CITY OF ROSEVILLE CALIFORNIA

DEVELOPMENT SERVICES DEPARTMENT – PLANNING DIVISION
311 Vernon Street, Roseville, CA 95678 (916) 774-5276

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.

DOUGLAS-HARDING CORRIDOR SPECIFIC PLAN

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Chapter 1 Introduction

1.1 Vision

The Douglas-Harding Corridor Specific Plan (Douglas-Harding Corridor) is envisioned as a vibrant, mixed-use corridor that serves as a gateway to the City. The vision for the Douglas-Harding Corridor is to promote an inviting and vibrant mixed use neighborhood corridor that is sensitive to the unique characteristics of the surrounding neighborhoods, provides safe and attractive mobility connections, and where reinvestment and redevelopment provides a livable and desirable environment that promotes long-term community health and economic vitality.

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.

In 1908, the Southern Pacific Railroad Company moved their terminal, roadhouse, and shops from Rocklin to Roseville. The Historic Old Town and Vernon Street areas became the commercial hub of the community. From the City's founding through the World War II era, commercial activity in Roseville centered on Vernon Street and Old Town on either side of the railroad tracks. Completion of Roseville Community Hospital in 1952 followed by the Folsom Dam in 1955 and the Roseville Freeway (Interstate 80) the following year gradually shifted the population from downtown Roseville to what would soon become known as "East Roseville." Douglas Boulevard served as a connection from East Roseville and Interstate 80 to the Downtown and was populated with small standalone restaurants and neighborhood serving commercial uses. Roseville Square, the City's first modern commercial center, was constructed in 1961 and served as an identifying gateway to the City. Harding Boulevard was constructed along the eastern side of the center to provide a secondary access point to the center. With the popularity of Roseville Square, Harding Boulevard construction continued from the 1970s through 1980s to the north and saw development of similar commercial buildings, motels, and gas stations. During the 1980s through the 1990s the City was also expanding its boundaries to the east, north, and west with residential subdivisions, various commercial shopping centers, and office park developments. Although Douglas Boulevard and Harding Boulevard still have an active commercial presence, many of the older properties in the area have suffered from deferred maintenance over the fifty-year life span of the corridor. The ad hoc nature of development of the corridor has also created an uneven level of infrastructure integrity.

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, City Council designated the creation of commercial corridor plans (for Atlantic Street, Douglas-Harding, and Douglas-Sunrise) 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

Plan objectives support the overall vision for the Plan Area and describe the purpose of plan implementation. These objectives reflect community input, addressing aspects of the Plan Area that are unique or well-liked by the community, areas of the corridor which could be improved upon, and potential challenges to be overcome.

- Attract high-quality new development and redevelopment that is an integrated and connected part of the Plan Area.
- Support new residential units in the core of the plan area to create a mixed-use environment that supports local businesses.
- Create an attractive, inviting, and cohesive streetscape environment.
- Upgrade pedestrian and bicycle infrastructure to create safe connections within the Plan Area, and to the City's downtown, parks, and Miner's Ravine trail.
- Encourage new business growth and reinvestment to serve the Plan Area and the greater Roseville area.
- Create a compatible and harmonious relationship between residential and commercial development.
- 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 overall 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 frontage and roadway characteristics 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, and the processes and procedures for revising or amending the Specific Plan.

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 approximately 152-acre Douglas-Harding Corridor area (Plan Area) is within the City's Infill area and is located east of the original core of the City and the Downtown Specific Plan area (Plan Area boundary shown in Figure 2.1). The Plan Area is separated from the Downtown by older, pre-1930's residential subdivisions and by Royer and Saugstaud parks. Douglas Boulevard and Harding Boulevard are the key roadways around which the Plan Area is focused. Douglas Boulevard is a four-lane roadway with a shared center turn lane, which connects to Downtown at the western end of the Plan Area and to Interstate 80 at the eastern end of the Plan Area. Outside of the Plan Area, Douglas Boulevard continues to the west and ultimately ends at Folsom Lake State Recreation Area. Harding Boulevard is a four-lane roadway with a shared center turn lane, which after leaving the Plan Area connects to the Galleria Mall and Highway 65 to the north and comes to an end within the Plan Area to the south.

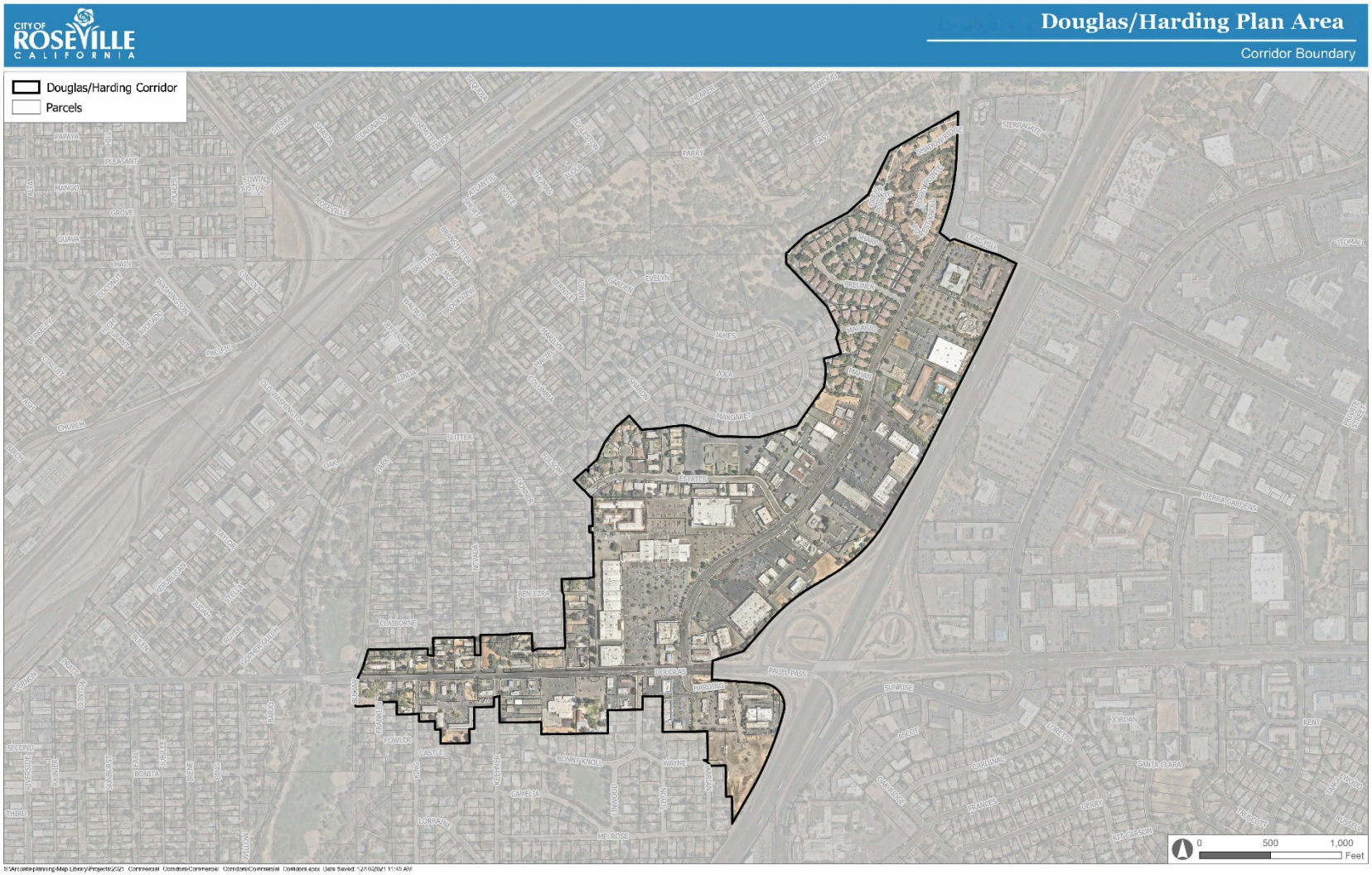
The land surrounding Harding Boulevard is developed with commercial uses built in the 1960s, with some apartments on the western side of the road at the northern end of the Plan Area. The land surrounding Douglas Boulevard is developed with commercial uses near the intersection with Harding Boulevard, but as you move westward down the roadway the frontage includes a mix of commercial buildings, homes, and homes that have been converted to offices or other businesses. The land surrounding the Plan Area is predominantly residential neighborhoods, with homes built in the 1920s to 1940s north of Douglas Boulevard and most homes built in the 1950s and later south of Douglas Boulevard and west of Harding Boulevard.

There are four parks within ¼-mile walking distance of the Plan Area: Saugstad Park, Royer Park, Lincoln Estates Park, and Garbolino Park. George Cirby Elementary School is located approximately ½-mile south of Douglas Boulevard, and there are several private schools either within or within ½-mile of the Plan Area. There are connections to Miner's Ravine Trail on both Douglas Boulevard and Harding Boulevard, within ¼-mile of the Plan Area boundaries; the 9-mile Miner's Ravine trail links the City's downtown to the City's eastern boundary at Sierra College Boulevard.

2.2 Factors Influencing the Specific Plan

Several key factors have had a significant influence on the development of the Specific Plan. The Plan Area includes many properties with inconsistencies between the existing physical use, the land use designations, and/or the zoning designations. This can be a barrier to development or redevelopment, because land use entitlements may be required in order to improve a property or change its use. The area is also an important gateway to the City's Downtown and Historic Old Town, to the Galleria Mall and Highway 65 to the north, and to portions of the City east of Interstate 80. In addition to these more regional connections, the area is characterized by the proximity of many different land uses, including residential neighborhoods, parks, trails, schools, employment, shopping, and transportation and transit connections. These conditions make this is a key area of the City to consider making mobility and walkability improvements, improvements to architectural continuity and connectivity, and establishing a clear design identity.

Figure 2.1 | Plan Area Boundary



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.

2.3 Existing Land Uses

This section describes the existing land uses present prior to plan adoption. Most of the Plan Area is in commercial use, including restaurants, retail, automotive services, grocery stores and markets, and small businesses like tax preparation. The most prominent corner is the intersection of Douglas Boulevard and Harding Boulevard. The Roseville Square commercial center is located on the northwestern corner of the intersection. The center includes one free-standing building on the corner, a large parking lot, and an L-shaped one-story commercial center at the rear of the property. Businesses include two grocery stores, a pharmacy, a large outdoor sports retailer, and smaller-format retail stores and restaurants. The northeastern corner is a gas station, the southeastern corner is Caltrans property and the westbound on-ramp to Interstate 80, and the southwestern corner is a small commercial center with restaurants, personal services (e.g., nail salon), retail, and small office uses.

Traveling to the west from this intersection down Douglas Boulevard, the frontage is developed with smaller stand-alone, primarily one-story businesses, including drive-thru restaurants, gas stations, offices, and small-format retail stores, and eventually transitions to include single-family homes. Traveling north from the intersection on Harding Boulevard, the eastern frontage includes both large-format and small-format commercial buildings which are typically set back from the roadway with large parking lots in front. Commercial uses on the western side of Harding Boulevard are placed somewhat closer to the frontage, with either smaller parking lots or parking lots that wrap around the side of rear of the building. Commercial uses on Harding Boulevard include drive-thru and sit-down restaurants, retail, and several hotels. At the northern end of the Plan Area on Harding Boulevard, the western frontage includes apartments.

In addition to the properties fronting Douglas Boulevard and Harding Boulevard, the Plan area includes some properties along Folsom Road and Estates Drive that are currently designated for commercial uses, high density residential uses, or medium density residential uses. These areas include businesses in small commercial buildings or residential buildings converted to commercial use, a senior living facility, and duplexes. The Plan Area also extends a short distance behind the frontage properties on Douglas Boulevard, to include properties with existing non-residential zoning or land use designations, or multi-family zoning or land use designations. These properties are in a wide variety of use, including single-family homes, multi-family developments, small businesses, offices, and auto repair.

South of the Douglas Boulevard intersection, Harding Boulevard narrows to two lanes and becomes South Harding Boulevard. The road only extends a further 800 feet and then dead ends at a vacant property, which is included within the Plan Area. There are small commercial centers and single buildings along this corridor, with a residential neighborhood south and west of the vacant parcel.

Most of this planning area has a Community Commercial land use designation. However, there are also small areas or individual parcels with a Low Density, Medium Density, or High Density Residential land use designation and parcels with a Business Professional land use designation. A map of the Plan Area boundary and the existing land use designations is provided as Figure 2.2 and a map of the existing zoning designations is provided as Figure 2.3.

Figure 2.2 | Existing Land Use

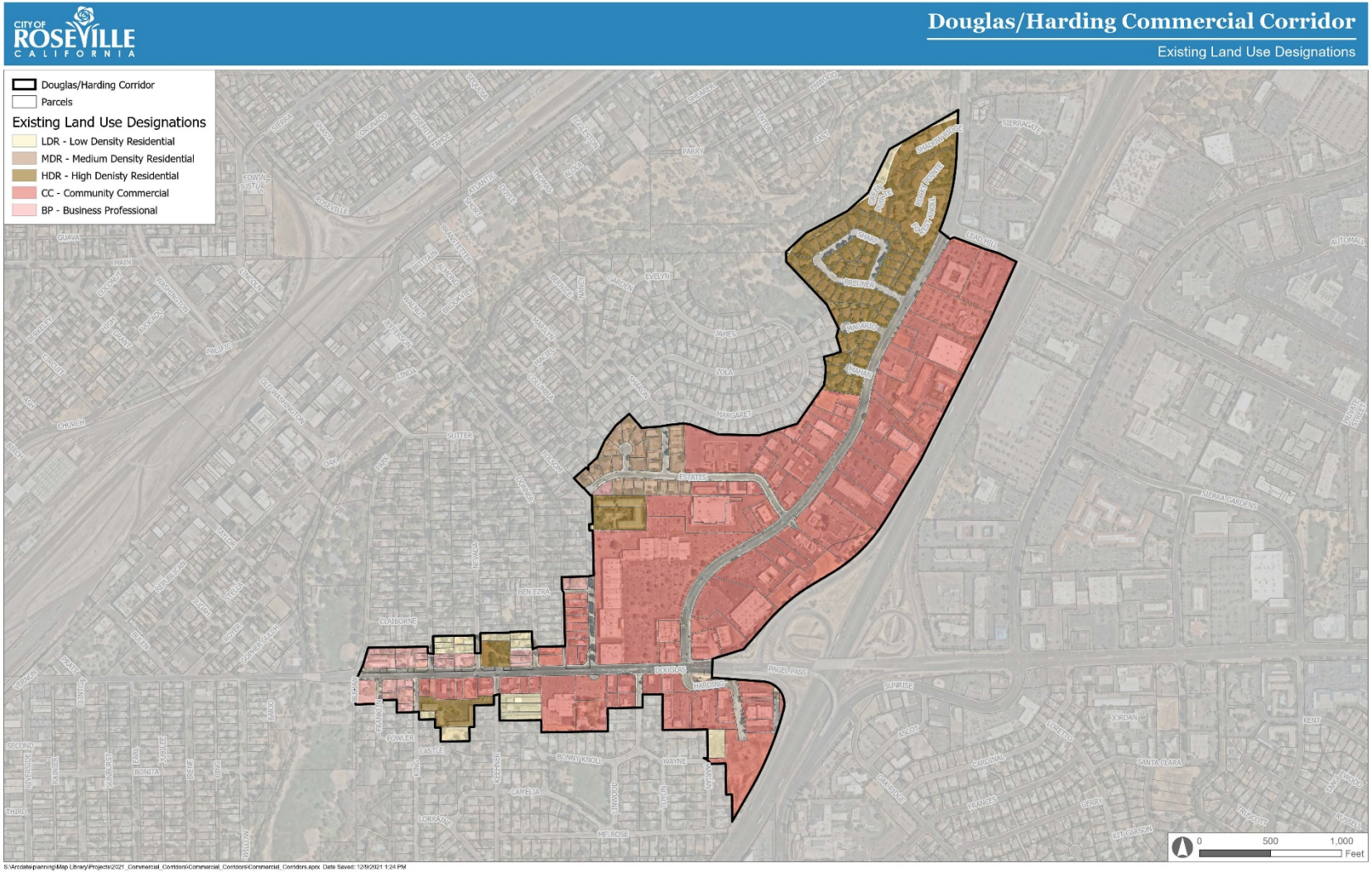
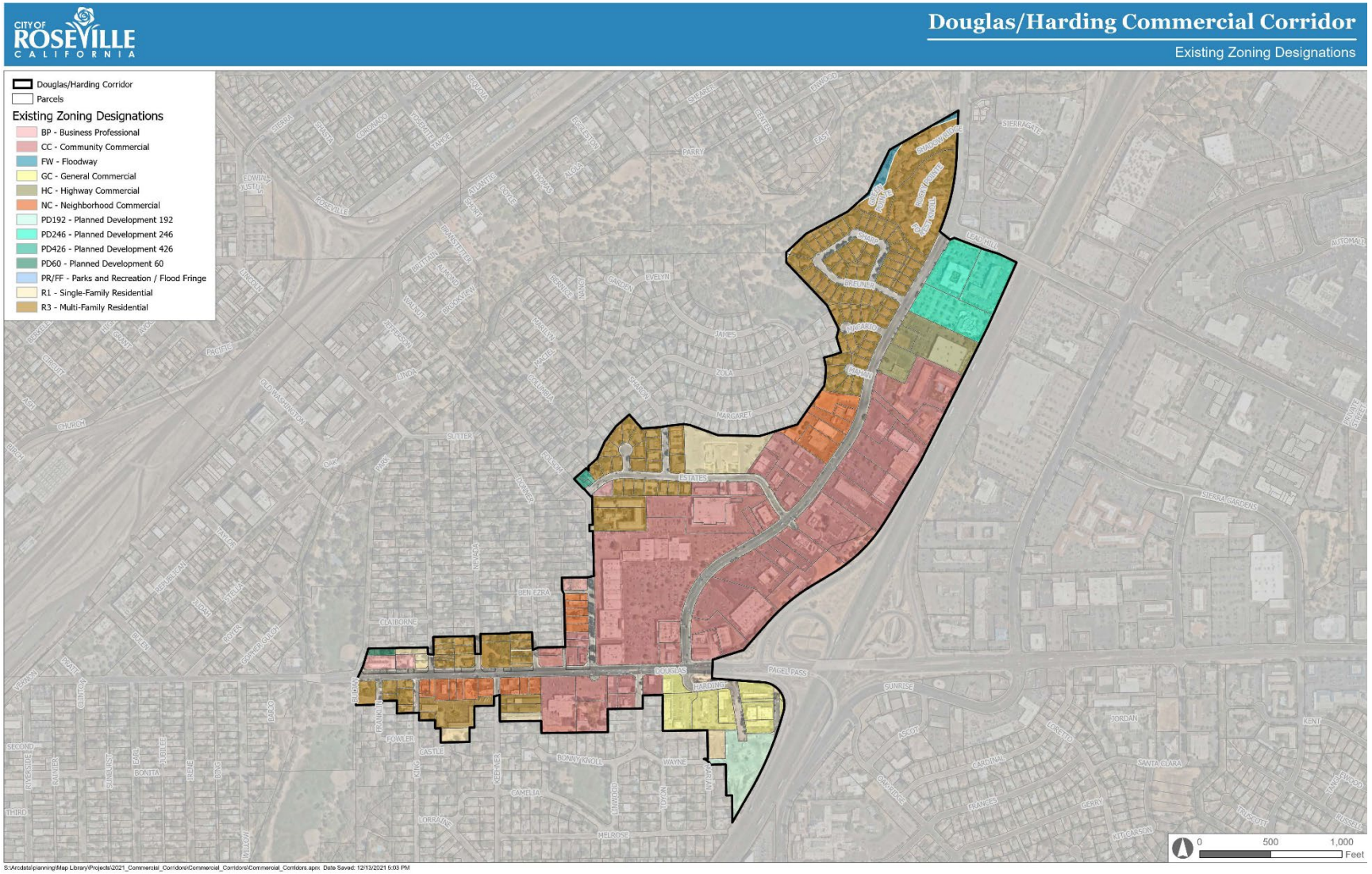


Figure 2.3 | Existing Zoning



2.4 Design Character

This section describes the urban design character present prior to plan adoption. 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.

Existing Commercial Building and Design Features – Harding Boulevard

The dominant architectural character is from building and site design trends popular in the 1960s and 1970s. This era of development was focused on designing for automobile travel and moved away from the more integrated mixed-use designs of the 1940s and earlier, instead creating separate commercial districts with large parking lots and very little landscaping. The more utilitarian architecture common for smaller commercial buildings and centers tended toward very square shapes and flat or mansard rooflines, unrelieved by variation in the façade or roof form. These buildings tend to be architecturally non-descript. The color palettes also tend to be non-descript, in part because the architecture only provides an area for body color and an area for roof trim, which minimizes the ability to use variation in color to enliven the façade. A few of the buildings and centers along Harding Boulevard have been updated, using both modern and traditional styles, but most buildings and sites have not undergone any significant updates. One building (currently a bank) has a more classical design, with a façade made of brick (painted white), regularly spaced vertical windows with shutters, and iron balconies supported by columns.

Existing Commercial Building and Design Features – Douglas Boulevard

The architectural character along this corridor changes from east to west, as the development along the eastern side of the Plan Area dates to the 1960s and later while development on the western side dates to the 1940s and earlier. However, there is an eclectic mix of design styles, both because of the original date of building construction, and because many buildings were updated or redeveloped at different time periods. Commercial design characteristics common to each decade since 1960 can be found along this corridor.

The corner of Douglas Boulevard and Harding Boulevard is the most prominent. On this corner, the Roseville Square commercial center was built in the 1960s but was updated in 2010 to include pitched roofs above the major tenant, pop-outs, and new trims, with a new color palette applied to these details. New landscaping was also installed in 2016, including additional planters with parking lot trees. Buildings on the other corners also feature some amount of detailing, with decorative stone bases, variation in the rooflines or wall planes, and other features common for commercial development and redevelopment in the 1980s and later.

Existing Residential Design Features

The neighborhoods to the north of Douglas Boulevard were built in the 1940s and earlier, so while there is a wide array of design styles (inspired by Spanish, French, bungalow, cottage, and other residential designs), most of the homes share certain site and home design characteristics. Typically, the lots are narrow and deep with the front door relatively close to the sidewalk and the garage at the rear. Front porches are common and building materials lean heavily toward wood siding and brick. To the south of Douglas Boulevard the residential homes were built later, when the construction of tract homes in the ranch house style became common. Garages were no longer detached and instead of being set back,

were brought forward in line with the rest of the house. The residential area on Harding Boulevard includes apartments built in the 1970s and 1980s, which use wood siding, pitched roofs, stone, and stucco.

Streetscape

Sidewalks in the Plan Area are generally attached, four feet wide, and on Douglas Boulevard are rarely separated from adjacent commercial development by landscaping or other buffer areas. Utility poles and other encroachments infringe on the sidewalk in some locations. The walking environment is not comfortable, because there is no buffer between the pedestrian environment and the paved street, and in some cases the sidewalk is in between the edge of a parking lot and the street.

Chapter 3 Land Use

3.1 Introduction

This chapter of the Specific Plan sets forth the types, locations, and intensities of land uses to be accommodated within the Plan Area and outlines a combination of strategies that will be used 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 and Policies

The following goals reflect the future vision for the area and help to set the framework for the land use and community character strategies for the Plan Area. These goals are broad in nature, and the following sections of this chapter detail policies and strategies that will be used to achieve these goals. These goals also help to address the overall plan objectives, which were detailed in Chapter 1.

GOAL 1: Develop a compatible mix of residential, retail, employment, entertainment, and service-oriented uses in the Plan Area. The Plan recognizes the many viable existing businesses in the area and seeks to attract compatible and supportive new uses. The mix of new development and redevelopment in the area should contain uses that serve the surrounding neighborhoods, as well as larger, regional-serving uses.

Policy 1.1: Develop new high-density housing and affordable housing, particularly on Harding Boulevard and South Harding Boulevard. New housing in the Plan Area is key to achieving several objectives. After close of business hours, the activity on Harding Boulevard decreases sharply, except for pass-through traffic. New residents within the commercial areas will provide activity on a 24-hour basis. This area of the City is also among the lowest for the per-person generation of greenhouse gas emissions and vehicle miles traveled, because of the proximity of services, recreation, transit, and employment. In addition, the City of Roseville Housing Element establishes a goal to provide decent, safe, inclusive, and affordable housing, and has identified this area to accommodate 200 new high density residential units. To ensure flexibility there are no maximum density provisions within the Plan.

Policy 1.2: Promote mixed-use development. Mixed use may be either vertical, where residential units are placed above ground-floor non-residential uses, or horizontal, where residential and non-residential uses are adjacent with integrated site design. Mixed-use development provides for activated streetscapes and centers and should be encouraged.

Policy 1.3: Develop high-quality and attractive new commercial buildings oriented to the street. To further activate the streetscape and make commercial uses in the area more accessible to pedestrians and bicycles, new commercial construction should be street-forward, with entrances visible from the street. Development standards and design guidelines in this plan will help to ensure the quality of future development.

Policy 1.4: Incentivize and promote revitalization of existing commercial buildings. Development standards and design guidelines in this plan encourage revitalization and redevelopment of existing property through a streamlined development process.

Policy 1.5: Coordinate with the United Auburn Indian Community about projects located in the Plan Area and, if areas of cultural or tribal cultural significance are identified, engage in consultation to determine appropriate treatment. To ensure good-faith coordination, the City will notify the United Auburn Indian Community of all ground-disturbing projects which use the Specific Plan streamlining provisions and would otherwise have required a public hearing according to the Zoning Ordinance.

Policy 1.6: Parking lot and circulation designs should support the efficient use of land. The plan area includes many underused parking lots, drive aisles, and driveways placed along the roadway frontage. The City supports the redevelopment of these spaces with beneficial uses, including businesses, residential uses, and frontage improvements/public amenities.

Policy 1.7: 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 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 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.

GOAL 2: Provide an intensity and scale of development that is appropriate for a gateway to the City. As the gateway to downtown Roseville, and with direct access to I-80, Downtown, Miner's Ravine Trail, and multiple parks, the Plan Area is a key gateway location into the City. Currently, Harding Boulevard is developed at a fairly low intensity, with large parking lots and buildings set back from the street. The existing development pattern does not contribute to a welcoming or vibrant streetscape environment. New urban infill development and redevelopment within the Plan Area should be of a scale and intensity that is appropriate for a pedestrian friendly, mixed-use corridor, adjacent to downtown Roseville.

GOAL 3: Provide an attractive, inviting, and pedestrian-friendly environment that creates linkages to downtown Roseville, to surrounding residential neighborhoods, to transit, and to businesses. The development pattern in the Plan Area should help to promote pedestrian and bicycle access and create or improve connections to surrounding neighborhoods and other key uses or services. This should include streetscape improvements that will enhance the pedestrian environment.

Policy 3.1: New development and redevelopment should include non-auto accessibility as a key consideration in building orientation and site design. Friendly, accessible, and safe paths of travel should be incorporated into site design and frontage improvements.

Policy 3.2: New Development and redevelopment should include public realm improvements which support non-auto accessibility. Improvements can include street furniture, bicycle parking, gathering spaces, and other improvements.

GOAL 4: Provide an attractive corridor with a distinct character and identity. The Plan Area represents an opportunity to create a district within the City that has a unique character and identity. The land use mix and streetscape improvements should be compatible with and complementary to the improvements in Downtown yet should also stand out as being unique to the Plan Area. This is a highly visible section of Roseville; many pass through it on the way to other destinations, making the area an important gateway to the City. High-quality development, a diverse land use mix, and an improved streetscape will greatly improve the image and livability of the area.

Policy 4.1: New development and redevelopment should include cohesive frontage and public realm improvements with a consistent design theme. The conceptual streetscape plans and design guidelines in this plan provide direction that will help improve the overall appearance and character of the area and provide a consistent design theme.

Policy 4.2: Encourage public art[1] and consider the establishment of a public art program. Public art can be placed on building walls, utilitarian objects (such as trash enclosures), installed in gathering areas, and other locations, and increases the vibrancy of an area.

Policy 4.3: New development and redevelopment located on the corner of intersections with Harding Boulevard, South Harding Boulevard, or Douglas Boulevard should include a corner feature. The design guidelines in this plan provide direction for corner features, which may include landscaping, landscape features, hardscape, or other improvements.

Policy 4.4: 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 4.5: 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.

Policy 4.6: Encourage the placement of monuments or plaques that recognize and celebrate historic sites, structures, and events, and provide opportunities for public awareness and education about historic activities associated with culturally affiliated California Native American tribes. At trailheads, parks, and other areas of opportunity, consider the inclusion of informational signs or other structures as part of planned public improvement projects. Signage, monuments, and other structures can help communicate the history of an area and help with placemaking and identity. Designs should be determined through outreach and coordination with the appropriate stakeholders. Any designs

[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.

or information communicating information about California Native American tribes shall be determined through coordination with culturally affiliated California Native American tribes.

GOAL 5: Streamline the development process and provide development and redevelopment incentives. The Implementation chapter of this Plan describes streamlined approval processes and incentives.

3.3 Land Use Plan

There are multiple vacant properties in the Plan Area which 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 Douglas-Harding Corridor would corrects these inconsistencies.

The Plan Area is envisioned as a mixed-use commercial district, which provides for a broader mixture of land uses and activities than is currently permitted under the City's land use regulations. 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 land uses are not parcel specific. Rather, an overlay designation is applied that permits a variety of land uses, described below. In general, commercial areas of the Plan will permit higher intensity residential uses in addition to typical 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 Douglas-Harding 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 land uses by zone. A map of the proposed zoning for the Plan Area is shown in Figure 3.2.

Figure 3.1 | Proposed Land Use

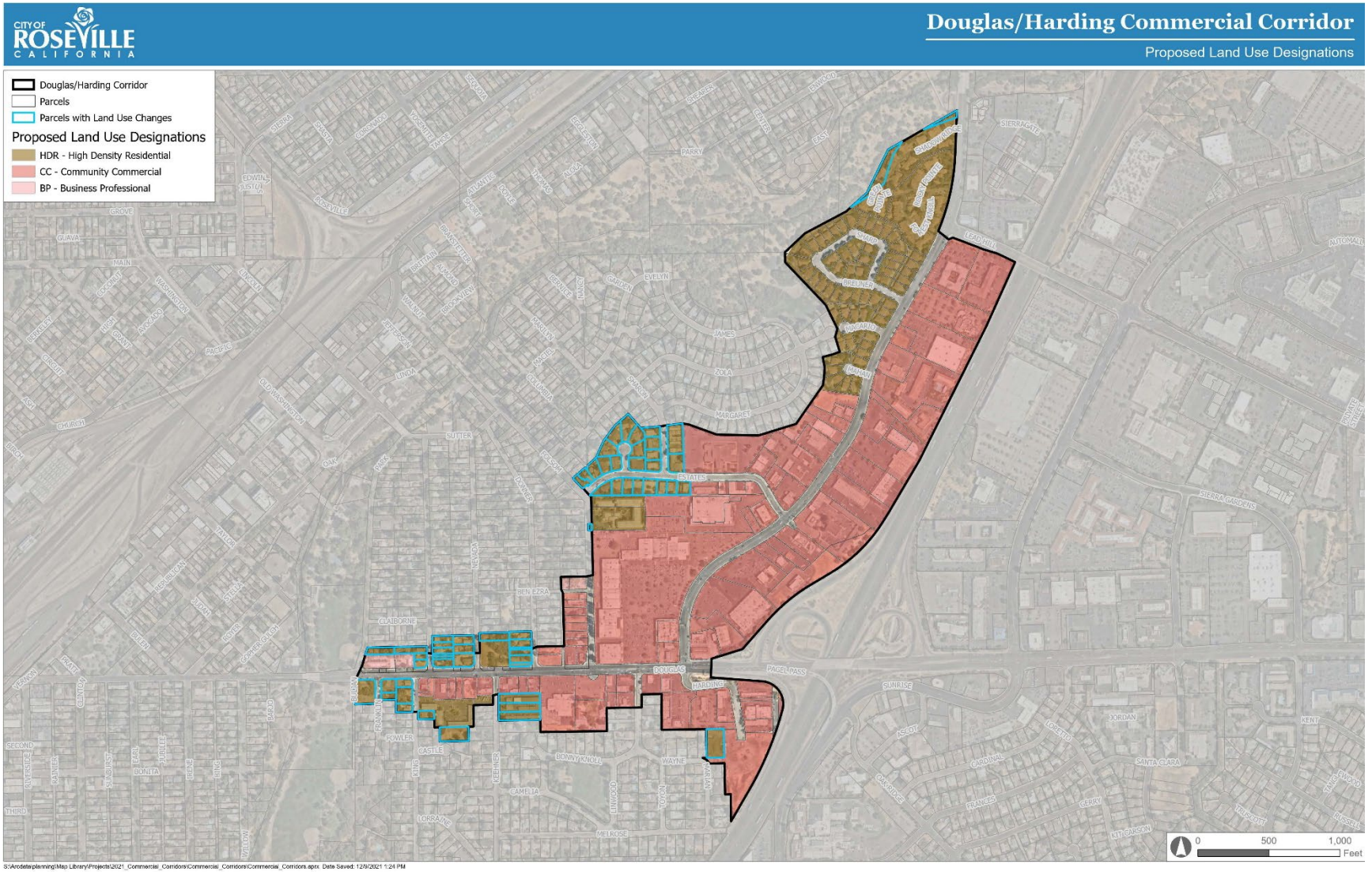
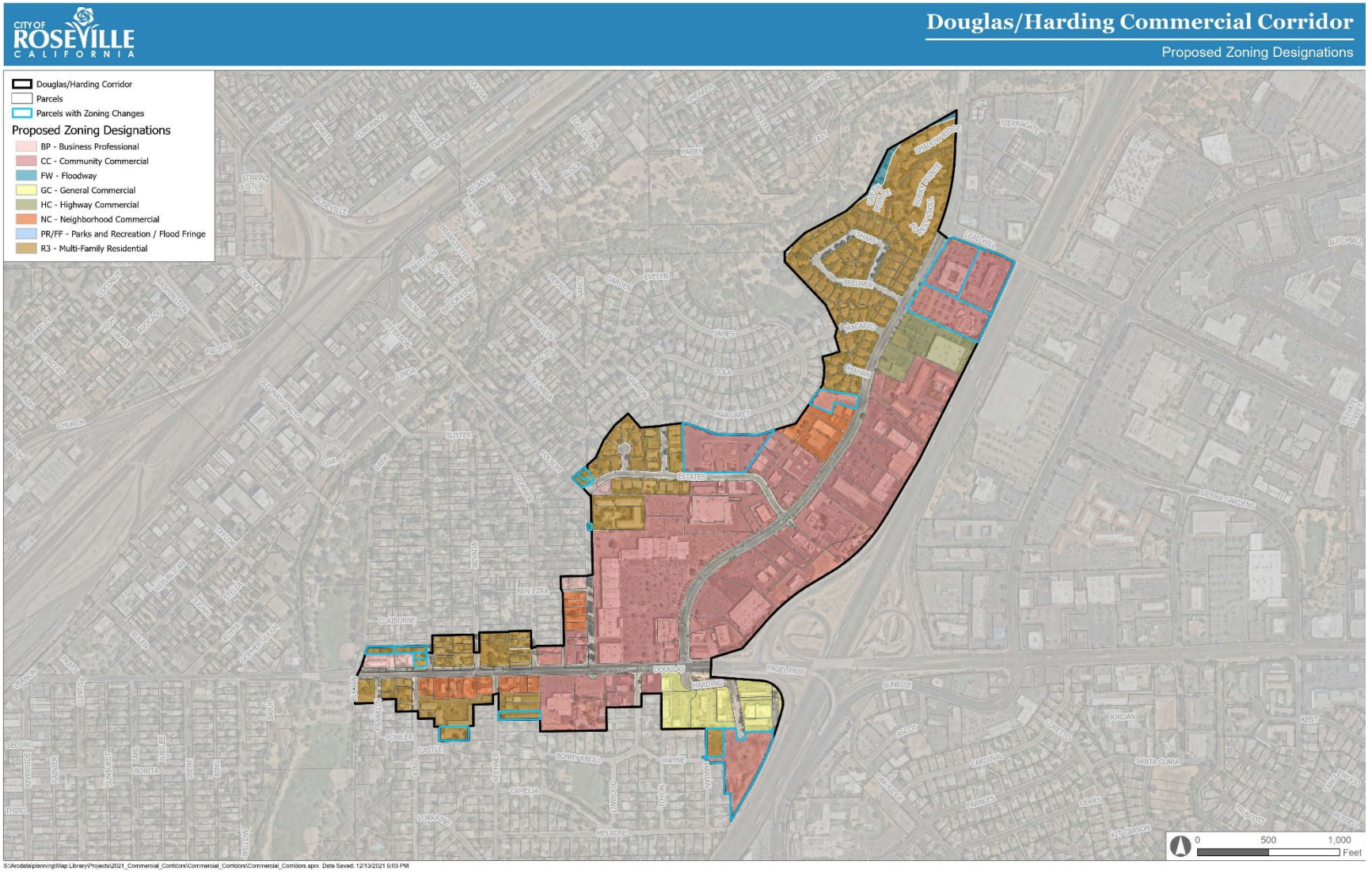


Figure 3.2 | Proposed Zoning



NOTE TO REVIEWERS: Feedback from review may change the Specific Plan boundaries or proposed land uses. Therefore, land use tables summarizing the total acreage of each land use in the Plan Area will be added in this location once public review of the preliminary draft Specific Plans is complete.

3.4 Land Use Designations

Commercial: Retail, Service, and Entertainment Uses

Throughout the planning process, community feedback identified the need for neighborhood-serving retail and service uses, as well as opportunities for indoor recreation and entertainment. The process also highlighted the importance of supporting and strengthening existing business in the Plan Area. Neighborhood-serving retail and service uses will help to create an environment that is active, vibrant, and welcoming to pedestrians, as neighborhood residents and employees will be able to walk to uses such as retail shops, restaurants, and convenience services. The uses envisioned for the Plan Area are intended to meet the everyday needs of residents and visitors and promote neighborhood walkability, and also build on the relationship of the Plan Area to downtown Roseville.

Office and Employment Uses

Office and employment uses help to create jobs and tax revenue, bring people to the area, and represent a captive market with the potential to support other uses, such as retail and commercial services. Employment-generating uses are envisioned particularly for Harding Boulevard. Professional offices and businesses are encouraged to locate in the Plan Area, such as insurance agencies, law offices, design firms, and small medical offices. This type of employment-generating use will also benefit from the presence of neighborhood serving retail and services, such as restaurants, drycleaners, coffee-shops, and business support services such as copy-shops.

Residential Uses

Residential uses on in the Plan area are envisioned to be of an urban nature. A range of residential types are encouraged, including multi-family and single-family attached units, upper story residential units as part of mixed-use development, townhouses, flats, and live/work units. Anticipated residential projects include development of vacant sites, construction of new buildings within excess parking areas of existing commercial sites, or conversion of commercial space into residential space (including conversion of hotels/motels). High Density Residential land use designations in the Plan Area are required to provide a minimum density of 13 units per acre but do not include a maximum density. Compliance with design guidelines and standards will determine the appropriate and feasible number of units which can be accommodated on a given site.

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. Multi-story buildings on the eastern side of Harding Boulevard 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 vertical mixed-use buildings will consist of office and retail uses to help create an attractive and interesting street frontage, such as shops, restaurants, personal services, and small offices. Live/work units are also permitted.

Parking

One of the desired goals for the Plan Area is to reduce the predominance of oversized parking lots placed along the street frontage. The Plan includes conceptual streetscape concepts and design guidelines to help redefine these spaces as development and redevelopment occurs, providing improved landscaping and pedestrian pathways, and promoting the placement of buildings toward the frontage, while continuing to ensure adequate parking is provided.

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 zone district applies to all Multifamily Residential (R3), Business Professional (BP), Neighborhood Commercial (NC), Community Commercial (CC), and General Commercial (GC) zone districts in the Plan Area. The SA overlay does not apply to any zone districts not listed in the table below, such as the Single-Family (R1), Small-Lot (RS), or Two-Family (R2) Residential zone districts. The overlay zone customizes the permitted uses of general zone districts to reflect the unique nature and community character goals of the Specific Plan. 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 either 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 to determine whether the use is permitted. 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 within the Single-Family (R1), Small-Lot (RS), or Two-Family (R2) Residential zone district, refer to the list of allowable uses in Section 19.10.020 of the Zoning Ordinance. For parcels within the Industrial (M2) zone district, refer to the list of allowable uses in Section 19.14.020 of the Zoning Ordinance. For parcels within the Floodway (FW) and Floodway Fringe (FF) zone district, refer to Section 19.18.040 of the Zoning Ordinance.

Table 3.1 | Permitted Use Table

	Business Professional (BP)	Neighborhood Commercial (NC)	Community Commercial (CC)	General Commercial (GC)	Multifamily Residential (R3) [1]
AGRICULTURE AND OPEN SPACE USE TYPE					
Animal Keeping	-	-	-	-	P
Resource Protection and Restoration	P	P	P	P	P
Resource Related Recreation	P	P	P	P	P
CIVIC USE TYPES					
Community Assembly	CUP	P	P	P	P
Community Services	P	CUP	P	P	CUP
Essential Services	P	P	P	P	P
Hospital Services					
General Hospital Services	-	-	CUP	CUP	-
Psychiatric Hospital Services	-	-	CUP	CUP	-
Libraries and Museums, Private	-	CUP	P	P	-
Public Parking Facility	P	P	P	P	-
Schools, College and University	A	-	P	P	-
Schools, Public/Private Elementary and Secondary	-	CUP	CUP	CUP	CUP
Social Services					
Emergency Shelter [2]	-	-	-	CUP	-
Food Distribution [3]	-	-	-	A/CUP	-
Food Service [4]	-	-	-	A/CUP	-
Power Generating Facilities [5]					
Emergency	A	A	A	A	P
Supplemental/Individual Use	CUP	CUP	CUP	CUP	CUP
Passive Power	P	P	P	P	P
RESIDENTIAL USE TYPES					
Accessory Dwelling Units [6]	-	P	P	P	P
Caretaker/Employee Housing	-	P	P	P	P

Community Care Facilities, Small	P	P	P	P	P
Community Care Facilities, Large	CUP	CUP	CUP	CUP	P
Dwelling [7]					
Multi-Family	-	P	P	-	P
Single-Family	-	P/CUP [8]	P/CUP [8]	P/CUP [8]	P
Two-Family	-	P/CUP [8]	P/CUP [8]	P/CUP [8]	P
Family Day Care Homes, Small	P	P	P	P	P
Family Day Care Homes, Large [9]	-	P	P	P	P
Live/Work	P	P	P	-	P
Long Term Care Facility	-	-	-	-	CUP
Long Term Care Facility, Small [10]	-	-	-	-	P
Low Barrier Navigation Centers [11]	-	P	P	-	P
Mobile Home Park	-	-	-	-	CUP
Rooming and Boarding House	-	-	-	-	P
Short-Term Rental [12]	-	-	-	-	P
COMMERCIAL USE TYPES					
Animal Sales and Services					
Grooming and Pet Stores	-	P	P	P	-
Kennels	-	-	-	CUP	-
Veterinary Clinic	-	CUP	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 [13]	CUP	P/CUP	P/CUP	P/CUP	-

Heavy Equipment Rental and Sales	-	-	-	P	-
Banks and Financial Services	P	P	P	P	-
Bars and Drinking Places	-	-	P	P	-
Broadcasting and Recording Studios	P	-	-	P	-
Business Support Services	P	-	P	P	-
Building Material Stores	-	-	-	P	
Commercial Recreation					
Amusement Center	-	CUP	P	P	-
Indoor Entertainment	-	-	P	P	-
Indoor Sports and Recreation	-	-	P	P	-
Large Amusement Complexes	-	-	-	CUP	-
Outdoor Entertainment	-	-	-	CUP	-
Outdoor Sports and Recreation	-	-	-	P	-
Commercial Recreation, Residential Recreation	-	-	-	-	CUP
Community Care Facility	P	P	P	P	P
Day Care Center	P	P	P	P	A
Eating and Drinking Establishments					
Fast Food with Drive-Thru (13)	-	-	P/CUP	P/CUP	-
Convenience	P	P	P	P	-
Full Service	P	P	P	P	-
Food and Beverage Retail Sales	-	-	P	P	-
Funeral and Interment Services	-	-	P	P	-
Lodging Services	-	-	P	P	-
Long Term Care Facility	CUP	CUP	P	P	CUP
Maintenance and Repair	-	P	P	P	-
Medical Services, General	P	P	P	P	-
Neighborhood Commercial	P	P	-	-	A
Nightclubs (14)	-	-	CUP	CUP	-

Nursery, Retail	-	-	-	P	-
Offices, Professional	P	P	P	P	-
Personal Services	P	P	P	P	-
Retail Sales and Services	-	-	P	P	-
Specialized Education and Training					
Vocational Schools	-	-	P	P	-
Specialty Schools	-	CUP	P	P	-
Storage, Personal Storage Facility	-	-	-	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 (15)	CUP	CUP	CUP	CUP	-
Telecommunication Facilities (16)	P/A/CUP	P/A/CUP	P/A/CUP	P/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 listed as permitted or conditionally permitted 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 accessary 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 use types and are permitted (P) where residential uses are permitted (P) or conditionally permitted (CUP).

(8) Single-family and two-family uses are permitted at minimum densities of 23 units/acre, and otherwise require a Conditional Use Permit.

(9) See Chapter 19.46 for large family day care home regulations.

(10) A long-term care facility which serves six (6) or fewer persons shall be considered a residential use of the property.

(11) Low Barrier Navigation Centers are exempt from a Design Review Permit.

(12) Short-Term Rentals are only permitted in a single-family dwelling unit. See Chapter 4.25 for additional Short- Term Rental requirements.

(13) A conditional use permit is required for fast food with drive-thru 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.
(14) Additional requirements are contained in Chapter 19.49.
(15) Additional requirements are contained in Chapter 19.36.
(16) Additional requirements are contained in Chapter 19.34.

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

Maps describing the existing circulation facilities and existing conditions were prepared for Atlantic Street and Folsom Road (including Estates Drive) and for Douglas Boulevard and Harding Boulevard (Figures 4.1 through 4.4). 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

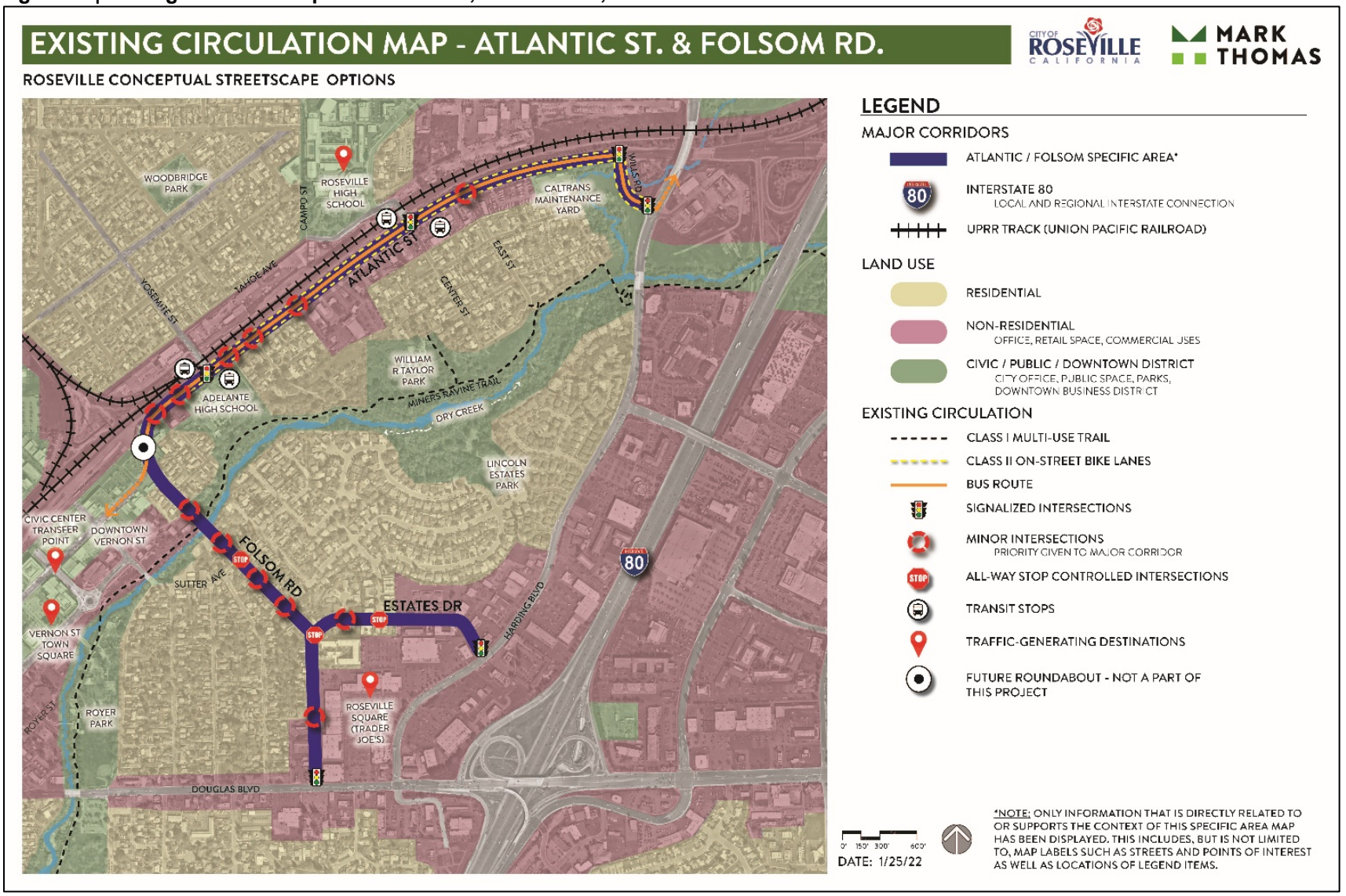


Figure 4.2 | Existing Circulation Map – Douglas and Harding Boulevard

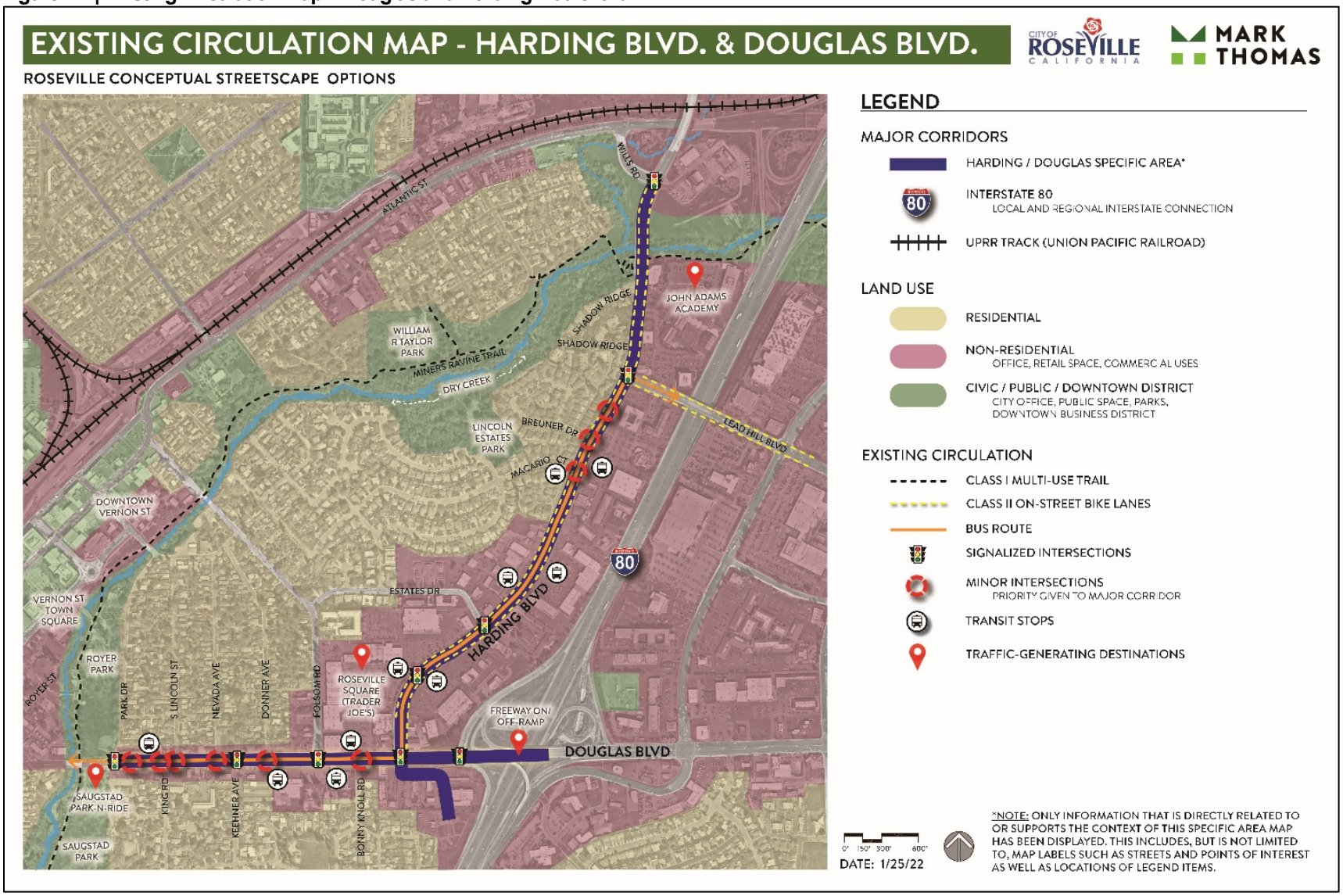


Figure 4.3 | Existing Conditions Map – Atlantic Street, Folsom Road, and Estates Drive

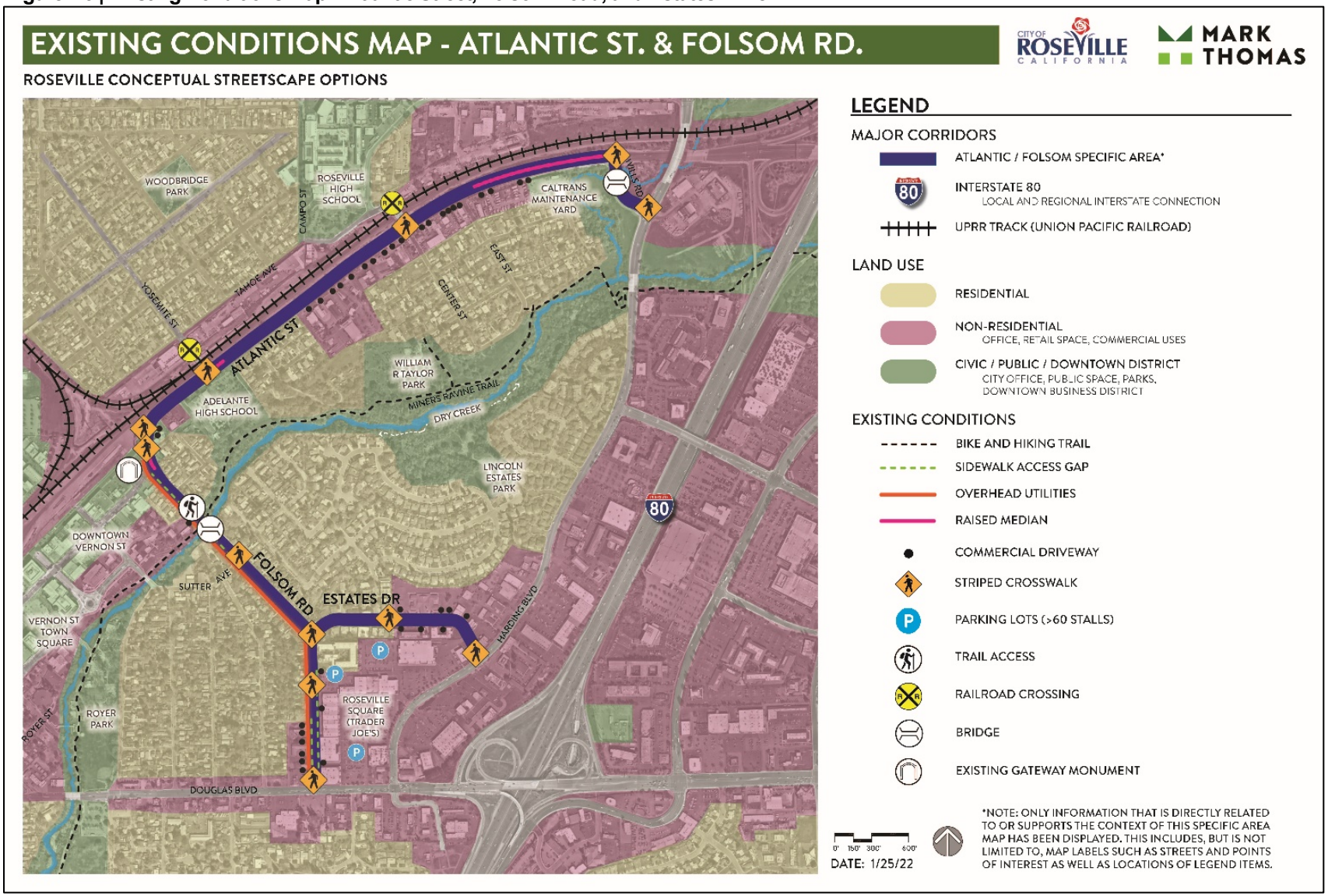
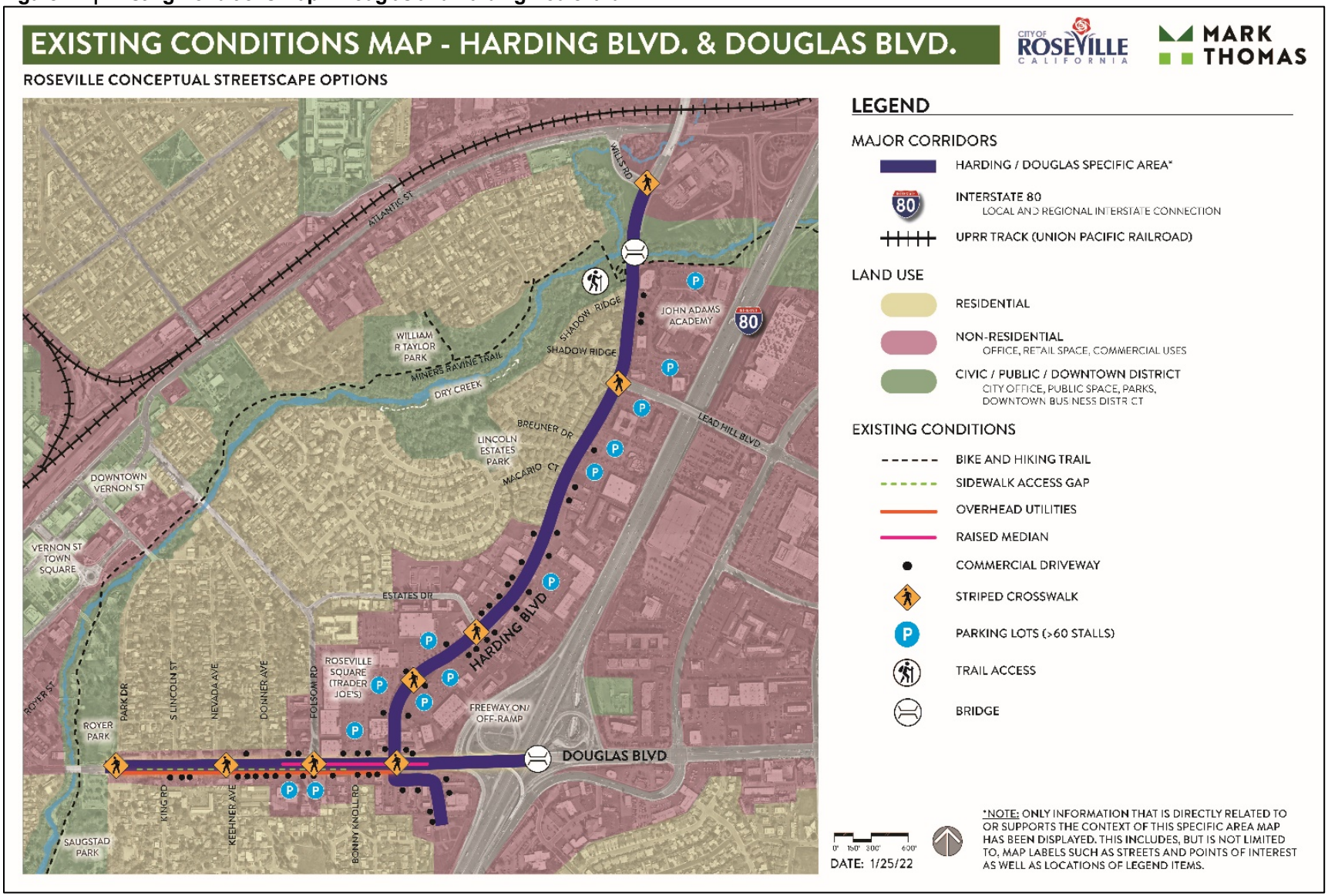


Figure 4.4 | Existing Conditions Map – Douglas and Harding Boulevard



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 roadways in the Plan Area are Douglas Boulevard and Harding Boulevard. Both are classified as arterials, which are designed to move large volumes of traffic at relatively high speeds through the City.

Douglas Boulevard is classified as a major arterial that runs approximately 7.5 miles east-west, ending at the intersection with Vernon Street and Riverside Avenue less than half a mile west of the Plan Area and near Folsom Lake nearly 7 miles to the east. It is one of the City's major roadways and is a major commercial corridor both within the Plan Area and east of Interstate 80. Within the Plan Area, Douglas Boulevard is a four-lane roadway with a shared center turn lane. There are five signalized intersections on Douglas Boulevard in the Plan Area and six minor intersections. At a minor intersection, traffic on the primary roadway (Douglas Boulevard) continues to flow while the connecting side street is stop controlled.

Harding Boulevard is classified as a minor arterial and runs generally north-south, terminating at a commercial property on the southern end and becoming Galleria Boulevard on the northern end, at the intersection with Wills Road. Harding Boulevard generally parallels I-80. Within the Plan Area, Harding Boulevard is a four-lane roadway with dedicated turn pockets on the segment between Douglas Boulevard and Estates Drive, and thereafter has a shared center turn lane. There are five signalized intersections on Harding Boulevard in the Plan Area and two minor intersections. One of the signalized intersections is not located at a cross street, and instead provides access to commercial centers on either side of the roadway.

The Plan Area contains two roadways classified as collectors: Folsom Road and Estates Drive, both of which are two-lane roadways. Collectors link residential and commercial districts to arterials. Folsom Road connects Douglas Boulevard to Oak Street and Vernon Street, providing a pathway into Downtown and to the Washington Boulevard underpass. Estates Road connects Harding Boulevard to Folsom Road.

The remaining roadways are classified in the General Plan as local streets, which provide direct access to residences, services, and other destinations from collector streets. The local streets between Folsom Road and Douglas Boulevard are one-way streets.

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. The path is not within the Plan Area but is accessible from three nearby locations: 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. Harding Boulevard contains Class II on-street bike lanes within the Plan Area.

The locations of these bike facilities are shown on Figures 4.1 and 4.2. The bicycle facilities on Harding Boulevard provide 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). There are no bicycle lanes on Douglas Boulevard. Douglas Boulevard was planned and built to prior to 1950, before consideration of on-street bicycle pathways was a common practice. The existing right-of-way is only wide enough to accommodate the existing travel lanes and four-foot sidewalks.

Pedestrian System

Pedestrian facilities in the Plan Area consist of sidewalks, pedestrian camps, crosswalks, and pedestrian crossing signals. Sidewalks are located on both sides of Douglas Boulevard for the entire segment located within the Plan Area, though at four feet wide they are narrower than the City's current standard of five feet, have no separating features from the roadway, and contain both utility and light poles, which may make traveling along Douglas Boulevard uncomfortable for many pedestrians.

Harding Boulevard is similar, with four-foot sidewalks and light poles located within the sidewalks north of Douglas Boulevard. However, the Class II bike lane located on both sides of Harding Boulevard provides some buffering from travel lanes for pedestrians. Also, unlike on Douglas Boulevard, there are large commercial parking lots alongside most of Harding Boulevard, which provide future opportunities for sidewalk separation and/or additional landscaping as part of redevelopment projects. On South Harding Boulevard, sidewalks are only located on one side of the street.

The crosswalks across Douglas Boulevard and Harding Avenue provide one crosswalk leg across the intersection, rather than having a crosswalk on both approaches. 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 striped crosswalks in the Plan Area are shown on Figure 4.3 and 4.4.

Along Douglas Boulevard the crosswalk locations provide connections across the road to key destinations, including to Royer and Saugstad Parks; George Cirby Elementary School and Garbolino Park; and commercial areas on either side of the road. Along Harding Boulevard the crosswalks primarily provide connections to the commercial centers on either side of the intersections. The crosswalks are located at the intersection with Douglas Boulevard, Roseville Square, Estates Drive, Lead Hill Boulevard, and Wills Road. There is a crosswalk at the midpoint of Estates Drive, providing access from the residential areas on the northern side of the road to the commercial areas on the southern side of the road. Finally, there are three crosswalks on Folsom Road, providing access to Downtown, Royer Park, and Miner's Ravine Trail.

Transit

The Local L bus route runs from Downtown along Douglas Boulevard, turns north on Harding Boulevard and continues through the Plan Area, and then runs east on Lead Hill Boulevard, as shown on Figure 4.1 and 4.2. This bus route connects to a bus stop in Downtown which serves multiple routes (the A, B, and D routes) and also connects to the Sierra Gardens Transfer point which serves multiple routes (the A, B,

C, E, F, and G routes). Transit users in the Plan Area can connect to most of the local routes in the City via one of these nearby stops/transfer points. As shown on Figure 4.2, there are 10 bus stops for the L-route in the Plan Area at key locations.

Commuter Routes AM Routes 3, 7, 9, and PM Routes 1, 6, 7, 9, and 10 provide AM and PM commuter service. Adjacent to the Plan Area on Douglas Boulevard, a 91-space Park and Ride lot at Saugstad Park provides parking for Commuter Service into Sacramento.

4.3 Circulation Goals and Policies

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 support an enhanced circulation environment for all modes of transportation and community priorities. Goals are broad in nature and the later sections of this chapter detail strategies that will be used to achieve these goals. The goals also help to address the overall plan objectives 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 art[2] 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.

[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.

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 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.

Policy 2.8: The City will seek funding needed to underground utilities along Douglas Boulevard where utility poles are located within the sidewalk, to provide for a more pleasant and user-friendly pedestrian experience. The right-of-way on Douglas Boulevard is constrained and development is often street-forward, limiting the ability to separate or widen sidewalks. The removal of utility encroachments should be prioritized in this location, because it is the most feasible means of improving sidewalk facilities.

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: Encourage the consolidation of commercial driveways through design review, using the City of Roseville's Design and Construction Standards to determine appropriate driveway placement and spacing. The primary roadways in the Plan Area include many closely spaced commercial driveways. These conditions hamper mobility for vehicles, bicycles, and pedestrians and can be a barrier to streetscape improvements. Consolidating driveways would reduce the number of turning movements on the roadways, thereby creating opportunities for medians or other center turn lane improvements, reducing conflicts between vehicle movements and bicycle or pedestrian travel, and improving traffic flow. Driveways should be consolidated where feasible.

Policy 3.3: 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 3.4: 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: Encourage development and redevelopment which creates plazas, gathering spaces, and other gateway features at key corners and commercial entry points. Throughout the plan area there are opportunities to create pedestrian-focused entries into commercial centers, particularly within centers adjacent to residential neighborhoods.

Policy 4.3: 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 Interstate 80 and Downtown Roseville provides an opportunity to embrace this area as a gateway to Downtown. Opportunities maps were prepared for Atlantic Street and Folsom Road (including Estates Drive) and for Douglas Boulevard and Harding Boulevard (Figures 4.5 and 4.6). These maps were developed through an analysis of the existing circulation and existing conditions maps and surveys and comments from the community. The purpose of the maps is to identify the general areas where streetscape improvements could be most beneficial or effective, given the identified constraints and conditions. The maps are 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 maps, example streetscape sections are provided below in Figure 4.7 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 4.5 | Opportunities Plan – Atlantic Street, Folsom Road, and Estates Drive

Figure 4.6 | Opportunities Plan – Douglas and Harding Boulevard

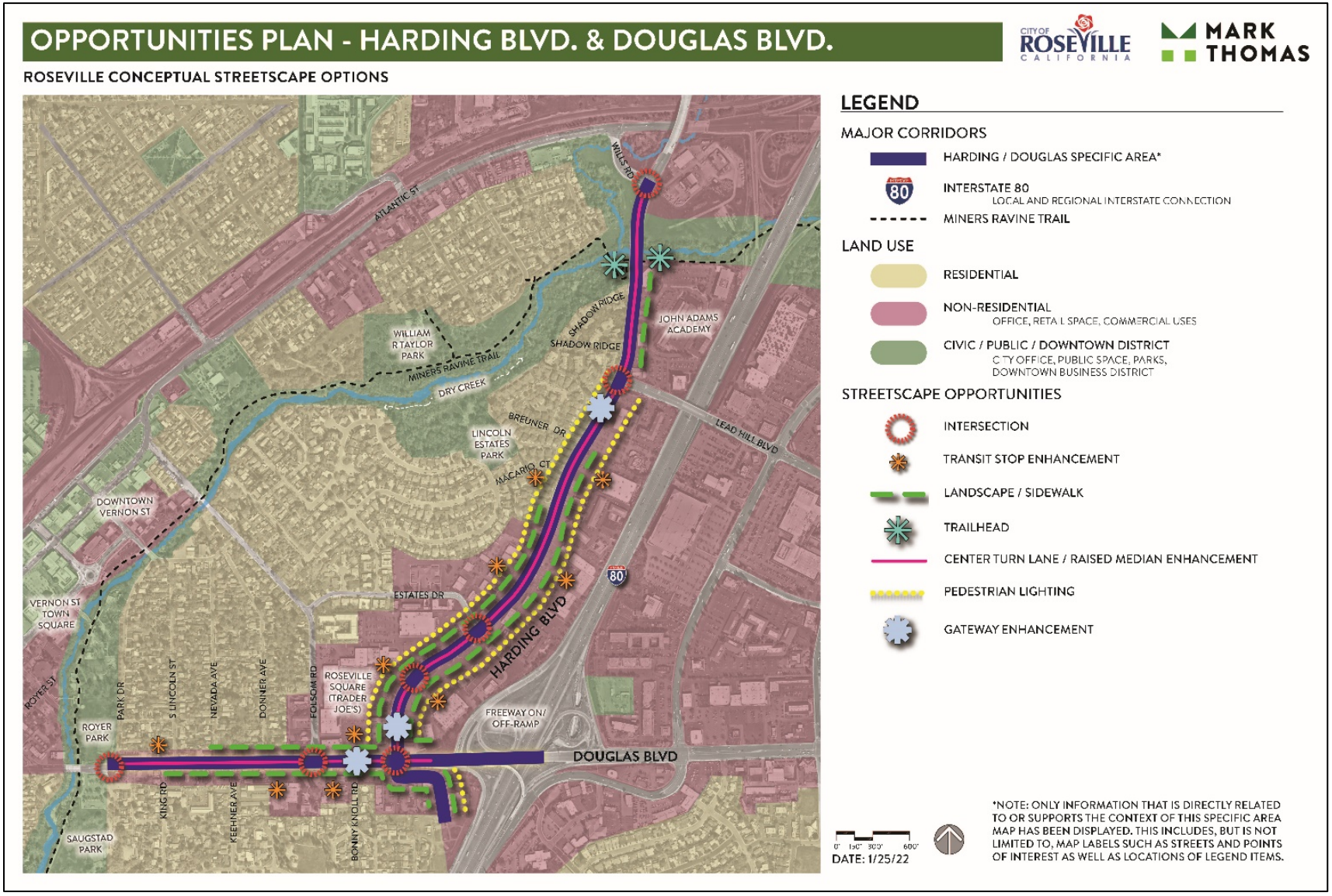
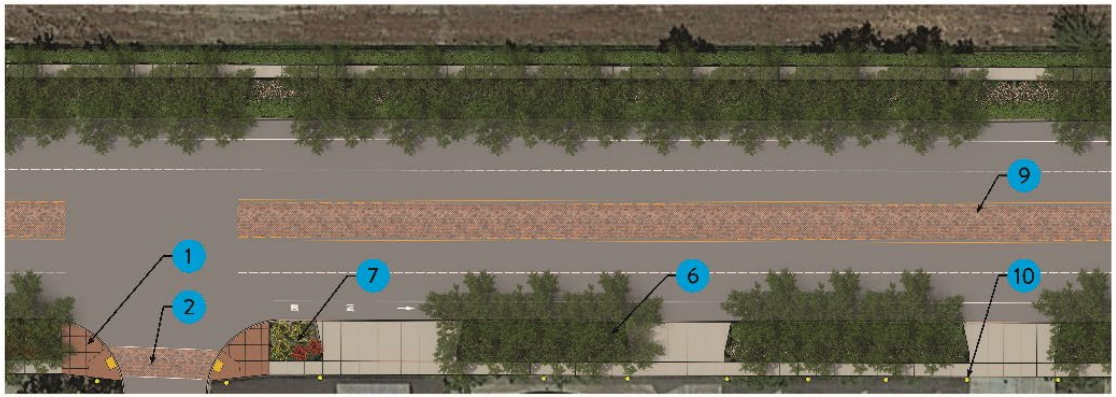


Figure 4.7 | Streetscape Options

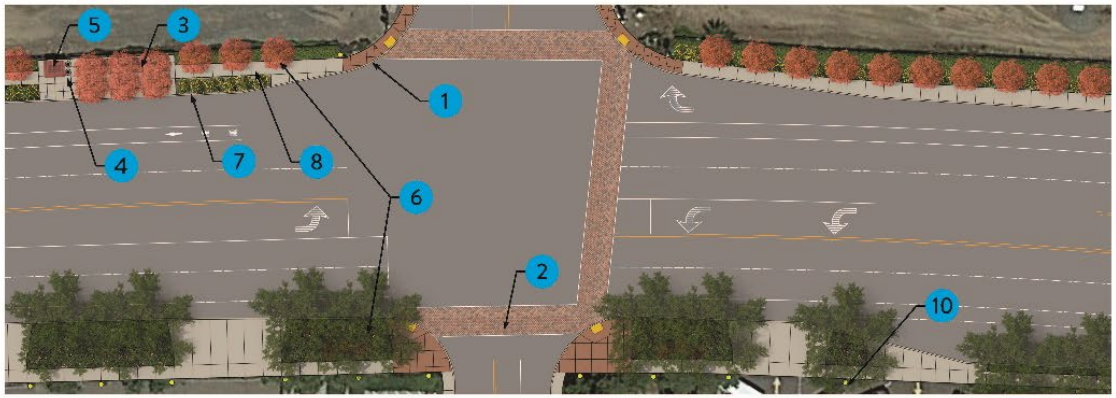
STREETSCAPES

ROSEVILLE CONCEPTUAL STREETSCAPE OPTIONS



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

0' 10' 20' 40'



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

0' 10' 20' 40'

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

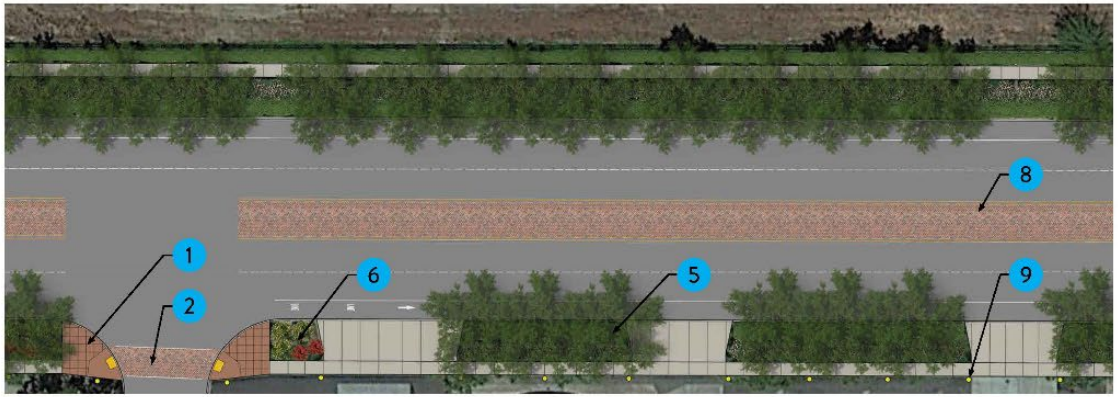
MEDIAN

PEDESTRIAN ENVIRONMENT

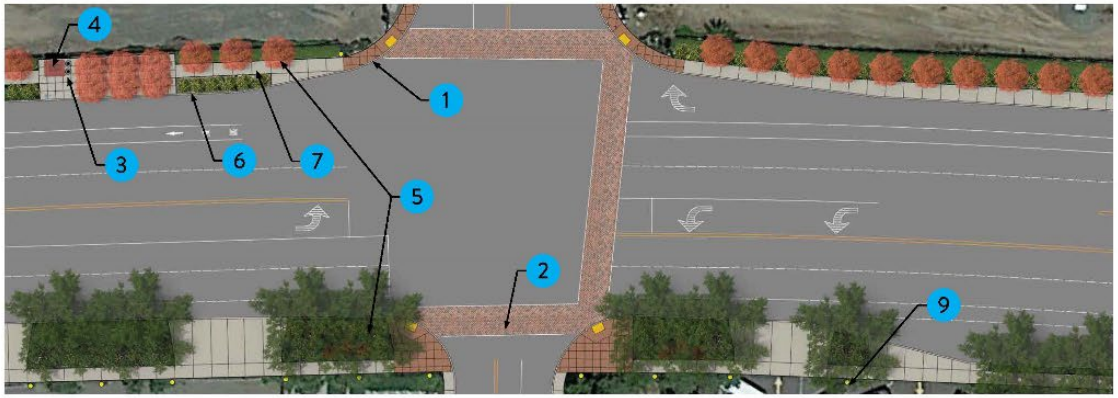
10 DECORATIVE STREET LIGHTS

WAYFINDING/INFORMATIONAL SIGNAGE

STREET FURNITURE



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

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

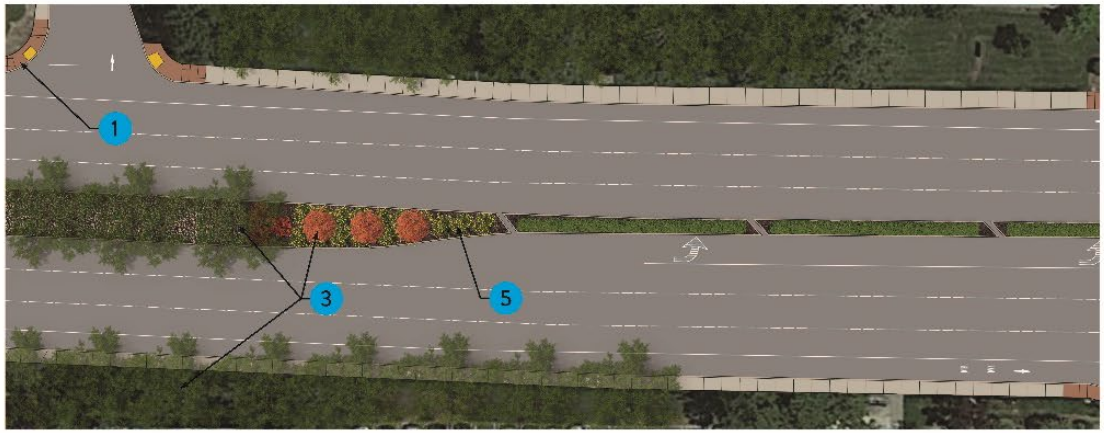
MEDIAN

PEDESTRIAN ENVIRONMENT

9 DECORATIVE STREET LIGHTS

WAYFINDING/INFORMATIONAL SIGNAGE

STREET FURNITURE



MID-BLOCK PLAN - Example section with planted median

0' 10' 20' 40'

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 needed, 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 Atlantic Street 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. System upgrades in the Plan Area are needed to support existing and future conditions. 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. Note that all three Commercial Corridor plan areas were evaluated cumulatively to provide a full

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, or have recently finished construction. 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 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 maximum demand in the Plan Area is 0.47 million gallons per day (mgd), and with the project will increase to 0.56 mgd. The future (year 2050) system demand is forecast to be 0.66 mgd, and with the project will increase to 0.75 mgd. These figures use a unit water demand factor of 177 gpd per dwelling unit (DU) and assume the development of 200 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 per 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 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, the only improvements identified within the Douglas-Harding Corridor Plan are needed regardless of the additional demands added by implementation of the Specific Plan. The total estimated cost of system improvements is approximately $5.1 million (including permitting, engineering, and construction), with approximately $4.1 million of those costs due to existing system improvement needs and $1 million 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 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 are planned to 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 wells 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 0.23 mgd, in the future condition would be 0.25 mgd, and in the buildout sensitivity scenario would be 0.34 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 in the buildout condition there are four shallow manholes located on a line serving the Douglas-Sunrise Corridor Plan that slightly exceed criteria. These manholes are located within an existing creek which has lower ground elevation, resulting in the allowable height of the manholes to be less than five feet above the crown of the gravity pipeline. Therefore, any amount of additional surcharge in these shallow manholes 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 A sewer, which extends to the shallow manholes, the future surcharge condition should be remedied.

The sewer study evaluated a potential solution to relieve Cirby Trunk A, which would consist of the installation of a relief sewer line to convey excess flows into Cirby Trunk B. 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 but is needed to support buildout conditions. Though the Corridor Plans do not by themselves trigger the need for the improvement, development in the Douglas-Sunrise Plan will contribute to cumulative surcharge conditions. The City will need to incorporate these cumulative conditions 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 primarily conveyed via overhead lines located within and directly adjacent to sidewalks throughout most of the Plan Area, including Douglas Boulevard and most of the side streets. A large segment of Harding Boulevard from the intersection with Douglas Boulevard north to the properties south of Mahan Court has underground lines. Undergrounding overhead lines on Douglas Boulevard would remove encroachments to both the physical and visual environment, by removing poles and other obstacles infringing on the sidewalk and removing overhead wires from the view. 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. The cost to underground lines is estimated to be approximately $3.4 million.

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

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.

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 For properties west of the intersection of Douglas Boulevard and Folsom Road, 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 Douglas Boulevard, Harding Boulevard, South Harding Boulevard, or Estates Drive, 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. Prominent intersections in the Plan Area are Douglas/Harding, Douglas/Lead Hill, Douglas/Estates, and Douglas/Folsom.

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 the following roadways: Douglas Boulevard, Harding Boulevard, South Harding Boulevard, Estates Drive, and Folsom Road. 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. Prominent corners occur at the following intersections: Douglas Boulevard/Harding Boulevard/South Harding Boulevard, Douglas Boulevard/Folsom Road, Harding Boulevard/Estates Drive, and Harding Boulevard/Lead Hill Boulevard. 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 Douglas-Harding Corridor. 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 Douglas-Harding 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 Douglas-Harding 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 supersede 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 Douglas-Harding Corridor Specific Plan is to simplify and streamline the development review process and remove barriers to reinvestment, particularly for high density housing and commercial reinvestment. 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. Also refer to the Land Use chapter policy regarding tribal coordination.

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

MARK THOMAS

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% continecy 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 irrigaiton 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 utilties along Folsom Road and Sunrise Blvd, per assessment by Roseville Electric.