN BUSINESS DISTRICT

EXISTING CIRCULATION

- CLASS I MULTI-USE TRAIL
- CLASS II ON-STREET BIKE LANES
- BUS ROUTE
- SIGNALIZED INTERSECTIONS
- MINOR INTERSECTIONS
PRIORITY GIVEN TO MAJOR CORRIDOR
- ALL-WAY STOP CONTROLLED INTERSECTIONS
- TRANSIT STOPS
- TRAFFIC-GENERATING DESTINATIONS
- FUTURE ROUNDABOUT - NOT A PART OF THIS PROJECT

0' 150' 300' 600'
DATE: 1/25/22



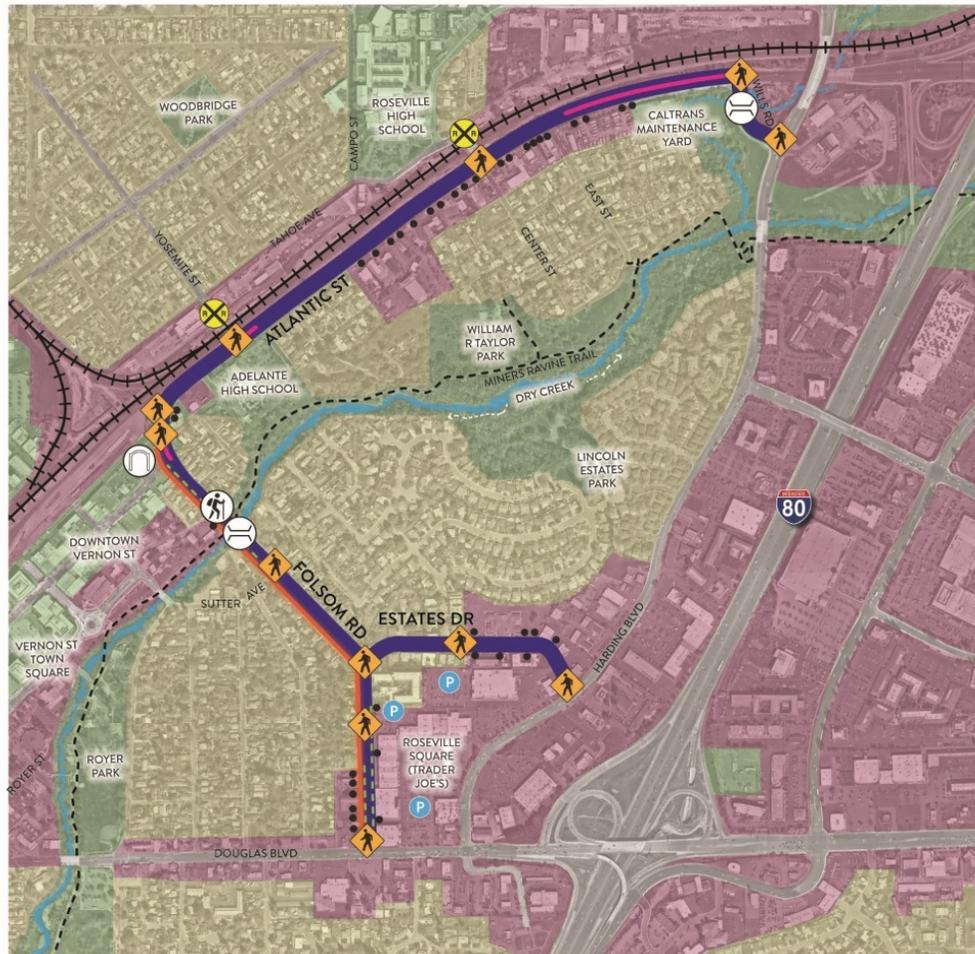
*NOTE: ONLY INFORMATION THAT IS DIRECTLY RELATED TO OR SUPPORTS THE CONTEXT OF THIS SPECIFIC AREA MAP HAS BEEN DISPLAYED. THIS INCLUDES, BUT IS NOT LIMITED TO, MAP LABELS SUCH AS STREETS AND POINTS OF INTEREST AS WELL AS LOCATIONS OF LEGEND ITEMS.

Figure 4.2 - Existing Conditions Map – Atlantic Street, Folsom Road, and Estates Drive

EXISTING CONDITIONS MAP - ATLANTIC ST. & FOLSOM RD.



ROSEVILLE CONCEPTUAL STREETScape OPTIONS



LEGEND

MAJOR CORRIDORS

- ATLANTIC / FOLSOM SPECIFIC AREA*
- INTERSTATE 80
LOCAL AND REGIONAL INTERSTATE CONNECTION
- UPRR TRACK (UNION PACIFIC RAILROAD)

LAND USE

- RESIDENTIAL
- NON-RESIDENTIAL
OFFICE, RETAIL SPACE, COMMERCIAL USES
- CIVIC / PUBLIC / DOWNTOWN DISTRICT
CITY OFFICE, PUBLIC SPACE, PARKS,
DOWNTOWN BUSINESS DISTRICT

EXISTING CONDITIONS

- BIKE AND HIKING TRAIL
- SIDEWALK ACCESS GAP
- OVERHEAD UTILITIES
- RAISED MEDIAN
- COMMERCIAL DRIVEWAY
- STRIPED CROSSWALK
- PARKING LOTS (>60 STALLS)
- TRAIL ACCESS
- RAILROAD CROSSING
- BRIDGE
- EXISTING GATEWAY MONUMENT

0' 150' 300' 600'
DATE: 1/25/22

*NOTE: ONLY INFORMATION THAT IS DIRECTLY RELATED TO OR SUPPORTS THE CONTEXT OF THIS SPECIFIC AREA MAP HAS BEEN DISPLAYED. THIS INCLUDES, BUT IS NOT LIMITED TO, MAP LABELS SUCH AS STREETS AND POINTS OF INTEREST AS WELL AS LOCATIONS OF LEGEND ITEMS.

Existing Conditions maps were also prepared for the Plan Area, and these focus on features and conditions which influence the mobility and streetscape environment, including:

- trails and trail access
- sidewalk access gaps, where sidewalk or certain pedestrian improvements are absent
- overhead utilities
- raised medians
- driveway locations (general)
- crosswalks
- large parking lots (more than 60 stalls)
- railroad crossings and bridges
- gateway monuments

The purpose of these maps is to display key conditions that influence paths of travel and may be relevant to future decisions about streetscape improvements.

Plan Area Roadways

The location of primary roadways in and connected to the Plan Area are shown in Figures 4.1 and 4.2. The main roadway in the Plan Area is Atlantic Street, which connects to a number of smaller streets. Atlantic Street is classified as an arterial, which serves the primary function of moving large volumes of traffic at relatively high speeds through the City and beyond.

The City's General Plan identifies Atlantic Street as a minor arterial roadway. This is the only arterial roadway (and the most significant corridor) in the Plan Area. Atlantic Street travels east to west, and provides connections both to Eureka Road (east) and Vernon Street (west). Additionally, there are two larger, signalized intersections along Atlantic Street with left-hand turn lanes that provide access north across the Union Pacific railroad tracks. While the majority of Atlantic Street includes a center turn lane to allow westbound traffic to turn left into the neighborhood, some sections include a landscaped median. There are four signalized intersections within the Atlantic Street Corridor, as well as six minor intersections. At a minor intersection, traffic on the primary roadway (Atlantic Street) continues to flow while the connecting side street is stop controlled.

The remaining roadways are classified in the General Plan as local streets, which provide direct access to residences, services, and other destinations.

Bicycle System

The City of Roseville's bikeway system includes on- and off-street facilities inter-connected to form a comprehensive network of bikeways. Bicycle facilities located in or nearby the Plan Area are classified and located as follows:

- **Class I Off-Street Paths** – These are paved multi-use paths within their own alignment separated from streets, often located in open space areas. The nearest Class I path is the Miner's Ravine Trail, located within the Dry Creek open space area. This is along the southern border of the Plan area, and is accessible from four nearby locations: William R. Taylor Park, on Douglas Boulevard

within Royer or Saugstad Park, on Folsom Road at Linda Drive, and on Harding Boulevard north of Shadow Ridge. The Miner's Ravine Trail is more than 8 miles long and connects Downtown to the northeastern area of the city at Sierra College Boulevard. South of Douglas, the Miner's Ravine Trail connects to the planned Dry Creek Greenway East Trail.

- **Class II On-Street Bike Lanes** – Bike lanes are areas within paved streets that are identified by striping and signs for preferential (semi-exclusive) bicycle use. Class II bike lanes are typically five to six feet wide. Class II bike lanes are provided along Atlantic Street.

The locations of these bike facilities are shown on Figures 4.1 and 4.2. The bicycle facilities on Atlantic Street connect via Wills Road to the facilities on Harding Boulevard, providing access to the commercial areas along the roadway, to Miner's Ravine trail, and to additional bicycle facilities on Lead Hill Boulevard (leading out of the Plan Area). The remainder of the Plan area consists of residential streets.

Pedestrian System

Pedestrian facilities in the Plan Area consist of sidewalks, pedestrian ramps, crosswalks, and pedestrian crossing signals. Sidewalks are located on both sides of Atlantic Street for the entire segment located within the Plan Area, with portions of the sidewalk separated from the roadway and accompanied by mature landscaping. On the south side of Atlantic Street, the sidewalk is interrupted by a number of private, commercial driveways. The primary residential streets within the neighborhood south of Atlantic Street have attached sidewalks throughout.

Striped pedestrian crossings are provided at Yosemite Street, Center Street, and Wills Road. Appropriate crosswalk locations and designs are based on an assessment of efficient travel routes to connect users to destinations, rather than based on a set rule such as minimum spacing (the distance between crosswalks). Crosswalk locations and designs are also influenced by the type of traffic control (signal, stop sign, no controls) and signal timing/coordination. The locations of existing striped crosswalks in the Plan Area are shown on Figure 4.2.

Along Atlantic Street the crosswalk locations provide connections across the road to key destinations, including to Adelante and Roseville High Schools; William R. Taylor Park; the Miner's Ravine Trail, Vernon Street and Downtown, and commercial businesses on the south side of Atlantic Street.

Transit

The Local A and B bus routes run in a loop that includes Atlantic Street, and connects to Downtown, the Galleria Transfer Point, Sutter Medical Center, the Sierra Gardens Transfer Point, and the Louis Orlando Transit Center. The Sierra Gardens Transfer point serves multiple routes (the A, B, C, E, F, and G routes), as does the Louis Orlando Transit Center (the A, B, and R routes) and the Galleria Transfer Point (A, B, S, and M routes). Both the Louis Orlando Transit Center and the Galleria Transfer Point also provide connections to the City's commuter bus routes. In addition, a 91-space Park and Ride lot at Saugstad Park is near the Plan Area, and provides parking for Commuter Service into Sacramento.

4.3 Circulation Goals

Input gathered through a series of workshops, surveys, phone calls, and emails to City staff indicated that the public's top three priorities for future streetscape improvements within the Plan Area are wider sidewalks, landscaping and shade, and safety improvements. The following goals reflect the future vision of the Plan Area, and help set the framework for the land use and community character strategies for the Plan Area. These goals are intentionally broad, and the following sections of this chapter will detail

policies and strategies that can be used to achieve these goals. These goals also help to address the overall plan objectives, which were detailed in Chapter 1.

GOAL 1: Improve the visual environment of the primary roadway corridors to establish community identity and enhance the streetscape.

Policy 1.1: Promote the history and identity of the Plan Area through consistent design themes applied to wayfinding signage, gateway monuments, public art, streetscape improvements, and other public realm improvements. There are a variety of design options for each type of improvement (e.g., crosswalks, corners, etc.) in the Plan Area. The design theme should be considered and selected as part of the first improvement project of its kind within the Plan Area, and then carried throughout as part of future improvement projects. The Design Guidelines should be used to inform the design theme selection process.

Policy 1.2: Establish community gateways designed to visually enforce the streetscape plan theme for the Plan Area. Future roadway and other capital improvement projects at or near gateway intersections (see the Opportunity Plan) should consider incorporation of design themes which reinforce the overall streetscape plan. The Design Guidelines should be used to inform this process.

Policy 1.3: Work with stakeholders, residents, and property owners to identify funding mechanisms for delivering and maintaining streetscape improvements. The Circulation chapter of this Plan describes conceptual streetscape options to improve and beautify streetscapes in the plan area. The City will seek grant funding to support the implementation of public realm improvements. Other funding sources could include the establishment of a Business Improvement District (BID) and/or Lighting and Landscape District (LLD). Such districts are formed by interested property owners within a certain geographic area, in which the members agree to provide funding for specified improvements as part of a public-private partnership. The focus of a BID is on public realm improvements in commercial areas, the provision of street or other decorations, and community initiatives. The focus of an LLD is constructing and maintaining landscaping, lighting, and related streetscape improvements.

Policy 1.4: Encourage public art² on utilitarian structures. Public art placed on utilitarian objects such as trash enclosures, utility boxes, and other structures increases the vibrancy of an area and reduces the potential for graffiti on the structures.

GOAL 2: Improve the circulation environment within the Plan Area for all modes of transportation.

Policy 2.1: Provide wayfinding signage indicating the location or direction of key amenities and circulation connections, such as parks, trailheads, bus stops, and bicycle facilities. Wayfinding signage helps direct people from point to point and confirms progress along the route. Signage is also an opportunity to create or reinforce community identity through a unified design theme applied to the signs. The location of wayfinding signs should connect places of interest and promote active transportation.

Policy 2.2: Consider transportation system improvements that support choice in travel modes. The transportation system in the Plan Area is defined by existing right-of-way limits, buildings, and other factors which constrain the City's ability to make multi-modal improvements. These constraints may be reduced over time as the area redevelops and the mobility environment changes. Therefore, the City will

² Business signage is subject to the City's Sign Ordinance and/or Planned Sign Permit Program, even when the business name or other advertising is incorporated into a wall mural or other public art.

consider the feasibility of multi-modal system improvements as part of any future roadway project or circulation design project in the Plan Area.

Policy 2.3: Consider improvements to enhance the appearance and function of shared center turn lanes and medians. Enhancements may include special pavement markings, pavement treatments, landscaping, hardscaping, or other improvements, as appropriate. As funding is available, the City will determine the most appropriate location for improvements and the most appropriate type of improvement. The determination of suitability, location, and design of improvements will depend on a more detailed site- or project-specific evaluation of needs and constraints.

Policy 2.4: Consider improvements to enhance the appearance and function of crosswalks and corners. Enhancements may include special pavement markings, pavement treatments, or other improvements, as appropriate. As funding is available, the City will determine the most appropriate location for improvements and the most appropriate type of improvement. The determination of suitability, location, and design of improvements will depend on a more detailed site- or project-specific evaluation of needs and constraints.

Policy 2.5: Consider improvements to enhance the appearance, comfort, and ridership use of transit stops. Transit stops should provide a comfortable short-term waiting environment. Key features include shelter from sun and rain, a place to sit until transportation arrives, and other features that make the waiting area pleasant, such as landscaping and public art. As funding is available, the City will determine the most appropriate location for improvements and the most appropriate type of improvement. As land use within the Plan Area evolves and becomes more supportive of alternative modes of transportation, additional transit services and facilities should be considered.

Policy 2.6: Consider improvements to enhance the function and use of bicycle facilities. Transit stops should provide a comfortable short-term waiting environment. Key features include shelter from sun and rain, a place to sit until transportation arrives, informational signage, and other features that make the waiting area pleasant, such as landscaping and public art. As funding is available, the City will determine the most appropriate location for improvements and the most appropriate type of improvement. As land use within the Plan Area evolves and becomes more supportive of alternative modes of transportation, additional transit services and facilities should be considered.

Policy 2.7: Consider trailhead improvements to enhance community identity and expand trail access opportunities. Trails provide recreation and transportation corridors, connecting to parks, services, and other destinations. Trailheads are an opportunity to establish community identity through interpretive or informational signage and placemaking improvements. The contents of informational and interpretive signage should promote the history and identity of the Plan Area, in consultation with affiliated tribes, local historical societies, or other relevant cultural stakeholders.

GOAL 3: Provide safe and compatible connections between neighborhoods, businesses, parks, trails, transit, and other key locations.

Policy 3.1: Minimize traffic intrusion into surrounding residential neighborhoods by avoiding new roadway connections onto existing local residential streets, to the extent reasonable. The Plan Area is surrounded by established residential neighborhoods accessed through local streets intended to support low traffic volumes. New development and redevelopment projects should avoid driveways and other connections to these local streets, when feasible, unless the new access point is located on a corner lot at the intersection of a local street and a collector or arterial.

Policy 3.2: Promote streetscape designs which provide traffic calming benefits and implement crime prevention through environmental design principles. Streetscape designs which promote traffic calming and crime prevention through environmental design (CPTED) can reduce speeding; create a more welcoming environment for pedestrians, bicyclists, and others; deter crime; and help create a sense of community.

Policy 3.3: Encourage new development in commercial districts which enhance pedestrian and bicycle access, including mixed use projects and higher densities and floor area ratios (FARs), when appropriately designed for the context. The creation of safe and compatible connections between uses will depend, in part, on well-designed projects which provide frontage improvements, redevelop parking lots, and incorporate bicycle- and pedestrian-friendly designs.

GOAL 4: Improve the streetscape design to create a walkable community providing an attractive, comfortable, and safe environment for pedestrians.

Policy 4.1: Improve pathways, crosswalks, and intersections within the Plan Area to enhance the pedestrian environment and encourage pedestrian mobility. Sidewalks within the plan area are typically four feet wide, include utility and other encroachments, and are generally not buffered by landscaping. Efforts should be made to widen and/or separate sidewalks where possible, add landscape buffers, and remove encroachments. Enhanced paving designs or markings at corners and within crosswalks can also enhance identity, function, and pedestrian comfort. As frontage redevelopment occurs, careful consideration must be given to the design of the transition between updated frontage sections with widened and/or separated sidewalks and existing frontage sections with attached four-foot sidewalks.

Policy 4.2: Provide pedestrian-scale lighting along the roadway frontage, where feasible. Freestanding luminaries shall adhere to the Roseville Electric Commercial Construction Standards Acorn Style Lights. Pedestrian-scale lighting improves pedestrian visibility and can contribute to the identity of an area. Pedestrian-scale is defined as lighting at a height of between 8 and 12 feet above grade with illumination between 0.5 and 1.0 foot-candle.

4.4 Streetscape Plan

The Plan Area's location between Harding Boulevard and Downtown Roseville provides an opportunity to embrace this area as a gateway to Downtown. An Opportunities map was prepared for Atlantic Street, Folsom Road, and Estates Drive, which connects into the Douglas-Harding Corridor (Figure 4.3). This map was developed through an analysis of the existing circulation and existing conditions maps and surveys and comments from the community. The purpose of the map is to identify the general areas where streetscape improvements could be most beneficial or effective, given the identified constraints and conditions. The map is intended to be used as a guide for planning future improvements but are not intended to either require or limit the specified improvements to the exact locations shown. The final determination of suitability, location, and design of improvements will depend on a more detailed site- or project-specific evaluation of needs and constraints.

The maps identify the following general opportunity areas:

- **Intersection:** These locations are opportunities for corner, crosswalk, and aesthetic/identity enhancement and treatments.
- **Transit Stop Enhancement:** These locations are opportunities for facility and aesthetic/identity enhancement and treatments.

- **Landscape/Sidewalk:** These are areas where landscaping could be enhanced where landscaping exists or where it would be beneficial to add landscaping as part of redevelopment.
- **Trailhead:** These are existing trailhead locations, important for the consideration of wayfinding signage elsewhere in the Plan Area and create or reinforce community identity.
- **Center Turn Lane/Raised Median:** These are existing medians and center turn lanes where various improvements could be made, including the enhancement of existing landscaping, aesthetic paving, or other improvements.
- **Pedestrian Lighting:** These are areas where pedestrian-scale lighting may be appropriate, to define key pedestrian paths and enhance community identity.
- **Gateway Enhancement:** These are key entry points into the Plan Area where monuments, landscaping, or other identity enhancements may be appropriate.

To supplement the Opportunity Plan map, example streetscape sections are provided below in Figure 4.4 to identify a suite of options available for improvements. The listed improvements include a wide array of options, including improvements to corners, crosswalks, landscaping and sidewalks, center turn lanes, medians, the pedestrian environment, transit stops, and gateways. Multiple images are shown to reflect variation in the existing environment (e.g., right-of-way landscaping is currently present or absent), but any of the improvements listed on the example streetscapes may be implemented in the Plan Area. The example streetscape images are followed by a description of the improvement options, along with inspirational imagery. General cost estimates for each improvement type are included in Appendix A.

The streetscape improvement options described below would be considered, if feasible, as part of future roadway, sidewalk, and other public improvement projects. The feasibility and applicability of each option will depend on factors such as the width of the right-of-way, operational needs, and funding, which would be evaluated at the time an improvement project is being contemplated. The design theme for improvements (e.g., type and style of crosswalk improvement) should be considered and selected as part of the first improvement project of its kind within the Plan Area, and then carried throughout as part of future improvement projects. In surveys, the community indicated that the following improvements were highest priority: wider sidewalks, landscaping and shade, and safety improvements. These community priorities will be factored into the decision-making process.

Figure 4.3 | Opportunities Plan – Atlantic Street, Folsom Road, and Estates Drive

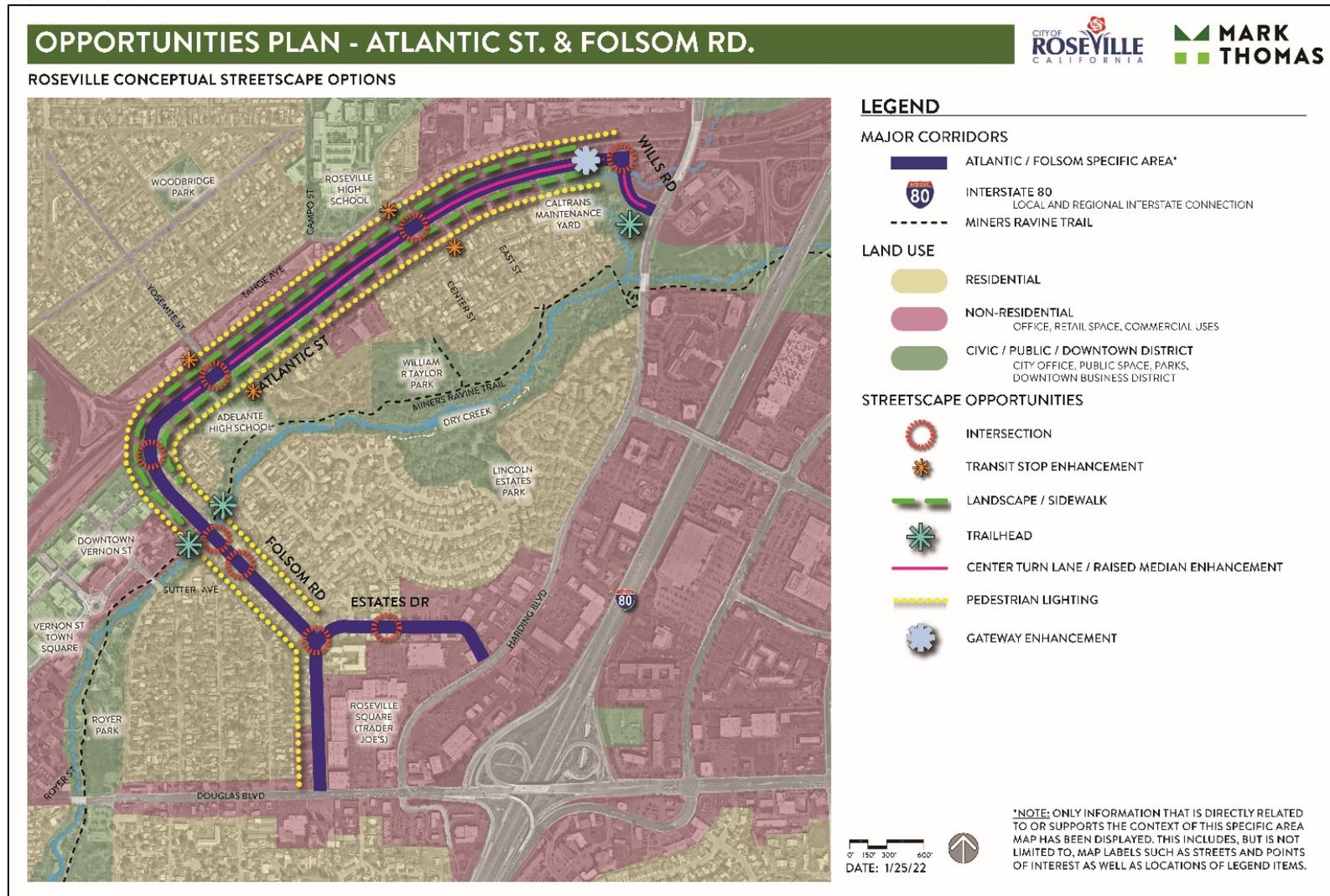
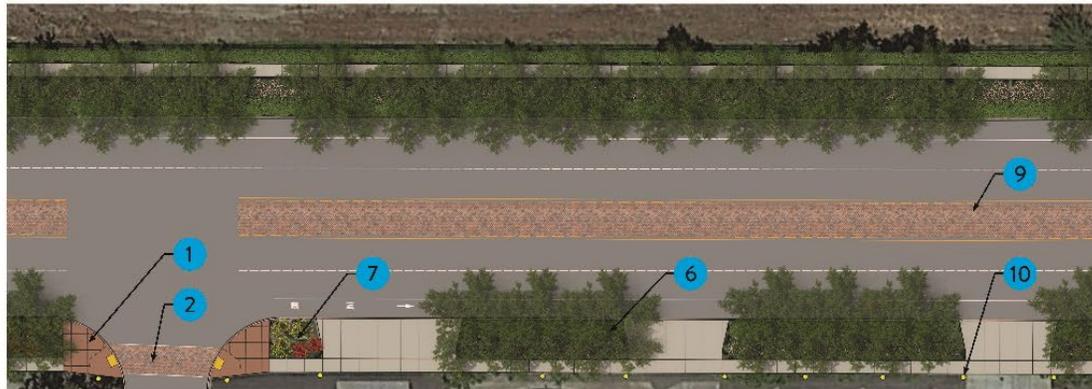


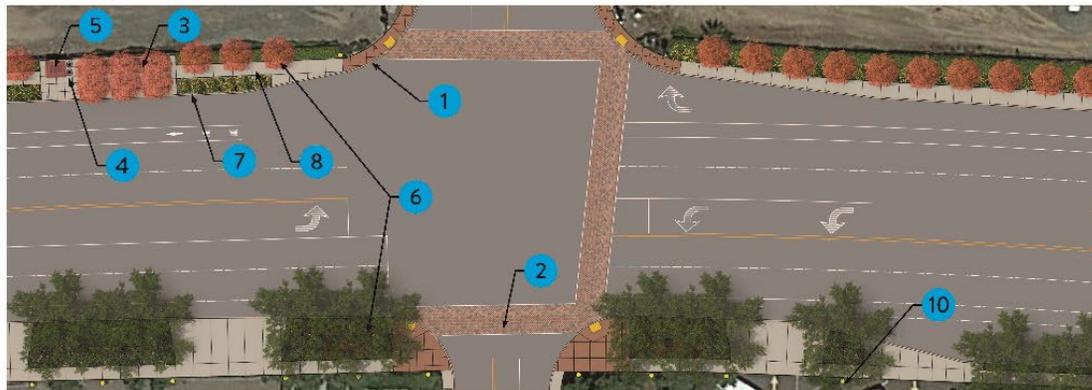
Figure 4.7 | Streetscape Options

STREETSCAPES

ROSEVILLE CONCEPTUAL STREETSCAPE OPTIONS



MID-BLOCK PLAN - Example section with landscaped right-of-way



INTERSECTION PLAN - Example section with landscaped right-of-way



LEGEND

INTERSECTION

- 1** CORNER TREATMENTS
 - Enhanced Paving
 - Colored Concrete
 - Stamped Concrete

- 2** CROSSWALK TREATMENTS
 - Enhanced Paving
 - Decorative Striping
 - Decorative Coating

TRANSIT STOP ENHANCEMENT

- 3** PUBLIC ART INSTALLATION
- 4** SITE FURNISHINGS
- 5** SHELTERS/SHADE

LANDSCAPE / SIDEWALK

- 6** STREET TREES
- 7** SHRUBS / GROUNDCOVERS ENHANCEMENTS AND OTHER LANDSCAPE FEATURES
- 8** SEPARATED SIDEWALKS

CENTER TURN LANE

- 9** AESTHETIC PAVING (CENTER TURN LANE)
 - Enhanced Paving
 - Decorative Striping

MEDIAN

PEDESTRIAN ENVIRONMENT

- 10** DECORATIVE STREET LIGHTS
- WAYFINDING/INFORMATIONAL SIGNAGE
- STREET FURNITURE

LEGEND

INTERSECTION

- 1 CORNER TREATMENTS
 - Enhanced Paving
 - Colored Concrete
 - Stamped Concrete

- 2 CROSSWALK TREATMENTS
 - Enhanced Paving
 - Decorative Striping
 - Decorative Coating

TRANSIT STOP ENHANCEMENT

PUBLIC ART INSTALLATION

- 3 SITE FURNISHINGS
- 4 SHELTERS/SHADE

LANDSCAPE / SIDEWALK

- 5 STREET TREES
- 6 SHRUBS / GROUNDCOVERS ENHANCEMENTS AND OTHER LANDSCAPE FEATURES
- 7 SEPARATED SIDEWALKS

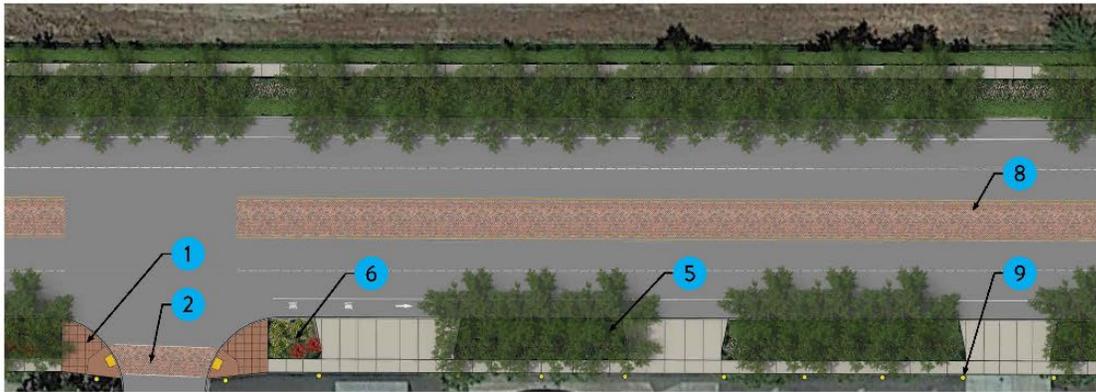
CENTER TURN LANE

- 8 AESTHETIC PAVING (CENTER TURN LANE)
 - Enhanced Paving
 - Decorative Striping

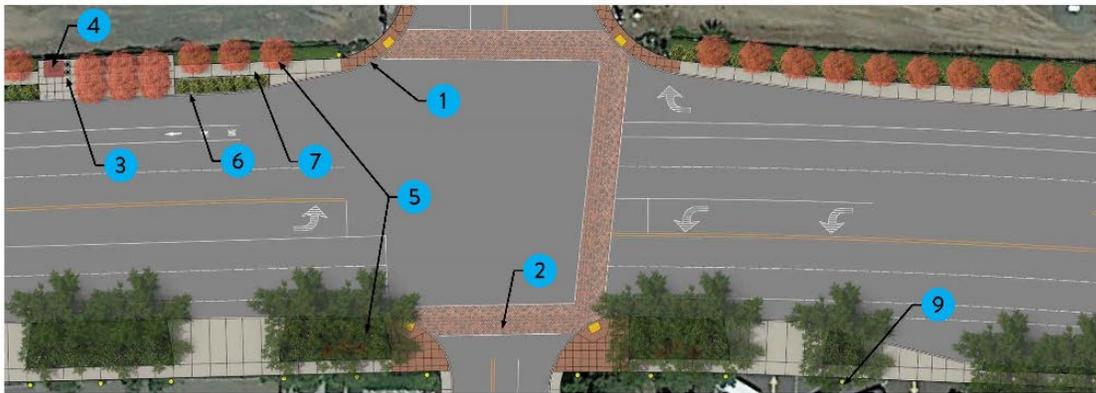
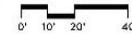
MEDIAN

PEDESTRIAN ENVIRONMENT

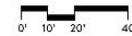
- 9 DECORATIVE STREET LIGHTS
- WAYFINDING/INFORMATIONAL SIGNAGE
- STREET FURNITURE



MID-BLOCK PLAN - Example section with landscaped right-of-way



INTERSECTION PLAN - Example section with landscaped right-of-way





MID-BLOCK PLAN - Example section with planted median

LEGEND

INTERSECTION

- 1 CORNER TREATMENTS
 - Enhanced Paving
 - Colored Concrete
 - Stamped Concrete

LANDSCAPE / SIDEWALK

- 3 STREET TREES
- SHRUBS / GROUNDCOVERS
- ENHANCEMENTS AND OTHER
- LANDSCAPE FEATURES
- SEPARATED SIDEWALKS

RAISED MEDIAN ENHANCEMENTS

- 5 MEDIAN
 - Updated/Enhanced Landscaping
 - Decorative Hardscape
 - Monuments/Gateway Signs

NOTE TO REVIEWER: The preliminary draft does not include all of the supporting imagery and graphics that will ultimately be included in each Specific Plan. Imagery and graphics will be added once public review of the preliminary draft is complete. If there are particular images or supporting graphics you think would be helpful to understanding the text, please feel free to provide that as a comment/recommendation.

Corner Treatments

Color and material variations applied to street corners reinforce the distinction between the pedestrian pathway and the road, enhancing the visual environment, and reinforcing safety. There are a multitude of corner treatment options, including enhanced paving, colored concrete, and/or stamped concrete. Refer to the Frontage Improvement Standards of the Design Guidelines chapter for additional design guidance for Prominent Corners.

- Enhanced Paving
- Colored Concrete
- Stamped Concrete

Crosswalk Treatments

Color, material, and striping pattern variations applied to crosswalks reinforce the distinction between the pedestrian pathway and the road, enhancing the visual environment and reinforcing safety. There are a multitude of crosswalk treatment options, including enhanced paving, decorative striping, and decorative coatings. Durability and sound attenuation must be considered when selecting a treatment option, because some coating or striping options may wear rapidly and need frequent maintenance or may contribute to roadway noise.

- Enhanced Paving
- Decorative Striping
- Decorative Coating

Transit Stop Enhancement

Transit stops should provide a comfortable short-term waiting environment. Key features include shelter from sun and rain, transit information signage, a place to sit until transportation arrives, and other features that make the waiting area pleasant, such as landscaping and public art applied to utilitarian structures (such as to the shelter or waste receptacles).

- Public Art
- Site Furnishings
- Shelters/Shade
- Transit Information Signage

Landscape/Sidewalk

Landscaping along the public street provides both practical and aesthetic benefits. Landscaping can define the roadway edge, provide shade, contribute to community identity and streetscape attractiveness,

and can make the streetscape environment more pleasant and comfortable. Other improvements include widening and/or separation of the sidewalk, where feasible. Landscaping and sidewalk improvements along the street may be provided within the right-of-way where feasible and as part of private property frontage improvements.

As frontage redevelopment occurs, careful consideration must be given to the design of the transition between updated frontage sections and existing condition frontage sections.

- Street Trees
- Shrubs, groundcovers
- Enhancement and other landscape features
- Separated sidewalk

Pedestrian Environments

While landscaping and sidewalk improvements are key parts of the pedestrian environment, there are a host of other options that can also contribute to an improved pedestrian experience. Options include pedestrian-scale decorative lighting, wayfinding/informational signage, and street furniture. Pedestrian environment enhancements should use a consistent design theme.

- Decorative Street Lights
- Wayfinding/Informational Signage
- Street furniture

Center Turn Lanes

Center turn lanes exist on both Douglas Boulevard and Harding Boulevard in the Plan Area. Improvements to the turn lanes could include the installation of medians/protected turn pockets where appropriate and could also include aesthetic pavement treatments. Also refer to the section on Medians, below. Pavement treatments in the center turn lane do not change the turn lane function but can provide both aesthetic and practical benefits. The use of decorative markings in the center turn lane can help define the boundaries of the travel lanes and provide a decorative visual break in the center of the street. Durability must be considered when selecting a treatment option, because some coating or striping options may wear rapidly and need frequent maintenance.

- Aesthetic Paving
- Median (where one does not currently exist)

Medians

A raised median is an area within the paved roadway that separates opposing travel lanes. Medians may be landscaped, hardscaped, and/or defined through barriers (bollards/fencing) and occur in varying widths. Median improvements can include updating or enhancing existing landscaping and/or hardscaping. Where they are wide enough, medians also provide opportunities for locating monuments or gateway signs. Medians can also be used to restrict undesired vehicle or pedestrian movements.

- Updated/Enhanced landscaping

- Decorative hardscape
- Ornamental/Safety Fencing
- Monuments/Gateway Signs

Gateway Enhancement

Gateways are locations where people are entering the City or the Plan Area. In the Plan Area, gateways include Douglas Boulevard near the intersection of Harding Boulevard, and Harding Boulevard near the intersection of Shadow Ridge. Gateway enhancements can include monument signage, landscaping, hardscaping, and other landscape features (decorative rocks, lighting, etc.) that visually identify or highlight the area.

- Corridor Signage Monument

Chapter 5 Utilities and Infrastructure

5.1 Introduction

This chapter addresses the approach to providing adequate and, where possible, upgraded infrastructure and utilities facilities to serve existing and proposed development within the Plan Area. The Plan Area is an infill area that is already developed, but there are opportunities for redevelopment. The City has identified a need for some infrastructure investments that will update aging infrastructure; bring existing, older infrastructure into alignment with modern design standards; and provide capacity to accommodate intensification of development. Each component of the infrastructure system will be designed to accommodate build out of the Specific Plan, including the development of additional housing and commercial space to meet the community's needs for the next 20 years. This specific plan provides a comprehensive guide for future plans for the corridor that will help to visualize future changes and set the City up to be competitive for future grant funding opportunities, many of which require projects to be thoroughly planned and "shovel ready" to be considered. The system needs and proposed improvements are described in detail in the following technical studies:

- Commercial Corridors Specific Plans Sewer Evaluation, prepared by Woodward and Curran
- Roseville Commercial Corridors Specific Plans Water Modeling Support, by Brown and Caldwell
- Potable Water System Hydraulic Evaluation Update, by West Yost

The technical studies considered the system impacts resulting from implementation of all three of the City's adjacent corridor Specific Plans: this Plan, the Douglas-Harding Corridor Specific Plan, and the Douglas-Sunrise Corridor Specific Plan. This ensured that the system needs included the cumulative effects of all three plans, since they will use the same conveyance infrastructure during the same period of time.

5.2 Utilities and Infrastructure Goals

GOAL 1: Support the revitalization of the Plan Area by ensuring adequate public utilities are provided to support new development and redevelopment.

Policy 1.1: Support the maintenance, improvement, and construction of adequate infrastructure capable of supporting redevelopment, particularly high density residential development, within the Plan Area. To improve existing conditions and facilitate future development, the City will incorporate needed upgrades in future capital improvement projects and long-range plans.

Policy 1.2: Develop a funding mechanism and seek grant funding to pay for upgrades to existing utilities infrastructure to support existing and new development within the corridor. The system upgrades in the Plan Area are needed in future conditions even without the Specific Plan. The City will seek grant funding and other sources of revenue to complete the necessary upgrades.

Policy 1.3: Support the undergrounding of utilities, as feasible and as funding becomes available. Undergrounding utilities will create additional space on sidewalks where utility poles and equipment are currently located, which will improve the pedestrian experience in the corridor. The undergrounding of overhead lines will also result in visual improvements to the corridor, by removing overhead wires and

obstructions from the view. Aboveground facilities can also be a constraint to development because such facilities require the maintenance of clear areas around wires and poles that reduces the developable extent of properties. Undergrounding these facilities will facilitate and lower cost barriers to development and redevelopment.

Policy 1.4. Support the extension of utility connections to development and redevelopment sites consistent with Plan goals. Utility infrastructure is available and connected to all sites within the Plan Area. The City will support new lateral connections to the existing system resulting from development and redevelopment. New connections will be required to meet the City's design and construction standards.

5.3 Utilities and Infrastructure Plan

Water

The existing water system in the Plan Area is located primarily within the roadways, though some pipelines extend through commercial properties. The technical memorandum prepared by Brown and Caldwell, as updated by West Yost assessed the hydraulic systems in the Plan Area to determine whether any conveyance system improvements would be needed, either to address existing pipeline constraints or anticipated future constraints. The system was evaluated for both typical use and for fire flow, because fire flow places the highest demand on the system in terms of the minimum pressure and flow speed required.

The system evaluation also assumed certain projects to improve the existing conveyance system would be in place in the existing condition, because these projects are currently in the planning, design, or construction stage. In the vicinity of the Plan Area, this included the following:

- **Tiger Way/Union Pacific Railroad:** Abandonment of a 6-inch diameter pipeline crossing and replacement with a new 12-inch diameter connection.
- **Atlantic Street slip line:** Slip line two 12-inch diameter pipelines with 8-inch diameter pipelines, and abandon one 6-inch and one 12-inch diameter pipeline.
- **Hillcrest project:** Install 8-inch and 12-inch diameter pipelines in the neighborhood near Hillcrest Avenue. Connect existing pipelines near Evelyn Way and Folsom Road. Abandon existing 6-inch diameter pipeline at the intersection of Sunrise Avenue and Frances Drive and install three new 8-inch diameter mains.
- **I-80 crossing project:** Abandon three pipelines (5-inch, 6-inch, and 8-inch diameter) crossing I-80 and install three 8-inch diameter pipelines to reconnect and loop the system in the area.

Demand

The existing demand in the Plan Area is 0.28 million gallons per day (mgd), and with the project will increase to 0.30 mgd. The future (year 2050) system demand is forecast to be 0.58 mgd, and with the project will increase to 0.60 mgd. These figures use a unit water demand factor of 177 gpd per dwelling unit (DU) and assume the development of up to 50 new high density housing units in the Specific Plan. Combined, the 850 units across the three Specific Plans have an additional maximum day water demand of 0.30 mgd.

Fire Flow

Fire flow was determined to be the most significant constraint to new development and improvements within the Plan Area and is considered to be the controlling factor for water system upgrades in the area. To function adequately water pipes must be able to convey the maximum day water demands while maintaining a residual system pressure of 20 pounds per square inch (psi) and without exceeding a flow rate of 12 feet/second. The analysis found that to meet system demands while maintaining the necessary water pressure, some lines would need to be increased in size (diameter).

Water System Support Projects

Some improvements are necessary to regardless of the Specific Plans, while others are necessary because of the units added by the Specific Plans. The following is a list of projects that will ultimately need to be implemented, identified as Existing System Evaluation and Existing System Plus Specific Plan projects.

Existing System Evaluation Projects

- Upsize existing pipelines to 8-inch diameter pipelines in various sections of the Atlantic Street Plan Area, including within East, Center, Alola, and Thomas Street. (Atlantic Street Plan Area)
- Upsize existing pipelines to 12-inch diameter pipelines in Walnut and Brookview. (Atlantic Street Plan Area)
- Upsize existing pipelines to 12-inch diameter pipelines in Breuner Drive. (Douglas-Harding Plan Area)
- Upsize existing pipelines to 10-inch diameter pipelines in Jordan Drive and Smith Lane. (Douglas-Sunrise Plan Area)
- Upsize existing pipelines to 12-inch diameter pipelines in Cardinal Way. (Douglas-Sunrise Plan Area)

Existing System Plus Specific Plan Projects

- Upsize existing pipelines to 10-inch diameter pipelines in Center Street. (Atlantic Street Plan Area)
- Upsize existing pipelines to 12-inch diameter pipelines in a 980-foot section of Cardinal Way (Douglas-Sunrise Plan Area)

As shown above, most improvements identified within the Atlantic Street Corridor Plan are needed regardless of the additional demands added by implementation of the Specific Plan. Only one of the improvement projects, upsizing the existing 10-inch diameter pipeline in Center Street, may be necessary due to Specific Plan implementation. The total estimated costs of system improvements is approximately \$5 million (including permitting, engineering, and construction), with approximately \$4.1 million of those costs due to existing system improvement needs and \$900,000 due to the three Corridor Plans.

Sewer/Wastewater Facilities

The existing sewer system in the Plan Area is located primarily within the roadways, with the major/regional pipes located in roadways and in open space. The technical memorandum prepared by Woodward and Curran assessed the sewer systems supporting the Plan Area to determine whether any

conveyance system improvements would be needed, either to address existing pipeline constraints or anticipated future constraints. Sewer flows from the Plan Area are conveyed through local systems to the South Placer Wastewater Authority Dry Creek Sewer Interceptor and two truck sewers south of Douglas Boulevard, which carry flows to the Dry Creek Wastewater Treatment Plant.

The system evaluation also assumed one project to improve the existing conveyance system would be in place in the existing condition, because this project is currently underway. This is the Pump Station 26 project, which involves capacity improvements at the pump station and downstream gravity sewers. Similarly, there are future improvements identified that will be online by the time buildout of the area is reached, so these were included in the future conditions without the Specific Plans. These projects include improvements along Eureka Road and East Roseville Parkway, as well as capacity improvements to Pump Station 25.

Demand

The sewer study evaluated demands in the existing conditions, future conditions, and a “buildout sensitivity” worst-case scenario that considered greater growth at a regional level, in Placer County and in the City’s Downtown Specific Plan. Demand in the existing condition with the Specific Plan would be 0.06 mgd, in the future condition would be 0.08 mgd, and in the buildout sensitivity scenario would be 0.17 mgd.

Capacity deficiency or performance criteria are used to determine when infrastructure capacity reaches a stage where an improvement project is needed. The results of this analysis indicate that no improvements are needed in the Plan Area, but there are four shallow manholes located on a line serving the Douglas-Sunrise Corridor Plan that slightly exceed criteria. These manholes are older and were designed to be four feet from the crown of the pipe rather than at least five. Therefore any amount of additional surcharge exceeds the five-foot freeboard standard. Under buildout conditions, with or without the Corridor Plans, the model predicts additional surcharge will be added to the main Cirby Creek trunk sewer reducing the freeboard at these manholes which are already exceeding the five-foot standard. The study notes that these manholes are already bolted and sealed, which prevents any unanticipated spillage or release due to an unforeseen event. However, the future surcharge condition should be remedied.

The sewer study evaluated a potential solution to relieve Cirby Trunk B, which would consist of the installation of a relief sewer line to convey excess flows into Cirby Trunk A. The project is required due to buildout flows from the sewershed upstream, which includes development both in the City of Roseville as well as other South Placer Wastewater Authority partner agencies. The improvement is not needed in the existing condition, and the Corridor Plans do not by themselves trigger the need for the improvement. This is a cumulative conditions improvement the City will need to incorporate into future planning and improvement programs.

Stormwater

Stormwater and drainage service for the Plan Area is provided by the City of Roseville and managed by the Public Works Department. Within the Plan Area, all stormwater and surface water is collected and conveyed into a closed system, which is maintained by the City. The Plan Area is fully developed, with a significant amount of paved or impervious area. During rainfall events stormwater runs swiftly off of these paved areas and into the City’s stormwater system. Redevelopment in the Plan Area will not add significant paved or impervious area, since the area is already fully developed. On the contrary, new development and redevelopment will be required to comply with the City’s stormwater design standards,

which require implementation of Low Impact Development (LID) designs. LID requires the use of stormwater control designs that retain, slow, and treat stormwater runoff. Peak stormwater flows will gradually be decreased as properties redevelop, because these projects will increase landscaped area and include additional stormwater control measures.

Electricity, Cable, and Telecommunications

Electrical services in the Plan Area are provided by Roseville Electric, while cable and telecommunications services are provided by a variety of providers. Service is conveyed via underground lines along Atlantic Street, though local distribution occurs via overhead lines located within and directly adjacent to sidewalks throughout most of the side streets within the Plan Area. In the future, undergrounding of facilities will be assessed on an individual basis as part of a streetscape enhancement project or a private development project, due to the costs of undergrounding. Where cable and telecommunications lines share the same pole structure as the electrical lines, it is anticipated these facilities would be undergrounded as well.

Natural Gas

Natural gas service in the Plan Area is provided by Pacific Gas and Electric (PG&E). The gas mains are generally located within or adjacent to roadway rights-of-way. The Plan Area is serviced with a mix of line sizes. Lines extending to private property would be upgraded or improved as part of redevelopment or development projects. There is adequate gas service to support the Plan Area.

Chapter 6 Design Guidelines

6.1 Introduction

The purpose of Design Guidelines is to guide future development consistent with the vision and goals of the Specific Plan. This chapter describes and illustrates site, building, and landscape designs that are appropriate for the Plan Area. These design elements are intended to improve the vitality of existing businesses and will help to attract additional development and redevelopment projects.

This chapter includes general design guidelines using terms like “should” and “encourage,” as well as technical standards using terms like “shall.” The guidelines are intended to guide development over the life of the Plan, which is a 20-year period, and are minimum requirements. Developers may be required to provide additional amenities to meet the goals and policies of the Specific Plan. The Design Guidelines of this Specific Plan supplement or modify the standards or guidelines from the City’s Community Design Guidelines and Zoning Ordinance. If certain design issues are not specifically addressed in these guidelines, then the aforementioned documents will provide further direction. The City is also amending its General Plan and Zoning Ordinance concurrently with the adoption of the Specific Plan, in order to ensure consistency with the plan. Should a conflict between these standards and the Roseville Zoning Ordinance arise, the standards contained within this section shall govern. All other sections of the Roseville Municipal Code, including Nuisance Abatement and Sign Ordinance, shall prevail over the Design Guidelines in this chapter. This section, like the entire Specific Plan document, may only be modified through the processes outlined in the Implementation chapter of this Specific Plan.

The guidelines and standards found in this chapter are intended to achieve the goals and policies of the Specific Plan. Conformance with the design guidelines will be determined based on an evaluation of a project’s overall consistency with the guidelines and with the goals and policies of the Specific Plan, not on consistency with any single guideline.

6.2 Development Standards and Design Guidelines

Development standards and design guidelines are provided for non-residential development, mixed use development, and residential development projects at densities of 13 units per acre or greater. Residential projects at densities below 13 units per acre are not regulated by this section. This section uses the terms “design review” and “Design Review Permit.” The term “design review” refers to the general approval processes described within the Implementation chapter of this Specific Plan. The term “Design Review Permit” refers specifically to the Design Review Permit approval processes of the Zoning Ordinance.

Multifamily Residential (R3) Development Standards

Standard	Requirement
Area, interior lot	6,000 sq ft
Area, corner lot	7,500 sq ft
Width, interior	60 ft
Width, corner	75 ft
Maximum number of primary dwellings	As provided by General Plan, but a minimum of 3 dwellings
Maximum number of accessory/junior accessory dwelling units per lot	Up to 2 dwellings
Setbacks and Lot Coverage	As provided by the Specific Plan Design Guidelines
Height limits	As provided by the Specific Plan Design Guidelines

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Residential – Multifamily/High Density Guidelines

The design guidelines and development standards of this section apply to development and redevelopment of residential properties within the multifamily residential zone district or to projects with a residential density of 13 units/acre or greater.

HDR-1 Building height limitations shall be consistent with the regulations of the general zone district of the parcel. Where projects are adjacent to single-family residences, building height should be designed to blend with the surrounding structures. In such cases buildings shall be no more than one story taller than an adjacent single-family residence for a minimum distance of 30 feet from the shared property line. Architectural features, mechanical equipment, chimneys, vents, and other architectural or mechanical appurtenances on buildings may be a maximum of 15 percent higher than the applicable height limit. Further height beyond these standards may be permitted, if appropriate, through a Design Review Permit.

HDR-2 Except where projects are located adjacent to parcels with a single-family residence, appropriate setbacks shall be determined based on design review, and shall include consideration of public utility easements and other factors. Where adjacent to a single-family residence a minimum landscaped setback of 8 feet from the shared property line shall be provided to allow for screen trees and other screen plantings. Also refer to the Frontage Improvement Guidelines and Standards.

HDR-3 Appropriate lot coverage shall be determined through design review. A minimum of 40 square feet of private outdoor space per residential unit shall be provided directly adjacent to the unit. For the purposes of this standard, private outdoor space is defined as outdoor space that is usable and accessible only to the unit residents and their visitors, but not to the general public. Private outdoor space can be provided by porches and balconies. Alternatively, common outdoor space can be substituted for all or a portion of the required private outdoor space when the following standards are met:

- The square footage of the common area is equivalent to the combined square footage required for each residential unit,
- The common outdoor space is only available for use by the property residents and their guests; and,

- The common outdoor space provides amenities such as a BBQ and gathering space.

These standards may be modified, if appropriate, through a Design Review Permit.

HDR-4 Retain or repeat traditional façade components and design styles as part of new development and redevelopment projects. Creative interpretations of traditional design styles and components are encouraged, but developments should respect the existing design styles and themes present in the area, as follows:

- The use of metal shall be restricted to accessory features (e.g., balcony railing), the use of cement plaster and similar modern materials shall be minimized, and the use of traditional building materials such as unpainted brick, masonry, and wood is strongly encouraged.
- The use of pitched roofs, gables, and other traditional roof forms is strongly encouraged.
- Consistent with the residential design of the area, garages should be set farther back from the street than the façade of the home.
- No fewer than three colors should be used on a façade (including natural material colors, such as brick), and colors should be harmonious with adjacent residential buildings.

HDR-5 Porches located within 10 feet of a public sidewalk shall be elevated a minimum of two feet from the adjacent public sidewalk.

HDR-6 In addition to the standards of the citywide Community Design Guidelines, the following minimum landscaping standards shall apply to development:

- Screen plantings shall be a minimum of five gallon in size in order to provide immediate effectiveness.
- Trees shall be a minimum of fifteen-gallon size.
- Landscaping shall include annuals, perennials, groundcover, shrubs, trees, or other living vegetation. Design elements like planters, rocks, mulch, or similar elements are permitted when integrated as part of the landscape. Rock, bark (shredded bark is prohibited), or mulch shall be installed to a minimum depth of three inches.

Commercial and Mixed-Use Guidelines

The design guidelines and development standards of this section apply to all non-residential development and to mixed use projects which include vertical mixed use. Horizontal mixed-use projects shall use these standards for the non-residential portions of site development and the residential standards for the residential portions of site development.

CMU-1 Provide a clearly marked path of pedestrian travel between the sidewalk and building entrances, using the most direct route reasonable. A direct route minimizes the distance traveled by pedestrians from surrounding residential neighborhoods to the building entry. Paths should minimize routing pedestrians across driveways and drive aisles and should provide physical separation of the pathway from streets and drive aisles through landscaping.

CMU-2 Commercial projects should be sited, oriented, and designed to provide inviting, pedestrian-focused entries. When adjacent to residential neighborhoods or when separated from a residential neighborhood by a local or collector roadway, avoid facing passive or service-oriented building sides

toward the residential neighborhood if feasible. Where this cannot be avoided, the building shall be designed with faux storefronts, windows, and other features to appear activated.

CMU-3 Except where projects are located on or adjacent to parcels with a single-family residence, appropriate setbacks shall be determined based on design review, and shall include consideration of public utility easements and other factors. Where adjacent to a parcel with a single-family residence a minimum landscaped setback of 8 feet from the shared property line shall be provided to allow for screen trees and other screen plantings. Also refer to the Frontage Improvement Guidelines and Standards.

CMU-4 Where projects occur on parcels with frontage on Atlantic Street, new buildings shall be sited on the frontage if feasible, to provide an activated streetscape.

CMU-5 Projects on corner properties at prominent intersections are community gateways and should be of the highest design quality and shall be developed consistent with the Gateway Enhancement requirements of the Frontage Improvement Guidelines and Standards.

CMU-6 Drive-thru lanes which are visible from the street shall be screened using walls with a minimum height of three feet. Landscaping may be used instead of or in combination with a wall but shall provide a dense hedge that provides a similar level of screening as a solid wall. This landscaping shall be maintained at all times to meet this standard.

Frontage Improvement Guidelines and Standards

The design guidelines and development standards of this section apply to all development and redevelopment projects occurring on parcels with frontage on Atlantic Street. The purpose of these design guidelines and standards is to facilitate the implementation of the streetscape concepts found in the Circulation chapter. This section does not apply to projects limited to façade improvements. This section applies to projects which add building square footage, include ground-disturbing construction, and/or are significant tenant improvement projects, as determined by the Planning Manager.

FI-1 New development and, to the extent feasible and reasonable, redevelopment shall increase the existing sidewalk width to a minimum of five feet. Sidewalks shall be separated when feasible. Where separated sidewalks are installed, landscaping shall be installed between the sidewalk and the street.

FI-2 Landscaping shall be provided alongside the sidewalk. Deciduous, large canopy trees shall be planted along the street, ideally 30 feet on center, to allow the tree canopies to touch at maturity. A minimum planter width of eight feet shall be provided. Understory planting can be ornamental and can consist of clipped hedges, flowering shrubs, and groundcovers. Turf shall be avoided.

FI-3 Where appropriate, frontage improvements should include site furnishings. Furnishings should be durable and long-lasting, and the color and style should complement the architecture of the building and surrounding neighborhood. Furnishings shall not impede pedestrian travel or accessibility. Site furnishings may include short-term seating, artwork, bicycle racks, and other furnishings.

FI-4 Projects on the corners of prominent intersections should be treated as community gateways and should be of the highest design quality. The following standards apply to development of properties on prominent corners:

- New or modified drive-thru lanes, gas canopies, service bays, and other utilitarian building functions shall not be located adjacent to the street or street landscape corridor and shall be located further from the street than the primary building.

- New buildings shall be located toward the street at the back of the landscape corridor, to provide massing and visual interest to frame the intersection.
- Landscape and hardscape elements shall be installed within the corner clip, to provide an engaging corner presence. Hardscape features may include monuments, walls, pilasters, raised planters, plazas, and/or other architectural elements. Landscaping shall use a mix of shrubs and groundcover. New gasoline or fuel price signage shall not be located on the corner.
- Passive building sides shall not be oriented toward the sidewalk or shall be designed with faux storefronts, windows, and other features to appear activated.
- No fewer than three harmonious colors should be used on a façade (including natural material colors, such as brick).
- The use of exposed concrete masonry units (CMU) or other low-quality materials shall be avoided.

FI-5 Defined pathways shall be provided from the sidewalk to the building entrance. Pathways should provide the shortest reasonable linkage between the building entrance and bus stops, crosswalks, or other pedestrian linkages.

Parking Standards

Projects shall be designed in conformance with the following off-street parking standards.

Use Type	Standard
Non-Residential Uses	Zoning Ordinance ¹
Mixed Uses	Sum of non-residential and residential requirements ¹
Residential < 25 units per acre	Zoning Ordinance
Residential > 25 units per acre	Zero to one bedroom – 1 space per unit Two to three bedrooms – 1.5 spaces per unit Four or more bedrooms – 2 spaces per unit AND one guest parking space for every 10 units (rounded up)

1. A Parking Reduction may be requested as part of design review pursuant to the Implementation chapter of this Specific Plan.

Chapter 7 Implementation

7.1 Introduction

This section of the Specific Plan provides implementation strategies related to regulatory changes, design review, and other implementing processes. The Specific Plan is a long-term, 20-year plan that provides direction for redevelopment and new development in the Plan Area. The implementation of the Specific Plan is a public-private partnership between the City of Roseville and property owners and developers who undertake improvements and projects in the Plan Area.

Specific Plans are an implementing mechanism of a General Plan. While the General Plan enacts the long-term, overarching vision for growth and development in the City, a Specific Plan within the City establishes overarching design standards, land uses, and infrastructure plans for the development of a specific geographic area. The City of Roseville General Plan Land Use Element states that it is the City's policy to plan for new development and reinvestment efforts through the Specific Plan process. The Atlantic Street Corridor Specific Plan is consistent with the Guiding Principles for Growth and the goals and policies of the General Plan.

The Roseville Municipal Code is the base-level implementing mechanism of the General Plan and Specific Plans, and includes detailed development standards, permitted uses, and other regulations. The Municipal Code's key components are the City's Zoning Ordinance, Subdivision Ordinance, and Tree Ordinance, which are used in tandem with the Specific Plan to implement development. The Municipal Code is citywide, and in some instances the Atlantic Street Corridor Specific Plan modifies the permitted uses, development standards, planning processes, and other regulations to reflect the unique identity of the Plan Area and the intent of the Specific Plan. This is reflected by the Special Area (SA) overlay zone used throughout the Plan Area. In these cases the zoning regulations provided in this Specific Plan supersedes the City's Zoning Ordinance. However, where this Specific Plan is silent the Zoning Ordinance's regulations control.

This chapter includes discussion and policy direction for the following implementation strategies and procedures:

- **Entitlements and Approvals:** This section describes the entitlement or approval process for development projects in the Plan Area, including new construction, redevelopment, and modification. This section also addresses non-conforming uses.
- **Administration, Amendments, and Revisions:** This section describes the process for making changes to the Specific Plan.

7.2 Entitlements and Approvals

A primary goal of the Atlantic Street Corridor Specific Plan is to simplify and streamline the development review process and remove barriers to reinvestment, particularly for high density housing. The purpose of this section is to provide a description of the approval process for different types of development, redevelopment, and site or building modification.

Uses which would require a Conditional Use Permit or Administrative Permit but which were previously permitted prior to adoption of this Specific Plan shall be deemed to have obtained the required Conditional Use Permit or Administrative Permit.

Administrative Permits and Use Permits

The use tables of Chapter 3 determine whether a proposed use is principally permitted, administratively permitted, or conditionally permitted. Where the Specific Plan indicates an Administrative Permit or a Use Permit is required, the processes and procedures of the Zoning Ordinance apply. For some uses the table indicates the use is P/CUP or P/A/CUP, which indicates the use may be principally permitted under certain conditions, and otherwise requires an Administrative Permit or a Use Permit. The table footnotes provide the conditions for determining the permissibility of the use.

Design Review Process

To facilitate redevelopment and site improvement the approval processes in this Specific Plan provide streamlining for certain project types. This section describes the types of improvements anticipated in the Plan Area and the approval process required for each. Any improvements or project types not described below are subject to the City's standard approval processes established in the Zoning Ordinance.

Façade Improvements

Façade improvements consistent with the provisions of the Specific Plan Design Guidelines will be approved through the Minor Design Review Permit process. Façade improvements include color changes and/or the introduction of new exterior building materials, doors, or windows; wall murals; the addition of exterior ornamentation such as awnings and lighting; or other exterior alterations or exterior remodels to existing buildings or structures.

Minor Additions and Minor Site Improvements – Non-Residential

An addition to existing structures that is no greater than 15% of the total existing building footprint on the site is considered minor, for the purposes of this section. Minor site improvements include changes to landscaping, lighting, utilities, parking, access, or circulation which do not require supporting technical studies such as a short-term traffic study, water supply assessment, or similar, subject to the discretion of the Planning Manager. Minor additions and site improvements consistent with the provisions of the Specific Plan Design Guidelines and other relevant City standards will be approved through the Administrative Permit process, as described in the City's Zoning Ordinance. This streamlined process for additions may only be used one time during the duration of this Specific Plan; subsequent additions will be subject to the City's standard Design Review Permit process. To qualify for this process, additions, site improvements, and associated renovations to existing structures will be required to enhance the opportunity of the building and existing onsite improvements to meet the criteria of the Design Guidelines.

Additions and New Construction – High Density Residential

High Density Residential projects (including vertical mixed-use projects) with a minimum density of 25 units per acre which are consistent with the provisions of the Specific Plan Design Guidelines will be approved through the Administrative Permit process, as described in the City's Zoning Ordinance. If the property has existing site improvements, the project will be required to enhance the opportunity of the existing improvements on the site to meet the criteria of the Specific Plan Design Guidelines (e.g.,

sidewalk widening). Deviation from the Design Guidelines may be permitted through a Design Review Permit.

Projects providing a minimum of 20% of the units for extremely low, very low, or low-income households may use the City's streamlined Objective Design Standards process, in which case an Administrative Permit would not be required. New construction, remodel, or additions for small-site multifamily residential projects are exempt from discretionary review. A small-site multifamily residential project meets all the following criteria:

- The site contains (or will contain) no more than three (3) units.
- The proposed or existing density is at least 13 units per acre (using standard rounding).
- The project includes only one parcel.

The purpose of the small-site residential exemption is to provide streamlining for individual property owners of small multifamily parcels (0.23 acres or smaller) to build the three units permitted by the zone district.

Parking Reduction

If an applicant believes the number of required parking spaces is not applicable, they may request a parking reduction pursuant to the Zoning Ordinance. However, where a parking reduction is requested as part of an application for development or redevelopment pursuant to this Specific Plan, the parking reduction will not require a separate Administrative Permit; the request shall be part of the design review entitlement.

7.3 Administration, Amendments, and Revisions

Proposed changes to a specific plan typically require approval of a Specific Plan Amendment (SPA). Specific Plan Amendments are processed in the same manner as the initial Specific Plan adoption, requiring review by the Planning Commission and action by the City Council. However, because the Plan Area will build out over several decades, it is anticipated that the Specific Plan may need to respond to changing conditions and community expectations

To provide a degree of flexibility to respond to changing conditions, the Specific Plan allows for administrative approval of Minor Revisions to the Specific Plan, including the development standards and design guidelines. The Planning Director, or designee, shall determine whether a proposed revision is minor, and may act upon a minor revision to the Specific Plan and appendices administratively, as specified below. A minor revision may be processed and acted on administratively if determined by the Planning Director to be in substantial conformance with:

1. The overarching vision and goals of the Specific Plan, including applicable development standards and design guidelines;
2. The City of Roseville General Plan; and
3. The Specific Plan environmental document.

Examples of minor revisions include but are not limited to:

- The addition of new or updated information that does not substantively change the Specific Plan.

- Minor modifications to, and interpretations of, the development standards as permitted by Section 19.74.020 of the Roseville Municipal Code for Administrative Variances, if it is determined that such changes are equal to or better than the original intent of the Specific Plan.
- Modifications to the Design Guidelines if it is determined that the design intent is maintained or improved.

Any proposed minor revision to the Specific Plan may, at the sole discretion of the Planning Director, be referred to the Planning Commission and City Council for action. Determinations and actions by the Planning Director may be appealed to the Planning Commission. If the Planning Director determines that a proposed amendment does not meet the above criteria, a Specific Plan Amendment (SPA) shall be required.

APPENDIX A

Estimate of Probable Construction Costs
ROSEVILLE CONCEPTUAL STREETScape OPTIONS
Conceptual Level Estimate
 prepared on: 4/20/2022



Item #	Description	Unit	Cost
A	Intersection		
1.	Corner Treatments	SQFT	\$45.00
2.	Crosswalk Treatments	SQFT	\$25.00 to \$45.00
B	Transit Stop Enhancement		
3.	Public Art Installation	EA	\$30,000.00 to \$50,000.00
4.	Site Furnishings	EA	\$2,500.00
5.	Shelter/Shade	EA	\$10,000.00 to \$15,000.00
C	Landscape / Sidewalk		
6.	Street Trees	EA	\$500.00
7.	Shrub / Groundcover Enhancements and Other Landscape Features	SQFT	\$10.00 to \$18.00
8.	Separated Sidewalks	SQFT	\$25.00 to \$35.00
D	Center Turn Lane / Raised Median Enhancements		
9.	Aesthetic Paving (center turn lane)	SQFT	\$25.00 to \$45.00
10.	Median	SQFT	\$50.00 to \$75.00
E	Pedestrian Environment		
11.	Decorative Street Lights	EA	\$8,000.00
12.	Wayfinding/Informational Signage	EA	\$2,000.00
13.	Street Furniture	EA	\$2,500.00
F	Gateway Enhancement		
14.	Corridor Signage Monument	EA	\$15,000.00 to \$100,000.00
G	Prominent Corners		
15.	Enhanced Landscaping	EA	\$50.00 to \$75.00
16.	Public Art Installation	EA	\$30,000.00 to \$50,000.00
17.	Monuments/Landscape Features	EA	\$15,000.00 to \$100,000.00
H	Utility Undergrounding		
18.	Douglas Corridor Utility Undergrounding (West of Interstate 80)	LS	\$2.9 Million to \$3.4 Million

Estimate Notes

- 1) This estimate has been developed for the purpose of establishing an anticipated project construction budget. The items, amounts, quantities, and related information provided are based on Mark Thomas's judgment at this level of document preparation and is offered only as reference data. Mark Thomas has no control over construction quantities, costs and related factors affecting costs, and advises the client that significant variation may occur between this estimate of probable construction costs and actual construction prices.
- 2) Adding a 20% contingency is recommended at this conceptual stage in combination with rising inflation.
- 3) Planting related items, such as trees and shrub/groundcovers, includes cost for basic irrigation system (watering emitters and lateral pipe) but does not include cost for establishment and installation of irrigation point of connection and related appurtenances (water tap, water meter, backflow preventer, controller, master valve, etc)
- 4) Utility Undergrounding items do not include acquisition of right of way or easements. Undergrounding of existing utilities is not feasible for existing overhead utilities along Folsom Road and Sunrise Blvd, per assessment by Roseville Electric.