

ITEM IV-B: ZONING ORDINANCE AMENDMENT – 901 PLEASANT GROVE BOULEVARD – NCRSP PARCEL 43 - HIGHLAND POINTE CORPORATE CENTER – FILE # 2010PL-023 (RZ-000054)

REQUEST

The applicant requests approval of an amendment to the *Recommended Corporate Center Sites* map to add the Highland Pointe Corporate Center to the map and designate the site as a Corporate Center.

Property Owner: Mourier Land Investment Corporation (MLIC)
Project Applicant: Eric Avery, MLIC

SUMMARY RECOMMENDATION

The Planning & Redevelopment Department recommends that the Planning Commission take the following action:

- A. Adopt the two (2) findings of fact for the Zoning Ordinance Amendment; and,
- B. Recommend that the City Council approve the Zoning Ordinance Amendment.

SUMMARY OF OUTSTANDING ISSUES

There are no outstanding issues associated with this request.

BACKGROUND

In September of 2005, the City Council formed the nine member Blue Ribbon Corporate Center Committee. The committee was formed based on an action item included in the City's Economic Development Strategy that had been adopted by Council earlier that year (July). The purpose of the committee was to look at ways to strengthen the City's position as a regional job center and identify potential sites where corporate campuses or corporate headquarters could be located and a significant number of jobs could be created.

In March of 2007, the City Council adopted the policy recommendations contained in the *Blue Ribbon Corporate Center Committee Report*. Two of the recommendations called for changes to the Zoning Ordinance and the Sign Ordinance to provide incentives to attract businesses to designated corporate center sites. The incentives included increased building heights, reserved parking and more signage.

In January of 2008, with a recommendation for approval from the Planning Commission, the City Council adopted a new chapter of the Zoning Ordinance, Chapter 19.37, Corporate Centers. The new chapter defined what constitutes a corporate center, established permit requirements and development standards, and identified locations through adoption of the *Recommended Corporate Center Sites* map as recommended by the committee.

The Highland Pointe Corporate Center project is not currently on the recommended sites map because it had already been entitled (2003) and the focus of the Corporate Center Committee was on designating vacant and unentitled properties. However, the staff report to the City Council stated that if a property was not on the map then it must be demonstrated to the Council that a site warranted being added to the map. Because the mechanism used to adopt the map was a zoning ordinance amendment, the zoning ordinance requires that the Planning Commission make a recommendation to Council on this amendment request.

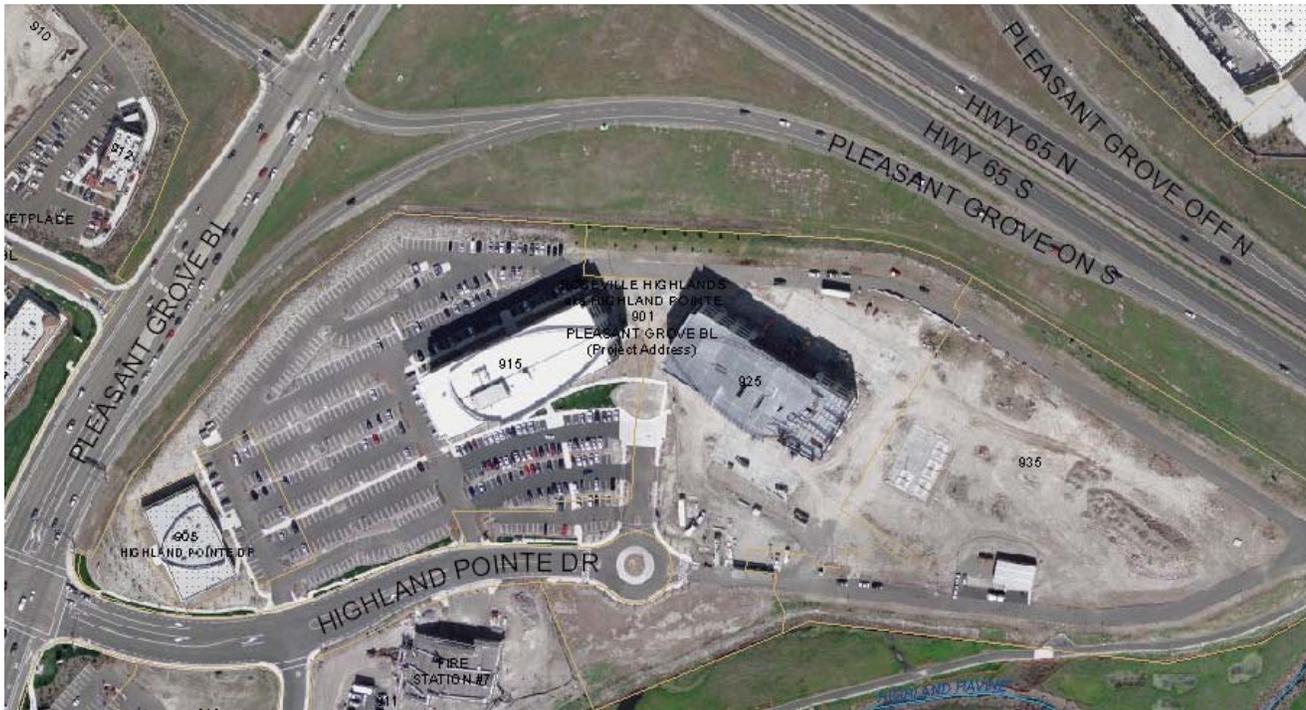


Figure 1 - Highland Pointe Corporate Center

FINDINGS & EVALUATION

When evaluating a request that involves a zoning ordinance amendment, the Planning Commission must determine that the request is consistent with the following:

1. The public interest, health, safety or welfare of the City; and,
2. The General Plan and any applicable Specific Plan of the City of Roseville.

In evaluating this specific request, the provisions of Chapter 19.37 (Attachment 1) are the applicable standards of review. The request must be deemed to be consistent with the definition, permit requirements, and development standards of Chapter 19.37 to warrant approval. The provisions and a brief discussion of how they apply to the request are outlined below.

Per Chapter 19.37 of the zoning ordinance, the definition of a Corporate Center is:

A ten (10) to fifty (50) acre site with three (3) or more buildings containing more than 100,000 square feet of developed office space. A Corporate Center shall also contain all of the following:

- Self-contained reciprocal parking
- Common conference facility
- On-site restaurants (or close proximity to food service)
- Signage and identity for occupants and tenants
- Exercise facility, showers and lockers.

The Highland Pointe Corporate Center meets each of the criteria listed above as it comprises 26.3 acres, has four (4) buildings (3 of which are built) totaling 368,000 square feet, on-site reciprocal parking, nearby restaurants, tenant signage, and on-site conference and exercise facilities. The project is further described by the applicant in Attachment 2, and the site plan and pictures are shown in Attachments 3 and 4.

In addition to the above, there is location criteria as follows:

A Corporate Center may be located at sites identified on the *Recommended Corporate Center Sites* map, as adopted by Council.

The proposed site is well situated with good freeway access to Highway 65 and Interstate 80, and good visibility to and from the freeway of the two existing and one future four-story buildings. These are attractive qualities to site selectors looking to locate their business in Roseville.

Since Highland Pointe is already entitled and partially built, the corporate center designation will not affect the existing entitlements. However, if Highland Pointe is added to the recommended corporate center sites map it would allow for additional project signage that is proportionate to the scale of the four-story buildings in the project per the Sign Ordinance provisions for Corporate Centers. Amending the Sign Ordinance to address Corporate Center signage was a recommendation of the Blue Ribbon Corporate Center Committee.

Conclusion

The proposed site meets the definition of a Corporate Center and is well located. In addition, the corporate center designation was not intended to be exclusive to those properties originally designated because there was a process described for adding sites in the future. This site seems well suited to meet the objectives of the City Council and the Blue Ribbon Corporate Center Committee in designating recommended corporate center sites which was to strengthen Roseville's ability to attract jobs.

ENVIRONMENTAL DETERMINATION

This project is categorically exempt from the environmental review requirements of the California Environmental Quality Act (CEQA) pursuant to Section 15183 of the CEQA Guidelines as a project that is consistent with the General Plan and the North Central Roseville Specific Plan for which Environmental Impact Reports (EIR's) were certified.

RECOMMENDATION

The Planning Department recommends that the Planning Commission take the following actions:

- A. Adopt the two (2) findings of fact listed above for the Zoning Ordinance Amendment – 901 Pleasant Grove Boulevard - Highland Pointe Corporate Center - FILE# 2010PL-023 (RZ-000054); and
- B. Recommend that the City Council approve the Zoning Ordinance Amendment - 901 Pleasant Grove Boulevard - Highland Pointe Corporate Center - FILE# 2010PL-023 (RZ-000054).

ATTACHMENTS

1. Chapter 19.37 of the Zoning Ordinance – Corporate Centers
2. Applicant's Project Description
3. Site Plan
4. Pictures of Conference and Exercise Facilities

EXHIBITS

- A. Amended *Recommended Corporate Center Sites* map