

14. Building site design should consider alternatives to the standard "L" shape or strip building configuration. In order to strengthen the streetscape, pad sites or a portion of the main buildings should be located at the street frontage.
15. Large single-user freestanding retail commercial buildings which are not integrated in an overall pedestrian oriented site design, are generally discouraged, and shall not be the dominant form of commercial use on any parcel. Architectural design measure should be incorporated to visually reduce the bulk and large frontages often associated with such uses. All commercial uses are subject to a use permit. All community commercial parcels must be master planned for the entire site.
16. The master plan for all community commercial parcels adjacent to potential light rail corridors shall take into consideration the possible future extension of light rail, including right-of-way and station needs. The design of Parcels 31 and 32 shall consider the possible future construction of an urban interchange at the intersection of Roseville Parkway and Pleasant Grove Boulevard.
17. In addition to the other uses specified for the community commercial land use, Parcel 34 may also accommodate large users such as a junior department store, discount outlet, furniture or appliance stores, sporting goods, hotel, auto service center, movie theaters or other entertainment activities, and similar large facilities. All such uses shall be designed in accordance with the policies in this section.

3.7A HIGHWAY ORIENTED COMMERCIAL

(Parcels 48A and 55A)

The Highway 65 corridor defines the northern edge of Parcels 48A and 55A. The NCRSP freeway frontage is approximately two miles in length with the existing Harding/Stanford Ranch Road Interchange anchoring the eastern reach and the future Blue Oaks Interchange anchoring the west. At the center of the NCRSP Highway 65 frontage is the planned Pleasant Grove Interchange. This interchange will provide a major link between Roseville and Rocklin by way of Pleasant Grove Boulevard which will become Park Drive in Rocklin, and provide direct access to this highway oriented commercial parcel.

3.7A.1 Parcel 48A and Parcel 55A Development Guidelines

Pleasant Grove Boulevard is designed to provide direct access from the Highway 65/Pleasant Grove Boulevard Interchange to Parcel 48A and Parcel 55A.

Due to freeway proximity, future buildings on Parcel 48A and Parcel 55A may be visible to SR 65 motorists. Although the mass of future buildings may be screened to some degree by the cut slopes along the edge of the right of way, the following design standards are incorporated to further soften the development edge along the SR 65 corridor of Parcel 48A and Parcel 55A:

- Commercial buildings are to be set back a minimum of 50 feet from the SR 65 right of way. Commercial parking areas, including driveways and delivery bay areas, are to be set back a minimum of 40 feet from the SR 65 right of way. Any dumpster enclosures, service entries, and/or loading dock shall be fully screened from view with a combination of block walls and landscaping.

- Setback and open areas between future buildings or parking and the freeway right-of-way are to be landscaped with a mix of trees, shrubs and ground covers. The landscape planter shall have a width of 40 feet.
- The primary tree along the SR 65 frontage shall be the Bloodgood London Plane tree planted in a staggered pattern at 30 feet on center.
- Where permitted by individual site development plans, tree planting pockets abutting the setback area should be developed between adjoining buildings or clusters of buildings or at "dead spaces" occurring within individual site development plans. The tree planting pockets are intended to introduce a rhythm of intermittent tree groves along the freeway edge.
- Approximately one third of the trees planted in the setback and pocket areas should be conifer trees for vertical scale and screening.
- All building elevations visible from the freeway should be designed to incorporate architectural detail that is sensitive to such visibility and that avoids the featureless design typically associated with "backside" facades.
- Where this commercial parcel lies adjacent to watershed open space parcels, a landscape buffer is to be installed along the abutting edge of the non-open space parcel. The minimum buffer width is 20 feet for parking and 25 feet for buildings.
- Although highway commercial parcels are not required to be master planned, considerations of internal function shall be addressed in the context of a conceptual site plan at the time a development proposal is initiated for any portion of the individual site. Where a mix of uses is anticipated for the site, particular attention shall be given to site circulation, access and parking. A clearly defined pedestrian link running parallel to the freeway is encouraged.

3.8 Regional Commercial Core Area

The commercial core area is comprised of two regional commercial sites totaling approximately 188.89 acres, (Parcels 35 and 36), and ancillary parcels adjacent to the two primary parcels (Parcels 33, 37, 38, 39, and 40). The specific policies regulating the development of Parcels 38, 39 and 40 are found under the appropriate use sections of this element. The commercial core parcels comprise core retail, service, and leisure activities that serve the entire South Placer region. Population projections indicate that the region will be able to support one large retail mall and substantial additional commercial activity at this location.

The intent is to provide a mix of land uses within the core area that will support greater diversity and more pedestrian activity than is likely to occur at a single-purpose retail center. A higher level of development intensity is encouraged than would otherwise occur at a suburban shopping center. In order to achieve this mix of uses, one of the two regional commercial sites, (Parcel 35 or 36), has been identified as a regional mall, featuring shopping, services, leisure, and other activities in a single complex. The remaining area provides in-line and pad tenant spaces for a complementary mix of uses which may include office, service, retail commercial, restaurants, leisure, and cultural facilities. This area is envisioned as the "hub" of activity in the region. The core area is characterized by tall, landmark buildings, public plazas, a distinctive pedestrian circulation system, and a diverse mix of uses.

The parcel developed as the regional mall may include the following uses:

- retail sales and services (including major department stores)
- eating and drinking establishments

- professional offices
- auto service center
- manufacturer direct-to-consumer automotive sales/leasing, for no more than one auto manufacturer, with a maximum of 5,000 square feet for a showroom within the Galleria containing no more than five (5) display vehicles, and no more than eight (8) vehicles combined for test drives/sale or lease purposes. Reserved parking spaces for such vehicles outside the display space within the Galleria shall be in a location not visible from public streets.
- banks and financial services
- child care
- movie theaters
- cultural centers, such as libraries and museums
- specialized education and training
- personal services
- multi-family residential

An alternative land use plan is proposed for the site not developed as the regional mall (Parcel 36). Parcel 36 uses may include up to sixty percent (60%) of the total gross building floor area of the site for retail commercial. The balance of the site will be used for non-retail uses such as business-professional office, hotels, restaurants, banks, child care, theaters, and other office and service commercial uses. Multiple family residential use may be considered subject to City approval of a General Plan Amendment and Specific Plan Amendment for additional units. Parcel 36 is subject to regional commercial policies as well as the business-professional and commercial policies that are appropriate to the ultimate land use mix, when such policies are applicable and do not conflict with the goals and policies of this section.

The eastern edge of Parcel 36 encompasses slope areas ranging from five (5) to twenty-five percent (25%) gradient and oak woodlands overlooking Antelope Creek. Although the site is adjacent to an area designated as a potential regional commercial center, it is not suitable for conventional office or commercial development due to the slope and tree conditions. Consequently, a majority of the slope will be included in a non-developable slope easement. Approximately 2.6 acres, designated as Parcel 33, will be accessible from a future connection from Antelope Creek Drive.

This parcel is illustrated on Figure 3-20, Slope Easement Area. The site is suitable for a restaurant, small office building, or specialty retail. The building placed on the parcel will require pedestrian access from a parking area at the top of the bluff. The building is required to be of a low profile design, not more than two stories in height on its downhill side, and must be visually integrated with the natural terrain. The height shall not exceed thirty-five feet (35') above the natural grade. Regulations relating to the development of Parcel 33 are contained in Policy 19 of this section.

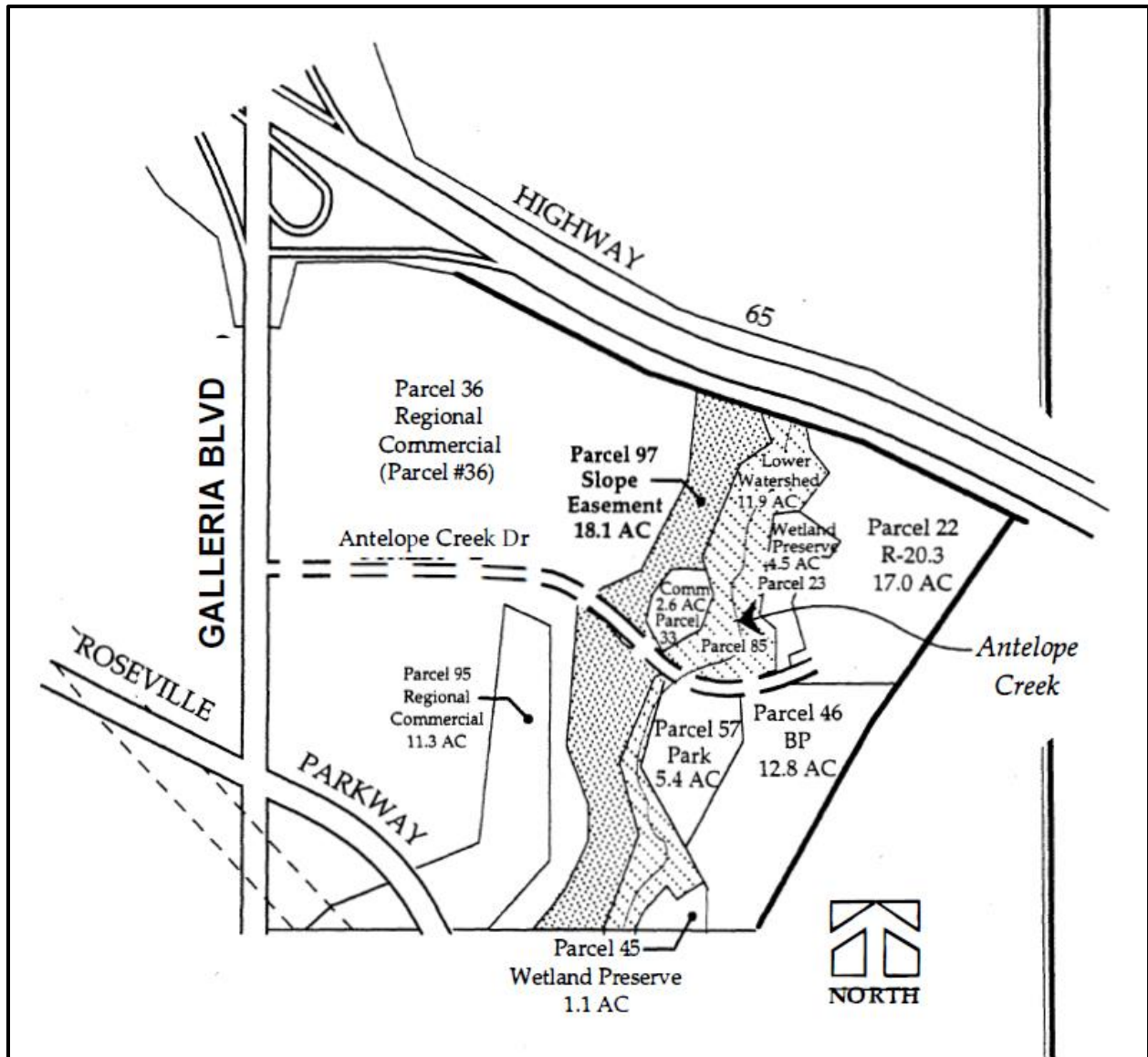


Figure 3-20: Slope Easement Area

Parcel 37 is a small commercial site of approximately five (5) acres separated from the regional commercial sites by Roseville Parkway. This site is suited for small freestanding commercial or service uses such as auto service, bank, restaurant, or small office or retail uses relating to the commercial core area. Much of the site is encumbered by a powerline easement, which limits building locations and coverage. Due to the proximity to the Roseville Parkway /Galleria Boulevard intersection, the property will be limited to right in/ right out vehicular turning movements.

The basic concept of the commercial core area is to make the two sides of Galleria Boulevard work together as a single urban complex. The features of such a complex include a highly efficient circulation system that accommodates pedestrians as well as vehicles and public transportation. A major emphasis of the core area is on the design of pedestrian spaces and connections.

The creation of an urban scale commercial core area is facilitated by the regional access that has been provided. The access is illustrated in Figure 3-21, Regional Commercial Core Circulation Diagram. The roadway system offers superior circulation for the core area via the Highway 65 /Galleria Boulevard, Atlantic Street/Eureka Road and Highway 65 /I-80 interchanges. The interchanges are supplemented by the major arterial linkages including Galleria Boulevard, Stanford Ranch Road and Roseville Parkway. The location also presents opportunities for potential future connections to regional public transit, including light rail. The site offers freeway visibility; proximity to an established and growing population base, a visually dramatic site, and a comprehensive master planning effort by the City. These factors provide a unique opportunity in the Sacramento /South Placer region to establish a "satellite downtown" complex.

The pedestrian circulation system, illustrated in Figure 3-22, Regional Commercial Core Pedestrian Circulation Diagram, will link the entire commercial core area around Galleria Boulevard. In addition, the walkways will extend to the adjacent business-professional/ commercial, business-professional, and multi-family residential uses immediately surrounding the commercial core. A connection will intersect with the planned bike trail along Antelope Creek which will link south into the developed portion of Roseville and north into Rocklin. The pathway system will have the effect of making the commercial core accessible to a larger pedestrian core area by providing safe and convenient connections.